

Canadian perspectives on ODA & Canada on the world stage

In partnership:

CanWaCH
Canadian Partnership for
Women and Children's Health



CanSFE
Partenariat canadien pour la
santé des femmes et des enfants



Executive Summary

The current domestic affordability crisis is making Canadians defensive, especially on spending priorities. With big challenges at home, Canadians are spending more time thinking about, more dollars paying for, and more ballot box space on domestic issues - namely the cost of living.

Despite these challenges, Canadians still support ODA spending (81%), suggesting that they haven't forgotten about the world outside our borders. From an issues perspective, there is a great deal of concern for a wide range of global issues. From a mindset perspective, Canadians believe in the importance of collaborating to solve big issues, and in the importance of helping others. And from an image perspective, there is still a great deal of interest in maintaining Canada's image on the world stage.

As this is a benchmark study, we will endeavor to track these metrics over time to understand how shifting priorities change the landscape for ODA support.



Methodology

The survey was conducted with 2,300 Canadians aged 18 and over from June 12 to 19, 2023. A random sample of panelists were invited to complete the survey from a set partner panel 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 +/- 2.043%, 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.



SEGMENTATION

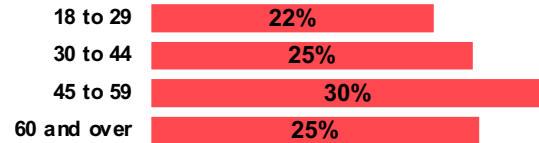
To better understand the views of Canadians, beyond basic demographics, we used advanced statistical analysis to create 4 distinct profiles of Canadians. These segments divide Canadians into 4 groups based on their beliefs and how these beliefs are distinct from the other segments.

	Canada First	Passives	Reserved Global Engagers	Full Global Engagers
Share of Population	26%	18%	35%	21%
Issue Triggers	Refugees	None	Poverty Climate change	Climate change Poverty Democratic decline Health of women/girls
Want Canada to be a leader	3%	16%	27%	63%
Support ODA spending generally	39%	87%	97%	99%
Canada spending on ODA	Too much 68%	Right amount 56%	Right amount 56%	Not enough 35%

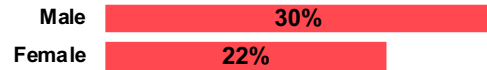
CANADA FIRST (26%)

% SELECTED

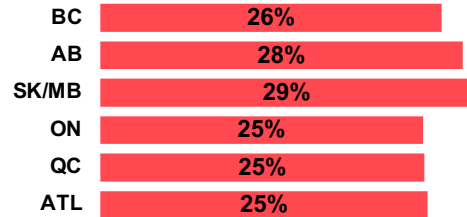
Age Group



Gender



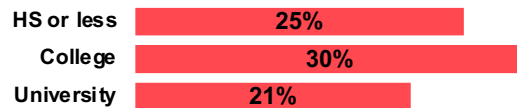
Region



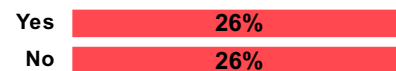
HH Income



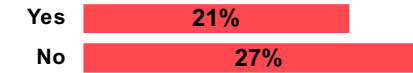
Education



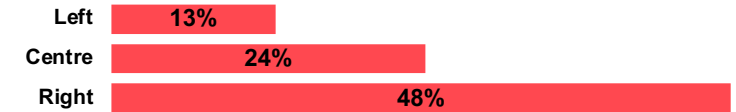
Parent



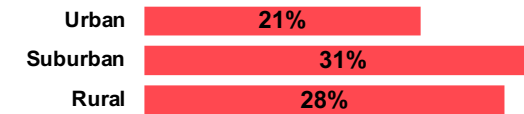
Visible Minority



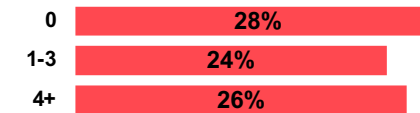
Political Spectrum



Community



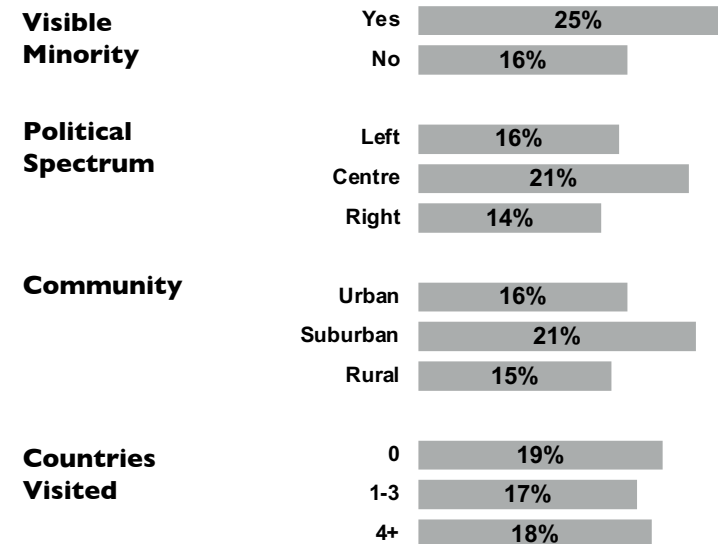
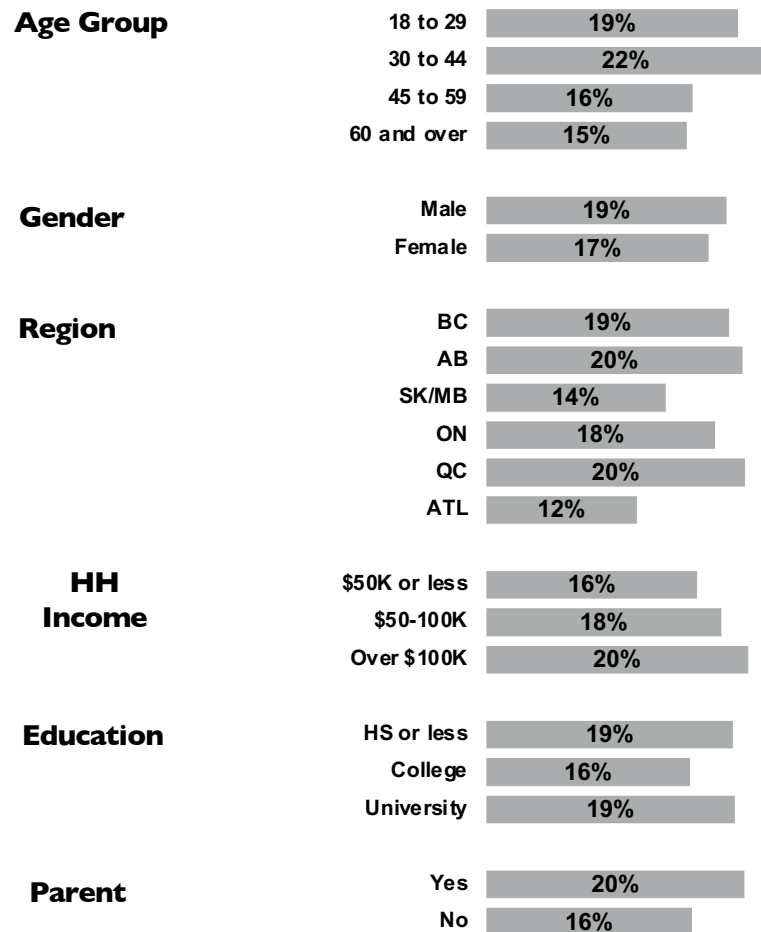
Countries Visited



There are few district demographic traits from this group. Canada First individuals do tend to skew towards men, and more individuals on the right of the political spectrum can be categorized into this segment.

PASSIVES (18%)

% SELECTED

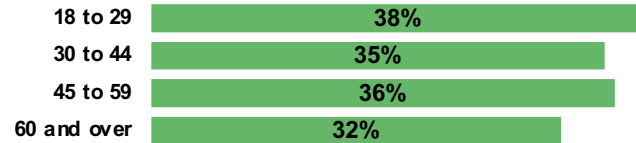


There are few district demographic traits from this group. There is a greater concentration of individuals identifying as a visible minority in this group.

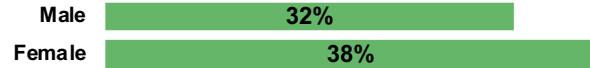
RESERVED GLOBAL ENGAGERS (35%)

% SELECTED

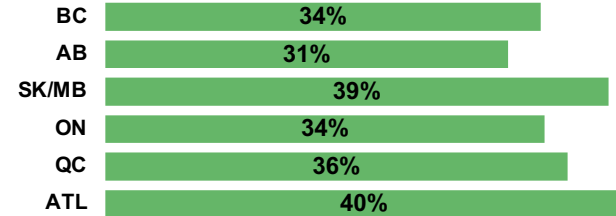
Age Group



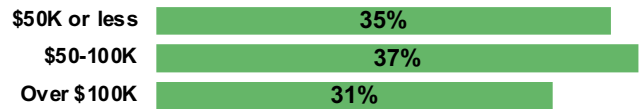
Gender



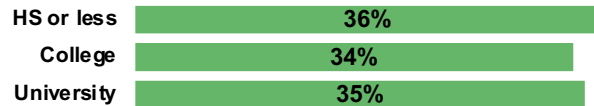
Region



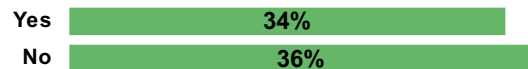
HH Income



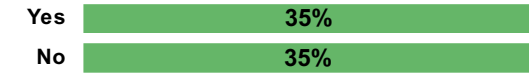
Education



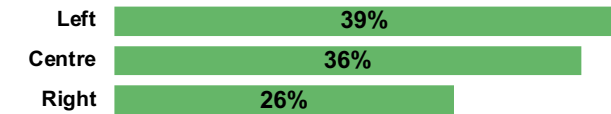
Parent



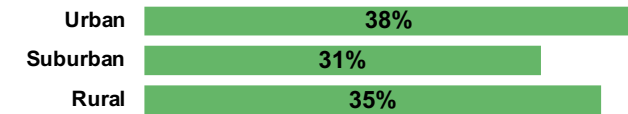
Visible Minority



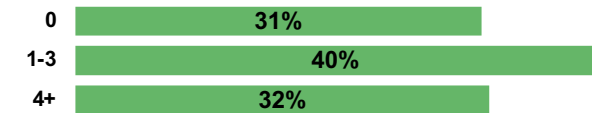
Political Spectrum



Community



Countries Visited

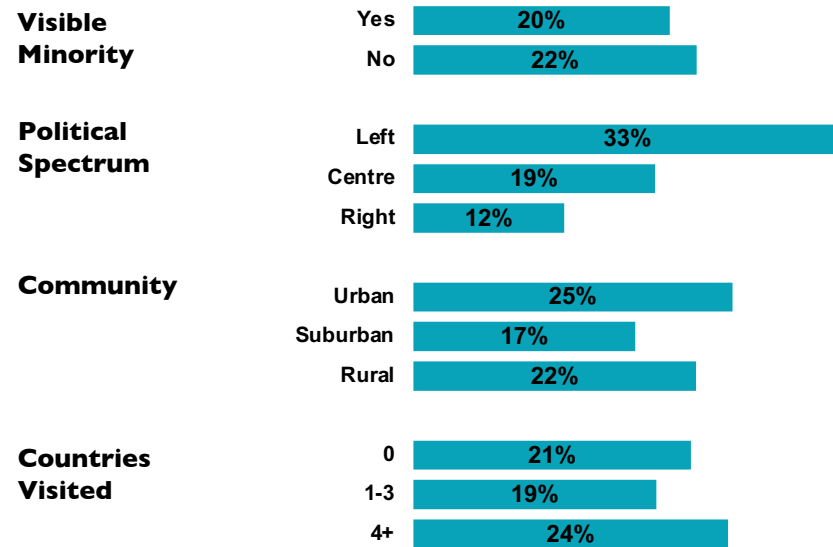
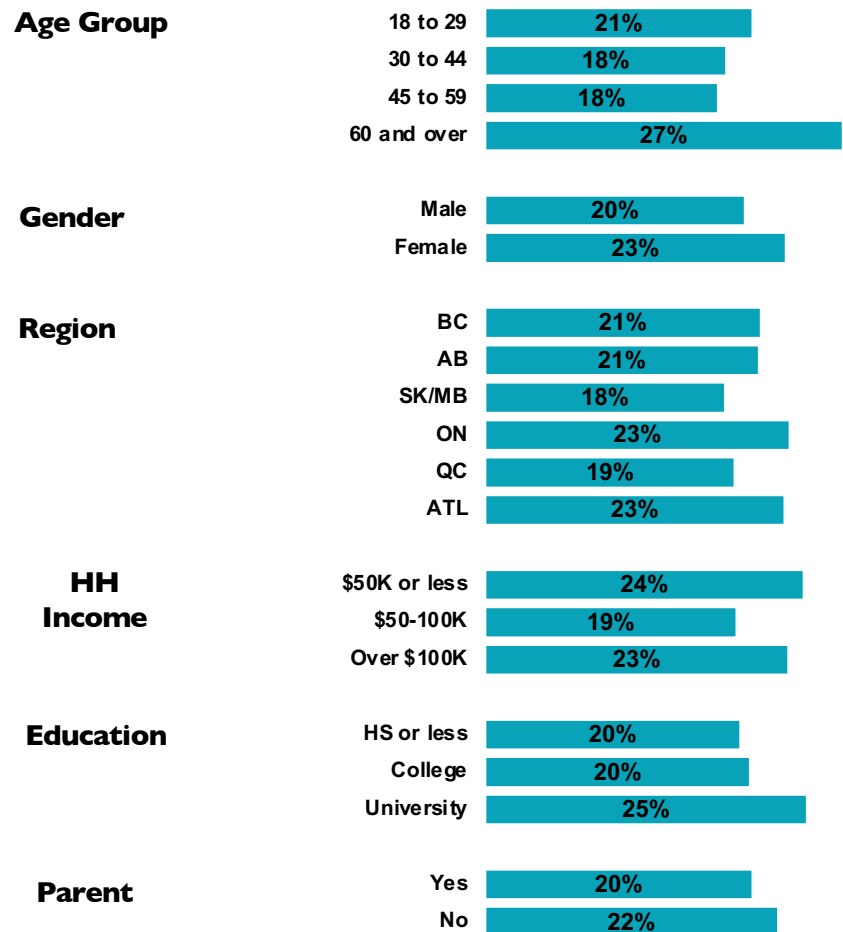


More individuals on the left of the political spectrum fall within this group. They are also more likely to have a lower household income.



FULL GLOBAL ENGAGERS (21%)

% SELECTED



More individuals on the left of the political spectrum fall within this group. There is also a greater concentration of Full Global Engagers who are 60+.

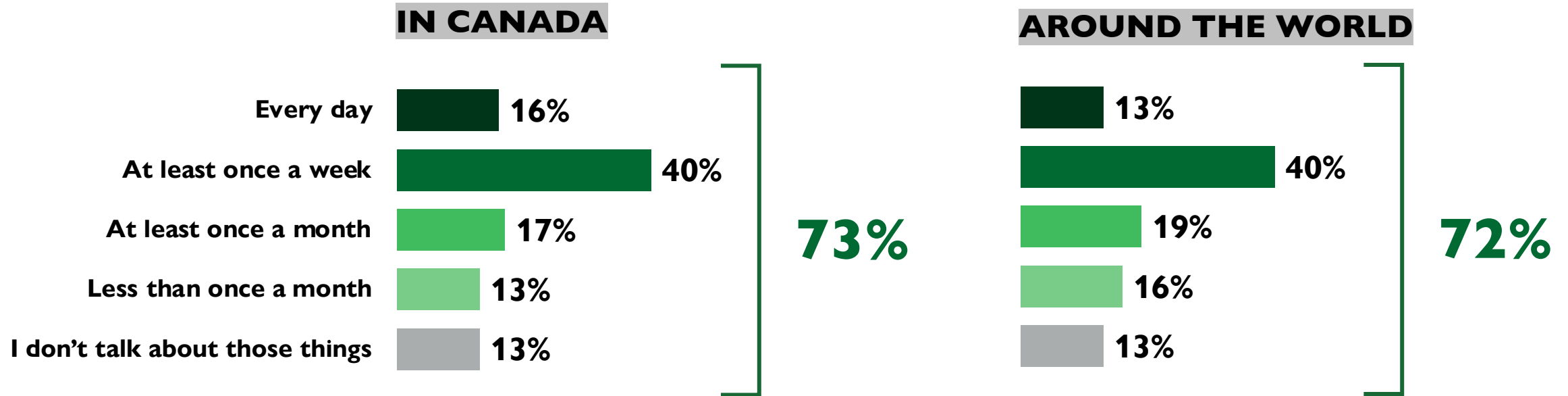
SURROUNDING IMPRESSIONS: PERSONAL EXPERIENCE AND VALUES





How often do you find yourself talking about current events, politics, or government in Canada?

THREE QUARTERS ENGAGED IN CURRENT EVENTS



The pandemic has spurred a greater interest in current events- three quarters of Canadians discuss current events in Canada and around the world at least weekly. Men, older Canadians, those with higher household incomes, and those with higher education tend to have more frequent conversations.

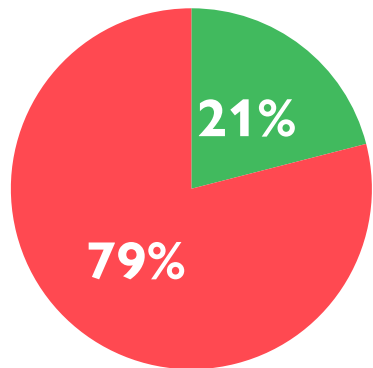


In the last year have you made a donation towards an international development or international humanitarian issue?
 In total, how many countries have you visited aside from Canada and the United States?

INTERNATIONAL TOUCHPOINTS

DONATED TOWARDS AN INTERNATIONAL CAUSE

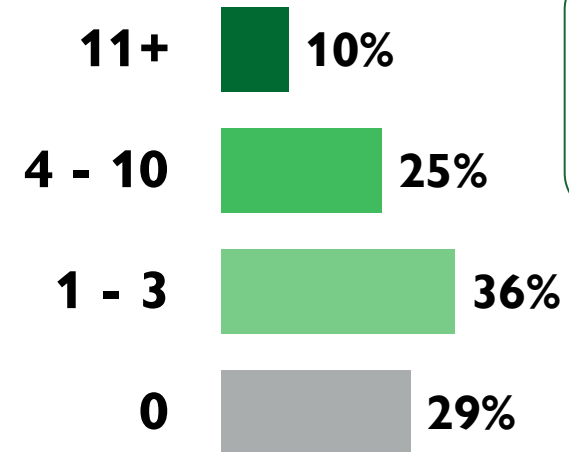
■ Yes ■ No



Donations are more common among younger Canadians and those with higher household incomes.

Older Canadians, those who are more highly educated, and those with higher household incomes travel to more countries.

NUMBER OF COUNTRIES VISITS, EXCLUDING US

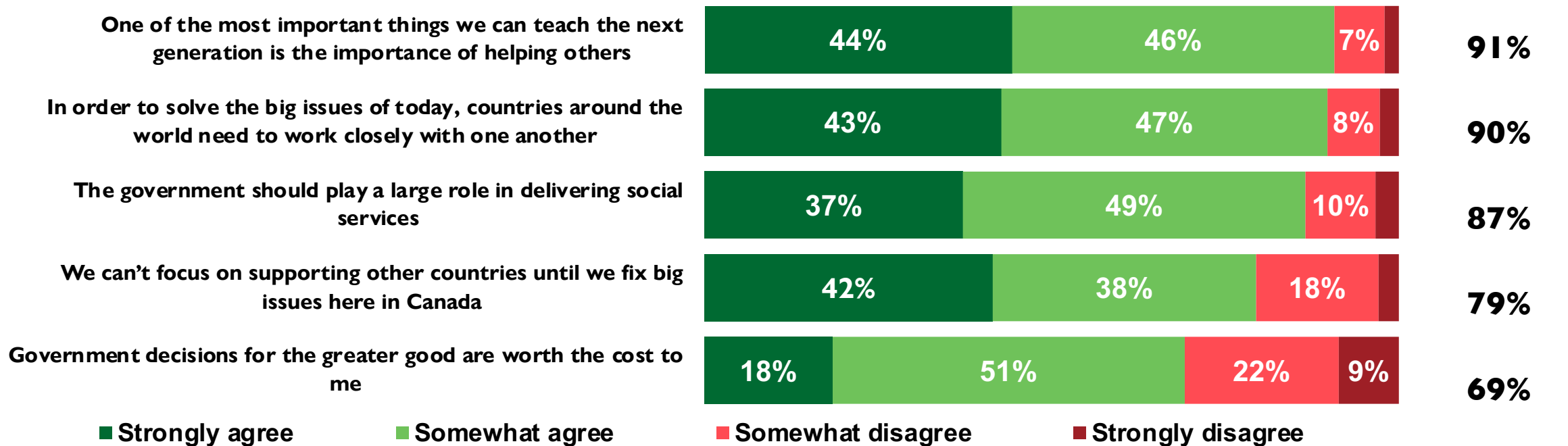


AVERAGE:
4.7 DIFFERENT COUNTRIES



Do you agree or disagree with the following statements?

WIDESPREAD BELIEFS OF COLLABORATION TO SOLVE GLOBAL ISSUES, TEACHING IMPORTANCE OF HELPING OTHERS, BUT NEARLY AS STRONG INTEREST IN FOCUSING ON CANADA FIRST



Canadians as a whole hold strong beliefs about helping others in need. They believe this is an important value to teach children, the way to solve global issues and an area for government involvement. But this is coupled with a relatively strong sentiment that we must focus on what's going on at home before we can draw our attention to issues around the globe.

SURROUNDING IMPRESSIONS: THE BROADER CONTEXT

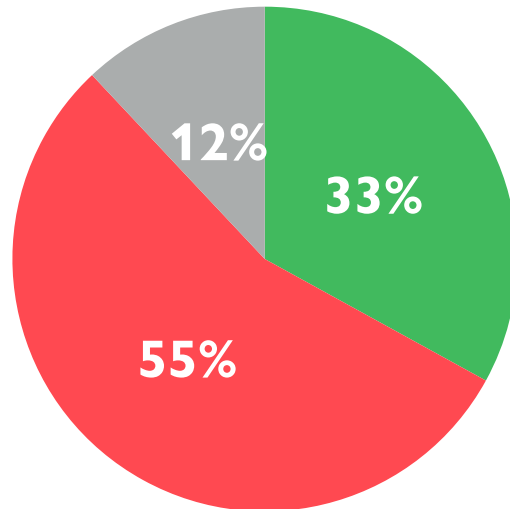




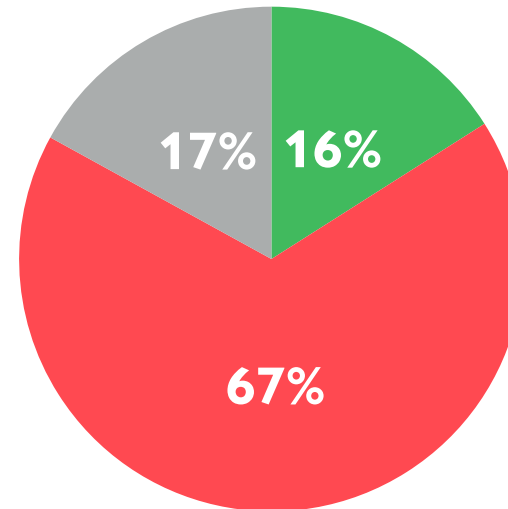
Do you think things are headed in the right direction or off on the wrong track...

ARE THINGS HEADED IN THE RIGHT OR WRONG DIRECTION...

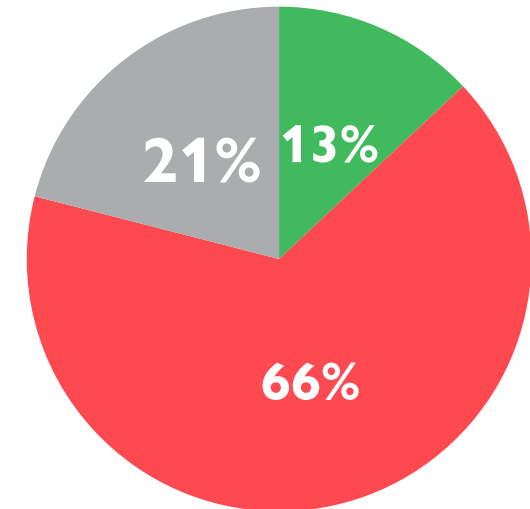
In Canada



In the United States



Globally



■ Right Direction ■ Wrong Track ■ Don't Know

Pessimism about the way things are going is on the rise. Canadians are far more skeptical about the direction of the United States and the world overall. Pessimism is driven by age (middle-aged), income (lower), and education (no post-secondary). Political spectrum also plays a role.



Do you think things are headed in the right direction or off on the wrong track...

SEGMENTS: RIGHT DIRECTION, WRONG TRACK

		CANADA FIRST	PASSIVES	RESERVED GLOBAL ENGAGERS	FULL GLOBAL ENGAGERS
IN CANADA	Right direction	10%	31%	40%	53%
	Wrong track	83%	45%	49%	37%
	Don't know	7%	24%	11%	10%
		CANADA FIRST	PASSIVES	RESERVED GLOBAL ENGAGERS	FULL GLOBAL ENGAGERS
IN THE USA	Right direction	7%	16%	18%	23%
	Wrong track	80%	57%	66%	61%
	Don't know	13%	27%	16%	16%
		CANADA FIRST	PASSIVES	RESERVED GLOBAL ENGAGERS	FULL GLOBAL ENGAGERS
GLOBALLY	Right direction	4%	14%	16%	19%
	Wrong track	81%	51%	64%	62%
	Don't know	15%	35%	20%	19%

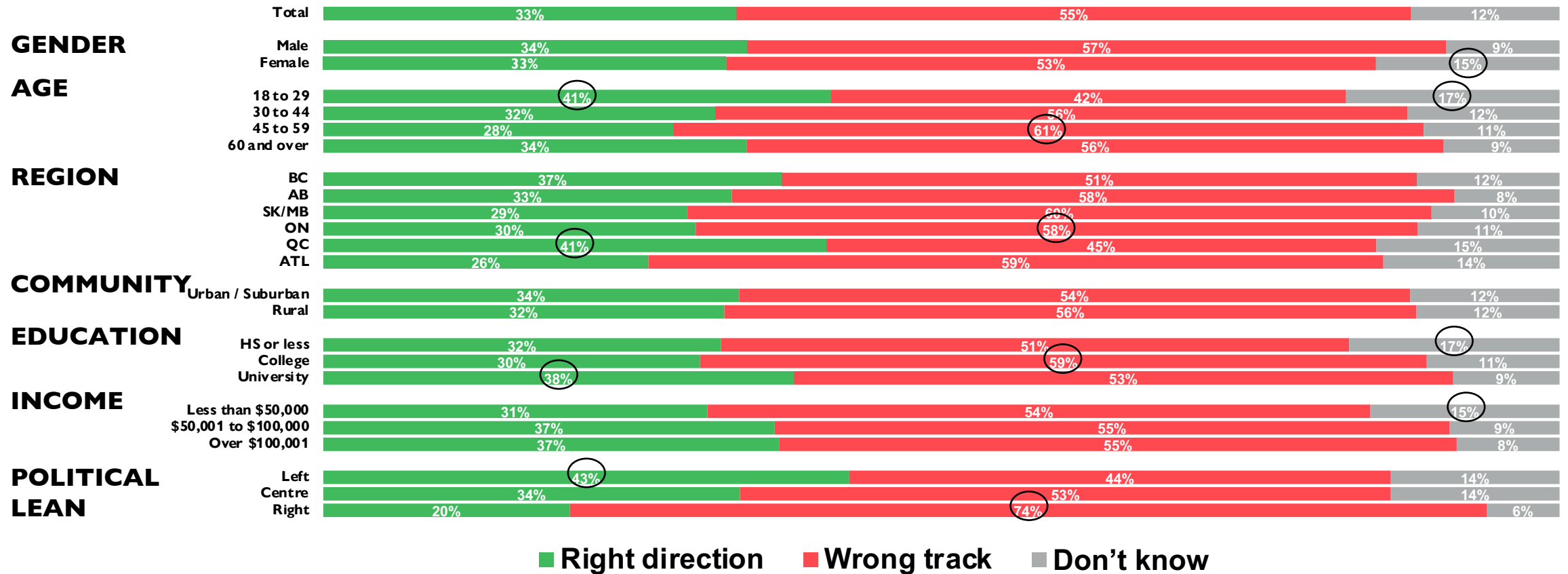
Pessimism on all three measures is particularly high among the Canada First segment, while the Full Global Engagers are the most optimistic about the direction of Canada.

Passives and Reserved Global Engagers fall somewhere in the middle.



Do you think things are headed in the right direction or off on the wrong track...

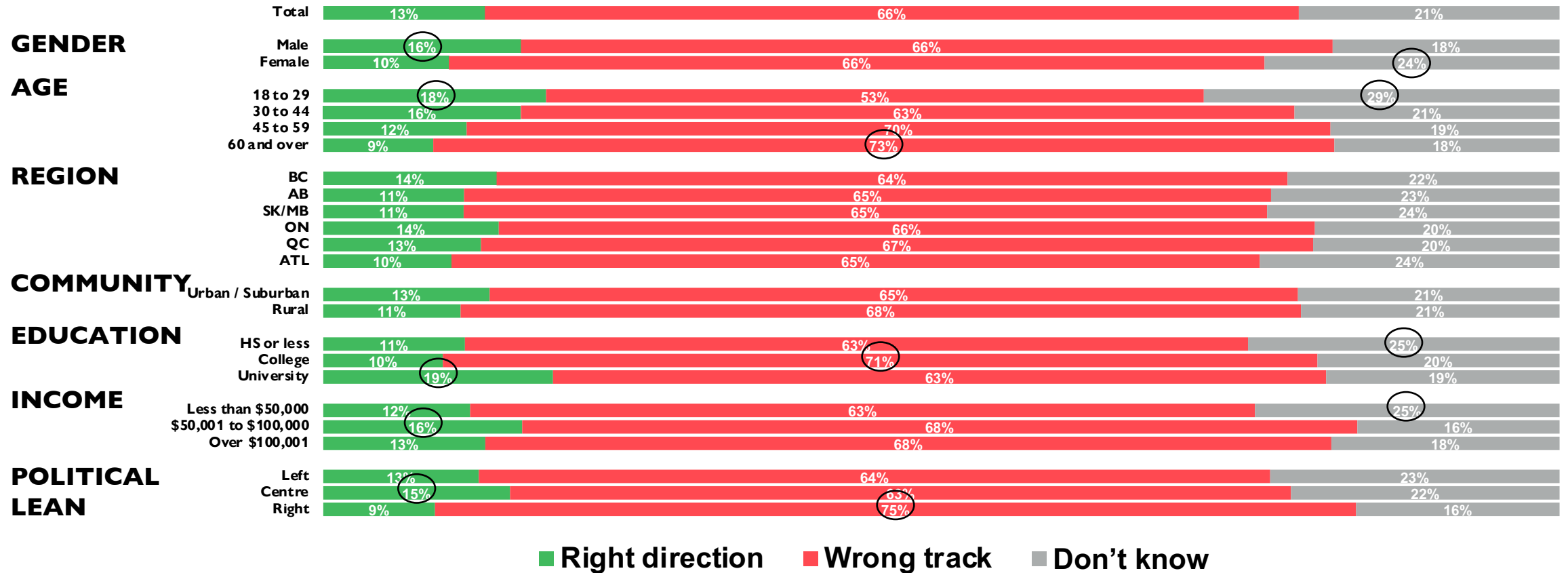
ARE THINGS HEADED IN THE RIGHT OR WRONG DIRECTION IN CANADA





Do you think things are headed in the right direction or off on the wrong track...

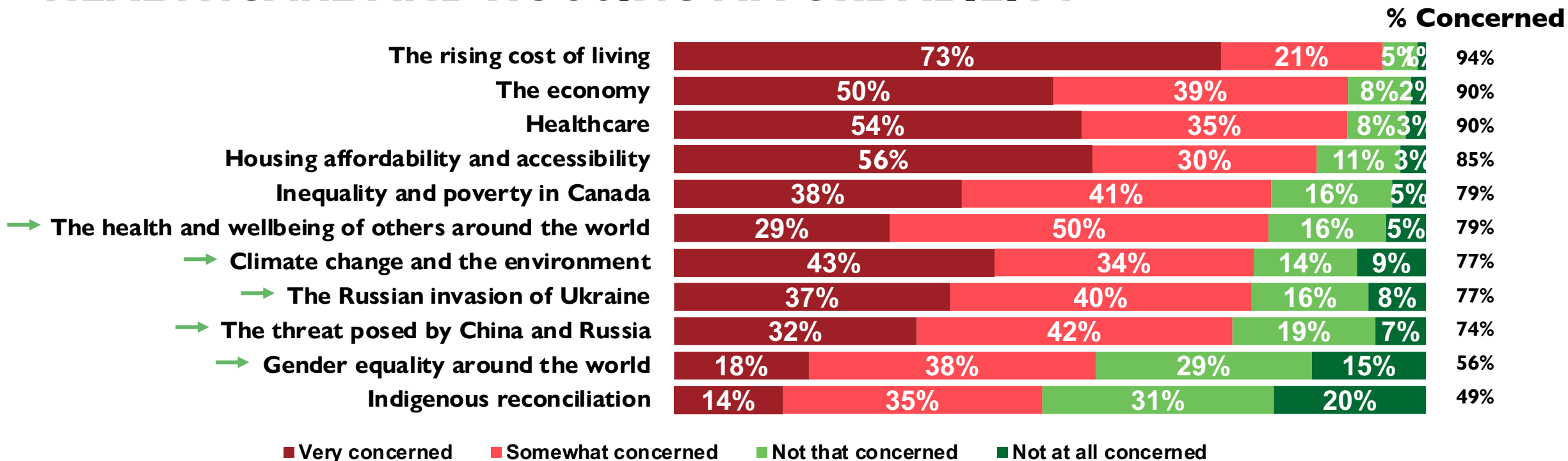
ARE THINGS HEADED IN THE RIGHT OR WRONG DIRECTION GLOBALLY





Next is a list of issues. For each, is it something you are... very concerned about, somewhat concerned about, not that concerned about, or not at all concerned about?

COST OF LIVING TOP CONCERN, FOLLOWED BY ECONOMY, HEALTHCARE AND HOUSING AFFORDABILITY



The rising cost of living is by and far the top concern for Canadians of all backgrounds. To underscore its importance, a quarter are very concerned about the cost of living- 17 points higher than the next top issue.



Next is a list of issues. For each, is it something you are... very concerned about, somewhat concerned about, not that concerned about, or not at all concerned about?

SEGMENTS: CONCERN ABOUT TOP ISSUES

% CONCERNED	CANADA FIRST	PASSIVES	RESERVED GLOBAL ENGAGERS	FULL GLOBAL ENGAGERS
The rising cost of living	94%	93%	96%	92%
The economy	90%	88%	92%	87%
Healthcare	86%	85%	92%	94%
Housing affordability and accessibility	80%	81%	90%	88%
Inequality and poverty in Canada	66%	71%	87%	90%
The health and wellbeing of others around the world	62%	71%	88%	91%
Climate change and the environment	49%	74%	90%	93%
The Russian invasion of Ukraine	55%	72%	86%	93%
The threat posed by China and Russia	61%	68%	80%	87%
Gender equality around the world	32%	48%	65%	77%
Indigenous reconciliation	26%	40%	58%	71%

The rising cost of living is at the top of the charts for all segments.

Full Global Engagers express a greater concern about all of the issues presented, while Canada First (and to a lesser extent the Passives) are less concerned than the Engagers about global centric issues.

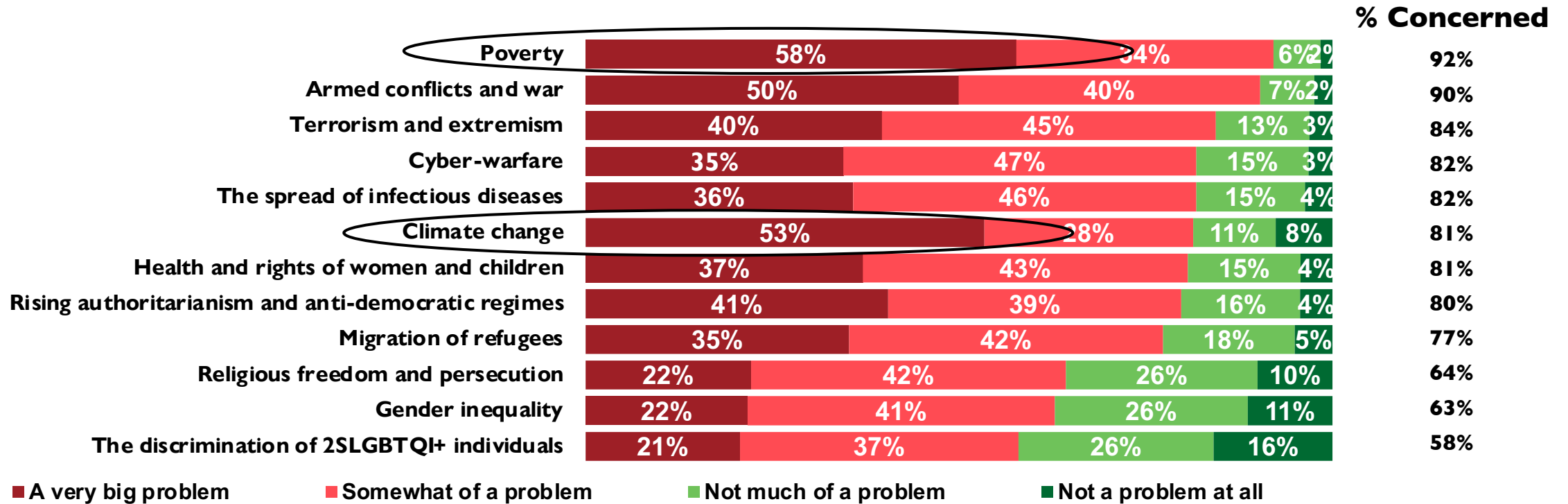
THE STATE OF THE WORLD/GLOBAL ISSUES





Thinking about issues occurring around the world, to what extent, if at all, are the following a problem?

AROUND THE WORLD, GREATEST CONCERN FOR POVERTY, CLIMATE CHANGE

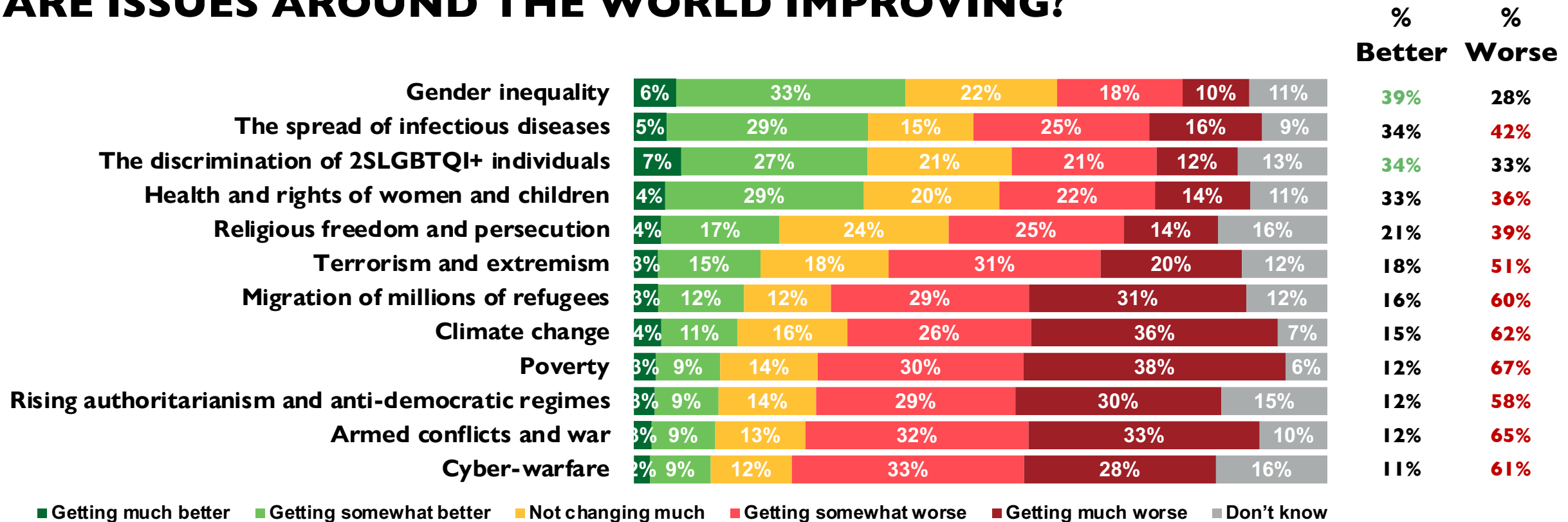


Around the world there are plenty of concerns, poverty and climate change top the list though many are also concerns about armed conflicts and war.



And from the same list do you think things have been getting better or worse?

ARE ISSUES AROUND THE WORLD IMPROVING?



When it comes to perceptions about progress on issues, there is a net improvement in gender inequality and the discrimination of 2SLGBTQI+ individuals. All other issues have a net negative progress score. Notably the top 3 issues have the highest scores for getting worse (climate change, poverty and armed conflicts and war).



And from the same list do you think things have been getting better or worse?

SEGMENTS: ISSUE PROGRESS

Similarly, all segments can pinpoint at least one issue that is getting worse.

Canada First

Identified at least one issue as getting worse **91%**

Did not identify any issues as getting worse **9%**

Most concerned about the decline with:
Migration of refugees (67%)

Passives

Identified at least one issue as getting worse **82%**

Did not identify any issues as getting worse **18%**

Nothing.

Reserved Global Engagers

Identified at least one issue as getting worse **93%**

Did not identify any issues as getting worse **7%**

Particularly concerned with:

- Poverty (65%)
- Climate Change (68%)

Full Global Engagers

Identified at least one issue as getting worse **90%**

Did not identify any issues as getting worse **10%**

Particularly concerned with:

- Climate change (73%)
- Poverty (72%)
- Democratic decline (70%)
- Health of women/girls (44%)

PERSONAL INTEREST/ CANADA'S ROLE



Which of the following best describes your level of concern regarding issues around the world?

MOST IN TUNE WITH, BUT NOT PRIORITIZING GLOBAL ISSUES

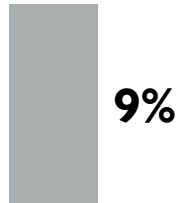
Global issues are something I care strongly about. I often spend time learning about global issues, and I'm involved or interested in getting involved.



They are something I care about, but I spend my time focused on other things



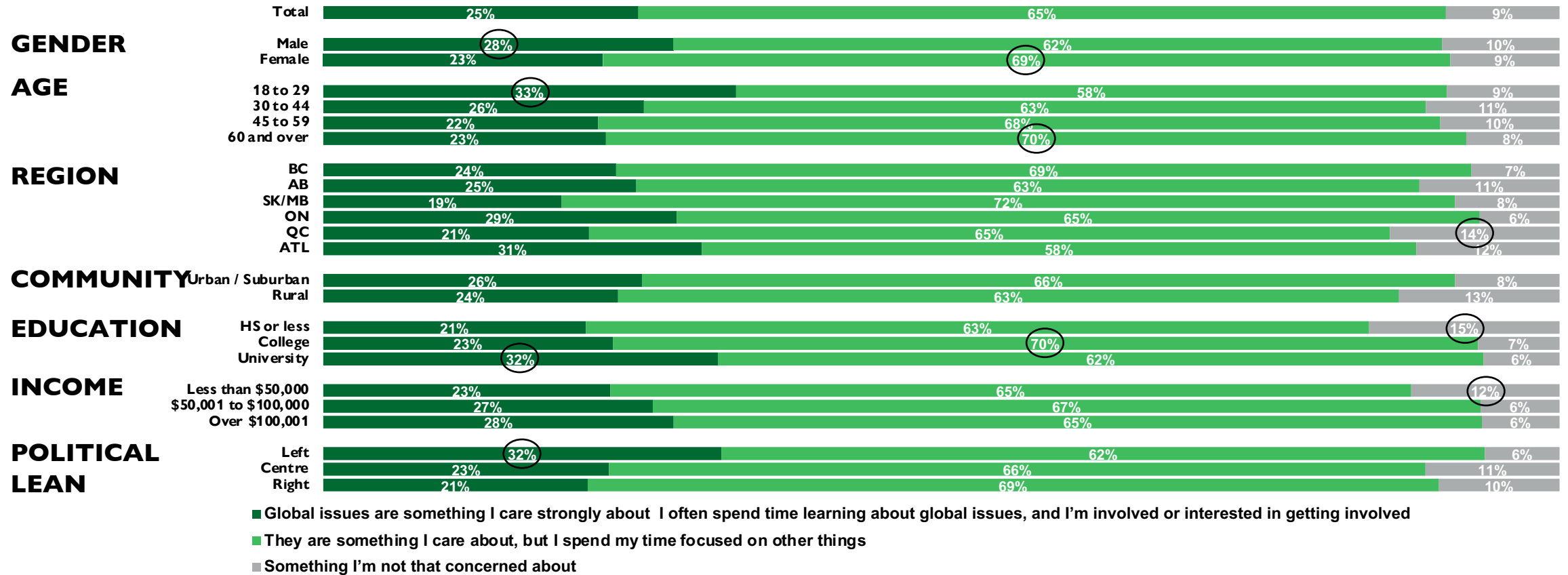
Something I'm not that concerned about.



Men, younger Canadians and those with a University education follow global issues more closely than others. As do those who identify as left on the political spectrum.

Which of the following best describes your level of concern regarding issues around the world?

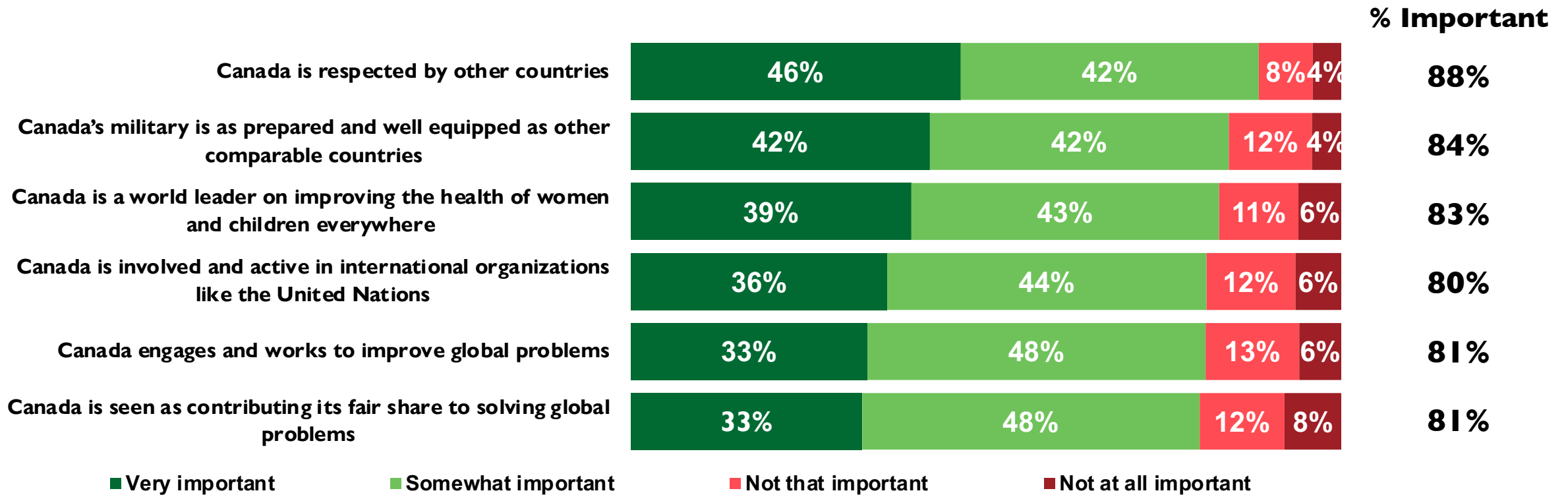
IMPORTANCE OF GLOBAL ISSUES CONTEXTUALIZED





How important, if at all, is it to you that...

RESPECT FROM OTHER COUNTRIES IS MOST IMPORTANT DIMENSION OF GLOBAL RELATIONSHIPS



Canadians feel strongly about Canada's position on the world stage in a number of dimensions. Above all else, Canadians want our relationship with the world to be one of respect. Over 80% believe Canada has a role in solving world problems and engaging with others (including international organizations) in these efforts.

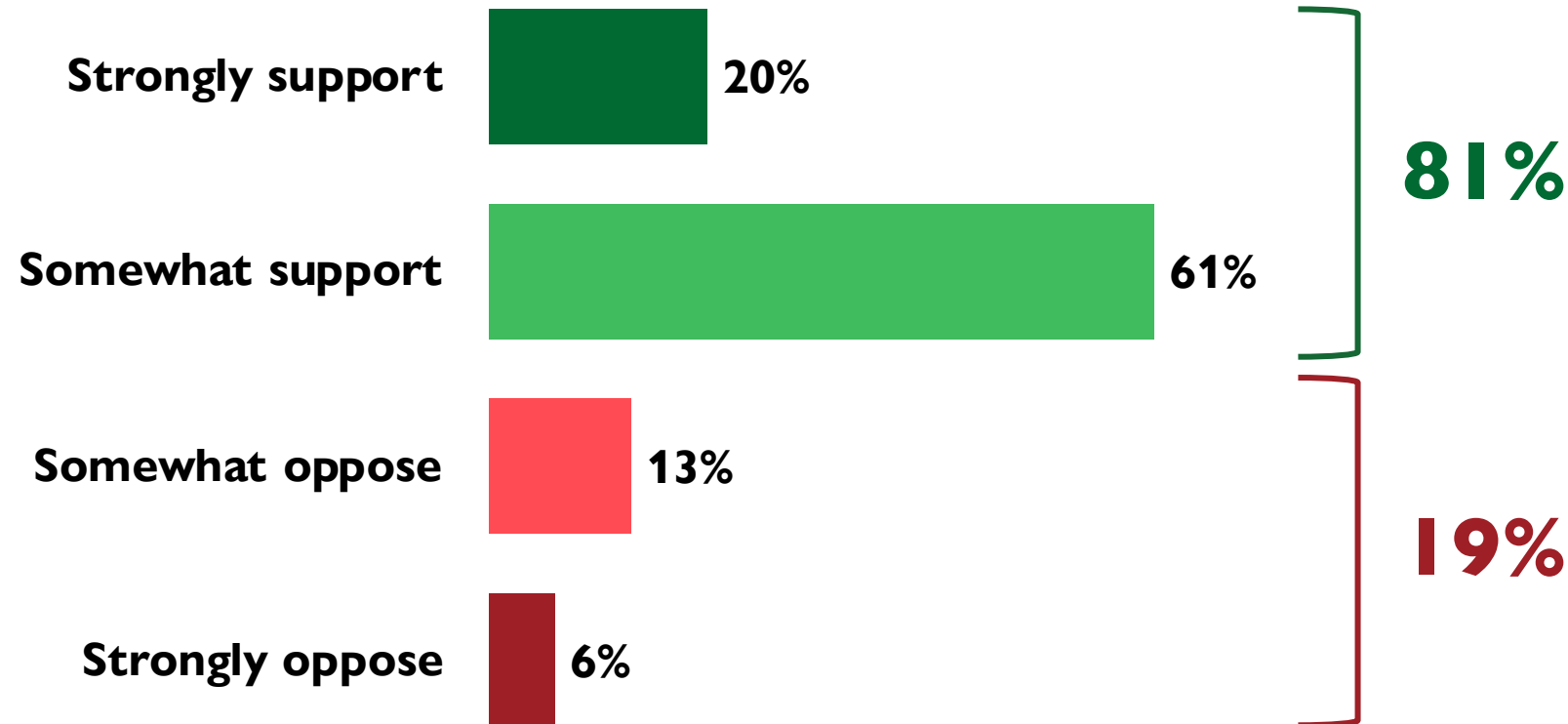
OFFICIAL DEVELOPMENT ASSISTANCE





In general, do you support or oppose Canada providing official development assistance?

SUPPORT FOR CANADA PROVIDING OFFICIAL DEVELOPMENT ASSISTANCE IS HIGH



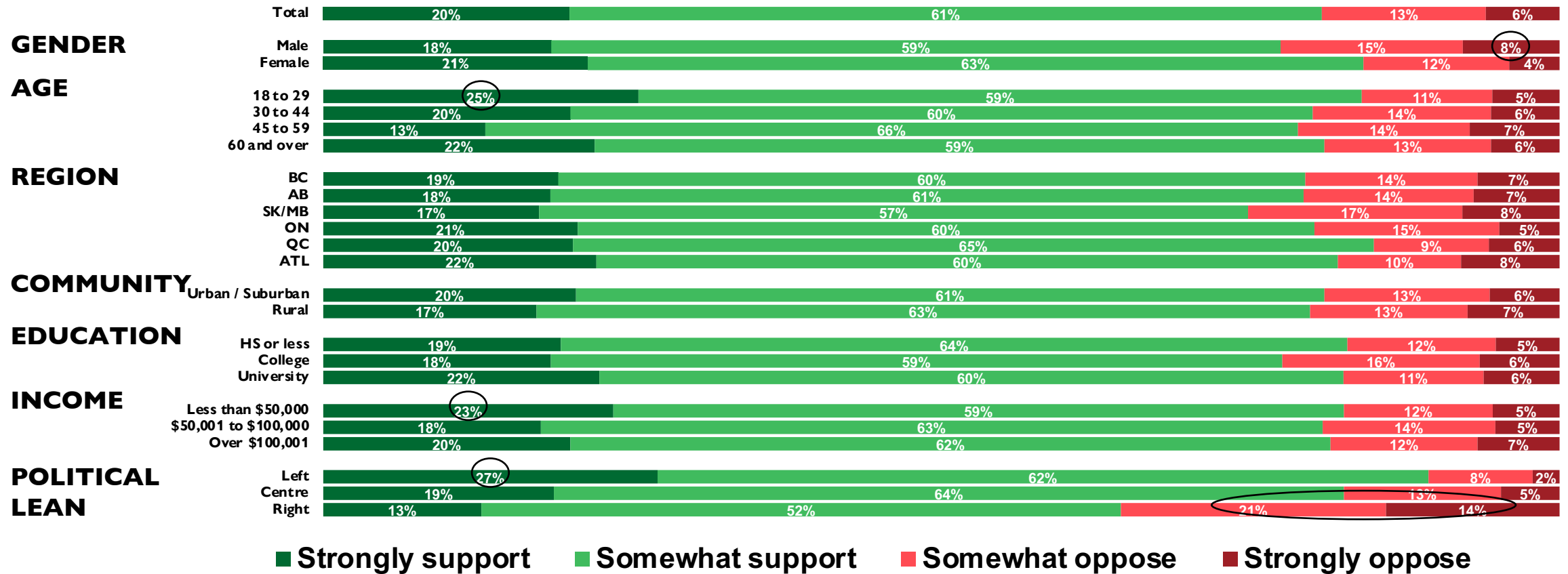
There is broad support for Canada's ODA spend. Support is stronger among younger Canadians, and those with a lower income.

Opposition is strongest among those in SK/MB and individuals who identify on the right of the political spectrum.



In general, do you support or oppose Canada providing official development assistance?

SUPPORT FOR CANADA PROVIDING OFFICIAL DEVELOPMENT ASSISTANCE IS HIGH





When it comes to the role Canada can play in international development, do you want Canada to be...

MAJORITY SEE CANADA'S ROLE AS 'DOING ITS FAIR SHARE'

A leader in helping to improve the lives of others around the world.



27%

To do its fair share, but not do more than other countries like Canada.



63%

Not play much of a role in helping to improve the lives of others around the world.

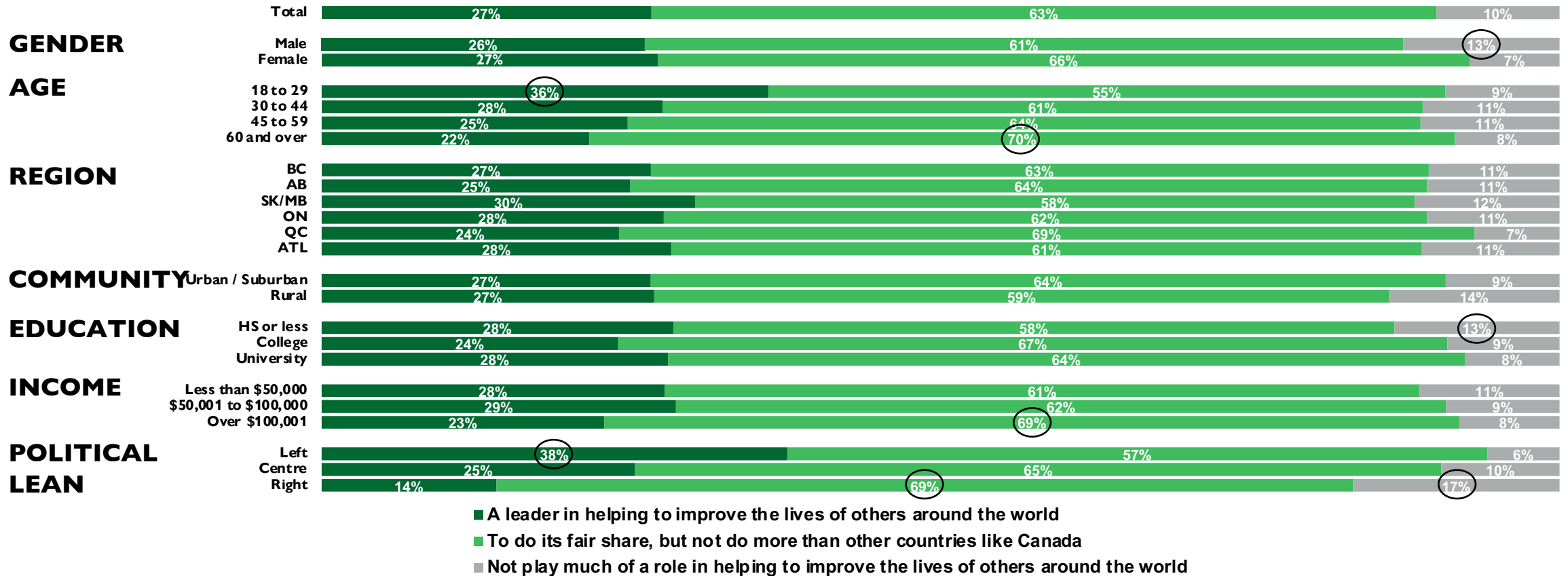


10%

Younger Canadians (18-29) and those who identify as left on the political spectrum are most likely to want Canada doing more.

When it comes to the role Canada can play in international development, do you want Canada to be...

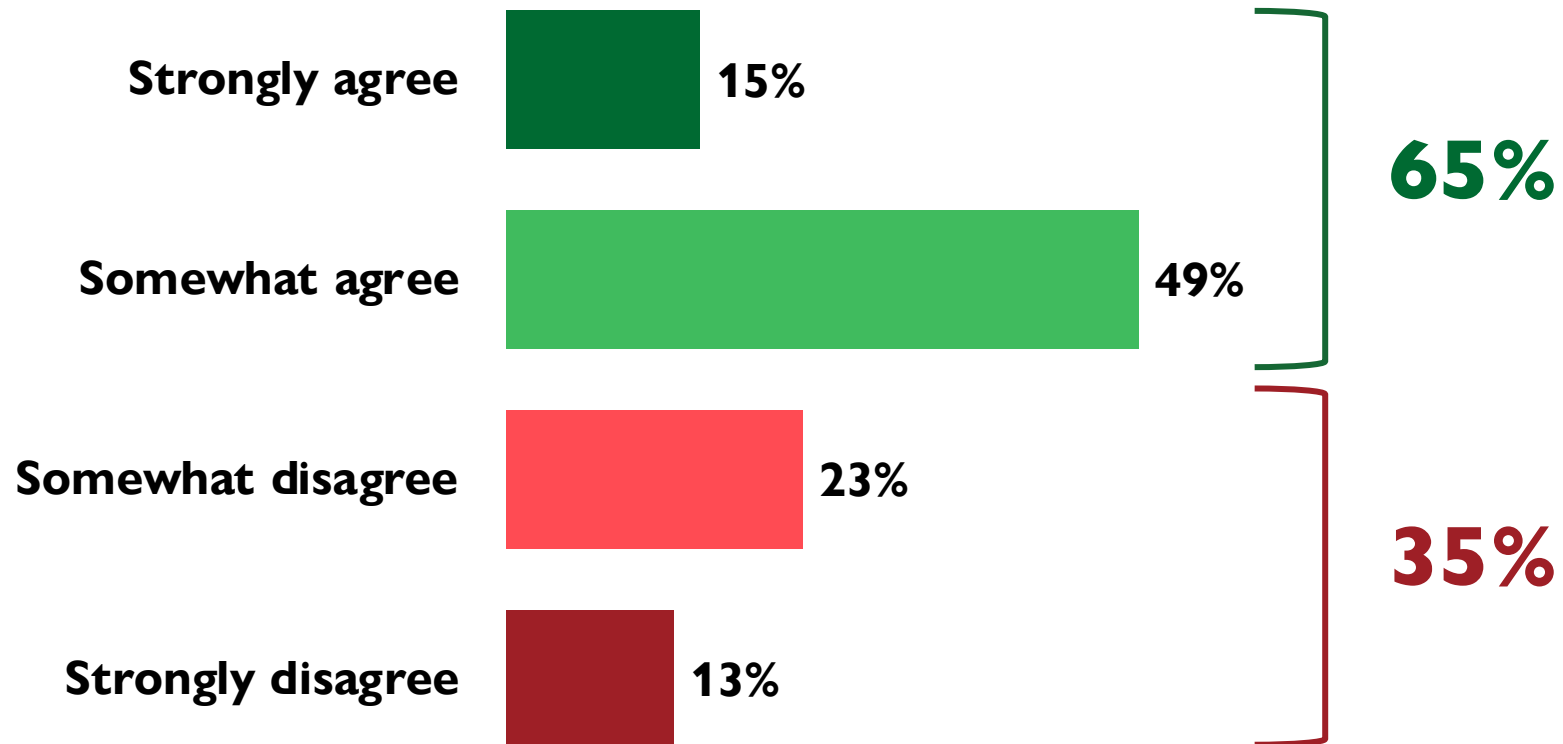
CANADA'S ROLE IN INTERNATIONAL DEVELOPMENT





Last year, Canada spent over 25% of its overall official development assistance budget on the war in Ukraine, which meant redistributing funds from other issues and countries. Do you agree or disagree with the following statement: "If a country is facing conflict and war I think Canada should redirect funds away from other issues and towards the country facing conflict."

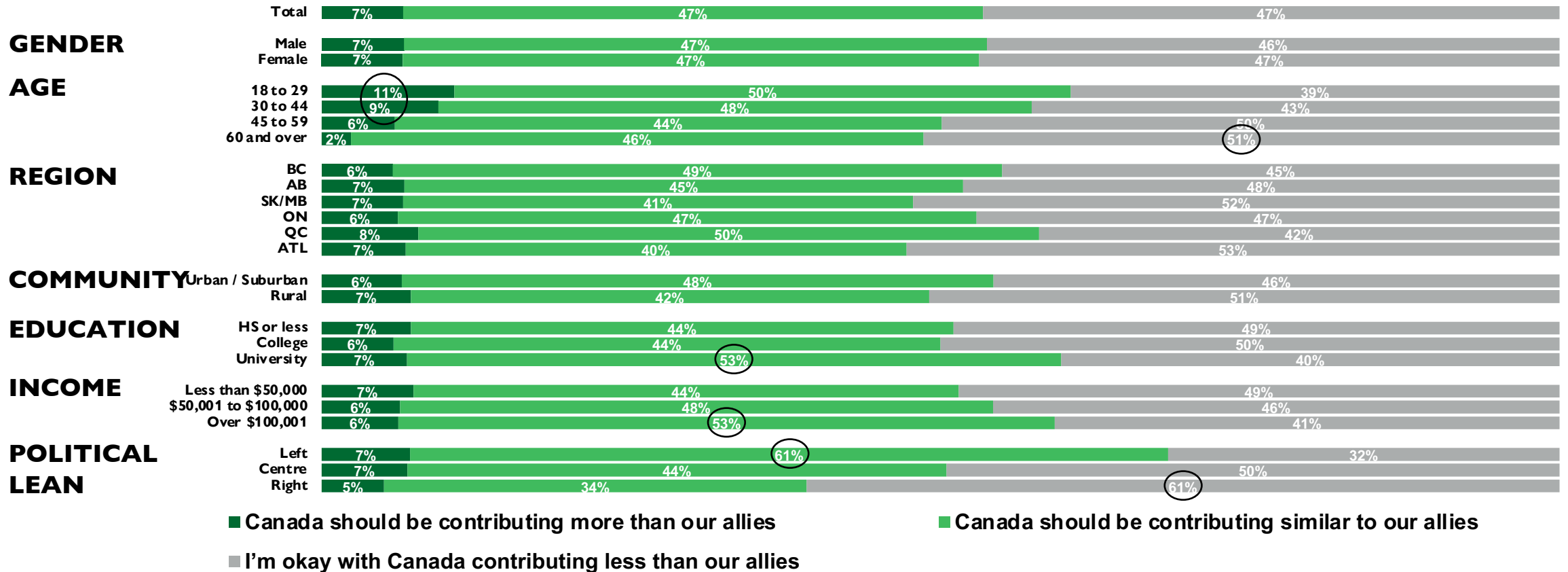
TWO-THIRDS THINK FUNDS SHOULD BE REDIRECTED TO COUNTRIES AT WAR





Last year Canada spent .37% of its Gross National Income on official development. Some of our allies are being more ambitious with France spending .56%, the UK .51% and Norway .86%. Which of the following do you agree with most?

CANADA'S CONTRIBUTIONS COMPARED TO OUR ALLIES

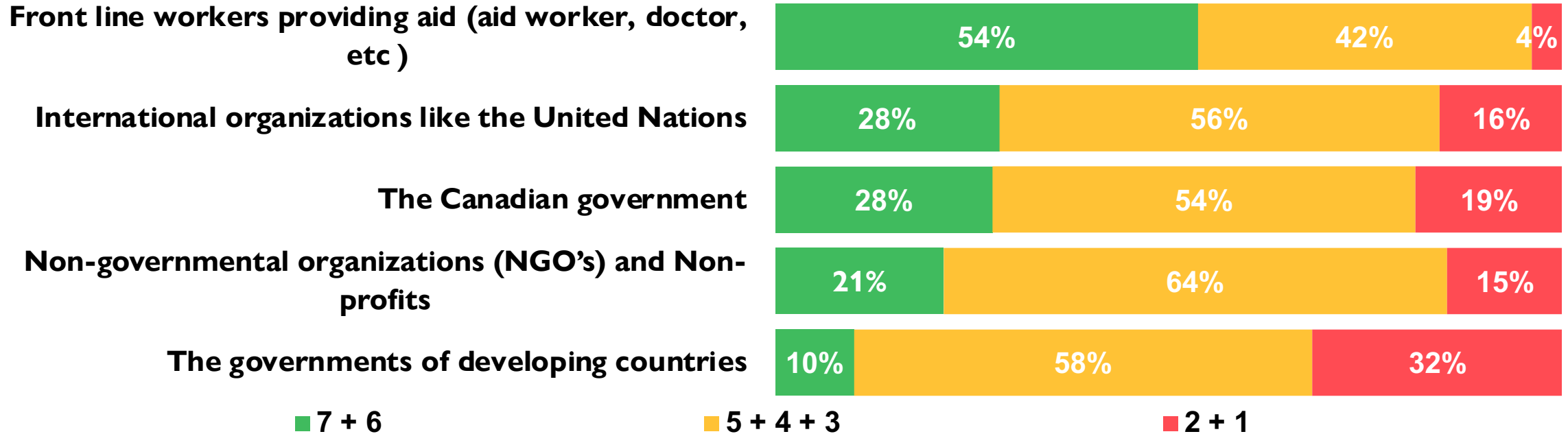


MESSAGE TESTING



There are several organizations and roles involved in providing official development assistance. To what extent do you trust...

TRUST IN ORGANIZATIONAL ROLES

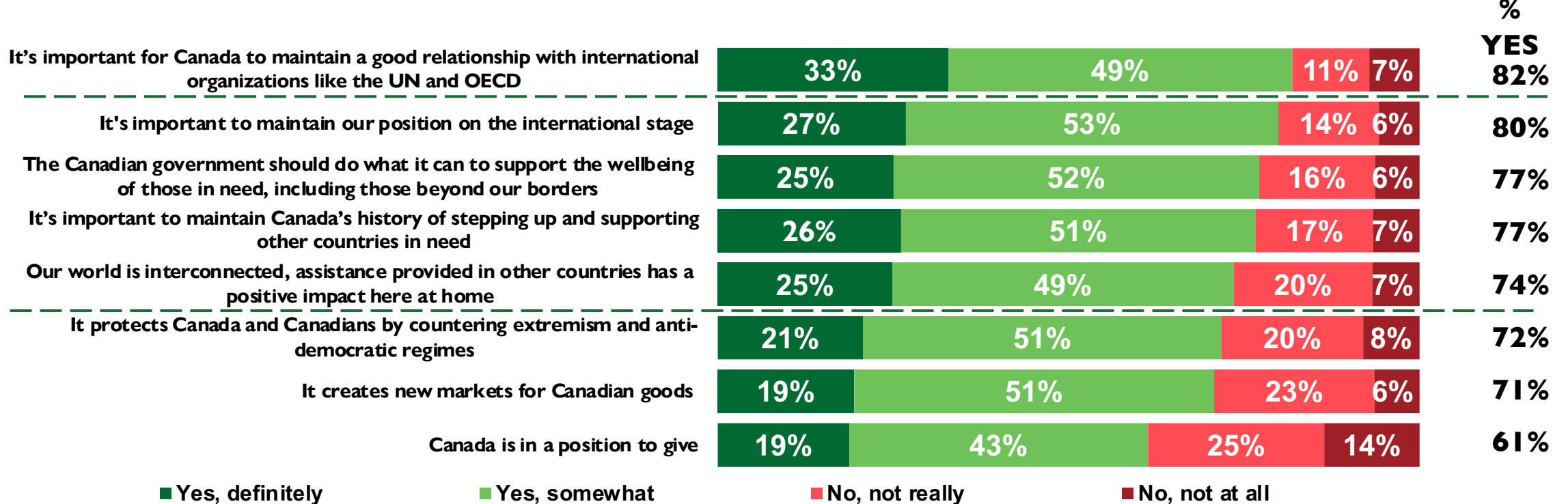


While two thirds of Canadians trust Canadian NGOs and non-profits, there is clearly a hierarchy of trust for stakeholders involved in these projects. Canadians are by and far most trusting of front-line workers providing aid and least trustworthy of governments of developing countries.



Below are some reasons why Canada should provide official development assistance. To what extent do you believe each of the following?

REASONS FOR PROVIDING OFFICIAL DEVELOPMENT ASSISTANCE



APPENDIX



How often do you find yourself talking about current events, politics, or government in Canada?

ENGAGEMENT IN CURRENT EVENTS, POLITICS, AND GOVERNMENT

IN CANADA

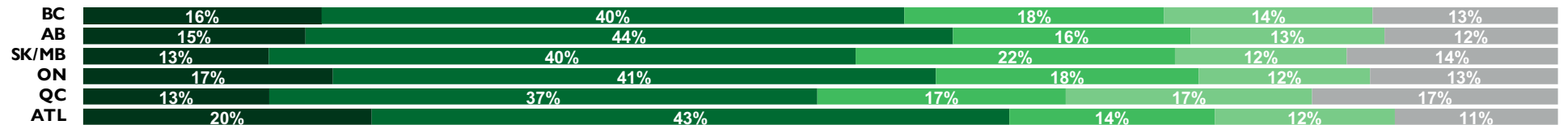
GENDER



AGE



REGION



COMMUNITY



EDUCATION



INCOME



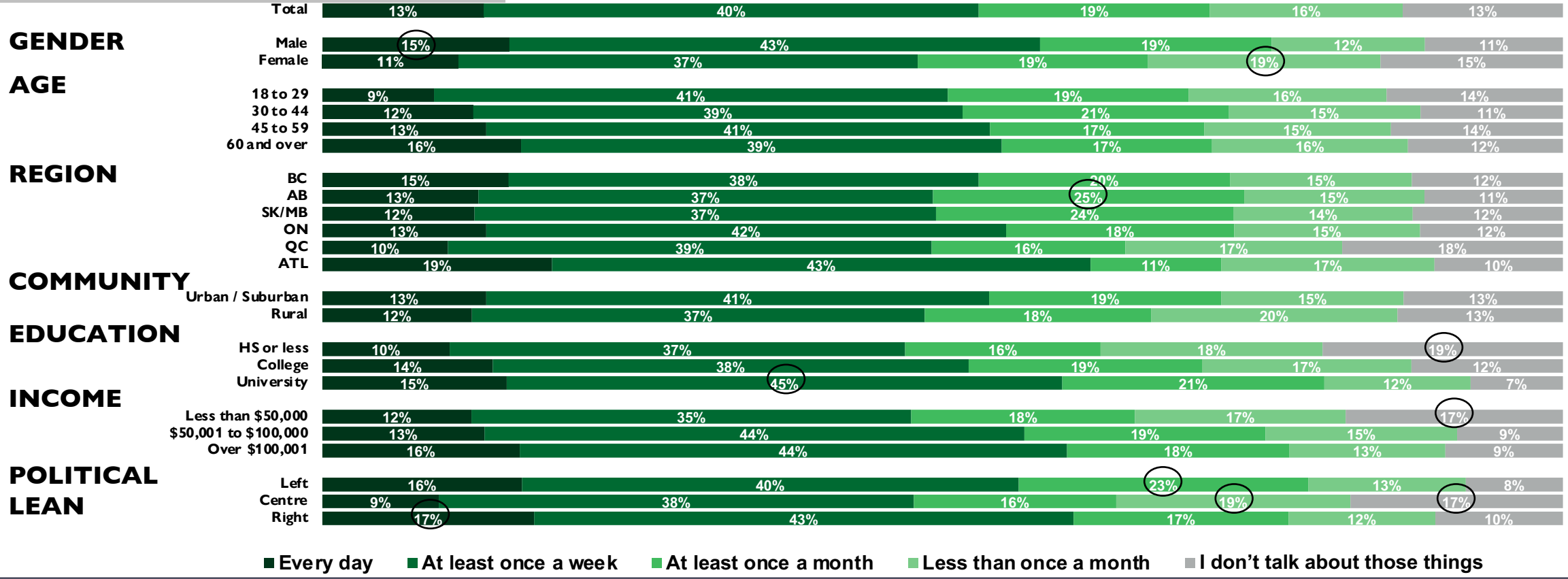
POLITICAL LEAN



■ Every day ■ At least once a week ■ At least once a month ■ Less than once a month ■ I don't talk about those things

How often do you find yourself talking about current events, politics or government around the world?

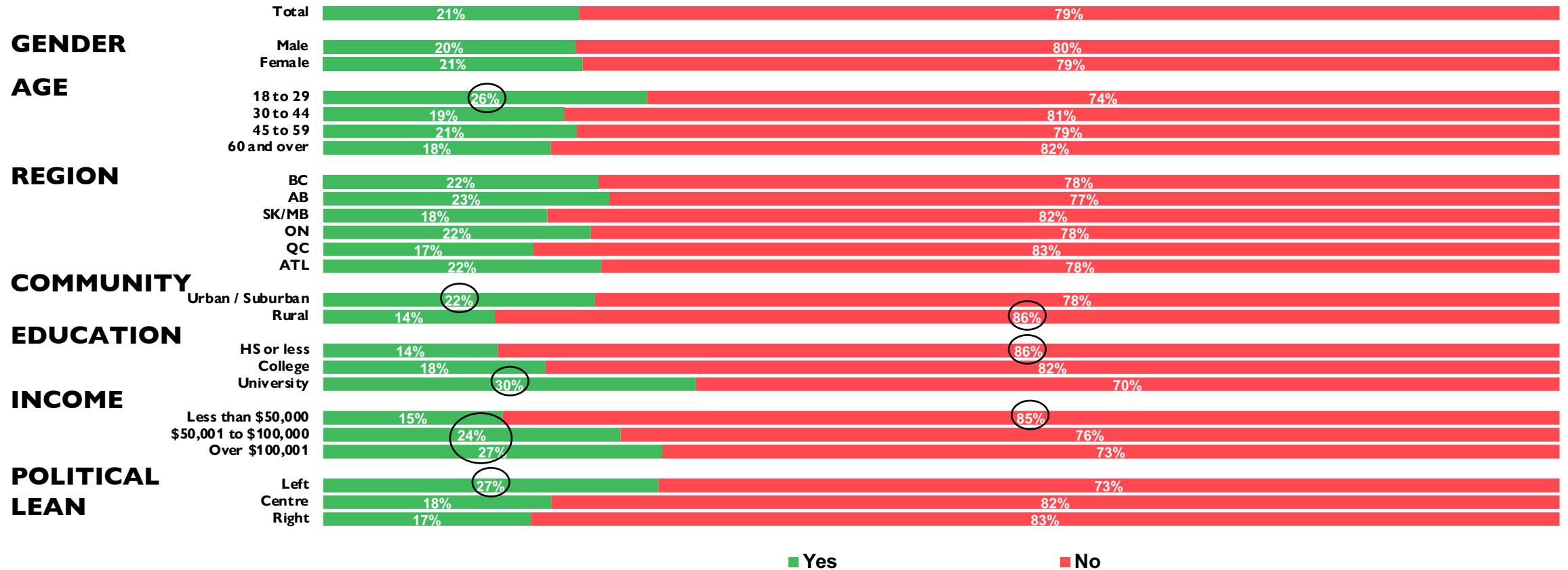
ENGAGEMENT IN CURRENT EVENTS, POLITICS, AND GOVERNMENT AROUND THE WORLD





In the last year have you made a donation towards an international development or international humanitarian issue?

DONATING TOWARDS AN INTERNATIONAL DEVELOPMENT OR INTERNATIONAL HUMANITARIAN ISSUE





In total, how many countries have you visited aside from Canada and the United States?

NUMBER OF COUNTRIES VISITED

