

**Four in Ten (43%) Working Canadians Rate Their Company as
'Not Committed' to Community Service
Half (50%) Have Been Inspired to Volunteer By Someone in Their Life;
Community Service Mentors Most Inspirational in Adulthood (61%)**

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Ipsos Reid

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Four in Ten (43%) Working Canadians Rate Their Company as ‘Not Committed’ to Community Service

*Half (50%) Have Been Inspired to Volunteer By Someone in Their Life;
Community Service Mentors Most Inspirational in Adulthood (61%)*

Toronto, ON – Although most working Canadians believe it’s important for their workplace to promote civic engagement and community service, a sizeable portion believe their company isn’t committed to doing so, according to a new survey conducted by Ipsos Reid on behalf of Big Brothers Big Sisters of Canada.

Four in ten (43%) working Canadians rate their company as being ‘not committed’ (13% not committed at all/34% not really committed) to community service, although a majority (57%) believe their company is in fact ‘committed’ (21% highly committed/32% somewhat committed) to this act.

That nearly half of working Canadians believe their workplace isn’t committed to community demonstrates a disconnect between employee and employer, as a strong majority of workers believe it’s important for companies to take such an interest. Four in five (77%) working Canadians say it’s ‘important’ (27% very/49% somewhat) to them that companies provide their employees with opportunities and incentives to volunteer for community service, compared to just one in four (23%) who believe it’s ‘not important’ (5% not at all/18% not very) for companies to do so.

When it comes to the commitment of their companies, and Corporate Canada in general, a sizeable portion of working Canadians believes they should be doing more. Two in three

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(67%) 'agree' (19% strongly/48% somewhat) that 'their own company should do more to support communities with charitable work', with one in three (33%) 'disagreeing' (7% strongly/26% somewhat). Just half (49%) 'agree' (5% strongly/44% somewhat) that 'Corporate Canada is doing enough to support communities with charitable work', while half (51%) 'disagree' (10% strongly/40% somewhat) that Corporate Canada is doing enough.

As it stands, just two in ten (19%) indicate that their company gives its employees time off to volunteer in the community with seven in ten (69%) saying their company doesn't provide time off for these activities and 14% don't know. Even fewer (12%) say their company supports them in micro-volunteering, a form of community service that involves companies giving a group of employees a day off to do community service as a team, with seven in ten (70%) maintaining that their company doesn't engage in this activity and two in ten (18%) don't know.

Furthermore, just two in ten (20%) say their company matches contributions of time or money that employees make towards charitable causes, while just 14% work at companies that have formal time-release policies which allow their employees to take time off to volunteer.

Working Canadians appear to be looking for their companies to provide these initiatives, as three in four (77%) indicate they'd be 'likely' (33% very/45% somewhat) to accept an offer to do community service, while less than one in four (23%) say they would 'not be likely' (6% not at all/17% not very) to accept such an offer. In fact, one in four (23%) say they have already participated in a company-sponsored community project, but three in four (77%) have not.

For most Canadians in the workforce, being able to do community service is a component of a healthy work-life balance that companies should actively promote. Specifically, nearly nine in ten (85%) 'agree' (32% strongly/53% somewhat) that 'companies should encourage their employees to achieve a healthy work-life balance by allowing time off for community service', with less than two in ten (15%) 'disagreeing' (3% strongly/ 13% somewhat) with this sentiment.

According to Canadians, there are many benefits for a workplace that is committed and engaged when it comes to promoting civic engagement policies for their employees:

- Nine in ten (85%) 'agree' (29% strongly/56% somewhat) that **'employees who work for companies with volunteer policies are more likely to have positive attitudes towards their work and their employer'**, compared to 15% who 'disagree' (2% strongly/13% somewhat) with this assessment.
- Eight in ten (83%) 'agree' (27% strongly/54% somewhat) that **'offering time off to volunteer builds employee pride and makes it easier for companies to attract and keep the best employees'**, while just two in ten (18%) 'disagree' (3% strongly/15% somewhat).
- Eight in ten (82%) 'agree' (25% strongly/57% somewhat) that **'companies that have robust civic engagement policies benefit economically from higher morale, greater productivity and deeper customer loyalty'**, with less than two in ten (18%) 'disagreeing' (2% strongly/16% somewhat).

The Civic Benefits of Mentorship...

Half (50%) of working Canadians indicate that they have or have had someone or some people in their life who inspired them to volunteer in the community, either through encouragement or by example. Half (50%) say they've never had a mentor.

The data also reveal that having a mentor has its biggest impact later in life, as it isn't until adulthood that mentors have the most effect on their pupils. Six in ten (61%) working Canadians who have had a mentor indicate that this person inspired them to give back when they were at the adult stage of their life. Four in ten (40%) cite this inspiration coming while they were a teenager, while one in four say it was when they were a post-secondary student (25%) or a child up to age 12 (24%).

Most working Canadians believe that having a civically-engaged mentor means they'll be more likely to give back to the community as well. Nine in ten (88%) 'agree' (29% strongly/59% somewhat) that 'people who have mentors who demonstrate civic engagement are more likely to give back to the community than those who do not have role models', while just 12% 'disagree' (1% strongly/11% somewhat).

Workplace mentors, however, appear fewer and far between for working Canadians. Only one in four (27%) 'agree' (7% strongly/21% somewhat) that 'they've had a role model or mentor in their workplace that inspired them to volunteer for community service', compared to just three in four (73%) 'disagree' (34% strongly/39% somewhat).

Most working Canadians want Canadian business leaders to take a more proactive role in promoting civic engagement. Nine in ten (87%) 'agree' (31% strongly/56% somewhat) that 'influencing positive social change should be given greater priority by Canada's business leaders', while just 13% 'disagree' (2% strongly/11% somewhat).

These are some of the findings of an Ipsos Reid poll conducted between May 8th to 14th, 2013, on behalf of Big Brothers Big Sisters of Canada. For this survey, a sample of 1,143 working Canadians (who aren't self-employed) from Ipsos' Canadian online panel was interviewed online. Weighting was



then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.3 percentage points had all Canadians adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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