

ACGC Poverty Study Key Metrics

Provincial Results (Alberta sample, 801 respondents, complete survey)

- **Global Poverty is a salient issue**, ranking in the top 5 from a global perspective. Further, 88% of Albertans believe poverty is increasing both at home and abroad.
- **Nearly half of all Albertans feel personally affected by Global Poverty** due to reasons of personal connection with their fellow man; While Albertans see the benefits of addressing Global Poverty to Canada's global reputation and political stability, the majority of those that feel affected by global poverty **identify compassionate and humanitarian reasons**. Most Albertans indicate feeling a sense of personal responsibility to do something about Global Poverty.
- **Nearly half of all Albertans (40%) would personally like to play a role in addressing Global Poverty.**
- **Albertans are very knowledgeable about Global Poverty**, answering very specific questions about Global Poverty based on Millennium Development Goal definitions accurately, on average, 70% of the time.
- Albertans are very generous in terms of providing support to organizations **two-in-three Albertans indicate they have donated in the past 12 months**
- Albertans rank 3 of the top 10 social issues affecting our province as poverty related: lack of affordable housing, poverty in our own province, homelessness. 74% of Albertans feel poverty is growing in the province, 79% believe it's growing in Canada and globally.
- The majority of Albertans (71%) believe global poverty should be addressed at a Provincial level, but 56% of those believe local poverty must be addressed first.
- **Global Poverty is not getting its share of attention in the media**; While poverty is ranked in the top 5 global issues, Albertans feel it is only in the media frequently 25% of the time vs Terrorism, for example, at 71%.

National Results (Omnibus sample, 1,000 Canadian respondents, 5 questions)

- **Global Poverty is a salient issue**, 89% of Canadians believe Canada should address global poverty, with 60% placing importance of addressing local poverty as first priority.
- **Canadians have empathy for the growing issue of poverty, and want to get involved**: Nearly half of all Canadians (48%) would personally like to play a role in addressing global poverty, the most common reason being one of feeling a sense of responsibility.
- **Canadians are generous with their time and money**; 80% of those surveyed said that volunteering time was an appealing way to get involved, and 79% indicated donating funds directly.
- **Three in five Canadians believe Global Poverty should be addressed by their province**, with 45% placing importance of addressing local poverty as a first priority.