

1_1. [Their parents don't love them as much as they should] 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 parents don't love them as much as they should										
Strongly Agree	70	42	28	22	19	29	7	28	29	5
	7%	8%	5%	8%	5%	8%	7%	8%	7%	3%
		B								
Somewhat Agree	157	92	65	46	58	52	17	65	54	21
	15%	18%	12%	16%	15%	14%	15%	18%	13%	13%
		B								
Somewhat Disagree	414	190	225	104	170	140	58	133	167	56
	40%	37%	42%	36%	44%	38%	52%	37%	41%	34%
					C		GHI			
Strongly Disagree	406	184	222	119	141	146	30	137	160	79
	39%	36%	41%	41%	36%	40%	27%	38%	39%	49%
									F	FGH
Summary										
Top2Box (Agree)	227	134	93	69	77	81	24	93	83	27
	22%	26%	17%	24%	20%	22%	21%	26%	20%	16%
		B						I		
Low2Box (Disagree)	820	374	446	223	311	286	88	270	327	135
	78%	74%	83%	76%	80%	78%	79%	74%	80%	84%
			A							G

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

1_2. [They want to work instead of going to school] 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 want to work instead of going to school										
Strongly Agree	48	28	20	30	14	4	3	17	21	6
	5%	5%	4%	10%	4%	1%	3%	5%	5%	4%
				DE	E					
Somewhat Agree	194	115	79	67	69	58	25	65	71	33
	19%	23%	15%	23%	18%	16%	22%	18%	17%	20%
		B		E						
Somewhat Disagree	383	202	181	87	148	149	44	119	163	57
	37%	40%	34%	30%	38%	40%	39%	33%	40%	36%
		B		C	C					
Strongly Disagree	422	163	259	109	157	157	41	161	155	65
	40%	32%	48%	37%	40%	43%	36%	44%	38%	40%
			A							
Summary										
Top2Box (Agree)	241	142	99	97	83	62	28	82	92	39
	23%	28%	18%	33%	21%	17%	25%	23%	22%	24%
		B		DE						
Low2Box (Disagree)	806	365	440	195	304	306	84	281	318	122
	77%	72%	82%	67%	79%	83%	75%	77%	78%	76%
			A		C	C				

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

1_3. [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

1_4. [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

1_5. [They don't have rights, so they can't complain] 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 don't have rights, so they can't complain										
Strongly Agree	381	177	204	73	156	153	41	147	151	42
	36%	35%	38%	25%	40%	42%	37%	41%	37%	26%
					C	C		I	I	
Somewhat Agree	328	174	154	98	118	112	33	103	137	55
	31%	34%	29%	34%	30%	30%	29%	28%	33%	34%
Somewhat Disagree	131	64	67	48	43	41	17	31	56	28
	13%	13%	13%	16%	11%	11%	15%	8%	14%	17%
				D					G	G
Strongly Disagree	207	93	114	74	71	62	21	83	67	36
	20%	18%	21%	25%	18%	17%	19%	23%	16%	22%
				DE				H		
Summary										
Top2Box (Agree)	709	351	358	171	274	264	74	250	287	98
	68%	69%	66%	58%	71%	72%	66%	69%	70%	61%
					C	C			I	
Low2Box (Disagree)	338	157	182	121	114	103	38	113	123	64
	32%	31%	34%	42%	29%	28%	34%	31%	30%	39%
				DE						H

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

1_6. [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

1. [SUMMARY - TOP2BOX (AGREE)] 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	982	467	515	263	370	349	105	342	389	146
	94%	92%	96%	90%	95%	95%	94%	94%	95%	90%
			A		C	C			I	
They are so poor that they have to work so their families can survive	952	460	492	258	359	334	102	326	383	141
	91%	91%	91%	88%	93%	91%	90%	90%	93%	88%
									I	
Western countries demand to have the cheapest products, so companies have to find cheap labour	757	353	404	219	284	254	81	264	298	114
	72%	70%	75%	75%	73%	69%	72%	73%	73%	71%
They don't have rights, so they can't complain	709	351	358	171	274	264	74	250	287	98
	68%	69%	66%	58%	71%	72%	66%	69%	70%	61%
					C	C			I	
They want to work instead of going to school	241	142	99	97	83	62	28	82	92	39
	23%	28%	18%	33%	21%	17%	25%	23%	22%	24%
		B		DE						
Their parents don't love them as much as they should	227	134	93	69	77	81	24	93	83	27
	22%	26%	17%	24%	20%	22%	21%	26%	20%	16%
		B						I		

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

1. [SUMMARY - LOW2BOX (DISAGREE)] 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 parents don't love them as much as they should	820	374	446	223	311	286	88	270	327	135
	78%	74%	83%	76%	80%	78%	79%	74%	80%	84%
			A							G
They want to work instead of going to school	806	365	440	195	304	306	84	281	318	122
	77%	72%	82%	67%	79%	83%	75%	77%	78%	76%
			A		C	C				
They don't have rights, so they can't complain	338	157	182	121	114	103	38	113	123	64
	32%	31%	34%	42%	29%	28%	34%	31%	30%	39%
				DE						H
Western countries demand to have the cheapest products, so companies have to find cheap labour	290	155	135	73	104	113	32	99	112	47
	28%	30%	25%	25%	27%	31%	28%	27%	27%	29%
They are so poor that they have to work so their families can survive	95	48	47	34	28	33	11	37	27	20
	9%	9%	9%	12%	7%	9%	10%	10%	7%	12%
										H
Their local government doesn't do enough to protect them	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

2. How much more would you be willing to spend on your next vacation if the tour operator, hotel and airline could guarantee that their companies don't use or support child labour?

		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: Total Answering	987	476	511	267	385	335	87	276	447	177
Weighted	988	485	503	273	357	357	107*	339	389	154
0 - I wouldn't be willing to pay more	519	270	249	144	188	186	73	188	203	55
	53%	56%	49%	53%	53%	52%	68%	56%	52%	36%
							GHI	I	I	
1% - 10%	240	124	116	60	79	102	19	80	93	49
	24%	26%	23%	22%	22%	28%	18%	23%	24%	32%
										FGH
11% - 20%	97	46	51	20	32	44	9	28	35	25
	10%	9%	10%	7%	9%	12%	8%	8%	9%	16%
						C				GH
21% - 30%	36	8	28	11	16	9	3	7	19	7
	4%	2%	6%	4%	5%	3%	2%	2%	5%	5%
			A						G	
31% - 40%	6	3	3	1	4	1	0	3	2	1
	1%	1%	1%	0	1%	0	-	1%	0	0
41% - 50%	28	10	18	12	13	3	0	11	11	6
	3%	2%	4%	4%	4%	1%	-	3%	3%	4%
				E	E					
61% - 70%	1	1	0	1	0	0	0	1	0	0
	0	0	-	1%	-	-	-	0	-	-
71% - 80%	1	0	1	1	0	0	0	0	1	0
	0	-	0	0	-	-	-	-	0	-
91% - 100%	57	22	34	23	23	11	4	20	25	9
	6%	5%	7%	8%	6%	3%	4%	6%	6%	6%
				E	E					
100+%	3	1	2	1	1	1	0	0	1	2
	0	0	0	0	0	0	-	-	0	2%
										GH
Summary										
Mean	12.6	10.3	14.8	15.5	13.7	9.2	7	12	13.2	16.3
			A	E	E				F	F
Std. Dev.	25.4	22.8	27.5	29.1	27	19.7	19.3	24.8	26	28.2
Std. Err.	0.8	1	1.2	1.8	1.4	1.1	2.1	1.5	1.2	2.1

2. How much more would you be willing to spend on your next vacation if the tour operator, hotel and airline could guarantee that their companies don't use or support child labour?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean (Excl. 0)	26.5	23.3	29.2	32.7	29.1	19.2	22.2	26.9	27.6	25.4
			A	E	E					

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

3_1. [I would choose a travel destination based on that country's commitment to protecting children in their tourism industry, even if it cost me more money or more time to get to] When it comes to your own vacations and travels, please indicate whether 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 would choose a travel destination based on that country's commitment to protecting children in their tourism industry, even if it cost me more money or more time to get to										
Strongly Agree	271	131	139	58	101	113	32	95	105	39
	26%	26%	26%	20%	26%	31%	29%	26%	26%	24%
						C				
Somewhat Agree	497	239	258	131	197	169	49	180	197	70
	47%	47%	48%	45%	51%	46%	44%	50%	48%	43%
Somewhat Disagree	211	101	110	78	65	68	23	65	81	42
	20%	20%	20%	27%	17%	19%	21%	18%	20%	26%
				DE						G
Strongly Disagree	68	37	32	26	25	17	8	22	27	11
	7%	7%	6%	9%	6%	5%	7%	6%	7%	7%
				E						
Summary										
Top2Box (Agree)	767	370	397	188	297	282	82	275	302	108
	73%	73%	74%	64%	77%	77%	72%	76%	74%	67%
					C	C		I		
Low2Box (Disagree)	280	138	142	104	90	85	31	87	108	53
	27%	27%	26%	36%	23%	23%	28%	24%	26%	33%
				DE						G

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

3_2. [I have witnessed child labour exploitation while on vacation] When it comes to your own vacations and travels, please indicate whether 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 witnessed child labour exploitation while on vacation										
Strongly Agree	119	55	64	43	36	40	14	31	45	29
	11%	11%	12%	15%	9%	11%	13%	9%	11%	18%
				D						GH
Somewhat Agree	231	119	112	56	88	88	11	83	100	36
	22%	23%	21%	19%	23%	24%	10%	23%	24%	22%
								F	F	F
Somewhat Disagree	276	149	127	82	101	93	35	93	104	44
	26%	29%	23%	28%	26%	25%	31%	26%	25%	27%
		B								
Strongly Disagree	421	185	237	112	163	146	52	155	162	52
	40%	36%	44%	38%	42%	40%	46%	43%	39%	32%
			A				I	I		
Summary										
Top2Box (Agree)	350	174	176	99	123	128	26	114	145	65
	33%	34%	33%	34%	32%	35%	23%	31%	35%	40%
									F	FG
Low2Box (Disagree)	697	334	363	193	264	240	87	248	265	96
	67%	66%	67%	66%	68%	65%	77%	69%	65%	60%
							HI	I		

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

3_3. [I would know what child labour exploitation looks like if I see it] When it comes to your own vacations and travels, please indicate whether 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 would know what child labour exploitation looks like if I see it										
Strongly Agree	235	115	120	66	81	88	33	84	83	34
	22%	23%	22%	23%	21%	24%	30%	23%	20%	21%
Somewhat Agree	536	250	286	143	196	196	54	197	206	79
	51%	49%	53%	49%	51%	53%	48%	54%	50%	49%
Somewhat Disagree	208	102	105	62	82	63	13	65	97	32
	20%	20%	20%	21%	21%	17%	12%	18%	24%	20%
									F	
Strongly Disagree	69	40	28	20	28	20	11	17	25	16
	7%	8%	5%	7%	7%	5%	10%	5%	6%	10%
										G
Summary										
Top2Box (Agree)	771	365	406	210	277	284	88	281	289	113
	74%	72%	75%	72%	71%	77%	78%	78%	70%	70%
								H		
Low2Box (Disagree)	276	143	134	82	111	83	25	82	122	48
	26%	28%	25%	28%	29%	23%	22%	22%	30%	30%
									G	

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

3_4. [If a percentage of the tour operator's or a hotel's revenue was donated to local child protection organizations, I would be more likely to use that operator] When it comes to your own vacations and travels, please indicate whether 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
If a percentage of the tour operator's or a hotel's revenue was donated to local child protection organizations, I would be more likely to use that operator										
Strongly Agree	333	137	196	89	119	125	40	130	126	38
	32%	27%	36%	31%	31%	34%	36%	36%	31%	23%
			A				I	I		
Somewhat Agree	527	265	262	140	207	180	56	179	201	90
	50%	52%	49%	48%	53%	49%	50%	49%	49%	56%
Somewhat Disagree	127	66	61	40	40	46	13	36	61	18
	12%	13%	11%	14%	10%	13%	11%	10%	15%	11%
									G	
Strongly Disagree	60	40	20	22	22	16	3	18	23	15
	6%	8%	4%	8%	6%	4%	3%	5%	6%	10%
		B								FG
Summary										
Top2Box (Agree)	860	402	458	230	325	305	96	309	326	128
	82%	79%	85%	79%	84%	83%	86%	85%	80%	79%
			A					H		
Low2Box (Disagree)	187	106	81	63	62	62	16	54	84	33
	18%	21%	15%	21%	16%	17%	14%	15%	20%	21%
		B							G	

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

3_5. [I would boycott a destination that is known for child exploitation, knowing that a major economic boycott would have an impact on the local economy] When it comes to your own vacations and travels, please indicate whether 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 would boycott a destination that is known for child exploitation, knowing that a major economic boycott would have an impact on the local economy										
Strongly Agree	417	192	225	88	167	162	53	143	165	56
	40%	38%	42%	30%	43%	44%	47%	39%	40%	35%
					C	C				
Somewhat Agree	409	195	214	119	146	143	36	141	161	71
	39%	38%	40%	41%	38%	39%	32%	39%	39%	44%
Somewhat Disagree	158	79	79	60	52	46	17	55	64	23
	15%	16%	15%	21%	13%	12%	15%	15%	16%	14%
				DE						
Strongly Disagree	63	42	21	24	23	16	7	24	21	11
	6%	8%	4%	8%	6%	4%	6%	7%	5%	7%
		B								
Summary										
Top2Box (Agree)	826	387	439	207	313	306	89	284	326	127
	79%	76%	81%	71%	81%	83%	79%	78%	79%	79%
			A		C	C				
Low2Box (Disagree)	221	121	100	85	74	62	24	79	84	34
	21%	24%	19%	29%	19%	17%	21%	22%	21%	21%
		B		DE						

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

3_6. [Seeing children working in the tourism industry disturbs me when I am on holiday] When it comes to your own vacations and travels, please indicate whether 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
Seeing children working in the tourism industry disturbs me when I am on holiday										
Strongly Agree	358	143	214	92	139	127	41	125	141	50
	34%	28%	40%	32%	36%	34%	36%	35%	34%	31%
Somewhat Agree			A							
	453	218	235	116	172	166	41	163	177	72
	43%	43%	44%	40%	44%	45%	36%	45%	43%	45%
Somewhat Disagree										
	169	104	65	64	48	58	24	46	70	28
	16%	20%	12%	22%	12%	16%	22%	13%	17%	18%
Strongly Disagree		B		D			G			
	67	43	24	21	29	17	6	28	22	10
	6%	8%	4%	7%	8%	5%	6%	8%	5%	6%
Summary		B								
Top2Box (Agree)	811	361	450	208	310	293	82	288	319	123
	77%	71%	83%	71%	80%	80%	73%	79%	78%	76%
			A		C	C				
Low2Box (Disagree)	236	146	89	84	77	75	31	75	92	39
	23%	29%	17%	29%	20%	20%	27%	21%	22%	24%
		B		DE						

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

3. [SUMMARY - TOP2BOX (AGREE)] When it comes to your own vacations and travels, please indicate whether 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
If a percentage of the tour operator's or a hotel's revenue was donated to local child protection organizations...	860	402	458	230	325	305	96	309	326	128
	82%	79%	85%	79%	84%	83%	86%	85%	80%	79%
			A					H		
I would boycott a destination that is known for child exploitation, knowing that a major economic boycott would have an impact on the local economy	826	387	439	207	313	306	89	284	326	127
	79%	76%	81%	71%	81%	83%	79%	78%	79%	79%
			A		C	C				
Seeing children working in the tourism industry disturbs me when I am on holiday	811	361	450	208	310	293	82	288	319	123
	77%	71%	83%	71%	80%	80%	73%	79%	78%	76%
			A		C	C				
I would know what child labour exploitation looks like if I see it	771	365	406	210	277	284	88	281	289	113
	74%	72%	75%	72%	71%	77%	78%	78%	70%	70%
								H		
I would choose a travel destination based on that country's commitment to protecting children in their tourism industry,....	767	370	397	188	297	282	82	275	302	108
	73%	73%	74%	64%	77%	77%	72%	76%	74%	67%
					C	C		I		
I have witnessed child labour exploitation while on vacation	350	174	176	99	123	128	26	114	145	65
	33%	34%	33%	34%	32%	35%	23%	31%	35%	40%
								F	FG	

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

3. [SUMMARY - LOW2BOX (DISAGREE)] When it comes to your own vacations and travels, please indicate whether 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 witnessed child labour exploitation while on vacation	697	334	363	193	264	240	87	248	265	96
	67%	66%	67%	66%	68%	65%	77%	69%	65%	60%
							HI	I		
I would choose a travel destination based on that country's commitment to protecting children in their tourism industry,.....	280	138	142	104	90	85	31	87	108	53
	27%	27%	26%	36%	23%	23%	28%	24%	26%	33%
				DE						G
I would know what child labour exploitation looks like if I see it	276	143	134	82	111	83	25	82	122	48
	26%	28%	25%	28%	29%	23%	22%	22%	30%	30%
									G	
Seeing children working in the tourism industry disturbs me when I am on holiday	236	146	89	84	77	75	31	75	92	39
	23%	29%	17%	29%	20%	20%	27%	21%	22%	24%
		B		DE						
I would boycott a destination that is known for child exploitation, knowing that a major economic boycott would have an impact on the local economy	221	121	100	85	74	62	24	79	84	34
	21%	24%	19%	29%	19%	17%	21%	22%	21%	21%
		B		DE						
If a percentage of the tour operator's or a hotel's revenue was donated to local child protection organizations...	187	106	81	63	62	62	16	54	84	33
	18%	21%	15%	21%	16%	17%	14%	15%	20%	21%
		B							G	

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

4_1. [Report it to a hotel manager] If you witnessed a child being sexually exploited in a holiday destination, such as a 14-year-old child selling sex to tourists, how likely are you to do the following:

		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
Report it to a hotel manager										
Very likely	460	194	265	119	170	171	62	186	164	48
	44%	38%	49%	41%	44%	46%	55%	51%	40%	30%
			A				HI	HI	I	
Somewhat likely	341	186	155	95	134	113	27	111	145	59
	33%	37%	29%	32%	35%	31%	24%	31%	35%	36%
		B							F	F
Not very likely	179	91	87	55	65	59	21	47	72	39
	17%	18%	16%	19%	17%	16%	18%	13%	18%	24%
										G
Not at all likely	68	36	31	24	18	25	3	19	29	15
	6%	7%	6%	8%	5%	7%	3%	5%	7%	9%
										F
Summary										
Top2Box (Very/ Somewhat Likely)	801	380	420	213	304	283	88	297	309	107
	76%	75%	78%	73%	78%	77%	79%	82%	75%	66%
							I	HI	I	
Low2Box (Not very/ Not at all Likely)	246	128	119	79	83	84	24	66	102	54
	24%	25%	22%	27%	22%	23%	21%	18%	25%	34%
									G	FGH

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

4_2. [Report it to the local police] If you witnessed a child being sexually exploited in a holiday destination, such as a 14-year-old child selling sex to tourists, how likely are you to do the following:

		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
Report it to the local police										
Very likely	372	168	204	100	136	136	52	150	135	35
	35%	33%	38%	34%	35%	37%	46%	41%	33%	22%
							HI	HI	I	
Somewhat likely	320	162	158	105	118	97	30	117	121	52
	31%	32%	29%	36%	30%	26%	27%	32%	29%	32%
				E						
Not very likely	261	127	134	59	105	97	27	72	112	50
	25%	25%	25%	20%	27%	26%	24%	20%	27%	31%
					C				G	G
Not at all likely	94	51	43	27	29	38	4	24	43	24
	9%	10%	8%	9%	7%	10%	3%	7%	10%	15%
									F	FG
Summary										
Top2Box (Very/ Somewhat Likely)	692	330	362	205	253	233	82	267	255	87
	66%	65%	67%	70%	65%	63%	73%	74%	62%	54%
							I	HI		
Low2Box (Not very/ Not at all Likely)	355	178	177	87	134	135	31	95	155	74
	34%	35%	33%	30%	35%	37%	27%	26%	38%	46%
									G	FG

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

4_3. [Call the Canadian Embassy] If you witnessed a child being sexually exploited in a holiday destination, such as a 14-year-old child selling sex to tourists, how likely are you to do the following:

		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
Call the Canadian Embassy										
Very likely	261	105	157	72	98	91	31	111	93	26
	25%	21%	29%	25%	25%	25%	27%	31%	23%	16%
			A				I	HI		
Somewhat likely	295	150	144	81	116	97	25	116	120	34
	28%	30%	27%	28%	30%	26%	22%	32%	29%	21%
								I	I	
Not very likely	358	175	182	102	134	122	45	95	143	75
	34%	35%	34%	35%	35%	33%	40%	26%	35%	46%
							G		G	GH
Not at all likely	133	77	56	37	39	57	11	41	55	27
	13%	15%	10%	13%	10%	16%	10%	11%	13%	16%
		B				D				
Summary										
Top2Box (Very/ Somewhat Likely)	556	255	301	154	214	188	56	227	213	60
	53%	50%	56%	53%	55%	51%	50%	63%	52%	37%
							I	FHI	I	
Low2Box (Not very/ Not at all Likely)	491	253	238	138	173	179	56	136	198	101
	47%	50%	44%	47%	45%	49%	50%	37%	48%	63%
							G		G	FGH

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

4_4. [Report it to a tipline for child exploitation] If you witnessed a child being sexually exploited in a holiday destination, such as a 14-year-old child selling sex to tourists, how likely are you to do the following:

		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
Report it to a tipline for child exploitation										
Very likely	506	219	287	134	195	177	62	186	194	63
	48%	43%	53%	46%	50%	48%	55%	51%	47%	39%
			A				I	I		
Somewhat likely	328	169	159	101	114	113	23	117	136	52
	31%	33%	29%	35%	29%	31%	21%	32%	33%	32%
								F	F	F
Not very likely	149	85	64	38	58	53	23	44	54	28
	14%	17%	12%	13%	15%	14%	20%	12%	13%	18%
		B								
Not at all likely	63	34	29	18	20	25	5	15	26	17
	6%	7%	5%	6%	5%	7%	4%	4%	6%	11%
										G
Summary										
Top2Box (Very/ Somewhat Likely)	834	388	446	235	309	290	85	303	330	116
	80%	76%	83%	81%	80%	79%	76%	84%	80%	72%
			A					I	I	
Low2Box (Not very/ Not at all Likely)	213	120	93	57	78	78	28	59	80	46
	20%	24%	17%	19%	20%	21%	24%	16%	20%	28%
		B								GH

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

4_5. [Confront the offender] If you witnessed a child being sexually exploited in a holiday destination, such as a 14-year-old child selling sex to tourists, how likely are you to do the following:

		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
Confront the offender										
Very likely	149	60	89	45	63	41	21	59	50	19
	14%	12%	16%	15%	16%	11%	18%	16%	12%	12%
			A		E					
Somewhat likely	261	134	126	77	99	85	39	96	90	36
	25%	26%	23%	26%	26%	23%	34%	27%	22%	22%
							HI			
Not very likely	455	220	235	125	164	166	41	151	189	73
	43%	43%	44%	43%	42%	45%	37%	42%	46%	45%
Not at all likely	182	93	90	45	61	76	12	56	81	33
	17%	18%	17%	16%	16%	21%	11%	15%	20%	21%
									F	F
Summary										
Top2Box (Very/ Somewhat Likely)	410	195	215	122	163	125	60	155	140	55
	39%	38%	40%	42%	42%	34%	53%	43%	34%	34%
					E		HI	H		
Low2Box (Not very/ Not at all Likely)	637	313	324	170	225	242	53	207	271	106
	61%	62%	60%	58%	58%	66%	47%	57%	66%	66%
						D			FG	F

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

4_6. [Offer to help the child] If you witnessed a child being sexually exploited in a holiday destination, such as a 14-year-old child selling sex to tourists, how likely are you to do the following:

		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
Offer to help the child										
Very likely	239	84	155	83	89	67	31	100	80	28
	23%	17%	29%	28%	23%	18%	28%	28%	19%	17%
			A	E			I	HI		
Somewhat likely	386	196	190	98	152	136	43	130	155	58
	37%	39%	35%	33%	39%	37%	38%	36%	38%	36%
Not very likely	321	170	151	85	112	123	35	101	131	54
	31%	33%	28%	29%	29%	34%	31%	28%	32%	33%
Not at all likely	102	58	43	26	34	41	4	32	45	22
	10%	11%	8%	9%	9%	11%	3%	9%	11%	14%
									F	F
Summary										
Top2Box (Very/ Somewhat Likely)	625	280	345	180	242	203	74	230	235	86
	60%	55%	64%	62%	62%	55%	66%	63%	57%	53%
			A		E		I	I		
Low2Box (Not very/ Not at all Likely)	422	228	194	112	146	165	38	133	176	76
	40%	45%	36%	38%	38%	45%	34%	37%	43%	47%
		B				D				FG

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

4. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT LIKELY)] If you witnessed a child being sexually exploited in a holiday destination, such as a 14-year-old child selling sex to tourists, how likely are you to do the following:

		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
Report it to a tipline for child exploitation	834	388	446	235	309	290	85	303	330	116
	80%	76%	83%	81%	80%	79%	76%	84%	80%	72%
			A					I	I	
Report it to a hotel manager	801	380	420	213	304	283	88	297	309	107
	76%	75%	78%	73%	78%	77%	79%	82%	75%	66%
							I	HI	I	
Report it to the local police	692	330	362	205	253	233	82	267	255	87
	66%	65%	67%	70%	65%	63%	73%	74%	62%	54%
							I	HI		
Offer to help the child	625	280	345	180	242	203	74	230	235	86
	60%	55%	64%	62%	62%	55%	66%	63%	57%	53%
			A		E		I	I		
Call the Canadian Embassy	556	255	301	154	214	188	56	227	213	60
	53%	50%	56%	53%	55%	51%	50%	63%	52%	37%
							I	FHI	I	
Confront the offender	410	195	215	122	163	125	60	155	140	55
	39%	38%	40%	42%	42%	34%	53%	43%	34%	34%
					E		HI	H		

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

4. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL LIKELY)] If you witnessed a child being sexually exploited in a holiday destination, such as a 14-year-old child selling sex to tourists, how likely are you to do the following:

		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
Confront the offender	637	313	324	170	225	242	53	207	271	106
	61%	62%	60%	58%	58%	66%	47%	57%	66%	66%
						D			FG	F
Call the Canadian Embassy	491	253	238	138	173	179	56	136	198	101
	47%	50%	44%	47%	45%	49%	50%	37%	48%	63%
							G		G	FGH
Offer to help the child	422	228	194	112	146	165	38	133	176	76
	40%	45%	36%	38%	38%	45%	34%	37%	43%	47%
		B				D				FG
Report it to the local police	355	178	177	87	134	135	31	95	155	74
	34%	35%	33%	30%	35%	37%	27%	26%	38%	46%
									G	FG
Report it to a hotel manager	246	128	119	79	83	84	24	66	102	54
	24%	25%	22%	27%	22%	23%	21%	18%	25%	34%
									G	FGH
Report it to a tipline for child exploitation	213	120	93	57	78	78	28	59	80	46
	20%	24%	17%	19%	20%	21%	24%	16%	20%	28%
		B								GH

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