

CANADIAN PRESS / LEGER MARKETING

How Canadians Feel about Third World Aid

Report



1.0 Study Highlights

- According to half of Canadians, the West doesn't do enough to help Third World countries.

Question : *In your view, is the West doing TOO MUCH, JUST ENOUGH, or NOT ENOUGH to help Third World countries?*

n=1503	Too much	Just enough	Not enough	Don't know
Canada	9%	35%	45%	10%

- One third of Canadians wish for an increase of Canadian financial assistance to developing countries.

Question : *Do you feel Canada should contribute MORE, THE SAME or LESS financial assistance to developing countries.?*

n=1503	More	The same	Less	Don't know/ Refusal
Canada	33%	41%	19%	7%

- A greater investment on the part of richer countries to help the Third World would have an impact on world peace.

Question : *Do you think that if richer countries increased their investments in poorer countries, it would have an impact on world peace?*

n=1503	YES	NO	Don't know
Canada	56%	36%	7%

- A majority of Canadians are in favour of the G8 proposal that would make it a priority to provide assistance to democratic African countries.

Question : *Do you agree with the proposal made at the G8 Kananaskis Summit that the G8 should make it a priority to provide financial assistance to democratic African countries ?*

n=1503	Agree	Disagree	Don't know/ Refusal
Canada	58%	25%	17%

- Over a third of Canadians believe we should erase the debts of developing countries.

Question : *In your view, should we erase the debt of developing countries?*

n=1503	YES	NO	Don't know/ Refusal
Canada	36%	51%	13%

2. Results

2.1 According to half of Canadians, the West doesn't do enough to help Third World countries

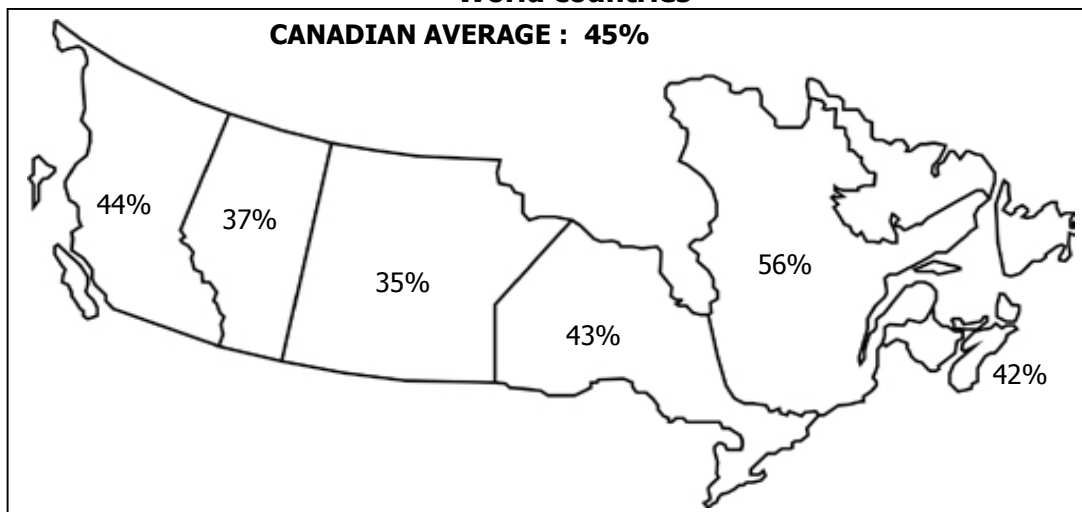
45% of Canadians feel the West doesn't do enough to help the Third World. However, over a third of Canadians (35%) feel that the West does just enough and 9% think it does too much.

Students (63%), professionals (53%), men (51%), francophones (54%), Quebeckers (56%), those with a family income above \$60,000 (53%) and university graduates (56%). However, 55-64 year olds (17%) and those with an elementary school education (19%) thought the West did too much.

Question : *In your view, is the West doing TOO MUCH, JUST ENOUGH, or NOT ENOUGH to help Third World countries*

n=1503	Too much	Just enough	Not enough	Don't know/ Refusal
Atlantic Provinces	6%	31%	42%	21%
Quebec	7%	31%	56%	5%
Ontario	11%	35%	43%	11%
Prairies	11%	41%	35%	12%
Alberta	11%	40%	37%	12%
British Columbia	6%	40%	44%	10%
Canada	9%	35%	45%	10%

Percentage of Canadians who think Western countries don't do enough to help Third World countries



2.2 One third of Canadians wish for an increase of Canadian financial assistance to developing countries

Canadians have mixed opinions towards Canada's financial aid to developing countries. Although a certain number of Canadians (41%) feel we should continue contributing the same amount of financial aid, 33% of Canadians feel we should contribute more and 19% think we should contribute less.

It would seem that the higher the income the more people feel Canada should increase its financial contribution to the Third World. Those with an income above \$60,000 (39%), professionals (40%), and university graduates (43%) were among those who thought we should increase our financial assistance. 18-24 year olds (43%) were also of this opinion. On the reverse side of the coin, those with a family income below \$20,000 (28%), retirees (25%) and those with an elementary school (26%) or a high school (23%) education thought that Canada should decrease its financial contribution.

Question : *Do you feel Canada should contribute MORE, THE SAME or LESS financial assistance to developing countries?*

n=1503	More	The same	Less	Don't know/ Refusal
Under \$20,000	31%	33%	28%	8%
\$20,000 to \$39,999	30%	45%	20%	6%
\$40,000 to \$59,999	36%	42%	17%	5%
Over \$60,000	39%	42%	15%	4%
Canada	33%	41%	19%	7%

2.3 Increased Western investment in the Third World would have an impact on world peace

Over half of Canadians (56%) feel that a greater contribution from developed countries to Third World countries would have an effect on world peace.

This perception is mostly shared by 18-24 year olds (66%), francophones (63%), Quebeckers (63%) and those with a family income below \$20,000 (68%). However, Prairie residents (53%) have more of a tendency to doubt the impact an increased contribution would have on world peace.

Question : *Do you think that if richer countries increased their investments in poorer countries, it would have an impact on world peace?*

n=1503	YES	NO	Don't know
Atlantic Provinces	60%	28%	12%
Quebec	63%	35%	2%
Ontario	57%	33%	10%
Prairies	35%	53%	12%
Alberta	47%	45%	8%
British Columbia	59%	37%	5%
Canada	56%	36%	7%

2.4 A majority of Canadians feel it should be a priority to provide assistance to democratic African countries

Over half of Canadians (58%) agree with the G8 proposal made at the Kananaskis Summit that we should make it a priority to give money to democratic African countries. However, a quarter of Canadians (25%) didn't agree with the proposal and 17% did not feel they were in a position to state an opinion.

Those who were more likely to agree with the G8 proposal were men (64%), 18-24 year olds (65%), those with a family income over \$60,000 (69%), professionals (69%), and university graduates (71%) .

Question : *Do you agree with the proposal made at the G8 Kananaskis Summit that the G8 should make it a priority to provide financial assistance to democratic African countries ?*

n=1503	Agree	Disagree	Don't know/ Refusal
Men	64%	24%	13%
Women	52%	26%	22%
Canada	58%	25%	17%

2.5 Over a third of Canadians feel we should erase the debts of developing countries

Over one third of Canadians (36%) feel we should erase the debts of developing countries. This opinion is mainly manifested by students (55%), 18-24 year olds (51%), Quebeckers (51%), francophones (48%) and men (40%).

However, according to half the population (51%) we should not erase the debt of developing countries. Albertans (62%) and anglophones (54%) were the ones who were least likely to want to erase the debt.

Question : *In your view, should we erase the debt of developing countries?*

n=1503	YES	NO	Don't know/ Refusal
Atlantic Provinces	35%	46%	19%
Quebec	51%	41%	8%
Ontario	32%	54%	14%
Prairies	31%	50%	20%
Alberta	26%	62%	12%
British Columbia	33%	53%	14%
Canada	36%	51%	13%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1503 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between July 4 and July 8, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1503 respondents is of $\pm 2.5\%$, 19 times out of 20.