



Canadians and the Struggle Against World Hunger

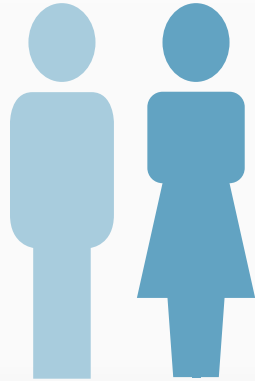
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CANADIAN CATHOLIC ORGANIZATION FOR
**Development
and Peace**



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Total sample = 1002 respondents

- 18 years old and over
- Canadians, representative of the population
- English and French



- Field : May 22th to 26th, 2014
- Interviews were conducted via an online panel (web)
- Length of the questionnaire: 16 minutes

General Conclusions



General Conclusions

- 1 World hunger is a secondary concern among Canadians and could benefit from becoming more closely associated with world poverty, which is a more pressing concern, and is one of the more recognized causes of world hunger.
- 2 Though their preoccupations are still dominated by other issues, Canadians feel that the situation with world hunger has either remained stable or deteriorated, and very few perceive any improvement (13%). Moreover, Canadians perceive hunger as the leading cause of mortality in developing nations.
- 3 During the last year, slightly more than one-in-ten Canadians (12%) have donated to organizations working to relieve world hunger, which must compete with several other charities. However, the world hunger cause can count on one of the highest margins of growth among donors. Indeed, two thirds of Canadians claim to be sensitive to the cause, and 19% plan to devote a portion of their future donations to world hunger, which is a potential 60% increase over the current donor pool.
- 4 Canadians also admit to a certain lack of knowledge about the worldwide number of world hunger victims and their locations.

General Conclusions

- 5 Canadians do not feel responsible for world hunger, but they do feel the need to contribute to the struggle against it, whether as individuals, through their businesses, or through their government.
- 6 Canada's contribution must, in the eyes of its citizens, be based on transfers of competencies and seed stocks with the goal of accompanying developing nations on the path to greater agricultural independence, rather than simply donating in the form of funds or materials donated directly to these countries. Providing access to clean water and education as well as support for local food production are considered the best tools to combat poverty in developing nations.
- 7 Civil society and major international organisations are the bodies that elicit the greatest confidence among respondents in their ability to fight the battle against world hunger. Moreover, donating to charity is one of the actions that Canadians are most likely to take, and one that they judge to be most effective. Reducing daily food waste and pressuring the government to finance small-scale agriculture are the other individual behaviours that Canadians are most likely to adopt and consider to be most effective.
- 8 GMOs are still a highly controversial subject, but Canadians remain ill-informed on the matter. Though there is a belief that GMOs can help in the struggle against world hunger, they are also often perceived as detrimental to human health and the environment.

Results



Canadians' Perception on Various International Issues



Top 3 Most Concerning Issues

	TOP 3	1	2	3
The economy	56%	38%	9%	9%
The environment	38%	10%	13%	15%
War and conflict	34%	12%	12%	10%
World poverty	33%	10%	14%	9%
Human rights	27%	7%	10%	10%
Terrorism	25%	6%	10%	9%
Education	21%	5%	8%	8%
World hunger	18%	4%	7%	7%
Natural disasters	15%	3%	4%	8%
Diseases such as HIV / AIDS, Malaria, and Tuberculosis	14%	3%	6%	5%
Inequalities between men and women	13%	3%	4%	6%
Fair trade	4%	0%	2%	2%
Indigenous rights	2%	0%	1%	1%

Base: All Respondents (n=1002)
 Q1: Please specify which 3 of the following international issues most concern you, starting with the one that most concerns you, followed by the second and third.

Top 3 Issues Most Likely to Negatively Impact Canadians

	TOP 3	1	2	3
Economic downturn	75%	53%	13%	9%
Environmental problems	44%	13%	16%	15%
International trade tensions	32%	6%	15%	11%
Lack of education	23%	4%	10%	9%
Natural disasters	19%	3%	6%	10%
War and conflict	19%	4%	7%	8%
World poverty	18%	5%	8%	5%
Terrorism	18%	3%	7%	8%
Human rights violations	14%	3%	6%	5%
Indigenous rights	14%	2%	4%	8%
Diseases such as HIV / AIDS, Malaria, and Tuberculosis	9%	2%	3%	4%
Inequalities between men and women	9%	2%	3%	4%
World hunger	6%	1%	2%	3%

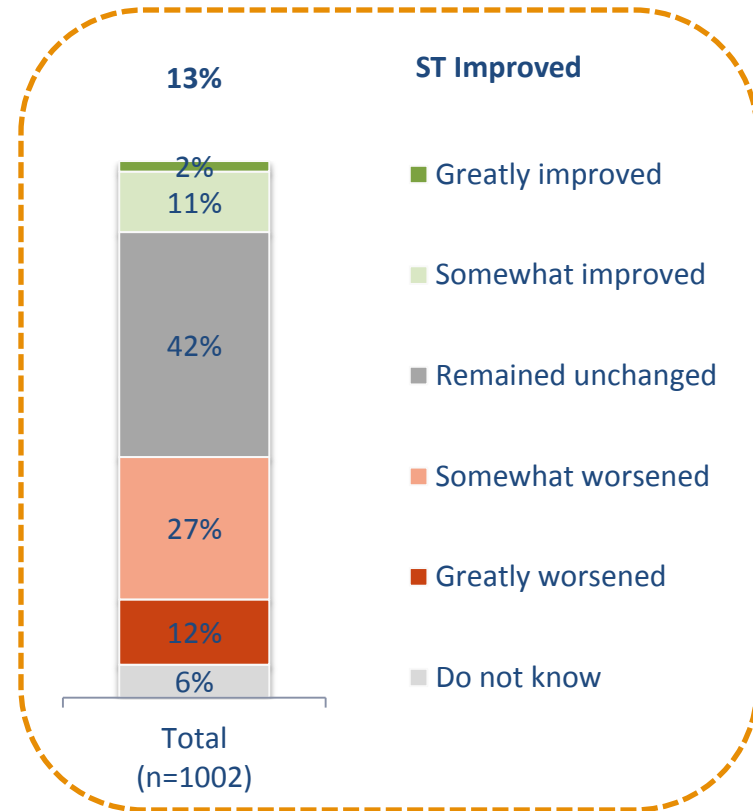
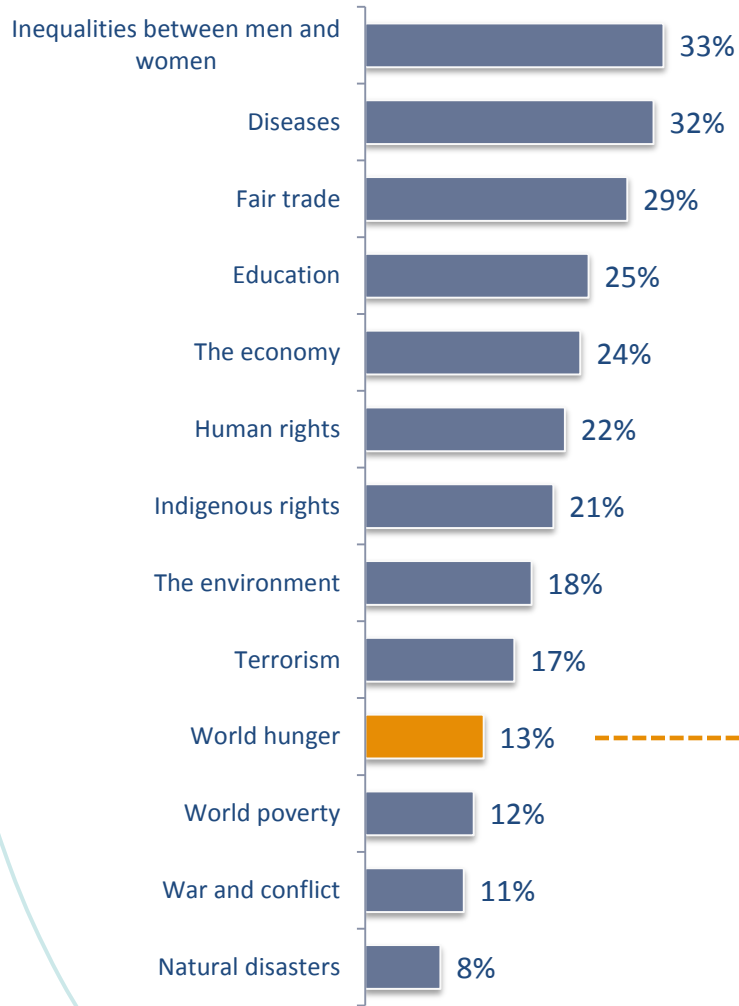
Base: All Respondents (n=1002)

Q2:

Please specify which 3 of the following international issues you think are most likely to negatively affect Canada, starting with the one that seems most likely to affect Canada, followed by the second and third.

Perceived Improvement of International Issues

Improved (Greatly+Somewhat):

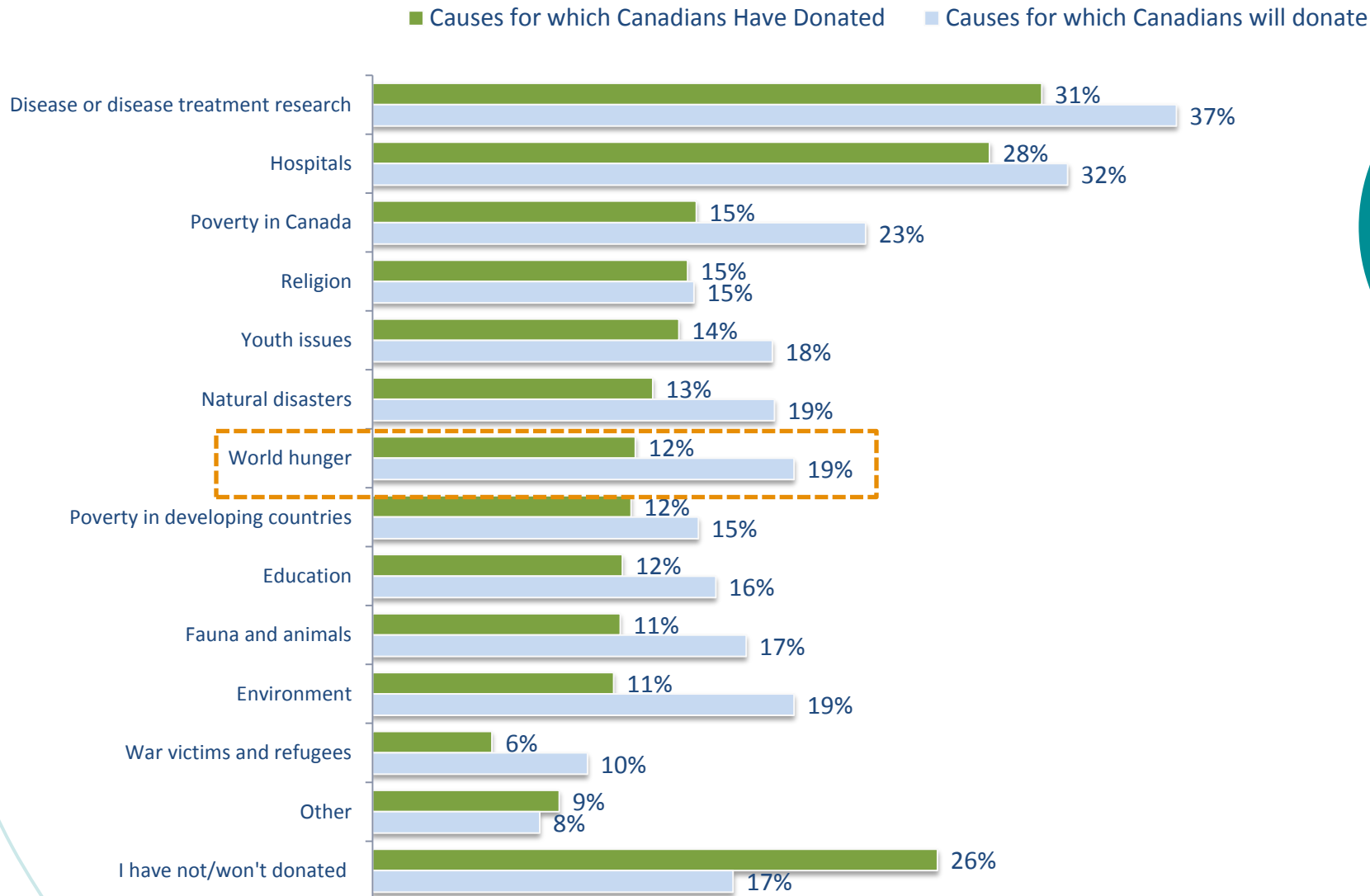


Base
Q3:

All Respondents (n=1002)

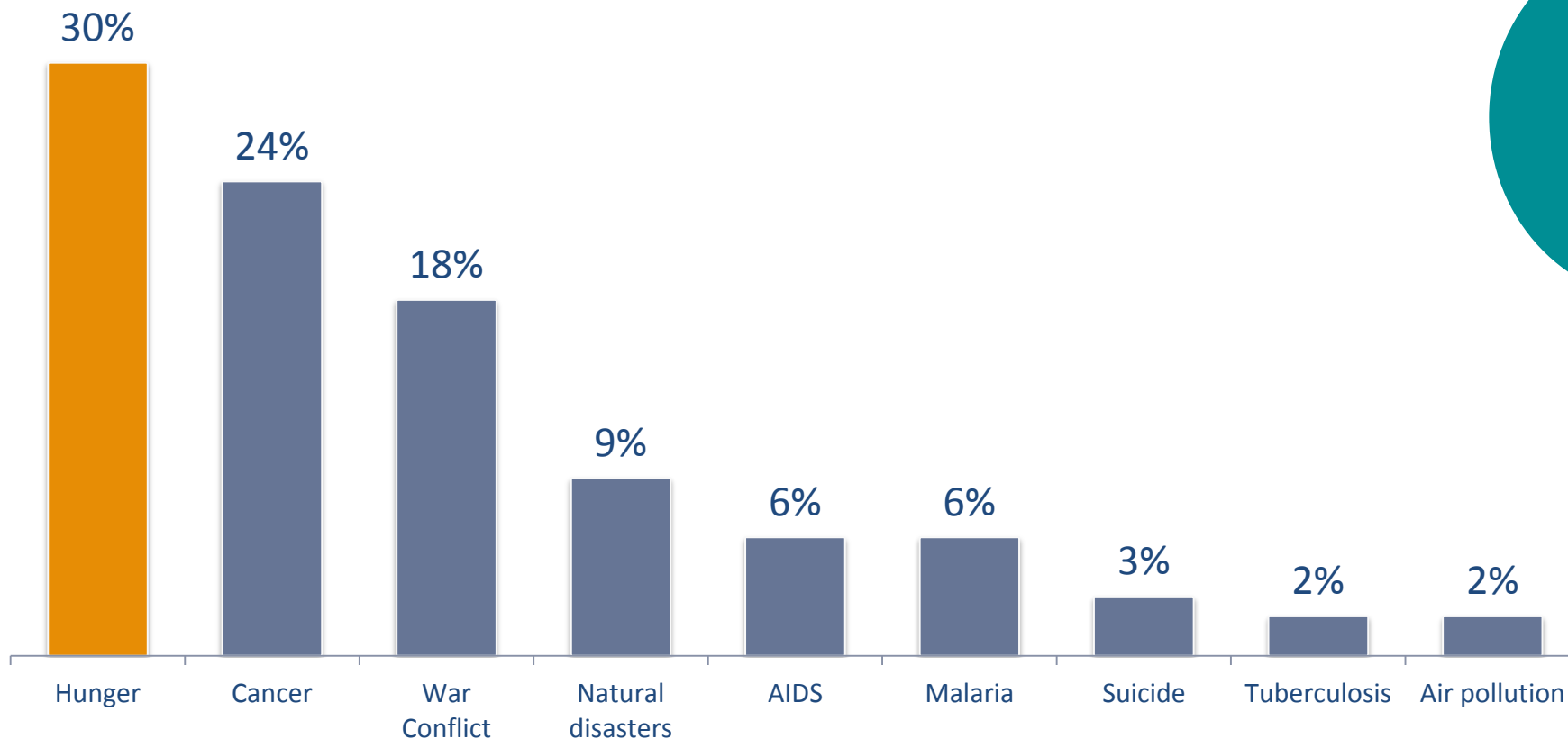
Based solely on your impressions, even if you are not very knowledgeable about the subject, during the last 4 to 5 years, do you personally think the situation with the following international issues has...

Causes for which Canadians Have Donated or Will Donate



Base: All Respondents (n=1002)
 Q4: From the following list, please specify which types of charitable causes you have donated to during the last 12 months.
 Q4B: From the following list, please specify which types of charitable causes you will donate to in the future.

Main Perceived Causes of Mortality in Developing World

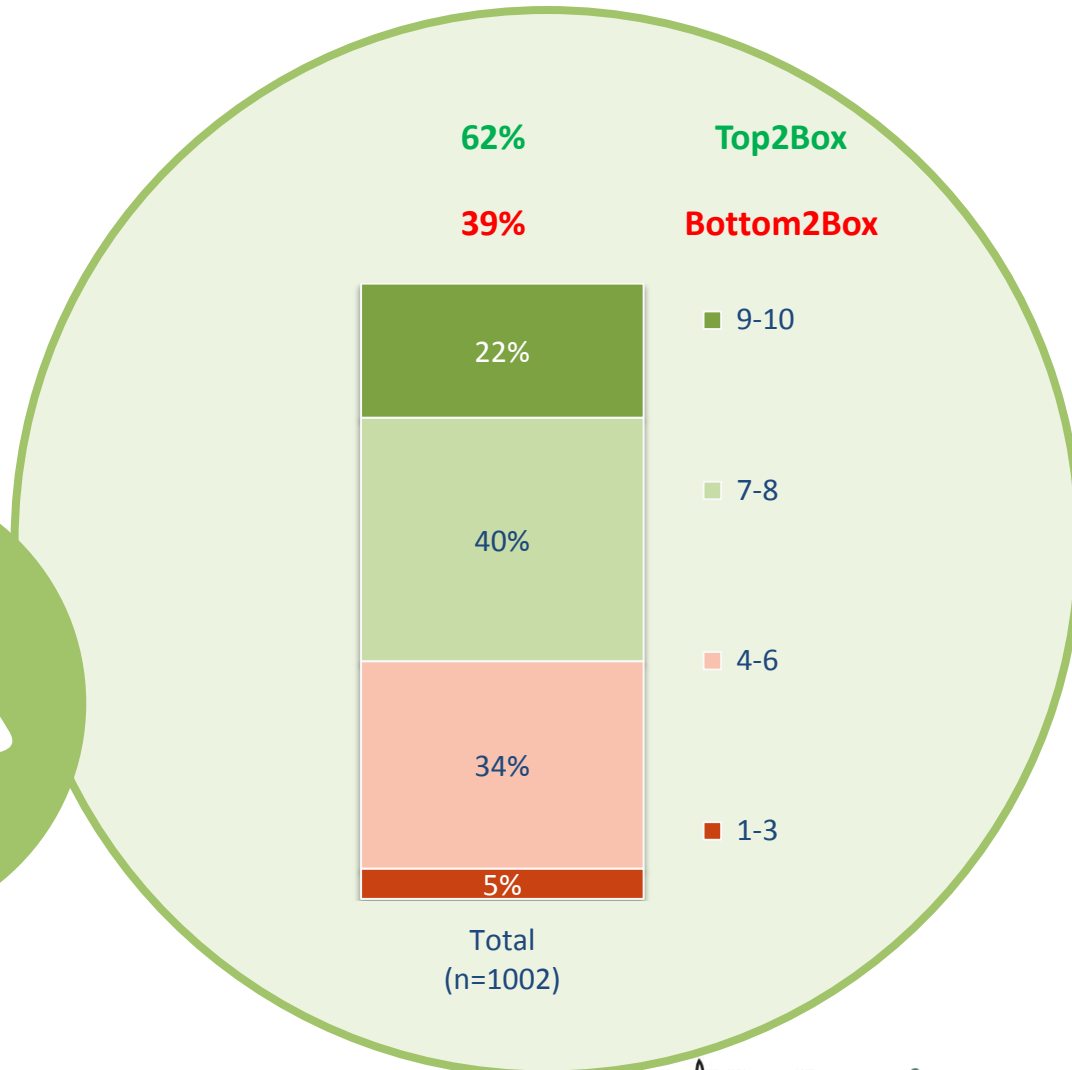


Base: All Respondents (n=1002)
 Q4C: According to you, which one of the following kills the greatest number of people per year in the developing world?

Perceptions Toward World Hunger



Level of Concern about World Hunger



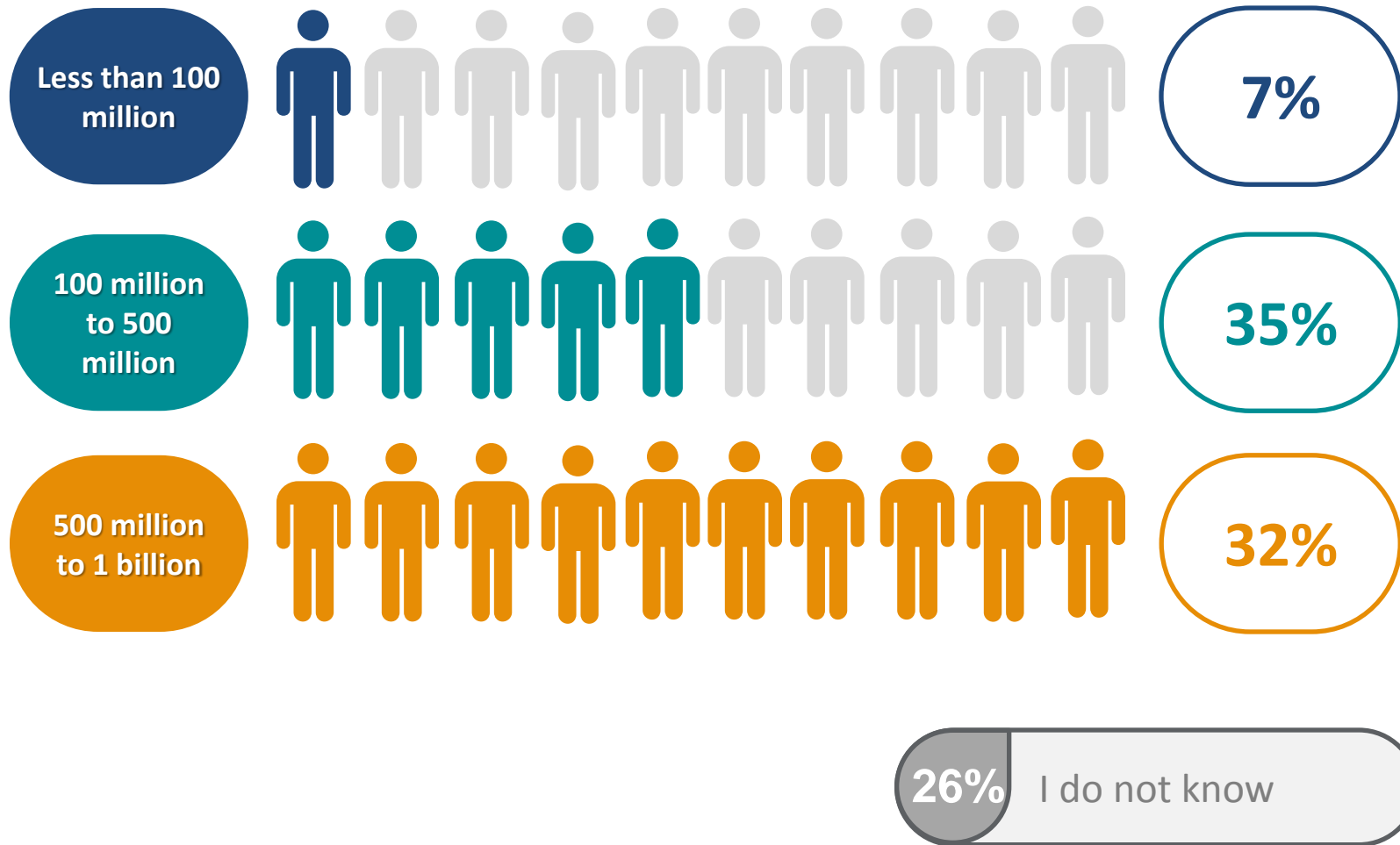
Base

All Respondents (n=1002)

Q5:

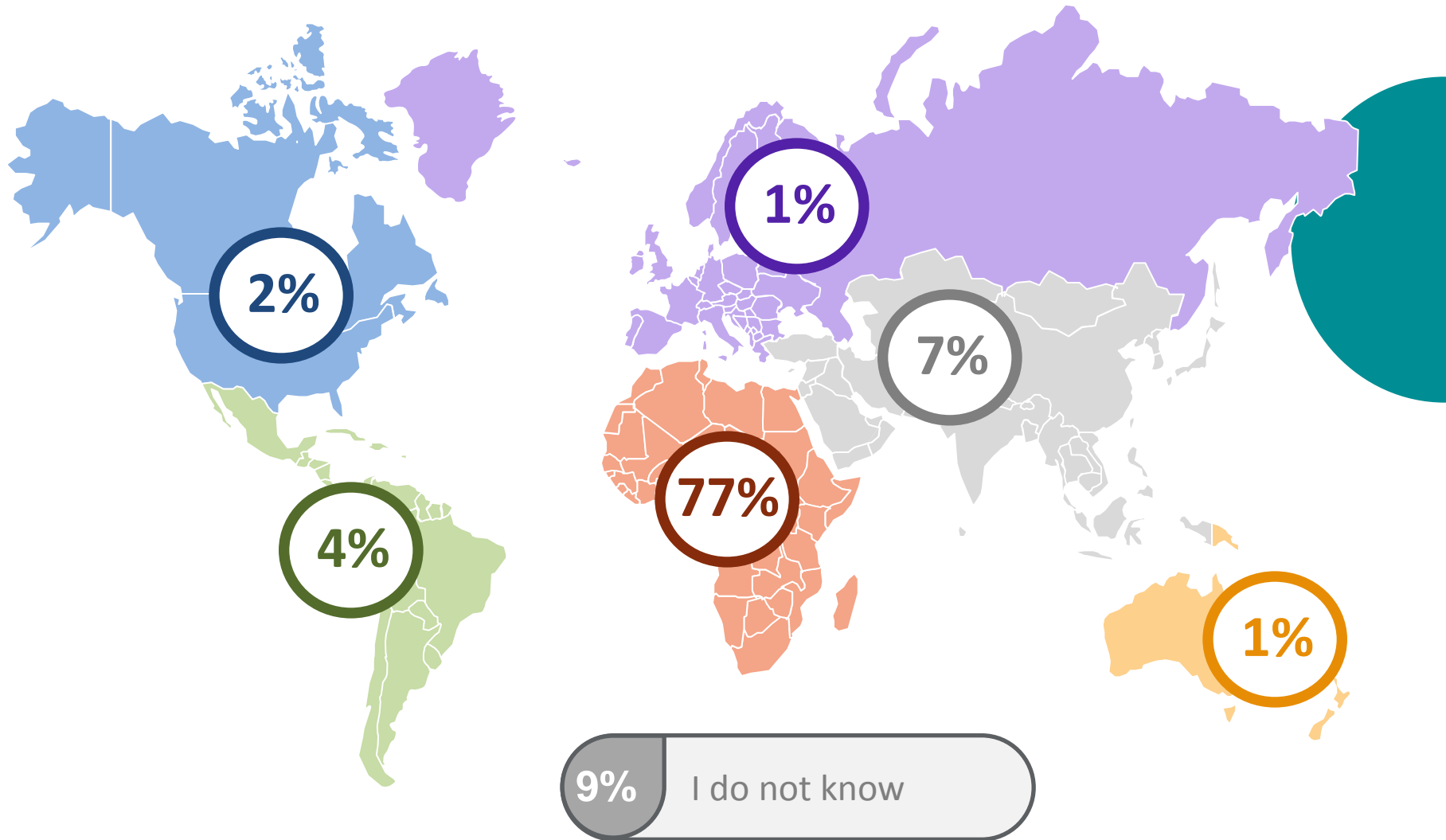
How concerned are you with world hunger? Please reply using a scale from 1 to 10, where 10 signifies that you are highly concerned with world hunger, and 1 signifies that you are not at all concerned with world hunger.

Estimated Number of People Suffering from World Hunger



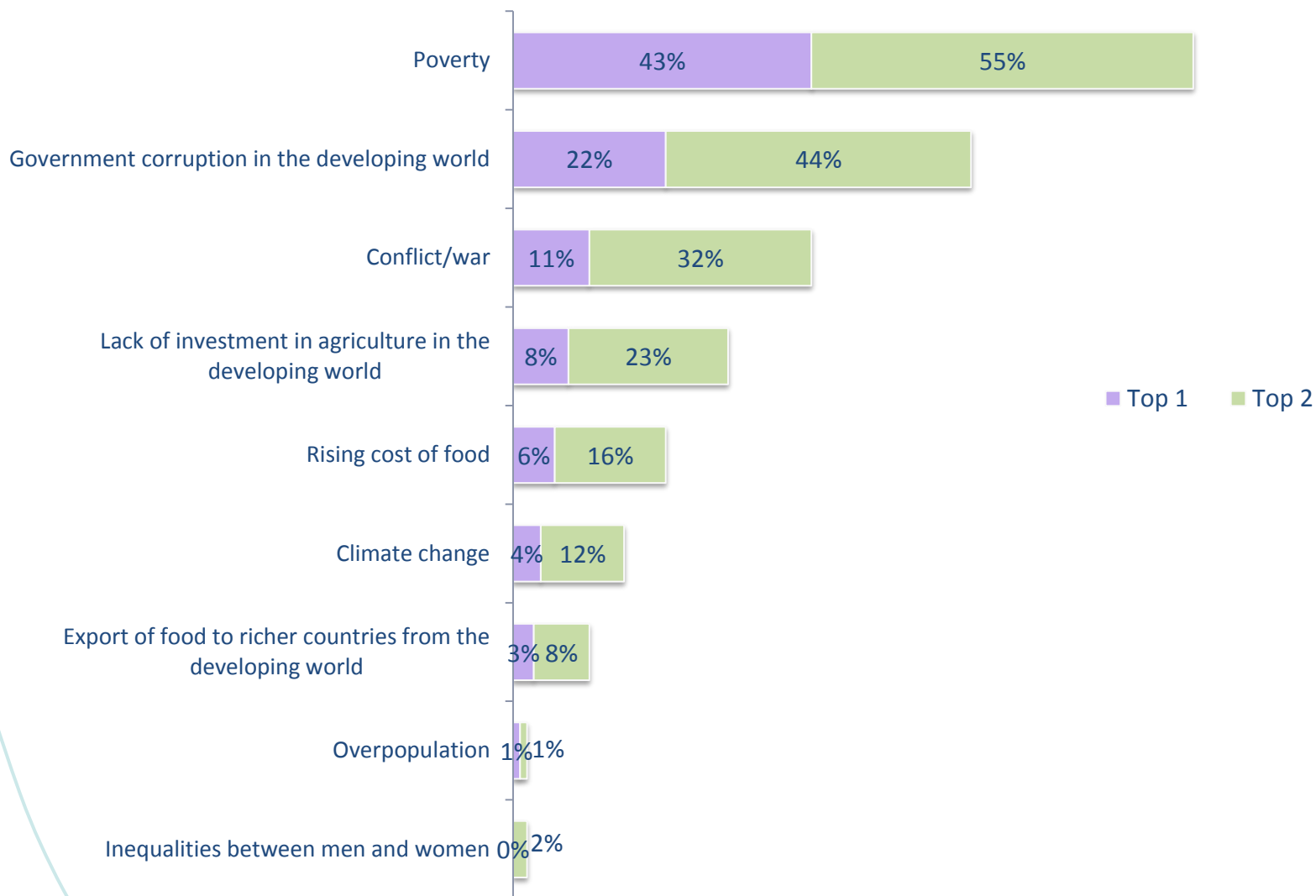
Base: All Respondents (n=1002)
 Q5B: According to you, the number of individuals who suffer from hunger in the world is equal to...

Location of People Suffering From World Hunger



Base: All Respondents (n=1002)
 Q5C: According to you, the majority of people who suffer from hunger live in...

Primary Causes of World Hunger



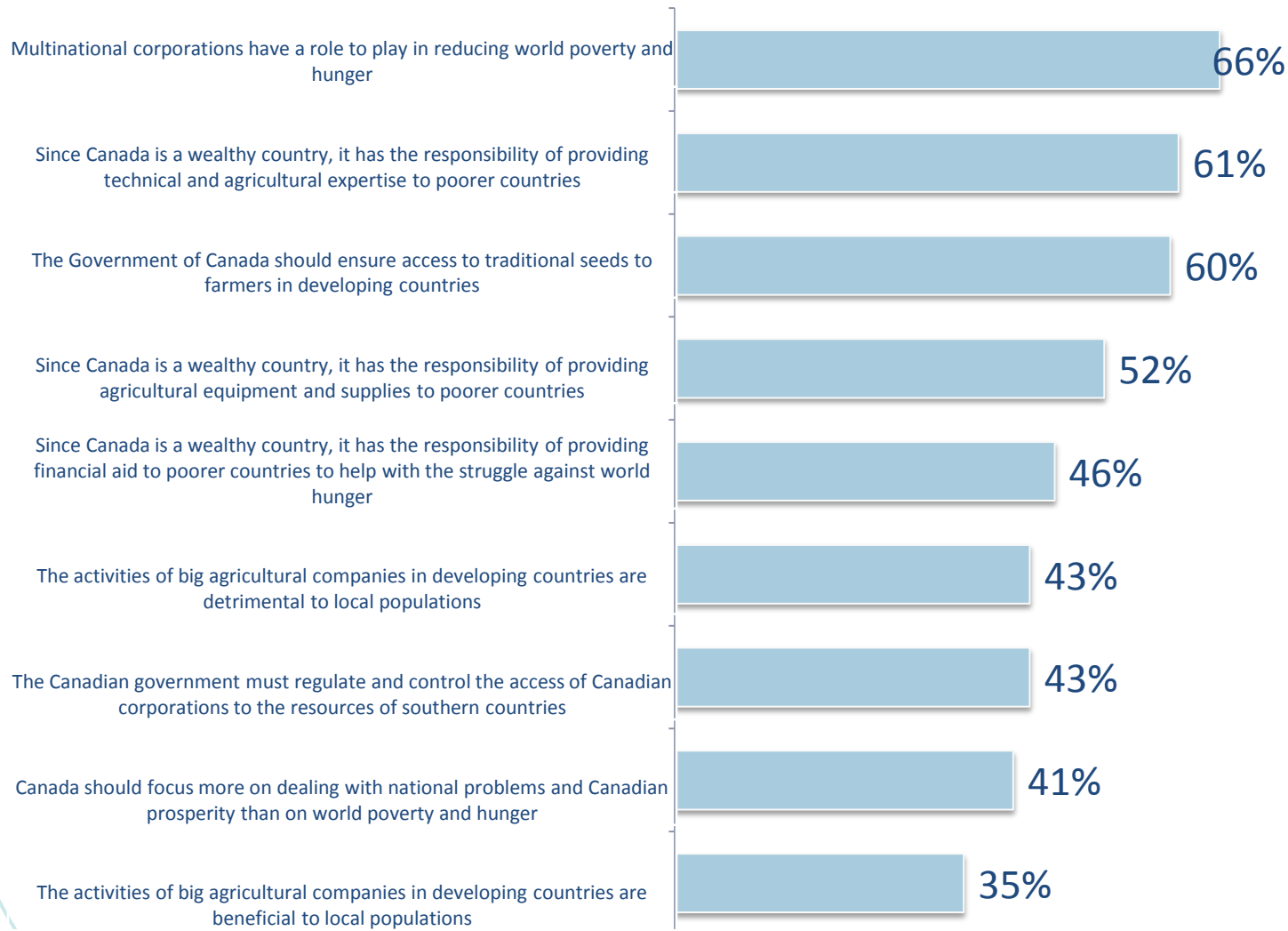
Base All Respondents (n=1002)

Q6:

Please specify which of the following issues you think are the 2 primary causes of world hunger. Please start with the one you think best explains world hunger, followed by the second.

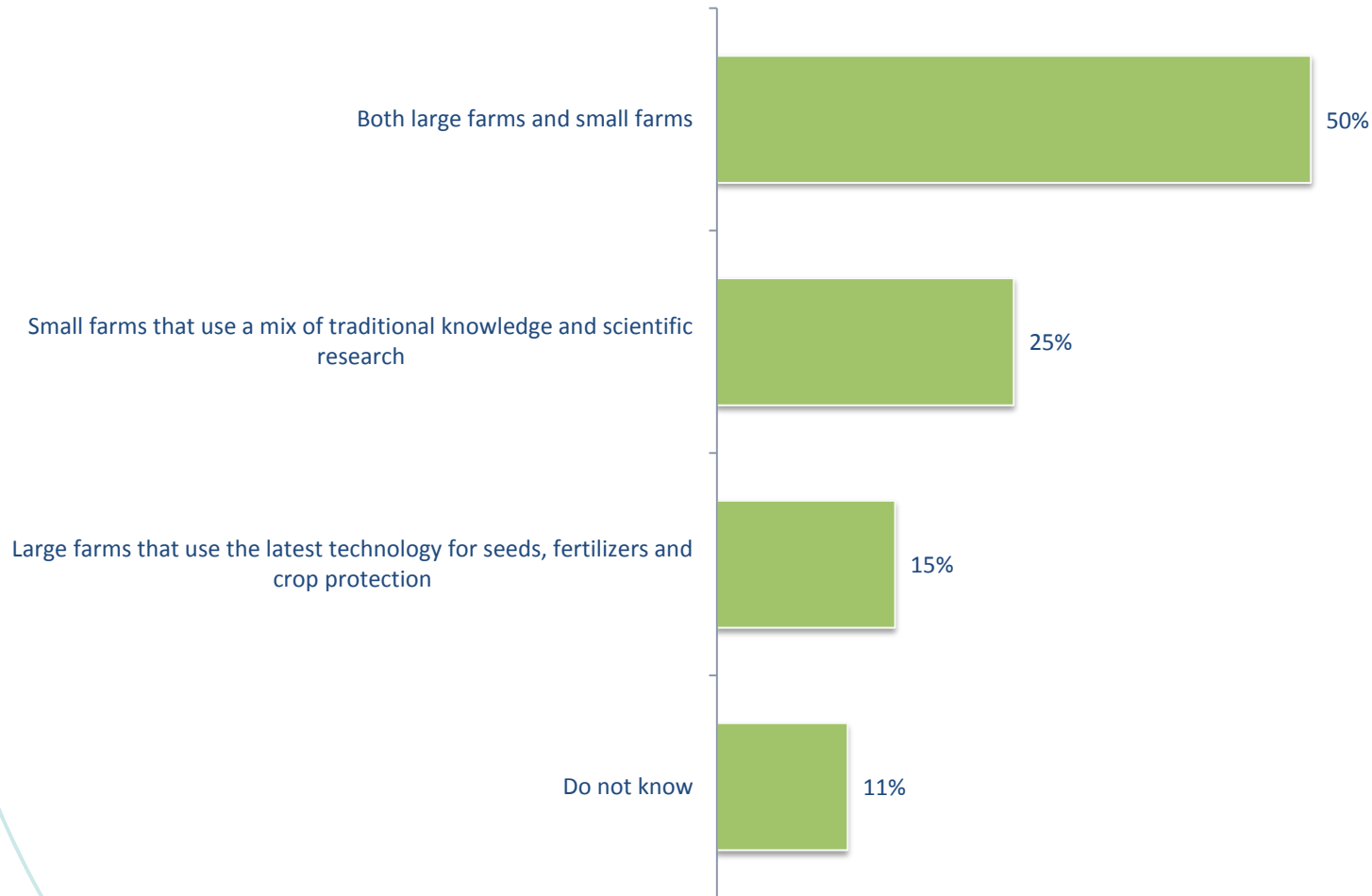
Perceptions of Canada's Involvement in World Hunger

Totally + Somewhat agree:



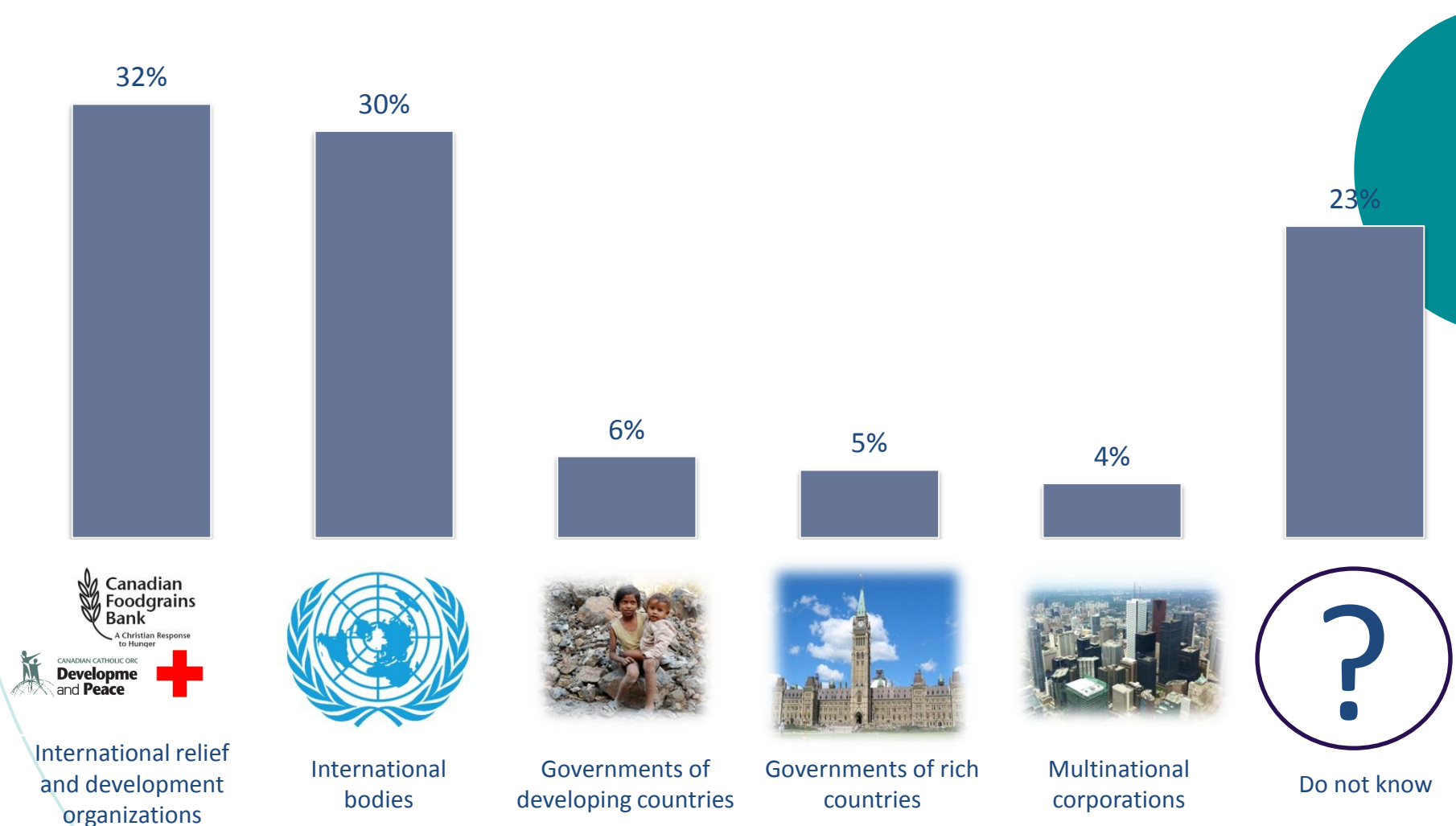
Base: All Respondents (n=1002)
 Q8: To what extent do you agree with each of the following statements?

Type of Agriculture Able to Reduce World Hunger



Base: All Respondents (n=1002)
 Q9: What type of agriculture do you think is most likely to overcome world hunger?

Most Trusted Players in the Fight Against World Hunger



Base: All Respondents (n=1002)
 Q7: Who do you most trust to fight world poverty and hunger? Please select one answer only

Actions that Canada Could Take to Overcome Poverty in Poor Countries

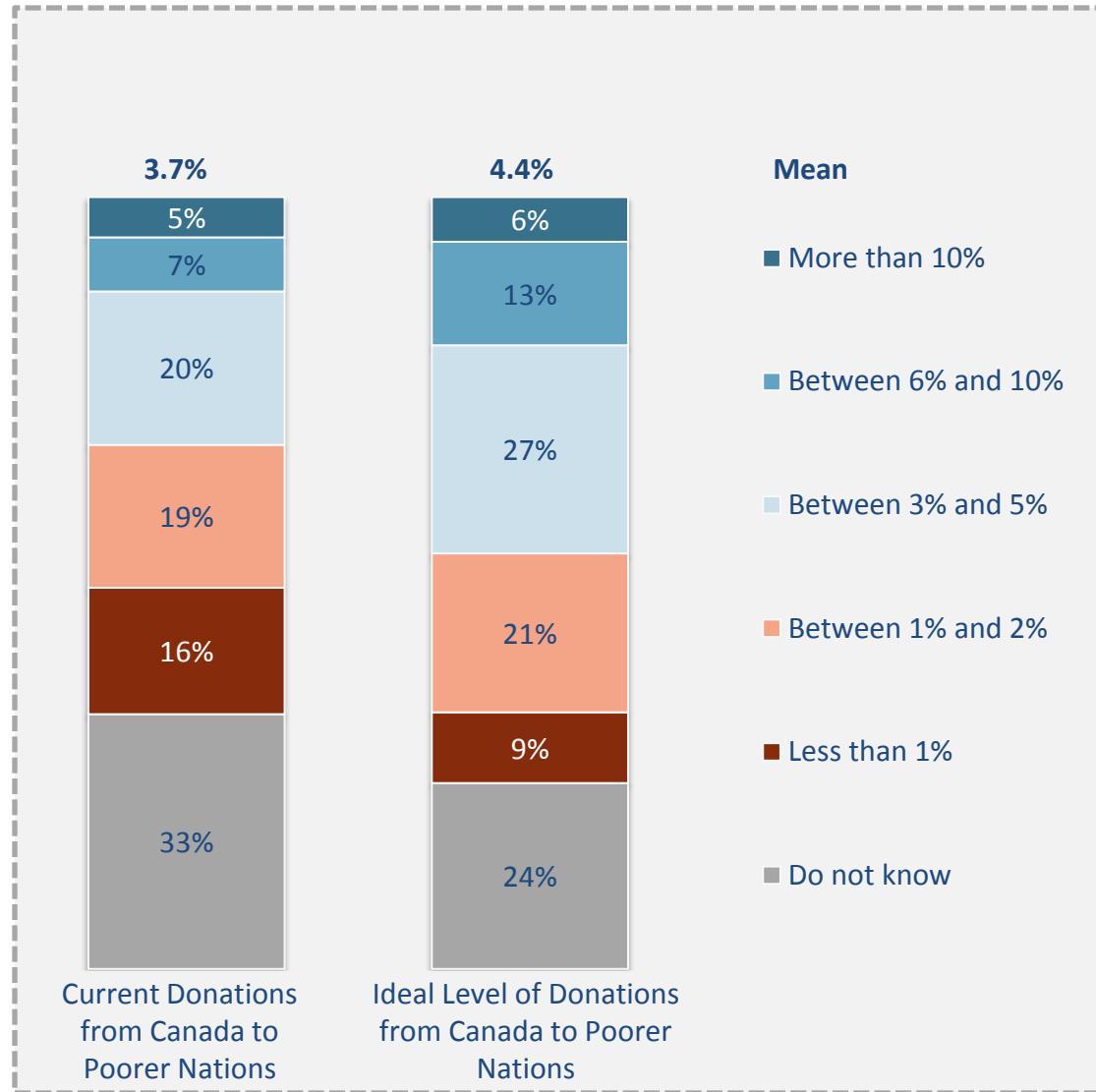
	TOP 3	1	2	3
Supporting access to clean water and sanitation	57%	22%	22%	13%
Supporting access to education	45%	21%	12%	12%
Supporting local food production on small farms	42%	13%	15%	14%
Supporting access to health care	30%	5%	14%	11%
Helping developing countries combat corruption	29%	8%	8%	13%
Supporting the private sector to generate jobs, growth, and prosperity in developing countries.	25%	8%	8%	9%
Encouraging the improvement of laws and governance	22%	5%	9%	8%
Building infrastructure such as roads or ports	15%	8%	3%	4%
Developing trade relations with developing countries	14%	2%	4%	8%
Training local police and military	9%	1%	4%	4%
Making developing countries aware of environmental issues	9%	1%	2%	6%
None of the above	1%	1%	-	-
Do not know	5%	5%	-	-

Base All Respondents (n=1002)

Q10: Please choose 3 actions that Canada could take to overcome poverty in poor countries. Please start with the action that would make Canadian aid most effective, followed by the second and third.

Perceived Donations from Canada to Poorer Nations

In % of the total annual budget of Canada



Base All Respondents (n=1002)
 Q11: What percentage of Canada's annual budget do you think the government currently contributes in aid to poorer nations?
 Q12: What percentage of Canada's annual budget do you think the government should contribute to help poorer nations?

Impact of Residents from Developed Countries Against World Hunger

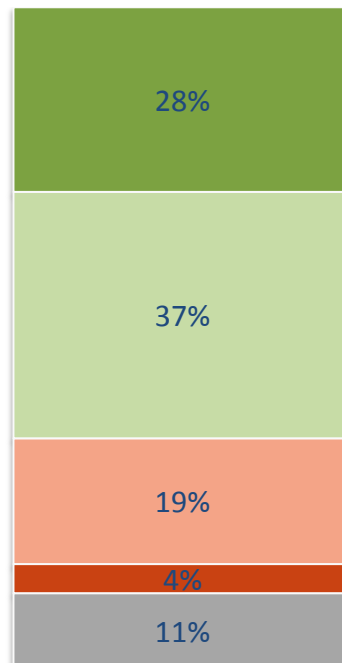


65%

23%

Top2Box (Yes)

Bottom2Box (No)



Total
(n=1002)

■ Yes, absolutely

■ Yes, somewhat

■ No, not really

■ No, not at all

■ Do not know



Base
Q13:

All Respondents (n=1002)

In your opinion, can residents of developed countries, such as Canadians and Americans for example, contribute to the struggle against world hunger by living more simply and sustainably?

Perceived Efficiency of Different Actions to Reduce World Hunger

■ Efficiency Level ■ Would personally take action



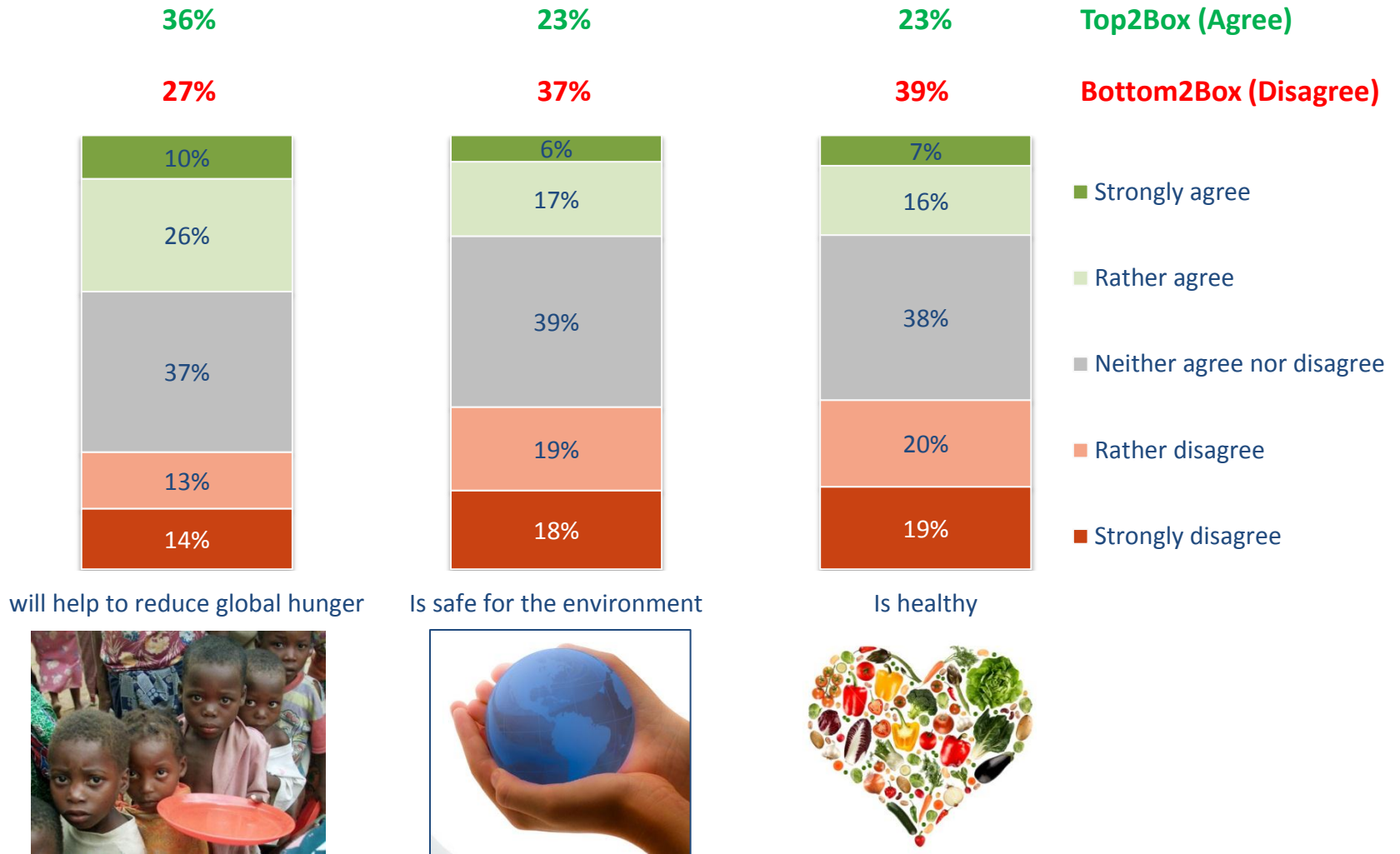
Base All Respondents (n=1002)
 Q14: Please specify the extent to which you think that the following actions, if taken by numerous residents of developed countries such as Canada, could contribute to reducing world hunger.
 Q15: Please specify the extent to which you would be willing to personally take each of the following actions to help with the struggle against world hunger

GM Food Perceptions



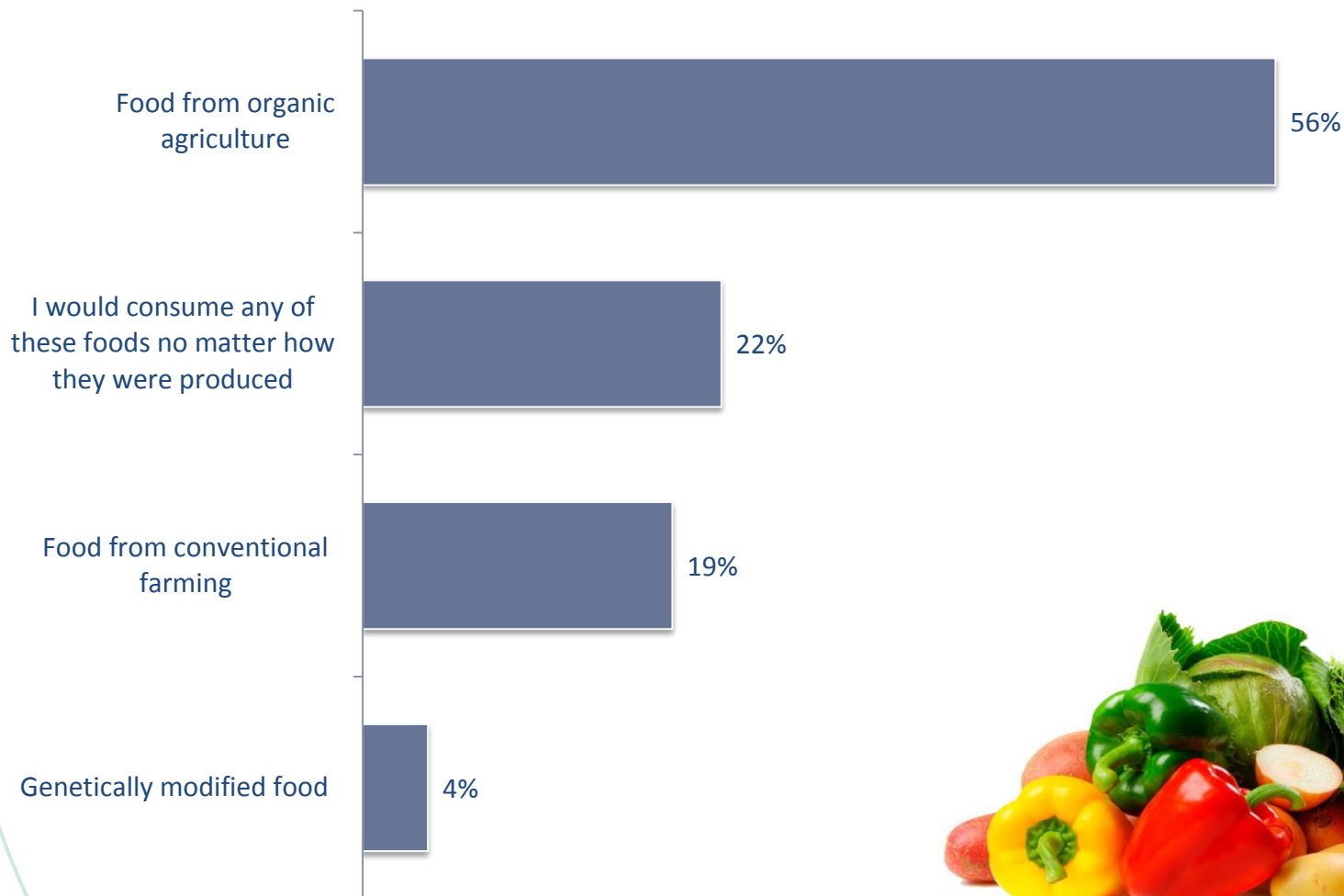
Perceptions of Genetically Modified Foods

GM Food...



Base All Respondents (n=1002)
 Q18C: To what extent do you agree or disagree with the following statements

Consumption Preferences between GM Food, Biological Food and Conventional Farming



Base: All Respondents (n=1002)
Q18D: Which of the following would you rather consume?

DEVELOPMENT AND PEACE

1425 René-Lévesque Blvd West,
3rd Floor
Montréal QC H3G 1T7
1-888-234-8533

info@devp.org
www.devp.org

CANADIAN FOODGRAINS BANK

400-393 Portage Ave.
Winnipeg, MB • R3B 3H6
1.800.665.0377

cfgb@foodgrainsbank.ca
www.foodgrainsbank.ca

IPSOS MARKETING

Cédric Schauenberg,
Vice President
1440 Ste-Catherine West #555
Montréal QC H3G 1R8
1-514-904-4326

cedric.schauenberg@ipsos.com
www.ipsos.ca