



Public Safety
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Human Trafficking Public Awareness Study

FINAL REPORT

Prepared for Public Safety Canada

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For more information on this report:

ps.communications-communications.sp@canada.ca

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Prepared for Public Safety Canada by Environics Research

December 2023

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Table of contents

Executive summary	i
Political neutrality certification	vii
Introduction	1
Detailed findings	3
I. Safety and human trafficking in context/general awareness.....	3
II. Perceptions of risk and prevalence	10
III. Perceptions of Safety and Recognition of Warning Signs	21
IV. Awareness of human trafficking ad campaigns, organizations and how to respond	26
Appendix A: Methodology	32
Appendix B: Quantitative research instrument	36



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 (HT), 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 brought 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” to ensure a more victim-centered approach. 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 in 2020. The purpose of this survey was to establish a quantitative baseline of the current state of public opinion 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. The goal is to identify target audience segments (primary and secondary) for a future marketing campaign on human trafficking. This initial baseline data collection has been followed up with a tracking survey using a similar methodology, which is the subject of this report.

Research objectives include the following:

- the tracking and evaluation of current HT campaign performance in accordance with the Communications Policy of the Government of Canada
- gathering behavioural insights from Indigenous audiences on current knowledge levels, attitudes and opinions related to HT.

The results will provide the Department with data to evaluate the current HT campaign strategy and to inform marketing product development for Indigenous audiences.

2. Methodology

Environics Research conducted quantitative and qualitative research phases in support of this study; the qualitative research is reported separately.

Environics conducted an online survey of 2,184 Canadians, 16 years of age and older. The surveys were completed from October 20 to November 13, 2023. The 2,184 respondents include members of the general public, plus oversampled subgroups of interest. In total (those identified in the general population plus the oversamples), the survey covered 836 parents of children aged 13 to 19; 313 youth ages 16 to 19; 323 young adults aged 20 to 25; and 244 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. 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.

Note that, in this report, “racialized persons” refers to those respondents Chinese, Filipino, Other East or Southeast Asian, South Asian, African/Black, Latin American, Arab or West Asian.

The survey achieved the following distributions (please note there is overlap in the categories; youth includes Indigenous youth, parents include indigenous parents etc.):

General public survey plus oversamples		
Target group	Actual Unweighted	Actual Weighted*
Adults 26 and over	1,548	1,771
Youth and young adults	636	413
Youth/young adult age breakdown		
16-19 years old	313	177
20-25 years old	323	236
Adults 26 and over breakdown		
Parents of children aged 13-19 years old	836	784
Non-parents	712	987
Indigenous Canadians including youth	244	109
Non-Indigenous Canadians including youth	1,940	2,075
Total respondents	2,184	2,184
Atlantic Canada	163	159
Quebec	510	515
Ontario	825	835
Prairies	374	370
BC	293	294
Territories	19	11

*Results are weighted by gender and age to 2021 Census data.

As an online panel 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 \$262,397.30 (HST included), including a qualitative research phase that is published under separate cover.

4. Use of findings of research

Results from the quantitative tracking survey tests will help evaluate the effectiveness of the current marketing and advertising campaign. The POR research will enable the Department to obtain tracking measurement of Canadians’ knowledge, attitudes, and behaviours with respect to HT in order to evaluate the effectiveness of the

campaign strategy. Results from the qualitative exploratory focus groups will inform campaign messaging and help shape specific resources and tactics developed specifically for Indigenous audiences.

5. Key findings

In this wave of the research, Canadians as a whole continue to take human trafficking seriously, and young Canadians show some evidence of reduced complacency about the potential risk. Close to half of young people are now at least somewhat concerned that they themselves could become a victim of human trafficking, up from one-third in 2020. However, it is still thought to largely be a “big city” problem, and awareness of specific resources remains generally low. The key findings of this research can be summarized as follows:

Safety and human trafficking in context/general awareness

- Approximately eight in ten Canadians think each of the presented list of eight safety issues impacting younger people is at least somewhat serious. As in 2020, they are most likely to say child sexual exploitation/harassment online is extremely serious, followed by human trafficking, guns and gangs, cyberbullying, and illegal drug use. Slightly over half say this about hate crimes. As in 2020, fewer indicate gender-based violence and climate change as extremely impacting youth.
- Ranking the same list to determine the most serious issue, most likely to be rated as number 1 (with each being as rated #1 by one in five) are child sexual exploitation/harassment online and cyberbullying. Around one in seven selected illegal drug use as the top threat, and around one in ten each think this of guns and gangs, climate change, or human trafficking. Canadians remain least likely to rate gender-based violence or hate crimes as a top safety threat for younger Canadians.
- Two-thirds of Canadians think they understand the issue of human trafficking at least somewhat well, and eight in ten believe they know what the term “grooming” means.
- Canadians most commonly define human trafficking as people being forced into the sex trade, or as the more general trading of humans. Around two in ten each say it is considered grooming to have people perform illegal acts against their will, or the general exploitation of people.
- Strong majorities of Canadians consider the following to be human trafficking examples: someone being pressured into the sex trade, someone being smuggled across borders to be exploited, someone being forced to work against their will, or having a person’s organs harvested. Half incorrectly believe that someone being willingly smuggled across borders is considered human trafficking.
- As in 2020, a strong majority of Canadians (eight in ten) continue to agree that human trafficking is a growing problem in Canada. Majorities *disagree* that youth in Canada are generally safe online from human trafficking (three-quarters), that human trafficking mostly happens in other countries (six in ten), and that forced labour crimes are very rare in Canada (just under six in ten). However, somewhat fewer than in 2020 agree that they would be taken very seriously by authorities if they reported a case of human trafficking (seven in ten, down from three-quarters in 2020).

Perceptions of risk and prevalence

- Eight in ten Canadians say human trafficking is a somewhat serious problem, with one-third thinking it is extremely serious and two-thirds that feel human trafficking is becoming more of a problem in Canada than in the past. When asked to consider the impact of human trafficking closer to home, just over four in ten Canadians do not believe it is a serious problem in their local community; this has, however, declined seven percentage points since 2020.

- Most continue to feel fewer than half of children, youth, and young adults are at serious risk of being victims of human trafficking. Just over four in ten Canadians say that 20 percent or less of children, youth, and young adults are at serious risk; while another three in ten think a significant 20 to 40 percent of these groups are at risk.
- Six in ten Canadian parents of children age up to 19 years are now at least somewhat concerned that one of their own children could be a victim of human trafficking (up seven percentage points from 2020) with one-quarter being very concerned.
- Just over six in ten Canadians believe human trafficking of young people either happens occasionally and affects a minority of young people, or that it is quite rare (modestly down from 2020). Just under four in ten now think that human trafficking is either pretty common and affects a lot of young people or is everywhere and impacts almost all.
- Canadians continue to identify runaway youth, young women and girls, and low-income youth as the most likely potential victims of human trafficking. Other groups considered at risk include youth with mental health issues and Indigenous youth.
- The most likely human trafficking perpetrators are generally thought to be organized criminals or strangers, including anonymous people online. Canadians remain notably less inclined to identify people who would be known to the victims, such as current or former intimate partners.
- Of a provided list of options, Canadians remain most likely to think human trafficking is a “big city” crime (over seven in ten). Just over one-third believe it is likely taking place in towns along the U.S. border, one-third think it occurs mainly in coastal communities, and one in three think it is happening in rural areas.
- Consistent with Canadians perceiving human trafficking as a “big city” problem, they are most likely to indicate it happens in more populous provinces, namely Ontario, British Columbia and, to a far lesser extent, Quebec.
- Canadians continue 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 youth (eight in ten or more) feel somewhat or very safe at home, work, school, or when walking in their own neighbourhood. As in 2020, notable proportions only feel somewhat safe—as opposed to very safe—and youth are less likely in 2023 to feel *very* safe in all of these locations.
- Unchanged from 2020, eight in ten young people would be at least somewhat comfortable talking with their parents or another older adult about sensitive or personal safety issues; four in ten are very comfortable with this.

- Just under nine in ten Canadian youth would usually or always inform a friend or family member if they were going to meet someone in person who they'd met online; over half would always do this.
- Close to half of young people are somewhat concerned that they themselves could be a victim of human trafficking (up from one-third in 2020), while just over half are not very or not at all concerned, with two in ten (down from one-third from 2022) being completely unconcerned.
- Of seven listed possible warning signs of human trafficking, Canadians remain most likely to be suspicious if someone did not have control over important documents, had excess cash, had more than one cell phone, or if someone is deceived about the nature of their job, its location or employer.

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

- Under one in ten Canadians are able to name any organization in Canada that they feel is engaged in addressing and raising awareness of human trafficking; over nine in ten cannot name any.
- One-quarter of Canadians recall having heard or seen an advertisement or public service announcement about human trafficking in the past year (down from three in ten in 2020); three-quarters do not recall having seen anything. Those who recalled having seen something mainly have vague recollections of who sponsored the communication they saw.
- 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 provided a response, Canadians would most likely turn to calling 911 or the police.
- In the event they became suspicious that a human trafficking crime was happening around them, the most likely action, by far, would be to contact the local police. Three in ten would contact the Canadian Human Trafficking Hotline (a new option in 2023), and a similar number would talk to a friend or trusted family member.
- When prompted, ten percent of 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—up four percentage points from 2020.
- Canadians were presented with a new question and brief description of Bill S-211. When asked if they have heard anything about the new labour supply chain legislation, one in ten say they have. When asked how important it is that businesses take measures to reduce the risk of forced or child labour in their global supply chains, almost all say this is at least somewhat important; over two-thirds say it is very important.

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.

Derek Leebosh
Vice President, Public Affairs
Environics Research Group
derek.leebosh@environics.ca
(416) 820-1963

Supplier name: Environics Research Group
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For more information, contact ps.communications-communications.sp@canada.ca

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 (HT), the federal government introduced a new *National Strategy to Combat Human Trafficking* that set out a comprehensive way forward to address this complex issue. The *National Strategy* brought 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 in 2020 to establish a quantitative baseline of the current state of public opinion on the issue of human trafficking; to provide the data required to conduct an analysis of the knowledge, attitudes, and behaviours of the Canadian public; and to identify target audience segments (primary and secondary) for a future marketing campaign on human trafficking. This initial baseline data collection has now been followed up with a tracking survey using a similar methodology, which is the subject of this report.

2. Research rationale and objectives

Public Safety's marketing team contracted Environics to conduct a follow-up online survey of Canadians to address the following key research objectives:

- Tracking the state of public opinion among Canadians on the issue of human trafficking, including:
 - awareness 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 or protect themselves and others against inherent risks; and
 - reactions to potential communications messaging regarding the risks of human trafficking.
- Providing the Department with data to evaluate the current campaign strategy.
- Gathering behavioural insights from Indigenous audiences on current knowledge levels, attitudes, and opinions related to HT to inform marketing product development for Indigenous audiences about HT.

This tracking survey used a similar online methodology for the data collection because it allows for a large sample of participants; provides the ability to track and compare key measures; and enables the data to be collected quickly, efficiently, and at a reasonable cost.

This research will be used to help Public Safety Canada expand its knowledge base on 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.

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.

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

Throughout this report, unless otherwise specified, “Youth” or “Young Canadians” refers to youth aged 16 to 25.

Detailed findings

I. Safety and human trafficking in context/general awareness

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

The proportion of Canadians rating each of eight listed safety issues impacting younger people as “extremely serious” is very similar to 2020. They remain most likely to think child sexual exploitation/harassment and human trafficking are “extremely serious,” followed closely by cyberbullying and illegal drug use.

At the start of the survey, respondents were told that the survey topic would be centred on 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 listed, around eight in ten think each is at least somewhat serious. As in 2020, Canadians are most likely to say child sexual exploitation/harassment online is extremely serious (66%), followed by human trafficking (58%). Over half also rate guns and gangs (55%), cyberbullying (54%), and illegal drug use (54%) as extremely serious issues impacting young people; slightly over half (52%) say this about hate crimes. As in 2020, fewer indicate gender-based violence (42%) and climate change (39%) to extremely impact youth.

Seriousness of issues to the safety of young Canadians

Percent who say <i>extremely serious</i>	2023 (n=2,184)	2020 (n=2,006)
Child sexual exploitation/harassment online	66%	67%
Human trafficking (labour and sex trafficking)	58%	58%
Guns and gangs	55%	52%
Cyberbullying	54%	57%
Illegal drug use	54%	51%
Hate crimes	52%	48%
Gender-based violence	42%	43%
Climate change	39%	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?

In this wave, younger Canadians are less likely than the older cohorts to express strong concern about cyberbullying; and are more likely to feel human trafficking, illegal drug use, climate change, child sexual exploitation/harassment online, hate crimes, and gender-based violence are extremely serious threats to youth.

Canadians across every demographic and regional segment continue to overwhelmingly view human trafficking as a somewhat serious issue. Focusing on the extent to which human trafficking is regarded as an *extremely* serious issue, there are similar patterns among those most concerned about this issue (as was the case in 2020). This year—with a fairly similar pattern to 2020—those most likely to view human trafficking as “extremely serious” include women, those with lower annual household incomes, those with lower levels of education, Indigenous people, racialized people, and residents of Manitoba/Saskatchewan.

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

Child sexual exploitation, cyberbullying, illegal drug use, and climate change are rated as the biggest threats to the safety of younger Canadians in 2023. As in 2020, one in ten identify human trafficking as the top threat, and about 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 as question one (Q1). The issues most likely to be rated as the most serious issue—by two in ten each—are child sexual exploitation/harassment online, and cyberbullying. Around one in seven selected illegal drug use as the top threat, and around one in ten each think this of guns and gangs, climate change (down from 16% in 2020), or human trafficking. Canadians remain least likely to rate gender-based violence or hate crimes as a top safety threat for younger Canadians.

Most serious issue facing children, youth, and adults in Canada

Response rated as #1	2023 (n=2,184)	2020 (n=2,006)
Child sexual exploitation/harassment online	20%	18%
Cyberbullying	19%	24%
Illegal drug use	14%	17%
Guns and gangs	12%	10%
Climate change	11%	16%
Human trafficking (labour and sex trafficking)	9%	8%
Impaired driving (alcohol and/or drugs)	7%	n/a
Hate crimes	5%	3%
Gender-based violence	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?*

The age differences observed in 2020 are less notable in this wave of research, although identifying human trafficking as the single most serious threat to the safety of youth in Canada is highest among 16 to 25 year-olds (13% of this group), decreasing in older populations (to 6% of those age 60 and over).

As in 2020, cyberbullying is identified as the most serious threat to youth by those between the ages of 36 and 45 (22%), those with children under the age of 16 (21%), those with higher incomes, and Quebecers. Indigenous respondents continue to be notably more likely to identify human trafficking as the biggest threat (19% versus 9% of non-Indigenous populations) and less likely than other Canadians to see cyberbullying as the biggest threat (12% versus 19% of non-Indigenous populations).

In 2023 about one-third (31%) of all Canadians rate human trafficking as one of the three biggest threats to youth, similar to 32 percent in 2020; this proportion is the same among parents of youth (30%). As in 2020, the proportion of Canadian youth rating human trafficking as one of the three biggest issues is four in ten (40%).

Human trafficking as one of the three most serious issues

Human Trafficking – top three issues	2023 (n=2,184)	2020 (n=2,006)
Ranked as #1	9%	8%
Ranked as #2	11%	12%
Ranked as #3	11%	11%
Total ranking	31%	32%

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 continue to be demographic differences when it comes to indicating human trafficking as one of the three most serious issues. This is highest among those aged 16 to 25, those with lower levels of education, and those living in Manitoba/Saskatchewan. Parents of children are also more likely to indicate human trafficking as a top three risk, compared to those who do not. But unlike 2020, parents of children who identify as female are no more likely to categorise human trafficking as a top three risk than those with children identifying as male only.

3. Level of understanding of human trafficking

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

Two-thirds of Canadians believe they understand the issue of human trafficking in Canada at least somewhat well; one in seven believe they understand it very well. These results are quite similar to 2020.

Understanding of the issue of human trafficking in Canada

Percent who understand the issue of human trafficking...	2023 (n=2,184)	2020 (n=2,006)
Net: well	66%	66%
<i>Very well</i>	14%	12%
<i>Somewhat well</i>	52%	54%
Net: not well	34%	34%
<i>Not very well</i>	31%	32%
<i>Not at all</i>	3%	2%

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...?*

Unlike 2020, youth are as likely as their older counterparts to feel they personally understand the issue of human trafficking very well. There continue to be very few other demographic differences in how Canadians rate their own understanding of the issue. As in 2020, among Indigenous Canadians, over one-quarter understand the issue very well, and over eight in ten understand it at least somewhat well.

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. Approximately two in ten each say it is grooming people to perform illegal acts against their will, or the general exploitation of people.

When asked to indicate their own definition of the term human trafficking—top-of-mind without prompting—Canadians are most likely to describe it as people (especially women) being forced into the sex trade (36%, down six percentage points from 42% in 2020), or as the more general trading/selling or kidnapping of humans (34%, down five points from 2020). Two in ten say it is grooming people to perform illegal acts against their will (21%, up from 17% in 2020); or the exploitation of people, using them for someone else’s benefit, as in making them do unpaid work (20%). Somewhat fewer mention the illegal transportation of people into the country to exploit them (16%), or forced labour and enslavement (14%); and under one in ten cite other definitions. Only six percent were unable to provide an answer to this question and (as in 2020) the vast majority provide accurate descriptions of what human trafficking encompasses. There are few notable demographic or regional differences in how people respond to this question. As in 2020, women are more likely than men to define human trafficking as specifically about women being forced into the sex trade. Mentioning illegal transportation of people into the country is higher among those with university degrees, residents of British Columbia, and those of South Asian ethnicity.

How human trafficking is defined

How human trafficking is defined	2023 (n=2,184)	2020 (n=2,006)
Adults/young people/children (esp. women) used in sex trade/enforced prostitution/sex slavery/selling people for sex	36%	42%
Trading of humans/kidnapping people/selling them	34%	39%
Grooming people to perform illegal acts against their will/making them unable to escape situation/held captive	21%	17%
Exploitation of people/using people for someone else's benefit/forcing people into unpaid work	20%	17%
Illegal transportation/bringing people illegally into the country to take advantage of them	16%	9%
Forced labour/enslaving people for labour/modern times slavery	14%	18%
Exploitation of children/forcing them into illegal work/acts against their will/child labour	7%	2%
Bad/awful/inhuman act against others/having criminal intentions toward others/crimes against humanity	6%	3%
Conning people to go somewhere better/taking advantage of their situation/promises & lies to lure people into illegal situations	4%	3%
Organized crime/gangs'/drug dealers' way of profit	3%	3%
Other (2% or fewer each)	6%	6%
DK/NA	6%	5%

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

5. Awareness of “grooming”

Eight in ten Canadians believe they know what “grooming” means.

When Canadians are asked if they know what “grooming” another person means, three in ten say they definitely know (up five percentage points from 2020), and another one half say they think they know what it is. Two in ten say they do not know what “grooming” means.

Awareness of “grooming” in the context of human trafficking

Proportion who know what “grooming” means	2023 (n=2,184)	2020 (n=2,006)
Net: Yes, know what “grooming” is	79%	74%
<i>Definitely</i>	30%	25%
<i>Think so</i>	49%	49%
Do not know what “grooming” is	21%	26%

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

Unlike 2020, youth are not more likely to admit they do not know what grooming is; in fact, they are the most likely to say they definitely know what it is at 39% (compared to three in ten of those age 36 to 59, and 23% of those age 60 and over). Awareness of “grooming” is lower among men (76% definitely or think they know, versus 81% of women), Quebec residents (70% versus 80% to 85% elsewhere), those born outside Canada (69%), and among East (62%) and South Asian (71%) people. Indigenous people are more likely than non-Indigenous people to know what grooming is (88% versus 78% of non-Indigenous populations).

Regardless of response to the “grooming” question, all were shown the following text after submitting their answer:

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.

6. What activities constitute human trafficking

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

Canadians were presented with a list of things that could happen to a person and were asked to indicate whether or not they considered each to be an example of human trafficking. As in 2020, over nine in ten agree that someone being pressured into the sex trade, or smuggled across international borders for exploitation, constitutes human trafficking. Strong majorities (three-quarters or more) also consider human trafficking as people being forced to work against their will, or having organs harvested against their will. Canadians remain divided about whether people being *willingly* smuggled across international borders is considered human trafficking, with about one half, once again incorrectly, thinking this is an example of human trafficking. Results echo those of 2020.

Activities that constitute human trafficking

Activity <i>is</i> human trafficking	2023 (n=2,184)	2020 (n=2,006)
Someone being pressured into the sex trade	92%	93%
Someone (2020: People) smuggled across international borders for the purpose of being exploited in another country	92%	95%
Someone being forced to work against their will	82%	83%
Someone (2020: People) having their organs removed or harvested against their will	76%	74%
Someone (2020: People) willingly being smuggled across international borders	47%	49%

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?

Responses to this question remain generally consistent across demographic and regional segments. Those age 60 and over are the most likely to think being pressured into the sex trade, being smuggled across international borders, or being forced to work are examples of human trafficking. Quebecers are the most likely to think it is human trafficking if someone is forced to work against their will, or has their organs harvested.

7. Statements about human trafficking

Canadians continue to feel strongly that human trafficking is serious. Most agree it is a growing problem in Canada; and they reject the notions that Canadian youth are safe from online predators, 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 were asked to what extent they agreed or disagreed with each. As in 2020, a strong majority of Canadians continue to feel human trafficking is a growing problem in Canada, with eight in ten (81%) agreeing to some extent, and close to four in ten (37%) agreeing strongly. A majority of Canadians *disagree* that youth in Canada are generally safe online from human trafficking groomers (77% disagree, 18% agree), that human trafficking mostly happens in other countries (62% disagree, 32% agree), and that forced labour crimes are very rare here (57% disagree, 33% agree). However, somewhat fewer respondents than in 2020 agree that they would be taken very seriously by authorities if they reported human trafficking (69%, down from 76% in 2020).

Agreement with statements about human trafficking

Percent who <i>agree</i> (strongly or somewhat) with statement	2023 (n=2,184)	2020 (n=2,006)
Human trafficking is a growing problem in Canada that can have long-term consequences for victims	81%	81%
If I report human trafficking to the authorities, I'm confident they'd take it very seriously	69%	76%
Forced labour crimes are very rare in Canada	33%	36%
Human trafficking is something that mostly happens in other countries and is less of an issue in Canada	32%	34%
Youth in Canada are generally safe online from perpetrators grooming for the purposes of human trafficking	18%	18%

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

Age is not a notable factor in agreement in this wave of research, except those age 60 and over are less likely than others to think human trafficking is something that mostly happens in other countries, or that youth in Canada are generally safe online from human traffickers.

That human trafficking is something that happens in other countries is higher among men than women, those living in Alberta and British Columbia, those born outside Canada, and racialized people. Men are also most likely than women to think forced labour crimes are rare in Canada.

Thinking the authorities would take reports of human trafficking very seriously is a majority position across subgroups, but somewhat higher among those age 60 and over, Indigenous people, racialized people, and those age 16 to 25 who are in school at least part time.

II. Perceptions of risk and prevalence

1. Perceptions of seriousness of human trafficking in Canada

Eight in ten Canadians continue to feel human trafficking is at least a somewhat serious problem in Canada.

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 feel human trafficking is in Canada. Eight in ten say human trafficking is at least a somewhat serious problem, with one-third thinking it as extremely serious (up six points since 2020). Only a small minority (13%) regard it as not being a serious problem in Canada. These results echo those of 2020.

Impressions of severity of human trafficking problem in Canada

Percent who indicate human trafficking in Canada is a serious problem	2023 (n=2,184)	2020 (n=2,006)
Net: serious	81%	78%
<i>Extremely serious</i>	33%	27%
<i>Somewhat serious</i>	48%	51%
Net: not serious	13%	15%
<i>Not very serious</i>	13%	14%
<i>Not serious at all</i>	<1%	1%
Don't know	6%	7%

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

Believing that human trafficking is at least a somewhat serious problem remains generally consistent across demographic and regional segments. This year, unlike in 2020, feeling it is an extremely serious problem is highest among younger Canadians (44% of those ages 16 to 25); and decreases as age increases, with older Canadians are more likely to rate it as somewhat serious. A similar pattern is seen with household income, where those with household incomes under \$80,000 are more likely to think it is an extremely serious problem, and those with household incomes of \$100,000 or higher are more likely to see it as only somewhat serious. Regionally, Quebecers are less likely than others to feel that human trafficking is an extremely serious problem (14% versus 33% to 41% elsewhere); one quarter of Quebecers (23%) think the human trafficking problem is not very serious.

As in 2020, parents of youth are no more likely to view human trafficking as a serious issue than Canadians as a whole. Saying it is an extremely serious problem is notably higher among Indigenous people, with over six in ten saying this. It is also higher among those of South Asian ethnicity (47%).

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

Two-thirds think human trafficking is becoming more of a problem in Canada.

As in 2020, two-thirds of Canadians feel human trafficking is becoming more of a problem in Canada than it has been in the past. One-quarter think there has been no change, and under one in ten think it is becoming less of a problem than it has been in the past.

Is human trafficking more or less of a problem in Canada

Perception of rate of change in human trafficking in Canada	2023 (n=2,184)	2020 (n=2,006)
More of a problem than in the past	67%	66%
No change	25%	27%
Less of a problem than in the past	8%	7%

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?

The perception that human trafficking is a growing problem in Canada is generally consistent across demographic and regional segments. Thinking human trafficking is becoming more of a problem is higher among Indigenous people than those who are not indigenous (74% versus 67% of non-Indigenous populations), and among those who have a child from 16 to 19 years of age (74%). As in 2020, feeling it is becoming more of a problem is somewhat higher among women and older people; it is higher among residents of the Atlantic region and Manitoba/Saskatchewan. Younger people (60% of those ages 16 to 25) and Quebecers (56%) are among those less likely to think human trafficking is increasingly problematic.

3. Perceptions of seriousness of human trafficking in local community

There has been a modest increase in Canadians thinking human trafficking is a serious problem in their own local community.

When asked to consider the impact of human trafficking closer to home, a large group of Canadians (43%) do not believe it is a serious problem in their local community or neighbourhood. This has, however, declined since 2020 (down seven percentage points), with a corresponding increase in saying it is a serious problem. Now, almost four in ten (37%) say human trafficking is at least somewhat serious in their community; two in ten remain unable to say.

Impressions of severity of human trafficking problem in community

Percent who indicate human trafficking in their community is a serious problem	2023 (n=2,184)	2020 (n=2,006)
Net: serious	37%	31%
<i>Extremely serious</i>	13%	7%
<i>Somewhat serious</i>	24%	24%
Net: not serious	43%	50%
<i>Not very serious</i>	29%	33%
<i>Not serious at all</i>	14%	17%
Don't know	20%	18%

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

Thinking that human trafficking is an extremely serious problem in their own community is a minority viewpoint, but somewhat higher among those aged 36 to 45 (21%), Indigenous (33%) and South Asian people (25%), Anglophones (15% versus 4% of Francophones), and parents of only female children (20%).

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

Over four in ten Canadians continue to feel that only a minority of young people in Canada are at serious risk of being victims of human trafficking; one-quarter feel half or more are at risk.

When Canadians are asked what proportion of children, youth, and young adults are at serious risk of being victims of human trafficking, most continue to feel that fewer than half of these groups are at serious risk. Just over four in ten (43%) of respondents say that 20 percent or less of these groups are at serious risk, while another three in ten respondents think a significant 20 to 40 percent are at risk. One-quarter (25%) indicate about half or more of these groups are at serious risk. Results are similar to 2020, though the proportion of those thinking that half or more of these groups are at risk has increased to 26 percent (from 21% in 2020).

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

Proportion at serious risk	2023 (n=2,184)	2020 (n=2,006)
All or most of them (i.e., 60%-100%)	9%	7%
About half of them (i.e., 40%-60%)	17%	14%
A fair proportion of them (20%-40%)	31%	30%
A smaller minority of them (5%-20%)	31%	34%
A very small proportion of them (less than 5%)	13%	15%

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?

Responses to this question are generally consistent across demographic segments. Thinking that half or more of young people are at serious risk of being victims is a minority viewpoint, but is a somewhat higher opinion among women, those with lower levels of education and household income, Ontarians and Alberts, Manitoba and Saskatchewan residents, young people in school part time, and racialized people. Notably, around half of Indigenous people (52%) think that half or more of youth are at serious risk of being human trafficking victims.

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

Six in ten parents are at least somewhat concerned their own child could be a victim of human trafficking.

Parents of children aged up to 19 years were asked how concerned they are that one of their own children could be a victim of human trafficking. Six in ten are now at least somewhat concerned, up seven percentage points from 2020, with one-quarter being very concerned. The remaining four in ten are not very or not at all concerned.

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

Proportion concerned	Parents 2023 (n=836)	Parents 2020 (n=755)
Net: concerned	59%	52%
<i>Very concerned</i>	24%	22%
<i>Somewhat concerned</i>	34%	30%
Net: not concerned	41%	48%
<i>Not very concerned</i>	31%	34%
<i>Not at all concerned</i>	10%	14%

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

Being at least somewhat concerned is a majority view across most subgroups of the parent population, but is higher among those aged 26 to 35, those with household incomes under \$60,000, Indigenous parents, those who were not born in Canada, and racialized parents.

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

Close to four in ten Canadians now believe human trafficking is quite prevalent and affects many young people; over six in ten feel it happens occasionally or rarely, and impacts relatively few.

When Canadians are asked how common they think it is for young people to be victims of human trafficking, a majority (just over six in ten) believe either happens occasionally and affects a minority of young people (49%), or that it is quite rare (14%). However, just under four in ten now think that it is either pretty common and affects a lot of young people, or it is everywhere and impacts almost all (note that the term “affects” was not defined and might be interpreted as something other than being a direct victim).

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

How common is human trafficking of young people	2023 (n=2,184)	2020 (n=2,006)
Human trafficking is everywhere and it affects almost all young people (2020: and almost everyone experiences it)	10%	4%
Human trafficking is pretty common and affects a lot of young people	27%	27%
Human trafficking happens occasionally and affects a minority of young people	49%	54%
Human trafficking is quite rare and only affects a very small number of young people	14%	15%

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 levels of education and household income, and Indigenous and racialized people. There is no clear pattern by age.

7. Most likely victims of human trafficking

Canadians continue to identify runaway youth, young women and girls, and low income 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. Canadians continue to think runaway youth, young women or girls, and youth from low income families are potential victims of this crime. As well, significant minorities feel groups at risk include youth with mental health issues, Indigenous young people, and young recent immigrants. Lower proportions feel visible minorities, young men and boys, 2SLGBTQI+ persons, 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. Close to one-quarter think everyone is equally likely to be a victim of this crime. The response pattern to this question is very consistent with the 2020 findings, although slightly fewer say that runaway youth are most likely to be potential victims than was the case previously (down nine percentage points).

Groups most at risk of being human trafficking victims

Groups at most risk	2023 (n=2,184)	2020 (n=2,006)
Youth who have run away from home	56%	65%
Young women or girls	55%	60%
Young people in low-income families/welfare system	47%	53%
Youth with mental health issues	41%	48%
Indigenous young people	37%	45%
Young people who recently immigrated to Canada	37%	39%
Visible minorities	27%	27%
Young men or boys	27%	30%
Trans/intersex/non-binary young people	24%	28%
Young people identifying as gay/lesbian/bisexual/queer	23%	28%
People with disabilities	17%	19%
People of all ages are equally likely to be a victim	23%	20%
I have no idea	7%	4%

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

Responses are generally similar across subgroups of this population. Younger people are more likely than their older counterparts to think visible minorities are targets for human trafficking. Those with household incomes of \$150,000 or more, and those with a post-graduate degree are the most likely to think several groups are at risk; including runaway youth, young women and girls, and young people from low-income families. Atlantic Canadians are the most likely to indicate that the risks are higher for 2SLGBTQI+ persons or people with disabilities. Thinking Indigenous young people are at risk is notably higher among Indigenous people (48% versus 36% who are non-Indigenous).

8. Most likely to be perpetrators of human trafficking

Human trafficking perpetrators continue to be identified as organized criminals or strangers (including those 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 that human traffickers are people who would not initially be known to their victims, such as members of criminal organizations, strangers (including those online), and people with criminal records. They are notably less likely to identify people 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 six have no idea who the perpetrators of human trafficking would be. Responses echo those provided in 2020.

Most common human trafficking perpetrators in Canada

Most common perpetrators	2023 (n=2,184)	2020 (n=2,006)
Members of criminal organizations	66%	72%
Strangers (incl. anonymous people online)	54%	56%
People with criminal records	42%	44%
Current intimate partners	25%	23%
Former intimate partners	24%	22%
Temporary work firms	22%	19%
Family members	22%	19%
Personal friends	18%	19%
Business acquaintances/colleagues/consultants	14%	15%
Other	1%	2%
I have no idea	17%	14%

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

Responses for this question remain generally consistent across demographic and regional segments. Women are somewhat more likely than men to think current or former intimate partners, and family members could be human trafficking perpetrators. Indicating criminal organization members is highest among those ages 60 and over.

9. Most likely locations of human trafficking in Canada

Canadians still think of human trafficking as a big city problem, although significant minorities think it is likely to be happening in border or coastal towns.

Of a provided list of options, Canadians remain most likely to think human trafficking is a “big city” crime (72%, down marginally from 79% in 2020). Just over one-third believe it is likely taking place in towns along the U.S. border, and one-third think it occurs mainly in coastal communities; one in three think it is happening in rural areas. One in six are unable to say where it occurs. These results are essentially unchanged from 2020.

Where human trafficking is most prevalent in Canada

Most likely locations	2023 (n=2,184)	2020 (n=2,006)
In big cities	72%	79%
In towns along the U.S. border (2020: In border towns)	36%	38%
In coastal cities/towns with ports	33%	36%
In small towns/rural areas	29%	28%
I have no idea	18%	14%

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

Responses to this question continue to be quite consistent across demographic and regional segments. Quebecers are the most likely to say it is a “big city” issue (80% versus 66% to 74% elsewhere). Racialized Canadians are more likely than others to recognize it is also happening in small towns, but it is still a minority response (37% racialized persons versus 26% non-racialized).

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

Canadians continue to believe human trafficking is most prevalent in Ontario, followed by British Columbia.

Consistent with Canadians perceiving human trafficking as a “big city” problem, they are most likely to indicate it happens in more populous provinces, such as Ontario (29%), British Columbia (15%), and—to a far lesser extent—Quebec (6%). Almost four in ten are unable to say where in Canada human trafficking is taking place more frequently. This is very consistent with the 2020 findings.

Most likely province or territory for human trafficking in Canada

Most likely province or territory	2023 (n=2,184)	2020 (n=2,006)
Newfoundland and Labrador	<1%	<1%
Prince Edward Island	<1%	<1%
Nova Scotia	1%	1%
New Brunswick	<1%	<1%
Quebec	6%	6%
Ontario	29%	33%
Manitoba	2%	2%
Saskatchewan	1%	1%
Alberta	2%	1%
British Columbia	15%	17%
Yukon	<1%	<1%
Northwest Territories	1%	1%
Nunavut	1%	1%
None	3%	3%
Don't know	38%	36%

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

These results remain fairly consistent across demographic segments, with Ontario being the location selected most. Ontario is mentioned by somewhat higher proportions of men, youth (especially those ages 20 to 25), Ontarians, and those born in Canada. In this wave of research, British Columbians are about as likely as other Canadians to indicate their own province.

11. Industries most likely to be involved in human trafficking

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

When Canadians are asked which businesses or industry sectors are most likely to be implicated in human trafficking, they most often indicate massage parlours/strip clubs (67%, down 15 percentage points from 82% in 2020); domestic service, such as nannies or housekeepers (50%, down 7 points); and the hospitality sector, such as hotels and tourism (45%, basically unchanged). Smaller proportions of Canadians mention other sectors, such as transportation (22%, up 6 points), farming/fishing (20%), and manufacturing (19%). Around one in seven indicate the construction industry or large sporting events. In this wave of research, two in ten (up from 12%) have no idea what sectors are most likely to be involved in human trafficking.

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

Business sector	2023 (n=2,184)	2020 (n=2,006)
Massage parlours/strip clubs	67%	82%
Domestics (i.e., nannies, housekeepers, etc.)	50%	57%
Hotels/tourism	45%	46%
Transportation industry	22%	16%
Farming (2023 added: fishing)	20%	23%
Manufacturing industry	19%	21%
Construction industry	15%	n/a
Large sporting events	15%	20%
Embassies	8%	8%
I have no idea	20%	12%

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

There are a few notable demographic differences in how Canadians respond to this question. Indicating that massage parlors/strip clubs are affected by or involved in human trafficking crimes is higher as age increases, (up to 78% of those ages 60 and over). Seniors are also the most likely to feel that this happens in the domestic service industry. In contrast, youth are more likely than older Canadians to feel it is a problem in the transportation industry. Quebec residents are the most likely to indicate massage parlors/strip clubs, or large sporting events as affected by or involved in human trafficking crimes. Indigenous people are more likely than non-Indigenous persons to indicate that human trafficking might be taking place in the transportation, manufacturing, or construction industries.

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 or walking in their neighbourhoods; minorities feel very safe at locations outside of their home.

Younger Canadians aged 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 (81%) of youth feel at least somewhat safe in all four of these locations. As in 2020, notable proportions only feel somewhat safe as opposed to very safe, and youth are less likely in 2023 to feel very safe at home (down 5 percentage points), at work (9 points), at school (7 points), or walking in their neighbourhood (11 points).

Perceptions of safety of specific locations*

Feel <i>very safe</i> in location	Youth 2023	Age 16 to 19	Age 20 to 25	Youth 2020
At home	73% (n=628)	81% (n=312)	67% (n=316)	78% (n=568)
At work	47% (n=530)	44% (n=240)	49% (n=290)	56% (n=485)
At school	43% (n=578)	44% (n=305)	42% (n=273)	50% (n=533)
Walking in your neighbourhood	30% (n=629)	28% (n=312)	31% (n=317)	41% (n=560)

*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?

The views of young women are generally similar to young men in 2023, but they remain notably less likely than young men to feel very safe while walking in their own neighbourhood; four in ten (40%) young men feel very safe doing this, compared to just 23 percent of young women. Feeling very safe while walking in their own neighbourhood increases along with increases in household income, from 19 percent in the lowest income households, up to 45 percent in households with incomes over \$150,000. As in 2023, Indigenous youth are less likely than non-Indigenous youth to feel very safe in all four of these locations.

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

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

Younger Canadians aged 16 to 25 were asked how comfortable they would be talking with their parents or another older adult about sensitive or personal safety issues. As in 2020, 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 discussing personal safety issues with an older person.

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

Level of comfort	Youth 2023 (n=636)	Age 16 to 19 (n=313)	Age 20 to 25 (n=323)	Youth 2020 (n=570)
Net: comfortable	79%	83%	76%	80%
<i>Very comfortable</i>	39%	45%	35%	41%
<i>Somewhat comfortable</i>	40%	37%	41%	39%
Net: not comfortable	17%	17%	18%	18%
<i>Not very comfortable</i>	14%	14%	15%	15%
<i>Not comfortable at all</i>	3%	3%	3%	3%

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

Responses are generally similar across subgroups of youth. In this wave, there are no notable gender differences in feeling very comfortable having these kinds of discussions with parents (39% males versus 37% females). Racialized youth are as likely to feel very comfortable (40%) as other young Canadians.

3. Youth alerting others about meeting an online acquaintance

Nearly 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; over half would always do this.

Younger Canadians aged 16 to 25 were asked how likely they would be to let someone know if they were planning to meet in person with someone they had met online. Just under six in ten (56%, up slightly from 52% in 2020) say they would always inform someone else about this, and a further one-third would usually do this. One in ten (12%) 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 2023 (n=636)	Age 16 to 19 (n=313)	Age 20 to 25 (n=323)	Youth 2020 (n=570)
I’d always inform a friend/family member	56%	60%	53%	52%
I’d usually inform a friend/family member	32%	30%	33%	37%
I’d usually not inform a friend/family member	11%	10%	13%	9%
I’d never inform a friend/family member	1%	1%	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 continue to be a few notable demographic differences in the proportion of younger Canadians who will always inform anyone about meeting someone in person after an online connection. As in 2020, around two-thirds (64%) of young women would always inform a friend or family member, compared to 46 percent of young men (however, this is up from 39% in 2020). Those born in Canada are more likely than those born elsewhere to say they would always let someone know about this (58% versus 47% of those born outside of Canada), but the ethnicity differences seen in 2020 are not marked in 2023.

4. Canadian youth concerns about becoming victims of human trafficking

Concern about personally being a victim of human trafficking has increased among younger Canadians since 2020. Now, nearly half are at least somewhat concerned, and one in seven 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. Close to half are at least somewhat concerned (up from one-third in 2020), just over half are not very or at all concerned, and two in ten (down from one-third in 2020) are completely unconcerned. While youth remain less concerned about this issue than their parents (47% of youth versus 59% of parents), the gap has closed somewhat since 2020 (when it was 33% of youth versus 52% of parents).

Youth’s level of concern regarding personally becoming human trafficking victims

Proportion concerned	Youth 2023 (n=636)	Age 16 to 19 (n=313)	Age 20 to 25 (n=323)	Youth 2020 (n=570)
Net: concerned	47%	45%	49%	33%
<i>Very concerned</i>	14%	15%	13%	8%
<i>Somewhat concerned</i>	34%	30%	37%	25%
Net: not concerned	53%	55%	51%	67%
<i>Not very concerned</i>	33%	35%	32%	34%
<i>Not at all concerned</i>	19%	20%	19%	33%

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

As in 2020, there is no notable difference in perception of personal risk of being a victim of human trafficking between 16 to 19-year old youth, and those aged 20 to 25. However, as in 2020, female youth are much more likely than male youth to be at least somewhat concerned about this (55% of female youth, up from 41% in 2020; versus 40% of male youth, up from 26% in 2020). Indigenous youth remain much more likely than non-Indigenous youth to be at least somewhat concerned they could be a victim of human trafficking (61%, up somewhat from 55% in 2020; versus 46% of non-Indigenous youth).

5. Recognition of warning signs of human trafficking

Canadians remain most likely to suspect human trafficking if someone does not have control over important documents, has excess cash, has more than one cell phone, or has 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 think each circumstance is worthy of at least some suspicion; these results are virtually unchanged from 2020. Canadians would be most suspicious if someone did not have control over their travel or other important documents (61% would be very suspicious). Less likely to be considered as very suspicious are other signs such as having lots of excess cash; having more than one cell phone; or someone being deceived about the nature of their job, its location, or employer. The circumstances causing the least suspicion of human trafficking are if someone is not in any contact with family or friends, or someone not being familiar with the neighbourhood in which they live or work.

If warning signs of human trafficking are considered suspicious

Sign is <i>very suspicious</i>	2023 (n=2,184)	2020 (n=2,006)
Someone not having control over their travel documents or other important documents	61%	62%
Someone having lots of excess cash that seemed beyond what they could possibly earn	45%	46%
Someone having more than one cell phone or not having control of their own phone	43%	43%
Someone being deceived about the nature of their job, its location or employer	40%	40%
Someone lying about age and/or using false ID	37%	35%
Someone claiming not to be in any contact with family or friends	32%	32%
Someone not being familiar with the neighbourhood they live or work in	22%	18%

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 continues to be a few notable demographic patterns in how Canadians regard these signs as *very* suspicious of human trafficking. Quebecers are less likely than others to indicate each circumstance would make them very suspicious. Women are more likely than men to think most of these signs would give them a strong suspicion of human trafficking, with the exceptions being lying about age/using false ID, and someone not being familiar with neighborhoods; here, their level of strong suspicion is about the same.

Younger people continue to be more likely than older Canadians to be suspicious of some not being familiar with their neighbourhood, or lying about age/having false ID. In contrast, older people are more likely than others to be suspicious of someone not having control of important documents or having excess cash. Being very suspicious due to someone lying about their age/using false ID is higher among Indigenous people than non-Indigenous people. Those not born in Canada are more likely than those born in Canada to be suspicious due to deception regarding the nature of someone’s job, lying about age/using false ID, or claiming not to be in contact with family and friends.

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 continue to be unaware of any specific anti-human trafficking organizations

Under one in ten Canadians are able to name any organization in Canada they feel is engaged in addressing and raising awareness of human trafficking; over nine in ten cannot name any. Three percent of Canadians mention the police or the RCMP, and one percent or fewer mention a variety of other organizations. Younger Canadians, parents of 13 to 19-year olds, Indigenous people, and racialized people are no more likely to be able to name any organization than Canadians as a whole.

Top-of-mind anti human trafficking organizations

Organization	2023 (n=2,184)	2020 (n=2,006)
Police/RCMP	3%	5%
Canadian Centre to End Human Trafficking	1%	1%
The Joy Smith Foundation	<1%	-
Government of Canada	<1%	1%
Covenant House	<1%	<1%
International Justice Mission	<1%	<1%
Canadian Centre for Child Protection	<1%	<1%
Amnesty International	<1%	1%
UN/its organizations (UNICEF, UNESCO, etc.)	<1%	<1%
Canadian women organizations (e.g., women’s shelters)	1%	1%
Other	2%	2%
DK/NA/Not aware of any	92%	91%

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

One-quarter of Canadians recall hearing or seeing an ad or public service announcement (PSA) on the subject of human trafficking in the past year, down from three in ten in 2020. Most have only vague recollections of who sponsored the ad or PSA.

One-quarter of Canadians recall having either heard or seen an ad or PSA about human trafficking in the past year, down from three in ten in 2020. Three-quarters do not recall having seen anything.

Awareness of human trafficking advertisement or PSA

Response	2023 (n=2,184)	2020 (n=2,006)
Yes (have seen)	24%	29%
No (have not seen)	76%	71%

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

As in 2020, English survey respondents are more likely to have seen an ad or PSA than French survey respondents (27% English-speakers versus 15% French-speakers). Four in ten (42%) Indigenous respondents have seen or heard an ad or PSA, versus 23 percent of others. Recalling something is also higher among those born in Canada, those taking the survey in English, and racialized Canadians. Youth are more likely (30%) than those over the age of 26 (21% to 24%) to have heard something on this topic.

Those who recalled having seen an ad or PSA about human trafficking in the past year (n=545) have mainly vague recollections of who sponsored the communication they saw. The largest proportions say they saw something from the government; on public transit, or in airports or public washrooms; or saw or heard a documentary on the news. Five percent mention the police or Crimestoppers; three percent mention attending a lecture or reading an article; and a small percentage mention specific things, such as a movie (including “Sound of Freedom”), organizations such as the Canadian Centre to End Human Trafficking or Amnesty International, or Public Safety Canada. This is generally similar to 2020 results.

Sponsor of human trafficking advertisement or PSA – among those aware

Response	2023 (n=545)	2020 (n=582)
Government (federal/provincial/city)	10%	10%
Saw an ad/poster on public transit/at the airport/public washrooms	8%	-
Saw/heard documentaries on TV/radio/CBC	8%	12%
Police/Crime Stoppers/RCMP	5%	9%
Read an article/attended a speech/lecture about subject	3%	3%
Movie about human trafficking/"Sound of Freedom"	2%	-
Canadian Centre to End Human Trafficking	2%	1%
Global/international organization (e.g., Amnesty International, UN, etc.)	2%	3%
Public Safety Canada	1%	1%
Canadian Centre for Child Protection/Kids Hotline	1%	1%
Covenant House	1%	1%
Other	8%	6%
Not sure/just remember seeing/reading/hearing the ad	50%	55%

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. Awareness of human trafficking support helplines or websites

As in 2020, nine in ten Canadians are not aware of any specific anti-human trafficking helplines or websites.

Nine in ten Canadians are not aware of any specific helplines or websites 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; few mention specific organizations. This echoes the results seen in 2020.

Younger Canadians (aged 16 to 19) are the most likely to just say the resource was government-sponsored, and those aged 60 and over are the most likely to say they saw this on TV. Otherwise, there are few notable differences in response to this question.

Response to being pressured into human trafficking crime

Response	2023 (n=2,184)	2020 (n=2,006)
911/police	4%	4%
Kids Help Line	1%	1%
Canadian Centre to End Human Trafficking	1%	1%
RCMP	1%	1%
Would look online/Google it	<1%	-
Crimestoppers	<1%	-
Other	2%	3%
Don't know of any specific help lines/websites	91%	90%

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?*

4. How to respond to suspected human trafficking

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

Canadians were asked what they would do if they suspected a human trafficking crime was happening around them; multiple responses were accepted. The most likely response, by far, would be to contact the local police. Three in ten would contact the Canadian Human Trafficking Hotline (a new option in 2023), and a similar number would talk to a friend or trusted family member. One in seven would talk to their boss if this happened in a work setting. Very few would take other actions, and two in ten would not know how to respond or would do nothing.

Response to suspicion of a human trafficking crime

Response	2023 (n=2,184)	2020 (n=2,006)
Contact local police to report it	72%	74%
Contact the Canadian Human Trafficking Hotline	30%	n/a
Talk to a friend or trusted family member (2023: or community elder) about it	28%	30%
Talk to my boss (if observed in the workplace)	14%	14%
Other	2%	3%
None of these/nothing	4%	3%
I would not know how to respond or what to do	17%	22%

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

In 2023, the differences in responses by age—as seen in 2020—are no longer evident. Saying they would contact the Canadian Human Trafficking Hotline is higher among Indigenous people, those born outside of Canada, English-speakers, and racialized Canadians.

5. Awareness of Canadian Human Trafficking Hotline

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

When prompted, ten percent of Canadians are aware of the Canadian Human Trafficking Hotline (which provides general information and support to victims of human trafficking, as well as helps to facilitate the reporting of incidences of human trafficking), up four percentage points from 2020. This proportion rises to 17 percent among younger Canadians (up from 9% in 2020). Among Indigenous people, the proportion aware of the Hotline is now at 31 percent (up somewhat from 26% in 2020).

Aware of Canadian Human Trafficking Hotline

Response	2023 (n=2,184)	2020 (n=2,006)
Yes	10%	6%
No	90%	94%

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?

6. Awareness of Bill S-211

One in ten say they have heard something about Bill S-211.

Canadians were presented with a brief description of Bill S-211 and asked if they have heard anything about this new labour supply chain legislation. One in ten Canadians (11%) say they have. The proportion is fairly similar across subgroups of the population, but is marginally higher in Quebec (15%) than in other places (8% to 12%). Among Indigenous people, the proportion rises to 37%—considerably higher than 9 percent among non-Indigenous people.

Aware of Bill S-211

Response	2023 (n=2,184)
Yes	11%
No	89%

Q31. Parliament recently passed Bill S-211, known as the Fight Against Forced Labour and Child Labour in Supply Chains Act, which will require Canadian businesses to report on steps taken to address forced labour and child labour in their global supply chains. Have you heard anything about this?

7. Importance of business action against forced labour and child labour

Seven in ten Canadians think businesses taking measures to reduce forced or child labour in their supply chains is very important.

Canadians were shown a statement about Bill S-211, indicating that Canadian businesses will have a greater role to play in reducing the risk of forced labour and child labour by showing more transparency in their business practices. When asked how important it is that businesses take measures to reduce the risk of forced or child labour in their global supply chains, almost all say this is very (68%) or somewhat (28%) important.

Importance of business action against forced/child labour

Response	2023 (n=2,184)
Net: important	96%
<i>Very important</i>	68%
<i>Somewhat important</i>	28%
Net: not important	4%
<i>Not very important</i>	3%
<i>Not important at all</i>	1%

Q32. *As part of the new Bill S-211, Canadian businesses will have a greater role to play in reducing the risk of forced labour and child labour by showing more transparency in their business practices. How important is it that businesses take measures to reduce the risk of forced or child labour in their global supply chains?*

Saying this is very important is the dominant response across all subgroups of the population, but is marginally higher among women, those aged 60 and over, and those who work full time. Interestingly, saying this is very important is lowest among those who have children under the age of 13 (57%).

Appendix A: Methodology

This research consisted of an online survey of 2,184 Canadians aged 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 pane

Sample design and weighting

Environics Research conducted an online survey of Canadians who are members of an online panel, from October 20 to November 13, 2023. The sampling method was designed to complete interviews with 1,000 Canadians aged 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.

In addition to a survey of 1,000 members of the general public, the survey was designed to oversample 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
- 150 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, such as 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.

The survey achieved the following distributions (please note there is overlap in the categories; youth includes Indigenous youth; parents include indigenous parents etc.):

General public, plus oversamples		
Target group	Actual Unweighted	Actual Weighted*
Adults 26 and over	1,548	1,771
Youth and young adults	636	413
Youth/young adult age breakdown		
<i>16-19 years old</i>	313	177
<i>20-25 years old</i>	323	236
Adults 26 and over breakdown		
Parents of children aged 13-19 years old	836	784
Non-parents	712	987
Indigenous Canadians including youth	244	109
Non-Indigenous Canadians including youth	1,940	2,075
Total respondents	2,184	2,184
<i>Atlantic Canada</i>	163	159
<i>Quebec</i>	510	515
<i>Ontario</i>	825	835
<i>Prairies</i>	374	370
<i>BC</i>	293	294
<i>Territories</i>	19	11

*Results are weighted by region, gender, and age to 2021 Census data.

Questionnaire design

Public Safety Canada provided Environics with an outline of topics to be covered in the survey. Environics then designed the questionnaire in consultation with Public Safety Canada 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 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)	74,271
Total completes	(d)	2,184
Qualified breakoffs	(e)	617
Disqualified	(f)	2,048
Not responded	(g)	64,897
Quota filled	(h)	4,525
Contact rate = (d+e+f+h)/c		12.62%
Participation rate = (d+f+h)/c		11.79%

Respondent profile

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

General public	Total sample 2023 %	Total sample 2020 %
Age		
16-25	19%	15%
26-45	29%	32%
46-59	21%	25%
60+	31%	28%
Gender		
Female	51%	51%
Male	48%	49%
Other	1%	-
Education		
High school or less	22%	20%
College/tech	27%	29%
University	49%	49%
Household income		
Under \$40,000	15%	12%
\$40,000-\$80,000	23%	24%
\$80,000-\$100,000	11%	14%
Over \$100,000	36%	31%

Language of survey		
English	78%	76%
French	22%	24%

Appendix B: Quantitative research instrument

HUMAN TRAFFICKING AWARENESS SURVEY FALL 2023

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.

Please click on >> to continue.

D1. In what year were you born?

OPEN-ENDED NUMERIC: ____ RANGE: 1920-2007

IF 16 YRS+ 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

01 – Children under the age of 13 [TERMINATE IF ONLY OPTION SELECTED]

02 – Children between 13 and 15

03 – Children between 16 and 19

04 – Children 20 or over [TERMINATE IF ONLY OPTION SELECTED]

05 – 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 or territory of residence?

Select one response

01 – Newfoundland and Labrador [ALLOW FRENCH AND ENGLISH]

02 – Prince Edward Island [ALLOW FRENCH AND ENGLISH]

03 – Nova Scotia [ALLOW FRENCH AND ENGLISH]

04 – New Brunswick [ALLOW FRENCH AND ENGLISH]

05 – Quebec [ALLOW FRENCH AND ENGLISH]

06 – Ontario [ALLOW FRENCH AND ENGLISH]

07 – Manitoba [ALLOW FRENCH AND ENGLISH]

08 – Saskatchewan [ALLOW FRENCH AND ENGLISH]

09 – Alberta [ALLOW FRENCH AND ENGLISH]

10 – British Columbia [ALLOW FRENCH AND ENGLISH]

11 – Nunavut [ALLOW FRENCH AND ENGLISH]

12 – Northwest Territories [ALLOW FRENCH AND ENGLISH]

13 – Yukon [ALLOW FRENCH AND ENGLISH]

14 – 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 Métis?

Select one response

1 – Yes, First Nation [APPLY TO INDIGENOUS OVERSAMPLE]

2 – Yes, Inuit [APPLY TO INDIGENOUS OVERSAMPLE]

3 – Yes, Métis [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 [\[ANCHOR\]](#)
- 4 – Prefer not to answer [\[ANCHOR\]](#)

[CONTINUE TO SURVEY...](#)

HUMAN TRAFFICKING STUDY

GEN POP (16YRS+) [N of 2150]

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 of 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	Other
Climate change	

Child sexual exploitation/harassment online	
Hate crimes	
Gender-based violence	
Impaired driving (alcohol and/or drugs) (new item)	

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

text

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
- 3 – No, I do not

NEW SCREEN

In fact, “grooming” is a scheme used by offenders that involves building trust with individuals, in an effort to gain access to and control them. Grooming is an attempt to manipulate someone into becoming a cooperative participant.

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. Someone having their organs removed or harvested against their will
- d. Someone willingly being smuggled across international borders
- e. Someone smuggled across international borders 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 of 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 it affects almost all young people

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

RANDOMIZE

- 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 towns along the U.S. border
- 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

RANDOMIZE

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

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 most likely 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

text
text

ASK ALL

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) _____

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 or community elder about it

04 – Talk to my boss (if observed in the workplace)

05 – Contact local police to report it

06 – Contact the Canadian Human Trafficking Hotline (new item)

98 – Other (specify) _____

[Anchor]

99 – None of these

[Anchor] [Exclusive]

Q30. Prior to this survey, had 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

Q31. Parliament recently passed Bill S-211, known as the Fight Against Forced Labour and Child Labour in Supply Chains Act, which will require Canadian businesses to report on steps taken to address forced labour and child labour in their global supply chains. Have you heard anything about this?

Select one response

1 – Yes

2 – No

Q32. As part of the new Bill S-211, Canadian businesses will have a greater role to play in reducing the risk of forced labour and child labour by showing more transparency in their business practices. How important is it that businesses take measures to reduce the risk of forced or child labour in their global supply chains?

1 – Very important

2 – Somewhat important

3 – Not very important

4 – Not important at all

[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.