

February 2020

Global Affairs Canada

2020 Canadian Attitudes toward Development Survey

Public Opinion Questionnaire

Section A: Introduction

Hello/Bonjour, My name is ____, representing Narrative Research. Our company is today conducting a survey on behalf of the Government of Canada. The survey takes about 16 minutes and is voluntary and completely confidential. Your answers will remain anonymous and your answers will not be attributed to you personally in any way. Would you prefer that I continue in English or French? **(IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.)**

IF NEEDED: Your decision to participate is voluntary and will in no way affect your relationship with the Government of Canada. This call may be monitored or recorded for quality control purposes only. The information provided will be administered according to the requirements of the Privacy Act.

IF NEEDED: If you have any questions regarding this survey or would like to verify the legitimacy of this research, you can contact Kevin Chappell at 613-623-0377, or you may visit canada.ca/por-cra

A1. May I please speak to a member of the household who is 18 years of age or older? Would that be you? **[IF THAT PERSON IS NOT AVAILABLE ARRANGE A CALLBACK] [CODE ONE ONLY]**

- | | |
|-----------|--|
| 1 Yes | CONTINUE |
| 2 No | ASK TO SPEAK TO ELIGIBLE PERSON |
| 3 Refused | THANK/DISCONTINUE |

A2. **[REPEAT INTRODUCTION IF SPEAKING TO A NEW PERSON]** Your participation in this survey is voluntary, but would be extremely helpful. Would you be willing to take part in this survey? We can do it now or at a time more convenient for you. **[CODE ONE ONLY]**

- | | |
|-----------------------|--------------------------|
| 1 Yes, now | CONTINUE |
| 2 Yes, but call later | SPECIFY DATE/TIME |
| 3 Refused | THANK/DISCONTINUE |



A3. Have I reached you on your cellphone?

[CODE ONE ONLY]

- | | | |
|---|-----|-------------------|
| 1 | Yes | CONTINUE |
| 2 | No | SKIP TO A5 |

A4. **[POSE A4 ONLY IF 'YES' IN A3]** Are you in an environment that allows you to comfortably continue with this survey?

[CODE ONE ONLY]

- | | | |
|---|-----|-------------------|
| 1 | Yes | CONTINUE |
| 2 | No | RESCHEDULE |

A5. Do you work in or for any of the following?

[READ ITEMS IN ORDER - CODE ONE ONLY FOR EACH ITEM]

- a) *The Government of Canada*
- b) *Advertising*
- c) *Marketing research*
- d) *The media*

- | | | |
|---|-----|--|
| 1 | Yes | THANK AND TERMINATE IF 'YES' TO ANY |
| 2 | No | CONTINUE |

A6. Are you ...:

[READ ALL FOUR RESPONSES, IN ORDER – CODE ONE ONLY] [ENSURE GENDER MIX IS MET]

- 01 Male
- 02 Female
- 03 Gender Diverse, or would you
- 04 Prefer not to say

A7. In what year were you born?

[ENSURE AGE TARGETS ARE MET] [MUST BE 2002 OR EARLIER]

- 98 – **ENTER 4-DIGIT YEAR**
- 9999 – Refused

A8. In which province or territory do you live?

[DO NOT READ RESPONSES - CODE ONE ONLY]

- 01 British Columbia
- 02 Alberta
- 03 Saskatchewan
- 04 Manitoba
- 05 Ontario
- 06 Quebec
- 07 New Brunswick
- 08 Nova Scotia
- 09 Prince Edward Island
- 10 Newfoundland and Labrador
- 11 Yukon
- 12 North West Territories
- 13 Nunavut

Section B. Awareness and Knowledge of International Development

B1. What, if anything, have you read, heard or seen anything recently on Canada's international development efforts? **PROBE:** Anything else?

[RECORD VERBATIM]

RECORD VERBATIM: _____

- 97 Nothing
- 98 Don't Know/Refused

B3. Would you say you have a **[READ RESPONSES IN ORDER]** knowledge of international development?

[CODE ONE ONLY]

- 1 Very good
- 2 Good
- 3 Poor, or
- 4 Very Poor

VOLUNTEERED

- 8 Don't know/refused

B4. To the best of your knowledge, in what countries, if any, does Canada provide international assistance? **PROBE:** Any others? **[DO NOT READ RESPONSES – CODE AS MANY AS APPLY]**

- 01 Afghanistan
- 02 Bangladesh
- 03 Congo
- 04 Ethiopia
- 05 Ghana
- 06 Haiti
- 07 India
- 08 Indonesia
- 09 Iraq
- 10 Jordan
- 11 Kenya
- 12 Lebanon
- 13 Mali
- 14 Mozambique
- 15 Myanmar
- 16 Niger
- 17 Nigeria
- 18 Pakistan
- 19 Senegal
- 20 South Sudan
- 21 Syria
- 22 Tanzania
- 23 Uganda
- 24 Ukraine
- 25 Vietnam
- 26 Yemen
- 98 Don't know/not aware of which countries
- 97 Refused/no answer
- 99 Other (SPECIFY: _____)

Section C. Support for International Assistance

C1. “As you may or may not know, Canada has for many years provided development support to various countries around the world.” On a scale of 1 to 10, where 1 means “strongly oppose” and 10 means “strongly support,” to what extent do you support or oppose Canada’s development efforts in other countries? **[DO NOT READ RESPONSES - PROBE TO AVOID ACCEPTING A RANGE]**

- 01 Strongly oppose
- 10 Strongly support
- 98 Don't Know/Refused

C2. Are you **[READ RESPONSES IN ORDER]** knowing that Canada helps people in developing countries?

[CODE ONE ONLY]

- 1 Very proud
- 2 Proud
- 3 Not very proud
- 4 Not proud at all

VOLUNTEERED

- 8 Don't Know/Refused

C3. Please tell me how important you consider each of the following aspects of Canada's international development efforts. Using a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important," how important would you say it is for Canada to ...: **[RANDOMIZE AND READ STATEMENTS – REPEAT SCALE AS NEEDED] [PROBE TO AVOID ACCEPTING A RANGE – CODE ONE ONLY PER STATEMENT]**

- a. *Speak up in support of human rights*
- b. *Help developing countries deal with climate change*
- c. *Promote gender equality in developing countries*
- d. *Assist women business owners in developing countries*
- e. *Help with maternal and newborn health in developing countries*
- f. *Assist migrants who have fled their homes because of war, violence or famine*
- g. *Provide access to education for children, and particularly girls, in developing countries*
- h. *Vaccinate people in developing countries against disease*
- i. *Respond to natural disasters in developing countries*

- 01 Not at all important
- 10 Extremely important
- VOLUNTEERED**
- 98 Don't Know/Refused

C4. How would you rate Canada's performance on each of the following aspects of Canadian international development? Using a scale from 1 to 10, where 1 means "poor" and 10 means "excellent," how would you rate Canada's performance in terms of ...:

[RANDOMIZE AND READ RESPONSES – REPEAT SCALE AS NEEDED] [PROBE TO AVOID ACCEPTING A RANGE – CODE ONE ONLY PER STATEMENT]

- a. *Speaking up in support of human rights*
- b. *Helping developing countries deal with climate change*
- c. *Promoting gender equality in developing countries*
- d. *Assisting women business owners in developing countries*
- e. *Helping with maternal and newborn health in developing countries*
- f. *Assisting migrants who have fled their homes because of war, violence or famine*
- g. *Providing access to education for children, and particularly girls, in developing countries*
- h. *Vaccinating people in developing countries against disease*
- i. *Responding to natural disasters in developing countries*

01 Poor

10 Excellent

VOLUNTEERED

98 Don't Know/Refused

Section D. Communications

D1. On a scale of 1 to 10, where 1 means "a very poor job" and 10 means "a very good job," how would you rate the performance of the Government of Canada in terms of communicating with Canadians about international development?

[PROBE TO AVOID ACCEPTING A RANGE – CODE ONE ONLY]

01 Very poor job

10 Very good job

VOLUNTEERED

98 Don't Know/Refused

D2. How much confidence do you have in Government of Canada information on the following issues? Using a scale from 1 to 10, where 1 indicates you have "no confidence at all," and 10 indicates you are "extremely confident," how much confidence do you have in Government of Canada information in the following areas?

[RANDOMIZE AND READ STATEMENTS – REPEAT SCALE AS NEEDED] [PROBE TO AVOID ACCEPTING A RANGE – CODE ONE ONLY PER STATEMENT]

- a. *Information on education in developing countries*
- b. *Travel information*
- c. *Information on promoting gender equality in developing countries*
- d. *Information on assisting entrepreneurs in developing countries*
- e. *Information on maternal and newborn health in developing countries*
- f. *Information on charitable organizations*

- 01 No confidence at all
- 10 Extremely confident
- VOLUNTEERED**
- 98 Don't Know/Refused

D3. How do you prefer to receive information about international development? **PROBE:** Any others? [**DO NOT READ RESPONSES - RECORD FIRST AND SUBSEQUENT MENTIONS**]

- 01 Facebook
- 02 Instagram
- 03 Twitter
- 04 Print newspapers
- 05 TV
- 06 Internet
- 07 Radio
- 08 Charitable organizations
- 09 Other (please specify: _____)
- 96 Do not want to receive information about international development
- 97 No preference
- 98 Refused/no answer

Section E. Travel

E1. *Moving along ...* Have you travelled to any developing countries in the last five years?
[**CODE ONE ONLY – DO NOT READ RESPONSES**]

- 1 Yes
- 2 No
- VOLUNTEERED**
- 7 Have not travelled outside of Canada/United States/Europe
- 8 Don't Know/Refused

E2. **[DO NOT POSE IF CODE 7 IN E1]** And in the last five years, have you travelled to any other countries, other than the United States or to Europe?

[CODE ONE ONLY – DO NOT READ RESPONSES]

1 Yes

2 No

VOLUNTEERED

8 Don't Know/Refused

E3. **[POSE E3 ONLY IF 'YES' IN E2]** To which countries have you travelled in the last five years?

[RECORD VERBATIM]

RECORD VERBATIM: _____

98 Refused/no answer

E4. **[POSE E4 ONLY IF 'YES' IN E1]** Where, if anywhere, have you looked for information on developing countries prior to your travel there? **PROBE:** Anywhere else?

[DO NOT READ RESPONSES - RECORD ALL THAT APPLY]

01 Government of Canada Website(s)

02 Facebook

03 Instagram

04 Twitter

05 Newspapers

06 TV

07 Internet

08 Radio

09 Travel organizations

97 Other (please specify: _____)

98 Nowhere/have not looked for this type of information

99 Refused/no answer

E5. **[DO NOT POSE E5 IF 01 "GOVERNMENT OF CANADA WEBSITES" IS SELECTED IN E4]** Did you look for information on any Government of Canada websites prior to travelling to developing countries? **[CODE ONE ONLY – DO NOT READ RESPONSES]**

1 Yes

2 No

VOLUNTEERED

8 Don't Know/Refused

Section F. Respondent Profile

To finish up, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that all of your answers will remain completely confidential.

F1. Which is the highest level of education that you have completed?

[DO NOT READ LIST - ACCEPT ONE RESPONSE ONLY]

- 01 Grade 8 or less
- 02 Some high school
- 03 High school diploma or equivalent
- 04 Registered Apprenticeship or other trades certificate or diploma
- 05 College, CEGEP or non-university certificate or diploma
- 06 University certificate or diploma below bachelor's level
- 07 Bachelor's degree
- 08 Post graduate degree above bachelor's level
- 98 Prefer not to answer/Refused

F2. In what country were you born? **[ACCEPT ONE RESPONSE ONLY]**

- 01 Canada
- 98 Other (**SPECIFY:** _____)

VOLUNTEERED

- 98 Prefer not to say/Refused

F3. Are you a Canadian citizen? **[CODE ONE ONLY – DO NOT READ RESPONSES]**

- 1 Yes
- 2 No
- 8 Don't Know/Refused

F4. Please tell me which of the following categories best represents your 2019 total household income, before taxes? Please stop me when I read the appropriate category. Would it be ...:

[READ RESPONSES IN ORDER - STOP ONCE RESPONDENT CONFIRMS CATEGORY - ACCEPT ONLY ONE RESPONSE]

- 1 Under \$20,000
- 2 \$20,000 to under \$40,000
- 3 \$40,000 to under \$60,000
- 4 \$60,000 to under \$80,000
- 5 \$80,000 to under \$100,000
- 6 \$100,000 to under \$120,000, or would it be
- 7 \$120,000 or over

VOLUNTEERED

- 8 Don't Know/Refused

F5. Do you identify as a visible minority? **[CODE ONE ONLY – DO NOT READ RESPONSES]**

- 1 Yes
- 2 No
- 7 Prefer not to say

F6. Could you please provide the first three digits of your postal code? **[RECORD DIGITS]**

RECORD DIGITS: _____

997 Don't Know/Refused

F7. Would you describe the area in which you live as being urban, suburban or rural?
[DO NOT READ RESPONSES - CODE ONE ONLY]

- 1 Urban
- 2 Suburban
- 3 Rural
- 8 Don't Know/Refused

That concludes the survey. This survey was conducted on behalf of the Global Affairs Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to participate, it is greatly appreciated.