INCREASING CANADA'S ROLE

FRAMING FOREIGN AID SPENDING

WHAT IS THE STORY?





METHODOLOGY

The survey was conducted with 2,979 Canadian adults between the dates of June 12 to 21, 2020. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 1.77, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.





EXECUTIVE SUMMARY

- Infectious disease remains the top concern for Canadians, likely due to the ongoing pandemic. Aside from other factors, framing additional aid assistance will need to take this into account.
- Canadian's want Canada to have a role in foreign aid, are not overly supportive of the ODA funding model (compared to crisis-based funding), and self-interested arguments (i.e. funding for others will also have positive economic and health benefits for Canadians) can increase support from people who wouldn't otherwise see value in ODA investments.
 - The survey presented 4 main frames for foreign aid: Canada's role, foreign aid as an investment, self-interested about economic concerns, and self-interested framework about outbreak concerns.
 - All things considered, the most effective argument for increasing aid is one that focuses on Canada's role in supporting specific groups in need, and, in the short term, how investments elsewhere will prevent a second outbreak.





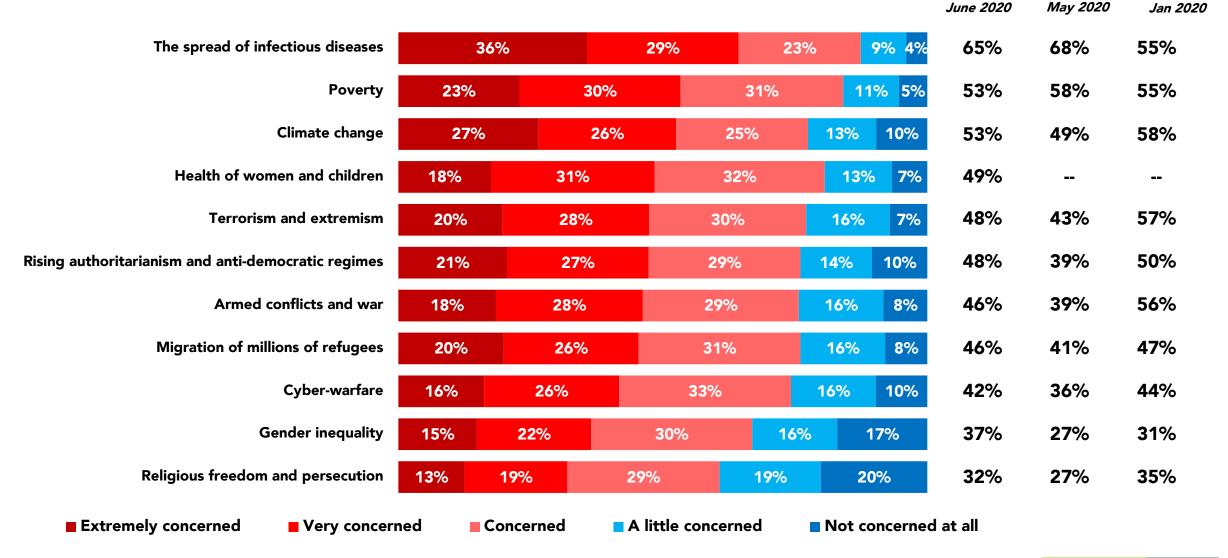
GLOBAL ISSUES

- Concern about the spread of infectious disease remains a top concern for Canadians. Concern remains largely unchanged from May.
- Well over half of Canadians are also concerned about the global issues of gender inequality (67%) and the health of women and children (81%)
 - Women are more concerned than men, on all three of these issues.
 - Older Canadians are more concerned about the spread of infectious disease and the health of women and children.
 - Concerns about gender inequality are not as straightforward- 23% of those 18-29 are extremely concerned about this issue, compared to 12-14% of every other age group.
 - Of the three main parties, NDP voters, followed by Liberal voters are most concerned about the health of women and children and gender equality.



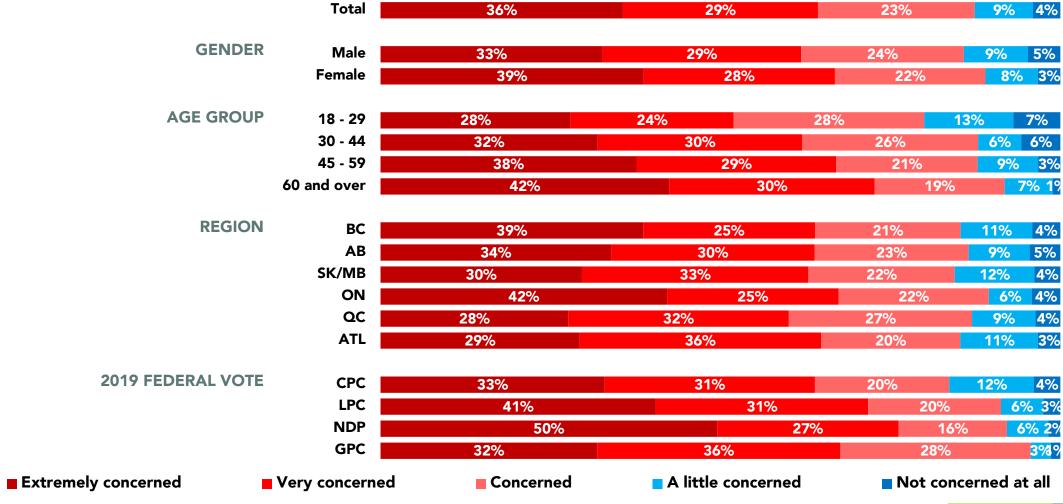
TOP GLOBAL CONCERNS

% extremely/Very concerned

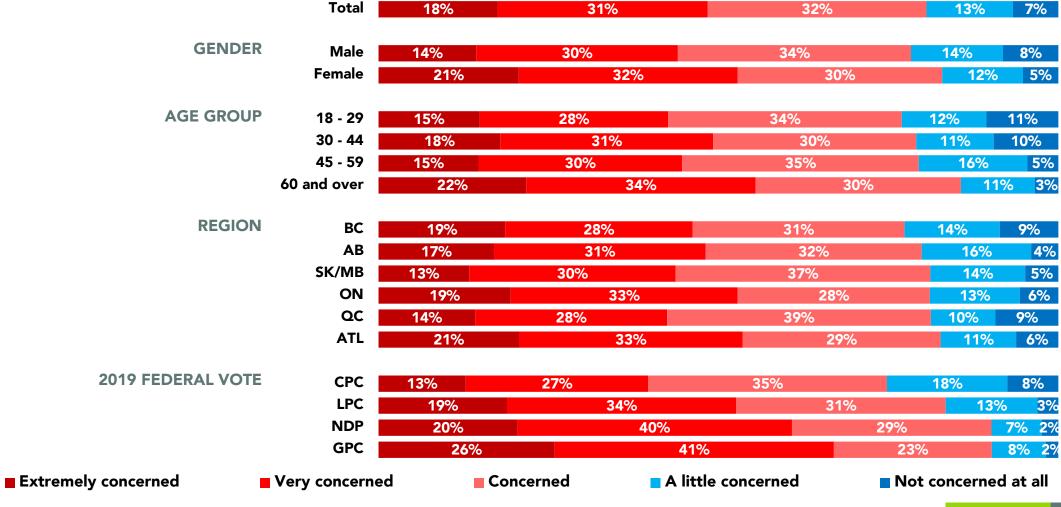




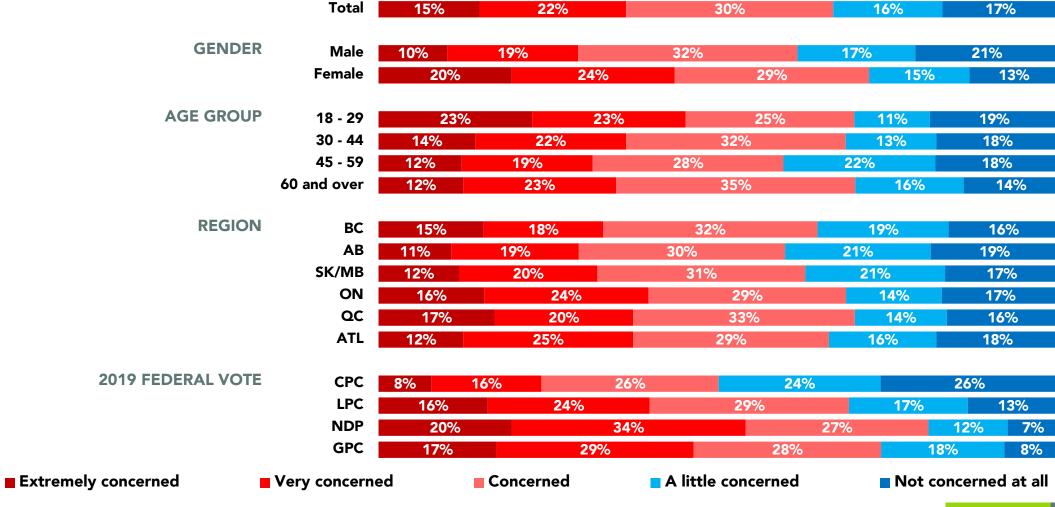
TOP GLOBAL CONCERNS THE SPREAD OF INFECTIOUS DISEASES



TOP GLOBAL CONCERNS HEALTH OF WOMEN AND CHILDREN



TOP GLOBAL CONCERNS GENDER INEQUALITY



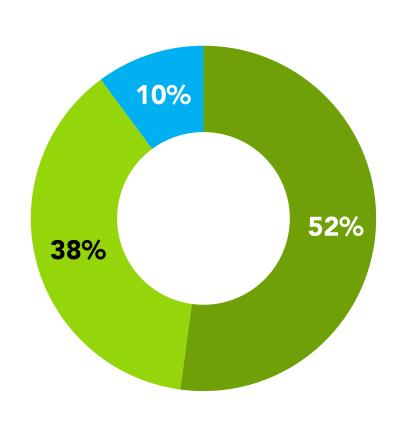


CANADA'S ROLE

- When framed as 'Canada's Role' a majority of Canadians are supportive of Canadian involvement.
- Nearly all Canadians (90%) want to see Canada play some kind of role in improving women and children's health worldwide. This includes half who say Canada should be a leader.
- 63% support Canada investing in the health of people living in poorer countries.



SUPPORT FOR CANADIAN INVOLVEMENT IN IMPROVING HEALTH OF WOMEN & CHILDREN IS STRONG



90%

want Canada to have a role in improving women and children's' health worldwide.

1 in 2

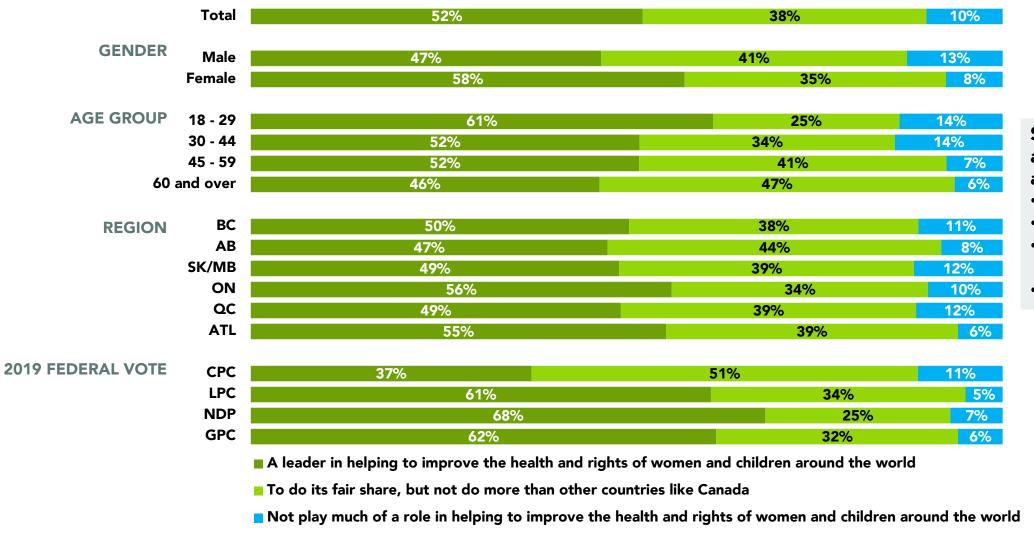
say Canada should be <u>a leader</u> in improving women and children's' health worldwide.

Support for Canada as a leader is highest among women, those 18-29, and those living in Ontario or Atlantic Canada. 37% of CPC voters say Canada should be a leader, 61% of NDP voters and 68% of LPC voters say the same.

- A leader in helping to improve the health and rights of women and children around the world
- To do its fair share, but not do more than other countries like Canada
- Not play much of a role in helping to improve the health and rights of women and children around the world

When it comes to the role Canada can play in improving the health and rights of women and children around the world, do you want Canada to be...

CANADA'S ROLE IN IMPROVING THE HEALTH & RIGHTS OF WOMEN AND CHILDREN IS...



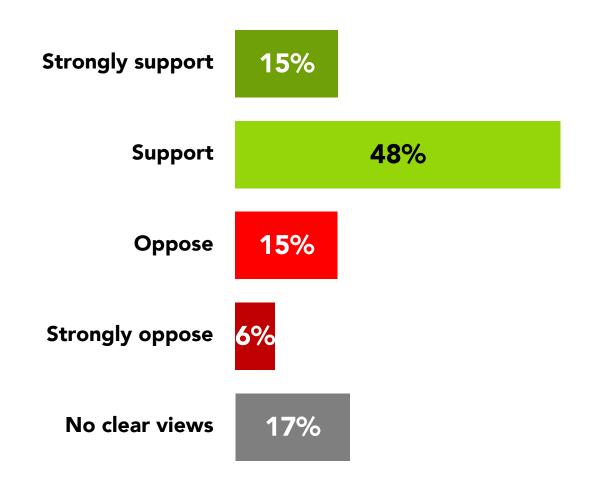
Support for Canada as a leader is highest among:

- Women
- Those 18-29
- Those in ON + ATL
- NDP voters

ABACUS DA

When it comes to the role Canada can play in improving the health and rights of women and children around the world, do you want Canada to be...

SUPPORT FOR CANADA INVESTING IN THE HEALTH OF PEOPLE LIVING IN POORER COUNTRIES



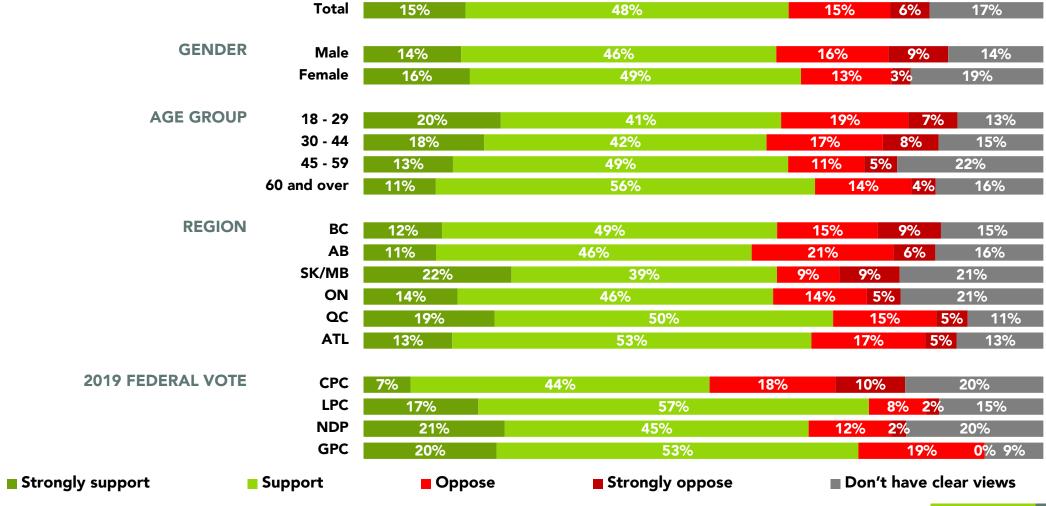
63%

support Canada investing in the health of people living in poorer countries.

Strong support is higher among younger Canadians, those living in SK/MB and those in Quebec.



SUPPORT FOR CANADA INVESTING IN THE HEALTH OF PEOPLE LIVING IN POORER COUNTRIES





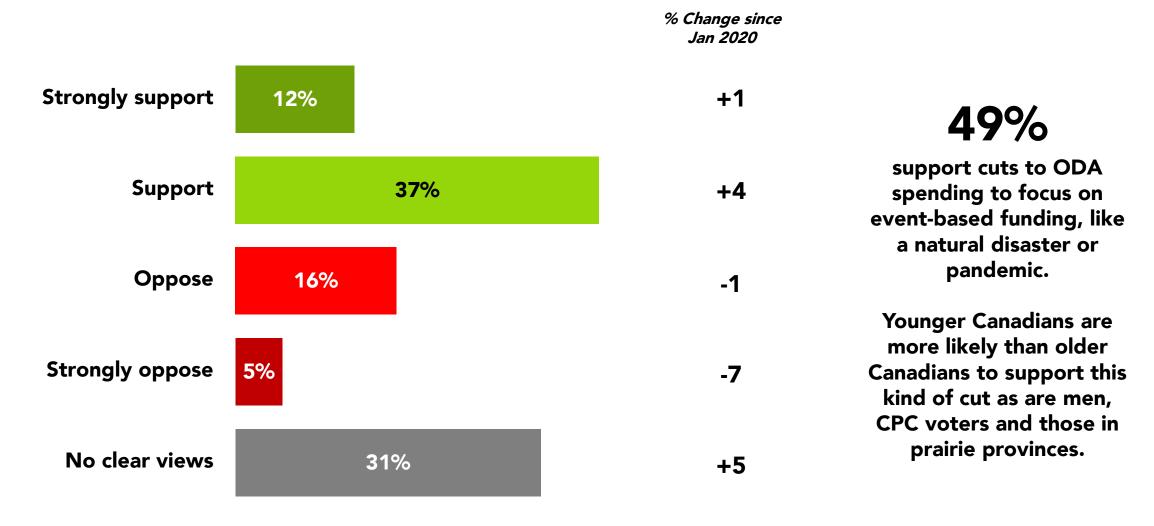


SUPPORT FOR ODA INCREASE

- Framed differently, around ODA spending, Canadians are less supportive of Canadian involvement. In fact, 49% are in favour of reducing ODA spending. A 5-point increase from January.
- Young Canadians are both the most supportive of Canada investing in the health of people in poorer countries and the most supportive of cuts to ODA.

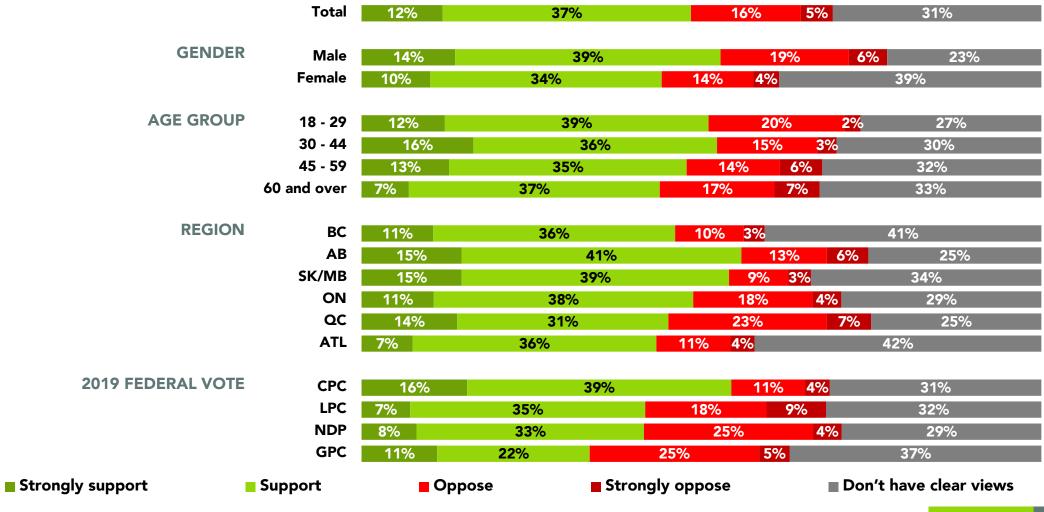


SUPPORT FOR REDUCING ODA SPENDING TO FOCUS ON HUMANITARIAN OR EMERGENCY RELIEF





SUPPORT FOR ODA SPENDING REDUCED TO FOCUS ON HUMANITARIAN OR EMERGENCY RELIEF



In the last federal election, one of the main political parties promised to substantially reduce ODA and focus spending only to humanitarian or emergency relief needs when there's a natural disaster, health epidemic, or conflict. Do you support or oppose this idea?



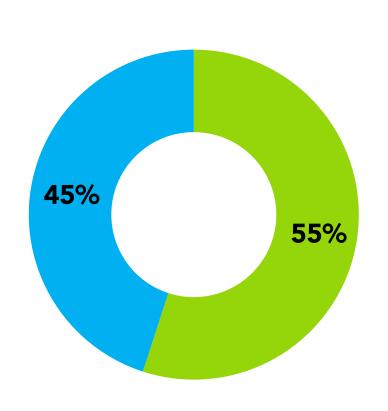


THE PANDEMIC AND AID

- Concern about the spread of infectious disease remains a top concern for Canadians. Concern remains largely unchanged from May.
- Well over half of Canadians are also concerned about the global issues of gender inequality (67%) and the health of women and children (81%)



WILL INVESTING IN THE HEALTH SYSTEMS OF POORER COUNTRIES HELP CANADA'S ECONOMIC RECOVERY?



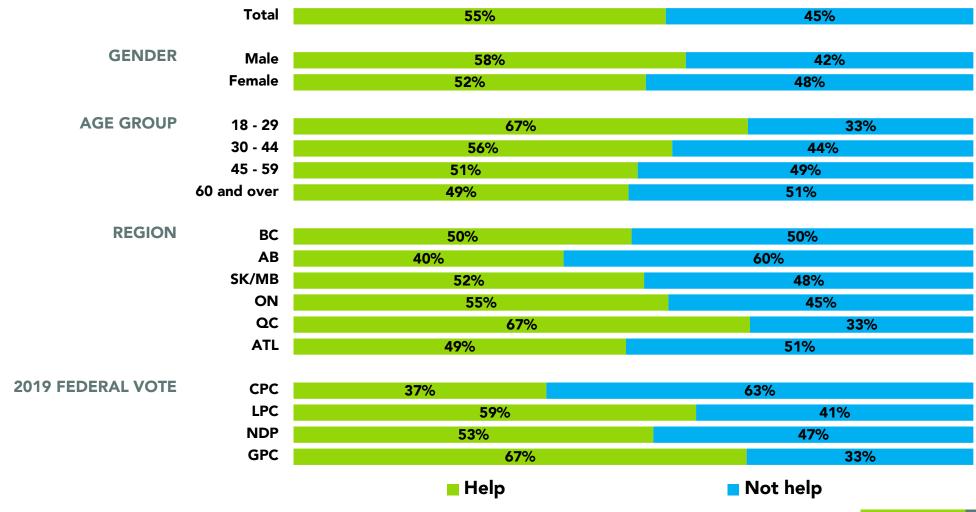
Framed as helping the economic recovery in Canada, just over half say investing in the health systems of other countries will help improve the economic recovery in Canada.

This argument is more favourable for younger Canadians, men, and those in Ontario and Quebec. Politically, this argument is supported by 37% of CPC voters, 59% of Liberal voters, and 53% of NDP voters.

Help Not help

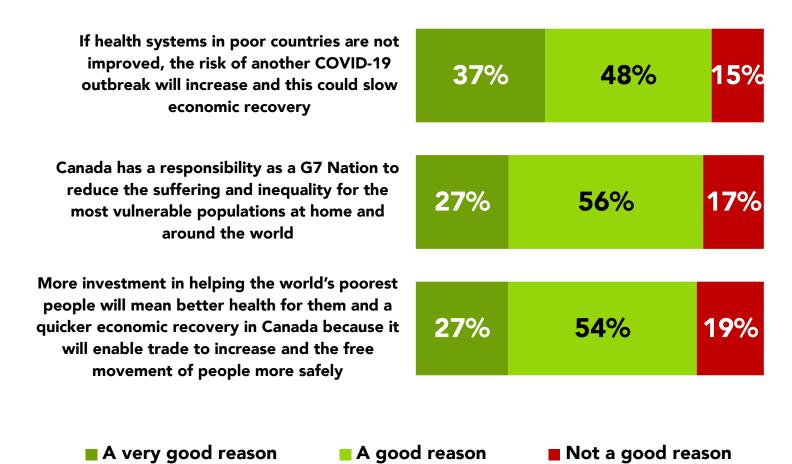


WILL INVESTING IN THE HEALTH SYSTEMS OF POORER COUNTRIES HELP CANADA'S ECONOMIC RECOVERY?





REASONS FOR INCREASING SPENDING TO IMPROVE POORER COUNTRIES

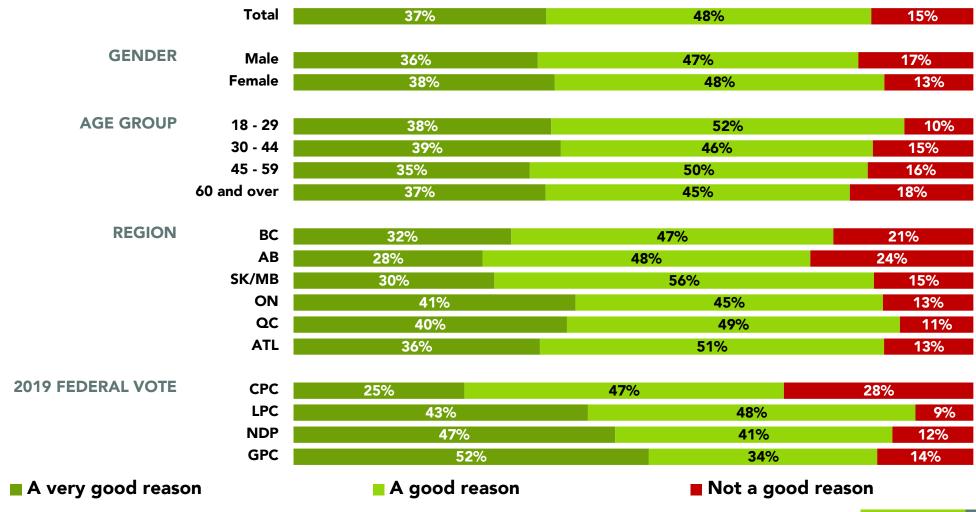


All three arguments draw a good amount of support.

Canadians are most in favour of the 'self-interested' argument, which is 10-points higher than the argument about 'responsibility' and economic recovery'.

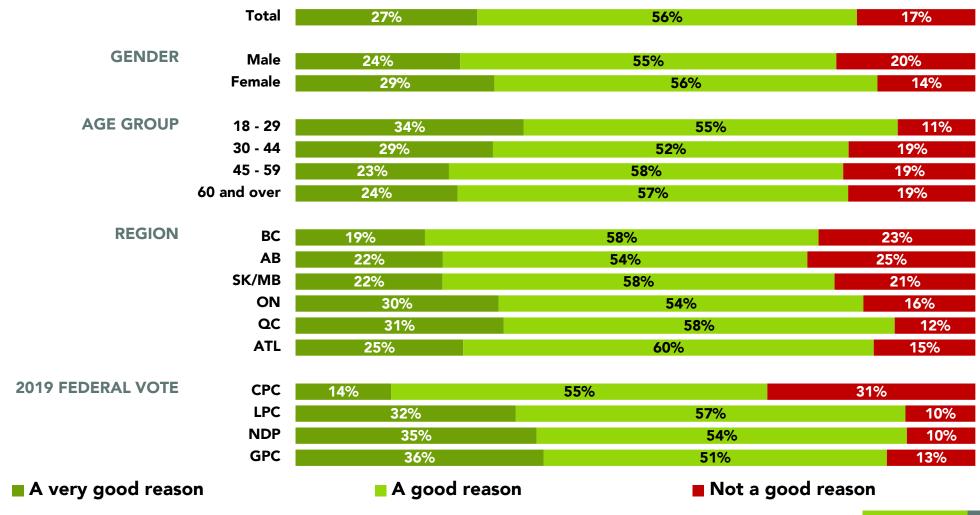


"IF HEALTH SYSTEMS IN POOR COUNTRIES ARE NOT IMPROVED, THE RISK OF ANOTHER COVID-19 OUTBREAK WILL INCREASE AND THIS COULD SLOW ECONOMIC RECOVERY."



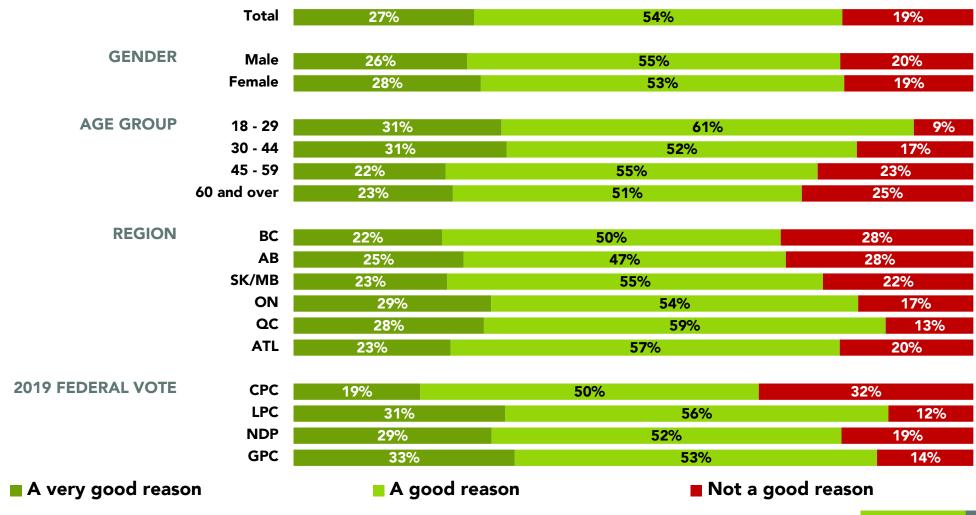


"CANADA HAS A RESPONSIBILITY AS A G7 NATION TO REDUCE THE SUFFERING AND INEQUALITY FOR THE MOST VULNERABLE POPULATIONS AT HOME AND AROUND THE WORLD."



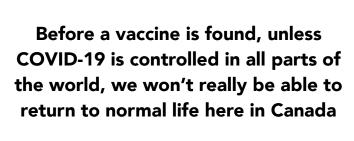


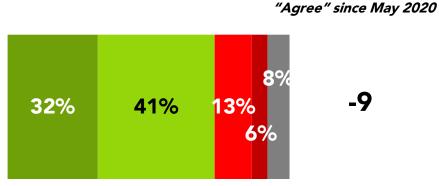
"MORE INVESTMENT IN HELPING THE WORLD'S POOREST PEOPLE WILL MEAN BETTER HEALTH FOR THEM AND A QUICKER ECONOMIC RECOVERY IN CANADA BECAUSE IT WILL ENABLE TRADE TO INCREASE AND THE FREE MOVEMENT OF PEOPLE MORE SAFELY."





AGREE/DISAGREE STATEMENTS

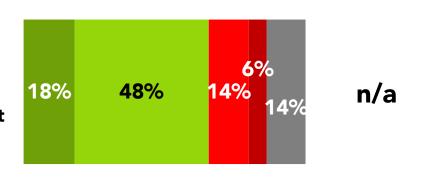




73%

agree that before a vaccine is found, life can't return to normal until COVID-19 is under control everywhere.

Improving the health of vulnerable people (like women and children) in poorer countries will assist Canada's effort to fight COVID-19 and prevent another global outbreak



66%

Agree that improving the health of vulnerable people elsewhere will assist in Canada's effort to fight COVID-19 and prevent another global outbreak.

Strongly agree

Agree

Disagree

■ Strongly disagree

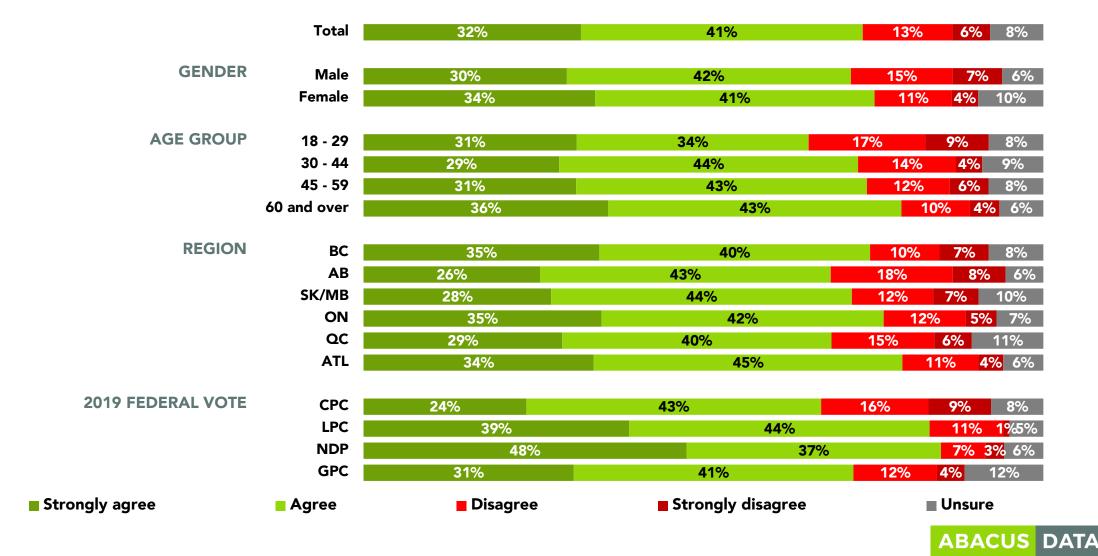
Unsure

% change since in

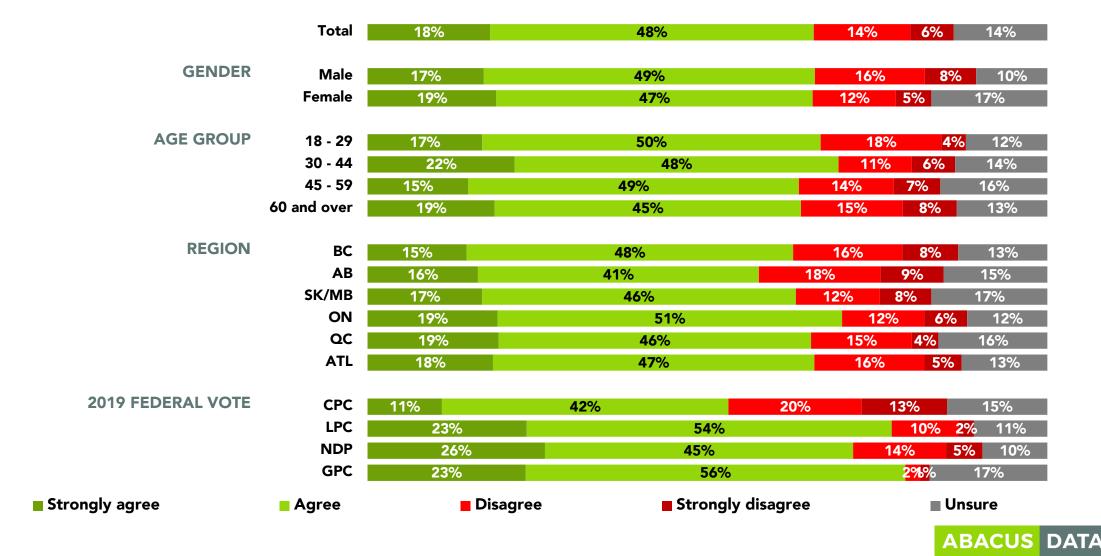
ABACUS DATA

Do you agree or disagree with the following statements? **as a note, the -9-point drop is likely due to placement in the survey. This question was posed later on in the WV survey, and as such, respondents had more priming on the topic.

"BEFORE A VACCINE IS FOUND, UNLESS COVID-19 IS CONTROLLED IN ALL PARTS OF THE WORLD, WE WON'T REALLY BE ABLE TO RETURN TO NORMAL LIFE HERE IN CANADA."



"IMPROVING THE HEALTH OF VULNERABLE PEOPLE (LIKE WOMEN AND CHILDREN) IN POORER COUNTRIES WILL ASSIST CANADA'S EFFORT TO FIGHT COVID-19 AND PREVENT ANOTHER GLOBAL OUTBREAK."





FRAMES

1. CANADA'S ROLE

Canada has a role in helping those struggling in other countries

- 90% want Canada to have a role in improving women and children's' health worldwide.
- 63% support Canada investing in the health of people living in poorer countries.
- 27% say Canada's role as a G7 country is a very good reason to increase investment. Overall 82% think this is a good reason.

2. INVEST

Canada should provide ODA investments that focuses on overall long-term support.

- 21% oppose cuts to ODA investment.
- 49% support cuts to ODA investment in favour of spending only on short-term 'crisis' events.

3. SELF-INTERESTED-ECONOMIC

It is in Canada's best economic interests to help other countries recover from COVID-19

- 55% say improving health systems in poorer countries will help with Canada's economic recovery
- 37% say the consequence of another outbreak, impacting economic recovery, is a very good reason to increase investment. Overall 85% think this is a good reason.

4. SELF-INTERESTED-OUTBREAK

Helping others will help avoid another outbreak in Canada

- 73% agree that before a vaccine is found, life can't return to normal until COVID-19 is under control everywhere.
- 66% agree that improving the health of vulnerable people elsewhere will assist in Canada's effort to fight COVID-19 and prevent another global outbreak.

For all Canadians, arguments that work best:

Specifically talk about the outcomes of Canada's contributions, the people they help, and the specific problems that are addressed.

Highlight the interconnectedness of our world and the direct financial and health benefits for Canadians from these types of investments.



A variety of factors effect the efficacy of frames (like age, personally important issues, voting preferences, and perceptions of the COVID pandemic).

ON ISSUES	 For those who cared about a particular issue (the spread of infectious disease, gender inequality, climate change or the health of women & children), framing around CANADA'S ROLE and SELF-INTERESTED- OUTBREAK are more compelling, compared to the average Canadian. This is especially true around those who care about gender inequality and the health of women & children worldwide.
ON GENERATIONS	 Those 18-29 are much more convinced about the CANADA's ROLE frame than any other age group, while older Canadians seem to slightly favour the INVEST framework (and are less likely to support a decrease in investments. The SELF-INTERESTED-ECONOMIC framework is more compelling to younger Canadians.
ON POLITICS	 LPC voters are much more convinced that average with every framework, aside from INVEST They are highly supportive of the CANADA'S ROLE framework, and the SELF-INTERESTED-OUTBREAK framework. LPC voters are most aligned with CPC voters on the SELF-INTERESTED-OUTBREAK framework. LPC voters are most aligned with NDP voters on CANADA's ROLE (women/children) and SELF-INTERESTED-OUTBREAK.
ON COVID	 Interestingly worry has little to do with favourability of the SELF-INTERESTED-ECONOMIC framework. It is the framework on SELF-INTERESTED-OUTBREAK that is particularly compelling for those who are worried about COVID now and in the future. Those who are worried about COVID are also slightly more in favour of the CANADA'S role framework, compared to those who are not.

All things considered, a framework that highlights Canada's role in assisting with specific groups/issues, and, in the short-term, addresses the concerns for another outbreak, is likely the best approach.



THE ISSUES LENS

Extremely/ very concerned about	% LPC voters	1. CANADA' S ROLE % who say a leader improving health/rights of women/child ren	2. INVEST % support Canada investing in health of people in poorer countries	2a. DECREASE % support decrease to ODA	3. SELF-INTERESTED- ECONOMIC % who say more investment elsewhere means a quicker recovery for Canada	3. SELF INTERESTED- ECONOMIC % who say if health systems not improved elsewhere, risks another outbreak and slowed economic recovery	4 SELF- INTERESTED- OUTBREAK % agree no recovery until COVID-19 is under control everywhere	4. SELF- INTERESTED- OUTBREAK % agree helping other's elsewhere will prevent another outbreak
64% spread of infectious disease	35%	57% (+5)	68% (+5)	51% (+3)	83% (+2)	87% (+2)	82% (+9)	71% (+5)
52% climate change	38%	64% (+12)	74% (+11)	52% (+4)	89% (+8)	93% (+8)	82% (+9)	78% (+12)
48% the health of women and children worldwide	36%	64% (+12)	70%(+7)	56% (+8)	87% (+6)	91% (+6)	82% (+9)	78% (+12)
36% gender inequality	37%	67% (+15)	76% (+13)	58% (+10)	91% (+10)	94% (+9)	82% (+9)	80% (+14)

How to read: Those who are extremely/very concerned about the spread of infectious disease, 68% support investing in health of people in poor countries, 5-points higher than the national average.



THE GENERATIONAL LENS

Age Group	% LPC voters	1. CANADA' S ROLE % who say a leader improving health/rights of women/child ren	2. INVEST % support Canada investing in health of people in poorer countries	2a. DECREASE % support decrease to ODA	3. SELF-INTERESTED- ECONOMIC % who say more investment elsewhere means a quicker recovery for Canada	3. SELF INTERESTED- ECONOMIC % who say if health systems not improved elsewhere, risks another outbreak and slowed economic recovery	4 SELF- INTERESTED- OUTBREAK % agree no normal until COVID-19 is under control everywhere	4. SELF- INTERESTED- OUTBREAK % agree helping other's elsewhere will prevent another outbreak
18-29	33%	61% (+9)	61% (-2)	51% (+3)	91% (+10)	90% (+5)	65% (-8)	67% (+1)
30-44	36%	52% (nc)	59% (-4)	52% (+4)	83% (+2)	85% (nc)	73% (nc)	69% (+3)
45-59	31%	52% (nc)	62%(-1)	48% (nc)	77% (-4)	84% (-1)	74% (+1)	63% (-3)
60+	35%	46% (-6)	66% (+3)	44% (-4)	75% (-6)	82% (-3)	79% (+6)	64% (-2)



THE POLITICAL LENS

Past Vote	% of sample	1. CANADA' S ROLE % who say a leader improving health/rights of women/child ren	2. INVEST % support Canada investing in health of people in poorer countries	2a. DECREASE % support decrease to ODA	3. SELF-INTERESTED- ECONOMIC More investment elsewhere means a quicker recovery for Canada	3. SELF INTERESTED- ECONOMIC % who say if health systems not improved elsewhere, risks another outbreak and slowed economic recovery	4 SELF- INTERESTED- OUTBREAK % agree no normal until COVID-19 is under control everywhere	4. SELF- INTERESTED- OUTBREAK % agree helping other's elsewhere will prevent another outbreak
LPC	34%	61% (+9)	74% (+11)	42% (-6)	88% (+7)	91% (+6)	83% (+10)	77% (+11)
СРС	34%	37% (-24)	51% (-12)	54% (+6)	68% (-3)	72% (-13)	67% (-6)	53% (+13)
NDP	16%	68% (+16)	65%(+2)	42% (-6)	81% (nc)	88% (+3)	85% (+12)	71% (+5)



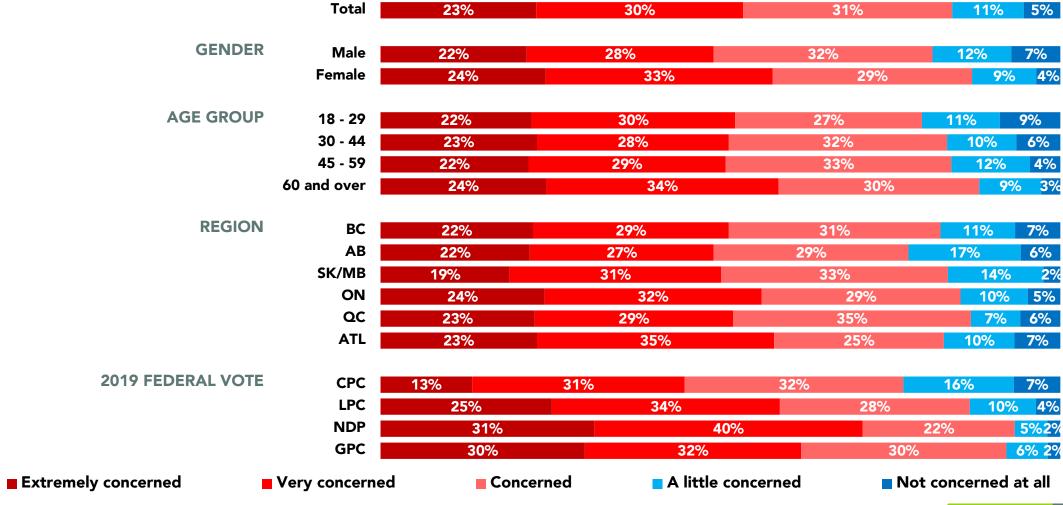
THE COVID LENS

COVID Worries	% LPC voters	1. CANADA' S ROLE % who say a leader improving health/rights of women/child ren	2. INVEST % support Canada investing in health of people in poorer countries	2a. DECREASE % support decrease to ODA	3. SELF-INTERESTED- ECONOMIC % who say more investment elsewhere means a quicker recovery for Canada	3. SELF INTERESTED- ECONOMIC % who say if health systems not improved elsewhere, risks another outbreak and slowed economic recovery	4 SELF- INTERESTED- OUTBREAK % agree no normal until COVID-19 is under control everywhere	4. SELF- INTERESTED- OUTBREAK % agree helping other's elsewhere will prevent another outbreak
25% a lot/very worried	39%	61% (+9)	70% (+7)	55% (+7)	82% (+1)	87% (+2)	85% (+12)	72% (+6)
44% not worried	31%	47% (-5)	59% (-4)	47% (-1)	78% (-3)	83% (-2)	68% (-5)	61% (-5)
24% more worried	33%	54% (+2)	64%(+1)	57% (+9)	86% (+5)	86% (+1)	77% (+5)	70% (+4)
33% less worried	34%	50% (-2)	65% (+2)	57% (+9)	82% (+1)	87% (+2)	72% (-1)	68% (+2)
29% really worried for a second spike	38%	58%(+6)	64% (+1)	53% (+5)	82% (+1)	88% (+3)	84%(+9)	72% (+6)

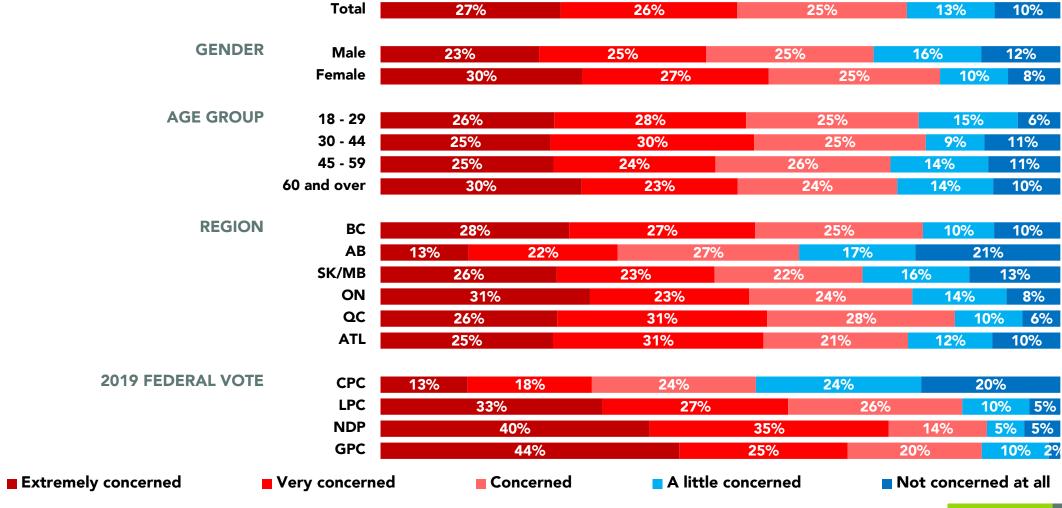




WHAT CONCERNS PEOPLE THE MOST? POVERTY

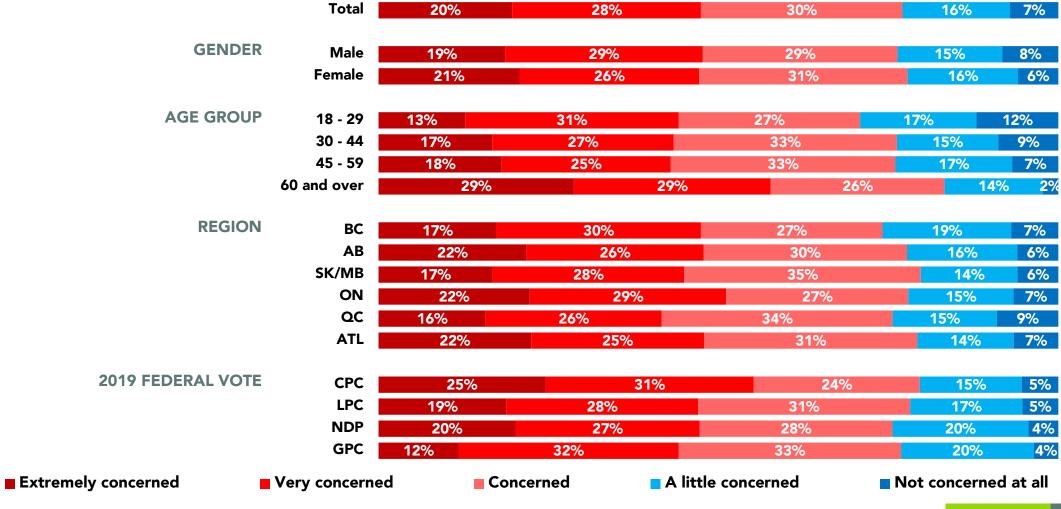


WHAT CONCERNS PEOPLE THE MOST? CLIMATE CHANGE



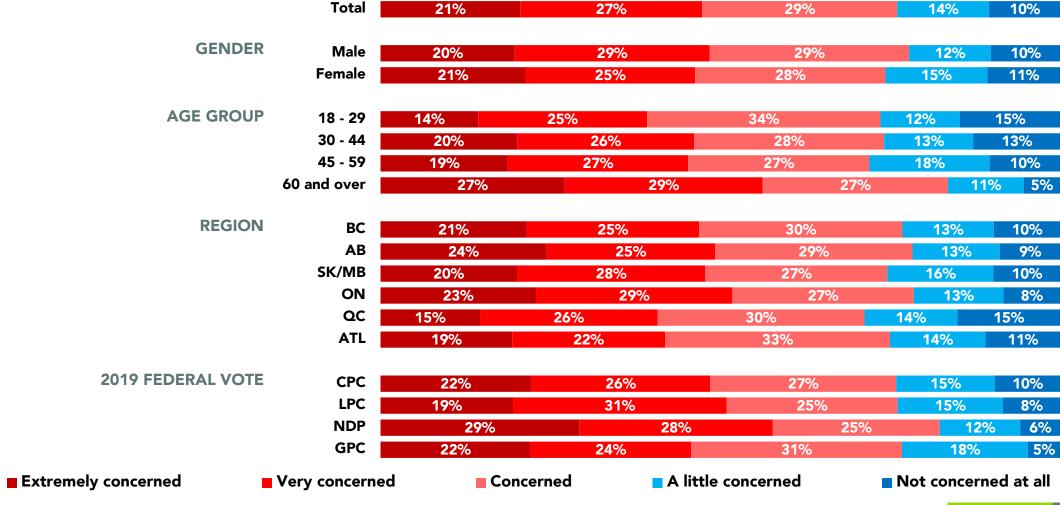
WHAT CONCERNS PEOPLE THE MOST?

TERRORISM AND EXTREMISM

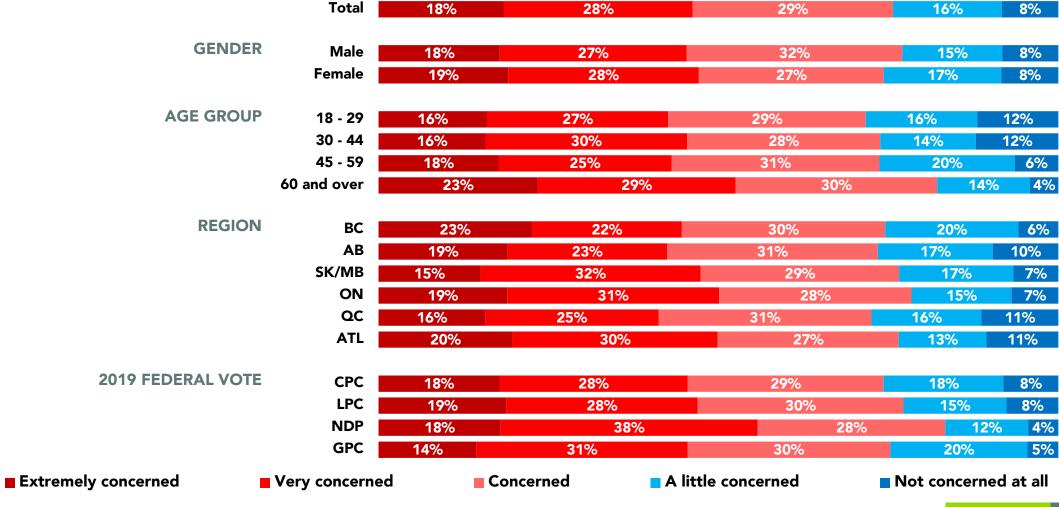




WHAT CONCERNS PEOPLE THE MOST? RISING AUTHORITARIANISM AND ANTI-DEMOCRATIC REGIMES

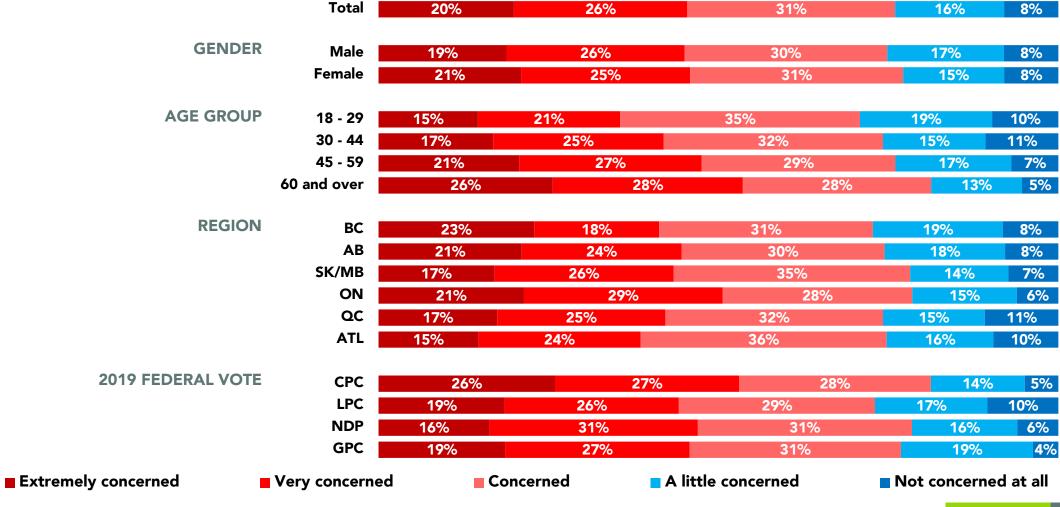


WHAT CONCERNS PEOPLE THE MOST? ARMED CONFLICTS AND WAR

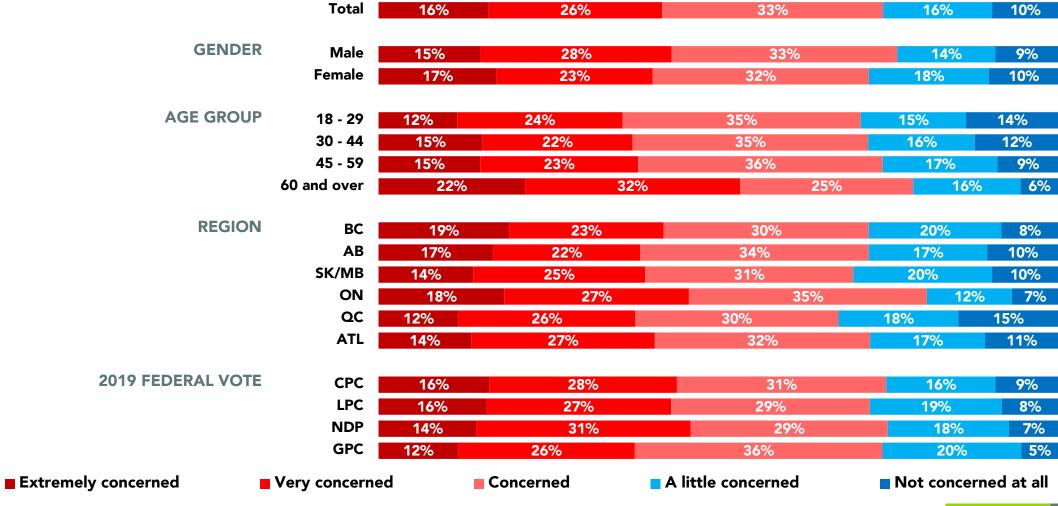




WHAT CONCERNS PEOPLE THE MOST? MIGRATION OF MILLIONS OF REFUGEES



WHAT CONCERNS PEOPLE THE MOST? CYBER-WARFARE





WHAT CONCERNS PEOPLE THE MOST? RELIGIOUS FREEDOM AND PERSECUTION

