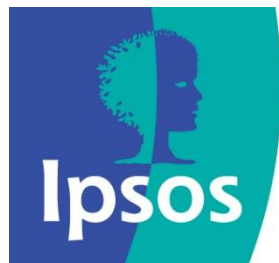


**Reflecting on Typical Mother's Day Gifts, Clothing (76%) and Jewelry (48%) Most Seen as Gifts Made Using Child Labour While Many Look for Logos and Would Pay More For Child Labour-Less Products, Most (83%) Don't Know If They're Purchases Contribute to Child Exploitation**

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**Ipsos Reid**

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**Reflecting on Typical Mother's Day Gifts, Clothing (76%) and Jewelry (48%) Most Seen as Gifts Made Using Child Labour**  
*While Many Look for Logos and Would Pay More For Child Labour-Less Products, Most (83%) Don't Know If They're Purchases Contribute to Child Exploitation*

**Toronto, ON** – With Mother's Day approaching and many heading out to stores to pick up flowers or other gifts for their moms, a new Ipsos Reid survey reveals that many Canadians might not think to check the typical gifts they give their moms each and every Mother's Day for where or how they're made.

Given a list of typical gifts given on Mom's annual day and asked to pick which ones may involve the use of child labour in other countries, Canadians are most likely to believe that clothing tops the list, while only a few see flowers in this light. The complete breakdown of the proportion of Canadians who believe the following gifts use child labour in some way is...

- Clothing – 76%
- Jewelry – 48%
- Fancy bath products – 37%
- Chocolate – 22%
- Flowers – 20%

Even though many believe these typical gifts involve child labour in some way, there are a handful of Canadians (14%), however, who believe that there are no Mother's Day gifts are made using child labour.

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Most Canadians appear to be concerned with the issue, although most don't seem to know whether they're part of the problem or not based on how their buying. Eight in ten (83%, up 2 points) Canadians 'agree' (29% strongly/54% somewhat) that they have no idea if what they're buying is contributing to the exploitation of children in other countries, while two in ten (17%) 'disagree' (5% strongly/13% somewhat).

Some Canadians, however, appear to already be taking the initiative as a majority (56%, no change) 'agrees' (15% strongly/41% somewhat) that they look for fair trade logos on products they purchase so they know that those who made the products are not being exploited, while a minority (44%) 'disagrees' (10% strongly/34% somewhat). Half (49%, up 3 points) even 'agree' (15% strongly/34% somewhat) that they've gone out of their way to buy products that are fair trade or designated free of child labour, while the remaining half (51%) 'disagree' (11% strongly/30% somewhat) that they've done this.

In fact, many Canadians are even willing to pay more for products guaranteed to be made free of child labour and exploitation. Nine in ten (87%, down 2 points) Canadians indicate that they would pay more for such products, with just one in ten (13%, up 2 points) saying they would not. The average Canadian is willing to pay about 23%, which is on par with last year, more for products made free of child labour, bumping up to about 27% among those who specifically say they would pay more.



*These are some of the findings of an Ipsos Reid poll conducted between April 12<sup>th</sup> to 17<sup>th</sup>, 2014 on behalf of World Vision Canada. 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. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 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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