

Connecting with Canadians: Quantitative Research on International Development

Executive Summary

Submitted to:



Global Affairs
Canada

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Canada

Global Affairs Canada

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Background

Global Affairs Canada indicates that the baseline wave of the research for this tracking study, collected in February 2020 by Narrative Research on behalf of Global Affairs Canada (GAC), revealed that *“while most Canadians remain unaware of development efforts, awareness has increased modestly. Canadians are proud of Canada’s international development activities and also believe they are important. However, the public perception is that the Government of Canada performs poorly when communicating about international development and there is a lack of confidence in Government of Canada information. Finally, the baseline study revealed that youth prefer the Internet over social media to receive information on Canada’s development activities, and older Canadians prefer T.V. and print newspapers.”*

Research Objectives

The research objectives of the current survey were to:

- *Catalogue the current level of understanding among adult Canadians concerning international development activities;*
- *Understand Canadian awareness of international development; and*
- *Measure Canadian understanding of and support for the role the Government of Canada, and GAC particularly, plays in international development.*

Target Population

The target audience includes adult Canadians (general population) 18 years of age and older. A telephone survey of 1,200 was conducted between January 13 and February 4, 2021.

Research Usage

The research will support government and departmental priorities. The goal of the department is to increase the awareness of Canadians on international development issues. The immediate need is to find out the best ways to connect with Canadians, as the SOW imparts that the current messaging does not seem to work. The research will benefit Canadians as they will understand how and why Canada assists people in developing countries. The results of the research will be used in public outreach and social media messaging targeted at the Canadian public.

Expenditure

The survey entailed the expenditure of \$47,967.65, including tax.



Consent

Narrative Research offers this written consent allowing the Librarian and Archivist of Canada to post, in both official languages, this Executive Summary.

Political Neutrality Statement and Contact Information

I hereby certify as Senior Officer of Narrative Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

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