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# ***Human Trafficking Public Awareness Campaign (ACET) Research***

## **Final Report**

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**Canada**

## **Human Trafficking Public Awareness Campaign (ACET) Research Final Report**

Prepared for Public Safety Canada by Environics Research

March 2022

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## Executive summary

### A. Background and objectives

Following the Government of Canada's 2019 budget announcement and formal evaluation of Canada's National Action Plan to Combat Human Trafficking, the federal government introduced a new National Strategy to Combat Human Trafficking that sets out a comprehensive way forward to address this complex issue. The strategy brings together all federal efforts that aim to address 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."

The National Strategy includes funding commitments of \$57 million over five years and \$10 million ongoing to help strengthen Canada's response to human trafficking, support broader Government of Canada commitments, prevent and address gender-based violence, and support the safety and security of Indigenous peoples.

Human Trafficking consultations were conducted across Canada in 2018, helping inform The Way Forward to End Human Trafficking Consultations Discussion Paper. The insights gathered through in-depth consultations addressed the vital need for increased public awareness and knowledge to help communities and stakeholders better recognize the early signs of human trafficking, and reduce the stigmatization of victims and improve proactive response to incidents.

In 2019-20, as the first step in addressing public awareness needs, Public Safety contracted Environics Research to conduct Public Opinion Research (POR) to establish baseline levels of awareness about Canadian's perceptions, behaviours, and understanding of human trafficking, as well as helped identify optimal target audiences.

Public Safety Canada launched a national marketing campaign focused on raising awareness and educating Canadians about human trafficking in February 2021, with its most recent advertising running from November 2021 to February 2022.

This current research will enable PS to measure the effectiveness of the campaign and also to track how awareness of human trafficking has evolved since the baseline survey conducted in 2020.

This research project had two key research objectives:

- Pre- and post-campaign evaluation will be used to assess and track campaign performance using the advertising campaign evaluation tool (ACET), in accordance with the Communications Policy of the Government of Canada, and mandatory for all advertising campaigns with a media component of \$1 million or more;
- Track changes in Canadian audiences' knowledge, attitudes and behaviours related to human trafficking.

### B. Methodology

Environics conducted bilingual, national, online surveys: one as a baseline, in advance of the advertising campaign, and one near the end of the advertising campaign, to measure changes in awareness and intent to visit resources over time, in order to assess impact of the campaign. Both waves were online surveys of a minimum of 2,000 Canadians, conforming to the Government of Canada ACET template. The samples included

at least 300 youth between the ages of 16 and 25, and at least 300 parents of 13- to 19-year-olds. Each survey instrument was based on the Advertising Campaign Evaluation Tool questions used by the Government of Canada in all of its advertising evaluation research, with the addition of a few questions about human trafficking that were previously asked in the initial baseline online survey of 2,236 Canadians 16 years of age and over conducted for Public Safety Canada by Environics in March of 2020<sup>1</sup>.

The pre-campaign ACET field period was from July 14 to 23, 2021 and the post-campaign ACET was undertaken from January 24 to February 7, 2022. Data were weighted by region based on 2016 Census proportions.

Because respondents are recruited from a panel, this is a non-probability survey, and no formal estimates of sampling error can be calculated. Although opt-in panels are not random probability samples, online surveys can be used for general population surveys provided they are well-designed and employ a large, well-maintained panel, as was the case here.

More information about the methodology for these surveys is included in Appendix B.

### **C. Contract value**

The contract value was \$79,045.25 (including HST)

### **D. Report**

This report begins with an executive summary outlining the key findings and conclusions of the human trafficking tracking questions asked in the ACETs, followed by a detailed analysis of those questions, and a methodology section covering both survey phases. Provided under separate cover are the detailed ACET “banner tables” presenting the results of the surveys for all questions by population segments as defined by region and demographics. These tables are referenced by survey question in the detailed analysis.

### **E. Use of findings of the research**

Results from ACET testing and the added behavioural questions will evaluate the effectiveness of the campaign. The behavioural questions will allow for comparison with previous baseline quantitative results to identify valuable trend data on changes in Canadians’ attitudes, knowledge and behaviours related to Human Trafficking since the campaign launched. The ACET testing results will evaluate the effectiveness of the campaign’s messaging and media tactics, and will provide the Government of Canada valuable insight into Canadians’ media consumption habits and the effectiveness of the media strategy.

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<sup>1</sup> Note the 2020 survey oversampled subgroups of interest: 500 parents of children aged 13 to 19, 250 youth ages 16 to 19, 250 young adults aged 20 to 25, and 230 Indigenous parents and youth. This difference in sample composition may contribute to differences in response.

## F. Human trafficking survey questions – key findings

### Level of understanding of human trafficking

- Just over half of Canadians believe they understand the issue of human trafficking at least somewhat well; one in ten believe they understand it very well.
- The overall finding regarding understanding is similar to that found in the pre-campaign survey but is down by 11 points from March 2020.

### What activities constitute human trafficking

- Strong majorities agree human trafficking includes people being smuggled across international borders for exploitation, someone being pressured into the sex trade, or someone being forced to work or having organs harvested against their will. Canadians are less certain about the phenomenon of people being *willingly* smuggled across international borders.
- Findings are largely consistent with the previous two surveys, with the exceptions of a decline since March 2020 in the proportion agreeing that people being forced to work against their will constitutes human trafficking, and an increase since the pre-campaign survey in the perception that human trafficking includes people being willingly smuggled across international borders.

### Perceptions of seriousness of human trafficking in Canada

- Three-quarters think human trafficking is at least a somewhat serious problem in Canada, with three in ten thinking it is extremely serious. Only a small minority (16%) regard it as not being a serious problem in Canada.
- Following a sharp decline between the March 2020 and the pre-campaign surveys, the proportion considering human trafficking a serious problem in Canada has rebounded, although not quite to the level found in March 2020.

### Perceptions of the rate of change in human trafficking in Canada

- Six in ten Canadians think human trafficking is becoming more of a problem in Canada than it has been in the past. Three in ten think there has been no change, and just one in ten feel it is becoming less of a problem.
- The proportion thinking human trafficking is more of a problem has increased somewhat from the pre-campaign survey, but is still well below that found in March 2020.

### Parents' level of concern for their own children becoming victims of human trafficking

- Seven in ten parents of children up to 19 years old are at least somewhat concerned about the possibility of their children becoming victims of human trafficking, with one-third being very concerned. Three in ten are not very or at all concerned.
- The level of concern in the current survey marks the second consecutive increase since the March 2020 survey, when only half of parents expressed concern.

### **Canadian youth concerns about becoming victims of human trafficking**

- Among younger Canadians aged 16 to 25, personal concern about the potential for becoming a victim of human trafficking is lower than parental concern: four in ten are at least somewhat concerned, while six in ten are not very or at all concerned, with two in ten being completely unconcerned.
- While similar to the results found in the pre-campaign survey, overall concern is somewhat higher than that found in March 2020, when only one-third expressed concern.

### **Most likely to be perpetrators of human trafficking**

- Canadians are most likely to think human traffickers are people not initially known to their victims, such as members of criminal organizations, strangers and people with criminal records. They are less likely to identify people that victims might know socially or through work, such as intimate partners (past or present), temporary work firms, friends or family members, or business acquaintances. Just under two in ten have no idea.
- These findings are largely similar to those found in the previous two surveys. Since the March 2020 survey, family members and personal friends are now less likely to be considered to be perpetrators.

### **How to respond to human trafficking**

- Three-quarters of Canadians would contact local police if they suspected a case of human trafficking. One-quarter would talk to a friend or trusted family member. Very few would take other actions.
- A total of one in five would not know what to do or how to respond, or would do nothing.
- These findings are largely similar to those from the previous two surveys, with the exception that the total proportion that says they wouldn't know how to respond or what to do, or they would do nothing, has declined since March 2020 – with nearly all of this decrease coming from responses of not knowing how to respond or what to do.

### **Awareness of human trafficking helplines and websites**

- Just over nine in ten Canadians are not aware of any help lines or websites specifically to support people regarding human trafficking.
- Among the fewer than one in ten who provide a response, Canadians would most likely turn to calling 911 or the police. Just one percent mention the Canadian Human Trafficking Hotline.
- These findings are essentially unchanged over the past two surveys.

### **Awareness of Canadian Human Trafficking Hotline**

- When prompted, eight 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.
- This proportion remains essentially unchanged from the previous two surveys.

## G. Political neutrality statement and contact information

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

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## Detailed findings

### 1. Level of understanding of human trafficking

Just over half think they understand the issue of human trafficking at least somewhat well.

When asked to rate their own understanding of the issue of human trafficking, just over half of Canadians believe they understand it at least somewhat well; one in ten believe they understand it very well. The overall finding regarding understanding is similar to that found in the pre-campaign survey, but is down by 11 points from March 2020.

#### Understanding of the issue of human trafficking in Canada

Percent who understand the issue of human trafficking...	Post-campaign (n=2,000)	Pre-campaign (n=2,149)	March 2020 (n=2,006)*
Net: Well	55%	53%	66%
Very well	11%	9%	12%
Somewhat well	44%	44%	54%
Net: Not well	45%	48%	34%
Not very well	39%	40%	32%
Not at all	6%	7%	2%

QT2A. 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...?

\* Note the 2020 survey oversampled subgroups of interest: 500 parents of children aged 13 to 19, 250 youth ages 16 to 19, 250 young adults aged 20 to 25, and 230 Indigenous parents and youth. This difference in sample composition may contribute to differences in response.

Younger youth aged 16 to 17 are less likely to believe they personally understand the issue at least somewhat well, as are residents of Quebec and those with no children under 18 in the household. Those aged 18 and older (especially 35-44), Ontario residents and those with children under 18 in the household are more likely say they understand this issue at least somewhat well. Reported awareness of the issue is also higher among those who are aware of the human trafficking ad campaign.

## 2. What activities constitute human trafficking

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

Canadians were presented with a list of things that could happen to a person and asked to indicate whether or not they considered each to be an example of human trafficking. Nine in ten agree that people being smuggled across international borders for exploitation, or someone being pressured into the sex trade, constitute human trafficking. Strong majorities of three-quarters also recognize as human trafficking people being forced to work or having organs harvested against their will. Canadians are less certain about the phenomenon of people being *willingly* smuggled across international borders, with just under six in ten erroneously considering this to be an example of human trafficking. These findings are largely consistent with those of the previous two surveys, with the exceptions of a decline since March 2020 in the proportion agreeing that people being forced to work against their will constitutes human trafficking; and an increase since the pre-campaign survey in the perception that human trafficking includes people being willingly smuggled across international borders.

### Activities that constitute human trafficking

Activity is human trafficking	Post-campaign (n=2,000)	Pre-campaign (n=2,149)	March 2020 (n=2,006)
Someone being pressured into the sex trade	91%	91%	93%
People smuggled across international borders for the purpose of being exploited in another country	90%	91%	95%
Someone being forced to work against their will	75%	77%	83%
People having their organs removed or harvested against their will	75%	76%	74%
People willingly smuggled across international borders	56%	48%	49%

QT2B. Here is a list of things that could happen to a person – do you consider each to be an example of human trafficking, or not?

For the most part, responses to this question are consistent across all demographic and regional segments. Notable differences include that women are more likely than men to consider someone being pressured into the sex trade to be an example of human trafficking; men are more likely to point to people being willingly smuggled across international borders. Quebecers are more likely than other Canadians to consider forced labour and people having their organs harvested against their will to be examples of human trafficking, or to say none of these constitutes human trafficking. Those who say they understand the issue at least somewhat well are more likely to say most of these constitute human trafficking. Those who are aware of the human trafficking ad campaign are also more likely to consider people being willingly smuggled across international borders as human trafficking.

### 3. Perceptions of seriousness of human trafficking in Canada

#### Three-quarters consider human trafficking to be at least a somewhat serious problem in Canada.

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

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

They were then asked to indicate how serious a problem they felt human trafficking is in Canada. Three-quarters think human trafficking is at least a somewhat serious problem, with three in ten thinking it is extremely serious. Only a small minority (16%) regard it as not being a serious problem in Canada. Following a sharp decline between the March 2020 and pre-campaign surveys, the proportion considering human trafficking a serious problem in Canada has rebounded, although not quite to the level found in March 2020.

#### Impressions of severity of human trafficking problem in Canada

Percent who indicate human trafficking in Canada is a serious problem	Post-campaign (n=2,000)	Pre-campaign (n=2,149)	March 2020 (n=2,006)
Net: Serious	73%	68%	78%
Extremely serious	29%	27%	27%
Somewhat serious	43%	41%	51%
Net: Not serious	16%	18%	15%
Not very serious	15%	17%	14%
Not serious at all	1%	2%	1%
Don't know	12%	14%	7%

QT2C Knowing this definition, how serious a problem would you say that human trafficking is in Canada? Is it...?

The extent to which Canadians regard human trafficking as a serious problem is quite consistent across demographic and regional segments. Those with youth aged 16 to 19 in the household, and youth aged 16 to 25, are more likely to view human trafficking as a serious issue than are Canadians as a whole. Regionally, there is some tendency for residents of Ontario, Manitoba/Saskatchewan and B.C. to be more likely to view human trafficking as a serious problem than do Quebecers. Those who say they understand the issue, or who are aware of the human trafficking ad campaign, are more likely to say that human trafficking is a serious problem in Canada.

#### 4. Perceptions of rate of change of human trafficking in Canada

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

Six in ten Canadians think human trafficking is becoming more of a problem in Canada than it has been in the past. Three in ten think there has been no change, and just one in ten feel it is becoming less of a problem. The proportion that think that human trafficking is more of a problem has increased somewhat from the pre-campaign survey, but is still well below that found in March 2020.

##### Is human trafficking more or less of a problem in Canada

Perception of rate of change in human trafficking in Canada	Post-campaign (n=2,000)	Pre-campaign (n=2,149)	March 2020 (n=2,006)
More of a problem than in the past	59%	55%	66%
No change	31%	35%	27%
Less of a problem than in the past	10%	10%	7%

QT2D. As far as you know, is human trafficking becoming more or less of a problem in Canada than it was in the past or has there been no change?

For the most part, perceptions of whether human trafficking is a growing problem in Canada are quite consistent across demographic and regional segments. The perception that it has become more of a problem is more prevalent among older people, and residents of the Atlantic provinces, Ontario and Alberta. Quebecers are less likely to think this has become more of a problem. Those who say they understand the issue, or who are aware of the human trafficking ad campaign, are more likely to say that human trafficking has become more of a problem; while those who do not understand the issue, or who are unaware of the ad campaign, are more likely to perceive no change.

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

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

Parents of children up to 19 years old were asked how concerned they are that one of their own children could be a victim of human trafficking. Seven in ten are at least somewhat concerned, with one-third being very concerned. Three in ten are not very or at all concerned. The level of concern in the current survey marks the second consecutive increase since the March 2020 survey, when only half of parents expressed concern.

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

Proportion concerned	Post-campaign (n=543)	Pre-campaign (n=531)	March 2020 (n=755)
Net: Concerned	68%	61%	52%
<i>Very concerned</i>	34%	29%	22%
<i>Somewhat concerned</i>	34%	32%	30%
Net: Not concerned	32%	39%	48%
<i>Not very concerned</i>	25%	29%	34%
<i>Not at all concerned</i>	7%	10%	14%

QT2E How concerned are you that one of your own children could be a victim of human trafficking? Are you...?

Since this question was only asked of the subsample of Canadians with children under the age of 20, there is less scope for analysis of demographic patterns. Parents from Ontario are more likely to be concerned about this, as are parents in lower-income households, those who believe they understand the issue, and those who are aware of the human trafficking ad campaign.

## 6. Canadian youth concerns about becoming victims of human trafficking

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

Younger Canadians aged 16 to 25 were asked how concerned they are that they themselves could be a victim of human trafficking. Personal concern is lower than parental concern: four in ten are at least somewhat concerned, while six in ten are not very or at all concerned, with two in ten being completely unconcerned. While similar to the results found in the pre-campaign survey, overall concern is somewhat higher than that found in March 2020, when only one-third expressed concern.

### Youth 16-25 level of concern regarding becoming a human trafficking victim

Proportion concerned	Post-campaign (n=301)	Pre-campaign (n=301)	March 2020 (n=570)
Net: Concerned	42%	39%	33%
<i>Very concerned</i>	12%	13%	8%
<i>Somewhat concerned</i>	30%	26%	25%
Net: Not concerned	58%	61%	67%
<i>Not very concerned</i>	37%	37%	34%
<i>Not at all concerned</i>	21%	24%	33%

QT2F How concerned are you that you could be a victim of human trafficking? Are you...?

There is no difference in the perception of personal risk of being a victim of human trafficking between 16 to 17-year-old youth and those between the ages of 18 and 25. However, it is notable that female youth are much more likely than male youth to be at least somewhat concerned about this (51% vs. 34%).

## 7. Most likely to be perpetrators of human trafficking

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

Canadians were presented with a list of types of people and asked to indicate any they think are the most common perpetrators of human trafficking in this country. Canadians are most likely to think human traffickers are most likely to be people who are likely not initially known to their victims, such as members of criminal organizations, strangers and people with criminal records. They are less likely to identify people that victims of human trafficking might know socially or through work, such as intimate partners (past or present), temporary work firms, friends or family members, or business acquaintances. Just under two in ten have no idea. These findings are largely similar to those found in the previous two surveys. Since the March 2020 survey, family members and personal friends are now less likely to be considered to be perpetrators.

### Most common human trafficking perpetrators in Canada

Most common perpetrators	Post-campaign (n=2,000)	Pre-campaign (n=2,149)	March 2020 (n=2,006)
Members of criminal organizations	68%	70%	72%
Strangers (incl. anonymous people online)	54%	52%	56%
People with criminal records	44%	41%	44%
Temporary work firms	21%	22%	19%
Former intimate partners	18%	19%	22%
Current intimate partners	18%	17%	23%
Family members	14%	13%	19%
Personal friends	13%	12%	19%
Business acquaintances/colleagues/consultants	12%	12%	15%
Other	0%	0%	2%
I have no idea	16%	18%	14%

QT2G In Canada, who do you think are the most common perpetrators of human trafficking?

Responses to this question are quite consistent across demographic and regional segments, although youth aged 16 to 25 are more likely to identify strangers and former intimate partners as potential perpetrators. Ontario residents are more likely to point to a variety of people who are known to the victim; while those in Manitoba/Saskatchewan are more likely to mention former intimate partners and business acquaintances. Those in the highest income households are more likely to identify some sort of criminal element, as are those aged 55 and older. Those with children under 18 in the household are more likely to mention personal friends; while those with no children are more likely to point to criminal organizations and temporary work firms. Those who are at least somewhat aware of the issue are more likely to point to most of these examples. Those who are aware of the human trafficking ad campaign are more likely to identify business acquaintances.

## 8. How to respond to suspected human trafficking

Three-quarters of Canadians would contact their local police if they suspected human trafficking activity. A total of two in ten would not know how to respond or what to do, or would do nothing.

Canadians were asked what they would do if they were suspicious of a human trafficking crime happening around them; multiple responses were accepted. The most likely response, by far, would be to contact the local police. One-quarter would talk to a friend or trusted family member. Very few would take other actions; a total of two in ten would not know what to do or how to respond, or would do nothing. These findings are largely similar to those from the previous two surveys, with the exception that the total proportion that says they wouldn't know how to respond or what to do, or they would do nothing, has declined since March 2020 – with nearly all of this decrease coming from responses of not knowing how to respond or what to do.

### Response to suspicion of a human trafficking crime

Response	Post-campaign (n=2,000)	Pre-campaign (n=2,149)	March 2020 (n=2,006)
Contact local police to report it	76%	76%	74%
Talk to a friend or trusted family member about it	26%	24%	30%
Talk to my boss (if observed in the workplace)	12%	12%	14%
Other	4%	3%	3%
None of these/nothing	2%	2%	3%
I would not know how to respond or what to do	16%	17%	22%

QT2H What would you do if you were suspicious of a human trafficking crime happening around you? Would you...?

It is notable that younger Canadians aged 16 to 25 give significantly different responses to this question. They are less likely to say they would call the police; and much more likely to say they would talk to a friend or trusted family member, or their boss (in the case of a workplace situation), about it. It is also notable that one-quarter (24%) wouldn't know what to do or how to respond. Women are also more likely to say they'd approach their boss, or wouldn't know what to do or how to respond. Men, and those aged 55 and older, are more likely to say they'd go to the police. Those who are aware of the human trafficking ad campaign are more likely to say they'd approach their boss; those unaware of the ad campaign are more likely to not know what to do or how to respond.



## 9. Awareness of human trafficking support helplines or websites

**Just over nine in ten Canadians are not aware of any specific anti-human trafficking help lines or web sites.**

Just over 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 fewer than one in ten who provide a response, Canadians would most likely turn to calling 911 or the police. Just one percent mention the Canadian Human Trafficking Hotline. These findings are essentially unchanged over the past two surveys.

### Awareness of human trafficking support helplines or websites

Response	Post-campaign (n=2,000)	Pre-campaign (n=2,149)	March 2020 (n=2,006)
911/police	5%	5%	4%
Canadian Human Trafficking Hotline	1%	1%	0%
Would look online/Google it	1%	1%	0%
Kids Help Line	0%	0%	1%
Canadian Centre to End Human Trafficking	0%	0%	1%
RCMP	0%	0%	1%
Public Safety Canada	0%	0%	<1%
Other	2%	1%	3%
Don't know of any specific helplines/websites	93%	93%	90%

QT21. *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?*

There are few demographic and regional differences in responses to this question. Residents of Quebec, and those aged 65 and older, are more likely to say they'd call 911 or the police, as are those who claim to understand the issue of human trafficking very well. Those aged 16 to 25, those who are not aware of the human trafficking ad campaign, and those who do not understand the issue, are more likely to say they don't know of any specific helplines or websites.

## 10. Awareness of Canadian Human Trafficking Hotline

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

When prompted, eight 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. This proportion remains essentially unchanged from the previous two surveys.

#### Aware of Canadian Human Trafficking Hotline

Response	Post-campaign (n=2,000)	Pre-campaign (n=2,149)	March 2020 (n=2,006)
Yes	8%	7%	6%
No	92%	93%	94%

QT2J. 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?

Again, there are a few significant differences in responses to this question. Residents of the Atlantic provinces, those with children under 18 in the household, those who say they understand the issue very well, and those who are aware of the human trafficking ad campaign, are more likely to be aware of the Canadian Human Trafficking Hotline. Residents of Quebec and B.C., those with no children under 18 in the household, those who say they do not understand the issue, and those who are unaware of the human trafficking ad campaign, are more likely to not be aware of the Canadian Human Trafficking Hotline.

## Appendix A: ACET methodology

The ACET was conducted in two phases: a benchmarking phase prior to the campaign, and a post-campaign phase. Each survey instrument consisted of the Advertising Campaign Evaluation Tool questions used by the Government of Canada for evaluating campaigns over \$1,000,000. The post-campaign survey added questions testing recall of specific aspects of the campaign, along with questions testing the impact on perceptions and behaviour, and a series of tracking questions on perceptions of human trafficking previously used in an online survey conducted by Environics Research for Public Safety Canada in 2020.

### Sample design and weighting

In each case, respondents to the online survey were 16 years of age and older, and were randomly selected from members of an online panel. The sample included all provinces, and the survey was administered in English and French, as well as with an accessible link for those using a mobile phone or screen reading technology.

Because respondents are recruited from a panel, this is a non-probability survey and no formal estimates of sampling error can be calculated. Although opt-in panels are not random probability samples, online surveys can be used for general population surveys provided they are well-designed and employ a large, well-maintained panel.

The surveys obtained the following regional distributions:

Region	Actual share of population (Census 2016)	Unweighted Sample Wave 2	Unweighted Sample Wave 1
Atlantic Canada	7%	150	189
Quebec	23%	490	492
Ontario	38%	765	777
Prairies	19%	330	379
B.C.	13%	265	312
CANADA	100%	2,000	2,149

### Questionnaire design

The survey used the standard Government of Canada ACET survey questionnaire, with additional questions approved by Public Safety Canada to accommodate specific analysis objectives.

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 questionnaires are included in Appendix D.

## Fieldwork

The surveys were conducted by Environics using a secure, fully featured web-based survey environment located in Canada. The pre-campaign ACET survey field period was from July 14 to 23, 2021 (average length 10 minutes) and the post-campaign ACET survey was undertaken from January 24 to February 7, 2022 (average length 12 minutes).

All respondents were offered the opportunity to complete the surveys in their official language of choice. Each survey was registered with the Canadian Research Insights Council's Research Verification Service, so respondents validate its authenticity. Survey data collection adhered to Government of Canada standard for public opinion research as well as all applicable industry standards as set out by the Canadian Research Insights Council, of which Environics is a founding member. Environics informed respondents of their rights under the *Privacy Act* and the *Access to Information Act*, and ensured that those rights were protected throughout the research process. This included: informing respondents of the purpose of the research; identifying both the sponsoring department and the research supplier; informing respondents that their participation in the study is voluntary, and that the information provided would be administered according to the requirements of the *Privacy Act*.

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		Post-campaign ACET (N)	Pre-campaign ACET (N)
Total invitations	(c)	32,513	21,654
Total completes	(d)	2,000	2,149
Qualified break-offs	(e)	582	203
Disqualified	(f)	1,051	295
Not responded	(g)	27,733	14,311
Quota filled	(h)	1,147	756
Contact rate = (d+e+f+h)/c (%)		15%	16%
Participation rate = (d+f+h)/c (%)		13%	15%

## Non-response bias analysis

The table below presents a profile of the final samples, compared to the actual population of Canada (2016 Census information). The final sample underrepresents those with high school or less education, which is a typical pattern for public opinion surveys in Canada (e.g., those with more education are more likely to respond to surveys).

### Sample profile

Sample type	Wave 2*	Wave 1*	Canada (2016 Census)
<b>Gender (16+)</b>			
Male	49%	50%	49%
Female	50%	49%	51%
<b>Age</b>			
16-34	29%	27%	29%
35-49	26%	27%	24%
50-64	26%	28%	26%
65+	20%	18%	21%
<b>Education level <sup>α</sup></b>			
High school diploma or less	22%	22%	45%
Trades/college/post-sec no degree	32%	33%	32%
University degree+	45%	45%	23%

\* Data are unweighted and percentaged on those giving a response to each demographic question

<sup>α</sup> Actual Census categories differ from those used in this survey and have been recalculated to correspond.  
Statistics Canada figures for education are for Canadians aged 15 years and over and thus include more people still in school

## Appendix B: ACET questionnaires

July 9, 2021

**ADVERTISING CAMPAIGN EVALUATION TOOL**  
Public Safety Canada – Human Trafficking campaign – Pre-Test  
**Baseline Pre-campaign Questionnaire**

**INTRODUCTION**

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians.

**Your participation is voluntary and your responses will be kept entirely confidential.** The survey takes about 10 minutes to complete. This survey is being directed by Environics Research and is being administered according to the requirements of the *Privacy Act* and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

**START SURVEY**

**Survey registration number 20210711-EN225**

Click [here](#) [INSERT LINK: <https://www.canadianresearchinsightscouncil.ca/rvs/home/>] if you wish to verify the authenticity of this survey.

To view our privacy policy, [click here](#). [INSERT LINK TO ENGLISH POLICY HERE]

If you require any technical assistance, please contact: [Survey Support](#). [INSERT LINK: [ergonlinesurveysupport@Environics.ca](mailto:ergonlinesurveysupport@Environics.ca)]

a) Do you or anyone else in your household work for any of the following types of organizations?

**SELECT ALL THAT APPLY**

- ☐ A marketing research firm
- ☐ A magazine or newspaper
- ☐ An advertising agency or graphic design firm
- ☐ A political party
- ☐ A radio or television station
- ☐ A public relations company
- ☐ No, none of these types of organizations

**IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.**

b) Are you...

- ☐ Male gender
- ☐ Female gender
- ☐ Gender diverse
- ☐ Prefer not to say

c) In what year were you born?

\_\_\_\_\_  
YYYY

**ADMISSIBLE RANGE 1900-2005 / IF > 2005, THANK AND TERMINATE**

**ASK D IF QUESTION C IS LEFT BLANK**

d) In which of the following age categories do you belong?

**SELECT ONE ONLY**

- ☐ Less than 16 years old
- ☐ 16 to 17
- ☐ 18 to 25
- ☐ 26 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older

**IF “LESS THAN 16 YEARS OLD” OR “BLANK”, THANK AND TERMINATE**

Q.Par) 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

02 - Children between 13 and 15

**COUNT TOWARDS PARENT QUOTA**

03 - Children between 16 and 19

**COUNT TOWARDS PARENT QUOTA**

04 - Children 20 or over

05 - I have no children **[EXCLUSIVE]**

e) In which province or territory do you live?

**SELECT ONE ONLY**

- ☐ Alberta
- ☐ British Columbia
- ☐ Manitoba
- ☐ New Brunswick
- ☐ Newfoundland and Labrador
- ☐ Northwest Territories
- ☐ Nova Scotia
- ☐ Nunavut
- ☐ Ontario
- ☐ Prince Edward Island
- ☐ Quebec
- ☐ Saskatchewan
- ☐ Yukon

**IF NO PROVINCE SELECTED, THANK AND TERMINATE**

**CORE QUESTIONS**

**ASK ALL RESPONDENTS**

**Q1** Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- ☐ Yes
- ☐ No/do not remember

**GO TO T1A**



**Q2** Think about the most recent ad from the Government of Canada that comes to mind. Where did you see, read or hear this ad?

**SELECT ALL THAT APPLY**

- ☐ Cinema
- ☐ Facebook
- ☐ Internet website
- ☐ Magazines
- ☐ Newspaper (daily)
- ☐ Newspaper (weekly or community)
- ☐ Outdoor billboards
- ☐ Pamphlet or brochure in the mail
- ☐ Public transit (bus or subway)
- ☐ Radio
- ☐ Television
- ☐ Twitter
- ☐ YouTube
- ☐ Instagram
- ☐ LinkedIn
- ☐ Snapchat
- ☐ Twitch
- ☐ Other, specify \_\_\_\_\_
- ☐ Don't remember

**Q3** What do you remember about this ad?

- ☐ [RECORD]
- ☐ Don't remember

**CAMPAIGN SPECIFIC QUESTIONS**

**ASK ALL RESPONDENTS**

**T1A** Over the past three weeks, have you seen, read or heard any Government of Canada advertising about human trafficking?

- ☐ Yes
- ☐ No **GO TO T2A**
- ☐ Do not remember/not sure **GO TO T2A**

**T1B** Where have you seen, read or heard this Government of Canada ad about human trafficking?

**SELECT ALL THAT APPLY**

- ☐ Cinema
- ☐ Facebook
- ☐ Internet website
- ☐ Magazines
- ☐ Newspaper (daily)
- ☐ Newspaper (weekly or community)
- ☐ Outdoor billboards
- ☐ Pamphlet or brochure in the mail
- ☐ Public transit (bus or subway)
- ☐ Radio
- ☐ Television
- ☐ Twitter
- ☐ YouTube
- ☐ Instagram
- ☐ LinkedIn
- ☐ Snapchat
- ☐ Twitch
- ☐ Other, specify \_\_\_\_\_
- ☐ Don't remember

T1C What do you remember about this ad? What words, sounds or images come to mind?

- ☐ [RECORD]
- ☐ Don't remember

#### CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS

##### ASK ALL RESPONDENTS

T2A. 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

T2B. Here is a list of things that could happen to a person – do you consider each to be an example of human trafficking, or not?

*Select one response for each*

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

Randomize - Show in carousel format

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

T2C. 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

T2D. 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

**ASK ALL PARENTS**

**T2E. 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)**

**T2F. 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**

**T2G. In Canada, who do you think are the most common perpetrators of human trafficking?**

*Select all that apply*

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

**T2H. What would you do if you were suspicious of a human trafficking crime happening around you? Would you...?**

*Select all that apply*

- 01 - I would not know how to respond or what to do [Anchor]
- 02 - Talk to a friend or trusted family member about it
- 03 - Talk to my boss (if observed in the workplace)
- 04 - Contact local police to report it
- 98 - Something else [Anchor]
- 99 - None of these [Anchor] [Exclusive]

**T2I. 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) \_\_\_\_\_

**T2J. Have you ever heard of the Canadian Human Trafficking Hotline that provides support to victims, provides general information on human trafficking, and helps facilitate incident reporting?**

*Select one response*

- 1 - Yes
- 2 - No

## DEMOGRAPHIC QUESTIONS

And in closing, a few questions that will help us to analyze the survey results.

**D1 Which of the following categories best describes your current employment status? Are you...**

**SELECT ONE ONLY**

- ☐ Working full-time (30 or more hours per week)
- ☐ Working part-time (less than 30 hours per week)
- ☐ Self-employed
- ☐ Unemployed, but looking for work
- ☐ A student attending school full-time
- ☐ Retired
- ☐ Not in the workforce (full-time homemaker or unemployed but not looking for work)
- ☐ Other employment status
- ☐ Prefer not to say

**D2 What is the highest level of formal education that you have completed?**

**SELECT ONE ONLY**

- ☐ Grade 8 or less
- ☐ Some high school
- ☐ High school diploma or equivalent
- ☐ Registered apprenticeship or other trades certificate or diploma
- ☐ College, CEGEP or other non-university certificate or diploma
- ☐ University certificate or diploma below bachelor's level
- ☐ Bachelor's degree
- ☐ Postgraduate degree above bachelor's level
- ☐ Prefer not to say

**D3 Are there any children under the age of 18 currently living in your household?**

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

**D4 Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?**

**SELECT ONE ONLY**

- ☐ Under \$20,000
- ☐ Between \$20,000 and \$40,000
- ☐ Between \$40,000 and \$60,000
- ☐ Between \$60,000 and \$80,000
- ☐ Between \$80,000 and \$100,000
- ☐ Between \$100,000 and \$150,000
- ☐ \$150,000 and above
- ☐ Prefer not to say

**D5 Where were you born?**

- ☐ Born in Canada
- ☐ Born outside Canada
- ☐ Prefer not to say

**ASK IF D5=BORN OUTSIDE CANADA**

**D6 When did you first move to Canada?**

- ☐ Within the last 5 years
- ☐ In the last 5 to 10 years
- ☐ Over 10 years ago
- ☐ Prefer not to say

**D7** What is the language you first learned at home as a child and still understand?

**SELECT UP TO TWO**

- ☐ English
- ☐ French
- ☐ Other language
- ☐ Prefer not to say

---

That concludes the survey. This survey was conducted on behalf of Public Safety Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

If you think you or someone you know may be a victim of human trafficking, get help now at <https://www.canadianhumantraffickinghotline.ca/get-help/> or by calling the Canadian Human Trafficking Hotline at 1-833-900-1010.

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**THNK2:** We regret that your responses have shown you are ineligible to participate in this survey. Thank you for your time.

January 21, 2022

**ADVERTISING CAMPAIGN EVALUATION TOOL**  
Public Safety Canada – Human Trafficking campaign – Pre-Test  
**Post-campaign Questionnaire**

**INTRODUCTION**

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur français [SWITCH TO FRENCH VERSION].

**Your participation is voluntary, and your answers will remain anonymous and stored securely.** The survey will take about 12 minutes to complete. You may opt-out of the survey at any time if the topics covered are too difficult.

This survey is being directed by Environics Research and is being administered according to the requirements of the Privacy Act and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

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](mailto:Derek.Leebosh@environics.ca).

**START SURVEY**

Click here [INSERT LINK: <https://www.canadianresearchinsightscouncil.ca/rvs/home/>] if you wish to verify the authenticity of this survey.

To view our privacy policy, [click here](#). [INSERT LINK TO ENGLISH POLICY HERE]

If you require any technical assistance, please contact: [Survey Support](#). [INSERT LINK: [ergonlinesurveysupport@Environics.ca](mailto:ergonlinesurveysupport@Environics.ca)]

a) Do you or anyone else in your household work for any of the following types of organizations?

**SELECT ALL THAT APPLY**

- ☐ A marketing research firm
- ☐ A magazine or newspaper
- ☐ An advertising agency or graphic design firm
- ☐ A political party
- ☐ A radio or television station
- ☐ A public relations company
- ☐ No, none of these types of organizations

**IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.**

b) Are you...

- ☐ Male gender
- ☐ Female gender
- ☐ Gender diverse
- ☐ Prefer not to say

c) In what year were you born?

\_\_\_\_\_  
YYYY

**ADMISSIBLE RANGE 1900-2005 / IF > 2005, THANK AND TERMINATE**

**ASK D IF QUESTION C IS LEFT BLANK**

d) In which of the following age categories do you belong?

**SELECT ONE ONLY**

- ☐ Less than 16 years old
- ☐ 16 to 17
- ☐ 18 to 25
- ☐ 26 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older

**IF age is between 16 and 25YRS - APPLY TO AGE QUOTAS**

**IF age less than 16YRS, TERMINATE WITH THANKS**

**IF age is more than 25YRS, ASK SCREENING QUESTION D4 AND IF A PARENT APPLY TO QUOTA**

**If 26yrs+, ask:**

Q.Par) 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

02 - Children between 13 and 15

**COUNT TOWARDS PARENT QUOTA**

03 - Children between 16 and 19

**COUNT TOWARDS PARENT QUOTA**

04 - Children 20 or over

05 - I have no children **[EXCLUSIVE]**

e) In which province or territory do you live?

**SELECT ONE ONLY**

- ☐ Alberta
- ☐ British Columbia
- ☐ Manitoba
- ☐ New Brunswick
- ☐ Newfoundland and Labrador
- ☐ Northwest Territories
- ☐ Nova Scotia
- ☐ Nunavut
- ☐ Ontario
- ☐ Prince Edward Island
- ☐ Quebec
- ☐ Saskatchewan
- ☐ Yukon

**IF NO PROVINCE SELECTED, THANK AND TERMINATE**

**CORE QUESTIONS**

**ASK ALL RESPONDENTS**

**Q1 Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?**

- ☐ Yes
- ☐ No/do not remember

**GO TO T1A**

**Q2** Think about the most recent ad from the Government of Canada that comes to mind. Where did you see, read or hear this ad?

**SELECT ALL THAT APPLY**

- ☐ Cinema
- ☐ Facebook
- ☐ Internet website
- ☐ Magazines
- ☐ Newspaper (daily)
- ☐ Newspaper (weekly or community)
- ☐ Outdoor billboards
- ☐ Pamphlet or brochure in the mail
- ☐ Public transit (bus or subway)
- ☐ Radio
- ☐ Television
- ☐ Twitter
- ☐ YouTube
- ☐ Instagram
- ☐ LinkedIn
- ☐ Snapchat
- ☐ Twitch
- ☐ Other, specify \_\_\_\_\_
- ☐ Don't remember

**Q3** What do you remember about this ad?

- ☐ [RECORD]
- ☐ Don't remember

**CAMPAIGN SPECIFIC QUESTIONS - UNAIDED**

**ASK ALL RESPONDENTS**

**T1A** Over the past three weeks, have you seen, read or heard any Government of Canada advertising about human trafficking?

- ☐ Yes **ASK T1B AND T1C**
- ☐ No **SKIP TO T2A**
- ☐ Do not remember/not sure **SKIP TO T2A**

**T1B** Where have you seen, read or heard this Government of Canada ad about human trafficking?

**SELECT ALL THAT APPLY**

- ☐ Cinema
- ☐ Facebook
- ☐ Internet website
- ☐ Magazines
- ☐ Newspaper (daily)
- ☐ Newspaper (weekly or community)
- ☐ Outdoor billboards
- ☐ Pamphlet or brochure in the mail
- ☐ Public transit (bus or subway)
- ☐ Radio
- ☐ Television
- ☐ Twitter
- ☐ YouTube
- ☐ Instagram
- ☐ LinkedIn
- ☐ Snapchat
- ☐ Twitch
- ☐ Other, specify \_\_\_\_\_
- ☐ Don't remember



T1C What do you remember about this ad? What words, sounds or images come to mind?

- ☐ [RECORD]
- ☐ Don't remember

#### ATTITUDINAL AND BEHAVIOURAL QUESTIONS

##### ASK ALL RESPONDENTS

T2A. 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

T2B. Here is a list of things that could happen to a person – do you consider each to be an example of human trafficking, or not?

*Select one response for each*

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

Randomize - Show in carousel format

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

T2C. 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

**T2D. 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

**ASK ALL PARENTS**

**T2E. 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)**

**T2F. 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**

**T2G. In Canada, who do you think are the most common perpetrators of human trafficking?**

*Select all that apply*

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

**T2H. What would you do if you were suspicious of a human trafficking crime happening around you? Would you...?**

*Select all that apply*

- 01 - I would not know how to respond or what to do [Anchor]
- 02 - Talk to a friend or trusted family member about it
- 03 - Talk to my boss (if observed in the workplace)
- 04 - Contact local police to report it
- 98 – Something else [Anchor]
- 99 - None of these [Anchor] [Exclusive]

**T2I.** 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) \_\_\_\_\_

**T2J.** Have you ever heard of the Canadian Human Trafficking Hotline that provides support to victims, provides general information on human trafficking, and helps facilitate incident reporting?

*Select one response*

1 - Yes

2 - No

#### CAMPAIGN SPECIFIC QUESTIONS - AIDED

Here is an ad that has recently been broadcast on various media. Click here to watch.

Video (30s)

[CLICK TO GO TO THE NEXT PAGE]

**T1H** Over the past three months have you seen this ad?

☐ Yes

☐ No

☐ Do not remember/not sure

**SKIP TO T1J**

**SKIP TO T1J**

**T1I** Where have you seen this ad?

**SELECT ALL THAT APPLY**

☐ Cinema

☐ Facebook

☐ Internet website

☐ Television

☐ Twitter

☐ YouTube

☐ Instagram

☐ Snapchat

☐ Other, specify \_\_\_\_\_

☐ Don't remember

#### ASK ALL RESPONDENTS

**T1j** What do you think is the main point this ad is trying to get across?

☐ [RECORD]

**T1K** Please indicate your level of agreement with the following statements about this ad?

**RANDOMIZE STATEMENTS**

	<b>1</b> Strongly Disagree	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b> Strongly Agree
<b>a. This ad catches my attention</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>b. This ad is relevant to me</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>c. This ad is difficult to follow</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>d. This ad does not favour one political party over another</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>e. This ad talks about an important topic</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>f. This ad provides new information</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>g. This ad clearly conveys that human trafficking is a commonly misunderstood crime.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>h. This ad clearly conveys that facts about human trafficking and support are available through the Government of Canada.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**DEMOGRAPHIC QUESTIONS**

And in closing, a few questions that will help us to analyze the survey results.

**D1** Which of the following categories best describes your current employment status? Are you...

**SELECT ONE ONLY**

- ☐ Working full-time (30 or more hours per week)
- ☐ Working part-time (less than 30 hours per week)
- ☐ Self-employed
- ☐ Unemployed, but looking for work
- ☐ A student attending school full-time
- ☐ Retired
- ☐ Not in the workforce (full-time homemaker or unemployed but not looking for work)
- ☐ Other employment status
- ☐ Prefer not to say

**D2** What is the highest level of formal education that you have completed?

**SELECT ONE ONLY**

- ☐ Grade 8 or less
- ☐ Some high school
- ☐ High school diploma or equivalent
- ☐ Registered apprenticeship or other trades certificate or diploma
- ☐ College, CEGEP or other non-university certificate or diploma
- ☐ University certificate or diploma below bachelor's level
- ☐ Bachelor's degree
- ☐ Postgraduate degree above bachelor's level
- ☐ Prefer not to say

**D3** Are there any children under the age of 18 currently living in your household?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

**D4 Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?**

**SELECT ONE ONLY**

- ☐ Under \$20,000
- ☐ Between \$20,000 and \$40,000
- ☐ Between \$40,000 and \$60,000
- ☐ Between \$60,000 and \$80,000
- ☐ Between \$80,000 and \$100,000
- ☐ Between \$100,000 and \$150,000
- ☐ \$150,000 and above
- ☐ Prefer not to say

**D5 Where were you born?**

- ☐ Born in Canada
- ☐ Born outside Canada
- ☐ Prefer not to say

**ASK IF D5=BORN OUTSIDE CANADA**

**D6 When did you first move to Canada?**

- ☐ Within the last 5 years
- ☐ In the last 5 to 10 years
- ☐ Over 10 years ago
- ☐ Prefer not to say

**D7 What is the language you first learned at home as a child and still understand?**

**SELECT UP TO TWO**

- ☐ English
- ☐ French
- ☐ Other language
- ☐ Prefer not to say

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That concludes the survey. This survey was conducted on behalf of Public Safety Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

If you think you or someone you know may be a victim of human trafficking, get help now at <https://www.canadianhumantraffickinghotline.ca/get-help/> or by calling the Canadian Human Trafficking Hotline at 1-833-900-1010.

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**THNK2:** We regret that your responses have shown you are ineligible to participate in this survey. Thank you for your time.