

Impressions of Canadians on Canada's role in global development and aid to women and children's health issues

CanWaCH Survey | Summary

Conducted by Nanos for Canadian Partnership for Women and Children's Health, June 2019
Submission 2019-1434



CanWaCH

Canadian Partnership for
Women and Children's Health



NANOS

Self-reported awareness of Canada's leadership role regarding women, maternal and child health has doubled compared to 2015

Introduction

The Canadian Partnership for Women and Children's Health (CanWaCH) is comprised of approximately 100 Canadian non-governmental organizations (NGOs), academic institutions, health professional associations and individuals partnering to improve health outcomes for women and children in more than 1,000 communities worldwide.

Every two years, CanWaCH conducts public opinion research on behalf of its membership to better understand and gain insights into Canadians' awareness of and views on Canada's investment in global women and children's health, our members' work and achievements, as well as our strengths, weaknesses and opportunities in engaging Canadians on these issues.

In 2019, CanWaCH commissioned Nanos Research to conduct its biennial public opinion research. This report highlights key findings which identified five key areas of insights: On the Radar, Enhanced Engagement, Greater Sense of Duty, More Selfless and Spirit of Generosity. Previous editions of the research were conducted in 2015 and 2017.


2019 Methodology

Nanos conducted the hybrid telephone and online random survey of 1,523 Canadians, 18 years of age or older, between June 22nd to 28th, 2019. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. The survey was conducted in both English and French.

The questionnaire was updated in 2019 from the previous editions of the survey to reflect shifts in global health policy, programming and language. A significant number of tracking questions were carried forward from previous surveys while some were tweaked. All changes are detailed on the appropriate page displaying the data. Consistent with market research best practices, "unsure" was included as an option for respondents across the 2019 survey. As such, longitudinal comparability is limited with 2015 and 2017 questions where 'unsure' was not an option.

*In partnership with
Global Affairs Canada.*

Canada 




Canadians most frequently agree or somewhat agree that we all benefit from stability in developing countries

Just the facts: Key Highlights in ...

Global Health

- Canadians reporting their awareness of Canada's leadership in global women's, maternal and child health has doubled from 21% in 2015 to 43% in 2019.
- Over half of Canadians expressed much or somewhat more pride in being Canadian arising from Canada's leadership in global health.
- 69% of respondents strongly or somewhat agree that women and children's health should be the top priority in Canada's international development program.
- Half of Canadians say that the amount that Canada spends on health-related development aid should significantly or somewhat increase.
- Nearly 8 in 10 Canadians strongly or somewhat agree that the Canadian government should continue to support and fund programs that improve and enhance sexual and reproductive health and rights – including access to safe abortion – for women and girls in developing countries.
- When ranking priority areas of development aid, Canadians chose water, sanitation and hygiene (29.9% ranked first), followed by food security and nutrition (17.3% ranked first). Women and adolescents' rights to sexual and reproductive health (access to family planning, safe abortion, etc.) was ranked first by 9.5% of Canadians and health and well-being of mothers and children was the top priority focus for 7.4%.
- 51% of Canadians believe the aid Canada provides to developing countries to advance the health of women and girls has more impact when it respects gender rights and considers the specific needs of women and girls.



Just over half of Canadians say aid targeted to advance the health of women and girls would have more impact when it respects gender rights

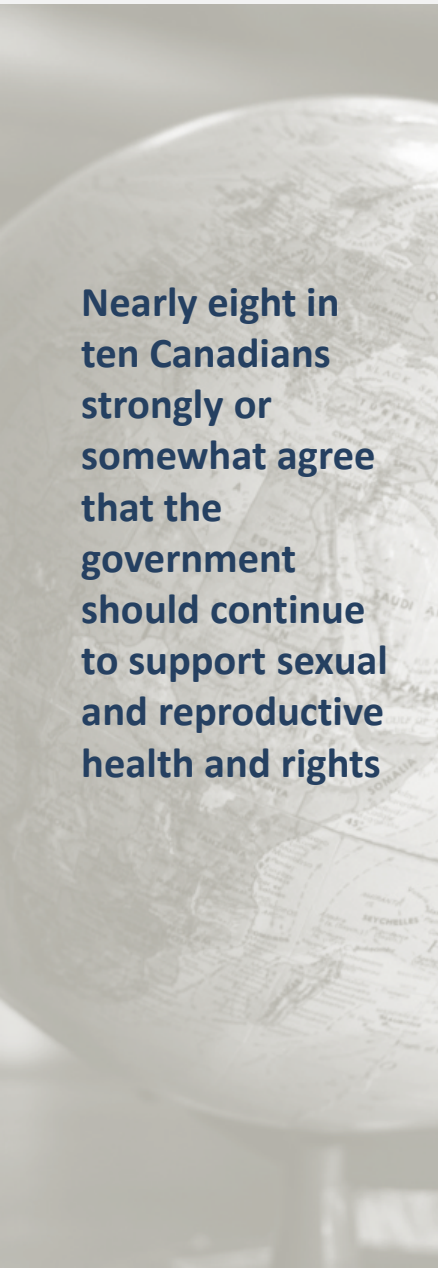
Development Aid

- 81% of Canadians strongly or somewhat agree that Canada should do its fair share along with other countries to help developing countries and 71% agree that people in Canada have a moral obligation to help people living in developing countries.
- 76% of Canadians strongly or somewhat agree that they have a duty to support the health, education and economic opportunity for the world's poorest and most marginalized people compared to 55% four years ago.
- Canadians expressed that the federal government spends far more on development aid than the actual rate of approximately 2 cents per every dollar spent federally*, expressing they believed (mean response) the Canadian government directs 17 cents for every dollar to development aid.
- Despite this, 35% of Canadians strongly or somewhat agree that Canada should strive to increase the amount of overseas development aid it gives, regardless of the economic situation at home.

Challenges:

- Consistently over the course of four years, Canadians are concerned that international development organizations are not making progress in fighting global poverty with just 41% in 2019 strongly or somewhat agreeing that that progress is being made and 43% strongly or somewhat agreeing that aid is being wasted.
- Despite a strong sense of duty to support developing countries and development aid, 65% strongly or somewhat agree it is more important to help people in need at home than people in developing countries.
- Further, 58% of Canadians strongly or somewhat agree the federal government should focus on women and children's health initiatives within Canada's own poor communities over any international efforts. However, on a positive note, agreement on this has seen a decline from 68% in 2015.

*<http://cidpnsi.ca/canadas-foreign-aid-2012-2/>



Nearly eight in ten Canadians strongly or somewhat agree that the government should continue to support sexual and reproductive health and rights

Insights and Commentary from Nanos Research:

On the Radar

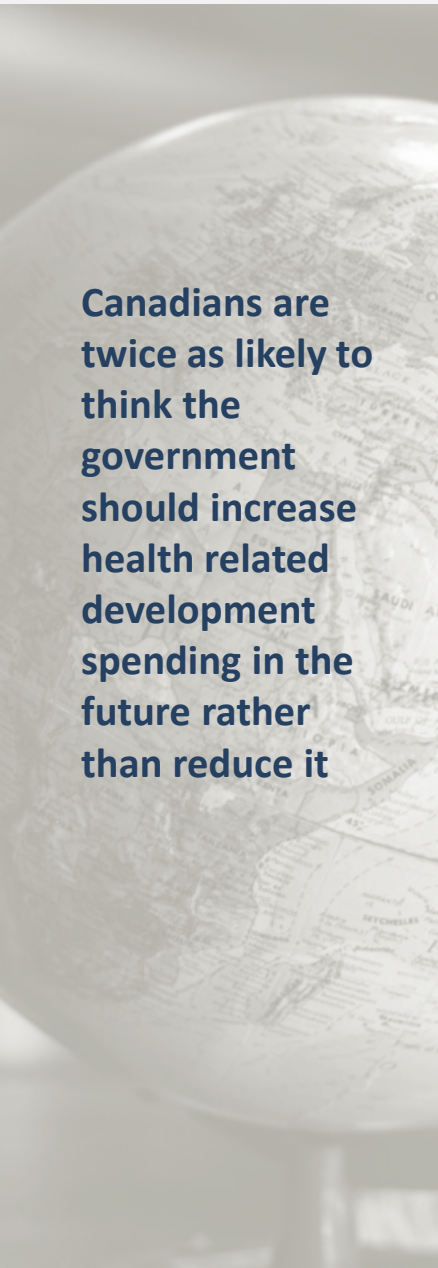
Canadian public opinion is on a positive trajectory on global development and aid to women and children's health issues. Although the scope of the study does not allow us to determine why people are more engaged, the driving factors may include increased embeddedness of social issues in people's lives because of the growing use of social media as a platform to learn and communicate about them, as well as agenda setting by the current government. As such, it is of note that should the government choose to revise its agenda, importance may shift to different issues and we cannot be over confident that the positive trajectory will continue into the future.

Enhanced Engagement

Canadians want to talk and learn more about our country taking a leadership role in improving the lives of women and children in developing countries. There is a possibility that Canadians feel we are at a time in history when Canada is doing well and that it is important to help others. Television remains the top source of international news, followed closely by the internet. The data indicates that Canadians are open to talking about women and children's health, and this can be leveraged to raise awareness by asking them to tell others and spread the word. In terms of social media, Facebook remains the top used platform especially among older Canadians, followed by YouTube which tracks well with all demographics. Television as a source of news also skews towards the 55 plus age group, while less than 25% of Canadians under 35 get their news from television. It is key to build a media strategy around these trends.

Greater Sense of Duty

The intensity of feelings of duty to act on improvement of health, education and economic opportunity for the world's poorest and most marginalized people has doubled in the past two years. Connecting urgency to action can be a key lever point to engage Canadians. Conveying a sense of urgency could combat obstacles to engagement such as a feeling that one has heard everything or struggling to choose among competing important priorities.



Canadians are twice as likely to think the government should increase health related development spending in the future rather than reduce it

More Selfless

The proportion of nativist opinion on helping Canadian poor compared to the world's poor has declined. In a time of economic uncertainty and rising populism Canadians recognize the importance of international aid for women and children. In messaging, statements such as international aid leading to greater stability get higher traction. Canadians appear to be interested in real results and tackling bigger issues, with improvements to Canada's reputation being a secondary benefit.

Spirit of Generosity

Canadians are three times more likely to want an increase rather than a decrease in health-related development aid. Targeting health rather than general aid development has more traction among Canadians. Helping Canadians visualize impact will be critical to mobilization of support. Canadians recognize the importance of investing in health, as well as sexual and reproductive health rights, and mobilization is more likely when the ask is tied to a concrete issue. There is a high level of undecided opinion on the polarizing question of whether aid is wasted, with only 13 per cent being cynical and inaccessible. A similar trend can be noticed with regards to impressions of whether or not Canada is falling behind other countries in terms of the aid it provides, where 'unsures' are trending up. As such, it is important to take the opportunity to provide education where opinions are not firm and therefore open.



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On the radar

Enhanced engagement

Greater sense of duty

More selfless

Spirit of generosity



On the Radar

- Canadians are on a positive trajectory on global development and aid to women and children's health issues.
- Self-reported awareness of Canada's leadership role regarding women, maternal and child health has doubled compared to 2015.

Enhanced Engagement

- Canadians want to talk and learn more about our country taking a leadership role in improving the lives of women and children in poor countries. We are arguably at a positive moment in time on this very important issue.
- Nine in ten Canadians say they follow news outside of Canada.
- Canadians most frequently report engaging in activism through volunteering or donating.

Greater sense of duty

- The intensity of feelings of duty to act on improvement of health, education and economic opportunity for the world's poorest and most marginalized people has doubled in the past two years. Connecting urgency to action can be a key lever point to engage Canadians.
- Canadians most frequently agree or somewhat agree that we all benefit from stability in developing countries.

More selfless

- The proportion of nativist opinion on helping Canadian poor compared to the world's poor has declined. In a time of economic uncertainty and rising populism, Canadians recognize the importance of international aid for women and children.
- Just over half of Canadians say aid targeted to advance the health of women and girls would have more impact if it respects gender rights.
- More than half of Canadians report being much or somewhat more proud of being Canadian given the country's leadership in global health.

Spirit of Generosity

- Canadians are three times more likely to want an increase rather than a decrease in health related development aid. They also see a focus on women and children's health as a top priority in Canada's international development program. Targeting health rather than general aid development has more traction among Canadians. Helping Canadians visualize impact will be critical to mobilization of support.
- Nearly four in five Canadians say they agree or somewhat agree that the Canadian government should continue its support for programs that advance the sexual and reproductive health and rights for women and girls in developing countries.



“ Canadians are on a positive trajectory on global development and aid to women and children’s health issues ”

Global health and development issues



Most urgent social issues in Canada	Frequency (n=1490)
Climate Change/Environment/Pollution	20.3%
Bad government/corruption/partisanship	9.4%
Immigration/ Refugees	9.0%
Poverty/Income gap/Inequality/Unemployment	8.5%
Healthcare/ Pharmacare	7.4%
Indigenous issues	7.3%

Top global issues to focus aid on for developing countries	Rank 1 (n=1523)
Hunger and Food Security	14.4%
Climate Change	11.6%
Education	11.4%
Human Rights	8.7%
Poverty	8.6%
Humanitarian Aid During Conflict	8.2%
None, I think Canada should focus on domestic issues	8.2%
Health	6.2%
Responding to Natural Disasters	6.0%
Economic Development	5.4%

Most urgent social issues in developing countries	Frequency (n=1481)
Poverty	15.0%
Climate change/pollution/environment	12.8%
Water/Food accessibility	10.5%
Corruption	7.9%
Healthcare/Medication/Health	6.6%
Political/Civil unrest/War/Violence	5.9%

Top global health issues to focus aid on for developing countries	Rank 1 (n=1523)
Water, sanitation and hygiene	29.9%
Food security and nutrition	17.3%
Environment and climate change	9.8%
Women and adolescents' rights to sexual and reproductive health (access to family planning, safe abortion etc.)	9.5%
Strengthening health systems	7.9%
Immunization	7.5%
Health and well-being of mothers and children	7.4%
HIV/AIDS and other communicable diseases	2.0%
Injury and violence	1.9%
Mental health	1.6%

Top global health issues to focus aid on for developing countries

	Rank 1 (n=1523)	Rank 2 (n=1456)
Water, sanitation and hygiene	29.9%	24.9%
Food security and nutrition	17.3%	19.0%
Environment and climate change	9.8%	7.6%
Women and adolescents' rights to sexual and reproductive health (access to family planning, safe abortion etc.)	9.5%	10.8%
Strengthening health systems	7.9%	8.1%
Immunization	7.5%	10.3%
Health and well-being of mothers and children	7.4%	7.2%
HIV/AIDS and other communicable diseases	2.0%	2.8%
Injury and violence	1.9%	2.2%
Mental health	1.6%	2.2%
Education	1.6%	0.3%
Antimicrobial resistance	1.4%	1.6%
Don't know/not sure	0.7%	1.3%
Disability and inclusion	0.7%	0.5%
Non-communicable diseases (cancer, heart disease, diabetes)	0.6%	0.9%
None, Canadian government should spend domestically	0.1%	0.2%

QUESTION – Thinking of the following **global health** issues, which two issues do you think the Canadian government should focus its aid to developing countries as top priorities? Please rank where 1 is the top priority and 2 the second most important priority?

2019 - Top global issues to focus aid on for developing countries

	Rank 1 (n=1523)	Rank 2 (n=1397)
Hunger and Food Security	14.4%	14.9%
Climate Change	11.6%	9.3%
Education	11.4%	13.2%
Human Rights	8.7%	9.9%
Poverty	8.6%	7.5%
Humanitarian Aid During Conflict	8.2%	8.8%
None, I think Canada should focus on domestic issues	8.2%	0.5%
Health	6.2%	8.2%
Responding to Natural Disasters	6.0%	8.1%
Economic Development	5.4%	7.5%
Gender Equality	3.6%	3.7%
Supporting government and civil society	2.9%	2.5%
Infrastructure (such a transportation, energy generation etc.)	2.5%	3.2%
Agriculture and forestry	1.4%	2.4%
Water	0.1%	-
Overpopulation	0.1%	0.1%
Refugees/immigrants	-	0.1%
Don't know/not sure	0.5%	-
Other	0.3%	0.1%

QUESTION – Thinking of the following **global issues**, which two issues do you think the Canadian government should focus its aid to developing countries as top priorities? Please rank where 1 is the top priority and 2 the second most important priority?

2017 - Top global issues to focus aid on for developing countries

	Rank 1 (n=1004)	Rank 2 (n=1004)
Climate change	23.8%	15.9%
None, I think Canada should focus on domestic issues	21.7%	14.6%
Global economic stability	16.0%	16.2%
Poverty and hunger around the world	14.3%	12.0%
Gender equality	4.7%	7.0%
Education in developing countries	4.1%	9.0%
Women, adolescents' and children's rights to sexual and reproductive health in developing countries	3.9%	5.3%
The health and wellbeing of mothers and children in developing countries	3.0%	5.5%
HIV/AIDS, malaria and other diseases	2.1%	4.2%
Don't know/not sure	3.2%	5.9%
Other	3.3%	4.3%

***Not comparable to 2019 because the response key has different options and a different number of options.**

QUESTION – The following are all important global issues. Which two issues do you think the Canadian government should focus its efforts on the most?

Engagement with health related social issues

	Women and children's health in developing countries	Health and well-being of women	Gender equality and its impact on women and children's health, rights and wellbeing
Read, watched or listened a story about this issue	75%	73%	70%
Talked to your friends or family about this issue	60%	62%	61%
Donated to causes that support this issue	38%	35%	21%
Shared a story or article about this issue on social media	24%	26%	23%
Commented on a story or article about this issue on social media	21%	22%	21%
None of the above	15%	15%	18%
Written about this issue online, using a blog, online chat forum, or social media	8%	10%	9%
Called, emailed or written to a politician to ask them/Canada to do more about this	7%	7%	6%
Written a letter to an editor	2%	3%	2%

Attitude towards aid

	Strongly/ somewhat agree	Strongly/ somewhat disagree	Unsure
When developing countries are stable places to live and work, we all benefit.	90%	8%	3%
Canada should do its fair share along with other countries to help developing countries	81%	17%	2%
I feel good knowing that Canada is helping people in developing countries through the aid it gives	79%	18%	4%
We as Canadians have a duty to support the improvement of health, education and economic opportunity for the world's poorest and most marginalized people.	76%	23%	2%
People in Canada have a moral obligation to help people living in developing countries	71%	27%	3%
It is more important that we help people in need at home than people in developing countries	65%	33%	2%
Canada can't afford to spend more on aid to developing countries given the state of the government's finances	46%	47%	7%
Most of the aid that Canada gives to help people in developing countries is wasted	43%	42%	15%
International development organizations are making significant strides when it comes to addressing the issue of global poverty.	41%	42%	17%
Canada should strive to increase the amount overseas development aid it gives, regardless of the economic situation at home	35%	60%	5%
I see myself more as a global citizen than as a Canadian	29%	68%	4%
Canada is falling behind other countries in the aid it gives to developing countries.	21%	51%	28%

Importance of Canada's international aid to Canada

	Very/ somewhat important	Very/ somewhat unimportant	Unsure
Building greater global stability/peace	90%	8%	2%
Reducing the threat of terrorism	86%	11%	3%
Building bonds with other cultures	81%	17%	3%
Opening new trade opportunities for Canada	80%	17%	3%
Learning from other parts of the world	79%	18%	3%
Tackling climate change	77%	20%	3%
Creating new opportunities for Canadian businesses	76%	22%	2%
Enhancing Canada's reputation in the world	72%	26%	2%
Lowering levels of refugees or asylum seekers	71%	23%	6%

Most urgent social issue in Canada – top responses



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Top mentions	Frequency (n=1490)	Male (n=799)	Female (n=691)
Climate Change/Environment/Pollution	20.3%	19.4%	21.2%
Bad government/corruption/partizanship	9.4%	12.0%	6.8%
Immigration/ Refugees	9.0%	8.5%	9.4%
Poverty/Income gap/Inequality/Unemployment	8.5%	8.1%	8.8%
Healthcare/ Pharmacare	7.4%	5.8%	8.9%
Indigenous issues	7.3%	5.8%	8.8%

QUESTION – What would you say is Canada’s most urgent social issue or problem? [Open]

Most urgent social issue in developing countries



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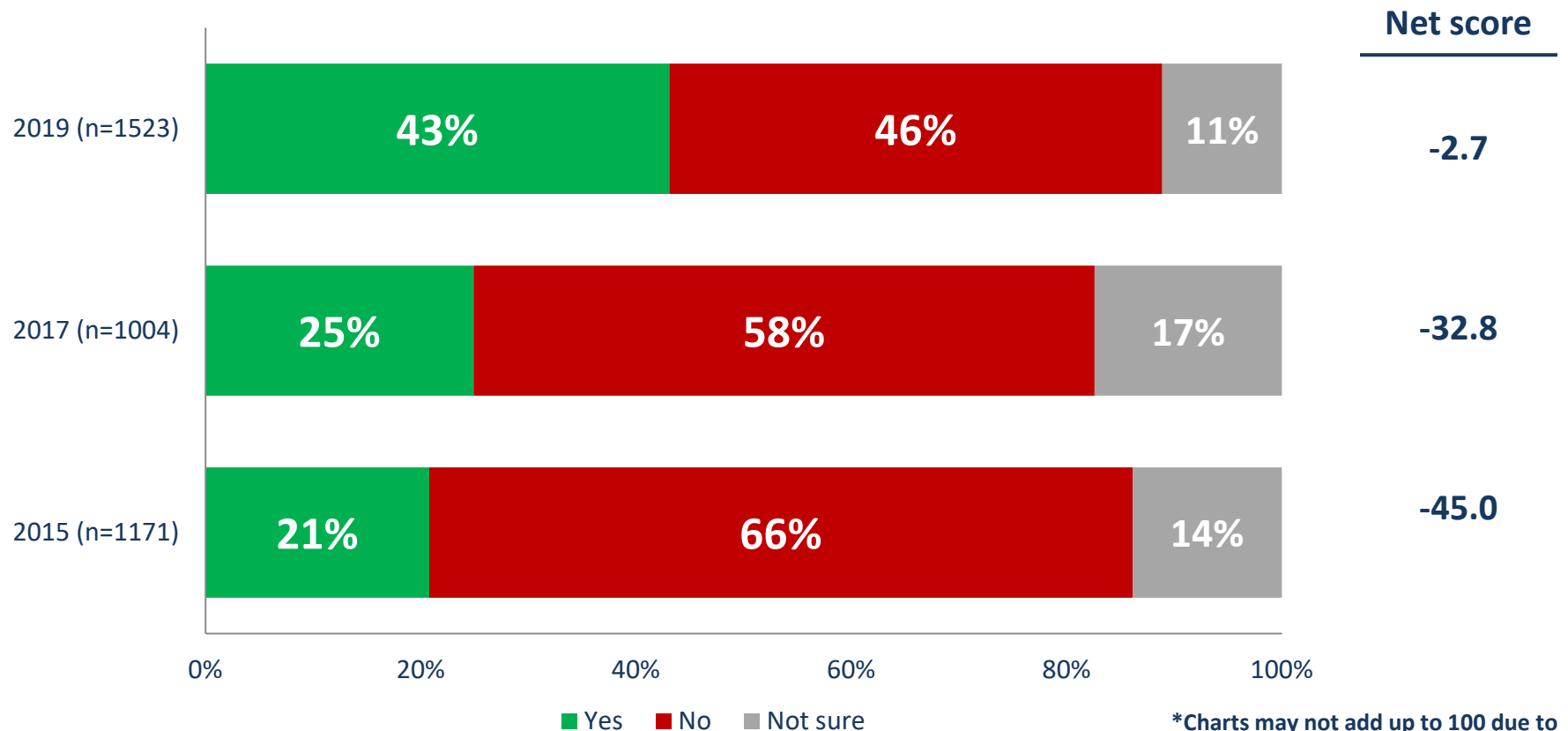
Top mentions	Frequency (n=1481)	Male (n=769)	Female (n=685)
Poverty	15.0%	14.5%	15.6%
Climate change/pollution/environment	12.8%	12.6%	13.0%
Water/Food accessibility	10.5%	9.8%	11.2%
Corruption	7.9%	9.9%	5.9%
Healthcare/Medication/Health	6.6%	4.9%	8.4%
Political/Civil unrest/War/Violence	5.9%	4.3%	7.6%

QUESTION – What would you say is the most urgent social issue or problem in developing countries? [Open]



**“ Self-reported awareness of
Canada’s leadership role regarding
women, maternal and child health
has doubled compared to 2015 ”**

Awareness of the global leadership role of Canada regarding women, maternal and child health



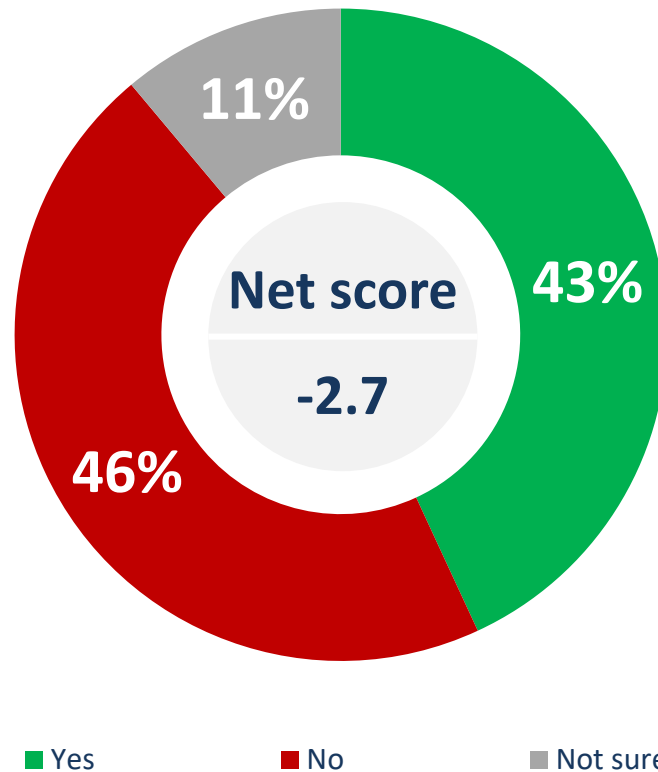
*Charts may not add up to 100 due to rounding.

*Question modified in 2019.

QUESTION – Improving the health of women and children in the world’s poorest countries is one of Canada’s top international development priorities. Canada has taken a global leadership role in ensuring that women, maternal and child health remains a priority on the global international development agenda. Canada spearheaded summits in 2010, 2014 and 2018 on maternal, newborn and child health.

Before this survey, were you aware of this?

Awareness of the global leadership role of Canada regarding women, maternal and child health



	Yes
Atlantic (n=156)	47.9%
Quebec (n=353)	32.0%
Ontario (n=466)	46.3%
Prairies (n=309)	45.5%
British Columbia (n=239)	48.9%
Male (n=810)	43.4%
Female (n=713)	42.8%
18 to 34 (n=319)	34.4%
35 to 54 (n=628)	45.0%
55 plus (n=576)	47.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Improving the health of women and children in the world’s poorest countries is one of Canada’s top international development priorities. Canada has taken a global leadership role in ensuring that women, maternal and child health remains a priority on the global international development agenda. Canada spearheaded summits in 2010, 2014 and 2018 on maternal, newborn and child health.

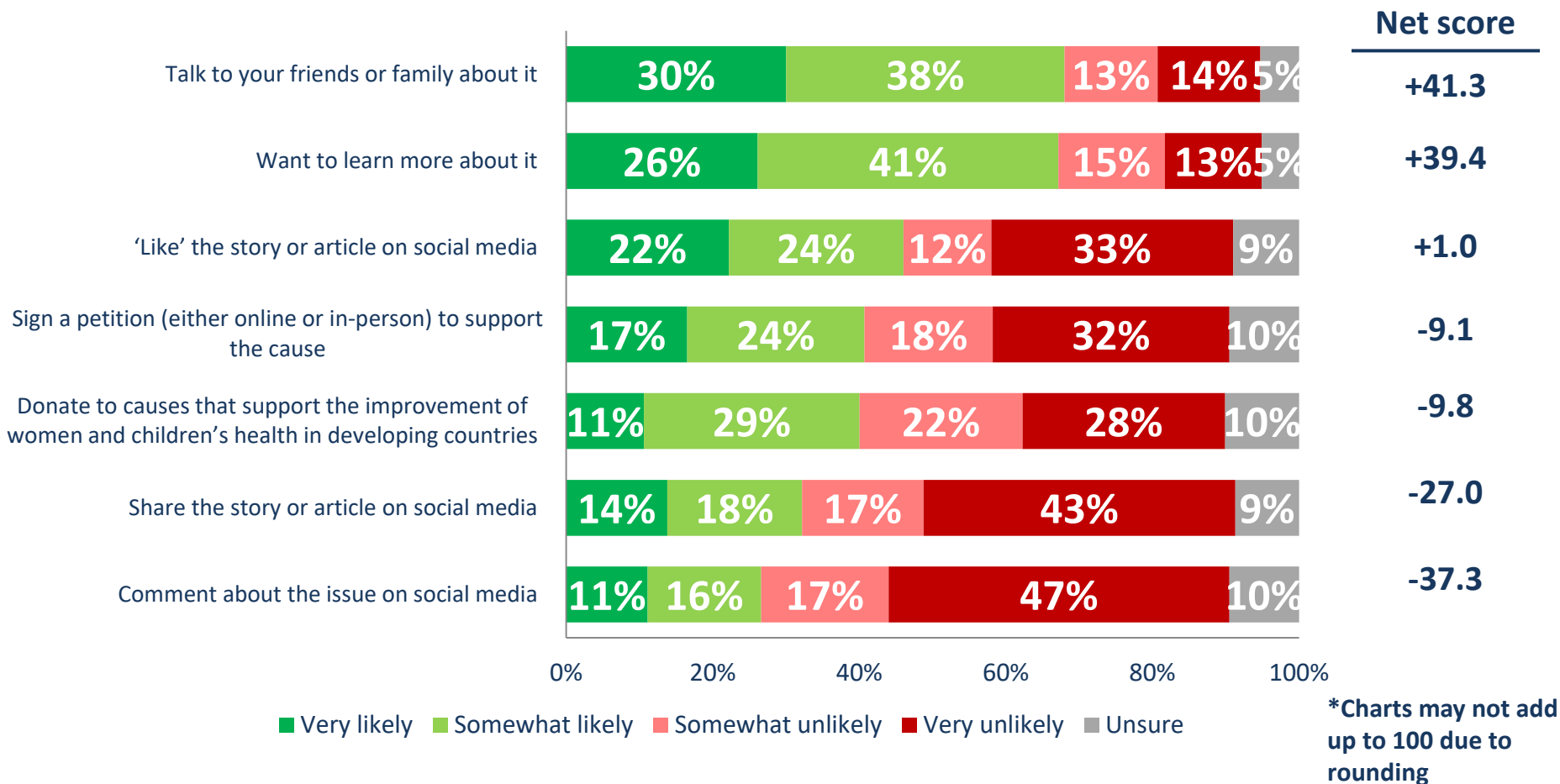
Before this survey, were you aware of this?

Enhanced engagement



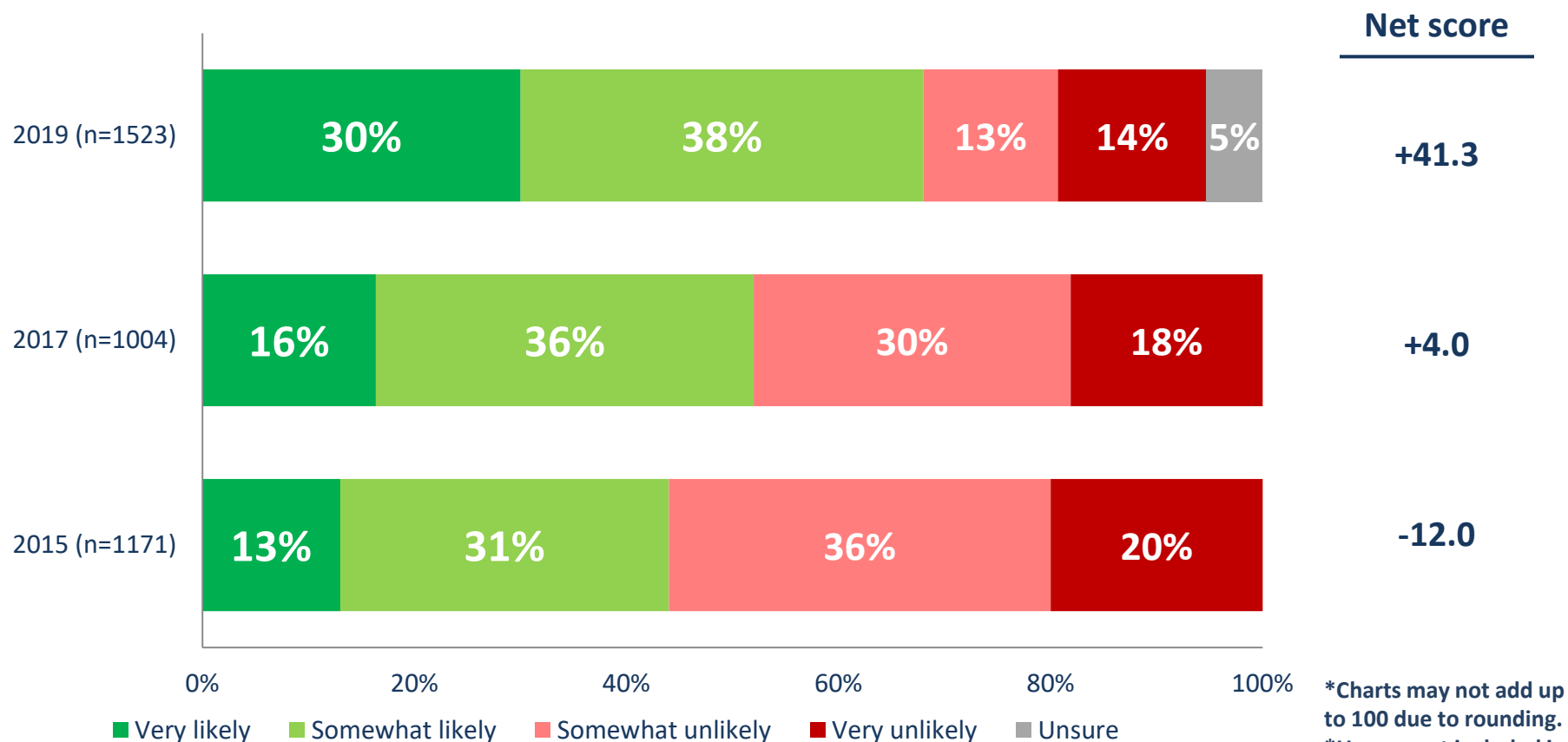
“ *Canadians want to talk and learn more about our country taking a leadership role in improving the lives of women and children in poor countries. We are arguably at a positive moment in time on this very important issue.* **”**

Likely response to news story about Canada's leadership role in improving lives of women



QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

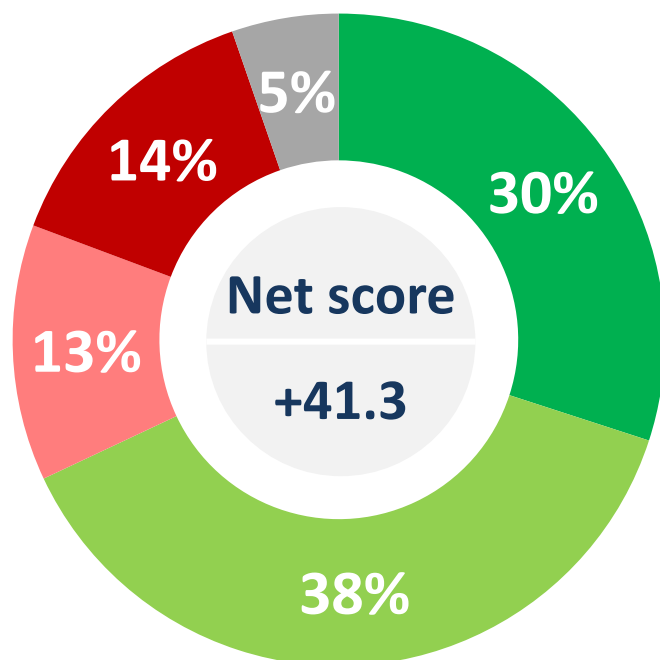
Likelihood of talking to friends and family about news on Canada's role in development



QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

Talk to your friends or family about it

Likelihood of talking to friends and family about news on Canada's role in development



■ Very likely ■ Somewhat likely ■ Somewhat unlikely
■ Very unlikely ■ Unsure

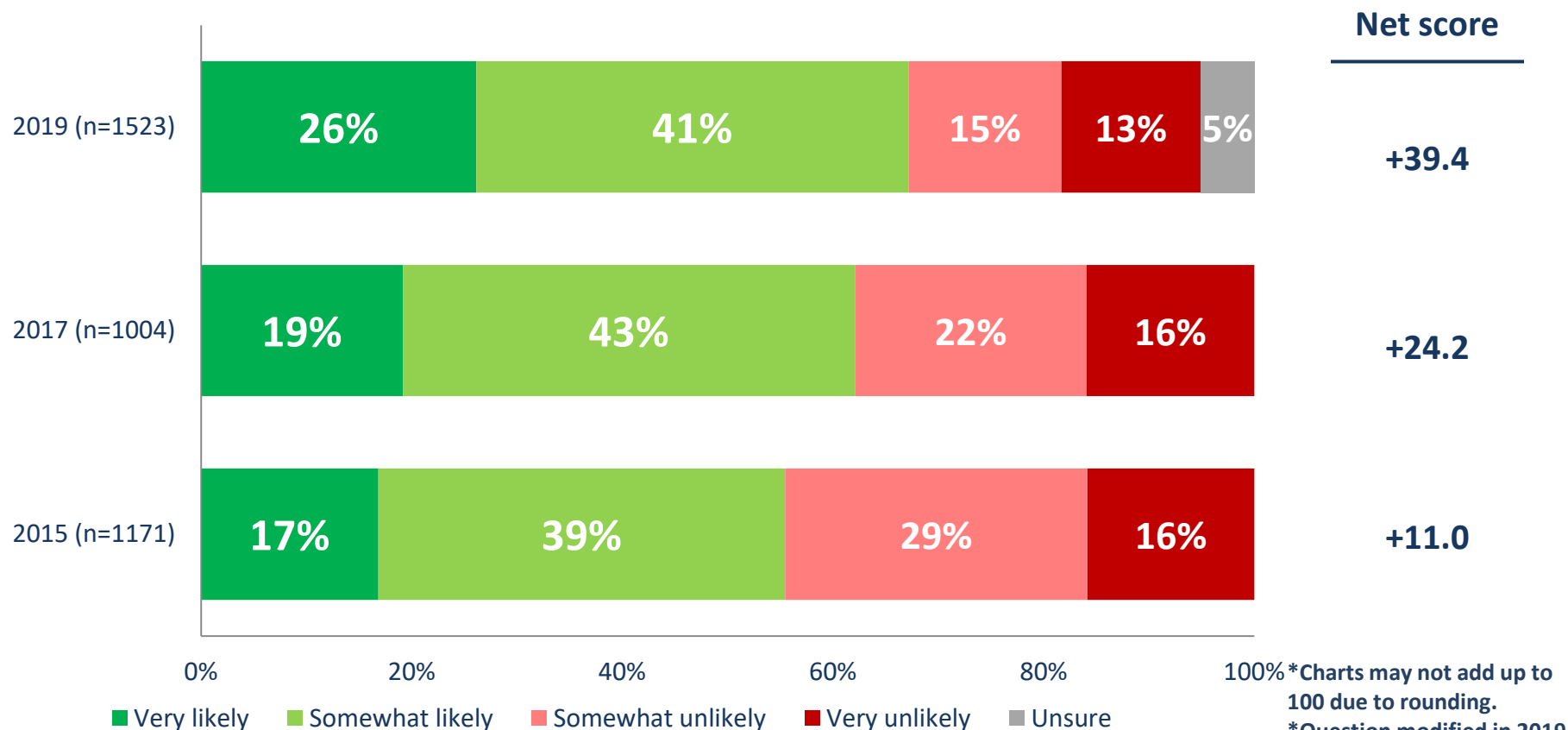
	Very/ somewhat likely
Atlantic (n=156)	72.1%
Quebec (n=353)	66.0%
Ontario (n=466)	70.0%
Prairies (n=309)	63.5%
British Columbia (n=239)	70.5%
Male (n=810)	61.9%
Female (n=713)	73.8%
18 to 34 (n=319)	70.4%
35 to 54 (n=628)	68.0%
55 plus (n=576)	66.3%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

Talk to your friends or family about it

Likelihood to want to learn more about news on Canada's role in development

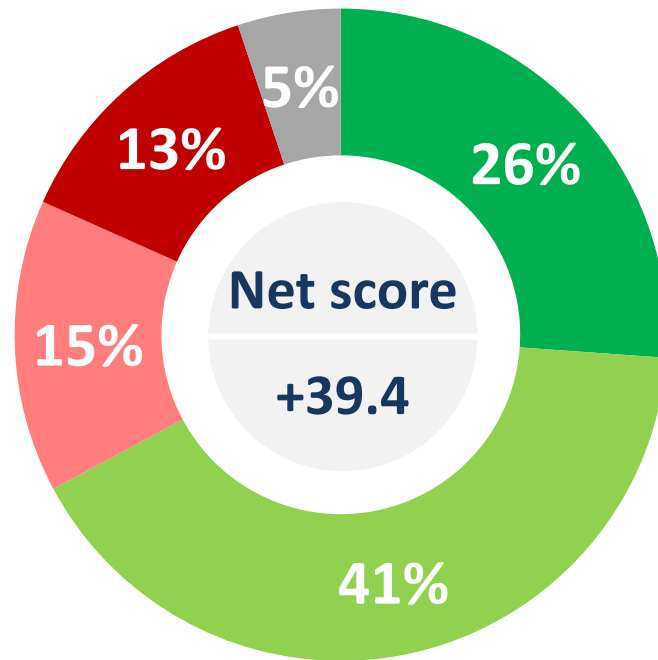


QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

Want to learn more about it

2017 Question - Want to read more about it

Likelihood to want to learn more about on Canada's role in development



■ Very likely
 ■ Somewhat likely
 ■ Somewhat unlikely
■ Very unlikely
 ■ Unsure

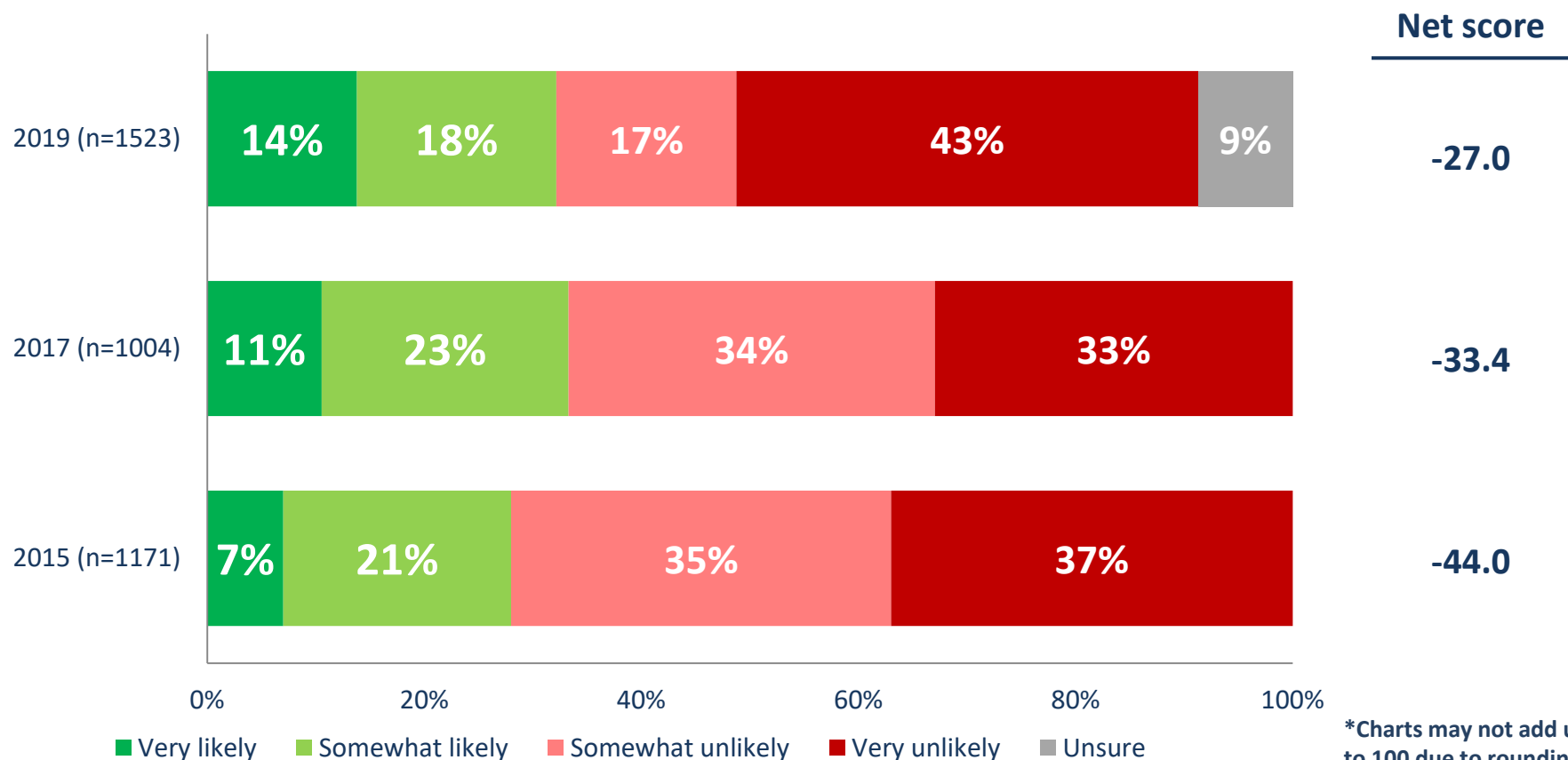
	Very/ somewhat likely
Atlantic (n=156)	67.9%
Quebec (n=353)	68.9%
Ontario (n=466)	68.7%
Prairies (n=309)	61.2%
British Columbia (n=239)	67.9%
Male (n=810)	59.6%
Female (n=713)	74.3%
18 to 34 (n=319)	71.3%
35 to 54 (n=628)	67.9%
55 plus (n=576)	63.4%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

Want to learn more about it

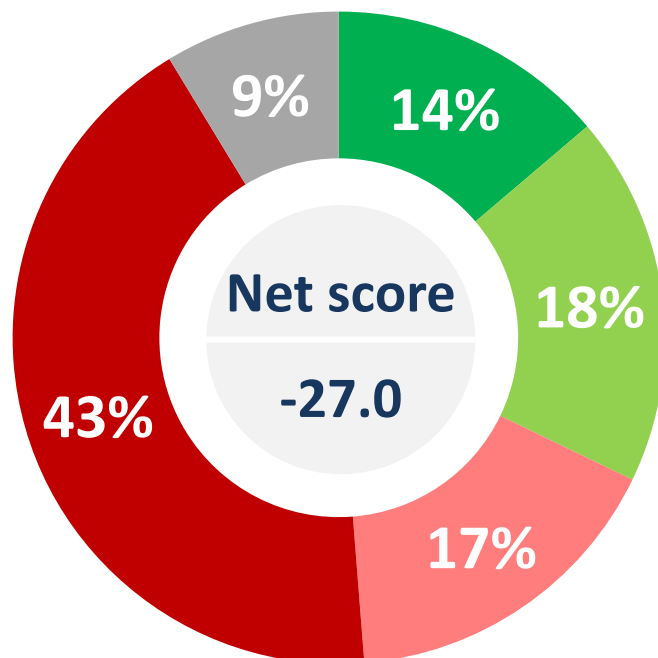
Likelihood to share news on Canada's role in development on social media



QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

Share the story or article on social media

Likelihood to share story on social media



■ Very likely ■ Somewhat likely ■ Somewhat unlikely
■ Very unlikely ■ Unsure

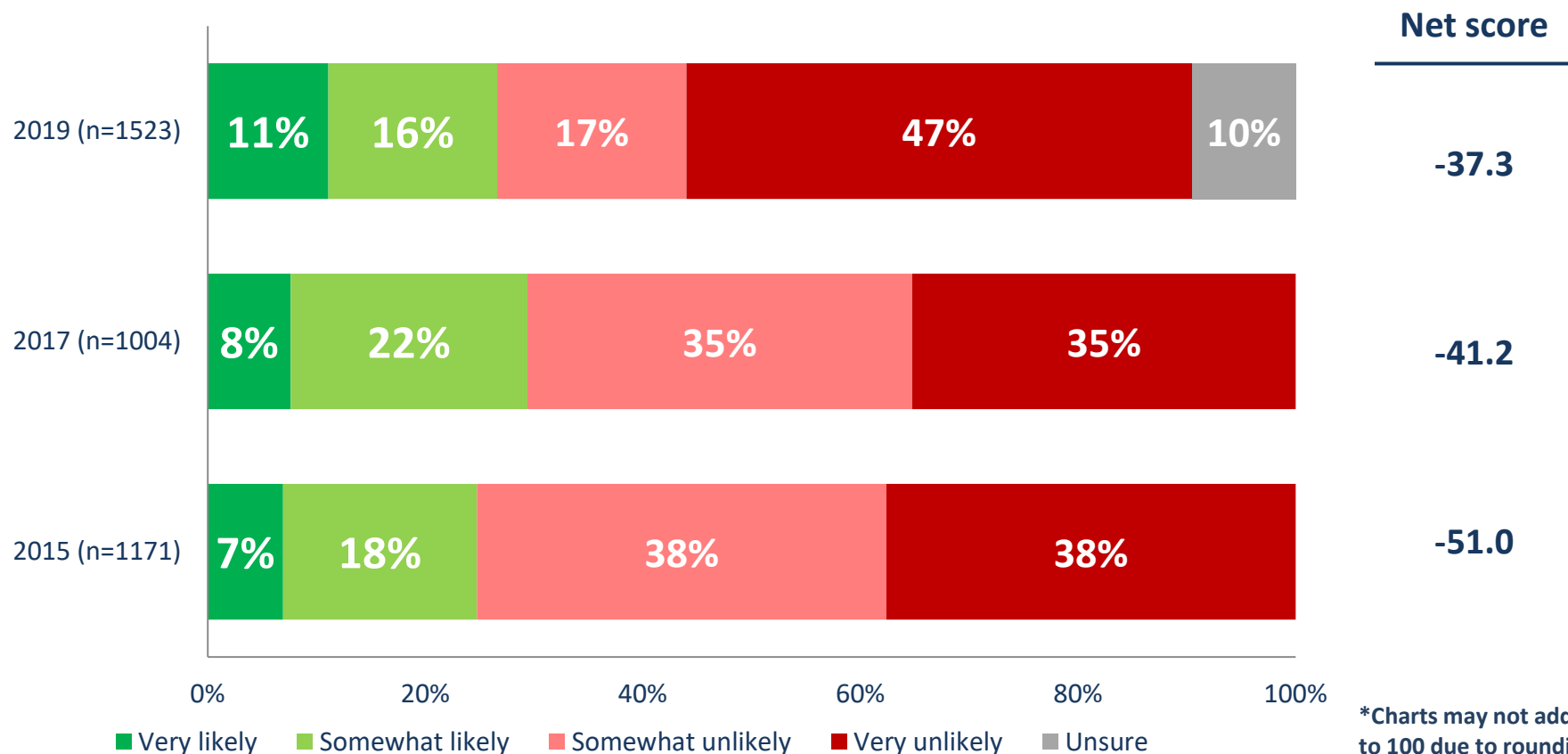
	Somewhat/ very unlikely
Atlantic (n=156)	44.4%
Quebec (n=353)	63.0%
Ontario (n=466)	56.9%
Prairies (n=309)	63.6%
British Columbia (n=239)	61.1%
Male (n=810)	68.2%
Female (n=713)	50.4%
18 to 34 (n=319)	57.0%
35 to 54 (n=628)	60.1%
55 plus (n=576)	59.8%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world’s poorest countries how likely would you be to...

Share the story or article on social media

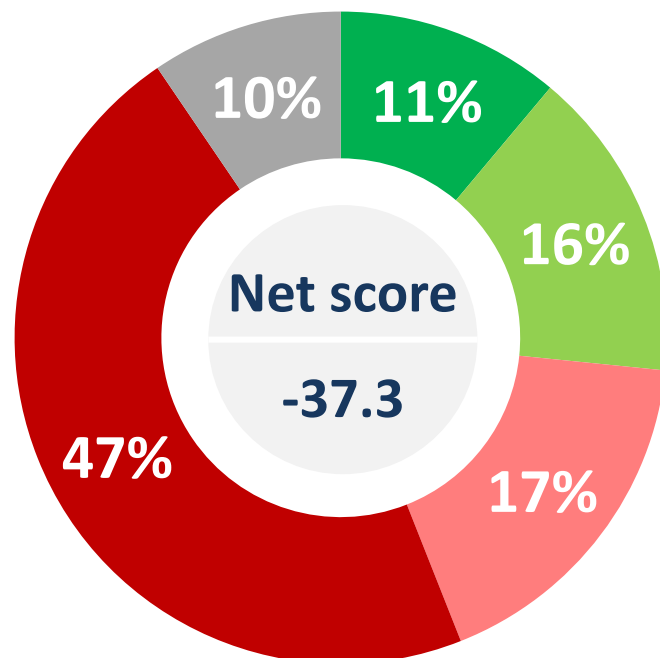
Likelihood of commenting about news on Canada's role in development on social media



QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

Comment about the issue on social media

Likelihood of commenting about news on Canada's role in development on social media



■ Very likely
 ■ Somewhat likely
 ■ Somewhat unlikely
■ Very unlikely
 ■ Unsure

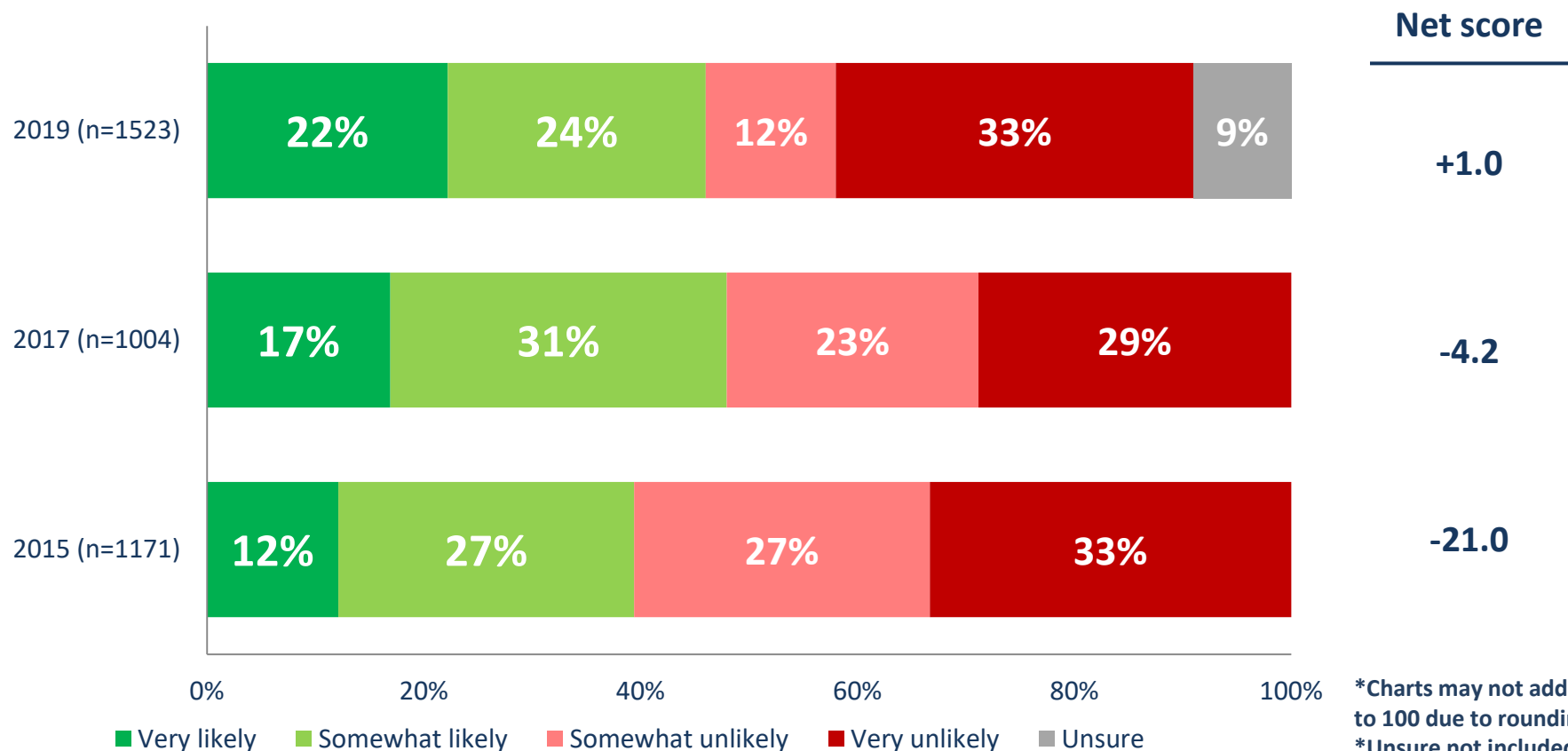
	Somewhat/ very unlikely
Atlantic (n=156)	56.4%
Quebec (n=353)	65.7%
Ontario (n=466)	62.0%
Prairies (n=309)	68.3%
British Columbia (n=239)	63.5%
Male (n=810)	71.6%
Female (n=713)	56.4%
18 to 34 (n=319)	61.8%
35 to 54 (n=628)	64.9%
55 plus (n=576)	64.3%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

Comment about the issue on social media

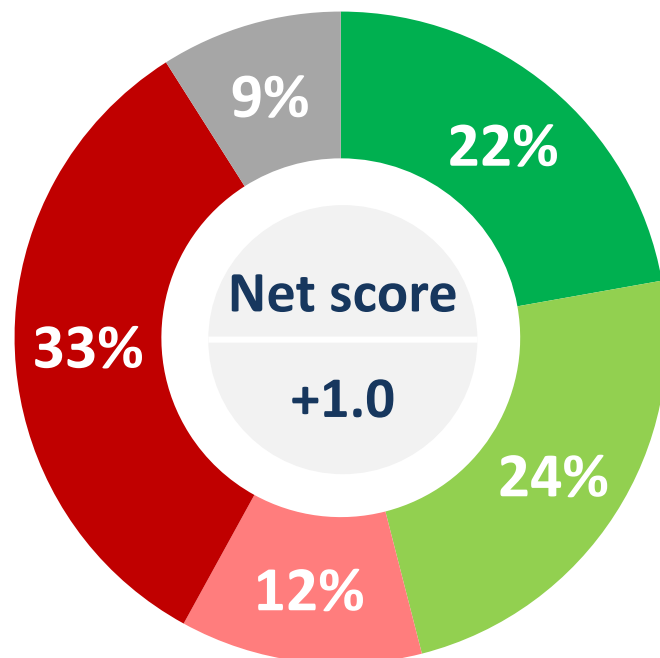
Likelihood of 'liking' news on Canada's role in development on social media



QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

'Like' the story or article on social media

Likelihood of 'liking' news on Canada's role in development on social media



■ Very likely ■ Somewhat likely ■ Somewhat unlikely
■ Very unlikely ■ Unsure

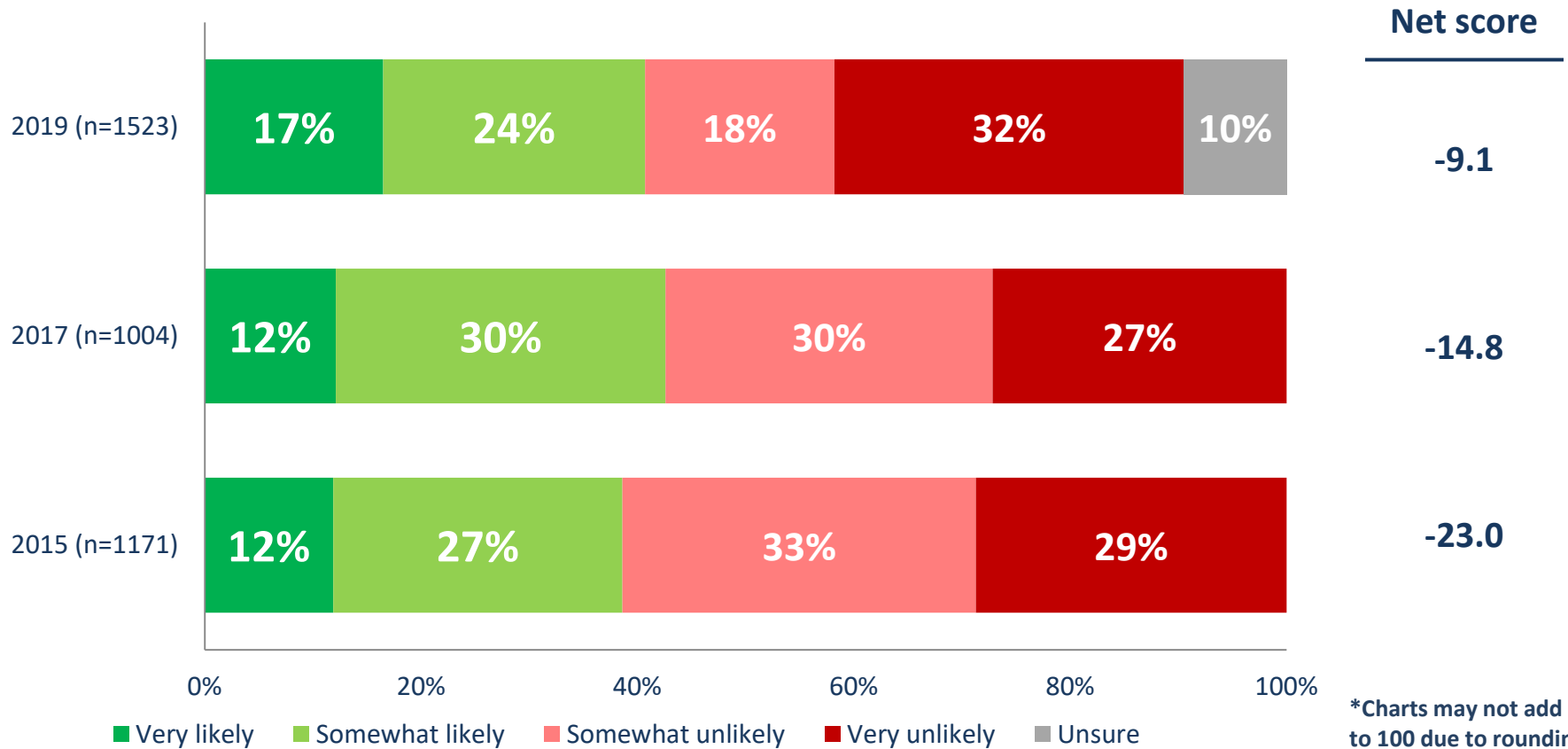
	Very/ somewhat likely
Atlantic (n=156)	55.8%
Quebec (n=353)	48.5%
Ontario (n=466)	45.9%
Prairies (n=309)	39.2%
British Columbia (n=239)	44.6%
Male (n=810)	37.2%
Female (n=713)	54.5%
18 to 34 (n=319)	54.2%
35 to 54 (n=628)	44.6%
55 plus (n=576)	41.5%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

'Like' the story or article on social media

Likelihood of signing a petition to support the cause

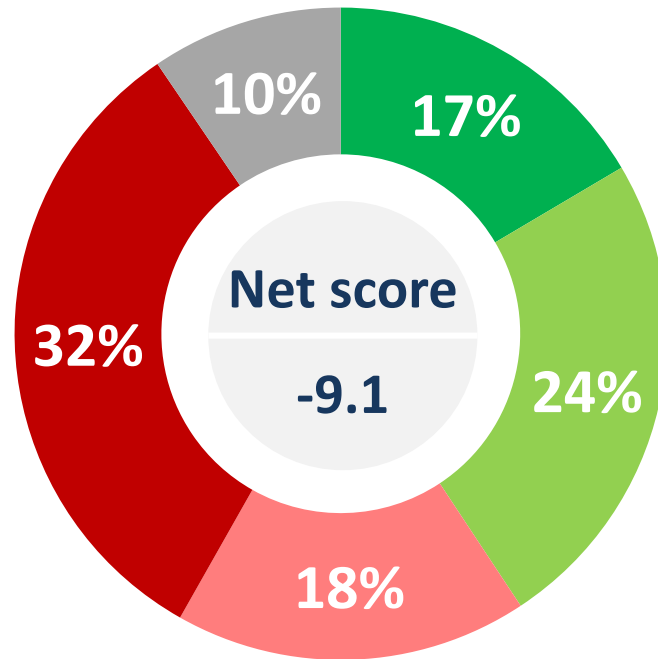


*Charts may not add up to 100 due to rounding.
 *Unsure not included in previous response key.

QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world’s poorest countries how likely would you be to...

Sign a petition (either online or in-person) to support the cause

Likelihood of signing a petition to support the cause



■ Very likely ■ Somewhat likely ■ Somewhat unlikely
■ Very unlikely ■ Unsure

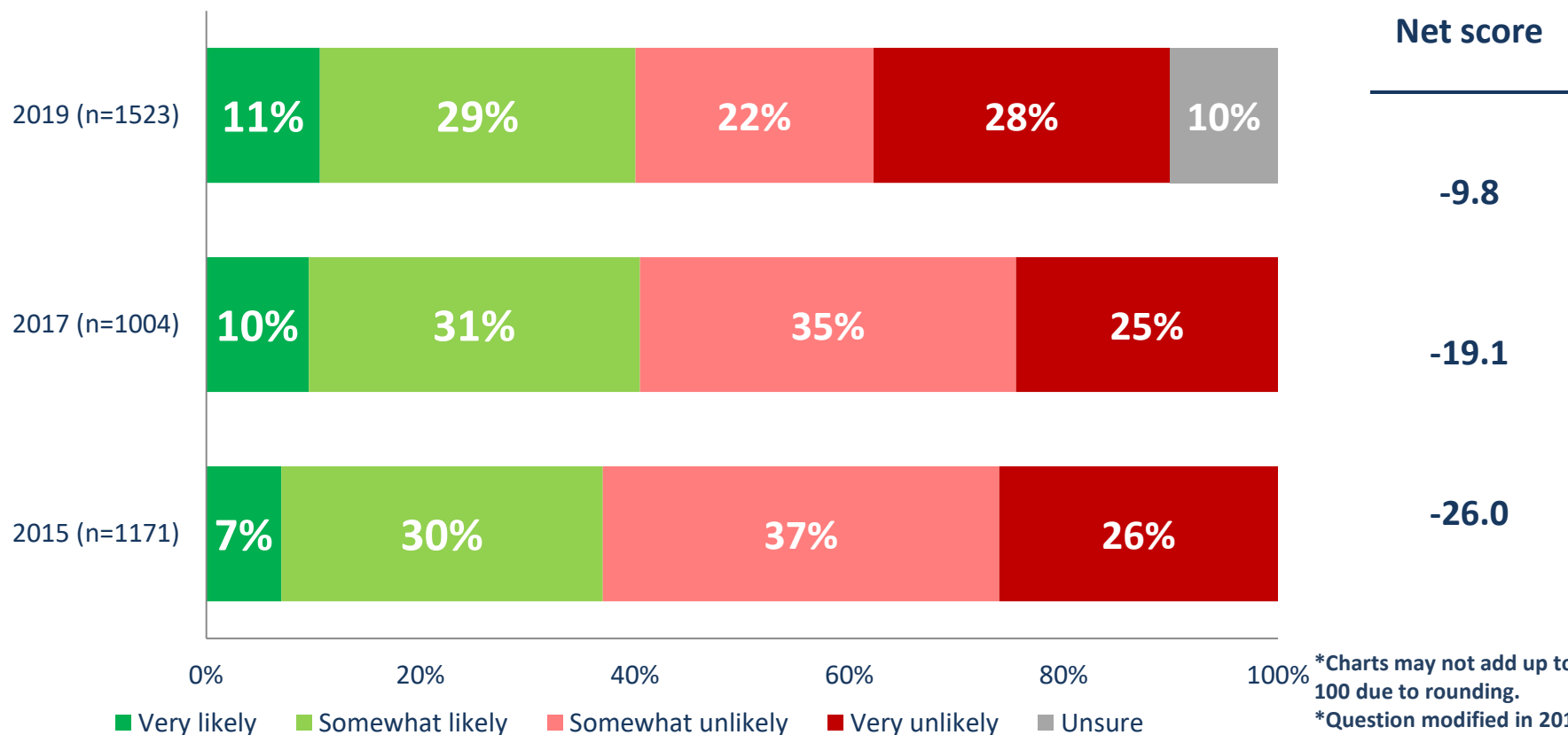
	Somewhat/ very unlikely
Atlantic (n=156)	51.8%
Quebec (n=353)	48.5%
Ontario (n=466)	46.7%
Prairies (n=309)	57.5%
British Columbia (n=239)	46.6%
Male (n=810)	60.1%
Female (n=713)	39.9%
18 to 34 (n=319)	47.6%
35 to 54 (n=628)	53.4%
55 plus (n=576)	48.1%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world’s poorest countries how likely would you be to...

Sign a petition (either online or in-person) to support the cause

Likelihood of donating to causes that support women and children's health



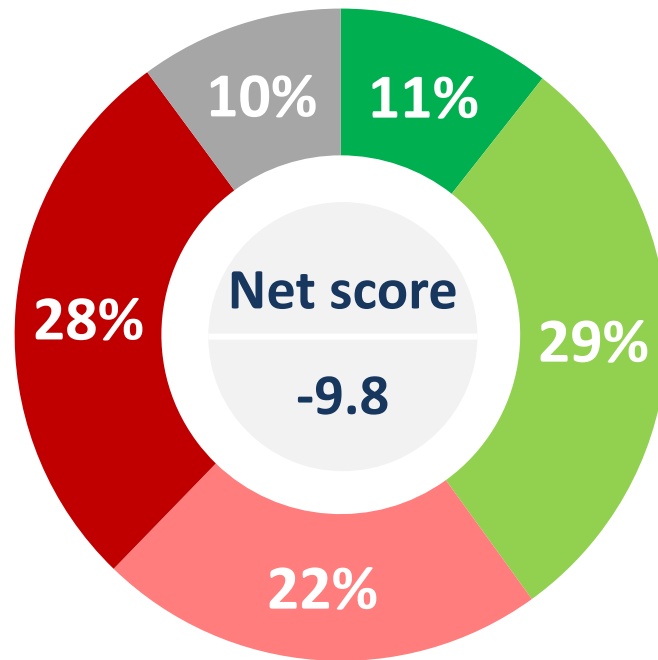
*Charts may not add up to 100 due to rounding.
 *Question modified in 2019
 *Unsure was not included in previous response key.

QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

Donate to causes that support the improvement of women and children's health in developing countries.

2017 Question - Donate to causes that support the improvement of maternal and child health in developing countries

Likelihood of donating to causes that support women and children's health



■ Very likely
 ■ Somewhat likely
 ■ Somewhat unlikely
■ Very unlikely
 ■ Unsure

	Somewhat/ very unlikely
Atlantic (n=156)	44.5%
Quebec (n=353)	53.8%
Ontario (n=466)	45.7%
Prairies (n=309)	54.4%
British Columbia (n=239)	48.6%
Male (n=810)	58.4%
Female (n=713)	41.5%
18 to 34 (n=319)	54.3%
35 to 54 (n=628)	51.2%
55 plus (n=576)	45.5%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – If there were a news story or article about how Canada is taking a leadership role in helping to improve the lives of women and children in the world's poorest countries how likely would you be to...

Donate to causes that support the improvement of women and children's health in developing countries.

Women's health in developing countries



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	Frequency*
Read, watched or listened a story about this issue	74.9%
Talked to your friends or family about this issue	59.5%
Donated to causes that support this issue	38.3%
Shared a story or article about this issue on social media	24.2%
Commented on a story or article about this issue on social media	20.9%
Written about this issue online, using a blog, online chat forum, or social media	7.9%
Called, emailed or written to a politician to ask them/Canada to do more about this	7.4%
Written a letter to an editor	2.3%
None of the above	15.2%

*Based on multiple mentions

QUESTION – Now we would like to ask you a set of questions that focuses on the health of women and children in developing countries. Have you ever... [Check all that apply.]

Health and well-being of women

	Frequency*
Read, watched or listened a story about this issue	73.3%
Talked to your friends or family about this issue	61.7%
Donated to causes that support this issue	35.1%
Shared a story or article about this issue on social media	25.7%
Commented on a story or article about this issue on social media	22.4%
Written about this issue online, using a blog, online chat forum, or social media	9.7%
Called, emailed or written to a politician to ask them/Canada to do more about this	7.1%
Written a letter to an editor	2.7%
None of the above	15.0%

*Based on multiple mentions

QUESTION – Now, we would like to ask you more about the health and well-being of women. Have you ever... [Check all that apply.]

Impact of gender equality on health, rights and well being

	Frequency*
Read, watched or listened a story about this issue	70.2%
Talked to your friends or family about this issue	61.0%
Shared a story or article about this issue on social media	23.3%
Donated to causes that support this issue	21.3%
Commented on a story or article about this issue on social media	20.5%
Written about this issue online, using a blog, online chat forum, or social media	9.1%
Called, emailed or written to a politician to ask them/Canada to do more about this	6.2%
Written a letter to an editor	2.2%
None of the above	18.3%

*Based on multiple mentions

QUESTION – Now we would like to ask you more about gender equality and its impact on women and children’s health, rights and wellbeing. Have you ever... [Check all that apply.]

Aid Canada provides to developing countries



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Women and Children's Health

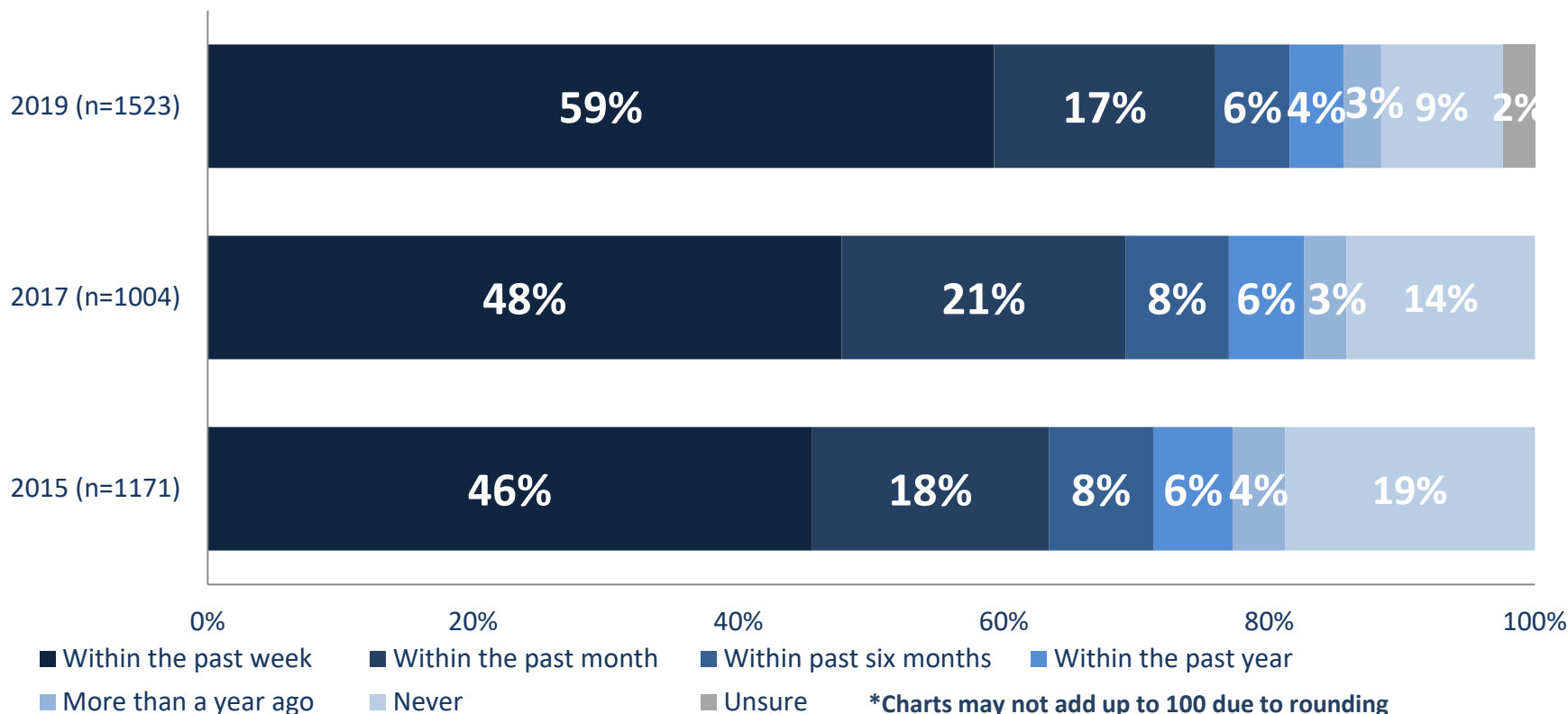


	2019
Read, watched or listened to a story about this issue	81.1%
Talked to your friends or family about aid to this issue	61.2%
Donated to causes that support this issue	44.5%
Shared a story or article about this issue on social media	29.8%
Commented on a story or article about this issue on social media	23.3%
Called, emailed or written to a politician to ask them/Canada to do more about this	13.8%
Written about this issue online, using a blog, online chat forum, or social media	10.1%
Written a letter to an editor	6.4%
None of the above	9.3%

*Based on multiple mentions

QUESTION – Our next few questions are about the aid that Canada provides to developing countries. Have you ever...
[Check all that apply.]

Read online post about social issue



QUESTION –We would like to ask you about the last time you may have learned about or communicated to others about a social issue or social problem. A social issue or problem is something that people believe is unjust or unfair, and that a community, society, or the world, should do something about it. A social issue can be local, societal or global. When was the last time you...? [RANDOMIZED]

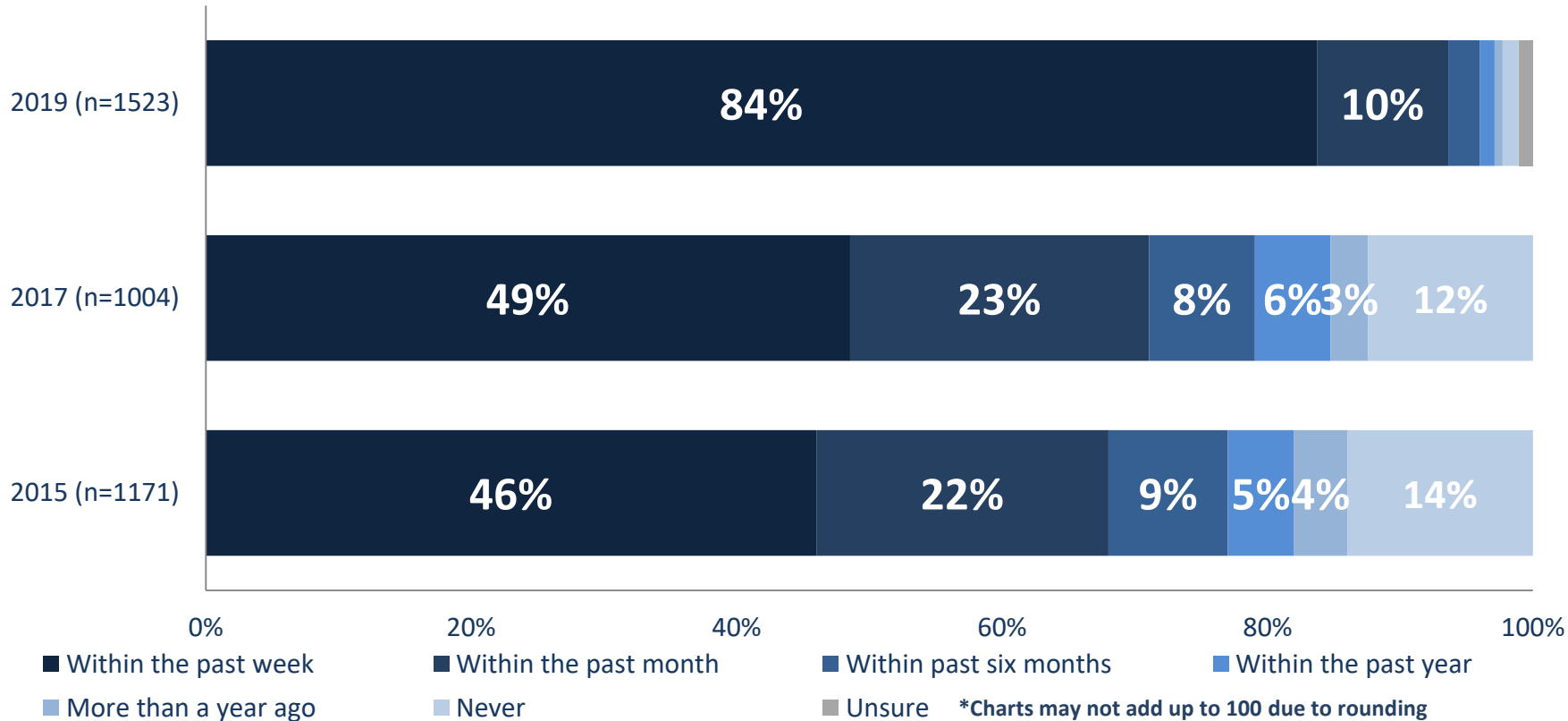
**Charts may not add up to 100 due to rounding*
**Question modified in 2019. Unsure was not an option for previous waves.*

Read or listened to what others have posted online about a social issue

2017 Question - Read what others have posted online about a social issue

Note: This question is dependent on what is in the media. Difference with previous waves may be explained by difference in question wording.

Heard about social issue in news media



*Charts may not add up to 100 due to rounding
 *Question modified in 2019. Unsure was not an option for previous waves.

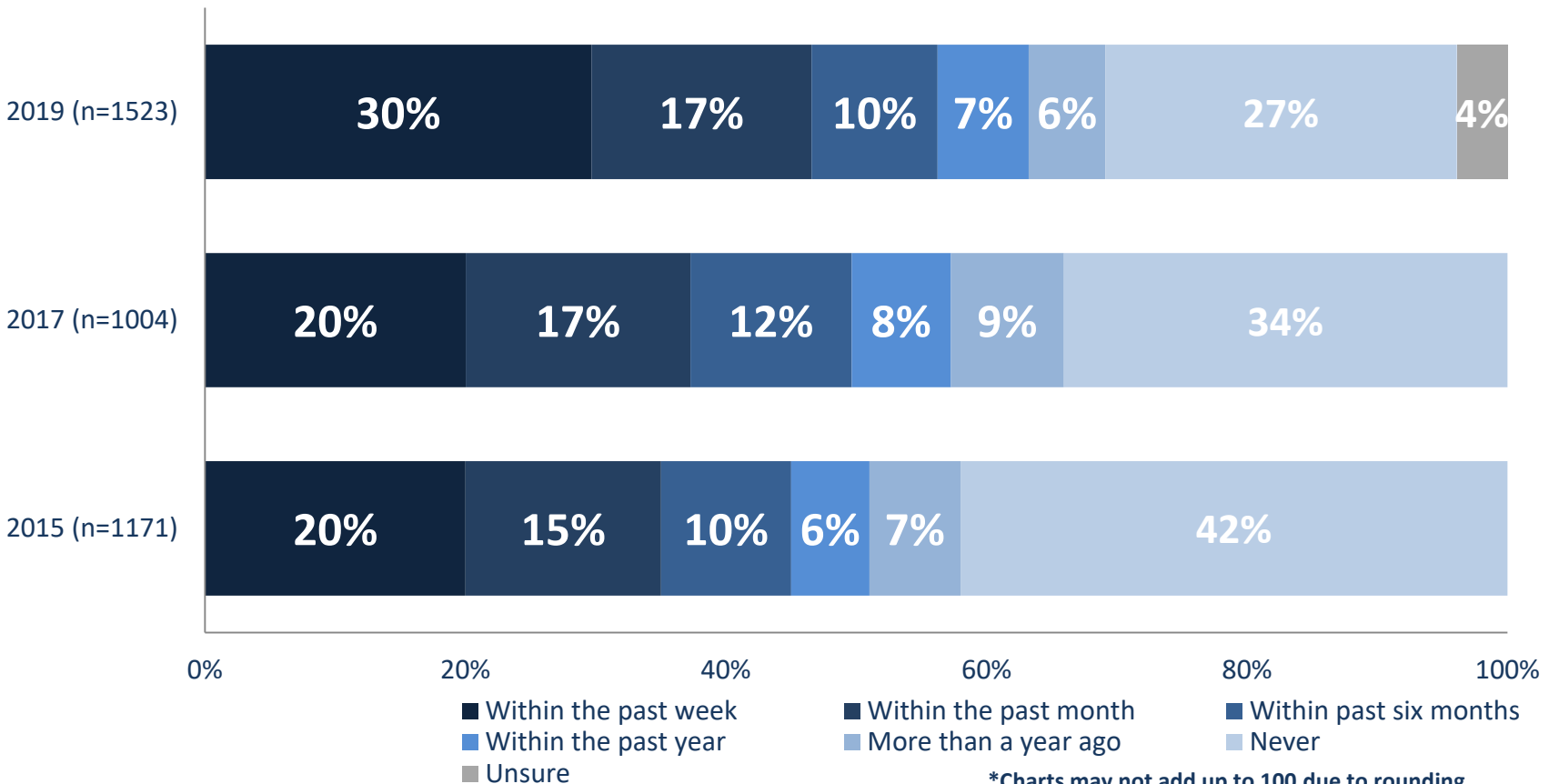
QUESTION –We would like to ask you about the last time you may have learned about or communicated to others about a social issue or social problem. A social issue or problem is something that people believe is unjust or unfair, and that a community, society, or the world, should do something about it. A social issue can be local, societal or global. When was the last time you...? [RANDOMIZED]

Read, watched or listened to a story about a social issue in the news media

2017 Question - Read or watched a story about a social issue in the news media

Note: This question is dependent on what is in the media. Difference with previous waves may be explained by difference in question wording.

Shared story about social issue on social media



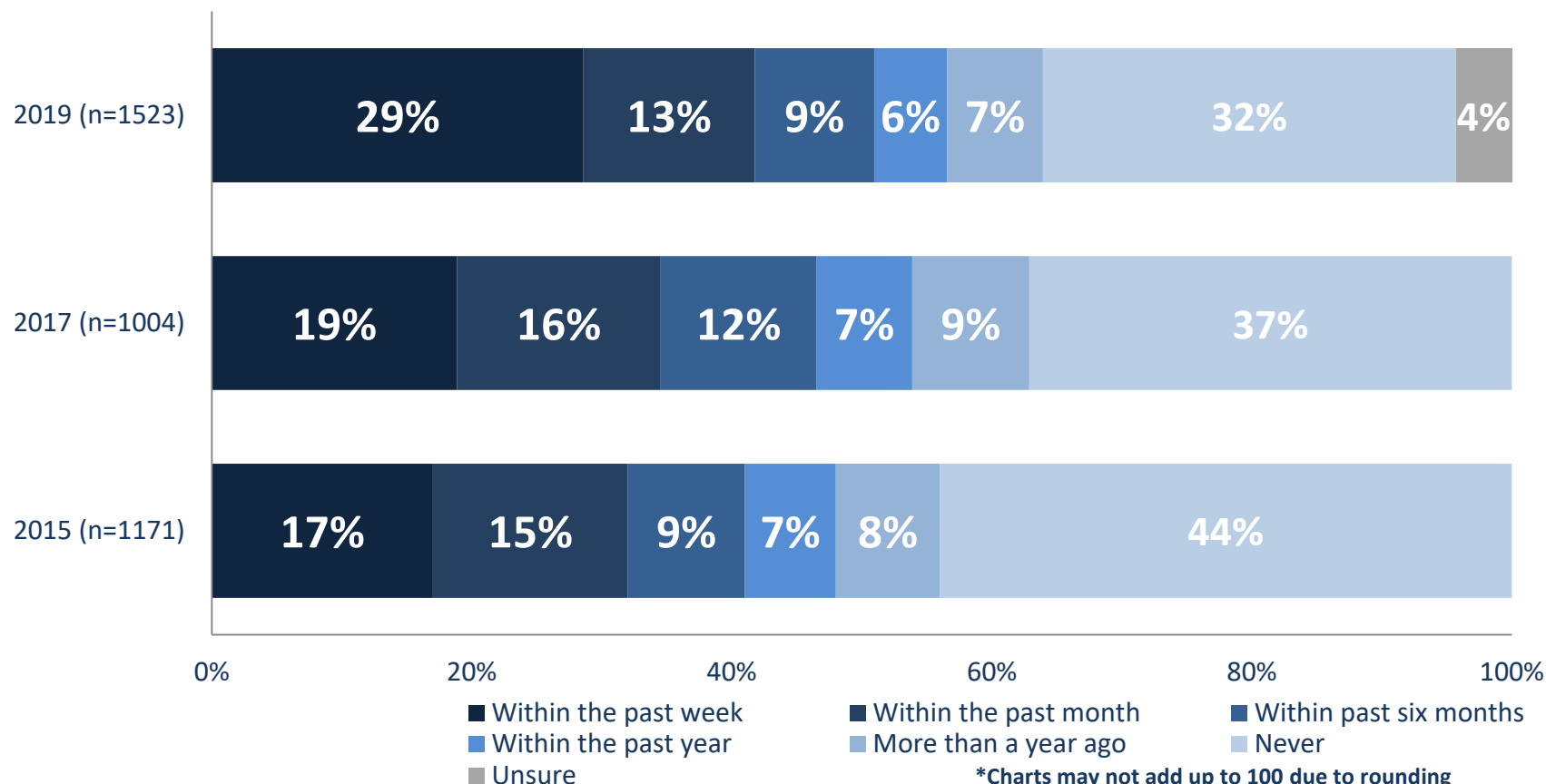
*Charts may not add up to 100 due to rounding

*Unsure was not an option for previous waves.

QUESTION –We would like to ask you about the last time you may have learned about or communicated to others about a social issue or social problem. A social issue or problem is something that people believe is unjust or unfair, and that a community, society, or the world, should do something about it. A social issue can be local, societal or global. When was the last time you...? [RANDOMIZED]

Shared a story or article about a social issue on social media

Comment on story about social issue on social media

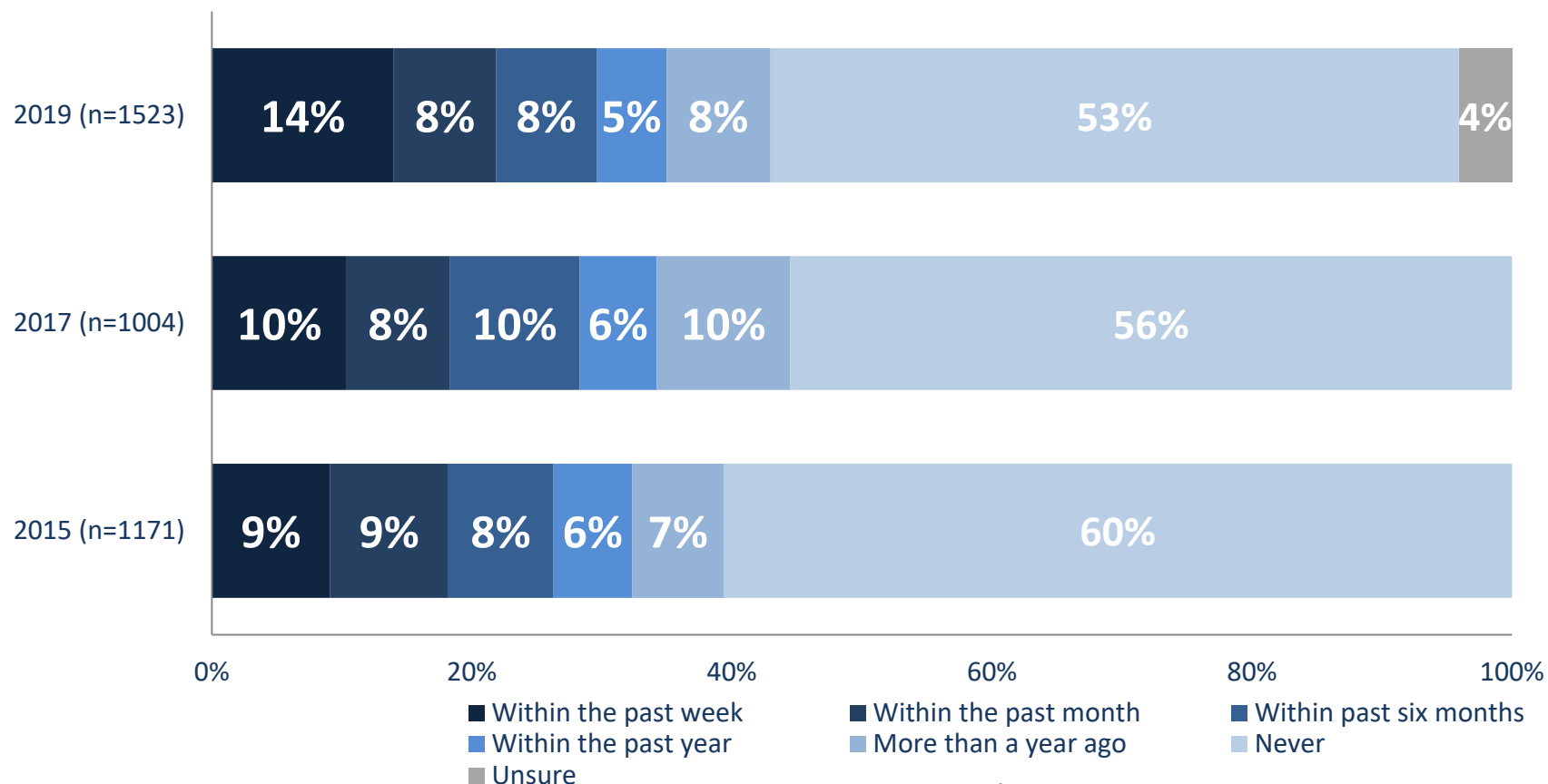


*Charts may not add up to 100 due to rounding
 *Unsure was not an option for previous waves.

QUESTION –We would like to ask you about the last time you may have learned about or communicated to others about a social issue or social problem. A social issue or problem is something that people believe is unjust or unfair, and that a community, society, or the world, should do something about it. A social issue can be local, societal or global. When was the last time you...? [RANDOMIZED]

Commented on a story or article about a social issue on social media

Wrote about social issue online

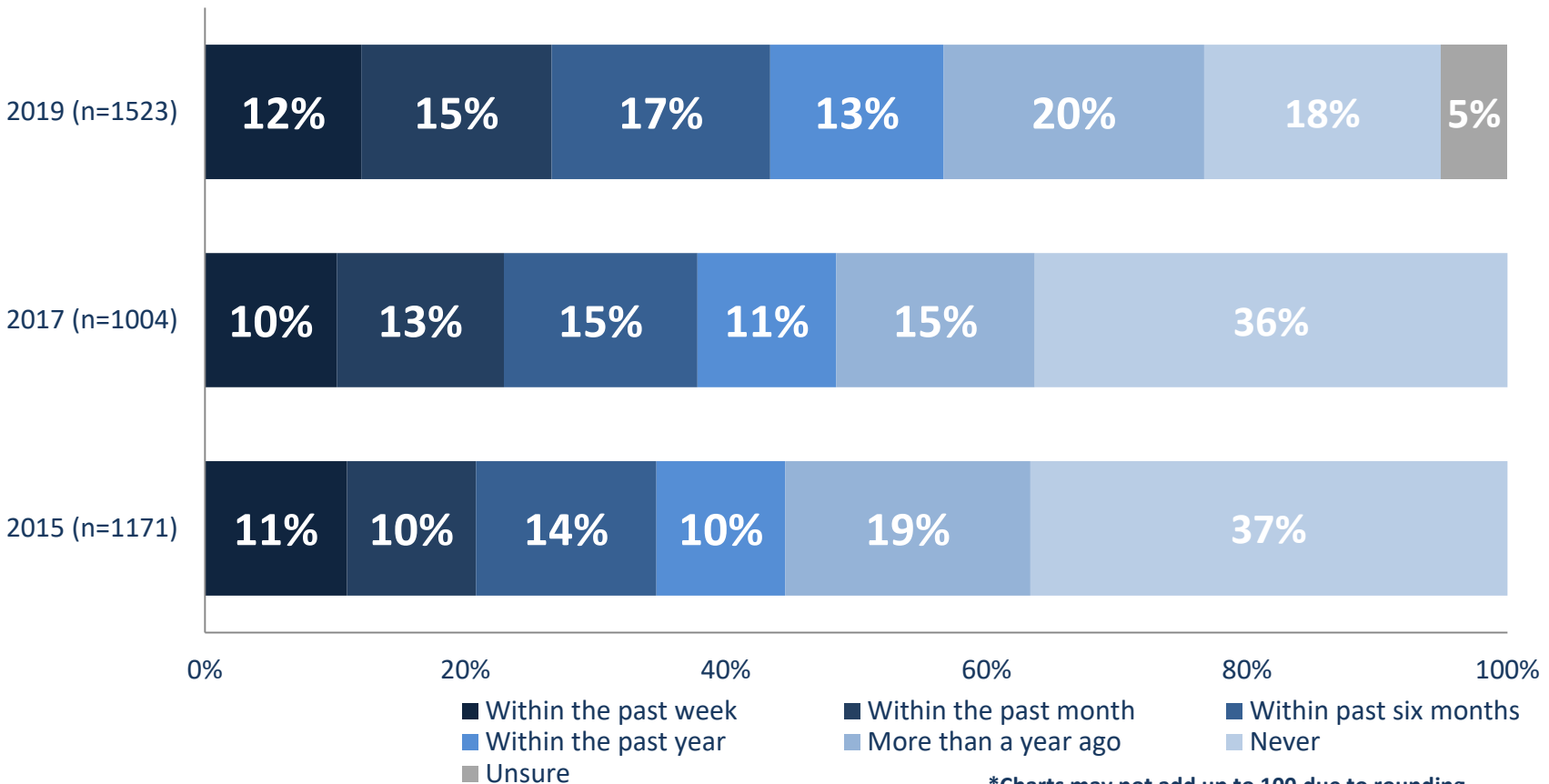


*Charts may not add up to 100 due to rounding

QUESTION –We would like to ask you about the last time you may have learned about or communicated to others about a social issue or social problem. A social issue or problem is something that people believe is unjust or unfair, and that a community, society, or the world, should do something about it. A social issue can be local, societal or global. When was the last time you...? [RANDOMIZED]

Written about a social issue online, using a blog, online chat forum, or social media

Signed petition for social issue support



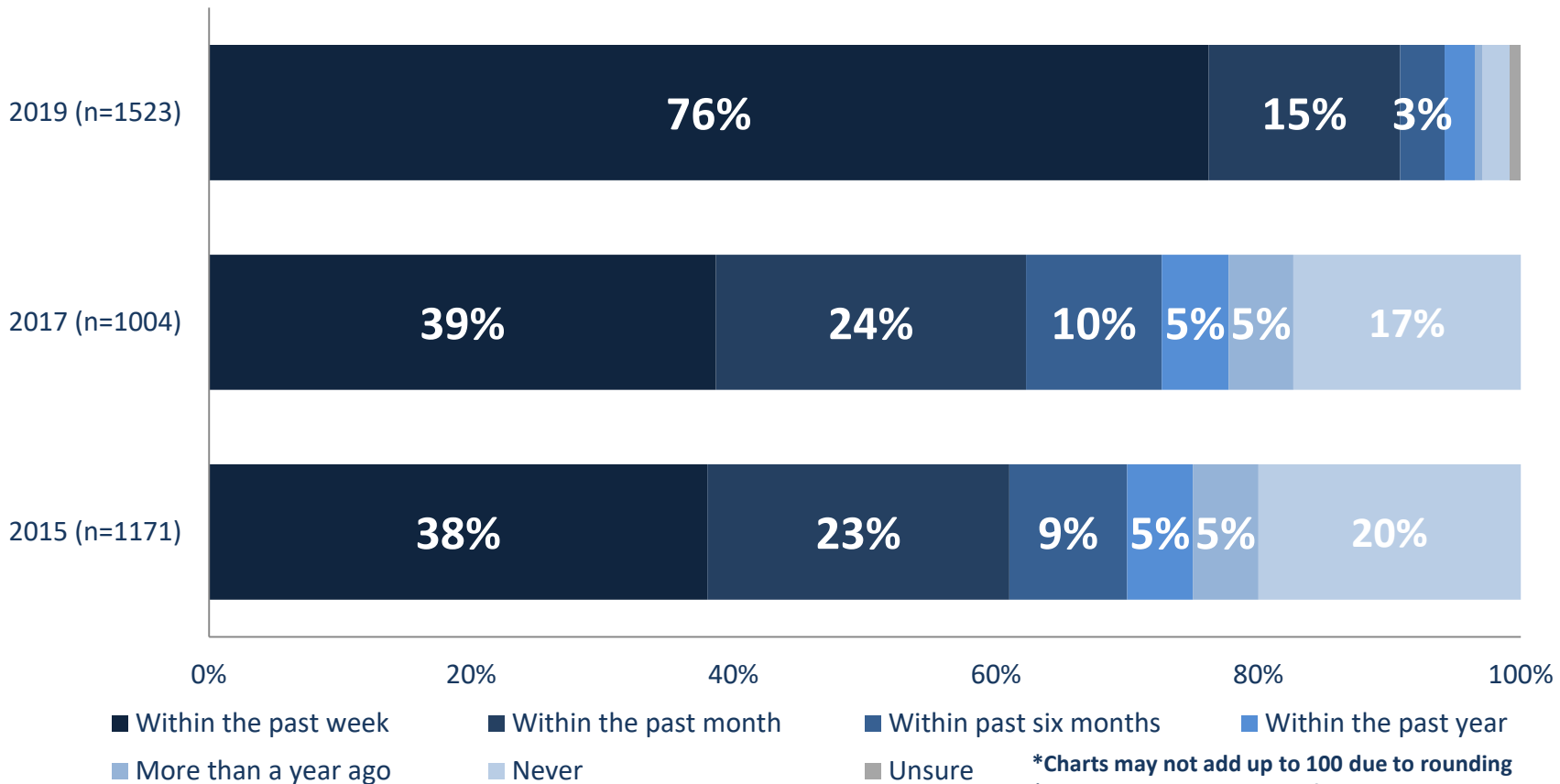
*Charts may not add up to 100 due to rounding

*Unsure was not an option for previous waves.

QUESTION –We would like to ask you about the last time you may have learned about or communicated to others about a social issue or social problem. A social issue or problem is something that people believe is unjust or unfair, and that a community, society, or the world, should do something about it. A social issue can be local, societal or global. When was the last time you...? [RANDOMIZED]

Signed a petition (either online or in-person) to support a social issue

Talk to relatives about social issue



QUESTION –We would like to ask you about the last time you may have learned about or communicated to others about a social issue or social problem. A social issue or problem is something that people believe is unjust or unfair, and that a community, society, or the world, should do something about it. A social issue can be local, societal or global. When was the last time you...? [RANDOMIZED]

Talked to friends, family or co-workers about a social issue

Note: This question is dependent on what is in the media.

	2019
Facebook	69.4%
YouTube	54.3%
Google+	24.4%
LinkedIn	23.7%
Twitter	22.7%
Instagram	22.7%
Pinterest	19.7%
Blogs	9.1%
Account on an online forum/community	8.7%
Reddit	7.1%
Snapchat	4.6%
Tumblr	1.4%
Other	2.0%
None of the above	9.0%

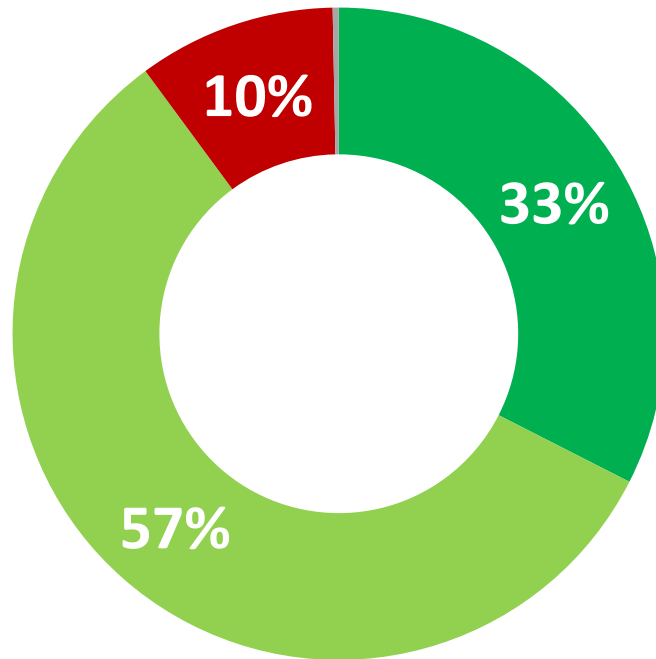
***Based on multiple mentions**

QUESTION – Which of the following social media or social networking sites, if any, have you visited in the last week? Check all that apply. [RANDOMIZE]



“*Nine in ten Canadians say they follow news outside of Canada*”

Following international news



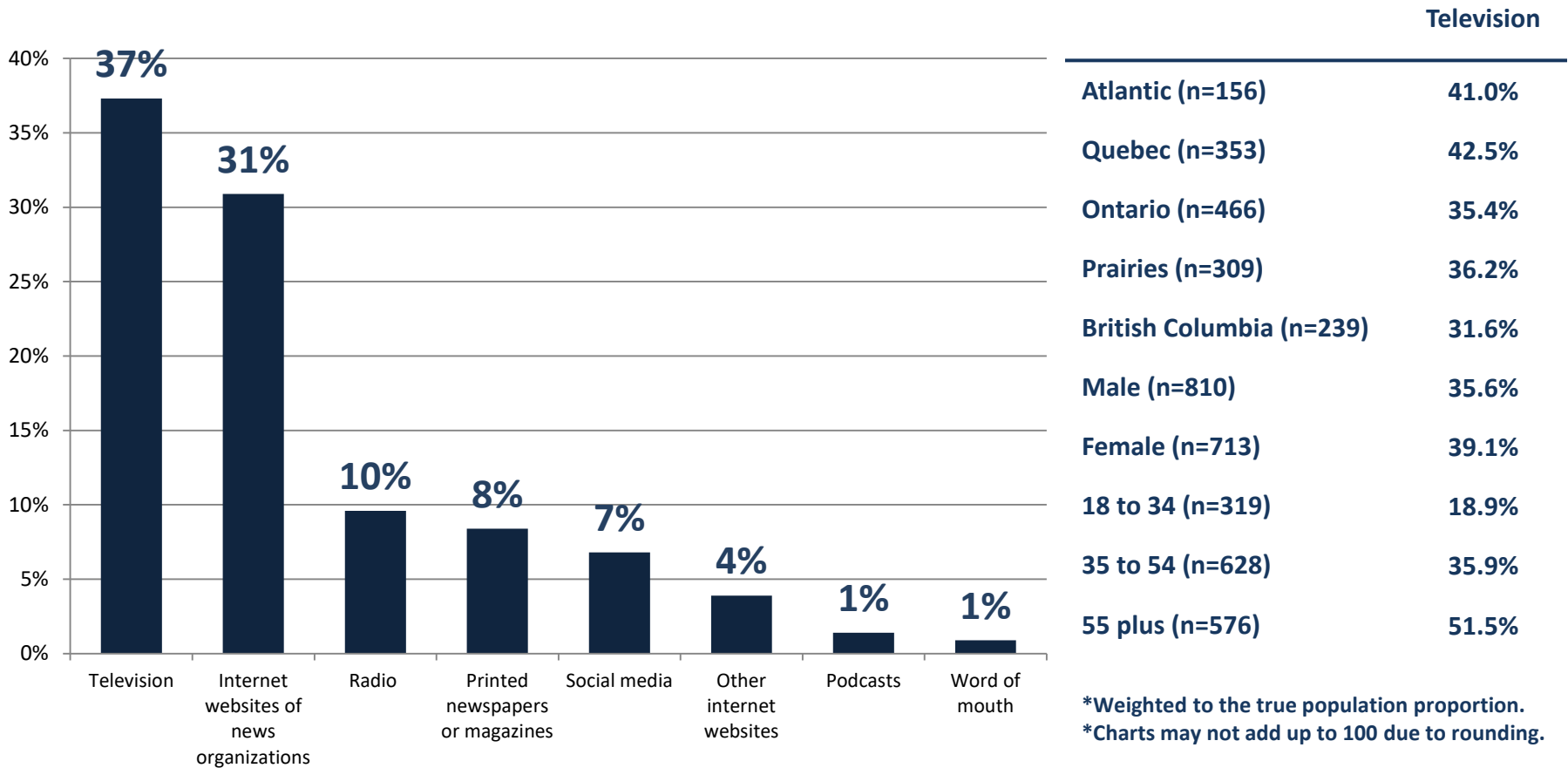
■ Very closely
 ■ Somewhat closely
 ■ Not closely at all
 ■ Unsure

	Somewhat closely
Atlantic (n=156)	59.0%
Quebec (n=353)	57.4%
Ontario (n=466)	54.6%
Prairies (n=309)	63.6%
British Columbia (n=239)	53.5%
Male (n=810)	55.3%
Female (n=713)	59.4%
18 to 34 (n=319)	57.7%
35 to 54 (n=628)	60.5%
55 plus (n=576)	54.5%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

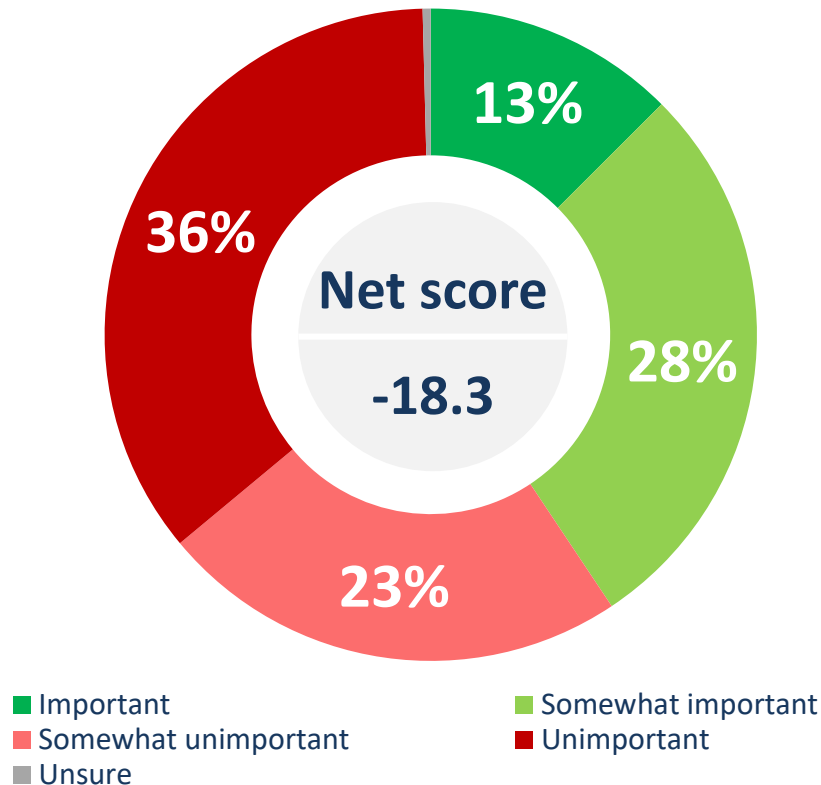
QUESTION – How closely do you follow news about what is happening outside of Canada?

Main source of international news



QUESTION – What is your main source of news on what is happening outside of Canada?

Importance of social media



	Somewhat unimportant/unimportant
Atlantic (n=156)	47.7%
Quebec (n=353)	67.0%
Ontario (n=466)	57.5%
Prairies (n=309)	57.6%
British Columbia (n=239)	57.7%
Male (n=810)	66.0%
Female (n=713)	52.0%
18 to 34 (n=319)	41.3%
35 to 54 (n=628)	61.3%
55 plus (n=576)	69.1%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – Are social media platforms like Facebook, Twitter, LinkedIn and Snapchat an important, somewhat important somewhat unimportant or unimportant part of your life?

Enhanced engagement



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NANOS



“ *Canadians most frequently report engaging in activism through volunteering or donating* **”**

Community activism

	2019	2017	2015
Donated to a charity or cause	75.9%	54.7%	15%
Volunteered	51.6%	32.2%	6%
Attended a public meeting or school board meeting	26.4%	9.7%	11%
Served on a committee for some local or community service organization	24.6%	8.6%	11%
Actively participated in a fundraising run, walk or ride	20.0%	11.4%	59%
Written to a politician about a social issue	19.9%	10.8%	36%
Attended a political rally, speech, or organized protest of any kind	19.2%	5.8%	7%
Been a member or participated in a faith-based organization or group	18.8%	11.9%	11%
Been an active member of any group that tries to influence public policy or government	16.6%	6.7%	14%
None of the above [EXCLUSIVE]	11.8%	31.5%	27%

*Based on multiple mentions.

QUESTION – Have you done any of the following activities within the past year? Check all that apply.

International development activism



	Frequency
Donated to a charity or cause	40.0%
Volunteered	11.4%
Been a member or participated in a faith-based organization or group	10.3%
Written to a politician about a social issue	6.2%
Served on a committee for some local or community service organization	6.1%
Been an active member of any group that tries to influence public policy or government	5.7%
Attended a public meeting or school board meeting	5.7%
Attended a political rally, speech, or organized protest of any kind	5.6%
Actively participated in a fundraising run, walk or ride	5.2%
None of the above [EXCLUSIVE]	52.8%

*Based on multiple mentions.

QUESTION – Have you done any of the following activities within the past year specifically related to improving the life of people in developing countries? Check all that apply.

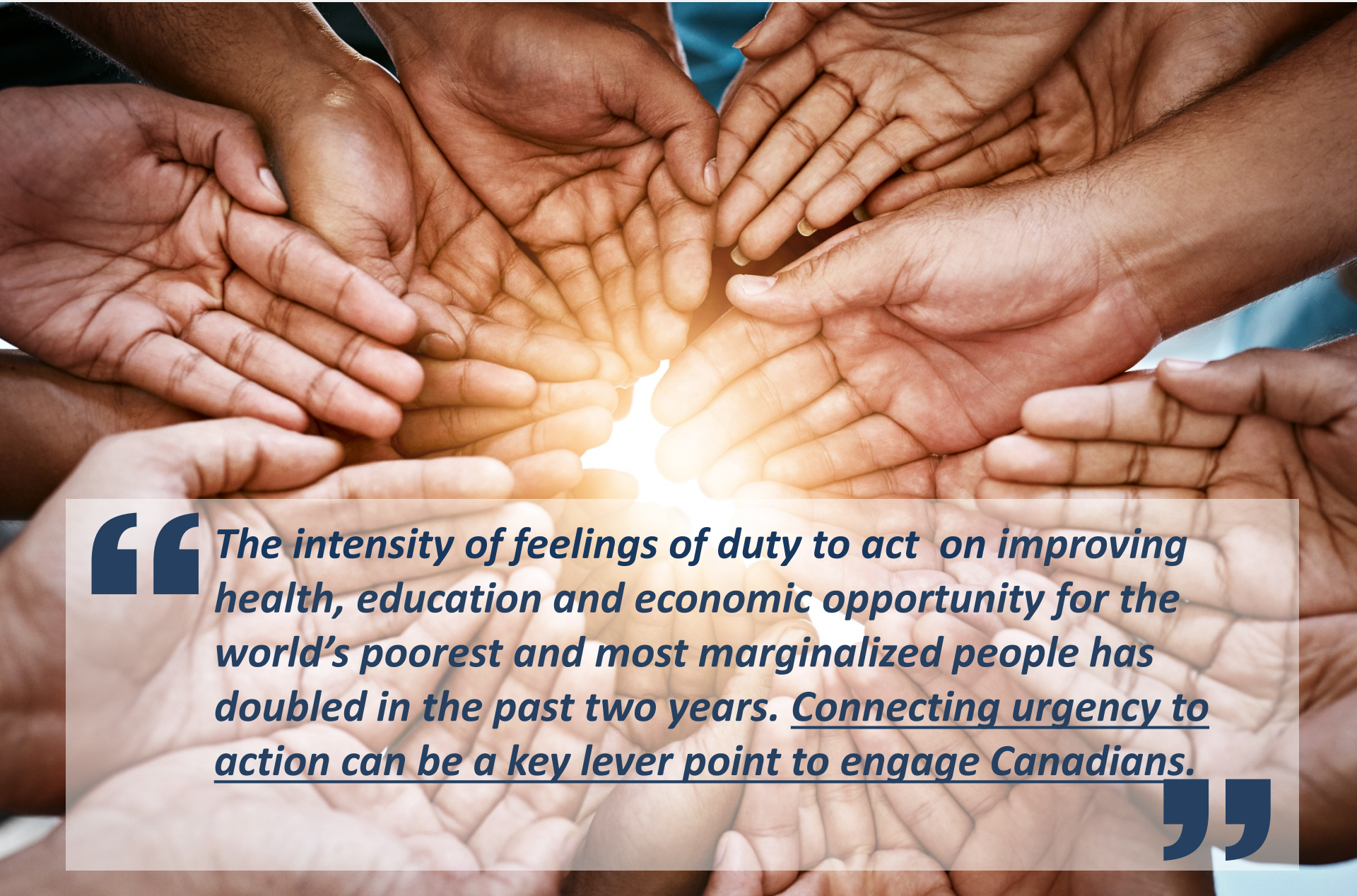
Awareness of Canadian not-for-profit organizations supporting women in developing countries – top responses

	2019 (n=958)
Red Cross	10.0%
Oxfam	7.7%
World Vision	7.7%
UNICEF	6.4%
Doctors without borders	5.2%
Plan international/PLAN	4.9%

***Based on multiple mentions**

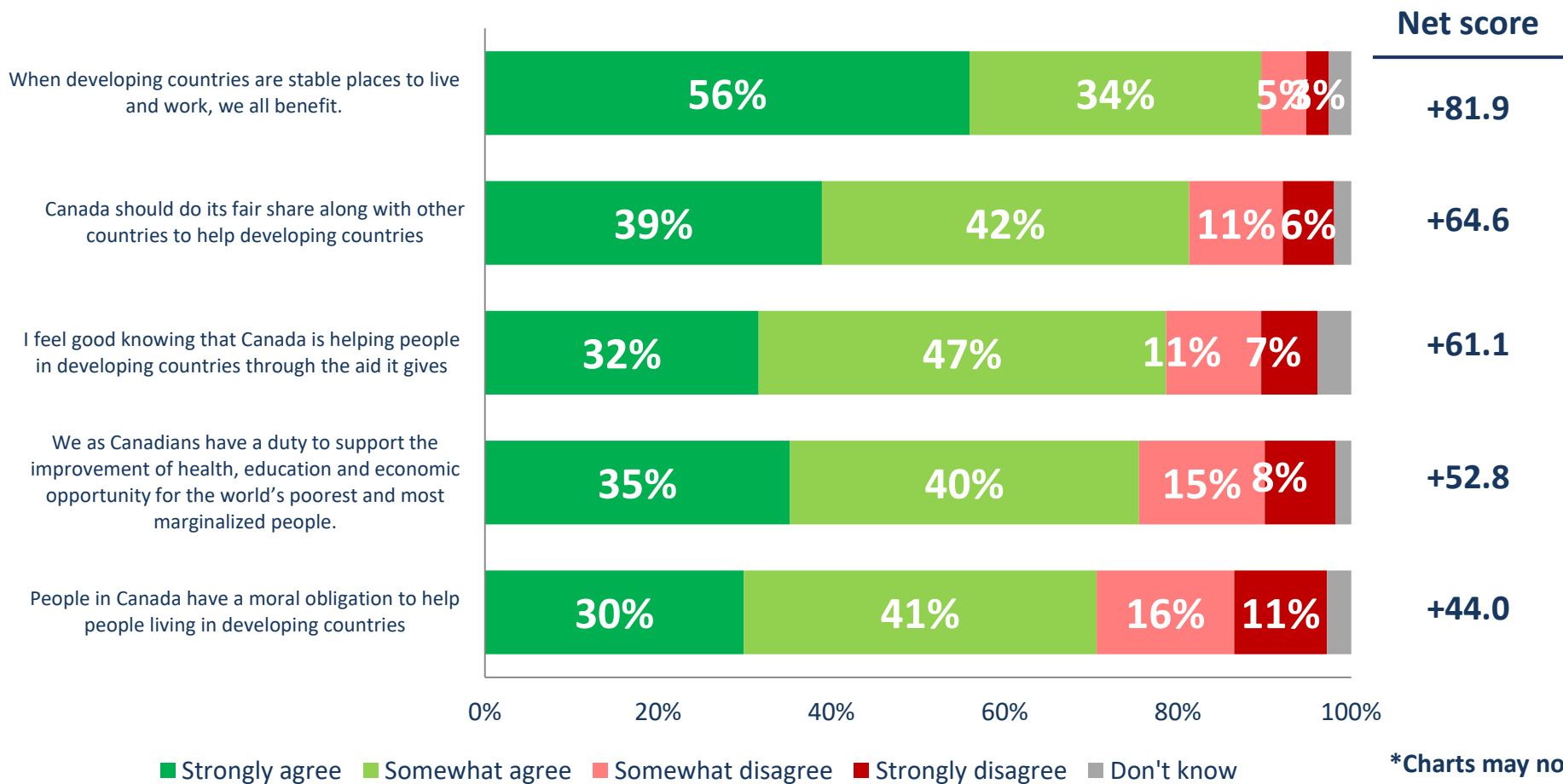
QUESTION – Which Canadian not-for-profit organizations are you aware of that provide programs and raise funds to support women, maternal and children's health in the developing world? Please name all the organizations you've heard about or seen in the media, i.e. in the news or advertising. [Open]

Greater sense of duty



“ *The intensity of feelings of duty to act on improving health, education and economic opportunity for the world’s poorest and most marginalized people has doubled in the past two years. Connecting urgency to action can be a key lever point to engage Canadians.* ”

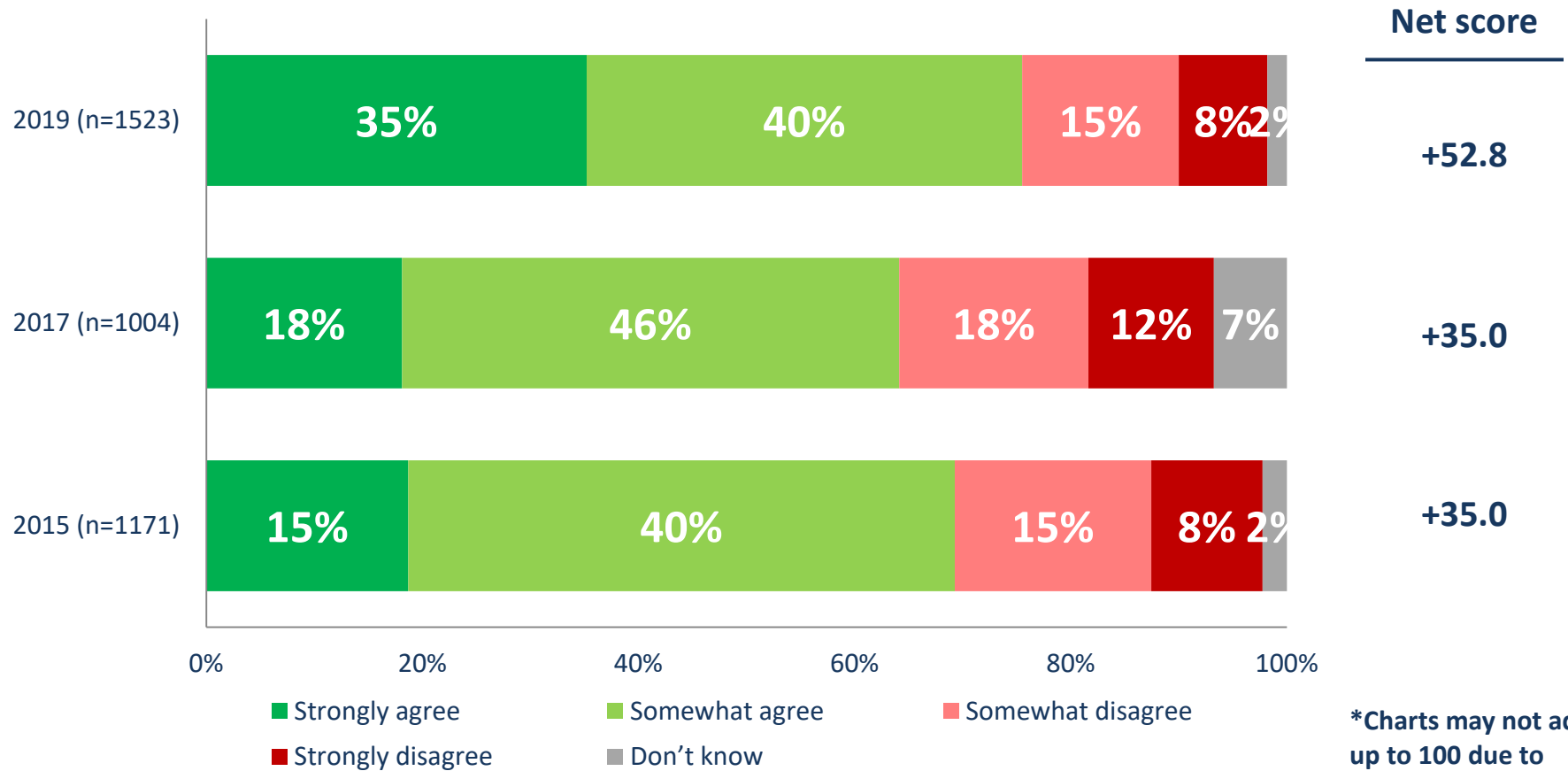
Agreement with statements about attitude towards aid



*Charts may not add up to 100 due to rounding

QUESTION – To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

Duty of Canadians to support health, education for the poorest

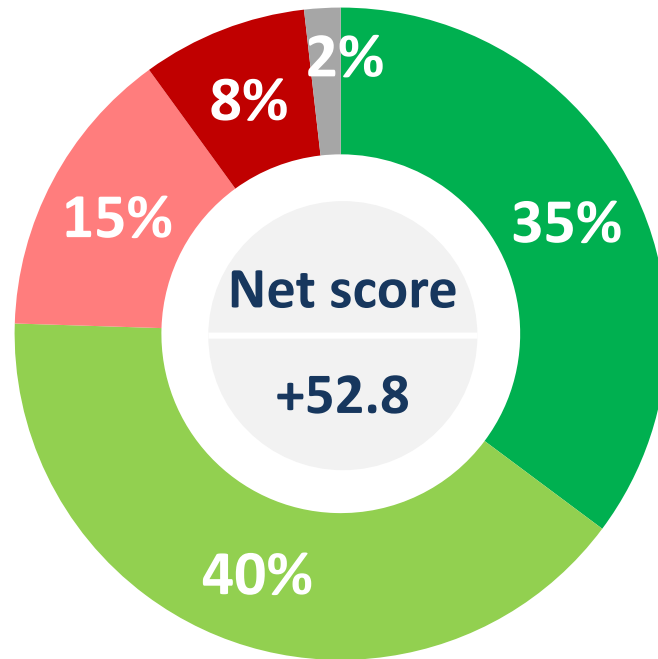


*Charts may not add up to 100 due to rounding

QUESTION – To what extent do you agree or disagree with each of the following statements?

We as Canadians have a duty to support the improvement of health, education and economic opportunity for the world's poorest and most marginalized people.

Duty of Canadians to support health, education for the poorest



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
■ Strongly disagree
 ■ Don't know

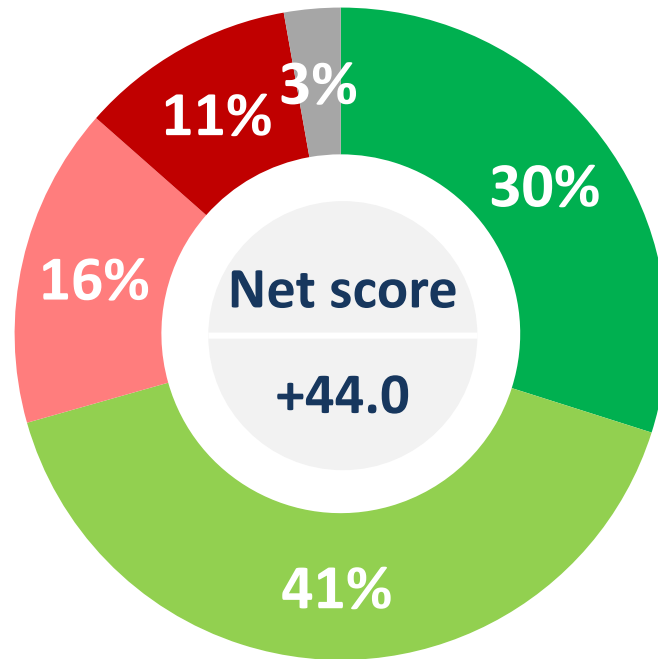
	Strongly/ somewhat agree
Atlantic (n=156)	76.2%
Quebec (n=353)	81.4%
Ontario (n=466)	75.6%
Prairies (n=309)	64.3%
British Columbia (n=239)	79.6%
Male (n=810)	72.0%
Female (n=713)	78.8%
18 to 34 (n=319)	72.3%
35 to 54 (n=628)	73.4%
55 plus (n=576)	79.5%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements?

We as Canadians have a duty to support the improvement of health, education and economic opportunity for the world's poorest and most marginalized people.

Moral obligation of Canadians to help developing countries



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree
■ Strongly disagree ■ Don't know

	Strongly/ somewhat agree
Atlantic (n=156)	76.2%
Quebec (n=353)	73.5%
Ontario (n=466)	69.4%
Prairies (n=309)	63.7%
British Columbia (n=239)	73.1%
Male (n=810)	67.7%
Female (n=713)	73.3%
18 to 34 (n=319)	68.5%
35 to 54 (n=628)	69.4%
55 plus (n=576)	72.9%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements?

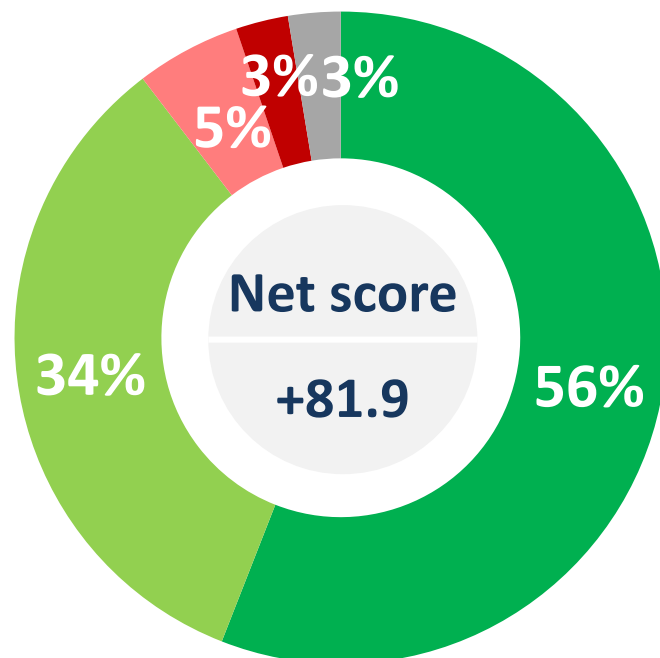
People in Canada have a moral obligation to help people living in developing countries

Greater sense of duty



““ *Canadians most frequently agree or somewhat agree that we all benefit from stability in developing countries* ””

Benefit of stability in developing countries



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
■ Strongly disagree
 ■ Don't know

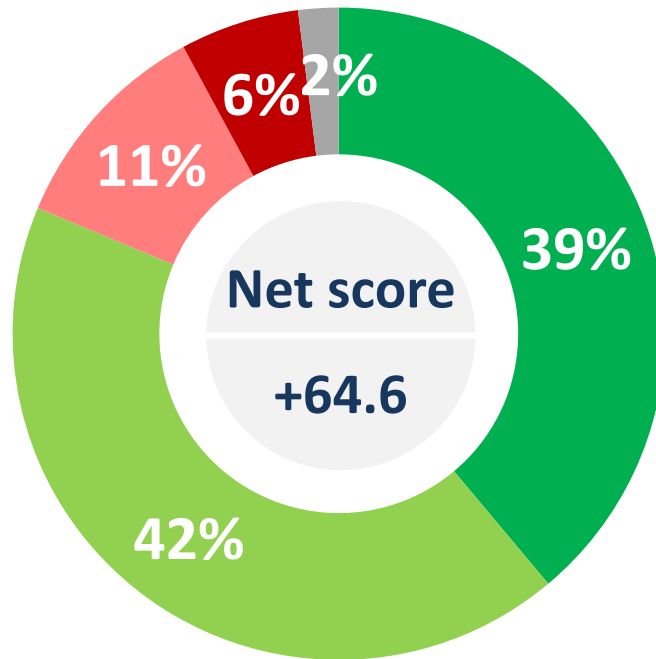
	Strongly/ somewhat agree
Atlantic (n=156)	88.3%
Quebec (n=353)	90.4%
Ontario (n=466)	91.4%
Prairies (n=309)	84.8%
British Columbia (n=239)	92.1%
Male (n=810)	88.9%
Female (n=713)	90.4%
18 to 34 (n=319)	88.1%
35 to 54 (n=628)	88.0%
55 plus (n=576)	92.1%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements?

When developing countries are stable places to live and work, we all benefit.

Canada's responsibility to do its fair share to help developing countries



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
■ Strongly disagree
 ■ Don't know

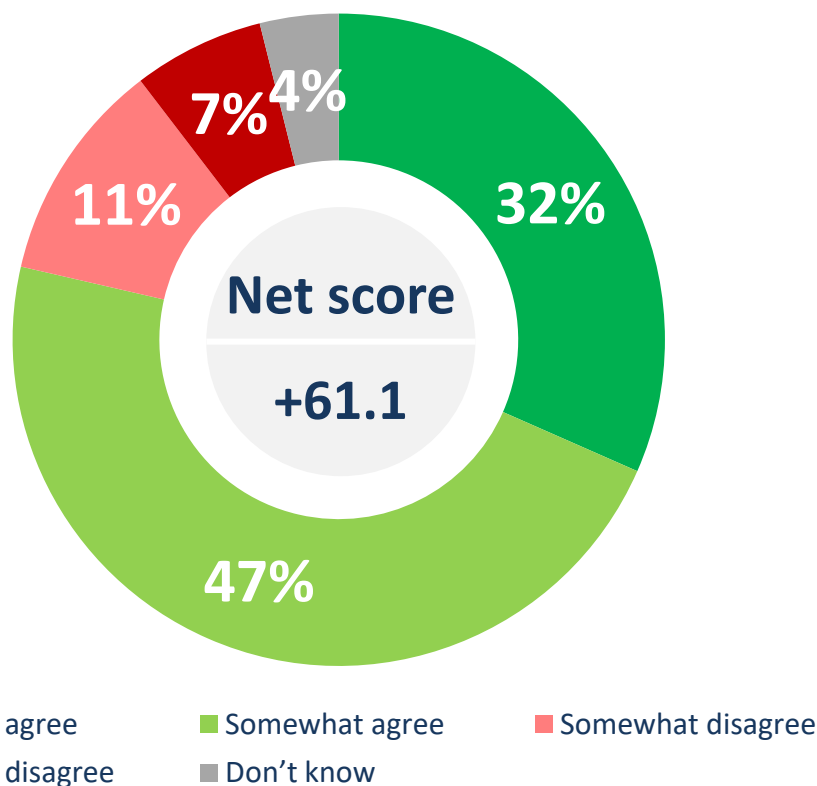
	Strongly/ somewhat agree
Atlantic (n=156)	85.7%
Quebec (n=353)	84.4%
Ontario (n=466)	81.6%
Prairies (n=309)	73.5%
British Columbia (n=239)	83.2%
Male (n=810)	79.2%
Female (n=713)	83.4%
18 to 34 (n=319)	80.4%
35 to 54 (n=628)	78.6%
55 plus (n=576)	84.3%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements?

Canada should do its fair share along with other countries to help developing countries.

Feelings towards aid to developing countries



	Strongly/ somewhat agree
Atlantic (n=156)	83.8%
Quebec (n=353)	82.8%
Ontario (n=466)	79.3%
Prairies (n=309)	70.5%
British Columbia (n=239)	77.8%
Male (n=810)	74.4%
Female (n=713)	82.7%
18 to 34 (n=319)	76.9%
35 to 54 (n=628)	78.2%
55 plus (n=576)	80.3%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements?

I feel good knowing that Canada is helping people in developing countries through the aid it gives

More selfless



CanWaCH

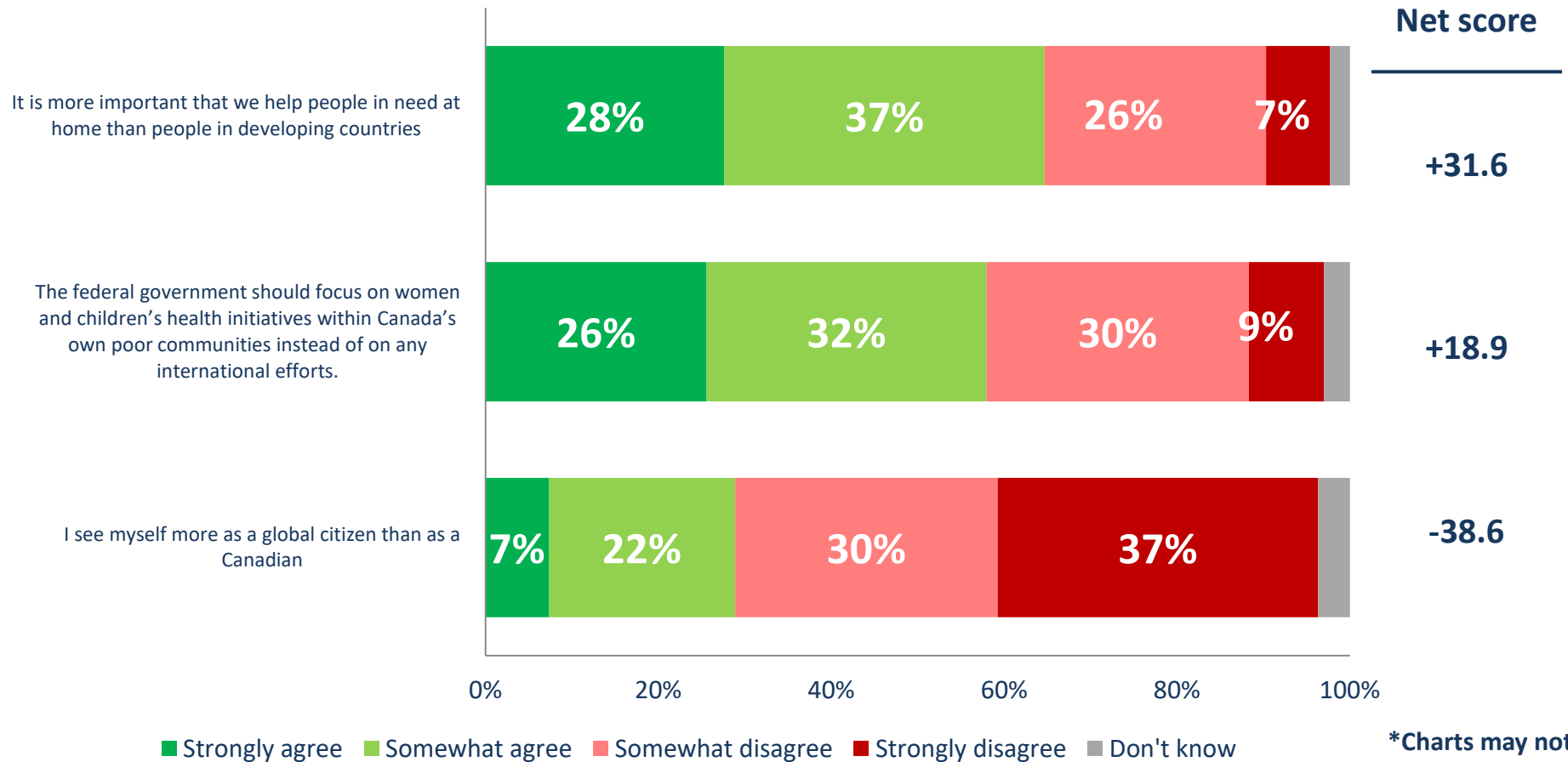
Canadian Partnership for
Women and Children's Health



“ *The proportion of
nativist opinion on
helping Canadian poor
compared to the world’s
poor has declined. In a
time of economic
uncertainty and rising
populism Canadians
recognize the
importance of
international aid for
women and children.* ”



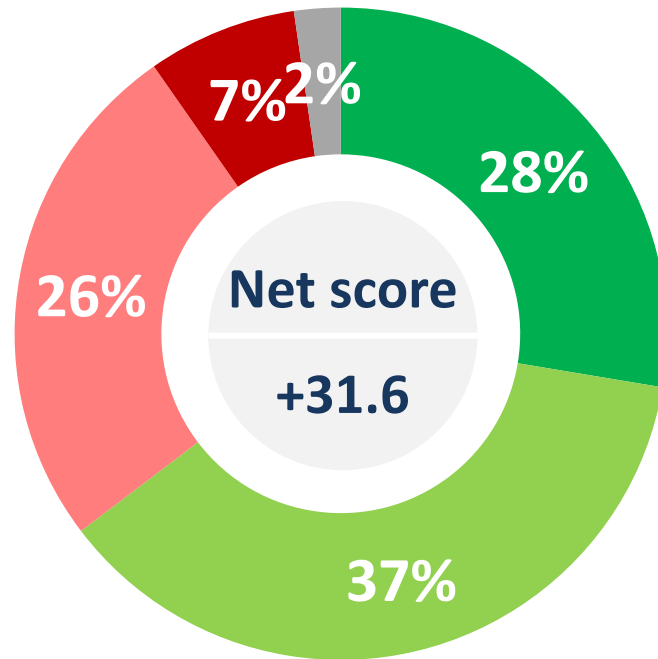
Agreement with statements about attitude towards aid



*Charts may not add up to 100 due to rounding

QUESTION – To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

Importance of helping people in Canada compared to developing countries



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree
■ Strongly disagree ■ Don't know

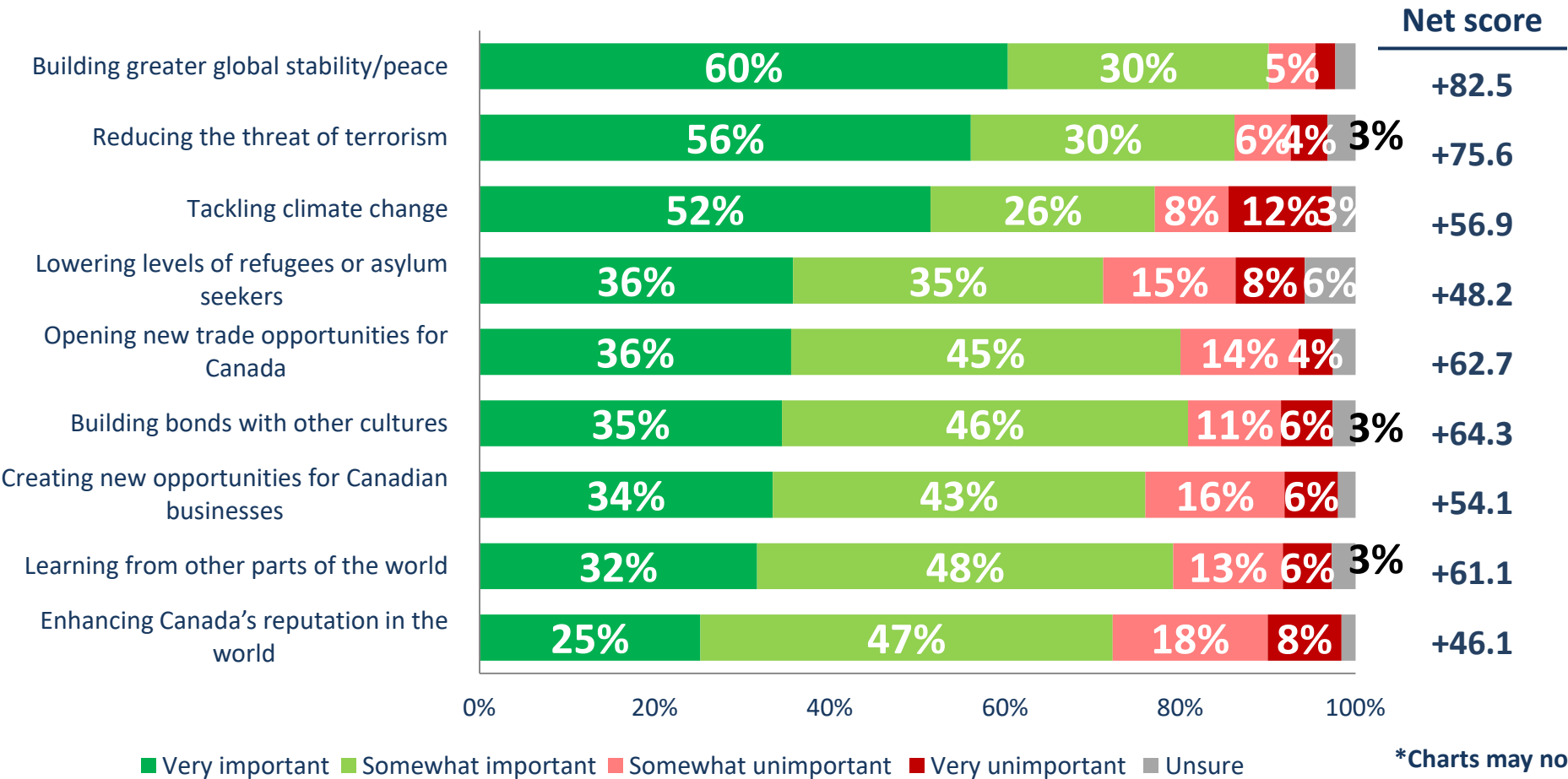
	Strongly/ somewhat agree
Atlantic (n=156)	62.2%
Quebec (n=353)	60.5%
Ontario (n=466)	65.2%
Prairies (n=309)	71.0%
British Columbia (n=239)	63.6%
Male (n=810)	68.9%
Female (n=713)	60.5%
18 to 34 (n=319)	65.8%
35 to 54 (n=628)	66.5%
55 plus (n=576)	62.1%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements?

It is more important that we help people in need at home than people in developing countries

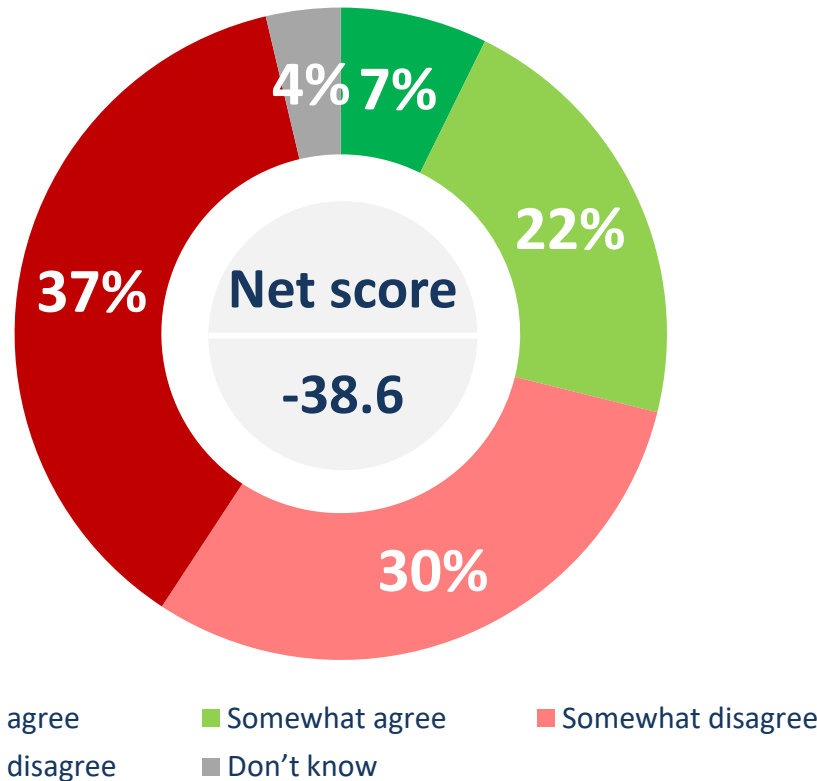
Importance of benefits to Canada



*Charts may not add up to 100 due to rounding

QUESTION – How important or unimportant are each of the following benefits to Canada of the aid it gives to developing countries? [RANDOMIZE]

Self-perception as global citizen



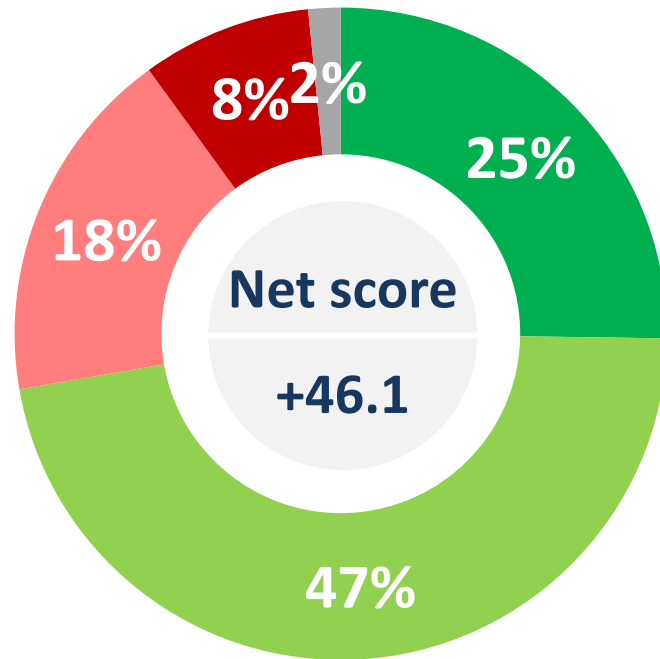
	Somewhat/ strongly disagree
Atlantic (n=156)	63.8%
Quebec (n=353)	59.7%
Ontario (n=466)	69.2%
Prairies (n=309)	75.8%
British Columbia (n=239)	68.2%
Male (n=810)	69.6%
Female (n=713)	65.4%
18 to 34 (n=319)	65.6%
35 to 54 (n=628)	68.4%
55 plus (n=576)	67.9%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements?

I see myself more as a global citizen than as a Canadian

Importance of enhancing Canada's reputation in the world



- Very important
- Somewhat important
- Somewhat unimportant
- Very unimportant
- Unsure

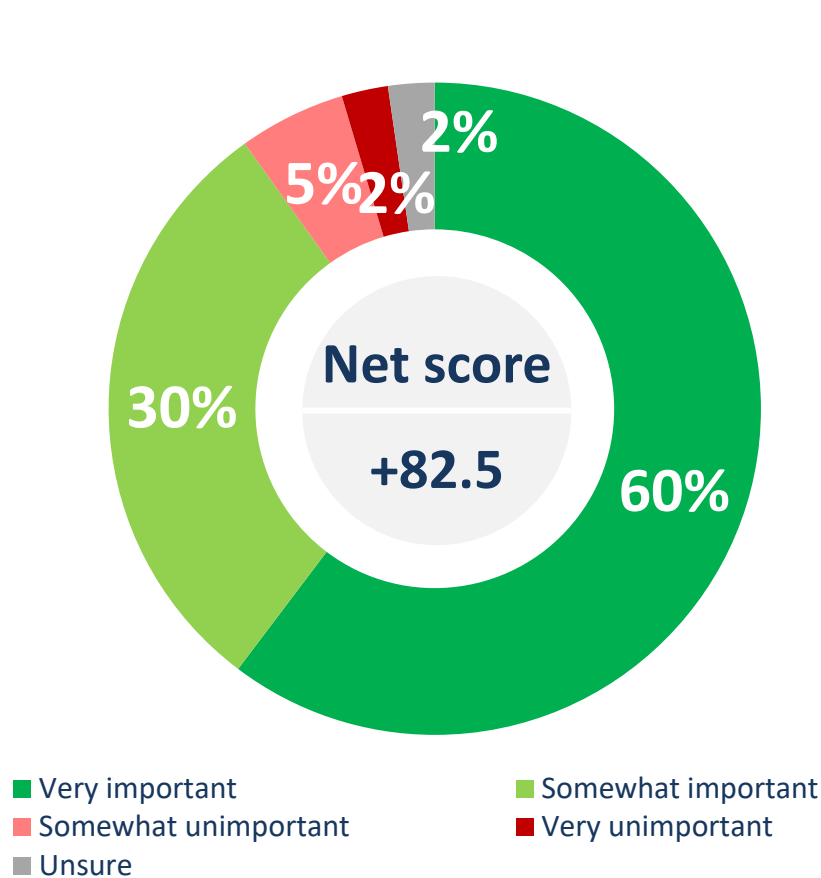
	Very/ somewhat important
Atlantic (n=156)	75.6%
Quebec (n=353)	75.3%
Ontario (n=466)	72.2%
Prairies (n=309)	66.1%
British Columbia (n=239)	73.2%
Male (n=810)	67.4%
Female (n=713)	76.9%
18 to 34 (n=319)	71.5%
35 to 54 (n=628)	69.8%
55 plus (n=576)	74.8%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – How important or unimportant are each of the following benefits to Canada of the aid it gives to developing countries?

Enhancing Canada's reputation in the world

Importance of building greater global peace



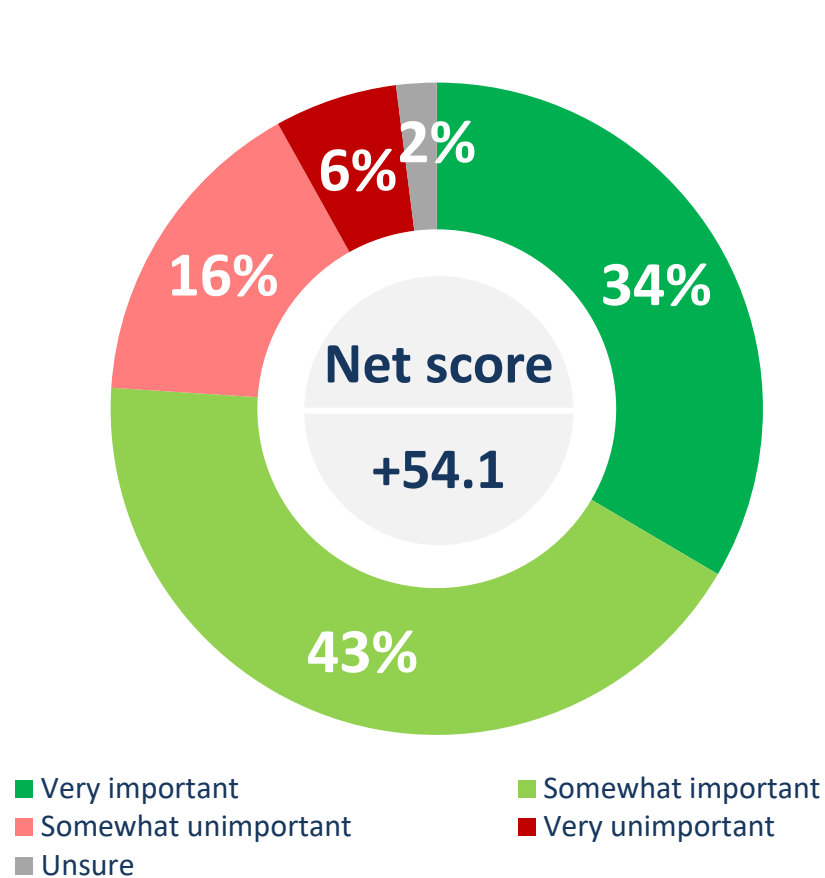
	Very/ somewhat important
Atlantic (n=156)	90.6%
Quebec (n=353)	92.5%
Ontario (n=466)	90.3%
Prairies (n=309)	85.7%
British Columbia (n=239)	90.9%
Male (n=810)	87.8%
Female (n=713)	92.3%
18 to 34 (n=319)	89.5%
35 to 54 (n=628)	90.4%
55 plus (n=576)	90.1%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – How important or unimportant are each of the following benefits to Canada of the aid it gives to developing countries?

Building greater global stability/peace

Importance of creating new opportunities for Canadian businesses



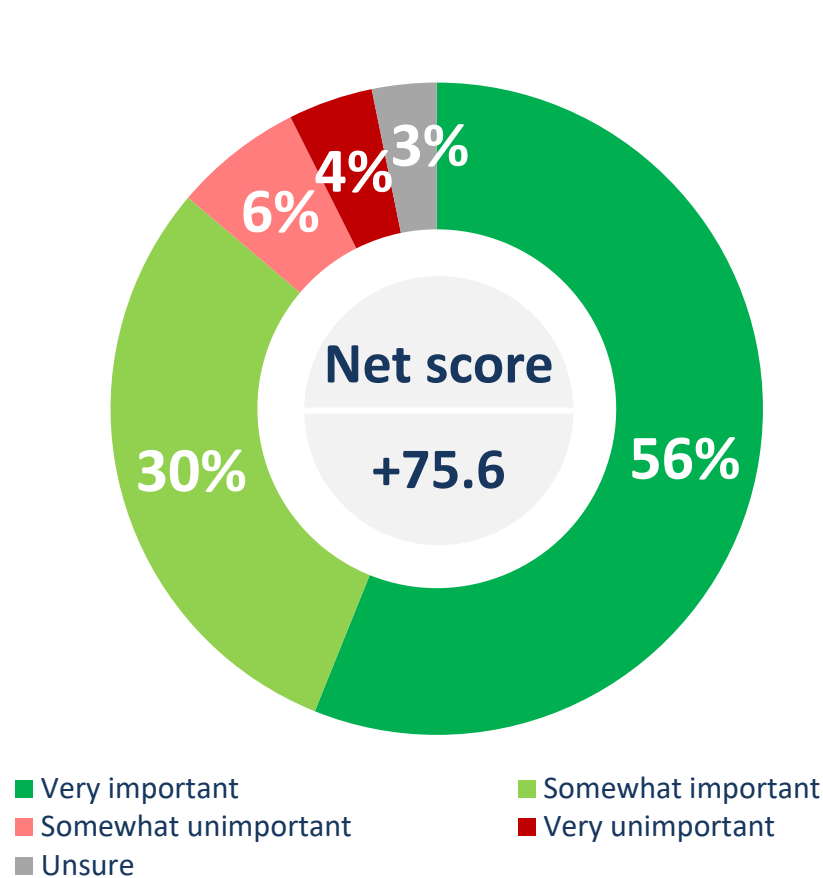
	Very/ somewhat important
Atlantic (n=156)	73.4%
Quebec (n=353)	76.6%
Ontario (n=466)	80.2%
Prairies (n=309)	77.2%
British Columbia (n=239)	67.1%
Male (n=810)	74.0%
Female (n=713)	78.1%
18 to 34 (n=319)	72.0%
35 to 54 (n=628)	77.8%
55 plus (n=576)	77.5%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – How important or unimportant are each of the following benefits to Canada of the aid it gives to developing countries?

Creating new opportunities for Canadian businesses

Importance of reducing the threat of terrorism



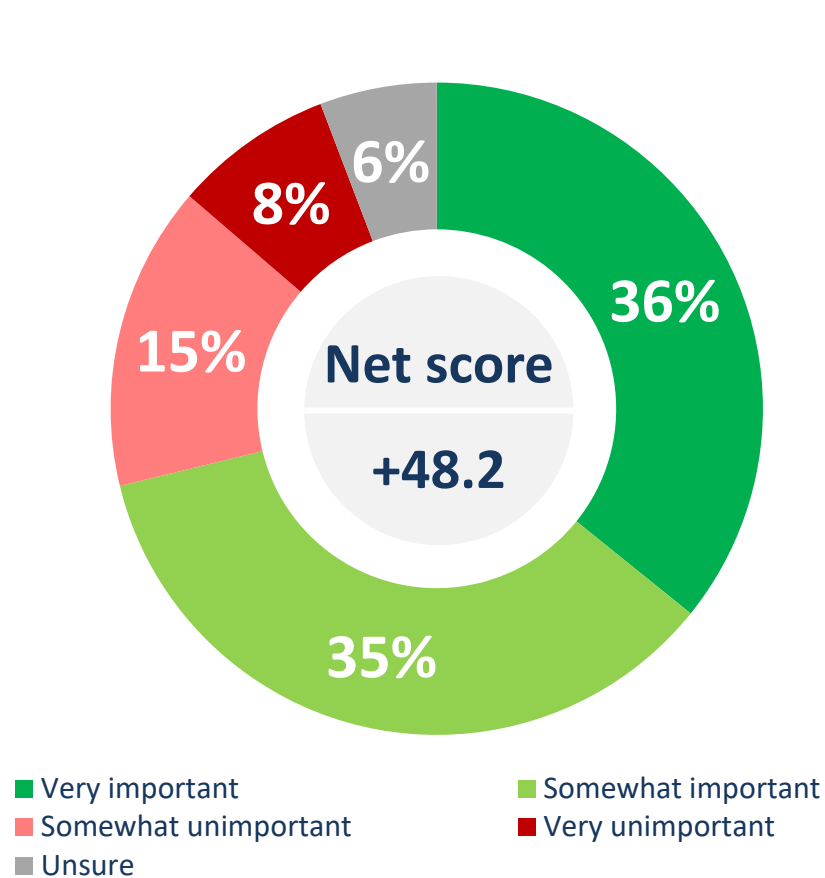
	Very/ somewhat important
Atlantic (n=156)	86.7%
Quebec (n=353)	85.8%
Ontario (n=466)	88.3%
Prairies (n=309)	87.0%
British Columbia (n=239)	81.6%
Male (n=810)	84.8%
Female (n=713)	87.5%
18 to 34 (n=319)	86.5%
35 to 54 (n=628)	85.4%
55 plus (n=576)	86.7%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – How important or unimportant are each of the following benefits to Canada of the aid it gives to developing countries?

Reducing the threat of terrorism

Importance of lowering levels of refugees or asylum seekers



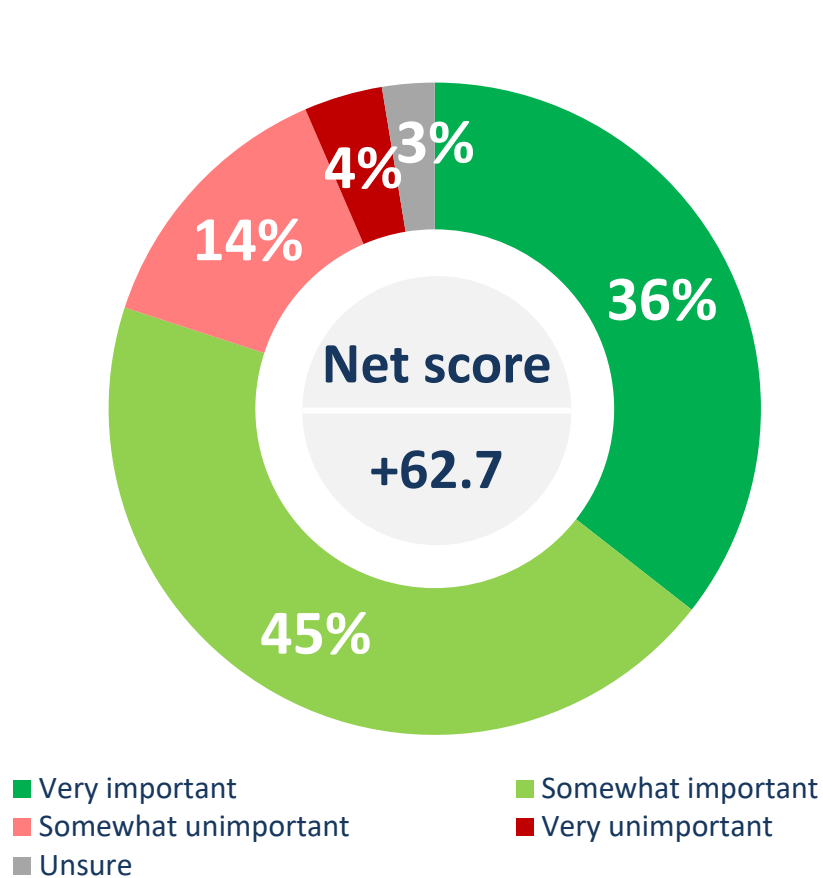
	Very/ somewhat important
Atlantic (n=156)	64.9%
Quebec (n=353)	68.6%
Ontario (n=466)	73.4%
Prairies (n=309)	75.3%
British Columbia (n=239)	69.7%
Male (n=810)	72.8%
Female (n=713)	69.7%
18 to 34 (n=319)	67.4%
35 to 54 (n=628)	73.8%
55 plus (n=576)	71.6%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – How important or unimportant are each of the following benefits to Canada of the aid it gives to developing countries?

Lowering levels of refugees or asylum seekers

Importance of opening new trade opportunities for Canada



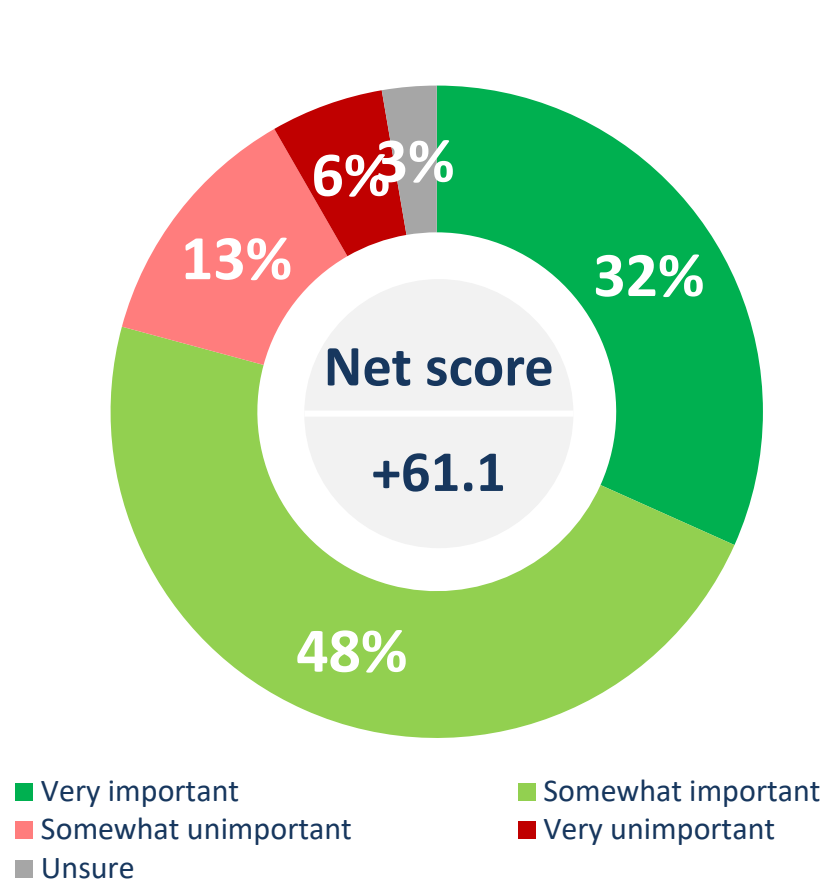
	Very/ somewhat important
Atlantic (n=156)	72.6%
Quebec (n=353)	77.4%
Ontario (n=466)	83.7%
Prairies (n=309)	82.0%
British Columbia (n=239)	79.5%
Male (n=810)	79.2%
Female (n=713)	80.9%
18 to 34 (n=319)	78.1%
35 to 54 (n=628)	81.8%
55 plus (n=576)	79.8%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – How important or unimportant are each of the following benefits to Canada of the aid it gives to developing countries?

Opening new trade opportunities for Canada

Importance of learning from other parts of the world



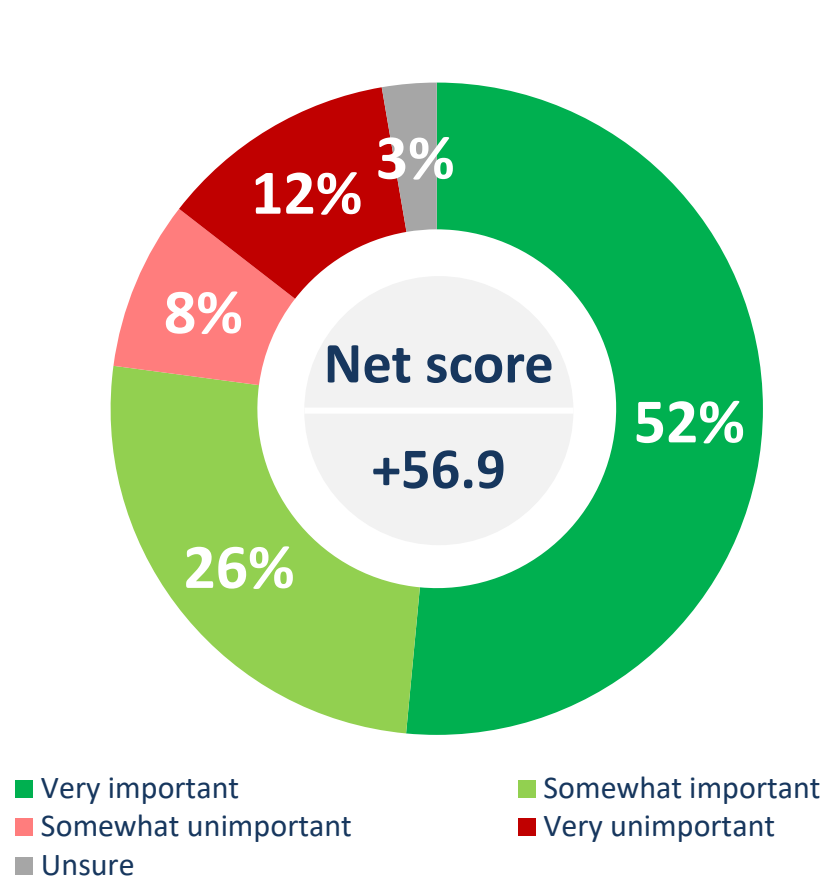
	Very/ somewhat important
Atlantic (n=156)	85.0%
Quebec (n=353)	78.7%
Ontario (n=466)	80.7%
Prairies (n=309)	75.7%
British Columbia (n=239)	77.8%
Male (n=810)	74.8%
Female (n=713)	83.5%
18 to 34 (n=319)	82.1%
35 to 54 (n=628)	73.5%
55 plus (n=576)	82.3%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – How important or unimportant are each of the following benefits to Canada of the aid it gives to developing countries?

Learning from other parts of the world

Importance of tackling climate change



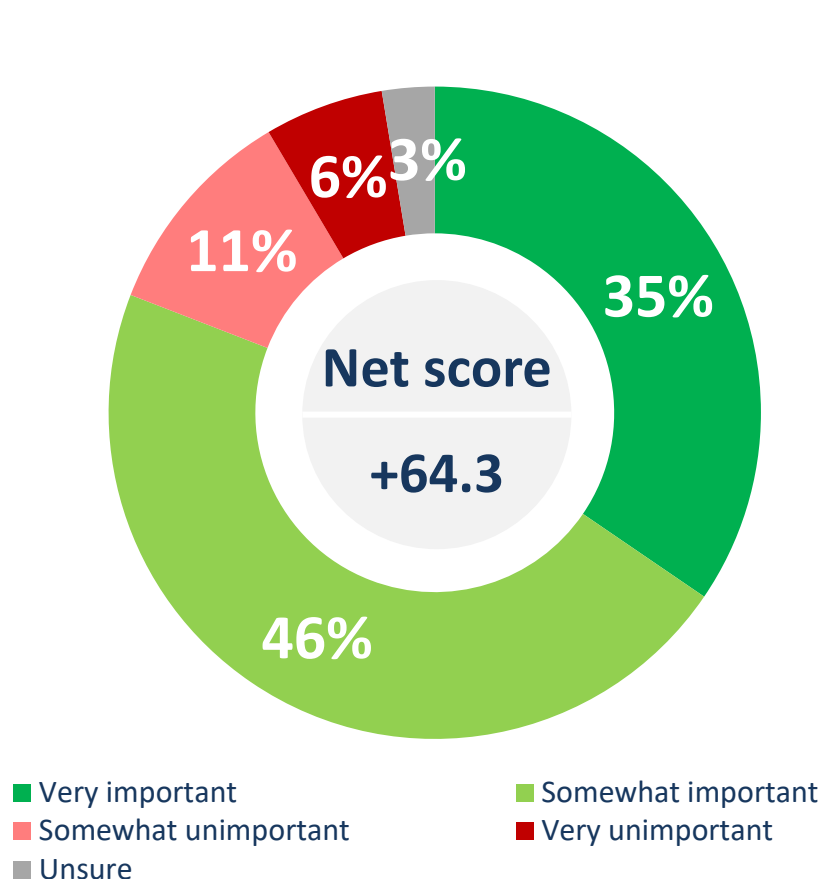
	Very/ somewhat important
Atlantic (n=156)	80.1%
Quebec (n=353)	86.5%
Ontario (n=466)	77.4%
Prairies (n=309)	64.0%
British Columbia (n=239)	76.5%
Male (n=810)	70.2%
Female (n=713)	83.8%
18 to 34 (n=319)	79.3%
35 to 54 (n=628)	75.1%
55 plus (n=576)	77.3%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – How important or unimportant are each of the following benefits to Canada of the aid it gives to developing countries?

Tackling climate change

Importance of building bonds with other cultures



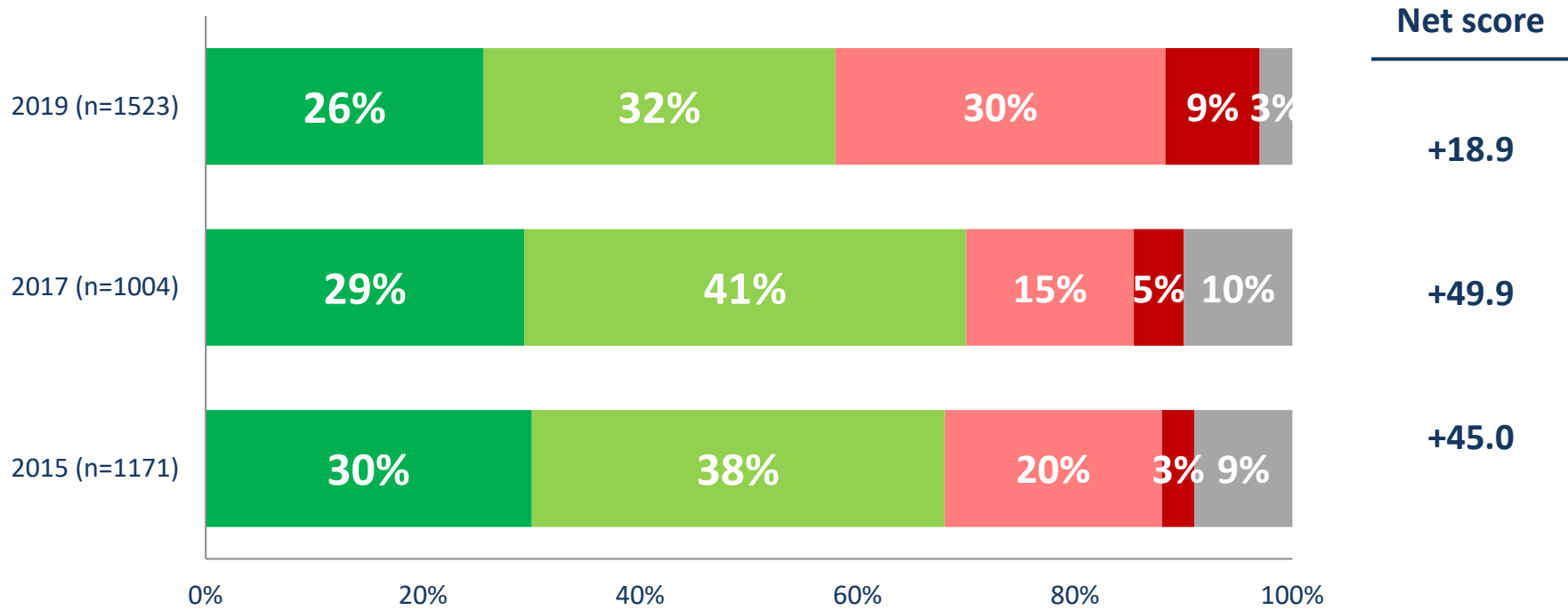
	Very/ somewhat important
Atlantic (n=156)	85.4%
Quebec (n=353)	84.5%
Ontario (n=466)	79.4%
Prairies (n=309)	76.0%
British Columbia (n=239)	80.9%
Male (n=810)	76.0%
Female (n=713)	85.4%
18 to 34 (n=319)	82.4%
35 to 54 (n=628)	78.6%
55 plus (n=576)	81.7%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – How important or unimportant are each of the following benefits to Canada of the aid it gives to developing countries?

Building bonds with other cultures

International compared to national focus for health



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

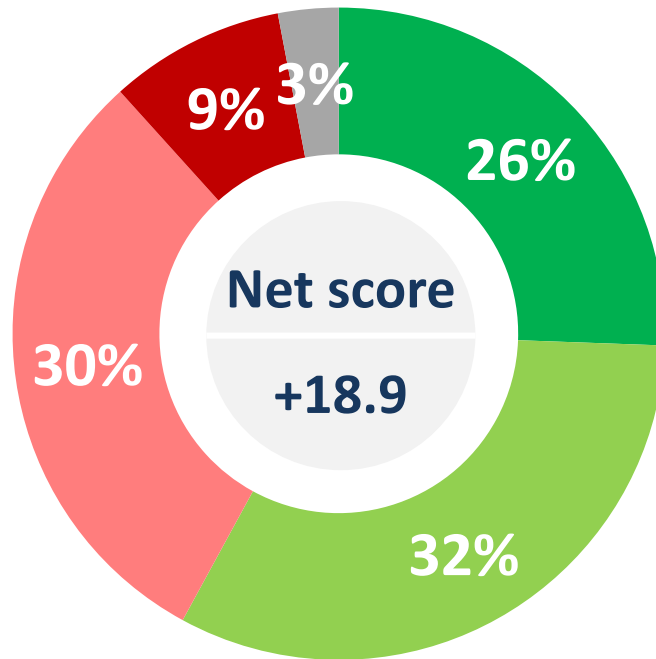
*Charts may not add up to 100 due to rounding.
 *Question modified in 2019

QUESTION – To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

The federal government should focus on women and children’s health initiatives within Canada’s own poor communities instead of on any international efforts.

2017 Question - I think the federal government should focus on maternal and child health initiatives within Canada’s own poor communities instead of on any international efforts.

International compared to national focus for health



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
■ Strongly disagree
 ■ Don't know

	Strongly/ somewhat agree
Atlantic (n=156)	55.2%
Quebec (n=353)	52.3%
Ontario (n=466)	62.0%
Prairies (n=309)	68.5%
British Columbia (n=239)	47.3%
Male (n=810)	61.1%
Female (n=713)	55.0%
18 to 34 (n=319)	57.0%
35 to 54 (n=628)	62.6%
55 plus (n=576)	54.8%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

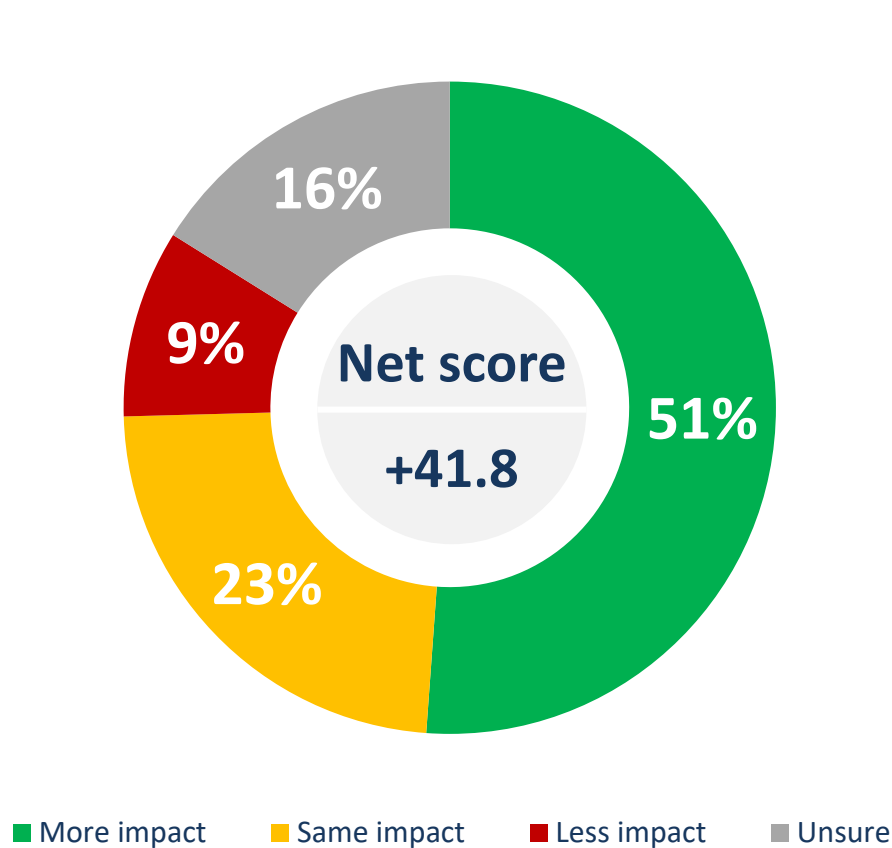
QUESTION – To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

The federal government should focus on women and children's health initiatives within Canada's own poor communities instead of on any international efforts.

“ Just over half of Canadians say aid targeted to advance the health of women and girls would have more impact when it respects gender rights ”



Impact of Canada's aid to advance health of women and girls



	More impact
Atlantic (n=156)	53.5%
Quebec (n=353)	59.2%
Ontario (n=466)	50.4%
Prairies (n=309)	40.5%
British Columbia (n=239)	52.0%
Male (n=810)	45.4%
Female (n=713)	56.6%
18 to 34 (n=319)	53.1%
35 to 54 (n=628)	50.1%
55 plus (n=576)	50.7%

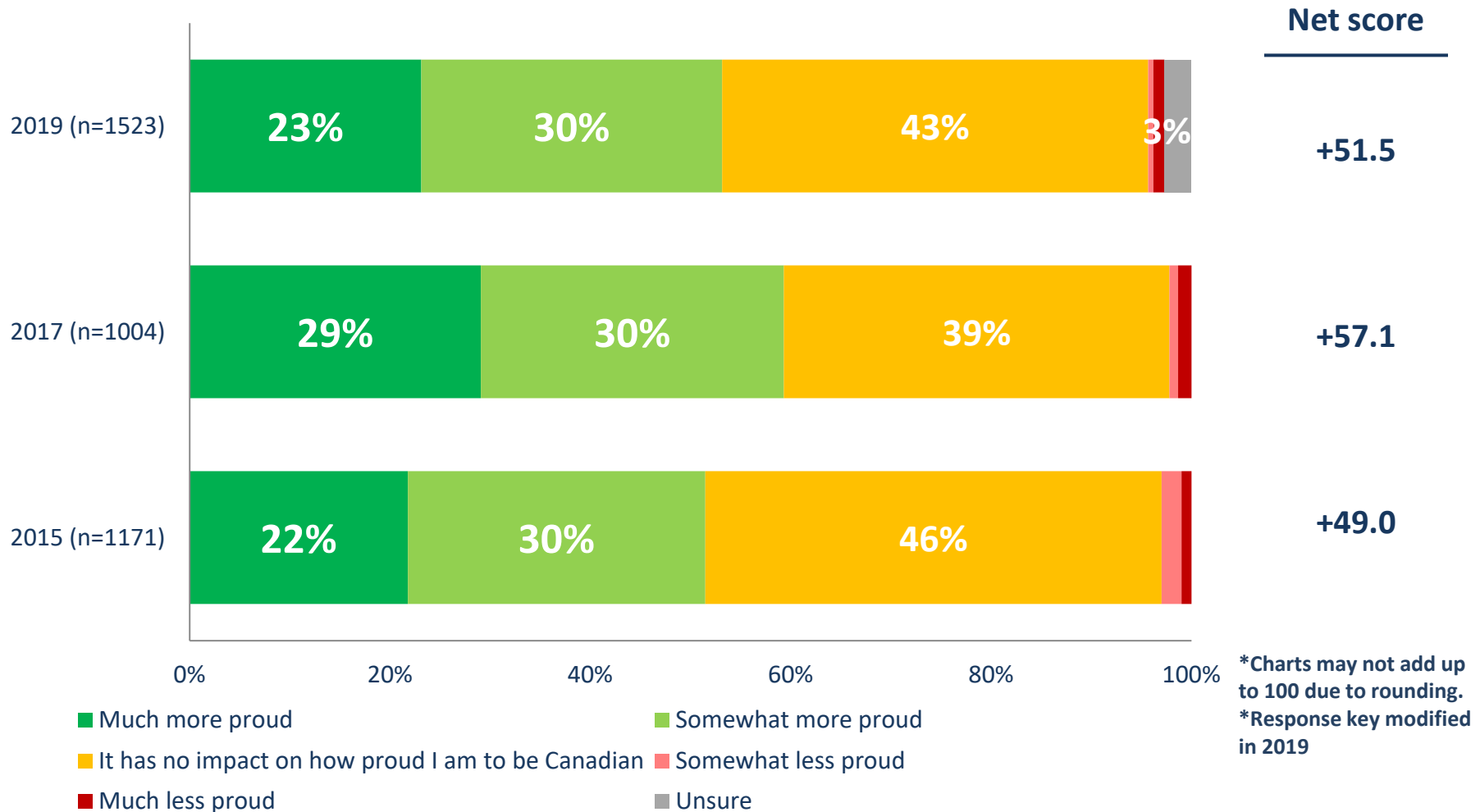
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you think the aid Canada provides to developing countries to advance the health of women and girls has more impact, the same impact or less impact when it respects gender rights and considers the specific needs of women and girls?

“ *More than half of Canadians report being much or somewhat more proud of being Canadian given the country's leadership in global health* **”**

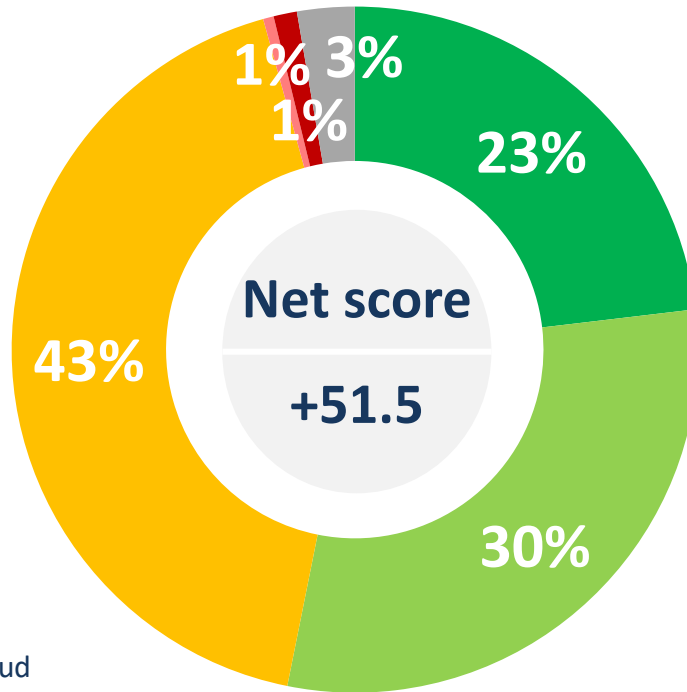


Pride in Canada's leadership in global health



QUESTION – Does knowing this make you feel more or less proud to be Canadian?
 2017 Question - Does knowing this make you feel proud to be Canadian?

Pride in Canada's leadership in global health




- Much more proud
- Somewhat more proud
- It has no impact on how proud I am to be Canadian
- Somewhat less proud
- Much less proud
- Unsure

	Much/ somewhat more proud
Atlantic (n=156)	58.7%
Quebec (n=353)	54.6%
Ontario (n=466)	56.8%
Prairies (n=309)	45.2%
British Columbia (n=239)	50.2%
Male (n=810)	46.7%
Female (n=713)	59.4%
18 to 34 (n=319)	52.6%
35 to 54 (n=628)	53.1%
55 plus (n=576)	53.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Does knowing this make you feel more or less proud to be Canadian?

Spirit of generosity



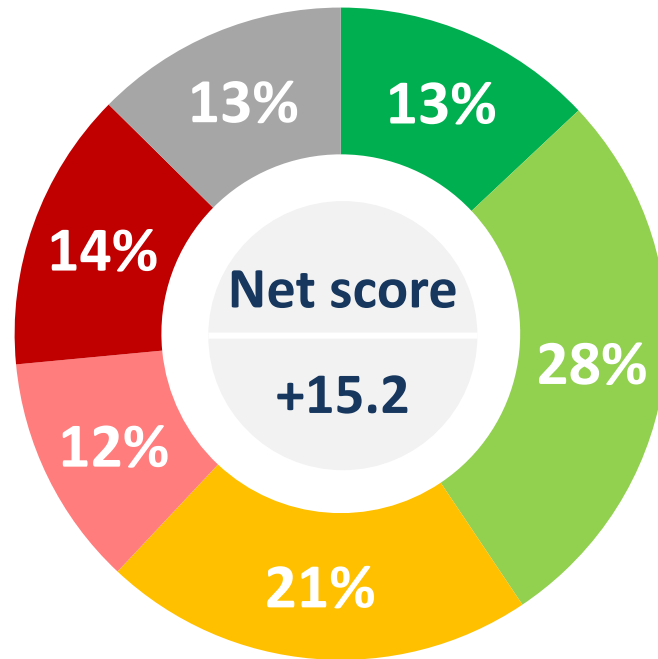
“ Canadians are three times more likely to want an increase rather than a decrease in health-related development aid. Targeting health rather than general aid development has more traction among Canadians. Helping Canadians visualize impact will be critical to mobilization of support. ”

Impression of cents per dollar spent on development aid outside of Canada

Top ten responses	Frequency (n=1481)	Mean	Median
1.0	13.6%	16.8	5.0
5.0	12.2%		
10.0	10.4%		
2.0	10.0%		
50.0	6.4%		
20.0	5.2%		
3.0	4.4%		
25.0	4.1%		
30.0	3.4%		
40.0	2.5%		

QUESTION – Thinking of the development aid that the Canadian government provides to developing countries. For every dollar that the Canadian government spends in total, how many cents do you think are spent on development aid outside of Canada to developing countries?

Future change in amount Canada should spend on development aid



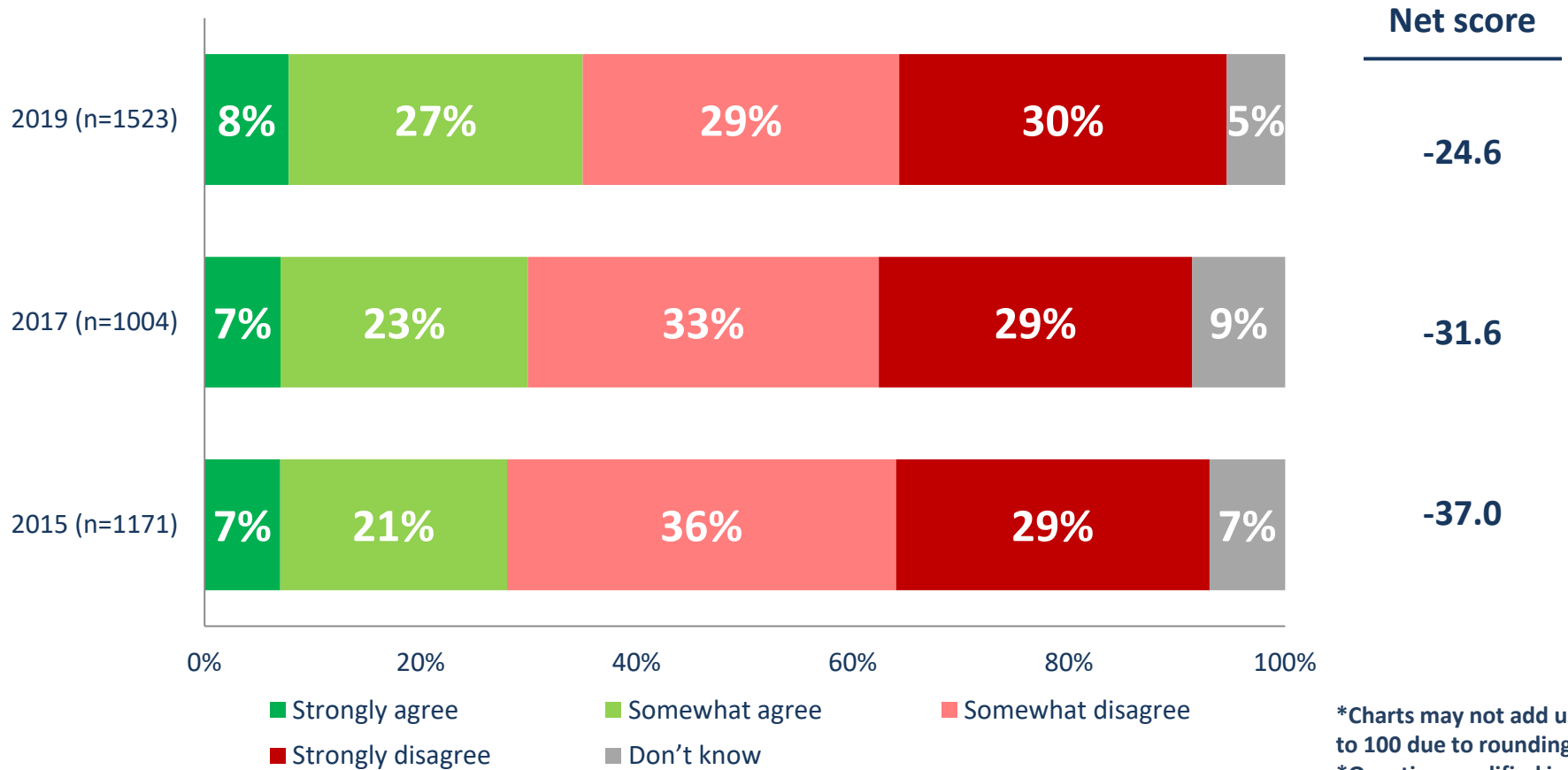
■ Increase significantly ■ Somewhat increase ■ Keep the same
■ Somewhat reduce ■ Reduce significantly ■ Unsure

	Increase significantly/somewhat
Atlantic (n=156)	41.8%
Quebec (n=353)	50.2%
Ontario (n=466)	40.8%
Prairies (n=309)	25.6%
British Columbia (n=239)	43.7%
Male (n=810)	39.5%
Female (n=713)	41.7%
18 to 34 (n=319)	34.8%
35 to 54 (n=628)	36.9%
55 plus (n=576)	48.0%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – Looking to the future, how do you think the amount that Canada spends on development aid to developing countries should change?

Increasing in the amount of overseas development aid

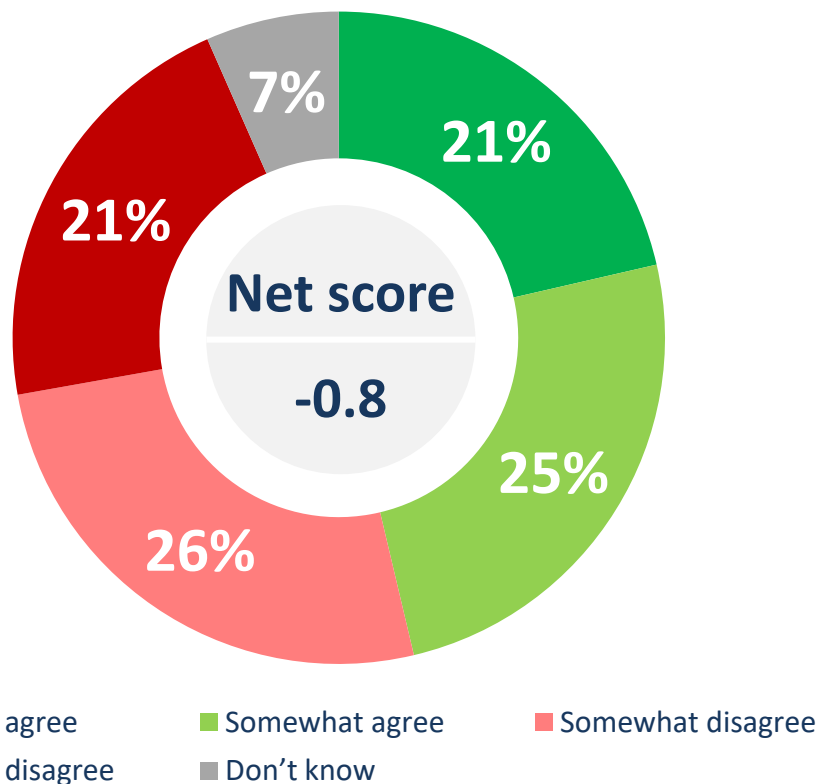


*Charts may not add up to 100 due to rounding.
 *Question modified in 2019

QUESTION – To what extent do you agree or disagree with each of the following statements?

Canada should strive to increase the amount overseas development aid it gives, regardless of the economic situation at home.
2015 Question - Canada should strive to increase the amount foreign aid it gives, regardless of the economic situation at home.

Inability of Canada to provide aid due to current state of its finances



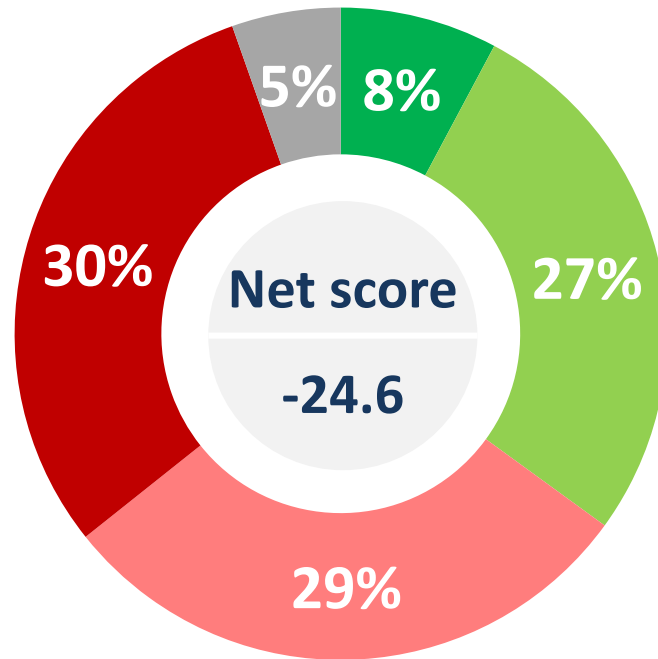
	Somewhat/ strongly disagree
Atlantic (n=156)	49.7%
Quebec (n=353)	51.8%
Ontario (n=466)	47.7%
Prairies (n=309)	34.7%
British Columbia (n=239)	52.8%
Male (n=810)	45.5%
Female (n=713)	48.6%
18 to 34 (n=319)	41.6%
35 to 54 (n=628)	44.5%
55 plus (n=576)	53.2%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements?

Canada can't afford to spend more on aid to developing countries given the state of the government's finances

Increasing the amount of overseas development aid



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree
■ Strongly disagree ■ Don't know

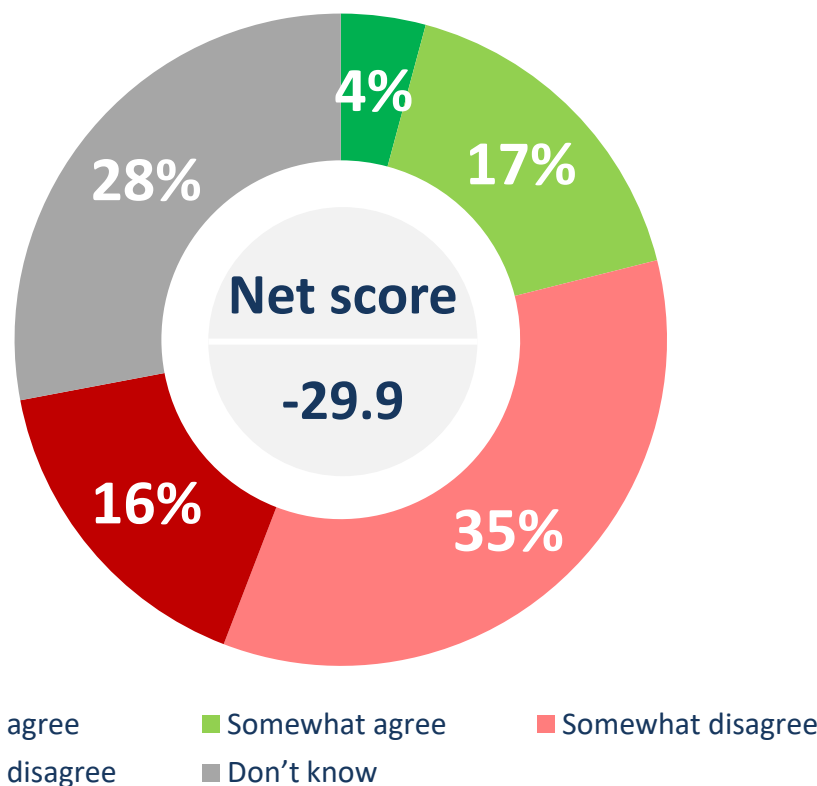
	Somewhat/ strongly disagree
Atlantic (n=156)	61.0%
Quebec (n=353)	49.4%
Ontario (n=466)	60.6%
Prairies (n=309)	73.4%
British Columbia (n=239)	55.3%
Male (n=810)	61.3%
Female (n=713)	57.9%
18 to 34 (n=319)	60.5%
35 to 54 (n=628)	62.1%
55 plus (n=576)	56.8%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *Question modified in 2019

QUESTION – To what extent do you agree or disagree with each of the following statements?

Canada should strive to increase the amount overseas development aid it gives, regardless of the economic situation at home.

Level of aid provided by Canada compared to other countries



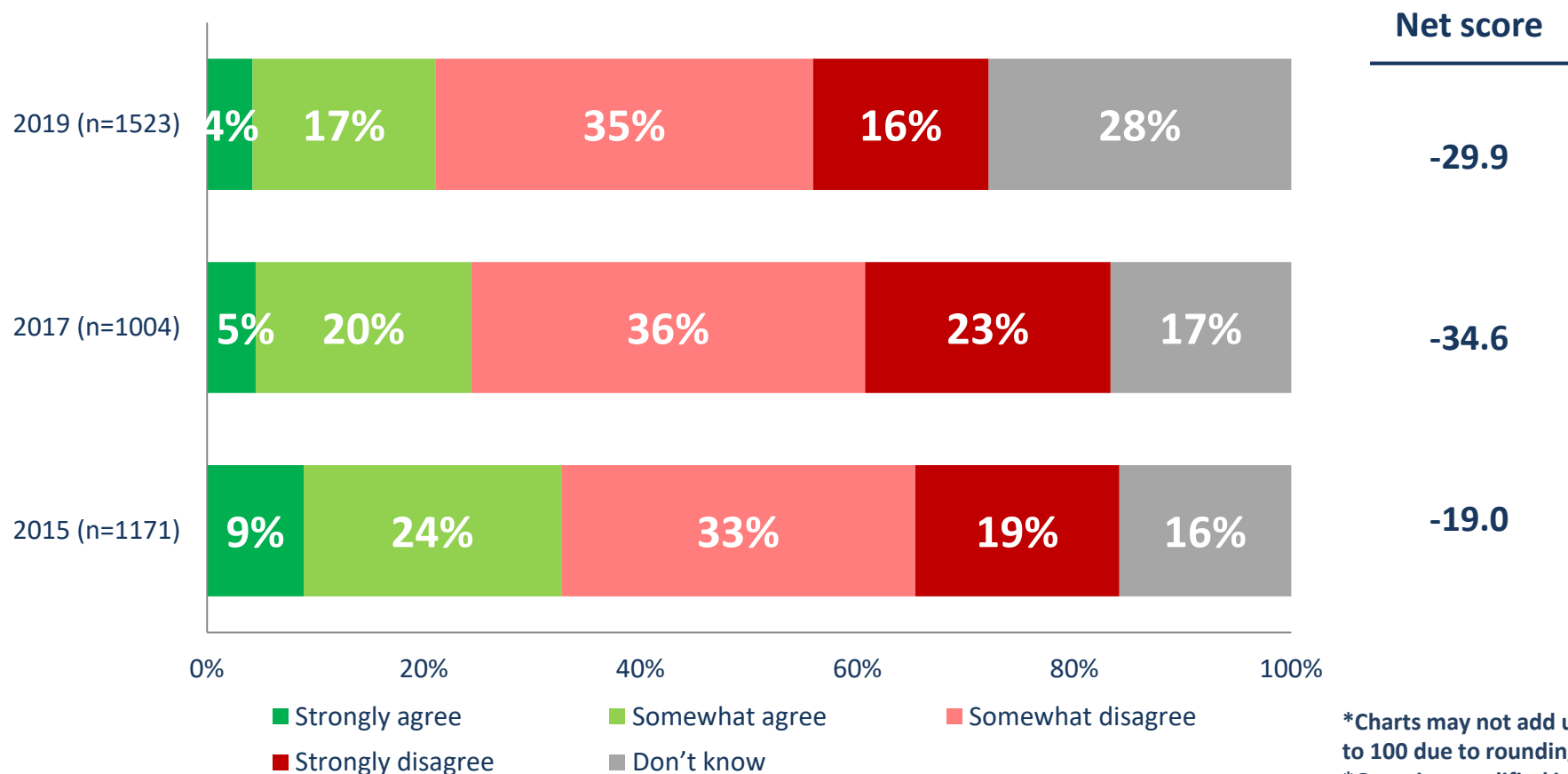
	Somewhat/ strongly disagree
Atlantic (n=156)	57.7%
Quebec (n=353)	51.9%
Ontario (n=466)	47.0%
Prairies (n=309)	55.5%
British Columbia (n=239)	46.7%
Male (n=810)	52.7%
Female (n=713)	49.4%
18 to 34 (n=319)	47.9%
35 to 54 (n=628)	53.6%
55 plus (n=576)	50.9%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements?

Canada is falling behind other countries in the aid it gives to developing countries.

Level of aid provided by Canada compared to other countries



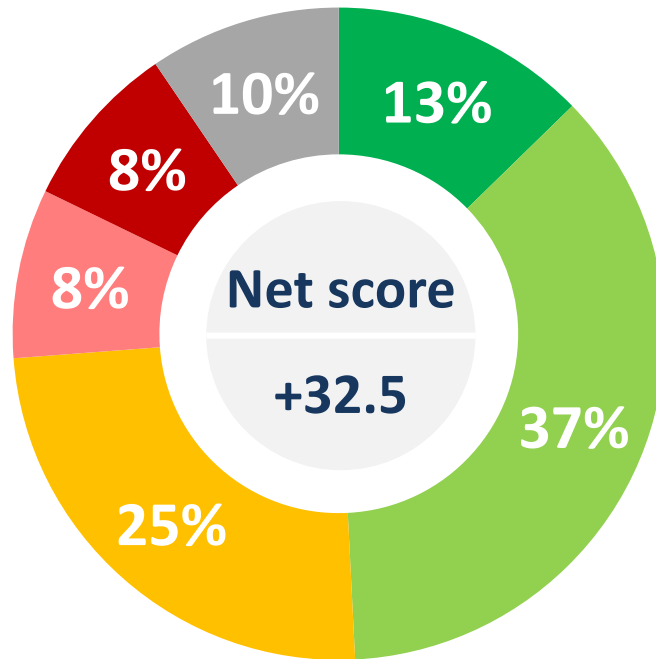
*Charts may not add up to 100 due to rounding.
 *Question modified in 2019

QUESTION – To what extent do you agree or disagree with each of the following statements?

Canada is falling behind other countries in the aid it gives to developing countries.

2017 Question - Canada is falling behind other countries in how much it is doing to help the world's poorest people.

Future change in amount Canada should spend on health-related development aid



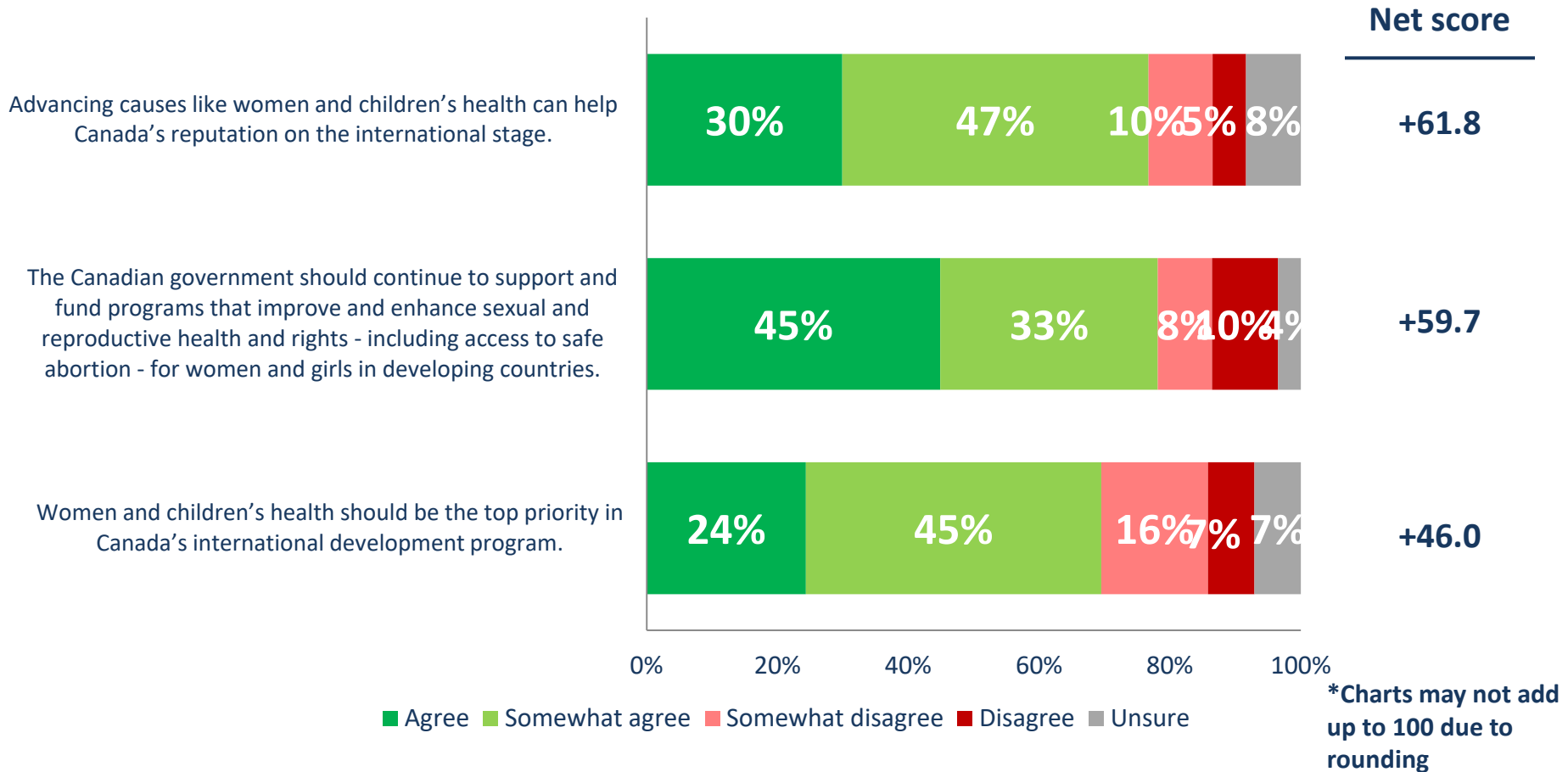
■ Increase significantly ■ Somewhat increase ■ Keep the same
■ Somewhat reduce ■ Reduce significantly ■ Unsure

	Increase significantly/somewhat
Atlantic (n=156)	47.0%
Quebec (n=353)	60.5%
Ontario (n=466)	50.4%
Prairies (n=309)	32.7%
British Columbia (n=239)	51.9%
Male (n=810)	47.2%
Female (n=713)	51.2%
18 to 34 (n=319)	44.1%
35 to 54 (n=628)	46.6%
55 plus (n=576)	55.1%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

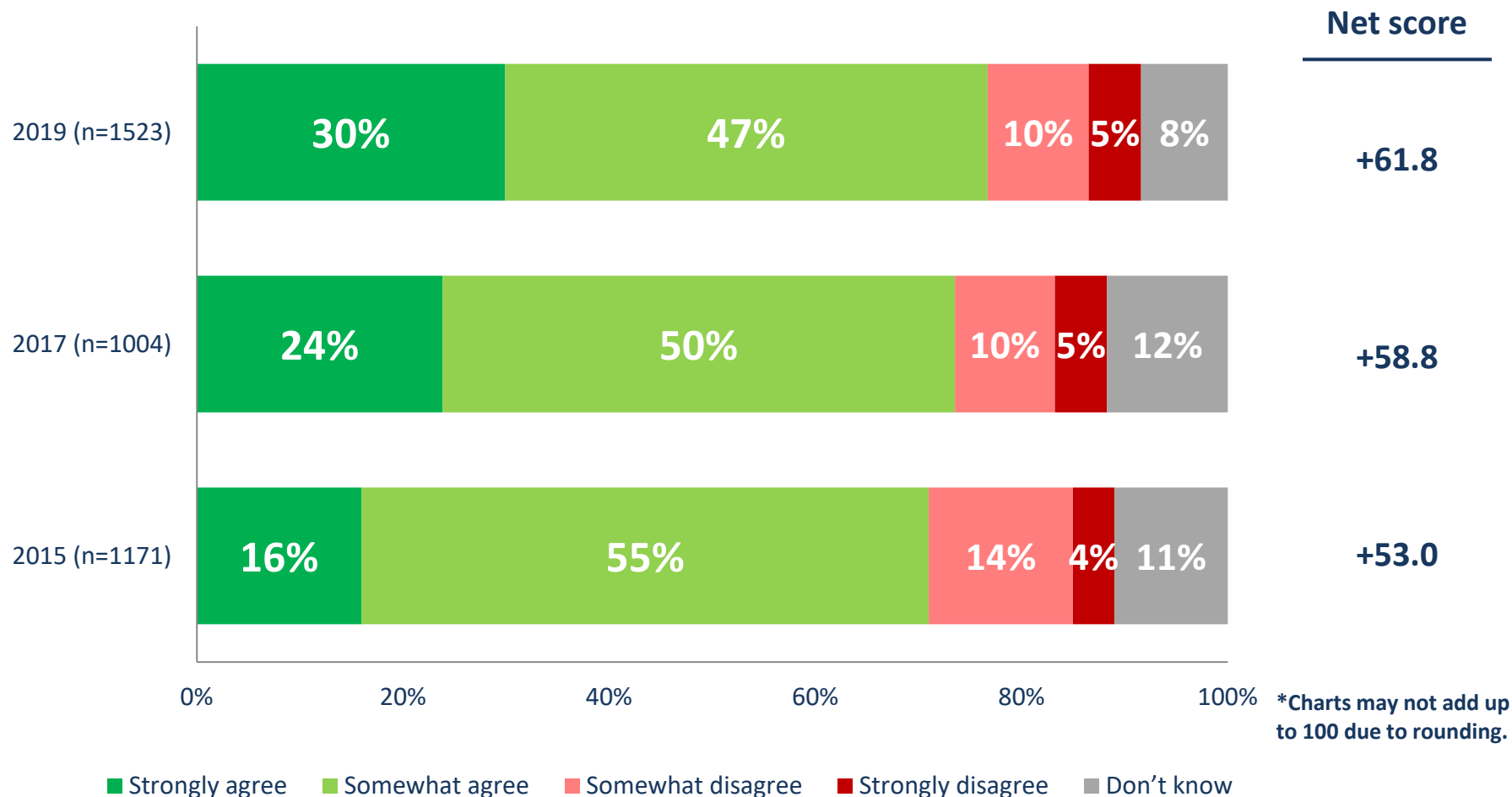
QUESTION – Looking to the future, how do you think the amount that Canada spends on health related development aid to developing countries should change?

Agreement with statements about Canada's role in global health aid



QUESTION – To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

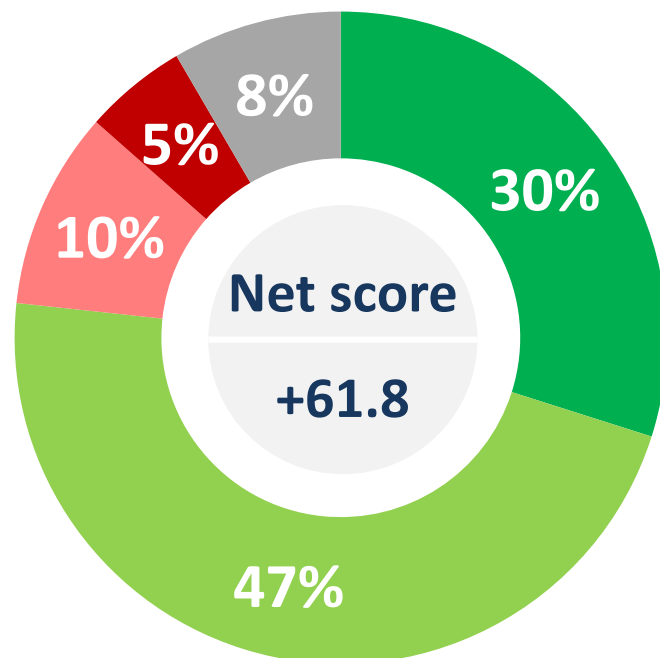
Impact of advancing women and children's health on Canada's reputation



QUESTION – To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

Advancing causes like women and children's health can help Canada's reputation on the international stage.

Impact of advancing women and children's health on Canada's reputation



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
■ Strongly disagree
 ■ Don't know

	Strongly/ somewhat agree
Atlantic (n=156)	77.1%
Quebec (n=353)	82.9%
Ontario (n=466)	75.3%
Prairies (n=309)	69.4%
British Columbia (n=239)	78.4%
Male (n=810)	72.7%
Female (n=713)	80.6%
18 to 34 (n=319)	78.4%
35 to 54 (n=628)	75.7%
55 plus (n=576)	76.3%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

Advancing causes like women and children's health can help Canada's reputation on the international stage.

Spirit of generosity

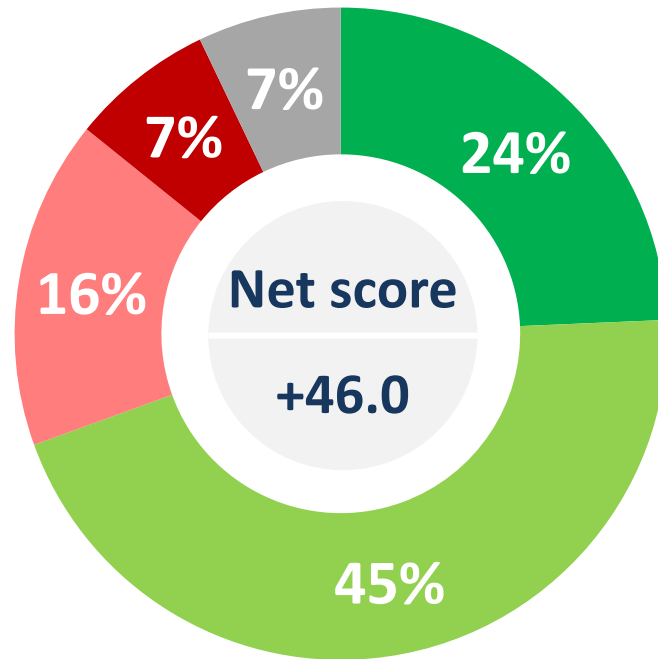


“

Canadians see a focus on women and children's health as a top priority in Canada's international development program.

”

Women and children's health as top priority for Canada



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
■ Strongly disagree
 ■ Don't know

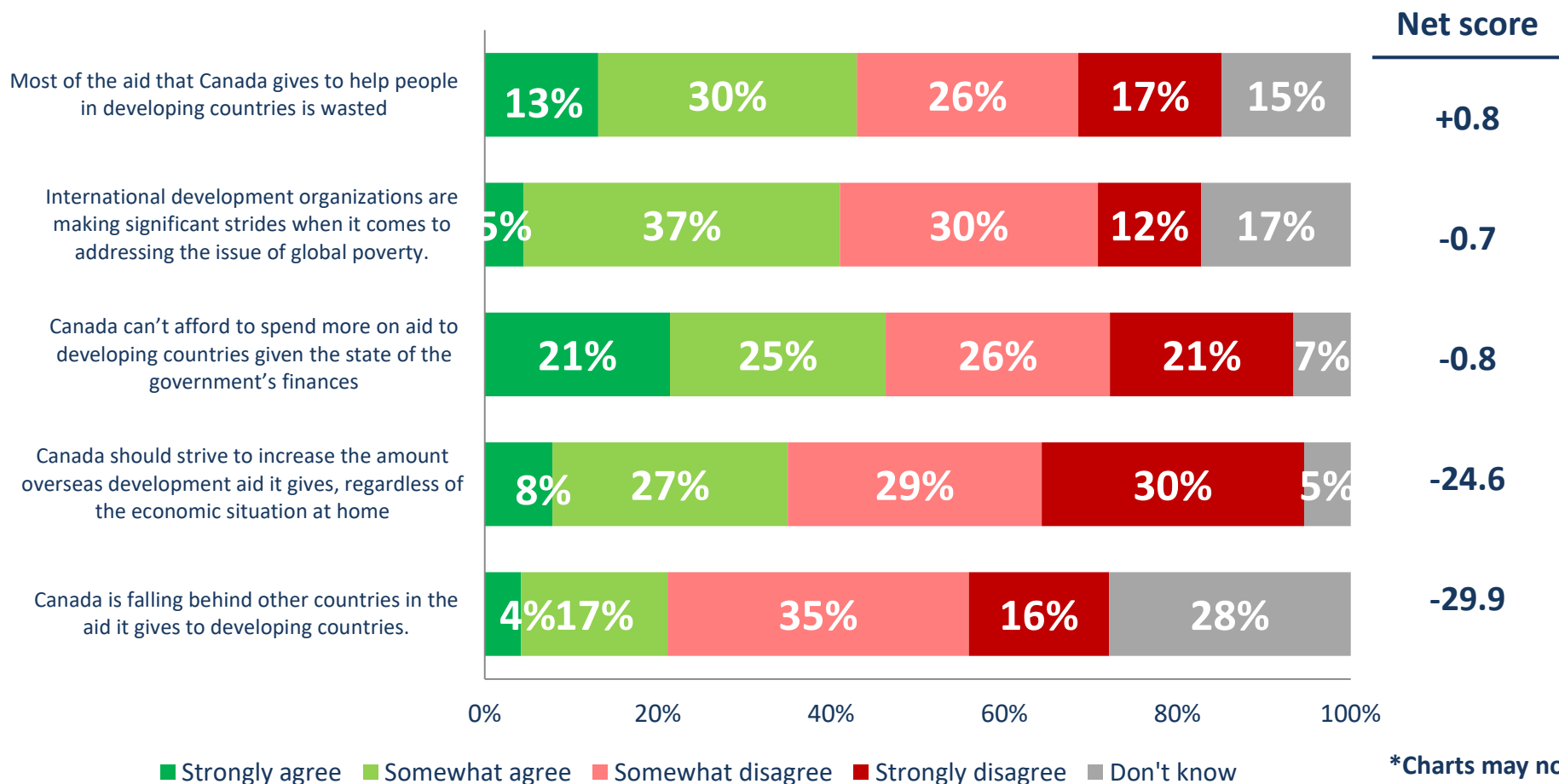
	Strongly/ somewhat agree
Atlantic (n=156)	79.0%
Quebec (n=353)	75.5%
Ontario (n=466)	65.2%
Prairies (n=309)	63.9%
British Columbia (n=239)	68.9%
Male (n=810)	61.6%
Female (n=713)	77.2%
18 to 34 (n=319)	68.7%
35 to 54 (n=628)	70.4%
55 plus (n=576)	69.1%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

Women and children's health should be the top priority in Canada's international development program

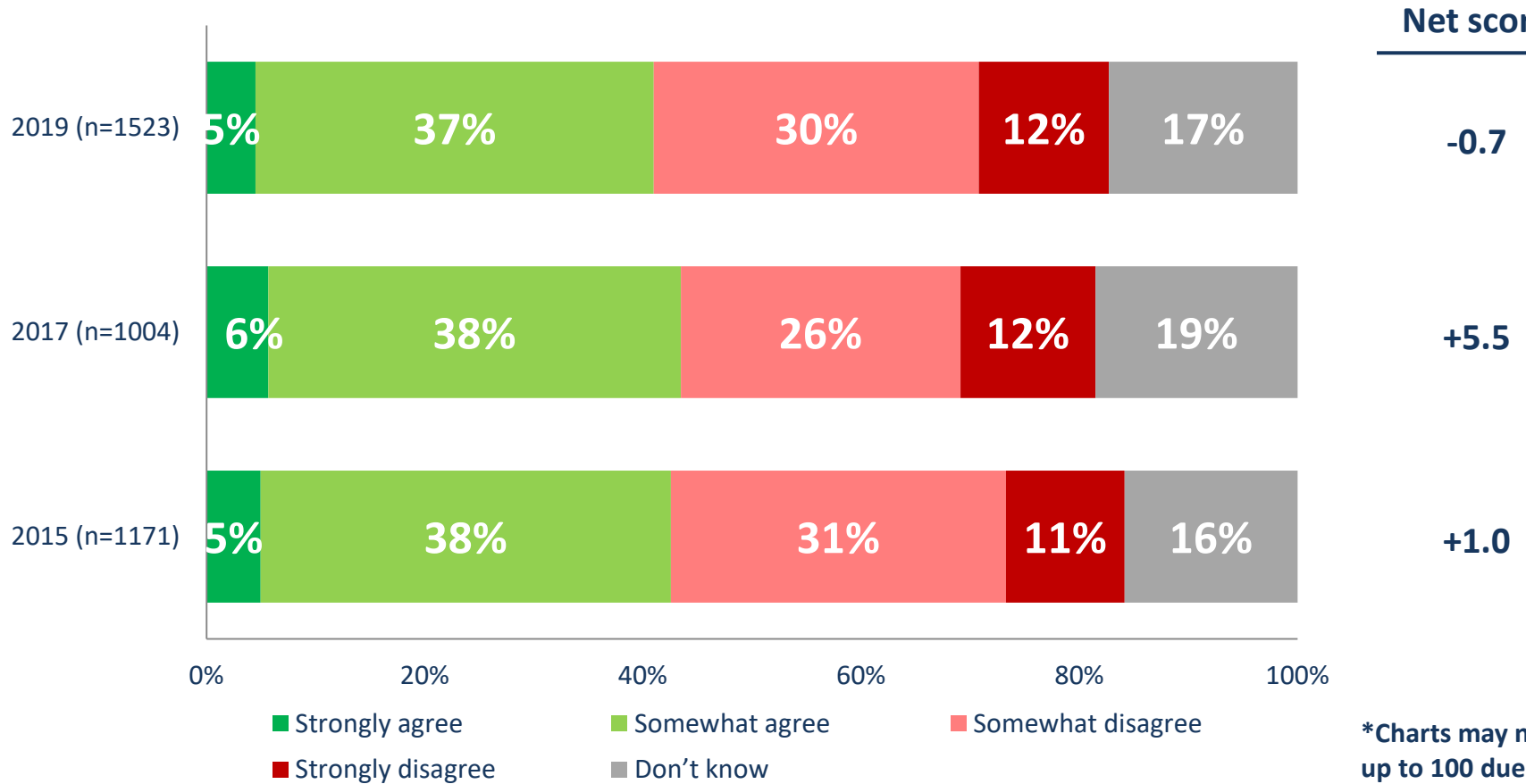
Agreement with statements about attitude towards aid



*Charts may not add up to 100 due to rounding

QUESTION – To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

Making strides in addressing global poverty

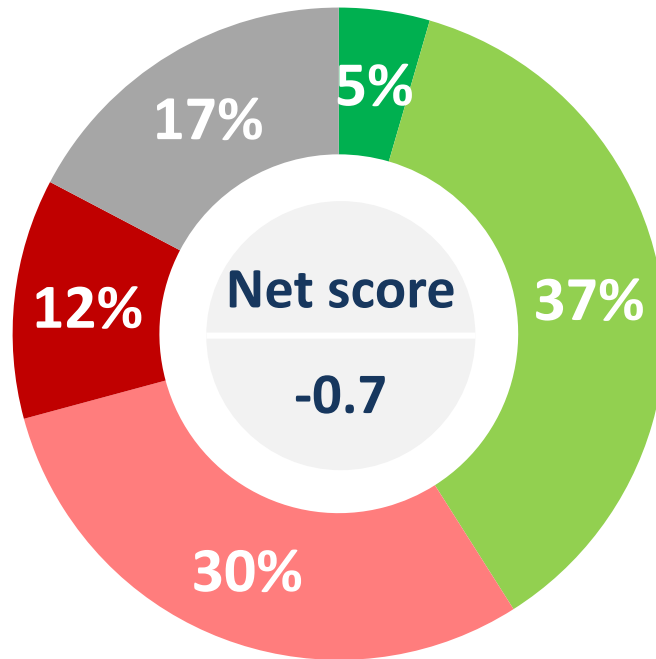


*Charts may not add up to 100 due to rounding

QUESTION – To what extent do you agree or disagree with each of the following statements?

International development organizations are making significant strides when it comes to addressing the issue of global poverty.

Making strides in addressing global poverty



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree
■ Strongly disagree ■ Don't know

	Strongly/ somewhat disagree
Atlantic (n=156)	48.9%
Quebec (n=353)	34.6%
Ontario (n=466)	41.7%
Prairies (n=309)	48.6%
British Columbia (n=239)	39.6%
Male (n=810)	46.2%
Female (n=713)	37.4%
18 to 34 (n=319)	38.3%
35 to 54 (n=628)	45.6%
55 plus (n=576)	40.6%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

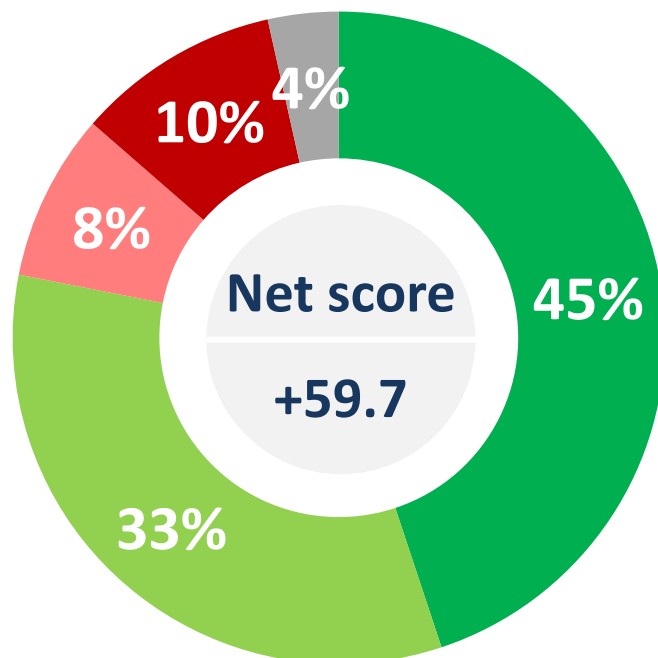
QUESTION – To what extent do you agree or disagree with each of the following statements?

International development organizations are making significant strides when it comes to addressing the issue of global poverty.



“ *Nearly four in five Canadians say they agree or somewhat agree that the Canadian government should continue its support for programs that advance the sexual and reproductive health and rights for women and girls in developing countries* **”**

Support for programs that improve sexual and reproductive health and rights



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
■ Strongly disagree
 ■ Don't know

	Strongly/ somewhat agree
Atlantic (n=156)	78.2%
Quebec (n=353)	90.7%
Ontario (n=466)	77.1%
Prairies (n=309)	67.0%
British Columbia (n=239)	74.0%
Male (n=810)	73.9%
Female (n=713)	82.2%
18 to 34 (n=319)	81.0%
35 to 54 (n=628)	74.4%
55 plus (n=576)	79.5%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

The Canadian government should continue to support and fund programs that improve and enhance sexual and reproductive health and rights - including access to safe abortion - for women and girls in developing countries.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,523 Canadians, 18 years of age or older, between June 22nd to 28th, 2019. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. The survey was conducted in both English and French.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 2.5 percentage points, 19 times out of 20.

The research was commissioned by Canadian Partnership for Women and Children's Health and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

PARTICIPANT PROFILE

Province	Frequency (n=1523)
----------	-----------------------

Atlantic	156
Quebec	353
Ontario	466
Prairies	309
British Columbia	239

Age	Frequency (n=1523)
-----	-----------------------

18 to 34	319
35 to 54	628
55 plus	576

Gender	Frequency (n=1523)
--------	-----------------------

Male	810
Female	713

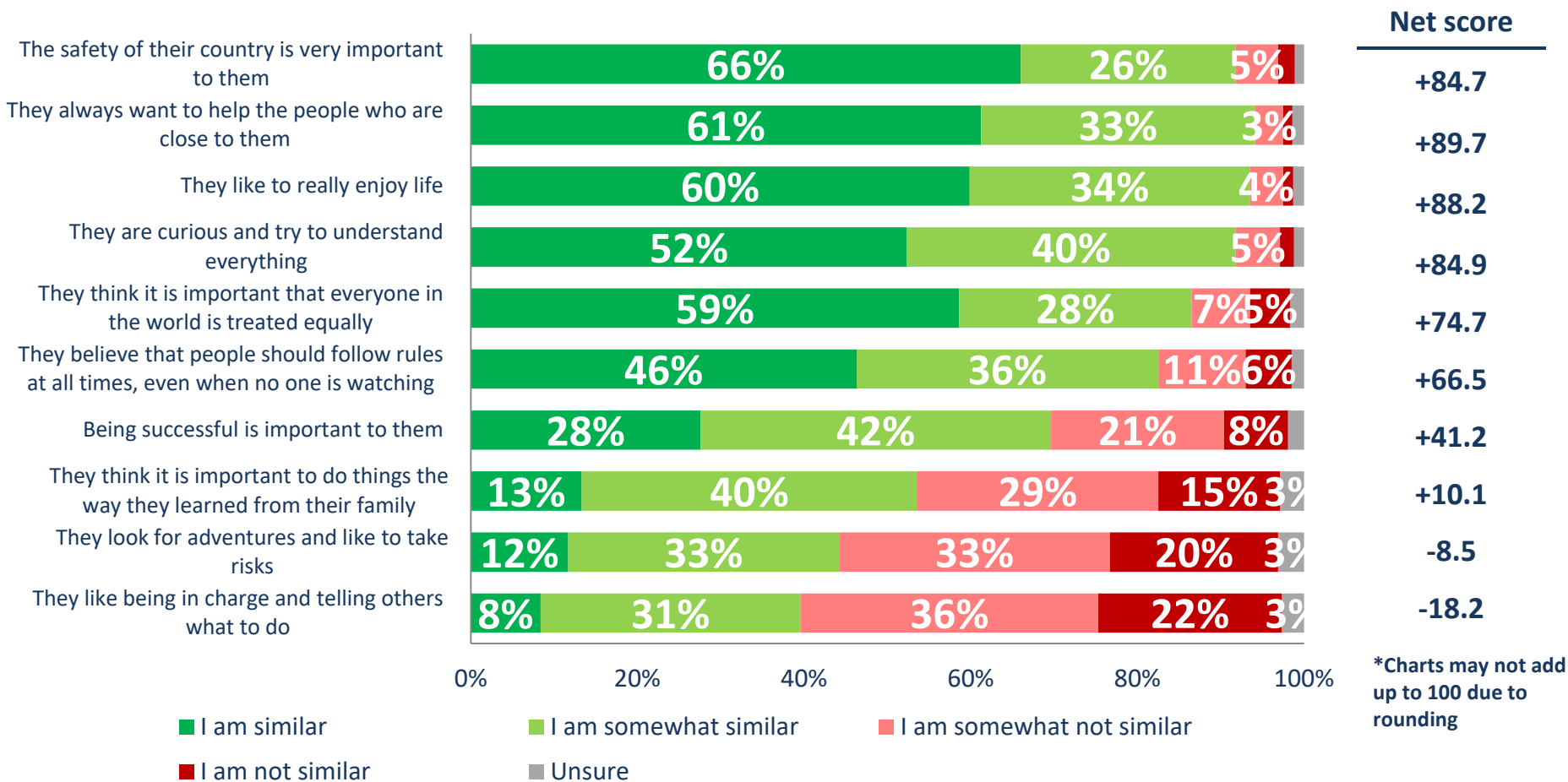
Political support	Frequency (n=1523)
-------------------	-----------------------

Conservative Party	411
Liberal Party	412
Green Party	167
Bloc Quebecois	57
New Democratic Party	163
People's Party	35
Other	14
None represent my personal views	209
Refuse	55

Education	Frequency (n=1523)
-----------	-----------------------

Primary school or less	1
Some high school	24
Graduated high school	106
Some college / CEGEP / Trade School	160
Graduated from college / CEGEP / Trade School	317
Some university	165
University undergraduate degree, such as a Bachelor's Degree	478
University graduate degree, such as a Master's or PhD	155
Refuse	117

Similarity to other people in Canada



QUESTION – Here are some descriptions of other people in Canada. How similar or dissimilar are you to each of these people [RANDOMIZE]

2015 – Ipsos conducted an on-line survey of n=1,171 among a nationally representative general population, 18 years and older and included an n=150 oversample of mothers living in suburban and rural/town areas. The sample was weighted by age, gender and region. In addition, the total sample was weighted by the national proportion of mothers living in suburban/rural areas (7% of total population). The survey was in field between June 18th and June 26th, 2015.

2017 – Ipsos conducted an on-line survey of n=1,004 among a nationally representative general population, 18 years and older. The “credibility interval*” for a sample of this size is ± 3.5 percentage points, 95% of the time. Survey was conducted in both English and French. The data were weighted to the Canadian population data by age, gender and region. The precision of Ipsos on-line surveys is measured using a credibility interval. This is similar to standard confidence limits assigned to traditional phone and other surveys, but has been tailored for on-line surveys. The survey was in field between May 1st and May 8th, 2017.

NOTE: In the 2015 and 2017 waves “unsure” was not an option for respondents in a number of survey questions in contradiction to market research best practices.

NOTE: A number of tracking questions were carried forward, some were tweaked. All changes are detailed on the appropriate page displaying the data.

TECHNICAL NOTE

Element	Description
Organization who commissioned the research	Canadian Partnership for Women and Children's Health
Final Sample Size	1523 Randomly selected individuals.
Margin of Error	±2.5 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online [omnibus] survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	June 22 nd to 28 th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Ten percent, consistent with industry norms.
Question Order	For question order please see the appended questionnaire in Annex B.
Question Content	All question asked are contained in this report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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www.nanosdimap.com

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