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Perceptions of Global Poverty Poll Part II

June Lunch and Learn
June 3 & 4, 2009

Project Description

ACGC and its member organizations work to engage the general public in Alberta on issues related to global poverty, international development and the cooperation efforts of Northern and Southern partners. This important work is carried out with the goal of increasing public support and involvement in eradicating global poverty and the realization of the Millennium Development Goals (MDGs). The effect of these public engagement efforts is often difficult to evaluate or measure. This is at least partly due to the fact that a baseline regarding the Albertan public perception of global poverty and the role that we all play in its eradication has not been established. The work of Albertan organizations will be more effective and have greater impact if programming is informed by research data evaluating the results of current work in the field of public engagement.

ACGC formed a partnership with the Wild Rose Foundation and Angus Reid Strategies to develop a survey which was conducted in Alberta to provide the Council and its members with baseline information regarding Albertan perceptions of global poverty and the role that we all play in its eradication. This innovative study is the first of its kind carried out in Alberta. It is envisioned that the survey will be carried out at various points in the future in order to measure the impact of strategies developed or adapted to address issues identified in this ground-breaking research.

Objectives

Of the study...

- Measure the awareness, knowledge, and perceptions of Global Poverty as an issue in Alberta;
- Identify the interest level and motivators of Canadians and Albertans as strategic planning inputs for the members.
- Leverage the information from the study to raise awareness of; Global Poverty, of ACGC, and of their members through the media.

Of the Lunch'n'Learn...

Have a clearer understanding of results and how they can be leveraged to achieve Public Engagement goals:

- What does the data mean?
- Why is it important?
- Given the context of my organization, what does this mean to me and my organization?

Key questions for each member:

- What is the issue you are trying to address?

Key questions for each member:

- What is the issue you are trying to address?
- What is the behaviour you want from people?

The information we're sharing today!

- How knowing more about the people and what they think can help you in getting them to do what's needed for your organization:
 - People's awareness and perceptions of global poverty organizations
 - (Current) Interest and behaviour in global poverty activities
 - Motivators and Barriers to Poverty Engagement

Methodology

- Online survey of 801 Albertans from January 12th – 16th, 2009
 - Sample Source: Angus Reid Forum
 - Margin of error of ± 3.46 , 19 times out of 20
- 5 questions posed to a representative audience of 1,000 Canadians, to gauge opinions and understandings of global poverty on a National scale.
 - Sample Source: Angus Reid National Omnibus
 - In field January 16-19th, 2009
- The questionnaire was developed by Angus Reid Strategies and ACGC.
- All data analysis was conducted by Angus Reid Strategies.

Key Findings from Perceptions of Global Poverty Poll – Part I



The issue of poverty is a significant and growing concern in the minds of Albertans and Canadians.

Albertans are quite knowledgeable about the issue of Global Poverty, very generous in terms of providing support, and desire to personally play a role in addressing through a variety of ways.

The tangible benefits Albertans believe will result from global poverty reduction include;

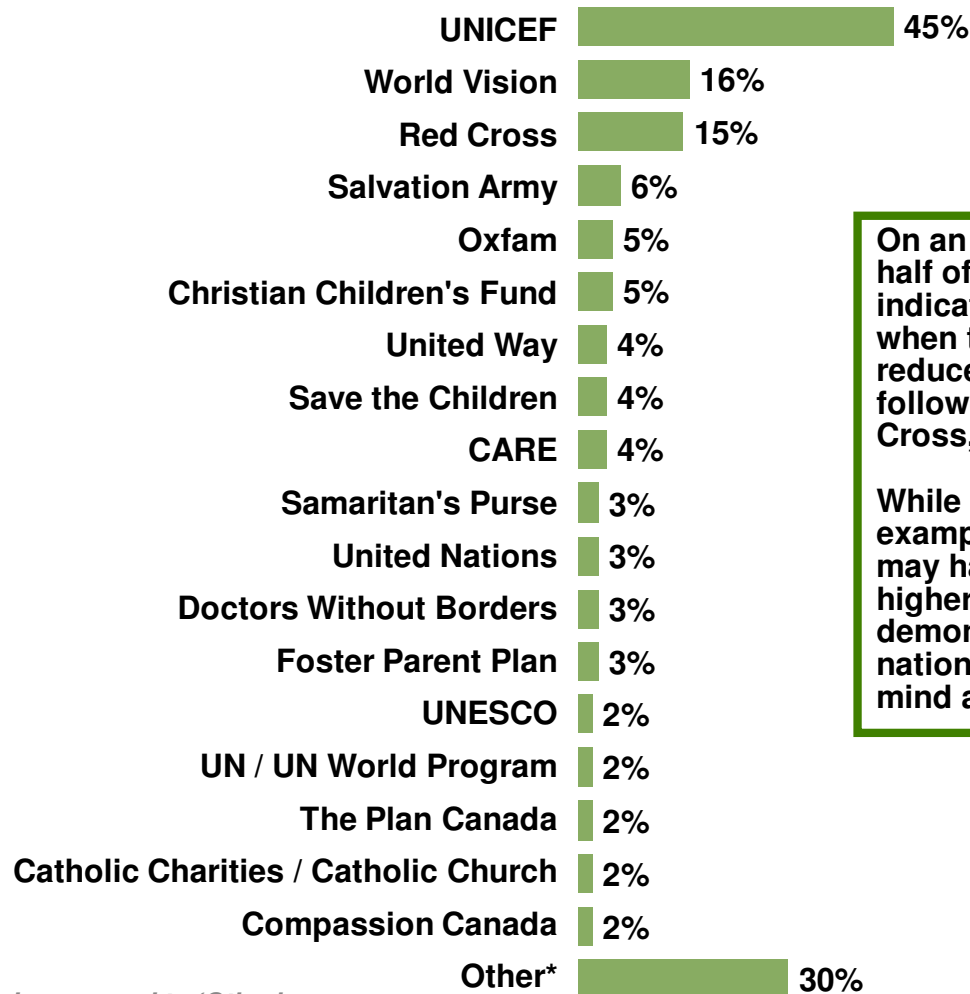
- Improving Alberta's international reputation (60%)
- Contributing to political stability (64%)
- Reducing terrorism (55%),
- Ultimately create a stronger economy at home (50%)

Of those Albertans that believe they are personally affected by poverty, their main reasons for getting involved are humanitarian in nature, and feeling a personal sense of connection to their fellow man (90%).

Albertan's Perceptions of Global Poverty Part II

Awareness & Perceptions of Poverty Organizations

Outside of UNICEF, Awareness of Global Poverty Agencies Difficult to Achieve



On an unaided basis, nearly one-half of the Albertans surveyed indicate UNICEF comes to mind when they think of those working to reduce global poverty, distantly followed by World Vision, Red Cross, and the Salvation Army.

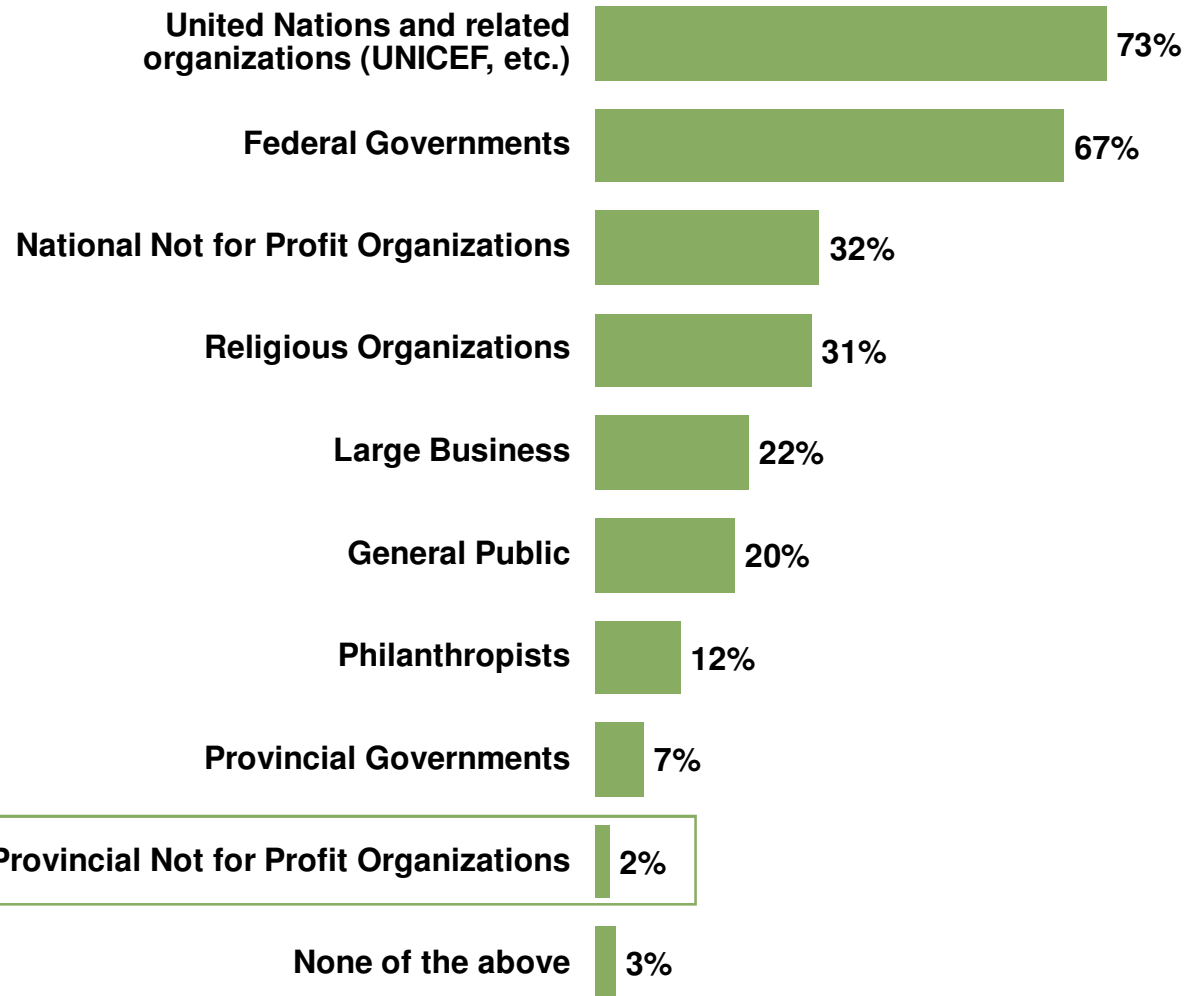
While UNICEF was used in an example earlier in the survey and may have contributed to a slightly higher percentage, the list demonstrates that even larger, national agencies do not top of mind awareness.

*All mentions of 1% or less moved to 'Other'

Base: All respondents (n=801)

Q16. Please provide the first three names of not for profit organizations that come to mind when you think of those that that work to reduce global poverty.

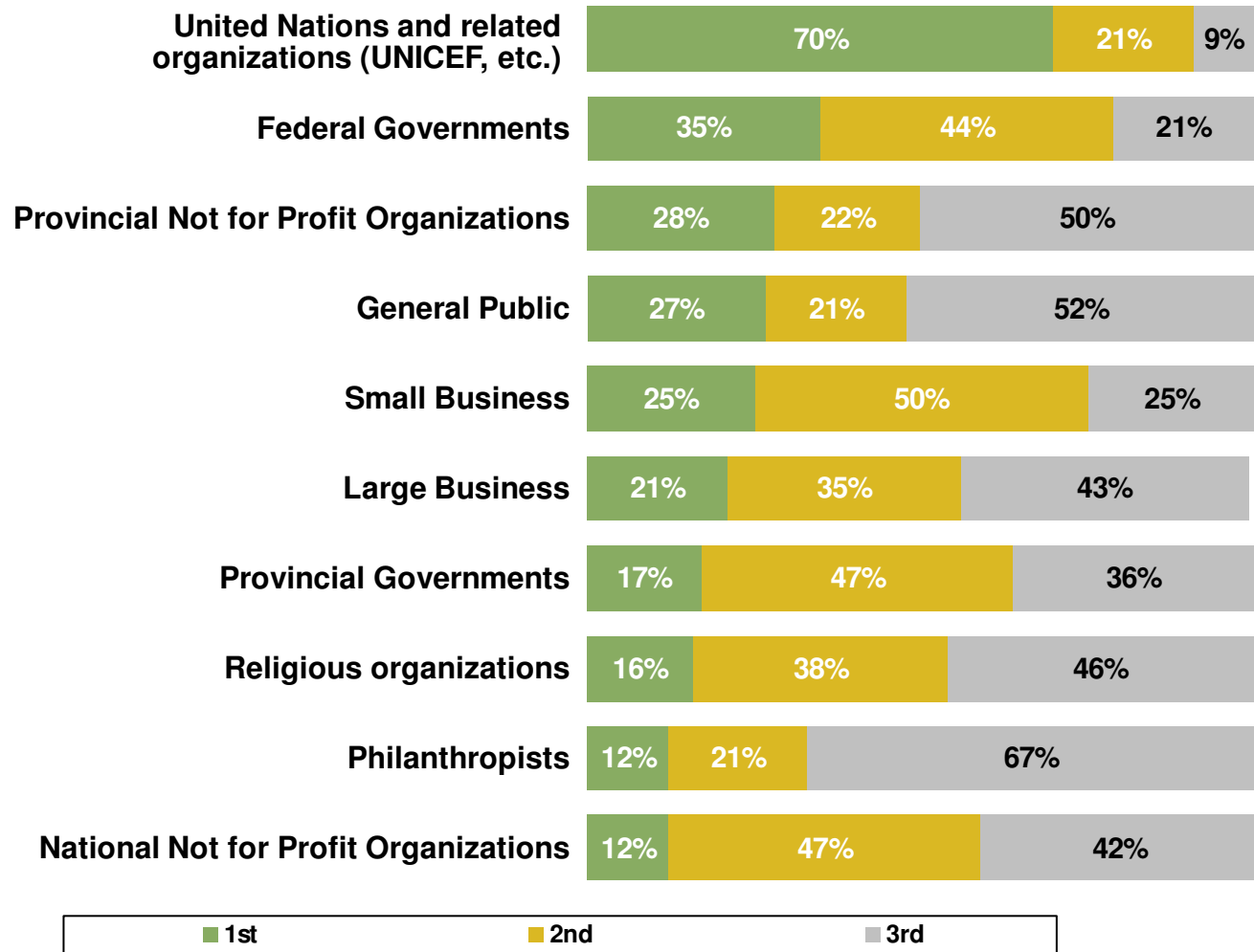
Albertans believe Federal Government and Federal Organizations are most Responsible for Global Poverty



Base: All respondents (n=801)

Q14. Considering the following, which groups do you feel are responsible for addressing global poverty issues?

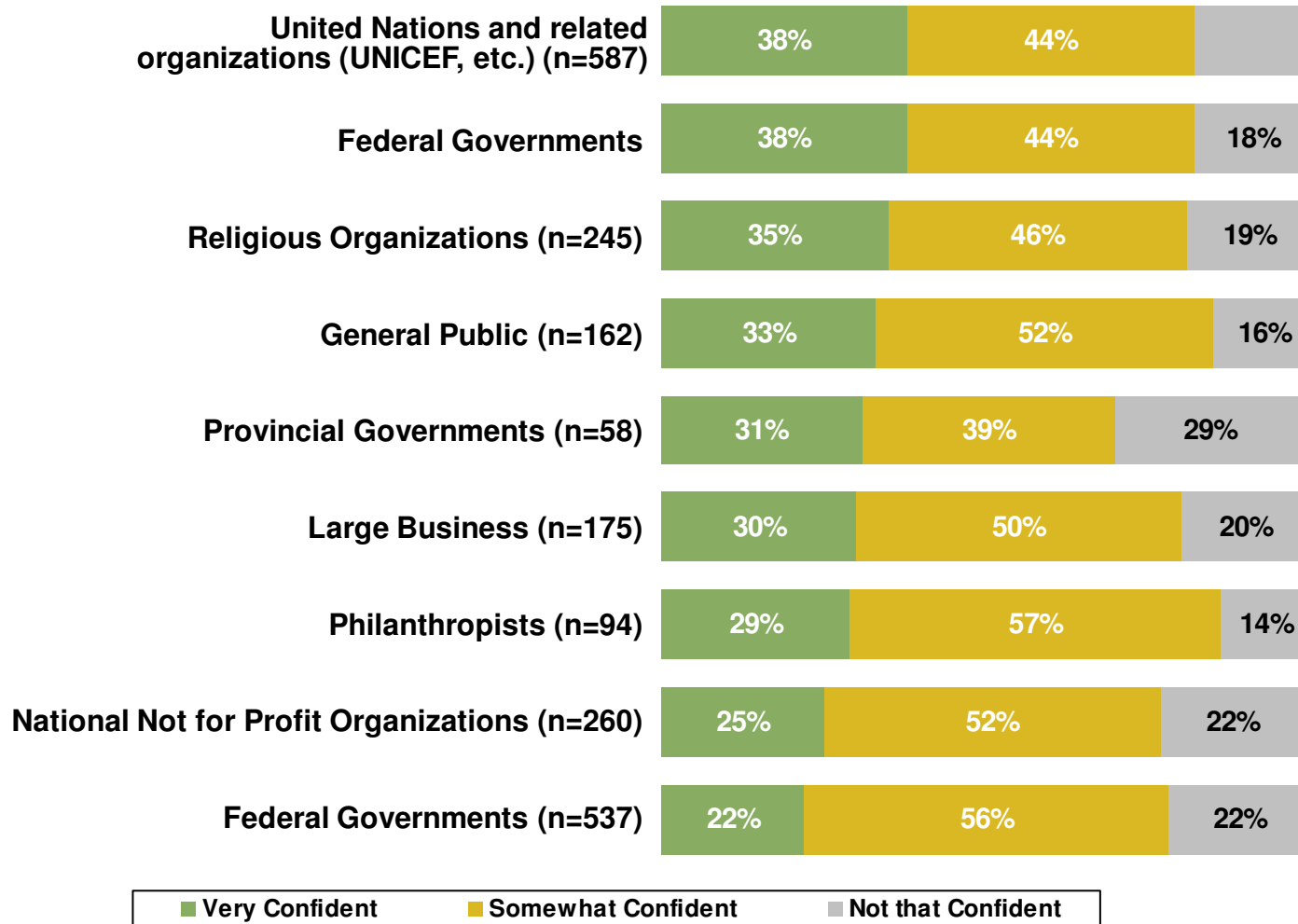
Ranking of Groups Responsible for Global Poverty



Base: Alberta respondents

Q14A. Thinking of the groups you felt were responsible for global poverty issues, please put them in order of which you feel are most responsible.

Confidence in Groups Making a Difference – Global Poverty



Base: Felt this group is responsible for addressing global poverty issues *Caution Small Base size
 Q15. How confident are you that these organizations can make a difference?

Top of Mind Awareness of Global Poverty Agencies is relatively consistent across age groups

	Total (n=801)	Age				
		25 or Younger (n=61)	26-35 (n=188)	36-45 (n=140)	46-55 (n=175)	56+ (n=237)
UNICEF	45%	36%	54%	51%	50%	33%
World Vision	16%	25%	18%	14%	14%	15%
Red Cross	15%	7%	16%	21%	8%	19%
Salvation Army	6%	3%	5%	6%	4%	10%
Oxfam	5%	8%	7%	2%	5%	5%
Christian Children's Fund	5%	5%	6%	5%	7%	2%
United Way	4%	2%	4%	6%	4%	3%
Save the Children	4%	0%	1%	1%	8%	5%
CARE	4%	0%	1%	5%	4%	6%
Samaritan's Purse	3%	2%	2%	2%	6%	3%
United Nations	3%	2%	4%	1%	2%	4%
Doctors Without Borders	3%	0%	4%	4%	3%	2%
Foster Parent Plan	3%	0%	4%	4%	1%	3%
UNESCO	2%	3%	1%	0%	2%	6%
UN / UN World Program	2%	10%	3%	1%	1%	2%
The Plan Canada	2%	2%	3%	2%	2%	1%
Catholic Charities / Catholic Church	2%	0%	1%	2%	2%	3%
Compassion Canada	2%	7%	3%	1%	1%	0%
Other mentions	30%	33%	23%	30%	30%	34%

*All total mentions of 1% or less moved to 'Other'

Base: All respondents

Q16. Please provide the first three names of not for profit organizations that come to mind when you think of those that that work to reduce global poverty.

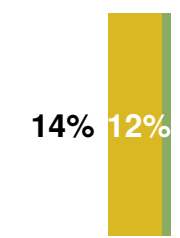
Top 3 by age

While UNICEF has higher top of mind awareness, they are not perceived to be as effective as some others

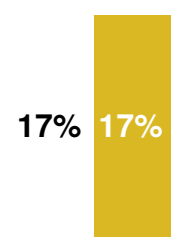
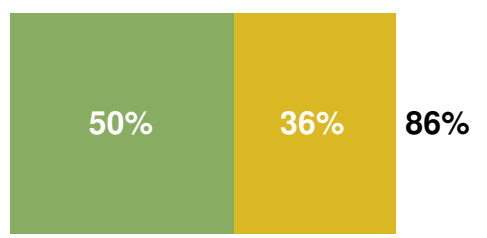


Makes Little/no Difference

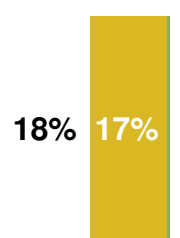
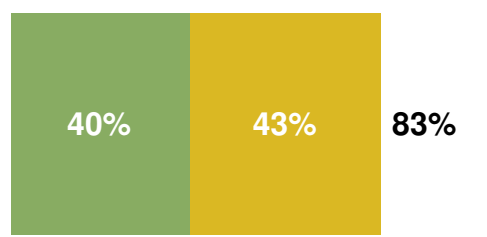
Makes a Difference



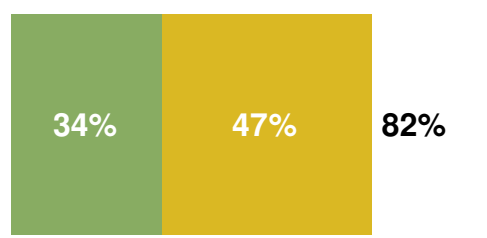
Red Cross (n=124)



World Vision (n=129)



UNICEF (n=360)



■ A little difference ■ No difference at all

■ Significant ■ Somewhat

Base: Specified NPO
 Q17. How successful do you feel these not for profit organizations are in addressing global poverty?

Women and those 26-35 are more confident of Alberta agencies ability to impact our reputation

Agree

	Total (n=801)	Age					Gender	
		25 or Younger (n=61)	26-35 (n=188)	36-45 (n=140)	46-55 (n=175)	56+ (n=237)	Male (n=430)	Female (n=371)
An increased commitment by the Federal Government to reduce global poverty will make a positive contribution to Canada's international reputation.	77%	70%	84%	77%	75%	75%	73%	82%
An increased commitment by Canadian not for profit organizations to reduce global poverty will make a positive contribution to Canada's international reputation.	74%	77%	80%	69%	74%	70%	70%	78%
An increased commitment by Alberta not for profit organizations to reduce global poverty will make a positive contribution to Alberta's national reputation	60%	62%	69%	66%	56%	54%	55%	67%
An increased commitment by the Provincial Government to reduce global poverty will make a positive contribution to Alberta's international reputation.	60%	62%	68%	61%	59%	53%	53%	68%
I believe the not for profit organizations in Canada are effective in delivering programs to reduce poverty	53%	59%	62%	45%	54%	49%	49%	58%
I believe the not for profit organizations in Alberta are effective in delivering programs to reduce poverty	52%	57%	55%	46%	49%	54%	53%	51%
I believe that the not for profit organizations in Alberta are collaborating with each other to reduce poverty	38%	44%	41%	40%	36%	33%	36%	40%
I believe that the not for profit organizations in Canada are collaborating with each other to reduce poverty	37%	48%	43%	36%	33%	34%	36%	38%

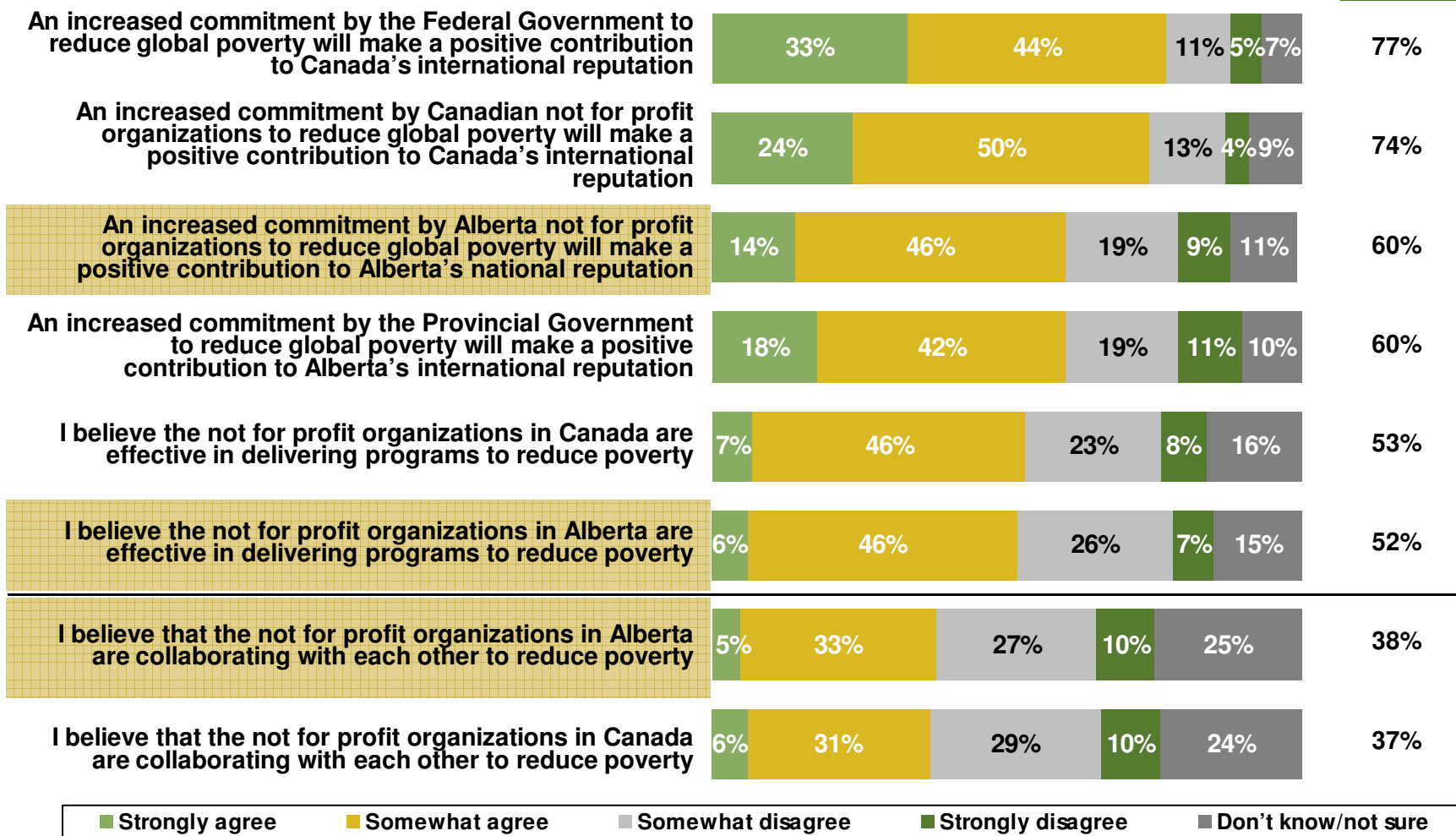
Base: All respondents

Q19. How much do you agree or disagree with each of the following statements?

Poverty Support and Canada's Reputation are well linked



Agree



Base: All respondents (n=801)
 Q19. How much do you agree or disagree with each of the following statements?

So What Does this Mean?

Group Discussion



1. It's difficult to achieve top of mind organizational awareness.
 - Poverty agency awareness is not high (#1 45%, ↓ #2 16%)
 - Albertans link 'Global' to 'National' – Provincial affiliation a challenge

Questions to Answer:

What are the problems with having low organizational awareness?

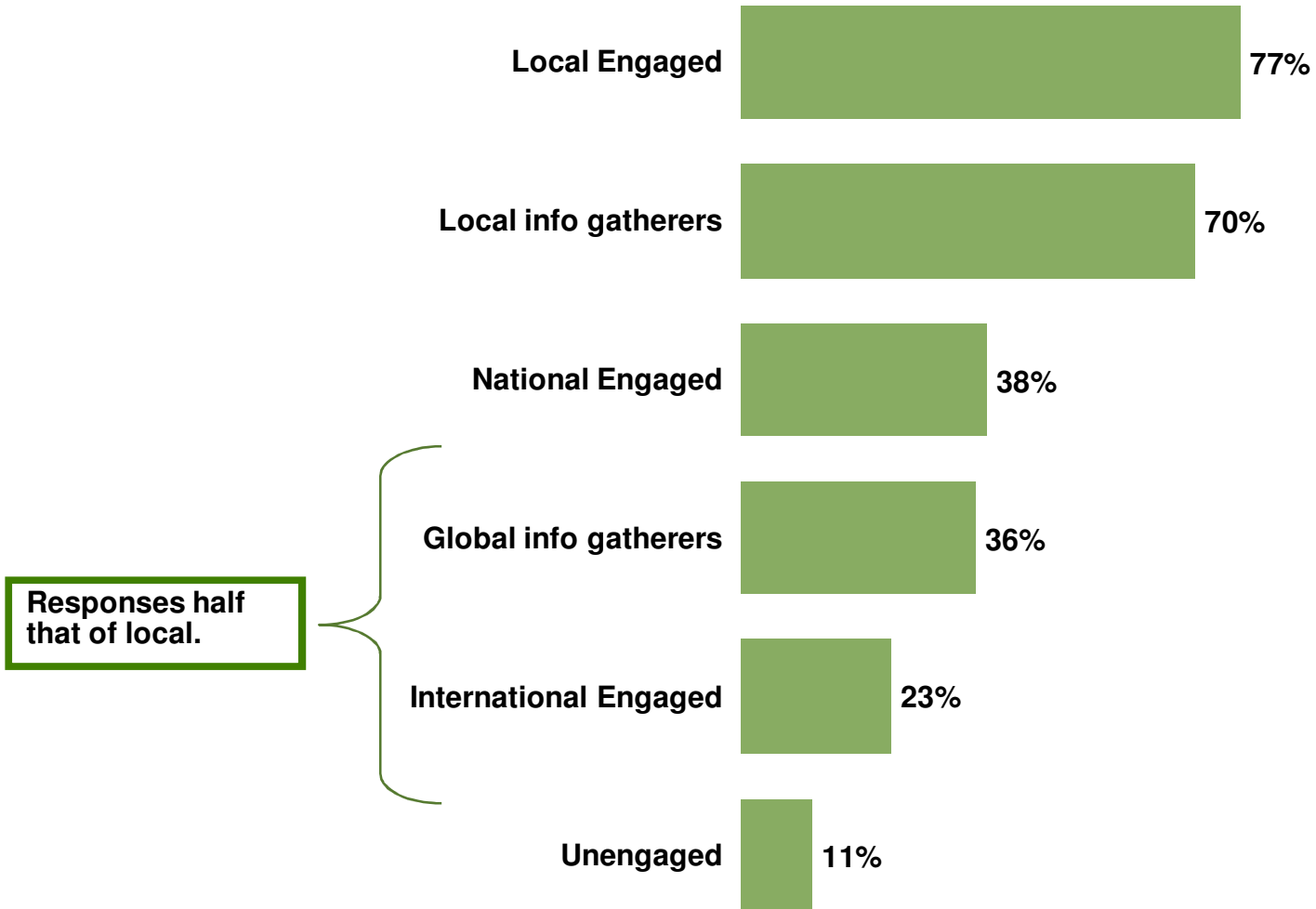
What are the work-arounds and opportunities?

Who are the organizations with low awareness that have been successful?

How did they do it?

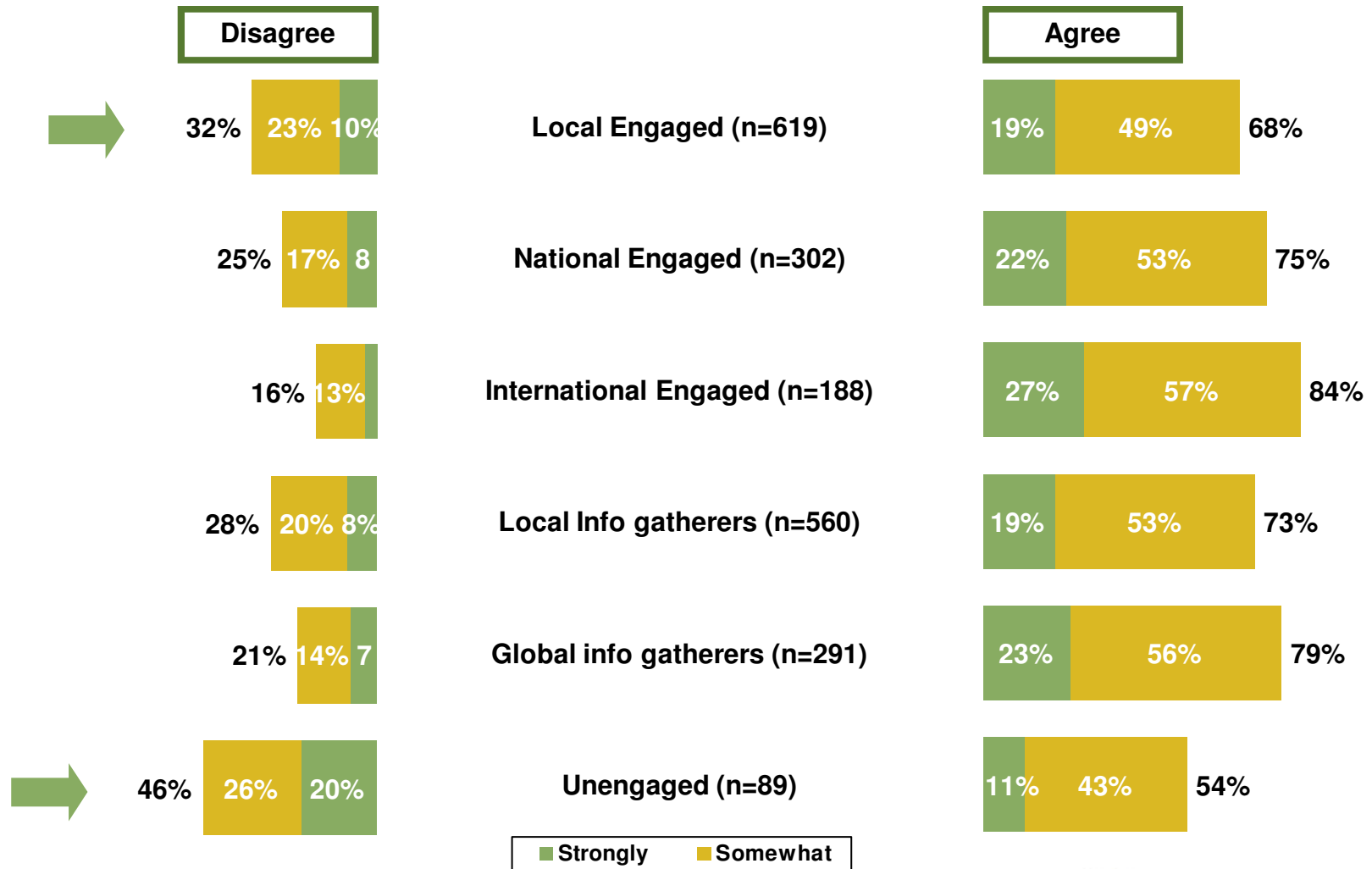
- **Albertan's Perceptions of Global Poverty Part II** •
- **Interest & Behavior in Global Poverty Activity** •

Level of Engagement in Alberta is locally focused



Base: All respondents (n=801)

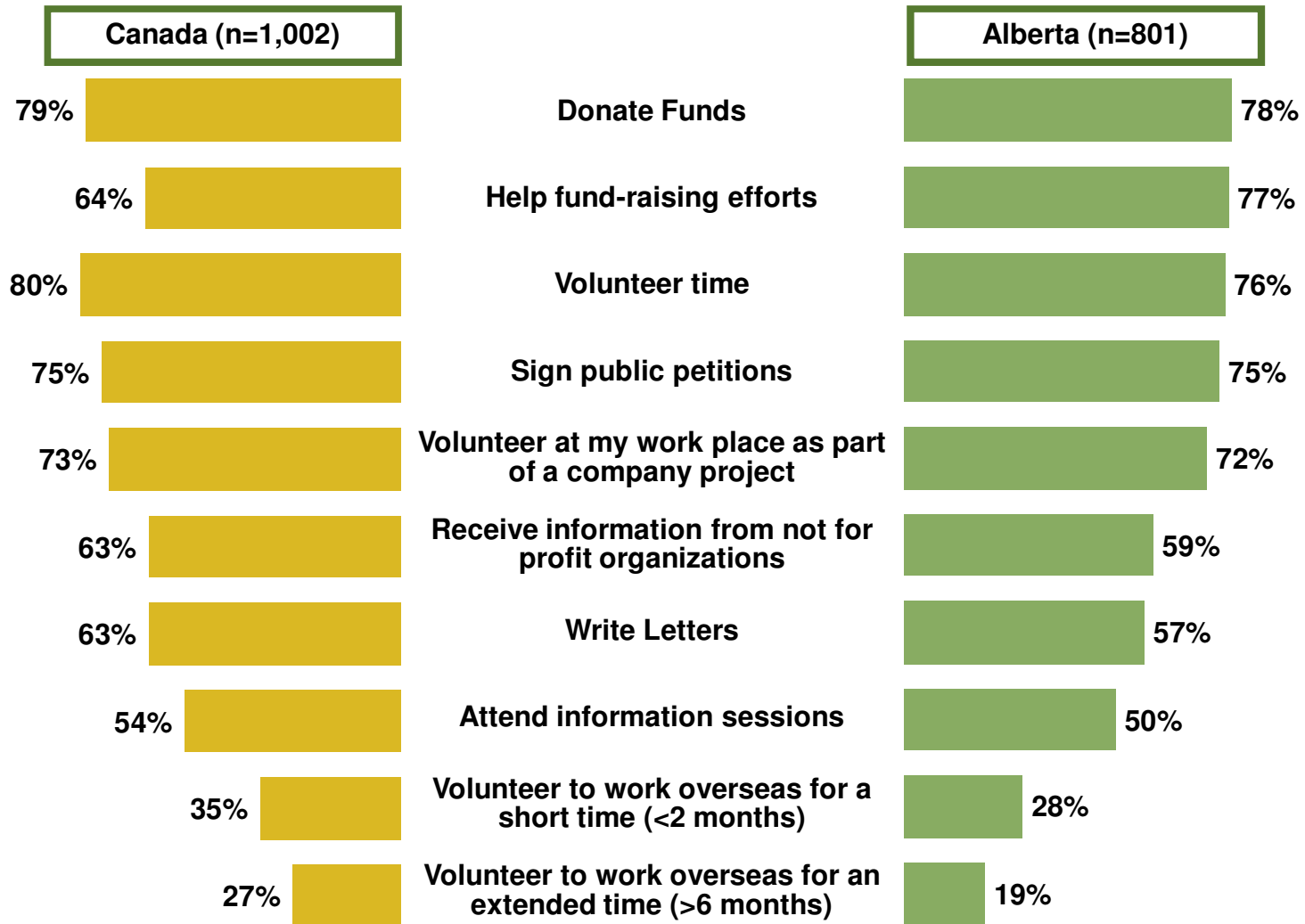
Local engaged and unengaged are less likely to feel they have enough information to make a contribution



Base: All respondents

Q24. Please indicate if you agree or disagree with the following statement "I have the information necessary to make a contribution (in time, money, or advocacy) towards reducing global poverty".

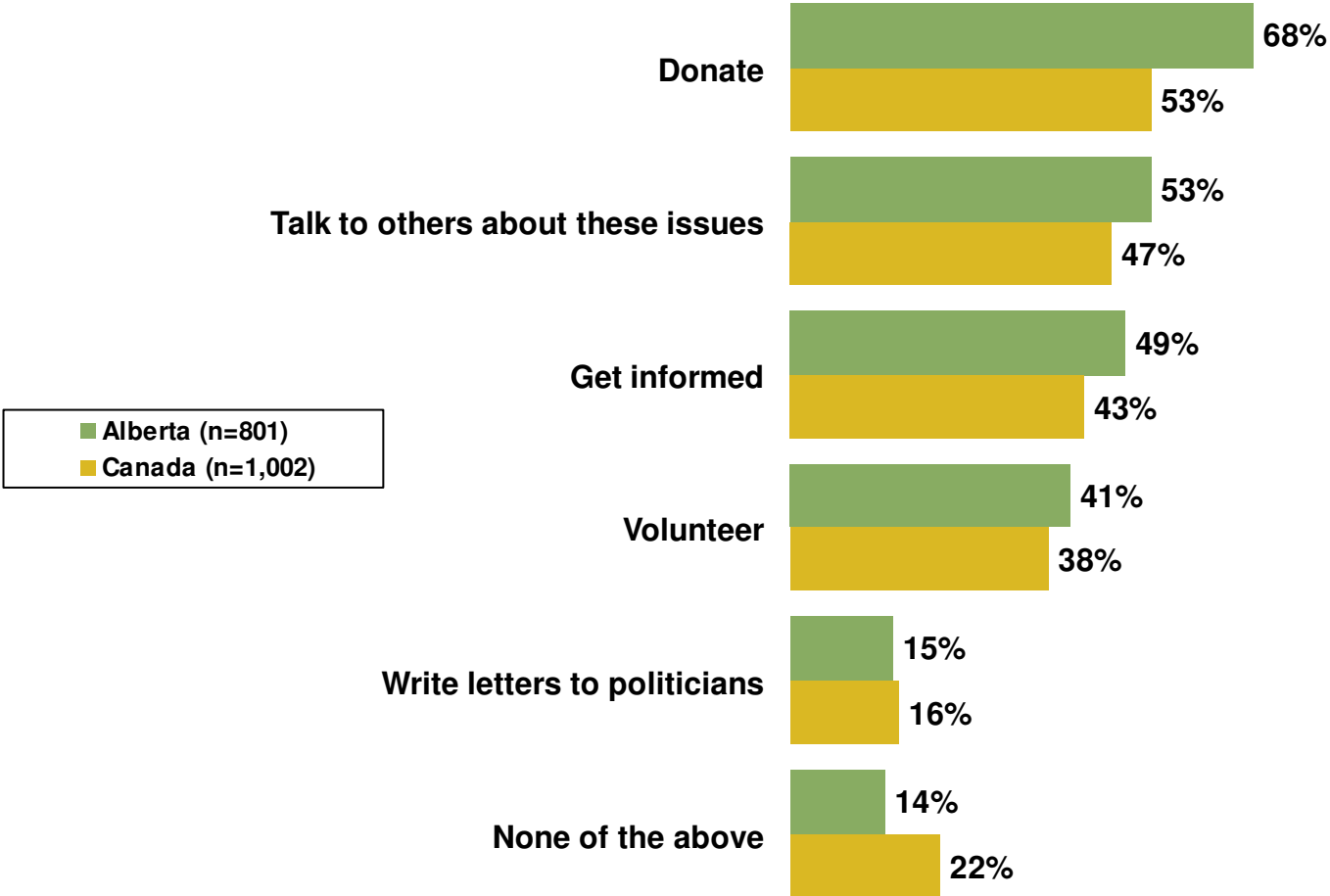
Appeal of Activities Alberta Vs. Canada



Base: Alberta & Canada
 Q9. Which of the following activities, if any, appeal to you?

At a local level, Albertans claim to do more about helping those in need the rest of Canada

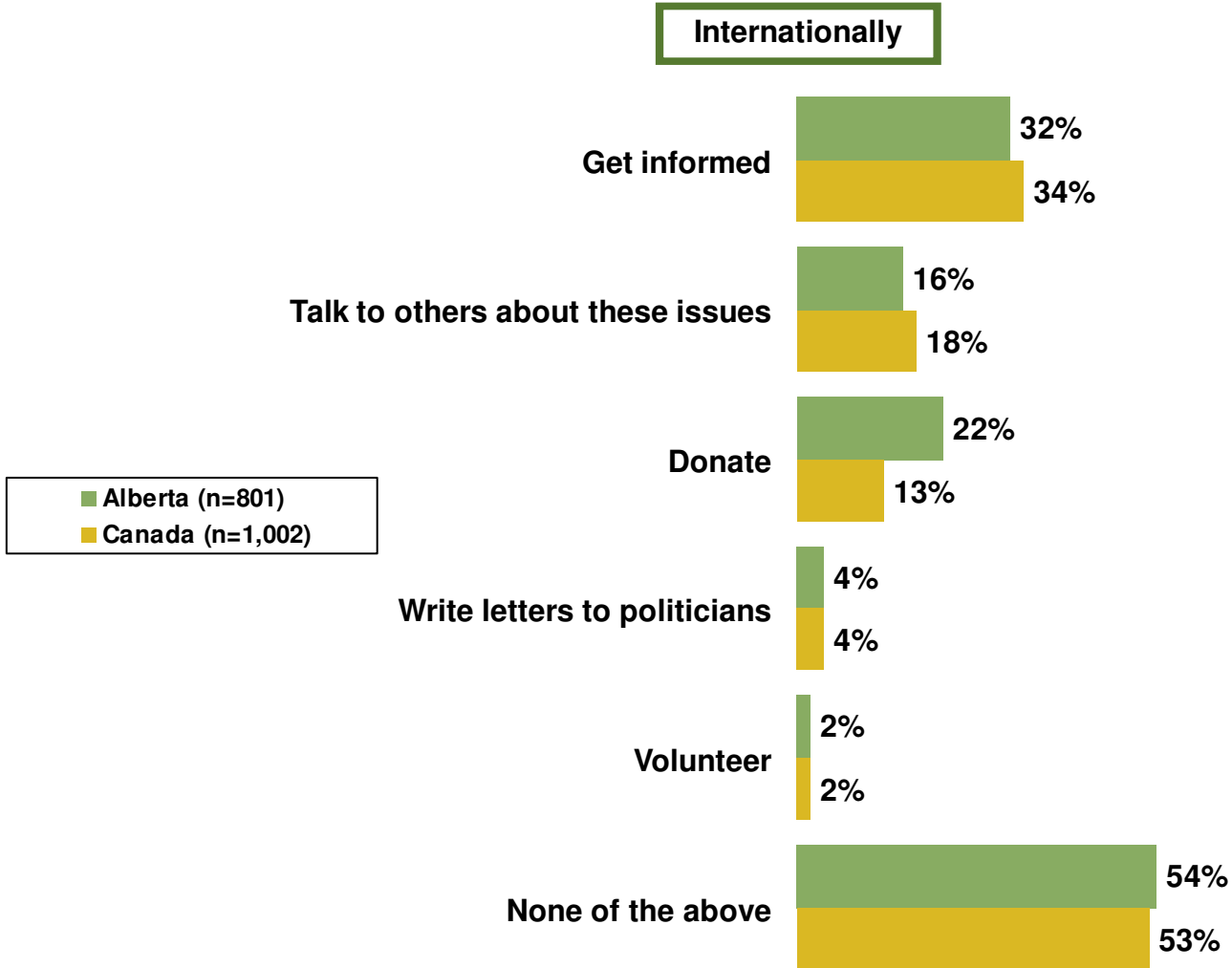
Locally



Base: All respondents

Q5. Which of the following, if any, have you done to help those in need in the past 12 months?

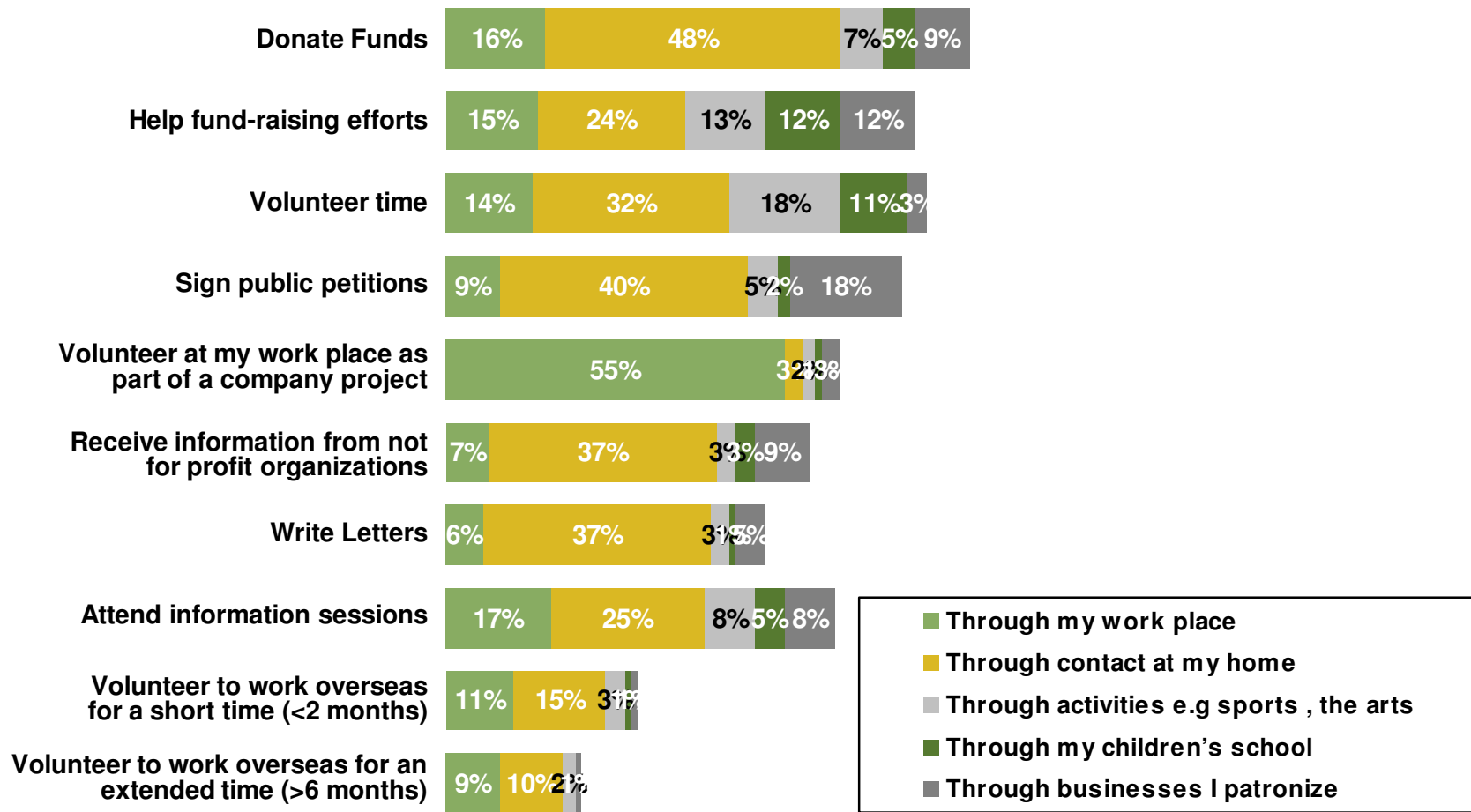
At a Global level, Albertans claim to donate significantly more than the rest of Canada



Base: All respondents

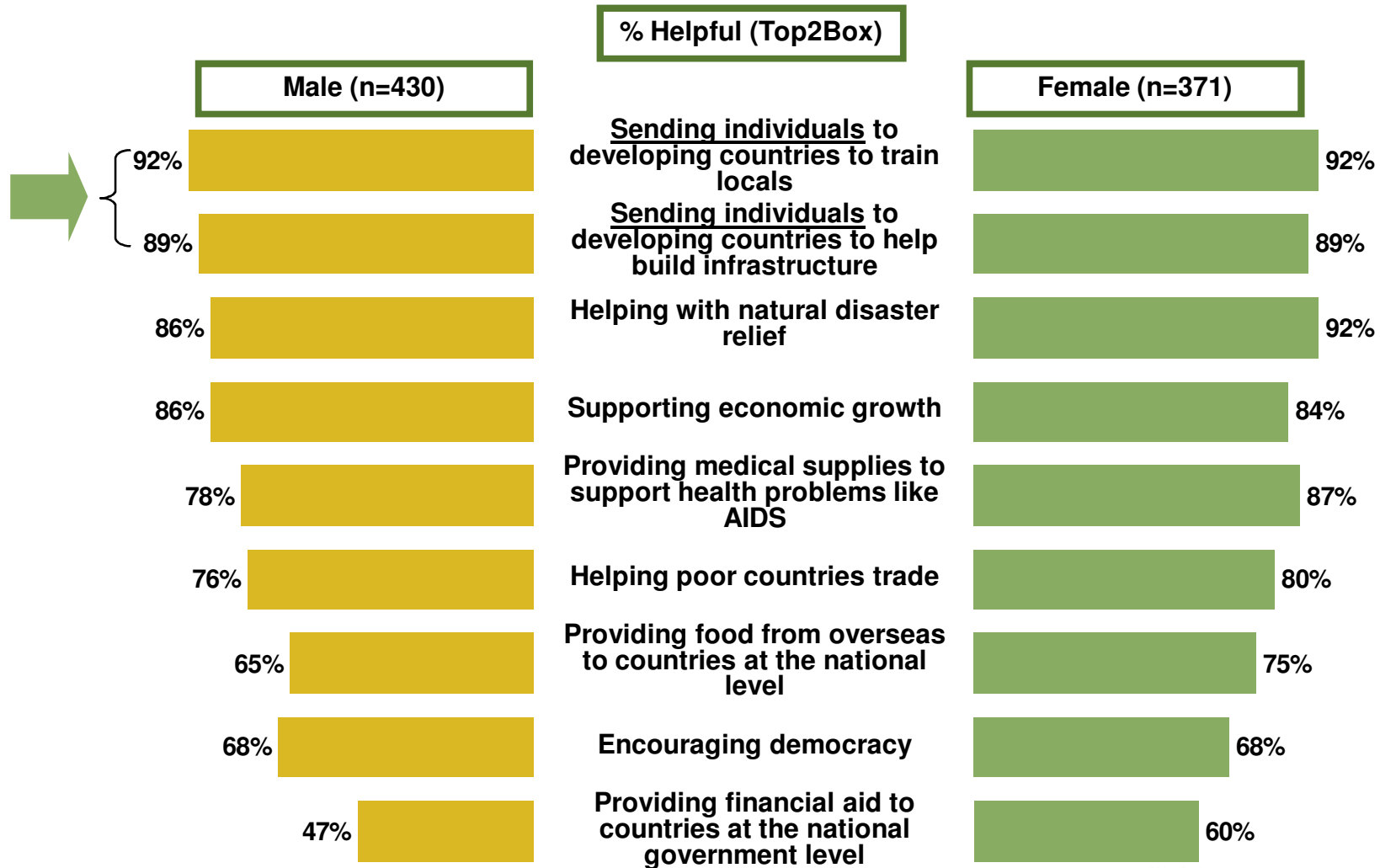
Q5. Which of the following, if any, have you done to help those in need in the past 12 months?

Albertans want to donate from home, and volunteer through corporate projects



Base: Alberta (n=801)
 Q9. Which of the following activities, if any, appeal to you?

Albertans believe 'hands on' support is the most effective in addressing poverty issues



Base: All respondents

Q21. How helpful do you feel the following practices are in addressing poverty reduction?

Where we are in the process



ENGAGEMENT

UNDERSTANDING

KNOWLEDGE

AWARENESS

Are Albertan's Here?

So What Does this Mean?

Group Discussion



2. Albertans are interested, and generous, but not as much globally.

- Top involvement choices are fund-raising and helping raise funds, volunteering, signing petitions
- Albertans want to donate from home, but volunteer at work
- Top activities viewed as 'effective' are;
 - Hands on support to train local
 - Hands on support to build infrastructure
 - Natural disaster relief
 - Support economic growth
 - Medical supply
 - Helping trade

Questions to Answer:

What are the Strengths/Weaknesses/Opportunities/Threats?

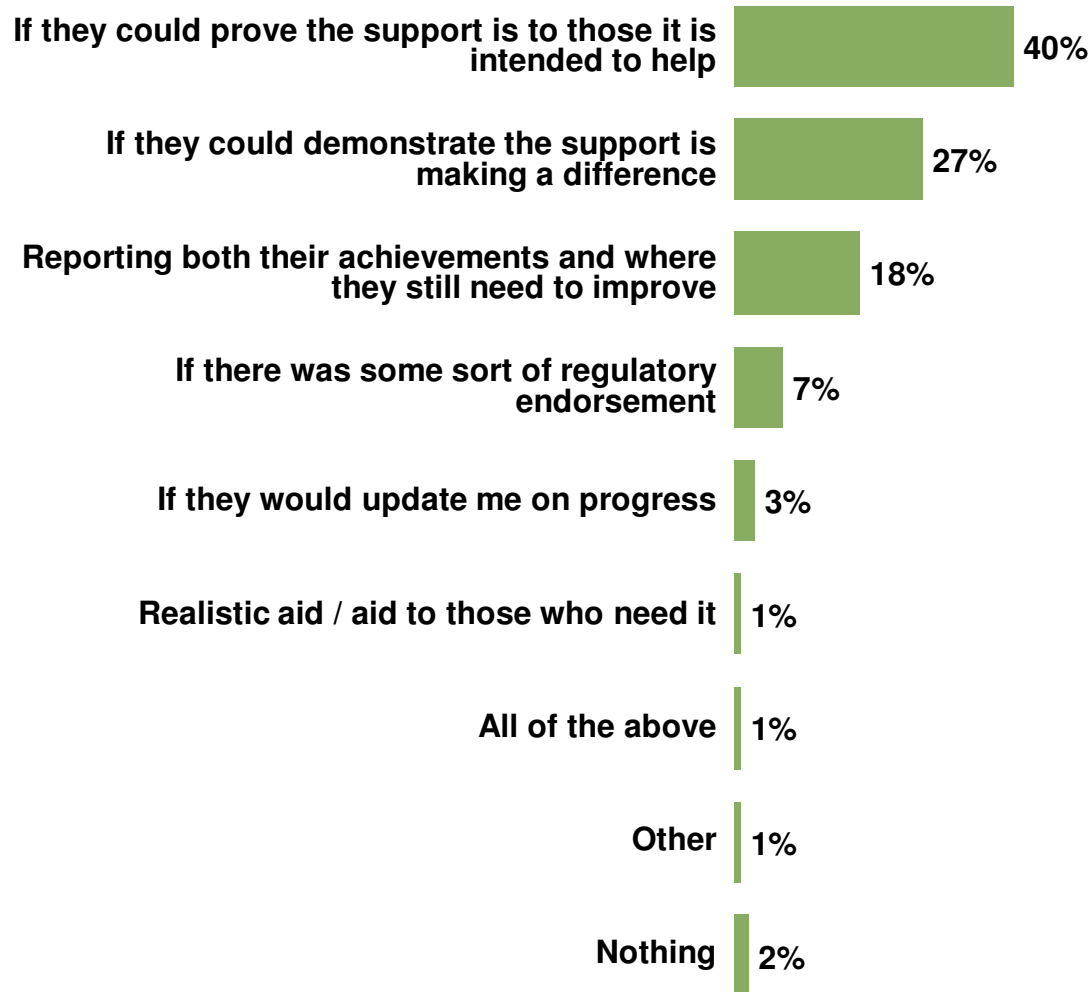
How does this align to the desired behaviour you're trying to achieve?

Are there ways to use 'local' engagement as springboard for Global?

• Albertan's Perceptions of Global Poverty Part II •

• Motivators and Barriers to Engagement •

Accountability is the key motivator for Albertans to increase support (Aided)



Base: All respondents (n=801)

Q18. When thinking about organizations that help those in need, which of the following would make you more inclined to support them?

Factors Preventing Helping Those in Need

Canada (n=1,002)

Alberta (n=801)

35%



I don't feel I have the available resources to help

31%



13%



I question the integrity of not for profit organizations

15%



9%



I just don't have the time to think about it

11%



7%



I'm not sure which not for profit organizations to support

4%



4%



It is not an important priority to me

4%



5%



Other

7%



27%



Nothing prevents me, I am doing everything I want to do already

27%



The main factor preventing both Canadians and Albertans to help those in need is the availability of resources. Distantly followed by questioning the integrity of the organization and time.

Base: Alberta & Canada

Q8. What, if anything, prevents you from doing more to help those in need?

So What Does this Mean?

Group Discussion

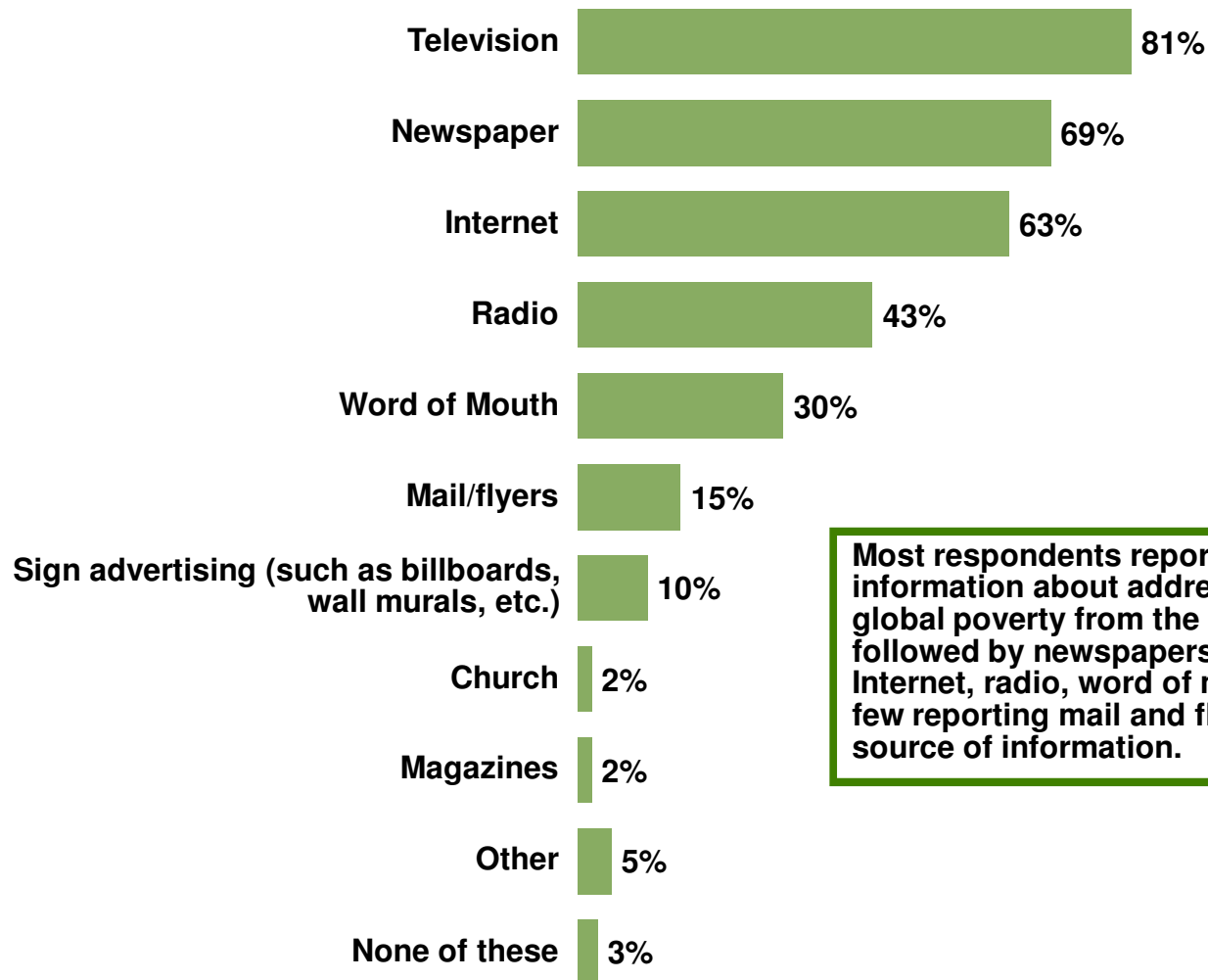


3. Albertans desire accountability/Transparency;
 - #1 support going to those intended
 - #2 demonstrate it's making a difference

Discussion:

- Which organizations are demonstrating 'support going to those intended, showing it's making a difference'?
- How are they doing this?
- Which are 'successful' and which are not? What are the differences?

Mass media is still the primary resource for Global Poverty Information



Most respondents report gathering information about addressing global poverty from the television, followed by newspapers, the Internet, radio, word of mouth, and few reporting mail and flyers as a source of information.

Base: All respondents (n=801)

Q23. From which of the following sources do you gather information about addressing global poverty?

Summary:

- Poverty awareness/concern is significant and growing → ● Poverty agency awareness is not high (#1 45%, ↓ #2 16%)
- Albertans are knowledgeable global about poverty → ● Albertans link 'Global' to 'National'
- Albertans are generous (more than average) financially → ● Albertans desire accountability; #1 support going to those intended, #2 demonstrate it's making a difference
- Albertans want to play a role → ● Top involvement choices are fund-raising and helping raise funds, volunteering, signing petitions
- ● Albertans want to donate from home, but volunteer at work
- ● Top activities viewed as 'effective' are;
 - Hands on support to train local
 - Hands on support to build infrastructure
 - Natural disaster relief
 - Support economic growth
 - Medical supply
 - Helping trade

Summary:

- They believe the benefits include;
 - Improving reputation
 - Contributing to stability
 - Reducing terrorism
 - Creating a stronger global economy
 - Their motivation is humanitarian; feeling a sense of connection to their fellow man
- ➔
- They find out about it through main-stream media;
 - Television
 - Newspaper
 - Internet
 - Radio
 - Word of Mouth

How to get Involved

Are you interested in working with a fantastic group of committed and knowledgeable Albertans on public engagement?

Based on the results of the *Perceptions of Global Poverty* poll study, public engagement tools will be developed and made available to ACGC members to use in their own public engagement activities.

We are currently looking for representatives to actively participate in a public engagement committee.

Roles of Committee Members:

- To assist in the development of public engagement tools to be used by the ACGC membership.
- To plan and implement the public engagement strategy.

Monthly, or as needed, bi-weekly conference calls. 2-3 in-person meetings.
Committee members should be able to commit 8-10 hours per month.

ACGC will cover all costs associated with participation in this committee.

If you are interested in participating on this committee or require further information, please contact Heather McPherson, Executive Director, at director@acgc.ca or 780.988.0200.