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Exploitation While Away on Vacation; Most (77%) Canadians
Say They're Disturbed to See Children Working in Travel
Industry While They're on Vacation
*Half (50%) Would be Willing to Spend an Average of 27% More
on Their Vacation If Companies Guaranteed They Don't Use
Child Labour***

Public Release Date: Wednesday, September 26th, 2012, 7:00 AM EDT



Ipsos Reid

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*Half (50%) Would be Willing to Spend an Average of 27% More on
Their Vacation If Companies Guaranteed They Don't Use Child
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Toronto, ON – According to a new poll by Ipsos Reid, conducted on behalf of World Vision, one-third (33%) of Canadians 'agree' (11% strongly/22% somewhat) that they 'have witnessed child labour exploitation while on vacation', while two-thirds (67%) 'disagree' (40% strongly/26% somewhat) that they witnessed child labour exploitation on their vacation. Parents are more likely to say they've seen exploitive situations while on vacation. Four in ten (41%) Canadians with children 'agree' (13% strongly/28% somewhat) that they witnessed child labour exploitation on their vacation, compared to three in ten (33%) Canadians without children who 'agree' (11% strongly/22% somewhat).

These were not the only views Canadians had when it comes to their travels. Eight in ten (82%) 'agree' (32% strongly/50% somewhat) that 'if a percentage of the tour operator's or a hotel's revenue was donated to local child protection organizations, I'd be more likely to use that operator', while less than two in ten (18%) 'disagree' (6% strongly/12% somewhat). Another eight in ten (79%) Canadians say they 'agree' (40% strongly/39%) that 'they would

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boycott a destination that is known for child exploitation, knowing that a major economic boycott would have an impact on the local economy'. Two in ten (21%), however, 'disagree' (6% strongly/15% somewhat) and say they would not impose a personal sanction on these destinations. A final eight in ten (77%) 'agree' (34% strongly/43% somewhat) that 'seeing children working in the tourism industry disturbs me when I'm on holiday', compared to two in ten (23%) who 'disagree' (6% strongly/16% somewhat).

Three-quarters (74%) 'agree' (22% strongly/51% somewhat) that 'I would know what child labour exploitation looks like if I see it', although one-quarter (26%) 'disagree' (7% strongly/20% somewhat) that they would know exploitation was occurring if they saw it. Another three-quarters (73%) 'agree' (26% strongly/47% somewhat) they '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, compared to one-quarter (27%) who 'disagree' (7% strongly/20% somewhat) that they would choose based on this factor.

Many Canadians are willing to spend more on their vacation if it means supporting a destination or provider who is committed to not using child labour. Half (50%) of Canadians are willing to pay an average of 27% more on their vacation 'if the tour operator, hotel and airline could guarantee that their companies don't use or support child labour'. Half (50%) of Canadians, however, say they wouldn't be willing to pay more for this guarantee.

It is clear from the survey results that a majority agree that selling sex can be considered a form of child exploitation, but if Canadians actually saw a child selling sex, would they actually do anything about it? Eight in ten say it is 'likely' that they would 'report it to a

tipline for child exploitation' (80%) or 'report it to a hotel manager' (76%), if they witnessed a child, such as a 14 year old child selling sex to tourists, being sexually exploited in a holiday destination . The following lists outlines how likely Canadians on vacation would be to take action against such exploitation:

- **Report it to a tipline for child exploitation** - 80% likely (48% very/31% somewhat) vs. 20% not likely (6% not at all/14% not very)
- **Report it to a hotel manager** - 76% likely (44% very/33% somewhat) vs. 24% not likely (6% not at all/17% not very)
- **Report it to the local police** - 66% likely (35% strongly/31% somewhat) vs. 34% not likely (9% not at all/25% not very)
- **Offer to help the child** - 60% likely (23% strongly/37% somewhat) vs. 40% not likely (10% not at all/31% not very)
- **Call the Canadian Embassy** - 53% likely (25% strongly/28% somewhat) vs. 47% not likely (13% not at all/34% not very)
- **Confront the offender** - 39% likely (14% very/25% somewhat) vs. 61% not likely (17% not at all/43% not very)

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 6th, 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

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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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