



CANADIAN ATTITUDES & ENGAGEMENT WITH GLOBAL POVERTY IN 2026: CANADA IN COMPARATIVE PERSPECTIVE

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// Global Affairs Canada
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BACKGROUND TO THE RESEARCH

- DEL is a partner focused research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.
- DEL is led by Professor Jennifer Hudson and Professor David Hudson.
- Global Affairs Canada has funded the research into support for international aid and development in Canada. The deck presents Canadian attitudes and behaviour in comparison to the four DEL countries.

REPORT CONTENTS

1. Key learnings & insights
2. DEL Panel – Five country comparative analysis
 - Tracker
 - Engagement with global poverty: 10 actions
 - Attitudes towards international aid
 - Political attitudes & engagement
 - Global politics & policies
 - Cosmopolitan attitudes
3. Attitudes towards giving
4. GAC communications
5. Data & citation

1. KEY LEARNINGS & INSIGHTS



PUBLIC ATTITUDES & ENGAGEMENT 2026: LITTLE BITS OF GOOD NEWS

- Despite an ongoing challenging geopolitical environment, results from the 2026 survey show consistency year-on-year, with small, positive changes on key indicators
- 76% of Canadians say all things considered the world is getting worse (-7pp from 2025)
- There has been no change in the percentage of Canadians who say that they have absolutely no influence on politics and public affairs (30%)
- 62% of Canadians say they have a duty to ensure that their actions don't harm others



ISSUES CONCERNING CANADIANS

- 50% say economic crises, job security & wages is their top issue of concern; was top issue in 2024 & 2025
- There has been a significant change in concern for issues in developing countries – this is up 4pp from 2025 – and now tied with inequality between rich & poor as second most concerning issue
- Concern for climate and the environment has fallen to 30% (-2pp) and is lowest save for the U.S.



DONATIONS TO DEVELOPMENT ORGANIZATIONS

- The percentage of Canadians who have donated to a development organization in the past 12 months (18%) has increased 2pp since 2025
- With no significant movement in the donor base year-on-year, organizations may need to adopt different approaches to move the dial on donations
- In comparison, Canada has a higher percent of donors than other DEL countries: France 16%; Germany 13%; GB 15%; U.S. 14%)
 - Belief in the cause the charity represents and the work they do is the most popular reason for giving (39%, but down 5pp in 2025)
- This is the most common reason for giving across all countries – ranging from 59% in GB to 37% in France



CANADA'S ENGAGEMENT PROFILE

- Year-on-year, we see fewer Canadians taking action against global poverty, however this has stabilized since last year
- The percent of Canadians who were Purposively or Fully Engaged:
 - 2023 36%
 - 2024 28%
 - 2025 25%
 - 2026 26%
- 29% of all Canadians are Totally Disengaged, meaning they take no action with regard to aid and development issues (3pp from 2025)
- More Canadians say they have discussed global poverty issues with friends, family or others or have shared/forwarded information about it



SUPPORT FOR INTERNATIONAL AID

- 19% of Canadians want to increase the aid budget (+2pp from 2025), reversing trends in previous years
- However, just under a third of the Canadian public (32%) would like to decrease the aid budget somewhat/a great deal
- Canadians are skeptical about the effectiveness of government spending on international aid, however, this has been increasing year-on-year (34% 2025; 31% 2024).
- Shifting views on the purpose of international aid
 - 39% say the purpose of aid should be to reduce poverty (43% in 2025)
 - 19% say aid should be used to promote Canadian national interests (no change from 2025)
 - 30% say aid should be used for poverty reduction as well as promoting Canada's national interests (+2pp from 2025)



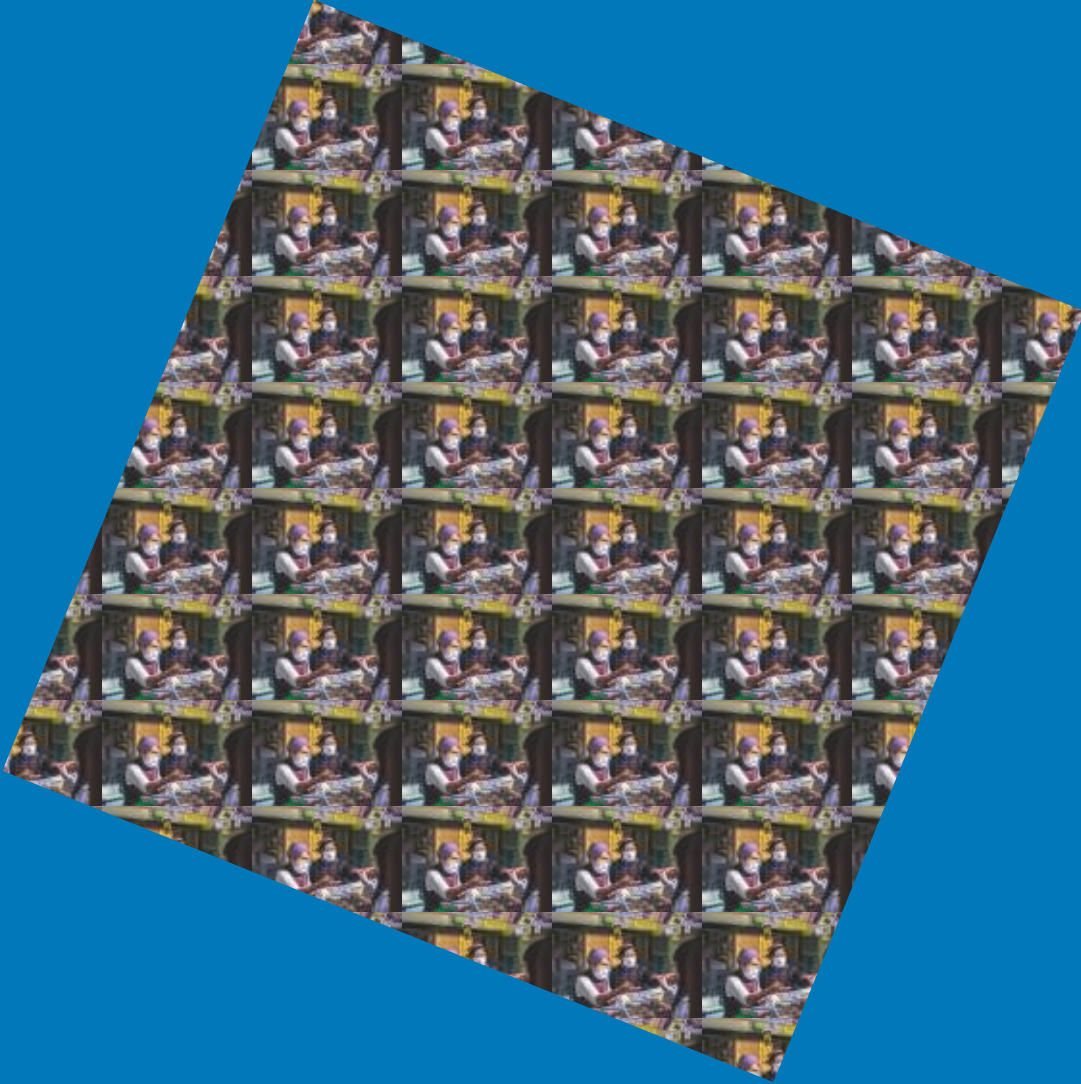
AID ATTITUDES & PRIORITIES

- Access to clean water, health and education are the top priorities for international aid spending
- Thinking about the benefits of aid - 59% agree that aid can to improve people's lives by providing access to education, healthcare, clean water, and sanitation
 - Improving people's lives by providing access to education, healthcare, clean water is seen as the main benefit of aid: **spending priorities and benefits remain aligned in the public's mind**



SUSTAINABLE DEVELOPMENT GOALS & GLOBAL POVERTY PROGRESS

- There has not been significant progress in increasing knowledge and awareness of the SDGs as we approach 2030
- In Canada, 12% say they have heard about them and know what they are (+2pp from 2025)
- Just 10% of Canadians agree with the statement that extreme poverty will be eradicated everywhere by 2030, however, this is an increase of 3pp from 2025

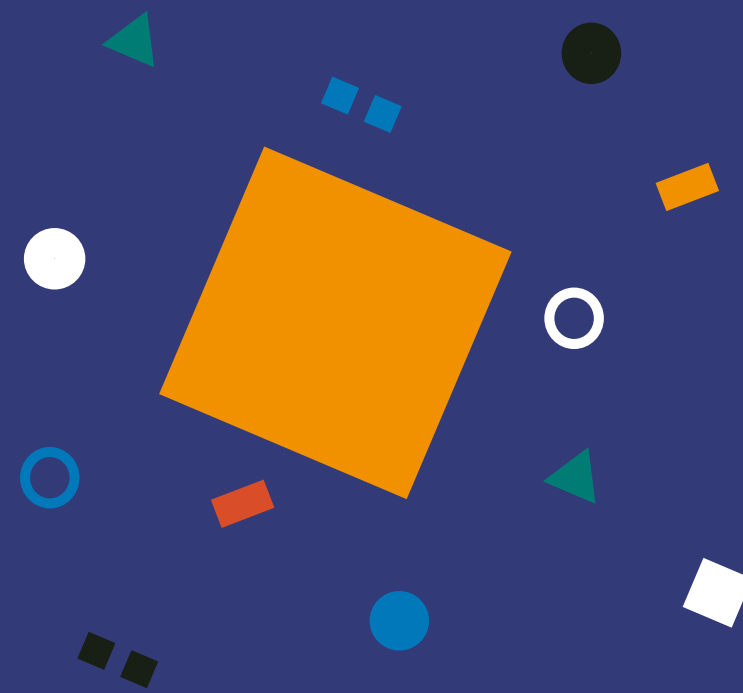


COMMUNICATING & ENGAGING THE CANADIAN PUBLIC: WHAT WORKS?

- Just 6% of Canadians say the Govt communicates the impact of international assistance very well
- *Financial transparency* is seen as the most informative way of increasing understanding of Canada's aid program
 - Canadians are split on whether comparisons with other donor countries would be helpful in increasing understanding
 - 61% of respondents said academics/researchers would be very/fairly credible, but 19% said Canadian public figures/celebrities; Canadian business leaders (16%); and Government representatives (16%) are not at all credible spokespeople



2. DEL PANEL – 5 COUNTRY COMPARATIVE ANALYSIS

An abstract graphic on a dark blue background featuring a large orange square, a white circle, a blue circle, a green triangle, a black circle, a white square, a red rectangle, a blue rectangle, and several smaller black and white squares and rectangles.

Comparing Canada,
France, Germany, Great
Britain & the United
States

DEL TRACKER



DEL Tracker: 10 KPIs

WHICH ISSUES DO CANADIANS PERSONALLY CARE ABOUT MOST?



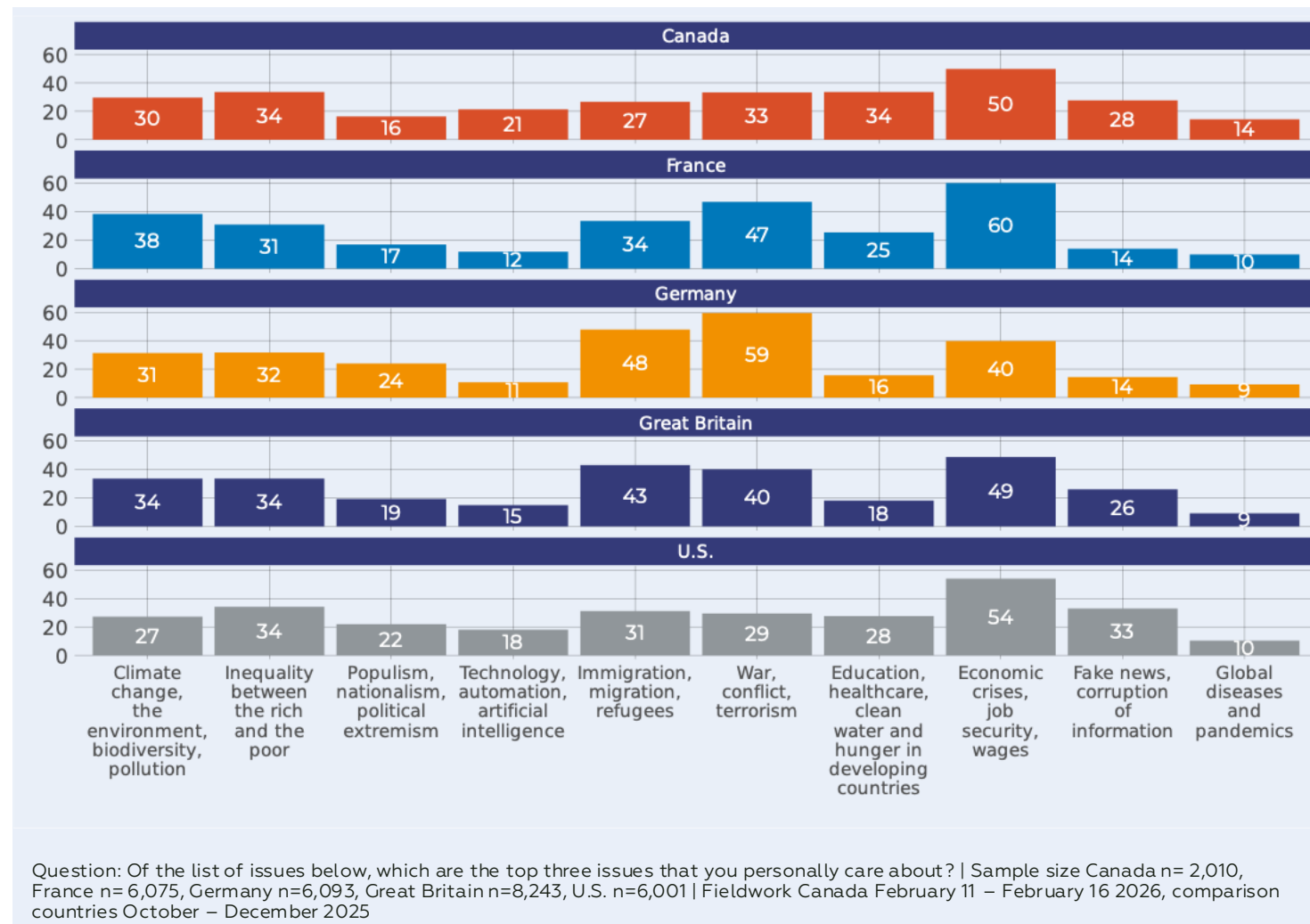
50%

of Canadians say economic crises, job security & wages is the issue they are most concerned about

The top issue of concern is economic crises, job security and wages for the Canadian public, and for all countries, save Germany.

Three items cluster next: issues in developing countries and inequality between the rich and poor (both at 34%), followed by war, conflict and terrorism (33%). Concern for climate and the environment has fallen to fourth (30%) and down 2pp from last year.

Concern for development issues has risen 4pp since last year and is significantly higher in Canada compared to other countries (the U.S. is next highest at 28% with Germany lowest at 16%).



CANADIANS TAKE A PESSIMISTIC VIEW OF THE GLOBAL OUTLOOK



76%

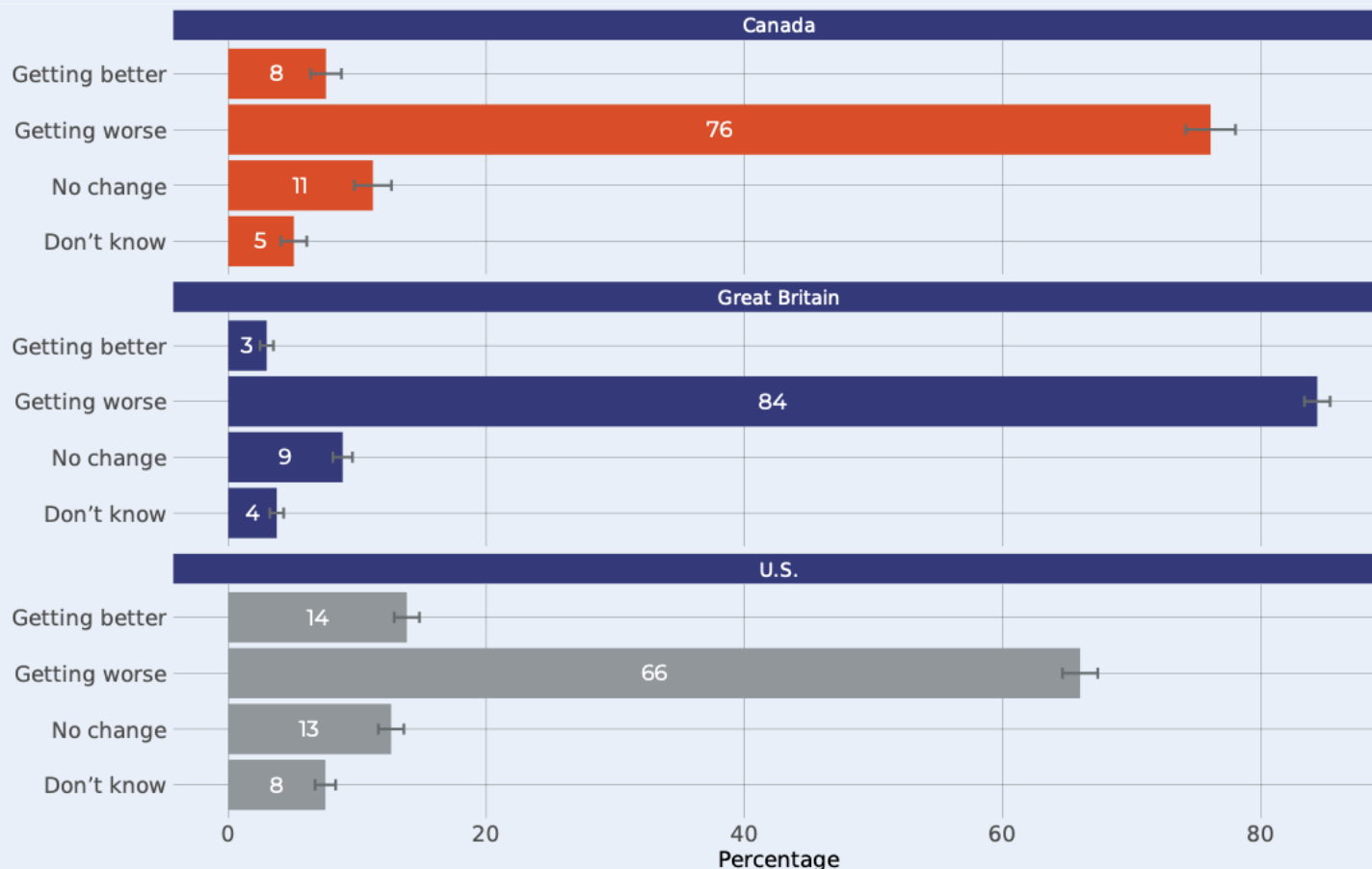
of Canadians say – all things considered – the world is getting worse

DEL asks: *All things considered, do you think the world is getting better, getting worse, or has there been no change?*

The results show that the mood among Canadians is gloomy: more than three-quarters of the Canadian public (76%) say the world is getting worse; however, this is down from 83% in 2025.

8% say the world is getting better and 11% say no change.

In comparison, Canadians are more pessimistic than Americans, but less than the British.



Question: All things considered, do you think the world is getting better, getting worse, or has there been no change? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



CANADIANS DISAGREE WITH THE NOTION THAT 'WHAT HAPPENS IN DEVELOPING COUNTRIES RARELY AFFECTS THEM'



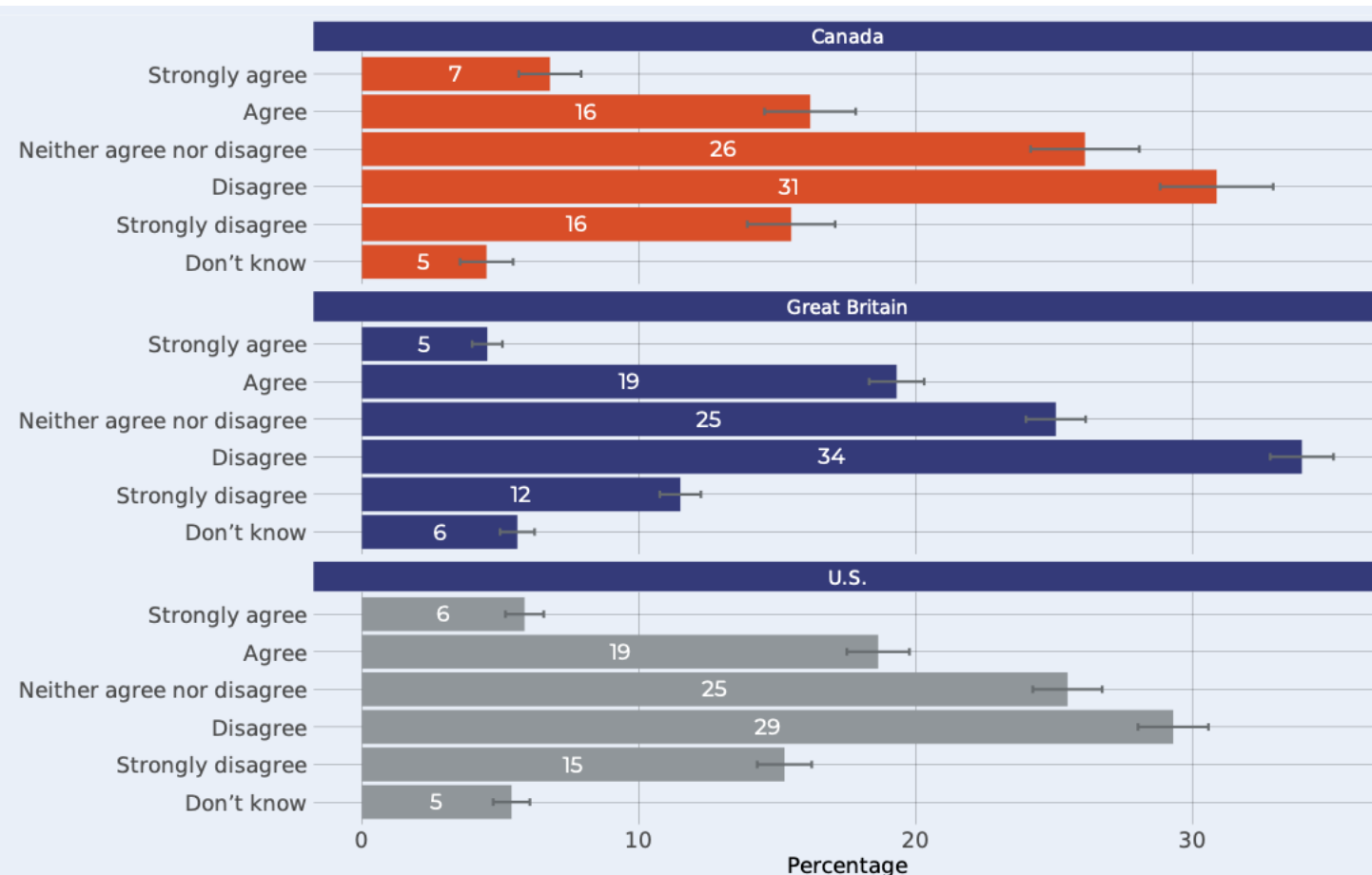
23%

Canadians say what happens in developing countries *rarely* affects people living in Canada

This is an increase of 1 percentage point from 2025 where 22% of Canadians said what happens in developing countries rarely affects them.

Put another way, 47% of Canadians reject (disagree) with the statement that what happens in developing countries rarely affects them: they see and feel the world as interconnected.

By way of comparison, Canadians' feeling of interconnectedness just higher than Britain (46%) and the U.S. (44%).



Question: To what extent do you agree or disagree with the following statement? What happens in developing countries rarely affects people like me living in Canada. | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



FEWER THAN 1 IN 5 CANADIANS HAVE DONATED TO A DEVELOPMENT ORGANIZATION



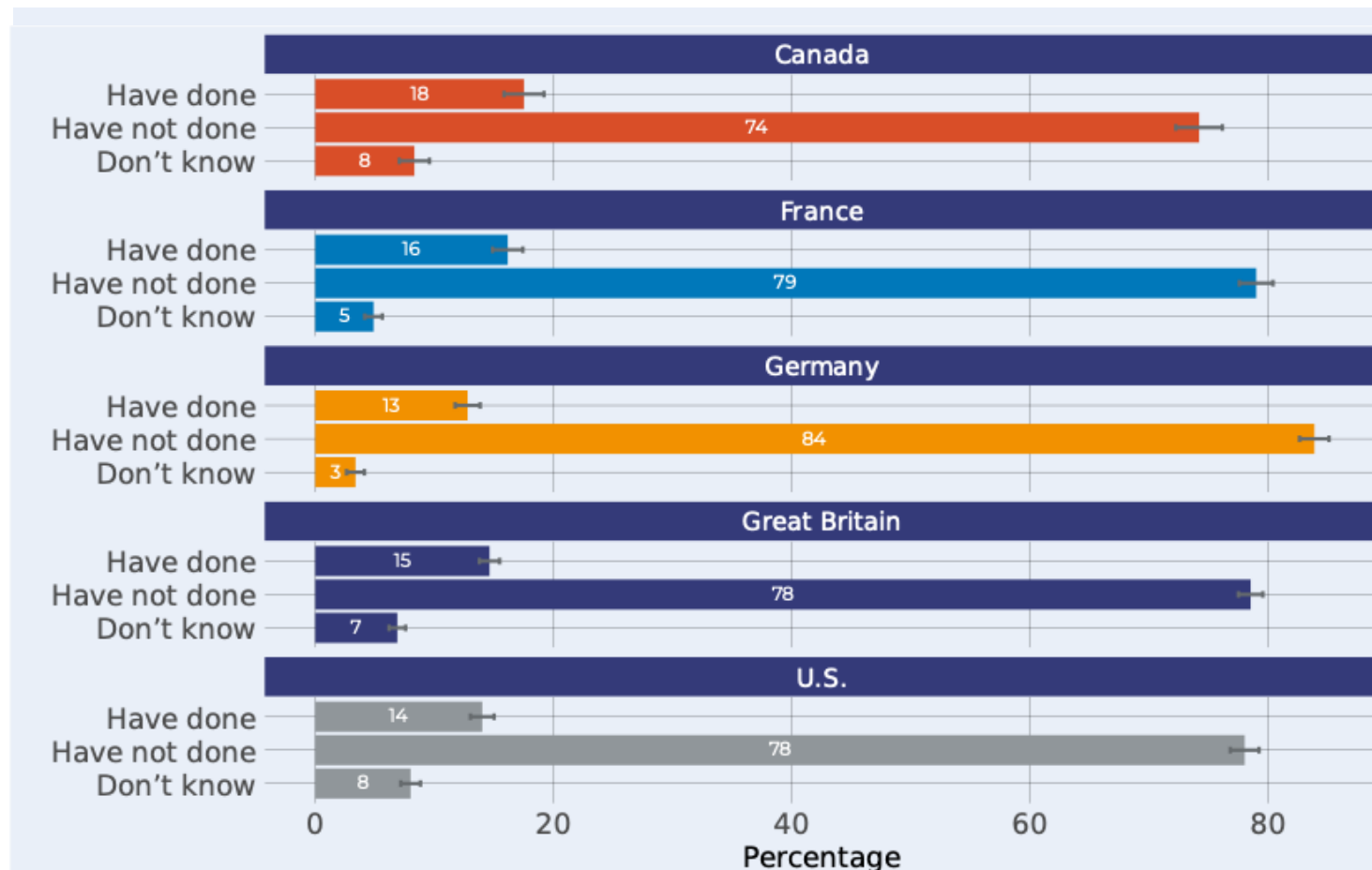
18%

of Canadian citizens have donated to a development organization in the past 12 months

The percentage of Canadians who have donated to a development organization in the past 12 months (18%) has increased 2pp since 2025 (17% in 2024).

Overall, there is not significant movement in the donor base year-on-year suggesting organizations will need to adopt different approaches to move the dial on donations.

In comparison, Canada has a higher percent of donors than other DEL countries: France 16%; Germany 13%; GB 15%; U.S. 14%).



Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025

CONCERN ABOUT POVERTY IN POOR COUNTRIES



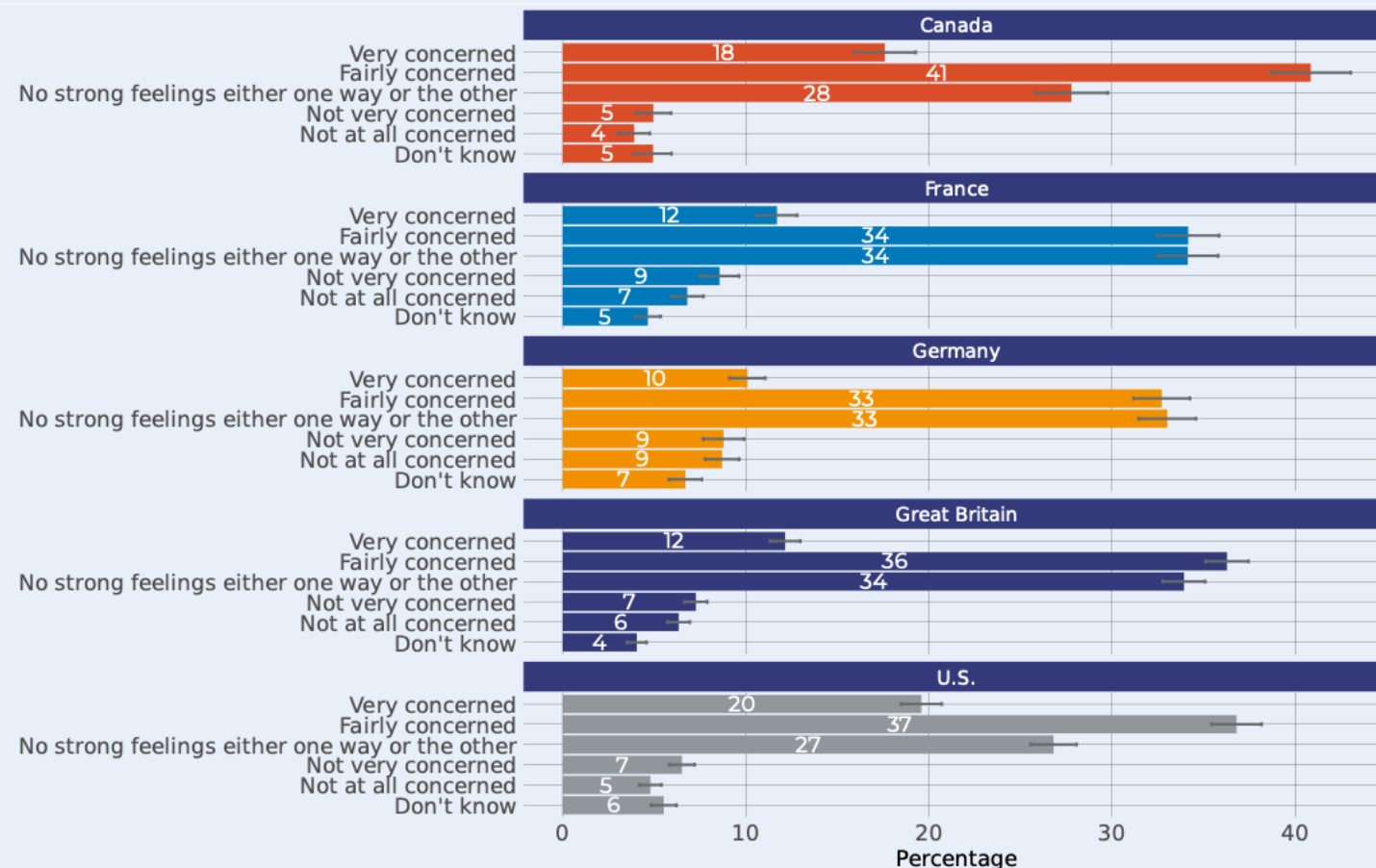
59%

of Canadians say they feel concerned about levels of poverty in poor countries

Concern has increased 2 percentage points from 2025.

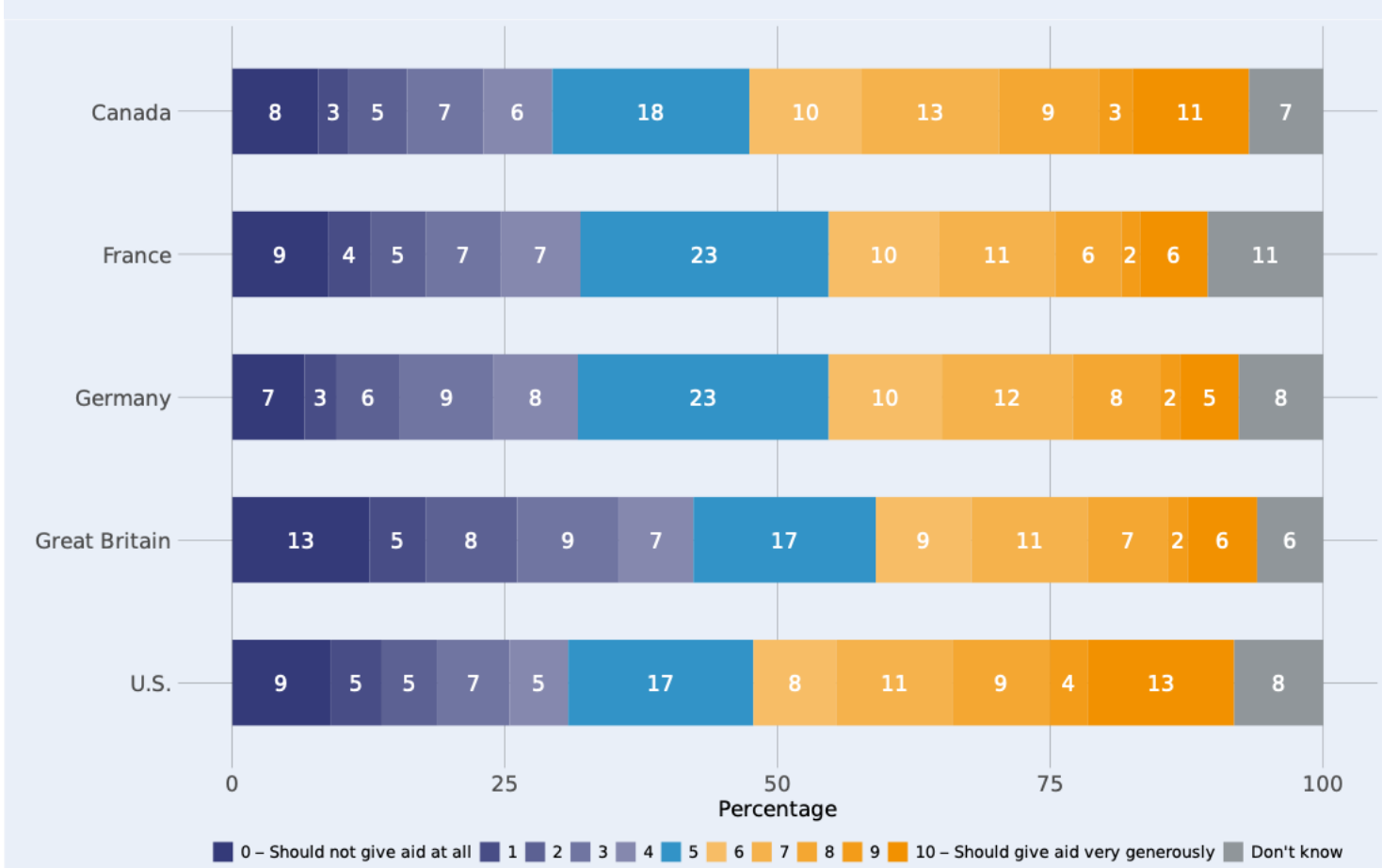
Comparatively, Canadians are more concerned about poverty in poor countries than their counterparts in France (46%), Germany (43%), and Britain (48%) and the U.S. (57%).

Concern is an important indicator as it has been shown to be a positive driver of both donations to development organizations and support for international aid.



Question: Which best describes how you feel about levels of poverty in poor countries? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025

ATTITUDES TOWARDS GIVING AID GENEROUSLY



Question: Thinking about international aid to poor countries - please indicate the extent to which you think that the Government of Canada should give international aid, where a score of 0 means that it 'should not give aid at all' and a score of 10 means that it 'should give aid very generously'. | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



46%

of Canadians say the government should give international aid generously

Support for giving aid generously has remained steady at 46%, up 1pp from last year. Attitudes towards giving aid generously appear to have hit a new equilibrium since 2024 (45%), following a significant drop from 54% in 2023.

While Canadians are still more generous towards international aid than other DEL countries - the United States is close at 45% - France (35%), Germany (37%) and GB (35%) are much less generous.

18% of Canadians say that Canada should give aid moderately, with 8% saying Canada should not give aid at all.

FEWER THAN 1 IN 5 SUPPORT INCREASING THE INTERNATIONAL AID BUDGET



19%

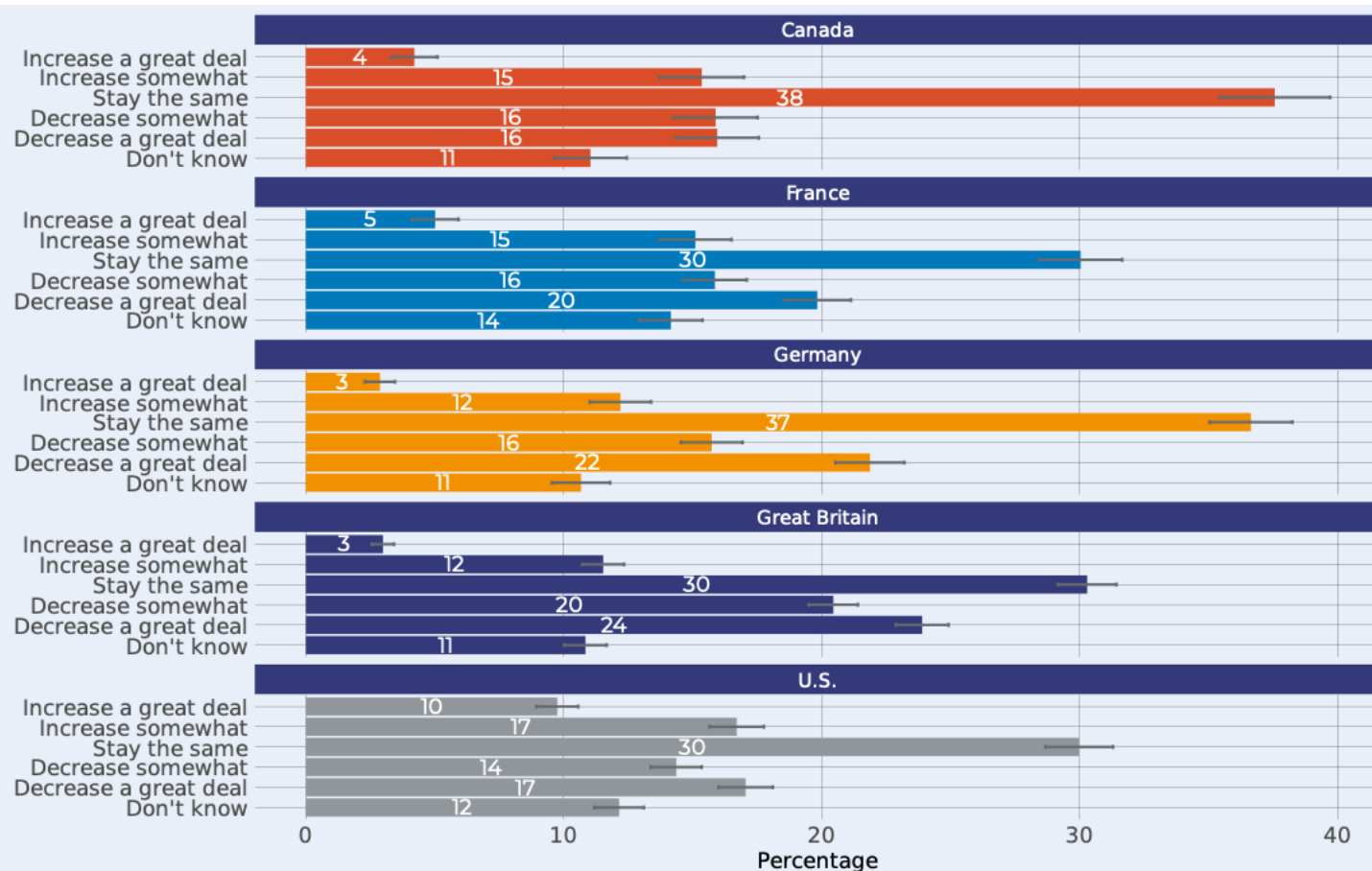
of respondents want to increase the international aid budget

Support for the international aid budget has risen by 2pp since 2025, climbing back to 2024 levels, indicating a steady level of support year-on-year.

Canada looks similar to other DEL countries: in France, 20% want to increase the aid budget, compared to 15% in Germany and in GB, but is significantly lower than the U.S. at 27%.

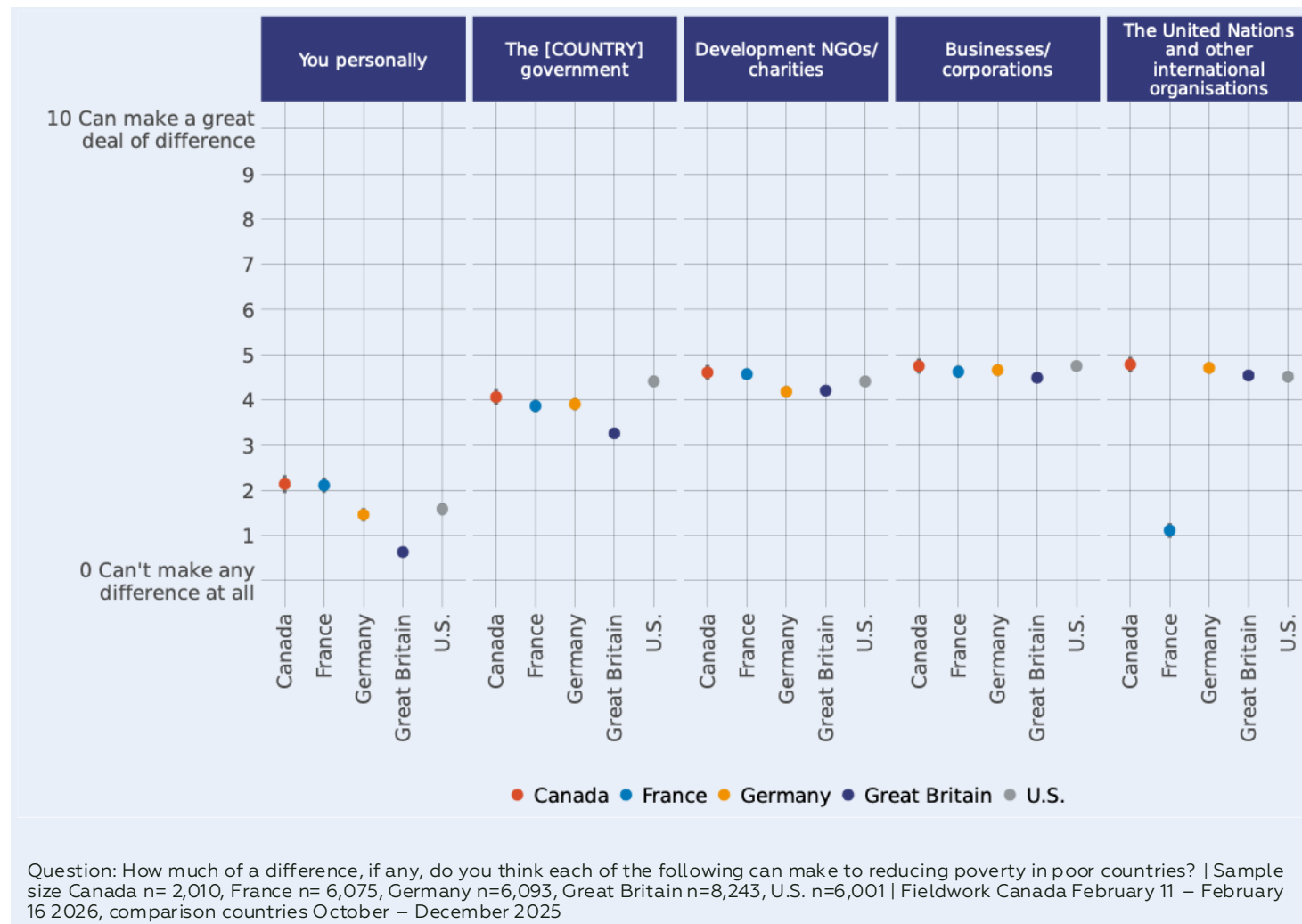
Taking a wider view, 38% of Canadians want to keep the aid budget at current levels, although this is still down from 41% in 2025 and much lower than 50% in 2024.

More than 1 in 10 Canadians say they Don't know suggesting a sizeable audience for engaging on the issue.



Question: Here's what is in the codebook: Of its total budget of CA\$449.2 billion, the Government of Canada has allocated approximately 2.29%, or CA\$10.3 billion, in federal international aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on international aid to poor countries? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025

CANADIANS DO NOT THINK THEY PERSONALLY CAN MAKE A DIFFERENCE IN REDUCING GLOBAL POVERTY



This chart compares average efficacy scores – the ability to make a difference – for each group.

Canadians are equal with France with respect to personal efficacy – that is the ability to personally make a difference in reducing poverty in poor countries. Great Britain is furthest back with less than 1 in 10 saying they can make a difference.

Canadians look similar to the other countries with respect to attitudes on whether their government can make a difference and Canadians look more comparable on development NGOs/ business and international organisations.

Low personal efficacy is a persistent finding among DEL countries and highlights where development actors can do more to engage the public or help leverage the public through other organizations perceived as more effective.

PERCEPTIONS OF EFFECTIVENESS OF GOVERNMENT SPENDING ON INTERNATIONAL AID



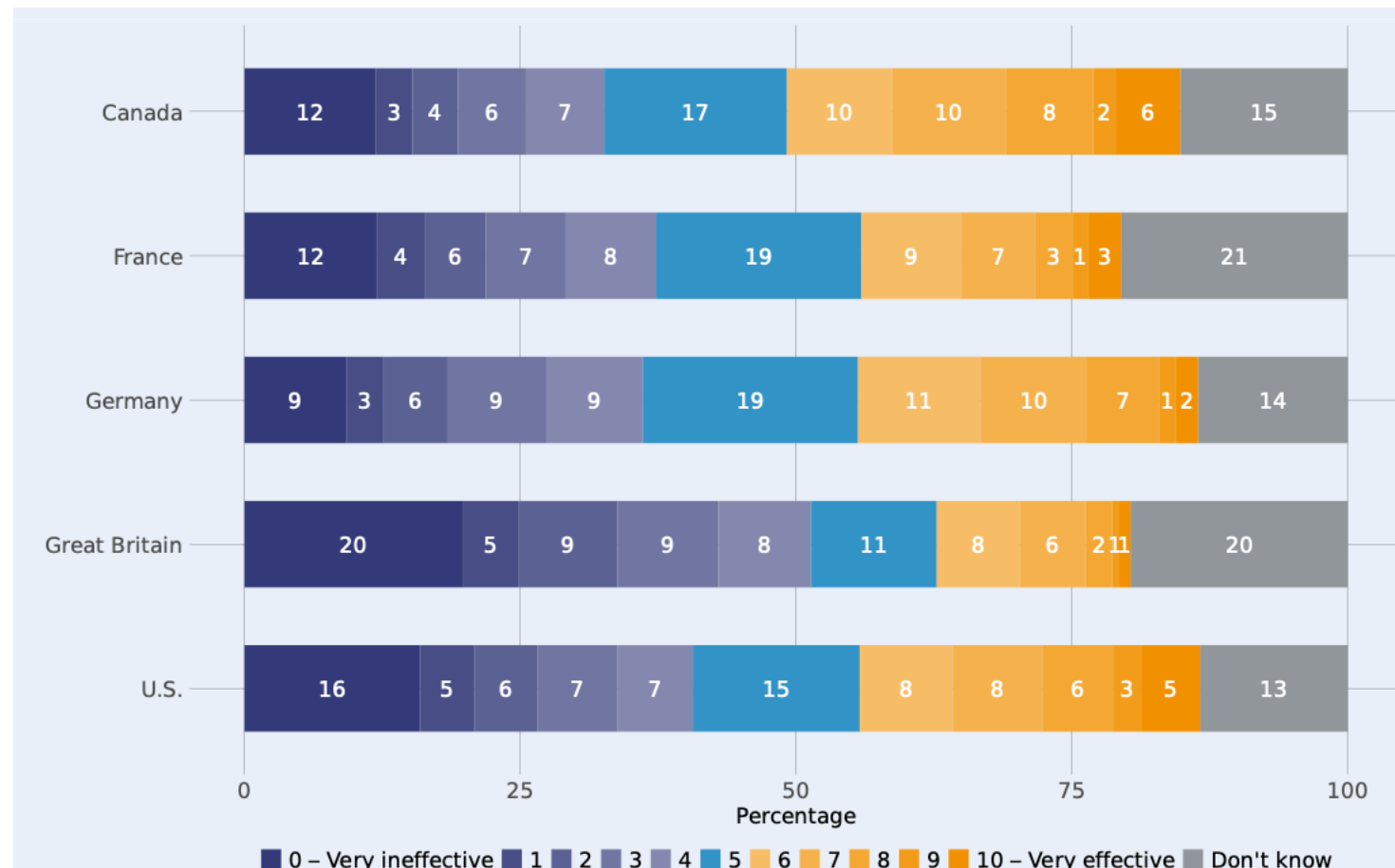
36%

of Canadians say government spending on international aid is effective

Canadians are skeptical about the effectiveness of government spending on international aid, however, this has been increasing year-on-year (34% 2025; 31% 2024).

12% say aid is very ineffective (score of 0).

Again, this is a question where a higher proportion of respondents say 'Don't know', suggesting the public do not have the knowledge they need to judge aid effectiveness and the need for more impactful communication on aid effectiveness.



3 IN 10 CANADIANS SAY THEY TRUST IN INTERNATIONAL DEVELOPMENT NGOS/CHARITIES



35%

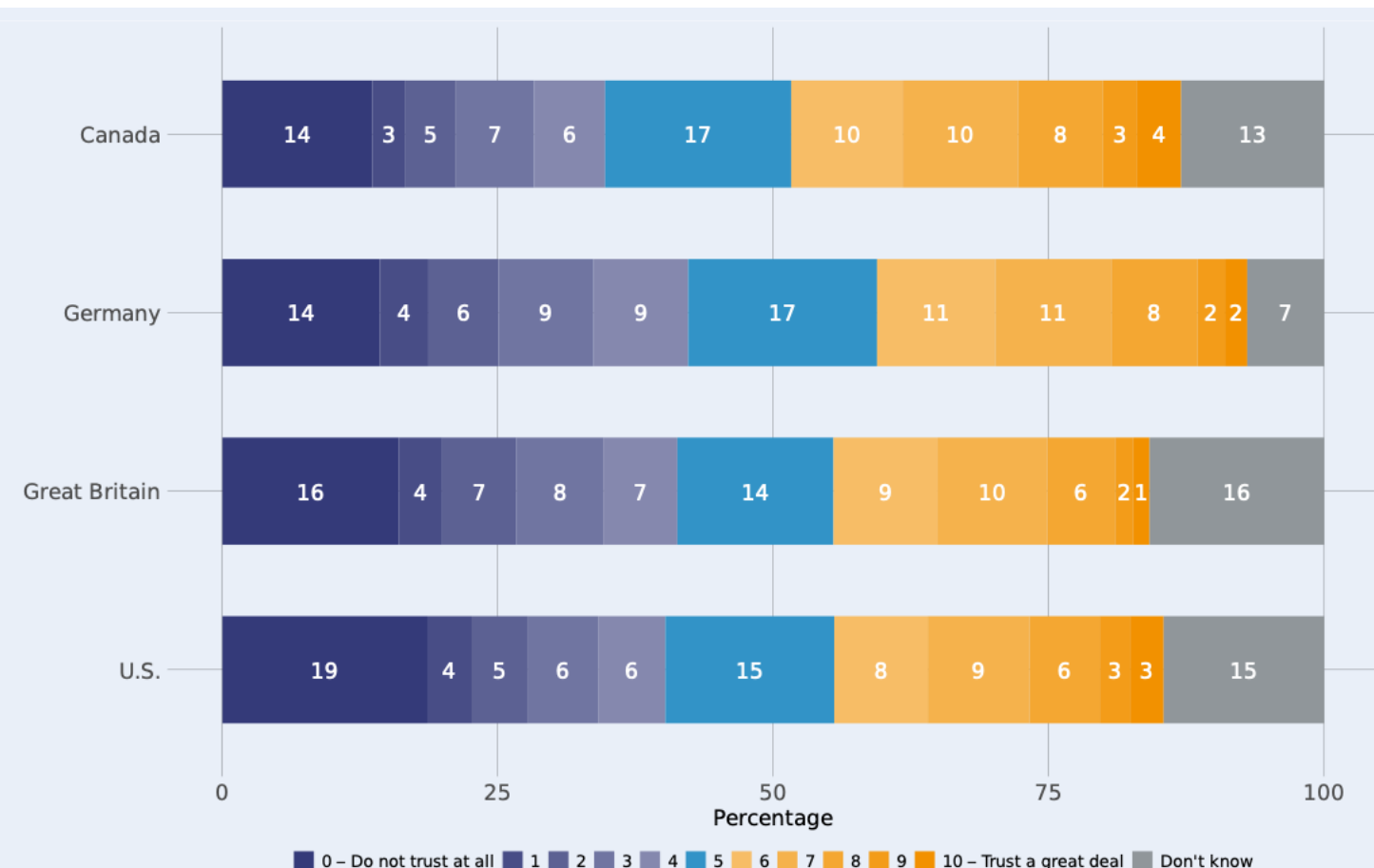
say they trust in international development NGOs/charities; higher in Canada compared to DEL countries

Trust in development organizations is higher in Canada than in other DEL countries.

We have seen a consistent, but gradual increase in the percentage of Canadians who say they trust development NGOs/charities: 35% for 2026; 34% 2025; 31% in 2024. However, this is still down from a high of 40% in 2023.

More than a third of Canadians (35%) say they (lean to) or don't trust NGOs/charities (down 1pp from 2025). There is opportunity here for building trust profile and reputation for Canadian development organizations as well as influencing the 13% of respondents who say 'Don't know'.

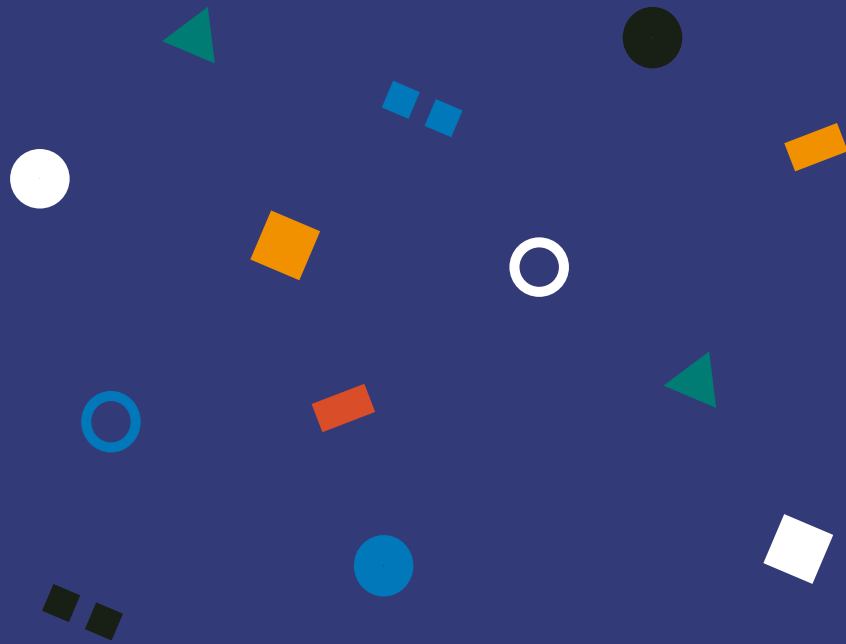
Note: this question is not asked in France.



Question: Generally speaking, how much, if at all, do you trust international development NGOs and charities? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



ENGAGEMENT WITH GLOBAL POVERTY



10 actions Canadians take
to get involved with
global poverty

THE DEL SEGMENTATION

- Segmenting audiences helps us understand how people engage with global poverty and sustainable development, and how their engagement changes over time.
- The DEL segments are our way to describe and divide large audiences into smaller, identifiable groups based on the actions they take to fight global poverty and support NGOs.
- In this section, we outline how we build the DEL segmentation and collect insights on the segments' demographic composition, media consumption habits, and attitudinal profiles.



FROM THE ENGAGEMENT QUESTIONS TO THE ENGAGEMENT SEGMENTS

- The DEL segmentation is based on 10 questions we ask panel members, to find out what actions they take to fight global poverty and support INGOs. Based on the actions people take, they are assigned to a segment.



NEWS AND INFORMATION

Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?



Read, watched, or listened to a news article about it (offline or online)



Discussed it with friend, family, or others



Shared/forwarded an article or information about it (offline or online)



TRANSACTIONAL ENGAGEMENT

Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?



Donated money to an international NGO or charity working on the issue



Purchased products/ services or boycotted products/services related to the issue (e.g. purchased products from a charity shop)

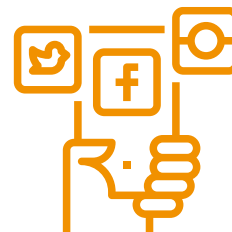


PURPOSEFUL ENGAGEMENT

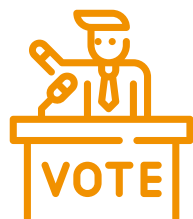
Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty?



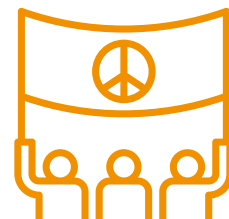
Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)



Became a member, followed, liked, or subscribed to a newsletter from a development charity or group focused on the issue



Contacted a Member of Parliament or other elected official (e.g. in person, by phone, letter or using Twitter, Facebook or other social media)



Participated in a march, rally, protest, or other large event on the issue



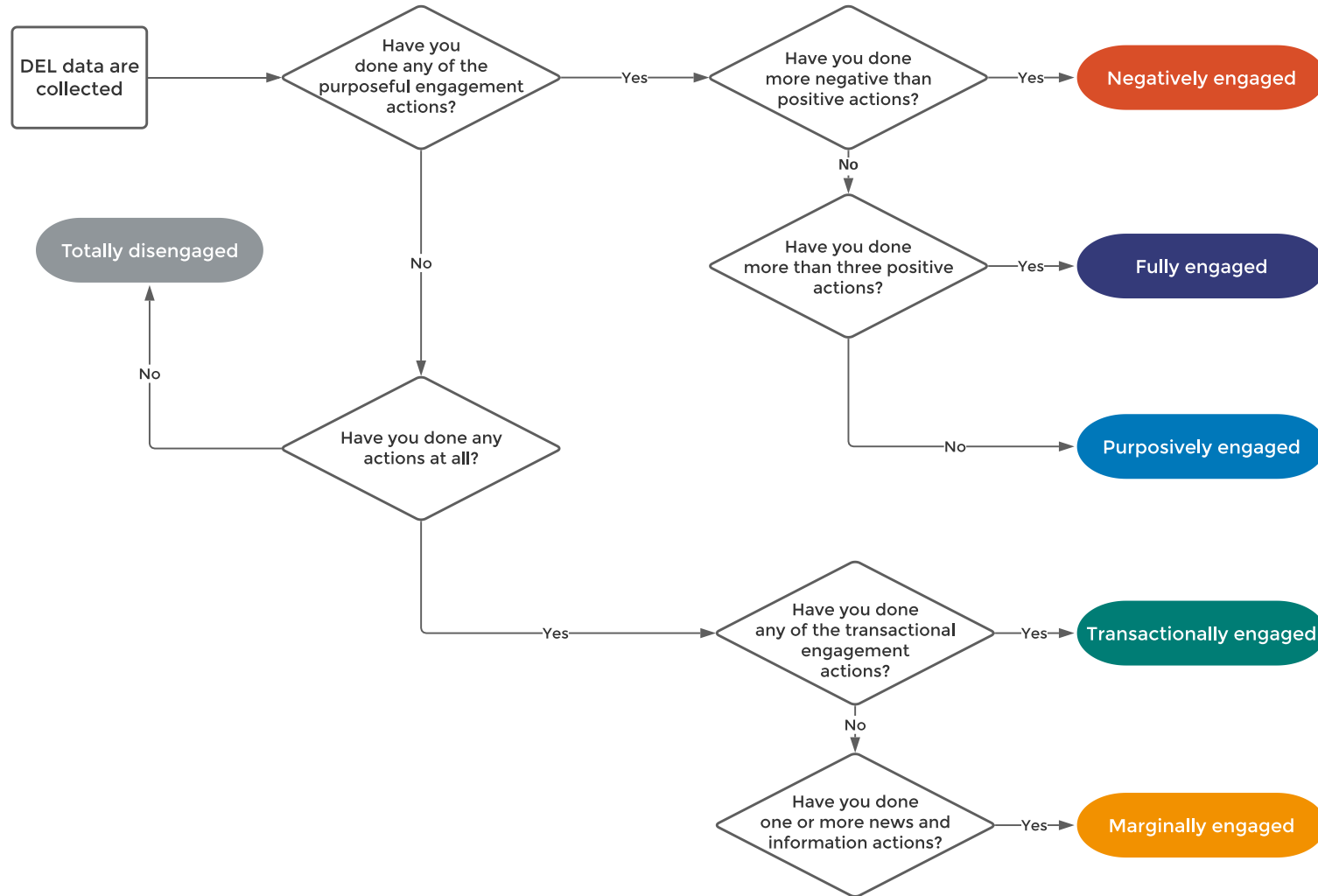
Volunteered for an organization or charity working on the issue, either in Canada or abroad



We ask respondents if they take any of these actions as supporters or opponents to separate the “negatively engaged” in our segmentation



SEGMENTATION FLOWCHART



DEL AUDIENCE SEGMENTATION



26%

of Canadian respondents are actively engaged with actions to reduce global poverty

Year-on-year, the percentage of Canadians taking action against global poverty (defined as Fully & Purposively Engaged) has remained consistent with a 1pp increase against 2025. However, if we look back to 2024 this was at 28%.

Great Britain has the highest proportion of respondents who are Transactionally Engaged (16%), that is, respondents who donated money to an NGO/charity or purchased or boycotted goods. Canada (12%), France and Germany (10%), with the U.S. at 8%.

In terms of the percentage of the population that are Totally Disengaged – those who take no action to reduce global poverty – Canada at 29% is similar to other DEL countries.



56% OF CANADIANS HAVE READ, WATCHED OR LISTENED TO NEWS ABOUT GLOBAL POVERTY



56%

of respondents say they have read, watched or listened to news/article about global poverty

56% respondents say they have read, watched, or listened to a news article about global poverty (offline or online) in the past 12 months – no change from 2025 – but down 8pp from 2024.

Across other DEL countries, the percentage of respondents who report this kind of engagement ranges from 49% (France) to 58% (Germany).



Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months? Read, watched, or listened to a news article about it (offline or online) | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025

DISCUSSING GLOBAL POVERTY WITH FRIENDS & FAMILY



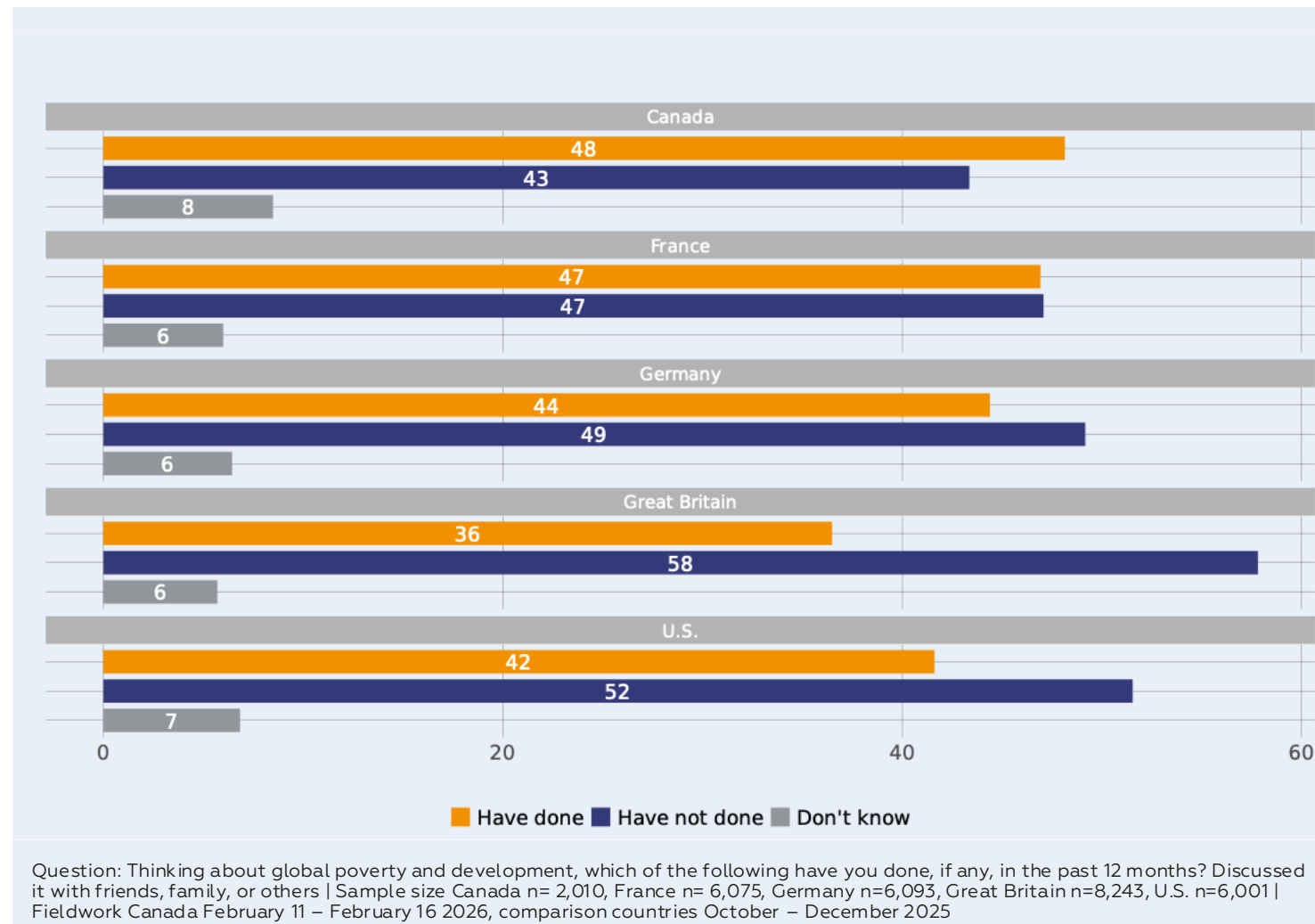
48%

of Canadians say they have discussed the issue with friends, family or others

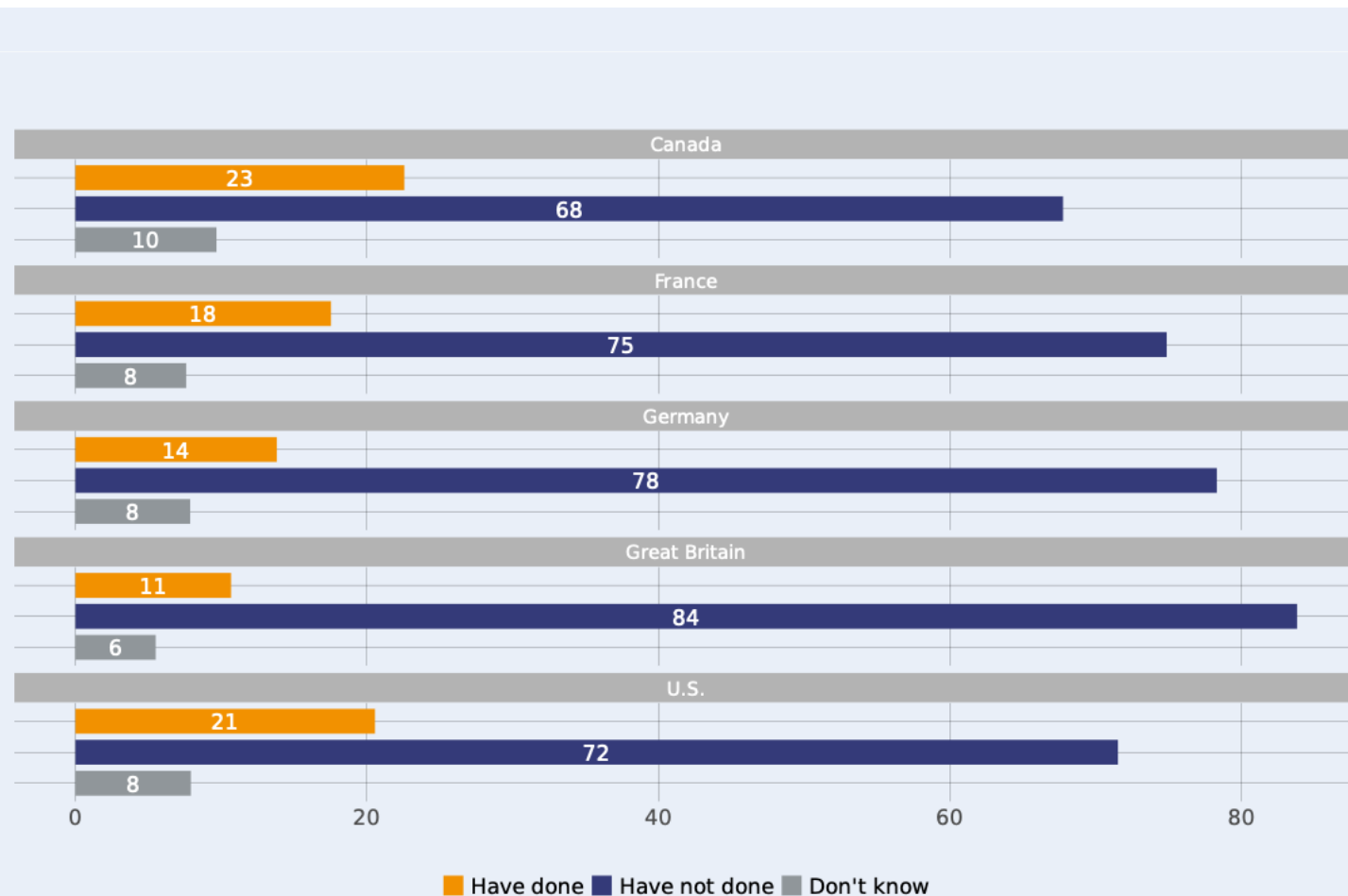
Just under half of Canadians (48%) say they have discussed global poverty with friends, family or others in the past 12 months – this is an increase of 3pp from 2025.

Canada is just ahead of other DEL countries (France 47%; Germany 44%; Great Britain 36%; and the U.S. 42%).

The data do not tell us whether the conversations are positive or negative, just that there is discussion on the issue happening!



SHARING/FORWARDING GLOBAL POVERTY CONTENT



23%

of Canadians say they have shared / forwarded an article about global poverty

23% of Canadians say they have shared/forwarded an article or information – either offline or online – about global poverty in the past 12 months. This is up 3pp from 2025.

Canadians' social media engagement is again ahead of other DEL countries (France 18%; Germany 14%; GB 11% and the U.S. 21%).

An important point to keep in mind is that the vast majority of stories people encounter are negative, i.e. descriptions and depictions of poverty and its challenges. Negative content dominates touchpoints with the issue.

Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?
Shared/forwarded an article or information about it (offline or online) | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



'NEGATIVE' CONTENT IS WHAT IS BEING SEEN AND SHARED



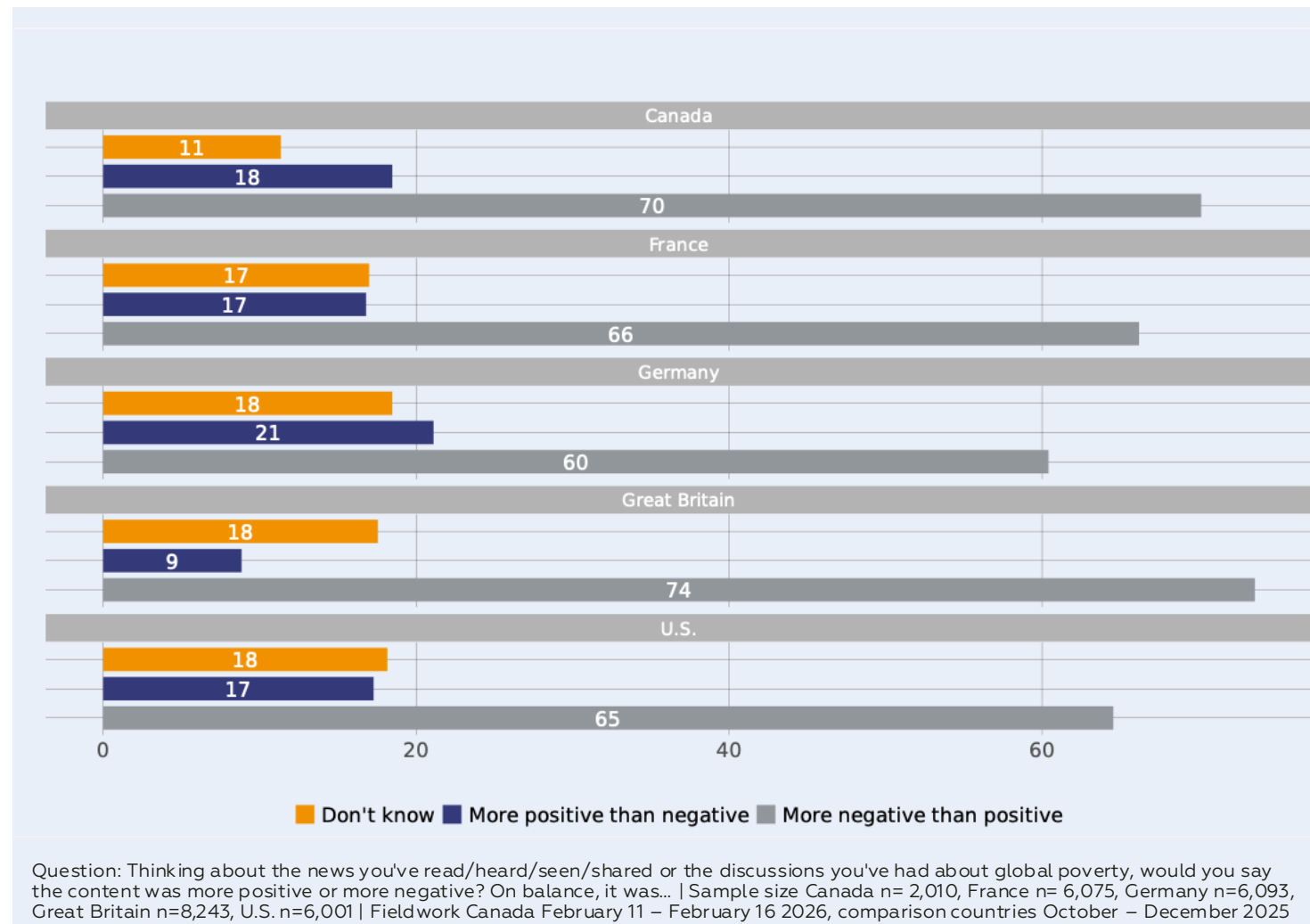
70%

of content that is shared is
'negative'

We asked respondents to tell us whether the news / content they have read, heard, seen or shared was more positive or negative on balance. In Canada, 70% say it is more negative, than positive, down 2pp from 2025.

This is the second highest across the 5 countries, and just after GB at 74%.

Shifting this experience is difficult as DEL research has shown that most respondents still get information on global poverty from broadcast news sources, where touchpoints are overwhelmingly negative and may help illustrate feelings of fatigue that many report.



FEWER THAN 1 IN 5 HAVE DONATED TO A DEVELOPMENT ORGANIZATION



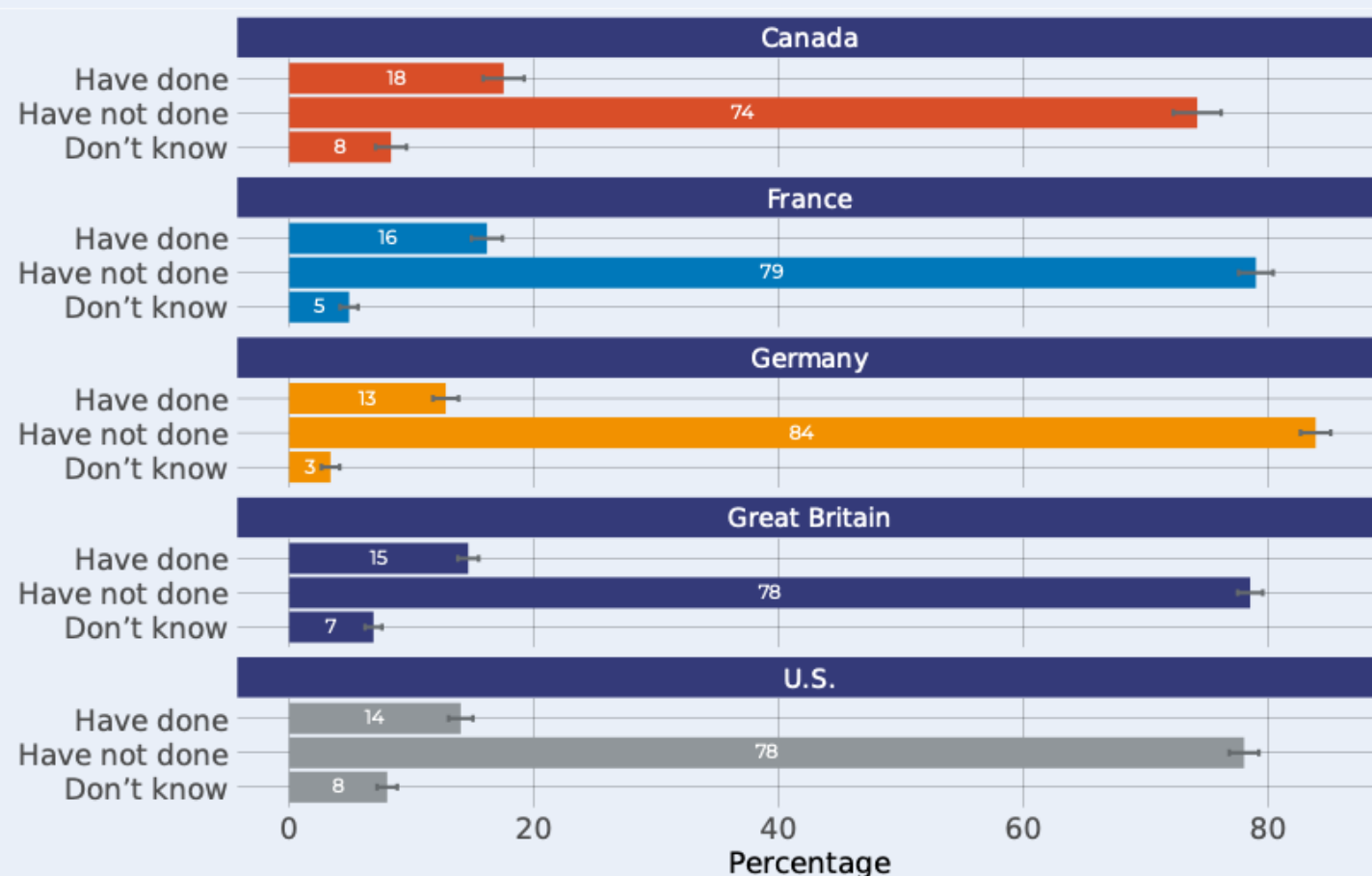
18%

of Canadian citizens have donated to a development organization in the past 12 months

The percentage of Canadians who have donated to a development organization in the past 12 months (18%) has increased 2pp since 2025 (17% in 2024).

Overall, there is not significant movement in the donor base year-on-year suggesting organizations will need to adopt different approaches to move the dial on donations.

In comparison, Canada has a higher percent of donors than other DEL countries: France 16%; Germany 13%; GB 15%; U.S. 14%).



Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025

PURCHASED / BOYCOTTED GOODS OR SERVICES TO ADDRESS GLOBAL POVERTY



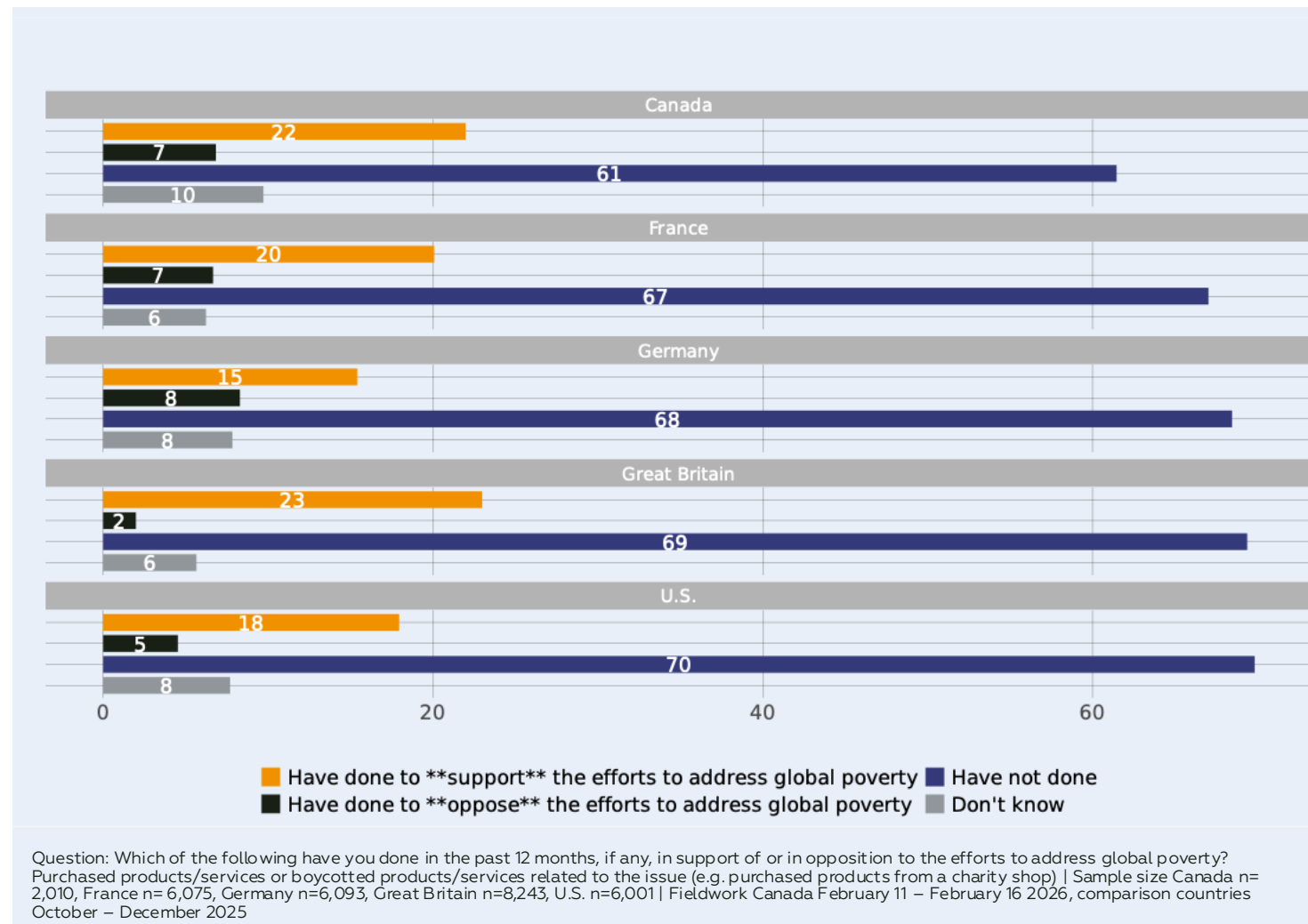
22%

of respondents say they have purchased or boycotted goods or service with global poverty in mind

Canadians report similar levels of engagement through purchasing products/services or boycotting products/services related to the issue.

22% of Canadians report doing this activity in 2025, compared to 20% in 2024.

7% of Canadian respondents say they have done this activity in opposition to global poverty efforts.



1 IN 10 CANADIANS VOLUNTEERS – AT HOME OR ABROAD – FOR GLOBAL POVERTY ORGANIZATIONS

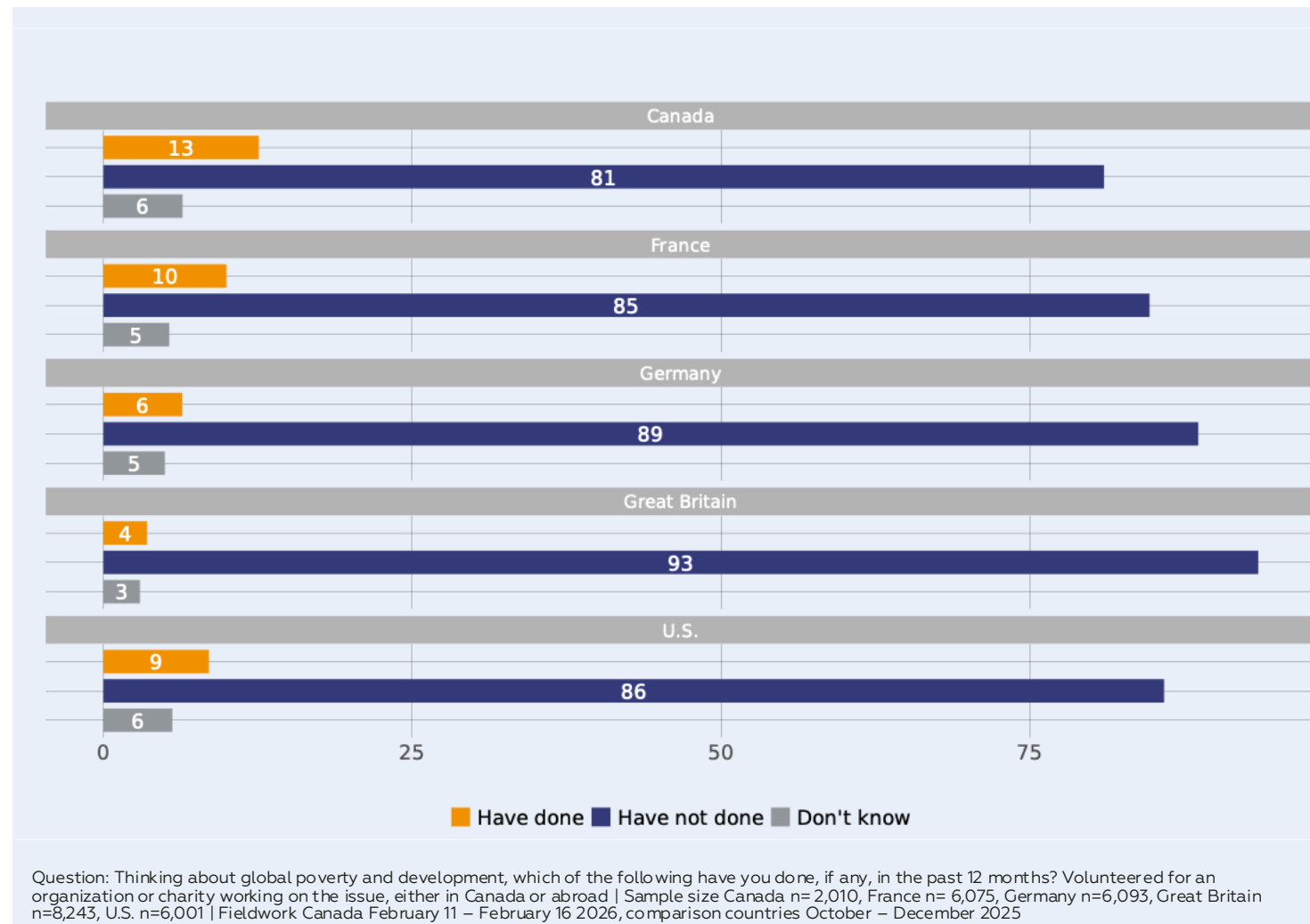


13%

of Canadians say they have volunteered for an organization working on global poverty (home or abroad)

The percentage of Canadians who say they have volunteered – either at home or abroad – for an international development charity (13%) has increased 3pp from 2025.

Canada is ahead of other countries with respect to volunteering (France 10%; Germany 6%; GB 4%; U.S. 9%).



ENGAGING WITH DEVELOPMENT ORGANIZATIONS: MEMBERSHIP, LIKED OR FOLLOWED



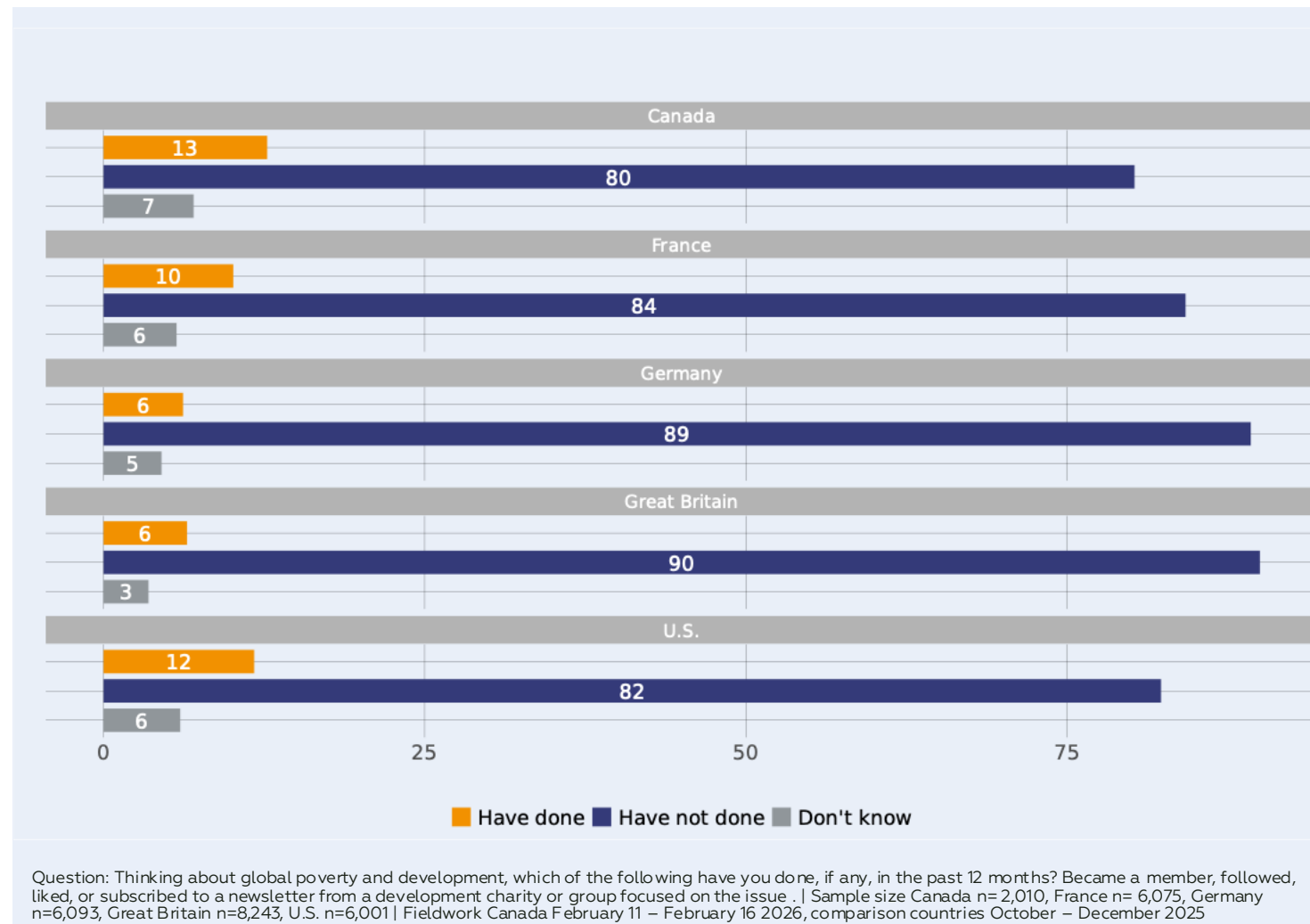
13%

of respondents have engaged with a development organization(s) in the past 12 months

This includes becoming a member, followed, liked, or subscribed to a newsletter from a development charity or group focused on the issue.

In 2025, 11% of Canadians said they have engaged with a development organization.

Canadians have very similar profiles to the French and the U.S. in this regard and are slightly ahead of their German and GB counterparts (both at 6%).



ENGAGING WITH BLOGGING OR SIGNING PETITIONS



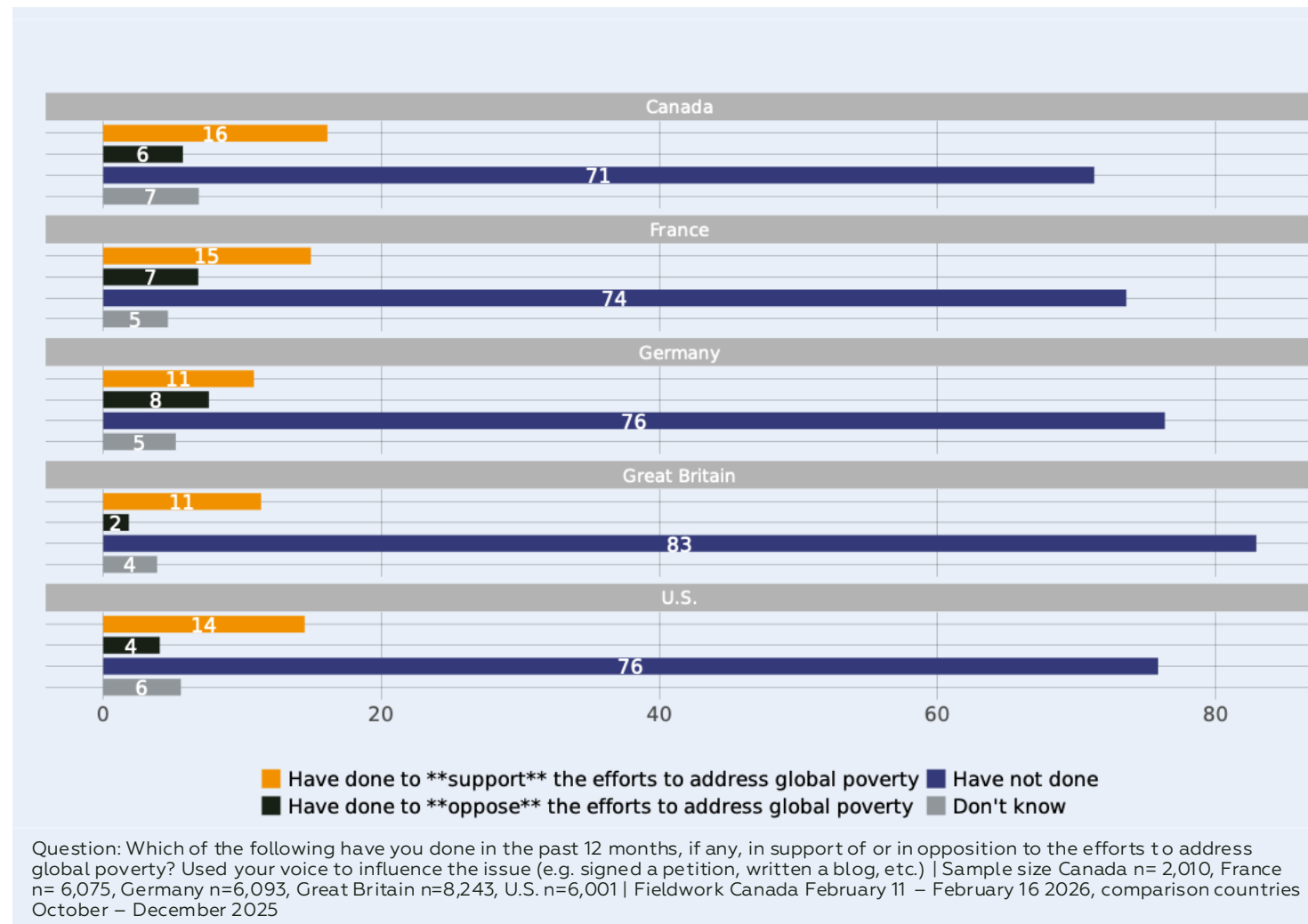
16%

say they have used their voice
in support of global poverty
efforts

16% of Canadians say they have used their voice on the issue – either by writing a blogpost or signing a petition. This has not changed from 2025 and is down 1pp from 2024 (17%).

Canada is slightly ahead of France (15%) and the U.S. (14%), with Germany and GB both at 11%.

Like contacting elected officials, volunteering and participating in a large event (e.g. march or protest), using voice is a high-intensity (costly) action and therefore, fewer citizens are likely to do so and only the most engaged do.



8% OF CANADIANS HAVE CONTACTED AN ELECTED OFFICIAL IN SUPPORT OF EFFORTS TO REDUCE GLOBAL POVERTY

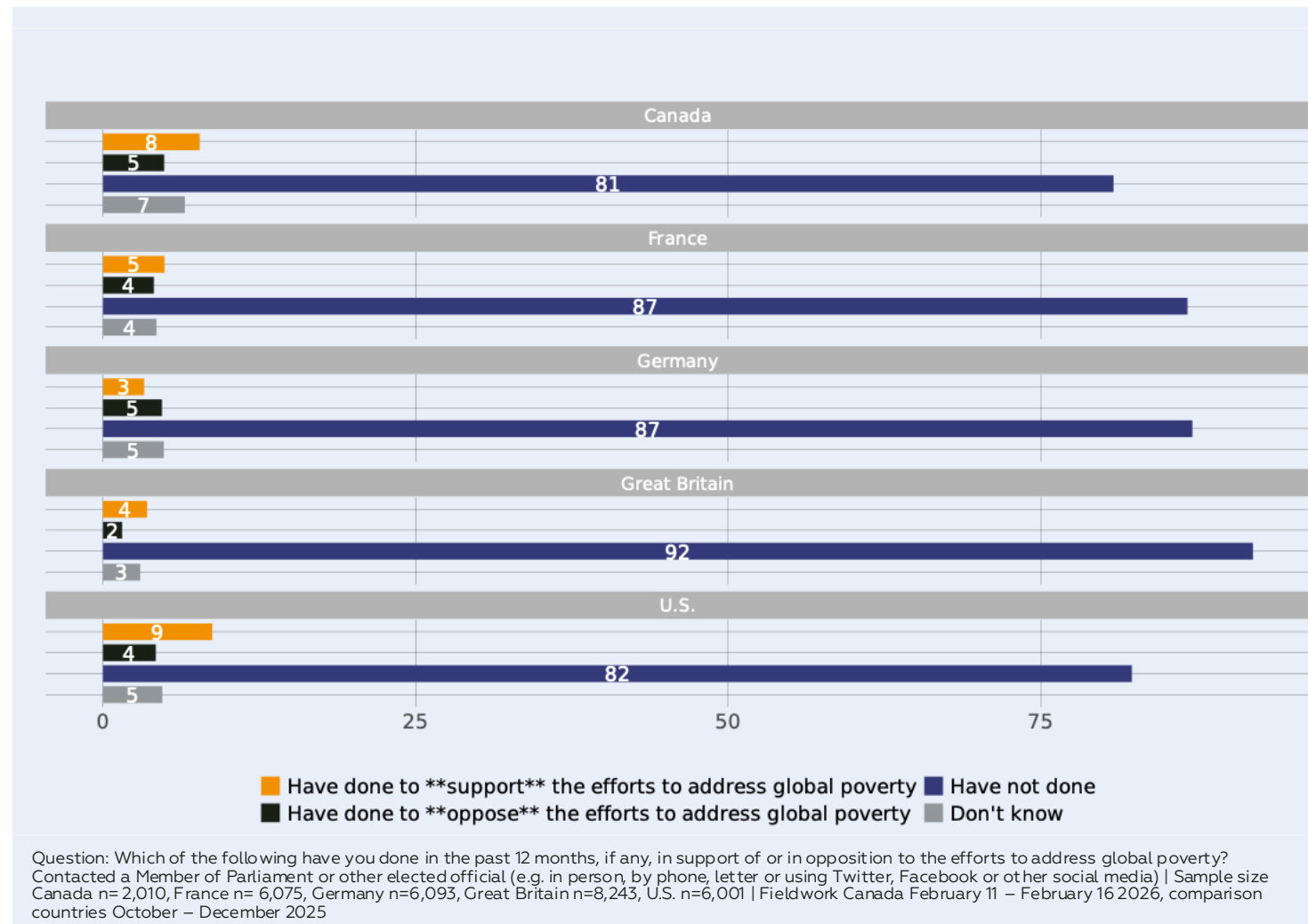


8%

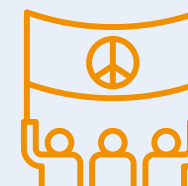
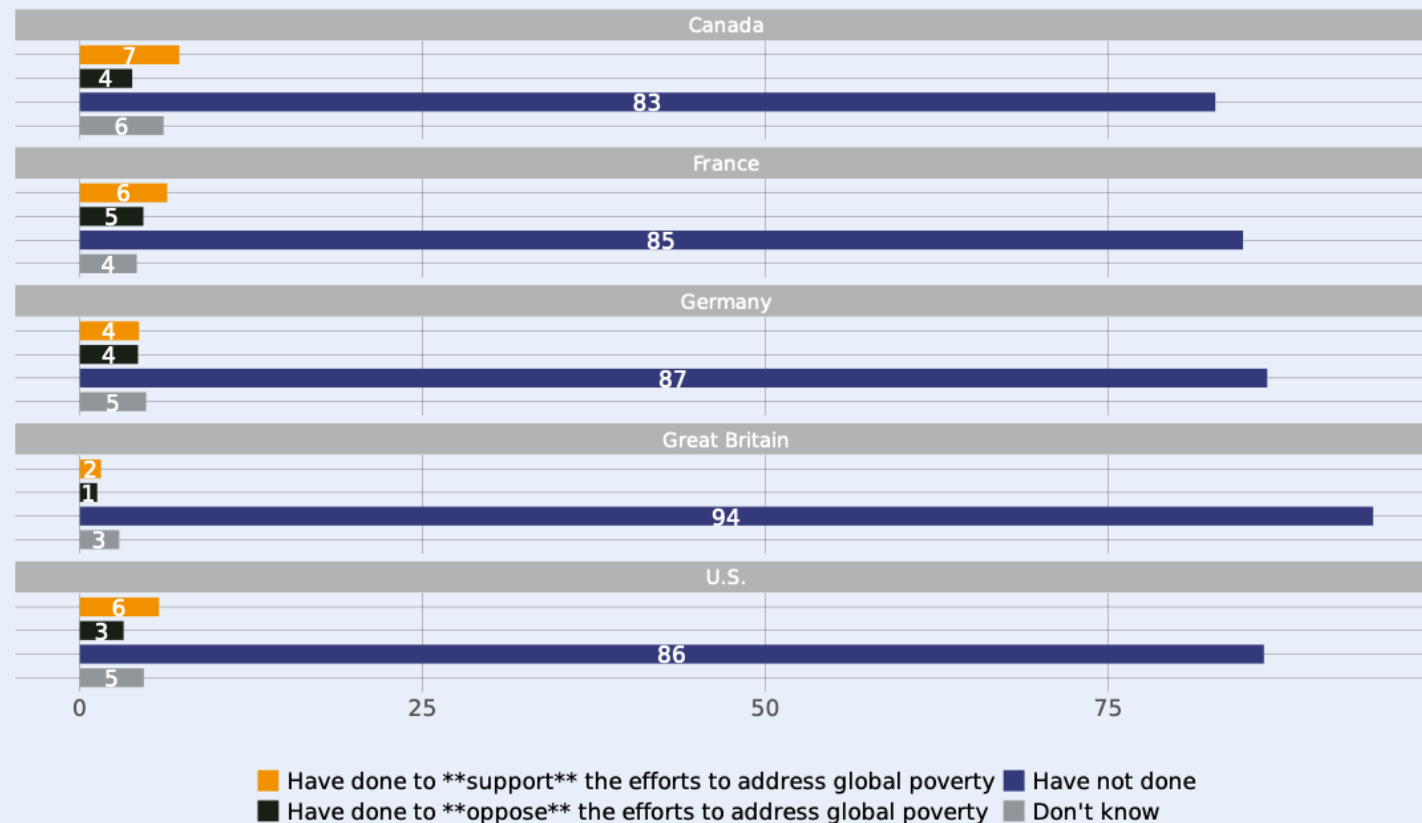
of respondents said they have contacted an elected official to positively promote the issue

Across DEL countries, this action is taken less frequently by citizens. Canada is just behind the U.S. (9%%) with 8% of respondents saying they have contacted a Member of Parliament or other elected official (e.g. in person, by phone, letter or using Twitter, Facebook or other social media). No change from 2025.

The data show that 5% of respondents say they have contacted an elected official 'in opposition' to global poverty and development issues.



PARTICIPATION IN LARGE EVENT ON GLOBAL POVERTY



7%

of Canadians say they have participated in a march, rally or protest in support of efforts to address global poverty

4% of Canadians have taken part in a large event in opposition of efforts to address global poverty; this is a small increase of 2pp from 2025.

GB has the lowest engagement with just 2% taking part.

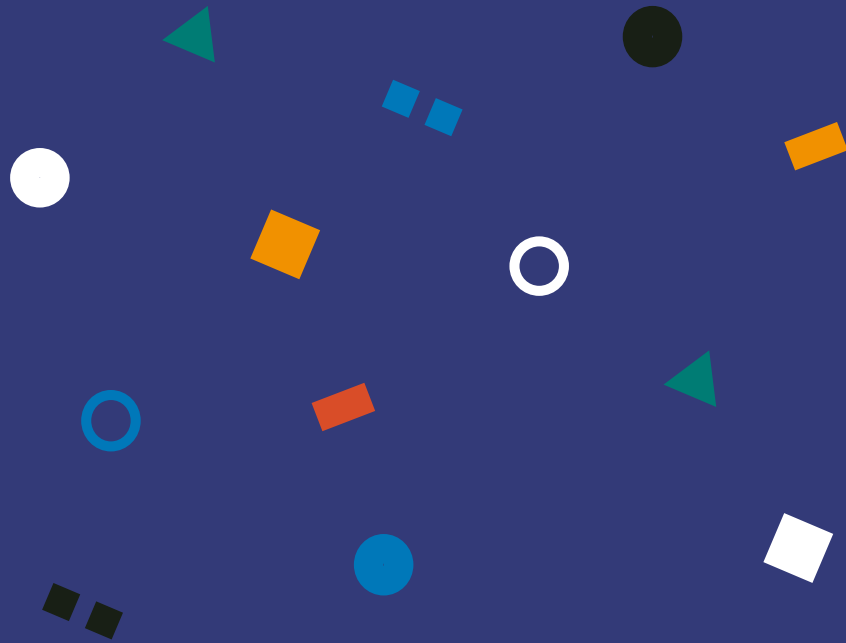
In Canada participation in large events is net positive, noting that 4% of respondents have said they take this action to oppose efforts to address global poverty (e.g. protest international aid budget).

However, as the data show, these actions are taken by a very small number of people and is not a common way of engaging.

Question: Parmi/Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty?
 Participated in a march, rally, protest, or other large event on the issue | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



ATTITUDES TOWARDS INTERNATIONAL AID



How do Canadians feel
about development aid,
the benefits and costs of
aid, and the purpose of
aid: self-interest or
altruism?

FEELINGS ON GOVERNMENT ON INTERNATIONAL AID



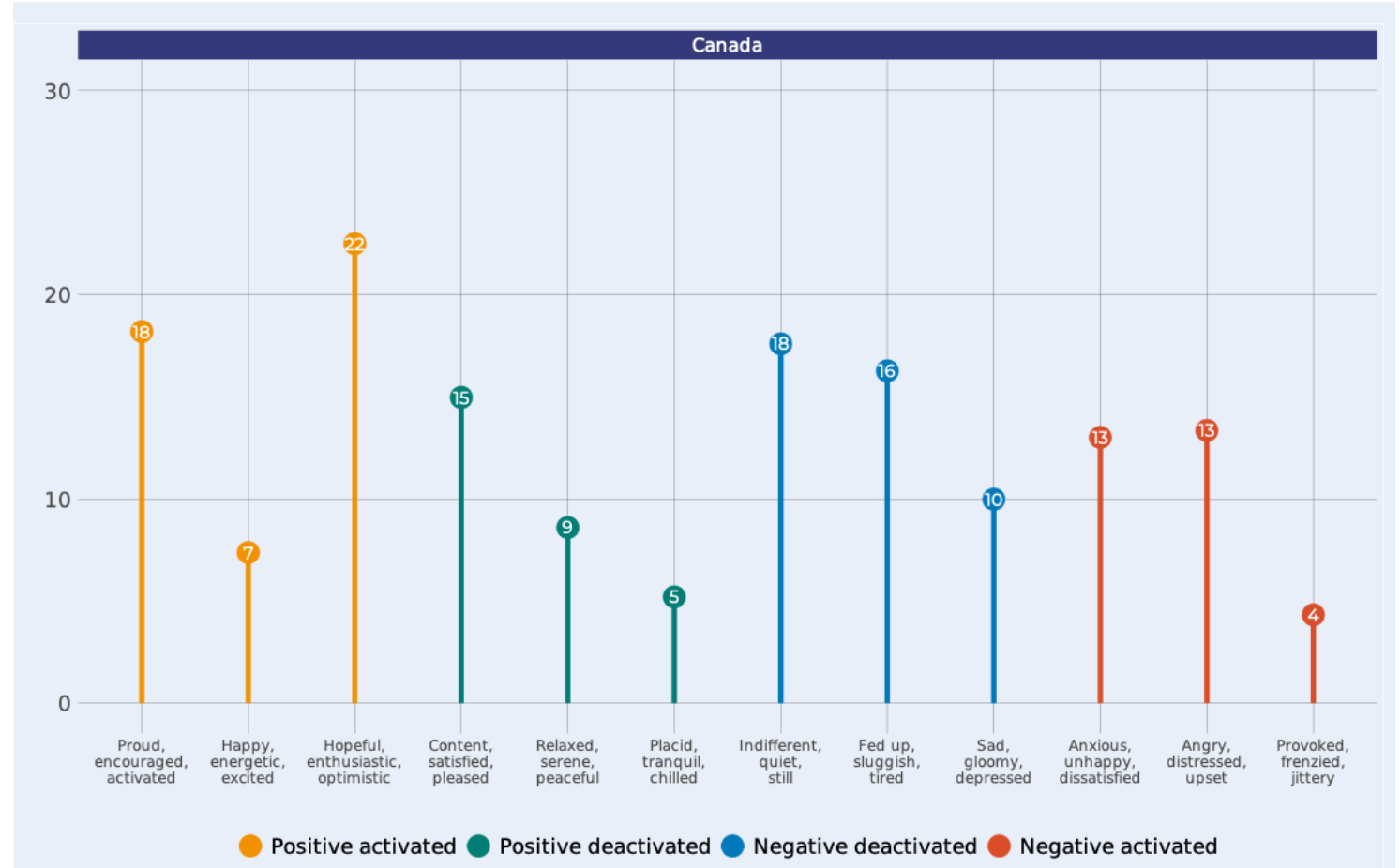
21%

of Canadians say they feel hopeful, enthusiastic, or optimistic about international aid

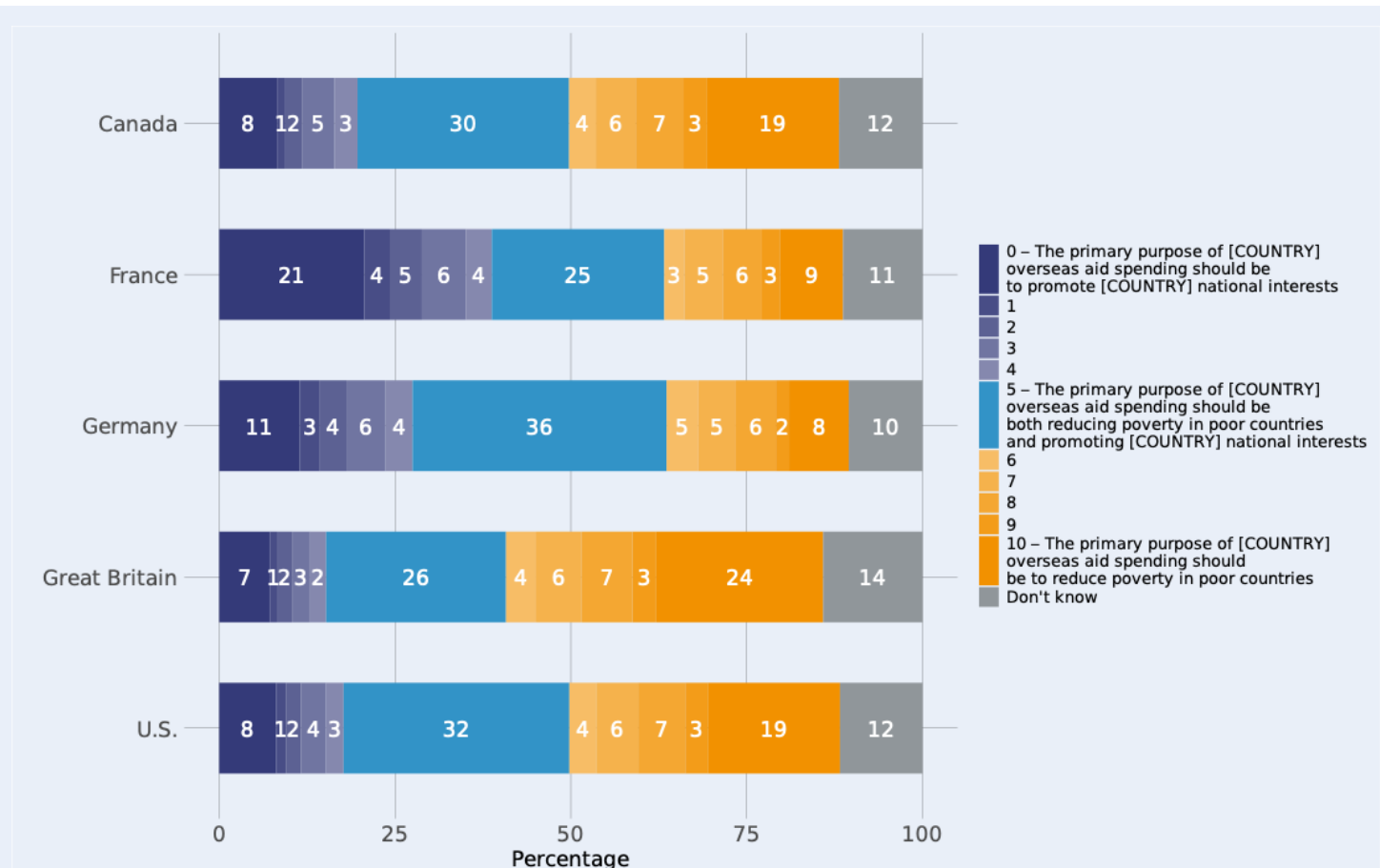
Beyond attitudes to international aid, we also examine emotional responses. The chart shows the share of respondents reporting positive or negative emotions.

Positive emotions: Overall, 22% feel hopeful about aid (+1pp from 2025), while 18% feel proud or encouraged (unchanged).

Negative emotions: Negative deactivated emotions are more common than activated ones. While 16% feel “fed up” (+1pp), this remains below 2024 levels. In 2026, 13% report feeling anxious, unhappy, or angry.



CITIZENS PRIMARILY WANT AID SPENDING TO REDUCE POVERTY IN POOR COUNTRIES



39%

of Canadians lean towards the purpose of aid being to reduce poverty

There has been a small but significant shift in the percentage of respondents who think the purpose of aid should be to reduce poverty 39% compared to 43% in 2025. 19% say aid should be used to promote Canadian national interests – no change from 2025.

There is a 2pp increase in those who think aid should serve mutual interests: 30% say aid should be used for poverty reduction as well as promoting Canada's national interests. This cohort exists in all countries, never falling below 25%, but is highest in Germany at 36%.

Question: The Government of Canada gives international aid to poor countries. Looking at the scale below, what do you think the primary purpose of international aid should be? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025

GOVERNMENT SPENDING ON OVERSEAS AID IN POOR COUNTRIES: SECTORAL PRIORITIES

- Education – helping people to attend school or get skills and training
- Health – access to hospitals and clinics, treating diseases and providing vaccinations
- Family planning – access to contraception and other family services
- Water – access to clean water, sanitation and hygiene
- Government and civil society – improving government accountability, addressing corruption, and ensuring peace and security and the rule of law
- Welfare – address poverty through providing housing and benefits to people unable to work due to sickness, injury, old age, or children
- Infrastructure – providing roads and telecommunications
- Energy – providing electricity and other energy services
- Agriculture – growing food and other crops
- Economic growth – creating jobs and supporting the economy
- Environmental protection – addressing climate change, air pollution, and protecting animals and their habitats
- Debt relief – reducing debts owed by poor countries
- Disaster relief – helping in emergencies and urgent humanitarian crises
- Migration and refugee flows – protection of refugees and support for safe and responsible migration
- Women's equality – support women's rights, gender equality, and help eliminate violence against women

INTERNATIONAL AID SPENDING PRIORITIES



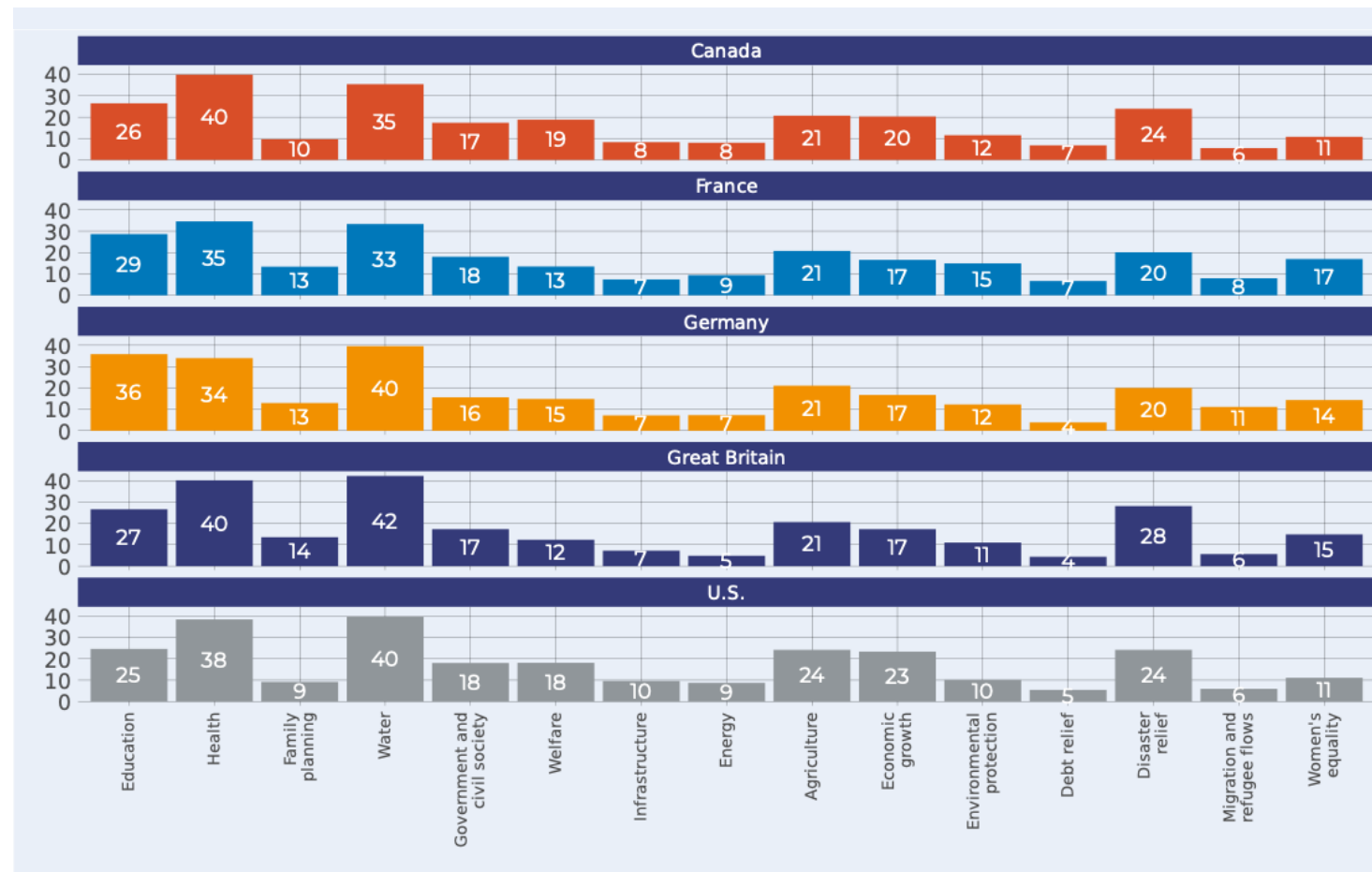
42%

of respondents want access to health prioritized through international aid spending

In all countries, access to clean water, health and education are the top priorities for international aid spending. This finding has been consistent since 2013, with little change in priorities.*

The next set of priorities are agriculture, economic growth and disaster relief.

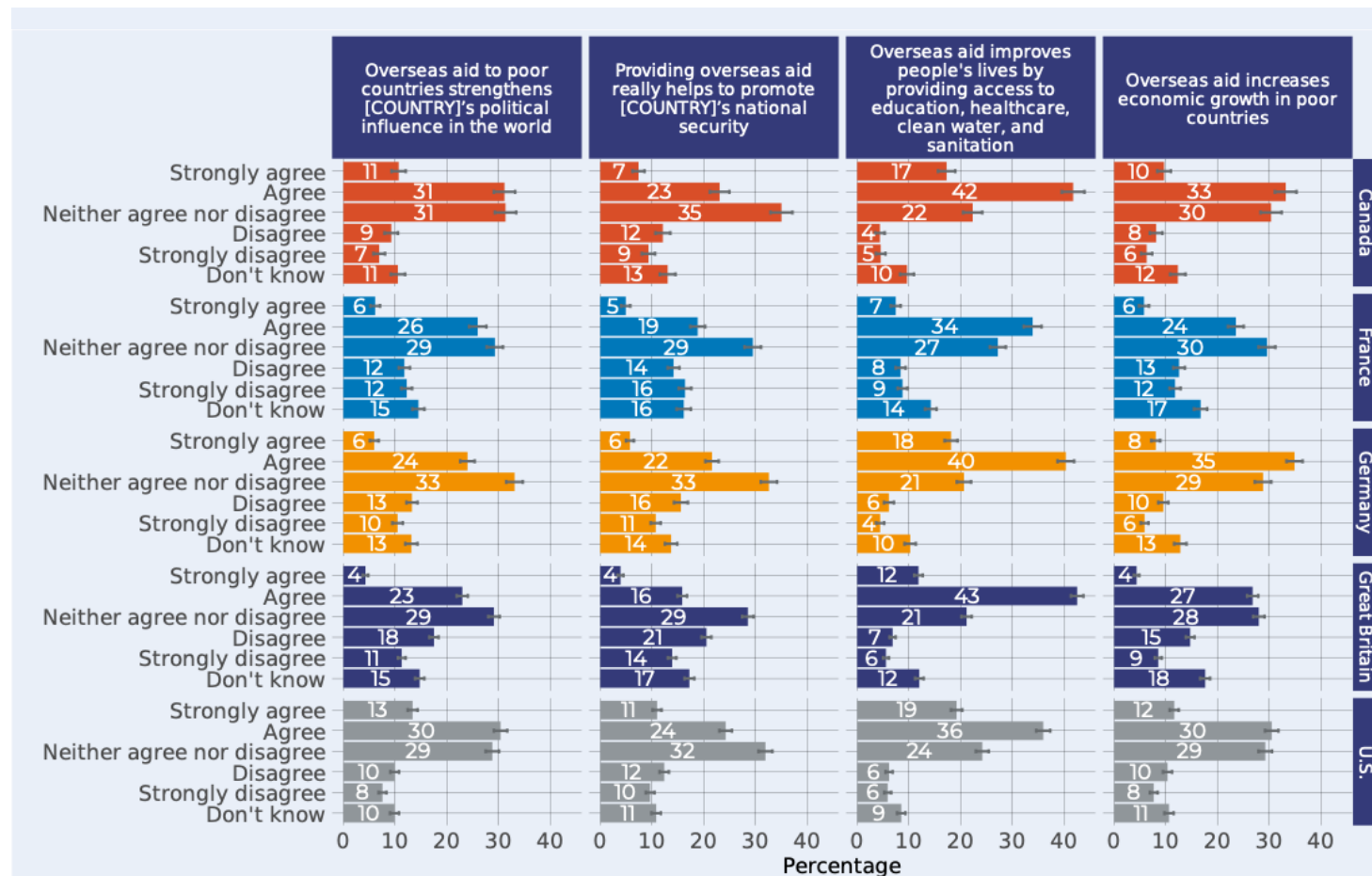
Debt relief and migration and refugee flows have the lowest prioritization, which is at odds with the latter's dominance in most national news media.



Question: Thinking again about government spending on international aid in poor countries, please indicate what you think are the first, second, and third most important priorities. | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



CANADIANS' VIEWS ON OF THE BENEFITS OF AID



To better understand Canadians' perceptions of the benefits of aid, we ask four questions tapping a range of benefits. On balance, Canadians are more likely to see the benefits of aid compared to publics in other DEL countries.

The most positive position on the benefits of aid is with respect to aid's ability to improve people's lives by providing access to education, healthcare, clean water, and sanitation, with 59% agreeing with the statement (-1pp from 2025).

Canadians – like publics in other DEL countries – are less likely to agree with the statement that international aid really helps to promote Canada's national security (30% compared to 29% in 2025).

Across all countries there is a large proportion of respondents who neither agree or disagree with these benefit statements suggesting opportunities for more impactful communication on the benefits of aid – focusing on poverty alleviation and access to basics.

Question: To what extent do you agree or disagree with the following statements about aid from the Canadian government? See above. | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025

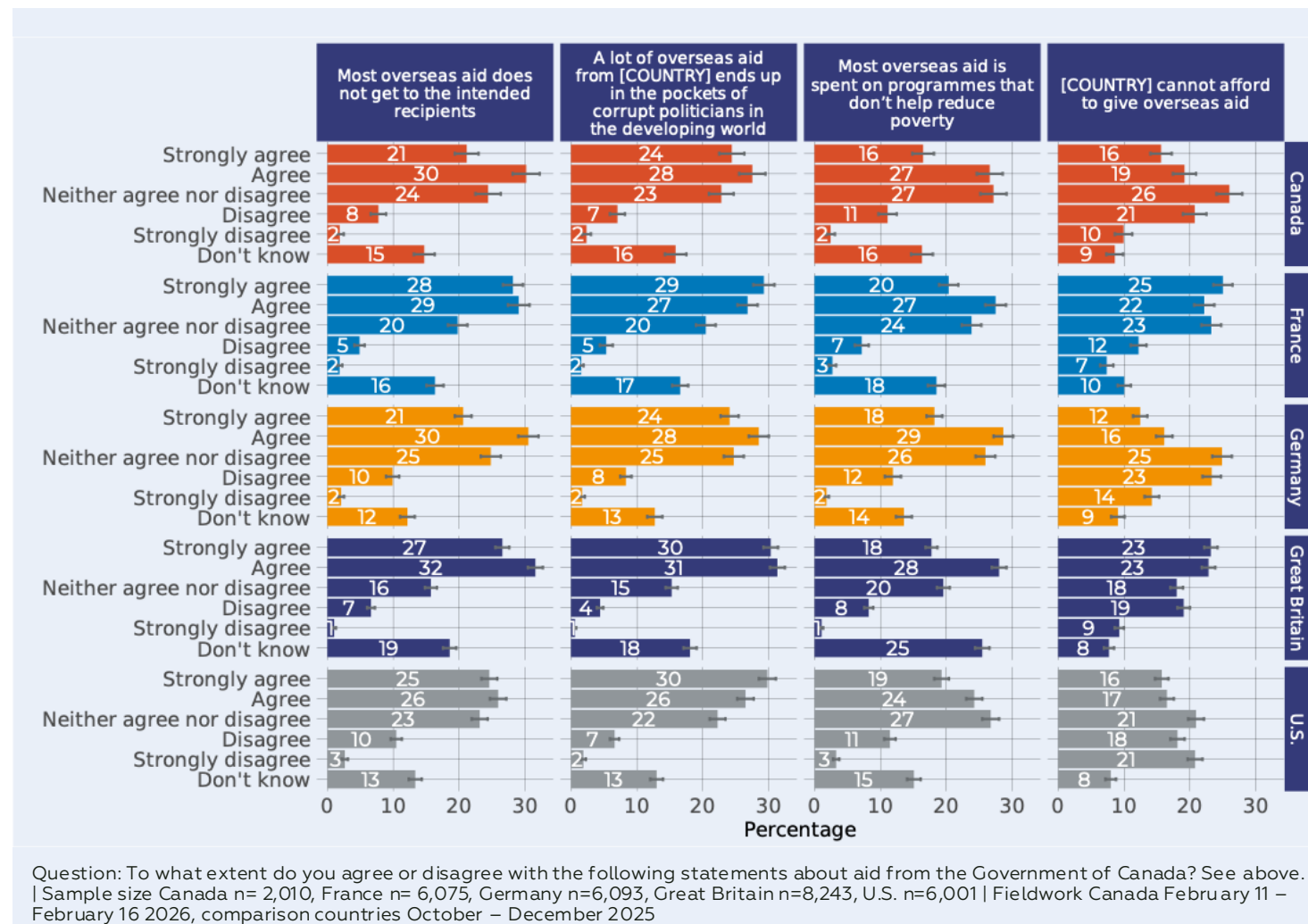


CANADIANS' VIEWS ON OF THE COSTS OF AID

To better understand Canadians' perceptions of the 'costs' of international aid we ask the following four questions focusing on whether aid gets to intended recipients, corruption, poverty reduction, and affordability.

On balance, Canadians' views are similar to citizens in other DEL countries. 51% (48% 2025) of Canadians say aid does not get to intended recipients; 52% (51% in 2025) say aid ends up in hands of corrupt politicians; and 43% agree that aid gets spent on programs that don't help reduce poverty (+4pp from 2025).

35% (33% in 2025) of Canadians say Canada cannot afford to give aid; this compares to 47% in France; 46% in GB; with the U.S. (33%) and Germany (28%) lower than Canada.



INTERNATIONAL AID: DEPENDENCY VS SELF-SUFFICIENCY

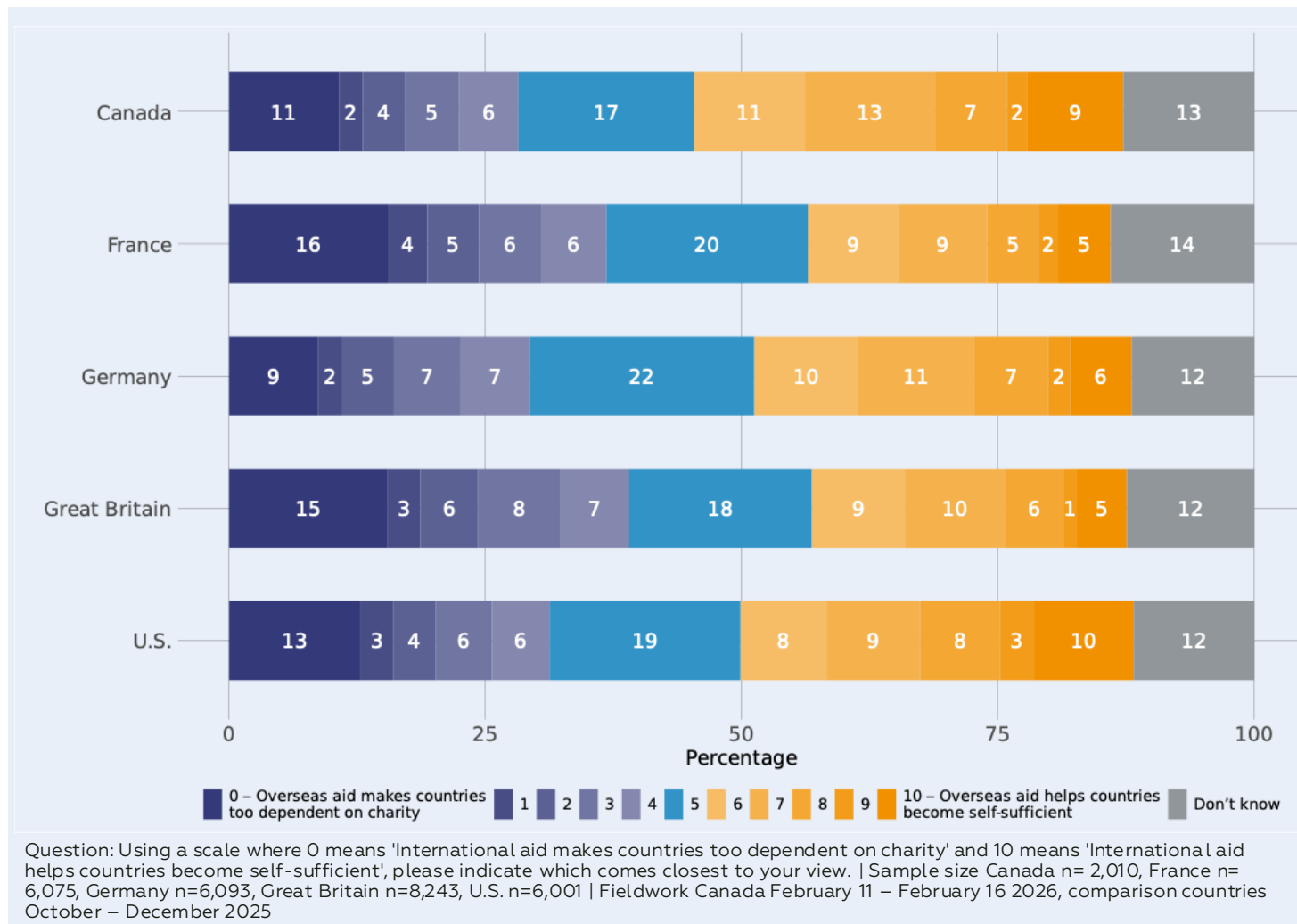


42%

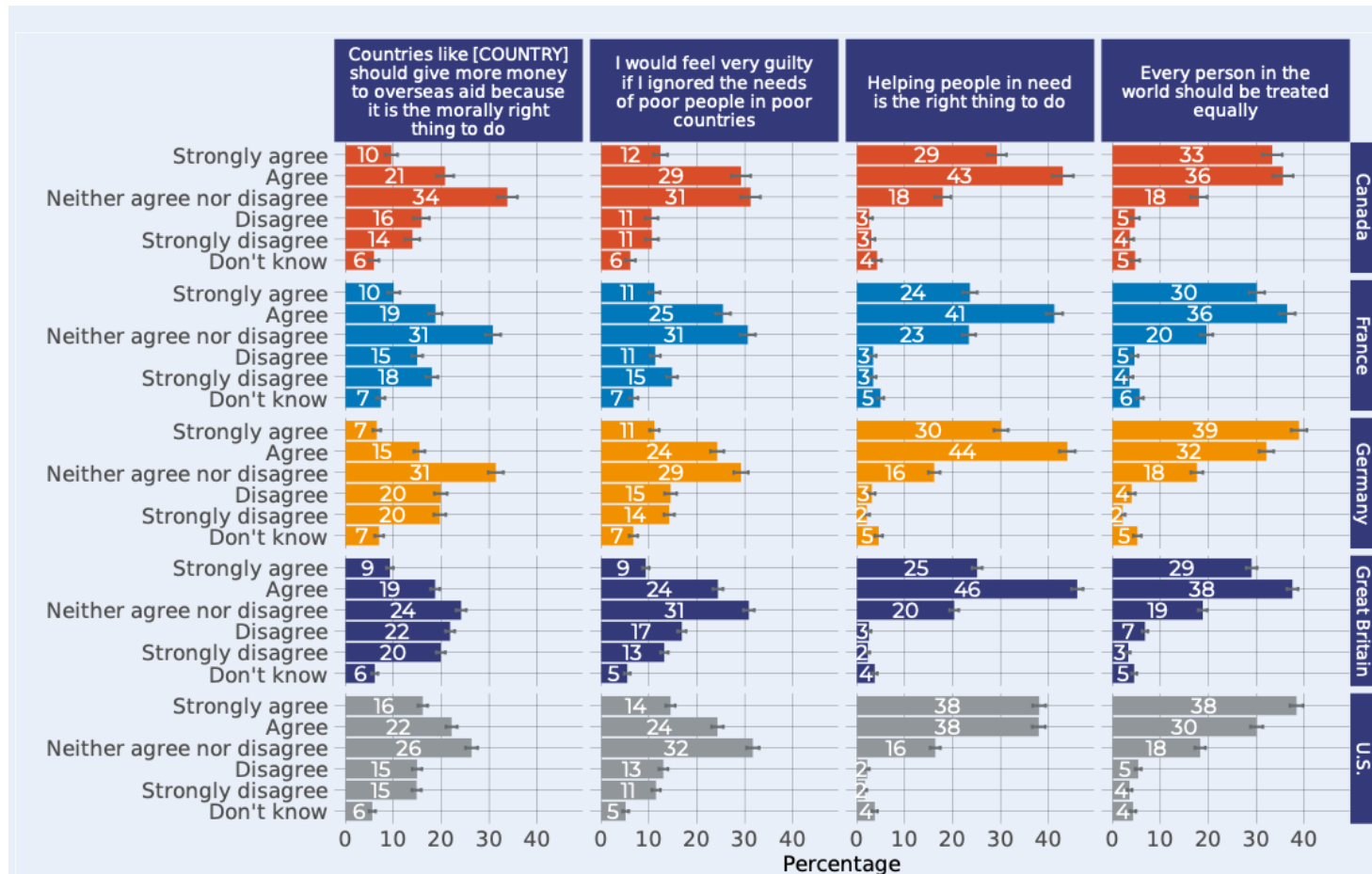
of Canadians think that, on balance, aid helps poor countries become self-sufficient

42% of Canadians said that aid helps countries become self-sufficient (-1pp from 2025). Canadians are most positive in this regard.

There are sizeable constituencies in all of the countries that think aid is both enabling and creating dependencies, suggesting opportunities for better communications on the impact of aid. In Canada, 28% of respondents have the view that aid creates dependencies.



73% OF CANADIANS SAY HELPING PEOPLE IN NEED IS THE RIGHT THING TO DO



DEL research has shown that moral sentiment, e.g. 'helping people in poor countries is the right thing to do' and 'we should help if we can' are positive drivers of attitudes and engagement.

This is especially true in looking at the questions on helping is the right thing to do (72%; -1pp from 2025).

Canadians are similar to other countries with respect to views on every person has the right to be treated equally (69%).

31% of Canadians agree with the statement that giving international aid is morally the right thing to do (no change since 2024) and 40% agree with the statement that they would feel very guilty if they ignored the needs of people living in poor countries (no change from 2025).

Question: To what extent do you agree or disagree with the following statements? See above. | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



POLITICAL ATTITUDES & ENGAGEMENT



Views on democracy,
global cooperation,
deservingness, and
political efficacy

MAKING A DIFFERENCE IN POLITICS & PUBLIC AFFAIRS



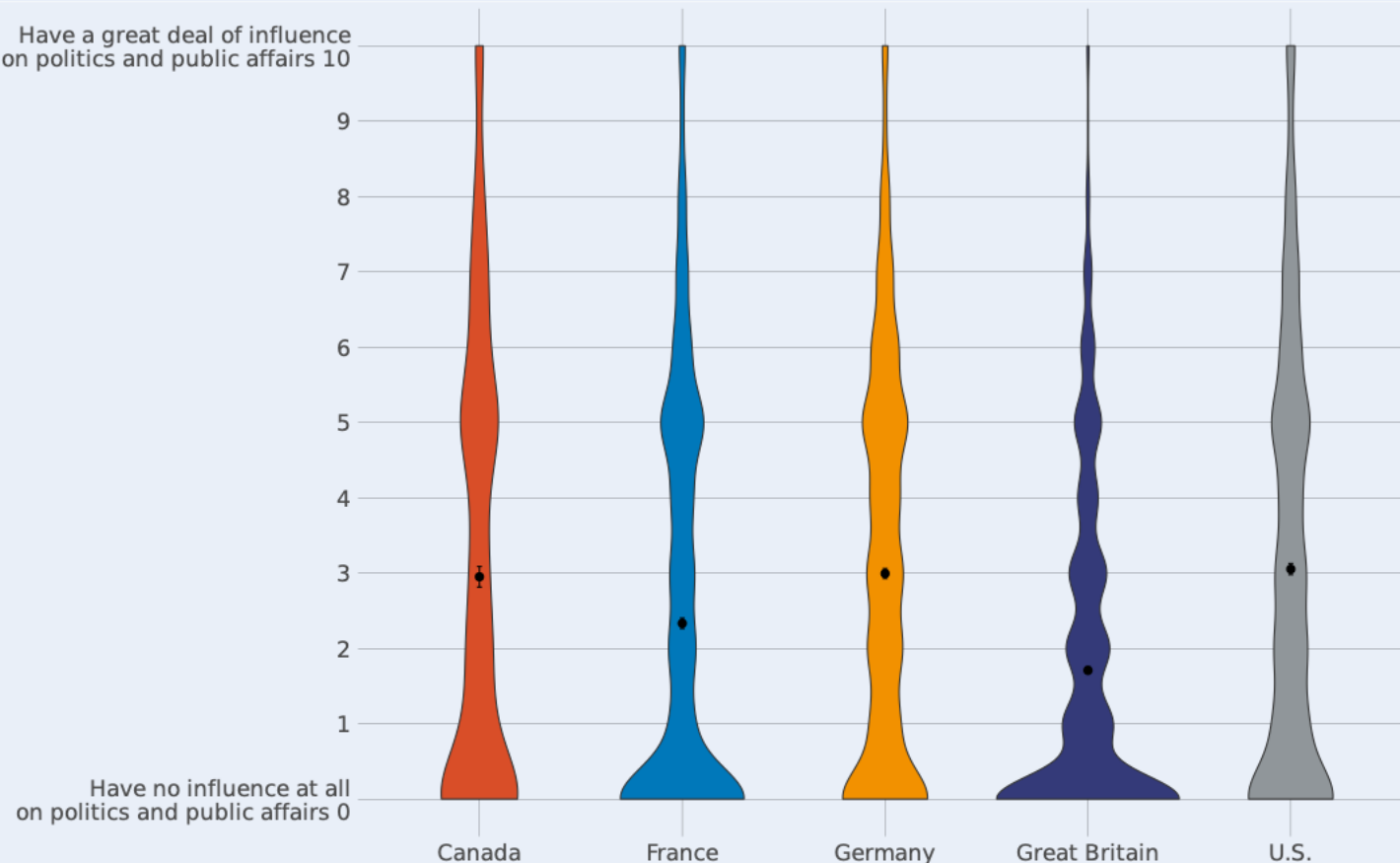
30%

of Canadians say that they have absolutely zero influence on politics and public affairs

To better gauge respondents' perceptions of their ability to make a difference, we ask the extent to which they have influence on politics and public affairs. The dots show the mean score for each country and the violin shows the distribution along the scale from 0 to 10.

Germans, Americans and Canadians have the highest perceptions of efficacy, followed by the French and British.

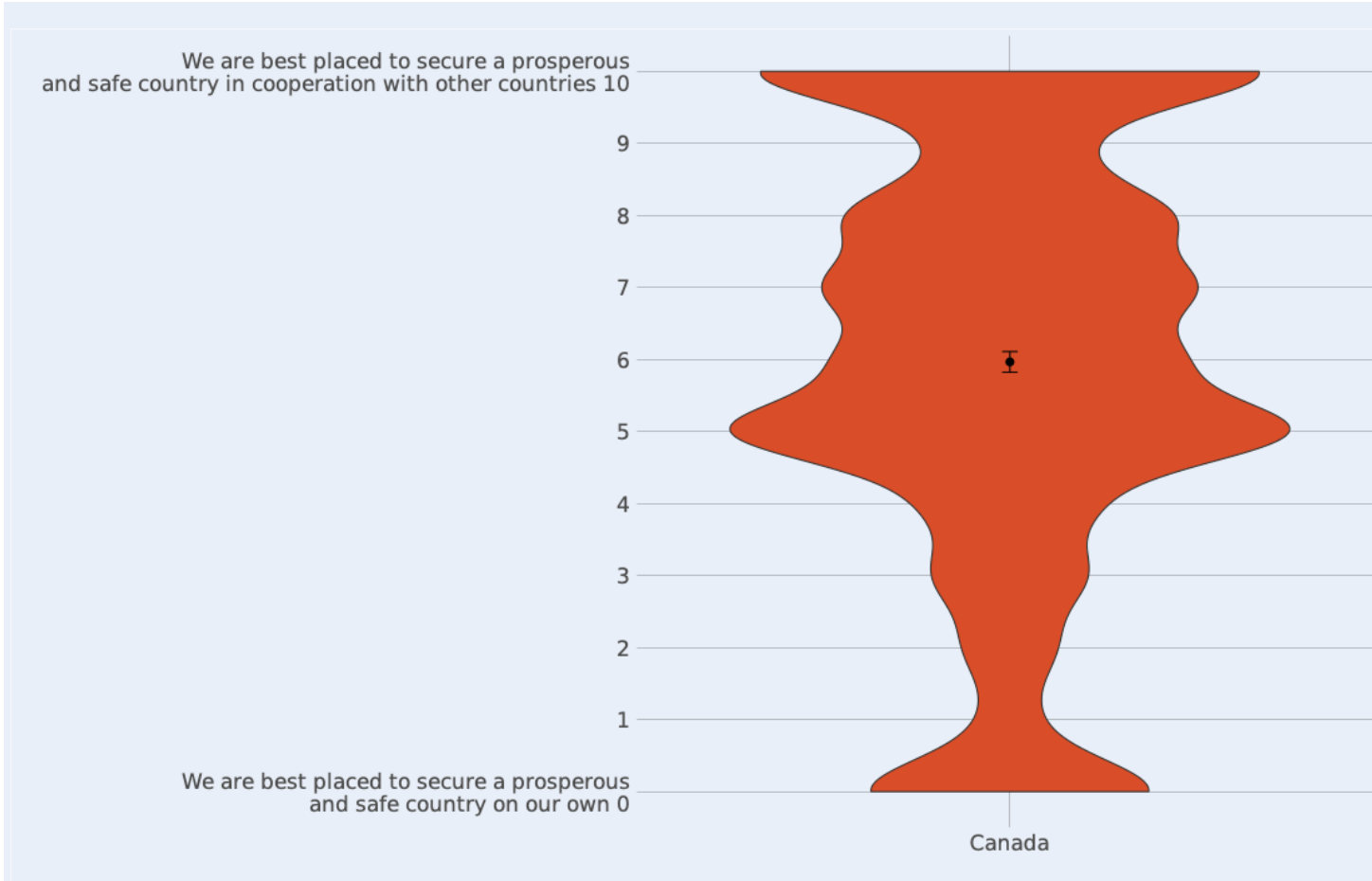
Have a great deal of influence on politics and public affairs 10



Have no influence at all on politics and public affairs 0



PROSPERITY & SAFETY IS BEST SECURED IN COOPERATION WITH OTHER COUNTRIES



15%

of Canadians selected the maximum response of 10 for full collaboration

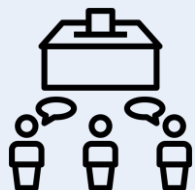
The dots show the mean score for each country and the colored 'violin' shows the distribution along the scale from 0 to 10.

On average, Canadians lean more toward cooperation with other countries to secure a more safe and prosperous country. However, 9% of respondents said Canada is best placed to do so on its own.

Question: Which of the following best reflects your view on how to secure a prosperous and safe country? Using the 0 – 10 scale, where 0 means 'We are best placed to do it on our own' and 10 means 'We are best placed to do it in cooperation with other countries', please indicate how you feel. | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



DEMOCRACY IS A COMPROMISE AMONG DIFFERENT VIEWPOINTS



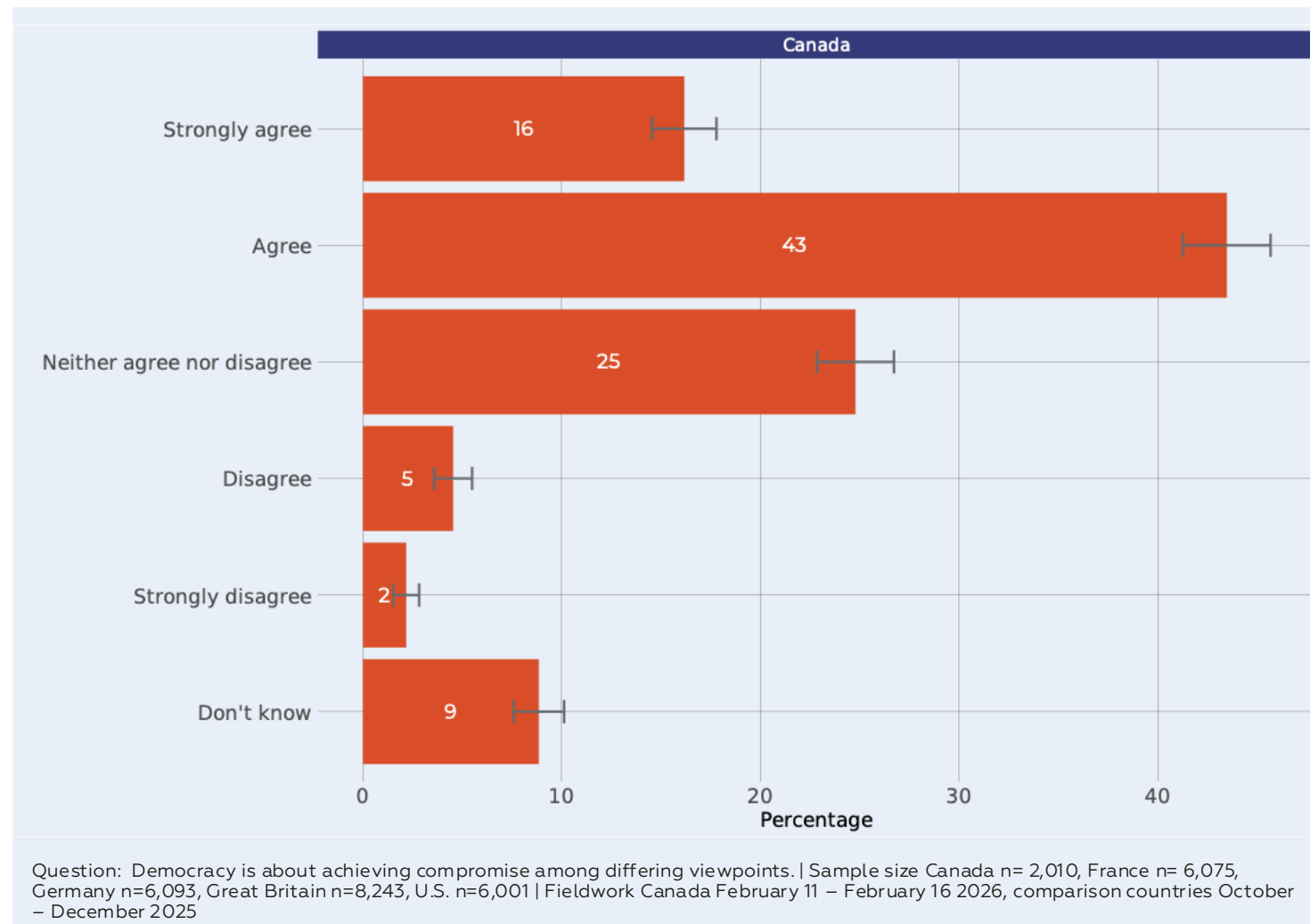
59%

of Canadians agree that democracy is about achieving compromise among differing viewpoints

A majority of Canadians think that compromise is a key component of democracy (+1pp from 2025).

Just 7% disagree with the statement (-1pp from 2025).

25% neither agree nor disagree, with 10% indicating a 'Don't know' response.



GLOBAL OUTLOOK: BIG BAD WORLD?



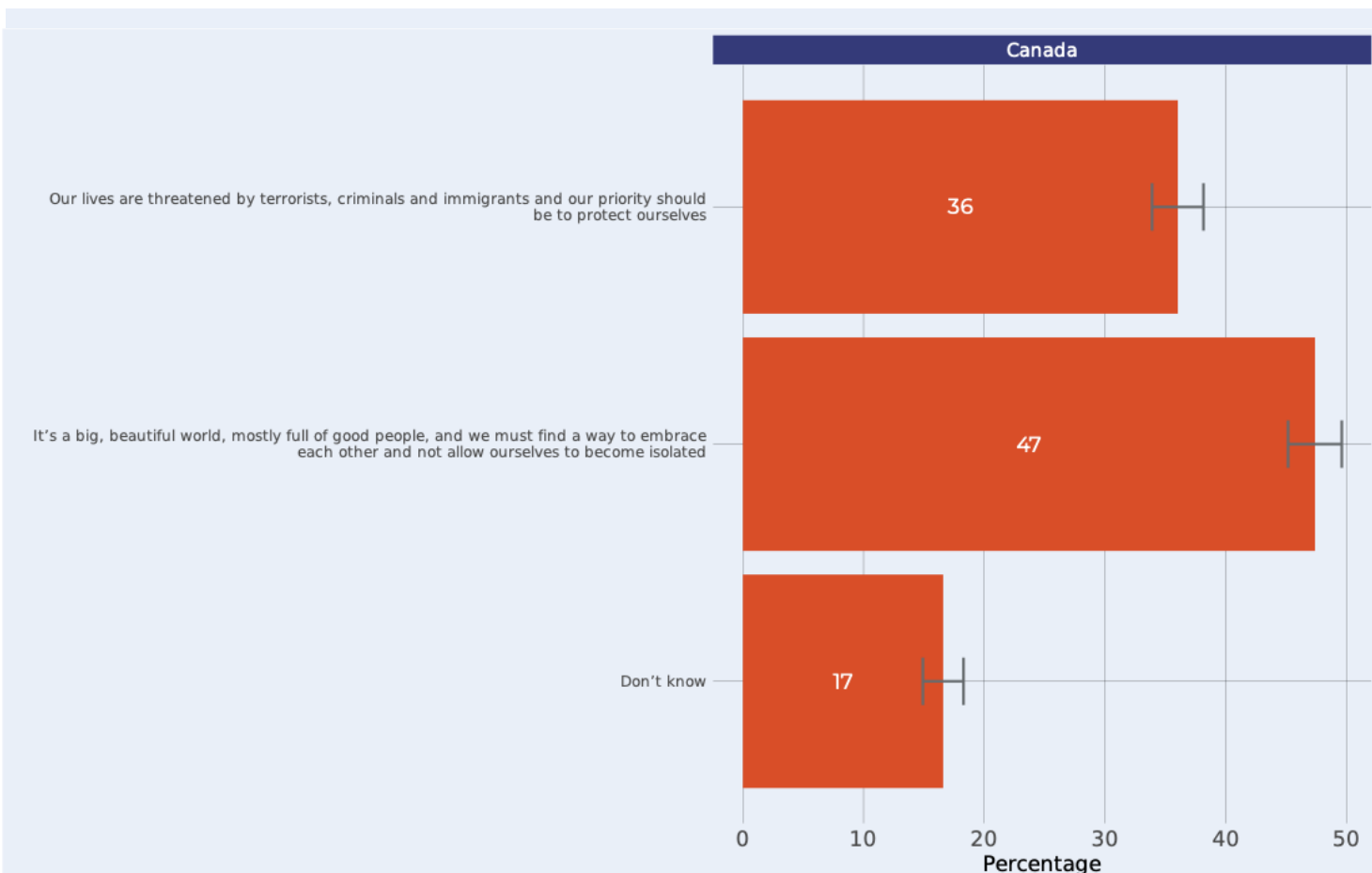
47%

of Canadians take a positive view of humanity, valuing shared experience and global cooperation

In choosing among these two statements, 47% of respondents take a more positive and cooperative view. This view remains virtually unchanged from last year (-1pp).

However, just over a third (36%) take a much more negative view and hold more negative and isolationist attitudes (+2pp from 2025).

A significant number of Canadians said 'Don't know' (17%).



Question: Which of the following two statements comes closest to your view? Our lives are threatened by terrorists, criminals and immigrants and our priority should be to protect ourselves. It's a big, beautiful world, mostly full of good people, and we must find a way to embrace each other and not allow ourselves to become isolated. | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



CANADIANS DO NOT THINK PEOPLE GET WHAT THEY DESERVE



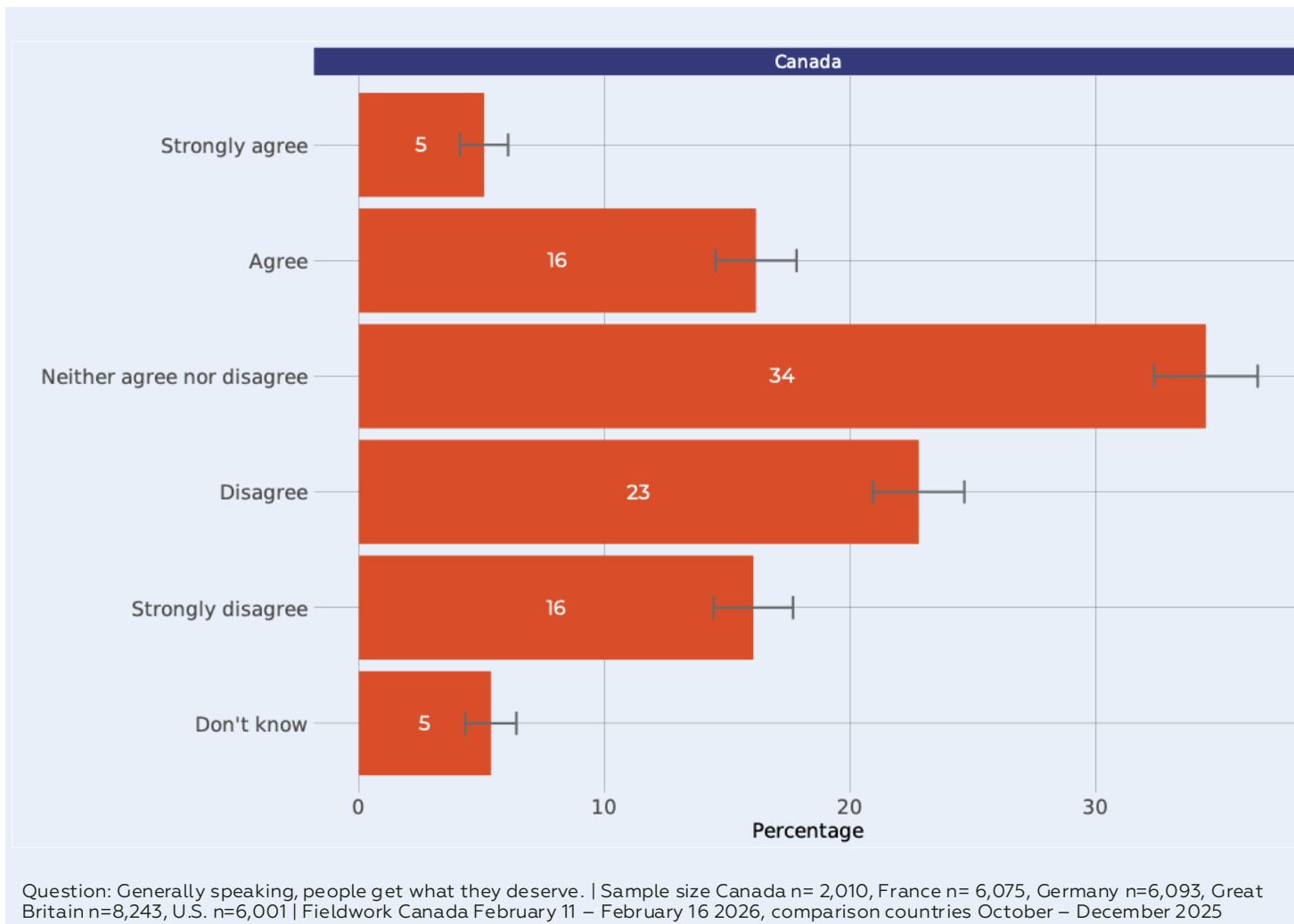
18%

of respondents say people generally get what they deserve

Just over 1 in 5 agree with the statement that people generally get what they deserve (21%). This has increased 3pp since last year.

However, Canadians are divided on this question. Just over a third (34%) neither agree or disagree with the statement.

More respondents disagree with the statement (39%) that people get what they deserve, suggesting a perceived lack of fairness in opportunities and outcomes.



GLOBAL POLITICS & POLICIES



Awareness of the
Sustainable Development
Goals (SDGs) and attitudes
towards
economy/environment
trade-off and global
poverty

AWARENESS AND KNOWLEDGE OF THE UN SDGS



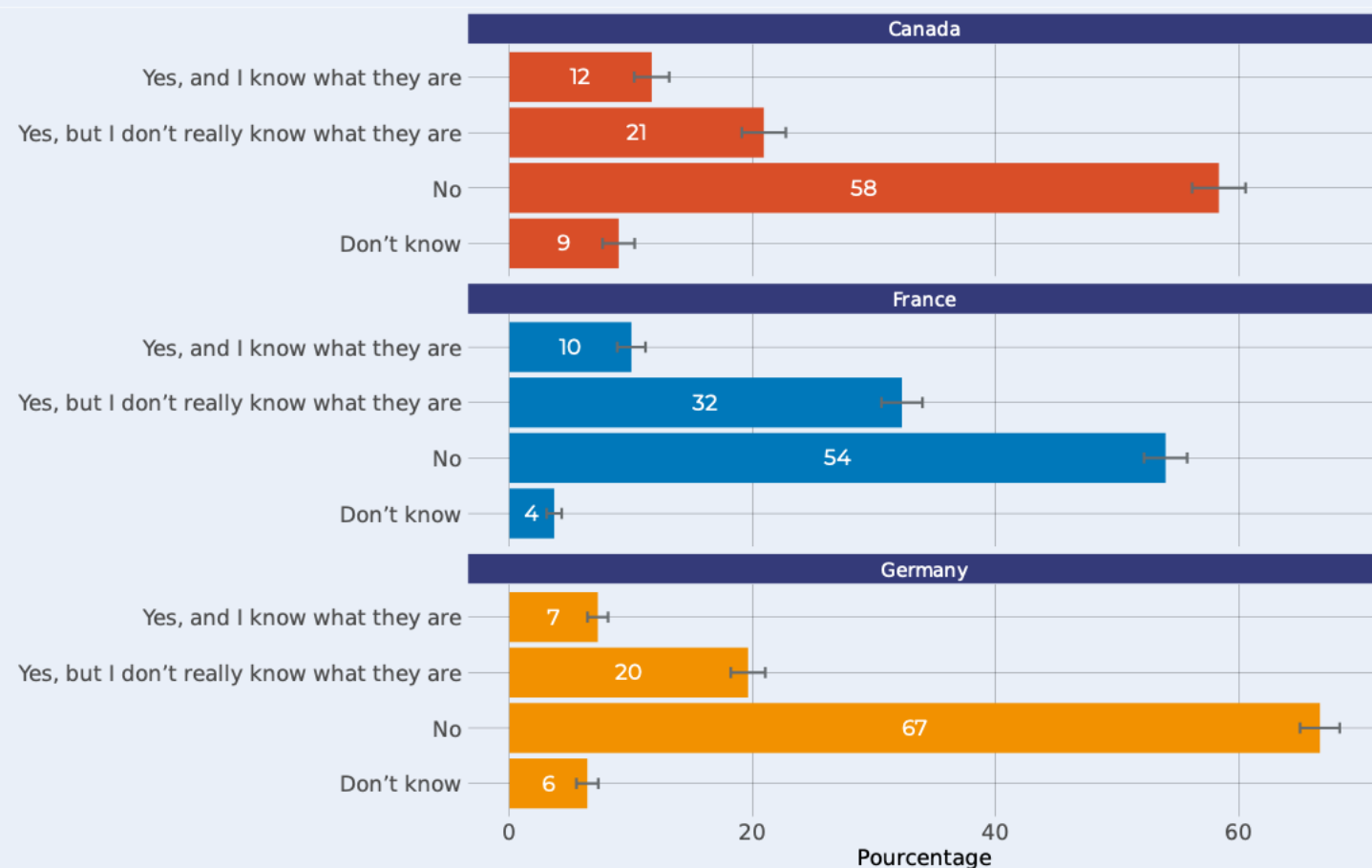
12%

of Canadians have heard of
and know what the UN SDGs
are

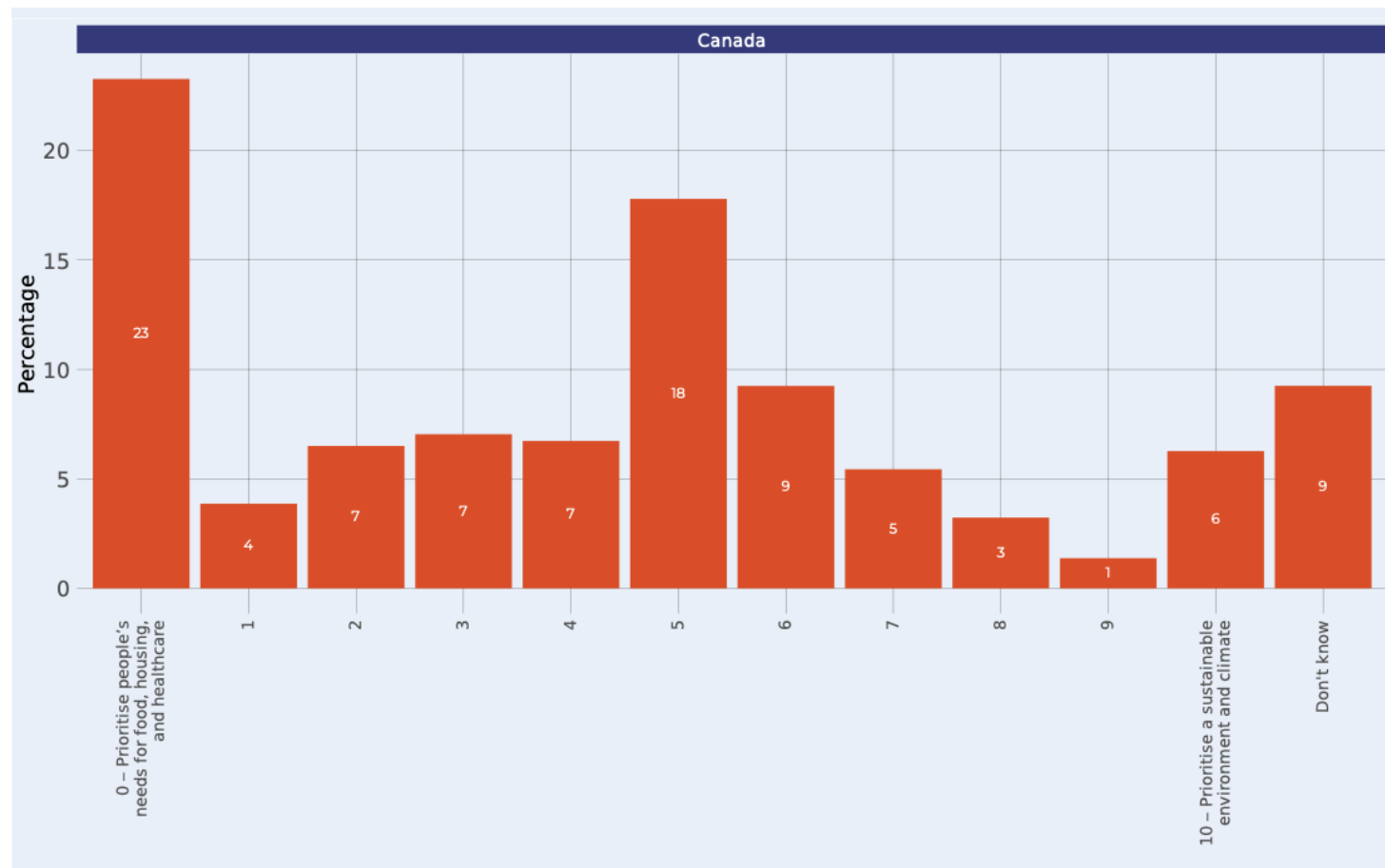
DEL has asked about citizens' awareness of the United Nations' SDGs. In Canada, 12% say they have heard about them and know what they are. This is up 2pp from 2025.

A further 21% say they have heard of them, but do not know what they are.

58% of Canadians say they have not heard of the SDGs – higher than France (54%), but lower than in Germany (67%).



'DOUGHNUT ECONOMICS': THE ECONOMY VS. ENVIRONMENT TRADE-OFF



18%

of Canadians want to give equal priority to the economy and environmental sustainability

Canadians have different views about balancing the economy (e.g. prioritising economic growth to meet people's needs for food, housing, and healthcare) versus prioritising a sustainable environment, climate: 6% say they want to prioritize the environment (+2pp from 2025) vs. 23% say prioritize the economy (+1pp).

While the weight of preferences lean towards the economy, the distribution of opinion is strikingly similar across the five countries (from previous surveys).

Question: For the following question, please think about **the world as a whole** and not individual countries. Some people say that there is a trade-off between prioritizing economic growth to meet people's needs for food, housing, and healthcare versus prioritizing a sustainable environment, climate, and fertile soils. Using a 0 to 10 scale, where 0 means 'Prioritize people's needs for food, housing, and healthcare' and 10 means 'Prioritize a sustainable environment and climate', please indicate which statement comes closer to your view. | Sample size Canada n=2,010, France n=6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



ERADICATION OF EXTREME POVERTY BY 2030?

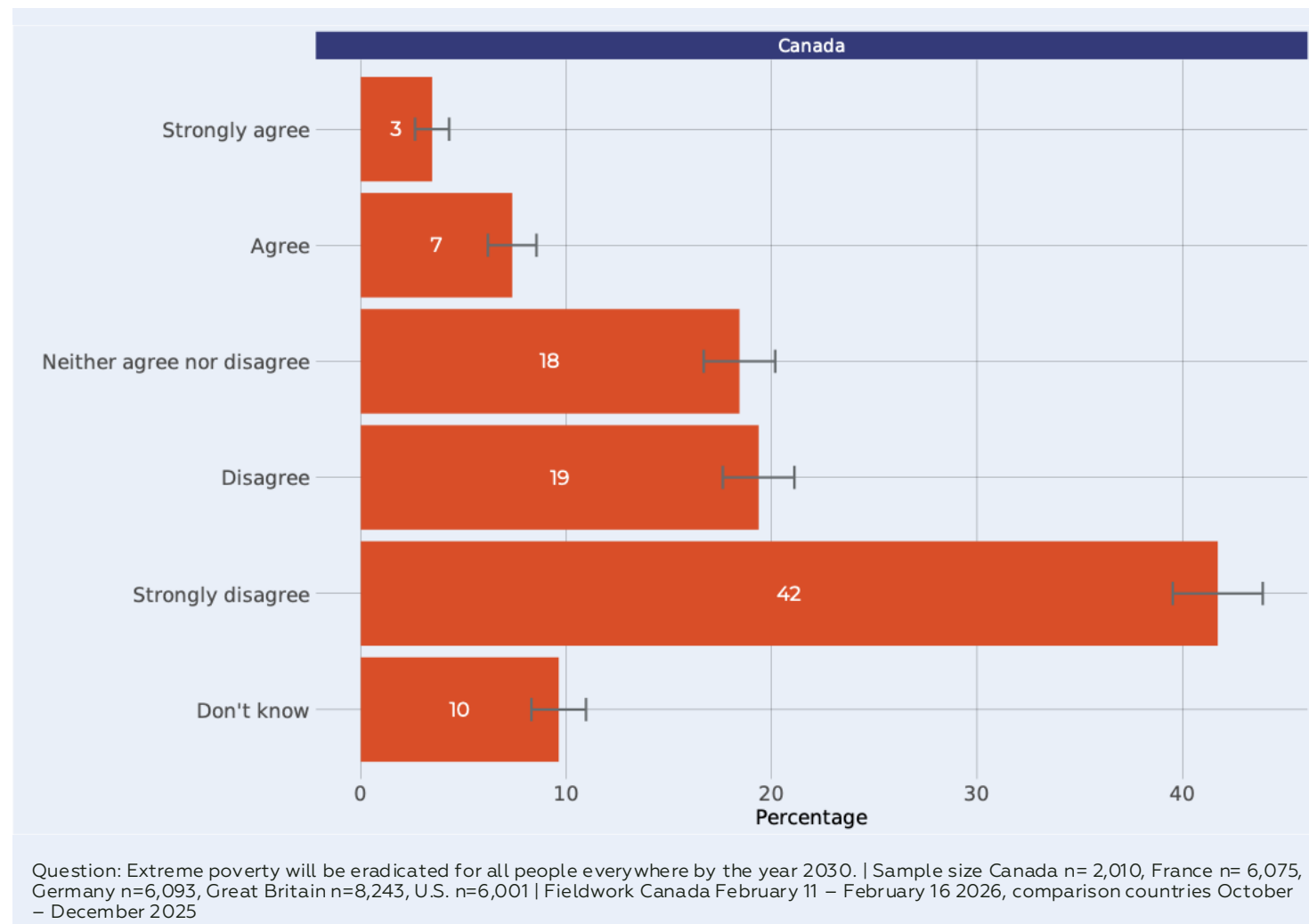


10%

of Canadians agree with the statement that extreme poverty will be eradicated everywhere by 2030

Canadians are not optimistic about ending extreme poverty compared to publics in other countries.

61% of respondents disagree with the statement, indicating a great deal of scepticism on poverty reduction programmes (-3pp from 2025).



COSMOPOLITAN VIEWS



How do people see
connections across and
their place in the wider
world?

62% OF CANADIANS SAY THEY HAVE A DUTY TO ENSURE THAT THEIR ACTIONS DON'T HARM OTHERS

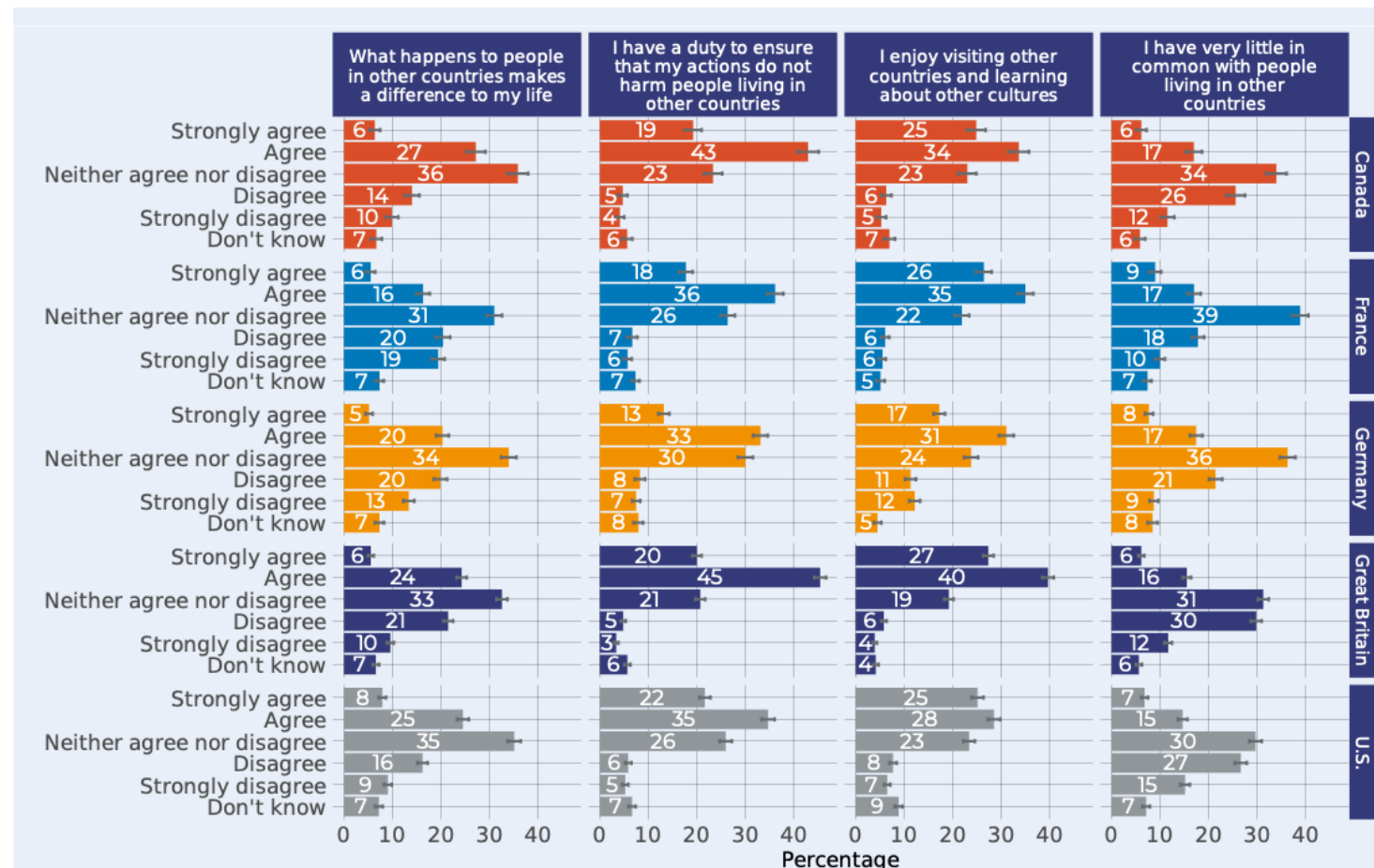
DEL asks four questions to gauge citizens' cosmopolitan outlook and attitudes towards global citizenship.

Canadians show similar attitudes to citizens elsewhere on global interconnectedness: 33% agree with the statement 'what happens to people in other countries makes a difference to my life' (no change). This compares to 22% in France; 25% in Germany; 30% in Britain and 33% in America.

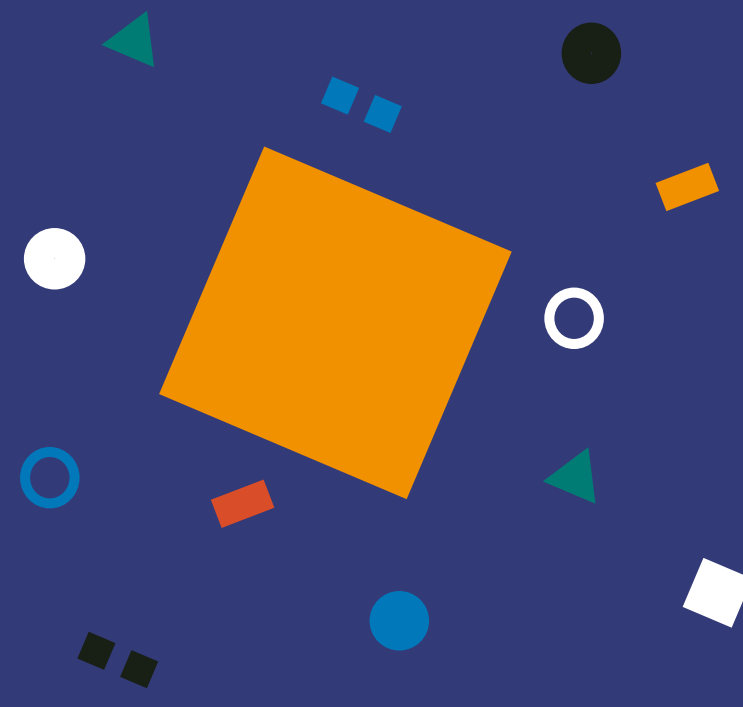
Second, Canadians say they have a duty to ensure their actions do not harm people living in other countries (62%).

Third, Canadians also are more likely to say they enjoy visiting other countries and learning about other cultures (59%), up 2pp from 2025.

Fourth, just 23% of Canadians agree with the statement that they have very little in common with people living in other countries.



3. ATTITUDES TOWARDS GIVING

An abstract graphic on a dark blue background featuring a large orange square, a white circle, a blue circle, a green triangle, a black circle, a white square, a red rectangle, a blue rectangle, and several smaller black and white squares and circles.

Canadians' charitable
giving behaviour,
frequency and methods;
reasons to give and
reasons not to give

A CLOSER LOOK AT DONATION BEHAVIOUR IN CANADA

- In this section we take a deeper look at donation behaviour in Canada.
- Except where noted, responses to these questions are taken from those respondents who said they have donated in the past 12 months to an international development NGO/charity (base data in slide 18).
- The data show that organization mission and need are the primary drivers of giving in Canada.
- For respondents who have not donated, affordability is the key reason for not giving.

FREQUENCY OF DONATIONS ACROSS COUNTRIES

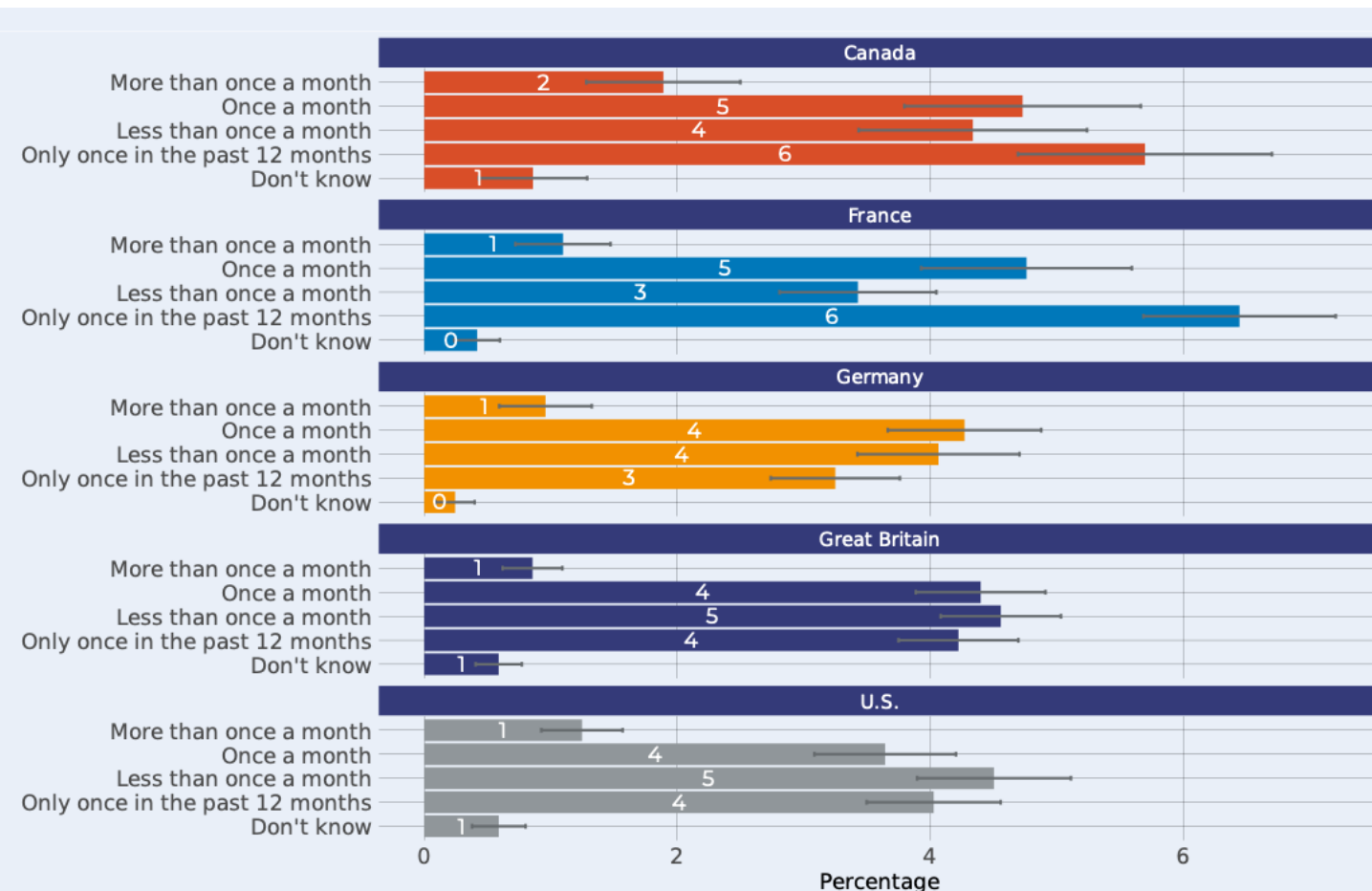


5%

of Canadians make a monthly donation to a development NGO/charity

In looking at the frequency of donations to development organizations, on average, just 2% of the population make a donation more than once a month (+1pp from 2025).

In Canada, 6% say they give annually (once in the past 12 months) which is similar to other DEL countries (no change from 2025).



Question: Please estimate how frequently - on average - you gave to international development NGOs/charities in the past 12 months.
 Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



FREQUENCY OF METHOD OF DONATION



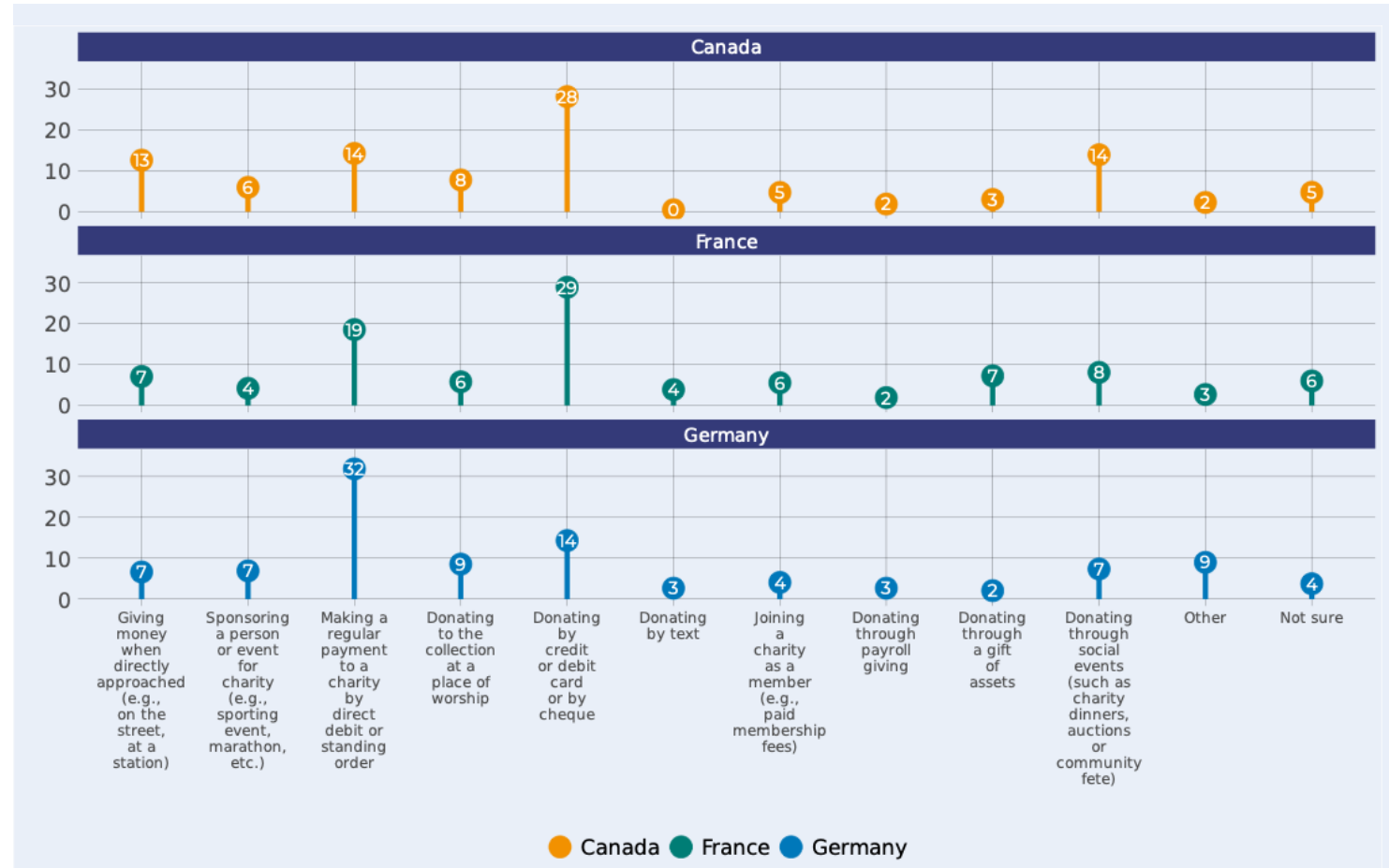
28%

of Canadians donate by credit/debit card or cheque

Donation via debit/credit card or cheque is the most common method of giving for Canadians (28%) and French (29%), but the second most popular method for Germans (14%).

Tied for second is donating at social events (charity dinners, auctions or community fete) and making a regular payment via direct debit/standing order.

Donating by text (0%), payroll giving (2%) and other (2%) are the least common methods of donating.



CANADIANS DONATE BECAUSE THEY ARE MOTIVATED BY THE CAUSE



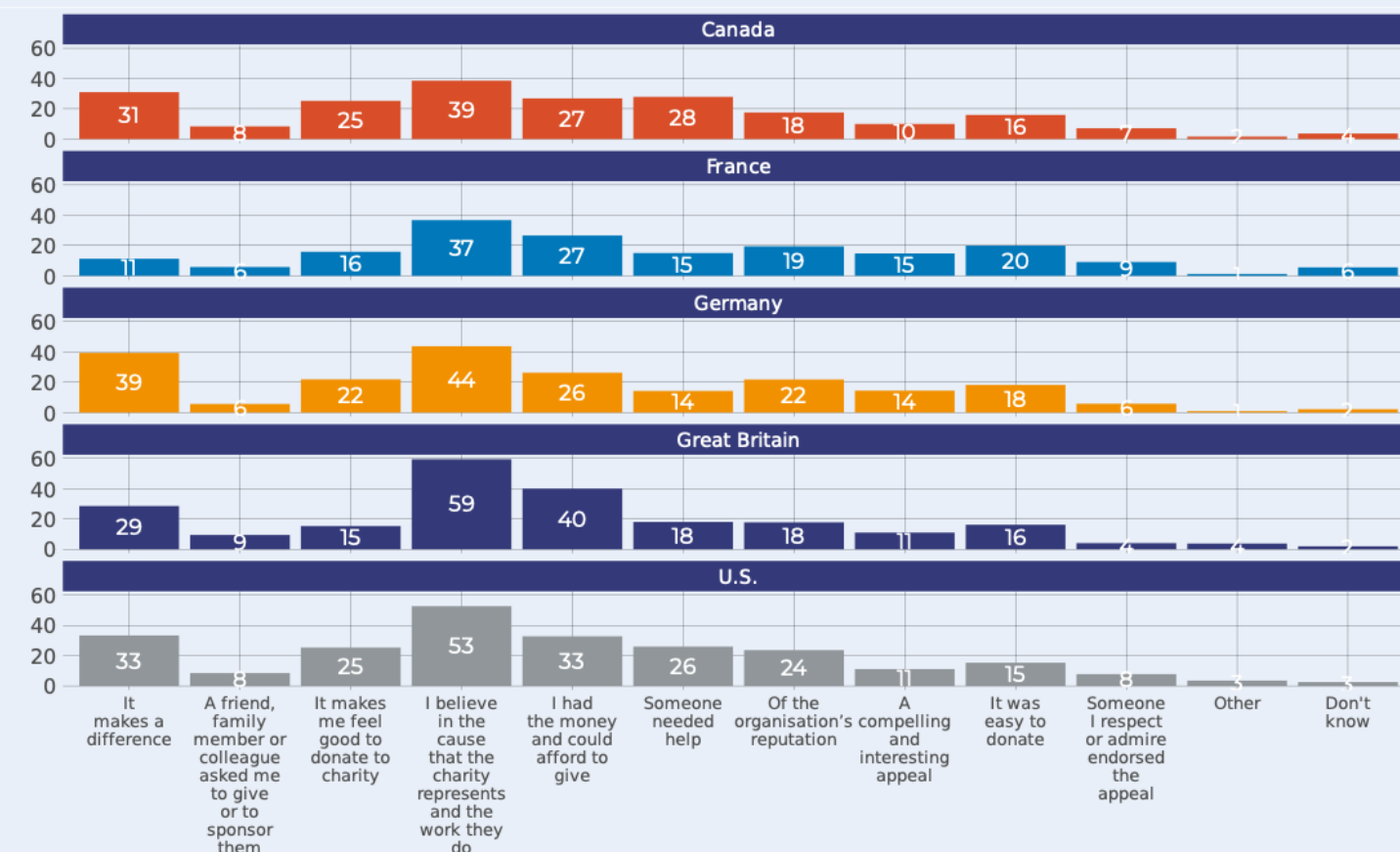
39%

of Canadians give to a development organization because of the work they do

Belief in the cause the charity represents and the work they do is the most popular reason for giving (39%, but down 5pp in 2025). This is the most common reason for giving across all countries – ranging from 59% in GB to 37% in France.

In Canada, donating because it makes a difference is the second most common reason for giving (31%) followed by someone needed help (28%) and affordability (27%).

There is less evidence that respected endorsers or asks from family/friends motivates donations.



Question: Which of the following statements reflects your reasons for giving to international development NGOs/charities? (Please tick up to three) | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



NEARLY 7 IN 10 CANADIANS HAVE *NEVER* DONATED



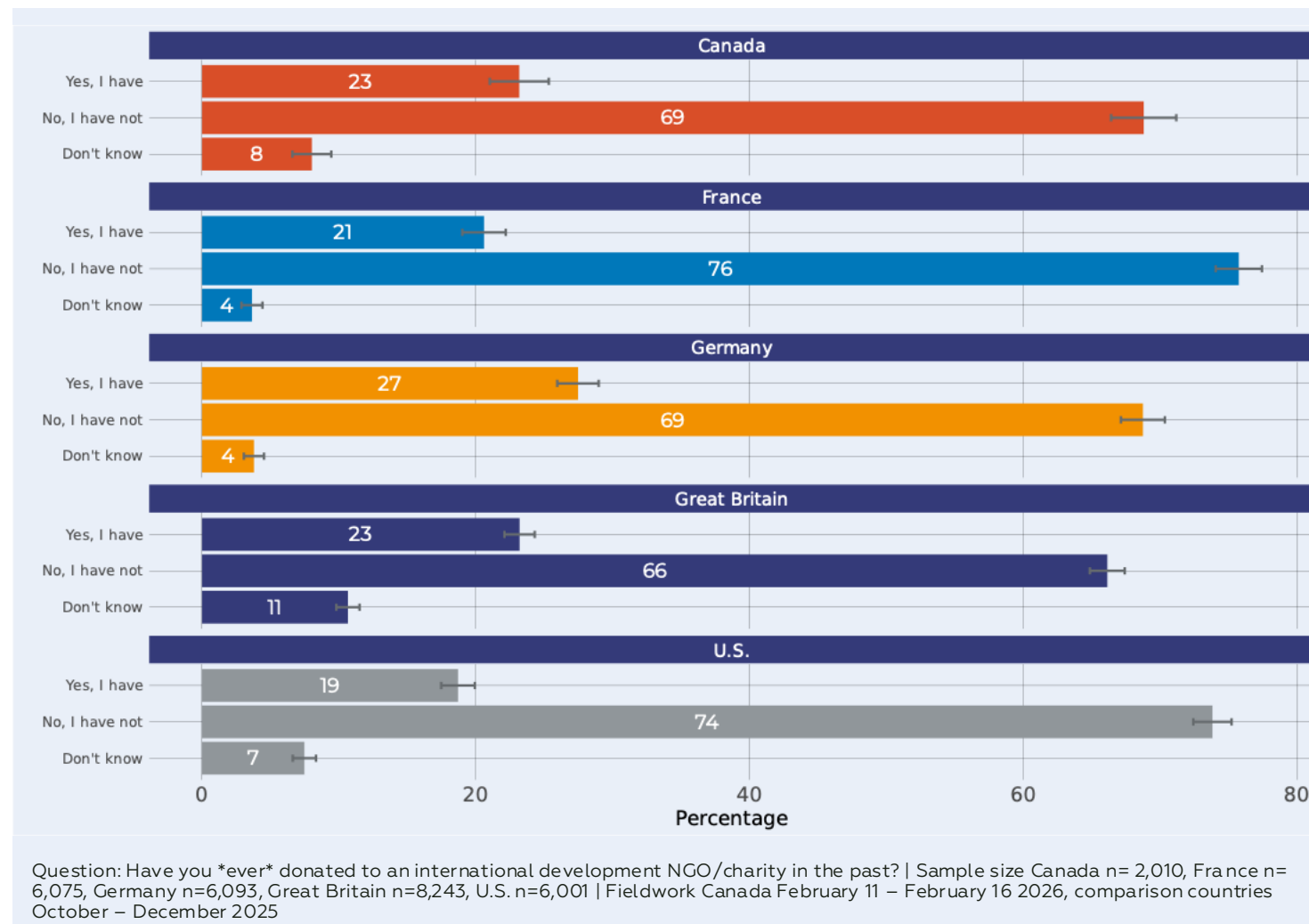
69%

of Canadians have never given to a development charity/NGO

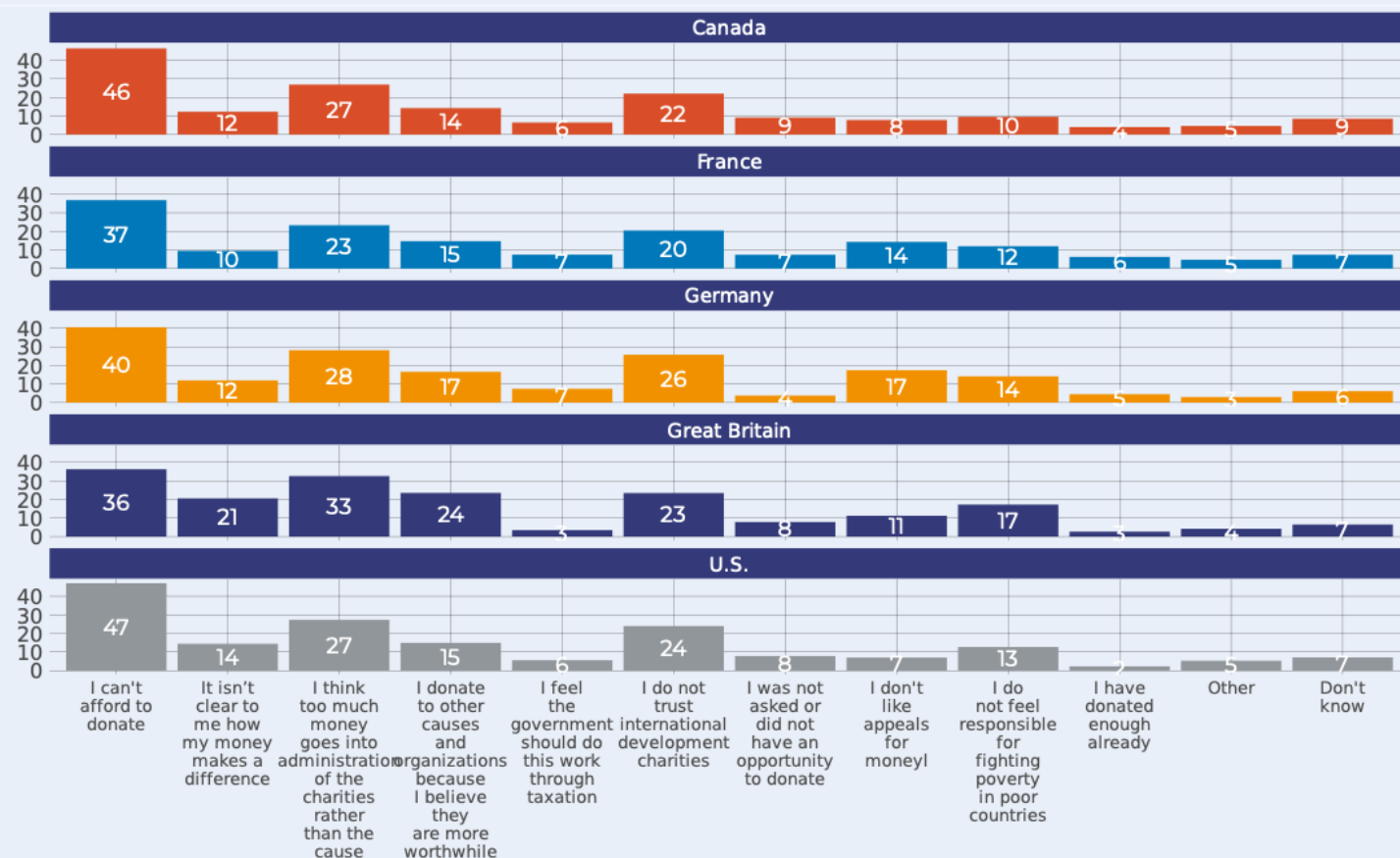
For respondents who said they have not donated in the past 12 months, we asked if they have **ever donated**.

Just under a quarter (23%) said they have donated previously (but not in past 12 months); this is comparable to France (21%) and GB (23%).

France (76%) and the U.S. (74%) have the highest percentage of citizens who have never donated. For Canada, 69% say they have never donated.



AFFORDABILITY DRIVES NON-GIVING IN DONOR COUNTRIES



46%

of Canadians say affordability is the main reason they have never donated to a development NGO/charity

In probing why respondents had never donated to an international development charity/NGO, affordability is the primary reason given.

Concerns over administrative bloat (27%) and organizational trust (22%) are the second and third most common reasons cited for not giving in Canada. Note these are the top three reasons in 2024 and in 2025, suggesting a step change is needed in NGO practice and engagement with the Canadian public to move the dial.

Patterns are relatively consistent across DEL countries.

Question: Why didn't you ever donate? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



4. GAC COMMUNICATIONS



Communicating impact,
increasing understanding,
and credibility of
spokespersons for
Canada's international
assistance efforts

MORE WORK TO DO COMMUNICATING THE IMPACT OF INTERNATIONAL ASSISTANCE



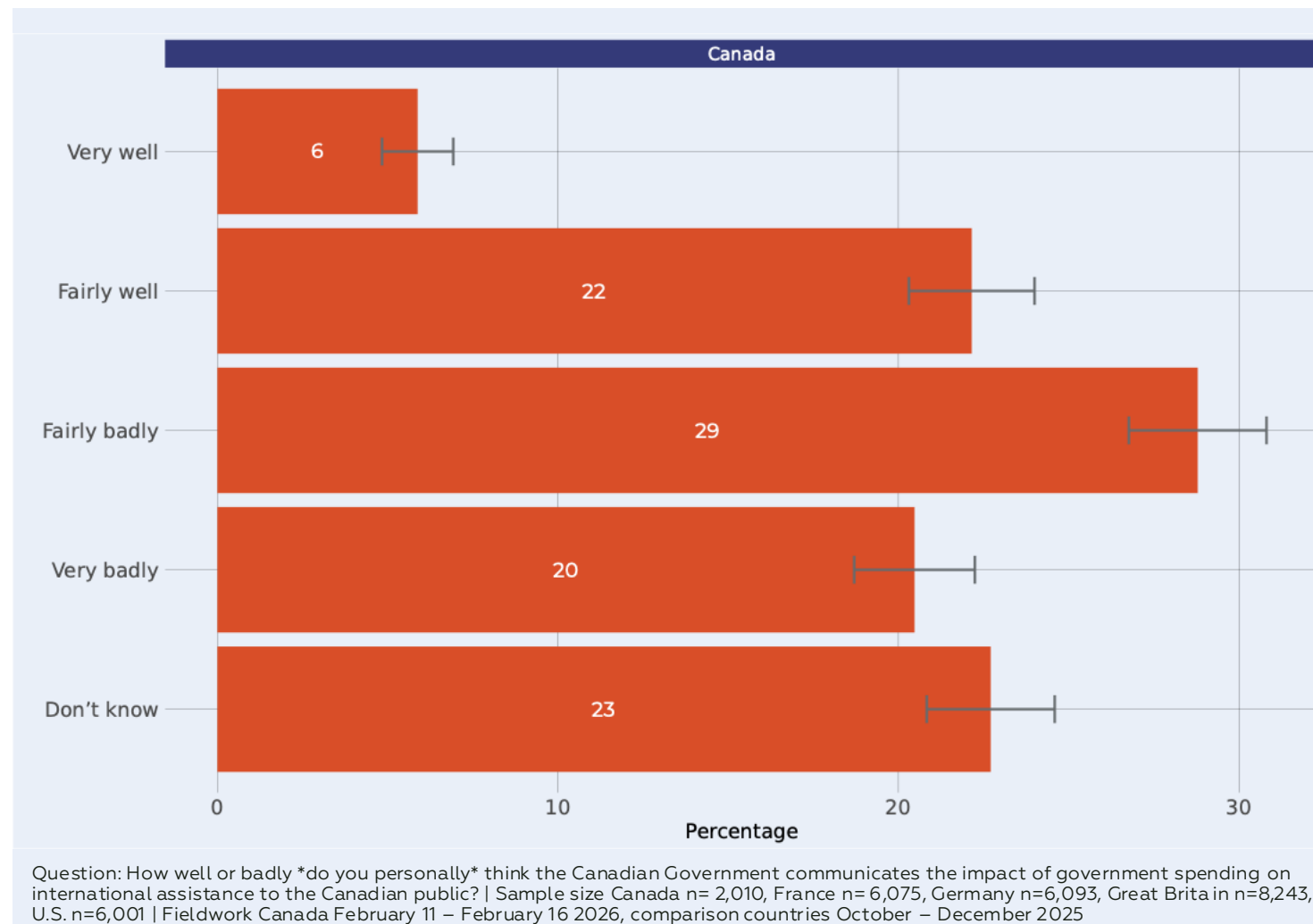
6%

of Canadians say the Government communicates the impact of international assistance very well

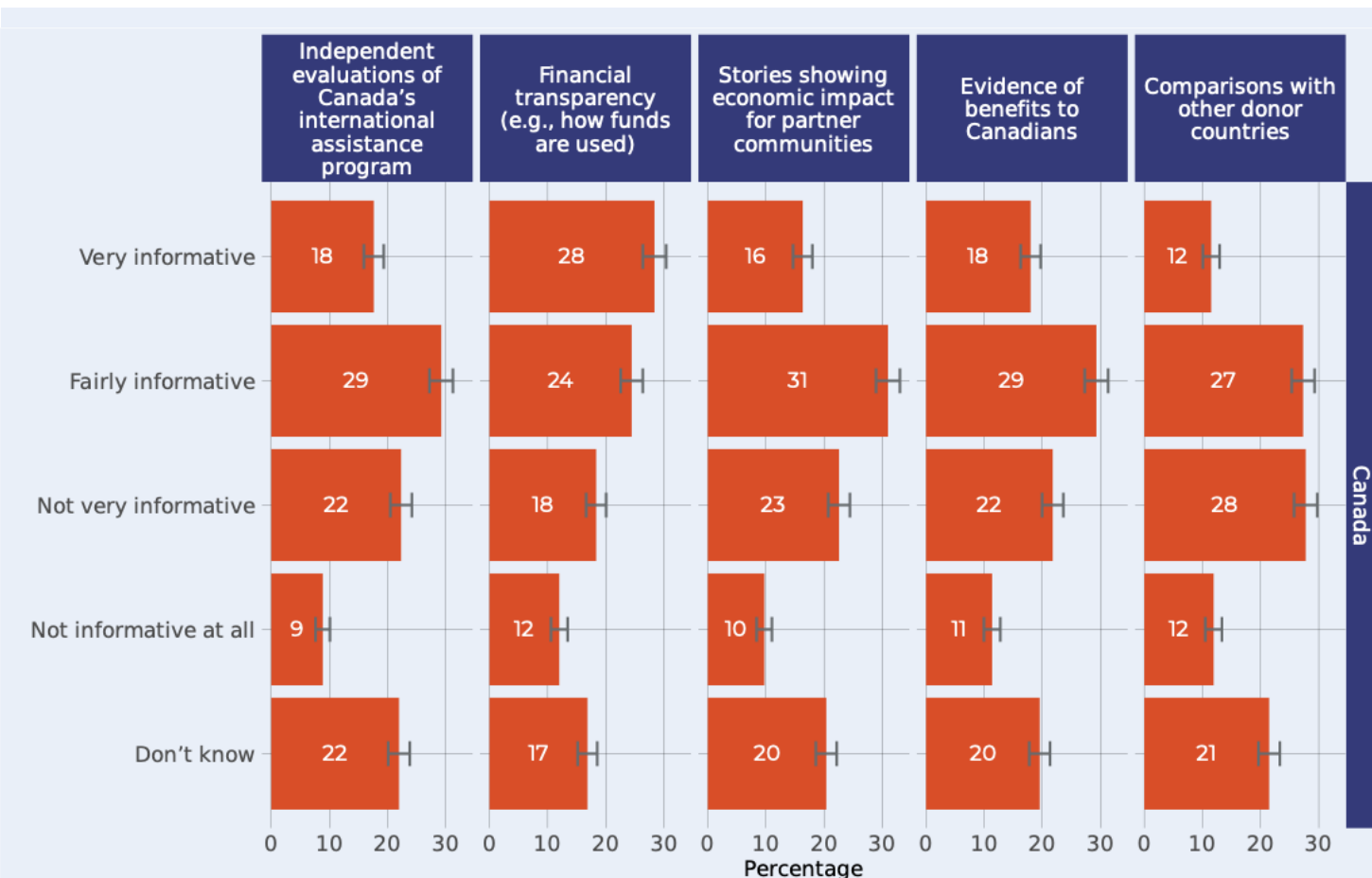
Another 22% say the Government communicates the impact *fairly well*

However, just under a majority of the Canadian public think the Government is not doing a good job in this space: 29% say *fairly badly*, with 1 in 5 (20%) saying *very badly*

Nearly a quarter of respondents say 'Don't know' – suggesting a clear comms need and opportunity



INCREASING PUBLIC UNDERSTANDING OF CANADIAN INTERNATIONAL ASSISTANCE



28%

of Canadians say comparisons with other donor countries would not be very informative in understanding Canada's aid programme

However, 27% said comparisons would be fairly informative. Regional differences and older age groups were more likely to find it not very informative.

Looking at the options, *financial transparency* is seen as the most informative – 28% say very informative – way of increasing understanding.

For most of the options, approximately 10% said each option was *not informative at all* and 20% said 'Don't know'.

Question: How informative – if at all – would you find the following in increasing your understanding of Canada's international assistance program? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



ENGAGING THE CANADIAN PUBLIC



12%

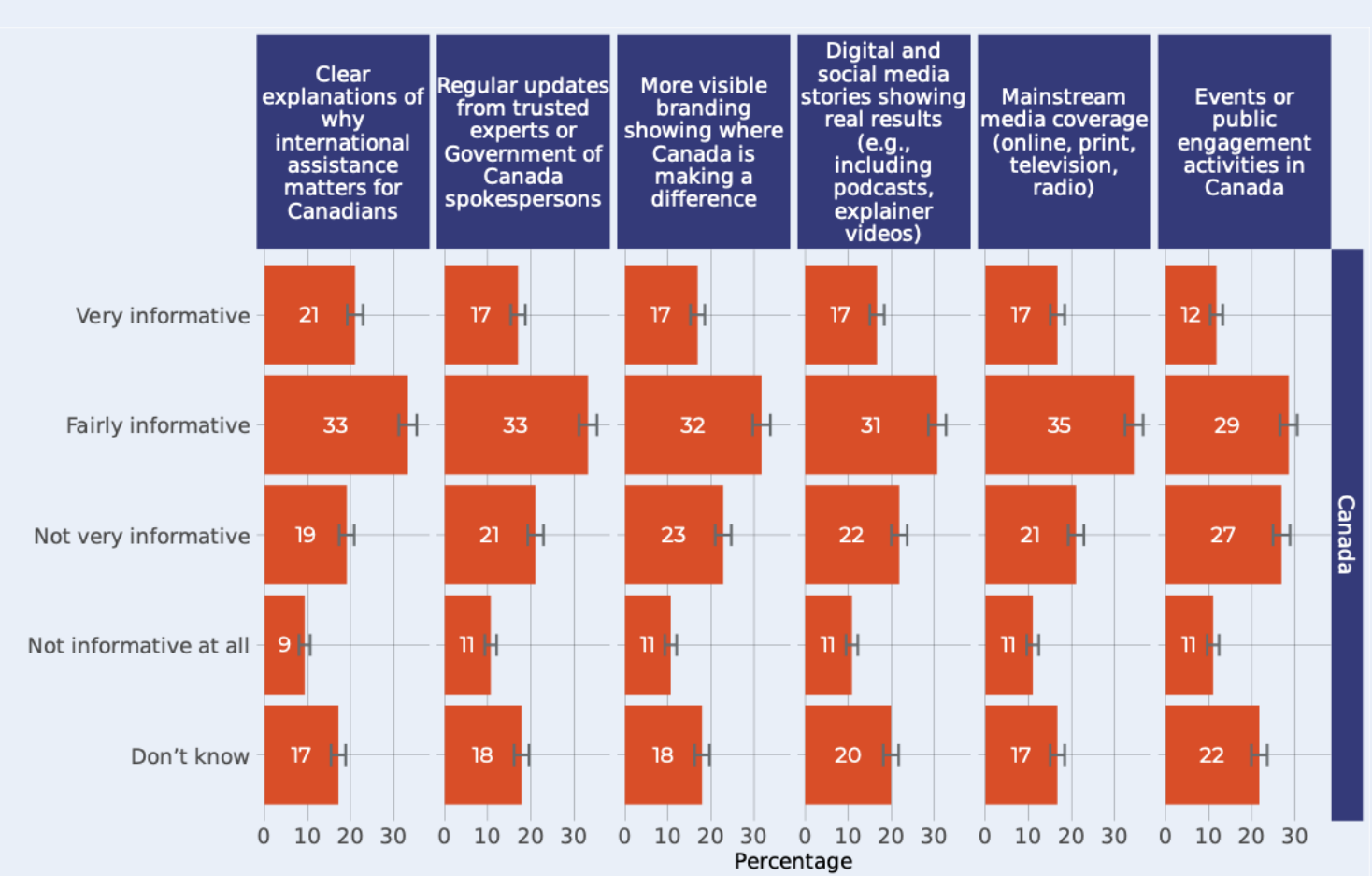
of Canadians say they would personally find events or public engagement activities very informative

However, nearly 3 in 10 (29%) said they would find them *fairly* informative.

Looking across the options for engagement, clear explanations for why international assistance matters is seen as very informative (21%), with another 33% saying fairly informative.

However, as can be seen from the chart, there is little difference across the options with a similar set of responses.

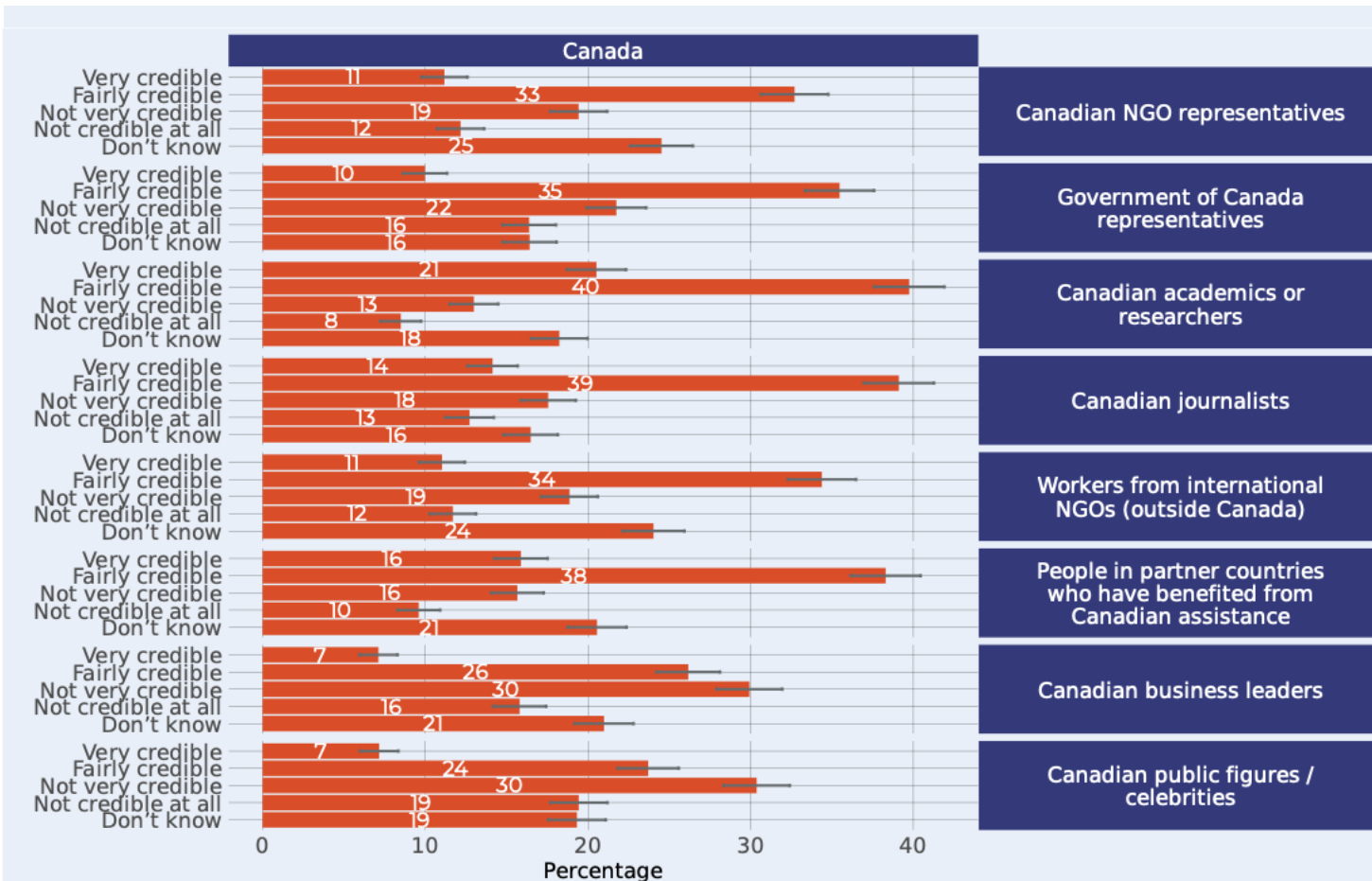
Those options that require more direct engagement are seen as less helpful – people want explanations rather than active engagement.



Question: How informative – if at all – would you personally find each of the following in increasing your understanding and confidence in Canada’s international assistance program? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



CREDIBLE SPOKESPERSONS FOR CANADA'S INTERNATIONAL ASSISTANCE PROGRAM



21%

say Canadian academics or researchers would be very credible spokespersons for Canada's aid program

61% of respondents said academics/researchers would be very or fairly credible.

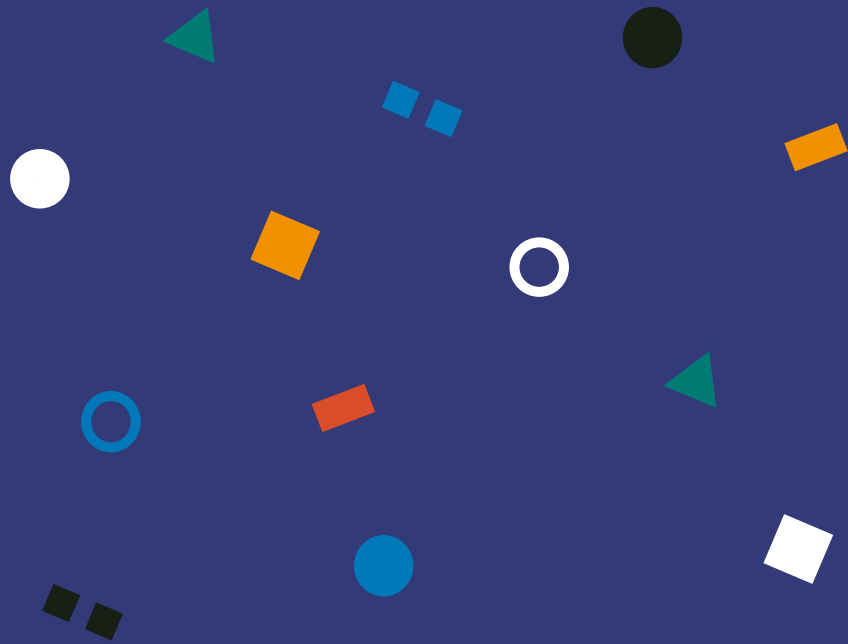
People in partner countries who have benefitted from Canadian assistance (16%) and Canadian journalists (14%) were seen as the next most very credible spokespersons.

In looking at who Canadians said was not credible at all: 19% said Canadian public figures/celebrities; Canadian business leaders (16%); and Government representatives (16%).

Question: How credible – if at all – would you personally find each each of the following people as a spokesperson for Canada's international assistance efforts? | Sample size Canada n= 2,010, France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork Canada February 11 – February 16 2026, comparison countries October – December 2025



HOW TO USE THIS DATA



Report citation, data &
use

USE & CITATION

- DEL data and analysis are a public good and can be used and shared with the appropriate citation.
- Citation
 - Jennifer Hudson & David Hudson. 2026. Canadian attitudes & engagement with global poverty in 2026: Canada in comparative perspective. London: Development Engagement Lab.
- The data for DEL countries come from the DEL 2025 panel with fieldwork conducted by YouGov (Sample sizes: France n= 6,075, Germany n=6,093, Great Britain n=8,243, U.S. n=6,001 | Fieldwork October – December 2025). Data for Canada are provided by YouGov with fieldwork conducted February 11 – February 16 2026 (base n= 2,010, with a nominal margin of error of 2.5%).

METHODOLOGY

- Canadian respondents from YouGov's online panel are invited to participate in the survey and can complete the survey from a computer, smartphone or tablet. Respondents are anonymous and have completed a comprehensive informed consent statement. YouGov panelists receive a small incentive for participation.
- YouGov provides the fieldwork for the French, German, UK and US surveys, ensuring similar methodology is applied across the five countries.
- YouGov samples are non-probability samples; that is a representative group of respondents are chosen and the final sample is weighted – using standard demographic characteristics – to be nationally representative.
- The survey instrument is designed, and the data is analyzed, by the research team.



**DEVELOPMENT
ENGAGEMENT
LAB**



**UNIVERSITY OF
BIRMINGHAM**

The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is a grantee of the Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The **Development Engagement Lab**

(Aid Attitudes Tracker Phase 2) has three goals:

1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

Photo: <https://www.shedecides.com/champions/government-of-canada/>