

**Four in Ten (36%) Canadians 'Unaware' Exploitive Child
Labour Used to Make Products for Western Markets**
*Two in Three (68%) Canadians Willing to Spend an Average of
16% More to Ensure Products are Free of Child Labour*

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**Four in Ten (36%) Canadians 'Not Aware' Exploitive Child Labour
Used to Make Products for Western Markets**

***Two in Three (68%) Canadians Willing to Spend an Average of 16%
More to Ensure Products are Free of Child Labour***

Toronto, ON – A new Ipsos Reid poll, conducted on behalf of World Vision, reveals that four in ten (36%) Canadians are 'not aware' (8% not at all/28% not very) that children worldwide are forced into dirty, dangerous and degrading jobs to create products for Western markets. Two-thirds (64%) of Canadians, however, are 'aware' (13% very/51% somewhat) of these conditions.

Some Canadians are willing to go out of their way for fair trade products and even pay more for certain items, but just how much more would they be willing to spend if there was a guarantee that a product they were buying was free of child labour and exploitation? Overall, two in three (68%) Canadians are willing to spend an average of 16% more to ensure products are free of child labour. One in three (32%), however, say that they wouldn't be willing to pay more for a product if it was guaranteed to be free of child exploitation.

When it comes to taking action to protect children from exploitive child labour, Canadians agree that both individuals and companies are equally responsible. Eight in ten (83%) believe that 'individual Canadians through their buying and consumer habits' are 'responsible' (33% primarily/50% somewhat) for protecting children against exploitive child labour, while less than two in ten (17%) say individual Canadians are 'not responsible' (4% not at all/13% not very). One way of taking action is to not make purchases that fuel child labour.

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When asked about the products and services they buy, eight in ten (79%) 'agree' (25% strongly/54% somewhat) that they 'want to make an effort to ensure they know how and where things that they purchase are made'. Only two in ten (21%) 'disagree' (6% strongly/16% somewhat) with this statement. The following outlines how much Canadians agree/disagree with other statements when it comes to products and services they buy:

- **I want to make an effort to ensure I know how and where things that I purchase are made** - 79% agree (25% strongly/54% somewhat) vs. 21% disagree (6% strongly/16% somewhat)
- **I have no idea if what I'm buying is contributing to the exploitation of children in other countries** - 78% agree (28% strongly/50% somewhat) vs. 22% disagree (4% strongly/18% somewhat)
- **I have gone out of my way to buy a fair trade product or products free of child labour** - 50% agree (14% strongly/36% somewhat) vs. 50% disagree (13% strongly/37% somewhat)

Ultimately, what needs to be understood is why children are exploited in developing countries. Nine in ten Canadians 'agree' that 'local government doesn't do enough to protect them' (94%) and that children 'are so poor that they have to work so their families can survive' (91%). The following list shows how much Canadians agree or disagree with potential reasons as to why children are exploited in developing countries:

- **Their local government doesn't do enough to protect them** - 94% agree (67% strongly/27% somewhat) vs. 6% disagree (3% strongly/3% somewhat)

- **They are so poor that they have to work so their families can survive** – 91% agree (50% strongly/41% somewhat) vs. 9% disagree (4% strongly/5% somewhat)
- **Western countries demand to have the cheapest products, so companies have to find cheap labour** – 72% agree (32% strongly/40% somewhat) vs. 28% disagree (11% strongly/16% somewhat)
- **They don't have rights, so they can't complain** – 68% agree (36% strongly/31% somewhat) vs. 32% disagree (20% strongly/13% somewhat)
- **They want to work instead of going to school** – 23% agree (5% strongly/19% somewhat) vs. 77% disagree (40% strongly/37% somewhat)
- **Their parents don't love them as much as they should** – 22% agree (7% strongly/15% somewhat) vs. 78% disagree (39% strongly/40% somewhat)

These are some of the findings of an Ipsos Reid poll conducted between July 30th and August 3rd, 2012, on behalf of World Vision. For this survey a sample of 1,047 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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-30-

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- 4 -

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