

1. UNICEF estimates that 126 million children worldwide are doing dangerous work. Many are forced into what is known as 3D jobs-dirty, dangerous and degrading. In these jobs they are exposed to pesticides, chemicals, dust and carcinogens. They are also operating dangerous equipment and doing heavy lifting which can lead to serious injuries. Often this work is to create products for western markets, such as Canada. To what extent are you aware of this situation?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1047	498	549	285	417	345	92	296	472	187
Weighted	1047	508	539	292	387	368	113*	363	410	161
Very aware	138	69	69	36	41	61	14	44	54	27
	13%	14%	13%	12%	11%	17%	12%	12%	13%	17%
Somewhat aware						D				
	532	258	273	138	183	210	55	172	219	85
	51%	51%	51%	47%	47%	57%	49%	47%	53%	53%
Not very aware						CD				
	297	136	160	83	129	85	36	114	110	37
	28%	27%	30%	28%	33%	23%	32%	31%	27%	23%
Not at all aware					E			I		
	80	44	36	34	34	11	7	33	27	12
	8%	9%	7%	12%	9%	3%	7%	9%	7%	8%
Summary				E	E					
Top2Box (Very/ Somewhat aware)	670	328	342	175	224	271	69	216	273	112
	64%	65%	64%	60%	58%	74%	61%	60%	67%	70%
						CD			G	G
Low2Box (Not very/ Not at all aware)	377	180	197	117	163	96	44	147	137	49
	36%	35%	36%	40%	42%	26%	39%	40%	33%	30%
				E	E			HI		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2. [They are so poor that they have to work so their families can survive] Do you agree or disagree that the following are reasons why children are exploited in developing countries:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1047	498	549	285	417	345	92	296	472	187
Weighted	1047	508	539	292	387	368	113*	363	410	161
They are so poor that they have to work so their families can survive										
Strongly Agree	527	241	286	147	201	179	59	180	216	72
	50%	47%	53%	50%	52%	49%	52%	50%	53%	44%
Somewhat Agree	425	219	206	111	159	155	43	146	167	70
	41%	43%	38%	38%	41%	42%	38%	40%	41%	43%
Somewhat Disagree	57	26	30	23	17	17	5	23	15	14
	5%	5%	6%	8%	4%	5%	4%	6%	4%	8%
										H
Strongly Disagree	39	22	17	11	11	17	6	14	12	6
	4%	4%	3%	4%	3%	5%	5%	4%	3%	4%
Summary										
Top2Box (Agree)	952	460	492	258	359	334	102	326	383	141
	91%	91%	91%	88%	93%	91%	90%	90%	93%	88%
									I	
Low2Box (Disagree)	95	48	47	34	28	33	11	37	27	20
	9%	9%	9%	12%	7%	9%	10%	10%	7%	12%
										H

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

3. [Western countries demand to have the cheapest products, so companies have to find cheap labour] Do you agree or disagree that the following are reasons why children are exploited in developing countries:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1047	498	549	285	417	345	92	296	472	187
Weighted	1047	508	539	292	387	368	113*	363	410	161
Western countries demand to have the cheapest products, so companies have to find cheap labour										
Strongly Agree	335	155	180	85	129	120	39	118	131	47
	32%	30%	33%	29%	33%	33%	35%	33%	32%	29%
Somewhat Agree	423	198	224	134	154	134	42	146	168	67
	40%	39%	42%	46%	40%	36%	37%	40%	41%	42%
				E						
Somewhat Disagree	171	90	82	40	62	69	17	57	64	34
	16%	18%	15%	14%	16%	19%	15%	16%	16%	21%
Strongly Disagree	118	65	53	33	42	44	15	42	48	13
	11%	13%	10%	11%	11%	12%	13%	12%	12%	8%
Summary										
Top2Box (Agree)	757	353	404	219	284	254	81	264	298	114
	72%	70%	75%	75%	73%	69%	72%	73%	73%	71%
Low2Box (Disagree)	290	155	135	73	104	113	32	99	112	47
	28%	30%	25%	25%	27%	31%	28%	27%	27%	29%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

4. [Their local government doesn't do enough to protect them] Do you agree or disagree that the following are reasons why children are exploited in developing countries:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1047	498	549	285	417	345	92	296	472	187
Weighted	1047	508	539	292	387	368	113*	363	410	161
Their local government doesn't do enough to protect them										
Strongly Agree	699	316	383	161	273	265	78	254	279	87
	67%	62%	71%	55%	70%	72%	69%	70%	68%	54%
Somewhat Agree			A		C	C	I	I	I	
	283	150	133	102	97	84	27	88	109	59
	27%	30%	25%	35%	25%	23%	24%	24%	27%	36%
Somewhat Disagree				DE						FGH
	34	21	13	19	9	6	2	10	11	11
	3%	4%	2%	7%	2%	2%	2%	3%	3%	7%
Strongly Disagree				DE						GH
	31	20	11	9	9	13	5	11	10	5
	3%	4%	2%	3%	2%	4%	4%	3%	3%	3%
Summary										
Top2Box (Agree)	982	467	515	263	370	349	105	342	389	146
	94%	92%	96%	90%	95%	95%	94%	94%	95%	90%
			A		C	C			I	
Low2Box (Disagree)	65	41	24	29	18	19	7	21	22	15
	6%	8%	4%	10%	5%	5%	6%	6%	5%	10%
		B		DE						H

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

5. [I have gone out of my way to buy a fair trade product or products free of child labour] When it comes to the products and services you buy, do you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1047	498	549	285	417	345	92	296	472	187
Weighted	1047	508	539	292	387	368	113*	363	410	161
I have gone out of my way to buy a fair trade product or products free of child labour										
Strongly Agree	146	66	80	36	53	57	19	43	62	22
	14%	13%	15%	12%	14%	16%	17%	12%	15%	13%
Somewhat Agree	378	189	189	107	116	155	52	136	133	58
	36%	37%	35%	36%	30%	42%	46%	37%	32%	36%
						D	H			
Somewhat Disagree	389	166	223	106	162	120	29	137	161	62
	37%	33%	41%	36%	42%	33%	26%	38%	39%	38%
			A		E			F	F	F
Strongly Disagree	135	87	48	44	56	36	13	47	54	20
	13%	17%	9%	15%	14%	10%	11%	13%	13%	13%
		B								
Summary										
Top2Box (Agree)	524	255	269	143	169	212	70	179	195	79
	50%	50%	50%	49%	44%	58%	63%	49%	48%	49%
						CD	GHI			
Low2Box (Disagree)	523	253	271	150	218	156	42	184	215	82
	50%	50%	50%	51%	56%	42%	37%	51%	52%	51%
				E	E			F	F	F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

6. [I have no idea if what I'm buying is contributing to the exploitation of children in other countries] When it comes to the products and services you buy, do you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1047	498	549	285	417	345	92	296	472	187
Weighted	1047	508	539	292	387	368	113*	363	410	161
I have no idea if what I'm buying is contributing to the exploitation of children in other countries										
Strongly Agree	293	147	147	84	115	95	39	99	116	40
	28%	29%	27%	29%	30%	26%	34%	27%	28%	25%
Somewhat Agree	520	261	259	133	186	201	46	192	206	75
	50%	51%	48%	45%	48%	55%	41%	53%	50%	47%
						C		F		
Somewhat Disagree	190	71	118	58	74	57	23	60	69	38
	18%	14%	22%	20%	19%	16%	20%	16%	17%	24%
			A							H
Strongly Disagree	44	29	15	18	13	14	5	12	19	8
	4%	6%	3%	6%	3%	4%	4%	3%	5%	5%
		B								
Summary										
Top2Box (Agree)	813	408	406	216	301	296	85	291	322	115
	78%	80%	75%	74%	78%	81%	75%	80%	79%	71%
								I	I	
Low2Box (Disagree)	234	100	134	76	86	71	28	71	88	46
	22%	20%	25%	26%	22%	19%	25%	20%	21%	29%
										GH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

7. [I want to make an effort to ensure I know how and where things that I purchase are made] When it comes to the products and services you buy, do you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1047	498	549	285	417	345	92	296	472	187
Weighted	1047	508	539	292	387	368	113*	363	410	161
I want to make an effort to ensure I know how and where things that I purchase are made										
Strongly Agree	260	108	152	64	91	105	34	98	94	34
	25%	21%	28%	22%	23%	29%	30%	27%	23%	21%
Somewhat Agree			A							
	566	258	308	151	217	199	60	194	225	86
	54%	51%	57%	52%	56%	54%	54%	53%	55%	54%
Somewhat Disagree			A							
	164	99	64	52	61	50	12	51	68	33
	16%	20%	12%	18%	16%	14%	11%	14%	17%	20%
Strongly Disagree		B								F
	58	43	15	26	19	13	6	20	23	9
	6%	8%	3%	9%	5%	4%	5%	5%	6%	5%
Summary		B		DE						
Top2Box (Agree)	826	366	460	215	307	304	94	292	319	120
	79%	72%	85%	73%	79%	83%	84%	80%	78%	74%
			A			C				
Low2Box (Disagree)	221	142	79	78	80	64	18	71	91	41
	21%	28%	15%	27%	21%	17%	16%	20%	22%	26%
		B		E						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

8. If there was a guarantee that a product you were buying was free of child labour and exploitation, how much more would you be willing to pay:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1047	498	549	285	417	345	92	296	472	187
Weighted	1047	508	539	292	387	368	113*	363	410	161
0 - I wouldn't be willing to pay more	338	186	152	108	123	107	56	123	125	34
	32%	37%	28%	37%	32%	29%	50%	34%	30%	21%
1% - 10%		B		E			GHI	I	I	
	420	215	205	103	155	162	33	139	175	73
11% - 20%	40%	42%	38%	35%	40%	44%	30%	38%	43%	45%
						C			F	F
21% - 30%	182	72	111	47	63	72	13	65	73	32
	17%	14%	21%	16%	16%	19%	12%	18%	18%	20%
31% - 40%			A							
	55	14	41	13	23	18	6	16	19	13
41% - 50%	5%	3%	8%	5%	6%	5%	6%	4%	5%	8%
			A							
51% - 60%	6	3	3	1	3	2	0	2	2	2
	1%	1%	1%	0	1%	1%	-	1%	0	1%
61% - 70%										
	21	9	12	6	10	5	1	9	5	5
71% - 80%	2%	2%	2%	2%	3%	1%	1%	3%	1%	3%
81% - 90%	2	1	1	2	0	0	0	1	1	0
	0	0	0	1%	-	-	-	0	0	-
91% - 100%										
	1	0	1	0	0	1	1	0	0	0
100+%	0	-	0	-	-	0	1%	-	-	-
	6	1	5	3	3	0	0	3	2	1
	1%	0	1%	1%	1%	-	-	1%	0	0
	1	1	0	1	0	0	0	0	1	0
	0	0	-	0	-	-	-	-	0	-
	14	6	8	6	7	1	1	3	7	2
	1%	1%	1%	2%	2%	0	1%	1%	2%	1%
				E	E					
	1	0	1	1	0	0	0	0	0	1
	0	-	0	0	-	-	-	-	-	1%

8. If there was a guarantee that a product you were buying was free of child labour and exploitation, how much more would you be willing to pay:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Summary										
Mean (Incl. 0)	10.8	9.1	12.4	11.7	11.3	9.5	8.3	10.6	10.8	13.1
			A							F
Std. Dev.	15.9	14.5	17	19.5	17	10.7	15	15.4	16.3	16.5
Std. Err.	0.5	0.7	0.7	1.2	0.8	0.6	1.6	0.9	0.8	1.2
Mean (Excl. 0)	16	14.4	17.3	18.6	16.6	13.5	16.6	16	15.5	16.6
			A	E	E					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base