

**STRONG SUPPORT FOR  
CANADA'S ROLE IN  
WOMEN AND CHILDREN'S  
HEALTH**

**INFECTIOUS DISEASE/COVID  
IMPACTS REMAIN TOP OF  
MIND**

**STRONG SUPPORT FOR  
HEALTHCARE WORKER  
VACCINATIONS WORLDWIDE**



DETAILED RESULTS  
**NATIONAL SURVEY ON  
CANADIANS' VIEWS ON  
FOREIGN AID SPENDING  
TRACKING**

**CONDUCTED FOR CanWaCH**

**RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC  
AFFAIRS AND MARKET RESEARCH EXPERTS**

# METHODOLOGY

The survey was conducted with 1,659 Canadian residents aged 18 and over from October 29th to November 2nd, 2020. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.4%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

# EXECUTIVE SUMMARY

A hand with dark nail polish holds a crystal ball. Inside the crystal ball, a city street scene is reflected, showing buildings and a street. The background is a blurred, light-colored wall.

# EXECUTIVE SUMMARY

- **Since June, concerns regarding infectious disease remain consistent and top of mind. Concerns about gender inequality around the world have seen a decline.**
- **Canadian's continue to be less supportive of more general aid (through ODA) but highly supportive of Canadian involvement in specific issues, like women and children's health, and specific actions, like vaccinating healthcare workers in poorer countries.**
  - **As infectious diseases and COVID-19 remain top of mind framing aid around the spread of the virus will be effective (such as a self-interested outbreak framework), but as we start discussing more specific solutions, there is broad support for vaccinating healthcare workers worldwide, including anecdotal support for the concept, and support for Canada providing financial assistance.**
- **More than 70% of Canadians support the government investing to help ensure healthcare workers everywhere in the world get access to a COVID-19 vaccine.**

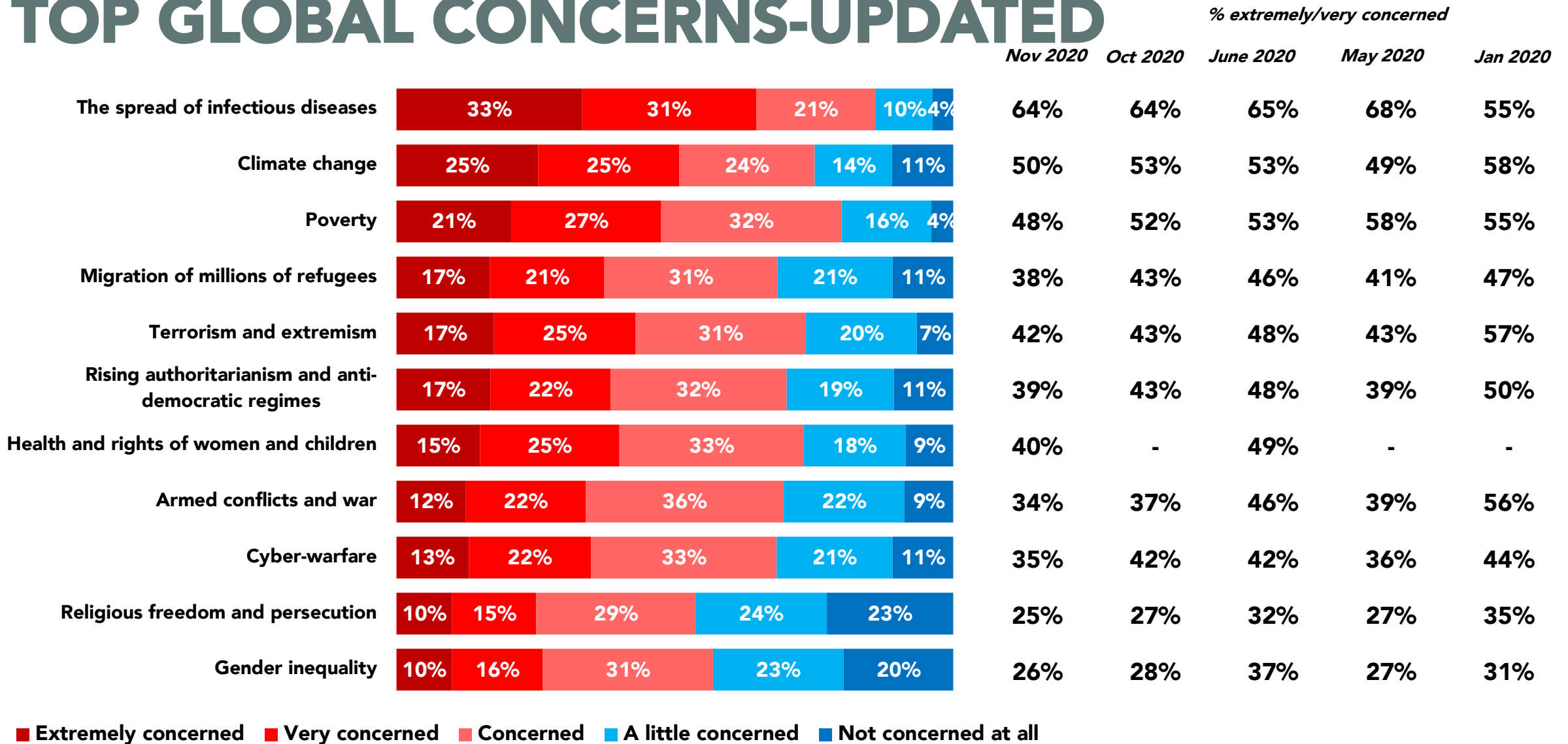
# GLOBAL ISSUES



# GLOBAL ISSUES

- **Infectious disease continues to be a top concern for Canadians, as do the issues of poverty and climate change.**
- **Just over half of Canadians are concerned about the global issue of gender inequality (57%). This has decreased from 67% in June.**
  - **Women are more concerned than men about both the spread of infectious diseases and gender inequality.**
  - **Older Canadians are more concerned about the spread of infectious disease, while younger Canadians are more concerned about gender inequality.**
  - **Of the three main parties, NDP voters, and Liberal voters are most concerned and equally concerned about gender inequality.**
  - **Women are also more concerned about the health and rights of women and children, compared to men. As are younger Canadians compared to older Canadians.**

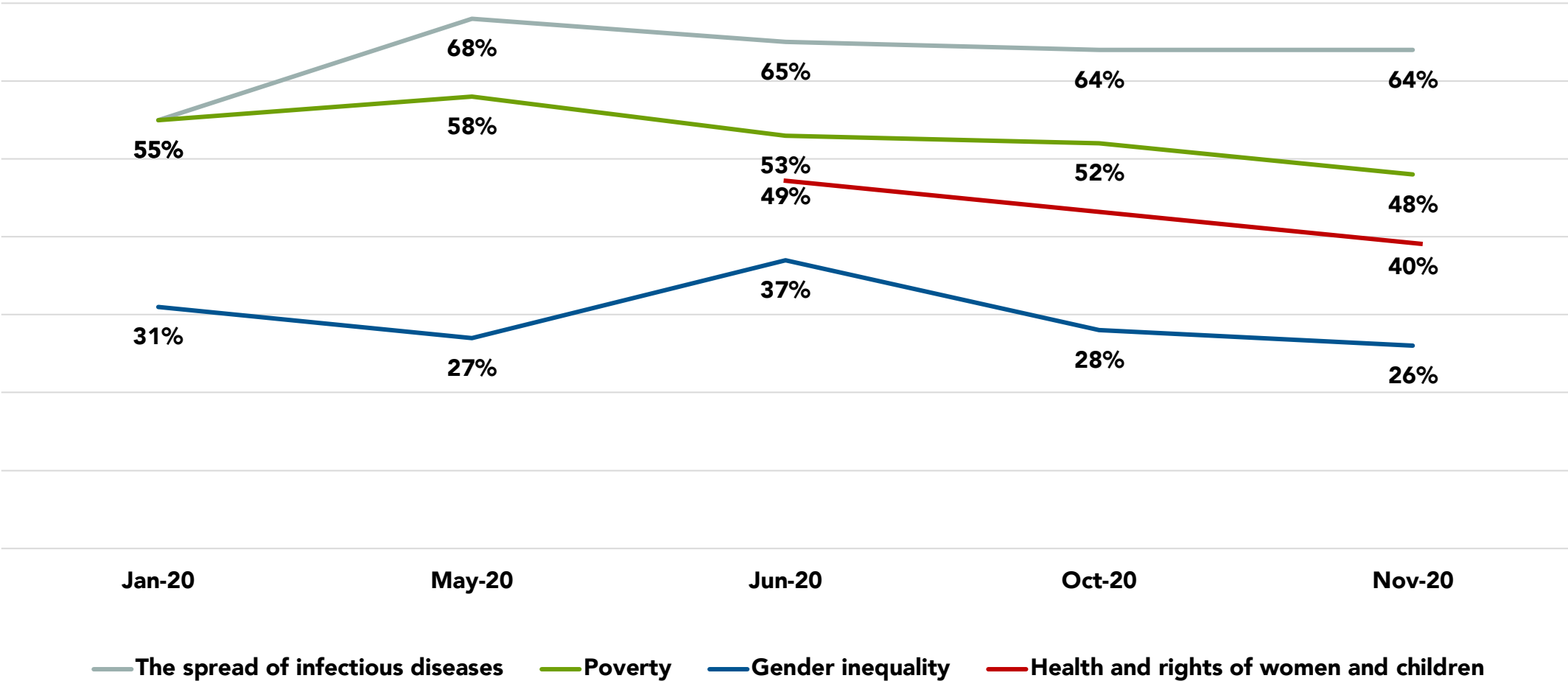
# TOP GLOBAL CONCERNS-UPDATED



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?

# TOP GLOBAL CONCERNS OVER TIME

\*\*EXTREMELY/VERY CONCERNED

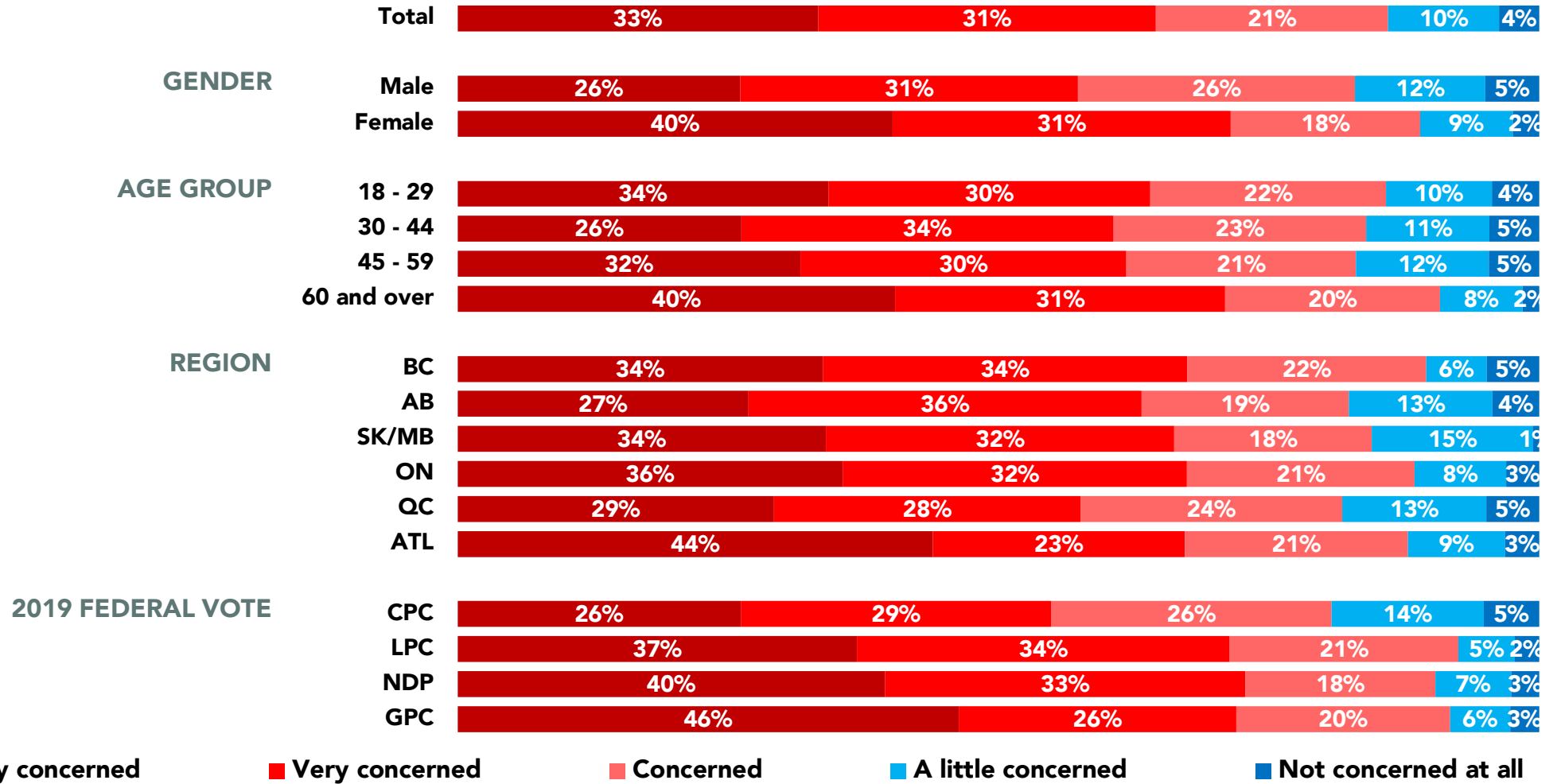


Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?



# TOP GLOBAL CONCERNS

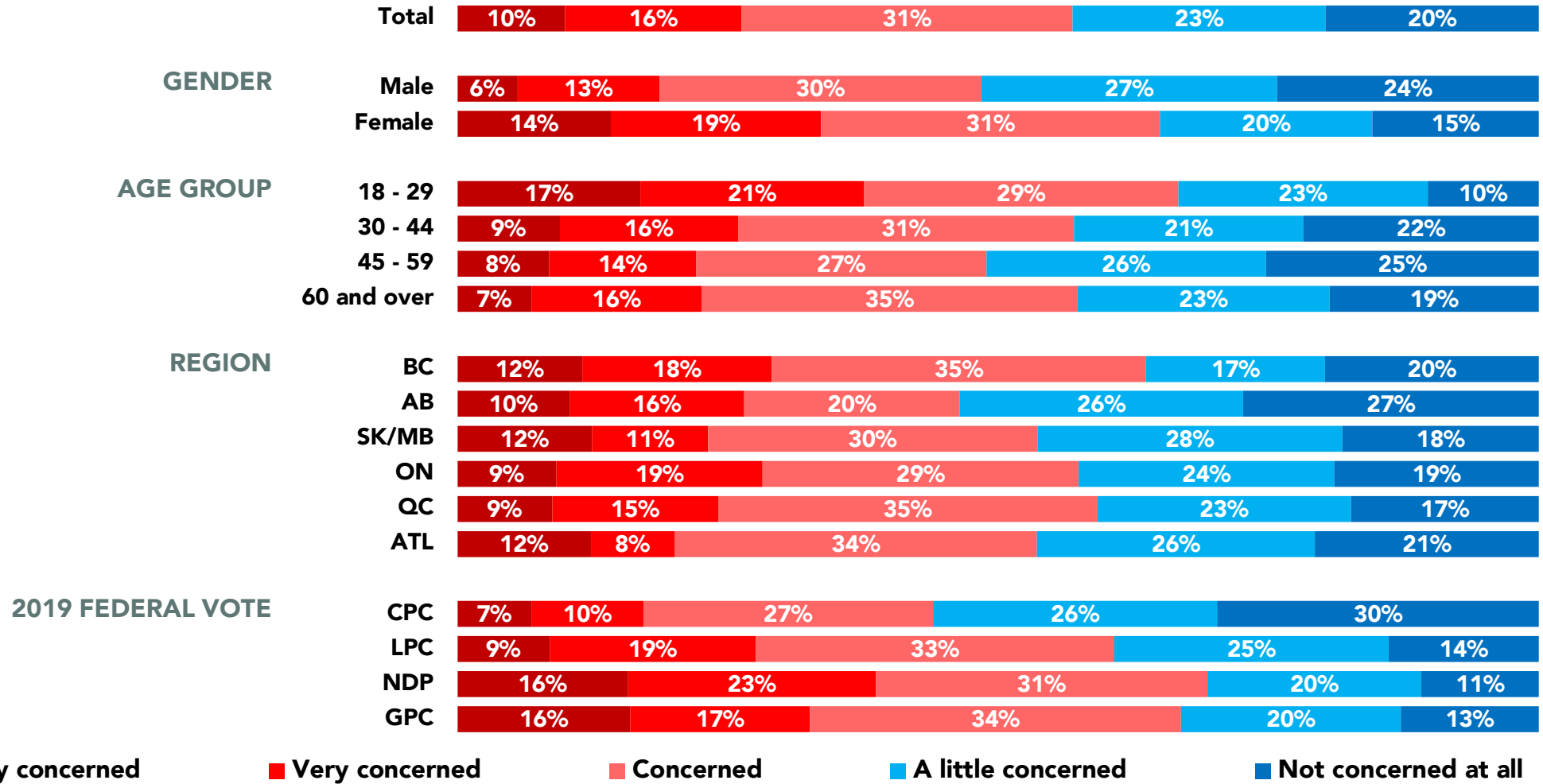
## THE SPREAD OF INFECTIOUS DISEASES



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following? \*\* November 2020

# TOP GLOBAL CONCERNS

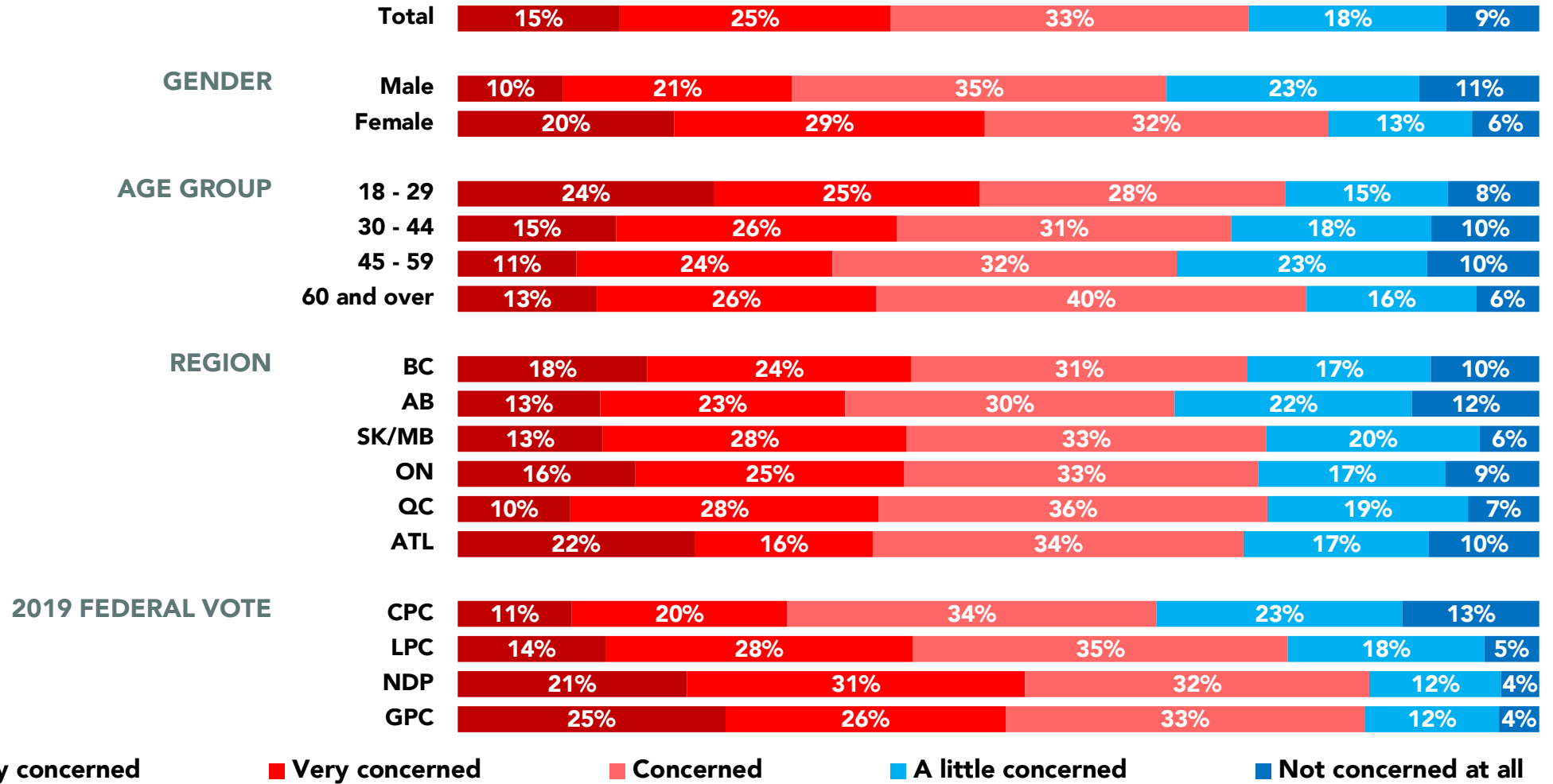
## GENDER INEQUALITY



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following? \*\*November 2020

# TOP GLOBAL CONCERNS

## HEALTH AND RIGHTS OF WOMEN AND CHILDREN



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following? \*\*November 2020

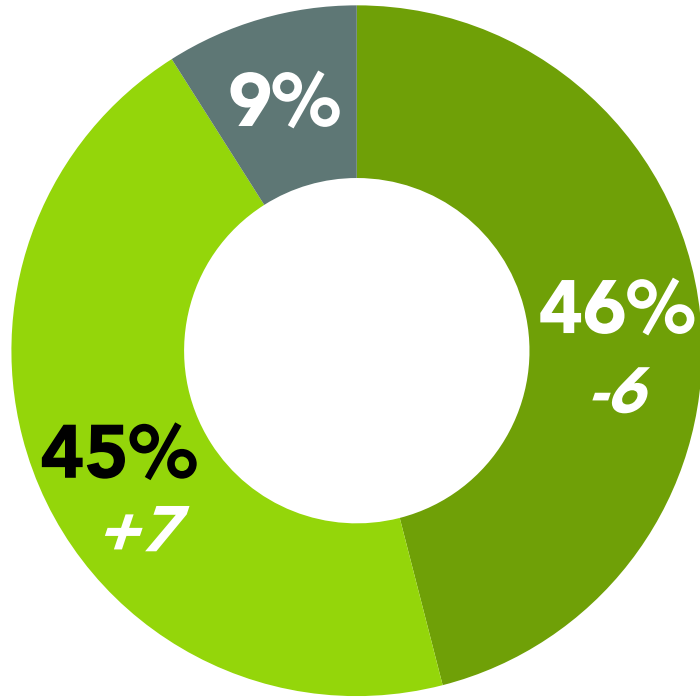
# CANADA'S ROLE

A hand with dark nail polish holds a clear crystal ball. Inside the crystal ball, a city street scene is reflected, showing buildings and a street. The background is a blurred, warm-toned indoor setting.

# CANADA'S ROLE

- **Nearly all Canadians still support Canada having a role in improving the health and rights of women and children around the world.**
  - **Support is more tempered than in June when concerns about the pandemic were at their lowest levels since the start of it. We see a slight shift from being a leader (now 46%) to 'doing it's fair share' (now 45%).**
  - **Support is still strongest among: women, those 18-29, those living in Ontario and Atlantic Canada (and now Quebec), and NDP/GPC voters.**
- **Two thirds still support Canada investing in the health of people living in poorer countries, with support still strongest among young Canadians (those 18-29).**
- **A majority of Canadians would be satisfied with \$50 or \$100 million in government support for vaccinating healthcare workers in poorer countries. This includes around 15% who would be 'thrilled with either amount'.**
  - **Enthusiastic support is strongest among young Canadians (in particular the \$100 million), and among the three main parties, highest among Liberal and NDP voters.**

# SUPPORT FOR CANADIAN INVOLVEMENT IN IMPROVING HEALTH OF WOMEN & CHILDREN IS STRONG



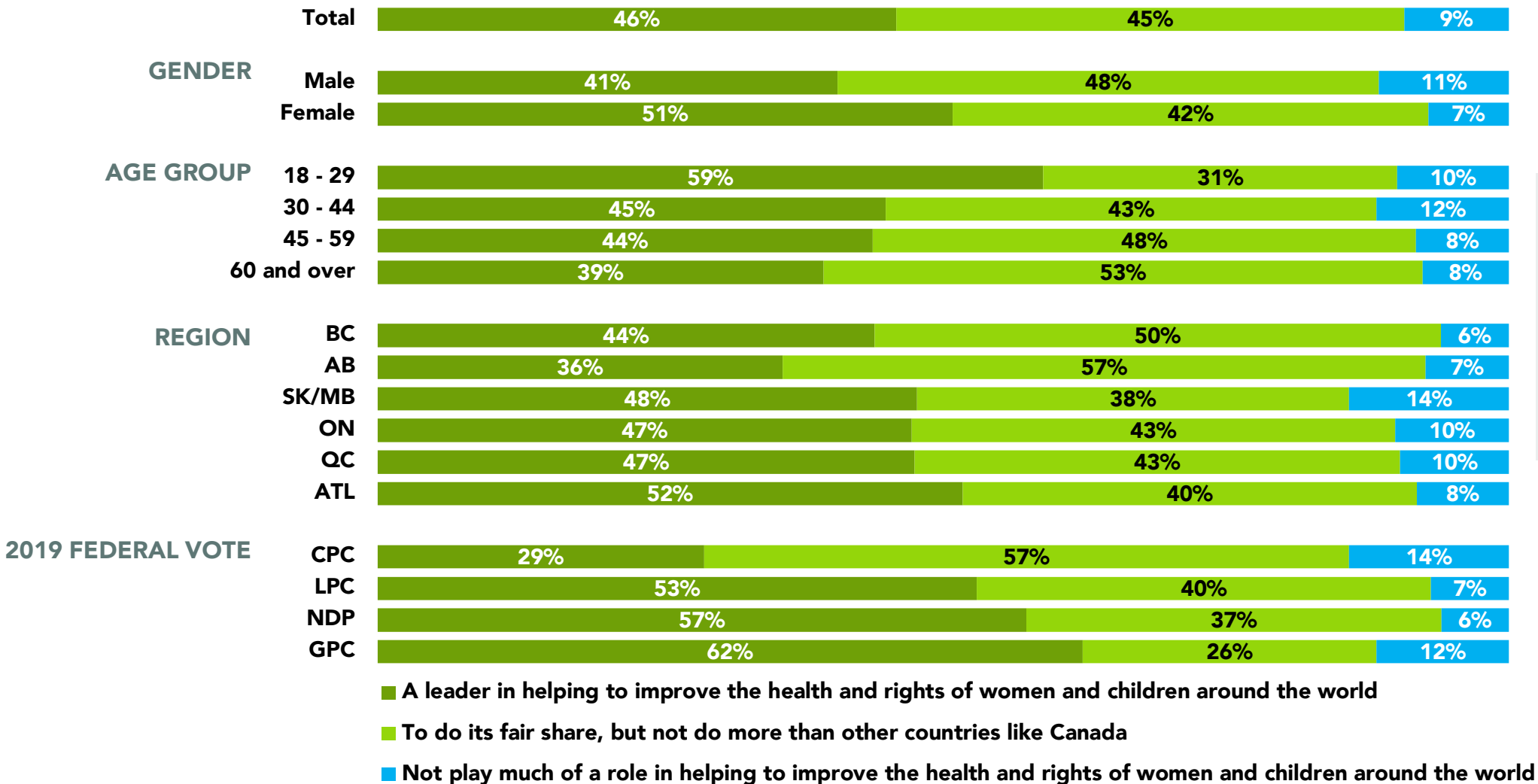
**9 in 10**  
want Canada to have a role in  
improving women and children's health  
worldwide.

However this support is more moderate now,  
compared to June.

- A leader in helping to improve the health and rights of women and children around the world
- To do its fair share, but not do more than other countries like Canada
- Not play much of a role in helping to improve the health and rights of women and children around the world

When it comes to the role Canada can play in improving the health and rights of women and children around the world, do you want Canada to be...

# CANADA'S ROLE IN IMPROVING THE HEALTH & RIGHTS OF WOMEN AND CHILDREN IS...

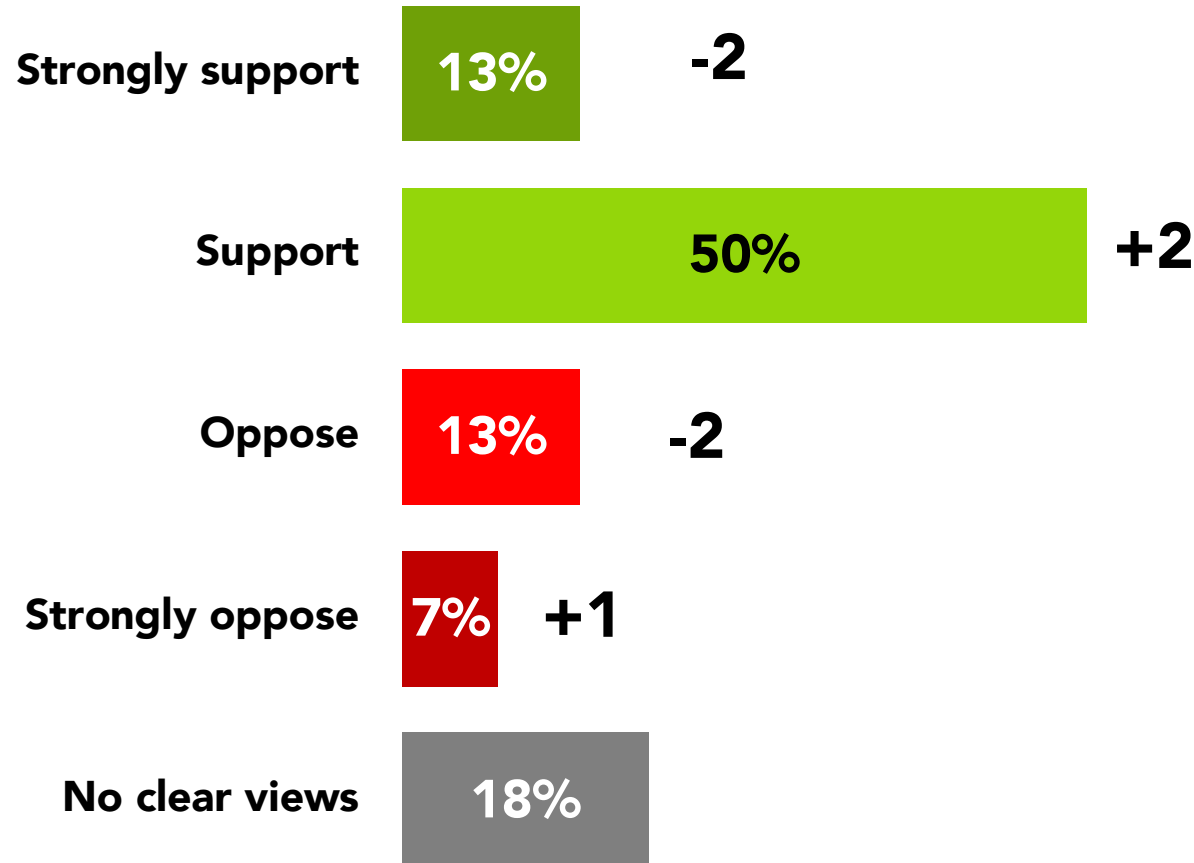


**Support for Canada as a leader is still highest among:**

- Women
- Those 18-29
- Those in ON + ATL (and now QC)
- NDP/GPC voters

When it comes to the role Canada can play in improving the health and rights of women and children around the world, do you want Canada to be...

# SUPPORT FOR CANADA INVESTING IN THE HEALTH OF PEOPLE LIVING IN POORER COUNTRIES



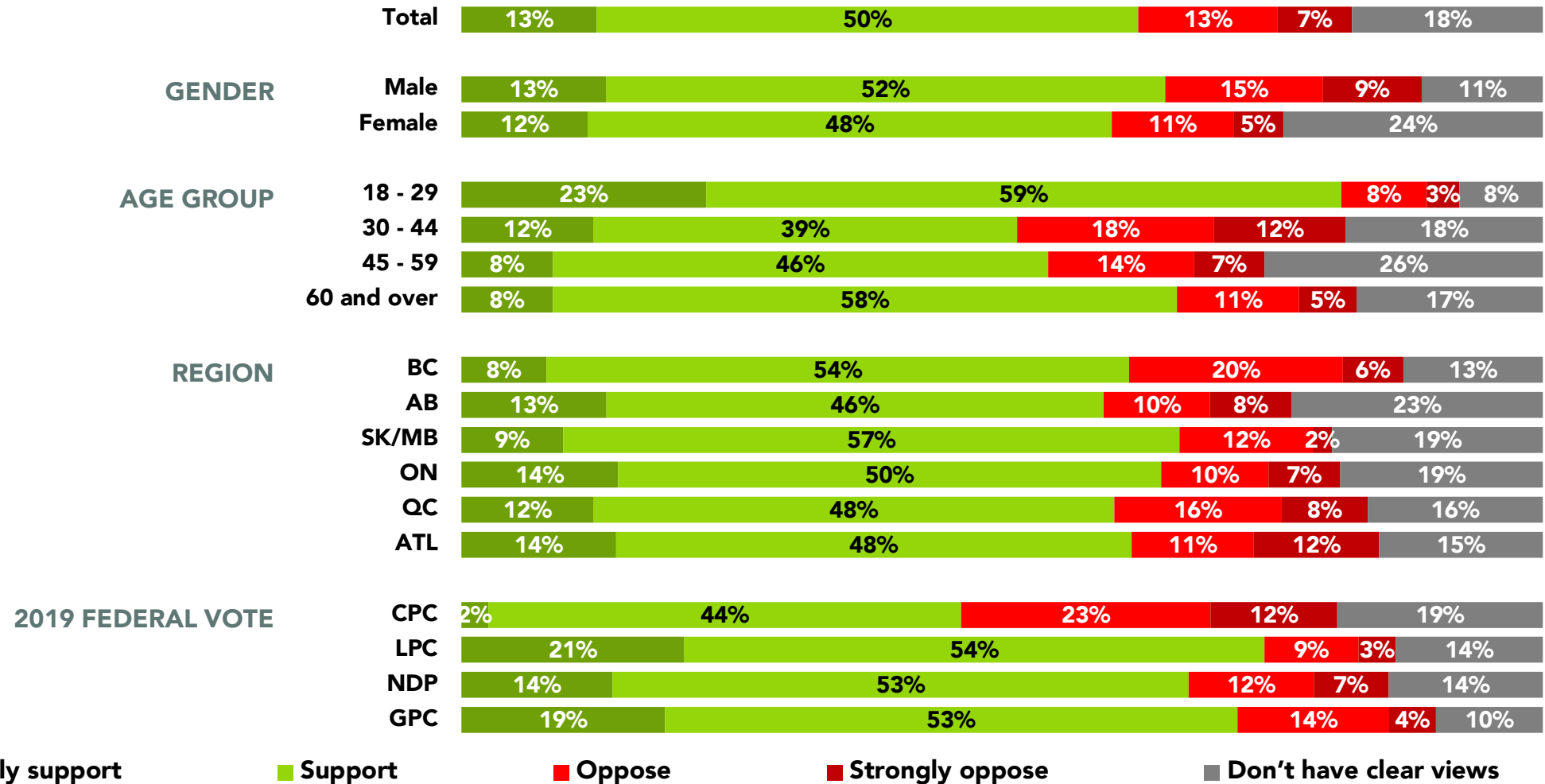
**63%**  
support Canada investing in the health of people living in poorer countries, consistent with June.

Strong support is still highest among young Canadians.

Do you support or oppose Canada investing in the health of people living in poorer countries?



# SUPPORT FOR CANADA INVESTING IN THE HEALTH OF PEOPLE LIVING IN POORER COUNTRIES



Do you support or oppose Canada investing in the health of people living in poorer countries?

# REACTIONS TO GOVERNMENT ANNOUNCEMENTS ARE POSITIVE

*If the Government of Canada announced that it was spending XX million to help ensure every healthcare worker in poorer countries around the world is vaccinated for COVID-19, how would you react?*

## \$50 MILLION

## \$100 MILLION

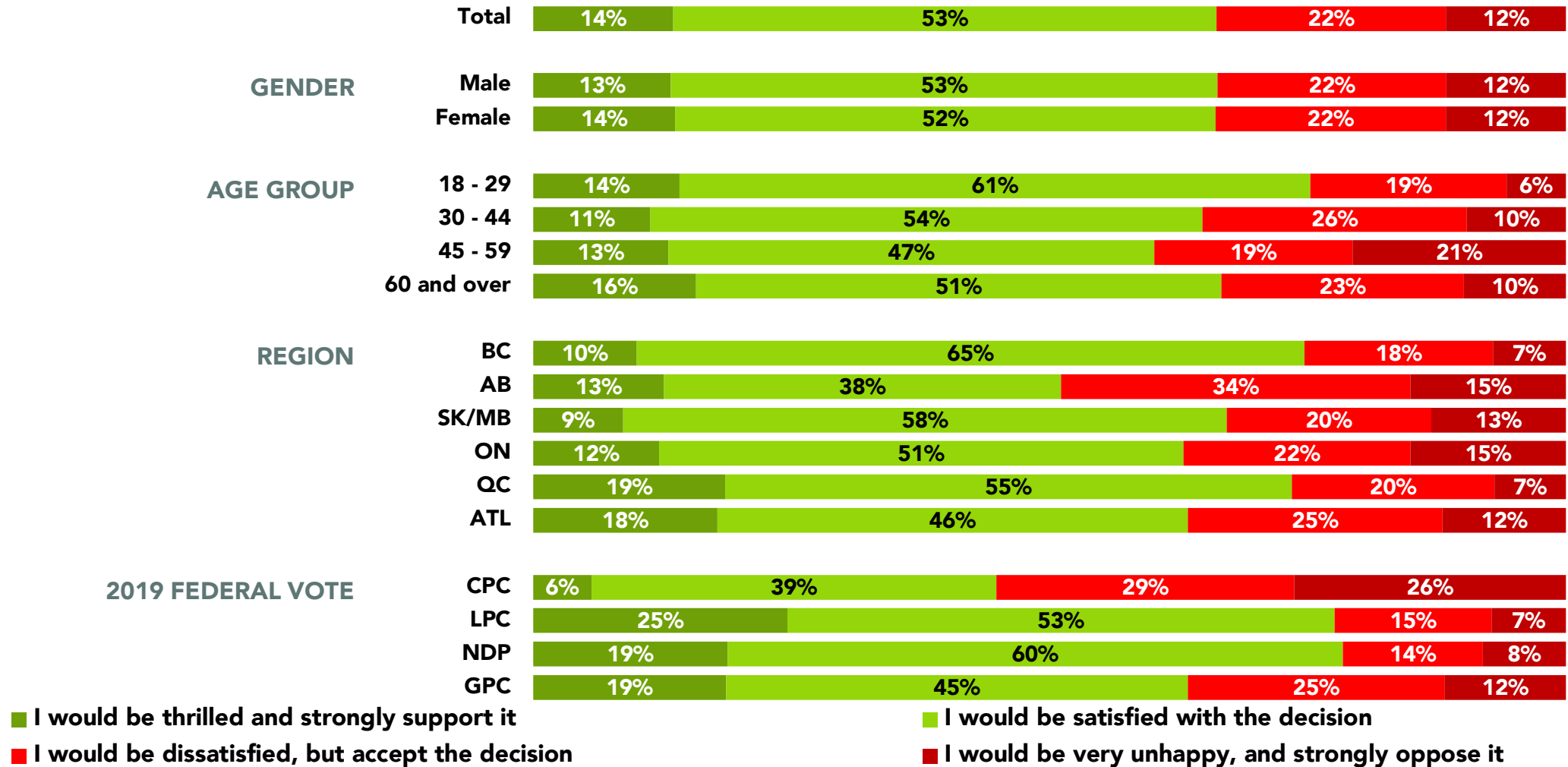


**A majority of Canadians would be satisfied with either a \$50 or \$100 million spend to ensure healthcare workers in poorer countries are vaccinated.**

**Enthusiastic support is strongest among younger Canadians (especially support for \$100 million).  
Among the three major parties Liberal supporter are most likely to favour either amount.**

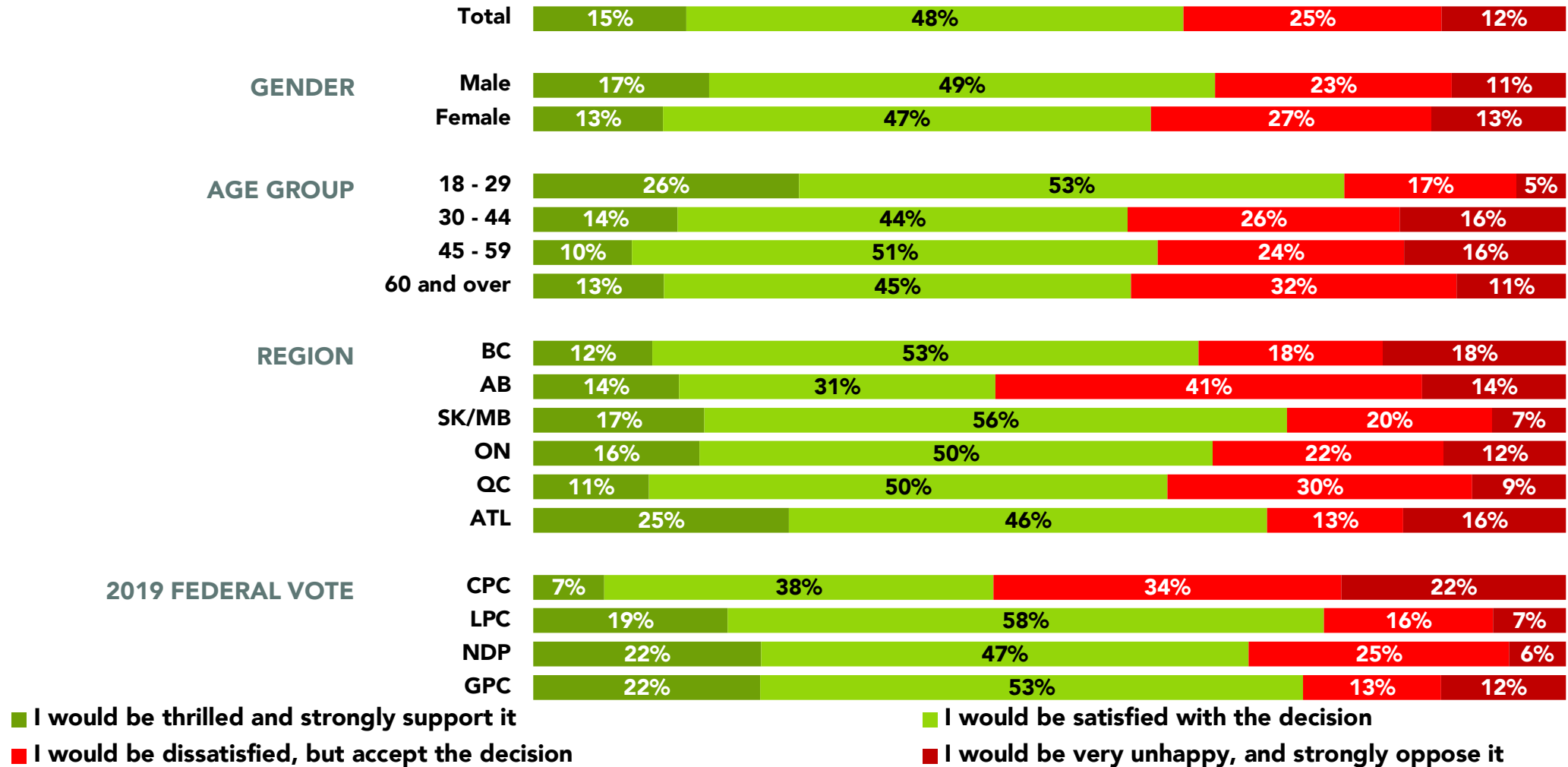
If the Government of Canada announced that it was spending \$50 million /\$100 million to help ensure every healthcare worker in poorer countries around the world is vaccinated for COVID-19, how would you react?

# IF THE GOVERNMENT OF CANADA ANNOUNCED THAT IT WAS SPENDING \$50 MILLION TO HELP ENSURE EVERY HEALTHCARE WORKER IN POORER COUNTRIES AROUND THE WORLD IS VACCINATED FOR COVID-19...



If the Government of Canada announced that it was spending \$50 million to help ensure every healthcare worker in poorer countries around the world is vaccinated for COVID-19, how would you react?

# IF THE GOVERNMENT OF CANADA ANNOUNCED THAT IT WAS SPENDING \$100 MILLION TO HELP ENSURE EVERY HEALTHCARE WORKER IN POORER COUNTRIES AROUND THE WORLD IS VACCINATED FOR COVID-19...



If the Government of Canada announced that it was spending \$50 million to help ensure every healthcare worker in poorer countries around the world is vaccinated for COVID-19, how would you react?

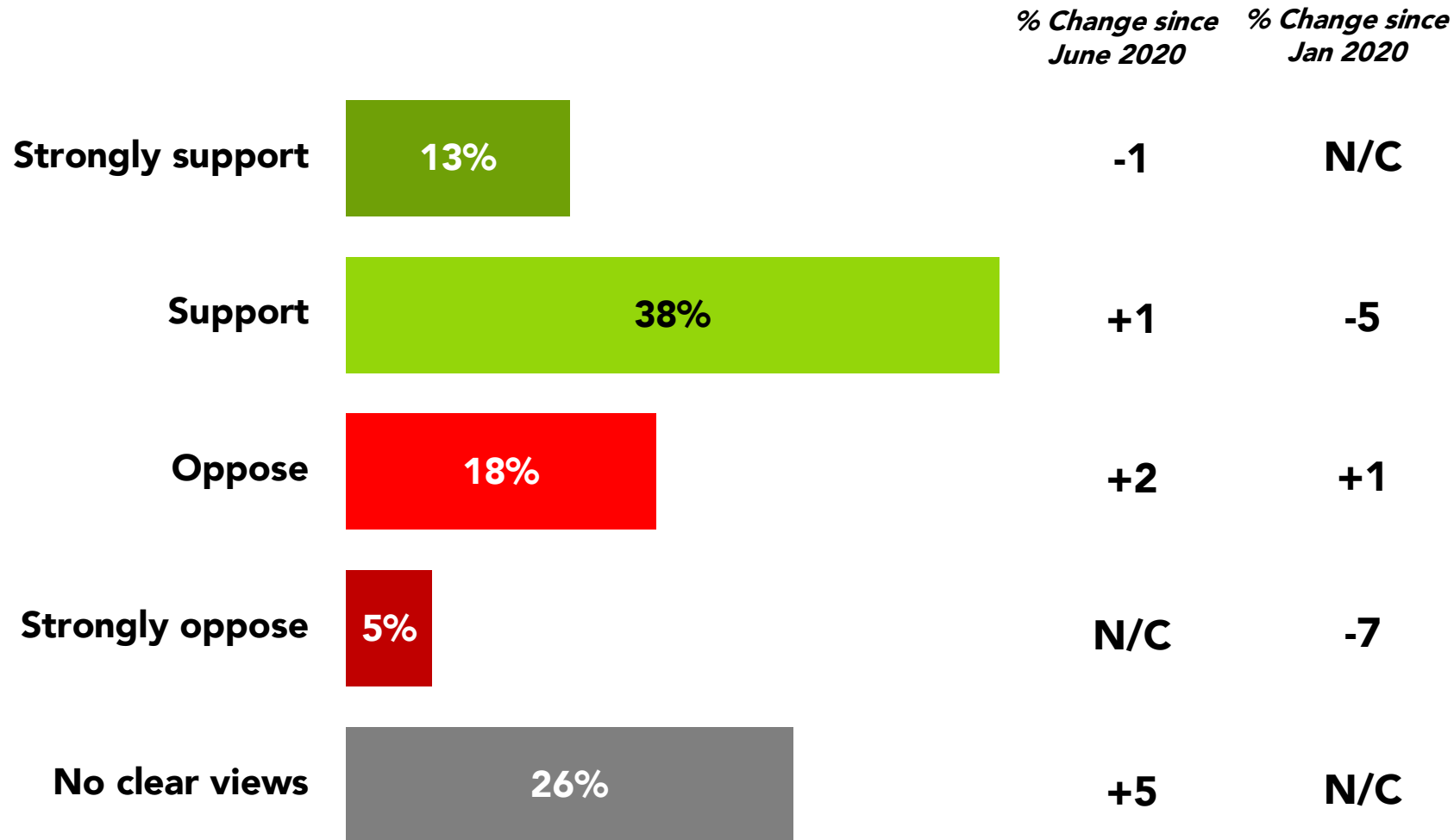
# SUPPORT FOR ODA DECREASE

A hand with dark nail polish holds a crystal ball. Inside the crystal ball, a city street scene is reflected, showing buildings and a road. The background is a blurred, light-colored wall.

# SUPPORT FOR ODA DECREASE

- **Canadians are still more likely to be in favour of focused ODA spending than opposed. Overall this measure continues to be stable from June and January of this year.**
  - **Unlike June, support for this focused spending is supported equally amongst age groups.**
  - **CPC voters are most likely to support this idea.**

# SUPPORT FOR REDUCING ODA SPENDING TO FOCUS ON HUMANITARIAN OR EMERGENCY RELIEF



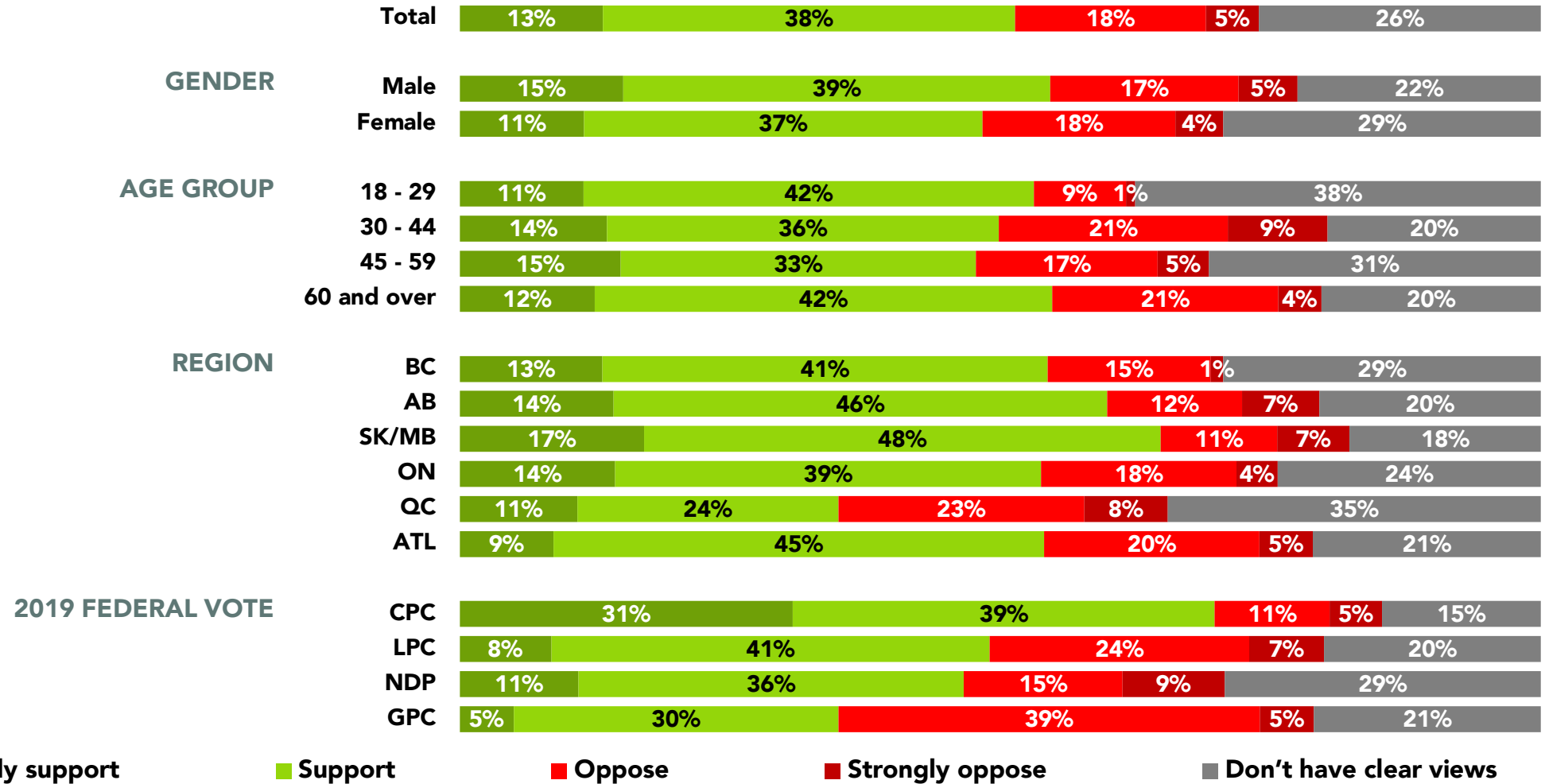
**51%**

support cuts to ODA spending to focus on event-based funding, like a natural disaster or pandemic, fairly consistent from June.

Younger Canadians are no longer more likely than older Canadians to support this kind of cut. However, men, CPC voters and those in prairie provinces continue to be the greatest proponent of these cuts.

In the last federal election, one of the main political parties promised to substantially reduce ODA and focus spending only to humanitarian or emergency relief needs when there's a natural disaster, health epidemic, or conflict. Do you support or oppose this idea?

# SUPPORT FOR ODA SPENDING REDUCED TO FOCUS ON HUMANITARIAN OR EMERGENCY RELIEF



In the last federal election, one of the main political parties promised to substantially reduce ODA and focus spending only to humanitarian or emergency relief needs when there's a natural disaster, health epidemic, or conflict. Do you support or oppose this idea?

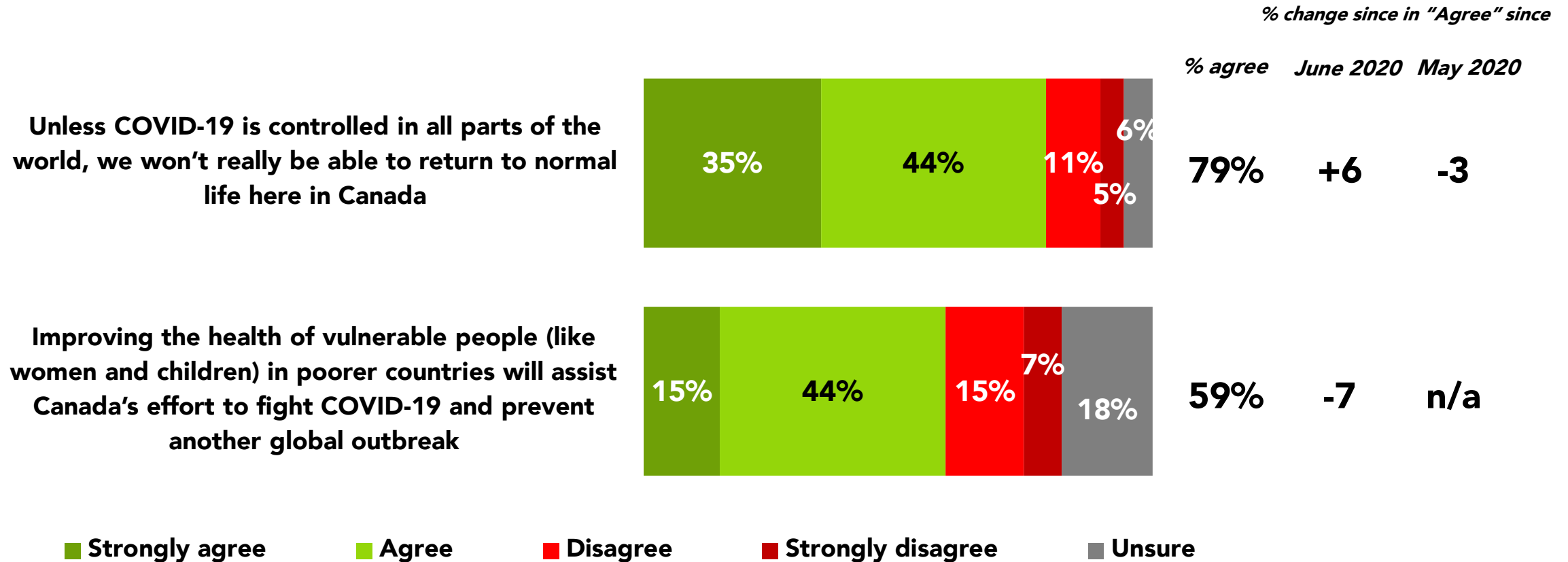


# THE PANDEMIC AND AID

# THE PANDEMIC AND AID

- **There is a growing understanding of the importance of global solutions for the pandemic. 79% say that 'unless COVID is controlled in all parts of the world, we can't return to normal life in Canada' (an increase of 6 pts since June)**
- **There is also a strong level of support (three-quarters of Canadians) for vaccinating healthcare workers around the world. Adding a caveat of 'after Canadians have received sufficient access' does little to sway support- in fact, Liberal voters are most likely to support an argument without the caveat.**

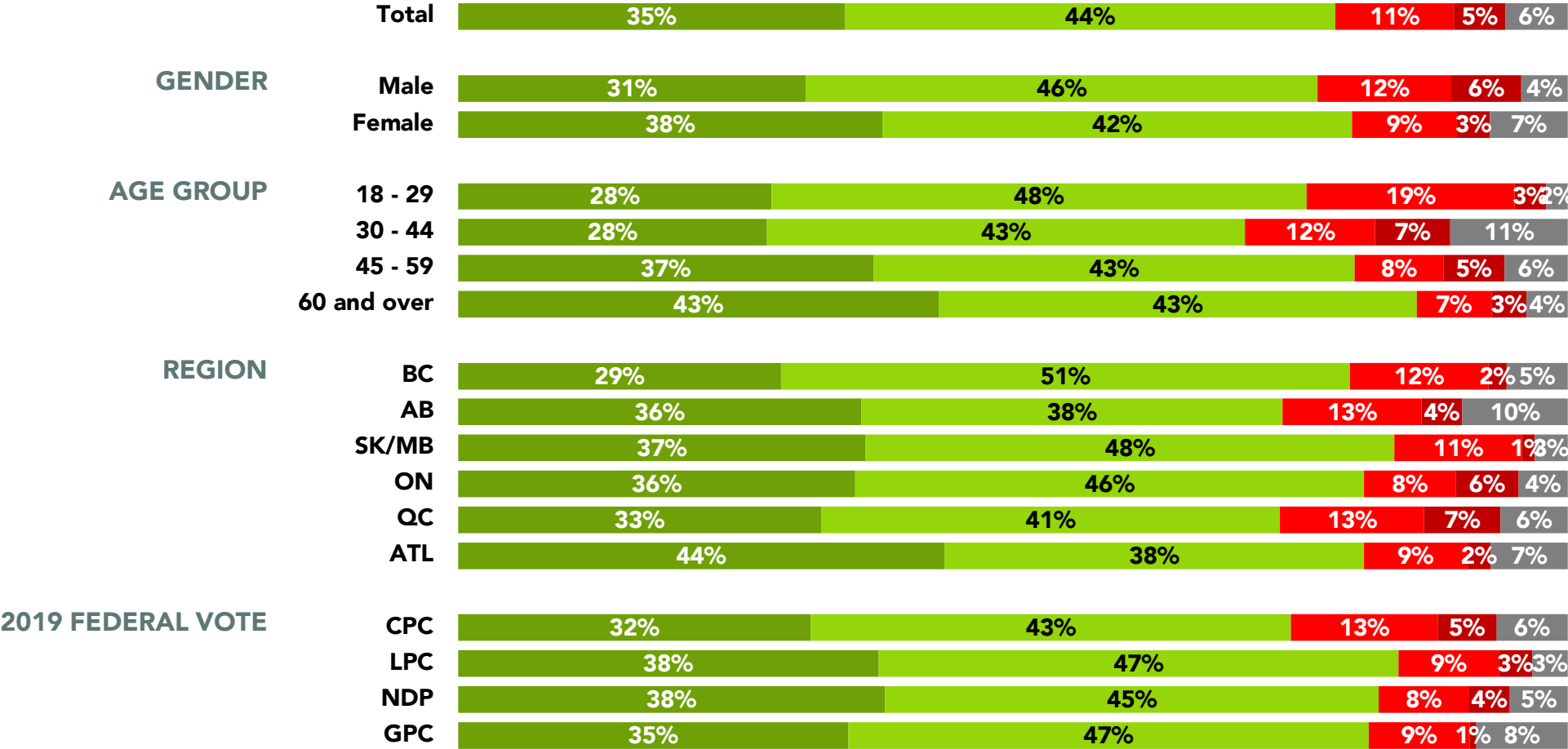
# AGREE/DISAGREE STATEMENTS



**Overall, messaging about 'return to a normal life in Canada' is more powerful than messaging highlighting the potential for another outbreak.**

Do you agree or disagree with the following statements?

# "UNLESS COVID-19 IS CONTROLLED IN ALL PARTS OF THE WORLD, WE WON'T REALLY BE ABLE TO RETURN TO NORMAL LIFE HERE IN CANADA."

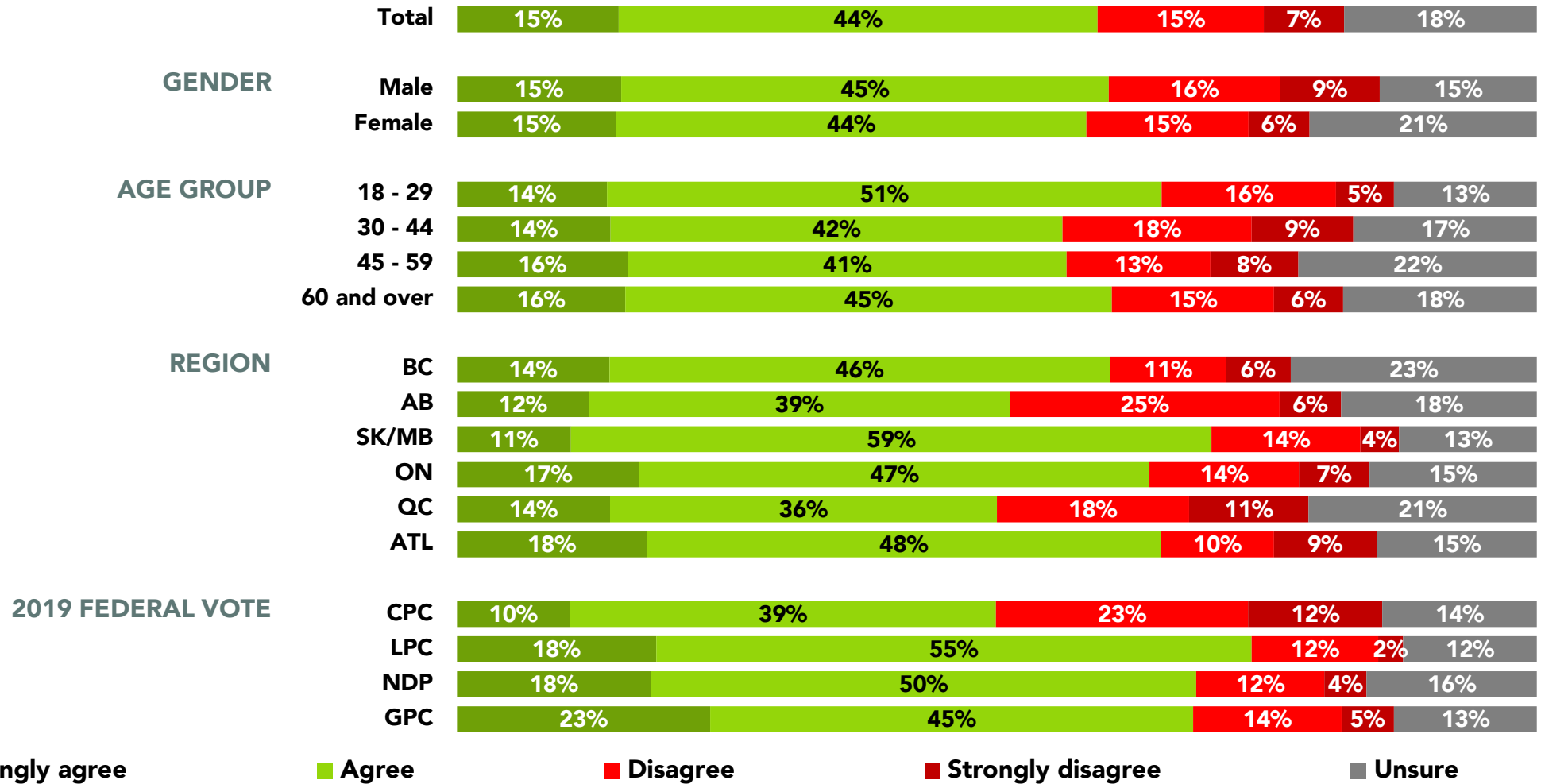


■ Strongly agree    
 ■ Agree    
 ■ Disagree    
 ■ Strongly disagree    
 ■ Unsure



Do you agree or disagree with the following statements?

# "IMPROVING THE HEALTH OF VULNERABLE PEOPLE (LIKE WOMEN AND CHILDREN) IN POORER COUNTRIES WILL ASSIST CANADA'S EFFORT TO FIGHT COVID-19 AND PREVENT ANOTHER GLOBAL OUTBREAK."



■ Strongly agree

■ Agree

■ Disagree

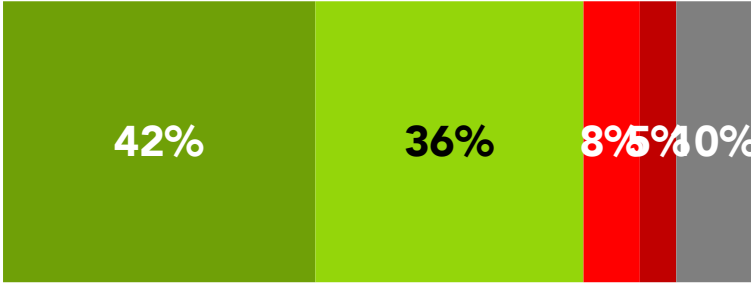
■ Strongly disagree

■ Unsure

Do you agree or disagree with the following statements?

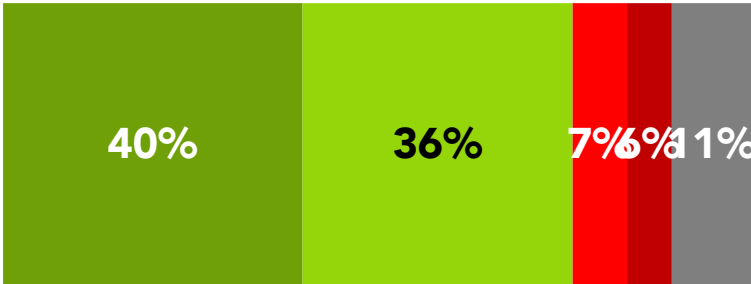
# SUPPORT FOR VACCINATION OF HEALTHCARE WORKERS ABROAD [SPLIT SAMPLE DESIGN]

When a vaccine for COVID-19 is available and Canadians have sufficient access to it, it is critical that every healthcare worker, everywhere in the world is vaccinated



Either message received support from at least three quarters of Canadians.

When a vaccine for COVID-19 is available, it is critical that every healthcare worker, everywhere in the world is vaccinated



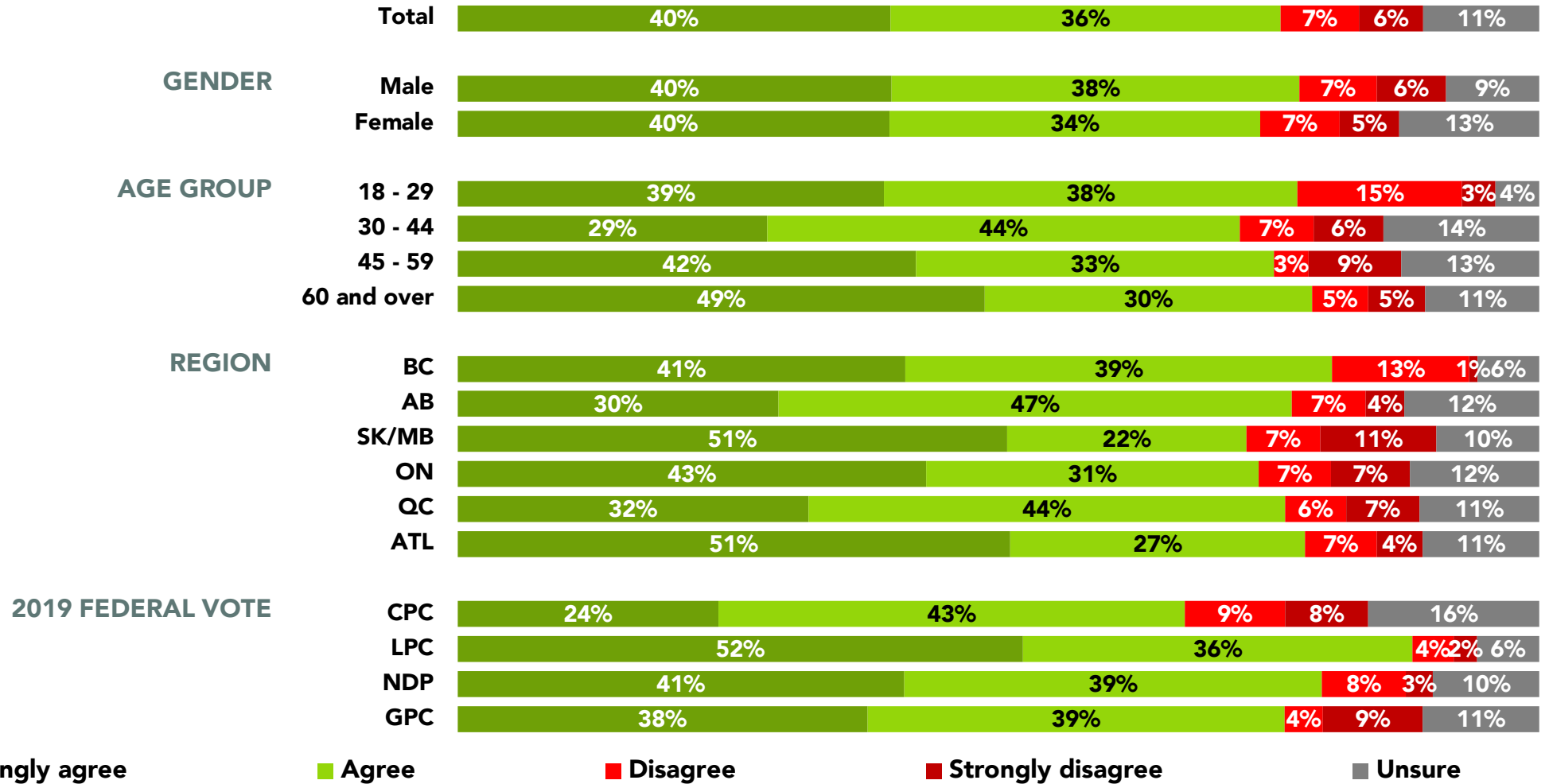
Liberal voters are most likely to support this message.



■ Strongly agree   
 ■ Agree   
 ■ Disagree   
 ■ Strongly disagree   
 ■ Unsure

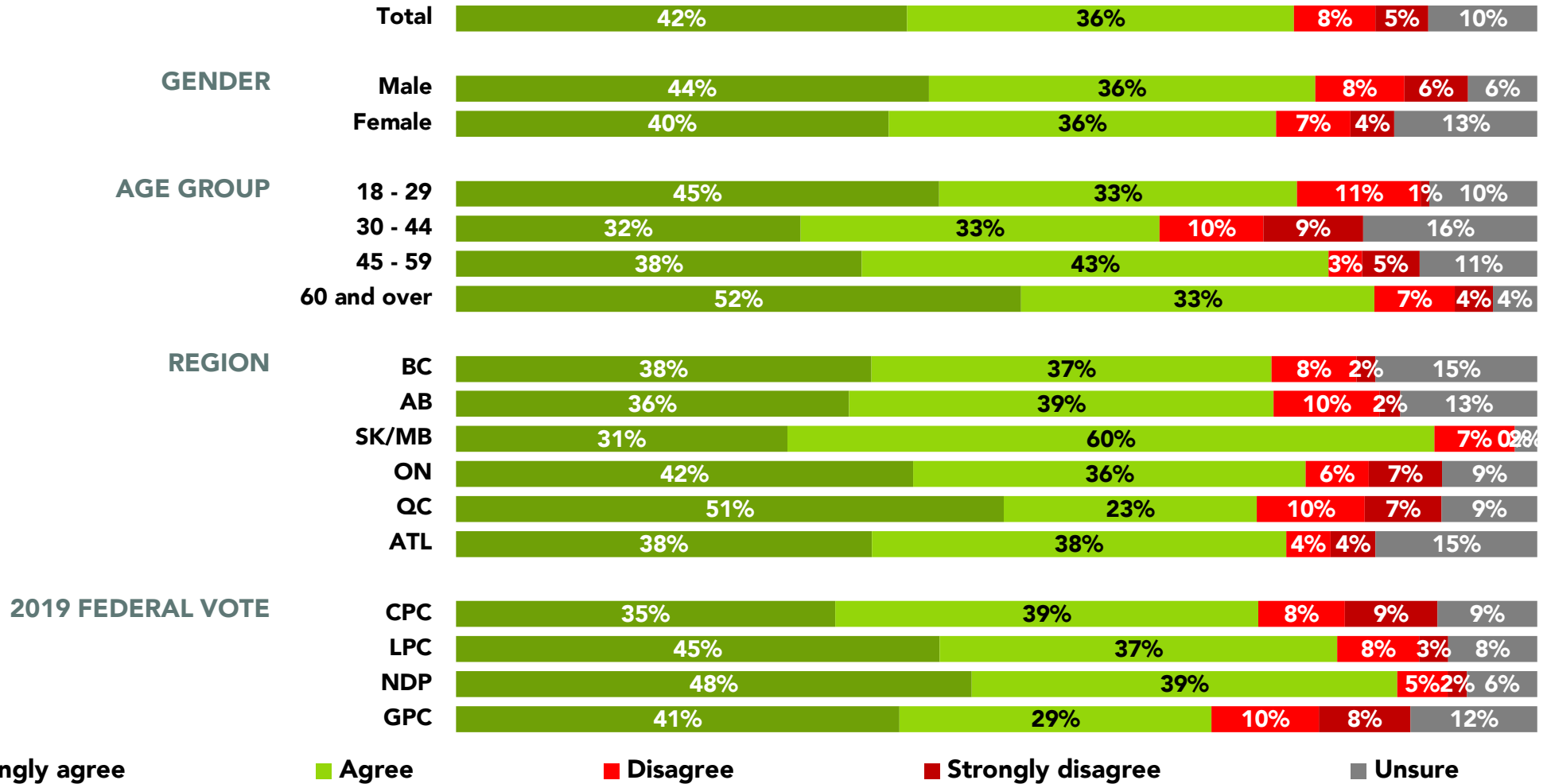
Do you agree or disagree with the following statements? [split sample]

# "WHEN A VACCINE FOR COVID-19 IS AVAILABLE, IT IS CRITICAL THAT EVERY HEALTHCARE WORKER, EVERYWHERE IN THE WORLD IS VACCINATED"



Do you agree or disagree with the following statements?

# "WHEN A VACCINE FOR COVID-19 IS AVAILABLE AND CANADIANS HAVE SUFFICIENT ACCESS TO IT, IT IS CRITICAL THAT EVERY HEALTHCARE WORKER, EVERYWHERE IN THE WORLD IS VACCINATED"



Do you agree or disagree with the following statements?



# FRAMING



# FRAMES

<p><b>1. CANADA'S ROLE</b> <i>Canada has a role in helping those struggling in other countries</i></p>	<ul style="list-style-type: none"><li>• <b>89% want Canada to have a role in improving women and children's' health worldwide.</b></li><li>• <b>63% support Canada investing in the health of people living in poorer countries.</b></li></ul>
<p><b>2. INVEST</b> <i>Canada should provide ODA investments that focuses on overall long-term support.</i></p>	<ul style="list-style-type: none"><li>• <b>23% oppose cuts to ODA investment.</b></li><li>• <b>51% support cuts to ODA investment in favour of spending only on short-term 'crisis' events.</b></li></ul>
<p><b>3. VACCINATING HEALTHCARE WORKERS</b></p>	<ul style="list-style-type: none"><li>• <b>78% believe it is important to vaccinate healthcare workers everywhere in the world, once Canadians have sufficient access.</b></li><li>• <b>76% support providing vaccines to healthcare workers worldwide, without prompting about Canadians receiving the vaccine.</b></li><li>• <b>67% would be satisfied if Canada spent \$50 million to vaccinate healthcare workers in poorer countries. 63% would support a spend of \$100 million.</b></li></ul>
<p><b>4. SELF-INTERESTED-OUTBREAK</b> <i>Helping others will help avoid another outbreak in Canada</i></p>	<ul style="list-style-type: none"><li>• <b>79% agree that before a vaccine is found, life can't return to normal until COVID-19 is under control everywhere.</b></li><li>• <b>59% agree that improving the health of vulnerable people elsewhere will assist in Canada's effort to fight COVID-19 and prevent another global outbreak.</b></li></ul>

**For all Canadians, arguments that work best:**

Canadian's are still in favour of our government having some role on the world stage regarding foreign aid.

The 'self-interested' arguments continue to be well-received but there is also a strong amount of interest for vaccination support in other countries.

A variety of factors effect the efficacy of frames (like age, personally important issues, voting preferences, and perceptions of the COVID pandemic).

<p><b>ON ISSUES...</b></p>	<ul style="list-style-type: none"> <li>• For those who cared about a particular issue (the spread of infectious disease, gender inequality), framing around <b>CANADA'S ROLE</b> and <b>VACCINATING HEALTHCARE WORKERS</b> are more compelling, compared to the average Canadian.</li> </ul>
<p><b>ON GENERATIONS...</b></p>	<ul style="list-style-type: none"> <li>• Those 18-29 are much more convinced about the <b>CANADA'S ROLE</b> frame than any other age group, while older Canadians seem to slightly favour the <b>SELF-INTERESTED: OUTBREAK</b> and <b>VACCINATING HEALTHCARE WORKERS</b> framework.</li> </ul>
<p><b>ON POLITICS...</b></p>	<ul style="list-style-type: none"> <li>• LPC voters are more supportive of the <b>VACCINATING HEALTHCARE WORKERS</b> framework than voters of all other parties.</li> <li>• They are highly supportive of the <b>CANADA'S ROLE</b> framework, and the <b>SELF-INTERESTED-OUTBREAK</b> framework.</li> <li>• LPC voters are most aligned with NDP voters on the <b>CANADA'S ROLE</b> framework.</li> </ul>
<p><b>ON COVID...</b></p>	<ul style="list-style-type: none"> <li>• Those who are worried about COVID are more in favour of the <b>CANADA'S ROLE</b> framework, compared to those who are not. And also more in favour of the <b>SELF-INTERESTED: OUTBREAK</b> framework, which has changed since June.</li> <li>• Those who are worried about COVID are much likely to support the <b>VACCINATING HEALTHCARE WORKERS</b>, compared to those who are not concerned about the virus.</li> </ul>
<p><b>AMONG WOMEN...</b></p>	<ul style="list-style-type: none"> <li>• Younger women are much more likely to support an argument for <b>CANADA'S ROLE</b>, than older women.</li> <li>• While older women are more likely to favour the <b>VACCINATING HEALTHCARE WORKERS</b> framework.</li> <li>• The <b>SELF-INTERESTED: OUTBREAK</b> framework is equally appealing</li> </ul>

All things considered, a framework that highlights Canada's role in assisting with specific groups/issues, and now, the importance of vaccinations for healthcare workers, is likely the best approach.

# THE ISSUES LENS

Extremely/ very concerned about....	% LPC voters	1. CANADA'S ROLE % who say a leader improving health/rights of women/children	2. INVEST % support Canada investing in health of people in poorer countries	2a. DECREASE % support decrease to ODA	3. VACCINATING HEALTHCARE WORKERS % who say when a vaccine for COVID-19 is available, it is critical that every healthcare worker everywhere in the world is vaccinated	4 SELF-INTERESTED- OUTBREAK % agree no recovery until COVID-19 is under control everywhere	4. SELF-INTERESTED- OUTBREAK % agree helping other's elsewhere will prevent another outbreak
64% spread of infectious disease	27%	50%	68%	50%	83%	87%	64%
28% gender inequality	35%	67%	82%	48%	86%	88%	70%
ALL RESPONDENTS	23%	46%	63%	51%	76%	79%	59%

How to read: Those who are extremely/very concerned about the spread of infectious disease, 68% support investing in health of people in poor countries, 5-points higher than the national average.

# THE GENERATIONAL LENS

Age Group	% LPC voters	1. CANADA'S ROLE % who say a leader improving health/rights of women/children	2. INVEST % support Canada investing in health of people in poorer countries	2a. DECREASE % support decrease to ODA	3. VACCINATING HEALTHCARE WORKERS % who say when a vaccine for COVID-19 is available, it is critical that every healthcare worker everywhere in the world is vaccinated	4 SELF-INTERESTED-OUTBREAK % agree no normal until COVID-19 is under control everywhere	4. SELF-INTERESTED-OUTBREAK % agree helping other's elsewhere will prevent another outbreak
18-29	20%	59%	81%	53%	78%	76%	65%
30-44	22%	45%	51%	50%	72%	71%	56%
45-59	23%	44%	54%	48%	75%	81%	56%
60+	27%	39%	66%	55%	79%	86%	61%
ALL RESPONDENTS	23%	46%	63%	51%	76%	79%	59%

# THE POLITICAL LENS

Past Vote	% of sample	1. CANADA'S ROLE % who say a leader improving health/rights of women/children	2. INVEST % support Canada investing in health of people in poorer countries	2a. DECREASE % support decrease to ODA	3. VACCINATING HEALTHCARE WORKERS % who say when a vaccine for COVID-19 is available, it is critical that every healthcare worker everywhere in the world is vaccinated	4 SELF-INTERESTED-OUTBREAK % agree no normal until COVID-19 is under control everywhere	4. SELF-INTERESTED-OUTBREAK % agree helping other's elsewhere will prevent another outbreak
LPC	23%	53%	74%	49%	88%	85%	74%
CPC	24%	29%	46%	70%	67%	75%	50%
NDP	11%	57%	67%	47%	80%	83%	68%
ALL RESPONDENTS		46%	63%	51%	76%	79%	59%

+/- = +/- response of respondents overall

# THE COVID LENS

COVID Worries	% LPC voters	1. CANADA'S ROLE % who say a leader improving health/rights of women/children	2. INVEST % support Canada investing in health of people in poorer countries	2a. DECREASE % support decrease to ODA	3. VACCINATING HEALTHCARE WORKERS % who say when a vaccine for COVID-19 is available, it is critical that every healthcare worker everywhere in the world is vaccinated	4 SELF-INTERESTED-OUTBREAK % agree no normal until COVID-19 is under control everywhere	4. SELF-INTERESTED-OUTBREAK % agree helping other's elsewhere will prevent another outbreak
25% a lot/very worried	25%	51%	62%	51%	85%	86%	62%
44% not worried	20%	40%	64%	56%	70%	72%	57%
ALL RESPONDENTS		46%	63%	51%	76%	79%	59%

+/- = +/- response of respondents overall

# ORGANIZATIONAL AWARENESS

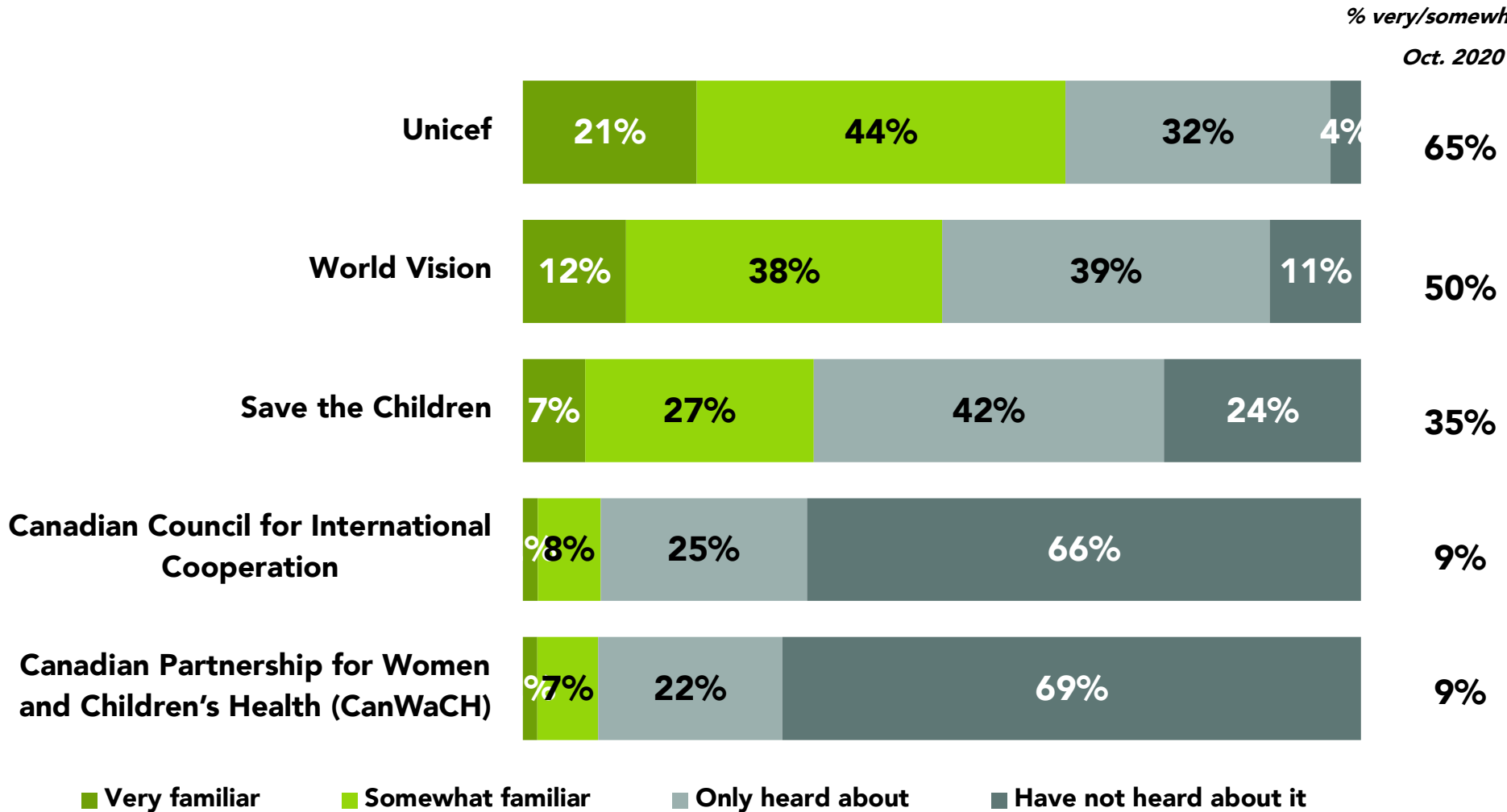
A hand with dark nail polish holds a crystal ball. Inside the crystal ball, a city street scene is reflected, showing buildings and a street. The background is a blurred, light-colored wall.



# ORGANIZATIONAL AWARENESS

- **Approximately 1 in 10 Canadians are familiar with CanWaCH. Among the organizations tested, familiarity is most comparable with the Canadian Council for International Cooperation.**
  - **Those most likely to be familiar with the organization are: 30-44, live in Ontario, voted LPC, and men (though only slightly)**

# AWARENESS OF ORGANIZATIONS



**1 in 10**  
are aware of  
CanWaCH.

Those aware are most likely to be:

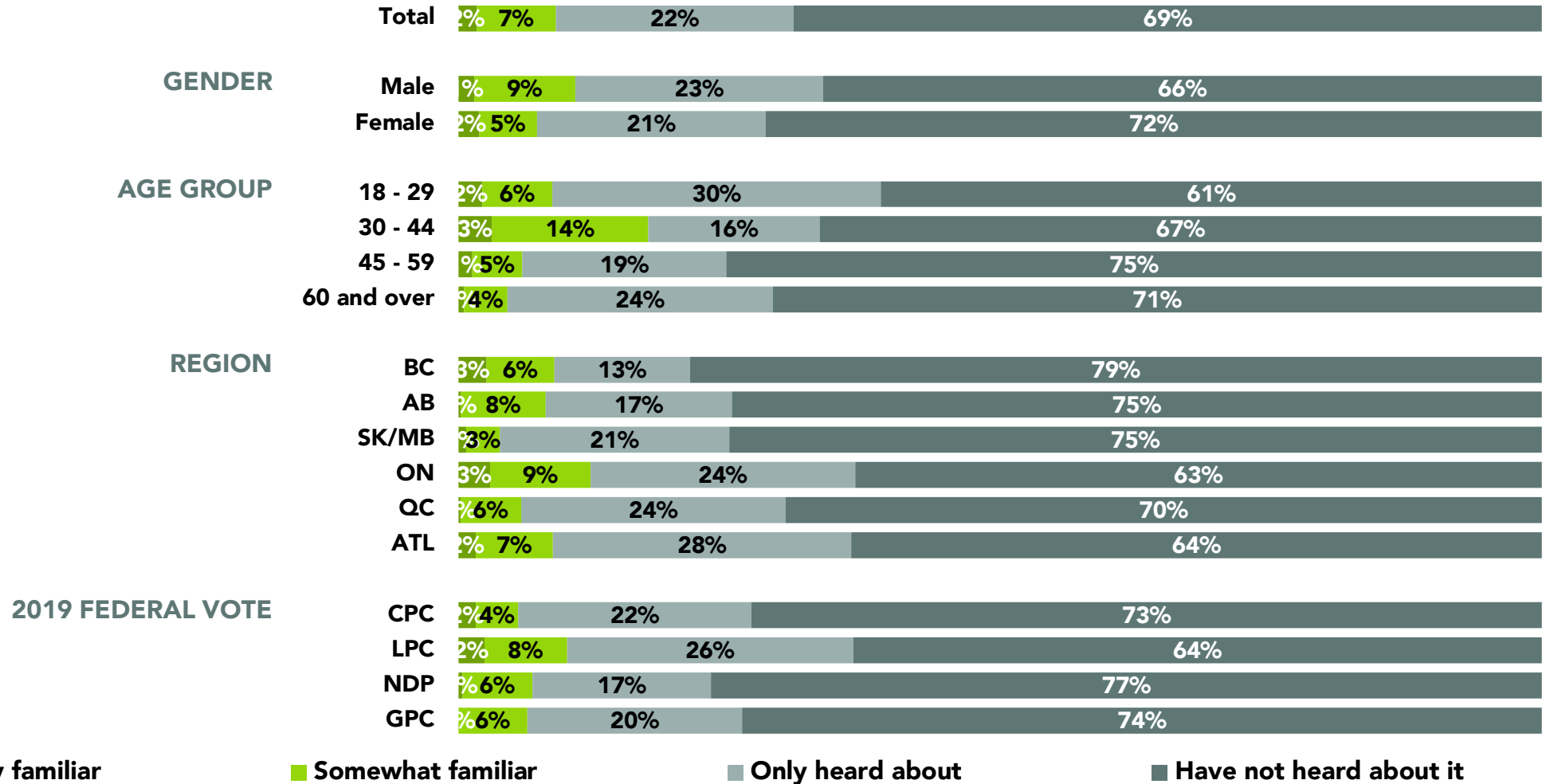
- 30-44
- Live in Ontario
- Voted for LPC
- Slightly more likely to be men, than women

Those concerned about the issue of gender inequality are no more likely to be familiar with CanWaCH.

Before today, how familiar, if at all, are you with the following organizations

# AWARENESS

## CANADIAN PARTNERSHIP FOR WOMEN AND CHILDREN'S HEALTH (CANWACH)



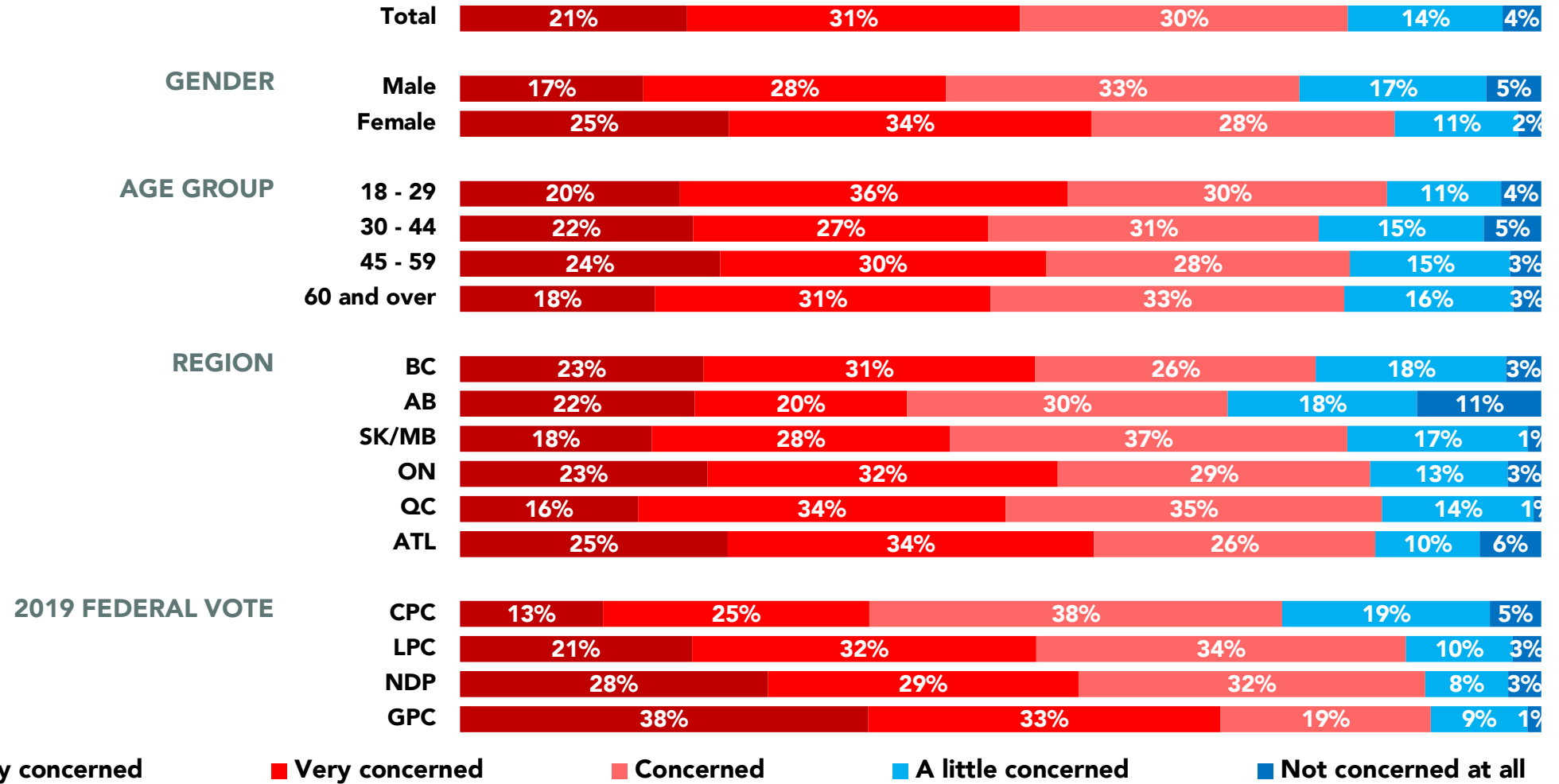
Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?

# APPENDIX



# WHAT CONCERNS PEOPLE THE MOST?

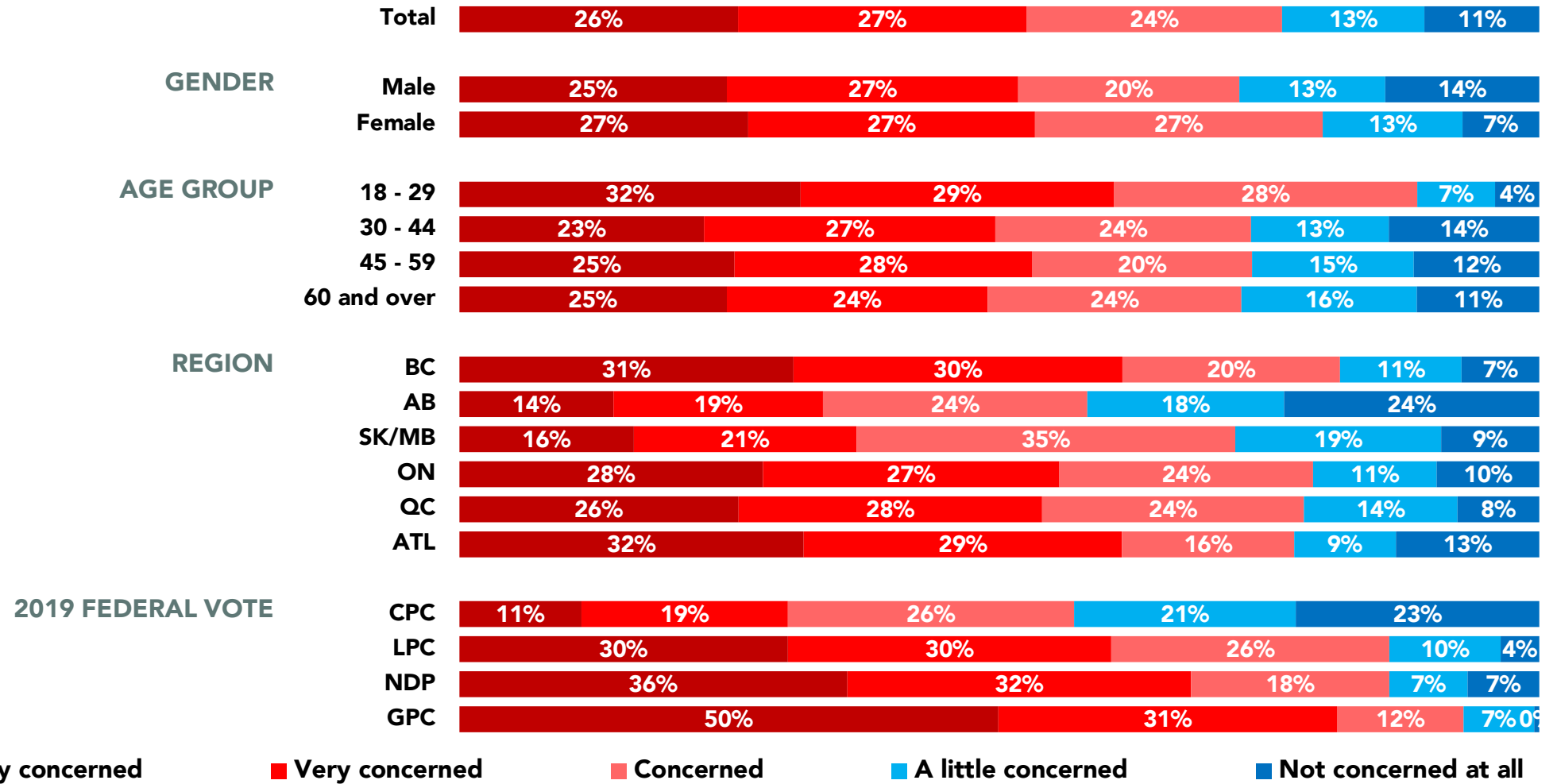
## POVERTY



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?

# WHAT CONCERNS PEOPLE THE MOST?

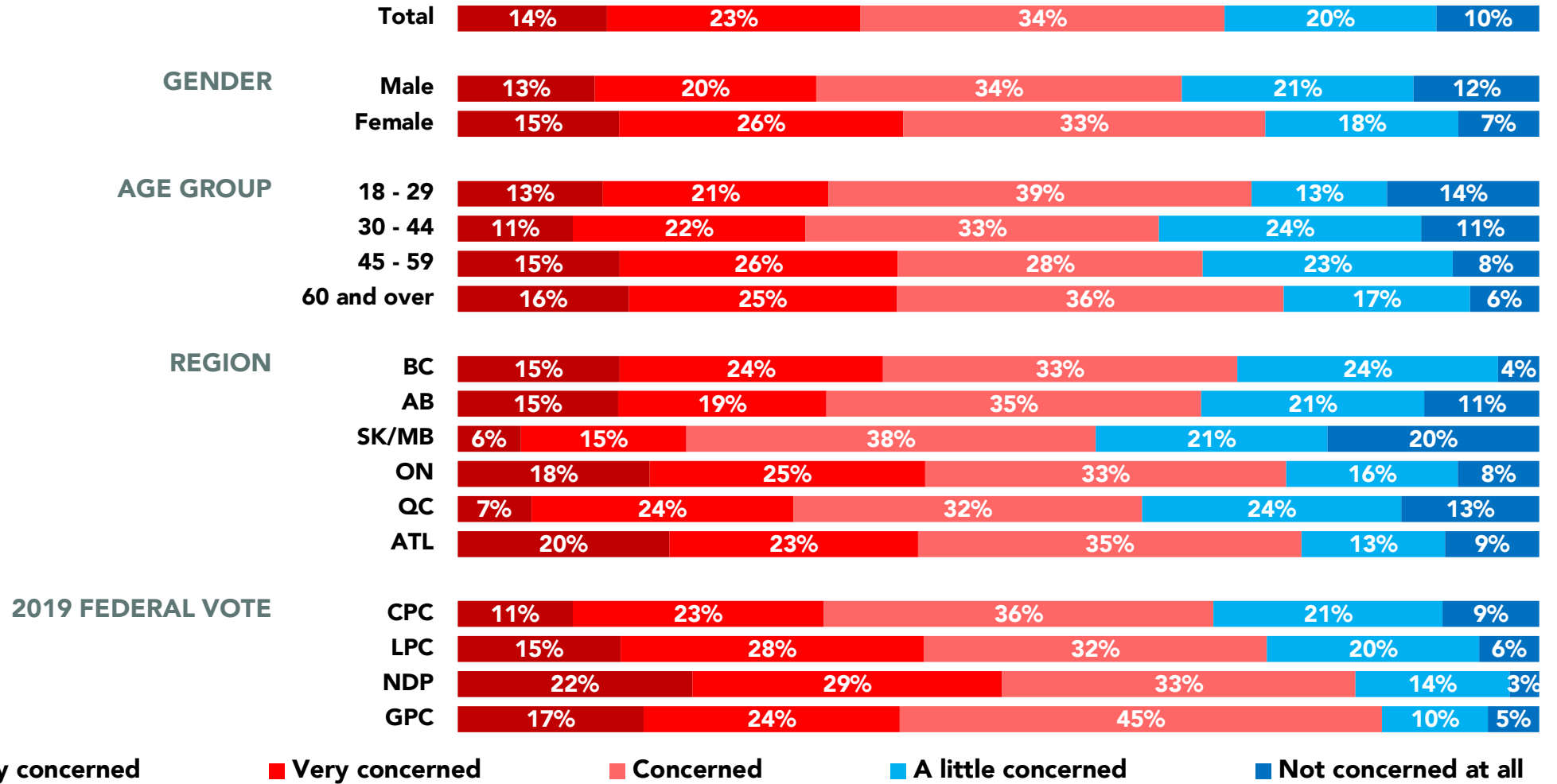
## CLIMATE CHANGE



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?

# WHAT CONCERNS PEOPLE THE MOST?

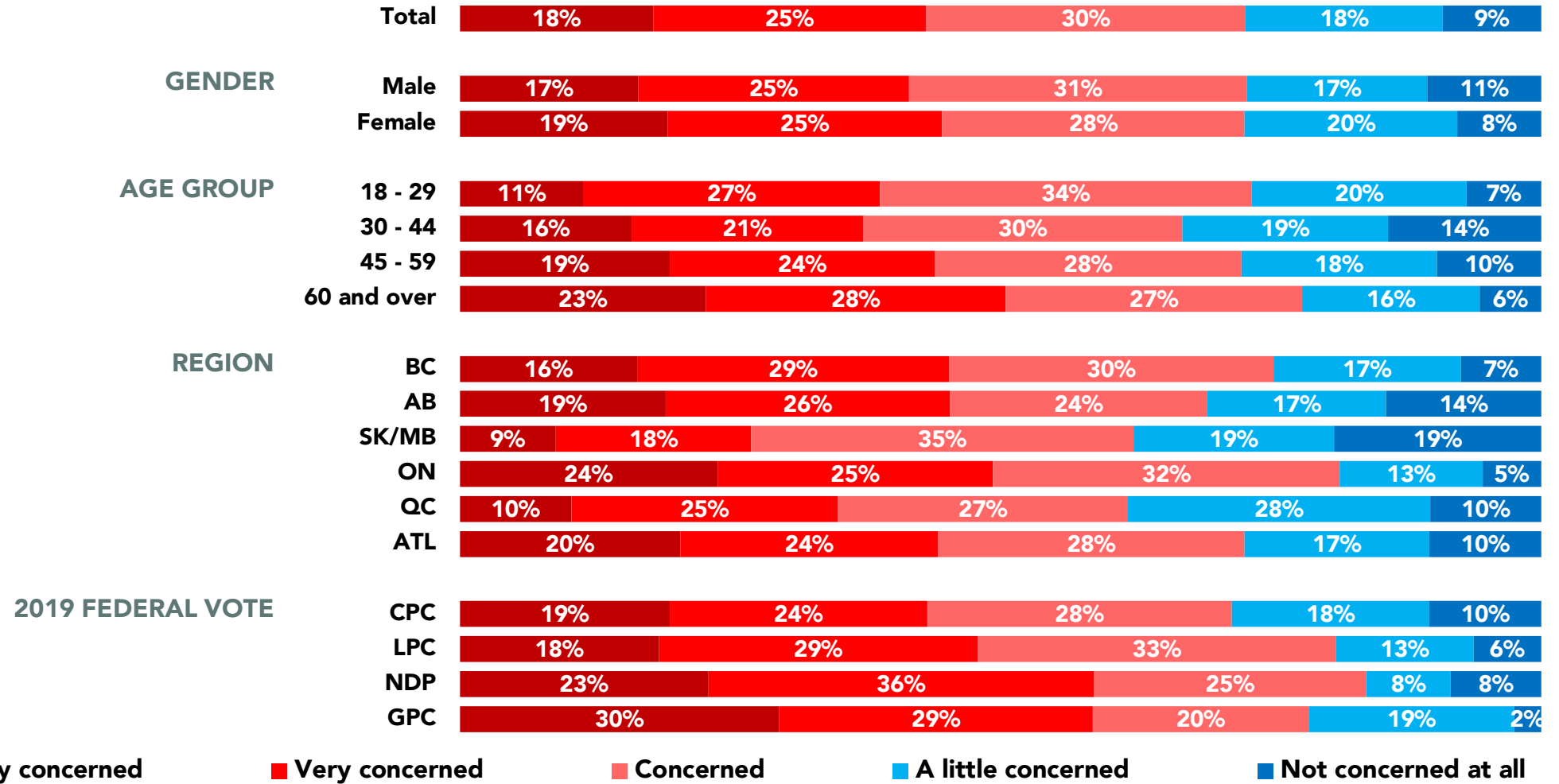
## ARMED CONFLICTS AND WAR



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?

# WHAT CONCERNS PEOPLE THE MOST?

## RISING AUTHORITARIANISM AND ANTI-DEMOCRATIC REGIMES

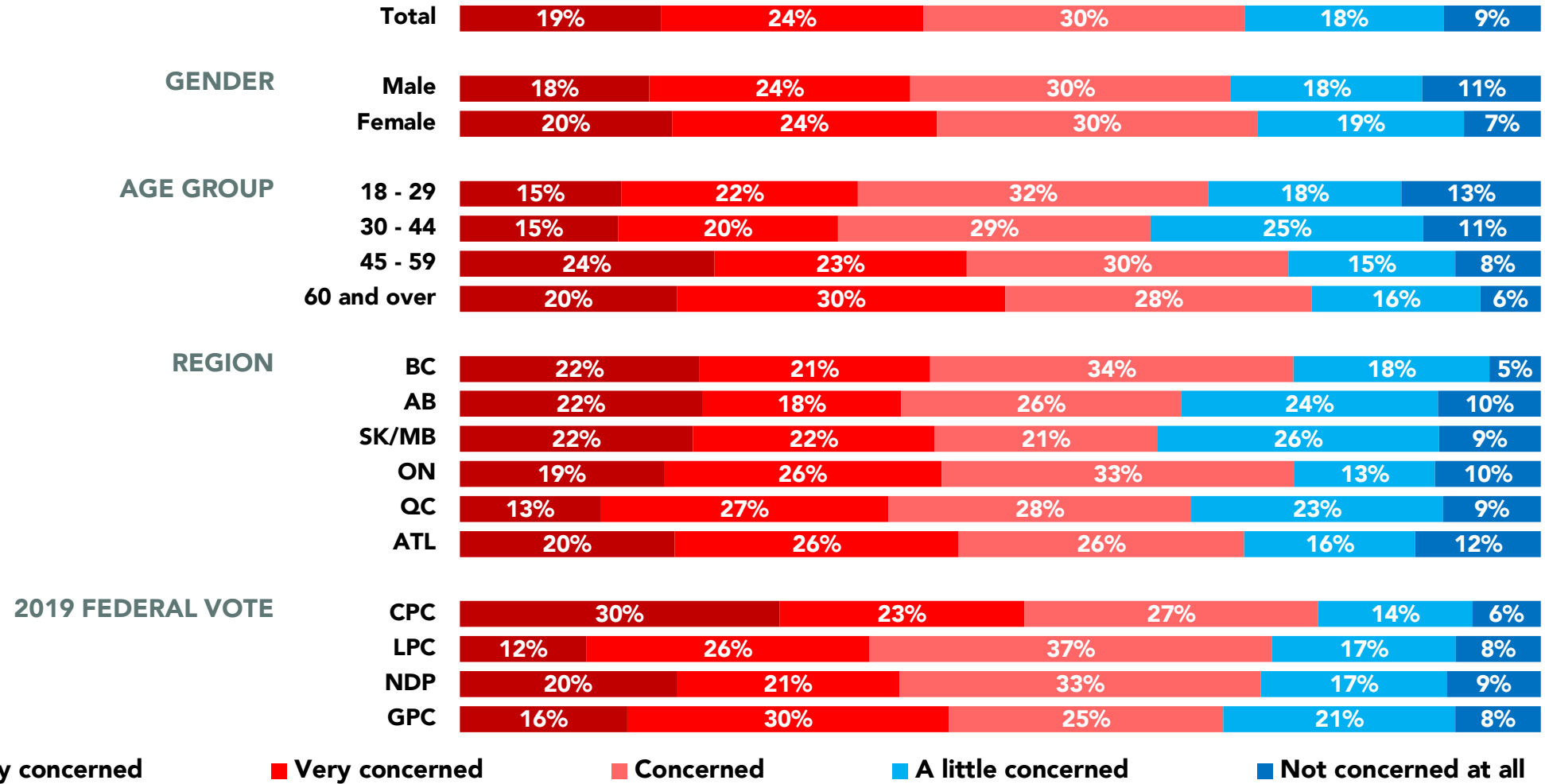


Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?



# WHAT CONCERNS PEOPLE THE MOST?

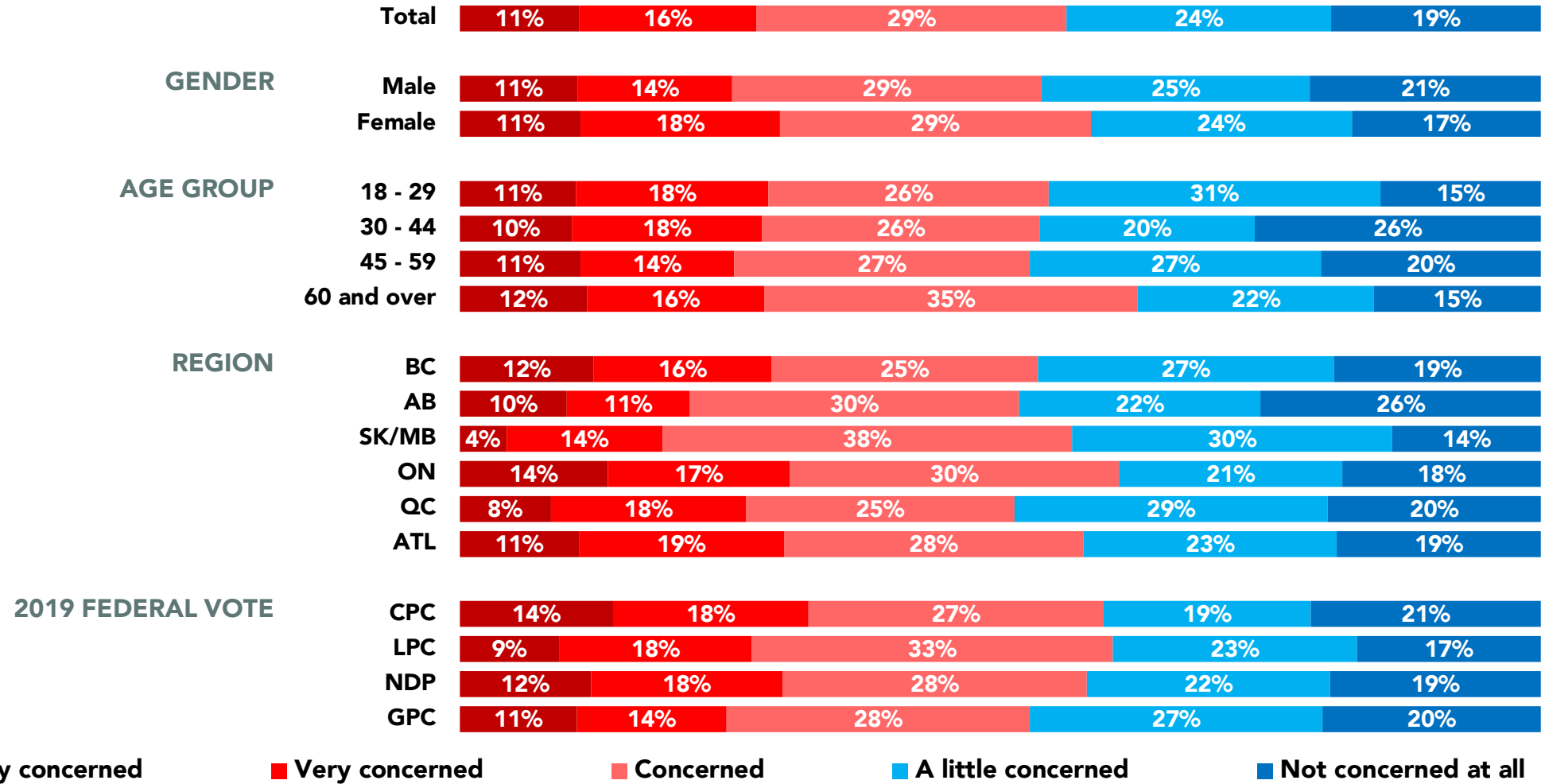
## MIGRATION OF MILLIONS OF REFUGEES



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?

# WHAT CONCERNS PEOPLE THE MOST?

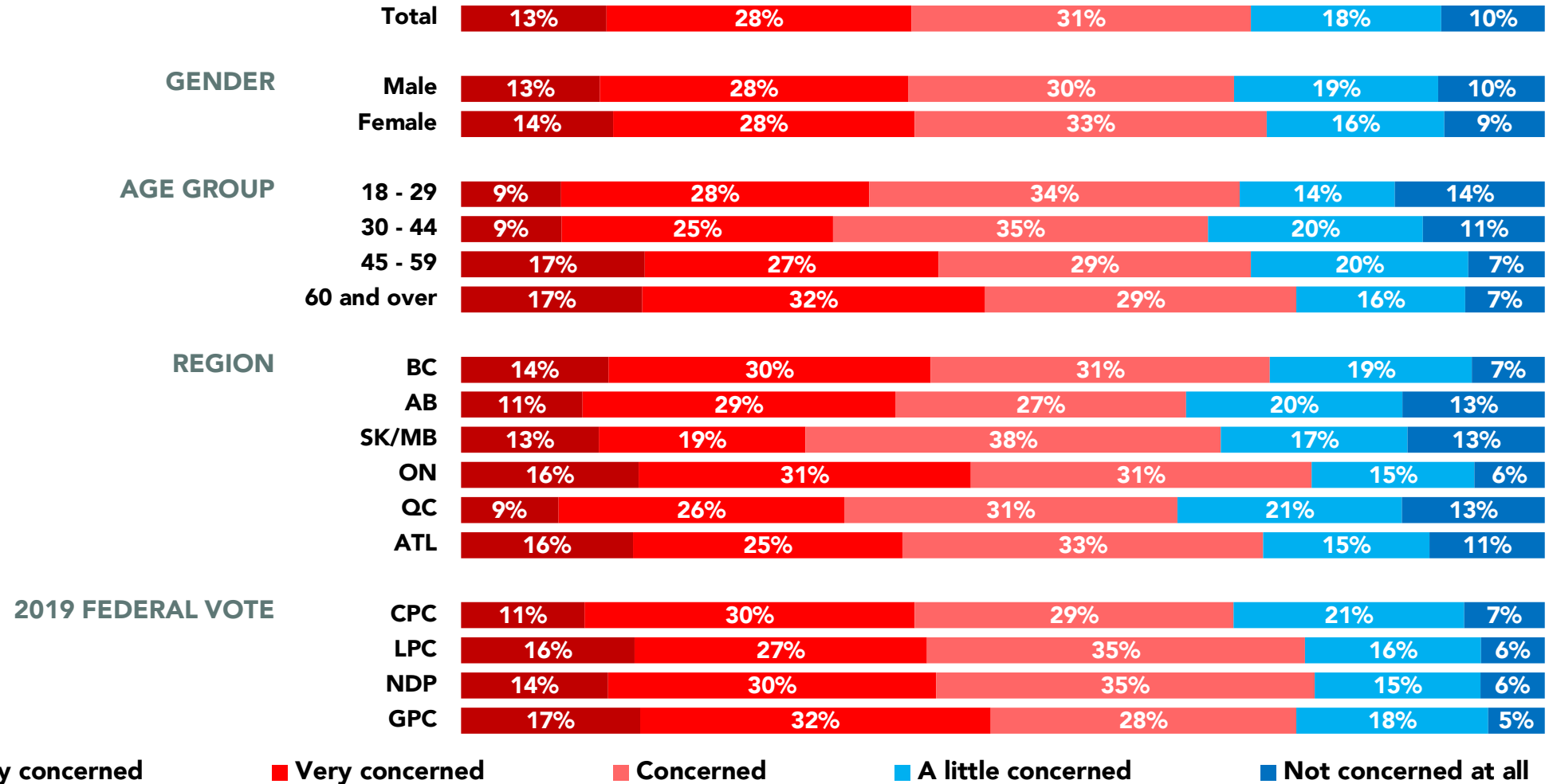
## RELIGIOUS FREEDOM AND PERSECUTION



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?

# WHAT CONCERNS PEOPLE THE MOST?

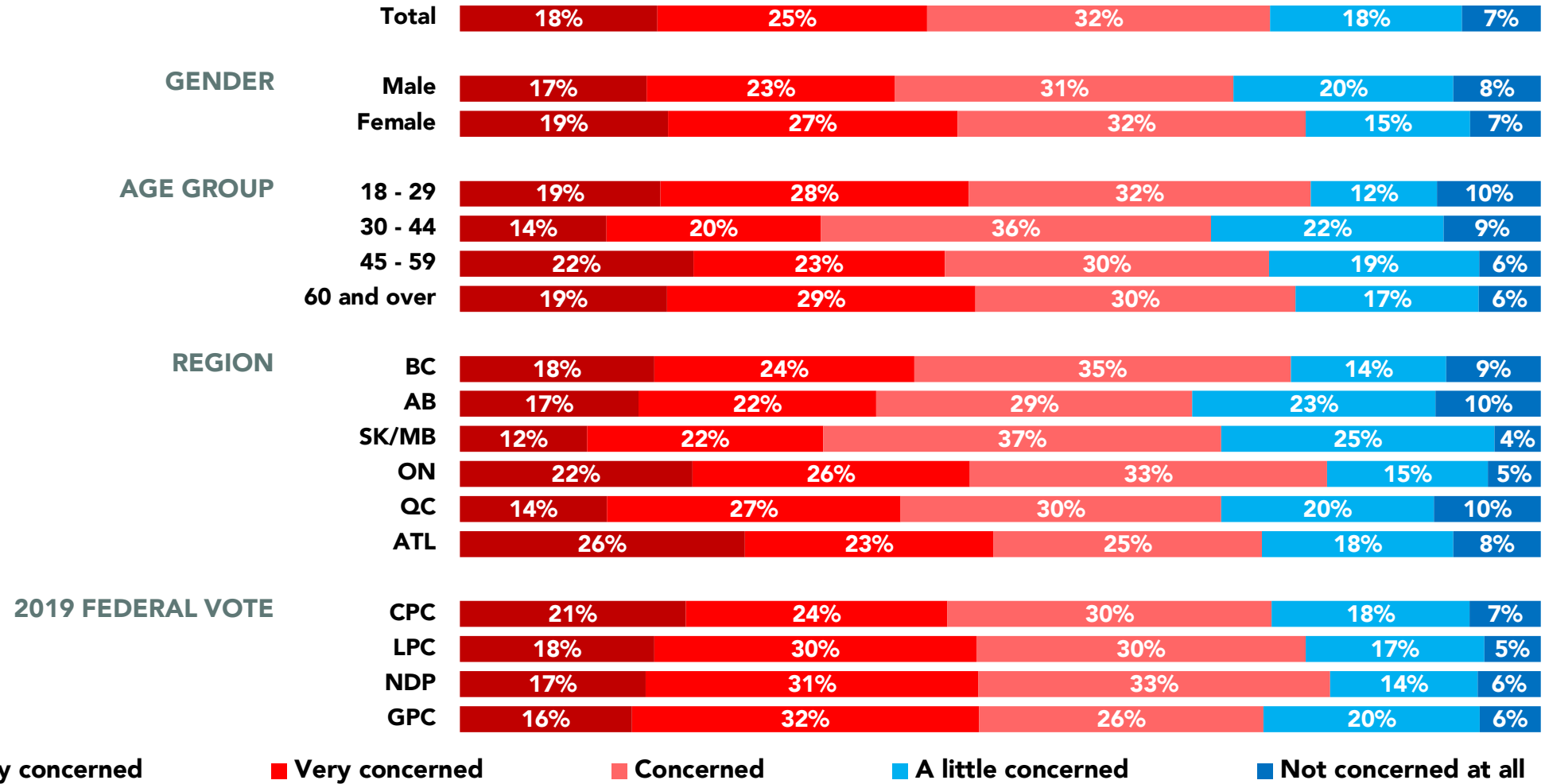
## CYBER-WARFARE



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?

# WHAT CONCERNS PEOPLE THE MOST?

## TERRORISM AND EXTREMISM



Thinking about issues occurring around the world, to what extent, if at all, are you concerned about the following?