



## Canadian Engagement on Global Poverty Issues

### REPORT OF RESULTS

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## Background & Objectives

The Inter-Council Network (ICN) is a coalition of seven provincial and regional Councils for International Cooperation. These member-based Councils represent over 400 diverse organizations from across Canada that are committed to global social justice.

The ICN provides a forum in which the Councils collaborate for improved effectiveness and identify common priorities for collective action.

The “Canadian Engagement on Global Poverty Issues” poll conducted by Vision Critical for the ICN in March 2012 is one component of a three-year national initiative designed to explore public engagement effectiveness on global poverty issues, and to build the capacity of public engagement practitioners in Canada.

Primary objectives of the poll include :

- To gain a deeper understanding of Canadians’ knowledge, opinions, attitudes, behavior and engagement in global poverty issues;
- To demonstrate the value Canadians place on global poverty reduction work, including both international activities and public engagement within Canada;
- To provide information and recommendations to international cooperation organizations and funders on how to effectively engage Canadians on global poverty issues; and
- To create a national baseline on Canadian engagement in global poverty issues.

## Executive Summary

- **Canadians show more optimism towards the impact of global poverty reduction than their US and UK counterparts.** In particular 75% of Canadians believe that reducing global poverty will help to fulfill human rights obligations, while only 56% of US residents and 55% of UK residents believe the same.
- **One-third of Canadians rank global poverty (hunger in the world) among the 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> most concerning issues to them globally.** The economy, wars/conflict, human rights, and environmental issues -- all closely linked to global poverty – are also top of mind.
- **The majority of Canadians believe there is a human rights obligation to reduce global poverty and believe there are significant benefits to doing so, including improving Canada's international reputation, reducing global conflict, and reducing the risks of pandemics.**
- **More than half of Canadians (52%) feel the federal government is most responsible for addressing global poverty, and nearly three-quarters (72%) believe they should be supporting public awareness about global poverty issues.**



## Executive Summary

- **While 70% of Canadians are supportive of the government matching donations of private citizens for global poverty reduction work, a slightly higher number (72%) do not support government funding of multinational corporations (business/private sector).**
- **Only 41% of Canadians feel global poverty affects them personally, while 43% say it does not and 16% are unsure.** Of those who feel personally affected, the majority cite reasons of social conscience (affects others, personal beliefs).
- **Donating funds is the most common way Canadians engage in social issues.** Ethical consumption, volunteering time, and talking to others about a cause are also popular means of engagement for one quarter of Canadians.
- Canadians are most likely to support groups that demonstrate public accountability and that they perceive as being effective.
- Given that most will research an organization before getting involved, and that an organizations' own website is one of the top two sources, web presence should be forefront in any public engagement strategy.

## Methodology

**Approach** An 18 minute online-quantitative survey was developed and deployed to a sample of 1,200 Canadian residents.

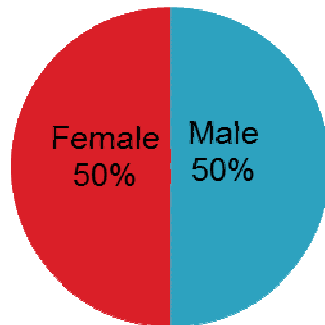
**Margin of Error** A total of 1,211 surveys were completed, providing a margin of error on the total sample of  $\pm 2.8\%$  19 times out of 20.

**Sample Source** Angus Reid Forum, Vision Critical's proprietary, on-line panel of Canadian residents. Based on pre-collected demographic variables, the sample was balanced to the Canadian population based on 2006 Stats Can Census data.

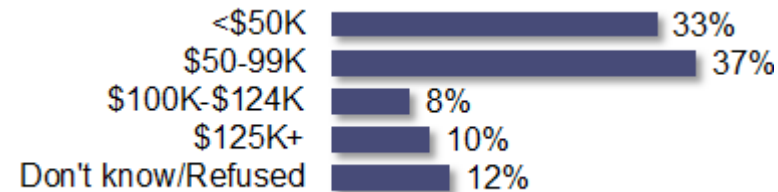
**Field Dates** The Canadian study was launched March 7, 2012 and closed March 12, 2012. The UK and US portions of the study were fielded March 8-14, 2012.

## Sample Profile n=1,211

Gender



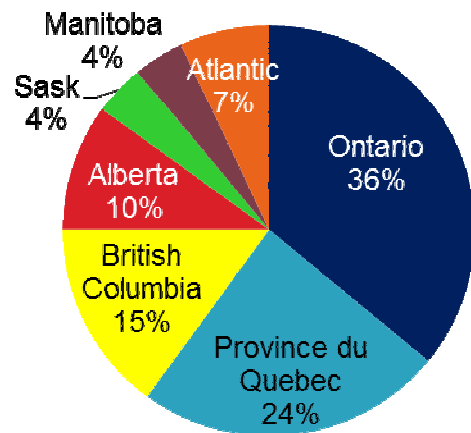
Household Income



Age



Province



Education





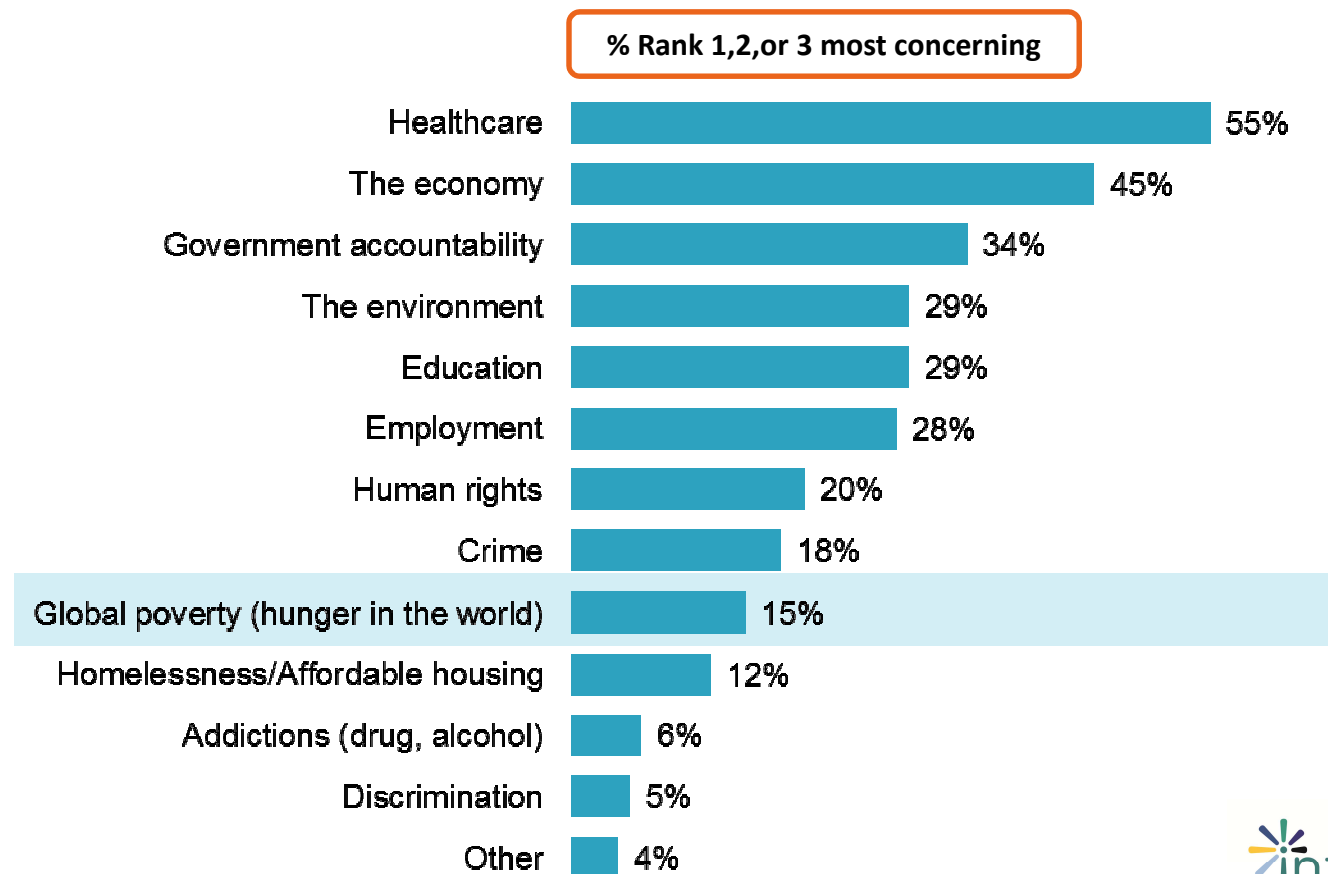
## Detailed Results



## Awareness and Salience of Global Poverty

## The Context: Ranking of Social Issues in Canada

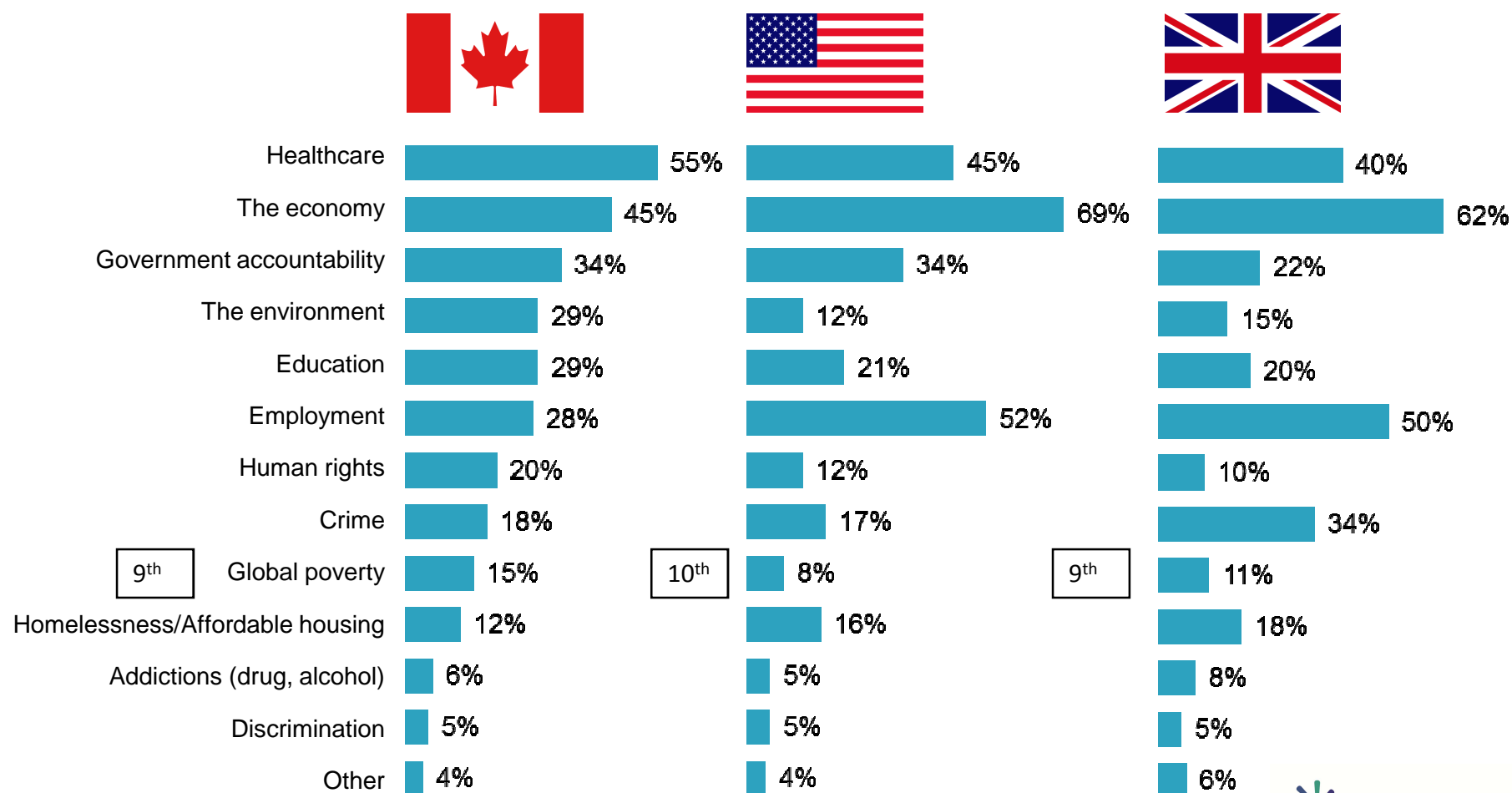
Within Canada, healthcare and the economy remain two of the 'big three' issues, with global poverty ranking ninth most concerning. In terms of differences by unique demographics, the economy and government accountability are more important to older Canadians. Education is more important to younger Canadians. Human rights is more important to Canadians between the ages of 18 and 29 (34%).



Base: All respondents (n=1211)  
Q1. Thinking as a Canadian citizen, which of the following social issues concern you most?  
Please select up to three from the list below. RANKED 1st/2nd/3rd

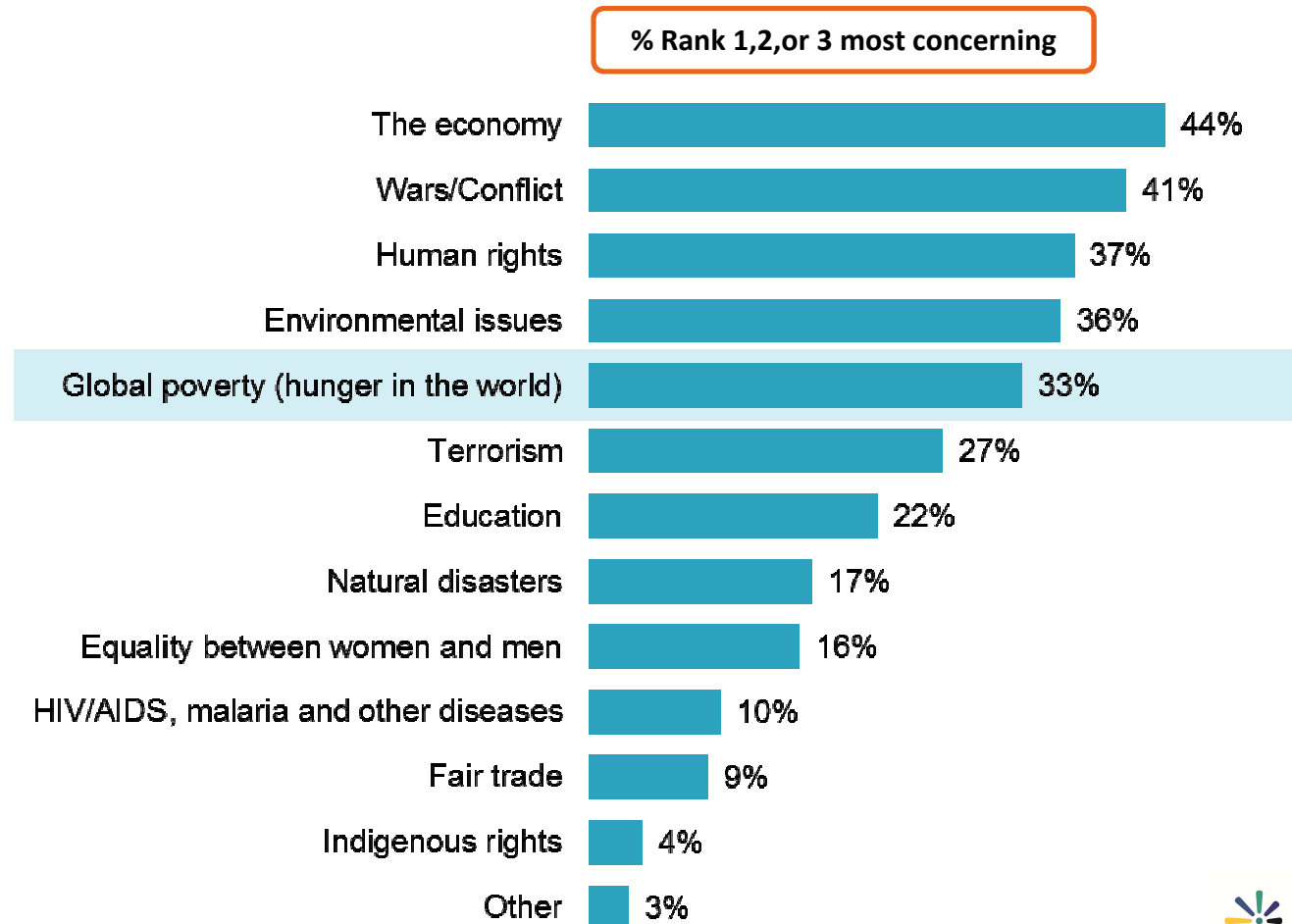
## International Comparison: Ranking of Social Issues at Home

Employment and the economy are more salient for US and UK citizens than Canadians. However ranking of global poverty is fairly consistent.



## The Context: Ranking of Social Issues Globally

One-third of Canadians rank global poverty (hunger in the world) among the 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> most concerning issues to them globally. The economy, wars/conflict, human rights, and environmental issues -- all closely linked to global poverty – are also top of mind, nationally.





## Provincial Comparison: Ranking of Social Issues Globally

There is more variance in the ranking of global social issues of most concern by province than of national social issues. Global poverty is more concerning in Quebec, and somewhat more concerning in Alberta and Saskatchewan. The environment is far more concerning in the Atlantic and Saskatchewan, while Manitoba and Quebec are particularly concerned about wars/conflict.

	Total (n=1211)	Ontario (n=431)	Quebec (n=292)	British Columbia (n=183)	Alberta (n=123)	Saskat- chewan (n=46)	Manitoba (n=49)	Atlantic (n=87)
The economy	44%	46%	36%	48%	51%	41%	41%	44%
Wars/Conflict	41%	41%	45%	37%	41%	30%	57%	43%
Human rights	37%	39%	29%	45%	29%	43%	41%	39%
Environmental issues	36%	36%	32%	39%	29%	43%	24%	52%
<b>Global poverty</b> (hunger in the world)	33%	28%	44%	28%	35%	35%	31%	33%
Terrorism	27%	27%	29%	20%	36%	26%	35%	23%
Education	22%	20%	21%	23%	28%	22%	20%	25%
Natural disasters	17%	15%	26%	13%	15%	11%	12%	13%
Equality between women and men	16%	18%	15%	22%	11%	13%	12%	10%
HIV/AIDS, malaria and other diseases	10%	9%	11%	7%	11%	17%	8%	8%
Fair trade	9%	13%	4%	11%	10%	9%	6%	7%
Indigenous rights	4%	5%	5%	5%	2%	7%	6%	2%
Other	3%	3%	3%	3%	2%	2%	6%	1%

Most  
Concern



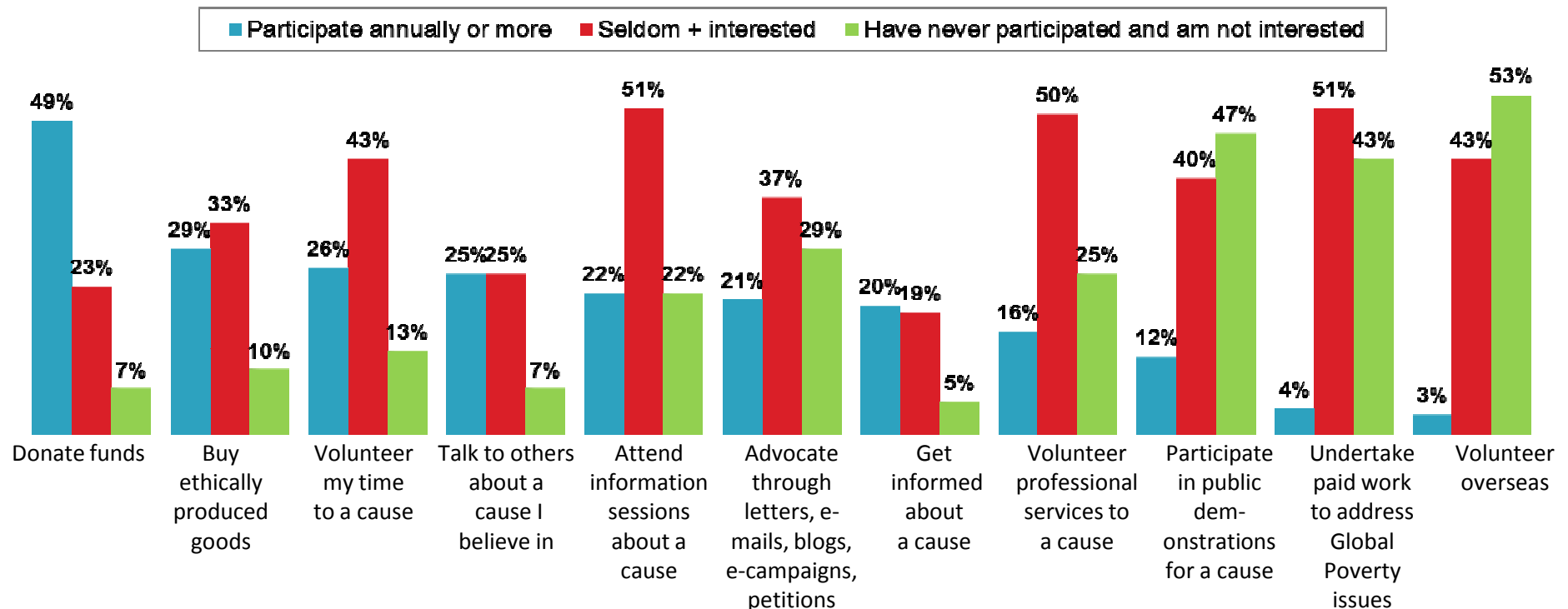
Least  
Concern



## Current Engagement – Behaviours and Actions

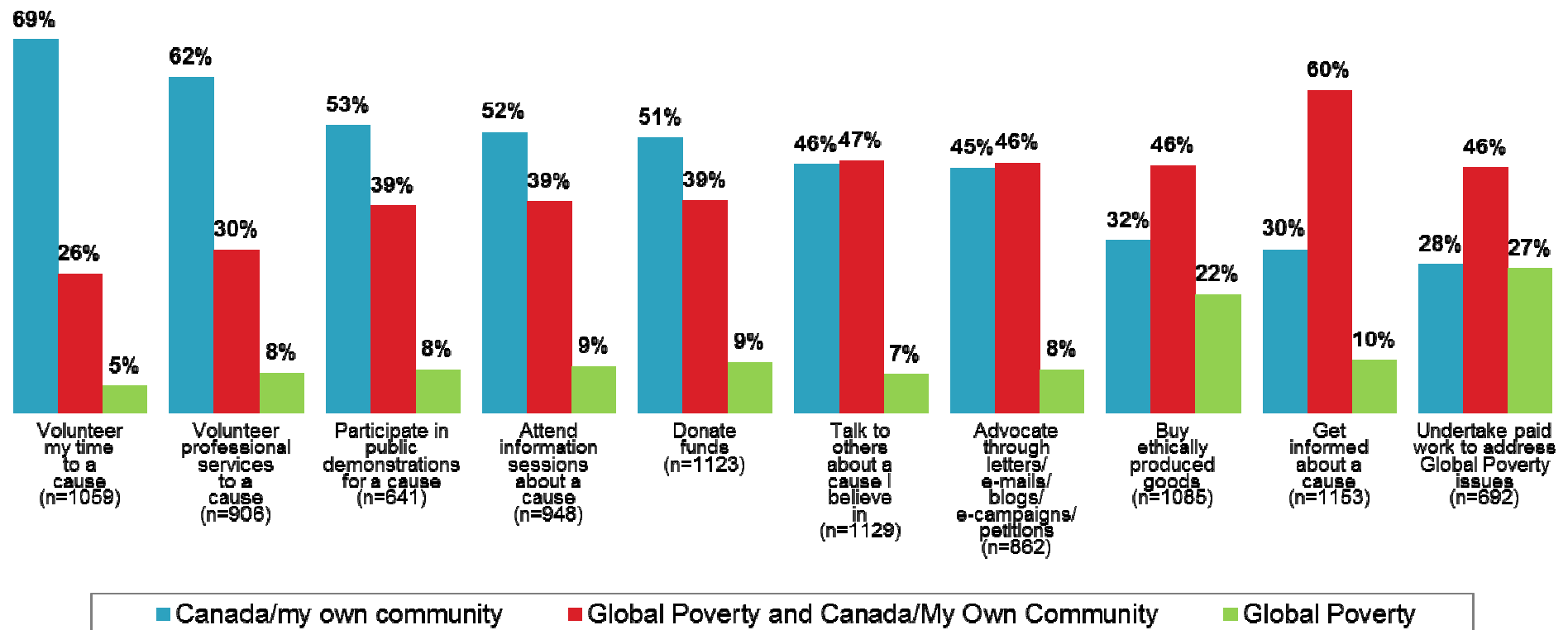
## The most common engagement activities are donating funds, ethical consumption and volunteering time to a cause

Donating funds is the most common way Canadians engage in social issues today, with half of Canadians donating funds on a regular basis. Ethical consumption, volunteering time, talking to family and friends, and attending information sessions are the next most common engagement activities with between 20% and 30% of the population participating regularly. Young Canadians are more likely to engage actively in almost all activities. Those under 30 are more likely to occasionally undertake paid work or be interested (60%) in paid work to address global poverty issues.



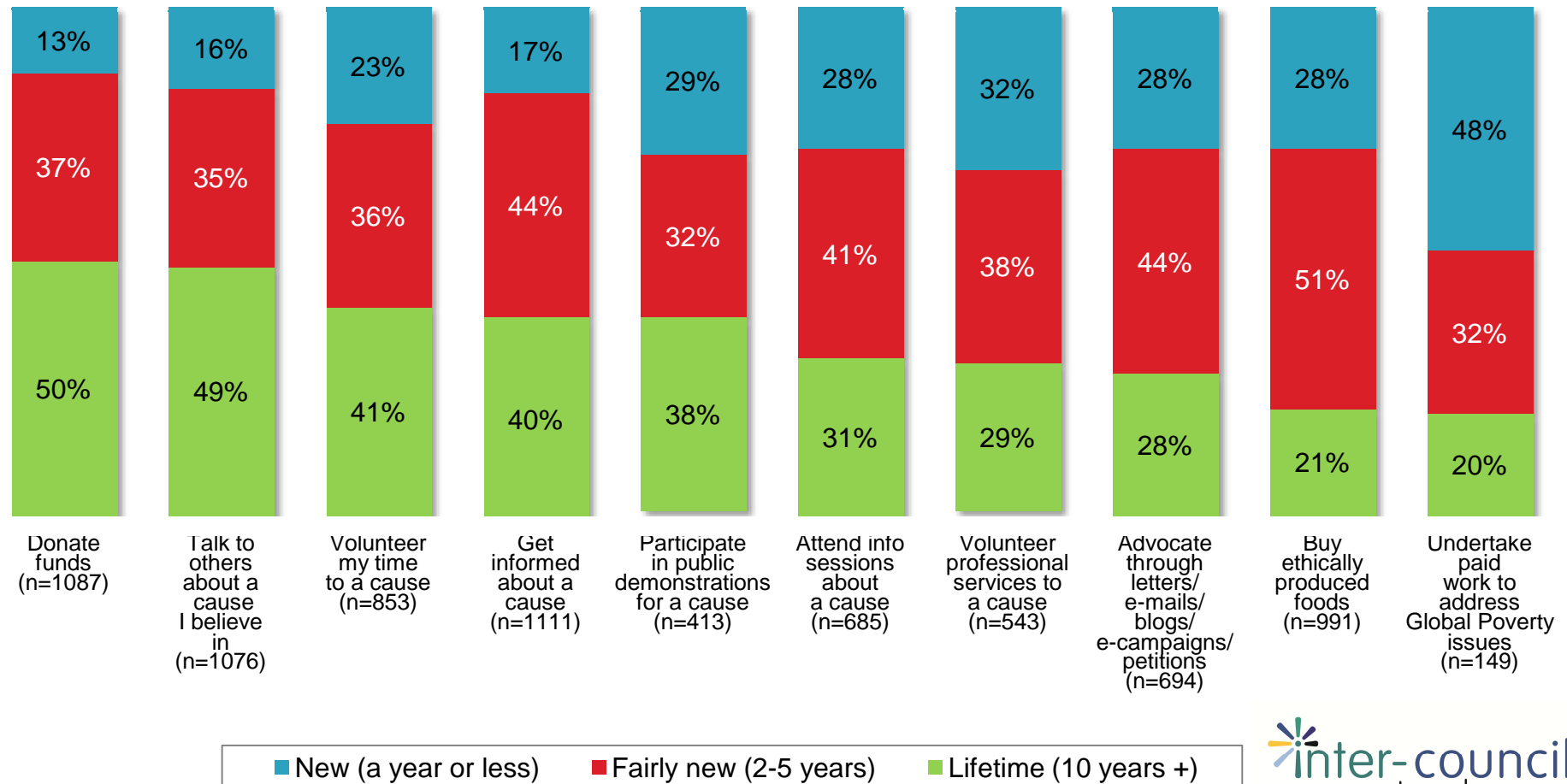
## Canadians are currently more engaged in local issues, but many are engaged in issues that support both local and global causes

Canadians are more than twice as likely to volunteer time to a local cause, as to a cause that supports both local and global issues, and donate somewhat more often to local issues. Having said that, many are engaged in both local and global causes at the same time. Older Canadians are more likely to have participated in or be interested in activities that are intended to support Canada or their own community. Conversely, younger Canadians are more likely to have participated in or be interested in activities that support both their community and global poverty issues.



## Half of those donating funds and nearly as many sharing information and volunteering for a cause have been doing so for ten years or more

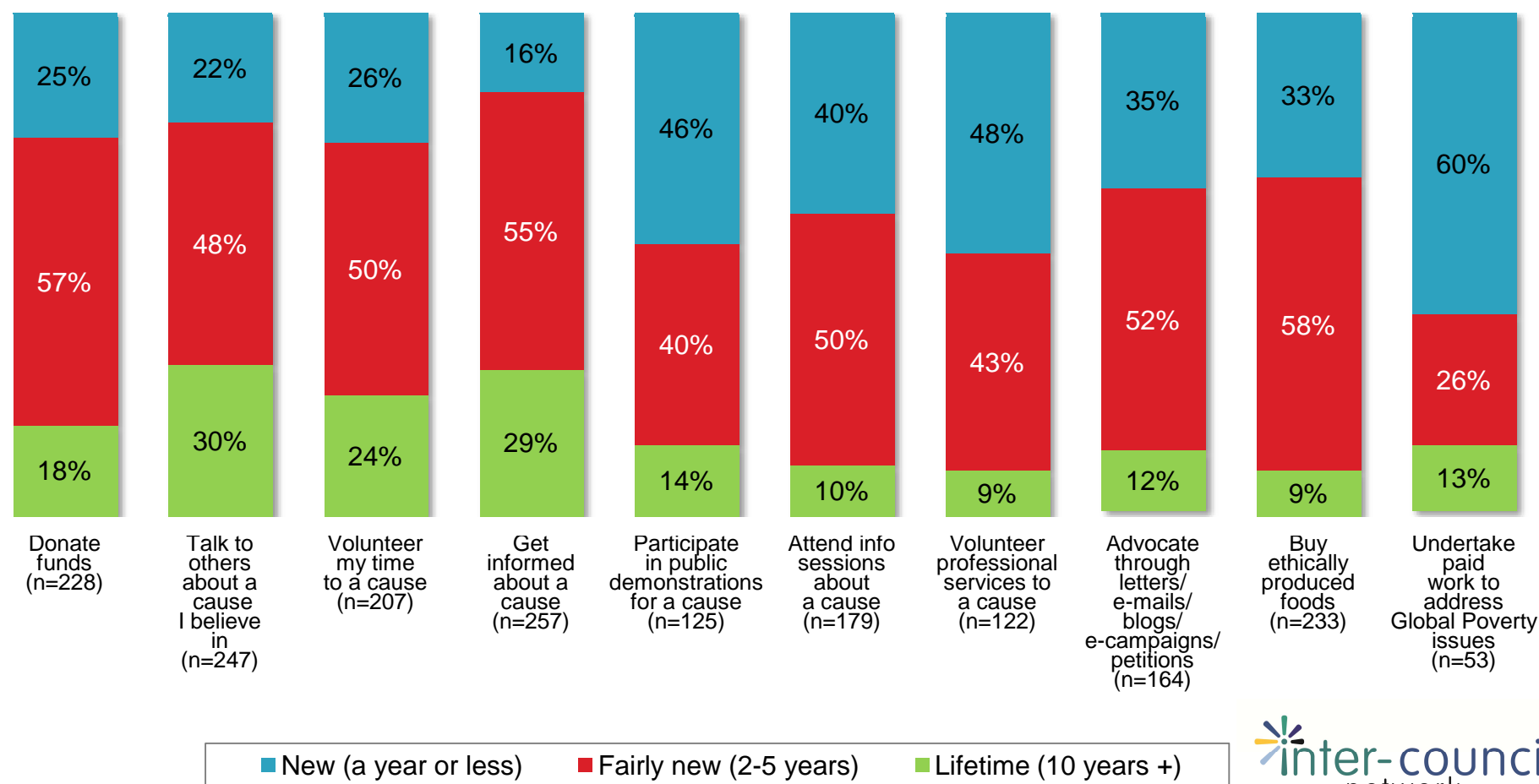
Engagement activities longest tenure (i.e. the most lifetime participants) include donating funds, word-of-mouth advocacy, volunteering, and getting informed. Individuals engaging in ethical consumption, written advocacy, getting informed/attending sessions have typically been doing so for the past two to five years. Paid work and volunteering professional services to a cause public demonstrations tend to be activities that individuals have only just started participating in.



Base: Participated in activity  
Q5. Thinking of the activities you have participated in, how long have you been involved?

## Participation among Canadians 18-29 years of age

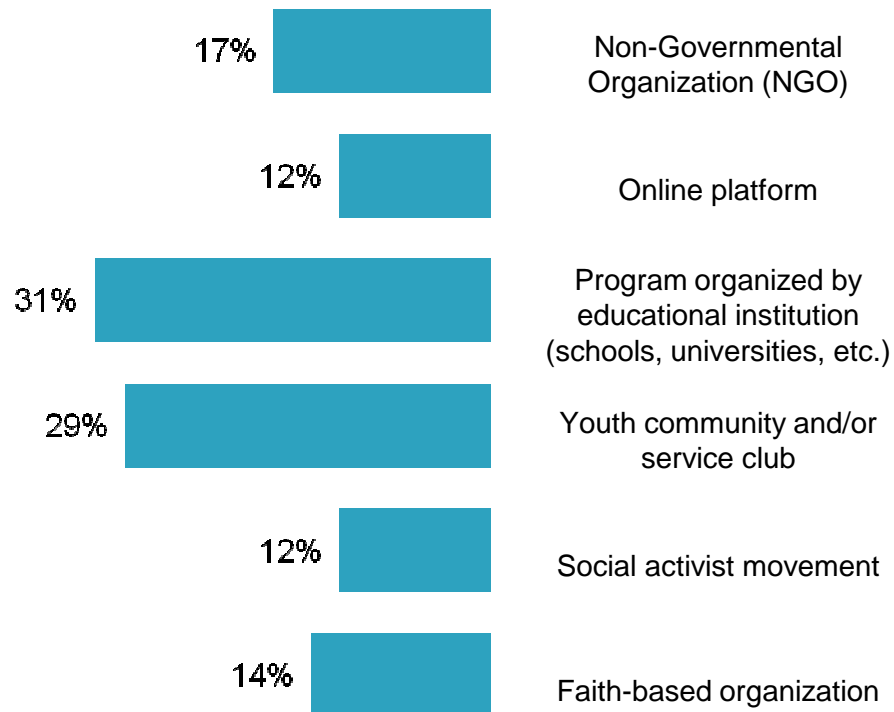
The tenure of involvement in any activity is longer for older Canadians (more likely to be involved for 10+ years) and shorter for younger Canadians, reflecting the length of their lives. Regardless of age, however, a small proportion of Canadians are starting their involvement in any of the activities.



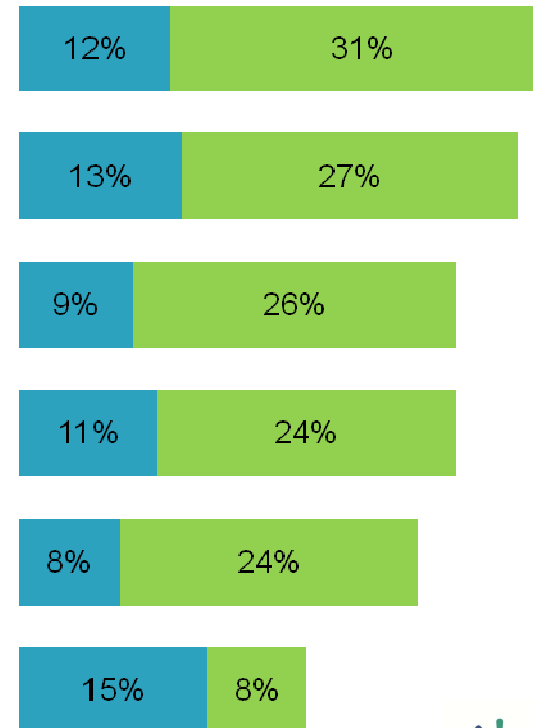
## Canadians express the most interest in engagement with NGOs and online platforms, to support work that reduces global poverty

Current involvement with NGOs is only slightly less than involvement with faith-based organizations (15%) or online platforms (13%). When asked which avenue for engagement interests them the most, Canadians expressed the most interest in NGOs, online platforms, and programs organized by educational institutions. Youth/community/service clubs and programs organized by educational institutions have garnered past participation by just less than one-third of Canadians, with approximately 10% of adult Canadians remaining currently involved today. The comparatively low proportion of current involvement in youth/community/service clubs and programs organized by educational institutions reflects that youth under the age of 18 are not included in this poll.

### % involved in the past



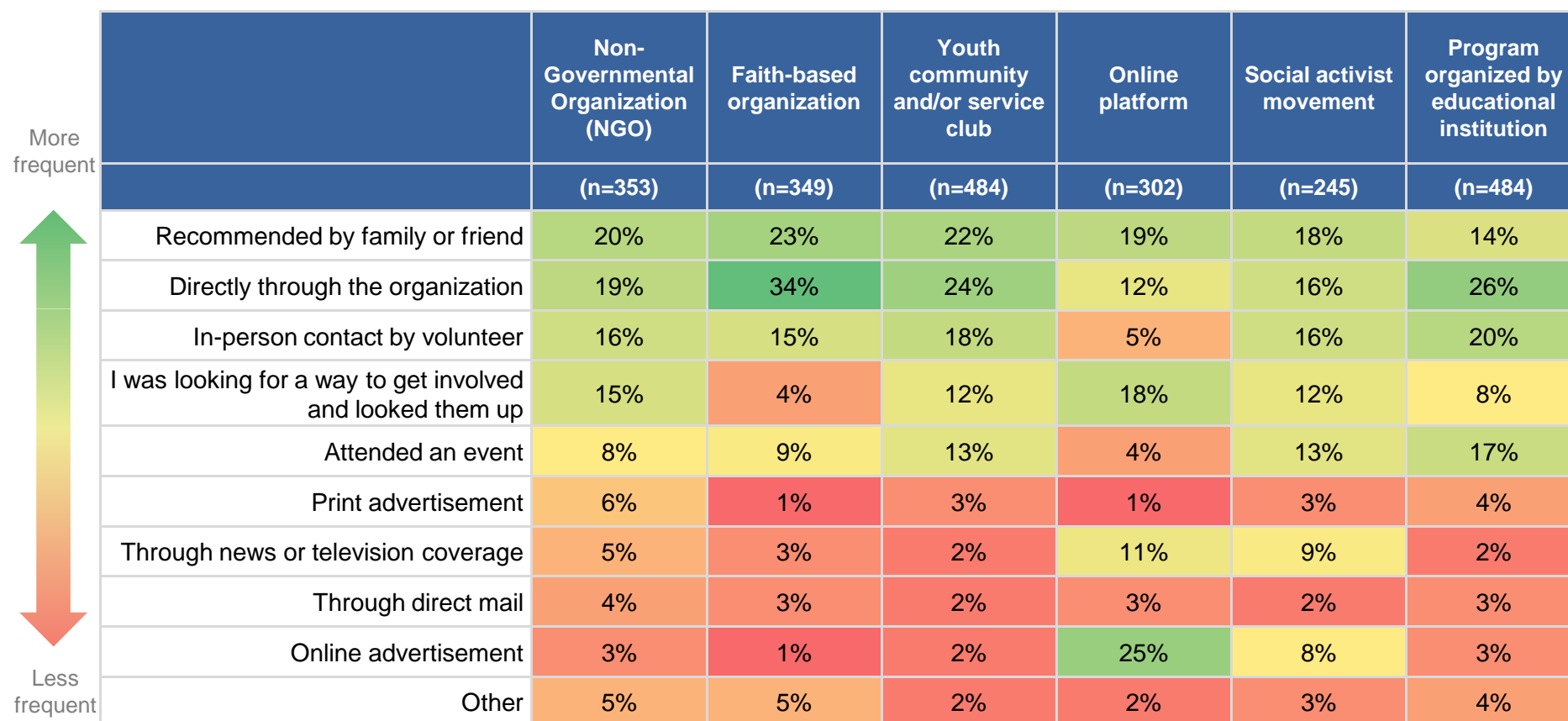
### % Currently Involved / % Interested



Base: All respondents (n=1211)  
Q6. Thinking of supporting work that reduces Global Poverty, with which of the following organizations or activities are you involved?

## There are a range of entry points for Canadian involvement in global poverty issues

Most Canadians become involved with global poverty directly through the organization or recommendations from family or friends. The obvious exception is online advertising role in attracting involvement to online platforms. Overall, more Canadians get involved through person-to-person interaction rather than print, online or television advertisements or coverage.

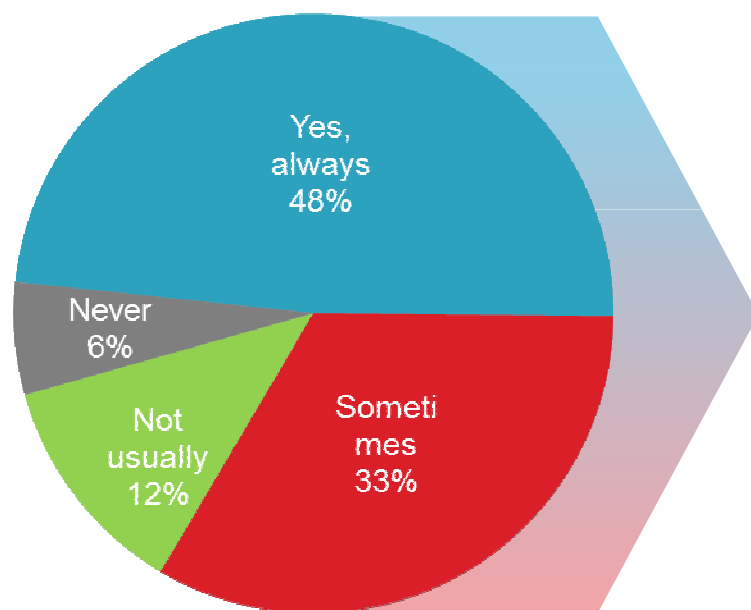




## Most Canadians research organizations before getting involved

Of those who are currently or have been involved in supporting work that reduces global poverty, four-in-five (81%) research global poverty-focused organizations before getting involved with them. Most often they rely on the organizations' own website, or media information as sources of information.

**% who research global poverty organizations before getting involved**



**Sources relied on to research global poverty organizations**

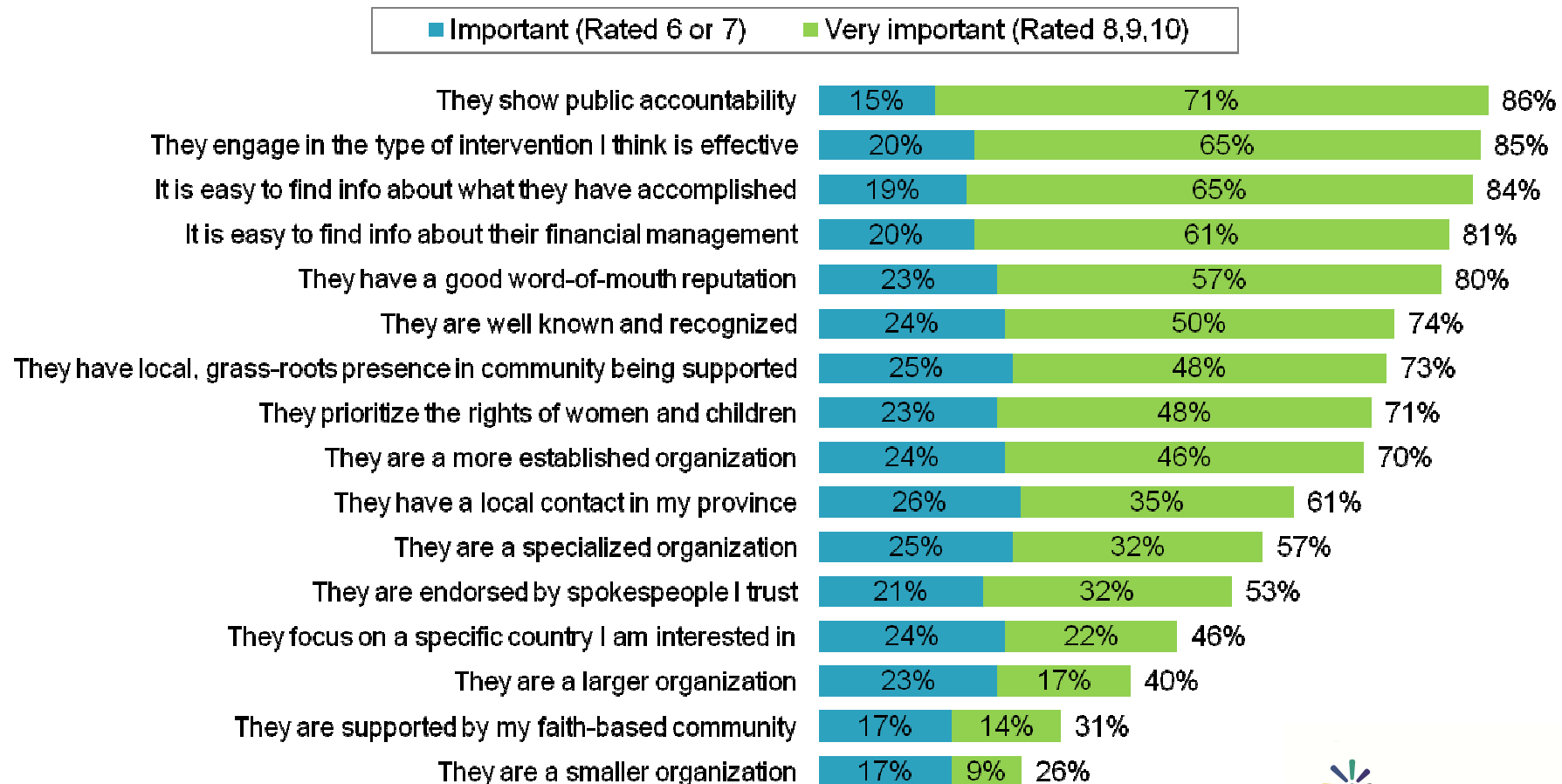


Base: Current or past involvement supporting work that reduces Global Poverty (n=802)  
Q8. Do you typically research Global Poverty organizations before getting involved? Please choose the answer that best applies.

Base: Research before getting involved (n=651)  
Q9. Which of the following do you rely on to research Global Poverty organizations you are considering?

## Canadians are more likely to support agencies that demonstrate public accountability and are perceived as being effective

Showing public accountability is the most important factor when deciding whether to support a global poverty organization or platform (71%). Also important are the perceived effectiveness of the type of intervention (65%), the ease of finding information about what the organization has accomplished (65%) or its financial management (61%) and its word of mouth reputation (57%).



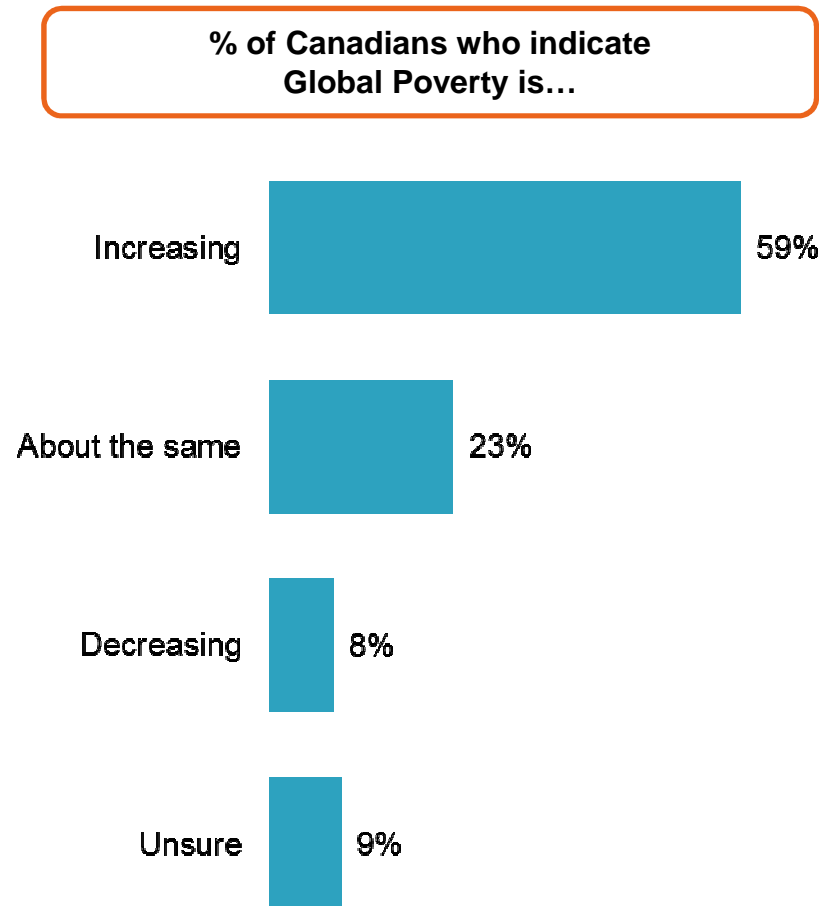
Base: All respondents (n=1211)  
Q10. How important are each of the following to you when deciding whether to support a Global Poverty organization or platform?



## Opinions, Attitudes & Beliefs about Global Poverty

## The majority of Canadians believe global poverty is increasing

Three-in-five 59% of Canadians believe that the magnitude of global poverty is increasing, 23% think it's about the same, 8% believe it is decreasing, and 9% are unsure. There is, therefore, a strong sense among Canadians that this important issue is getting worse.

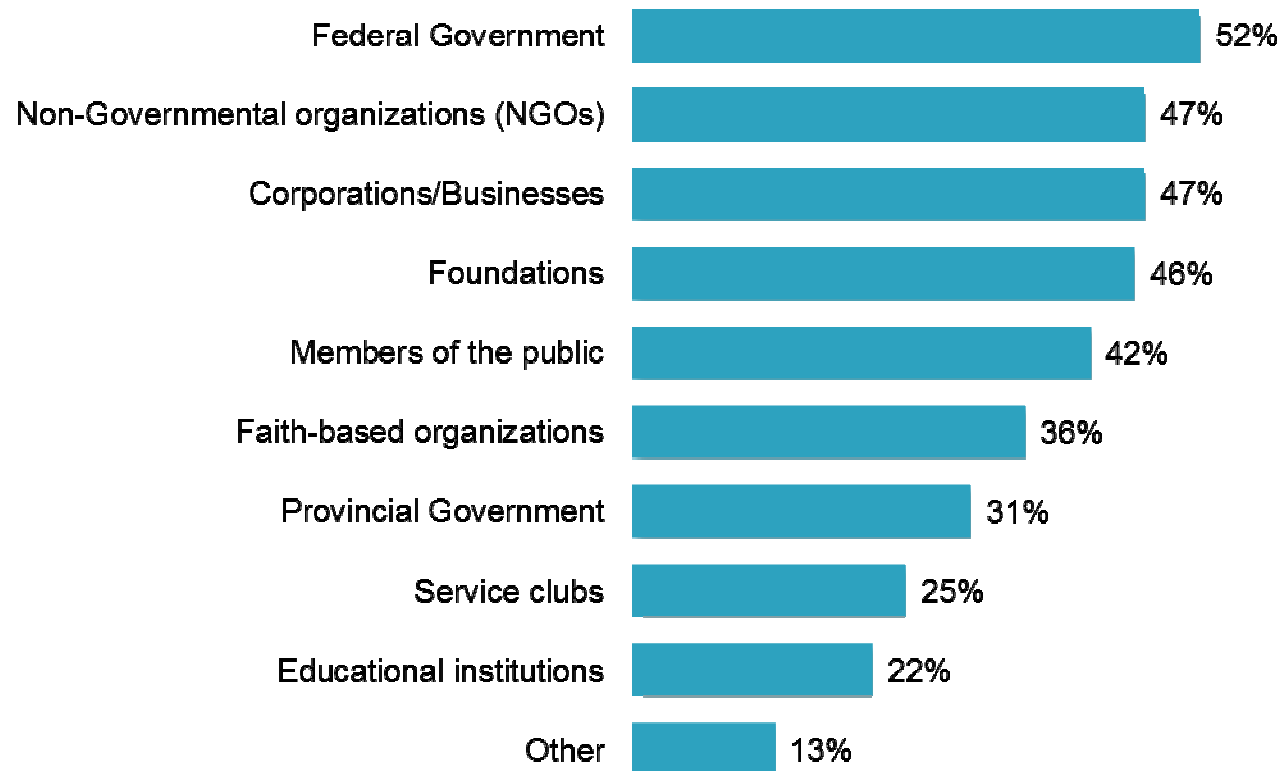


Base: All respondents (n=1211)  
Q11. Do you believe the magnitude of Global Poverty is increasing or decreasing today?

## More than half of Canadians (52%) feel the federal government is most responsible for addressing global poverty

When asked who should be addressing global poverty, Canadians rated the federal government as being most responsible. This is important in light of the fact that 59% of Canadians believe that global poverty is increasing, and that 76% believe federal government support is decreasing or staying the same.

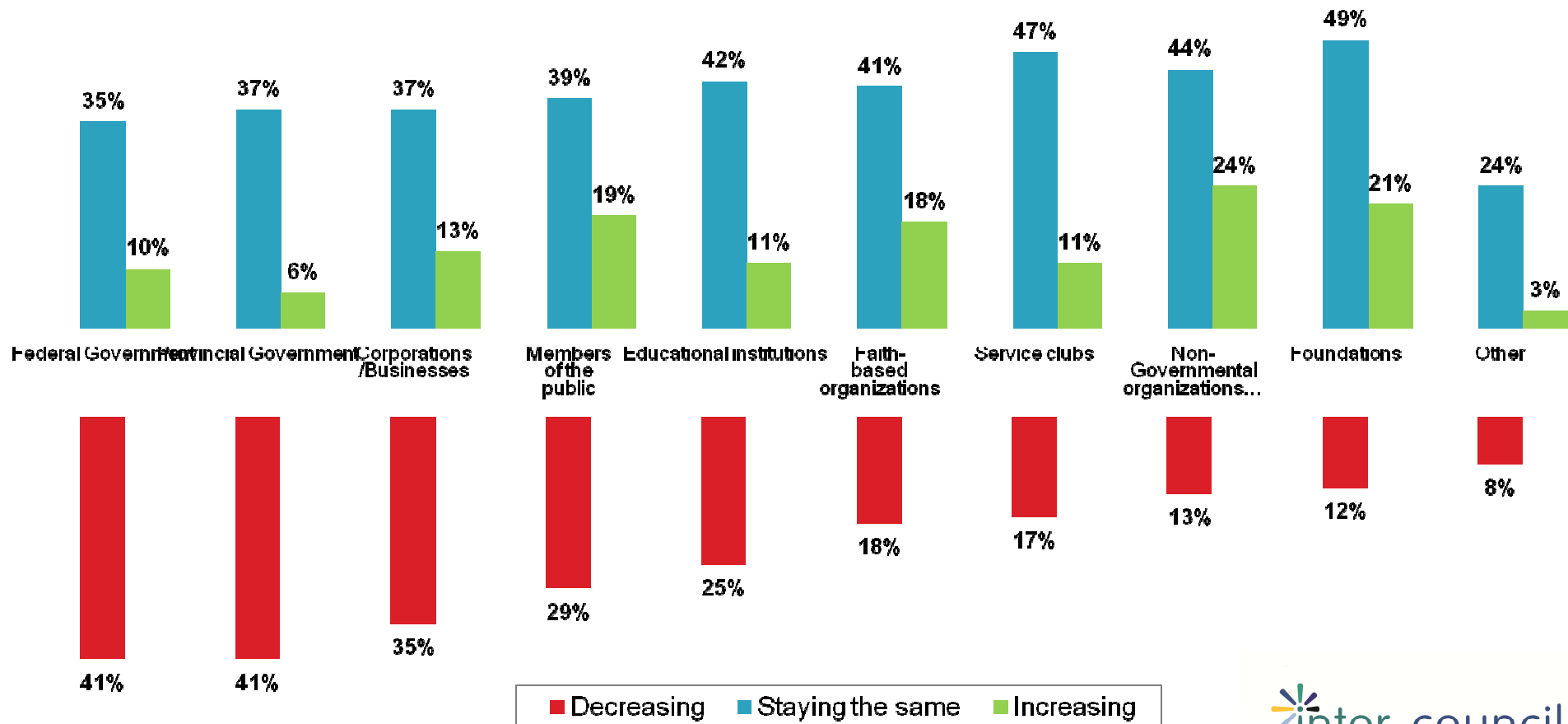
**% Very Responsible for addressing Global Poverty  
(8, 9, 10 on a 10 point scale)**



Base: All respondents (n=1211)  
Q13. Who do you feel should take responsibility for addressing Global Poverty?

## And yet, over three-quarters believe financial support by government for global poverty reduction is either decreasing or staying the same

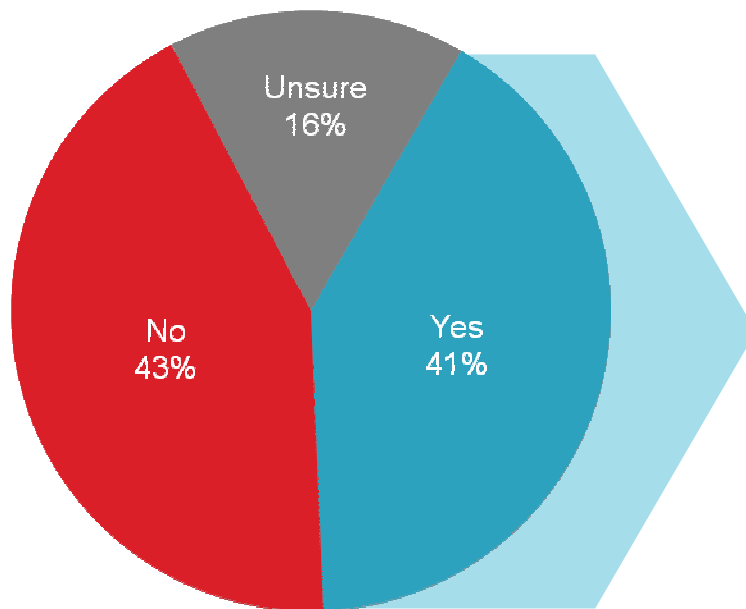
Over three-quarters of Canadians believe provincial (78%) or federal (76%) government support is staying the same or decreasing. Nearly one quarter (24%) believe the level of support for NGOs is increasing. Those aged 18-29 years are more likely to say support from educational institutions (17%) or the provincial government (11%) is increasing. Males are more likely to believe support from nearly all groups is decreasing.



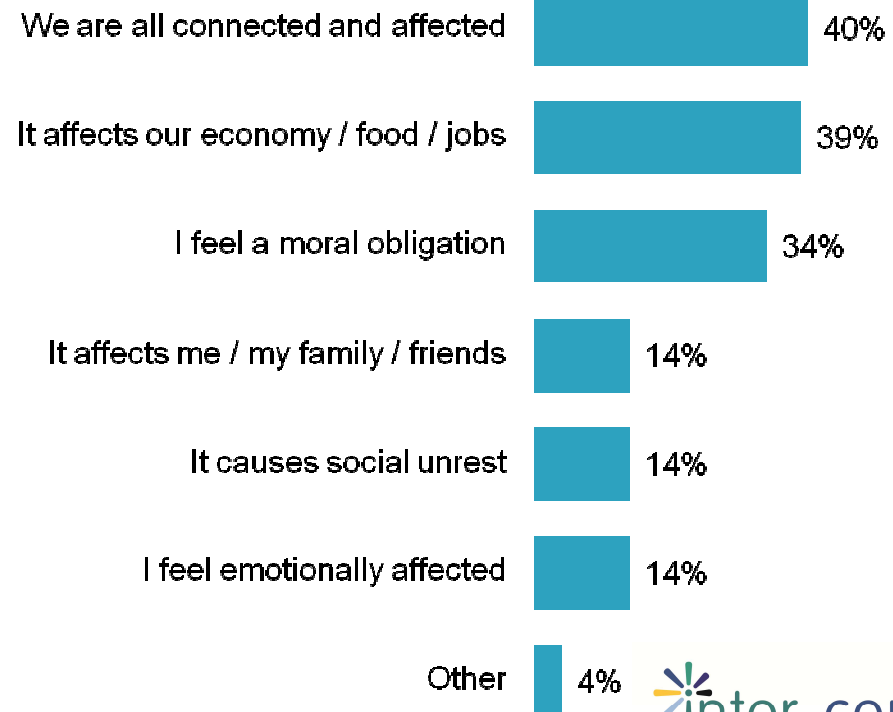
## Nearly half of Canadians do not feel personally affected by global poverty

Canadians are split on if they feel global poverty affects them personally: 41% feel global poverty affects them personally, while 43% say it does not, and 16% are unsure. The elderly and those with lower incomes are more likely to say global poverty affects them personally. Of those who feel personally affected, the majority cite reasons of social conscience (effects others, personal beliefs).

**% of Canadians who feel personally affected by global poverty?**



**How Canadians are personally affected in their own words (%)**

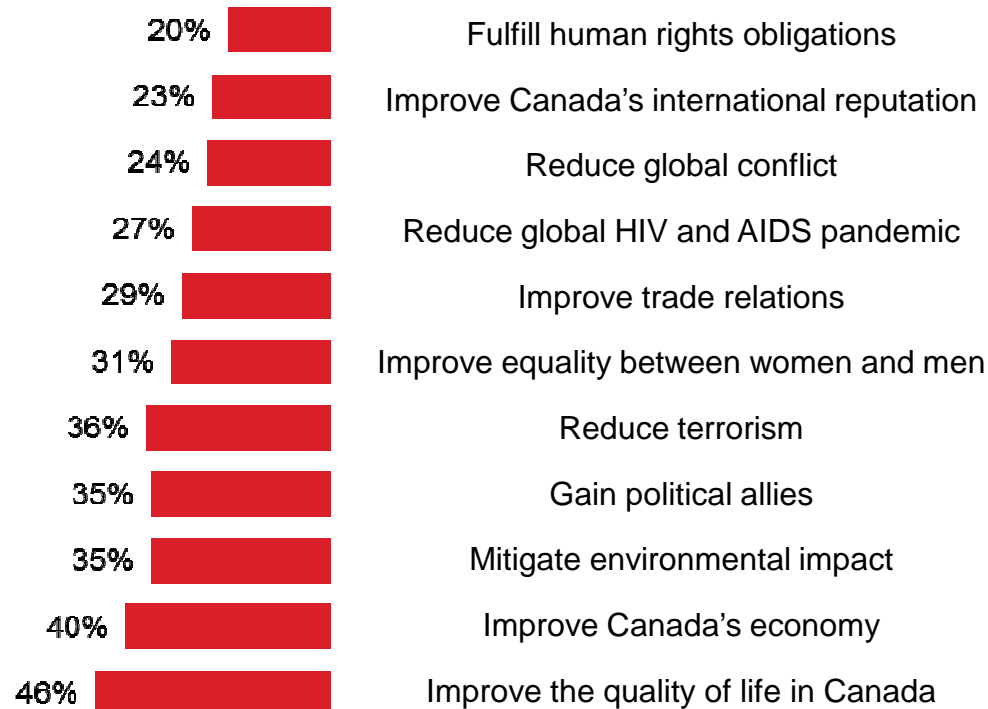


Base: All respondents (n=1211)  
Q14. Do you feel Global Poverty issues affect you personally?  
Q14a. How so?

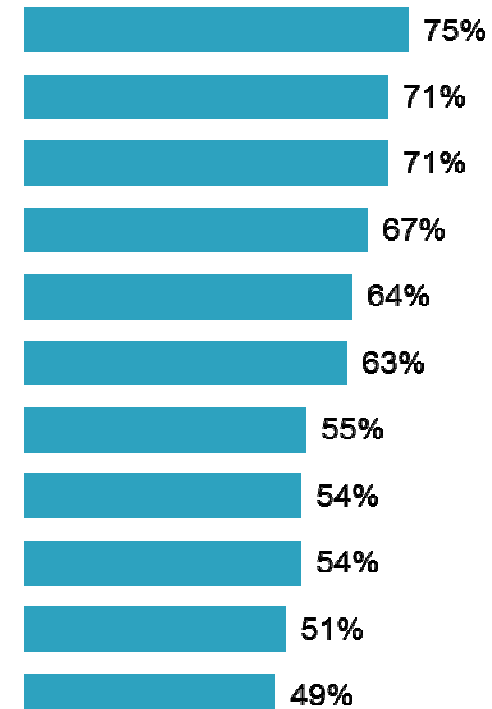
## The majority of Canadians believe there is a human rights obligation to reduce global poverty, and that there are significant benefits to doing so

Three-quarters (75%) of Canadians believe reducing global poverty helps to fulfill human rights obligations. Slightly fewer say it helps improve Canada's international reputation (71%), or helps reduce global conflict (71%). Canadians under forty are more likely to say it helps reduce the global HIV and AIDS pandemic.

### % Response Makes Little/No Impact



### % Response Makes Significant/Some Impact

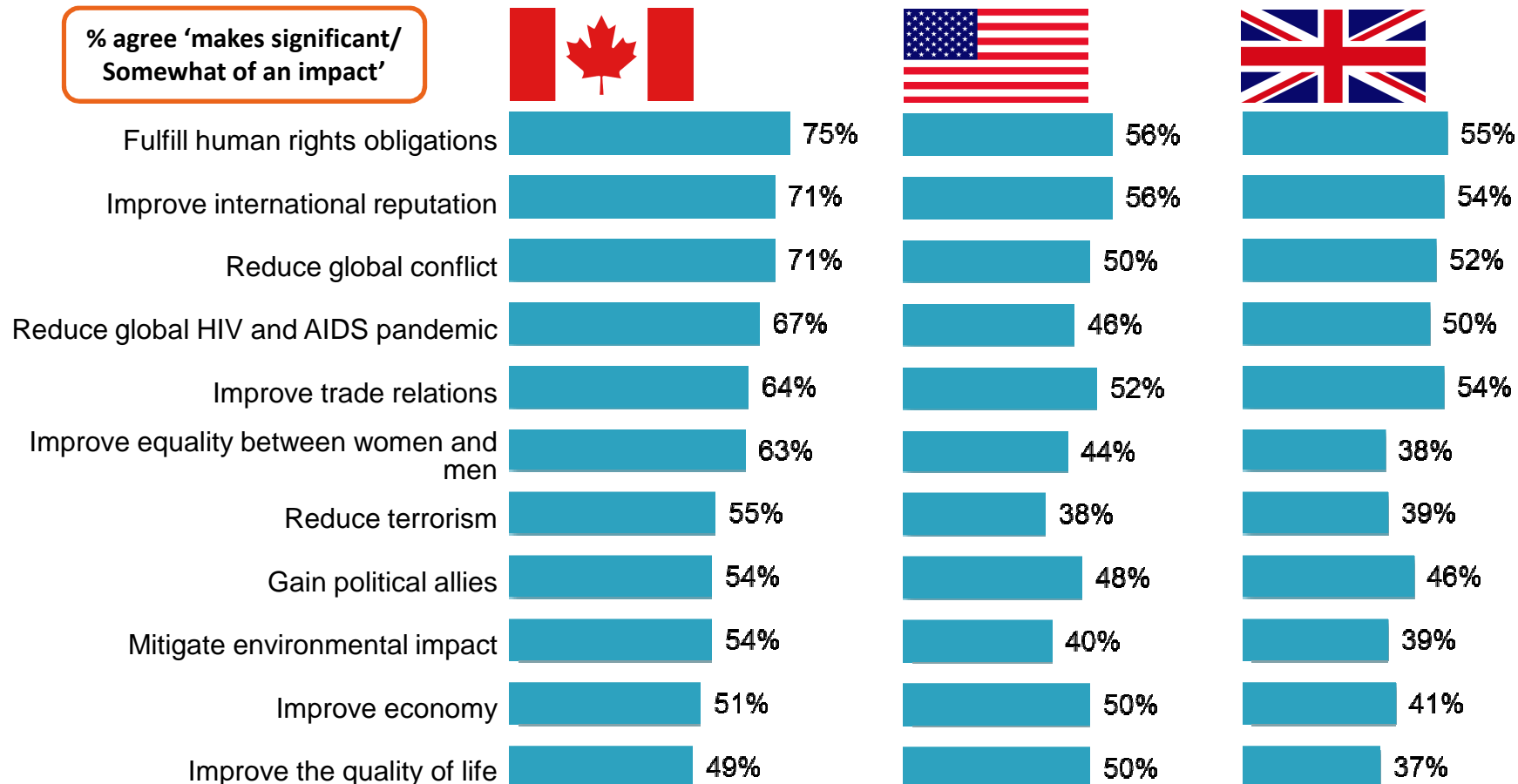




## Canadians are notably more optimistic than US and UK counterparts that reducing global poverty will make a positive impact

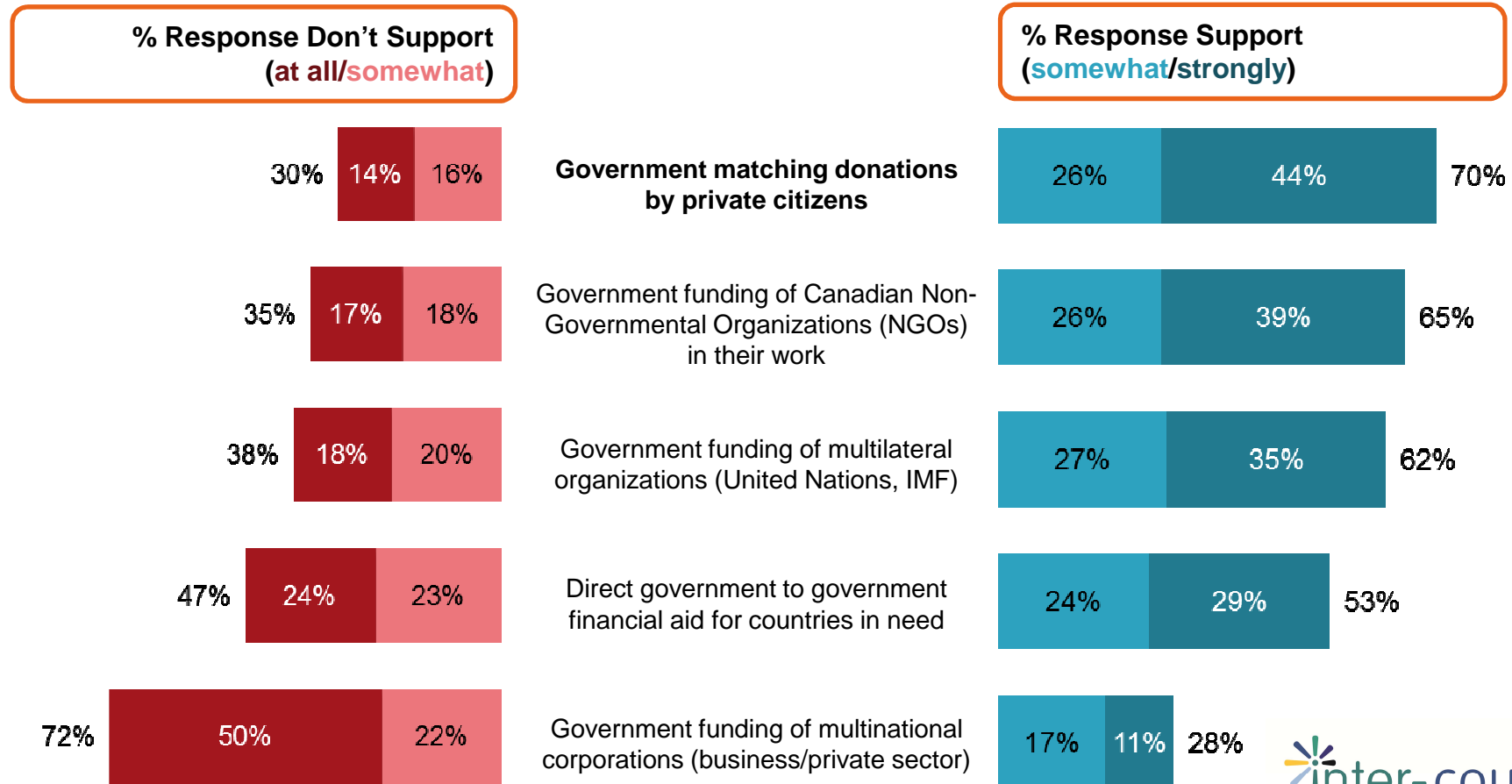
Canadians show more optimism towards the impact of global poverty reduction than residents of the US and the UK in almost all areas. In particular, 75% of Canadians believe that reducing Global Poverty will help fulfill human rights obligation, while 56% of US residents and 55% of UK residents believe the same.

% agree 'makes significant/  
Somewhat of an impact'



# Canadians are very supportive of government matching donations by private citizens, and are against government funding of multinational corporations as a means of addressing global poverty

The majority of Canadians support all means of government support of global poverty reduction, with the exception of funding multinational corporations (business/private sector). The strongest support is for government matching private donations, followed by direct support for Canadian NGOs and multilateral organizations. Women tend to be more supportive of government matching, government funding of Canadian NGOs, and government funding of multilateral organizations.

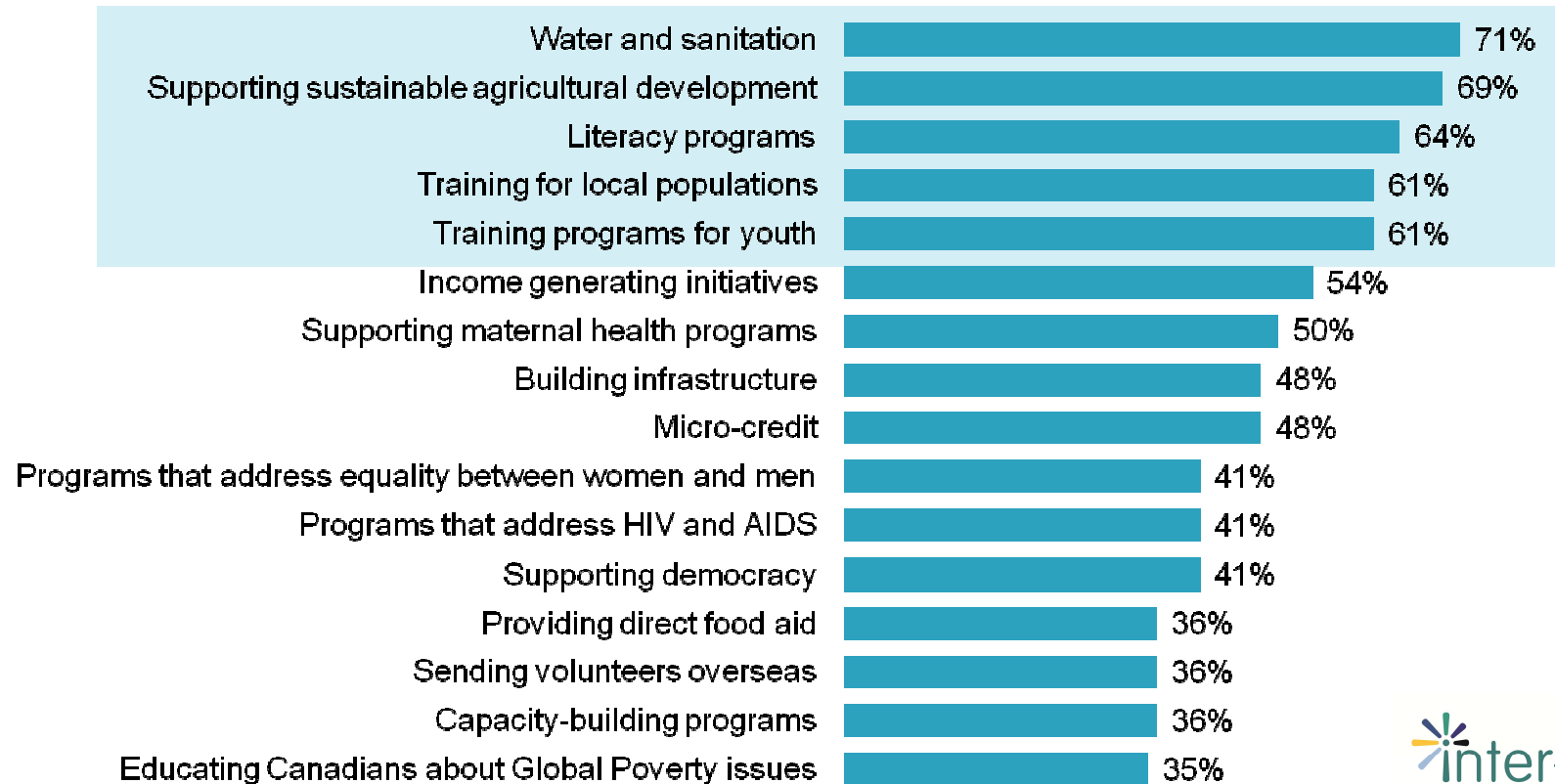


Base: All respondents (n=1211)  
Q16. Thinking of the government's role in addressing Global Poverty, which of the following approaches do you support for Canada?

## Canadians see merit in a wide variety of approaches for reducing global poverty both overseas and within Canada

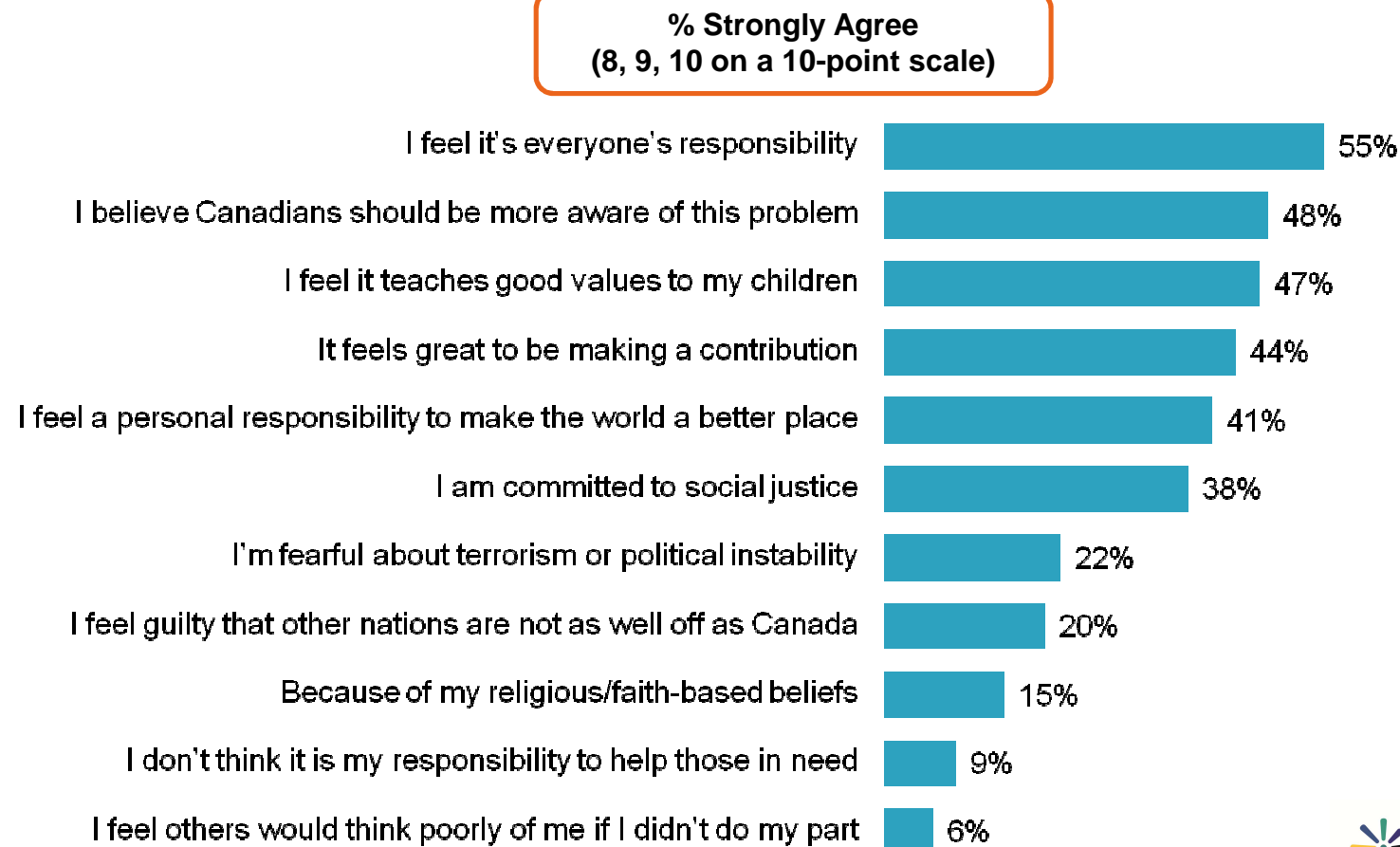
While at least one third of Canadians found that any of the approaches below are very effective at reducing global poverty, they believe the most effective are those focused on water and sanitation (71%), sustainable agricultural development (69%), and literacy programs (64%).

**% Response 'Very Effective'  
(8, 9, 10 on a 10-point scale)**



## Canadians are motivated to address global poverty by a strong sense of social responsibility

More than half of Canadians strongly agree that global poverty is everyone's responsibility (55%). Half (48%) also strongly agree that Canadians should be more aware of this problem.



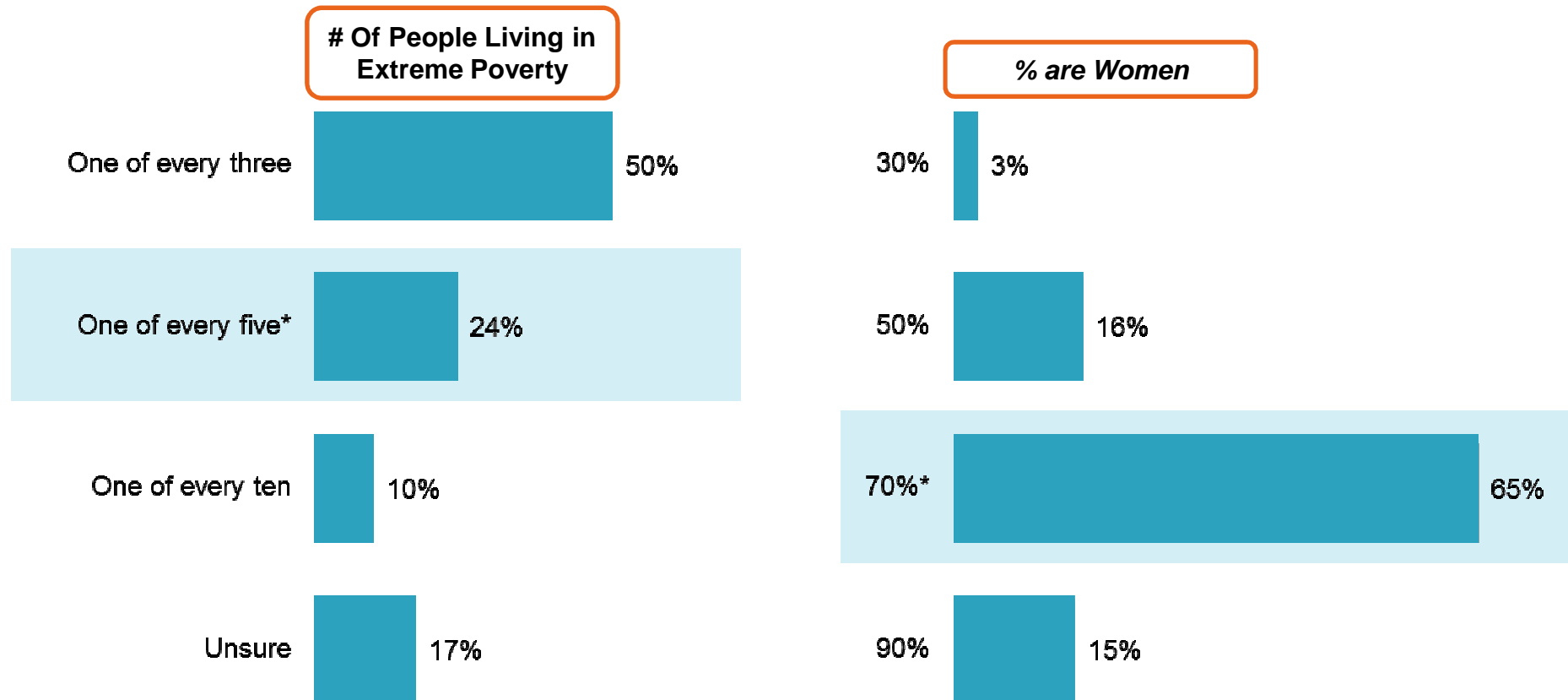
Base: All respondents (n=1211)  
Q18. How well does each of the following statements describe your personal reason for addressing Global Poverty?



## Knowledge & Engagement

## Two-thirds (65%) understand that women are disproportionately impacted by global poverty

One-quarter (24%) of Canadians correctly identified that one of every five people in developing countries is living in extreme poverty. Half believe that extreme poverty in developing countries is more prevalent, saying that one of every three people is living in extreme poverty. Two-thirds (65%) of Canadians correctly identified that 70% of those in extreme poverty are women. These findings indicate that Canadians have a relatively accurate sense of the realities of global poverty and its effects on women.



\*Correct answer

Base: All respondents (n=1211)

Q19. How many people in developing countries do you believe are living in extreme poverty?

Q19a. Of those living in extreme poverty, women account for what %?

## Websites, campaigns and social media are most helpful for learning about global poverty

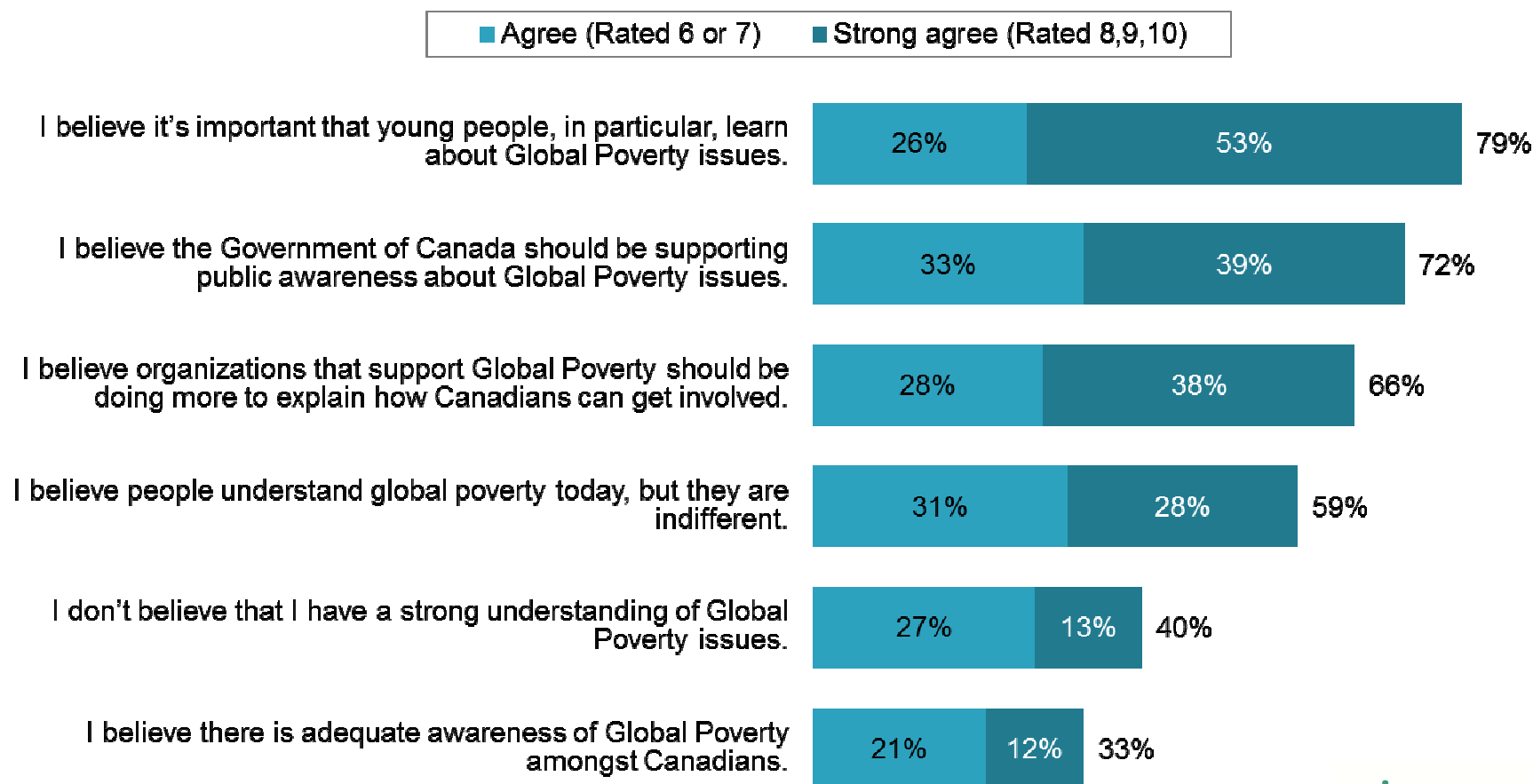
Canadians find the most helpful methods for learning about Global Poverty are websites, campaigns and social media.

### Methods Found to be Most Helpful



## The majority of Canadians believe the federal government should be supporting public awareness about global poverty issues

Nearly three quarters of Canadians (72%) agree that the government of Canada should support public awareness of global poverty issues. Four-in-five (79%) believe that it is important for young people, in particular, learn about global poverty issues.



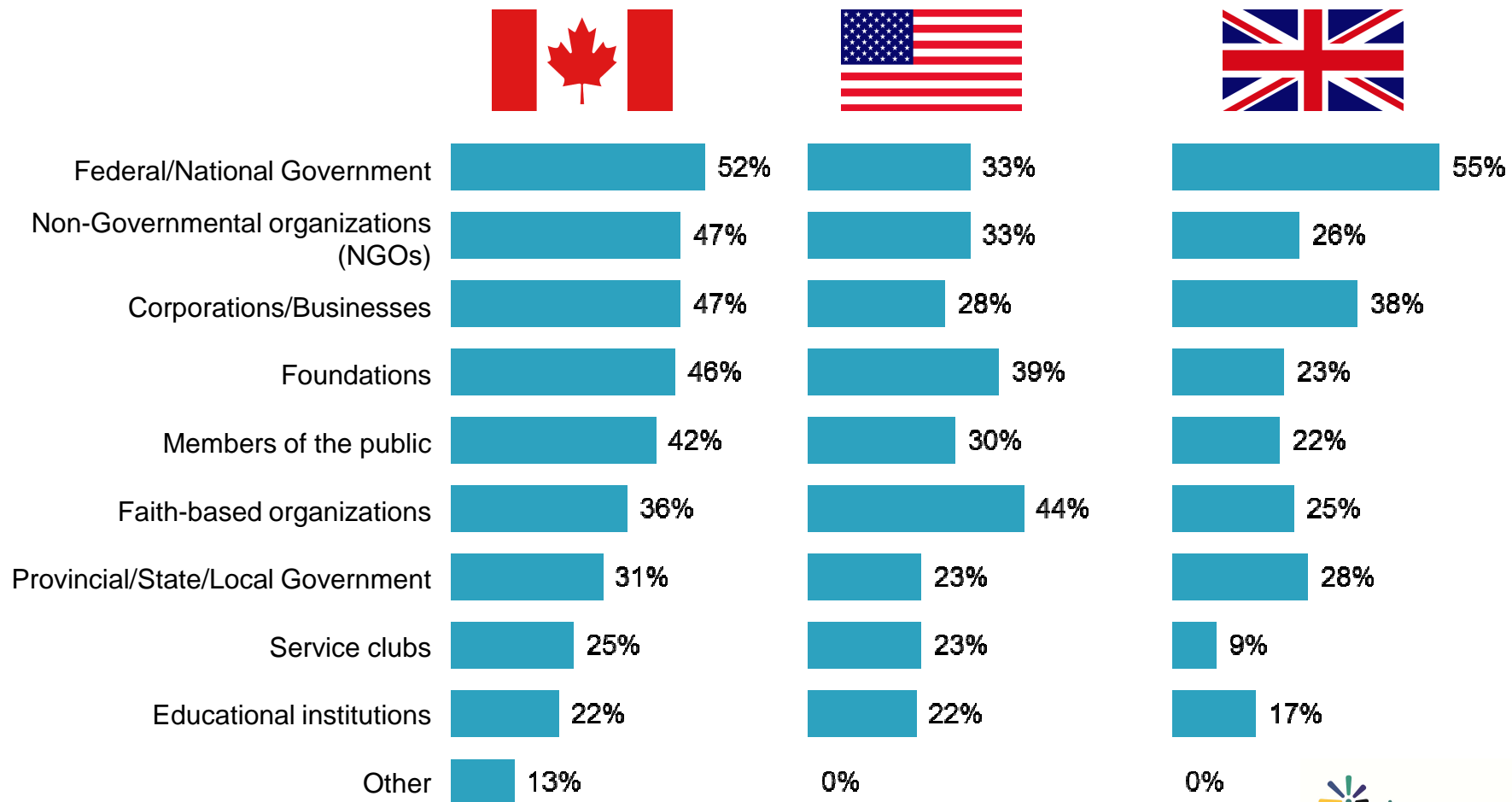




## Appendix

## Global perspectives on responsibility for addressing global poverty

As within Canada, UK residents believe the federal/national government is most responsible for addressing global poverty, whereas in the US, primary responsibility is believed to lie with faith-based organizations.



# Canadians actively participate in activities that aim to reduce global poverty on a more regular basis than residents of the US or UK

Canadians donate funds on a much more regular basis than residents of the US and UK.



Canada

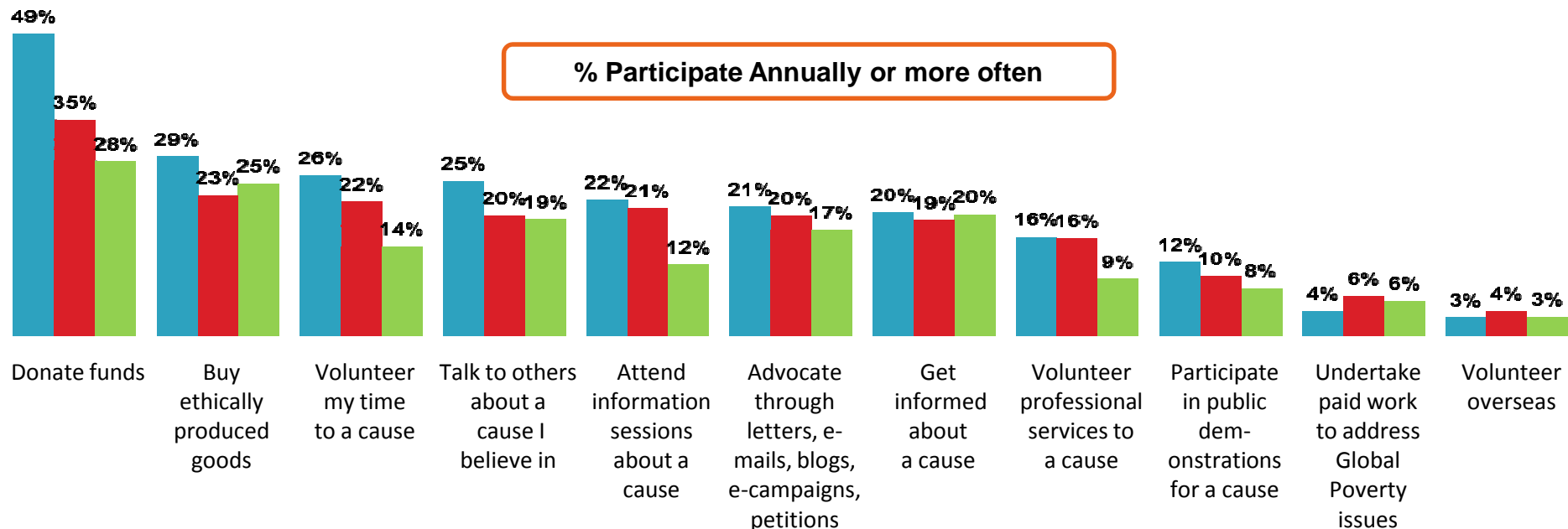


US



UK

% Participate Annually or more often



## Provincial Comparison: Ranking of Social Issues at Home

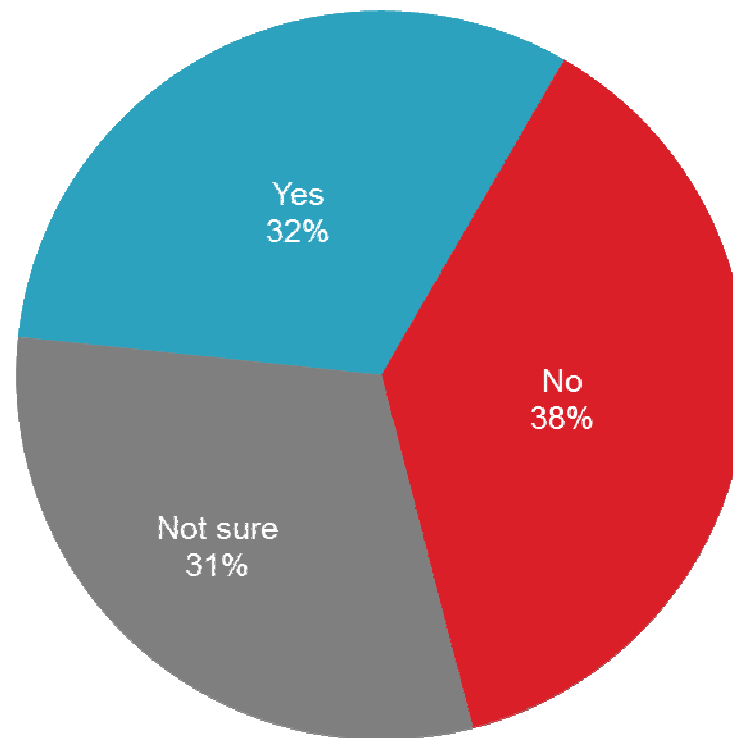
When looking at national social issues by province, the top five ranking is similar, but there are some unique differences. Healthcare in Quebec and the Atlantic are significantly more concerning, as is employment in Ontario and the Atlantic, and crime in Manitoba.

		Total	Ontario	Quebec	British Columbia	Alberta	Saskatchewan	Manitoba	Atlantic
		(n=1211)	(n=431)	(n=292)	(n=183)	(n=123)	(n=46)	(n=49)	(n=87)
<div>Most Concern</div> <div>↑</div> <div>↓</div> <div>Least Concern</div>	Healthcare	55%	54%	63%	54%	48%	37%	53%	61%
	The economy	45%	47%	43%	43%	53%	35%	49%	39%
	Government accountability	34%	36%	28%	40%	40%	37%	35%	23%
	The environment	29%	26%	32%	34%	19%	35%	16%	38%
	Education	29%	24%	34%	30%	33%	26%	16%	36%
	Employment	28%	33%	22%	26%	30%	20%	12%	36%
	Human rights	20%	20%	22%	19%	15%	24%	22%	17%
	Crime	18%	15%	17%	14%	25%	24%	49%	9%
	Global poverty	15%	16%	17%	11%	17%	13%	20%	14%
	Homelessness/Affordable housing	12%	14%	6%	13%	13%	22%	16%	13%
	Addiction	6%	5%	7%	5%	1%	11%	4%	9%
	Discrimination	5%	5%	7%	6%	2%	9%	-	6%
	Other	4%	4%	3%	5%	3%	9%	6%	-

Base: All respondents  
 Q1. Thinking as a Canadian citizen, which of the following social issues concern you most?  
 Please select up to three from the list below. RANKED 1st/2nd/3rd

## BC Government Support of NGOs

BC residents are split on if they think the province has a responsibility and should be financially supporting international development work by NGOs in BC. Support is weaker among males (50% say “no”).



Base: BC residents, English speaking (n=183)  
Q23. Do you think the province has a responsibility and should be financially supporting international development work by NGOs in BC?

## Alberta Government's Role

Nearly two-in-five Albertans (37%) believe the Alberta Government should be addressing global poverty and are proud that the Provincial Government supports this work. An additional 18% say support for this work should increase. Half of Albertans (52%) strongly agree it is important that young Albertans, in particular, learn about Global Poverty issues.

### % Strongly Agree (8, 9, or 10 on a 10-point scale)

I believe the Alberta Government should be addressing global poverty and am proud that the Provincial Government supports this work. 37%

I don't believe the Alberta Government should address global poverty. 31%

I believe that the Alberta Government should be addressing global poverty and I feel support should be increased for this work. 18%

I don't have an opinion on this issue. 14%

I believe it's important that young Albertans, in particular, learn about Global Poverty issues 52%

I believe organizations that support Global Poverty should be doing more to explain how Albertans can get involved 33%

I believe our provincial government should be supporting public awareness about Global Poverty 28%

I believe people understand global poverty today, but they are indifferent 27%

I don't believe that I have a strong understanding of Global Poverty issues 18%

I believe there is adequate awareness of Global Poverty amongst Albertans 13%

Base: Alberta residents, English speaking (n=123)

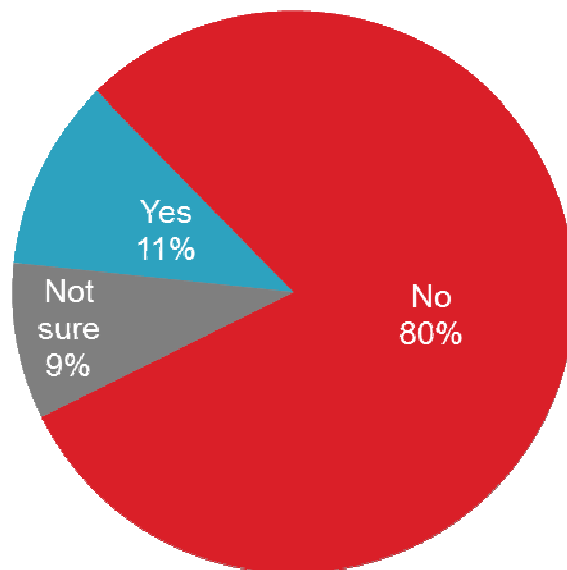
Q24. Which of the following statements best describes your feeling about the role the Government of Alberta should play in addressing global poverty?

Q25. Which of the following statements best describes your feeling about the role the Government of Alberta should play in addressing global poverty?

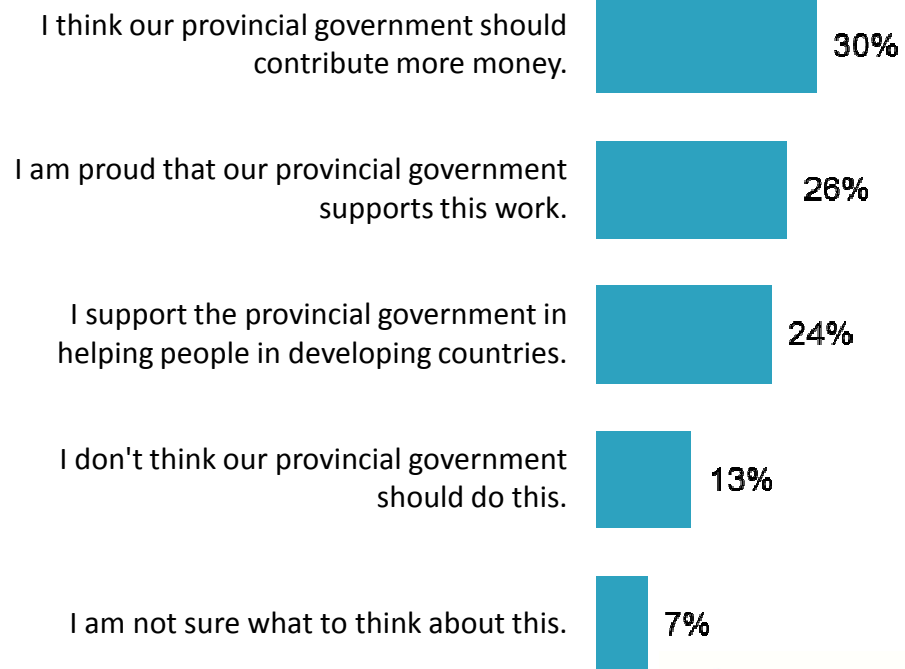
## Saskatchewan Government's Contribution

The majority (80%) of Saskatchewan residents did not know that the Government of Saskatchewan contributes an additional \$400,000 annually to these Saskatchewan NGOs for their work in developing countries. When asked about their feelings about the Government's contribution to international development, 30% think the government should contribute more money. An additional 26% are proud the government supports this work and 24% support the provincial government in helping people in developing countries.

**% Aware of Saskatchewan Government's Financial Support of Saskatchewan NGOs**



**% Strongly Agree (8,9, or 10 on a 10 point scale)**

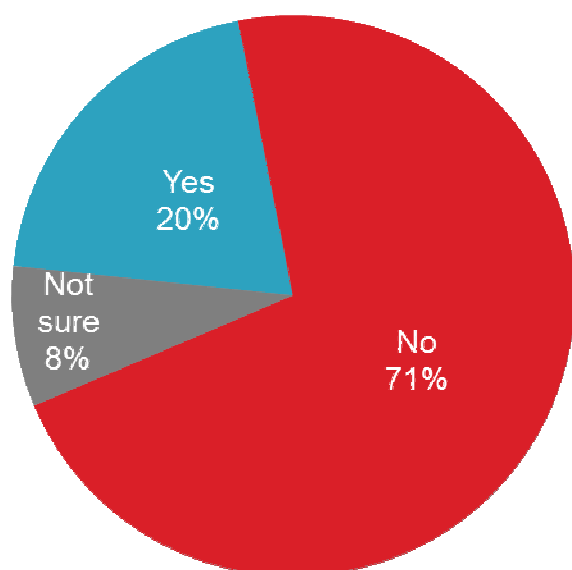


Base: Saskatchewan residents, English speaking (n=46)  
 Q26. Did you know that the Government of Saskatchewan contributes an additional \$400,000 annually to these Saskatchewan NGOs for their work in developing countries?  
 Q27. Which of the following statements best describes your feeling about the Government of Saskatchewan's contribution to international development work?

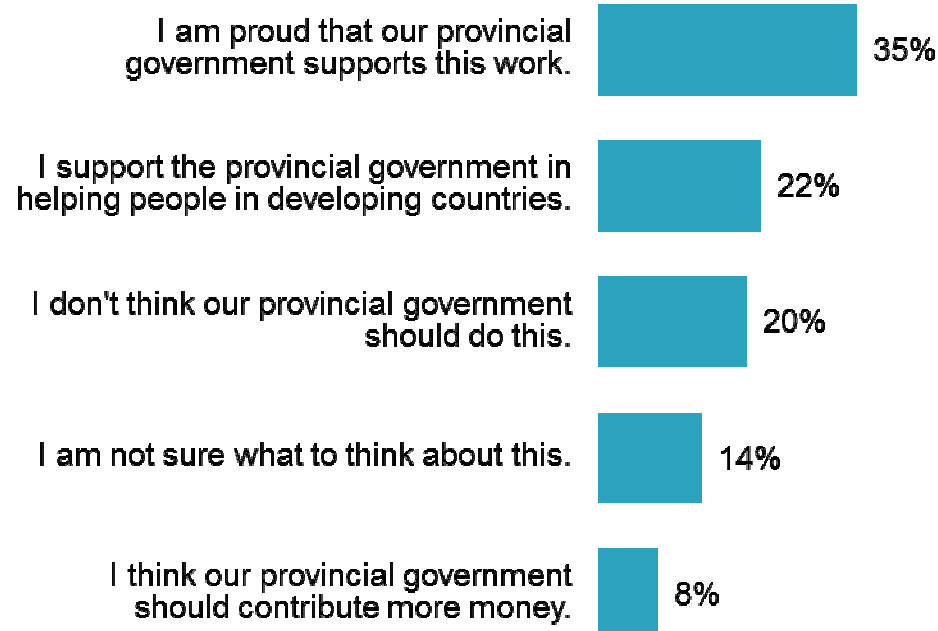
## Manitoba Government's Contribution

Seven-in-ten (71%) of Manitoba residents did not know that the Government of Manitoba contributes an additional \$1 million annually to these Manitoba NGOs for their work in developing countries. When asked about their feelings about the Government's contribution to international development, one-third (35%) is proud the government supports this work, one-in-five (22%) supports the provincial government in helping people in developing countries. One-in-five don't think the government should contribute to international development.

**% Aware of Manitoba Government's Financial Support of Manitoba NGOs**



**% Strongly Agree (8,9, or 10 on a 10 point scale)**



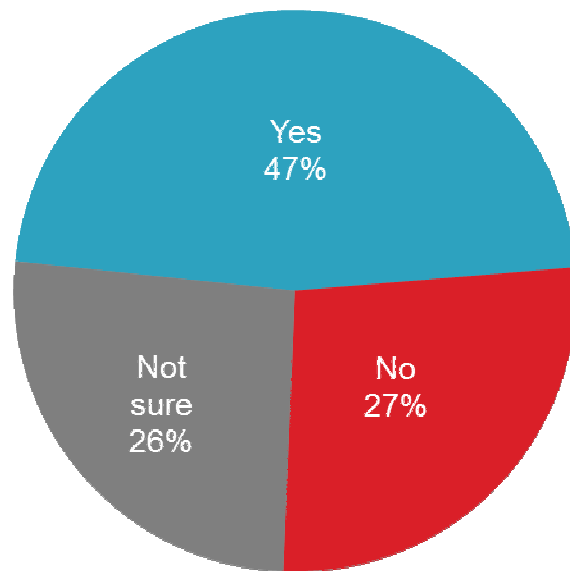
Base: Manitoba residents, English speaking (n=49)  
 Q28. Did you know that the Government of Manitoba contributes an additional \$1 million annually to these Manitoba NGOs for their work in developing countries?  
 Q29. Which of the following statements best describes your feeling about the Government of Manitoba's contribution to international development work?



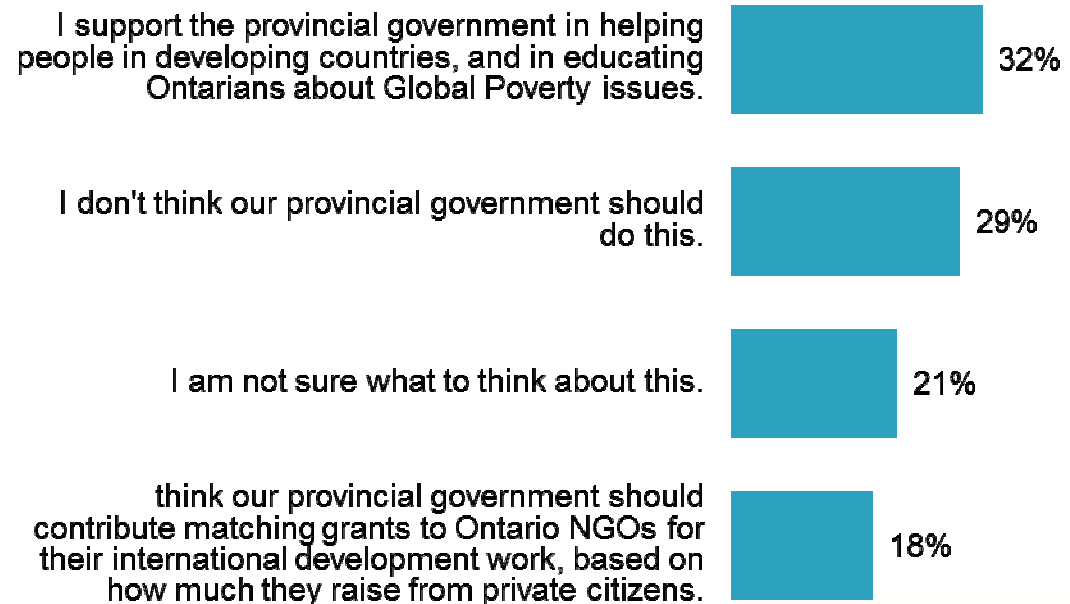
## Ontario Government's Contribution

When asked to consider individual Manitoban's \$28.5 million donation to Manitoba NGOs for their international development work and the Government of Manitoba's \$1 million annual contribution, half (47%) of Ontarians said they feel the Government of Ontario should likewise contribute to Ontario NGOs for their work in developing countries. One-third of Ontarians (32%) support the provincial government in helping people in developing countries, and in education Ontarians about Global Poverty. One-in-five (18%) think the Ontario provincial government should contribute matching grants to Ontario NGOs for their international development work, based on how much they raise from private citizens.

**% Response**  
Should Ontario Government be making a similar contribution to NGOs as Manitoba



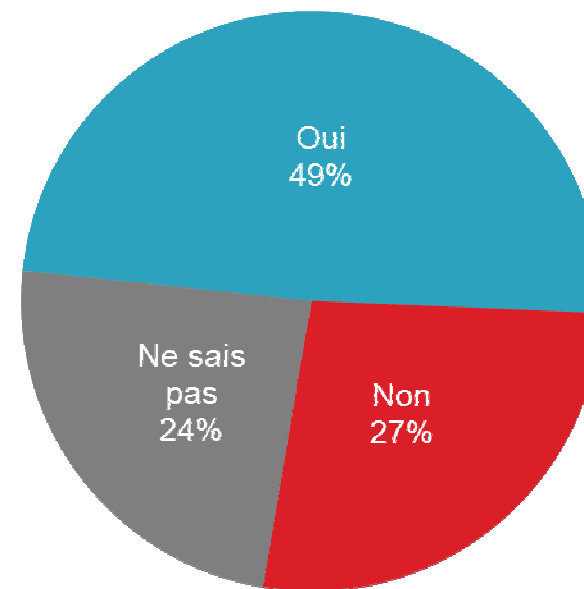
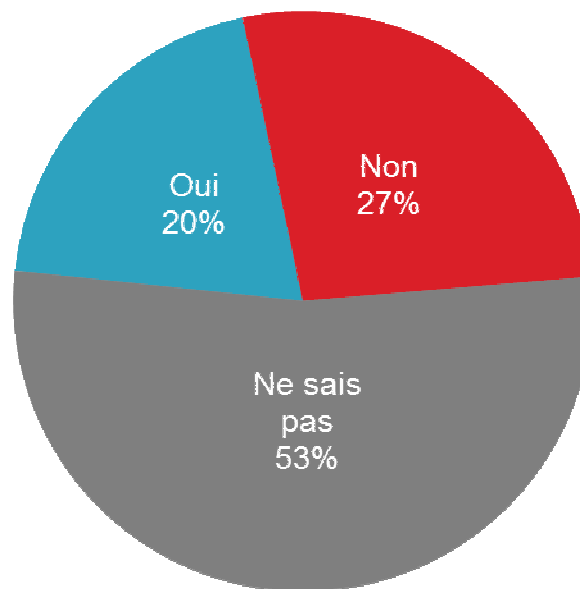
**% Strongly Agree**  
(8,9, or 10 on a 10 point scale)



Base: Ontario residents, English speaking (n=430)  
Q31. Do you feel the Government of Ontario should likewise contribute to Ontario NGOs for their work in developing countries?  
Q31. Which of the following statements best describes your feeling about the role the Government of Ontario should play in international development work?

## The Quebec Approach to International Cooperation

One-quarter of Quebecois believe that the approach to international cooperation in Quebec is different from the rest of Canada. Half (53%) do not know. Half of Quebecois (49%) agree with the idea that Quebec administers the funds the Federal Government has reserved for international cooperation.



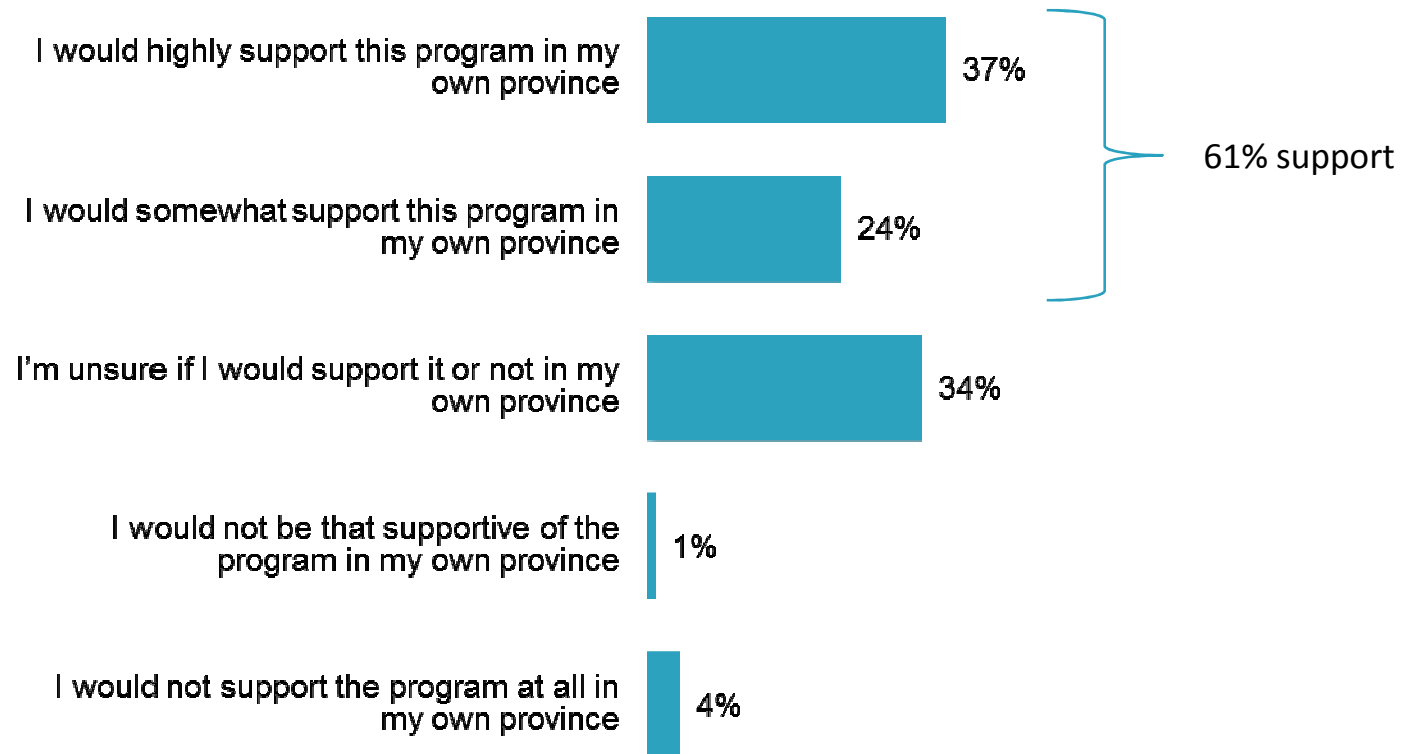
Base: Quebec residents, French speaking (n=215)

Q32. Croyez-vous que l'approche de la coopération internationale québécoise est différente de celle du reste du Canada?

Q33. Seriez-vous d'accord avec l'idée que le Québec administre lui-même les sommes réservées à la coopération internationale par le gouvernement fédéral?

## Support in Atlantic Canada

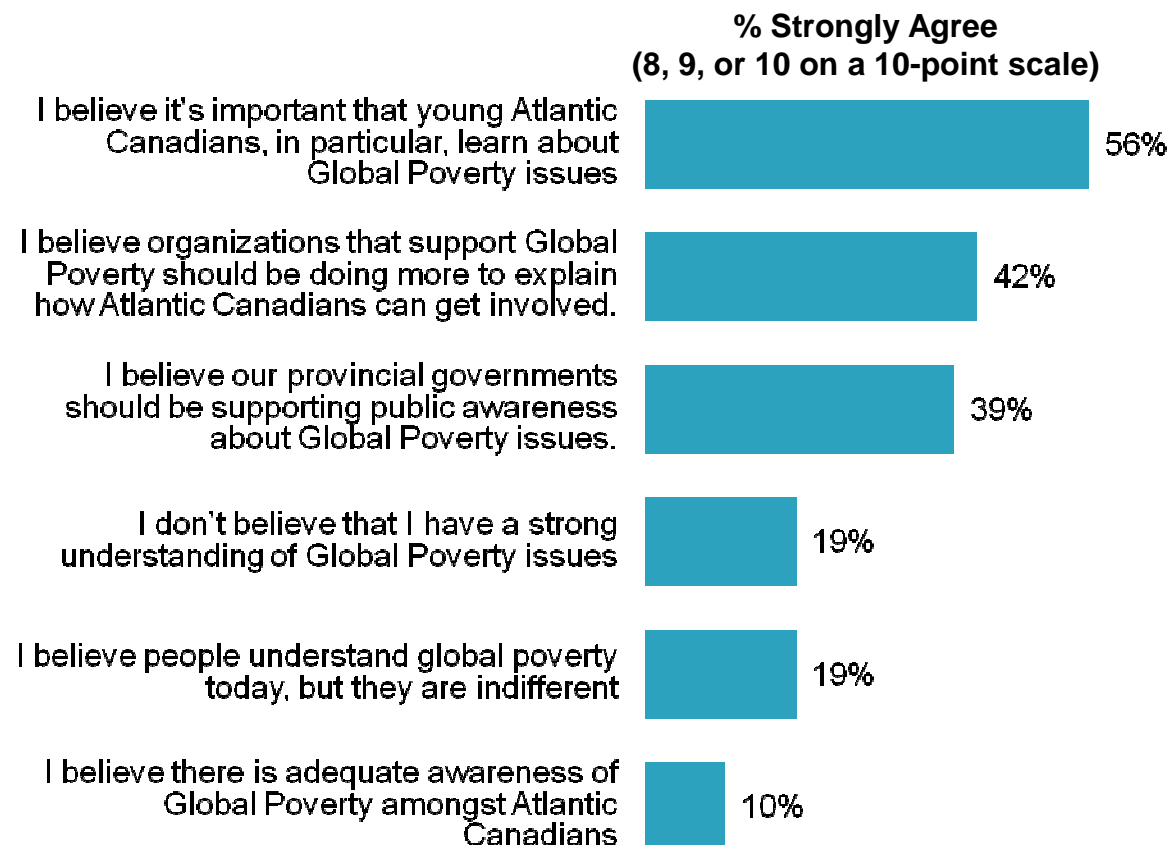
Residents of Atlantic Canada were informed that, in some Canadian provinces, the provincial government provides funds to support global poverty work. This is done by matching funds raised locally, which is in turn then matched by funds provided through the federal government (CIDA). Given this information, three-in-five Atlantic residents (61%) would support this program in their own province. Nearly two-in-five (37%) would highly support.



Base: Atlantic residents, English speaking (n=79\*) Caution: Small base.  
Q34. Please indicate your level of support for this program in your own province.

## Support in Atlantic Canada

Half of Atlantic residents (56%) strongly agree it is important that young Atlantic Canadians, in particular, learn about Global Poverty issues. Two-in-five strongly agree (42%) that organizations that support Global Poverty should be doing more to explain how Atlantic Canadians can get involved. Two-in-five strongly agree (39%) provincial governments should be supporting public awareness about Global Poverty issues.



Base: Atlantic residents, English speaking (n=79\*) Caution: Small base.  
Q35. Please indicate your level of personal agreement for each statement.

This poll is an initiative of the Inter-Council Network of Provincial and Regional Councils for International Cooperation.



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