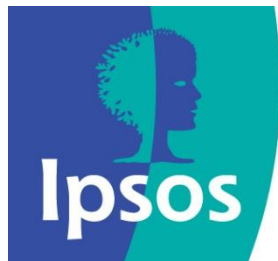


A Majority of Canadians Say They Don't Use Products Made With Child Labour (54%), But 46% Think They Do

*Most (87%) Agree Canadians can Reduce Child Labour in Other Countries by
Changing their Buying Behaviour*

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A Majority of Canadians Say They Don't Use Products Made With Child Labour (54%), But 46% Think They Do

Most (87%) Agree Canadians can Reduce Child Labour in Other Countries by Changing their Buying Behaviour

Toronto, ON – Despite the belief by most that they can have an impact on child labour practices in other countries, nearly half of Canadians (46%) admit to using imported products that might have been made by children overseas – an average of 4.6 products a day – according to a new Ipsos Reid poll conducted on behalf of World Vision Canada. On the other hand, 54% of Canadians believe they don't consume any products made by children overseas.

While a slim majority believes they don't use products that have been manufactured using child labour, most aren't entirely sure: eight in ten (82%) 'agree' (35% strongly/47% somewhat) that they have 'no idea if what they're buying is contributing to the exploitation of children in other countries', while just two in ten (18%) 'disagree' (3% strongly/15% somewhat), insisting that they do know.

Most (87%) Canadians 'agree' (41% strongly/46% somewhat) that 'Canadians can reduce child labour in other countries by changing their buying behaviour', while just one in ten (13%) disagrees (3% strongly/11% somewhat) that Canadians can have this kind of influence.

For example, if they found out that a product they buy regularly was made by children, a majority (60%) of Canadians say they would stop buying it and switch to another brand. Four in ten (37%) would switch to a similar product that is ethically certified by an organization

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like Fairtrade. Others would tell everyone they know on social media (21%), complain directly to the store selling it (20%), or write a letter of complaint to the company/manufacturer (17%). Interestingly, one in ten (9%) would actually feel good about, feeling like they've helped that child earn money for his or her family. One in ten (11%) would feel guilty but buy the product anyway, and a similar proportion (10%) would do nothing because they don't think about child labour.

Moreover, it's not just individual consumers that could take action, according to Canadians. Thinking specifically about Canadian companies and what they can do to help, nine in ten (89%) 'agree' (46% strongly/44% somewhat) that 'Canadian companies could reduce child labour by investigating their supply sources', while one in ten (11%) 'disagrees' (3% strongly/8% somewhat) with this approach.

These are some of the findings of an Ipsos Reid poll conducted between March 4 and 9, 2015 on behalf of World Vision Canada. For this survey, a sample of 1,007 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, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. 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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