USE, DATA & CITATION

• Use
  • DEL data and analysis are a public good and can be used and shared with the appropriate citation.

• Data
  • The data for DEL countries come from the DEL 2021 Panel with fieldwork conducted by YouGov, September – October 2021 (base n= France 6,106; Germany 6,000; 6,112; Great Britain 8,281). Data for Canada are provided by Ekos Research Associates with fieldwork conducted 31 January – 22 February 2022 (base n= 3,056). DEL and Ekos data are weighted to be nationally representative.

• Citation
BACKGROUND TO THE RESEARCH

• The Development Engagement Lab (DEL) is five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023). DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

• This output is the result of a new collaboration with Global Affairs Canada who have commissioned research (2022) into support for international aid and development in Canada. The deck presents Canadian attitudes and behaviour in comparison to the four DEL countries.*
CONTENTS

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1. KEY LEARNINGS & INSIGHTS
SUPPORT FOR INTERNATIONAL AID

• 38% of Canadians want to increase the international aid budget: significantly higher compared to France 28%, Germany 22%, Britain 21% & the U.S. 23%

• Canadians want aid to reduce poverty, rather than serve national interests: 33% say the sole purpose of aid should be to reduce poverty in poor countries

• Access to clean water, education & health are the top priorities for international aid spending

• Canadians reject ‘charity begins at home’ sentiments: a majority (62%) disagree with the statement that Canada cannot afford to give international aid
AID EFFECTIVENESS & EFFICACY

• Canadians are much more skeptical about the effectiveness of government spending on international aid: just 26% of Canadians say government spending on international aid is effective.

• Personal efficacy – or the ability to make a difference in reducing poverty in poor countries – is lower in Canada than other DEL countries, save for Britain.
  • This is a persistent finding and highlights where development actors can do more to engage the public or help leverage the public through other organizations perceived as more effective.
DONATIONS & TRUST IN DEVELOPMENT NGOS

• 30% of Canadians have donated to a development NGO/charity in the past 12 months; higher than all other DEL countries

• Trust in international development NGOs/charities is higher in Canada compared to DEL countries, but opinion is divided: 40% lean toward trust, while 40% lean toward no trust
INTERNATIONALISM, INTERCONNECTEDNESS & COOPERATION

• Canadians are much more likely to prefer international cooperation to secure safety and prosperity.

• 71% of Canadians take a positive view of humanity, valuing shared experience and global cooperation.

• Canadians see the world as interconnected: 64% reject the idea that what happens in developing countries rarely affects people like them living in Canada.
CANADA’S ENGAGEMENT PROFILE

• Canadians are engaged with global poverty in meaningful ways. Looking across the 5 countries, Canadians stand out for their high-level of engagement.

• Using DEL’ audience segmentation analysis, we create an overall engagement profile in Canada:
  • Fully Engaged 8%
  • Purposively Engaged 29%
  • Transactionally Engaged 20%
  • Marginally Engaged 27%
  • Totally Disengaged 12%
  • Negatively Engaged 3%
ENGAGEMENT ACTIONS

• Canadians are more engaged with global poverty than citizens in France, Germany, Britain & the U.S.
  • 79% say they have read, watched, or listened to a news/article in past year
  • 64% have discussed with family or friends
  • 32% have shared content

• However, 66% of content that is shared is ‘negative’: important for touchpoints with global poverty and feelings of fatigue that many respondents report.
GLOBAL POLICIES

• 18% of Canadians have heard of and know what the UN SDGs are; the highest of any of the 5 countries

• Doughnut economics: 29% want to balance economic growth and environmental sustainability equally, a finding similar across DEL countries

• Only 12% of Canadians think that extreme poverty will be eradicated everywhere by 2030, the lowest percentage among all 5 countries
PARTNERSHIPS

• Canadians are sceptical about NGOs partnering with business:
  • 27% said ‘charities that partner with private sector corporations are compromised and less trustworthy’
  • 53% said ‘private sector corporations that partner with charities are just trying to boost their reputation and enhance their brand’

• More than 6 in 10 (62%) Canadians say that it is ‘important that large international development NGOs partner with local NGOs to deliver aid programs and funding’
2. DEL PANEL – 5 COUNTRY COMPARATIVE ANALYSIS

Comparing Canada, France, Germany, Great Britain and the United States
WHICH ISSUES DO CANADIANS PERSONALLY CARE ABOUT MOST?

53% of Canadians say climate change and the environment is the issue they personally care about most.

The climate and environment is the top issue for Canada, Germany and tied for first in Great Britain. The issue is ranked third in the U.S., but close with immigration and fake news/misinformation.

Inequality between rich and poor and economic crises, job security and wages – are the next biggest issues of concern across the 5 countries.

More than 2 in 10 say global diseases and pandemics is an issue of concern in all countries, with the exception of Germany, where more than a third of respondents citing this issue.

Question: Of the list of issues below, which are the top three issues that you personally care about? | Sample size Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021

<table>
<thead>
<tr>
<th>Canada</th>
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<th>Great Britain</th>
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<tr>
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<td>Populism, nationalism, political extremism</td>
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<td>Biodiversity</td>
<td>Populism, nationalism, political extremism</td>
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<td>Biodiversity</td>
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<td>9%</td>
<td>9%</td>
<td>13%</td>
<td>27%</td>
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IS THE WORLD GETTING BETTER, WORSE OR NO CHANGE?

DEL asks: All things considered, do you think the world is getting better, getting worse, or has there been no change?

The results show that the mood among Canadians is gloomy: 76% say the world is getting worse, a similar percentage to GB respondents (74%), but significantly higher than U.S. respondents (65%).

Question: All things considered, do you think the world is getting better, getting worse, or has there been no change? Sample size Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
Put another way, 64% of Canadians reject (disagree) with the statement that what happens in developing countries rarely affects them: they see and feel the world as interconnected.

By way of comparison, this is significantly higher than respondents in Britain and the U.S. (43%).

Question: To what extent do you agree or disagree with the following statement? What happens in developing countries rarely affects people like me living in Canada.

Sample size Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 |
Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
30% of Canadian citizens have donated to a development organization in the past 12 months.

The percentage of Canadians who have donated to a development organization in the past 12 months (30%), is significantly higher than any other DEL country.

In France, Germany, GB and the U.S., 75% or more respondents have not donated in the past 12 months. In Britain, donations have been falling – from a high of 36% in 2013 – to 16% in 2022.
64% of Canadians say they feel (very) concerned about levels of poverty in poor countries

Comparatively, Canadians are more concerned about poverty in poor countries than their counterparts in France (44%); Germany (49%); Britain (50%); and the U.S. (51%).

Among DEL countries, concern has been shown to be a positive driver of both donations to development organizations and support for international aid.

Question: Which best describes how you feel about levels of poverty in poor countries?

<table>
<thead>
<tr>
<th>Country</th>
<th>Very concerned</th>
<th>Fairly concerned</th>
<th>Not very concerned</th>
<th>Not at all concerned</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>17%</td>
<td>47%</td>
<td>24%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>France</td>
<td>13%</td>
<td>56%</td>
<td>36%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Germany</td>
<td>11%</td>
<td>48%</td>
<td>31%</td>
<td>7%</td>
<td>5%</td>
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<tr>
<td>Great Britain</td>
<td>12%</td>
<td>38%</td>
<td>32%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>U.S.</td>
<td>17%</td>
<td>36%</td>
<td>35%</td>
<td>6%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Sample size Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
54% of Canadians say the government should give international aid generously.

Once again, Canadians are more supportive and generous towards international aid than DEL countries. The next closest country is Germany with 45% of respondents saying give aid generously.

15% of Canadians suggest giving aid moderately.

Canadians also record the fewest ‘Don’t knows’ on this questions, suggestion very little by way of attitude ambivalence.

Question: Thinking about international aid to poor countries - please indicate the extent to which you think that the Government of Canada should give international aid, where a score of 0 means that it ‘should not give aid at all’ and a score of 10 means that it ‘should give aid very generously’. | Sample size Canada n= 3,056, France n=6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
**SUPPORT FOR INCREASING THE INTERNATIONAL AID BUDGET**

38% of respondents want to increase the international aid budget

This is a striking figure by comparison to other DEL countries, where just 28% of French, 22% of German, 21% of British and 23% of U.S. respondents also want to increase the aid budget.

Taking a wider view, 73% of Canadians want to keep the aid budget at current levels or increase it. France and Germany come closest to this position, but never quite reach 2/3 support. Britain and the U.S. remain farther back.

<table>
<thead>
<tr>
<th></th>
<th>Canada</th>
<th>France</th>
<th>Germany</th>
<th>Great Britain</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Increase a great deal</strong></td>
<td>29%</td>
<td>35%</td>
<td>45%</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>Increase somewhat</strong></td>
<td>11%</td>
<td>12%</td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Stay the same</strong></td>
<td>16%</td>
<td>15%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Decrease somewhat</strong></td>
<td>11%</td>
<td>12%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Decrease a great deal</strong></td>
<td>5%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>15%</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Question: Of its total budget of $362.9 billion, the Government of Canada currently allocates approximately 1.8 percent, or $6.6 billion, to international aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on international aid to poor countries?

Sample size Canada n= 3,056, France n=6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
This graph shows the average efficacy scores – ability to make a difference – for each group. Scores range between 0 (low) – 10 (high).

Unlike other areas, Canadians are lower on personal efficacy compared to France, Germany and the U.S., but on par with the British.

Canadians look comparable on other groups, but note that personal efficacy is markedly lower. This is a persistent finding among DEL countries and highlights where development actors can do more to engage the public or help leverage the public through other organizations perceived as more effective.

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26% of Canadians say government spending on international aid is effective.

Canadians are much more skeptical about the effectiveness of government spending on international aid. Just 2% say it is very effective (scored as 9 or 10 on scale), 17% find it somewhat effective, and 42% say it is ineffective. Within this latter group, 13% say it is very ineffective which is on par with British and U.S. respondents, but higher than French and German respondents.

16% of Canadians say Don’t know – which is similar to DEL countries. This suggests there is more need for communications on aid effectiveness.

Question: Overall, on a scale from 0 to 10, where 0 means ‘Very ineffective’ and 10 means ‘Very effective,’ how effective do you think government spending on international aid is? Sample size Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
Trust in development organizations is higher in Canada compared to Britain and the U.S., but similar in profile to Germany. It is important to note however, that the same proportion lean toward not trusting development organizations, indicating a split in attitudes. There is opportunity here for building trust profile and reputation for Canadian development organizations. 

Note: this question is not asked in France.

Question: Generally speaking, how much, if at all, do you trust international development NGOs and charities? | Sample size Canada n=3,056, France n=6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
ENGAGEMENT WITH GLOBAL POVERTY

10 actions Canadians take to get involved with global poverty
WHY A DEL SEGMENTATION?

• Segmenting audiences helps us understand how people engage with global poverty and sustainable development, and how their engagement changes in time.

• The DEL segments are our way to describe and divide large audiences into smaller, identifiable groups based on the actions they take to fight global poverty and support INGOs.

• In this primer, we discuss both how we build our segmentation and collect insights on the segments’ demographic composition, media consumption habits, and attitudinal profiles.
FROM THE ENGAGEMENT QUESTIONS TO THE ENGAGEMENT SEGMENTS

• The DEL segmentation is based on 10 questions we ask panel members to find out what actions they take to fight global poverty and support INGOs. Based on the actions people take, they are assigned to a segment.
NEWS AND INFORMATION
Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

- Read, watched, or listened to a news article about it (offline or online)
- Discussed it with friend, family, or others
- Shared/forwarded an article or information about it (offline or online)
TRANSACTIONAL ENGAGEMENT
Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

- Donated money to an international NGO or charity working on the issue

- Purchased products/services or boycotted products/services related to the issue (e.g. purchased products from a charity shop)
PURPOSEFUL ENGAGEMENT

Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty?

- Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)
- Contacted a Member of Parliament or other elected official (e.g. in person, by phone, letter or using Twitter, Facebook or other social media)
- Volunteered for an organisation or charity working on the issue, either in the UK or abroad
- Became a member, followed, liked, or subscribed to a newsletter from a development charity or group focused on the issue
- Participated in a march, rally, protest, or other large event on the issue

We ask respondents if they take any of these actions as supporters or opponents to separate the “negatively engaged” in our segmentation.
SEGMENT ALLOCATION FLOWCHART

DEL data are collected

Have you done any of the purposeful engagement actions?

Yes → Have you done more negative than positive actions?

Yes → Negatively engaged

No → Have you done more than three positive actions?

Yes → Fully engaged

No → Have you done any actions at all?

No → Totally disengaged

No → Have you done any of the transactional engagement actions?

Yes → Transactionally engaged

No → Have you done one or more news and information actions?

Yes → Marginally engaged
While the Marginally Engaged in Canada – i.e. people who hear or talk about the issue but don’t do anything more than that – is equivalent to the DEL countries (27%), there are far fewer people who are Totally Disengaged (12%) and Negatively Engaged (3%).

Canadians are more likely to be Transactionally Engaged (20%), Purposively Engaged (29%) or Fully Engaged (8%) than in the other countries. Canadians are engaged with global poverty in meaningful ways.

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**READ, WATCHED OR LISTENED TO NEWS ABOUT GLOBAL POVERTY**

<table>
<thead>
<tr>
<th>Country</th>
<th>Have done</th>
<th>Have not done</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>79%</td>
<td>18%</td>
<td>3%</td>
</tr>
<tr>
<td>France</td>
<td>59%</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>Germany</td>
<td>63%</td>
<td>30%</td>
<td>7%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>54%</td>
<td>38%</td>
<td>8%</td>
</tr>
<tr>
<td>U.S.</td>
<td>52%</td>
<td>37%</td>
<td>11%</td>
</tr>
</tbody>
</table>

79% of respondents say they have read, watched or listened to news/article about global poverty.

Canadians actively engage with the issue. Nearly 8 in 10 respondents say they have read, watched, or listened to a news article about global poverty (offline or online) in the past 12 months, significantly higher than any of DEL’s four countries.

Across other DEL countries, the percentage of respondents who report this kind of engagement ranges from 52-63% and is consistent across time.
Nearly two-thirds of Canadians say they have discussed global poverty with friends, family, or others in the past 12 months. This is significantly higher than other DEL countries (France 53%; Germany 48%; Great Britain 38%; and the U.S. 39%).

There is good evidence that Canadians are engaged in this issue. We cannot say whether the ‘valence’ of these discussions are positive or negative, but conversations are happening!
Nearly 1/3 of Canadians say they have shared/forwarded an article or information about global poverty in the past 12 months. Again, we see that this is significantly higher than other DEL countries, with the next most active country being France at 24%.

From DEL countries, we know that most of the content shared reflects (negative) stories, i.e. descriptions and depictions of poverty and its challenges. The takeaway is that this content dominates people’s touchpoints with the issue. See next slide.
66% of content that is shared is ‘negative’

We asked respondents to tell us whether the news/content they have read, heard, seen or shared was more positive or negative on balance. In Canada, 66% say it is more negative, the second highest across the 5 countries (Britain is highest at 72%).

This brings into focus the average touchpoint with global poverty and may help illustrate notions of fatigue that many report feeling.

Question: Thinking about the news you’ve read/heard/seen/shared or the discussions you’ve had about global poverty, would you say the content was more positive or more negative? On balance, it was...

<table>
<thead>
<tr>
<th>Country</th>
<th>Sample Size</th>
<th>Fieldwork Dates</th>
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<tbody>
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<tr>
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<td>Great Britain</td>
<td>n=8,281</td>
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<tr>
<td>U.S.</td>
<td>n=6,112</td>
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30% of Canadian citizens have donated to a development organization in the past 12 months.

(Repeated slide as this question is both a key tracking item, but also part of the engagement battery).

The percentage of Canadians who have donated to a development organization in the past 12 months (30%), is significantly higher than any other DEL country.

In France, Germany, GB and the U.S., 75% or more respondents have not donated in the past 12 months. In Britain, donations have been falling – from a high of 36% in 2013 – to 16% in 2022.

Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? | Sample size Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
39% of respondents say they have purchased or boycotted goods or service with global poverty in mind.

Canadians report the highest percentage of respondents who say they have purchased products/services or boycotted products/services related to the issue (e.g. purchased products from a charity shop) at 39%. This is 14 percentage points higher than in Great Britain at 25%, the highest in DEL countries. 4% of Canadian respondents say they have done this activity in opposition to global poverty efforts.

Question: Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty?

- PURCHASED / BOYCOTTED GOODS OR SERVICES TO ADDRESS GLOBAL POVERTY

- Have done to **support** the efforts to address global poverty
- Have done to **oppose** the efforts to address global poverty
- Have not done
- Don't know

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10% of Canadians say they have volunteered for an organization working on global poverty (home or abroad).

The percentage of Canadians who say they have volunteered – either at home or abroad – for an international development charity (10%) is very similar to France (11%) and the U.S. (10%), but ahead of Germany (7%) and Britain (4%).

<table>
<thead>
<tr>
<th>Country</th>
<th>Have done</th>
<th>Have not done</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>10%</td>
<td>89%</td>
<td>9%</td>
</tr>
<tr>
<td>France</td>
<td>11%</td>
<td>81%</td>
<td>8%</td>
</tr>
<tr>
<td>Germany</td>
<td>7%</td>
<td>87%</td>
<td>6%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>4%</td>
<td>92%</td>
<td>5%</td>
</tr>
<tr>
<td>U.S.</td>
<td>10%</td>
<td>82%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months? Volunteered for an organization or charity working on the issue, either in Canada or abroad. Sample size Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112. Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021.
19% of respondents have engaged with development organization’s in the past 12 months

This includes becoming a member, followed, liked, or subscribed to a newsletter from a development charity or group focused on the issue. Canadians are more engaged than citizens from other DEL countries, with more than double the organizational engagement in Germany (8%) and Great Britain (7%).
1 in 4 respondents say they have used their voice in support of global poverty efforts

25% of Canadians say they have used their voice on the issue – either by writing blogpost or signing a petition. This is higher than France (20%), Great Britain (15%), the US (14%), and Germany (13%). And – apart from Britain – fewer people report using their voice against the issue.

Like contacting elected officials, volunteering and participating in a large event (e.g. march or protest), using voice is a high-intensity (costly) action and therefore fewer citizens are likely to do so and only the most engaged do.

Question: Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty? Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)

Sample size Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
9% of respondents said they have contacted a Member of Parliament to positively promote the issue of global poverty.

Across DEL countries, this action is less frequently taken by citizens. Canada ties the U.S. with 9% of respondents saying they have contacted a Member of Parliament or other elected official (e.g. in person, by phone, letter or using Twitter, Facebook or other social media).

The data show that 3% of respondents say they have been in touch ‘in opposition’ to global poverty and development issues.
4% of Canadians say they have participated in a march, rally or protest in support of efforts to address global poverty.

Half as many Canadians – 2% – say they have attended a large event in opposition of efforts to address global poverty.

Canada and France are the only two countries where engagement with large events is net positive: in Germany and the U.S. more take negative action than positive and in Great Britain, an equal percentage do both.

<table>
<thead>
<tr>
<th>Country</th>
<th>Support (%)</th>
<th>Oppose (%)</th>
<th>Neither (%)</th>
<th>Don't Know (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>91</td>
<td>62</td>
<td>18</td>
<td>3</td>
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<td>France</td>
<td>82</td>
<td>61</td>
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<td>4</td>
</tr>
<tr>
<td>Germany</td>
<td>85</td>
<td>65</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>Great Britain</td>
<td>93</td>
<td>60</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>U.S.</td>
<td>81</td>
<td>57</td>
<td>13</td>
<td>4</td>
</tr>
</tbody>
</table>

Question: Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty? Participated in a march, rally, protest, or other large event on the issue | Sample size Canada n= 3,056, France n= 6,106, Germany n=8,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
How do Canadians feel about development aid, the benefits and costs of aid, and the purpose of aid: self-interest or altruism?
In addition to understanding attitudes towards international aid, we also want to know how people feel about it. The graph shows the percentage of respondents who say they felt a particular emotion, classified as positive or negative, activated or deactivated.

While 22% of Canadians say they felt hopeful, 23% said they felt indifferent/tired/still. 16% say they feel anxious/unhappy/dissatisfied and 13% say angry, but the activated-negative feelings are lower than the deactivated-negative feelings. This is true across all countries – a general sense of negativity – but not active negativity.

Question: Which, if any, of the following words generally describe your feelings about the Government of Canada spending on aid to help poor people in poor countries?

| Sample size Canada n=3,056, France n=6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021 |
33% of Canadians say the sole purpose of aid should be to reduce poverty in poor countries.

This climbs to 61% when we take into account respondents who ‘lean’ toward poverty reduction. In this regard, Canadians are closest to the British who have a strong preference for aid for poverty reduction.

There is also an identifiable cohort of Canadians – 22% - who want aid to be used for poverty reduction as well as promoting Canada’s national interests. This cohort exists in all countries, never falling below 21%, but is highest in Germany at 33%.

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SECTORAL PRIORITIES?

Thinking again about government spending on overseas aid in poor countries, please indicate what you think are the first, second, and third most important priorities.

• Education – helping people to attend school or get skills and training
• Health – access to hospitals and clinics, treating diseases and providing vaccinations
• Family planning – access to contraception and other family services
• Water – access to clean water, sanitation and hygiene
• Government and civil society – improving government accountability, addressing corruption, and ensuring peace and security and the rule of law
• Welfare – address poverty through providing housing and benefits to people unable to work due to sickness, injury, old age, or children
• Infrastructure – providing roads and telecommunications
• Energy – providing electricity and other energy services
• Agriculture – growing food and other crops
• Economic growth – creating jobs and supporting the economy
• Environmental protection – addressing climate change, air pollution, and protecting animals and their habitats
• Debt relief – reducing debts owed by poor countries
• Disaster relief – helping in emergencies and urgent humanitarian crises
• Migration and refugee flows – protection of refugees and support for safe and responsible migration
• Women’s equality – support women’s rights, gender equality, and help eliminate violence against women

This list was generated from the OECD DAC’s CRS Purpose Codes with a little bit of rationalization from the research team and an everyday explanation to help respondents express their preferences.
Across all five countries, access to clean water, education, and health are the top priorities for international aid spending. This finding has been consistent since 2013, with little change in priorities.

Canadians have different priorities moving down the list, with 25% wanting to prioritize women’s equality and government and civil society, significantly higher than other DEL countries. Note the very small proportions in any country that want migration and refugee flows prioritized in international aid spending.

Question: Thinking again about government spending on international aid in poor countries, please indicate what you think are the first, second, and third most important priorities. | Sample size Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
To better understand Canadian's perceptions of the benefits of aid, we ask four questions tapping a range of benefits. On balance, Canadians are far more likely to see the benefits of aid compared to publics in other DEL countries.

The most positive position on the benefits of aid is with respect to aid's ability to improve people's lives by providing access to education, healthcare, clean water, and sanitation, with 71% agreeing with the statement.

Canadians – like publics in other DEL countries – are less likely to agree with the statement that international aid really helps to promote Canada's national security (32%).

Across all countries there is a large proportion of respondents who neither agree or disagree with these benefit statements suggesting opportunities for more impactful communication on the benefits of aid – focusing on poverty alleviation and access to basics.
To better understand Canadians’ perceptions of the ‘costs’ of international aid we ask the following four questions focusing on whether aid gets to intended recipients, corruption, poverty reduction, and affordability.

On balance, Canadians’ views are similar to citizens in other DEL countries. A majority (56%) say aid does not get to intended recipients; 58% say aid ends up in hands of corrupt politicians; and 42% agree that aid gets spent on programmes that don’t help reduce poverty.

However, there is a very noticeable departure on the question of affordability: a clear majority (62%) don’t agree with the statement that Canada cannot afford to give international aid. While Germany comes closest (50% disagree), Canadians stand out in rejecting ‘charity begins at home’ sentiments.
Canadians are most positive in this regard: while Germans come closest to this view (37%), Canada stands out for seeing aid as developing self-sufficiency. Moreover, there is little evidence of ambivalence on the question with just 5% of respondents saying they ‘Don’t know’.

There are sizeable constituencies in all of the countries that think aid is both enabling and creating dependencies, suggesting opportunities for better communications on the impact of aid.

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**International Aid: Dependency vs Self-Sufficiency**

<table>
<thead>
<tr>
<th>Country</th>
<th>0</th>
<th>1</th>
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<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
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</thead>
<tbody>
<tr>
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<td>8</td>
<td>3</td>
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<td>5</td>
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<td>3</td>
<td>10</td>
<td>5</td>
</tr>
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<td>France</td>
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<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>21</td>
<td>12</td>
<td>10</td>
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<td>2</td>
<td>5</td>
<td>12</td>
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<tr>
<td>Germany</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>7</td>
<td>20</td>
<td>11</td>
<td>13</td>
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<td>3</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Great Britain</td>
<td>12</td>
<td>3</td>
<td>5</td>
<td>7</td>
<td>7</td>
<td>17</td>
<td>10</td>
<td>11</td>
<td>7</td>
<td>2</td>
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</tr>
<tr>
<td>U.S.</td>
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<td>6</td>
<td>6</td>
<td>18</td>
<td>8</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>7</td>
<td>14</td>
</tr>
</tbody>
</table>

Question: Using a scale where 0 means ‘International aid makes countries too dependent on charity’ and 10 means ‘International aid helps countries become self-sufficient’, please indicate which comes closest to your view. | Sample size Canada n=3,056, France n=6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021

50% half of Canadians think that on balance, aid helps poor countries become self-sufficient
DEL research has shown that moral sentiment, e.g. ‘helping people in poor countries is the right thing to do’ and ‘we should help if we can’ are positive drivers of attitudes and engagement.

On all of the moral based questions we ask, Canadians have much more positive views than other DEL countries. This is especially true in looking at the questions on helping is the right thing to do (88%) and every person has the right to be treated equally (79%).

48% of Canadians agree with the statement that giving international aid is morally the right thing to do (next highest is 34% in the U.S.) and 52% agree with the statement that they would feel very guilty if they ignored the needs of people living in poor countries (next highest is 42% in Germany).
POLITICAL ATTITUDES & ENGAGEMENT

Views on democracy, global cooperation, deservingness, and political efficacy
To better gauge respondents’ perceptions of their ability to make a difference, we ask the extent to which they have influence on politics and public affairs. The dots show the mean score for each country and the violin shows the distribution along the scale from 0 to 10. Germans and Americans have the highest perceptions of efficacy, followed by Canadians and the French. Britons are lowest at 20%.

<table>
<thead>
<tr>
<th>Country</th>
<th>Sample Size</th>
<th>Fieldwork</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>n= 3,056</td>
<td>January 31 - February 22 2022</td>
</tr>
<tr>
<td>France</td>
<td>n= 6,106</td>
<td>Sep - Oct 2021</td>
</tr>
<tr>
<td>Germany</td>
<td>n=6,000</td>
<td></td>
</tr>
<tr>
<td>Great Britain</td>
<td>n=8,281</td>
<td></td>
</tr>
<tr>
<td>U.S.</td>
<td>n=6,112</td>
<td></td>
</tr>
</tbody>
</table>

Question: On a scale from 0 to 10, where 0 means ‘have no influence’ and 10 means ‘have a great deal of influence’, how much influence, if any, do you have on politics and public affairs?
PROSPERITY & SAFETY IS BEST SECURED IN COOPERATION WITH OTHER COUNTRIES

Question: Which of the following best reflects your view on how to secure a prosperous and safe country? Using the 0 – 10 scale, where 0 means ‘We are best placed to do it on our own’ and 10 means ‘We are best placed to do it in cooperation with other countries’, please indicate how you feel.

Sample size: Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021

The dots show the mean score for each country and the colored ‘violin’ shows the distribution along the scale from 0 to 10.

Canadians are much more likely to prefer international cooperation to secure safety and prosperity, with a quarter of respondents preferring maximum cooperation. This is significantly higher than in other DEL countries, with France nearly a full 2 points lower on average.

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Democracy as a Compromise Among Different Viewpoints

Among the five countries, Canadians have the strongest sense that democracy requires compromise among competing viewpoints. Three-quarters of Canadians agree that compromise is core to democratic life. Only Germans, at 69% agreement, come close to Canadians’ views. There is very little disagreement with this statement – across all 5 countries – but Canada stands out for its strong agreement.

<table>
<thead>
<tr>
<th>Country</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>25</td>
<td>50</td>
<td>14</td>
<td>16</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>France</td>
<td>17</td>
<td>43</td>
<td>24</td>
<td>24</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Germany</td>
<td>23</td>
<td>46</td>
<td>19</td>
<td>19</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Great Britain</td>
<td>19</td>
<td>51</td>
<td>19</td>
<td>19</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>U.S.</td>
<td>16</td>
<td>37</td>
<td>12</td>
<td>23</td>
<td>5</td>
<td>7</td>
</tr>
</tbody>
</table>

Question: Democracy is about achieving compromise among differing viewpoints. | Sample size Canada n= 3,056, France n= 6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
71% of Canadians take a positive view of humanity, valuing shared experience and global cooperation.

Again, we see that Canadians have a high degree of optimism about people, humanity and the world compared to other DEL countries. Pessimism is low, with just 15% saying they think threats are near and the priority should be to protect themselves. Compare this to the French, where nearly half (49%) hold this view, and to Germany, GB and the U.S. where over 1/3 share the view. There is a strong base of support for cooperation in Canada and this can be leveraged for action on global poverty.

**GLOBAL OUTLOOK: BIG BAD WORLD?**

<table>
<thead>
<tr>
<th>Canada</th>
<th>France</th>
<th>Germany</th>
<th>Great Britain</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our lives are threatened by terrorists, criminals and immigrants and our priority should be to protect ourselves.</td>
<td>Our lives are threatened by terrorists, criminals and immigrants and our priority should be to protect ourselves.</td>
<td>Our lives are threatened by terrorists, criminals and immigrants and our priority should be to protect ourselves.</td>
<td>Our lives are threatened by terrorists, criminals and immigrants and our priority should be to protect ourselves.</td>
<td>Our lives are threatened by terrorists, criminals and immigrants and our priority should be to protect ourselves.</td>
</tr>
<tr>
<td>It's a big, beautiful world, mostly full of good people, and we must find a way to embrace each other and not allow ourselves to become isolated.</td>
<td>It's a big, beautiful world, mostly full of good people, and we must find a way to embrace each other and not allow ourselves to become isolated.</td>
<td>It's a big, beautiful world, mostly full of good people, and we must find a way to embrace each other and not allow ourselves to become isolated.</td>
<td>It's a big, beautiful world, mostly full of good people, and we must find a way to embrace each other and not allow ourselves to become isolated.</td>
<td>It's a big, beautiful world, mostly full of good people, and we must find a way to embrace each other and not allow ourselves to become isolated.</td>
</tr>
<tr>
<td>Don't know</td>
<td>Don't know</td>
<td>Don't know</td>
<td>Don't know</td>
<td>Don't know</td>
</tr>
</tbody>
</table>

Question: Which of the following two statements comes closest to your view? Our lives are threatened by terrorists, criminals and immigrants and our priority should be to protect ourselves. It's a big, beautiful world, mostly full of good people, and we must find a way to embrace each other and not allow ourselves to become isolated. Sample size Canada n=3,056, France n=6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021
There is a sense of injustice or inequality in the minds of most Canadians, with just 12% agreeing with the statement that people generally get what they deserve. In all countries, there is widespread disagreement with this statement, but none more so than in Canada where 62% disagree. Canadians’ views stand in contrast to Americans’ views, where just 33% disagree with the statement.

Question: Generally speaking, people get what they deserve.

<table>
<thead>
<tr>
<th>Country</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>2%</td>
<td>12%</td>
<td>62%</td>
<td>28%</td>
<td>34%</td>
<td>16%</td>
</tr>
<tr>
<td>France</td>
<td>5%</td>
<td>14%</td>
<td>45%</td>
<td>23%</td>
<td>35%</td>
<td>12%</td>
</tr>
<tr>
<td>Germany</td>
<td>4%</td>
<td>11%</td>
<td>29%</td>
<td>26%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>2%</td>
<td>15%</td>
<td>30%</td>
<td>31%</td>
<td>24%</td>
<td>10%</td>
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<tr>
<td>U.S.</td>
<td>5%</td>
<td>17%</td>
<td>21%</td>
<td>35%</td>
<td>24%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Sample size Canada n=3,056, France n=6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021

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Awareness of the SDGs and attitudes towards economy/environment trade-off and global poverty
18% of Canadians have heard of and know what the UN SDGs are; the highest of any of the 5 countries.

DEL has about citizens’ awareness of the United Nations’ SDGs. In Canada, 18% say they have heard about them and know what they are, with a further 33% saying they have heard of them, but do not know what they are. Just under half of Canadians (46%) say they have not heard of the SDGs – a similar percentage in France, but significantly lower than in Germany (63%), Britain (70%) and the U.S. (62%).

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Question: For the following question, please think about the world as a whole and not individual countries. Some people say that there is a trade-off between prioritizing economic growth to meet people’s needs for food, housing, and healthcare versus prioritizing a sustainable environment, climate: 8% say they want to prioritize the environment, 13% the economy and 29% both equally. While the weight of preferences lean slightly towards the economy (36% vs. 32%), the distribution of opinion is strikingly similar across the five countries.
only 4% of Canadians agree with the statement that extreme poverty will be eradicated everywhere by 2030.

Canadians are less optimistic about ending extreme poverty compared to publics in other countries. This sentiment is similar to attitudes in France, Germany and Britain. On this question, Americans are the most optimistic, with 9% agreeing with the statement, but they also have the highest percentage of respondents saying ‘Don’t know’ (14%).

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How do people see connections across and their place in the wider world?
To gauge citizens’ cosmopolitan outlook and attitudes towards global citizenship, we ask a range of questions.

First, Canadians show significantly different attitudes global interconnectedness: 54% agree with the statement ‘what happens to people in other countries makes a difference to my life’. This compares to 24% in France; 27% in Germany; 33% in Britain and America.

Second, Canadians are also far more likely to say they have a duty to ensure their actions do not harm people living in other countries (76%). Britain is closest at 68%, with the U.S. farther behind at 53%.

Third, Canadians also are more likely to say they enjoy visiting other countries and learning about other cultures (78%). Again, Britain is closest at 67%, with just 47% of Germans agreeing.

Fourth, just 10% of Canadians agree with the statement that they have very little in common with people living in other countries; two-thirds (66%) disagree with this statement.

Question: Please say whether you agree or disagree with the following statements. See above. | Sample size Canada n= 3,056, France n=6,106, Germany n=6,000, Great Britain n=8,281, U.S. n=6,112 | Fieldwork Canada January 31-February 22 2022, comparison countries Sep - Oct 2021

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3. PARTNERSHIPS

Attitudes towards NGO/charity and corporate/business partnerships
CORPORATE PARTNERSHIPS

Attitudes towards NGO/charity and corporate/business partnerships
In 2021, DEL asked questions in the U.S. and in Britain on respondents’ attitudes towards partnerships between businesses and NGOs/charities. Overall, Canadians’ responses are similar to Americans and the British.

Just over a quarter (27%) agreed with the statement that ‘charities that partner with private sector corporations are compromised and less trustworthy’, higher than in GB (21%) and the U.S. (24%). 53% of Canadians agree that private sector corporations that partner with charities are just trying to boost their reputation and enhance their brand.

53% of Canadians think that ‘partnering with private sector corporations is a smart way for charities to increase their resources and impact’, significantly higher than in Britain (39%) and the U.S. (39%).

There is skepticism that ‘corporate partnerships with charities effectively harnesses the power of business to achieve wider social goals’, with just 41% agreeing with this statement.
NGO PARTNERSHIPS

Partnership between large, international NGOs and local groups
more than 6 in 10 (62%) of Canadians say that it is important that large international development NGOs partner with local NGOs to deliver aid programs and funding.

Across all three countries, it is important to citizens that large international development NGOs partner with local NGOs that work in the community to deliver aid programs and funding. In Canada, it is especially important with a large majority saying so. In Canada, the percent saying it is important is 62%, Britain 44%, and U.S. 41%.
The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is a grantee of the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The Development Engagement Lab (Aid Attitudes Tracker Phase 2) has three goals:
1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter @DevEngageLab or by contacting del@ucl.ac.uk.