

1. If you were made aware that clothing you buy was made using child labor, how likely would you be to continue to buy those brands?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1022	485	537	288	387	347	456	566	184	227	349	262
Base: All Respondents (wtd)	1022	496	526	314	379	329	434	588	189	224	377	231
Very likely	83	46	37	43	21	19	41	42	19	16	23	26
	8%	9%	7%	14%	6%	6%	9%	7%	10%	7%	6%	11%
				DE								J
Somewhat likely	154	100	54	52	60	43	57	97	26	25	62	40
	15%	20%	10%	17%	16%	13%	13%	17%	14%	11%	17%	17%
		B										
Not very likely	365	186	179	108	135	122	158	207	67	86	137	76
	36%	38%	34%	34%	36%	37%	36%	35%	35%	38%	36%	33%
Not at all likely	420	163	256	111	163	146	179	241	78	97	156	89
	41%	33%	49%	35%	43%	44%	41%	41%	41%	43%	41%	38%
			A		C	C						
Sigma	1022	496	526	314	379	329	434	588	189	224	377	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Likely	237	146	91	95	81	61	98	140	45	41	85	67
	23%	30%	17%	30%	21%	19%	22%	24%	24%	18%	23%	29%
		B		DE								I
Not likely	785	349	435	218	298	268	337	448	144	183	293	165
	77%	70%	83%	70%	79%	81%	78%	76%	76%	82%	77%	71%
			A		C	C				K		

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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1022	272	750	631	391	440	137	256	189	573	449	847	175
Base: All Respondents (wtd)	1022	275	747	609	413	454	135	257	175	576	446	844	178
Very likely	83	28	55	47	36	41	8	26	8	45	38	60	23
	8%	10%	7%	8%	9%	9%	6%	10%	5%	8%	9%	7%	13%
								H					K
Somewhat likely	154	41	113	70	85	77	23	29	25	79	75	118	37
	15%	15%	15%	11%	20%	17%	17%	11%	14%	14%	17%	14%	20%
					C	G							K
Not very likely	365	91	274	215	150	170	40	93	62	213	152	305	60
	36%	33%	37%	35%	36%	37%	29%	36%	36%	37%	34%	36%	34%
Not at all likely	420	115	305	277	143	167	64	109	80	239	181	361	58
	41%	42%	41%	45%	35%	37%	47%	42%	46%	41%	41%	43%	33%
				D			E		E			L	
Sigma	1022	275	747	609	413	454	135	257	175	576	446	844	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Likely	237	69	168	117	120	118	32	55	33	124	114	177	60
	23%	25%	23%	19%	29%	26%	23%	21%	19%	21%	25%	21%	34%
					C								K
Not likely	785	206	579	492	293	337	104	202	142	452	332	666	118
	77%	75%	77%	81%	71%	74%	77%	79%	81%	79%	75%	79%	66%
				D								L	

2. How much more would you be willing to pay to purchase clothing that was not made using child labor?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1022	485	537	288	387	347	456	566	184	227	349	262
Base: All Respondents (wtd)	1022	496	526	314	379	329	434	588	189	224	377	231
1% - 10%	182	95	87	43	70	69	73	108	27	42	73	40
	18%	19%	16%	14%	18%	21%	17%	18%	14%	19%	19%	17%
						C						
11% - 20%	121	53	68	39	46	36	33	88	27	26	45	23
	12%	11%	13%	12%	12%	11%	8%	15%	14%	12%	12%	10%
								F				
21% - 30%	84	37	47	20	27	37	32	52	8	25	26	25
	8%	8%	9%	6%	7%	11%	7%	9%	4%	11%	7%	11%
						CD				H		H
31% - 40%	8	4	5	4	2	3	4	4	1	5	-	3
	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	-	1%
										J		J
41% - 50%	65	24	41	24	24	17	24	41	10	16	22	16
	6%	5%	8%	8%	6%	5%	5%	7%	5%	7%	6%	7%
51% - 60%	7	3	4	4	2	1	2	5	1	1	3	2
	1%	1%	1%	1%	1%	*	*	1%	*	*	1%	1%
61% - 70%	7	5	2	6	1	-	4	2	2	1	3	-
	1%	1%	*	2%	*	-	1%	*	1%	*	1%	-
				DE								
71% - 80%	12	7	5	6	3	3	1	11	3	3	3	3
	1%	1%	1%	2%	1%	1%	*	2%	1%	1%	1%	1%
								F				
81% - 90%	2	1	1	1	1	-	1	1	-	1	1	-
	*	*	*	*	*	-	*	*	-	*	*	-
91% - 100%	80	34	46	42	28	9	37	43	16	18	31	15
	8%	7%	9%	13%	8%	3%	9%	7%	8%	8%	8%	6%
				DE	E							
I would not be willing to pay more for these purchases	455	234	222	125	175	155	222	233	95	86	170	104
	45%	47%	42%	40%	46%	47%	51%	40%	50%	38%	45%	45%
							G		I			
Sigma	1022	496	526	314	379	329	434	588	189	224	377	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean (Incl. 0)	19	17.4	20.5	26.5	17.8	13.2	17.8	19.9	18.5	21.4	18.5	17.9
				DE	E							
Mean (Excl. 0)	34.2	32.9	35.4	44.2	33	25	36.4	32.9	37.1	34.6	33.6	32.7
				DE	E				*			

2. How much more would you be willing to pay to purchase clothing that was not made using child labor?

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Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1022	272	750	631	391	440	137	256	189	573	449	847	175
Base: All Respondents (wtd)	1022	275	747	609	413	454	135	257	175	576	446	844	178
1% - 10%	182	44	137	102	79	76	26	33	46	110	72	148	33
	18%	16%	18%	17%	19%	17%	19%	13%	26%	19%	16%	18%	19%
11% - 20%									EG				
	121	40	81	58	63	64	18	26	13	68	52	109	12
	12%	15%	11%	10%	15%	14%	13%	10%	8%	12%	12%	13%	7%
21% - 30%					C	H						L	
	84	24	59	49	35	36	14	18	17	48	36	76	8
	8%	9%	8%	8%	8%	8%	10%	7%	9%	8%	8%	9%	5%
31% - 40%													
	8	3	5	5	4	5	-	3	1	7	2	7	2
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%
41% - 50%													
	65	16	49	40	25	28	7	23	6	32	33	50	15
	6%	6%	7%	6%	6%	6%	5%	9%	3%	5%	7%	6%	8%
51% - 60%								H					
	7	3	4	2	5	6	-	-	1	3	4	5	1
	1%	1%	*	*	1%	1%	-	-	*	1%	1%	1%	1%
61% - 70%													
	7	2	5	4	2	3	1	2	-	3	4	4	2
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%
71% - 80%													
	12	4	8	6	6	8	1	2	1	9	3	11	1
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	*
81% - 90%													
	2	-	2	1	1	2	-	-	-	-	2	1	1
	*	-	*	*	*	*	-	-	-	-	*	*	1%
91% - 100%													
	80	27	53	51	28	37	10	26	7	37	42	58	21
	8%	10%	7%	8%	7%	8%	7%	10%	4%	6%	10%	7%	12%
I would not be willing to pay more for these purchases								H				K	
	455	111	344	290	165	188	59	125	83	259	196	375	81
	45%	40%	46%	48%	40%	41%	44%	48%	47%	45%	44%	44%	45%
Sigma				D									
	1022	275	747	609	413	454	135	257	175	576	446	844	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean (Incl. 0)	19	21.7	18	18.8	19.2	20.7	17.2	20.9	13	17.5	20.9	18.2	22.8
Mean (Excl. 0)						H		H					
	34.2	36.4	33.4	36	32	35.4	30.6	40.6	24.7	31.9	37.2	32.7	41.7
						H	*	FH	*				K*

3. As you may know, many children around the world are put into exploitative and dangerous situations every day by being used as child laborers. If you had to estimate how many children, ages 5-14, in developing countries are in such situations, how many would you estimate?

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Base: All Respondents (wtd)	1022	496	526	314	379	329	434	588	189	224	377	231
Under 1 million	744	340	403	234	255	254	333	411	132	159	295	157
	73%	69%	77%	75%	67%	77%	77%	70%	70%	71%	78%	68%
			A	D		D	G				HK	
1-25 million	223	124	99	62	97	63	79	144	45	49	68	61
	22%	25%	19%	20%	26%	19%	18%	24%	24%	22%	18%	26%
		B			E			F				J
26-50 million	16	10	6	7	5	4	8	8	3	6	2	5
	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%
51-100 million	29	15	14	8	14	8	9	20	5	8	9	7
	3%	3%	3%	2%	4%	2%	2%	3%	3%	4%	2%	3%
101-149 million	1	1	-	-	1	-	1	-	1	-	-	-
	*	*	-	-	*	-	*	-	1%	-	-	-
150 million	2	1	1	-	2	-	-	2	-	-	2	-
	*	*	*	-	*	-	-	*	-	-	*	-
More than 150 million	8	5	3	2	5	1	5	3	3	2	2	1
	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	1%	*
Sigma	1022	496	526	314	379	329	434	588	189	224	377	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean (Incl. 0)	6347400.1	7600604.3	5167368.9	5669202.8	8718658.1	4261415.9	6065024.4	6556113.4	7934948.9	7586937	5113416.7	5861492
					E							
Mean (Excl. 0)	6560973.3	7923656.2	5298851.4	5946018.4	8990196.6	4356875.9	6309834.4	6744524	8066185.2	7862008.7	5346820.2	6014227.8
					E							

3. As you may know, many children around the world are put into exploitative and dangerous situations every day by being used as child laborers. If you had to estimate how many children, ages 5-14, in developing countries are involved in Proportions/Mean: - Column Proportions:
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	Total	Children in Household		Education		Employment Status				Marital Status		Race	
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Base: All Respondents (wtd)	1022	275	747	609	413	454	135	257	175	576	446	844	178
Under 1 million	744	189	555	480	264	302	103	206	133	419	325	610	134
	73%	69%	74%	79%	64%	66%	76%	80%	76%	73%	73%	72%	75%
				D			E	E	E				
1-25 million	223	69	154	107	116	123	25	41	33	126	97	185	38
	22%	25%	21%	18%	28%	27%	19%	16%	19%	22%	22%	22%	21%
					C	GH							
26-50 million	16	4	12	5	11	7	1	5	3	8	8	14	2
	2%	2%	2%	1%	3%	1%	1%	2%	2%	1%	2%	2%	1%
					C								
51-100 million	29	6	23	12	17	16	5	4	4	17	12	25	4
	3%	2%	3%	2%	4%	4%	4%	1%	2%	3%	3%	3%	2%
					C								
101-149 million	1	1	-	1	-	1	-	-	-	1	-	1	-
	*	*	-	*	-	*	-	-	-	*	-	*	-
150 million	2	2	-	1	1	2	-	-	-	1	1	2	-
	*	1%	-	*	*	*	-	-	-	*	*	*	-
		B											
More than 150 million	8	3	5	4	4	4	1	2	1	5	3	7	1
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*
Sigma	1022	275	747	609	413	454	135	257	175	576	446	844	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean (Incl. 0)	6347400.1	8116684.7	5697570.2	4735709.9	8721644.5	7965626.6	6321327.7	4504533.2	4873552.6	6653034.9	5952291	6784390.5	4279225.3
					C								
Mean (Excl. 0)	6560973.3	8301401.4	5912399.3	4904014.1	8990904.7	8164563.2	6363539.1	4794061.2	5039435.4	6851207	6182533	6966468.3	4566534.6
					C								