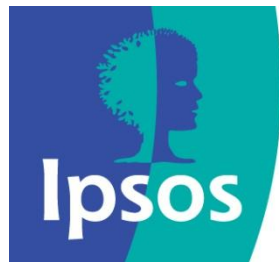


**Nine in Ten (89%, Up 21 Points) Indicate Willingness to Pay
More For Products Guaranteed to be Free of Child Labour;
Average Canadian Willing to Spend 23% More (Up 12 Points)**

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Ipsos Reid

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Nine in Ten (89%, Up 21 Points) Indicate Willingness to Pay More For Products Guaranteed to be Free of Child Labour; Average Canadian Willing to Spend 23% More (Up 12 Points)

Toronto, ON – A new survey conducted by Ipsos Reid on behalf of World Vision Canada reveals that a sizeable portion of Canadians are in agreement that they'd be willing to pay more for purchases if there was a guarantee it's production was free of child labour and exploitation.

Nine in ten (89%) indicate their willingness to pay more for a product if there was a guarantee it would be child labour-free, which is up from 68% in 2012.

- One in ten (13%) are willing to spend at least 50% more on these products compared to only 2% last year.
- The average Canadian indicates that they're willing to spend approximately 23% more for these products, which has doubled from last year's average of 11%.
- Only 11% say they aren't willing to pay more for products if they're guaranteed to be free of child exploitation in their production, representing about a third of those who said the same thing in 2012 (32%).

Children Are Priceless So Why Does Exploitation Exist?

Many people often take the stance that the use of child labour in developing countries is a cultural difference between themselves and first world nations who oppose such labour usage. Despite this, nearly all (94%) Canadians 'agree' (77% strongly/17% somewhat) that 'children should be considered priceless, regardless of cultural differences', while just 6% 'disagree' (3% strongly/3% somewhat) with this indication.

In the eyes of Canadians, there are many explanations for which to blame the existence of child exploitation in developing countries, but nearly all Canadians continue to believe that the top explanation is that local government's aren't doing their part to prevent these actions from taking place.

Nearly all (95%, up 1 point) Canadians 'agree' (66% strongly/29% somewhat) that children are exploited in developing countries because 'their local government doesn't do enough to protect them', while just 5% 'disagree' (2% strongly/4% somewhat) with this sentiment.

Others, however, believe that it's out of necessity for survival that such exploitation exists. Nine in ten (90%, down 1 point) 'agree' (46% strongly/44% somewhat) that such exploitation exists because children in developing countries 'are so poor that they have to work so their families can survive', while just one in ten (10%) 'disagree' (2% strongly/7% somewhat).

Many also believe it's the need for cheap products in the developed world that factors into the need for child exploitation. Eight in ten (79%, up 7 points) Canadians 'agree' (36% strongly/43% somewhat) that 'Western countries demand to have the cheapest products, so companies have to find cheap labour', while two in ten (21%) 'disagree' with this statement.

Most Canadians believe that, as a country, we aren't doing our part when it comes to defending those being exploited. Three in four (77%) 'agree' (27% strongly/49% somewhat) that 'Canadians, both individuals and the government, don't do enough to advocate on their behalf, while one in four (23%) 'disagree' (5% strongly/18% somewhat) that Canadian individuals and the government don't do their part.

Interestingly, a majority of Canadians believe that these children don't have rights so they cannot complain about being exploited. Two in three (65%) 'agree' (36% strongly/29% somewhat) that children being exploited 'don't have rights, so they can't complain', while one in three (35%) 'disagree' (22% strongly/13% somewhat) that these children don't have rights.

Some Canadians believe a continuation of this exploitation exists because these children actually want to work rather than pursue an education. Two in ten (19%) 'agree' (4% strongly/15% somewhat) that these children are exploited because 'they want to work instead of going to school', while vast majority (81%) 'disagree' (49% strongly/32% somewhat) that this is a reason why children are continuing to be exploited in developing countries.

Perhaps a reason why this exploitation continues is because the parents of these children just don't care about their well-being, although most Canadians don't agree with this assertion. Just two in ten (19%) 'agree' (5% strongly/14% somewhat) that children are continuing to be exploited in developing countries because 'their parents don't love them as much as they should', while most (81%) 'disagree' (49% strongly/32% somewhat) with this assessment.

What Can Canada's People and Government Do?

With three in four (77%) believing that Canadian individuals and the Canadian government aren't doing enough to prevent child labour and exploitation, Canadians think there are a variety of effective methods for individuals to help stop or prevent child slavery in other countries.

Canadians think the government can perform a variety of actions to stop child slavery in other countries, with many believing that individual Canadians should be lobbying the government to pressure Canadian companies benefitting from the effects of child labour.

Nearly two in three (64%) indicate that the Canadian government should ban the importation of products that are known to be made with child labour, while a majority (54%) say the Canadian government should work with the governments of other countries to implement plans or strategies to prevent child labour.

Half (49%) would like the Canadian government to introduce legislation that would require Canadian corporations to be more transparent about their supply chains. One in three believe the Canadian government could financially support the activities of international development organizations and aid agencies that are working to prevent and stop child labour in other countries (34%) or provide assistance, such as tax incentives, to make it easier for Canadian companies to get their products certified through organizations like Fair Trade (33%). One in twenty (5%) believe the Canadian government can use other avenues to stop child slavery in other countries.

Bangladeshi Incident Making Canadians Rethink The Products They Buy

In light of the recent garment factory collapse in Bangladesh that killed more than 1,100 people, many Canadians are looking differently at the products they buy and wish companies would be more proactive in providing proper information to Canadians

Nine in ten (89%) Canadians 'agree' (51% strongly/38% somewhat) that 'companies should be legally obligated to provided Canadians with information about the working conditions in



their factories, wages and commit to not using child labour, while just one in ten (11%) 'disagree' (2% strongly/9% somewhat).

These are some of the findings of an Ipsos Reid poll conducted between May 10th to 17th, on behalf of World Vision Canada. For this survey, a sample of 1,924 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. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.5 percentage points had all Canadians adults 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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