

Connecting with Canadians: Quantitative Research on International Development: Executive Summary

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Connecting with Canadians: Quantitative Research on International Development

Executive Summary

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This report presents the methodological details for the **Connecting with Canadians: Quantitative Research on International Development** study conducted by Narrative Research Inc. on behalf of Global Affairs Canada (GAC). The survey was administered between February 9 and March 9, 2022, to 1,200 adult Canadians (in the general public) aged 18 or older.

Ce rapport est aussi disponible en français sous le titre **Communications avec les Canadiens et Canadiennes : recherche quantitative sur le développement international**.

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Executive summary

Background

Baseline and annual research collected in February 2020 and February/March 2021 by the market research company Narrative Research, on behalf of Global Affairs Canada (GAC), revealed that “while most Canadians remain unaware of [Canadian international] 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 research revealed that Canadians prefer TV, print newspapers and the Internet as sources of information about development more than social media.”

In February and March 2022, Narrative Research conducted a new survey to gauge Canadians’ current understanding and awareness of Canada’s international development activities.

Research objectives

The research objectives of the 2022 survey were to:

- a catalogue the current level of understanding among adult Canadians concerning international development activities
- b understand Canadian awareness of international development
- c measure Canadian understanding of and support for the role the Government of Canada, and GAC in particular, plays in international development

Target population

The target audience was adult Canadians (general population) 18 years of age and older. A telephone survey of 1,200 people was conducted between February 9 and March 9, 2022. A sample of 1,200 respondents engenders an overall margin of error of +/- 2.8 percentage points, 19 times out of 20. As this is a probability sampling conducted via randomized data collection, the survey results are projectable to the overall adult Canadian population.

Research usage

The research will support governmental and departmental priorities. The department’s goal is to increase Canadians’ awareness of international development issues. The immediate need is to find out the best ways to connect with Canadians, as the Statement of Work (SOW) imparts that GAC continues to adjust how it frames messaging and the channels it uses.

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 \$49,986.68, including tax.

Consent

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

Political neutrality statement

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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