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FINAL REPORT

Prepared for Public Safety Canada

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**Human Trafficking Public Awareness Research
Final Report**

Prepared for Public Safety Canada by Environics Research

March 2020

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Executive summary

1. Background and objectives

Following the Government of Canada’s 2019 budget announcement and formal evaluation of Canada’s National Action Plan to Combat Human Trafficking, the federal government introduced a new *National Strategy to Combat Human Trafficking* that sets out a comprehensive way forward to address this complex issue. The strategy brings together all federal efforts aimed at addressing human trafficking in Canada (and abroad) under one plan, framing all federal activities under the internationally recognized pillars of prevention, protection, prosecution and partnerships, and adding a new pillar of “empowerment.” In-depth consultations conducted by Public Safety Canada identified the vital need for increased public awareness and knowledge, to help communities and stakeholders better recognize the early signs of human trafficking, reduce the stigmatization of victims, and improve proactive response to incidents.

As a first step in addressing public awareness needs, Public Safety’s marketing team contracted Environics to conduct an online survey of Canadians to establish a quantitative baseline of the current state of public opinion among Canadians on the issue of human trafficking, and provide the data required to conduct an analysis of the knowledge attitudes and behaviours of the Canadian public, to identify target audience segments (primary and secondary) for a future marketing campaign on human trafficking.

2. Methodology

Environics Research conducted an online survey of 2,236 Canadians, 16 years of age and older. The surveys were completed between March 2 and 26, 2020. In addition to a survey of the general public, the survey oversampled subgroups of interest: 500 parents of children aged 13 to 19, 250 youth ages 16 to 19, 250 young adults aged 20 to 25, and 230 Indigenous parents and youth. This size of sample provides robust data to understand behaviours, opinions, and attitudes within the total population and subgroups of interest for each parents and youth. Environics set quotas by age, gender, and region, and the data have been weighted to ensure the sample is representative of these populations according to the most recently available Census information.

An oversample of 230 surveys were completed with Indigenous people who were part of the target subgroups of parents of 13 to 19-year olds or being 16 to 25 years of age themselves. Due to challenges in weighting the Indigenous oversample of target audiences, a separate set of tables based on a sample size of 290 was prepared. Those tables combine the 230 people from the Indigenous oversample plus 60 Indigenous respondents who responded to the general public survey who were also either parents or youth.

The survey achieved the following distributions:

General public, plus general public oversamples		
Target group	Actual Unweighted	Actual Weighted*
General population	2,006	2,006
Youth and young adults	570	301
<i>16-19 years old</i>	259	114
<i>20-25 years old</i>	311	188
Parents of children aged 13-19 years old	586	566
Indigenous Canadians	308	66
Total respondents	2,006	2,006
<i>Atlantic Canada</i>	142	145
<i>Quebec</i>	489	491
<i>Ontario</i>	772	767
<i>Prairies</i>	336	333
<i>BC</i>	204	203

*Results are weighted by region, gender and age to 2016 Census data.

Indigenous oversamples		
Target group	Actual Unweighted	Actual Weighted*
Indigenous	290	290
Youth and young adults	194	194
<i>16-19 years old</i>	79	79
<i>20-25 years old</i>	115	115
Parents of children aged 13-19 years old	96	96

As an online survey is a non-probability sample, no margin of sampling error is reported. More information about the methodology for this survey is included in Appendix A.

3. Cost of research

The cost of this research was \$106,720.48 (HST included).

4. Key findings

The findings of this research can be summarized as follows:

Safety and human trafficking in context/general awareness

- Of eight safety issues impacting younger people, Canadians are most likely to rate child sexual exploitation/harassment, human trafficking and cyberbullying as extremely serious with six in ten rating human trafficking as extremely serious.
- Cyberbullying, child sexual exploitation, climate change and illegal drug use are seen as the biggest single threats to the safety of younger Canadians. One in ten identify human trafficking as the biggest threat and one third consider it to be among the top three threats.
- Two-thirds of Canadians think they understand the issue of human trafficking at least somewhat well and three-quarters think they know what “grooming” is.
- Canadians most commonly define human trafficking as people being forced into the sex trade or as the more general trading of humans
- Most Canadians consider people being smuggled across borders to be exploited, being pressured into the sex trade, being forced to work against their will or having organs harvested as examples of human trafficking. Half have a misconception that people being willingly smuggled across borders is an example of human trafficking.
- Canadians take the issue of human trafficking seriously. Most agree that it is a growing problem in Canada and most reject the notion that Canadian youth are safe from online predators, or that human trafficking is happening mostly in other countries, or that forced labour crimes are rare here.

Perceptions of risk and prevalence

- Eight in ten Canadians consider human trafficking to be at least a somewhat serious problem in Canada and most also feel that human trafficking is becoming more of a problem in Canada. However, most Canadians feel that human trafficking is not a serious problem in their own local community.
- Most Canadians feel that only a minority of young people in Canada are at serious risk of being victims of human trafficking.
- Half of Canadian parents are at least somewhat concerned their own child could be a victim of human trafficking.
- Three in ten Canadians believe human trafficking is quite prevalent and affects many young people, but most feel it happens only occasionally or rarely and affects relatively few young people.
- Canadians tend to identify runaway youth, young women and girls, low income youth, youth with mental health issues and Indigenous youth as the most likely potential victims of human trafficking.
- The most likely human trafficking perpetrators are generally thought to be organized criminals or strangers who lurk online. Canadians are less inclined to identify people who would be known to the victims, such as current or former intimate partners, as the likeliest perpetrators.
- Canadians tend to think of human trafficking as something that happens most in big cities, although significant minorities think it is likely to be happening in border or coastal towns. They are also most likely to think human trafficking is more prevalent in Ontario.

- Canadians tend to associate human trafficking with such businesses or sectors as massage parlors, domestic service and hospitality.

Perceptions of Safety and Recognition of Warning Signs

- The vast majority of younger Canadians feel at least somewhat safe at home, at work, at school and walking in their neighbourhoods.
- Eight in ten younger people would be at least somewhat comfortable discussing personal safety issues with parents or older adults in their life.
- Nine in ten younger Canadians would usually or always inform a friend or family member if they were going to meet someone in person who they'd met online.
- One-third of younger Canadians are at least somewhat concerned about personally being a victim of human trafficking; one in ten are very concerned.
- Canadians are most likely to be suspicious of human trafficking if someone did not have control over important documents, had excess cash, had more than one cell phone, or had been deceived about their employment.

Awareness of human trafficking ad campaigns, organizations and how to respond

- The vast majority of Canadians are unaware of any specific anti-human trafficking organizations.
- Three in ten Canadians recall hearing or seeing an ad or PSA on the subject of human trafficking in the past year. Most have vague recollections of who sponsored the ad or PSA.
- Seven in ten Canadians would contact their local police if they suspected human trafficking activity. One quarter would not know what to do.
- Nine in ten Canadians are not aware of any specific anti-human trafficking help lines or web sites and six percent of are aware of the Canadian Human Trafficking Hotline after prompting

Political neutrality certification

Political neutrality statement and contact information

I hereby certify as senior officer of Environics that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada, and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

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Introduction

1. Background

Following the Government of Canada's 2019 budget announcement and formal evaluation of Canada's National Action Plan to Combat Human Trafficking, the federal government introduced a new *National Strategy to Combat Human Trafficking* that sets out a comprehensive way forward to address this complex issue. The strategy brings together all federal efforts aimed at addressing human trafficking in Canada (and abroad) under one plan, framing all federal activities under the internationally recognized pillars of prevention, protection, prosecution and partnerships, and adding a new pillar of "empowerment." In-depth consultations conducted by Public Safety Canada identified the vital need for increased public awareness and knowledge, to help communities and stakeholders better recognize the early signs of human trafficking, reduce the stigmatization of victims, and improve proactive response to incidents.

2. Research rationale and objectives

As a first step in addressing public awareness needs, Public Safety's marketing team contracted Environics to conduct an online survey of Canadians to address the following key research objectives:

- Establish a quantitative baseline of the current state of public opinion among Canadians on the issue of human trafficking, including:
 - Awareness surrounding the issue of human trafficking;
 - Knowledge of human trafficking offences and recognition of early warning signs, vulnerabilities, and populations at-risk;
 - Attitudes or stigmatization of human trafficking offences and the individuals vulnerable to these crimes;
 - Behaviours and actions taken by Canadians to prevent and/or protect themselves and others against inherent risks;
 - Reaction to potential communications messaging regarding the risks of human trafficking.
- Provide the data required to conduct an analysis of the knowledge attitudes and behaviours of the Canadian public in order to identify target audience segments (primary and secondary) for a future marketing campaign on human trafficking.

Environics recommended an online methodology for the data collection because this allows for a large sample, the ability to locate specific target groups of interest, and to allow the data to be collected quickly, efficiently and at a reasonable cost.

This research will be used to support Public Safety Canada (PSC) expand its knowledge base about human trafficking and what works to prevent it, and to develop communications and messaging for parents, youth and young adults about the harm and consequences of human trafficking and how to recognize the signs of "grooming" and related criminal activities.

3. Report

This report begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of the results. A detailed description of the methodology used to conduct this research is presented in Appendix A. The research instruments are presented in Appendix B.

Detailed findings

I. Safety and human trafficking in context/general awareness

1. Perceptions of severity of issues affecting young people in Canada

Of eight safety issues impacting younger people, Canadians are most likely to think child sexual exploitation/harassment, human trafficking and cyberbullying are extremely serious. Six in ten rate human trafficking as extremely serious.

At the start of the survey, respondents were told that the survey topic would be issues around safety for children, youth and young adults in Canada. They were then asked to rate how serious they consider each of eight issues to be to the safety of young Canadians.

Of the issues covered, eight in ten or more think each is at least somewhat serious. However, Canadians are most likely to say child sexual exploitation or harassment online is extremely serious (67%), followed by human trafficking (58%) and cyberbullying (57%). Around half also say guns and gangs, illegal drug use, hate crimes or climate change are extremely serious issues. Slightly fewer, just over four in ten give this rating to gender-based violence. Clearly, most Canadians consider human trafficking to be an extremely serious issue, when it occurs.

Seriousness of issues to the safety of young Canadians

Percent who say <i>extremely serious</i>	Canada (n=2,006)	Parents* (n=586)	Youth** (n=570)
Child sexual exploitation/harassment online	67%	64%	66%
Human trafficking (labour and sex trafficking)	58%	55%	61%
Cyberbullying	57%	55%	47%
Guns and gangs	52%	49%	51%
Illegal drug use	51%	52%	42%
Hate crimes	48%	42%	48%
Climate change	44%	37%	57%
Gender-based violence	43%	38%	44%

Q1. This survey will explore issues around safety for children, youth and young adults in Canada. How serious an issue do you consider each of the following to be to the safety of children, youth and young adults in Canada?

*Throughout this report, unless otherwise specified, “Parents” refers to parents of children aged 13-19.

**Throughout this report, unless otherwise specified, “Youth” refers to youth aged 16-25.

As noted above, there are some difference to the extent to which youth consider each of these issues to be extremely serious threats to their safety. Youth are significantly more likely to identify climate change as an extremely serious issue, but they are less likely to identify illegal drug use as an extremely serious issue.

Canadians across every demographic and regional segment overwhelmingly view human trafficking as some thing that is at least a somewhat serious issue. However, when we focus more specifically on the extent to which human trafficking is regarded as an extremely serious issue, some patterns emerge that are consistent throughout this survey in terms of who tends to be most concerned about this issue. Those most likely to view human trafficking as “extremely serious” include women, the youngest and the oldest age cohorts (i.e. 16-25 year olds, as well as those 60 years of age and over), those with lower annual household incomes, lower levels of

education, Indigenous people, racialized peoples and residents of Atlantic Canada, Ontario and Manitoba/Saskatchewan. In contrast, the perception that human trafficking is extremely serious tends to be lower among men, those aged 26 to 59, those with higher incomes and higher levels of education as well as among Quebecers.

2. Most serious issues facing children, youth and young adults in Canada

Cyberbullying, child sexual exploitation, climate change and illegal drug use are seen as the biggest threats to the safety of younger Canadians. One in ten identify human trafficking as the top threat and one third consider it to be among the top three threats.

Canadians were asked to select and rank the top three most serious issues facing children, youth and young adults, using the same list. The issue most likely to be rated as number 1, by one-quarter, is cyberbullying, followed by child sexual exploitation/harassment online, rated as most serious by about two in ten. Around one in six each consider climate change or illegal drug use to be the top threat, and one in ten each think this of guns and gangs or human trafficking. Canadians are least likely to rate gender-based violence or hate crimes as top safety threat for younger Canadians.

Most serious issue facing children, youth and adults in Canada

Response rated as #1	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Cyberbullying	24%	26%	17%
Child sexual exploitation/harassment online	18%	18%	16%
Illegal drug use	17%	19%	13%
Climate change	16%	12%	27%
Guns and gangs	10%	11%	9%
Human trafficking (labour and sex trafficking)	8%	8%	12%
Hate crimes	3%	3%	3%
Gender-based violence	3%	3%	3%

Q2. *When you think of threats to the safety of our children, youth and young adults, what would you say are the top three most serious issues facing these populations today in Canada?*

There are once again some notable demographic differences with youth much more likely to identify climate change as the single most serious threat to the safety of young people in Canada. Cyberbullying tends to be identified most those between the ages of 26 and 45 (particularly those with children under the age of 16), those with higher incomes and Quebecers. It is also notable that Indigenous parents and youth are much more likely to identify human trafficking as the biggest threat (23%) and they are correspondingly less likely than other Canadians to see cyberbullying as the biggest threat (13%).

When we look more specifically at the issue of human trafficking it is important to look not just at the extent to which Canadians identify it as the top threat to the safety of young people but also in terms of how many people identify it as one of the top three biggest issues posing a threat. All in all, about one third (32%) of all Canadians see human trafficking as one of the three biggest issues and this proportion is largely the same among parents of youth. However, among Canadian youth, the proportion who regard human trafficking as one of the three biggest issues rises to 39 percent.

Human trafficking as one of the three most serious issues

Human Trafficking – top three issues	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Ranked as #1	8%	8%	12%
Ranked as #2	12%	11%	15%
Ranked as #3	11%	11%	11%
Total ranking	32%	30%	39%

Q2. *When you think of threats to the safety of our children, youth and young adults, what would you say are the top three most serious issues facing these populations today in Canada?*

The extent to which human trafficking is identified as one of the three most serious issues varies demographically. Those most likely to pick it as one of their top three issues include 16 to 19-year olds, those with lower levels of education and those living in Ontario and Manitoba/Saskatchewan. It is also notable that parents of girl children are more likely to identify human trafficking than are parents who only have boys. As noted above, Indigenous parents and youth are far more likely to rank human trafficking as one of three biggest threats with 50 percent picking it as one of their top three compared to 32 percent of Canadians as a whole.

3. Level of understanding of human trafficking

Two-thirds think they understand the issue of human trafficking at least somewhat well

When asked to rate their own understanding of the issue of human trafficking, two-thirds of Canadians believe they understand it at least somewhat; one in ten believe they understand it very well. It is notable that while youth are more likely to consider human trafficking to be one of the most important issues facing young people, they are also less likely to feel that they personally understand the issue very well. There is very little demographic difference in how Canadians rate their own understanding of the issue. However, among Indigenous parents and youth, the proportion with at least a somewhat good understanding rises to 82 percent.

Understanding of the issue of human trafficking in Canada

Percent who understand the issue of human trafficking...	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Net: well	66%	68%	63%
<i>Very well</i>	12%	13%	9%
<i>Somewhat well</i>	54%	55%	54%
Net: not well	34%	32%	37%
<i>Not very well</i>	32%	30%	34%
<i>Not at all</i>	2%	2%	3%

Q3. *There has been some discussion recently of the issue of “human trafficking” in Canada. How would you rate your own understanding of the issue of human trafficking? Do you think you understand this issue...?*

4. Definition of human trafficking

Canadians most commonly define human trafficking as people being forced into the sex trade or as the more general trading of humans

When asked to indicate their own definition of the term human trafficking, top-of-mind without prompting, Canadians were most likely to describe it as people (especially women) being forced into the sex trade (42%) or as the more general trading/selling or kidnapping of humans (39%). Other common responses include forced labour and enslavement (18%), exploitation of people (17%), grooming people to perform illegal against the will (17%) and illegal transportation of people into the country in order to exploit them. It is notable that 95 percent of Canadians were able to provide an answer to this question and the vast majority of responses are accurate descriptions of what human trafficking consists of. To the extent that there are any demographic or regional differences in how people respond to this question, it is notable that women are more likely than men to define human trafficking as being specifically about women being forced into to the sex trade. There is also some tendency for those of east Asian ethnicity to define it as the illegal transportation of people into the country.

How human trafficking is defined

How human trafficking is defined	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Adults/young people/children (esp. women) used in sex trade/enforced prostitution/sex slavery/selling people for sex	42%	43%	40%
Trading of humans/kidnapping people/selling them	39%	38%	47%
Forced labour/enslaving people for labour/modern times slavery	18%	21%	18%
Exploitation of people	17%	18%	14%
Grooming people to perform illegal acts against their will/making them unable to escape situation/held captive	17%	17%	12%
Illegal transportation/bringing people illegally into the country to take advantage of them	9%	8%	8%
Conning people to go somewhere better/taking advantage of their situation/promises & lies to lure people into illegal situations	3%	3%	1%
Bad/awful/inhuman act against others/having criminal intentions toward others/crimes against humanity	3%	4%	4%
Organized crime/gangs'/drug dealers' way of profit	3%	2%	1%
Other (2% or fewer each)	6%	9%	5%
DK/NA	5%	5%	7%

Q4. How would you define the term “human trafficking”? What is it?

5. Awareness of “grooming”

Three-quarters think they know what “grooming” is

Three-quarters of Canadians believe they know what “grooming” another person means, with one quarter saying they definitely know and another one half saying that they think they know what it is. One quarter admit that they do not know what “grooming” is at all.

Awareness of “grooming” in the context of human trafficking

Proportion who know what “grooming” is	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Net: Yes, know what “grooming” is	74%	77%	64%
<i>Definitely</i>	25%	26%	25%
<i>Think so</i>	49%	51%	38%
Do not know what “grooming” is	26%	23%	36%

Q5. *People sometimes talk about someone being “groomed” or “grooming” another person. Do you feel you know what “grooming” is?*

Regardless of response to the “grooming” question, all were then shown the following text:

In fact, “grooming” is a scheme used by offenders that involves building trust with individuals and the adults around them, in an effort to gain access to and control them. Grooming is an attempt to manipulate someone into becoming a cooperative participant, reducing the likelihood of them tipping off someone and increasing the likelihood the victim will repeatedly return to the offender.

Youth are more likely to admit that they do not know what grooming. This is particularly notable among 16 to 19-year olds, 40 percent of whom do not know what grooming is. Awareness of “grooming” is also lower among those born outside Canada and among racialized people.

6. What activities constitute human trafficking

Most Canadians consider people being smuggled across borders to be exploited, being pressured into the sex trade, being forced to work against their will or having organs harvested as examples of human trafficking. One half erroneously believe that people being willingly smuggled across borders is human trafficking.

Canadians were presented with a list of things that could happen to a person and asked to indicate whether or not they considered each to be an example of human trafficking. More than nine in ten agree that people being smuggled across international borders for exploitation, or someone being pressured into the sex trade, constitute human trafficking. Strong majorities of three-quarters or more also recognize as human trafficking people being forced to work against their will or having organs harvested against their will. Canadians are more ambiguous about the phenomenon of people being willingly smuggled across international borders with one half erroneously considering this to be an example of human trafficking.

Activities that constitute human trafficking

Activity <i>is</i> human trafficking	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
People smuggled across international borders for the purpose of being exploited in another country	95%	95%	92%
Someone being pressured into the sex trade	93%	93%	90%
Someone being forced to work against their will	83%	85%	74%
People having their organs removed or harvested against their will	74%	71%	72%
People willingly smuggled across international borders	49%	52%	48%

Q6. Here is a list of things that could happen to a person – do you consider each to be an example of human trafficking, or not?

For the most part response to this question is very consistent across all demographic and regional segments. The only notable differences are that youth are somewhat less likely than older people to consider someone being forced to work against their will to be an example of human trafficking and that Quebecers are more likely than other Canadians to consider people having their organs harvested to be an example of human trafficking.

7. Statements about human trafficking

Canadians take the issue of human trafficking seriously. Most agree that it is a growing problem in Canada and most reject the notion that Canadian youth are safe from online predators, or that human trafficking is happening mostly in other countries, or that forced labour crimes are rare here.

Canadians were presented with a series of five randomized statements about human trafficking and asked to what extent they agreed or disagreed with each. The results indicate that Canadians take human trafficking seriously as an issue and do not believe that youth in Canada are exempt from the problem. Eight in ten (81%) agree to some extent that human trafficking is a growing problem in Canada (with one-third agreeing strongly). A majority of Canadians disagree that youth in Canada are generally safe online from human trafficking groomers (77% disagree, 19% agree); that human trafficking mostly happens in other countries (59% disagree, 36% agree); and that forced labour crimes are very rare here (56% disagree, 36% agree). It is also notable that three-quarters (76%) agree (three in ten strongly) they would be taken very seriously by authorities if they reported human trafficking.

Agreement with statements about human trafficking

Percent who <i>agree</i> (strongly or somewhat) with statement	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Human trafficking is a growing problem in Canada that can have long-term consequences for victims	81%	80%	78%
If I report human trafficking to the authorities, I'm confident they'd take it very seriously	76%	76%	77%
Forced labour crimes are very rare in Canada	36%	38%	36%
Human trafficking is something that mostly happens in other countries and is less of an issue in Canada	34%	35%	43%
Youth in Canada are generally safe online from perpetrators grooming for the purposes of human trafficking	18%	18%	26%

Q7. To what extent do you agree or disagree with the following statements about human trafficking?

As noted above, the most notable demographic pattern in how Canadians respond to these statements is that youth are more likely to think that human trafficking is somewhat that mostly happens in other countries and are also more likely to think that youth in Canada are generally safe online from human traffickers. There is also some tendency for men and those born outside of Canada to be more likely than others to agree that human trafficking is something that happens in other countries and to think that forced labour crimes are rare in Canada.

II. Perceptions of risk and prevalence

1. Perceptions of seriousness of human trafficking in Canada

Eight in ten consider human trafficking to be at least a somewhat serious problem in Canada.

At this point in the survey, Canadians were presented with the following definition of human trafficking:

Human trafficking is defined as - "the recruitment, transportation, harbouring and/or exercising control, direction or influence over the movements of a person in order to exploit that person" - typically through sexual exploitation or forced labour. It is often described as a modern form of slavery. Examples of human trafficking include:

1. *Sex trafficking: when someone is forced or coerced into prostitution for someone else’s financial benefit (e.g., in a brothel, a massage parlour or a strip club)*
2. *Labour exploitation or practices similar to slavery: when someone is forced to work for little to no pay*
3. *Removal of organs without consent*

They were then asked to indicate how serious a problem they felt human trafficking is in Canada. Close to eight in ten think human trafficking is at least somewhat serious problem, with three in ten thinking it is extremely serious. Only a small minority (15%) regard it as not being a serious problem in Canada.

Impressions of severity of human trafficking problem in Canada

Percent who indicate human trafficking in Canada is a serious problem	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Net: serious	78%	78%	79%
<i>Extremely serious</i>	27%	28%	30%
<i>Somewhat serious</i>	51%	50%	49%
Net: not serious	15%	17%	14%
<i>Not very serious</i>	14%	16%	13%
<i>Not serious at all</i>	1%	1%	1%
Don’t know	7%	5%	8%

Q8. *Knowing this definition, how serious a problem would you say that human trafficking is in Canada? Is it...?*

The extent to which Canadians regard human trafficking as a serious problem is quite consistent across demographic and regional segments. As noted above, parents of youth and youth themselves are no more likely to view human trafficking as a serious issue than are Canadians as a whole. Regionally, there is some tendency for residents of Ontario and Manitoba/Saskatchewan to be more likely to view human trafficking as a serious problem than do Quebecers. There is also a tendency for Indigenous and racialized people to be more likely to see human trafficking as a serious problem in Canada. Among Indigenous parents and youth, the proportion who regard human trafficking as “very serious” rises to 50 percent.

2. Perceptions of rate of change of human trafficking in Canada

Most feel that human trafficking is becoming more of a problem in Canada.

About two-thirds Canadians think human trafficking is becoming more of a problem in Canada than it has been in the past. Around one-quarter think there has been no change, and just one in ten feel it is becoming less of a problem than it was in the past.

Is human trafficking more or less of a problem in Canada

Perception of rate of change in human trafficking in Canada	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
More of a problem than in the past	66%	67%	57%
No change	27%	25%	28%
Less of a problem than in the past	7%	8%	15%

Q9. As far as you know, is human trafficking becoming more or less of a problem in Canada than it was in the past or has there been no change?

For the most part, perceptions of whether human trafficking is a growing problem in Canada are quite consistent across demographic and regional segments. The perception that it is become more of a problem is more prevalent among women, older people and residents of Ontario and Manitoba/Saskatchewan. Younger people and Quebecers are less likely to think this is become more of a problem.

3. Perceptions of seriousness of human trafficking in local community

Most feel that human trafficking is not a serious problem in their own local community.

While Canadians may recognize human trafficking as a serious and escalating crime in general, when asked to consider its impact closer to home, most do not believe it is a serious problem in their local community or neighbourhood. About three in ten feel that human trafficking is at least somewhat serious in their community, while the remainder either do not think it is a very or at all serious problem in their community or they are unable to say. There is little demographic or regional variance in how people respond to this question with the exception that Ontarians and particularly Indigenous parents and youth are more likely than other Canadians to think human trafficking is a serious problem in their local community.

Impressions of severity of human trafficking problem in community

Percent who indicate human trafficking in their community is a serious problem	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Net: serious	31%	31%	33%
<i>Extremely serious</i>	7%	8%	9%
<i>Somewhat serious</i>	24%	23%	24%
Net: not serious	50%	55%	48%
<i>Not very serious</i>	33%	35%	31%
<i>Not serious at all</i>	17%	20%	17%
Don't know	18%	14%	18%

Q10. How serious a problem do you think human trafficking (sex and labour trafficking) crimes are within your own neighbourhood or local community?

4. Estimated proportion of young people at serious risk from human trafficking

Most feel that only a minority of young people in Canada are at serious risk of being victims of human trafficking

When Canadians are asked what proportion of children, youth and young adults they think are at serious risk of being victims of human trafficking, most feel that less than half are at serious risk. Almost half feel that only 20% or less are at serious risk and another three in ten think that a significant 20 to 40 percent are at risk. Just over two in ten feel that about half or more are at serious risk.

Proportion of younger Canadians at serious risk of being human trafficking victims

Proportion at serious risk	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
All or most of them (i.e., 60%-100%)	7%	10%	7%
About half of them (i.e., 40%-60%)	14%	10%	18%
A fair proportion of them (20%-40%)	30%	32%	31%
A smaller minority of them (5%-20%)	34%	29%	32%
A very small proportion of them (less than 5%)	15%	18%	13%

Q11. About what proportion of children, youth and young adults in Canada do you think are at serious risk of being victims of human trafficking?

Response to this question varies very little by demographic segment. The only notable finding is that Canadians with lower incomes and Indigenous parents and youth are more likely to think that higher proportions of younger people in Canada are at serious risk of being victims of human trafficking.

5. Parents’ level of concern for their own children becoming victims of human trafficking

Half of Canadian parents are at least somewhat concerned their own child could be a victim of human trafficking.

Parents of children age up to 19 years of were asked how concerned they are that one of their own children could be a victim of human trafficking. One half are at least somewhat concerned, with over two in ten being very concerned. The other half are not very or at all concerned. Since this question was only asked of the sub-sample of Canadians with children under the age of 20, there is less scope for analysis of demographic patterns. Racialized parents, Indigenous parents and parents from Quebec are more likely to be concerned about this. It is also notable that 61 percent of parents with daughters only are concerned about their child ever being a victim of human trafficking compared to 43 percent of parents who only have sons.

Parents’ level of concern regarding their own children becoming human trafficking victims

Proportion concerned	Parents (n=755)
Net: concerned	52%
Very concerned	22%
Somewhat concerned	30%
Net: not concerned	48%
Not very concerned	34%
Not at all concerned	14%

Q12. How concerned are you that one of your own children could be a victim of human trafficking? Are you...?

6. Perceived prevalence of young people being victims of human trafficking

Three in ten Canadians believe human trafficking is quite prevalent and affects many young people. Most feel it happens occasionally or rarely and relatively few young people.

When Canadians are asked how common they think it is for young people to be victims of human trafficking it is clear that for the most part they think of human trafficking as something that either happens occasionally and affects a minority of young people (54%) or that it is quite rare (15%). However, three in ten think it is pretty common and affects a lot of young people or is everywhere.

How common it is for young people to be human trafficking victims

How common is human trafficking of young people	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Human trafficking is everywhere and almost everyone experiences it	4%	5%	3%
Human trafficking is pretty common and affects a lot of young people	27%	27%	28%
Human trafficking happens occasionally and affects a minority of young people	54%	52%	49%
Human trafficking is quite rare and only affects a very small number of young people	15%	16%	19%

Q14. How common do you think it is for young people (25yrs and under) to be the victims of human trafficking?

Those who are most likely to think that human trafficking is common include women, those with lower incomes those with lower levels of education, Indigenous parents and youth and parents of girls.

7. Most likely victims of human trafficking

Canadians tend to identify runaway youth, young women and girls, low income youth, youth with mental health issues and Indigenous youth as the most likely potential victims of human trafficking.

Canadians were presented with a randomized list of groups of people and asked to indicate which ones they think are most likely to be victims of human trafficking. The groups Canadians are most likely to think are potential victims of this crime are runaway youth, young women or girls and youth in low income families. As well, significant minorities feel groups at risk include youth with mental health issues, Indigenous young people, and young recent immigrants. Lower proportions feel LGBTQ, young men and boys, visible minorities and people with disabilities are among the most vulnerable victims of human trafficking crimes. Two in ten think people of all ages are equally likely to be a victim. Response to this question is very consistent across all demographic and regional groups.

Groups most at risk of being human trafficking victims

Groups at most risk	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Youth who have run away from home	65%	66%	60%
Young women or girls	60%	60%	62%
Young people in low-income families/welfare system	53%	53%	55%
Youth with mental health issues	48%	48%	46%
Indigenous young people	45%	43%	44%
Young people who recently immigrated to Canada	39%	39%	41%
Young men or boys	30%	32%	26%
Young people identifying as gay/lesbian/bisexual/queer	28%	28%	26%
Trans/intersex/non-binary young people	28%	29%	26%
Visible minorities	27%	24%	30%
People of all ages are equally likely to be a victim	20%	21%	18%
People with disabilities	19%	19%	21%
I have no idea	4%	4%	4%

Q15. What specific groups do you think are most likely to be the victims of human trafficking in Canada?

8. Most likely to be perpetrators of human trafficking

Human trafficking perpetrators are generally thought to be organized criminals or strangers who lurk online. Canadians are less likely to identify people who would be known to the victims as perpetrators.

Canadians were presented with a list of types of people and asked to indicate any they think are the most common perpetrators of human trafficking in this country. Canadians are most likely to think human traffickers are most likely to be people who are likely not initially known to their victims such as members of criminal organizations, strangers and people with criminal records. They are less likely to identify people that victims of human trafficking might know socially or through work such as intimate partners (past or present), temporary work firms, friends or family members or business acquaintances. Around one in seven have no idea. Response this question is quite consistent across demographic and regional segments though youth – particularly those in the early 20s are more likely to identify former intimate partners as potential perpetrators.

Most common human trafficking perpetrators in Canada

Most common perpetrators	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Members of criminal organizations	72%	75%	64%
Strangers (incl. anonymous people online)	56%	58%	62%
People with criminal records	44%	47%	48%
Current intimate partners	23%	22%	24%
Former intimate partners	22%	20%	31%
Temporary work firms	19%	19%	15%
Personal friends	19%	19%	23%
Family members	19%	16%	22%
Business acquaintances/colleagues/consultants	15%	16%	20%
Other	2%	2%	2%
I have no idea	14%	14%	14%

Q16. In Canada, who do you think are the most common perpetrators of human trafficking?

9. Most likely locations of human trafficking in Canada

Canadians tend to think of human trafficking as something that happens most in big cities, although significant minorities think it is likely to be happening in border or coastal towns.

From a provided list of possibilities, Canadians are most likely to think human trafficking is a “big city” crime (79%). Just over one-third each believe it is likely taking place in border towns or coastal communities; one in three think it is happening in rural areas. One in seven are unable to say. Response to this question is quite consistent across demographic and regional segments, though Ontarians are more likely than other Canadians to think of border towns as a likely venue for human trafficking.

Where human trafficking is most prevalent in Canada

Most likely locations	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
In big cities	79%	80%	72%
In border towns	38%	40%	37%
In coastal cities/towns with ports	36%	38%	34%
In small towns/rural areas	28%	28%	26%
I have no idea	14%	14%	17%

Q17. Where in Canada do you think human trafficking is most likely to be happening? Is it...

10. Most likely province or territory for human trafficking in Canada

Canadians are most likely to think human trafficking is more prevalent in Ontario.

Consistent with Canadians thinking human trafficking is a “big city” problem, they are most likely to think it is taking place most frequently in more populous provinces such as Ontario (33%), British Columbia (17%) and, to a much lesser extent, Quebec (6%). Small minorities think it is happening in other provinces and territories. One-third are unable to say where in Canada human trafficking is taking place more frequently. These results are consistent across demographic segments. It is notable that British Columbians are less likely than other Canadians to think of their own province as the one where human trafficking is most prevalent.

Most likely province or territory for human trafficking in Canada

Most likely province or territory	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Newfoundland and Labrador	<1%	0%	<1%
Prince Edward Island	<1%	<1%	<1%
Nova Scotia	1%	1%	<1%
New Brunswick	<1%	<1%	<1%
Quebec	6%	6%	5%
Ontario	33%	34%	37%
Manitoba	2%	1%	2%
Saskatchewan	1%	<1%	2%
Alberta	1%	1%	2%
British Columbia	17%	18%	12%
Yukon	<1%	<1%	<1%
Northwest Territories	1%	<1%	1%
Nunavut	1%	1%	1%
None	3%	3%	2%
Don't know	36%	35%	34%

Q18. *Is there any one province/territory where you think human trafficking is most likely to be happening more frequently?*

11. Industries most likely to be involved in human trafficking

Canadians tend to associate human trafficking with such businesses or sectors as massage parlors, domestic service and hospitality.

When Canadians are asked that businesses or industry sectors they think are most likely to be implicated in human trafficking, they are most likely to mention massage parlours and strip clubs (82%), domestic service (e.g. nannies, housekeepers etc.) (57%) and the hospitality sector (e.g. hotels and tourism) (46%). However, significant proportions of around two in ten Canadians also mention various other sectors such as farming (23%), manufacturing (21%), large sporting events (20%) and transportation (16%). Just over one in ten have no idea what sectors are more likely to be involved in human trafficking. There are some demographic differences in how Canadians respond to this question. Canadians with higher incomes, higher levels of education and those living in Ontario and BC are more likely to identify farming as an industry that may be involved in human trafficking. Quebecers are far more likely than other Canadians to link human trafficking to large sporting events.

Businesses/sectors most likely to be affected by or involved in human trafficking

Business sector	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Massage parlours/strip clubs	82%	83%	78%
Domestics (i.e., nannies, housekeepers, etc.)	57%	56%	51%
Hotels/tourism	46%	43%	51%
Farming	23%	26%	18%
Manufacturing industry	21%	22%	20%
Large sporting events	20%	22%	19%
Transportation industry	16%	17%	24%
Embassies	8%	11%	9%
I have no idea	12%	13%	13%

Q19. What types of sectors/businesses/industries do you think are most likely to be affected by or involved in human trafficking crimes?

III. Perceptions of Safety and Recognition of Warning Signs

1. Younger Canadians’ perceptions of safety of different locations

The vast majority of younger Canadians feel at least somewhat safe at home, at work, at school and walking in their neighbourhoods.

Younger Canadians age 16 to 25 were asked to rate how safe they feel while in four different locations – at home, at work, at school and walking in their neighbourhood. The vast majority (90%+) of youth feel at least somewhat safe in all four of these cases. However, it should be noted that a large proportion only feel somewhat safe as opposed to very safe. Young women are somewhat less likely than young men to feel very safe at work and at school. There is a bigger gender gap when it comes to perceptions of safety walking in their neighbourhoods, where one half (49%) of young men feel very safe compared to just 31 percent of young women. There is also some tendency for Indigenous youth to be less likely to feel “very safe” in all four of these situations.

Perceptions of safety of specific locations*

Feel <i>very safe</i> in location	Youth	Age 16 to 19	Age 20 to 25
At home	78% (n=568)	82% (n=259)	75% (n=309)
At work	56% (n=485)	57% (n=200)	56% (n=285)
At school	50% (n=533)	49% (n=255)	51% (n=278)
Walking in your neighbourhood	41% (n=560)	43% (n=255)	40% (n=305)

*The results above are percentaged on the bases of those for whom each location was applicable.

Q20. How safe do you feel in each of the following places?

2. Younger Canadians’ comfort talking to parents about personal safety issues

Eight in ten younger people would be at least somewhat comfortable discussing personal safety issues with parents or older adults in their life.

Younger Canadians age 16 to 25 were asked how comfortable they would be talking with their parents or another older adult about sensitive or personal safety issues. Eight in ten would be at least somewhat comfortable, with four in ten being very comfortable. Just under two in ten would be uncomfortable to some extent in having this type of conversation with an older person.

Level of comfort with talking to older adults or parents about personal safety issues

Level of comfort	Youth (n=570)	Age 16 to 19 (n=259)	Age 20 to 25 (n=311)
Net: comfortable	80%	80%	79%
<i>Very comfortable</i>	41%	41%	41%
<i>Somewhat comfortable</i>	39%	39%	38%
Net: not comfortable	18%	19%	18%
<i>Not very comfortable</i>	15%	16%	14%
<i>Not comfortable at all</i>	3%	3%	3%

Q21. How comfortable would you be talking with your parents or another trusted older adult about sensitive or personal safety issues?

Young women are more likely than young men to feel very comfortable having these kinds of discussions with their parents (46% vs 36%). It is also notable that racialized youth are less likely to feel very comfortable (30%) than are other young Canadians.

3. Youth alerting others about meeting an online acquaintance

Nine in ten younger Canadians would usually or always inform a friend or family member if they were going to meet someone in person who they’d met online.

Younger Canadians age 16 to 25 were asked how likely they would be to let someone know if they were planning to meet in person someone they had met online. Over half (52%) say they would always inform someone else about this, and a further 37 percent would usually employ this practice. One in ten would usually not or never inform someone else in this situation.

If younger Canadians would inform others before meeting an online acquaintance in person

Response	Youth (n=570)	Age 16 to 19 (n=259)	Age 20 to 25 (n=311)
I’d always inform a friend/family member	52%	53%	52%
I’d usually inform a friend/family member	37%	36%	38%
I’d usually not inform a friend/family member	9%	10%	8%
I’d never inform a friend/family member	2%	1%	2%

Q22. *If you met someone online and planned to meet them in person, how likely would you be to inform a friend or a family member?*

There are some key demographic differences in the extent to which younger Canadians will inform anyone about meeting someone in person after an online connection. Two-thirds (67%) of young women would always inform and friend or family member compared to just 39 percent of young men. It is also notable that while 57 percent of young people who are of European descent would always inform someone of their plans to meet, this proportion drops to 42 percent among racialized young Canadians. Among Indigenous youth the proportion who would always inform someone rises to 59 percent.

4. Canadian youth concerns about becoming victims of human trafficking

One-third of younger Canadians (16-25) are at least somewhat concerned about personally being a victim of human trafficking; one in ten are very concerned.

Younger Canadians aged 16 to 25 were asked how concerned they are that they themselves could be a victim of human trafficking. Personal concern is lower than parental concern: one-third are at least somewhat concerned, while two-thirds are not very or at all concerned, with three in ten being completely unconcerned.

Parents’ level of concern regarding their own children becoming human trafficking victims

Proportion concerned	Youth (n=570)	Age 16 to 19 (n=259)	Age 20 to 25 (n=311)
Net: concerned	33%	32%	33%
<i>Very concerned</i>	8%	8%	8%
<i>Somewhat concerned</i>	25%	24%	25%
Net: not concerned	67%	68%	67%
<i>Not very concerned</i>	34%	36%	33%
<i>Not at all concerned</i>	33%	31%	34%

Q13. How concerned are you that you could be a victim of human trafficking? Are you...?

There is no difference in the perception of person risk of being a victim of human trafficking between 16 to 19-year old youth and those between the ages of 20 and 25. However, it is notable that female youth are much more likely than male youth to be at least somewhat concerned about this (41% vs 26%). Indigenous youth are much more likely than other youth to be at least somewhat concerned that they could be a victim of human trafficking with over half (55%) saying they are very (28%) or somewhat (27%) concerned.

5. Recognition of warning signs of human trafficking

Canadians are most likely to be suspicious of human trafficking if someone did not have control over important documents, had excess cash, had more than one cell phone, or had been deceived about their employment.

Canadians were presented with a list of seven possible warning signs of human trafficking and asked to indicate how suspicious they would think each was, before undertaking this survey. Majorities of two-thirds or more would find each circumstance at least somewhat suspicious. They would be most suspicious if someone did not have control over their travel or other documents (62% would be very suspicious), and other signs would be having lots of excess cash, more than one cell phone, or someone being deceived about the nature of their job, its location or employer. Still concerning, but perhaps less indicative of human trafficking, would be someone using fake ID or not being in any contact with family or friends. The least suspicious activity is someone not being familiar with the neighbourhood they live or work in.

If warning signs of human trafficking are considered suspicious

Sign is <i>very suspicious</i>	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Someone not having control over their travel documents or other important documents	62%	60%	57%
Someone having lots of excess cash that seemed beyond what they could possibly earn	46%	47%	45%
Someone having more than one cell phone or not having control of their own phone	43%	42%	42%
Someone being deceived about the nature of their job, its location or employer	40%	40%	44%
Someone lying about age and/or using false ID	35%	34%	44%
Someone claiming not to be in any contact with family or friends	32%	35%	34%
Someone not being familiar with the neighbourhood they live or work in	18%	17%	25%

Q24. *There are a number of warning signs that a person might be the victim of human trafficking. Before doing this survey, if you had seen someone in each of the following situations, how suspicious would you have been that something was wrong and that they could be a victim of human trafficking (sex or labour trafficking)?*

There are some demographic patterns in the extent to which Canadians regard these signs as very suspicious. Younger people are more likely to be suspicious of some not being familiar with their neighbourhood or lying about their age and having false ID. In contrast older people are more likely than others to be suspicious of someone having more than one cell phone.

IV. Awareness of human trafficking ad campaigns, organizations and how to respond

1. Awareness of Canadian anti-human trafficking organizations

The vast majority of Canadians are unaware of any specific anti-human trafficking organizations

One in ten Canadians are able to name any organization in Canada they feel is engaged in addressing and raising awareness of human trafficking. The other nine in ten cannot name any. Five percent of Canadians mention the police or the RCMP and one percent or less mention a variety of other organizations. It is notable that younger Canadians and parents of 13 to 19-year olds are even less likely to be able to name any organization than are Canadians as a whole.

Top-of-mind anti human trafficking organizations

Organization	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Police/RCMP	5%	3%	1%
Government of Canada	1%	1%	1%
Amnesty International	1%	<1%	<1%
Canadian women organizations (e.g., women’s shelters)	1%	0%	0%
Canadian Centre to End Human Trafficking	1%	0%	<1%
Covenant House	<1%	0%	<1%
Canadian Centre for Child Protection	<1%	0%	1%
UN/its organizations (UNICEF, UNESCO, etc.)	<1%	<1%	<1%
International Justice Mission	<1%	<1%	<1%
Other	2%	3%	2%
DK/NA/Not aware of any	91%	93%	94%

Q25. *What organizations, if any, are you aware of in Canada that are trying to address and raise awareness of Human Trafficking?*

2. Awareness of anti-human trafficking advertising or PSAs

Three in ten Canadians recall hearing or seeing an ad or PSA on the subject of human trafficking in the past year. Most have vague recollections of who sponsored the ad or PSA.

Three in ten Canadians recall having heard or seen an ad or public service announcement about human trafficking in the past year; seven in ten have not. English survey respondents are more likely to have seen an ad or PSA than are French survey respondents (31% vs 22%). Almost half (45%) of Indigenous parents and youth have seen or heard an ad.

Awareness of human trafficking advertisement or PSA

Response	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Yes (have seen)	29%	29%	32%
No (have not seen)	71%	71%	68%

Q26. *Have you seen, read or heard any advertising or public service announcements in the past year on human trafficking?*

Those who do recall having seen as ad about human trafficking in the past year (n=582) have vague recollections of who sponsored the ad or PSA they saw. The largest numbers just remember having seen or heard a documentary on the news or that it was sponsored by government or by the police. Only one percent mention various specific organizations such as the Canadian Centre to End Human Trafficking or the Kids Hotline.

Sponsor of human trafficking advertisement or PSA – among those aware

Response	Total (n=582)	Parents (n=165)	Youth (n=182)
Saw/heard documentaries on TV/radio/CBC	12%	12%	9%
Government (federal/provincial/city)	10%	11%	8%
Police/Crime Stoppers/RCMP	9%	9%	3%
Global/international organization (e.g., Amnesty International, UN, etc.)	3%	4%	4%
Read an article/attended a speech/lecture about subject	3%	1%	5%
Canadian Centre to End Human Trafficking	1%	2%	1%
Canadian Centre for Child Protection/Kids Hotline	1%	4%	1%
Public Safety Canada	1%	1%	2%
Covenant House	1%	2%	1%
Other	6%	3%	6%
Not sure/just remember seeing/reading/hearing the ad	55%	54%	60%

Q27. *What organization sponsored the ad about human trafficking that you saw, read or heard?
Base: Those seeing and ad or PSA on this topic in the past year*

3. How to respond to suspected human trafficking

Seven in ten Canadians would contact their local police if they suspected human trafficking activity. One quarter would not know what to do.

Canadians were asked what they would do if they were suspicious of a human trafficking crime happening around them; multiple responses were accepted. The most likely response, by far, would be to contact the local police. One-third would talk to a friend or trusted family member. Very few would take other actions; one quarter would not know how to respond or would do nothing.

Response to suspicion of a human trafficking crime

Response	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Contact local police to report it	74%	80%	57%
Talk to a friend or trusted family member about it	30%	26%	50%
Talk to my boss (if observed in the workplace)	14%	15%	22%
Other	3%	3%	1%
None of these/nothing	3%	3%	2%
I would not know how to respond or what to do	22%	18%	34%

Q28. What would you do if you were suspicious of a human trafficking crime happening around you? Would you...?

It is notable that younger Canadians give significantly different responses to this question. They are significantly less likely to say they would call the police and much more likely to say they would talk to a friend or trusted family member about it. It is also notable that one third of them (34%) would not know what to do or how to respond.

4. Awareness of human trafficking support helplines or websites

Nine in ten Canadians are not aware of any specific anti-human trafficking help lines or web sites.

Nine in ten Canadians are not aware of any help lines or websites specifically to support people facing the prospect of being pressured into human trafficking. Among the one in ten who provide a response, Canadians would most likely turn to calling 911 or the police. Just one percent mention specific organizations.

Response to being pressured into human trafficking crime

Response	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
911/police	4%	5%	3%
Kids Help Line	1%	3%	1%
Canadian Centre to End Human Trafficking	1%	<1%	<1%
RCMP	1%	1%	<1%
Public Safety Canada	<1%	<1%	1%
Other	3%	3%	1%
Don't know of any specific help lines/websites	90%	88%	94%

Q29. If you or someone you knew was potentially being pressured into human trafficking, are there any specific help lines or websites you know of where you could turn to for support?

5. Awareness of Canadian Human Trafficking Hotline

Six percent of Canadians are aware of the Canadian Human Trafficking Hotline after prompting

When prompted, six percent Canadians are aware of the Canadian Human Trafficking Hotline that provides support to victims, provides general information on human trafficking and helps facilitate the reporting of incidences of human trafficking. This proportion rises to nine percent among younger Canadians. Among Indigenous parents and youth, the proportion who have heard of this hotline rises to 26 percent.

Aware of Canadian Human Trafficking Hotline

Response	Canada (n=2,006)	Parents (n=586)	Youth (n=570)
Yes	6%	6%	9%
No	94%	94%	91%

Q30. *Have you ever heard of the Canadian Human Trafficking Hotline that provides support to victims, provides general information on human trafficking, and helps facilitate incident reporting?*

Appendix A: Methodology

This research consisted of an online survey of 2,236 Canadians age 16 and over. Survey respondents were selected from registered members of an online panel. Since the samples used in online panel surveys are based on self-selection and are not a random probability sample, no formal estimates of sampling error can be calculated. Although opt-in panels are not random probability samples, online surveys can be used for general population surveys provided they are well designed and employ a large, well-maintained panel.

Sample design and weighting

Environics Research conducted an online survey of Canadians who are members of an online panel, from March 2 to 27, 2020. The sampling method was designed to complete interviews with 1,000 Canadians age 16 and over, and with oversamples of target groups.

Quotas and weights were set by age, gender, and region.

To get feedback from younger respondents, invitations were sent to panellists profiled as parents, who were asked for permission to have their children aged 16 to 17 complete the survey themselves. Parents were provided with a comprehensive overview of the survey, including how the results will be used and who was sponsoring the survey. Parent had the right to refuse on behalf of their child and the child also had the right to refuse.

Environics Research conducted an online survey of 2,236 Canadians, 16 years of age and older. In addition to a survey of the 1,000 members of the general public, the survey oversampled subgroups of interest: 500 parents of children aged 13 to 19, 250 youth ages 16 to 19, 250 young adults aged 20 to 25, and 230 Indigenous parents and youth. This size of sample provides robust data to understand behaviours, opinions, and attitudes within the total population and subgroups of interest for each parents and youth. Environics set quotas by age, gender, and region, and the data have been weighted to ensure the sample is representative of these populations according to the most recently available Census information.

An oversample of 230 surveys were completed with Indigenous people who were part of the target subgroups of being either parents of 13 to 19-year olds or 16 to 25 years of age themselves. Due to challenges in weighting the Indigenous oversample of target audiences, a separate set of tables was prepared (n = 290) that combines the 230 people from the Indigenous oversample plus the 60 Indigenous youth and parents who responded to the general public survey.

The survey achieved the following distributions:

General public, plus general public oversamples		
Target group	Actual Unweighted	Actual Weighted*
General population	2,006	2,006
Youth and young adults	570	301
<i>16-19 years old</i>	259	114
<i>20-25 years old</i>	311	188
Parents of children aged 13-19 years old	586	566
Indigenous Canadians	308	66
Total respondents	2,006	2,006
<i>Atlantic Canada</i>	142	145
<i>Quebec</i>	489	491
<i>Ontario</i>	772	767
<i>Prairies</i>	336	333
<i>BC</i>	204	203

*Results are weighted by region, gender and age to 2016 Census data.

Indigenous from general public, plus oversamples		
Target group	Actual Unweighted	Actual Weighted*
Indigenous	290	290
Youth and young adults	194	194
<i>16-19 years old</i>	79	79
<i>20-25 years old</i>	115	115
Parents of children aged 13-19 years old	96	96

Questionnaire design

Public Safety Canada provided Environics with an outline of topics to be covered in the survey. Environics then designed questionnaire in consultation with PSC to ensure its research objectives were met. Upon approval of the English questionnaires, Environics arranged for the questionnaires to be translated into French by professional translators.

Environics’ data analysts programmed the questionnaires, then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the surveys’ basic logic. The data collection system handles sampling invitations, quotas and questionnaire completion (skip patterns, branching, and valid ranges).

The final survey questionnaire is included in Appendix B.

Fieldwork

The survey was conducted by Environics using a secure, fully featured web-based survey environment. The interviews took place from March 2 to 27, 2020. The median interview length was 11 minutes.

All respondents were offered the opportunity to complete the surveys in their official language of choice. All research work was conducted in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys and recognized industry standards, as well as applicable federal legislation (Personal Information Protection and Electronic Documents Act, or PIPEDA).

The data from this survey are statistically weighted to ensure the sample is as representative of this population as possible according to the most recently available Census information.

Completion results

The completion results are presented in the following table.

Contact disposition

Disposition		Total sample
Total invitations	(c)	62,176
Total completes	(d)	2,236
Qualified break-offs	(e)	822
Disqualified	(f)	2,121
Not responded	(g)	53,945
Quota filled	(h)	3,052
Contact rate = (d+e+f+h)/c		13.23%
Participation rate = (d+f+h)/c		11.91%

Respondent profile

The following table presents the weighted distribution of survey participants by key demographic and other variables.

General public	Total sample %
Age	
16-25	15%
26-45	32%
46-59	25%
60+	28%
Gender	
Female	49%
Male	51%
Other	-
Education	
High school or less	20%
College/tech	29%
University	49%
Household income	
Under \$40,000	12%
\$40,000-\$80,000	24%
\$80,000-\$100,000	14%
Over \$100,000	31%
Language of survey	

English	76%
French	24%

Indigenous sample	Total sample %
Status	
First Nation	61%
Inuit	4%
Metis	34%
Gender	
Female	51%
Male	48%
Other	1%
Age/Parent	
16-19	27%
20-25	40%
Parent of 13-19-year old	33%

Appendix B: Quantitative research instrument

**HUMAN TRAFFICKING AWARENESS SURVEY
MARCH 2020**

LANDING PAGE

Please select your preferred language for completing the survey / SVP choisissez votre langue préférée pour remplir le sondage.

- 1 English / Anglais
- 2 Français / French

Introduction

Environics Research, an independent research company, is conducting this survey on behalf of Public Safety Canada which is a department of the Government of Canada. We would like to thank you for taking the time to answer this very important survey to help contribute to policies to ensure the safety of all Canadians.

Your participation is voluntary, and your answers will remain anonymous and stored securely. The survey will take about 10 minutes to complete. You may opt-out of the survey at any time if the topics covered are too difficult. To view our privacy policy, click here [INSERT LINK].

The information collected through the research is subject to the provisions of the Privacy Act, legislation of the Government of Canada, and to the provisions of relevant provincial privacy legislation.

Programming note: link is to <https://laws-lois.justice.gc.ca/eng/acts/P-21/>

The survey is best completed on a computer or a tablet. If you are completing this survey on a smart phone, please turn the device to landscape (horizontal/sideways) mode so that all questions display correctly.

If you have any questions about the subject matter of the survey, please contact Derek Leebosh of Environics Research at Derek.Leebosh@environics.ca.

xxx

Please click on >> to continue.

D1. In what year were you born?

Open-ended numeric: ____ RANGE: 1916-2004

IF 16YRS+ CONTINUE, OTHERWISE THANK AND TERMINATE

IF Q.A IS BETWEEN 16 AND 19YRS OR 20 AND 25YRS - APPLY TO AGE QUOTAS + ASK YOUTH QUESTIONS
IF Q.A LESS THAN 16YRS, TERMINATE WITH THANKS
IF Q.A IS MORE THAN 25, ASK SCREENING QUESTION D2 AND IF A PARENT APPLY TO QUOTA AND POSE PARENT QUESTIONS

IF 26YRS+, ASK:

D2. Are you the parent or primary caregiver to any children in the following age categories?
Select all that apply

1. Children under the age of 13 [TERMINATE IF ONLY OPTION SELECTED]
2. Children between 13 and 15
3. Children between 16 and 19
4. Children 20 or over [TERMINATE IF ONLY OPTION SELECTED]
5. I have no children [EXCLUSIVE] [TERMINATE IF OPTION SELECTED]

CONSIDER PARENT IF CHILD IS/ARE 0 – 19 YRS (CODES 1 – 3)

D3. What is your gender identity?
Select one response

Randomize

01 - Male

02 – Female

03 – Other gender [ANCHOR]

D4. What is your province of residence?

Select one response

- a. Newfoundland and Labrador [ALLOW FRENCH AND ENGLISH]
- b. Prince Edward Island [ALLOW FRENCH AND ENGLISH]
- c. Nova Scotia [ALLOW FRENCH AND ENGLISH]
- d. New Brunswick [ALLOW FRENCH AND ENGLISH]
- e. Quebec [ALLOW FRENCH AND ENGLISH]
- f. Ontario [ALLOW FRENCH AND ENGLISH]
- g. Manitoba [ALLOW FRENCH AND ENGLISH]
- h. Saskatchewan [ALLOW FRENCH AND ENGLISH]
- i. Alberta [ALLOW FRENCH AND ENGLISH]
- j. British Columbia [ALLOW FRENCH AND ENGLISH]
- k. Other [TERMINATE]

IF SELECTED A VALID REGION (NO CODE 14 AT Q.D4) CONTINUE, OTHERWISE TERMINATE

D5. What are the first 3 digits of your postal code?

Postal code: ____ ____ ____

D6. Do you identify as Indigenous, that is to say First Nation, Inuit or Metis?

Select one response

- 1 Yes, First Nation [APPLY TO INDIGENOUS OVERSAMPLE]
- 2 Yes, Inuit [APPLY TO INDIGENOUS OVERSAMPLE]
- 3 Yes, Metis [APPLY TO INDIGENOUS OVERSAMPLE]
- 4 No, I am not Indigenous

IF PARENT OF A CHILD 0 – 19 YRS (CODES 1 – 3), ASK:

D7. What gender(s) do your children identify as?

Select all that apply

Randomize

1 Male

2 Female

3 Other gender [ANCHOR]

CONTINUE TO SURVEY...

HUMAN TRAFFICKING STUDY
 GEN POP (16YRS+) [N OF 2250]
 NATIONAL

Section 2: Safety and human trafficking in context/general awareness

Q1. This survey will explore issues around safety for children, youth and young adults in Canada. How serious an issue do you consider each of the following to be to the safety of children, youth and young adults in Canada?

Select one response for each

- 1 - Extremely serious issue
- 2 - Somewhat serious issue
- 3 - Not a very serious issue
- 4 - Not a serious issue at all

Randomize - Show in carousel format

- a. Guns and gangs
- b. Cyberbullying
- c. Human trafficking (labour and sex trafficking)
- d. Illegal drug use
- e. Climate change
- f. Child sexual exploitation/harassment online
- g. Hate crimes
- h. Gender-based violence

Q2. When you think of threats to the safety of our children, youth and young adults, what would you say are the top three most serious issues facing these populations today in Canada?

Drag and drop from list, most serious issue to 3rd most serious issue

Randomize	RANKING
Guns and gangs	1
Cyberbullying	2
Human trafficking (labour and sex trafficking)	3
Illegal drug use	
Climate change	
Child sexual exploitation/harassment online	
Hate crimes	
Gender-based violence	

Q3. There has been some discussion recently of the issue of “human trafficking” in Canada. How would you rate your own understanding of the issue of human trafficking? Do you think you understand this issue...?

Select one response

- 1 - Very well
- 2 - Somewhat well
- 3 - Not very well
- 4 - Not at all

Q4. How would you define the term “human trafficking”? What is it?

Type response below

Q5. People sometimes talk about someone being “groomed” or “grooming” another person. Do you feel you know what “grooming” is?

Select one response

- 1 - Yes, definitely
- 2 - Yes, I think so
- 2 - No, I do not

NEW SCREEN

In fact, “grooming” is a scheme used by offenders that involves building trust with individuals and the adults around them, in an effort to gain access to and control them. Grooming is an attempt to manipulate someone into becoming a cooperative participant, reducing the likelihood of them tipping off someone and increasing the likelihood the victim will repeatedly return to the offender.

Q6. Here is a list of things that could happen to a person – do you consider each to be an example of human trafficking, or not?

Select one response for each

- 1 - Is human trafficking
- 2 - Is NOT human trafficking
- 3 - Unsure

Randomize - Show in carousel format

- a. Someone being pressured into the sex trade
- b. Someone being forced to work against their will
- c. People having their organs removed or harvested against their will
- d. People willingly smuggled across international borders
- e. People smuggled across international border for the purpose of being exploited in another country

Q7. To what extent do you agree or disagree with the following statements about human trafficking?

Select one response for each

- 1 - Strongly agree
- 2 - Somewhat agree
- 3 - Somewhat disagree
- 4 - Strongly disagree
- 9 – No opinion

Rotate - Show in carousel format

- A. Human trafficking is a growing problem in Canada that can have long-term consequences for victims
- B. If I report human trafficking to the authorities, I’m confident they’d take it very seriously
- C. Human trafficking is something that mostly happens in other countries and is less of an issue in Canada.
- D. Youth in Canada are generally safe online from perpetrators grooming for the purposes of human trafficking.
- E. Forced labour crimes are very rare in Canada

Section 3: Perceptions of risk

Q8. Human trafficking is defined as - "the recruitment, transportation, harbouring and/or exercising control, direction or influence over the movements of a person in order to exploit that person" - typically through sexual exploitation or forced labour. It is often described as a modern form of slavery. Examples of human trafficking include:

- Sex trafficking: when someone is forced or coerced into prostitution for someone else’s financial benefit (e.g., in a brothel, a massage parlour or a strip club)
- Labour exploitation or practices similar to slavery: when someone is forced to work for little to no pay
- Removal of organs without consent

Knowing this definition, how serious a problem would you say that human trafficking is in Canada? Is it...?

Select one response

- 1 - Extremely serious problem

- 2 - Somewhat serious problem
- 3 - Not a very serious problem
- 4 - Not a serious problem at all
- 5 - Don't know

Q9. As far as you know, is human trafficking becoming more or less of a problem in Canada than it was in the past or has there been no change?

Select one response

- 1 - More of a problem than in the past
- 2 - Less of a problem than in the past
- 3 - No change

Q10. How serious a problem do you think human trafficking (sex and labour trafficking) crimes are within your own neighbourhood or local community?

Select one response

- 1 - Extremely serious problem
- 2 - Somewhat serious problem
- 3 - Not a very serious problem
- 4 - Not a serious problem at all
- 5 - Don't know

Q11. About what proportion of children, youth and young adults in Canada do you think are at serious risk of being victims of human trafficking?

Select one response

- 1 - All or most of them (i.e. 60%-100%)
- 2 - About half of them (i.e. 40%-60%)
- 3 - A fair proportion of them (20%-40%)
- 4 - A smaller minority of them (5%-20%)
- 5 - A very small proportion of them (less than 5%)

ASK ALL PARENTS

Q12. How concerned are you that one of your own children could be a victim of human trafficking? Are you...?

Select one response

- 1 - Very concerned
- 2 - Somewhat concerned
- 3 - Not very concerned
- 4 - Not at all concerned

ASK ALL YOUTH (16 TO 25YRS)

Q13. How concerned are you that you could be a victim of human trafficking? Are you...?

Select one response

- 1 - Very concerned
- 2 - Somewhat concerned
- 3 - Not very concerned
- 4 - Not at all concerned

ASK ALL

Q14. How common do you think it is for young people (25yrs and under) to be the victims of human trafficking?

Select one response

- 1 - Human trafficking is quite rare and only affects a very small number of young people
- 2 - Human trafficking happens occasionally and affects a minority of young people
- 3 - Human trafficking is pretty common and affects a lot of young people
- 4 - Human trafficking is everywhere and almost everyone experiences it

Q15. What specific groups do you think are most likely to be the victims of human trafficking in Canada?
 Select all that apply

Randomize

- 01 - Young men or boys
- 02 - Young women or girls
- 03 - Trans, intersex, and non-binary young people
- 04 - Young people who identify as gay, lesbian, bisexual, or queer
- 05 - Indigenous young people
- 06 - Young people who have recently immigrated to Canada
- 07 - Young people in low income families/ welfare system
- 08 - Youth who have run away from home
- 09 - Youth with mental health issues
- 10 - Visible minorities
- 11 - People with disabilities
- 12 - Other types of young people (specify) _____ [Anchor]
- 13 - People of all ages are equally likely to be a victim [Anchor] [Exclusive]
- 14 - I have no idea [Anchor] [Exclusive]

Q16. In Canada, who do you think are the most common perpetrators of human trafficking?
 Select all that apply

- 01 - Strangers (Inc. anonymous people online)
- 02 - People with criminal records
- 03 - Members of criminal organizations
- 04 - Business acquaintances/colleagues/consultants
- 05 - Personal friends
- 06 - Family members
- 07 - Former intimate partners
- 08 - Current intimate partners
- 09 - Temporary work firms
- 10 - Other (Specify) _____
- 11 - I have no idea [Anchor] [Exclusive]

Q17. Where in Canada do you think human trafficking is most likely to be happening? Is it...
 Select all that apply

- 1 - In big cities
- 2 - In small towns/rural areas
- 3 - In border towns
- 4 - In coastal cities/towns with ports
- 5 - I have no idea [EXCLUSIVE]

Q18. Is there any one province/territory where you think human trafficking is most likely to be happening more frequently? [DROP DOWN LIST]
 Select one response

- 01 - Newfoundland and Labrador
- 02 - Prince Edward Island

- 03 - Nova Scotia
- 04 - New Brunswick
- 05 - Quebec
- 06 - Ontario
- 07 - Manitoba
- 08 - Saskatchewan
- 09 - Alberta
- 10 - British Columbia
- 11 - Yukon
- 12 - Northwest Territories
- 13 - Nunavut
- 14 - None
- 15 – Don't Know

Q19 What types of sectors/businesses/industries do you think are most likely to be affected by or involved in human trafficking crimes?
Select all that apply

- 1 - Massage parlours/strip clubs
- 2 - Hotels/tourism
- 3 - Large sporting events
- 4 - Embassies
- 5 - Farming
- 6 - Domestic (i.e. nannies, housekeepers etc....)
- 7 - Manufacturing industry
- 8 - Transportation industry
- 9 - I have no idea [EXCLUSIVE]

Section 4: Perceptions of safety/grooming/warning signs

ASK ALL 16-25-YEAR OLDS – OTHERS SKIP TO Q24

Q20. How safe do you feel in each of the following places?
Select one response for each

- 1 - Very safe
- 2 - Somewhat safe
- 3 - Not very safe
- 4 - Not safe at all
- 9 - Does not apply

Randomize - Show in carousel format

- A. At home
- B. At work
- C. At school
- D. Walking in your neighbourhood

Q21. How comfortable would you be talking with your parents or another trusted older adult about sensitive or personal safety issues?
Select one response

- 1 - Very comfortable
- 2 - Somewhat comfortable
- 3 - Not very comfortable
- 4 - Not comfortable at all
- 9 - Not applicable

Q22 If you met someone online and planned to meet them in person, how likely would you be to inform a friend or a family member?

Select one response

- 1 - I'd always inform a friend/family member
- 2 - I'd usually inform a friend/family member
- 3 - I'd usually not inform a friend/family member
- 4 - I'd never inform a friend/family member

ASK ALL

Q24. There are a number of warning signs that a person might be the victim of human trafficking. Before doing this survey, if you had seen someone in each of the following situations, how suspicious would you have been that something was wrong and that they could be a victim of human trafficking (sex or labour trafficking)?

Select one response for each

- 1 - Very suspicious
- 2 - Somewhat suspicious
- 3 - Not very suspicious
- 4 - Not suspicious at all

Randomize - Show in carousel format

- A. Someone having more than one cellphone or not having control of their own phone
- B. Someone having lots of excess cash that seemed beyond what they could possibly earn
- C. Someone claiming not to be in any contact with family or friends
- D. Someone lying about age and/or using false ID
- E. Someone not being familiar with the neighborhood they live or work in
- F. Someone not having control over their travel documents or other important documents
- G. Someone being deceived about the nature of their job, its location or employer

Section 5: Awareness of HT ad campaigns/organizations and how to respond

Q25. What organizations, if any, are you aware of in Canada that are trying to address and raise awareness of Human Trafficking?

Select one response

- 1 - I am aware of (SPECIFY) _____
- 2 - Not aware of any

Q26. Have you seen, read or heard any advertising or public service announcements in the past year on human trafficking?

Select one response

- 1 - Yes
- 2 - No

IF YES AT Q.26, ASK:

Q27. What organization sponsored the ad about human trafficking that you saw, read or heard?

Type response below

--

ASK ALL

Q28. What would you do if you were suspicious of a human trafficking crime happening around you? Would you...?

Select all that apply

- 01 - Do nothing [Anchor]
 02 - I would not know how to respond or what to do [Anchor]
 03 - Talk to a friend or trusted family member about it
 04 - Talk to my boss (if observed in the workplace)
 05 - Contact local police to report it
 98 - Other (specify) _____ [Anchor]
 99 - None of these [Anchor] [Exclusive]

Q29. If you or someone you knew was potentially being pressured into human trafficking, are there any specific help lines or websites you know of where you could turn to for support?
Select one response

- 1 - No, I don't know of any specific help lines or websites
 2 - Yes, there is (PLEASE SPECIFY) _____

Q30. Have you ever heard of the Canadian Human Trafficking Hotline that provides support to victims, provides general information on human trafficking, and helps facilitate incident reporting?
Select one response

- 1 - Yes
 2 - No

CONTINUE WITH NEXT SECTION

Section 6: Demographics

To finish up, we have just a few questions about you for statistical purposes only. Please be assured that your answers will remain completely confidential.

D8. Are you currently...?
Select all that apply.

- 1 - In school full-time
 2 - In school part-time
 3 - Not a student

D9. Are you currently...?
Select all that apply.

- 1 - Working full-time
 2 - Working part-time
 3 - Not working

D10. Which of the following is the highest level of education that you have completed?
Select one response

- 1 - Less than high school diploma or equivalent/I am still in high school
 2 - High school diploma or equivalent
 3 - Trade certificate or diploma (apprenticeship, technical institute, trade or vocational school)
 4 - College, CEGEP or other non-university certificate or diploma (other than trades certificates or diplomas)
 5 - University (undergraduate degree)
 6 - University (graduate or professional degree)
 9 - Prefer not to say

D11. Were you born in Canada or in another country?
Select one response

- 01 – Canada
- 02 – Other country

ASK ALL EXCEPT THOSE WHO IDENTIFIED AS INDIGENOUS (CODES 1 – 3 IN Q. D6)

D12 Which of the following best describes your ethnic background or nationality? [Allow up to 2 responses]
Select up 2 responses

- 01 British Isles (English, Scottish, Irish, Welsh)
- 02 French
- 03 Other European (i.e., German, Italian, Ukrainian, Polish, Dutch, etc.)
- 04 Chinese
- 05 Filipino
- 06 Other East or Southeast Asian (i.e. Japanese, Korean, Vietnamese, Thai etc.)
- 07 South Asian (i.e., Indian, Pakistani, Sri Lankan, or Bangladeshi)
- 08 African/Black
- 09 Latin American
- 10 Arab
- 11 West Asian (e.g., Afghan, Iranian, Turkish)
- 98 Other (SPECIFY) _____

D13. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes.
Select one response

- 01 - Under \$20,000
- 02 - \$20,000 to just under \$40,000
- 03 - \$40,000 to just under \$60,000
- 04 - \$60,000 to just under \$80,000
- 05 - \$80,000 to just under \$100,000
- 06 - \$100,000 to just under \$150,000
- 07 - \$150,000 and above
- 99 - Prefer not to answer

This completes the survey. On behalf of the Government of Canada, thank you for your valuable input. If you would like to know more about human trafficking and how to identify the warning signs, please visit <https://www.publicsafety.gc.ca/cnt/cntrng-crm/hmn-trffckng/index-en.aspx>.

If you feel you are currently the victim of human trafficking or know somebody that might currently be in a situation of exploitation, please call 1-833-900-1010.

In the coming months, the results of this survey will be available on the Library and Archives Canada website.

This completes the survey.

Thank you very much for your participation.