1. How many imported products do you think you consume per day that might have been made by children overseas?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1007	129	108	65	366	238	101	270	216	258	161	290	717
Weighted	1007	135	107	66	386	242	72	316	221	229	134	276	731
1	103	11	25	5	32	19	11	25	34	24	13	48	55
	10%	8%	23%	8%	8%	8%	15%	8%	15%	10%	9%	17%	8%
			ACDE*	*			*		G			L	
2	123	14	8	4	41	46	9	27	44	25	18	27	95
	12%	10%	7%	7%	11%	19%	13%	8%	20%	11%	13%	10%	13%
			*	*		ABCD	*		GI				
3	60	8	8	2	30	11	1	18	10	13	10	11	49
	6%	6%	7%	3%	8%	4%	2%	6%	5%	6%	7%	4%	7%
			*	*			*						
4	15	1	2	1	5	7	*	5	1	6	3	3	12
	2%	1%	2%	1%	1%	3%	*	2%	*	2%	2%	1%	2%
			*	*			*						
5	72	10	3	6	28	19	5	23	13	24	5	21	51
	7%	7%	3%	9%	7%	8%	8%	7%	6%	11%	4%	8%	7%
			*	*			*			J			
6	2	-	-	-	1	-	1	-	-	1	1	1	1
	*	-	-	-	*	-	1%	-	-	*	*	*	*
			*	*			*						
7	3	-	1	-	3	-	-	1	1	1	-	1	2
	*	-	1%	-	1%	-	-	*	*	*	-	*	*
			*	*			*						
8	2	-	-	-	-	2	-	-	-	-	-	-	2
	*	-	-	-	-	1%	-	-	-	-	-	-	*
			*	*			*						
10	43	5	3	2	12	19	1	21	4	10	5	18	24
	4%	4%	3%	4%	3%	8%	1%	7%	2%	4%	4%	7%	3%
			*	*		DF	*	H				L	
11	1	-	-	-	-	1	-	-	-	1	-	1	-
	*	-	-	-	-	*	-	-	-	*	-	*	-
			*	*			*						
12	6	-	-	-	3	2	1	4	1	-	1	1	5
	1%	-	-	-	1%	1%	1%	1%	*	-	1%	*	1%
			*	*			*						
14	3	1	-	-	1	-	2	2	-	1	-	1	2
	*	1%	-	-	*	-	2%	1%	-	*	-	*	*
			*	*			DE*						
15	5	-	1	-	1	*	2	1	-	2	1	3	3
	1%	-	1%	-	*	*	3%	*	-	1%	*	1%	*
			*	*			ADE*						
17	3	-	-	1	2	-	-	-	-	3	-	-	3
	*	-	-	1%	*	-	-	-	-	1%	-	-	*
			*	*			*						
19	2	-	-	-	2	-	-	-	-	2	-	2	-
	*	-	-	-	1%	-	-	-	-	1%	-	1%	-
			*	*			*					L	
20	21	2	4	2	5	6	1	8	2	4	4	7	14
	2%	1%	4%	3%	1%	3%	2%	3%	1%	2%	3%	3%	2%
			*	*			*						
0/I know I don't consume any products made	543	84	51	42	219	110	37	181	111	113	74	130	413

by children overseas	54%	62%	48%	63%	57%	45%	52%	57%	50%	49%	55%	47%	56%
		BE	*	E*	E		*						K

Mean (Incl. 0)	2.1	1.6	2.2	2	2	2.6	2.3	2.4	1.5	2.6	2	2.6	2
			*	*		A	*	H		H		L	
Std. Dev.	3.99	3.37	4.49	4.35	3.77	4.2	4.33	4.35	2.75	4.43	4.02	4.52	3.76
Std. Err.	0.13	0.3	0.43	0.54	0.2	0.27	0.43	0.26	0.19	0.28	0.32	0.27	0.14
Median	-	-	1	-	-	1	-	-	0.3	1	-	1	-
Mean (Excl. 0)	4.6	4.3	4.2	5.5	4.5	4.8	4.7	5.5	2.9	5.1	4.5	4.9	4.5
		*	*	**			*	H*	*	H	H*		
Std. Dev.	4.81	4.37	5.51	5.74	4.61	4.67	5.23	5.17	3.3	5.09	5	5.24	4.6
Std. Err.	0.22	0.61	0.73	1.17	0.36	0.41	0.69	0.48	0.32	0.43	0.57	0.41	0.26
Median	3	3	2	3.9	3	3	2	3	2	3	2	2	3

- Column Proportions:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

2. If you found out that a product you buy regularly was made by children, what would you do?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1007	129	108	65	366	238	101	270	216	258	161	290	717
Weighted	1007	135	107	66	386	242	72	316	221	229	134	276	731
Stop buying it and switch to another brand	603	85	54	29	259	135	41	181	120	148	88	144	459
	60%	63%	51%	45%	67%	56%	57%	57%	54%	65%	66%	52%	63%
		C	*	*	BCE		*			H	H		K
Switch to a similar product that is ethically certified by an organization like Fairtrade	373	61	42	22	150	70	29	96	82	98	57	73	299
	37%	45%	39%	34%	39%	29%	40%	30%	37%	43%	43%	27%	41%
		E	*	*	E		*			G	G		K
Tell everyone I know on social media	210	20	22	9	90	53	16	74	45	50	19	55	155
	21%	15%	21%	14%	23%	22%	22%	23%	20%	22%	14%	20%	21%
			*	*			*	J					
Complain directly to the store selling it	206	24	27	13	90	34	18	71	46	38	26	52	154
	20%	17%	25%	19%	23%	14%	26%	23%	21%	16%	20%	19%	21%
			E*	*	E		E*						
Write a letter of complaint to the company/manufacturer	167	17	27	10	71	28	15	53	39	42	20	55	113
	17%	13%	25%	15%	18%	12%	20%	17%	18%	18%	15%	20%	15%
			AE*	*	E		*						
Feel somewhat guilty, but would buy it anyway	114	10	8	9	52	30	5	37	21	28	13	54	60
	11%	7%	8%	14%	14%	12%	6%	12%	10%	12%	10%	19%	8%
			*	*			*					L	
Feel like you have actually helped that child earn some money for his/her family	88	11	5	5	33	28	6	40	19	15	7	28	60
	9%	8%	5%	8%	9%	11%	9%	13%	9%	6%	5%	10%	8%
			*	*			*	IJ					
Nothing, I don't think about child labour	103	15	17	8	32	23	8	45	20	21	12	28	76
	10%	11%	16%	12%	8%	10%	11%	14%	9%	9%	9%	10%	10%
			D*	*			*						

- Column Proportions:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

3. [I have no idea if what I'm buying is contributing to the exploitation of children in other countries

Please indicate how much you agree or disagree with the following statements:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1007	129	108	65	366	238	101	270	216	258	161	290	717
Weighted	1007	135	107	66	386	242	72	316	221	229	134	276	731
I have no idea if what I'm buying is contributing to the exploitation of children in other countries													
Strongly agree	351	40	41	20	142	86	23	118	79	81	38	111	241
	35%	29%	38%	30%	37%	35%	32%	37%	36%	35%	28%	40%	33%
			*	*			*						
Somewhat agree	472	70	48	32	176	108	39	146	107	98	67	125	348
	47%	51%	45%	49%	45%	45%	55%	46%	49%	43%	50%	45%	48%
			*	*			*						
Somewhat disagree	150	21	14	11	58	39	7	41	27	46	24	34	116
	15%	15%	13%	17%	15%	16%	10%	13%	12%	20%	18%	12%	16%
			*	*			*			GH			
Strongly disagree	33	5	4	2	10	10	2	12	8	4	5	6	27
	3%	4%	4%	3%	3%	4%	3%	4%	4%	2%	4%	2%	4%
			*	*			*						
Summary													
Top2Box (Agree)	824	109	89	52	318	194	62	264	186	179	105	235	588
	82%	81%	83%	80%	82%	80%	87%	83%	84%	78%	78%	85%	80%
			*	*			*						
Low2Box (Disagree)	183	26	18	13	68	48	10	52	35	50	29	41	143
	18%	19%	17%	20%	18%	20%	13%	17%	16%	22%	22%	15%	20%
			*	*			*						

- Column Proportions:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

4. [Canadians can reduce child labour in other countries by changing their buying behaviour]

To what extent do you agree or disagree with the following statements on child labour that could be considered dirty, dangerous, or degrading:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1007	129	108	65	366	238	101	270	216	258	161	290	717
Weighted	1007	135	107	66	386	242	72	316	221	229	134	276	731
Canadians can reduce child labour in other countries by changing their buying behaviour													
Strongly agree	409	48	36	23	167	101	34	125	88	98	48	112	297
	41%	35%	34%	36%	43%	42%	48%	39%	40%	43%	36%	40%	41%
			*	*			*						
Somewhat agree	463	75	57	27	176	100	27	139	101	108	73	126	336
	46%	56%	54%	41%	46%	41%	38%	44%	46%	47%	55%	46%	46%
		EF	F*	*			*						
Somewhat disagree	108	11	10	13	31	36	7	40	27	19	12	36	72
	11%	8%	10%	19%	8%	15%	10%	13%	12%	8%	9%	13%	10%
			*	AD*		D	*						
Strongly disagree	27	1	3	3	12	5	3	12	5	4	1	2	25
	3%	1%	3%	4%	3%	2%	4%	4%	2%	2%	1%	1%	3%
			*	*			*						K
Summary													
Top2Box (Agree)	872	123	94	50	343	201	61	264	189	206	121	238	634
	87%	91%	88%	77%	89%	83%	86%	83%	86%	90%	90%	86%	87%
		C	*	*	C		*						
Low2Box (Disagree)	135	12	13	15	43	41	10	52	32	23	13	38	97
	13%	9%	12%	23%	11%	17%	14%	17%	14%	10%	10%	14%	13%
			*	AD*			*						

- Column Proportions:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

5. [Canadian companies could reduce child labour by investigating their supply sources.]

To what extent do you agree or disagree with the following statements on child labour that could be considered dirty, dangerous, or degrading:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1007	129	108	65	366	238	101	270	216	258	161	290	717
Weighted	1007	135	107	66	386	242	72	316	221	229	134	276	731
Canadian companies could reduce child labour by investigating their supply sources.													
Strongly agree	459	58	42	30	200	92	37	147	92	103	56	117	342
	46%	43%	40%	46%	52%	38%	52%	46%	42%	45%	42%	42%	47%
			*	*	BE		E*						
Somewhat agree	441	69	53	24	152	116	26	123	103	111	69	129	311
	44%	51%	49%	37%	39%	48%	37%	39%	47%	49%	52%	47%	43%
		D	*	*			*			G	G		
Somewhat disagree	78	7	8	8	25	25	5	36	18	10	7	19	59
	8%	5%	7%	12%	6%	10%	7%	11%	8%	5%	6%	7%	8%
			*	*			*	I					
Strongly disagree	29	1	4	3	9	9	3	10	8	5	1	10	19
	3%	1%	4%	5%	2%	4%	4%	3%	4%	2%	1%	4%	3%
			*	*			*						
Summary													
Top2Box (Agree)	900	127	95	54	352	207	63	270	195	214	125	246	653
	89%	94%	89%	83%	91%	86%	89%	85%	88%	93%	93%	89%	89%
		CE	*	*			*			G	G		
Low2Box (Disagree)	107	8	12	11	34	35	8	46	26	15	9	30	78
	11%	6%	11%	17%	9%	14%	11%	15%	12%	7%	7%	11%	11%
			*	A*		A	*	IJ					

- Column Proportions:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)