

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

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	471	536	262	370	375	58	191	453	305
Weighted	1007	488	519	281	373	353	106	351	395	155
1	103	40	63	46	29	29	11	25	47	19
	10%	8%	12%	16%	8%	8%	11%	7%	12%	12%
				DE			*			
2	123	62	61	49	45	28	24	33	47	19
	12%	13%	12%	18%	12%	8%	23%	9%	12%	12%
				E			GHI*			
3	60	28	32	26	15	19	2	24	21	13
	6%	6%	6%	9%	4%	5%	2%	7%	5%	9%
				D			*			F
4	15	9	6	4	7	4	-	4	6	5
	2%	2%	1%	1%	2%	1%	-	1%	2%	4%
							*			G
5	72	37	35	27	21	24	7	23	28	13
	7%	8%	7%	10%	6%	7%	6%	7%	7%	9%
							*			
6	2	1	1	1	1	-	-	-	1	1
	*	*	*	*	*	-	-	-	*	1%
							*			
7	3	1	2	3	1	-	-	-	2	1
	*	*	*	1%	*	-	-	-	1%	1%
							*			
8	2	2	-	-	2	-	2	-	-	-
	*	*	-	-	*	-	2%	-	-	-
							H*			
10	43	20	23	17	17	8	4	15	18	6
	4%	4%	4%	6%	5%	2%	4%	4%	4%	4%
				E			*			
11	1	1	-	-	1	-	-	-	1	-
	*	*	-	-	*	-	-	-	*	-
							*			
12	6	5	1	3	2	1	-	2	3	1
	1%	1%	*	1%	1%	*	-	1%	1%	1%
							*			
14	3	2	1	3	-	-	-	2	1	1
	*	*	*	1%	-	-	-	*	*	*
							*			
15	5	2	3	3	1	2	-	1	3	1
	1%	*	1%	1%	*	1%	-	*	1%	1%

							*			
17	3	3	-	-	1	2	-	2	1	-
	*	1%	-	-	*	1%	-	1%	*	-
							*			
19	2	2	-	2	-	-	-	2	-	-
	*	*	-	1%	-	-	-	1%	-	-
							*			
20	21	9	12	5	11	5	-	2	14	5
	2%	2%	2%	2%	3%	1%	-	1%	4%	3%
							*		G	G
0/I know I don't consume any products made by children overseas	543	264	279	91	220	232	56	216	202	69
	54%	54%	54%	33%	59%	66%	53%	61%	51%	44%
					C	C	*	HI		
Summary										
Mean (Incl. 0)	2.1	2.3	2	3	2.1	1.5	1.5	1.8	2.4	2.6
				DE			*			FG
Std. Dev.	3.99	4.13	3.86	4.29	4.17	3.41	2.39	3.57	4.5	4.3
Std. Err.	0.13	0.19	0.17	0.26	0.22	0.18	0.31	0.26	0.21	0.25
Median	-	-	-	2	-	-	-	-	-	1
Mean (Excl. 0)	4.6	4.9	4.3	4.4	5	4.4	3.1	4.6	5	4.6
							**	*		
Std. Dev.	4.81	4.93	4.69	4.57	5.23	4.62	2.66	4.47	5.37	4.86
Std. Err.	0.22	0.33	0.29	0.34	0.41	0.39	0.52	0.53	0.36	0.37
Median	3	3	2	2.1	3	3	2	3	3	3

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of Contents](#)

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	471	536	262	370	375	58	191	453	305
Weighted	1007	488	519	281	373	353	106	351	395	155
Stop buying it and switch to another brand	603	257	347	123	232	248	60	199	250	95
	60%	53%	67%	44%	62%	70%	56%	57%	63%	61%
			A		C	CD	*			
Switch to a similar product that is ethically certified by an organization like Fairtrade	373	167	205	85	125	162	30	117	157	69
	37%	34%	40%	30%	34%	46%	28%	33%	40%	44%
						CD	*			FG
Tell everyone I know on social media	210	88	122	56	89	64	25	73	85	27
	21%	18%	24%	20%	24%	18%	24%	21%	22%	17%
							*			
Complain directly to the store selling it	206	104	102	32	78	96	24	79	72	32
	20%	21%	20%	12%	21%	27%	22%	22%	18%	20%
					C	C	*			
Write a letter of complaint to the company/manufacturer	167	64	103	52	55	60	24	41	73	30
	17%	13%	20%	19%	15%	17%	22%	12%	18%	19%
			A				G*		G	G
Feel somewhat guilty, but would buy it anyway	114	66	48	51	46	17	12	33	45	24
	11%	13%	9%	18%	12%	5%	11%	9%	11%	16%
				E	E		*			G
Feel like you have actually helped that child earn some money for his/her family	88	50	38	29	32	27	4	36	35	12
	9%	10%	7%	10%	9%	8%	4%	10%	9%	8%
							*			
Nothing, I don't think about child labour	103	78	25	26	46	30	8	55	25	15
	10%	16%	5%	9%	12%	9%	8%	16%	6%	9%
		B					*	H		

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

[Table of Contents](#)

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:

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	471	536	262	370	375	58	191	453	305
Weighted	1007	488	519	281	373	353	106	351	395	155
I have no idea if what I'm buying is contributing to the exploitation of children in other countries										
Strongly agree	351	178	174	113	127	111	38	133	132	48
	35%	36%	34%	40%	34%	31%	35%	38%	34%	31%
				E			*			
Somewhat agree	472	224	248	115	184	173	46	157	188	81
	47%	46%	48%	41%	49%	49%	43%	45%	48%	52%
							*			
Somewhat disagree	150	65	86	45	51	54	20	53	57	21
	15%	13%	17%	16%	14%	15%	18%	15%	14%	14%
							*			
Strongly disagree	33	22	11	8	10	15	3	7	18	5
	3%	5%	2%	3%	3%	4%	3%	2%	5%	3%
							*			
Summary										
Top2Box (Agree)	824	402	422	228	311	284	84	291	320	129
	82%	82%	81%	81%	84%	80%	79%	83%	81%	83%
							*			
Low2Box (Disagree)	183	87	96	53	61	69	22	60	75	26
	18%	18%	19%	19%	16%	20%	21%	17%	19%	17%
							*			

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

[Table of Contents](#)

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:

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	471	536	262	370	375	58	191	453	305
Weighted	1007	488	519	281	373	353	106	351	395	155
Canadians can reduce child labour in other countries by changing their buying behaviour										
Strongly agree	409	168	242	99	158	152	42	145	169	53
	41%	34%	47%	35%	42%	43%	39%	41%	43%	34%
			A				*		I	
Somewhat agree	463	239	223	126	176	161	44	162	177	79
	46%	49%	43%	45%	47%	46%	42%	46%	45%	51%
							*			
Somewhat disagree	108	65	43	47	29	32	17	33	40	19
	11%	13%	8%	17%	8%	9%	16%	9%	10%	12%
		B		DE			*			
Strongly disagree	27	17	10	9	10	7	3	11	10	4
	3%	3%	2%	3%	3%	2%	3%	3%	2%	2%
							*			
Summary										
Top2Box (Agree)	872	407	465	225	333	314	86	308	345	132
	87%	83%	90%	80%	89%	89%	81%	88%	88%	85%
			A		C	C	*			
Low2Box (Disagree)	135	81	54	56	39	40	20	43	49	23
	13%	17%	10%	20%	11%	11%	19%	12%	12%	15%
		B		DE			*			

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

[Table of Contents](#)

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:

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	471	536	262	370	375	58	191	453	305
Weighted	1007	488	519	281	373	353	106	351	395	155
Canadian companies could reduce child labour by investigating their supply sources.										
Strongly agree	459	193	267	93	171	195	42	164	186	68
	46%	39%	51%	33%	46%	55%	39%	47%	47%	44%
			A		C	CD	*			
Somewhat agree	441	228	212	133	169	138	42	147	177	75
	44%	47%	41%	47%	45%	39%	40%	42%	45%	48%
							*			
Somewhat disagree	78	52	26	37	23	18	11	30	26	11
	8%	11%	5%	13%	6%	5%	11%	9%	6%	7%
		B		DE			*			
Strongly disagree	29	16	14	18	9	2	11	10	7	2
	3%	3%	3%	6%	2%	1%	10%	3%	2%	1%
				DE			GHI*			
Summary										
Top2Box (Agree)	900	421	479	227	340	332	84	311	363	142
	89%	86%	92%	81%	91%	94%	79%	89%	92%	92%
			A		C	C	*		F	F
Low2Box (Disagree)	107	68	40	54	32	21	22	40	32	13
	11%	14%	8%	19%	9%	6%	21%	11%	8%	8%
		B		DE			HI*			

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

[Table of Contents](#)