



CANADIAN ATTITUDES & ENGAGEMENT WITH GLOBAL POVERTY IN 2023: CANADA IN COMPARATIVE PERSPECTIVE

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// Global Affairs Canada
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USE, DATA & CITATION

- Use
 - DEL data and analysis are a public good and can be used and shared with the appropriate citation.
- Data
 - The data for DEL countries come from the DEL 2022 Panel with fieldwork conducted by YouGov, September – November 2022 (France n=6,051; Germany 6,008; Great Britain n=8,008, U.S. n=6,102). Data for Canada are provided by EKOS Research Associates with fieldwork conducted 16 January – 5 February 2023 (base n= 3,059). DEL and EKOS data are weighted to be nationally representative.
- Citation
 - Jennifer Hudson, David Hudson, and Soomin Oh. 2023. Canadian attitudes & engagement with global poverty in 2023: Canada in comparative perspective. London: Development Engagement Lab.

BACKGROUND TO THE RESEARCH

- The Development Engagement Lab (DEL) is five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).
- DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.
- This research is the result of a collaboration with Global Affairs Canada who have commissioned research (2022-23) into support for international aid and development in Canada.
- The deck presents Canadian attitudes and behaviour in comparison to the four DEL countries.*

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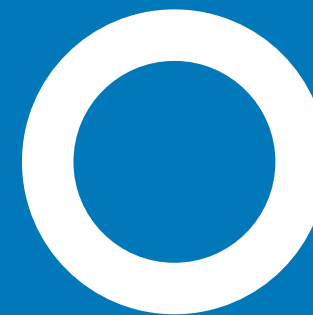
- DEL Panel – Five country comparative analysis
 - Tracker
 - Engagement with global poverty: 10 actions
 - Attitudes towards international aid
 - Political attitudes & engagement
 - Global politics & policies
 - Cosmopolitan attitudes
- Partnerships
- The impact of the cost of living crisis on generosity
- Key learnings & insights

2. DEL PANEL – 5 COUNTRY COMPARATIVE ANALYSIS



Comparing Canada,
France, Germany, Great
Britain and the United
States

DEL TRACKER



DEL Tracker: 10 KPIs

WHICH ISSUES DO CANADIANS PERSONALLY CARE ABOUT MOST?



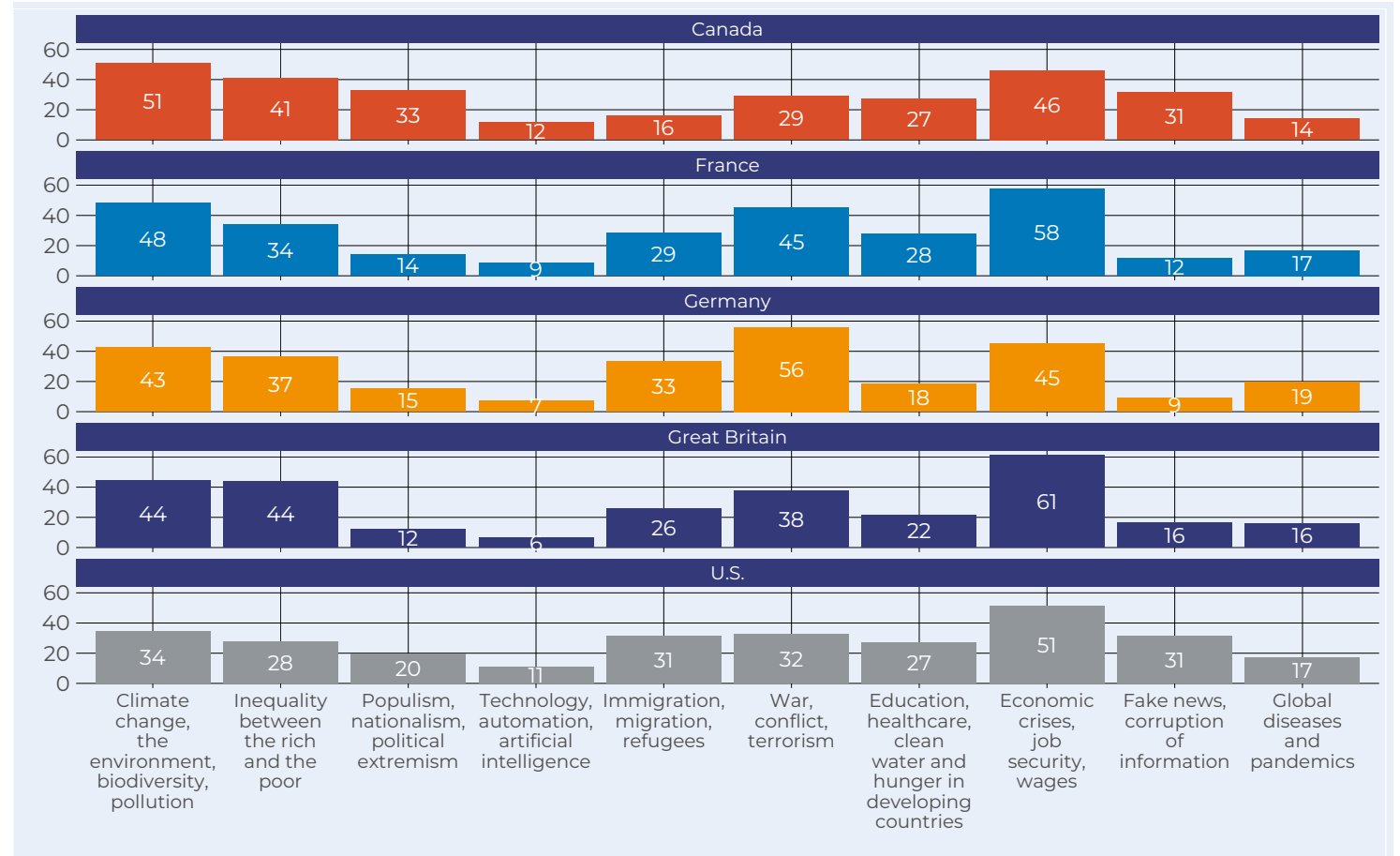
51%

of Canadians say climate change and the environment is the issue they personally care about most

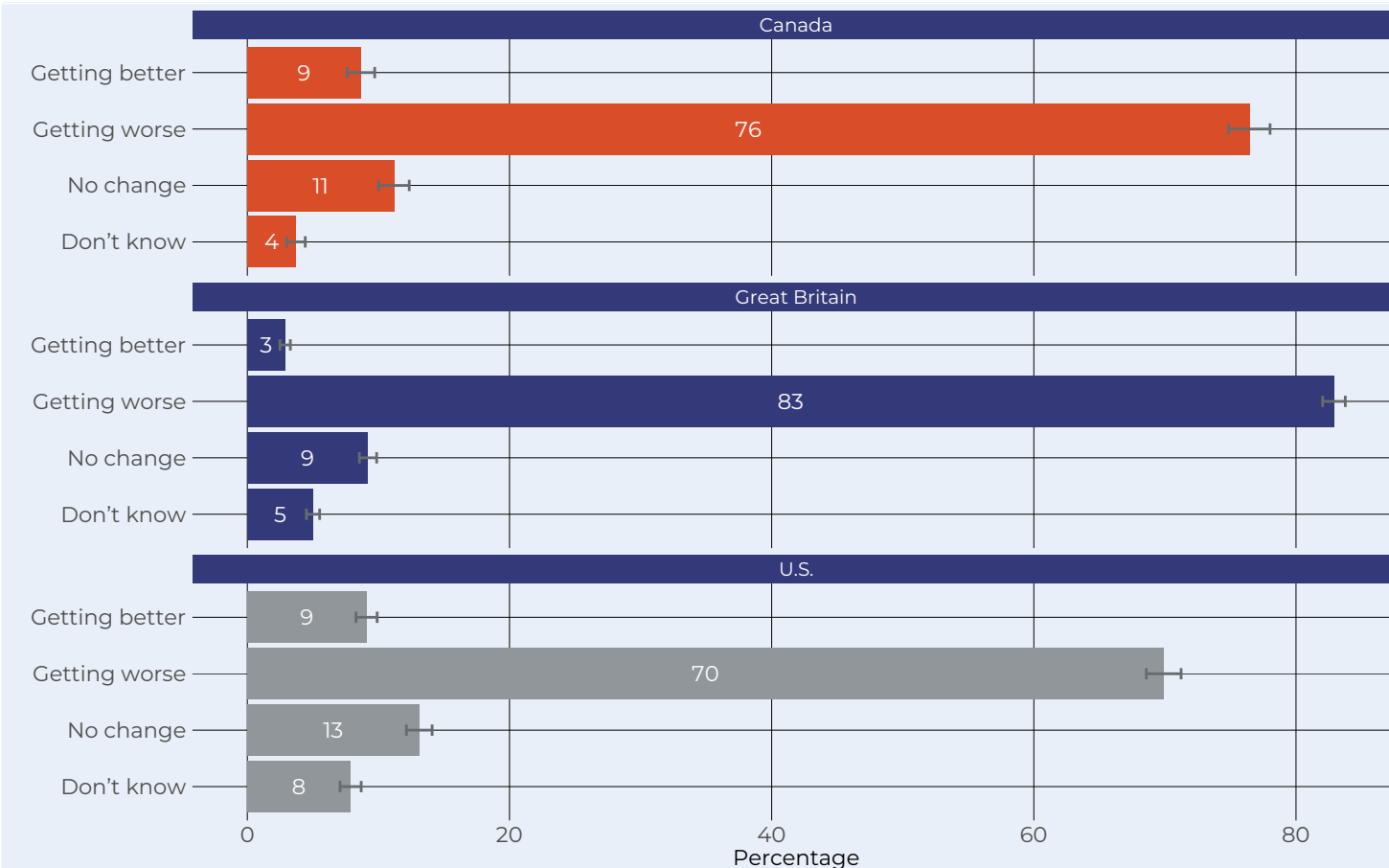
Climate and the environment is the top issue for Canadians, but not for any of the other countries DEL surveys. Climate and the environment is the top issue for the second year running, down only marginally from 53% last year.

Economic crises, job security and wages is the top issue in France, GB, and the U.S; and the second most important issue in Germany.

Concern for education, healthcare, clean water and hunger in developing countries ranges from 18% in Germany to 28% in France (Canada at 27%).



IS THE WORLD GETTING BETTER, WORSE OR NO CHANGE?



76%

of Canadians say – all things considered – the world is getting worse

DEL asks: *All things considered, do you think the world is getting better, getting worse, or has there been no change?*

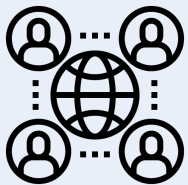
The results show that the mood among Canadians is gloomy: 76% say the world is getting worse; no change from 2022. Fewer than 1 in 10 say the world is getting better.

Pessimism is higher in GB at 83%, but significantly lower in the U.S. at 70%.

Question: All things considered, do you think the world is getting better, getting worse, or has there been no change? | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



CANADIANS DISAGREE WITH THE NOTION THAT WHAT HAPPENS IN DEVELOPING COUNTRIES RARELY AFFECTS THEM

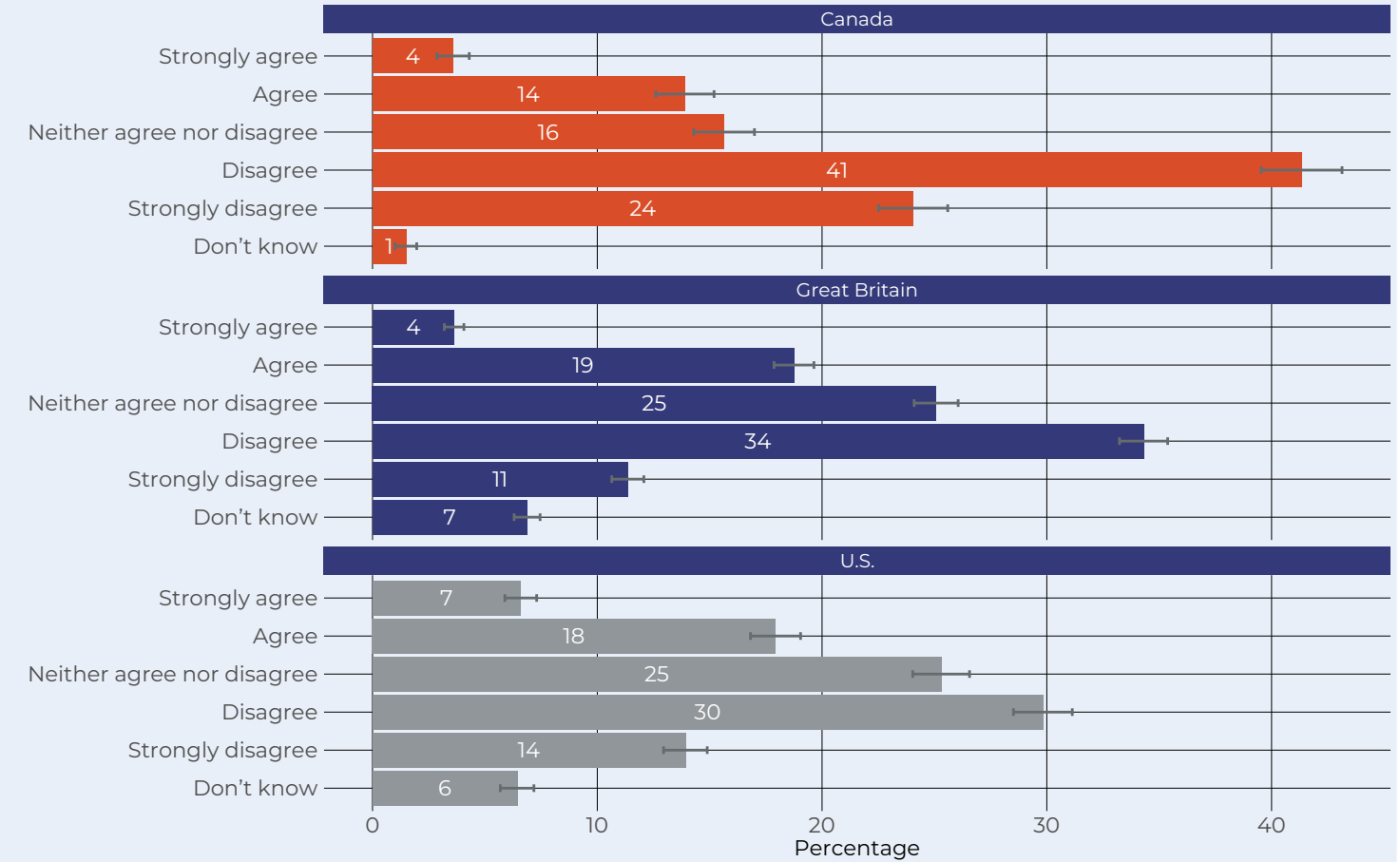


18%

Canadians say what happens in developing countries *rarely* affects people living in Canada

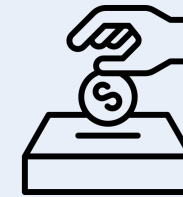
Put another way, 65% of Canadians reject (disagree) with the statement that what happens in developing countries rarely affects them: they see and feel the world as interconnected.

By way of comparison, this is significantly higher than respondents in Britain (45%) and the U.S. (44%).



Question: To what extent do you agree or disagree with the following statement? What happens in developing countries rarely affects people like me living in Canada. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022

JUST UNDER 1 IN 3 CANADIANS HAVE MADE A DONATION TO A DEVELOPMENT ORGANIZATION



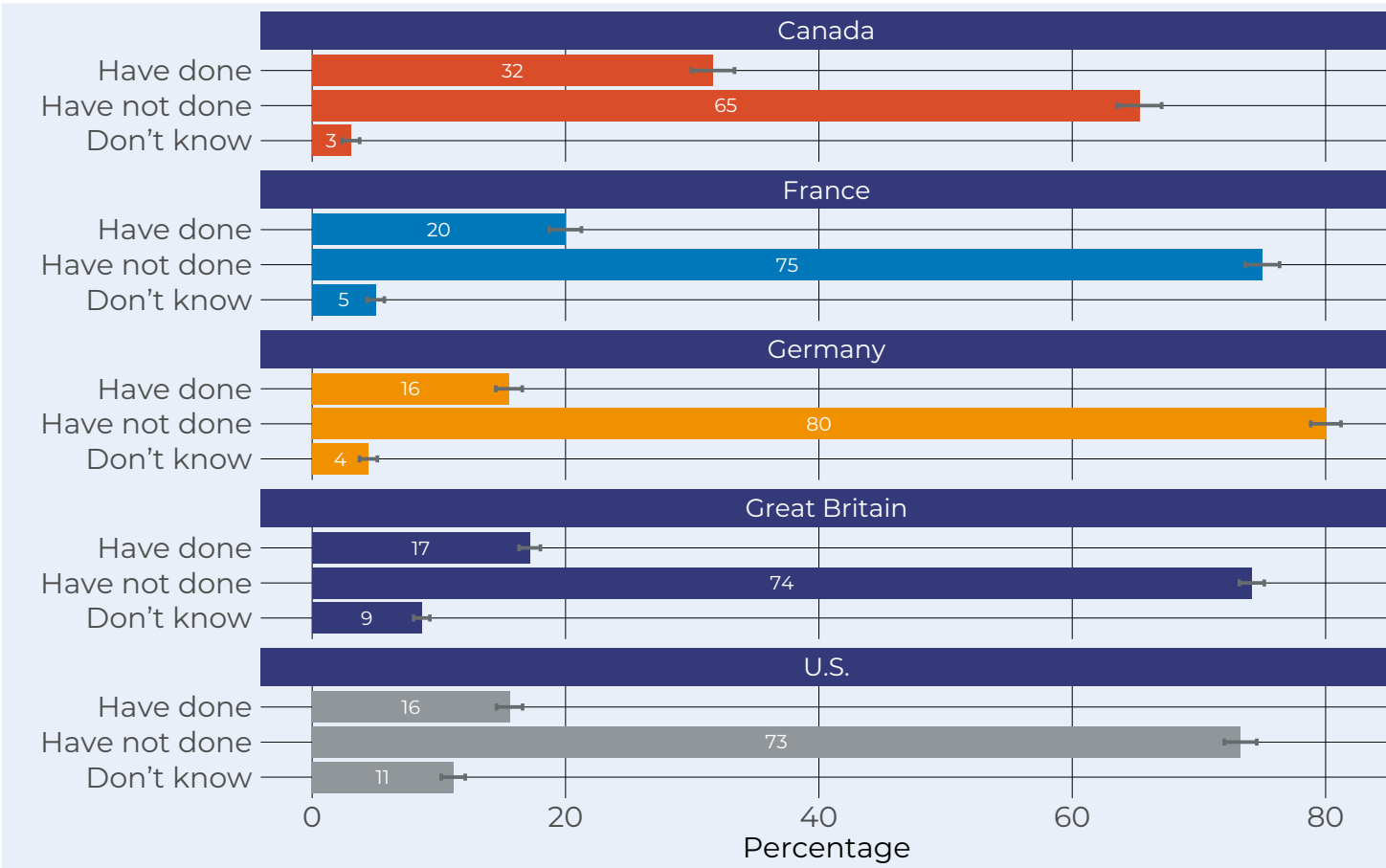
32%

of Canadian citizens have donated to a development organization in the past 12 months

The percentage of Canadians who have donated to a development organization in the past 12 months (32%), is significantly higher than any other DEL country. This is up 2% points from 2022.

In France, 20% of respondents have donated compared to 16% in Germany, and the U.S.

In Britain, donations have been falling – from a high of 36% in 2013 – to 17% in 2022.



Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



CONCERN ABOUT POVERTY IN POOR COUNTRIES

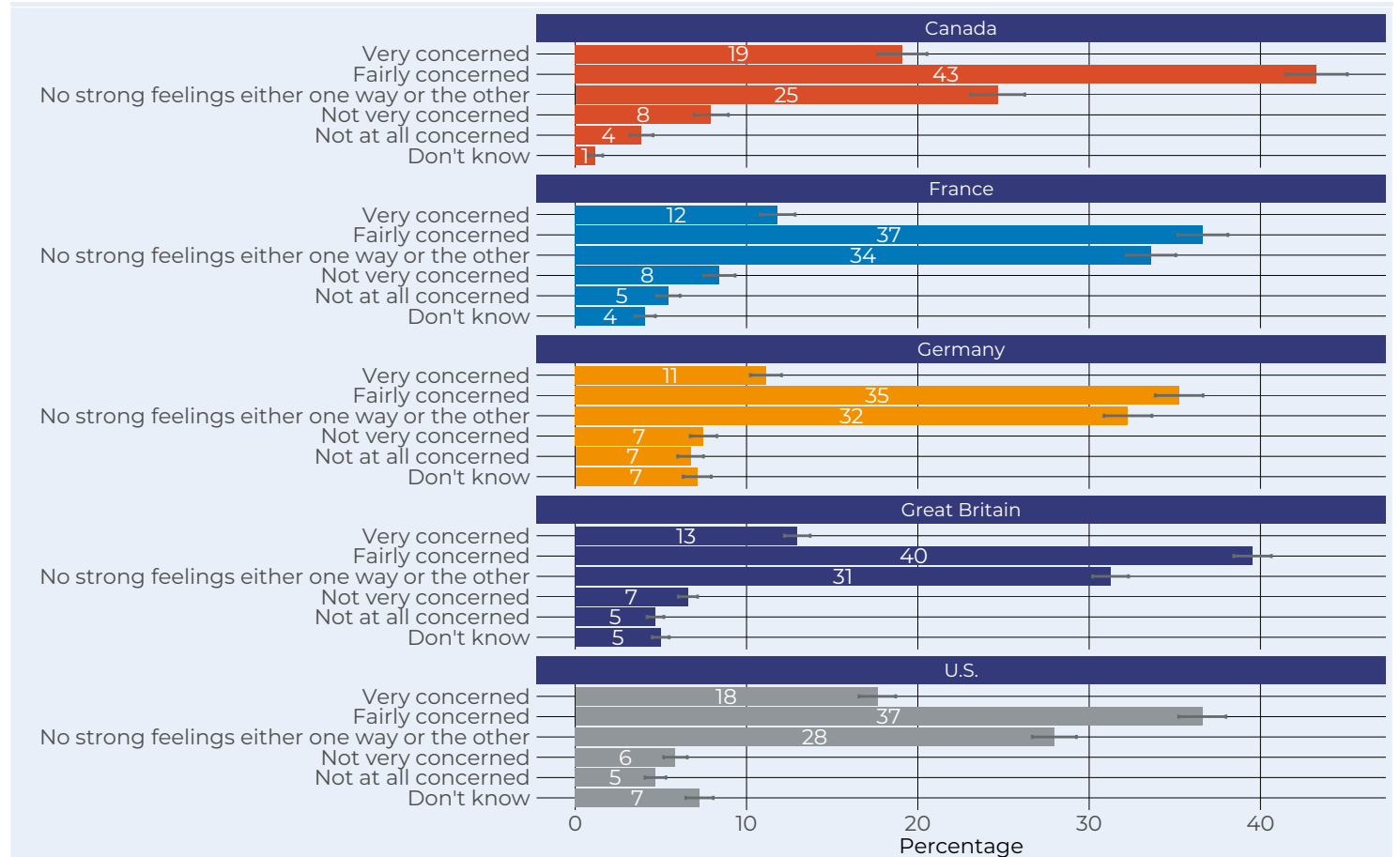


62%

of Canadians say they feel (very) concerned about levels of poverty in poor countries

Comparatively, Canadians are more concerned about poverty in poor countries than their counterparts in France (49%); Germany (46%); Britain (53%); and the U.S. (55%). Concern has fallen 2 percentage points from 2022.

Among DEL countries, concern has been shown to be a positive driver of both donations to development organizations and support for international aid.



ATTITUDES TOWARDS GIVING AID GENEROUSLY



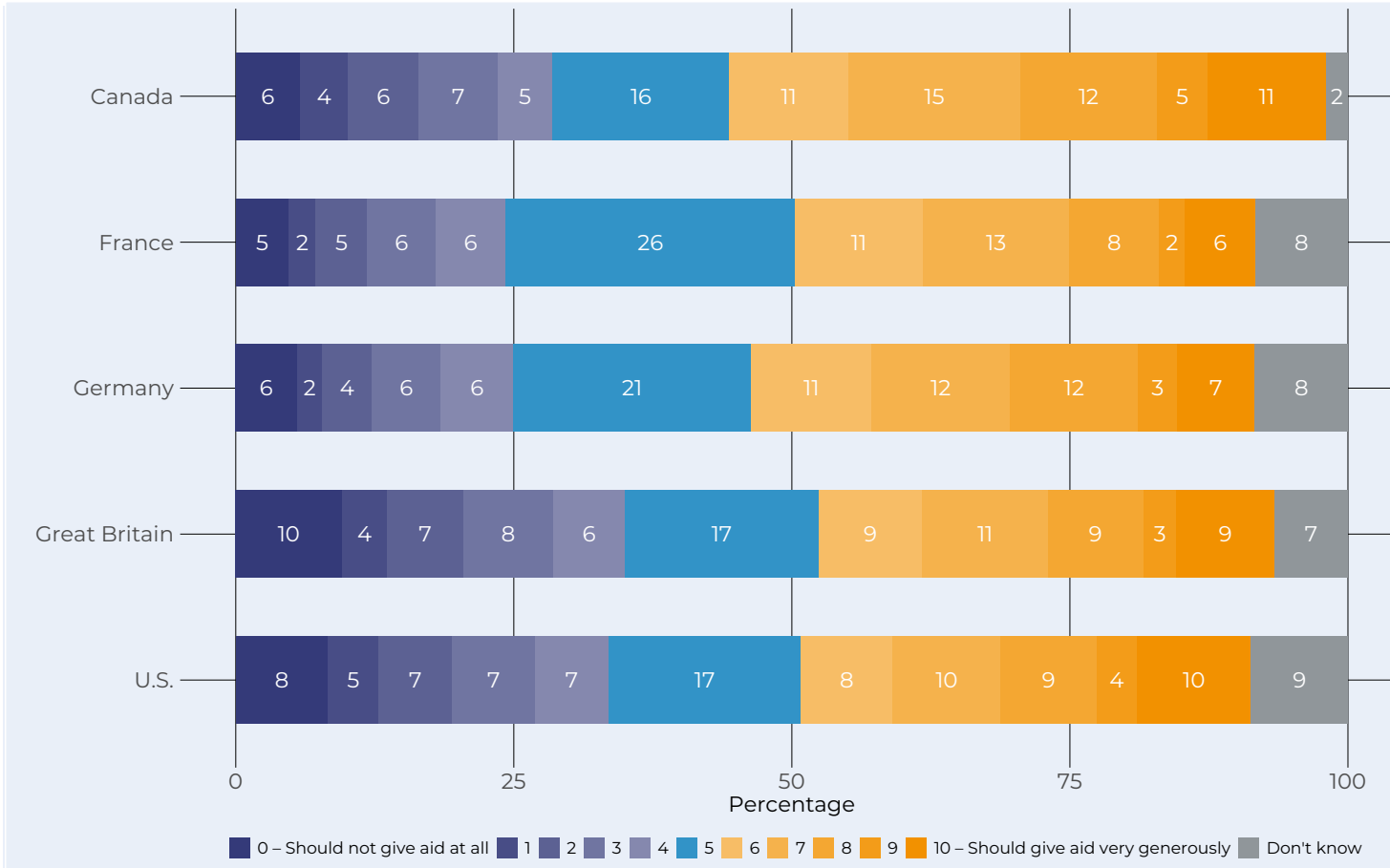
54%

of Canadians say the government should give international aid generously

Once again, Canadians are more supportive and generous towards international aid than other DEL countries. The next closest country is Germany with 45% of respondents saying give aid generously.

16% of Canadians suggest giving aid moderately.

Canadians also record the fewest 'Don't knows' on this questions, suggestion very little by way of attitude ambivalence.



Question: Thinking about international aid to poor countries - please indicate the extent to which you think that the Government of Canada should give international aid, where a score of 0 means that it 'should not give aid at all' and a score of 10 means that it 'should give aid very generously'. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



ONE THIRD OF CANADIANS SUPPORT FOR INCREASING THE INTERNATIONAL AID BUDGET



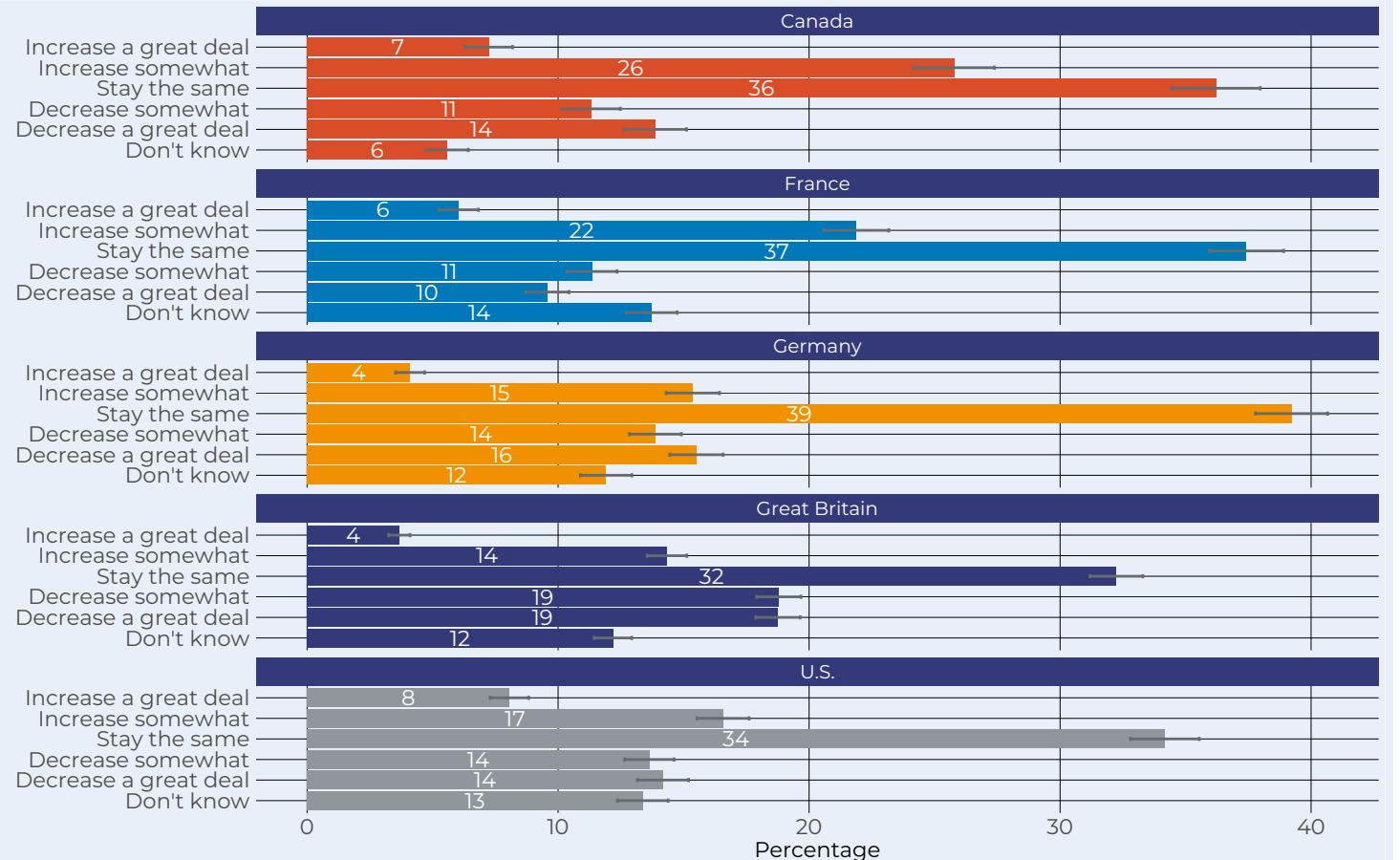
33%

of respondents want to increase the international aid budget

In France, 28% want to increase the aid budget, compared to 19% in Germany, 18% in Britain, and 25% in the U.S.

However, this reflects a drop of 5 percentage points from 2022, when 38% of Canadians wanted to increase the aid budget.

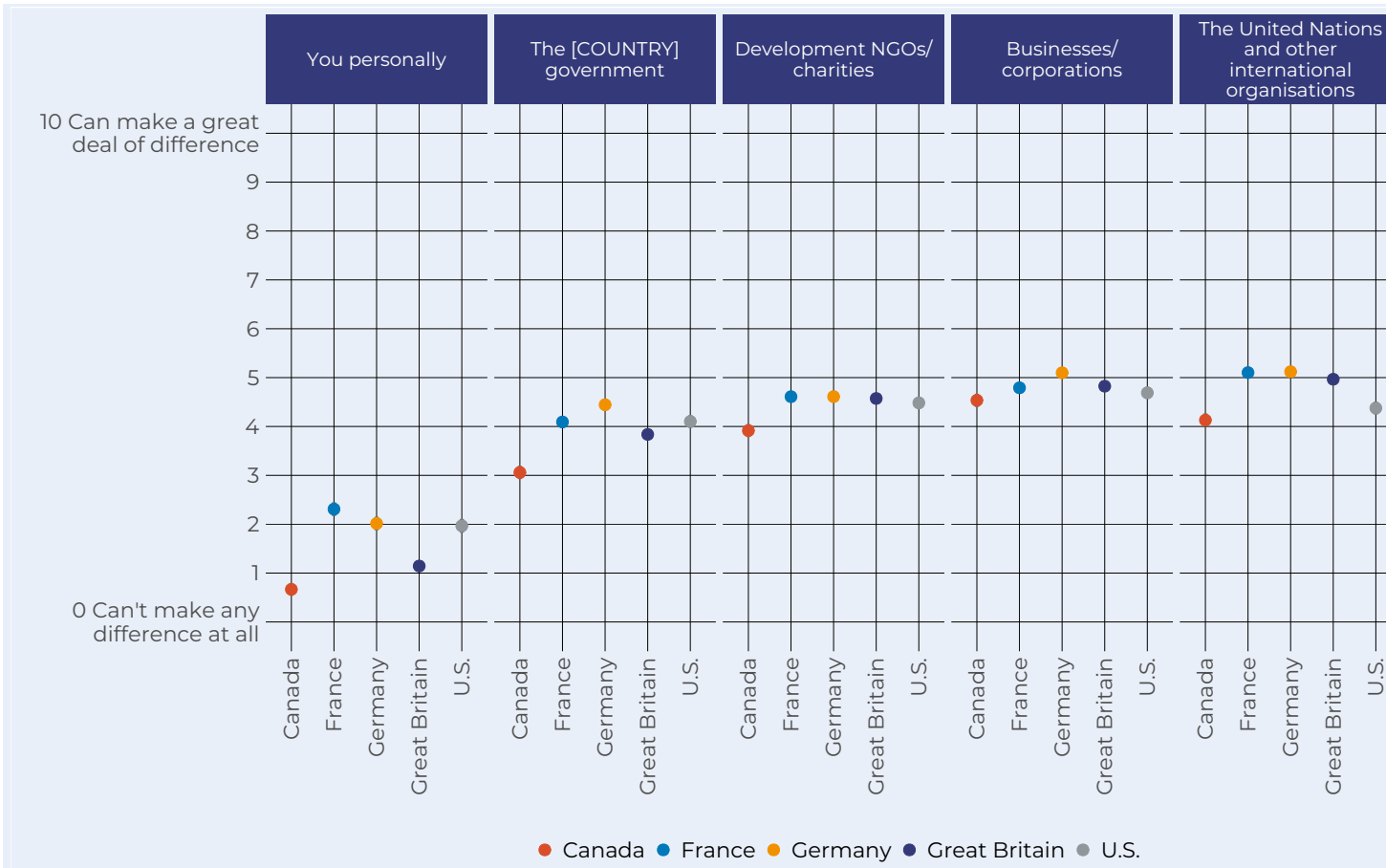
Taking a wider view, 69% of Canadians want to keep the aid budget at current levels or increase it. France and Germany come closest to this position, but never quite reach 2/3 support. Britain and the U.S. remain farther back.



Question: Of its total budget of \$362.9 billion, the Government of Canada currently allocates approximately 1.8 percent, or \$6.6 billion, to international aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on international aid to poor countries? | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



CANADIANS DO NOT THINK THEY PERSONALLY CAN MAKE A DIFFERENCE IN REDUCING GLOBAL POVERTY



This chart compares the average efficacy scores – ability to make a difference – for each group.

Canadians are lower on personal efficacy compared to all other DEL countries. Canadians are also less likely to think their government can make a difference. Canadians look more comparable on other groups but are lower across the board.

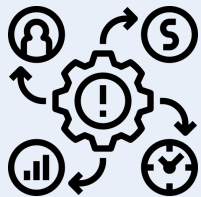
Business and corporations are seen as more likely to make a difference, similar to development charities/NGOs and the UN and other large international organisations.

Low personal efficacy is a persistent finding among DEL countries and highlights where development actors can do more to engage the public or help leverage the public *through* other organizations perceived as more effective.

Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries? | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



PERCEPTIONS OF EFFECTIVENESS OF GOVERNMENT SPENDING ON INTERNATIONAL AID



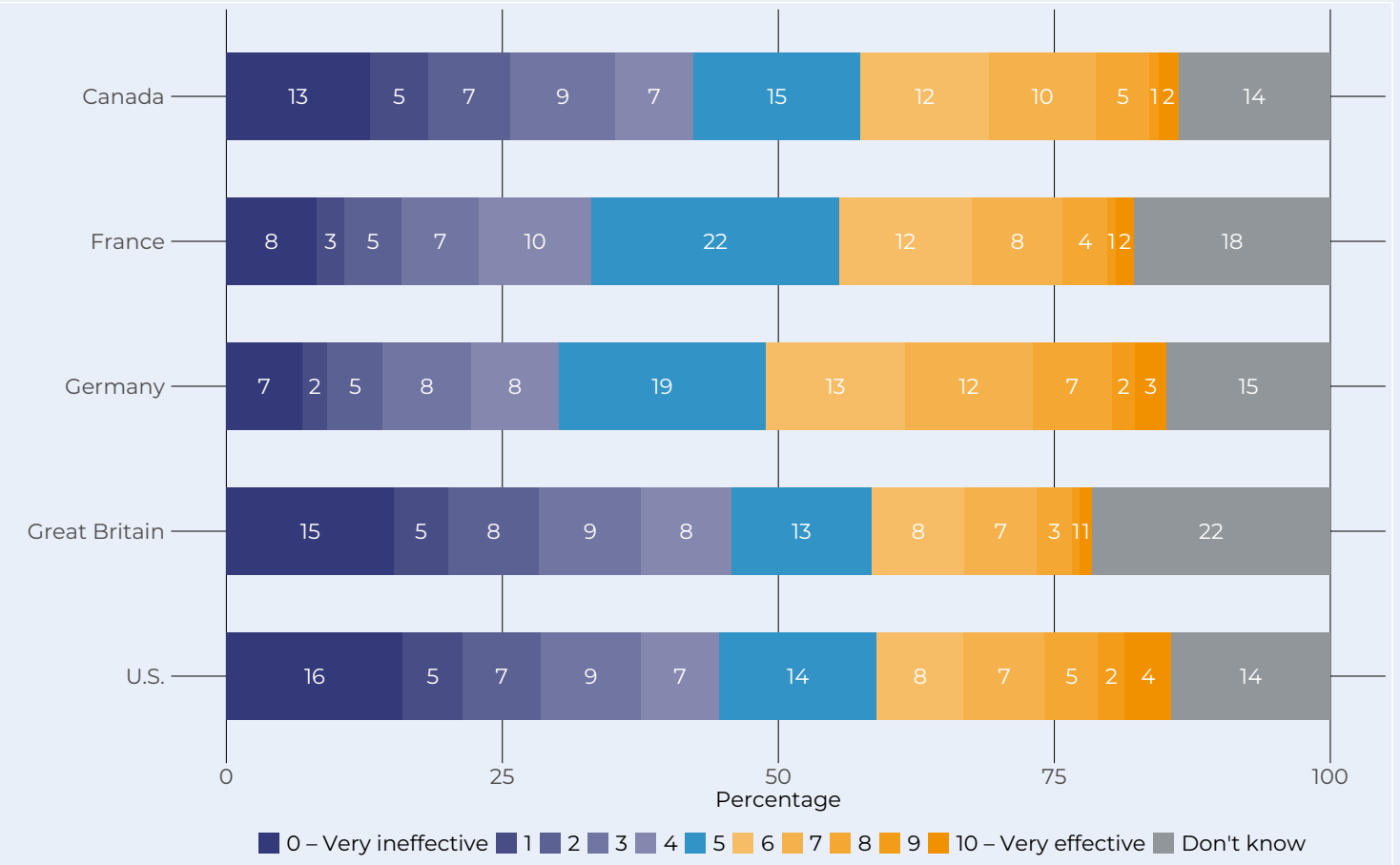
29%

of Canadians say government spending on international aid is effective

Canadians are much more skeptical about the effectiveness of government spending on international aid. Just 3% say it is very effective (scored as 9 or 10 on scale).

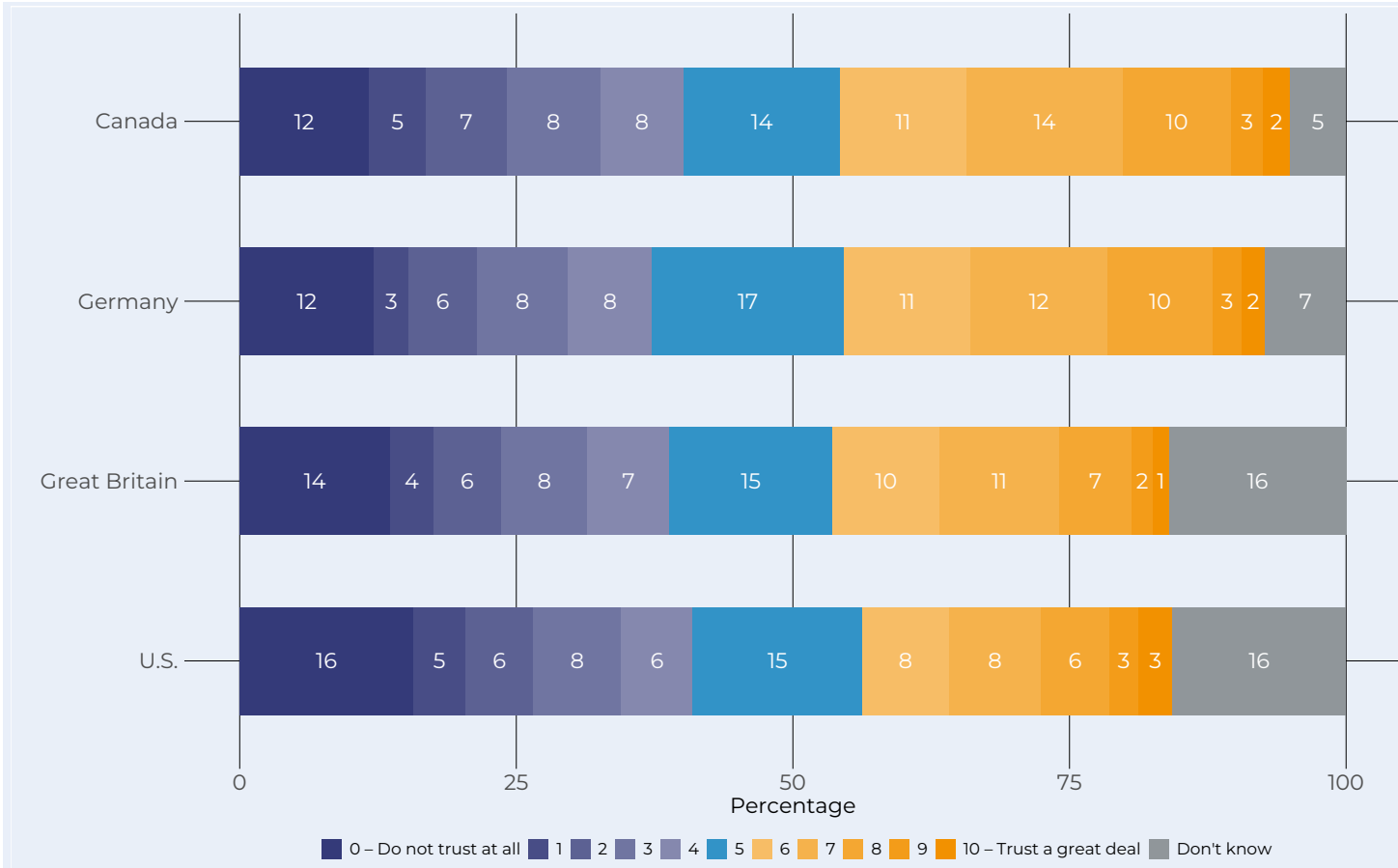
13% say aid is very ineffective which is on par with British and U.S. respondents, but higher than French and German respondents.

14% of Canadians say Don't know, suggesting the need for more impactful communication on aid effectiveness.



Question: Overall, on a scale from 0 to 10, where 0 means 'Very ineffective' and 10 means 'Very effective,' how effective do you think government spending on international aid is? | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022

TRUST IN INTERNATIONAL DEVELOPMENT NGOS/CHARITIES



40%

say they trust in international development NGOs/charities; higher in Canada compared to DEL countries

Trust in development organizations is higher in Canada compared to Britain and the U.S., but similar in profile to Germany.

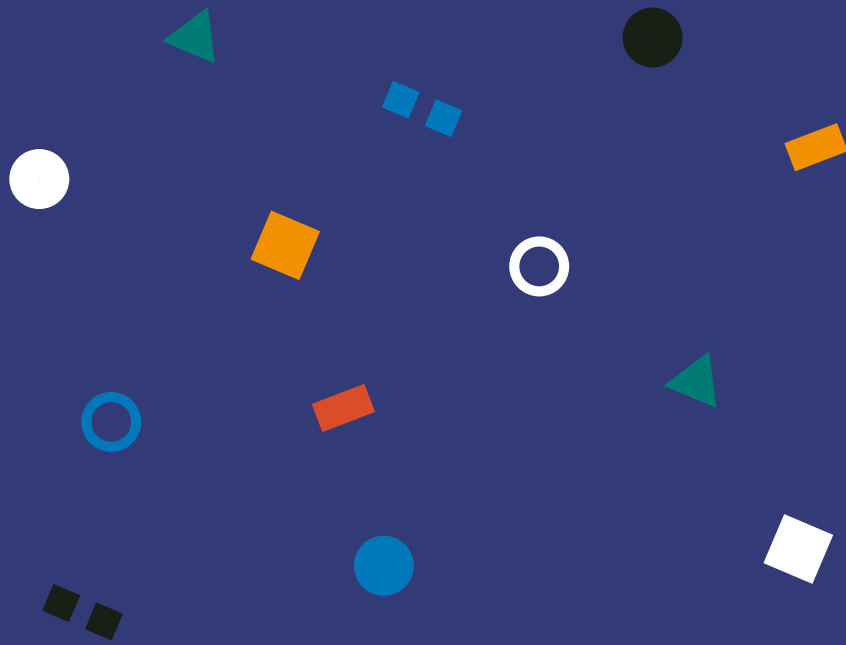
It is important to note however, that the same proportion lean toward not trusting development organizations, indicating a split in attitudes. There is opportunity here for building trust profile and reputation for Canadian development organizations.

Note: this question is not asked in France.

Question: Generally speaking, how much, if at all, do you trust international development NGOs and charities? | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



ENGAGEMENT WITH GLOBAL POVERTY



10 actions Canadians take
to get involved with
global poverty

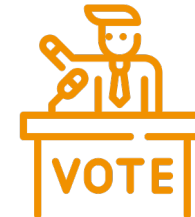
THE DEL SEGMENTATION

- Segmenting audiences helps us understand how people engage with global poverty and sustainable development, and how their engagement changes in time.
- The DEL segments are our way to describe and divide large audiences into smaller, identifiable groups based on the actions they take to fight global poverty and support INGOs.
- In this short summary, we discuss both how we build our segmentation and collect insights on the segments' demographic composition, media consumption habits, and attitudinal profiles.



FROM THE ENGAGEMENT QUESTIONS TO THE ENGAGEMENT SEGMENTS

- The DEL segmentation is based on 10 questions we ask panel members to find out what actions they take to fight global poverty and support INGOs. Based on the actions people take, they are assigned to a segment.



NEWS AND INFORMATION

Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?



Read, watched, or listened to a news article about it (offline or online)



Discussed it with friend, family, or others



Shared/forwarded an article or information about it (offline or online)



TRANSACTIONAL ENGAGEMENT

Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?



Donated money to an international NGO or charity working on the issue



Purchased products/ services or boycotted products/services related to the issue (e.g. purchased products from a charity shop)



PURPOSEFUL ENGAGEMENT

Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty?



Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)



Became a member, followed, liked, or subscribed to a newsletter from a development charity or group focused on the issue



Contacted a Member of Parliament or other elected official (e.g. in person, by phone, letter or using Twitter, Facebook or other social media)



Participated in a march, rally, protest, or other large event on the issue

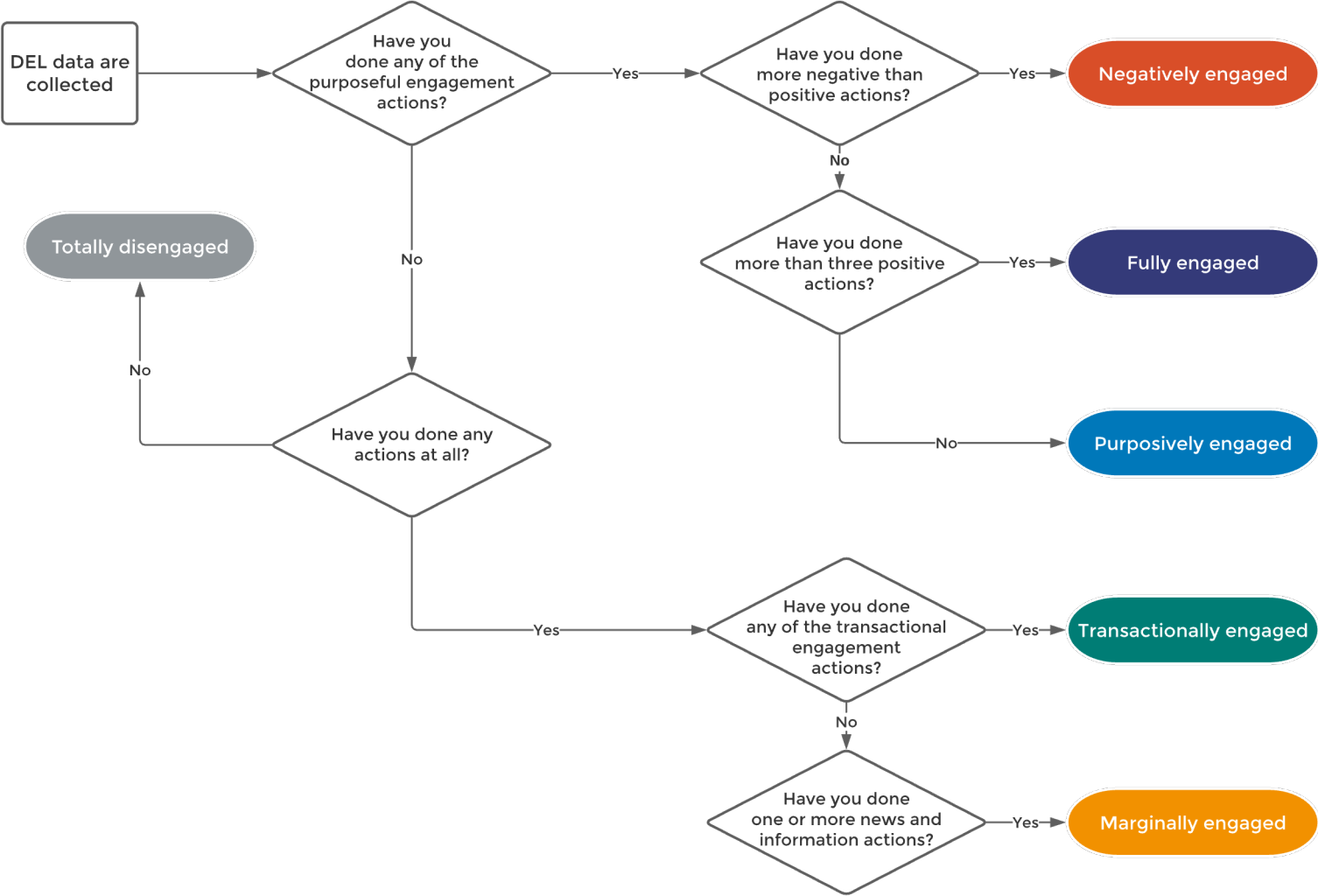


Volunteered for an organisation or charity working on the issue, either in the UK or abroad



We ask respondents if they take any of these actions as supporters or opponents to separate the “negatively engaged” in our segmentation

SEGMENTATION FLOWCHART



DEL AUDIENCE SEGMENTATION



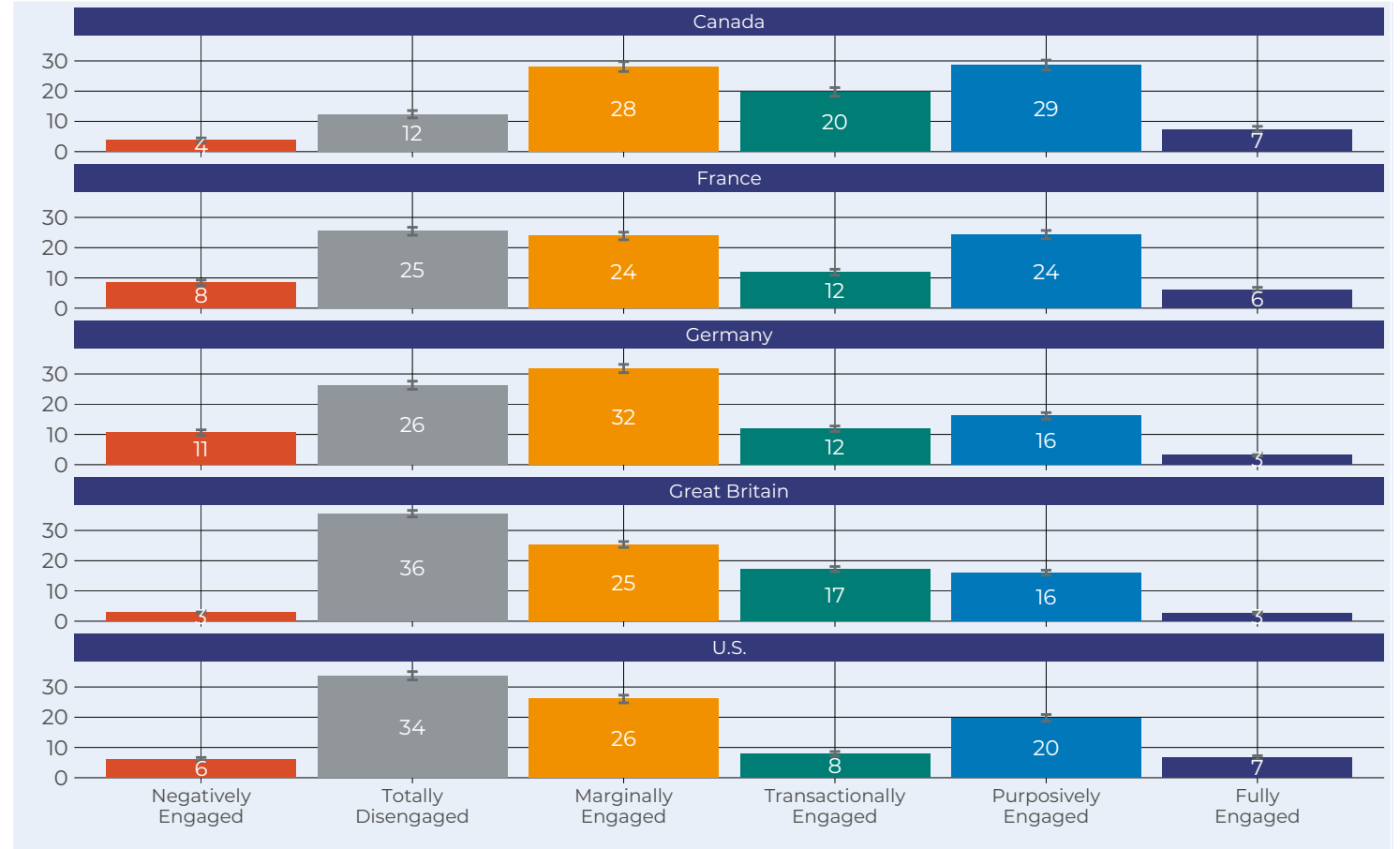
36%

of Canadian respondents are meaningfully engaged with global poverty

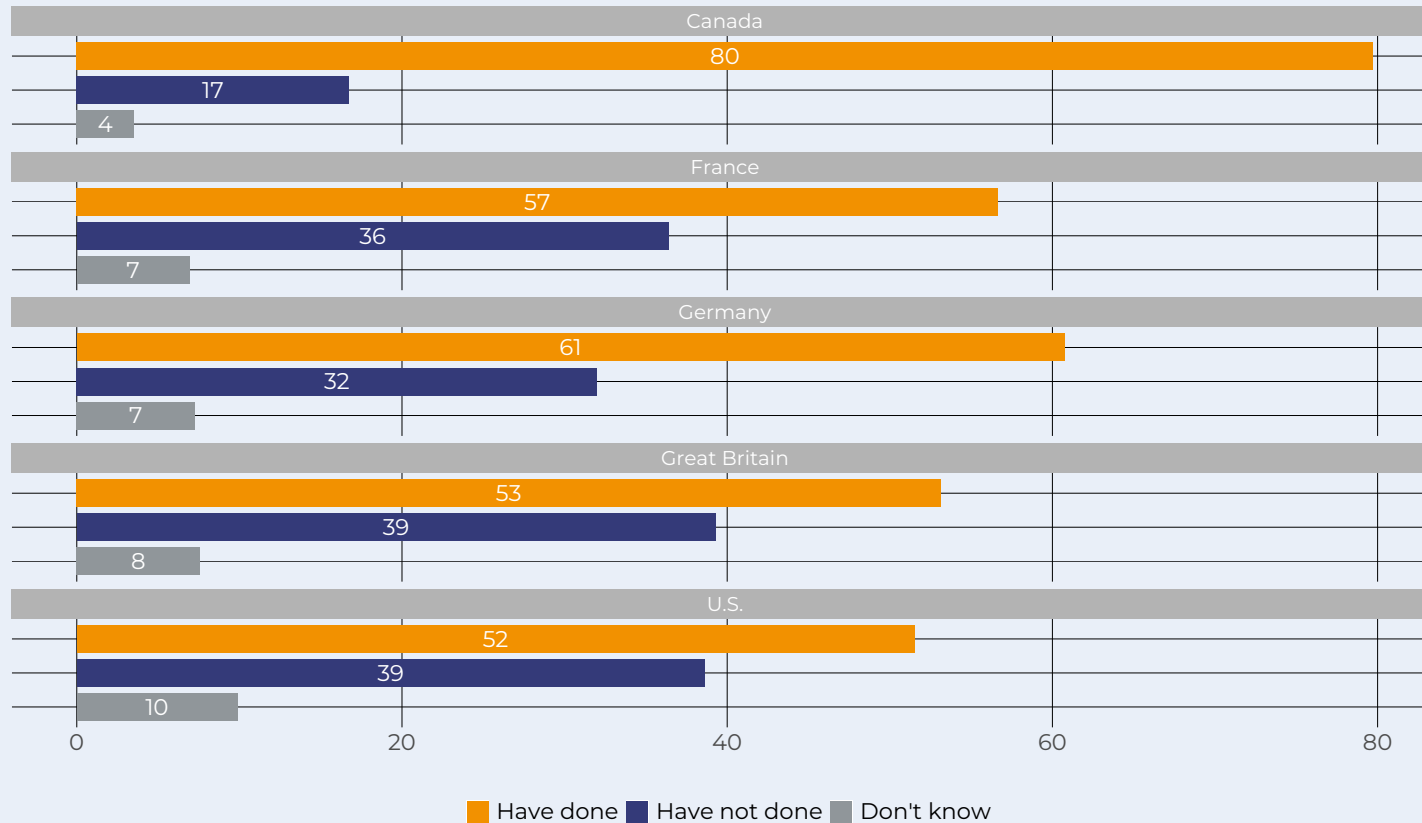
Just 7% of Canadians are Fully Engaged with 29% Purposively Engaged.

Canada has the highest proportion of respondents who are Transactionally Engaged, that is, respondents who donated money to an NGO/charity or purchased or boycotted goods.

Canadians have the lowest percentage of the population who are Totally Disengaged at 12%; France is more than twice the figure at 25%, more than a third of the British and U.S. publics are Totally Disengaged.



READ, WATCHED OR LISTENED TO NEWS ABOUT GLOBAL POVERTY



80%

of respondents say they have read, watched or listened to news/article about global poverty

Canadians actively engage with the issue: 8 in 10 respondents say they have read, watched, or listened to a news article about global poverty (offline or online) in the past 12 months, significantly higher than any of DEL's four countries.

Across other DEL countries, the percentage of respondents who report this kind of engagement ranges from 52% (U.S.) - 61% (Germany) and is relatively stable in these countries across time.

Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months? Read, watched, or listened to a news article about it (offline or online) | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



DISCUSSING GLOBAL POVERTY WITH FRIENDS, FAMILY



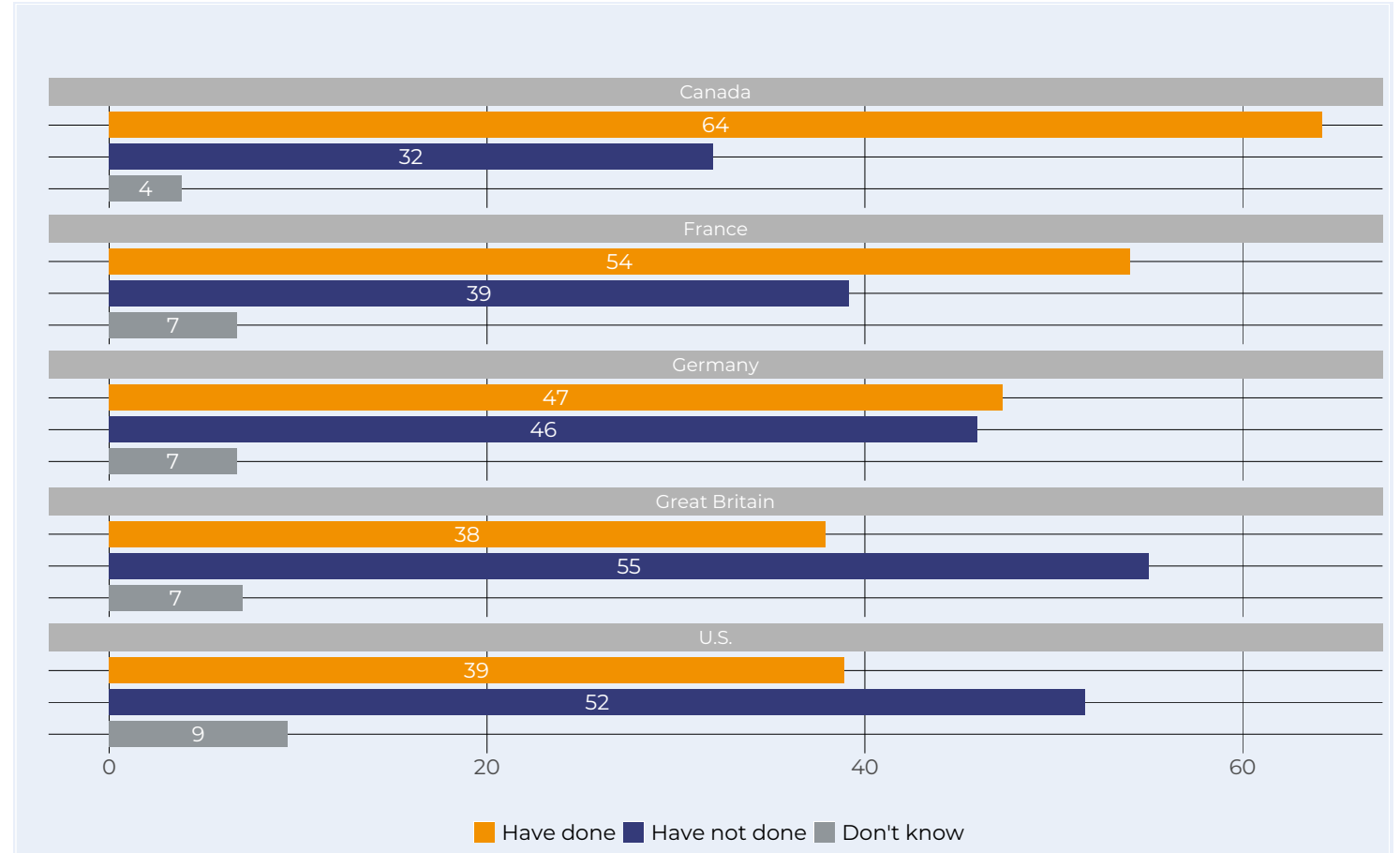
64%

of Canadians say they have discussed the issued with friends, family or others

Nearly two-thirds of Canadians say they have discussed global poverty with friends, family or others in the past 12 months. No change from 2022.

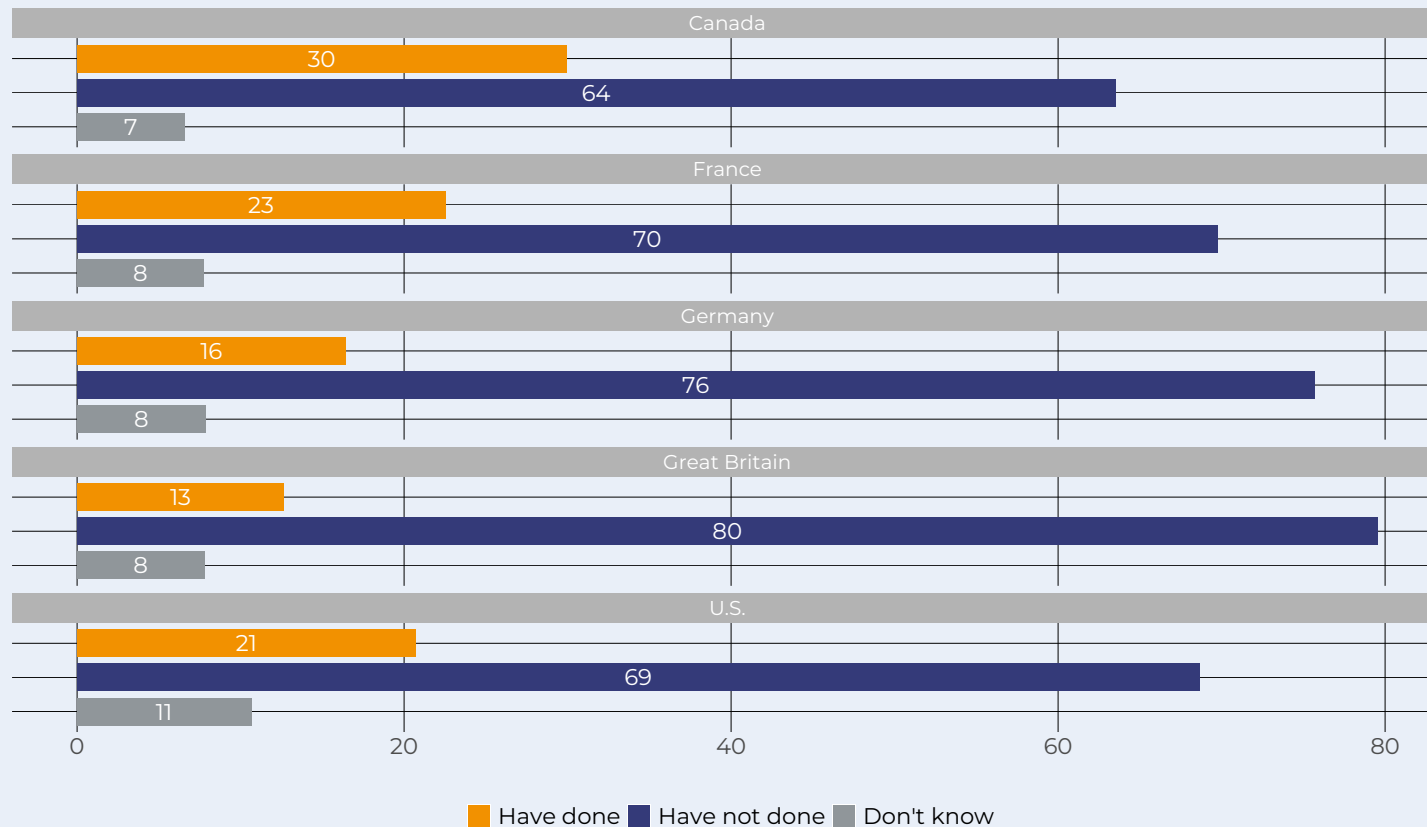
This is significantly higher than other DEL countries (France 54%; Germany 47%; Great Britain 38%; and the U.S. 39%).

There is good evidence that Canadians are engaged in this issue. We cannot say whether the 'valence' of these discussions is positive or negative, but conversations are happening!



Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months? Discussed it with friends, family, or others | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022

SHARING / FORWARDING GLOBAL POVERTY CONTENT



30%

3 in 10 Canadians say they have shared / forwarded an article about global poverty

3 in 10 Canadians say they have shared/forwarded an article or information – either offline or online – about global poverty in the past 12 months. This is down 2 percentage points from 2022.

Again, we see that this is significantly higher than other DEL countries, with the next most active country being France at 23%.

An important point to keep in mind is that the vast majority of stories people encounter are negative, i.e. descriptions and depictions of poverty and its challenges. Negative content dominates touchpoints with the issue.

Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months? Shared/forwarded an article or information about it (offline or online) | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



'NEGATIVE' CONTENT IS WHAT IS BEING SEEN AND SHARED

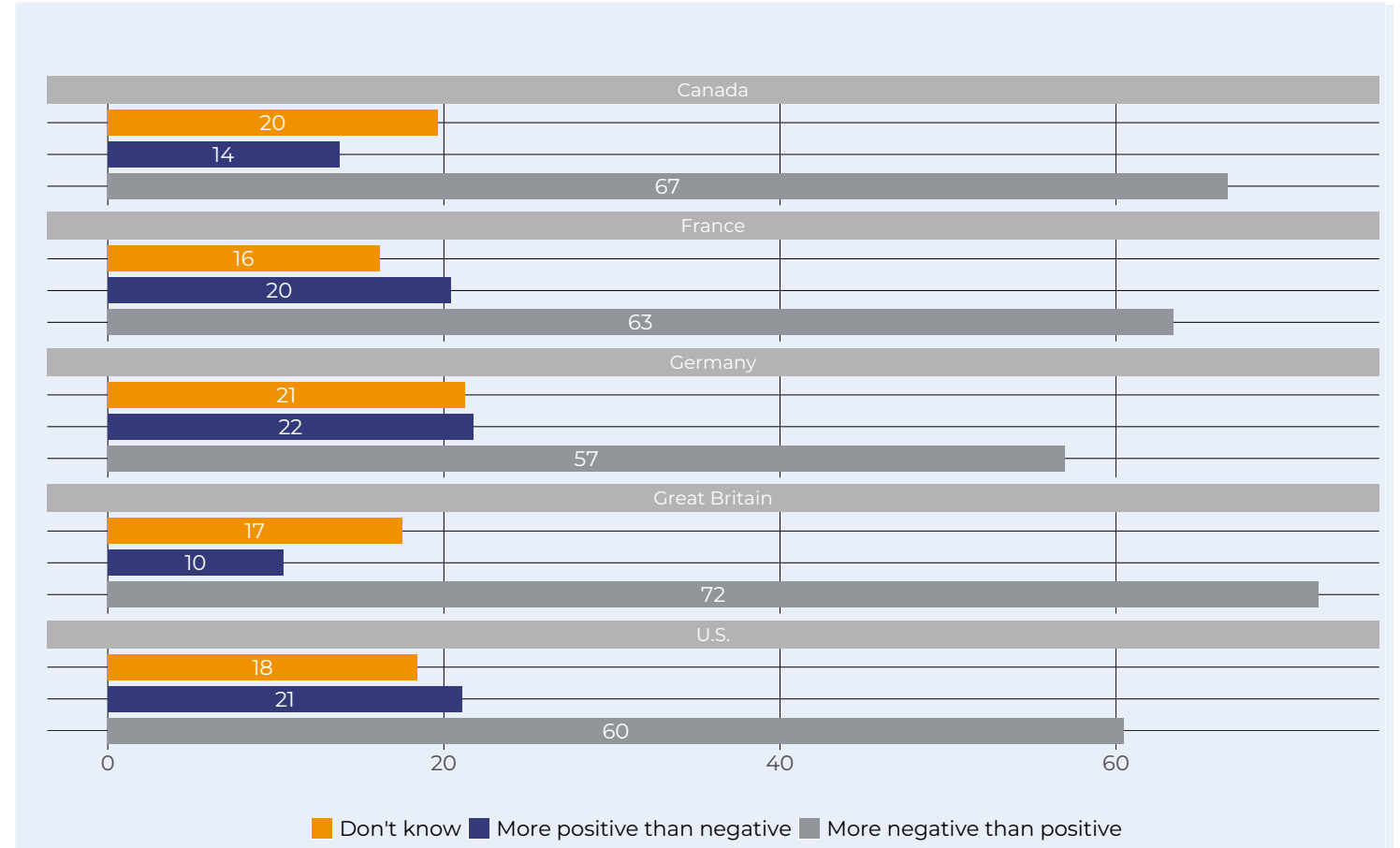


67%

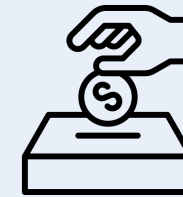
of content that is shared is 'negative'

We asked respondents to tell us whether the news / content they have read, heard, seen or shared was more positive or negative on balance. In Canada, 67% say it is more negative, the second highest across the 5 countries (Britain is highest at 72%).

This brings into focus the average touchpoint with global poverty and may help illustrate notions of fatigue that many report feeling.



JUST UNDER 1 IN 3 CANADIANS HAVE MADE A DONATION TO A DEVELOPMENT ORGANIZATION



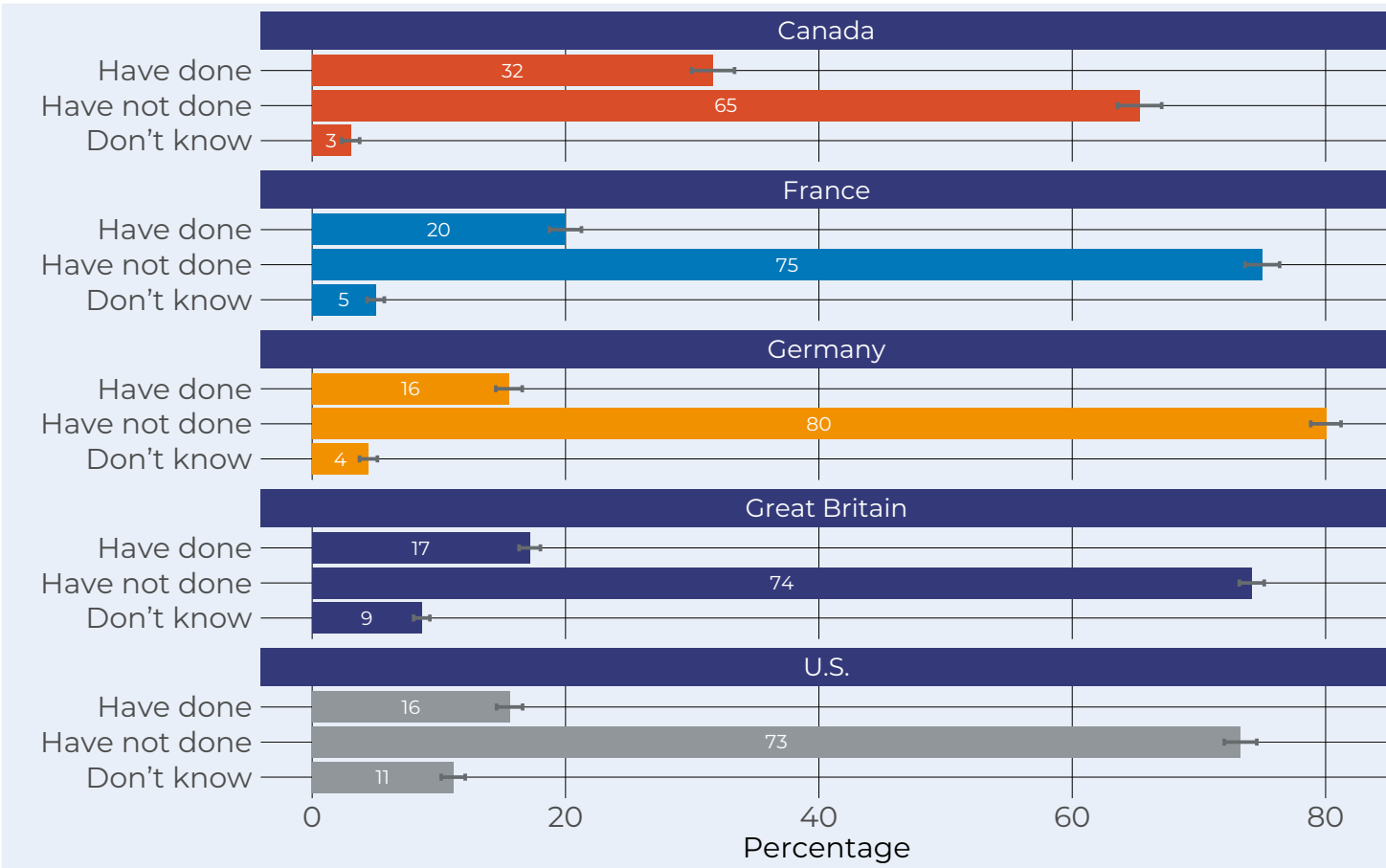
32%

of Canadian citizens have donated to a development organization in the past 12 months

The percentage of Canadians who have donated to a development organization in the past 12 months (32%), is significantly higher than any other DEL country.

In France, 20% of respondents have donated compared to 16% in Germany, and the U.S.

In Britain, donations have been falling – from a high of 36% in 2013 – to 17% in 2022.



Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



PURCHASED / BOYCOTTED GOODS OR SERVICES TO ADDRESS GLOBAL POVERTY



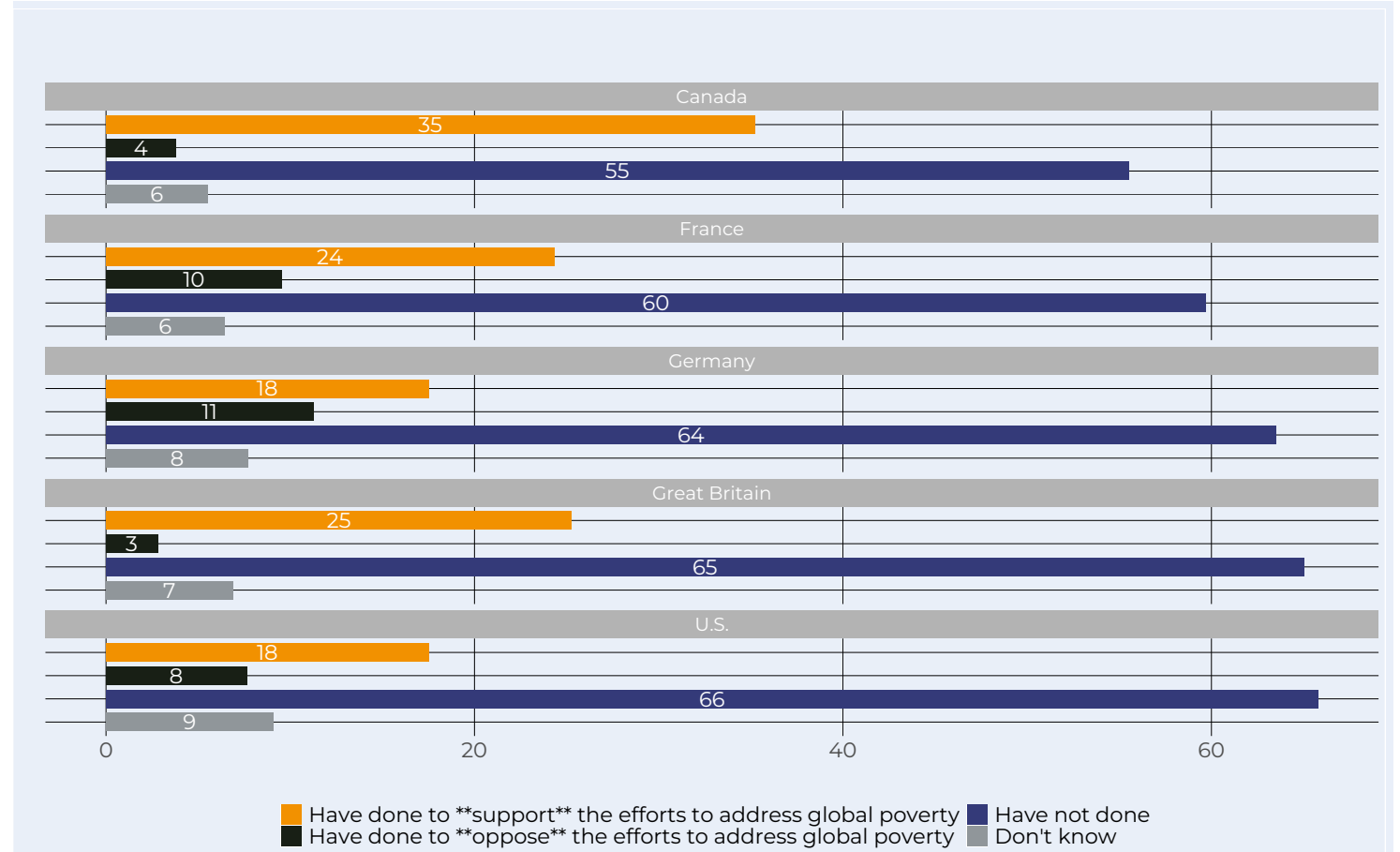
35%

of respondents say they have purchased or boycotted goods or service with global poverty in mind

Canadians report the highest percentage of respondents who say they have purchased products/services or boycotted products/services related to the issue (e.g. purchased products from a charity shop) at 35% (down from 39% in 2022).

This is 10 percentage points higher than in Great Britain at 25%, the highest in DEL countries.

4% of Canadian respondents say they have done this activity in opposition to global poverty efforts.



Question: Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty? Purchased products/services or boycotted products/services related to the issue (e.g. purchased products from a charity shop) | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



1 IN 10 CANADIANS VOLUNTEERS – AT HOME OR ABROAD – FOR GLOBAL POVERTY ORGANIZATIONS

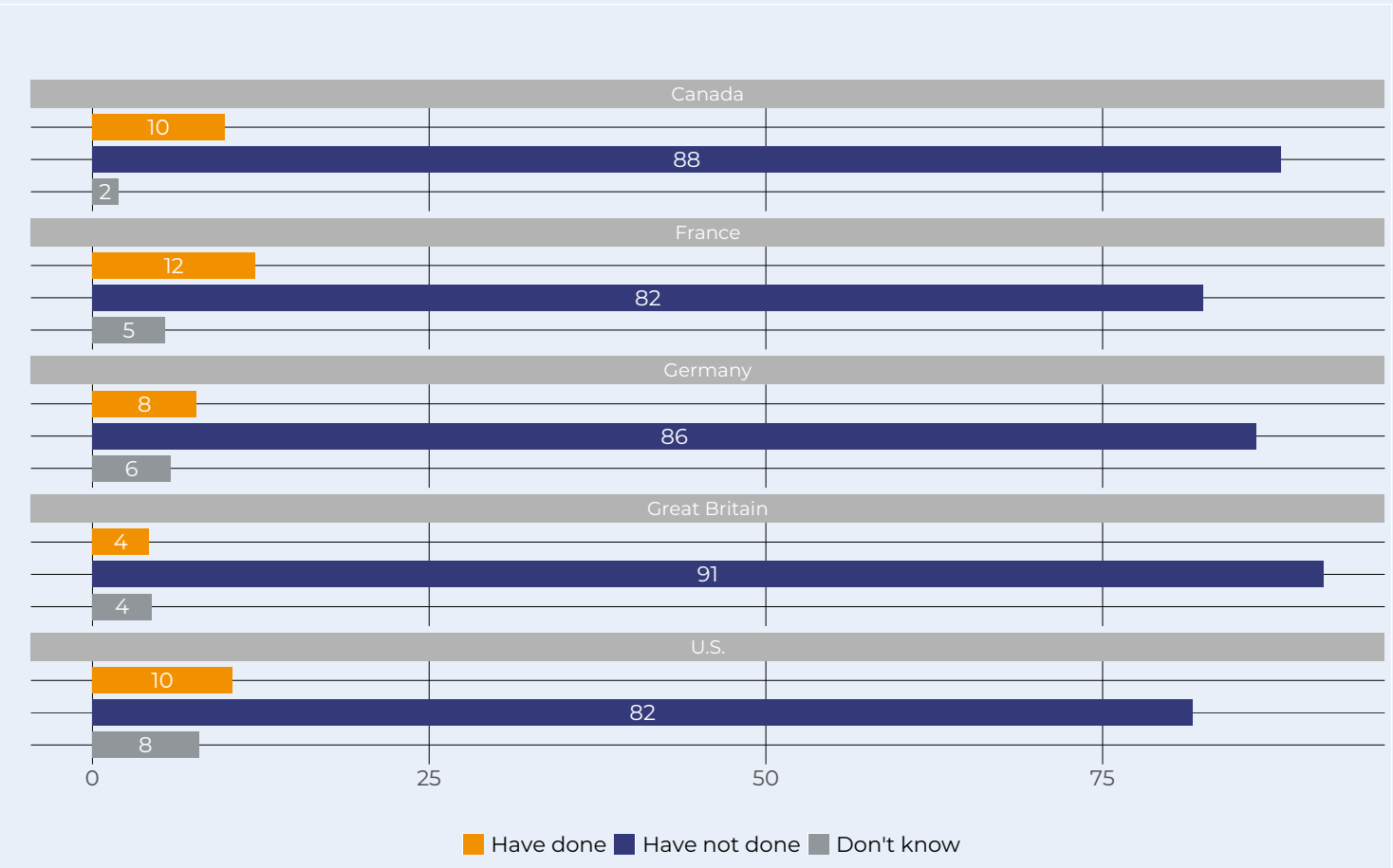


10%

of Canadians say they have volunteered for an organization working on global poverty (home or abroad)

The percentage of Canadians who say they have volunteered – either at home or abroad – for an international development charity (10%) is very similar to France (12%) and the U.S. (10%), and just ahead of Germany (8%).

Great Britain has the lowest percentage of volunteers (4%).



Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months? Volunteered for an organization or charity working on the issue, either in Canada or abroad | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022

ENGAGING WITH DEVELOPMENT ORGANIZATIONS: MEMBERSHIP, LIKED OR FOLLOWED

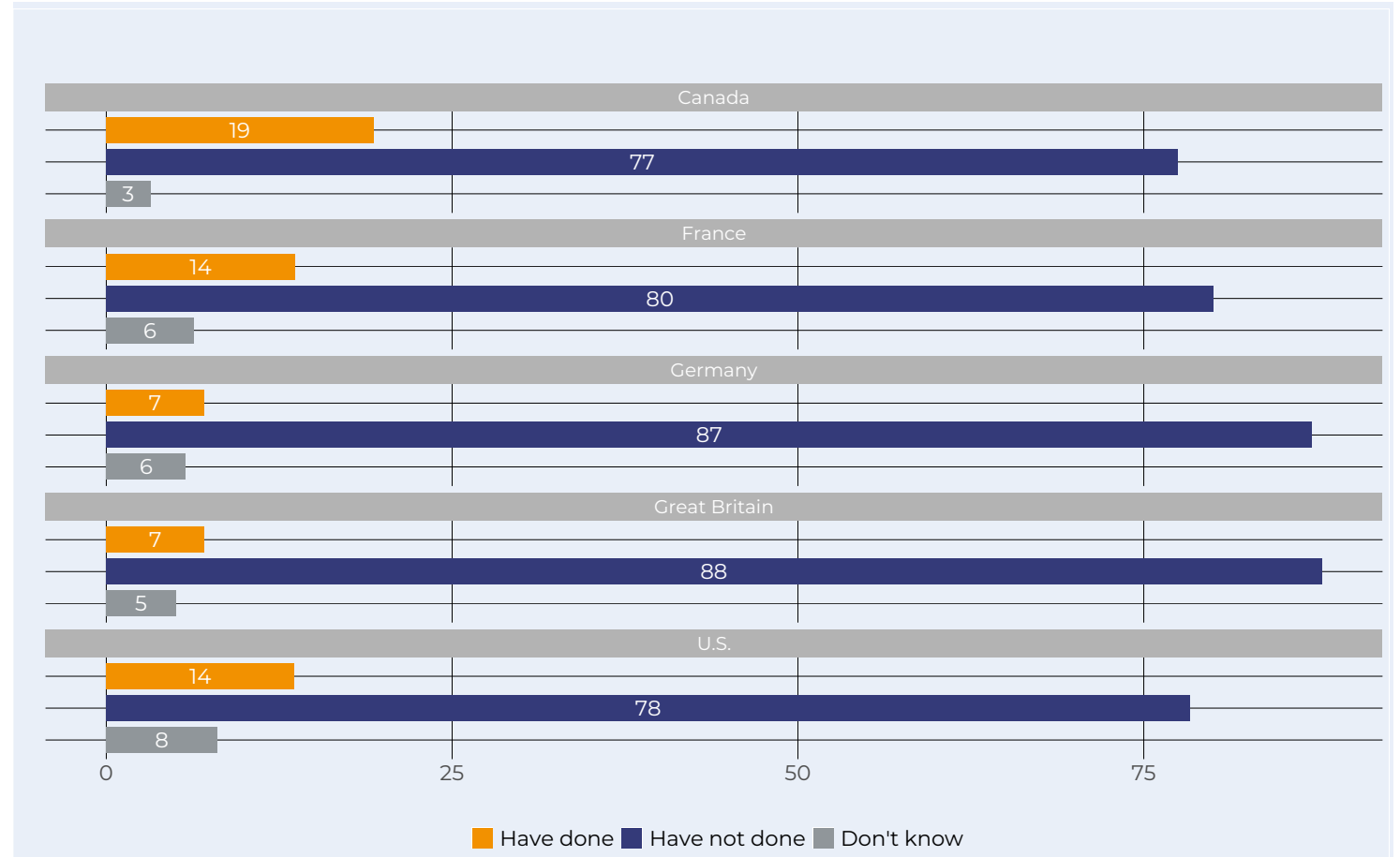


19%

19% of respondents have engaged with development organization's in the past 12 months

This includes becoming a member, followed, liked, or subscribed to a newsletter from a development charity or group focused on the issue.

Canadians are more engaged than citizens from other DEL countries, with more than double the organizational engagement in Germany and Great Britain (7%).



GIVING VOICE: BLOGPOST OR SIGNING A PETITION



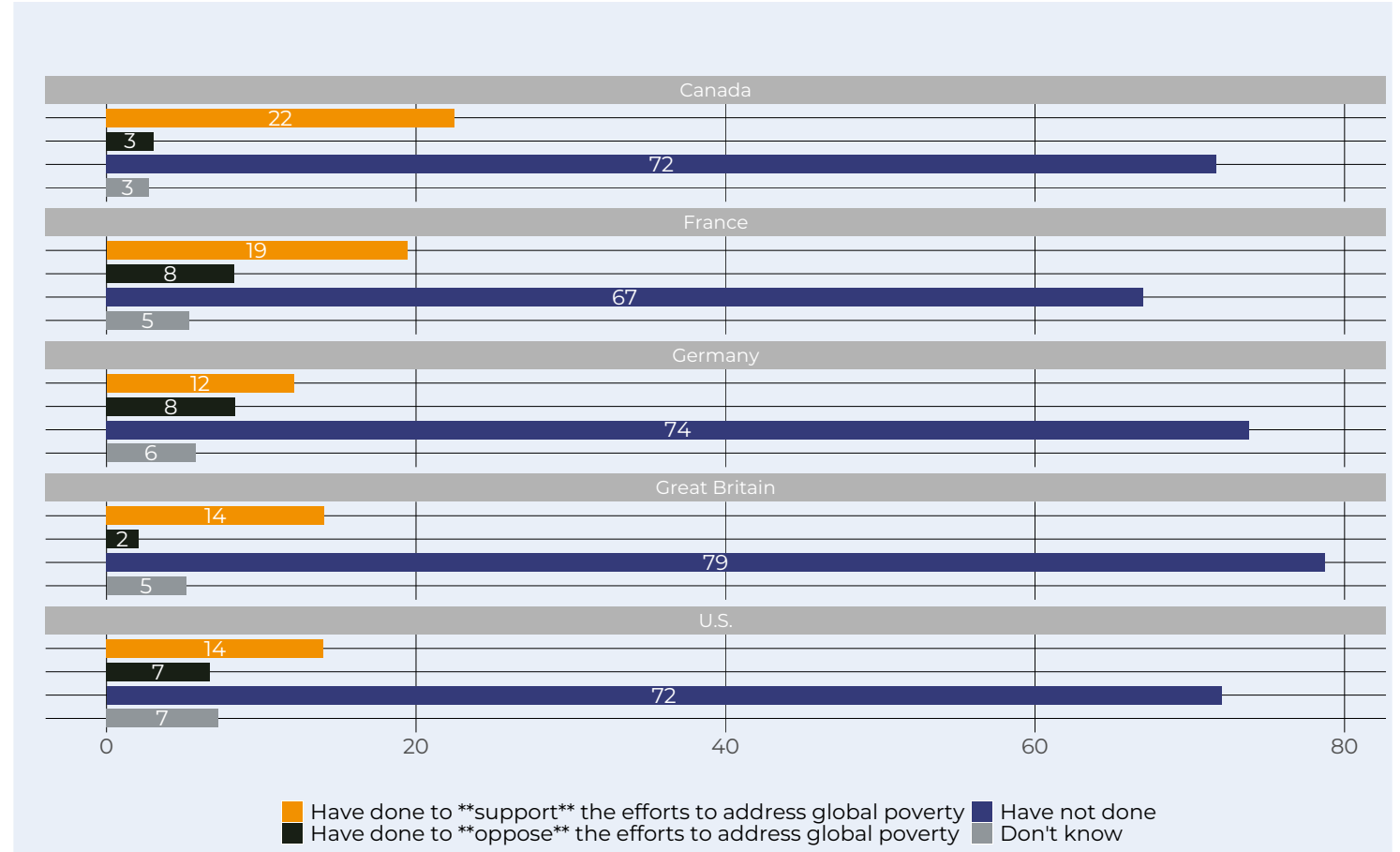
22%

say they have used their voice in support of global poverty efforts

22% of Canadians say they have used their voice on the issue – either by writing blogpost or signing a petition (down 3 percentage points from 2022).

This is higher than France (19%), Great Britain (14%), the U.S. (14%), and Germany (12%).

Like contacting elected officials, volunteering and participating in a large event (e.g. march or protest), using voice is a high-intensity (costly) action and therefore fewer citizens are likely to do so and only the most engaged do.



Question: Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty? Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.) | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022

9% OF CANADIANS HAVE CONTACTED AN ELECTED OFFICIAL IN SUPPORT OF EFFORTS TO REDUCE GLOBAL POVERTY

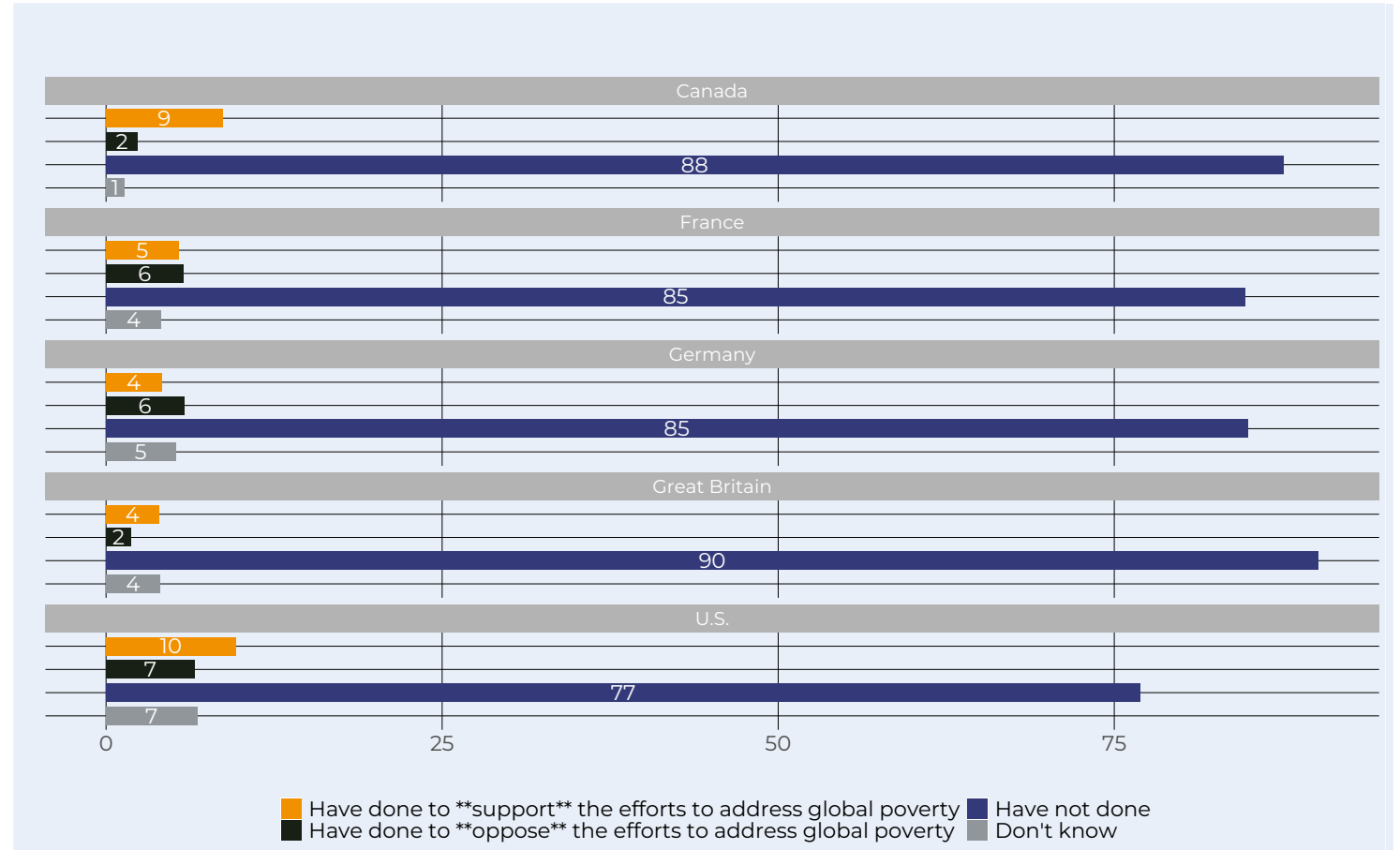


9%

of respondents said they have contacted a Member of Parliament to positively promote the issue

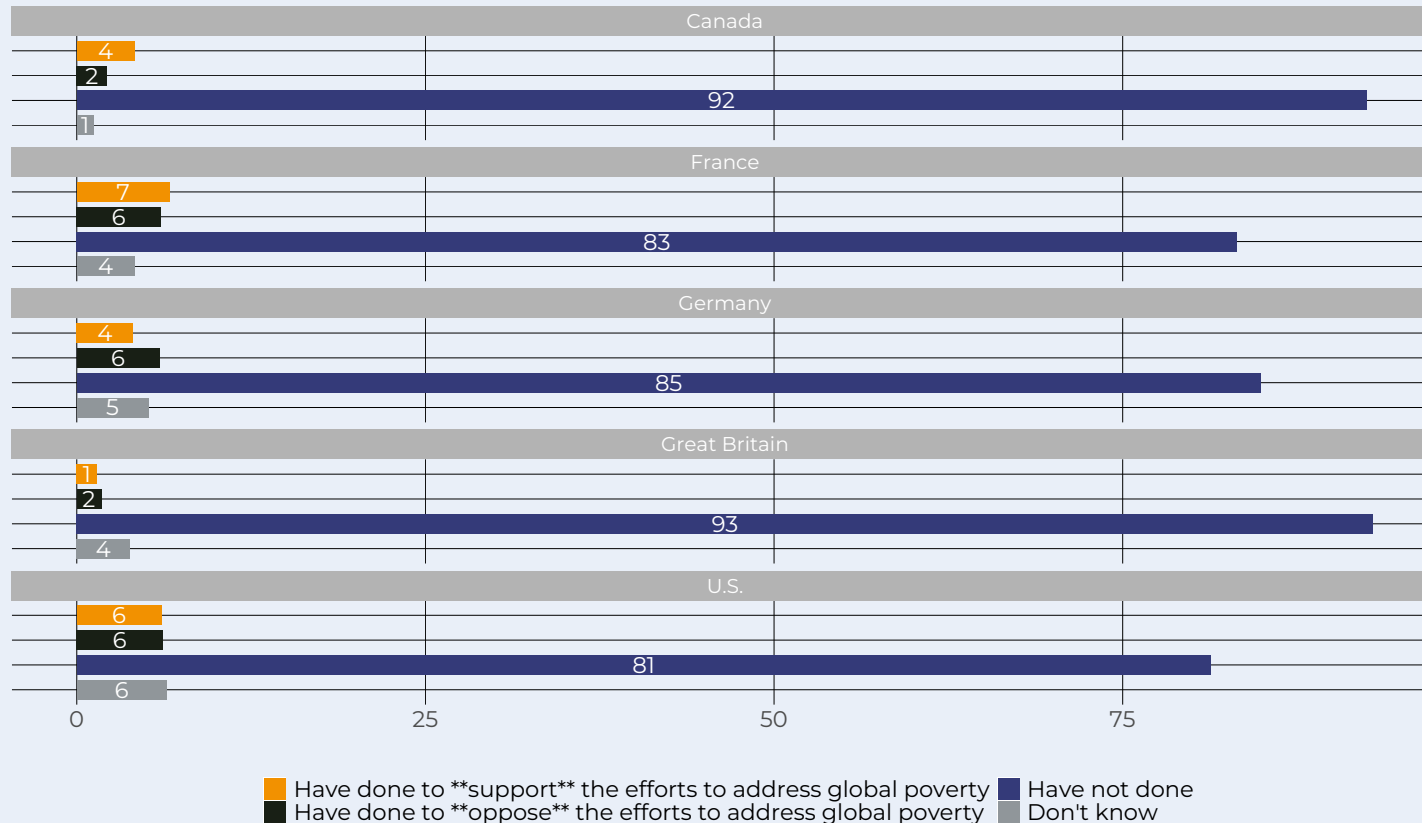
Across DEL countries, this action is taken less frequently by citizens. Canada is just behind the U.S. (10%) with 9% of respondents saying they have contacted a Member of Parliament or other elected official (e.g. in person, by phone, letter or using Twitter, Facebook or other social media).

The data show that 2% of respondents say they have been in touch 'in opposition' to global poverty and development issues.



Question: Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty?
 Contacted a Member of Parliament or other elected official (e.g. in person, by phone, letter or using Twitter, Facebook or other social media) | Sample size
 Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison
 countries Sep - Nov 2022

PARTICIPATED IN LARGE EVENT ON GLOBAL POVERTY



4%

of Canadians say they have participated in a march, rally or protest in support of efforts to address global poverty

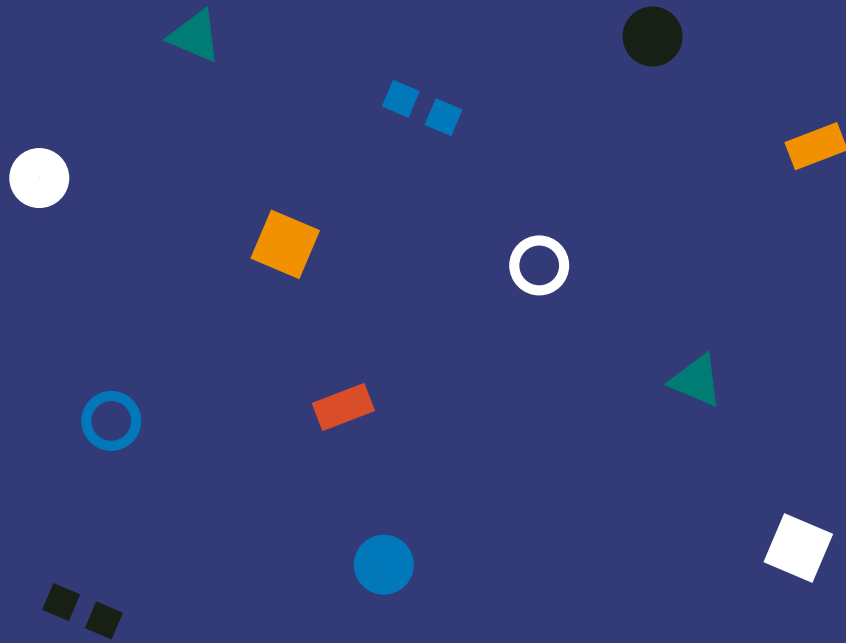
Half as many Canadians – 2% – say they have attended a large event in opposition of efforts to address global poverty.

Canada and France are the only two countries where engagement with large events is net positive: in Germany and the U.S. more take negative action than positive and in Great Britain, an equal percentage do both.

Question: ParmiWhich of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty?
 Participated in a march, rally, protest, or other large event on the issue | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



ATTITUDES TOWARDS INTERNATIONAL AID



How do Canadians feel about development aid, the benefits and costs of aid, and the purpose of aid: self-interest or altruism?

FEELINGS ON GOVERNMENT SPENDING ON INTERNATIONAL AID



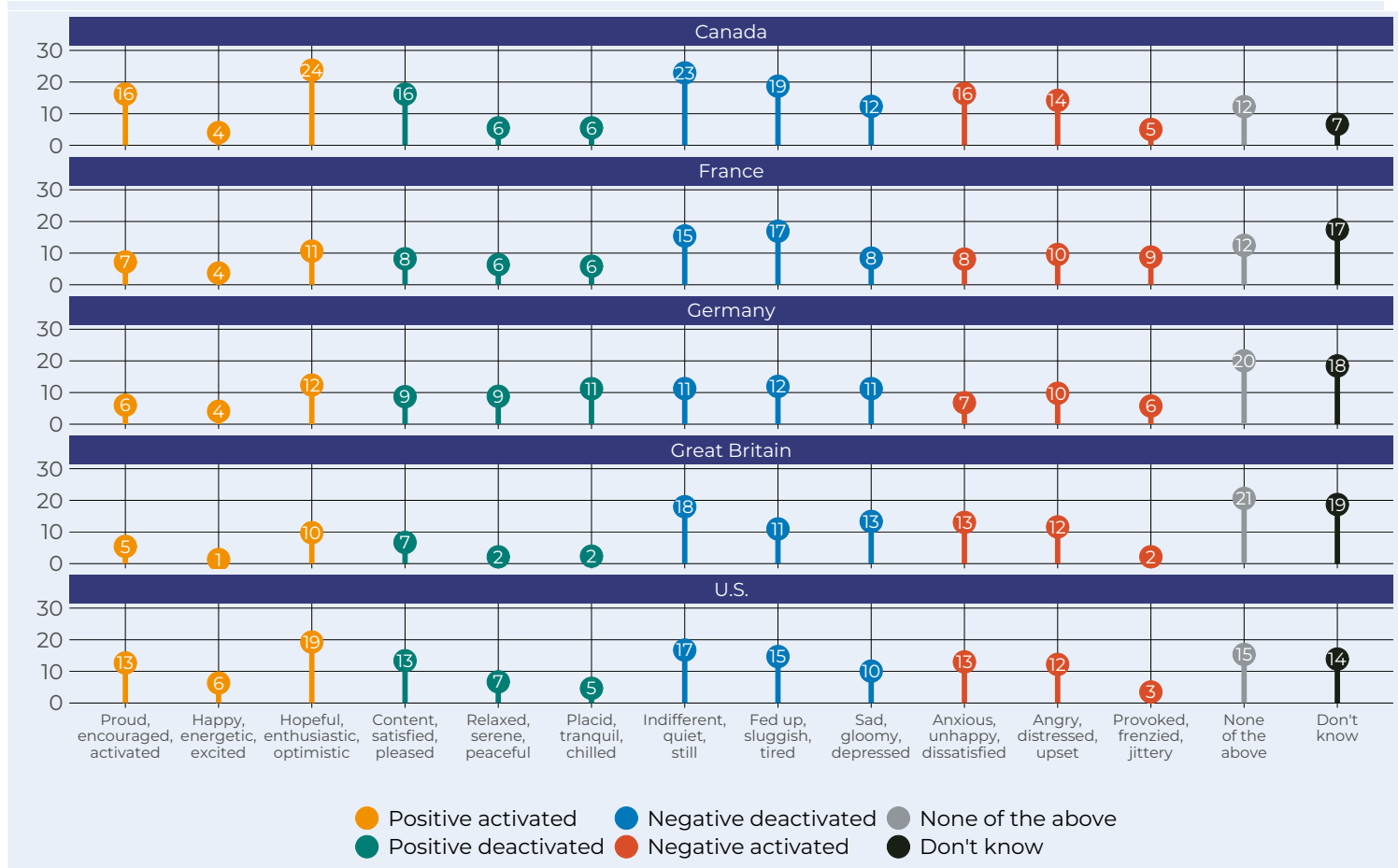
24%

of Canadians say they feel hopeful, enthusiastic, or optimistic about international aid – the highest among the 5 countries

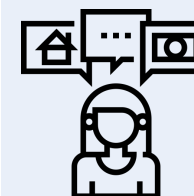
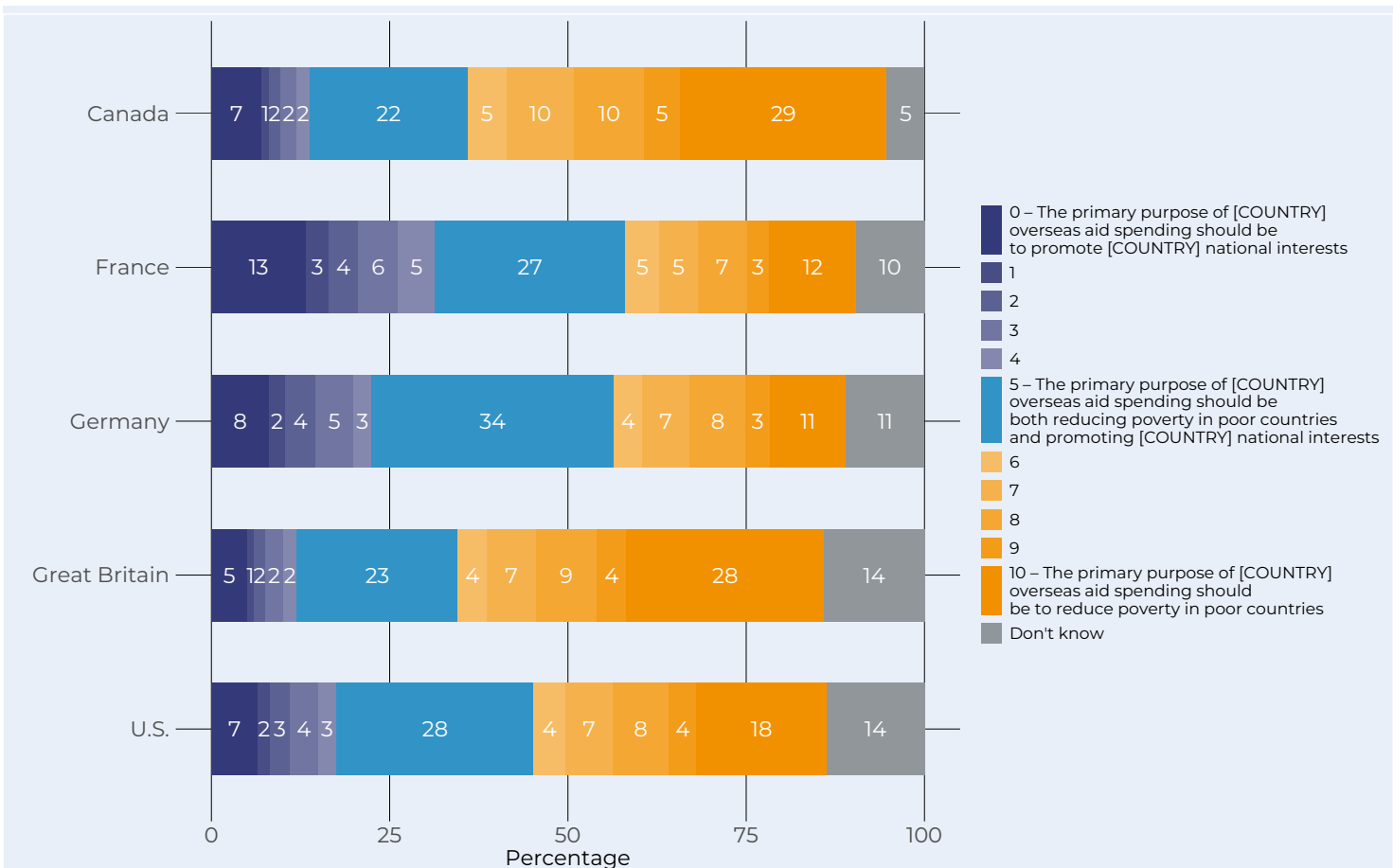
In addition to understanding attitudes towards international aid, we also want to know how people feel about it. The graph shows the percentage of respondents who say they felt a particular emotion, classified as positive or negative, activated or deactivated.

While 22% of Canadians say they felt hopeful (up 2% from 2022), 23% said they felt indifferent/tired/still.

16% say they feel anxious/unhappy/dissatisfied and 14% say angry, but the activated-negative feelings are lower than the deactivated-negative feelings.



29% OF CANADIANS THINK THE SOLE PURPOSE OF AID SHOULD BE TO REDUCE POVERTY IN POOR COUNTRIES



29%

of Canadians think the sole purpose of aid should be to reduce poverty in poor countries

This climbs to 59% when we take into account respondents who 'lean' toward poverty reduction. In this regard, Canadians are closest to the British who have a strong preference for aid for poverty reduction.

There is also an identifiable cohort of Canadians – 22% - who want aid to be used for poverty reduction as well as promoting Canada's national interests. This cohort exists in all countries, never falling below 22%, but is highest in Germany at 34%.

Question: The Government of Canada gives international aid to poor countries. Looking at the scale below, what do you think the primary purpose of international aid should be? | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



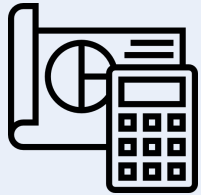
SECTORAL PRIORITIES?

Thinking again about government spending on overseas aid in poor countries, please indicate what you think are the first, second, and third most important priorities.

- Education – helping people to attend school or get skills and training
- Health – access to hospitals and clinics, treating diseases and providing vaccinations
- Family planning – access to contraception and other family services
- Water – access to clean water, sanitation and hygiene
- Government and civil society – improving government accountability, addressing corruption, and ensuring peace and security and the rule of law
- Welfare – address poverty through providing housing and benefits to people unable to work due to sickness, injury, old age, or children
- Infrastructure – providing roads and telecommunications
- Energy – providing electricity and other energy services
- Agriculture – growing food and other crops
- Economic growth – creating jobs and supporting the economy
- Environmental protection – addressing climate change, air pollution, and protecting animals and their habitats
- Debt relief – reducing debts owed by poor countries
- Disaster relief – helping in emergencies and urgent humanitarian crises
- Migration and refugee flows – protection of refugees and support for safe and responsible migration
- Women’s equality – support women’s rights, gender equality, and help eliminate violence against women

This list was generated from the OECD DAC’s CRS Purpose Codes with a little bit of rationalization from the research team and an everyday explanation to help respondents express their preferences

INTERNATIONAL AID SPENDING PRIORITIES

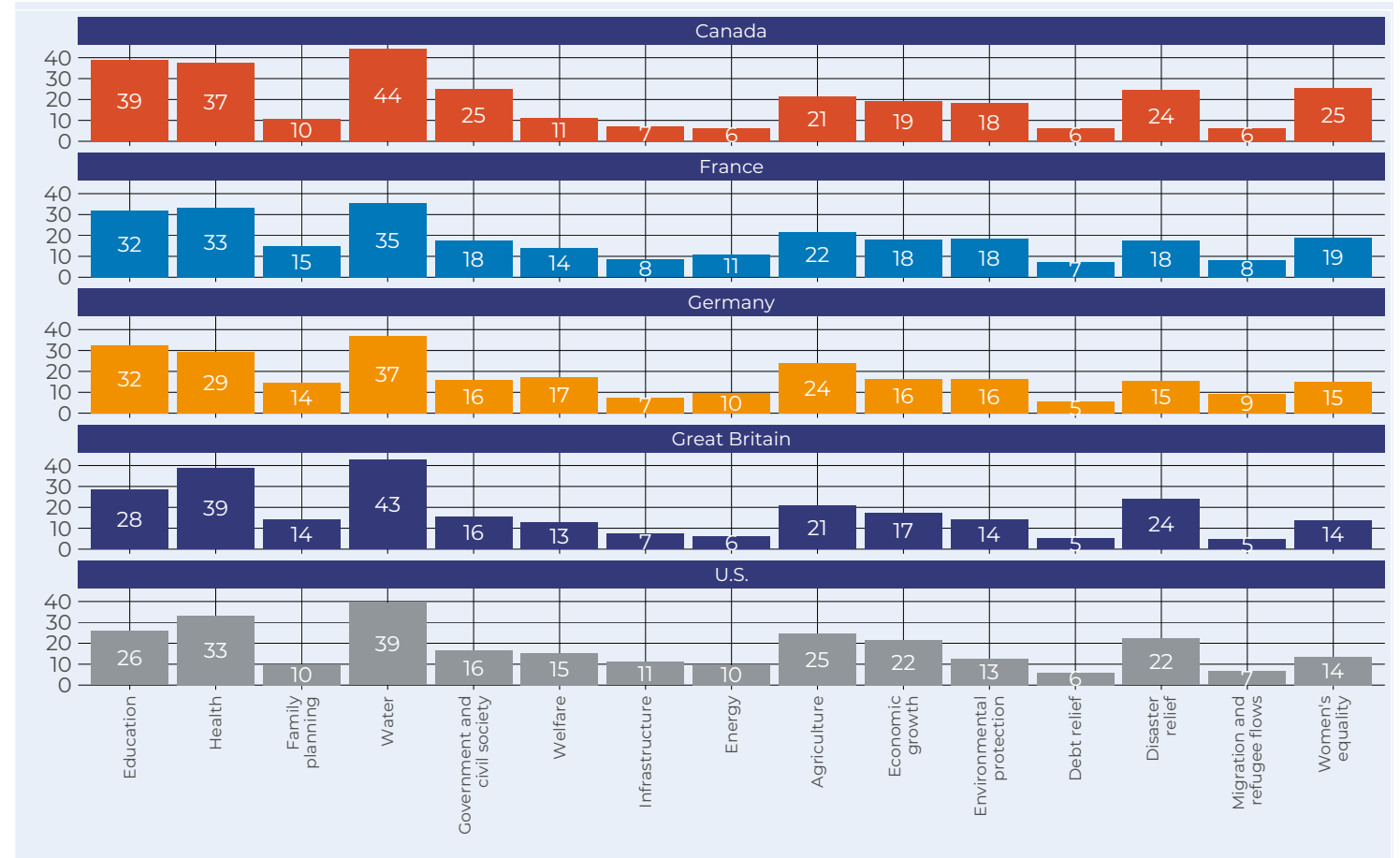


44%

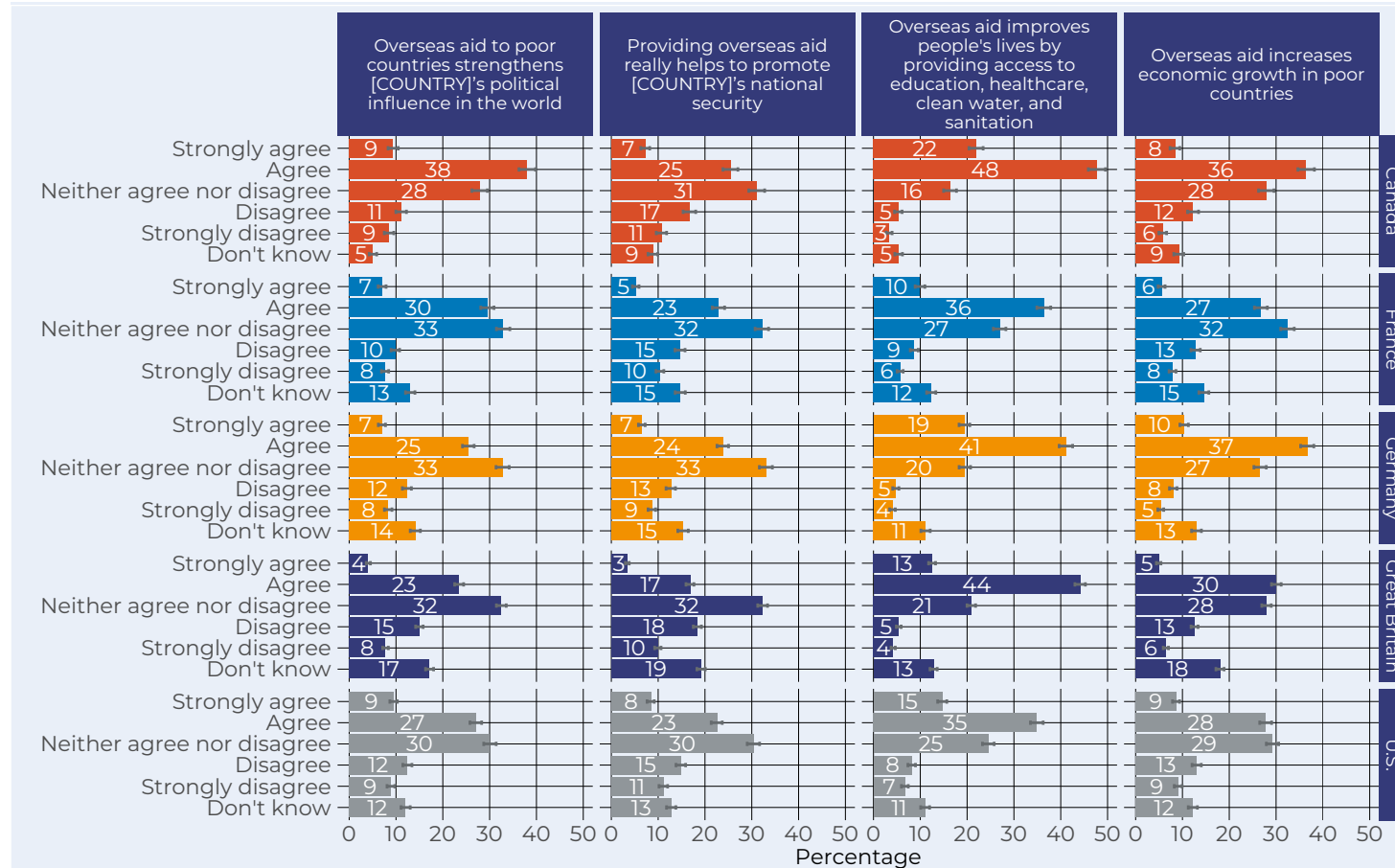
of respondents want access to clean water prioritized through international aid spending

Across all five countries, access to clean water, education, and health are the top priorities for international aid spending. This finding has been consistent since 2013, with little change in priorities.

Canadians have different priorities moving down the list, with 25% wanting to prioritize women's equality and government and civil society, significantly higher than other DEL countries. Note the very small proportions in any country that want migration and refugee flows prioritized in international aid spending.



CANADIANS' VIEWS ON OF THE BENEFITS OF AID



To better understand Canadian's perceptions of the benefits of aid, we ask four questions tapping a range of benefits. On balance, Canadians are far more likely to see the benefits of aid compared to publics in other DEL countries.

The most positive position on the benefits of aid is with respect to aid's ability to improve people's lives by providing access to education, healthcare, clean water, and sanitation, with 70% agreeing with the statement.

Canadians – like publics in other DEL countries – are less likely to agree with the statement that international aid really helps to promote Canada's national security (32%).

Across all countries there is a large proportion of respondents who neither agree or disagree with these benefit statements suggesting opportunities for more impactful communication on the benefits of aid – focusing on poverty alleviation and access to basics.

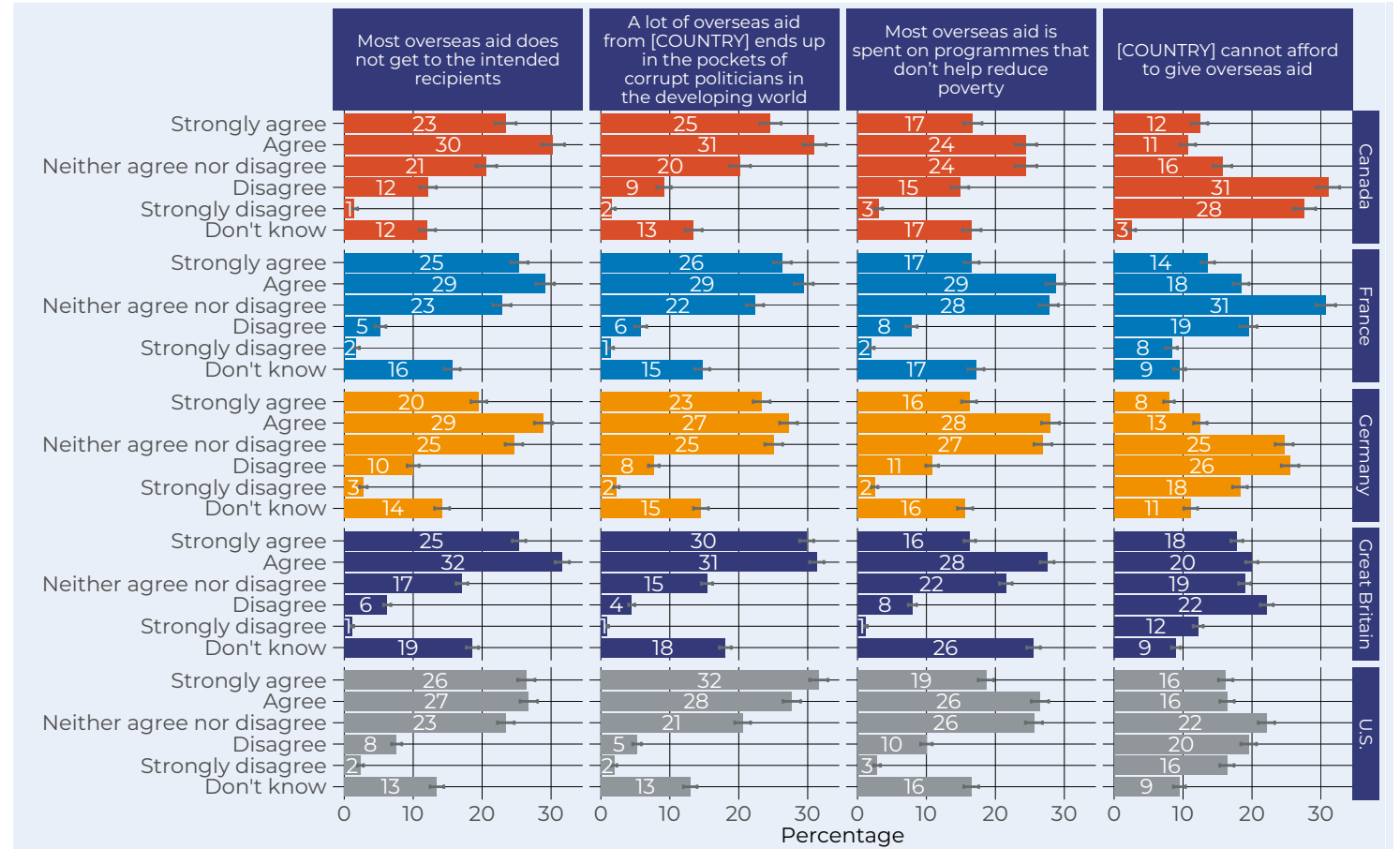
Question: To what extent do you agree or disagree with the following statements about aid from the Canadian government? See above. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022

CANADIANS' VIEWS ON OF THE COSTS OF AID

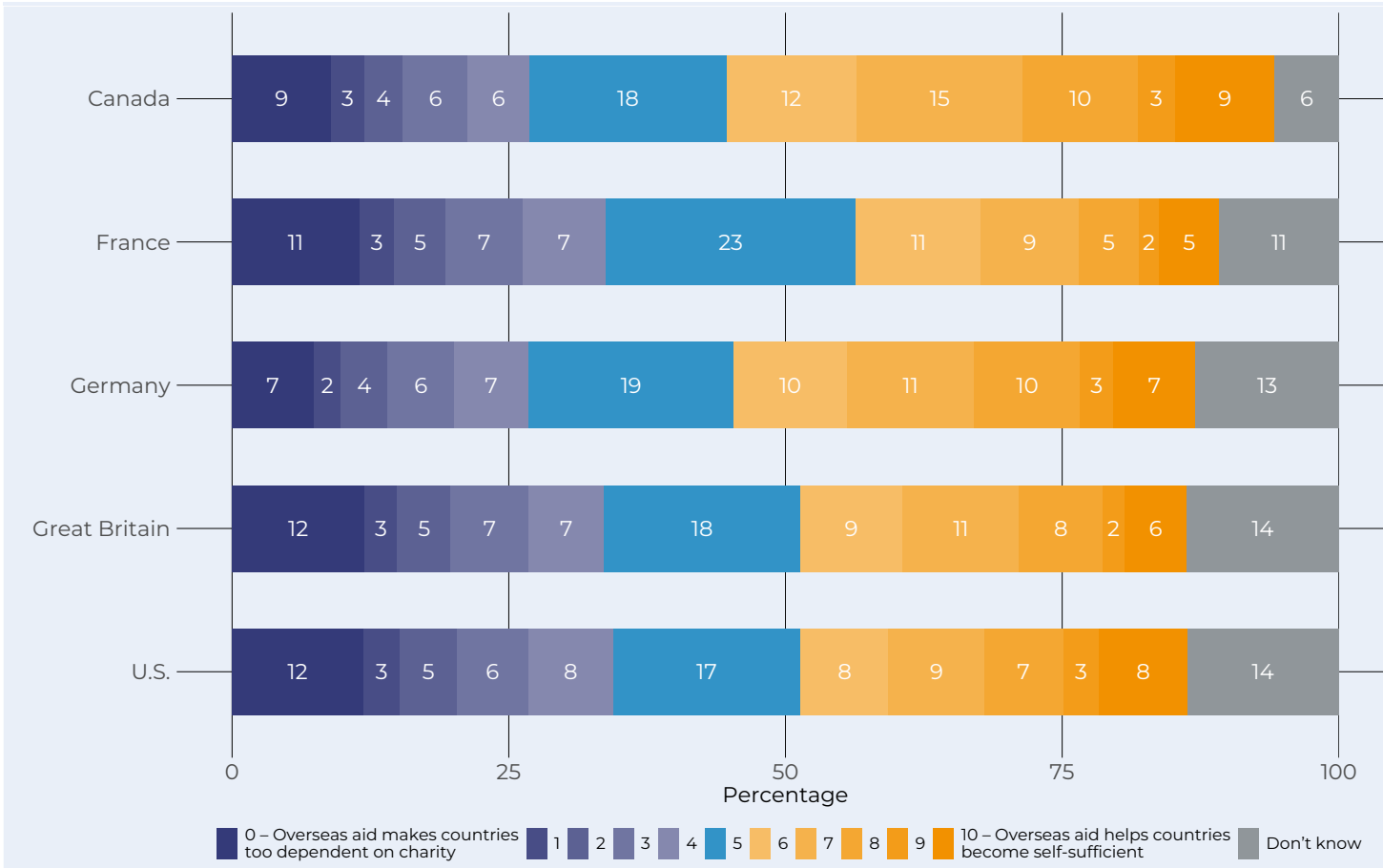
To better understand Canadians' perceptions of the 'costs' of international aid we ask the following four questions focusing on whether aid gets to intended recipients, corruption, poverty reduction, and affordability.

On balance, Canadians' views are similar to citizens in other DEL countries. A majority (53%) say aid does not get to intended recipients; 56% say aid ends up in hands of corrupt politicians; and 41% agree that aid gets spent on programmes that don't help reduce poverty.


However, there is a very noticeable departure on the question of affordability: a clear majority (59%) don't agree with the statement that Canada cannot afford to give international aid (down from 62% in 2022). While France comes closest (50% disagree), Canadians stand out in rejecting 'charity begins at home' sentiments.



INTERNATIONAL AID: DEPENDENCY VS SELF-SUFFICIENCY



Question: Using a scale where 0 means 'International aid makes countries too dependent on charity' and 10 means 'International aid helps countries become self-sufficient', please indicate which comes closest to your view. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022

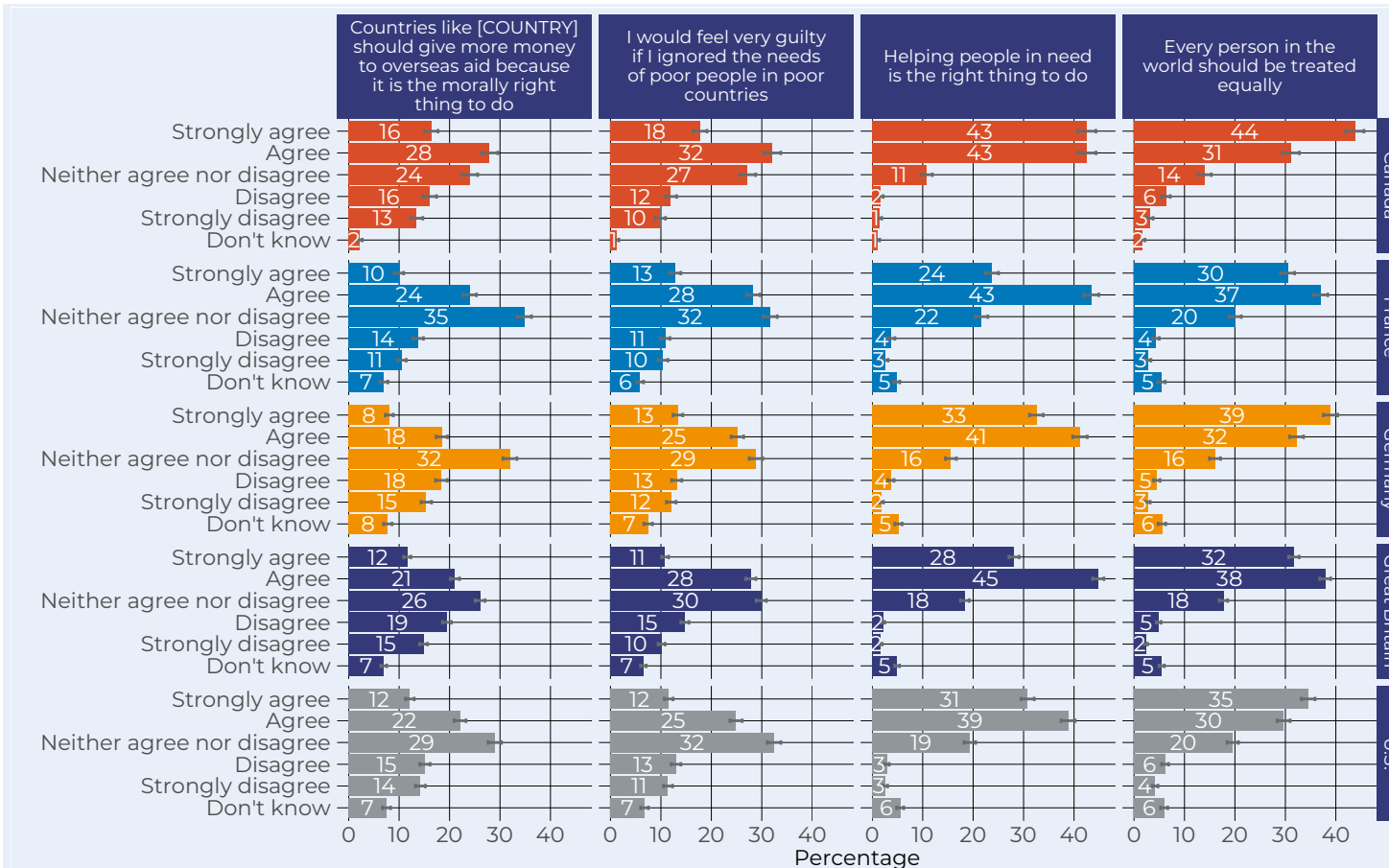


49%
of Canadians think that on balance, aid helps poor countries become self-sufficient

49% of Canadians said that aid helps countries become self-sufficient (50% in 2022). Canadians are most positive in this regard: while Germans come closest to this view (41%), Canada stands out for seeing aid as developing self-sufficiency.

There are sizeable constituencies in all of the countries that think aid is both enabling and creating dependencies, suggesting opportunities for better communications on the impact of aid.

86% OF CANADIANS SAY HELPING PEOPLE IN NEED IS THE RIGHT THING TO DO



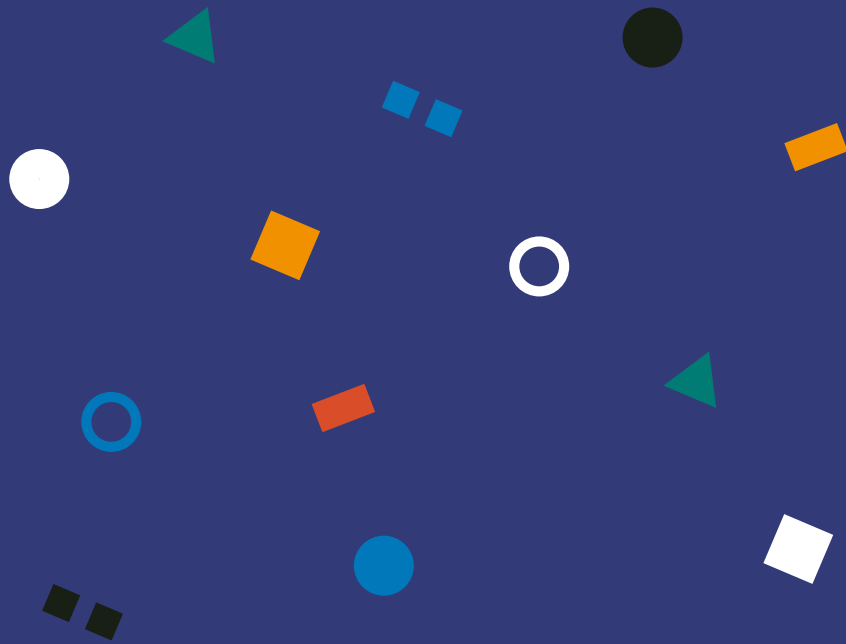
DEL research has shown that moral sentiment, e.g. 'helping people in poor countries is the right thing to do' and 'we should help if we can' are positive drivers of attitudes and engagement.

On all of the moral based questions we ask, Canadians have much more positive views than other DEL countries. This is especially true in looking at the questions on helping is the right thing to do (86%) and every person has the right to be treated equally (75%) (but down 4% points from 2022).

44% of Canadians agree with the statement that giving international aid is morally the right thing to do (also down 4% points) and 50% agree with the statement that they would feel very guilty if they ignored the needs of people living in poor countries (next highest is 41% in France).

Question: To what extent do you agree or disagree with the following statements? See above. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022

POLITICAL ATTITUDES & ENGAGEMENT



Views on democracy,
global cooperation,
deservingness, and
political efficacy

MAKING A DIFFERENCE IN POLITICS & PUBLIC AFFAIRS

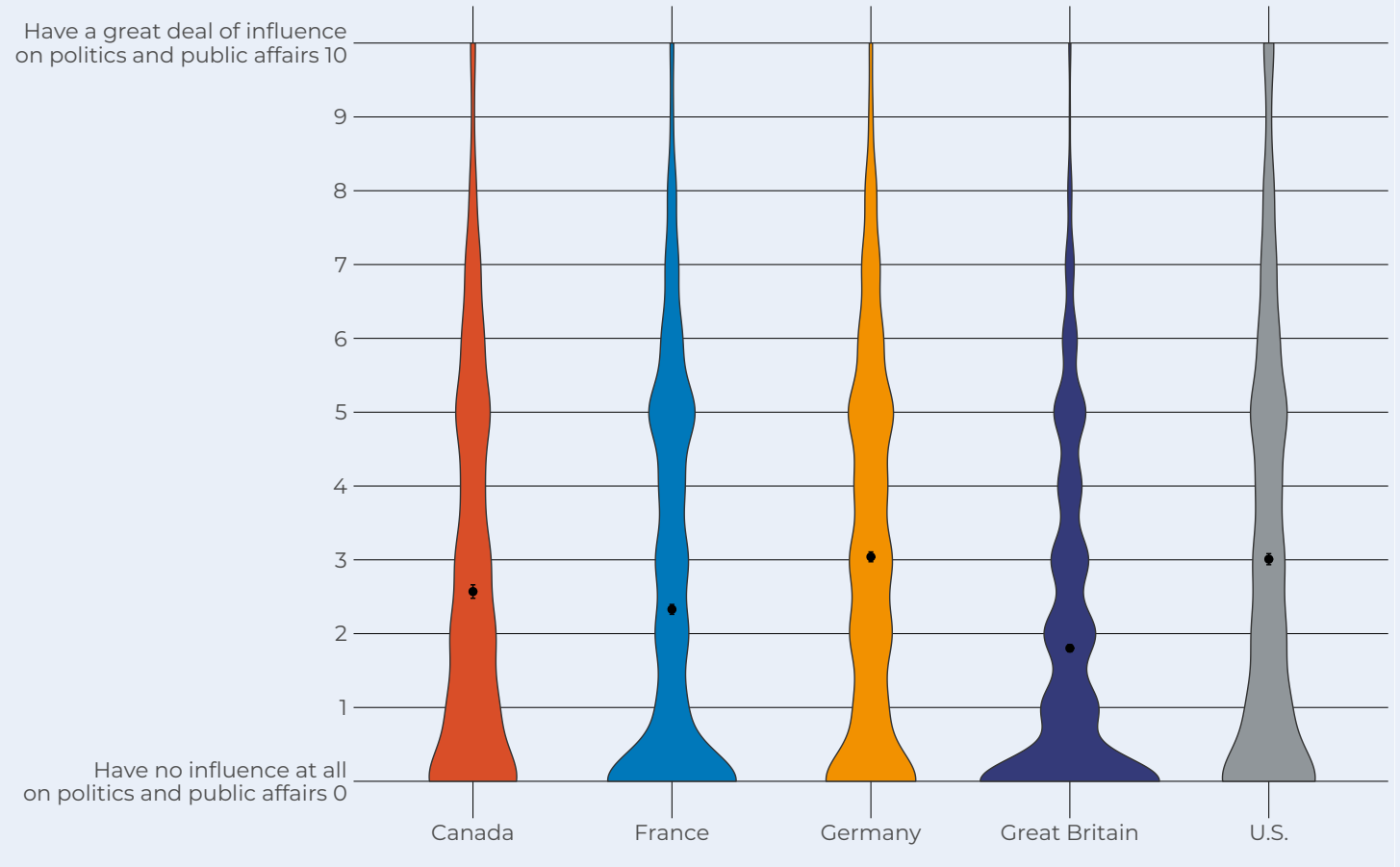


28%

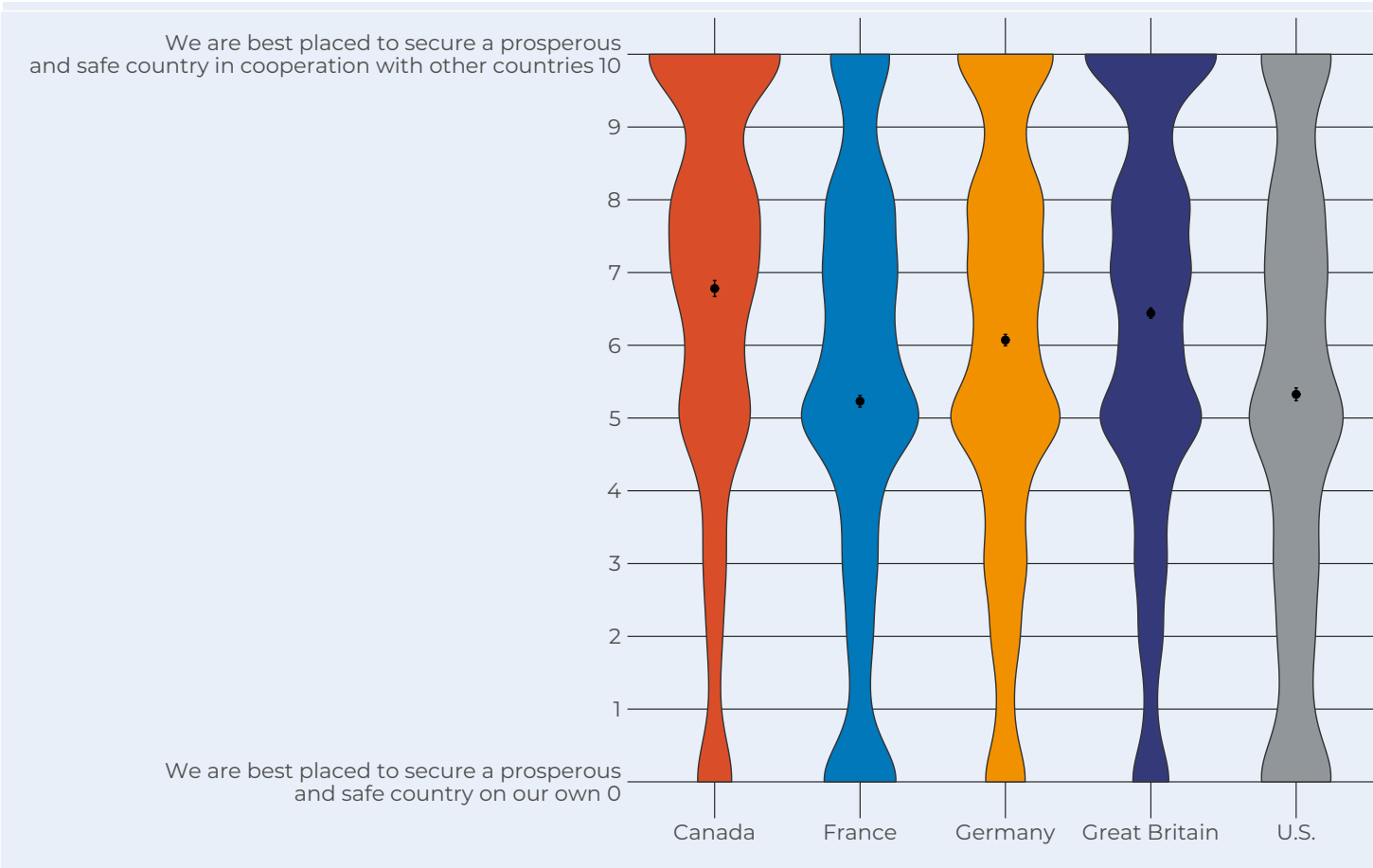
of Canadians say that they have absolutely zero influence on politics and public affairs

To better gauge respondents' perceptions of their ability to make a difference, we ask the extent to which they have influence on politics and public affairs. The dots show the mean score for each country and the violin shows the distribution along the scale from 0 to 10.

Germans and Americans have the highest perceptions of efficacy, followed by the French and Canadians. Britons have the lowest perceived political efficacy.



PROSPERITY & SAFETY IS BEST SECURED IN COOPERATION WITH OTHER COUNTRIES



25%

of Canadians selected the maximum response of 10 for full collaboration

The dots show the mean score for each country and the colored 'violin' shows the distribution along the scale from 0 to 10.

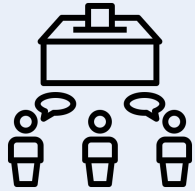
On average, Canadians are more likely to prefer international cooperation to secure safety and prosperity, with a quarter of respondents preferring maximum cooperation.

French and American respondents are less likely to believe cooperation secures prosperity & safety.

Question: Which of the following best reflects your view on how to secure a prosperous and safe country? Using the 0 – 10 scale, where 0 means 'We are best placed to do it on our own' and 10 means 'We are best placed to do it in cooperation with other countries', please indicate how you feel. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



DEMOCRACY AS A COMPROMISE AMONG DIFFERENT VIEWPOINTS

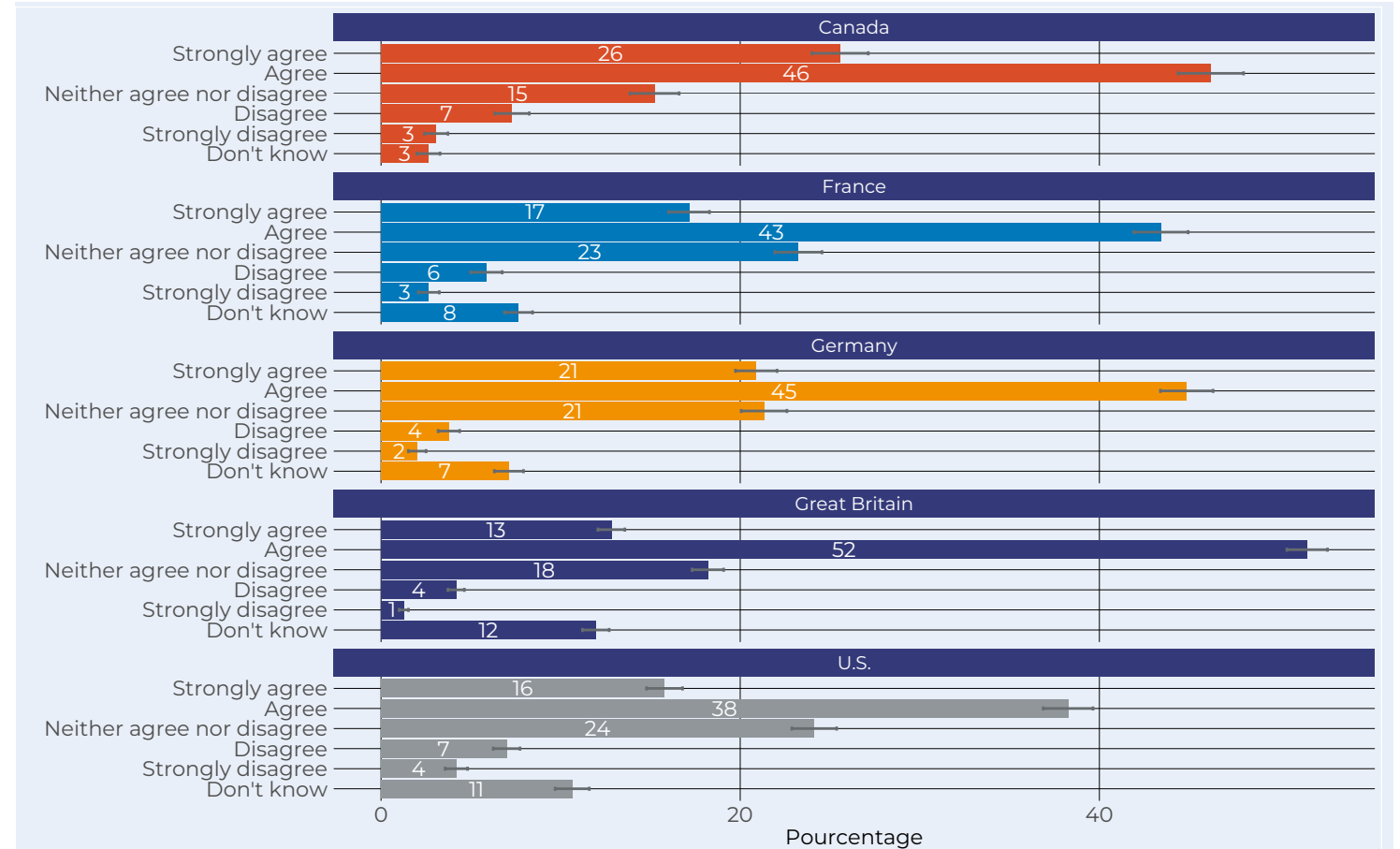


72%

of Canadians agree that democracy is about achieving compromise among differing viewpoints

There is very little disagreement with this statement – across all 5 countries – but Canada stands out for its strong agreement.

Among the five countries, Canadians have the strongest sense that democracy requires compromise among competing viewpoints. Nearly three-quarters of Canadians agree that compromise is core to democratic life. Germans (66%) and Britons (65%) come close to Canadians' views.



GLOBAL OUTLOOK: BIG BAD WORLD?



Question: Which of the following two statements comes closest to your view? Our lives are threatened by terrorists, criminals and immigrants and our priority should be to protect ourselves. It's a big, beautiful world, mostly full of good people, and we must find a way to embrace each other and not allow ourselves to become isolated. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



67%

of Canadians take a positive view of humanity, valuing shared experience and global cooperation

Again, we see that Canadians have a high degree of optimism about people, humanity and the world compared to other DEL countries. This is lower than 2022 where 71% of respondents chose this option.

Canadians are significantly less pessimistic, with just 17% saying they think threats are near and the priority should be to protect themselves. In comparison, the French, where nearly half (47%) hold this view, and to Germany, GB and the U.S. where over 1/3 share the view.

There is a strong base of support for cooperation in Canada and this can be leveraged for action on global poverty.



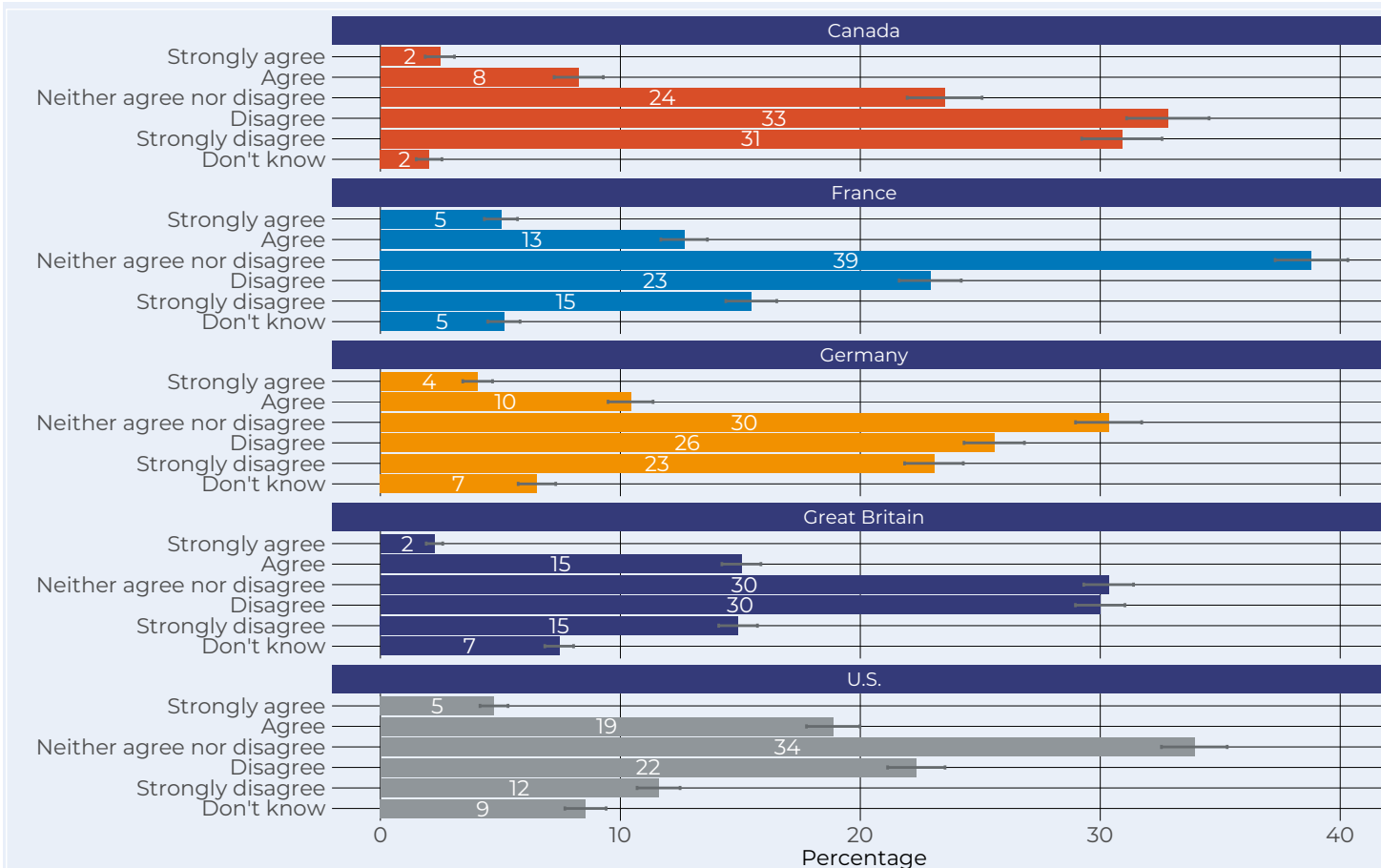
CANADIANS DO NOT THINK PEOPLE GET WHAT THEY DESERVE



10%

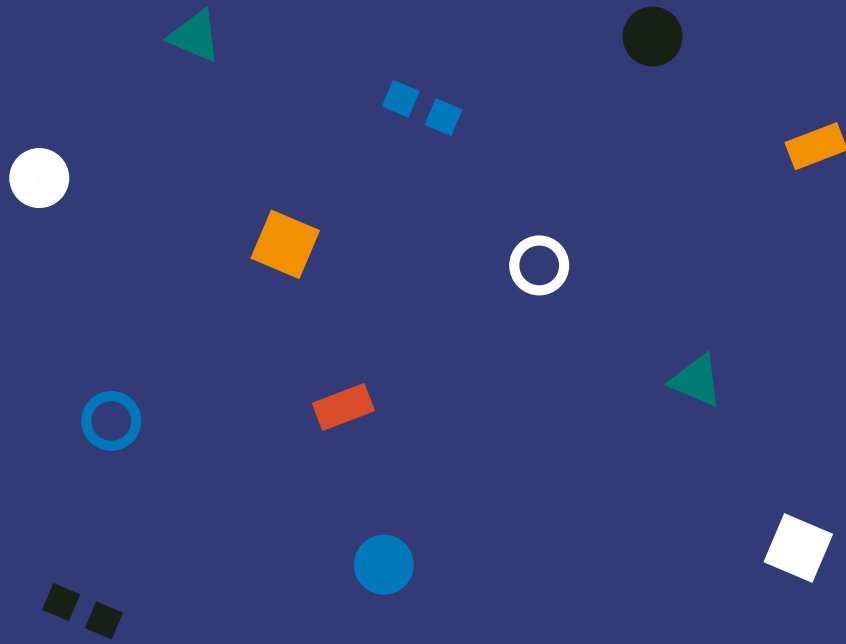
of respondents say people generally get what they deserve

There is a sense of injustice or inequality in the minds of most Canadians, with just 10% agreeing with the statement that people generally get what they deserve. In all countries, there is widespread disagreement with this statement, but none more so than in Canada where 64% disagree. Canadians' views stand in contrast to Americans' views, where just 34% disagree with the statement.



Question: Generally speaking, people get what they deserve. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022

GLOBAL POLICIES



Awareness of the SDGs
and attitudes towards
economy/environment
trade-off and global
poverty

AWARENESS AND KNOWLEDGE OF THE UN SDGS

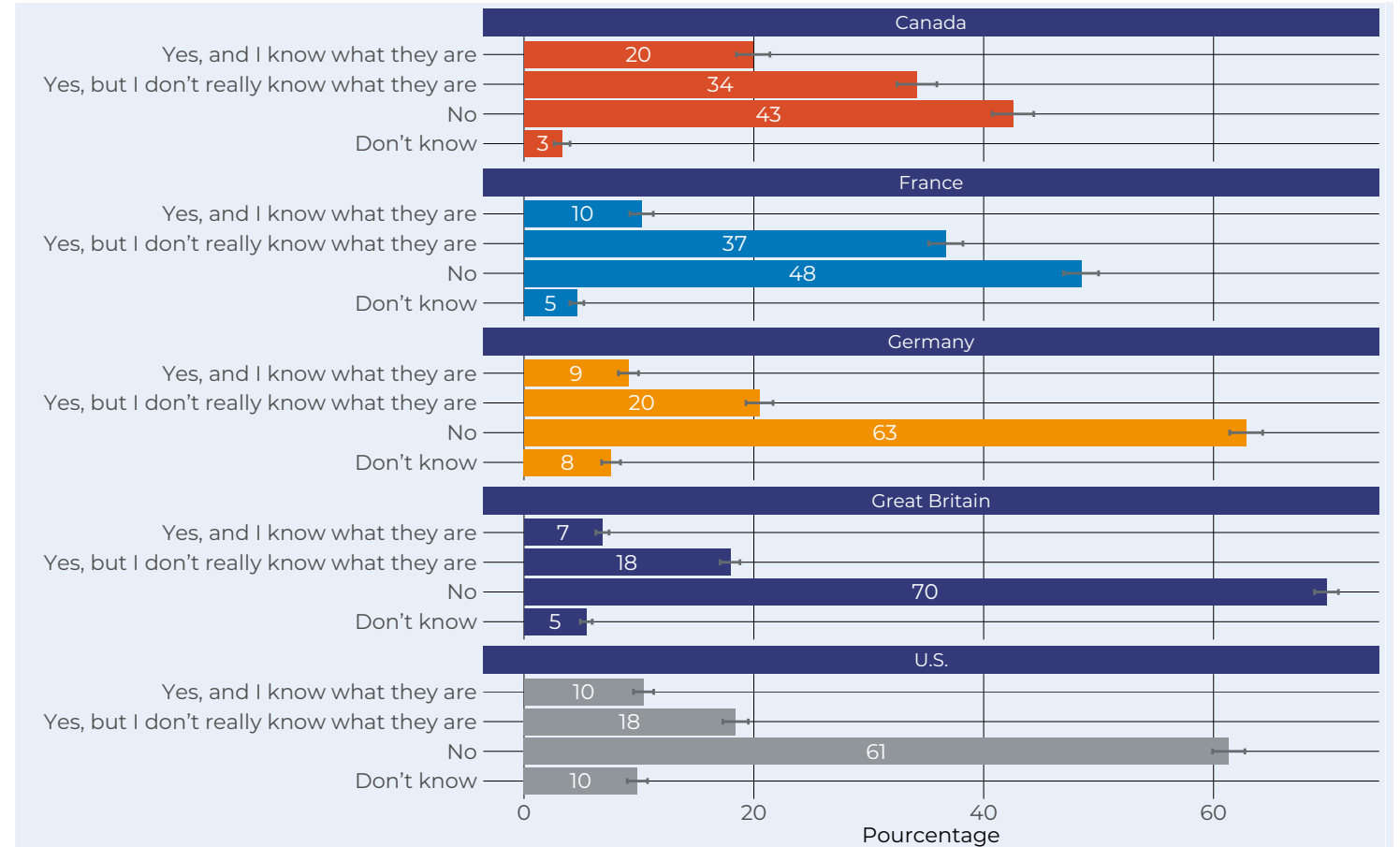


20%

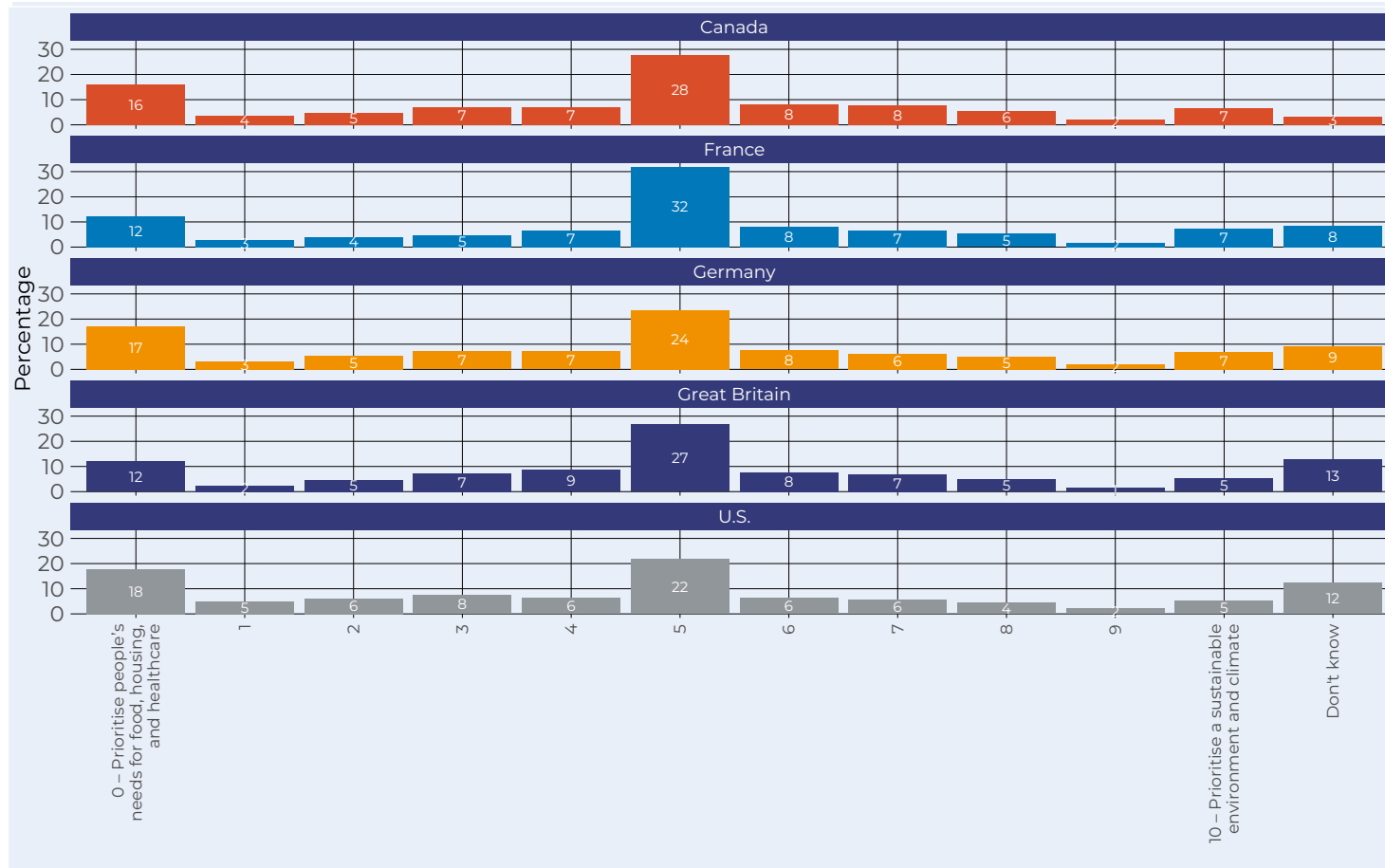
of Canadians have heard of and know what the UN SDGs are; the highest of any of the 5 countries

DEL has about citizens' awareness of the United Nations' SDGs. In Canada, 20% say they have heard about them and know what they are (up 2% from 2022). A further 34% saying they have heard of them, but do not know what they are.

43% of Canadians say they have not heard of the SDGs – a similar percentage in France, but significantly lower than in Germany (63%), Britain (70%) and the U.S. (61%).



'DOUGHNUT ECONOMICS': THE ECONOMY VS. ENVIRONMENT TRADE-OFF



28%

of Canadians want to give equal priority to the economy and environmental sustainability

Canadians share similar views about balancing the economy (e.g. prioritising economic growth to meet people's needs for food, housing, and healthcare) versus prioritising a sustainable environment, climate: 7% say they want to prioritize the environment, 16% the economy and 28% both equally.

While the weight of preferences lean slightly towards the economy (39% vs. 31%), the distribution of opinion is strikingly similar across the five countries.

Question: For the following question, please think about **the world as a whole** and not individual countries. Some people say that there is a trade-off between prioritizing economic growth to meet people's needs for food, housing, and healthcare versus prioritizing a sustainable environment, climate, and fertile soils. Using a 0 to 10 scale, where 0 means 'Prioritize people's needs for food, housing, and healthcare' and 10 means 'Prioritize a sustainable environment and climate', please indicate which statement comes closer to your view. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork: Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



ERADICATION OF EXTREME POVERTY BY 2030?

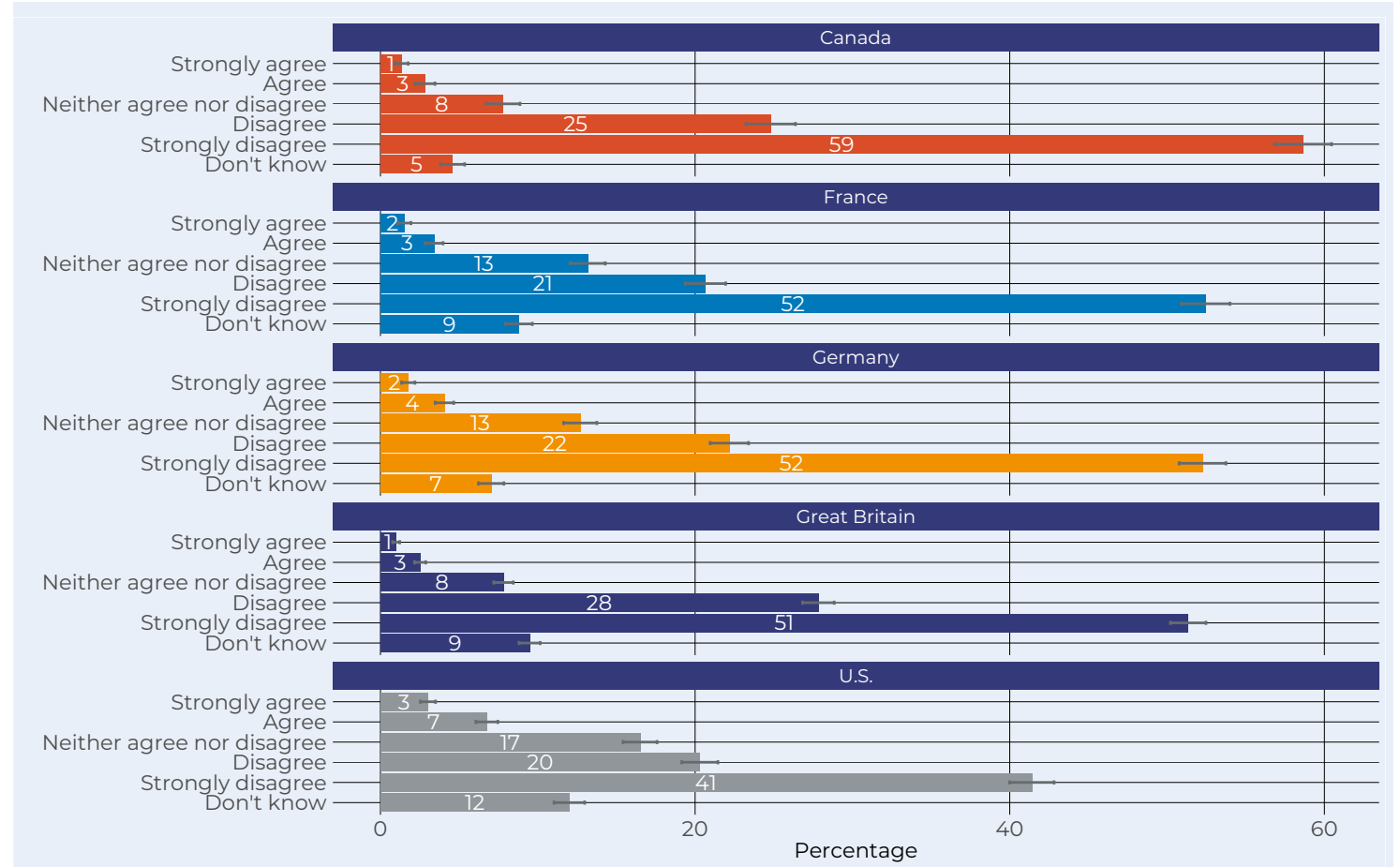


4%

only 4% of Canadians agree with the statement that extreme poverty will be eradicated everywhere by 2030

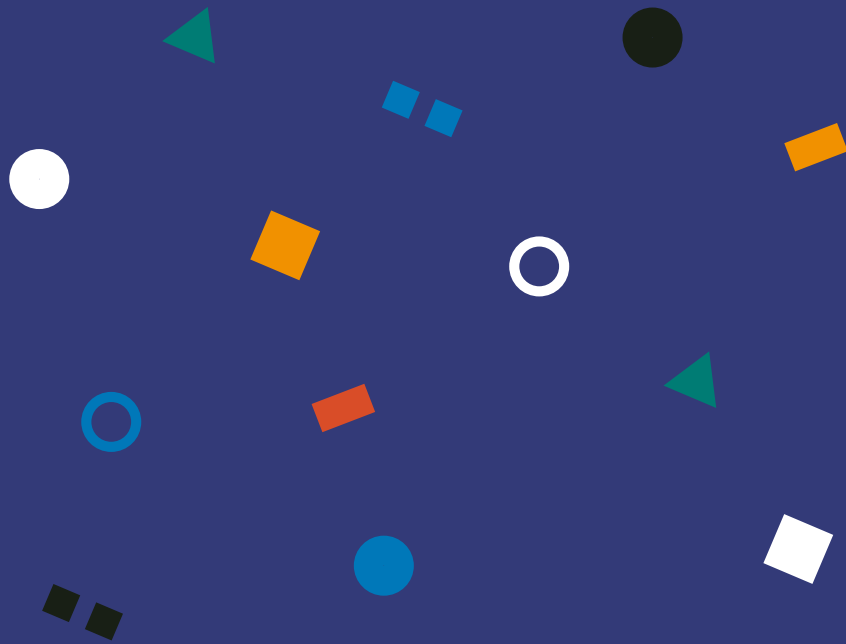
Canadians are less optimistic about ending extreme poverty compared to publics in other countries. This sentiment is similar to attitudes in France, Germany and Britain. There is no change in Canadians' attitudes from 2022.

On this question, Americans are the most optimistic, with 10% agreeing with the statement, but they also have the highest percentage of respondents saying 'Don't know' (12%).



Question: Extreme poverty will be eradicated for all people everywhere by the year 2030. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022

COSMOPOLITAN VIEWS



How do people see
connections across and
their place in the wider
world?

75% OF CANADIANS SAY THEY HAVE A DUTY TO ENSURE THAT THEIR ACTIONS DON'T HARM OTHERS

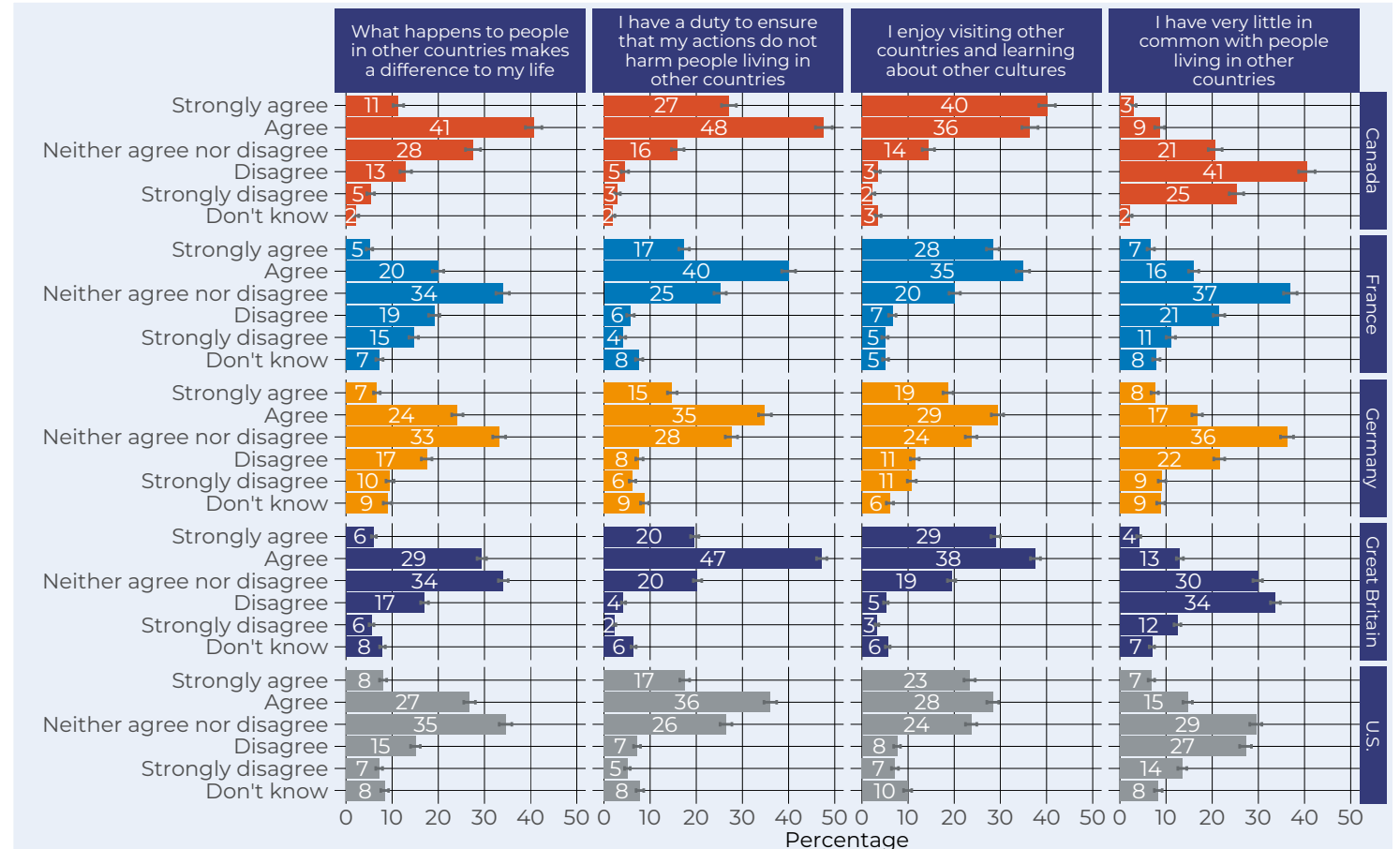
DEL asks 4 questions to gauge citizens' cosmopolitan outlook and attitudes towards global citizenship.

First, Canadians show significantly different attitudes global interconnectedness: 52% agree with the statement 'what happens to people in other countries makes a difference to my life'. This compares to 25% in France; 31% in Germany; and 35% in Britain and America.

Second, Canadians are also far more likely to say they have a duty to ensure their actions do not harm people living in other countries 75%. Britain is closest at 67%, with just half (50%) of Germans agreeing.

Third, Canadians also are more likely to say they enjoy visiting other countries and learning about other cultures (76%). Again, Britain is closest at 67%, with just 48% of Germans agreeing.

Fourth, just 12% of Canadians agree with the statement that they have very little in common with people living in other countries; 62% disagree with this statement.

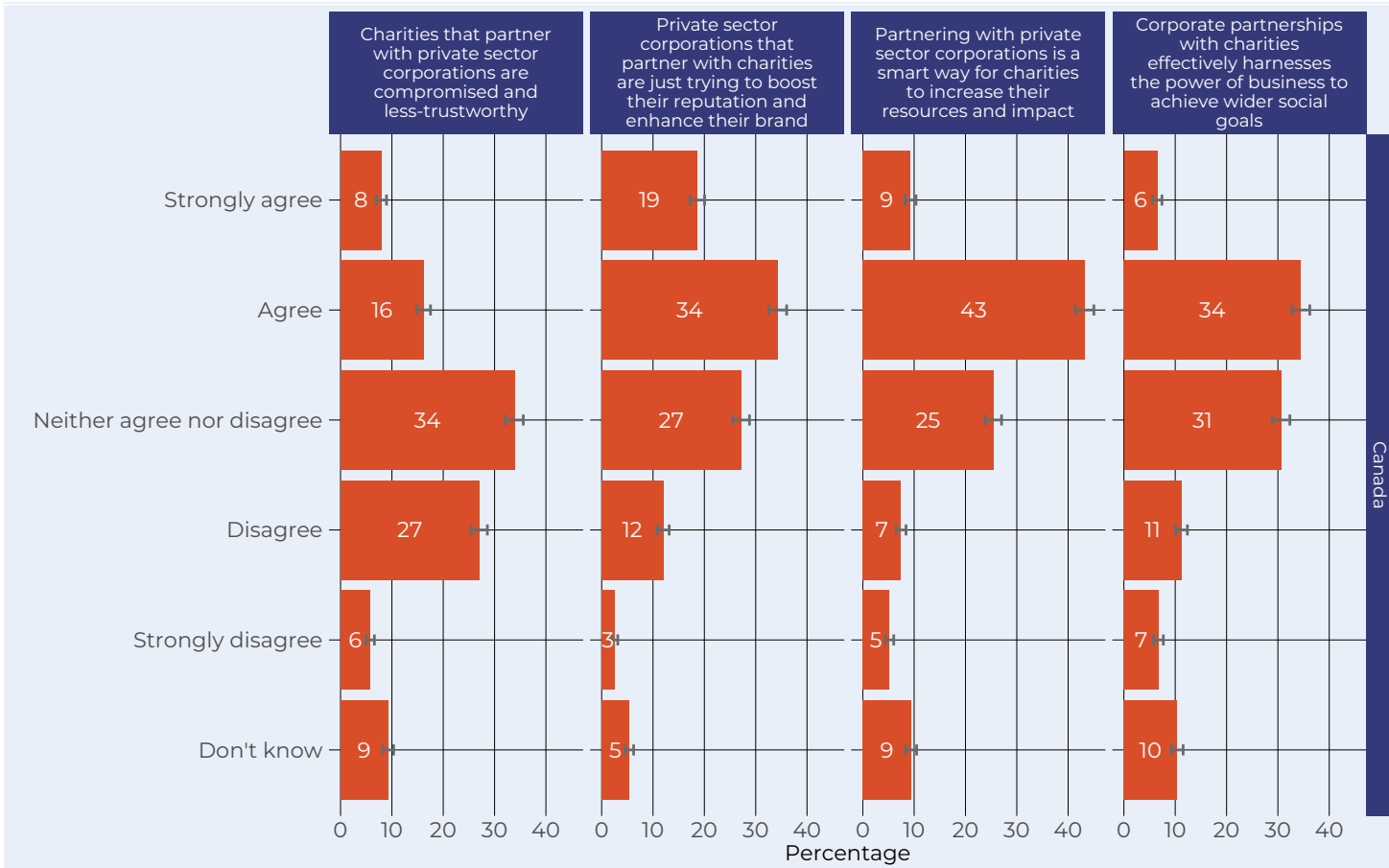


3. PARTNERSHIPS



Canadians' attitudes
towards NGO/charity and
corporate/business
partnerships

PARTNERSHIP BETWEEN BUSINESSES & NGOS/ CHARITIES



In 2021, DEL asked questions in the U.S. and in Britain on respondents' attitudes towards partnerships between businesses and NGOs/charities. Overall, Canadians' responses are similar to Americans and the British.

In 2023, just under a quarter (24%) agreed with the statement that 'charities that partner with private sector corporations are compromised and less trustworthy'. More than a third neither agree or disagree suggesting there is opportunity for increasing comms in this space.

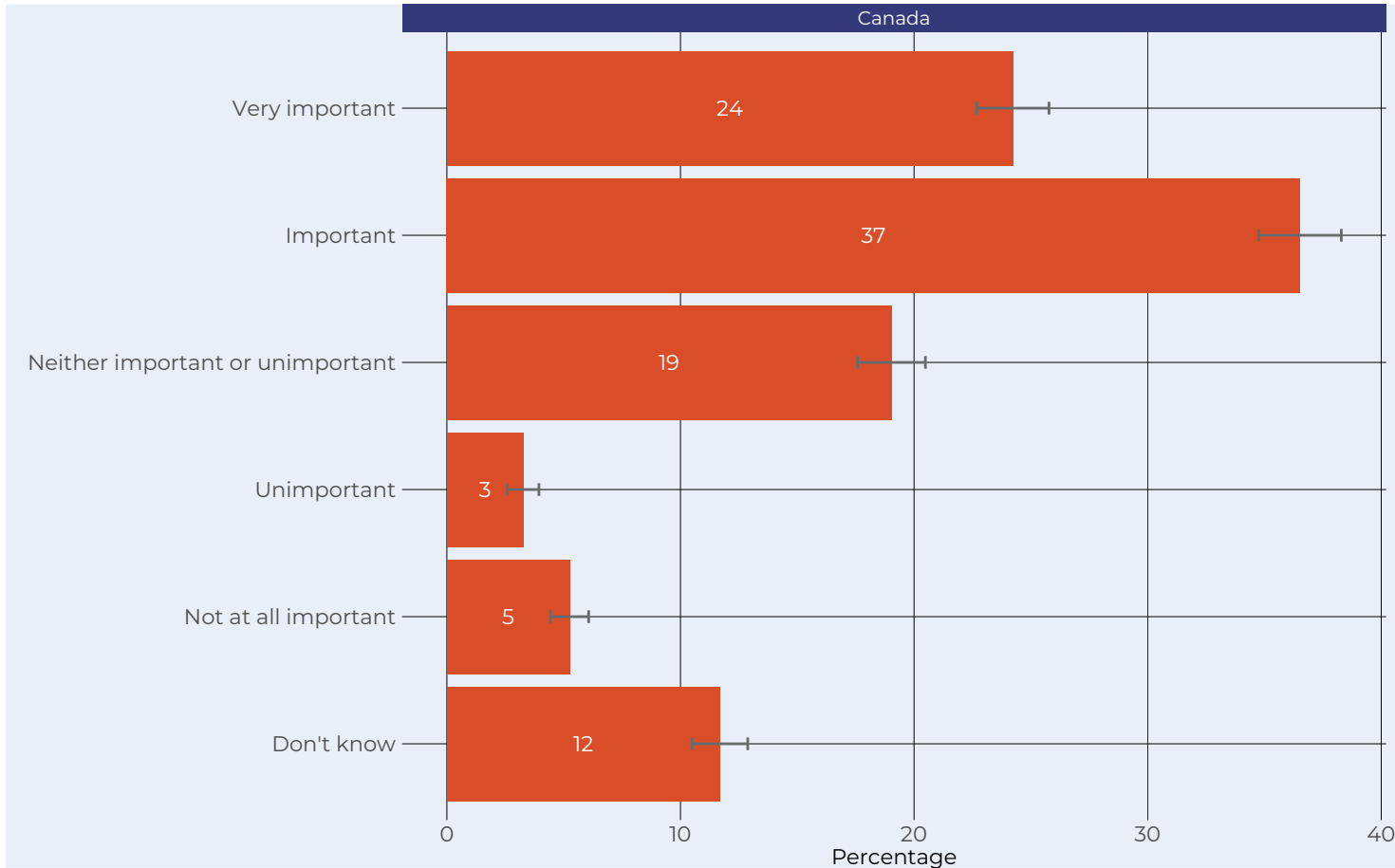
53% of Canadians think that 'partnering with private sector corporations is a smart way for charities to increase their resources and impact'. At the same time, the public see the efficiency of partnerships: over half (52%) say it is a smart way for charities to increase their resources and impact.

However, there is more skepticism that 'corporate partnerships with charities effectively harnesses the power of business to achieve wider social goals', with just 40% agreeing with this statement.

Question: Below are statements about corporate partnerships between private sector businesses and charities. Please indicate the extent to which you agree or disagree with the following statements. See above. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



LOCAL-INTERNATIONAL NGO PARTNERSHIPS



61%

more than 6 in 10 Canadians say that it is important that large international development NGOs partner with local NGOs to deliver aid programs and funding

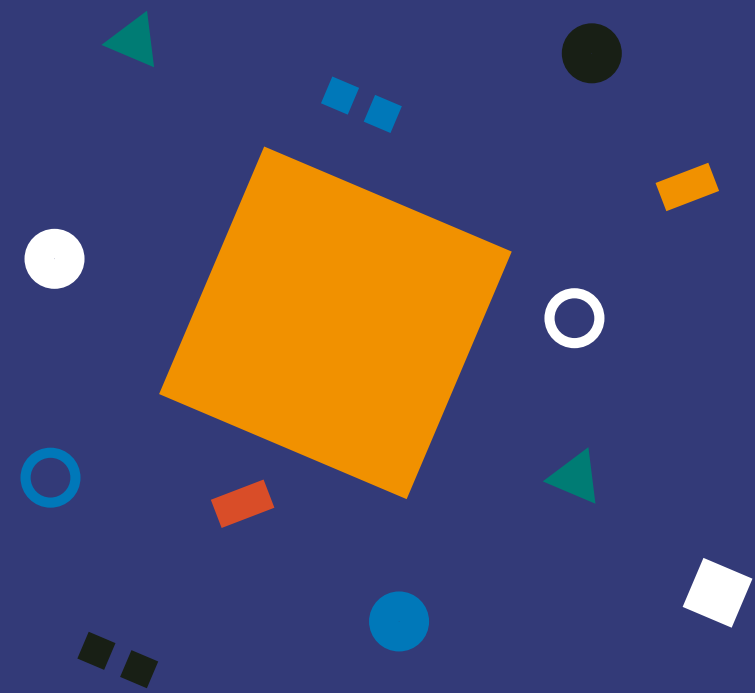
Canadians very much value large development NGOs partnering with groups working in local communities to deliver aid programmes and funding. 61% of Canadians agree with this statement, a similar percentage to 2022.

While we have seen evidence of support for local partnerships in other DEL countries (c. 40-44% elsewhere), in Canada, it is especially so.

Question: Below are statements about corporate partnerships between private sector businesses and charities. Please indicate the extent to which you agree or disagree with the following statements. See above. | Sample size Canada n= 3,059, France n= 6,051, Germany n=6,008, Great Britain n=8,008, U.S. n=6,102 | Fieldwork Canada January 16-February 5 2023, comparison countries Sep - Nov 2022



4. COST OF LIVING



COST OF LIVING EXPERIMENT

- How charitable is the Canadian public in light of the cost of living crisis?
- What difference does it make to their propensity to give when people are asked about the change in the economic situation of their household, their community, and people in poor countries (2019 vs. 2023)?

COST OF LIVING: EXPERIMENTAL DESIGN (CONTROL)

- Control group is simply asked **how they will divide CA\$1000 to themselves, people in their community, and people in a poor country**

	CAD\$
You and your household	<input type="text"/>
People in your local community	<input type="text"/>
People in a poor country	<input type="text"/>



COST OF LIVING: EXPERIMENTAL DESIGN (T1)

- Treatment group 1 is asked to think about **how their economic position has changed from 2019 to 2023**

Thinking back to 2019, in your opinion, where do you think **you** were on the scale in 2019?



+ Divide CA\$1000

Now, in your opinion, where do you think **you** are on the scale today?



COST OF LIVING: EXPERIMENTAL DESIGN (T2)

- Treatment group 2 is asked to think about **how their & their community's economic position has changed from 2019 to 2023**

Now, imagine an average person in your local community. Thinking back to 2019, in your opinion, where do you think **they** were on the scale in 2019?



+ Divide CA\$1000

Now, in your opinion, where do you think **they** are on the scale today?



COST OF LIVING: EXPERIMENTAL DESIGN (T3)

- Treatment group 3 is asked to think about **how their & people in people poor country's economic position has changed from 2019 to 2023**

Now, imagine an average person in a poor country. Thinking back to 2019, in your opinion, where do you think **they** were on the scale in 2019?

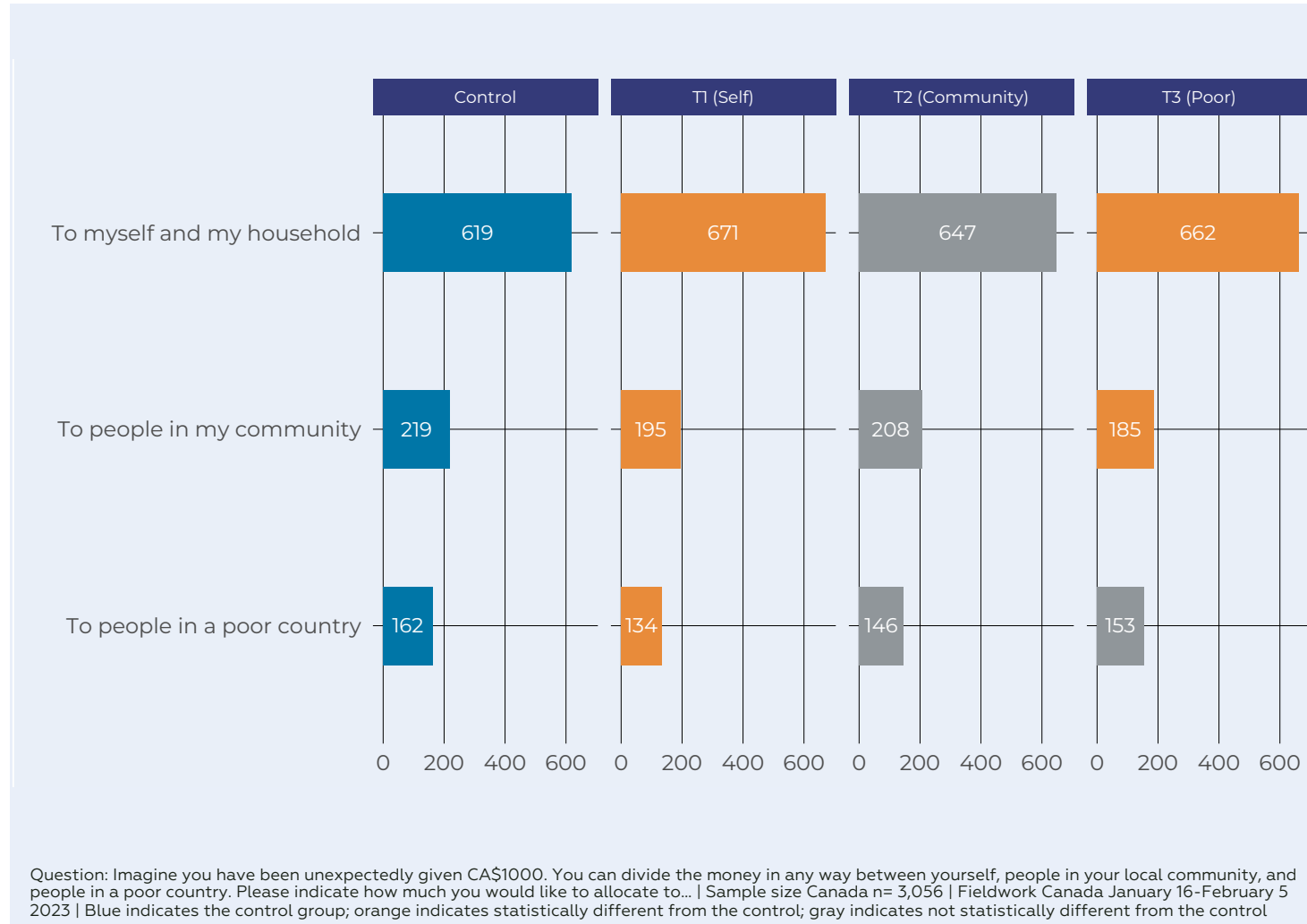


+ Divide CA\$1000

Now, in your opinion, where do you think **they** are on the scale today?



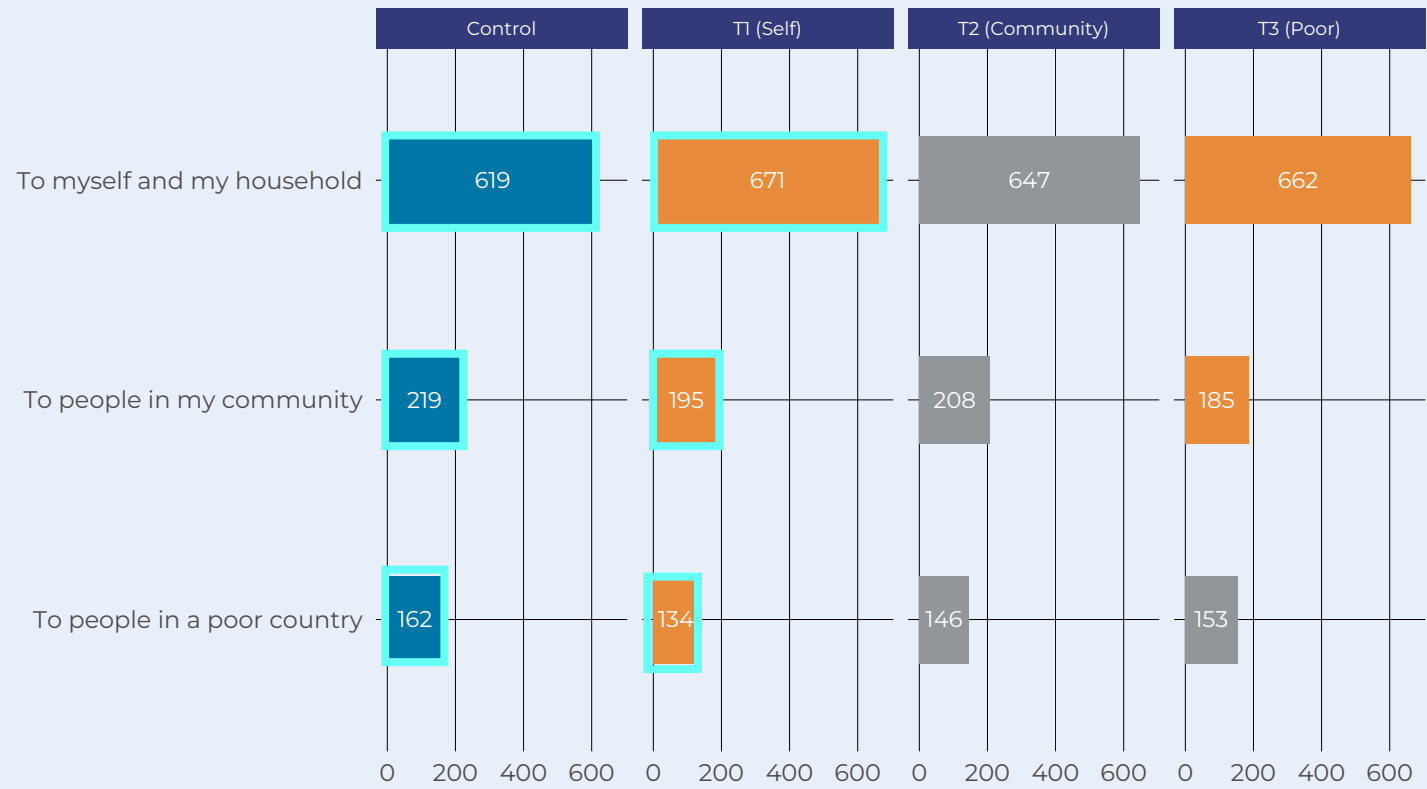
RESULTS OF THE EXPERIMENT: CANADA



- The Canadian public, when they are not primed to think about themselves or others, they keep CA\$619 to themselves, C\$219 to local community, and CA\$162 to people in poor countries.
- Does this change when they are asked to think about the changes in their and others' situation from 2019?



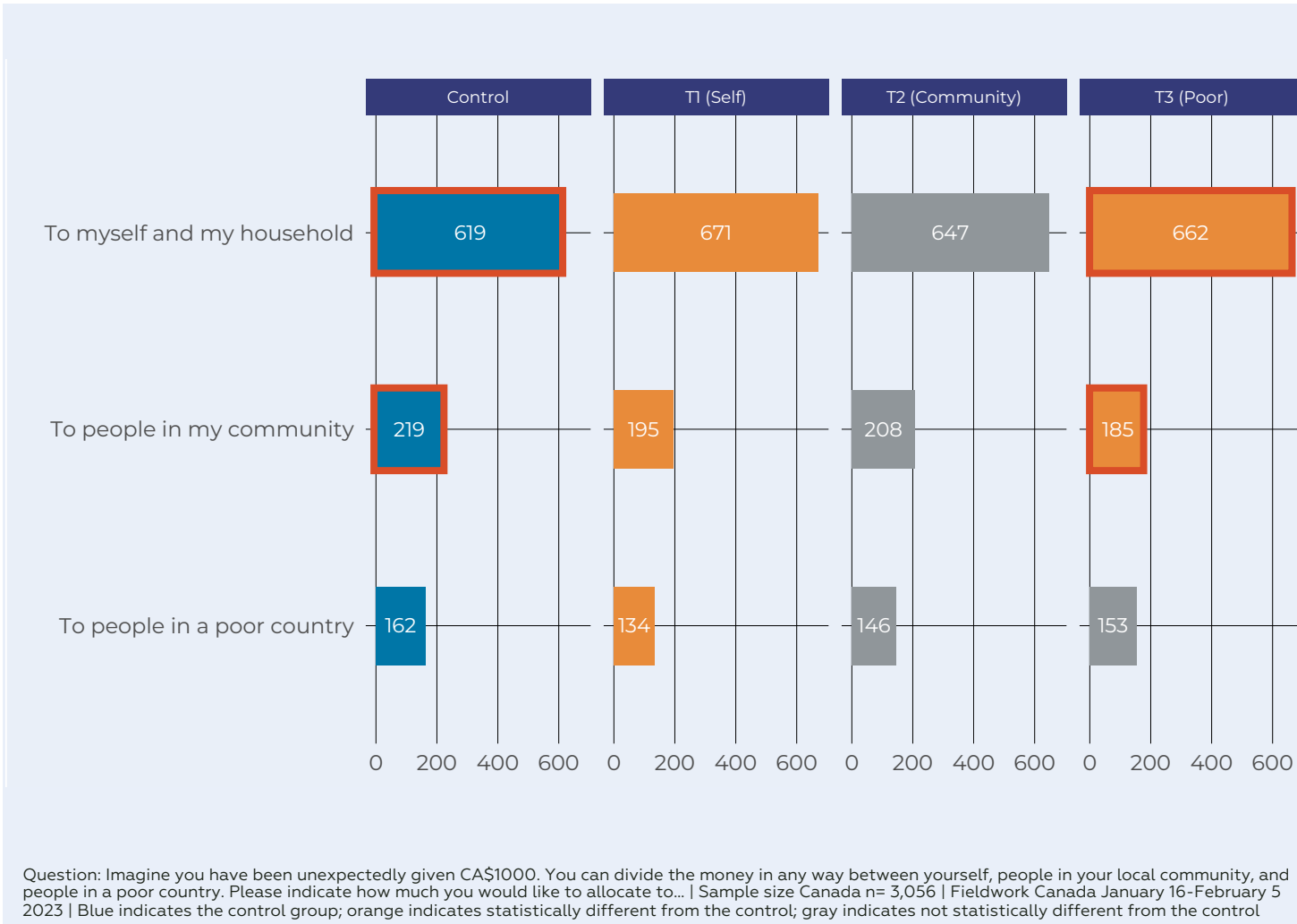
RESULTS OF THE EXPERIMENT: CANADA



- When the public are primed to think about themselves, **the amount they keep to themselves increases** significantly from CA\$619 to CA\$671.
- The amount allocated to people in their community and people in a poor country becomes **significantly lower**.

Question: Imagine you have been unexpectedly given CA\$1000. You can divide the money in any way between yourself, people in your local community, and people in a poor country. Please indicate how much you would like to allocate to... | Sample size Canada n= 3,056 | Fieldwork Canada January 16-February 5 2023 | Blue indicates the control group; orange indicates statistically different from the control; gray indicates not statistically different from the control

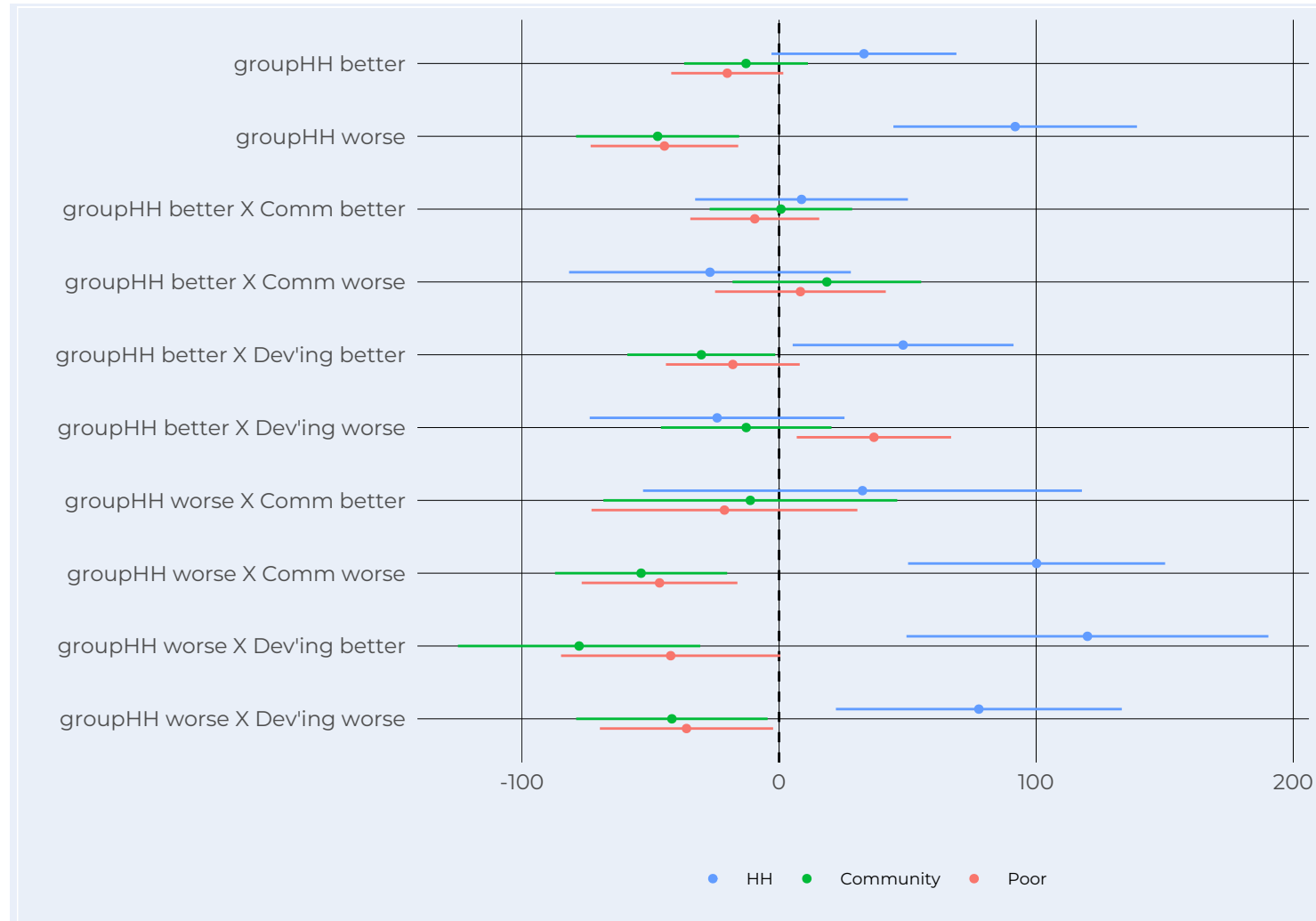
RESULTS OF THE EXPERIMENT: CANADA



- When they are asked to think about the changes in their personal financial situation as well as people in poor countries' change in financial situation, the amount they keep to themselves still **increases significantly, but to a lesser degree.**
- The amount they allocate to their community **decreases** and there is no significant change to the amount to poor country.
- **Finding:** when primed to think about both themselves and the poor, it prompts the public to allocate to the developing countries what they would have if they were not primed to think about changes in their/others' situation.
- The daily encounters with the news on COL and inflation likely prime the public to think about their relative deprivation, especially from their past self. **However, asking them to think about the distant others can help lessen the effect of COL and relative deprivation on the public's giving behaviours.**



SUBGROUP ANALYSIS



We delved further at the impact of perceived improvements/worsening of their situation relative to others had an impact.

Strikingly, for all combinations of household situation and community/poor country's financial situation, the only condition that leads the Canadian to give more to the people in poor countries is **when their household has become better off and they perceive the people in poor countries have gotten worse off.**

When they perceive that they have become worse off:

- They keep more to themselves, regardless of the changes in others' situation...
- And at cost of allocation to others: we see significant decreases in amount to community and people in poor countries

This pattern is found in other countries – that when the public in DE/FR/UK/US have gotten worse off, they allocate less to the others – close or far – and keep more to themselves.



SOCIO-DEMOGRAPHIC DIFFERENCES IN ALLOCATION

- **Are women more generous?** On average, across all conditions, women donate more to their community and to the people in a poor country.
- **Any age group differences?** On average, the younger (18-24) are more **responsive** to the treatments about people in their community and people in poor countries compared to the older age groups. When primed to think about others, the younger Canadians keep less to themselves and give more to others – close and far.
- **How about household income?** Lower income public, compared to the higher income public, are on average more generous to people in poor countries when they are asked to think about themselves and people in poor countries. Similar patterns are seen in the other four countries. The difference in Canada, however, is not statistically significant.



CANADIAN PUBLIC BEHAVIOR NOT OUT OF THE ORDINARY: COMPARISON WITH DE/FR/UK/US

PRIMED ABOUT THEIR OWN SITUATION

- When the Canadian public is primed to think about their own financial situation, they keep more to themselves and give less to the community and people in poor countries.
- This is consistent with the findings in the four DEL countries (DE, FR, UK, US).

PRIMED ABOUT THEIR OWN & POOR COUNTRY'S SITUATION

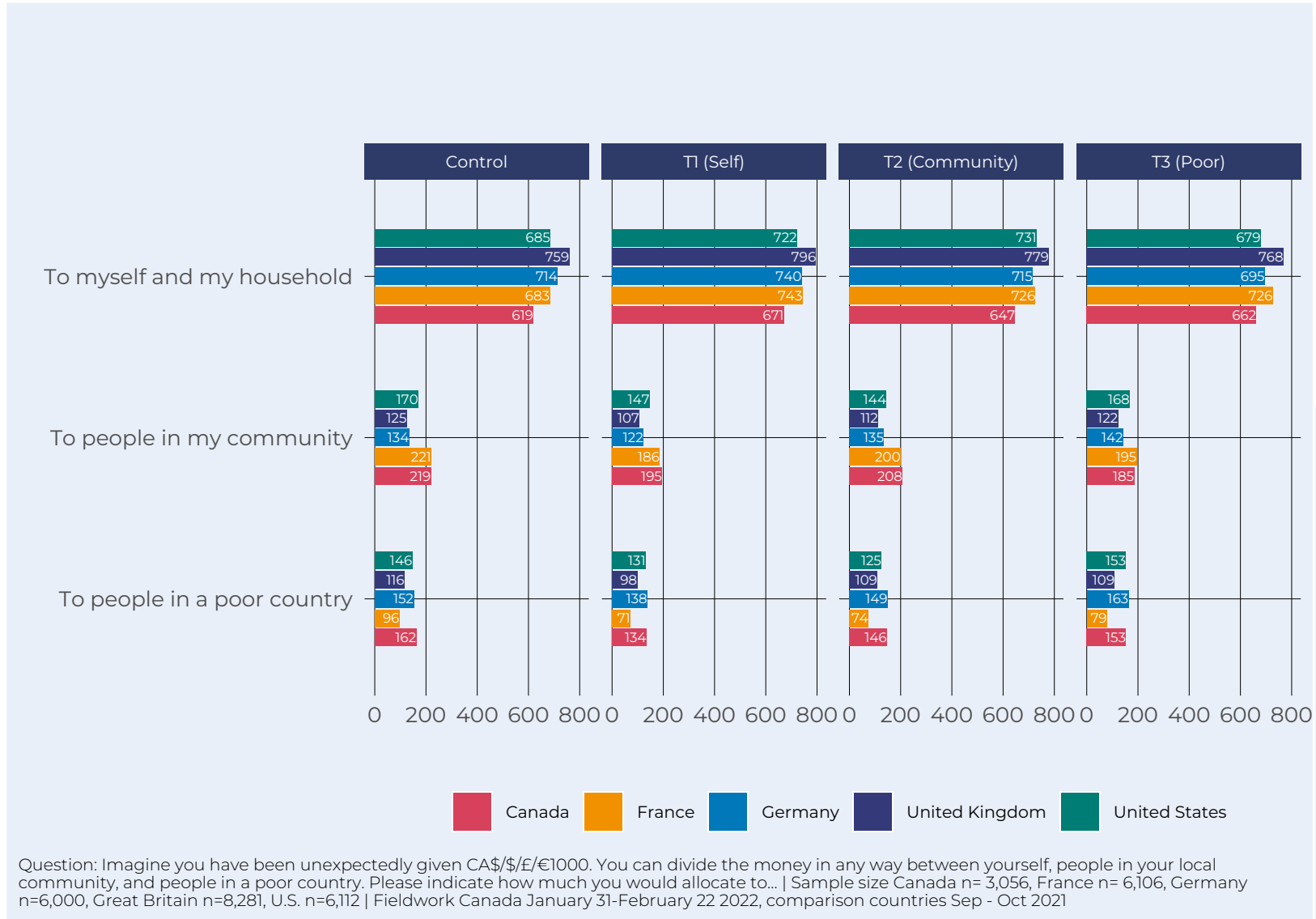
- Similarly, when they are primed to think about **people in poor countries**, Canadians keep more to themselves and give less to the community compared to when they are not primed to think about their/others' situation. The amount they keep is less than the amount they keep when they are only primed about themselves. **This pattern is also seen in the other four countries.**
- While the Canadian public keep more to themselves regardless of which treatment condition they are placed, they keep a lower proportion of the CA\$1,000 to themselves compared to the publics of the four DEL countries.

THEIR SITUATION A GREATER INFLUENCE THAN OTHERS' SITUATION

- The condition that leads the Canadian public to keep less to themselves and give more to those in poor countries is when they have become better off and people in poor countries have gotten worse off.
- This parallels the observations in the other four countries – that when they are worse off, being primed about others' situation does not move the dial. When they are better off, however, they are able to think beyond their current situation and give to others (poor countries).



CROSS-NATIONAL COMPARISON OF RESULTS



KEY LEARNINGS & INSIGHTS



2022 AND 2023 IN COMPARISON

- Given the significant changes in the political, social and economic landscape (e.g. Ukraine, cost of living) since the 2022 survey, we do not see a significant change in support for international aid and development in Canada.
 - We find that attitudes have 'softened', but look similar to levels of support observed in 2022.
 - Canadians remain broadly supportive of aid and development, but feel pessimistic about future (generally) and have little sense that they can make a difference to reducing poverty in poor countries.



ISSUES OF CONCERN

- Climate and the environment is the top issue of personal concern in Canada, followed closely by economic crises, job security & wages.
- Canada remains the only country where climate is number 1: in France, Britain and the U.S., economic crisis is the top issue of concern, with war/conflict ranked first in Germany.
- 27% of Canadians said global poverty is an issue they are personally concerned about – ranking 7 of 10 issues.



DONATIONS & TRUST IN DEVELOPMENT NGOS

- 32% of Canadians have donated to a development NGO/charity in the past 12 months; higher than all other DEL countries and up 2% points from 2022.
- Trust in international development NGOs/charities is higher in Canada compared to DEL countries.
- However, opinion is divided: 40% lean toward trust in NGOs, while 40% lean toward no trust.



CANADA'S ENGAGEMENT PROFILE

- 36% of Canadians are engaged with global poverty in meaningful ways. This is significantly higher than in France, Germany, GB and the U.S.
 - DEL's audience segmentation:
 - Fully Engaged 7% (nc)
 - Purposively Engaged 29% (-1%)
 - Transactionally Engaged 20% (nc)
 - Marginally Engaged 27% (+1%)
 - Totally Disengaged 12% (nc)
 - Negatively Engaged 3% (+1%)
 - 80% of Canadians have read/watched/or listened to news about global poverty; but touchpoints are predominantly negative.



MAKING A DIFFERENCE?

- One area in which Canada is different from other countries is on efficacy – that is – the extent to which they personally feel they can make a difference in reducing poverty in poor countries: Canadians generally think they can't make any difference at all.
- Canadians also are more sceptical of governments, NGOs, businesses, and large international organisations ability to make a difference.
- Looking closer to home, more than a quarter of Canadians say that they have absolutely zero influence on politics and public affairs.



INTERNATIONAL AID

- Consistent with 2022, water, health and education remain the top priorities for aid spending.
- 29% of Canadians think the sole purpose of aid should be to reduce poverty in poor countries. There is very little support for using aid to promote Canadian national interests.
- There is a strong moral basis of support for aid:
 - 86% say 'helping people in need is the right thing to do'.
 - 75% agree that 'every person in the world should be treated equally'.



GLOBAL OUTLOOK



- There is a sense of injustice or inequality in the minds of most Canadians, with just 10% agreeing with the statement 'people generally get what they deserve'.
- 76% say on balance the world is getting worse.
- Just 4% of Canadians agree with the statement that extreme poverty will be eradicated everywhere by 2030.
- However:
 - 75% of Canadians say they have a duty to ensure that their actions don't harm others.
 - And 76% take a positive view of humanity, valuing shared experience and global cooperation.

BUSINESS & LOCAL PARTNERSHIPS



- Canadians are sceptical about NGOs partnering with business, but are very supportive of local partnerships.
 - 24% said 'charities that partner with private sector corporations are compromised and less trustworthy' – down 4% from 2022.
 - 53% said 'private sector corporations that partner with charities are just trying to boost their reputation and enhance their brand' – no change from 2022.
 - 61% of Canadians say that it is 'important that large international development NGOs partner with local NGOs to deliver aid programs and funding'.



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The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is a grantee of the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The **Development Engagement Lab**

(Aid Attitudes Tracker Phase 2) has three goals:

1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

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