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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1047	149	100	58	375	282	83	294	193	251	134	113	895
Weighted	1047	140	111*	68*	401	252	74*	294	197	245	130	110	899
Very aware	138	24	13	6	57	32	6	51	22	25	17	19	119
	13%	17%	12%	9%	14%	13%	8%	17%	11%	10%	13%	17%	13%
		F						I					
Somewhat aware	532	71	61	31	211	122	35	134	94	133	69	48	462
	51%	51%	55%	45%	53%	49%	47%	46%	48%	54%	53%	43%	51%
Not very aware	297	36	28	19	98	86	30	78	68	76	33	33	253
	28%	26%	25%	28%	24%	34%	40%	27%	34%	31%	25%	30%	28%
						D	ABD						
Not at all aware	80	9	9	12	36	11	4	30	13	12	10	11	66
	8%	6%	8%	17%	9%	4%	5%	10%	6%	5%	8%	10%	7%
				AEF	E			I					
Summary													
Top2Box (Very/ Somewhat aware)	670	96	74	37	268	154	41	185	117	158	86	66	580
	64%	68%	67%	54%	67%	61%	55%	63%	59%	64%	67%	60%	65%
Low2Box (Not very/ Not at all aware)	377	45	37	31	134	97	33	108	81	88	43	44	319
	36%	32%	33%	46%	33%	39%	45%	37%	41%	36%	33%	40%	35%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L 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:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1047	149	100	58	375	282	83	294	193	251	134	113	895
Weighted	1047	140	111*	68*	401	252	74*	294	197	245	130	110	899
They are so poor that they have to work so their families can survive													
Strongly Agree	527	61	62	43	217	105	38	154	96	130	65	62	442
	50%	44%	56%	62%	54%	42%	52%	52%	49%	53%	50%	56%	49%
			E	AE	AE								
Somewhat Agree	425	66	42	19	158	111	28	103	86	103	52	40	375
	41%	47%	38%	28%	39%	44%	38%	35%	44%	42%	40%	37%	42%
		C				C							
Somewhat Disagree	57	4	4	1	14	27	6	24	9	8	6	6	47
	5%	3%	4%	2%	4%	11%	8%	8%	5%	3%	4%	5%	5%
						ABCD		I					
Strongly Disagree	39	9	2	6	12	8	2	13	6	5	6	2	36
	4%	6%	2%	8%	3%	3%	3%	4%	3%	2%	5%	2%	4%
Summary													
Top2Box (Agree)	952	127	105	61	375	217	67	257	182	233	118	103	816
	91%	91%	94%	90%	94%	86%	89%	87%	92%	95%	91%	93%	91%
			E		E					G			
Low2Box (Disagree)	95	13	6	7	26	35	8	37	16	13	12	8	83
	9%	9%	6%	10%	6%	14%	11%	13%	8%	5%	9%	7%	9%
						BD		I					

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L 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:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1047	149	100	58	375	282	83	294	193	251	134	113	895
Weighted	1047	140	111*	68*	401	252	74*	294	197	245	130	110	899
Western countries demand to have the cheapest products, so companies have to find cheap labour													
Strongly Agree	335	49	26	22	132	80	25	108	58	83	34	38	282
	32%	35%	23%	32%	33%	32%	34%	37%	29%	34%	27%	35%	31%
								J					
Somewhat Agree	423	56	48	29	166	94	29	110	80	105	54	44	367
	40%	40%	44%	43%	41%	37%	39%	37%	41%	43%	42%	40%	41%
Somewhat Disagree	171	21	25	5	63	46	12	40	40	35	25	15	149
	16%	15%	22%	7%	16%	18%	16%	13%	20%	14%	20%	14%	17%
			C			C			G				
Strongly Disagree	118	14	12	13	40	31	8	37	18	22	16	13	101
	11%	10%	11%	18%	10%	12%	11%	12%	9%	9%	12%	11%	11%
Summary													
Top2Box (Agree)	757	105	74	51	299	174	54	218	138	188	89	82	649
	72%	75%	67%	75%	74%	69%	73%	74%	70%	77%	68%	75%	72%
Low2Box (Disagree)	290	35	37	17	103	78	20	76	59	57	41	28	250
	28%	25%	33%	25%	26%	31%	27%	26%	30%	23%	32%	25%	28%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L 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:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1047	149	100	58	375	282	83	294	193	251	134	113	895
Weighted	1047	140	111*	68*	401	252	74*	294	197	245	130	110	899
Their local government doesn't do enough to protect them													
Strongly Agree	699	94	77	43	271	160	54	202	139	161	81	70	600
	67%	67%	69%	63%	67%	64%	72%	69%	70%	66%	63%	63%	67%
Somewhat Agree	283	37	29	17	112	70	17	67	48	73	40	35	241
	27%	27%	27%	25%	28%	28%	23%	23%	24%	30%	31%	32%	27%
Somewhat Disagree	34	2	2	3	9	13	4	11	6	8	3	5	28
	3%	2%	2%	4%	2%	5%	5%	4%	3%	3%	3%	4%	3%
Strongly Disagree	31	7	2	5	9	9	0	14	5	4	5	1	30
	3%	5%	2%	7%	2%	3%	-	5%	3%	2%	4%	1%	3%
		F		DF									
Summary													
Top2Box (Agree)	982	131	106	60	383	230	71	270	186	234	122	105	840
	94%	93%	96%	88%	96%	91%	95%	92%	95%	95%	94%	95%	93%
					CE								
Low2Box (Disagree)	65	9	5	8	18	21	4	24	11	12	8	6	59
	6%	7%	4%	12%	4%	9%	5%	8%	5%	5%	6%	5%	7%
				D		D							

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L 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:

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
					REGION				**HOUSEHOLD INCOME**			**HOUSEHOLD COMPOSITION**	
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1047	149	100	58	375	282	83	294	193	251	134	113	895
Weighted	1047	140	111*	68*	401	252	74*	294	197	245	130	110	899
I have gone out of my way to buy a fair trade product or products free of child labour													
Strongly Agree	146	20	18	5	58	36	9	52	20	30	15	13	129
	14%	14%	16%	7%	14%	14%	12%	18%	10%	12%	11%	12%	14%
								H					
Somewhat Agree	378	52	46	22	129	95	34	108	70	85	42	39	326
	36%	37%	41%	33%	32%	38%	46%	37%	36%	35%	33%	35%	36%
							D						
Somewhat Disagree	389	60	30	26	153	95	25	99	80	89	53	38	334
	37%	42%	27%	38%	38%	38%	34%	34%	41%	36%	41%	35%	37%
		B			B								
Strongly Disagree	135	9	18	15	61	26	6	35	26	42	19	20	109
	13%	6%	16%	23%	15%	10%	8%	12%	13%	17%	15%	18%	12%
			A	AEF	A								
Summary													
Top2Box (Agree)	524	72	64	27	187	131	43	159	90	115	57	52	456
	50%	51%	57%	39%	47%	52%	58%	54%	46%	47%	44%	47%	51%
			C				C						
Low2Box (Disagree)	523	69	47	41	215	121	31	134	107	130	73	58	443
	50%	49%	43%	61%	53%	48%	42%	46%	54%	53%	56%	53%	49%
				BF									

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L 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:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1047	149	100	58	375	282	83	294	193	251	134	113	895
Weighted	1047	140	111*	68*	401	252	74*	294	197	245	130	110	899
I have no idea if what I'm buying is contributing to the exploitation of children in other countries													
Strongly Agree	293	35	23	21	129	62	22	80	47	75	40	41	244
	28%	25%	21%	31%	32%	25%	30%	27%	24%	30%	31%	37%	27%
					BE							L	
Somewhat Agree	520	80	63	38	179	118	40	144	108	122	62	48	455
	50%	57%	57%	56%	45%	47%	54%	49%	55%	50%	48%	44%	51%
		DE	D										
Somewhat Disagree	190	18	16	9	74	62	11	54	32	42	24	19	161
	18%	13%	14%	13%	18%	25%	15%	18%	16%	17%	19%	17%	18%
						AB							
Strongly Disagree	44	7	9	0	19	9	1	16	10	8	4	3	39
	4%	5%	8%	-	5%	4%	1%	5%	5%	3%	3%	3%	4%
			CF										
Summary													
Top2Box (Agree)	813	116	87	59	309	180	63	224	155	196	102	89	699
	78%	82%	78%	87%	77%	72%	84%	76%	79%	80%	78%	80%	78%
		E		E			E						
Low2Box (Disagree)	234	25	24	9	93	71	12	70	42	49	28	22	200
	22%	18%	22%	13%	23%	28%	16%	24%	21%	20%	22%	20%	22%
						ACF							

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L 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:

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
					REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1047	149	100	58	375	282	83	294	193	251	134	113	895
Weighted	1047	140	111*	68*	401	252	74*	294	197	245	130	110	899
I want to make an effort to ensure I know how and where things that I purchase are made													
Strongly Agree	260	35	27	13	102	64	18	83	46	60	20	21	226
	25%	25%	24%	19%	25%	25%	24%	28%	24%	24%	15%	19%	25%
								J		J			
Somewhat Agree	566	74	59	36	211	140	46	157	104	127	75	64	483
	54%	53%	53%	53%	53%	56%	62%	53%	53%	52%	58%	58%	54%
Somewhat Disagree	164	26	16	14	62	37	10	37	34	45	26	19	138
	16%	18%	14%	20%	15%	15%	13%	13%	17%	18%	20%	17%	15%
Strongly Disagree	58	5	10	5	26	11	1	17	13	13	9	5	51
	6%	4%	9%	8%	7%	4%	1%	6%	7%	5%	7%	5%	6%
			F										
Summary													
Top2Box (Agree)	826	110	86	49	313	204	64	240	150	187	95	86	710
	79%	78%	77%	72%	78%	81%	85%	82%	76%	76%	73%	78%	79%
Low2Box (Disagree)	221	31	25	19	88	47	11	54	47	59	35	24	189
	21%	22%	23%	28%	22%	19%	15%	18%	24%	24%	27%	22%	21%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L 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:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1047	149	100	58	375	282	83	294	193	251	134	113	895
Weighted	1047	140	111*	68*	401	252	74*	294	197	245	130	110	899
0 - I wouldn't be willing to pay more	338	41	40	19	141	76	21	110	65	58	33	36	292
	32%	29%	36%	28%	35%	30%	29%	37%	33%	24%	25%	32%	33%
								IJ	I				
1% - 10%	420	60	35	34	153	106	32	111	77	113	58	44	364
	40%	42%	32%	49%	38%	42%	43%	38%	39%	46%	45%	40%	41%
				B									
11% - 20%	182	28	20	11	60	51	13	38	33	51	27	16	159
	17%	20%	18%	16%	15%	20%	17%	13%	17%	21%	21%	15%	18%
										G	G		
21% - 30%	55	8	12	3	17	12	2	19	13	11	8	6	43
	5%	6%	11%	5%	4%	5%	3%	6%	6%	4%	6%	6%	5%
			DE										
31% - 40%	6	1	0	0	3	2	0	0	3	2	0	2	4
	1%	1%	-	-	1%	1%	-	-	2%	1%	-	2%	0
									G				
41% - 50%	21	1	1	0	13	2	3	8	1	7	3	3	16
	2%	1%	1%	-	3%	1%	4%	3%	0	3%	2%	3%	2%
					E		E						
51% - 60%	2	0	0	0	2	0	0	1	0	0	0	0	2
	0	-	-	-	1%	-	-	0	-	-	-	-	0
61% - 70%	1	0	0	0	0	1	0	0	1	0	0	0	1
	0	-	-	-	-	0	-	-	1%	-	-	-	0
71% - 80%	6	0	0	0	4	1	1	1	0	2	1	2	4
	1%	-	-	-	1%	0	1%	0	-	1%	1%	2%	0
81% - 90%	1	0	0	0	1	0	0	0	1	0	0	0	1
	0	-	-	-	0	-	-	-	1%	-	-	-	0
91% - 100%	14	2	2	1	6	1	2	6	3	2	1	1	11
	1%	1%	2%	2%	2%	0	3%	2%	1%	1%	1%	1%	1%
100+%	1	1	0	0	0	0	0	0	1	0	0	0	1
	0	1%	-	-	-	-	-	-	0	-	-	-	0
Summary													
Mean (Incl. 0)	10.8	11	10.6	9.7	11.4	9.6	12.7	10.8	11	11.3	10.9	11.2	10.6
Std. Dev.	15.9	15.6	14.8	13.8	18.1	11.7	19.4	17.7	16.9	14.1	13.4	16	15.5
Std. Err.	0.5	1.3	1.5	1.8	0.9	0.7	2.1	1	1.2	0.9	1.2	1.5	0.5
Mean (Excl. 0)	16	15.4	16.6	13.5	17.6	13.7	17.8	17.3	16.5	14.8	14.5	16.5	15.6
					E								

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