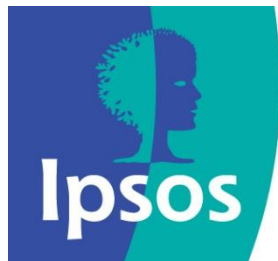


Three Quarters of Canadians Want to Be Conscience Shoppers (77%) and Feel Responsible for Taking Action to Protect Children from Child Labour (75%)

Average Canadian Would Pay 23% More For Products Made Free of Child Labour

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Ipsos Reid

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Average Canadian Would Pay 23% More For Products Made Free of Child Labour

Toronto, ON – A new survey conducted by Ipsos Reid on behalf of World Vision Canada as part of the agency's No Child For Sale campaign reveals that most Canadians are wanting to be more conscience in their shopping, especially since they believe they have a part to play, through their buying habits, to protect children from exploitative labour.

Three quarters (77%, down 5 points) of Canadians 'agree' (24% strongly/53% somewhat) that they want to make an effort to ensure they know how and where things they purchase are made, although a quarter (23%) 'disagree' (6% strongly/18% somewhat) that they want to do 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 Canadians 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.

Canadians rated to what extent they believe the following groups are responsible for taking action to protect children from exploitative child labour, which broke down as follows:

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- 1 -

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- National governments in countries where children are being exploited or sold – 90% (down six points from 2012)
- The United Nations or other international organizations/aid agencies – 88% (down 3 points)
- Canadian companies and corporations – 83% (up 2 points)
- The child's parents or guardians – 82% (down 8 points)
- The Canadian government – 77% (up 3 points)
- Individual Canadians through their buying and consumer habits – 75% (down 4 points)

So why are forms of child labour and exploitation allowed in places throughout the world? Canadians firmly believe that there are many reasons for why children are exploited in developing countries, with local circumstances leading the way, followed Western demands and inaction. This list includes:

- They are so poor that they have to work so their families can survive – 93% (up 3 points)
- Their local government doesn't do enough to protect them – 93% (down 2 points)
- Western countries demand to have the cheapest products, so companies have to find cheap labour – 80% (up 1 point)
- Canadians, both the individuals and the government, don't do enough to advocate on their behalf – 76% (down 1 point)
- They don't have rights, so they can't complain – 68% (up 3 points)
- They want to work instead of going to school – 26% (up 7 points)
- Their parents don't love them as much as they should – 19% (no change)



These are some of the findings of an Ipsos Reid poll conducted between April 12th to 17th, 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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