



Canadian International
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Agence canadienne de
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Canadian Attitudes Toward Development Assistance

Focus Canada Omnibus

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1.0 INTRODUCTION

The Canadian International Development Agency (CIDA) regularly monitors the Canadian public's perceptions of various development-related issues including attitudes toward Canada's development assistance program. As part of this monitoring activity, CIDA engaged the Environics Research Group to conduct public opinion research on a number of issues. This current research specifically addressed the following topic areas:

- Public support for Canada's program to assist developing countries;
- Awareness of aid spending levels and support for current spending levels;
- Perceived rationale for the aid program;
- Impressions of the aid program;
- Awareness and views on the Millennium Development Goals;
- Knowledge of the aid program and information needs; and
- Canadians' involvement in various development-related activities

To obtain this information, CIDA placed a series of omnibus questions on two Environics' quarterly FOCUS CANADA surveys. The first was conducted in September 2003 among 2,001 Canadians, 18 years of age and older. The second survey was conducted in December 2003 among 2,002 Canadians, 18 years of age and older. Results are accurate to within plus or minus 2.2 percent, 19 times out of 20. The margins of error are somewhat larger for the various subgroups.

All research work was conducted in accordance with the professional standards established by the Professional Marketing Research Society (PMRS) and the Canadian Association of Marketing Research Organizations (CAMRO).

This report presents the results of these surveys. Values in the report and tables are percentages unless otherwise indicated. The questions are appended to this report.

2.0 EXECUTIVE SUMMARY

Below, we present a summary of the research findings, which are based on a series of questions placed on two Environics' FOCUS CANADA surveys. The first survey was conducted in September 2003 with 2,001 adult Canadians, and the second in December 2003 with 2,002 adult Canadians. Overall, these results are accurate to within ± 2.2 percent, 19 times out of 20.

Public support for Canada's aid program

- A majority of Canadians (78%) currently support Canada's aid program. Support dropped considerably in September (59%) but then returned to 2002 (83%) and 1998 (75%) levels.

Awareness of aid spending levels and support for current spending levels

- Canadians continue to overestimate how much the federal government spends to assist developing countries. On average, they think that approximately five cents of every dollar the government spends goes to aid to poor countries.
- When told that between one to two cents of every dollar spent by the federal government goes to Canada's aid program, Canadians are divided as to whether the aid budget should be increased or maintained at current levels: four in ten Canadians (43%) favour the status quo and as many Canadians (43%) think that Canada should be spending more.
- When up against other federal spending areas, foreign aid is not seen as a spending priority for most Canadians. In fact, less than one in five Canadians (17%) favour increased spending in this area. This was the lowest proportion of all of the 22 issue areas examined.

Perceived rationale for the aid program

- Values-based motivations underlie support for the aid program. For six in ten Canadians, helping people in need, the moral obligation to help and the duty of a rich country are seen as the main reasons for Canada to have an aid program. Fewer Canadians (three in ten) view the aid program as contributing to Canada's reputation and economy, and to international peace and stability.

Impressions of the aid program

- Attitudes toward the aid program are mixed. While 56 percent of Canadians do not see problems at home as inhibiting Canada's ability to assist poor countries, an overwhelming majority (82%) agrees *that much of the aid given to poor countries never gets to the people who need it most*. At the same time, most Canadians (72%)

agree that Canada *should build up the capacity of the private sector in poor countries so that poor countries can compete in the global marketplace.*

- While a majority of Canadians (57%) agree that Canada *can best help Africa by supporting the priorities and vision set out by the leaders of African countries*, this agreement is rather tenuous. In addition, there is some optimism that living conditions will improve in Africa over the next 20 years (59% agree).
- Less than one-half of Canadians (45%) believe that *there would be less war and terrorism if Canada and other rich countries were more generous about providing aid to poor countries.*
- Seventy-seven percent of Canadians feel that giving money to international or Canadian organizations working in poor countries are the most effective ways for Canada to help people in poor countries. Only 17 percent believe that giving money directly to governments or organizations in poor countries would be effective.

Awareness and views on the Millennium Development Goals (MDGs)

- Just one in ten Canadians have heard about the Millennium Development Goals. Reducing poverty and educational development are two of the better-known Millennium Development Goals.
- Canadians are optimistic about the likelihood of reducing by half the number of people without access to safe drinking water. They are much less optimistic about the likelihood of achieving by 2015 the goal of reducing by half the number of extremely poor and hungry people in the world.
- While there is no clear consensus on the main obstacles that may prevent the achievement of the MDGs, a lack of money and resources, lack of will, concerns about the enormity of the task at hand and cultural/social reasons are mentioned most frequently.
- An overwhelming majority of Canadians think that each of the seven proposed actions that Canada and other rich nations might undertake to help achieve the Millennium Development Goals is important; ensuring that developing countries get a fair price in international markets for their products (96%), and helping poor countries reduce the possibility of armed conflict and war (92%) are seen as the most important actions. While still seen as important, cancelling the debts that developing countries owe to rich countries (74%) is assigned relatively lower priority.

Knowledge of the aid program and information needs

- A majority of Canadians (55%) do not consider themselves informed about Canada's aid program for poor countries.

- Canadians want information about the aid program in general (i.e. recipient countries, target groups, programming priorities, etc.), its effectiveness and expenditure levels. This information would be best delivered through television, newspapers, and the Internet as these are the preferred sources of information on Canada's aid program.

Canadians' involvement in various development-related activities

- Eight in ten Canadians report being involved in at least one of five development-related activities. A majority of Canadians profess to giving money to charities (61%) or purchasing fair trade products (54%), while fewer Canadians have joined or renewed their membership in an organization or charity that works in poor countries (20%) or participated in a campaign, demonstration or sit-in to promote the interests of people in poor countries (11%) over the last year.

Social Marketing Implications

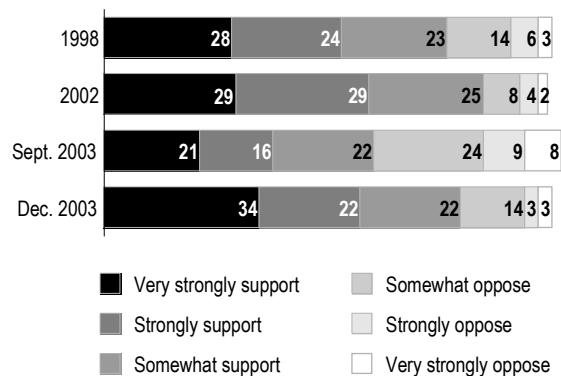
- In conclusion, while overall support is high (78%), there is a lack of knowledge of Canada's aid program. Effective social marketing campaigns usually focus on a number of key messages that are of critical importance. Beyond general information on the aid program, key messages should revolve around effectiveness issues, how much is spent to assist developing countries and how the aid program addresses global issues that affect people in all countries, poor and rich alike.
- In addition, there are a number of groups that are currently less knowledgeable and less supportive about Canada's aid program. Measures need to be taken to address their lack of knowledge and increase their positive impressions of the aid program. These groups include those between 45 and 59 years of age, less educated and less affluent Canadians, residents of the Prairies, and those from smaller communities.
- The most effective communications vehicles in this area are television, newspapers and the Internet. They should be used as much as possible to convey these key messages to the key target groups.

3.0 SUPPORT FOR AID PROGRAM

A majority of Canadians currently support Canada's aid program.

Almost eight in ten Canadians (78%) indicate that they support¹ Canada's aid program for poor countries, while two in ten (20%) are opposed.² Support declined dramatically in September 2003 (59%) but has now returned to both 2002 (83%) and 1998 (75%) levels³.

Support for Canada's aid program
1998 - 2003



Q. Through its aid program, Canada provides goods, services and the transfer of knowledge and skills to poor countries. This helps poor countries make long term economic and social progress that will enable them to eventually meet their own needs. On a scale of one to six, where one means "very strongly oppose" and six means "very strongly support", what is your level of support for Canada's aid program for poor countries?

While overall support for the aid program is high across the country, there are some notable regional differences. Support (very strong or strong) is currently highest in Quebec (66%), especially in Montreal (69%), while it is much lower in Saskatchewan (43%) and Alberta (50%). There also appears to be a relationship between community size and support for the aid program. In general, those who reside in centres with more than 100,000 inhabitants are more supportive, while those residing in smaller centres tend to be less supportive.

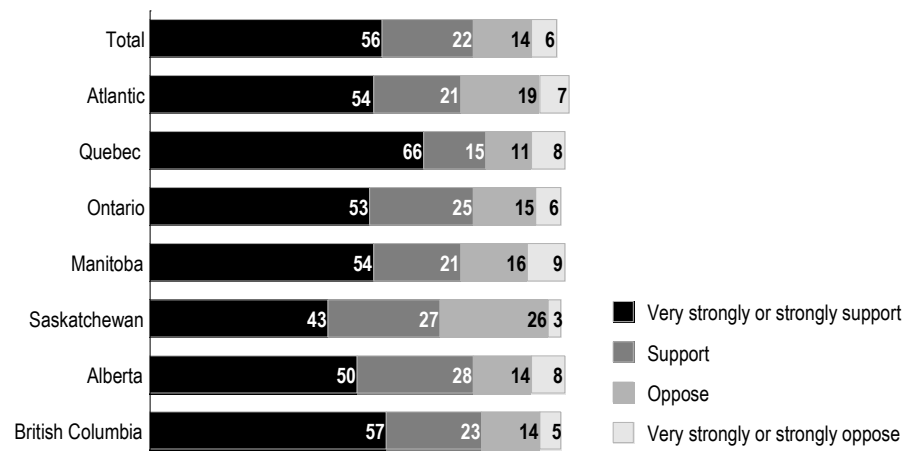
¹ Provided a score of 4-6 on the six-point scale

² Provided a score of 1-3 on the six-point scale

³ Results are from FOCUS CANADA, Environics Research Group

Support for Canada's aid program

December 2003



Q. Through its aid program, Canada provides goods, services and the transfer of knowledge and skills to poor countries. This helps poor countries make long term economic and social progress that will enable them to eventually meet their own needs. On a scale of one to six, where one means "very strongly oppose" and six means "very strongly support", what is your level of support for Canada's aid program for poor countries?

When we examine opinions among the various age groups, we find that support (very strong or strong) decreases with age, ranging from 66% among Canadians between 18 and 29 years of age to 49% among Canadians over 60 years of age. Support (very strong or strong) is also higher among women (60%) than men (51%) and among Canadians with a university education (61%) than those with less than a high school education (50%). In addition, non-European immigrants⁴ (69%) are much more likely than average to say that they support (very strongly or strongly) Canada's aid program.

In the September survey, we found that Canadians with positive views about certain aspects of the aid program, whether its perceived overall effectiveness, its perceived ability to improve living conditions in Africa, or its impact on creating a more stable world, tend to be more supportive of the aid program. Those with negative views on these criteria are less supportive.

It seems that views on the perceived ability of increased aid to reduce war and terrorism and views on whether or not aid reaches its intended audience have the most impact on support for the aid program. Canadians who agree that *there would be less war and terrorism in the world if Canada and other rich countries were more generous about providing aid to poor countries*, are much more likely than those who disagree with this statement to support Canada's aid program (73% vs. 47%). Similarly, those that disagree with the statement that *much of the aid given to poor countries never gets to*

⁴ A non-European immigrant refers to those people who say that they came to Canada from a country outside of Europe. In total, 90 non-European immigrants participated in this survey.

the people who need it most, are almost twice as likely as those that agree to be supporters of the aid program (75% vs. 38%). Overall, these findings and others clearly indicate that Canadians need to be informed about the potential and actual effectiveness of the aid program; communication of this information will help to not only maintain base support for the program, but will help increase the overall breadth and intensity of support.

In past research, we have found that views on the economy tend to have an impact on support for Canada's aid program. In general, those who are pessimistic about either their own economic situation or the economy in general tend to be more critical of the aid program, while those with a more optimistic outlook on the economy tend to be more supportive. This pattern is present once again in the September survey. As worry about the overall economic situation in Canada decreases, support for aid increases. Canadians who are not worried about the economy are more likely to support the aid program than those who are very worried (65% vs. 40%). Similarly, Canadians who felt that the current federal budget was in a surplus position are much more likely to support Canada's aid program than those who felt that the government was running a deficit (63% vs. 54%).

As we mentioned earlier, overall support for the aid program declined in September 2003 from 2002 levels (59% from 83%), but then returned to historical levels in December 2003 (78%). This pattern is evident in all regions and amongst all demographic sub-groups. The September 2003 results appear to be an anomaly, and may be related to the domestic issues that Canadians faced over the previous six months, including Mad Cow Disease, the on-going softwood lumber dispute, SARS, the forest fires in the West, and the power black-out in Ontario and Quebec. Facing these challenges, they may have been less inclined to support Canada's aid program. However, the December 2003 results seem to indicate that this is not a longer-term trend.

4.0 AWARENESS OF AID SPENDING AND SUPPORT FOR CURRENT SPENDING

4.1 Awareness of Aid Spending Levels

Canadians continue to overestimate federal government spending on Canada's aid program for poor countries, but the extent to which they do so has decreased since 2002.

When asked how many cents of every dollar spent by the federal government goes to Canada's aid program for poor countries, Canadians tend to overestimate the amount spent. On average, they think that a little over five cents of every dollar are spent to assist developing countries, when in reality it is between one and two cents of every dollar. It is worth noting that this represents a significant decrease since 2002 when Canadians on average thought that about ten and a half cents of every dollar were spent on aid to poor countries and since 1998 when they estimated it at approximately seven cents.⁵ The lack of awareness about current spending levels can be seen in the three in ten Canadians (31%) who cannot even offer a guess on this question.

Overall, 26 percent of Canadians think that less than one cent is spent, 15 percent think that one to two cents are spent, 14 percent think that three to five ten cents are spent, and 14 percent think that six cents and up are spent on aid to poorer countries for every dollar spent by the federal government.

Perceived Spending by Federal Government on Aid Program (%)	
Less than one cent	26
1 to 2 cents	15
3 to 5 cents	14
6 cents and up	14
DK/NA	31
Mean	5.23
Q28. How many cents of every dollar spent by the federal government do you think goes to Canada's aid program for poor countries?	

Perceived Spending by Federal Government on Aid Program (mean)		
1998	2002	2003
7.05	10.50	5.23
How many cents of every dollar spent by the federal government do you think goes to Canada's aid program for poor countries?		

Women, older Canadians, unemployed Canadians, less affluent Canadians, those with less than a high school education, Montrealers, Manitobans, and opponents of the aid program are the most likely to overestimate federal spending in this area. The most accurate spending estimations are offered by more affluent Canadians, university graduates, and residents of Vancouver.

⁵ Results are from FOCUS CANADA, Environics Research Group

4.2 Preferred Level of Aid Spending

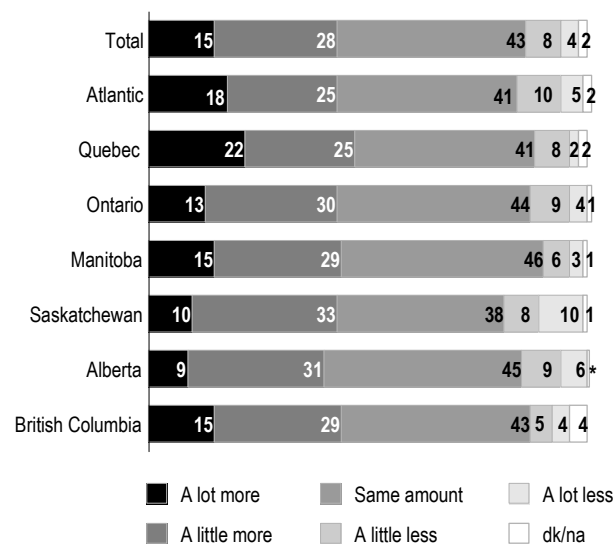
When told that between one and two cents of every dollar spent by the federal government goes to Canada’s aid program, Canadians are divided as to whether the aid budget should be increased or maintained at current levels.

Four in ten Canadians (43%) favour the status quo when told how much is spent by the federal government to assist developing countries. As many Canadians (43%) feel that Canada should be spending a little (28%) or a lot more (15%) to assist developing countries. One in ten Canadians (12%) argue that the federal government should be spending a little (8%) or a lot less (4%) than the one to two cents currently spent.

Younger Canadians (47%), Canadians with university education (53%), and non-European immigrants (49%) are more likely than others to feel that the government should be spending more than the current one to two cents of every dollar to assist developing countries. After being informed about current spending levels, Quebecers (47%), especially Montrealers (49%) are the most likely to suggest that the government should spend a little or a lot more, while Albertans (40%) are less inclined to make this suggestion. Canadians who reside in centres with more than one million inhabitants (48%) are also more likely than those who reside in small communities (37%) to suggest that the aid budget should be increased.

Preferred level of aid spending

December 2003



Q. In fact, between one and two cents of every dollar spent by the federal government goes to our aid program for poor countries. Knowing this, do you think the government should spend more, the same amount, or less money to help people in poor countries?

In September 2003, support for increased funding (37%) was nine points lower than in January 2002 (46%).⁶ In December 2003, support for increased spending (43%) returned to 2002 levels, while the proportion of Canadians who feel that the aid budget should be reduced has declined by six points (18% to 12%).

Preferred Level of Spending on Aid to Poor Countries (%)			
	2002	Sep 2003	Dec 2003
Spend a lot more	15	12	15
Spend a little more	31	25	28
Same amount	34	46	43
Spend a little less	9	8	8
Spend a lot less	9	6	4
DK/NA	2	3	2

Q29. In fact, between one and two cents of every dollar spent by the federal government goes to our aid program for poor countries. Knowing this, do you think the government should spend more, the same amount, or less money to help people in poor countries?
Note: The question wording in 2002 was slightly different.

In our September FOCUS CANADA survey we also looked at views on foreign aid spending in a larger societal context. Foreign aid was included in a list of 22 policy areas and Canadians were asked if they felt that the federal government should spend more, less or the same in each of these 22 areas. When up against other spending areas, it is clear that foreign aid is not seen as a spending priority for most Canadians. In fact, only 17 percent favour increased spending in this area. This was the lowest proportion of all of the 22 issue areas. At the same time, foreign aid had the highest proportion of Canadians who support spending cuts (40%). This is consistent with past findings that have found that foreign aid usually ranks at or very near the bottom of spending priorities when in direct competition with other policy areas.

⁶ Results are from FOCUS CANADA, Environics Research Group

5.0 PERCEIVED RATIONALE FOR AID PROGRAM

Values-based motivations underlie support for the aid program for a majority of Canadians.

Values continue to drive support for Canada's aid program. Canadians suggest that important reasons for Canada to have an aid program are to help people in need and fight poverty (38% all mentions, 26% first mention), the moral obligation and responsibility to help (16%, all mentions, 10% first mention), and the fact that Canada is a wealthy country with the means to help (15%, all mentions, 11% first mention). To help people develop their economies or help them help themselves (15% all mentions, 8% first mention), and other development-related reasons such as providing education and helping children (10% all mentions, 3% first mentions) are also identified as important reasons.

Canadians also view the aid program as contributing to Canada's reputation as a good, helpful country (22% all mentions, 13% first mention), as beneficial to Canada's economy in terms of developing future trade partners or in case we need help in the future (22% all mentions, 11% first mention), and as beneficial to maintaining international peace, stability and reducing terrorism (11%, all mentions, 5% first mention). Another six percent give various other reasons and eight percent have no opinion.

In general, the perceived rationale for Canada's aid program has not changed in recent years. In March 2002, Canadians also suggested that helping people in need, helping Canada's reputation, the benefit to Canada's economy/future trading partners, and a sense of moral obligation were the most important reasons for Canada to have an aid program.⁷

There are some notable demographic and regional patterns in the 2003 findings. For example, women are more likely than men to suggest helping people in need is the reason for Canada to have an aid program (42% vs. 35%), while men place relatively more importance than do women on it being good for Canada through possible future trading partners (26% vs. 19%).

Helping people in need is most likely to be mentioned as important by less educated Canadians. The most affluent and most educated Canadians, residents of Saskatchewan, and British Columbians, especially those in Vancouver, are relatively more inclined to feel that the aid program may be good for Canada in producing future trading partners, while younger Canadians, Manitobans, Albertans and Vancouverites have higher than average proportions that suggest that having an aid program will help Canada's reputation as a good, helpful country.

⁷ Results are from FOCUS CANADA, Environics Research Group

Perceived Rationale for Aid Program (%)		
	All Mentions	First Mention
Help people in need/fight poverty	38	26
Helps Canada's reputation as a good/helpful country	22	13
Good for Canada's economy (future trade partners)	22	11
We have a moral obligation/responsibility	16	10
We're a wealthy country/we have the means to help	15	11
Help people develop their economies/help people help themselves	15	8
To maintain international peace/stability/reduce terrorism	11	5
Other development-related reasons	10	3
Should be supporting Canada and Canadians	1	1
Other	6	3
None	2	-
DK/NA	8	8
Q30-Q31. What, in your opinion, is the number one reason for Canada to have an aid program? What is the next most important reason for Canada to have an aid program? Total may add to more than 100 percent due to multiple responses per respondent.		

Sense of duty or moral obligation is most likely to be seen as a driving force for our aid program among older Canadians, university graduates, and Francophones. Quebecers are the most inclined to contend that helping people help develop their economies or help themselves is the most important reason for Canada to have an aid program. Maintaining international peace and stability is more likely to be identified by the most affluent and most educated Canadians.

Those most involved with various development-related activities are more likely than other Canadians to suggest that Canada should have an aid program because we have a moral obligation or responsibility to help, we have the means to help and that this program will help maintain international peace and stability.

6.0 IMPRESSIONS OF AID PROGRAM

Below, we explore Canadians' opinions on such issues as aid effectiveness, the situation in Africa, the perceived impact of increased aid expenditures on war and terrorism, and the most effective ways of delivering Canadian assistance.

6.1 Attitudes Toward Aid Program

Attitudes toward the aid program are mixed. Overwhelming majorities agree that much of the aid given to poor countries never gets to the people who need it most. At the same time, most Canadians agree that Canada should build up the capacity of the private sector in poor countries. In addition, there is some optimism that living conditions will improve in Africa over the next 20 years.

➤ *“Much of the aid given to poor countries never gets to the people who need it most”*

Canadians have doubts about the effectiveness of Canada's aid program. Eight in ten (82%) agree that much of the aid given to poor countries never gets to the people who need it most. This skepticism has been present for a long time and inhibits building support for the aid program and budget. In fact, in both 2002 (86%) and 2000 (85%) more than eight in ten Canadians held this view.⁸

When asked why they hold this view, corruption is the most often mentioned reason. Almost one-half (45%) provide overall general mentions of corruption or suggest that corrupt governments and politicians in developing countries are the reason aid never gets to the people who need it most. Another 14 percent suggest the problem lies in corruption or bureaucratic waste in aid organizations. Similar proportions provide general comments about bureaucracy and red tape (13%) and governments or politicians (12%) being the biggest problem. One in ten lay the blame on infrastructure or delivery problems (11%) and problems due to war, instability or crime in poor countries (11%).

Perceptions of corruption as the major impediment to the effective delivery of aid are not new. In 2002, nine in ten Canadians (90%) agreed *that corruption in developing countries is the main factor in aid not getting to the people who need it most.*⁹

➤ *“Canada should build up the capacity of the private sector in poor countries, so that poor countries can compete in the global marketplace”*

A clear majority (72%) believes that Canada should build up the capacity of the private sector in poor countries, so that poor countries can compete in the global marketplace. We have found this notion of helping poor countries build up their self-sufficiency in

⁸ Results are from FOCUS CANADA, Environics Research Group

⁹ Results are from FOCUS CANADA, Environics Research Group

other research we have conducted and it seems to be an important goal for many Canadians.

- *“Canada can best help Africa by supporting the priorities and vision set out by the leaders of African countries”*

While a majority of Canadians (57%) agree that Canada can best help Africa by supporting the priorities and vision set out by the leaders of African countries, this agreement is rather tenuous. Seventeen percent strongly agree with this assertion while 40 percent somewhat agree. Agreement with this assertion is essentially unchanged from when it was last measured in March 2002 (56%).¹⁰

- *“People in Africa are better off today than they were 30 years ago” and “Living conditions in Africa will improve over the next 20 years”*

It appears that not only do Canadians feel that the situation is improving in Africa but they are even more optimistic about the future. Fifty-one percent agree that people in Africa are better off today than they were 30 years ago; a larger proportion (59%) agrees that living conditions in Africa will improve over the next 20 years. However, it should be noted that agreement with these statements tends to be soft as less than one in five Canadians strongly agree with both of these statements. In 2002, a similar proportion (52%) agreed that the situation in Africa had improved considerably over the last 30 years and the future of this continent was promising.¹¹

- *“If Canada and other rich countries were more generous about providing aid to poor countries, there would be less war and terrorism in the world”*

Canadians are not convinced that increasing aid expenditures would have a positive impact in terms of creating greater stability in the world. Less than one-half of Canadians (45%) believe that there would be less war and terrorism if Canada and other rich countries were more generous about providing aid to poor countries. A slight majority (53%) disagrees with this assertion. In addition, strong disagreement outweighs strong agreement (30% vs. 24%).

- *“There are too many needs in Canada for us to pay attention to the needs of poor countries”*

While two-fifths (43%) agree that there are too many needs in Canada for us to pay too much attention to the needs of poor countries, a majority (56%) disagrees with the statement. Disagreement with this argument has been relatively consistent and is virtually identical to that seen in 2002 (55%) and very similar to the 2000 results (52%).¹²

¹⁰ Results are from FOCUS CANADA, Environics Research Group

¹¹ Results are from FOCUS CANADA, Environics Research Group

¹² Results are from FOCUS CANADA, Environics Research Group

Attitudes Toward Canada's Aid Program (%)					
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/NA
Much of the aid given to poor countries never gets to the people who need it most.	49	33	10	3	4
Canada should build up the capacity of the private sector in poor countries, so that poor countries can compete in the global marketplace	26	46	16	9	3
If Canada and other rich countries were more generous about providing aid to poor countries, there would be less war and terrorism in the world	24	21	23	30	2
There are too many needs in Canada for us to pay too much attention to the needs of poor countries	19	24	29	27	*
Canada can best help Africa by supporting the priorities and vision set out by the leaders of African countries	17	40	22	16	5
People in Africa are better off today than they were 30 years ago	14	37	24	16	9
Living conditions in Africa will improve over the next 20 years	13	46	22	13	7
Q32. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about Canada's aid program for poor countries...					
* less than one percent					

6.2 Preferred Delivery Mechanisms

Three-quarters of Canadians feel that giving money to international organizations or to Canadian organizations and companies working in poor countries are the most effective ways to deliver Canadian assistance. They are least convinced that giving money directly to governments and organizations in developing countries would be effective.

When asked to consider the most effective ways to provide Canadian assistance, Canadians feel that giving money to international organizations (50%) and to Canadian organizations and companies who work in poor countries (27%) are the most effective funding mechanisms. Canadians are much more sceptical about the effectiveness of providing funds to local organizations and companies in poor countries (15%) and to governments of developing countries (2%). Canadians' concerns about corruption in developing countries and their belief that international and Canadian organizations are less likely to be affected by such corruption may explain this preference.

Most Effective Way for Canada to Give Aid to Poor Countries (%)	
Give money to international organizations such as UNICEF and International Red Cross	50
Give money to Canadian organizations and companies who work in poor countries	27
Give money to local organizations and companies in poor countries	15
Give money to the governments of poor countries	2
Other	4
None	1
DK/NA	2
Q34. There are a number of ways for Canada to help people in poor countries. Which do you think is the most effective way for Canada to help people in poor countries? It is to ?	

7.0 MILLENNIUM DEVELOPMENT GOALS (MDGs)

The Millennium Development Goals, agreed to by world leaders in September 2000, are an ambitious agenda for reducing poverty in developing countries. In this survey, it was of interest to examine Canadians' awareness of these goals, their views on the likelihood of achieving them and on the importance of various actions that could be undertaken by rich countries to help achieve the MDGs.

7.1 Awareness of Millennium Development Goals

Just one in ten Canadians have heard about the Millennium Development Goals.

Results indicate that there is a lack of awareness among Canadians of the Millennium Development Goals. More than four in five (86%) say that they have not heard of something called the Millennium Development Goals, and only 13 percent say that they have.

Awareness of Millennium Development Goals (%)	
Yes	13
No	86
DK/NA	*
Q35. Have you ever heard of something called the Millennium Development Goals?	
* less than one percent	

As the table below indicates, awareness of the Millennium Development Goals tends to increase with education. Awareness of the MDGs is also higher among Canadians who are more knowledgeable about Canada's aid program, those more involved in development-related activities and those who support increased funding for Canada's aid program.

Awareness of Millennium Development Goals by Education (%)						
	Total	Less than High School	High School	Community College/ Vocational	Some University	University Degree
Yes	13	7	7	11	14	20
No	86	92	92	89	86	79
DK/NA	*	2	*	-	*	1
Q35. Have you ever heard of something called the Millennium Development Goals?						
* less than one percent						

Actual awareness of the Millennium Development Goals is likely even lower than indicated. Among Canadians who say that they have heard of the MDGs, a majority (62%) cannot provide examples of the goals.

Those able to provide examples of the Millennium Development Goals most often mention reducing poverty/hunger (10%), educational development (8%), and eradicating malaria/HIV/AIDS (5%).

Examples of Millennium Development Goals (%)	
Reducing poverty/hunger	10
Educational development	8
Eradicating/reducing the number of people suffering from malaria/HIV/AIDS (and other diseases)	5
Heard about it but don't know details	4
Clean drinking water	4
Providing more aid to poor countries	3
Develop foreign economies	3
Stopping pollution/protecting the environment	2
Scholarships	2
Providing fair access to drugs and pharmaceuticals	2
Working towards a fairer international trading system	2
Develop technology	1
Other	9
DK/NA	62
Q36. As far as you know, what are some examples of these Millennium Development Goals? Subsample: Those who have ever heard of something called the Millennium Development Goals (N=251) Total may add to more than 100 percent due to multiple responses per respondent.	

7.2 Achievement of Millennium Development Goals

Canadians are most optimistic about the likelihood of reducing by half the number of people without access to safe drinking water by 2015. They are much less optimistic about the likelihood of reducing by half the number of extremely poor people in the same time period.

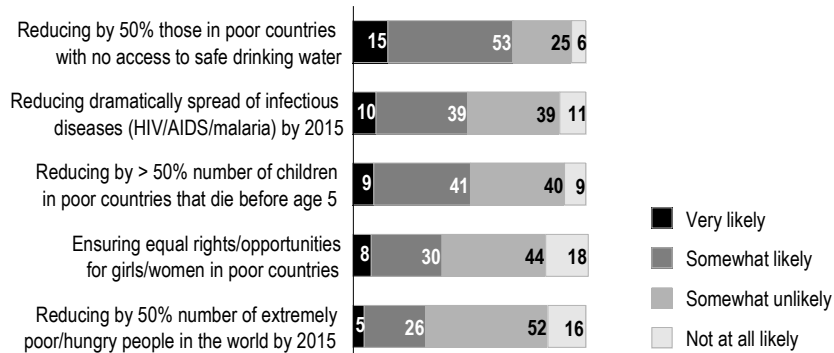
After receiving information on the Millennium Development Goals, Canadians were asked to indicate the likelihood of achieving five goals by 2015. More than two-thirds of Canadians (68%) say that it is likely that the number of people without access to safe drinking water will be reduced by 2015.

Canadians are divided as to whether it is likely or unlikely that the spread of infectious diseases like HIV/AIDS or malaria can be reduced dramatically by 2015 (49% likely, 50% unlikely) and that the number of children that die before the age of 5 can be reduced by half (50% likely, 49% unlikely).

Canadians are much more pessimistic about the likelihood of achieving by 2015 the goals of ensuring that girls and women in poor countries have the same rights as boys

and men (38%) and reducing by half the number of extremely poor people in the world (31%).

Perceived likelihood of achieving
Millennium Development Goals
September 2003



Q37. In September 2000, Prime Minister Chrétien and leaders from around the world -- from rich and poor countries -- gathered at the United Nations for the Millennium Summit. At this meeting, they agreed to carry out a number of programs to improve the lives of people in poor countries by the year 2015. The goals of these programs are called the Millennium Development Goals. I will read you some of these goals and I would like you to tell me if you think that it is "Very, somewhat, not very, or not at all likely" that they will be achieved by 2015.

While there is no clear consensus on the main obstacles that may prevent the achievement of the Millennium Goals, lack of money and resources, lack of will, concerns about the enormity of the task at hand and cultural/social reasons are mentioned most frequently.

Canadians think that a number of issues can prevent the achievement of the Millennium Development Goals by 2015. Mentioned most frequently are: lack of money or resources (18%), lack of will (18%) (lack of will of Western/developed countries; poor countries do not want the help; apathy/lack of public support/not our fault; government resistance), and the enormity of the task at hand (14%) (problems are too big/too many people to help; target date of 2015 is too ambitious; goals themselves not realistic because the problems cannot be solved; too many people are sick/dying from HIV/AIDS; goals will only be partially achieved, reducing by half is too ambitious).

Main Obstacles to Millennium Development Goals (%)	
Lack of money/resources	18
Cultural/social reasons	12
Lack of education/ignorance	10
Cooperation/organizational problems	10
Lack of will on behalf of western/developed countries	10
Corruption in poor countries	9
War/violence/terrorism	7
Religion	6
Problems are too big/there are too many people to help	5
Target date of 2015 is too ambitious/It will take longer than 10 to 15 years to solve problems	4
Poor countries do not want the help	4
Poverty/economic issues	4
Domestic priorities in rich countries will divert attention/ money away from needs of poor countries	3
Most aid never reaches the people who need it	3
Environmental issues	3
These are just more empty promises made by politicians at big international meetings	3
International/aid organizations are ineffective/have high levels of bureaucracy	3
The private sector's desire for profits	3
Birth/population control	3
Disease/lack of health care and medicare	3
Goals themselves not realistic because the problems can't be solved	2
Greed	2
Governmental resistance	2
Political instability	2
Too many people are sick/dying of HIV/AIDS	2
Apathy/lack of public support/not our fault	2
Goals will only be partially achieved/reducing by half is too ambitious	1
Other	8
DK/NA	10
Q38. What do you think are the main obstacles to achieving these Millennium Development Goals by 2015? Total may add to more than 100 percent due to multiple responses per respondent.	

Canadians also identify cultural/social reasons (12%), lack of education/ignorance (10%), cooperation/organizational problems (10%), corruption in poor countries (9%), war/violence/terrorism (7%), and religion (6%) as barriers to the achievement of the goals.

7.3 Perceived Importance of Various Actions to Help Achieve the Millennium Development Goals

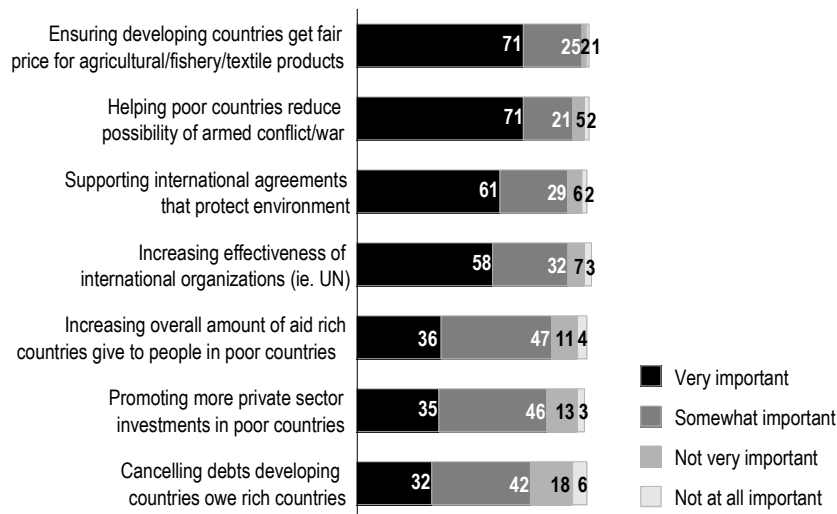
Canadians think that ensuring that developing countries get a fair price in international markets for their products, and helping poor countries reduce the possibility of armed conflict and war, are the most important actions that rich countries like Canada can undertake to help achieve the Millennium Development Goals by 2015.

An overwhelming majority of Canadians think that each of the seven proposed actions that Canada and other rich nations might undertake to help achieve the Millennium Development Goals is important. However, relatively speaking, ensuring that developing countries get a fair price in international markets for their agricultural, fishery and textile products is seen as the most important action by 96 percent of Canadians, with seven in ten (71%) saying this is very important. Almost as important to achieving the MDGs is helping poor countries reduce the possibility of armed conflict and war (92% overall important, 71% very important).

On the next tier is supporting international agreements that protect the environment (90% overall important, 61% very important) and increasing the effectiveness of international organizations such as the United Nations (90% overall important, 58% very important).

Increasing the overall amount of aid that rich countries give to people in poor countries (83% overall important, 36% very important), promoting more private sector investments in poor countries (81% overall important, 35% very important), and cancelling the debts that developing countries owe to rich countries (74% overall important, 32% very important), are all seen as important actions to achieve the Millennium Development Goals by a majority of Canadians, although they receive relatively lower priority.

Perceived importance of various actions to achieve Millenium Development Goals
September 2003



Q39. Governments in rich countries such as Canada have agreed to undertake actions to help achieve the Millennium Development Goals by the year 2015. Do you think each of the following is very, somewhat, not very, or not at all important for helping to achieve these goals by 2015?

8.0 KNOWLEDGE AND INFORMATION NEEDS

8.1 Knowledge of Canada's Aid Program

A majority of Canadians do not consider themselves informed about Canada's aid program for poor countries.

There is lack of knowledge of Canada's aid program for poor countries among most Canadians. When asked to rate how informed they are about Canada's aid program, a majority (55%) says that they are not informed.¹³ Only one in five Canadians (22%) claim to have some level of knowledge about this program.¹⁴ Another 23 percent provided a neutral assessment of their knowledge level.¹⁵ It is also worth noting that Canadians are much more likely to contend that they are not at all informed about Canada's aid program than they are to suggest that they are very well informed about the program (12% vs. 3%).

Knowledge of Canada's Aid Program (%)	
1 Not at all informed	12
2	18
3	25
4	23
5	15
6	4
7 Very well informed	3
DK/NA	*
Mean	3.36
Q25. On a scale of one to 7, where 1 means "not at all informed" and 7 means "very well informed", how informed do you consider yourself to be about Canada's aid program for poor countries?	
* less than one percent	

Knowledge of Canada's aid program for poor countries tends to increase as Canadians' ages increase. Canadians 60 years of age or older (32%) are almost three times as likely as those between 18 and 29 years of age (13%) to suggest that they are informed about this program.

¹³ Provided a score of 1-3 on a seven-point scale.

¹⁴ Provided a score of 5-7 on a seven-point scale.

¹⁵ Provided a score of 4 on a seven-point scale.

Knowledge of Canada's Aid Program by Age (%)					
	Total	18 to 29	30 to 44	45 to 59	60 or more
Not at all informed	12	17	15	9	7
Uninformed	43	47	43	42	37
Neither informed or uninformed	23	23	21	25	24
Informed	19	11	18	20	27
Very well informed	3	2	3	3	5
DK/NA	*	-	*	-	*
Q25. On a scale of one to 7, where 1 means "not at all informed" and 7 means "very well informed", how informed do you consider yourself to be about Canada's aid program for poor countries? * less than one percent					

As we find with many issues, knowledge levels are higher among the most affluent and most educated Canadians while less educated and less affluent Canadians report lower levels of knowledge about the aid program.

Regionally, Torontonians (27%) report the highest levels of knowledge, while residents of Manitoba (13%) and Saskatchewan (17%) are the least well informed.

Women (57%) are more likely than are men (52%) to suggest that they lack knowledge or information in this area. This was particularly evident for homemakers (61%).

Not surprisingly, Canadians who are highly active in various activities to help poor countries are much more likely than those with little or no such involvement to report that they are knowledgeable about Canada's aid program.

8.2 Information Needs

Canadians want to know how the aid program operates, how effective it is and how much money is spent by the government to assist developing countries.

When asked what kinds of information they would most like to get about Canada's aid program, the most common mention is program information such as the type of assistance provided, the sectors and countries of emphasis and allocation of funds (50%). Roughly equal proportions say they would most like information that demonstrates how effective the program is (25%) or information regarding how much Canada is spending to assist developing countries (23%). Six percent want information that explains why Canada provides assistance and how it is benefiting Canada. Another six percent identify a mix of other kinds of information they would like to receive about the aid program.

Seven percent of Canadians cited information sources such as flyers, pamphlets, television, and the Internet instead of specific types of information.

Instead of reporting on the types of information they would like to receive, a few Canadians outright dismiss the aid program and argue that the government should be supporting Canada and Canadians (2%). Another seven percent say that they do not want any information while one in ten (11%) offer no opinion.

Most Requested Information Regarding Canada's Aid to Other Countries (%)	
Program information	50
Effectiveness-related information	25
How much Canada is spending on aid	23
Sources of information	7
Rationale and benefit to Canada	6
Should be supporting Canada and Canadians	2
Other	6
None	7
DK/NA	11
Q26. <i>What kinds of information would you most like to get about the assistance that Canada provides to poor countries?</i> Total may add to more than 100 percent due to multiple responses per respondent.	

8.3 Preferred Sources of Information

Television, newspapers, and the Internet are the preferred sources of information on Canada's aid program.

As we have found with many other issues, television (36%) is Canadians' preferred source of information regarding Canada's aid program for poor countries. Newspapers (26%) and the Internet (22%) are also relatively popular information sources in this area. The importance of the Internet is likely to grow as this medium becomes more widely used across all age groups. Approximately one in ten Canadians cite mail (12%), magazines (11%), pamphlets or announcements from their federal MP (11%), radio (11%), and advertisements and promotional flyers (10%) as their preferred information source.

The further potential importance of the Internet can be found in the nine percent who suggest that websites or publications of the Canadian government would be the best way for them to receive information about Canada's aid program for poor countries. Fewer Canadians mention written reports (3%), announcements by the Minister responsible, including the Prime Minister (2%) or general references to the news media (2%). Another eight percent identify a mixture of other information sources.

Preferred Source of Information on Canada's Aid Program (%)	
Television (news reports, documentaries)	36
Newspapers	26
The Internet/e-mail	22
Mail	12
Magazines	11
Pamphlets or announcements from my Federal MP	11
Radio (news reports, feature stories)	11
Advertisements and promotional flyers	10
Websites or publications of Canadian government/CIDA	9
Literature/written report	3
Announcements or speeches by the Minister responsible (including Prime Minister)	2
News media (general)	2
Don't care/not interested/none	1
Other	8
DK/NA	4
Q27. What do you think are the best ways for you to receive information about Canada's aid program for poor countries?	
Total may add to more than 100 percent due to multiple responses per respondent.	

While Canadians under 45 years of age are more likely than average to suggest that the Internet is the best way for them to receive information about Canada's aid program (18-29: 31%; 30-44: 29%), Canadians 60 years of age or older are the most inclined to say that newspapers (37%) or radio (16%) would be most effective in reaching them.

There are a number of notable regional differences with respect to preferred information sources about Canada's aid program. Atlantic Canadians (17%) are relatively more likely than other Canadians to suggest that mail is the best way to reach them with this information, while Quebecers (30%) are much more likely to argue that magazines would be most effective. Interestingly, very few Quebecers (5%) feel that newspapers are valuable information sources. On the other hand, Ontarians (33%) Western Canadians, especially British Columbians (35%) and Albertans (34%), place much more importance on newspapers as a source of information about Canada's aid program. Residents of Saskatchewan (41%) are the most likely to see television as the most effective information vehicle, while residents of Vancouver and Manitobans are the most inclined to make this same suggestion about the Internet (30%) and advertisements and promotional flyers (17%), respectively.

In general, Anglophones are more apt than Francophones to suggest that newspapers, mail, pamphlets or announcements from their federal MP are the most effective communications vehicles, Francophones assign higher levels of effectiveness to magazines.

Television is a highly popular medium among less affluent Canadians, retired Canadians, those residing in communities with between 5,000 and 100,000 inhabitants, and those with less than a high school education. Not surprisingly, the Internet tends to be preferred among the most affluent and most educated Canadians. The reported effectiveness of the Internet also increases as community size increases. In addition, supporters of the aid program are more likely than average to cite the Internet as the best way for them to receive information about Canada's aid program for poor countries.

9.0 PERSONAL INVOLVEMENT IN DEVELOPMENT-RELATED ACTIVITIES

Eight in ten Canadians report being involved in at least one of five development-related activities. Giving money to Canadian charities or organizations working in poor countries is the most common activity.

We presented survey participants with a list of five activities to help people in poor countries and asked them if they had participated in each of them over the past year. Canadians' involvement in development-related activities tends to be quite varied. One in five Canadians (20%) report that they did not participate in any activities with another one-quarter (26%) reporting a low level of involvement (one out of five activities). More than two-fifths of Canadians (44%) say that they have participated in two or three development-related activities (medium-level involvement), while one in ten (11%) have been involved in at least four, if not all five, of these activities (high-level involvement).

As one might expect, participation was higher in those activities that require less active involvement. Fewer Canadians are engaged in activities requiring more effort or a higher degree of commitment or time.

Six in ten Canadians (61%) say that over the past year they have given money to a Canadian charity or international organization that is working in poor countries. This proportion is unchanged from 2002 levels (59%).¹⁶

A majority of Canadians (54%) indicate that they made a purchase that would help people in poor countries, such as buying a fair trade product or a product that does not use child labour. While it is unclear if all of those respondents fully comprehend what is meant by a fair trade product, these results indicate that many Canadians may take factors such as the possible use of child labour into consideration when they make their purchasing decisions.

One-third of Canadians (31%) report that during the last year, they have looked for information on charities or organizations working in poor countries. Fewer Canadians have joined or renewed their membership in an organization or charity that works in poor countries (20%) or participated in a campaign, demonstration or sit-in to promote the interests of people in poor countries (11%).

¹⁶ Results are from FOCUS CANADA, Environics Research Group

Personal Involvement in Development-Related Activities (%)			
	Yes	No	DK/NA
Given money/made a donation to a Canadian charity or international organization that is working in poor countries	61	38	1
Made a purchase decision that would help people in poor countries, such as buying a fair trade product or a product that does not use child labour	54	40	6
Looked for information on charities or organizations working in poor countries	31	69	*
Joined or renewed your membership in an organization and/or charity that works in poor countries	20	79	*
Participated in a campaign, demonstration or sit-in to promote the interests of people in poor countries	11	89	*
Q40. Which of the following things have you done in the past year to help people in poor countries? Have you....			
* less than one percent			

In general, those with a high school education or less and residents of Saskatchewan are the most likely to report no involvement over the past year. Quebecers, residents of Vancouver and high school graduates are more likely than others to report a low level of involvement, while the most affluent Canadians, those with at least some university education or higher, and residents of communities with between 100,000 and one million inhabitants are the most likely to have participated in two or three development-related activities. University graduates and Torontonians display the highest level of involvement in these activities. It is also worth noting that, as knowledge of the aid program increases, so too does involvement in various development-related activities.

Men are more likely than are women to report no involvement in development-related activities, while women indicate a greater likelihood of having been involved in two or three activities.

There are also some other notable demographic differences for specific activities. For example, the likelihood of having donated money to a Canadian charity or international organization that is working in poor countries or joined or renewed their membership in such organizations tends to increase with age. Not surprisingly, those very worried about the economy are less likely to have made such a donation in the last year. Canadians between 18 and 29 years of age report higher levels of involvement in looking for development-related information, participating in a campaign to promote the interests of people in poor countries, and purchasing fair trade products or a product that does not use child labour. Furthermore, Quebecers, especially Montrealers are

more likely than those from other regions in Canada to have participated in a campaign, demonstration or sit-in to promote the interests of people in poor countries.

Personal Involvement in Development-Related Activities by Education (%)						
	Total	Less than High School	High School	Community College/ Vocational	Some University	University Degree
None	20	32	27	20	15	12
Low	26	30	35	26	24	21
Medium	44	29	32	46	51	49
High	11	8	5	7	10	18
Q40. Which of the following things have you done in the past year to help people in poor countries? Have you....						

10.0 METHODOLOGY

The results are based on omnibus questions placed on two FOCUS CANADA telephone surveys, which are asked of Canadians 18 years of age and older living within the ten provinces of Canada. The first survey was conducted between September 18 and October 10, 2003, among 2,001 adult Canadians. The second survey was conducted between December 11 and 29, 2003, among 2,002 adult Canadians.

10.1 Sample Selection

The sampling method for both surveys was designed to complete approximately 2,000 interviews within households randomly selected across Canada. The sample is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut, or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on the stratification of the population by ten regions (Atlantic Canada, Metropolitan Montreal, the rest of Quebec, the Greater Toronto Area, the rest of Ontario, Manitoba, Saskatchewan, Alberta, the Greater Vancouver Regional District and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants).

The final samples were distributed as follows.

	2001 Census* %	September 2003		December 2003		Margin of Error
		Weighted N=2,001	Unweighted N=2,001	Weighted N=2,002	Unweighted N=2,002	
Atlantic Canada	8	155	244	155	247	6.3
Quebec	24	483	501	483	500	4.4
Ontario	38	763	560	763	563	4.1
Manitoba	4	75	137	75	135	8.4
Saskatchewan	3	65	121	65	124	8.9
Alberta	10	199	206	199	205	6.8
British Columbia	13	261	232	262	228	6.4

* Canadians aged 18 years or over in 2001, excluding those in Nunavut, the Northwest Territories and the Yukon

Environics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated

is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample

A total of 41,371 telephone numbers were drawn for September 2003, and 50,903 for December 2003. From within each household contacted, respondents 18 years of age and older were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

10.2 Telephone Interviewing

Interviewing for both surveys was conducted at Environics’ central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations (CAMRO). A minimum of five calls were made to a household before classifying it as a “no answer”.

10.3 Completion Results

A total of 2,001 interviews were completed in September 2003, and 2,002 in December 2003. Samples of this size produce a sampling error of plus or minus 2.2 percentage points, 19 times out of 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample.

The effective response rate for the September 2003 survey is eight percent: the number of completed interviews (2,001) divided by the total dialled sample (41,371) minus the non-valid/non-residential numbers, the numbers not in service, ineligible households as well as those that presented a language barrier (14,539).

The actual completion rate in September 2003 is 14 percent: the number of completed interviews (2,001) divided by the number of qualified respondents contacted directly (14,426).

In December 2003, the effective response rate (6 percent) and the actual completion rate (13 percent) are similar.

The table on the following page presents the detailed completion results for the two FOCUS CANADA surveys.

Completion Results Table

	September 2003		December 2003	
	N	%	N	%
A. Total sample dialled	41,371	100	50,903	100
Household not eligible	0	0	0	0
Non-residential/not in service	13,440	33	18,096	36
Language barrier	1,099	3	1,034	2
B. Subtotal	14,539	35	19,130	38
C. New Base (A - B)	28,832	100	31,773	100
D. No answer/line busy/not available	12,406	46	16,336	51
Refusals	12,198	46	13,191	42
Mid-interview refusals	227	1	244	1
E. Subtotal	24,831	93	29,771	94
F. Net Completions (C – E)	2,001	8	2,002	6
Completion Rate (F / [C – D])		14		13

Note: Percentages may not sum exactly due to rounding.

APPENDICES

Focus Canada 2003-4: CIDA Omnibus Questions

24. Through its aid program, Canada provides goods, services and the transfer of knowledge and skills to poor countries. This helps poor countries make long term economic and social progress that will enable them to eventually meet their own needs. On a scale of one to six, where one means "very strongly oppose" and six means "very strongly support", what is your level of support for Canada's aid program for poor countries?

- 01 - Very strongly oppose
- 02 -
- 03 -
- 04 -
- 05 -
- 06 - Very strongly support
- 99 - DK/NA

25. On a scale of one to 7, where 1 means "not at all informed" and 7 means "very well informed", how informed do you consider yourself to be about Canada's aid program for poor countries?

- 01 - Not at all informed
- 02 -
- 03 -
- 04 -
- 05 -
- 06 -
- 07 - Very well informed
- 99 - DK/NA

26. What kinds of information would you most like to get about the assistance that Canada provides to poor countries? **DO NOT READ - CODE ALL THAT APPLY**

- 01 - Whether this assistance is reaching those who need it most
- 02 - The difference this aid is making in the lives of people
- 03 - Whether the aid is improving world peace/security/reducing terrorist threats
- 04 - The reasons that Canada provides aid
- 05 - The kinds of aid or assistance that Canada is providing (goods, services, skills training)
- 06 - Specific sectors (education, health, good governance) or areas of emphasis (helping the poorest, focusing on youth, etc.)
- 07 - How much Canada is spending on aid
- 08 - Where Canada is spending most of its foreign aid (which countries)
- 09 - How Canada's aid program compares with that of other countries
- 10 - Who receives Canadian aid (which countries, groups or sectors within that country, Canadian partners and/or international organizations)
- 11 - The work of Canadians (individuals, organizations) in these countries
- 12 - How Canada's assistance to developing countries is helping Canadians and Canada's economy / security / culture / etc.
- 13 - How to get a job (or how to get involved) in international development
- 14 - Other (Specify: _____)
- 15 - None
- 99 - DK/NA

GO TO Q.28

27. What do you think are the best ways for you to receive information about Canada's aid program for poor countries? **DO NOT READ - CODE ALL THAT APPLY**

- 01 - Advertisements and promotional flyers
- 02 - Announcements or speeches by the Minister responsible (including Prime Minister)
- 03 - Books
- 04 - Churches, clubs and associations
- 05 - Magazines
- 06 - Newspapers
- 07 - Pamphlets or announcements from my Federal MP
- 08 - Radio (news reports, feature stories)
- 09 - Special exhibits in public places
- 10 - Television (news reports, documentaries)
- 11 - Testimonials or presentations by people who have worked/lived in those countries
- 12 - The Internet (general)
- 13 - Websites or publications of Canadian government/CIDA
- 14 - Websites or publications of NGOs
- 15 - Websites or publications of UN or other international organizations
- 16 - Other (Specify: _____)
- 99 - DK/NA

28. How many cents of every dollar spent by the federal government do you think goes to Canada's aid program for poor countries? **PROBE FOR PRECISE NUMBER ... IF RESPONDENT SAYS "LESS THAN A CENT" PROBE FOR A FRACTION SUCH AS .25 OR .5**

- 01 - Specify: _____
- 02 - DK/NA

29. In fact, between one and two cents of every dollar spent by the federal government goes to our aid program for poor countries. Knowing this, do you think the government should spend more, the same amount, or less money to help people in poor countries? **PROBE, IF RESPONDENT SAYS MORE OR LESS , ASK - Would that be a lot or a little?**

- 01 - Spend a lot more
- 02 - Spend a little more
- 03 - Same amount
- 04 - Spend a little less
- 05 - Spend a lot less
- 99 - DK/NA

30. What, in your opinion, is the number one reason for Canada to have an aid program? **DO NOT READ - CODE ONLY ONE**

- 01 - Help people in need
- 02 - Help people develop their economies
- 03 - Help people help themselves
- 04 - Fight poverty
- 05 - Help people during emergencies/disasters
- 06 - Help children
- 07 - Provide education
- 08 - Prevent illness/disease in poor countries
- 09 - Prevent famine/starvation
- 10 - Prevent conflict in poor countries
- 11 - Helps Canada's reputation as a good/helpful country
- 12 - We have a moral obligation/responsibility
- 13 - We're a wealthy country/we have the means to help
- 14 - Good for Canada's economy/future trade partners
- 15 - To maintain international peace/stability/reduce terrorism
- 16 - Other (Specify: _____)
- 99 - DK/NA

GO TO Q.32

31. What is the next most important reason for Canada to have an aid program? **DO NOT READ - CODE ONLY ONE**

- 01 - Help people in need
- 02 - Help people develop their economies
- 03 - Help people help themselves
- 04 - Fight poverty
- 05 - Help people during emergencies/disasters
- 06 - Help children
- 07 - Provide education
- 08 - Prevent illness/disease in poor countries
- 09 - Prevent famine/starvation
- 10 - Prevent conflict in poor countries
- 11 - Helps Canada's reputation as a good/helpful country
- 12 - We have a moral obligation/responsibility
- 13 - We're a wealthy country/we have the means to help
- 14 - Good for Canada's economy/future trade partners
- 15 - To maintain international peace/stability/reduce terrorism
- 16 - Other (Specify: _____)
- 99 - DK/NA

32. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about Canada's aid program for poor countries... **READ AND ROTATE**

a) If Canada and other rich countries were more generous about providing aid to poor countries, there would be less war and terrorism in the world

- 01 - Strongly agree
- 02 - Somewhat agree
- 03 - Somewhat disagree
- 04 - Strongly disagree
- 99 - DK/NA

b) Canada should build up the capacity of the private sector in poor countries, so that poor countries can compete in the global marketplace

- c) People in Africa are better off today than they were 30 years ago
- d) Living conditions in Africa will improve over the next 20 years
- e) Canada can best help Africa by supporting the priorities and vision set out by the leaders of African countries
- f) There are too many needs in Canada for us to pay too much attention to the needs of poor countries
- g) Much of the aid given to poor countries never gets to the people who need it most.

33. **(ASK ONLY OF THOSE RESPONDENTS WHO SAID SOMEWHAT OR STRONGLY AGREE WITH Q.32G)** Why do you think that much of the aid given to poor countries never gets to the people who need it most? **DO NOT READ - CODE ALL THAT APPLY**

- 03 - Other (Specify: _____)
- 99 - DK/NA

34. There are a number of ways for Canada to help people in poor countries. Which do you think is the most effective way for Canada to help people in poor countries. It is to ? **READ AND ROTATE**

- 01 - Give money to Canadian organizations and companies who work in poor countries
- 02 - Give money to international organizations such as UNICEF and International Red Cross
- 03 - Give money to local organizations and companies in poor countries
- 04 - Give money to the Governments of poor countries

VOLUNTEER ONLY

- 05 - Other (Specify: _____)
- 99 - DK/NA

35. Have you ever heard of something called the Millennium Development Goals?

- 01 - Yes (GO TO Q. 36)
- 02 - No (GO TO Q. 37)
- 99 - DK/NA (GO TO Q. 37)

36. **(ASK ONLY OF THOSE RESPONDENTS WHO SAID YES TO Q.35)** As far as you know, what are some examples of these Millennium Development Goals? **DO NOT READ - CODE ALL THAT APPLY**

- 01 - Something to do with the UN / United Nations
- 02 - Something to do with Y2K
- 03 - Reducing poverty
- 04 - Reducing hunger
- 05 - Making sure that all children complete primary school
- 06 - Eliminating differences between boys and girls in access to schooling
- 07 - Making sure that women have the same opportunities as men
- 08 - Reducing child mortality (the number of children dying before they are 5 years old)
- 09 - Reducing the number of women dying in childbirth
- 10 - Eradicating HIV/AIDS or reduce the number of people infected with HIV/AIDS
- 11 - Eradicating malaria (and other diseases) or reduce the number of people suffering from malaria (and other diseases)
- 12 - Enabling all countries to take care of their natural resources
- 13 - Stopping pollution/protecting the environment
- 14 - Providing more aid to poor countries
- 15 - Working towards a fairer international trading system
- 16 - Providing fair access to drugs and pharmaceuticals
- 17 - Providing debt relief
- 18 - Reducing agricultural subsidies
- 19 - 2015 target date /by 2015
- 20 - Other (Specify: _____)
- 99 - DK/NA

ASK ALL

37. In September 2000, Prime Minister Chrétien and leaders from around the world -- from rich and poor countries -- gathered at the United Nations for the Millennium Summit. At this meeting, they agreed to carry out a number of programs to improve the lives of people in poor countries by the year 2015. The goals of these programs are called the Millennium Development Goals. I will read you some of these goals and I would like you to tell me if you think that it is "very, somewhat, not very, or not at all likely" that they will be achieved by 2015. **READ AND ROTATE**

a) reducing by half the number of extremely poor and hungry people in the world by 2015.

- 01 - Very likely
- 02 - Somewhat likely
- 03 - Not very likely
- 04 - Not at all likely
- 99 - DK/NA

- b) making sure that girls and women in poor countries have the same rights and opportunities as boys and men.
- c) reducing by more than half the number of children in poor countries that die before the age of five.
- d) reducing dramatically the spread of infectious diseases like HIV/AIDS, or malaria by 2015.
- e) reducing by half the number of people in poor countries who do not have access to safe drinking water.

38. *What do you think are the main obstacles to achieving these Millennium Development Goals by 2015?* **DO NOT READ - CODE ALL THAT APPLY**

- 01 - Goals will only be partially achieved: reducing by half/by 50% is too ambitious
- 02 - Problems are too big / there are too many people to help
- 03 - Goals themselves not realistic because the problems cannot be solved
- 04 - Target date of 2015 is too ambitious / it will take longer than 10-15 years to solve problems
- 05 - Most aid never reaches people who need it
- 06 - Corruption in poor countries
- 07 - No way to measure progress -- how will we know?
- 08 - Other global targets in the past have not been achieved
- 09 - Not clear who is going to solve these problems? who is accountable/responsible?
- 10 - These are just more empty promises made by politicians at big international meetings
- 11 - Domestic priorities in rich countries will divert attention/money away from needs of poor countries
- 12 - International organizations/aid organizations are ineffective/have high levels of bureaucracy
- 13 - Global funds are not effective ways to help poor countries
- 14 - World community has no previous track record/success in solving huge global problems like these
- 15 - Too many people are sick/dying from HIV/AIDS
- 16 - IMF/World Bank policies
- 17 - International trading system works against poor countries, and will counteract any progress
- 18 - Other (Specify: _____)
- 19 - None
- 99 - DK/NA

39. Governments in rich countries such as Canada have agreed to undertake actions to help achieve the Millennium Development Goals by the year 2015. Do you think each of the following is very, somewhat, not very, or not at all important for helping to achieve these goals by 2015? **READ AND ROTATE:**

a) increasing the effectiveness of international organizations such as the United Nations

- 01 - Very important
- 02 - Somewhat important
- 03 - Not very important
- 04 - Not at all important
- 99 - DK/NA

b) canceling the debts that developing countries owe to rich countries such as Canada

c) promoting more private sector investments in poor countries

d) helping poor countries reduce the possibility of armed conflict and war

e) increasing the overall amount of aid that rich countries give to people in poor countries

f) making sure that developing countries get a fair price in international markets for their agricultural, fishery and textile products

g) supporting international agreements that protect the environment

40. Which of the following things have you done in the past year to help people in poor countries? Have you.... **READ AND ROTATE:**

a) given money/made a donation to a Canadian charity or international organization that is working in poor countries?

- 01 - Yes
- 02 - No
- 99 - DK/NA

b) joined or renewed your membership in an organization and/or charity that works in poor countries?

c) looked for information on charities or organizations working in poor countries?

d) participated in a campaign, demonstration or sit-in to promote the interests of people in poor countries?

e) made a purchase decision that would help people in poor countries, such as buying a fair trade product or a product that does **not** use child labour?