

From the following list, please select the type of cause or causes you feel companies in Canada should be supporting.

	Total 2015	Total 2014	2015 Gender		2015 Age					2015 Region			
	1028	1632	Female 534	Male 494	18-24 71	25-34 195	35-44 205	45-54 235	55+ 318	Atlantic 102	Ontario 360	Quebec 257	West 308
Total Sample													
Causes focused on poverty issues	61%	60%	65%	57%	61%	55%	62%	64%	61%	63%	59%	60%	62%
Causes focused on environmental issues	58%	56%	60%	55%	65%	58%	53%	61%	56%	63%	57%	51%	61%
Causes focused on child-specific issues	56%	57%	57%	53%	60%	59%	61%	55%	49%	66%	48%	62%	55%
Causes focused on mental health issues	54%	60%	57%	51%	61%	46%	55%	58%	54%	64%	54%	49%	55%
Causes focused on educational issues	51%	53%	53%	48%	68%	51%	53%	53%	44%	53%	46%	55%	52%
Causes focused on physical health issues	49%	56%	49%	49%	58%	40%	51%	55%	48%	49%	47%	50%	52%
Causes focused on elderly-specific issues	48%	52%	50%	45%	46%	35%	43%	52%	55%	51%	46%	46%	49%
Causes focused on abuse issues	46%	47%	49%	43%	55%	44%	48%	50%	43%	55%	46%	44%	46%
Causes focused on youth-specific issues	46%	45%	46%	46%	60%	46%	45%	44%	45%	48%	41%	52%	46%
Causes focused on wellness issues	44%	42%	46%	42%	56%	44%	40%	42%	45%	53%	45%	36%	46%
None of the above, I don't think companies in Canada should support good causes	5%	6%	4%	7%	4%	8%	6%	4%	5%	0%	6%	9%	3%

Consider the following statements and please indicate your level of agreement with each where 1 is totally disagree and 5 is totally agree.

		Total 2015 1028	Total 2014 1632	2015 Gender		18-24 71	25-34 195	2015 Age			Atlantic 102	2015 Region		
Total Sample				Female 534	Male 494			35-44 205	45-54 235	55+ 318		Ontario 360	Quebec 257	West 308
I always pay attention to which good causes companies support	Totally disagree	10%	10%	7%	13%	14%	12%	9%	9%	10%	10%	9%	13%	9%
	Disagree	16%	17%	16%	16%	14%	17%	18%	17%	15%	20%	17%	14%	17%
	Neither agree or disagree	39%	41%	42%	35%	40%	38%	36%	37%	43%	40%	37%	40%	40%
	Agree	28%	27%	27%	29%	24%	24%	31%	30%	27%	26%	28%	25%	29%
	Totally agree	7%	6%	7%	7%	8%	9%	7%	8%	5%	4%	9%	8%	5%
I consider myself a socially responsible person	Totally disagree	1%	1%	1%	2%	3%	1%	1%	2%	1%	0%	2%	2%	1%
	Disagree	3%	4%	3%	3%	7%	7%	4%	2%	0%	6%	2%	5%	1%
	Neither agree or disagree	23%	22%	20%	26%	25%	30%	27%	19%	18%	22%	23%	25%	21%
	Agree	55%	56%	58%	51%	51%	48%	47%	60%	60%	61%	55%	47%	59%
	Totally agree	18%	17%	18%	18%	14%	14%	21%	17%	20%	11%	18%	22%	18%
I consider myself an environmental person	Totally disagree	2%	2%	3%	2%	3%	4%	2%	2%	3%	0%	3%	2%	3%
	Disagree	6%	8%	5%	8%	10%	7%	6%	4%	7%	7%	6%	8%	6%
	Neither agree or disagree	30%	29%	28%	31%	32%	35%	31%	24%	29%	50%	27%	23%	31%
	Agree	45%	44%	48%	41%	36%	41%	45%	49%	46%	35%	48%	45%	45%
	Totally agree	17%	17%	16%	18%	19%	14%	16%	20%	16%	9%	16%	21%	16%
I am very interested in what good causes companies support	Totally disagree	8%	9%	6%	10%	4%	11%	10%	6%	7%	4%	6%	14%	6%
	Disagree	10%	11%	10%	9%	7%	8%	11%	11%	10%	9%	8%	11%	11%
	Neither agree or disagree	38%	37%	39%	37%	31%	40%	31%	40%	41%	41%	38%	40%	35%
	Agree	34%	35%	36%	32%	42%	31%	37%	35%	32%	43%	33%	26%	39%
	Totally agree	10%	8%	9%	12%	17%	11%	11%	8%	10%	4%	14%	9%	9%
I will only work for a company that is socially responsible	Totally disagree	9%	12%	8%	11%	8%	12%	9%	9%	8%	10%	8%	11%	10%
	Disagree	13%	12%	13%	13%	13%	13%	12%	14%	13%	14%	11%	16%	12%
	Neither agree or disagree	45%	44%	44%	46%	40%	41%	39%	44%	53%	49%	43%	42%	48%
	Agree	25%	24%	28%	22%	31%	26%	29%	27%	19%	25%	28%	21%	25%
	Totally agree	8%	8%	8%	7%	8%	9%	12%	5%	6%	2%	10%	9%	5%
I would take a salary decrease of 10% to work for a socially responsible company	Totally disagree	23%	22%	18%	28%	14%	23%	25%	23%	23%	25%	21%	27%	22%
	Disagree	21%	24%	22%	21%	24%	16%	21%	23%	23%	25%	19%	22%	22%
	Neither agree or disagree	33%	34%	36%	30%	32%	36%	34%	29%	35%	33%	33%	34%	34%
	Agree	17%	16%	19%	15%	24%	19%	14%	19%	15%	17%	19%	13%	18%
	Totally agree	5%	4%	5%	5%	6%	6%	6%	6%	4%	0%	8%	4%	5%
Canadians give more to good causes than people from other countries	Totally disagree	2%	2%	1%	3%	4%	3%	1%	2%	2%	0%	3%	2%	3%
	Disagree	8%	10%	8%	8%	6%	7%	7%	9%	8%	4%	7%	11%	7%
	Neither agree or disagree	46%	43%	49%	44%	47%	51%	51%	39%	45%	35%	44%	48%	51%
	Agree	34%	33%	32%	35%	28%	29%	32%	39%	35%	38%	34%	32%	33%
	Totally agree	10%	12%	10%	11%	15%	10%	8%	11%	10%	23%	13%	7%	6%
I am loyal to the brands I use that sponsor good causes	Totally disagree	6%	7%	4%	8%	6%	5%	6%	6%	7%	7%	6%	7%	5%
	Disagree	11%	10%	9%	13%	10%	15%	12%	8%	10%	18%	8%	14%	8%
	Neither agree or disagree	39%	44%	41%	37%	31%	35%	39%	39%	43%	32%	41%	36%	41%
	Agree	36%	31%	38%	33%	38%	38%	34%	39%	32%	37%	35%	34%	38%
	Totally agree	9%	8%	9%	9%	15%	7%	10%	8%	8%	6%	11%	9%	8%

Generally speaking, when considering the products and services you buy please rate the following when it comes to how you make your decision to purchase? Topic: The company's affiliation with good causes

Total Sample

Extremely Unimportant
Somewhat Unimportant
Neutral
Important
Extremely Important

Total 2015 1028	Total 2014 1632	2015 Gender		2015 Age					2015 Region			
		Female 534	Male 494	18-24 71	25-34 195	35-44 205	45-54 235	55+ 318	Atlantic 102	Ontario 360	Quebec 257	West 308
Extremely Unimportant	8%	6%	11%	6%	11%	9%	9%	7%	6%	9%	11%	6%
Somewhat Unimportant	14%	12%	16%	11%	16%	16%	11%	12%	20%	12%	15%	11%
Neutral	39%	39%	39%	44%	39%	36%	35%	42%	39%	38%	40%	40%
Important	33%	37%	29%	26%	25%	35%	37%	35%	35%	33%	26%	38%
Extremely Important	6%	6%	6%	13%	9%	4%	7%	3%	0%	8%	7%	6%

Some companies sponsor or are affiliated with good causes. What one company comes to mind when you think of a company in Canada like this?

Open-Ended Question

	Total 2015 1028
Total Sample	
Canadian Tire	13%
Tim Horton's	11%
McDonald's	7%
CIBC	5%
Scotia Bank	3%
RBC	2%
Coke	2%
TD	2%
Telus	2%
Walmart	2%
Bell	2%
BMO	2%
VanCity	1%
P&G	1%
TOMS	1%
VISA	1%
MEC	1%
Save On Foods	1%
None	23%
Other	2%

In general, if two products were similar in terms of price and quality, how likely would you be to switch brands to the one associated with a good cause?

	Total 2015 1028	Total 2014 1632	2015 Gender		2015 Age					2015 Region			
			Female 534	Male 494	18-24 71	25-34 195	35-44 205	45-54 235	55+ 318	Atlantic 102	Ontario 360	Quebec 257	West 308
Total Sample													
Very likely	33%	33%	35%	31%	49%	28%	29%	31%	37%	42%	34%	25%	36%
Somewhat likely	51%	51%	51%	51%	42%	54%	56%	53%	46%	46%	51%	52%	52%
Somewhat unlikely	12%	10%	12%	11%	8%	15%	11%	11%	12%	10%	12%	16%	8%
Very unlikely	4%	6%	2%	7%	1%	4%	4%	5%	5%	2%	3%	7%	5%

In general, if two products were similar in terms of price and quality, how likely would you be to switch brands to the one associated with a good cause?

	Total 2015 1028	Total 2014 1632	2015 Gender		2015 Age					2015 Region			
			Female	Male	18-24	25-34	35-44	45-54	55+	Atlantic	Ontario	Quebec	West
Total Sample			534	494	71	195	205	235	318	102	360	257	308
A Local cause	50%	38%	52%	48%	40%	45%	53%	52%	52%	56%	44%	58%	49%
A National cause	37%	44%	36%	39%	32%	40%	32%	38%	40%	33%	42%	33%	37%
A Global cause	13%	18%	12%	13%	28%	15%	15%	11%	8%	11%	14%	9%	14%

Considering all the possible ways companies who sponsor or are affiliated with a good cause can involve their customers, please select from the following which way, if any, you prefer.

	Total 2015 1028
Total Sample	
A “cause-embedded purchase” (you purchase a product and the company donates on your behalf)	33%
Giving a donation at the cash register	24%
A “buy-one-give-one” offer (you purchase a product and a similar product goes to someone in need)	22%
A “do this-give that” campaign (you take an action such as liking a company’s Facebook page and they donate on your behalf)	7%
An opportunity to participate in a company-sponsored charitable event	6%
An invitation to visit a company sponsored cause website	4%
An invitation to sign up to be a member of a company sponsored cause online group	1%
None of the above	0%
Other	3%