



Global @dvisor

Survey in Turkey: Counterfeit Parts in Cars or Motor Vehicles

Conducted on behalf of Honeywell

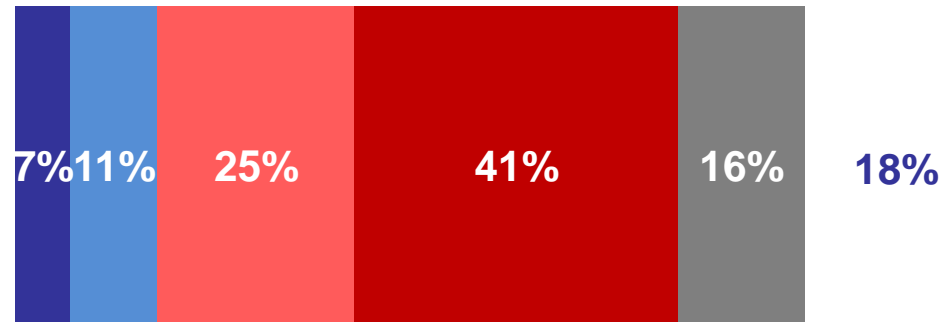


ASSESSMENTS OF COUNTERFEITS PRODUCTS

Assessments of Car or Motor Counterfeit Parts: SAFETY

■ Agree very much ■ Agree somewhat ■ Disagree somewhat ■ Disagree very much ■ Not applicable % Agree

I would feel safe riding in a car or motor vehicle if I knew it contained imitation, copy or counterfeit mechanical or engine parts



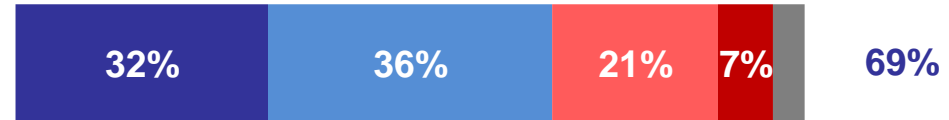
Q4. Based on your own experience or knowledge, indicate if you agree or disagree with the following statements:

Base: All Respondents n=1016

Assessments of Car or Motor Counterfeit Parts: TRUST

■ Agree very much ■ Agree somewhat ■ Disagree somewhat ■ Disagree very much ■ Not applicable % Agree

It's hard to know who to trust when buying parts for a car or vehicle



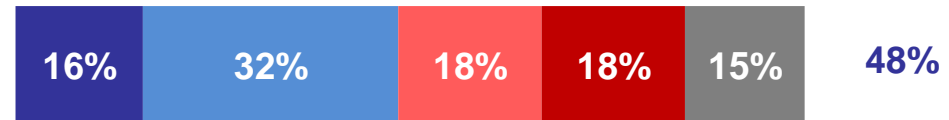
It's hard to find car and motor vehicle mechanics that can be trusted to install proper, safe and quality parts



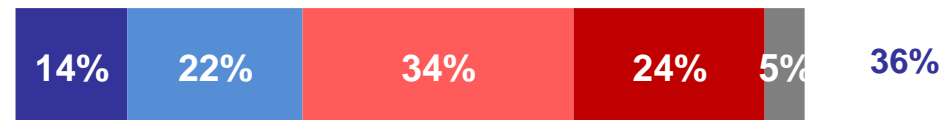
Car and motor vehicle mechanics have the right training to know the difference between genuine, quality products that they are installing and those products that may be imitation, copy or counterfeit



When I've taken a car or motor vehicle in to be fixed, I've been given the choice between installing a cheaper imitation, copy or counterfeit part instead of the authentic, more expensive brand product



People who have a car or motor vehicle would know for sure if a part installed by a mechanic was a cheaper imitation, copy or counterfeit than the real, authentic part



Q4. Based on your own experience or knowledge, indicate if you agree or disagree with the following statements:

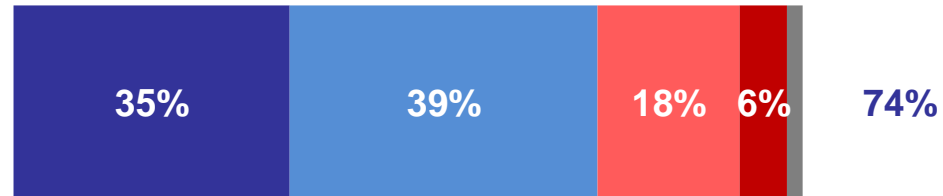
Base: All Respondents n=1016

Values 2% and below not labeled

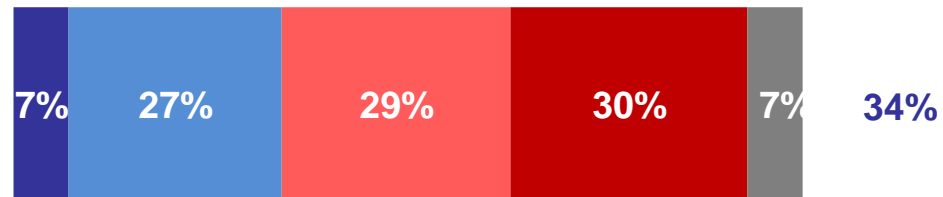
Assessments of Counterfeit Products: In General

■ Agree very much ■ Agree somewhat ■ Disagree somewhat ■ Disagree very much ■ Not applicable
 % Agree

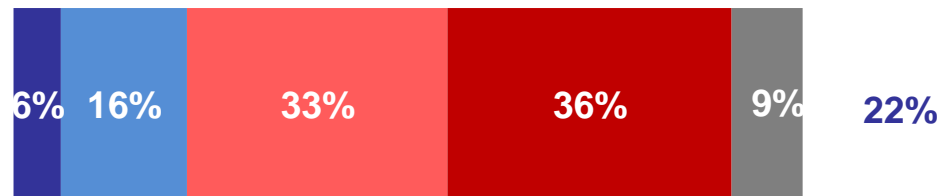
There are so many imitation, copy or counterfeit products in my country that look exactly like the real, authentic product it's often impossible for consumers like myself to tell the difference



I'd rather take my chances on safety with an imitation, copy or counterfeit product than pay for the more expensive, authentic brand product



I don't care if I buy and use an imitation, copy or counterfeit product instead of the authentic, brand product - as long as it's cheap and works is all that matters



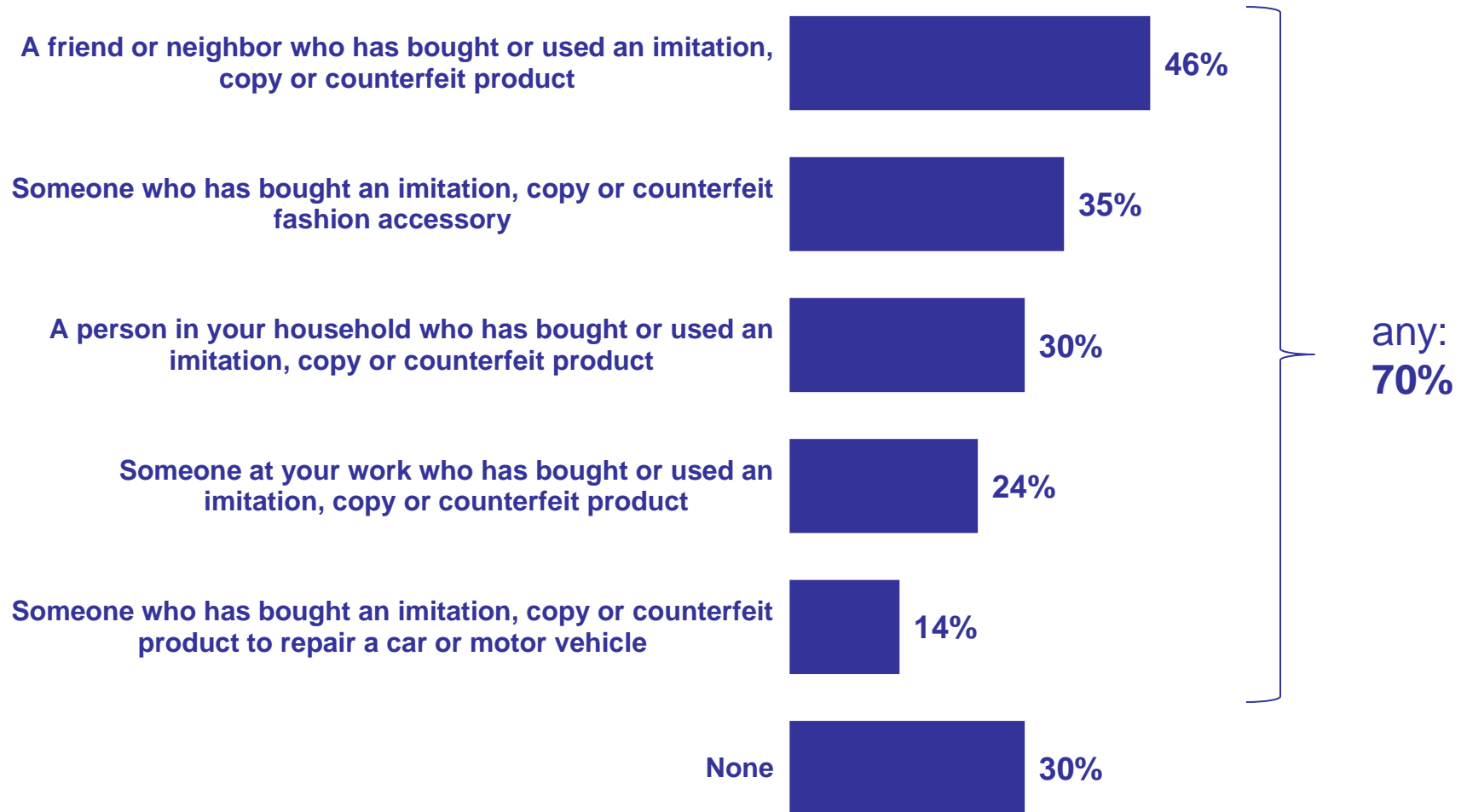
Q4. Based on your own experience or knowledge, indicate if you agree or disagree with the following statements:

Base: All Respondents n=1016

Values 2% and below not labeled

AVAILABILITY AND PURCHASE OF COUNTERFEITS

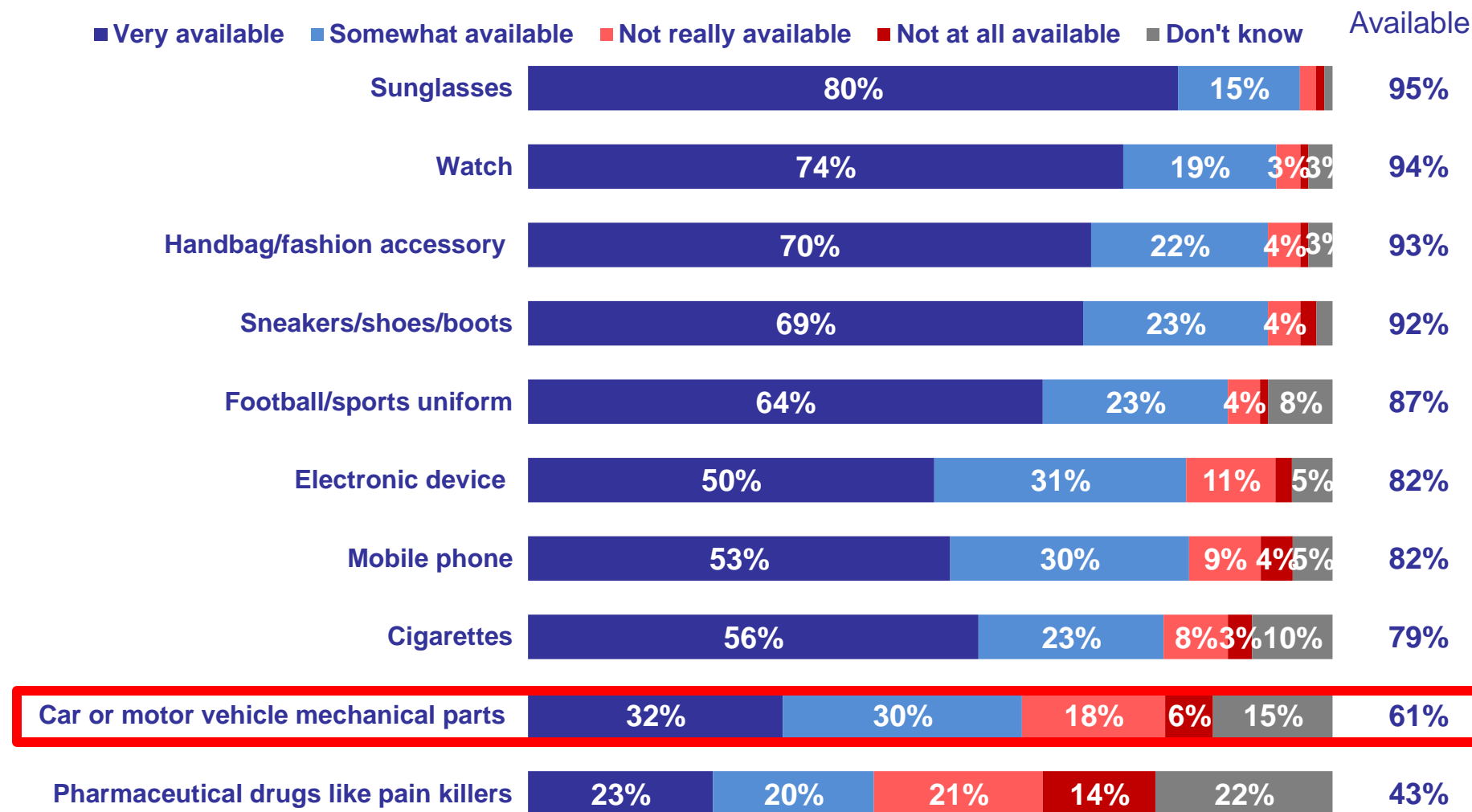
Please select all of the following that have happened in the past year:



Q1. Please select all of the following that have happened in the past year:

Base: All Respondents n=1016

How available are the following cheaper imitation, copy or counterfeit products available for people to buy in Turkey?

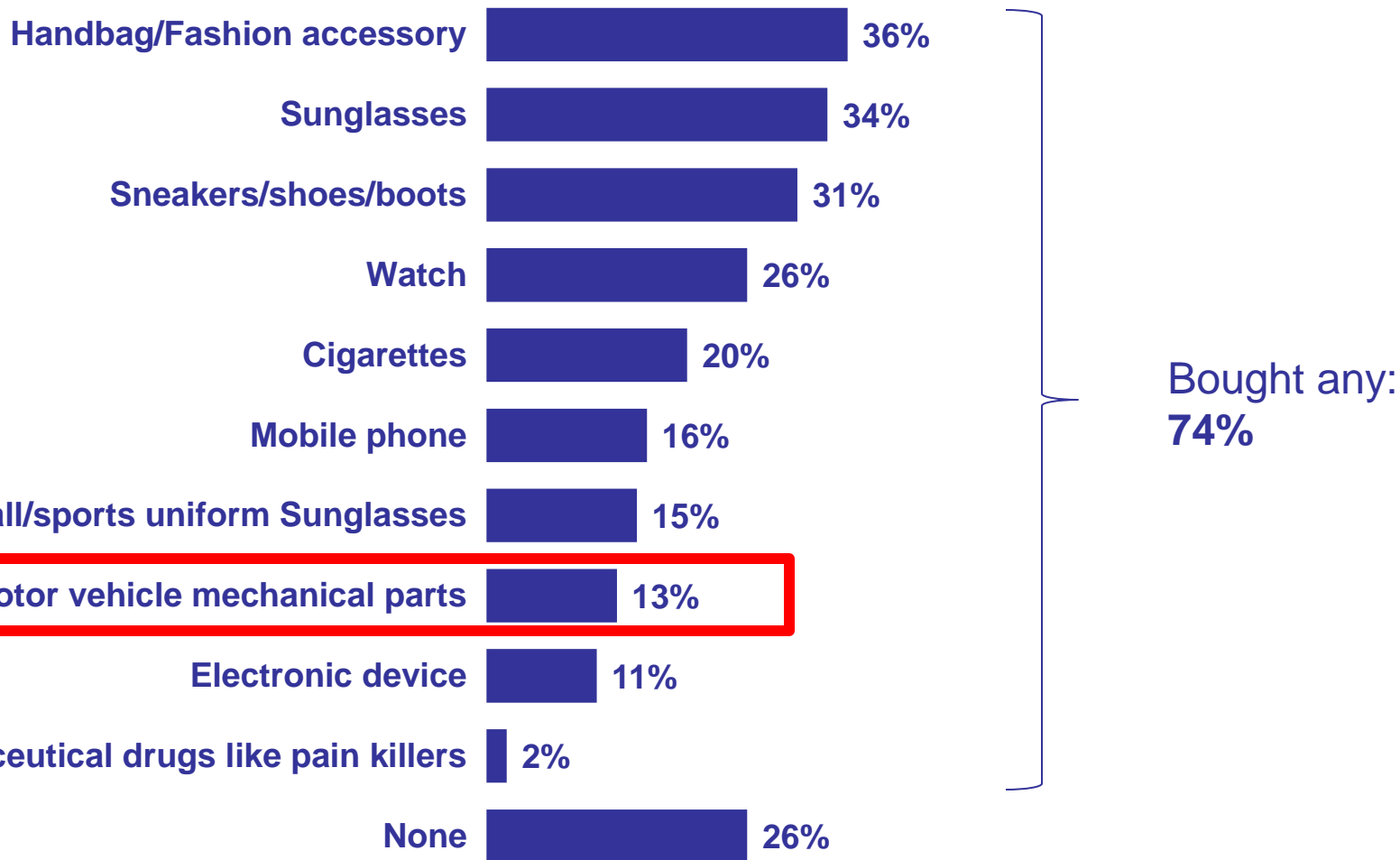


Values 2% and below not labeled

Q2. And, how available are the following cheaper imitation, copy or counterfeit products available for people to buy in Turkey?

Base: All Respondents n=1016

Which of the following have you bought a cheaper imitation, copy or counterfeit because it was cheaper?



Q3. And, please indicate for each category if you or other people you know have bought a cheaper imitation, copy or counterfeit product rather than the more expensive, real and branded product in the past year? Which of the following have you bought a cheaper imitation, copy or counterfeit because it was cheaper?

Base: All Respondents n=1016

APPENDIX

Methodology

- These findings reflect a poll conducted in Turkey from March 1st and April 7th, 2014, by global research company Ipsos on behalf of Honeywell. The survey was fielded using the instrument Global @dvisor, an online research syndicate service that is conducted monthly in 24 countries via the Ipsos Online Panel system.
- A sample of 1,016 adults aged 16-64 in Turkey completed the survey online. The sample was weighted to reflect the general population in Turkey based on the latest available census data.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

Analytic Components

We would like to get your opinions on purchasing products that are not the real, branded product but are actually a cheaper imitation, copy or counterfeit product and are often watches, sneakers, boots, football uniforms, sunglasses, toys, bags, car parts, electronic devices, mobile phones, pharmaceuticals and fluids such as car oil and refrigerants for air conditioners. Remember, all of your answers are kept confidential so we would like you to give us an honest answer.

1. Please select all of the following that have happened in the past year: (Select all that apply)

A person in your household who has bought or used an imitation, copy or counterfeit product

A friend or neighbor who has bought or used an imitation, copy or counterfeit product

Someone at your work who has bought or used an imitation, copy or counterfeit product

Someone who has bought an imitation, copy or counterfeit product to repair a car or motor vehicle

Someone who has bought an imitation, copy or counterfeit fashion accessory

None [ANCHOR. VALIDATE]

2. And, how available are the following cheaper imitation, copy or counterfeit products available for people to buy in Turkey? (Select one for each) Very available, Somewhat available, Not really available, Not at all available or Don't know

Sneakers/shoes/boots

Football/sports uniform

Sunglasses

Watch

Handbag/fashion accessory

Car or motor vehicle mechanical parts

Electronic device

Mobile phone

Pharmaceutical drugs like pain killers

Cigarettes

Analytic Components

3. And, please indicate for each category if you or other people you know have bought a cheaper imitation, copy or counterfeit product rather than the more expensive, real and branded product in the past year?
Which of the following have you bought a cheaper imitation, copy or counterfeit because it was cheaper?
(Select all that apply)

Sneakers/shoes/boots

Football/sports uniform

Sunglasses

Watch

Handbag/Fashion accessory

Car or motor vehicle mechanical parts

Electronic device

Mobile phone

Pharmaceutical drugs like pain killers

Cigarettes

None [ANCHOR. VALIDATE]

Analytic Components

4. Based on your own experience or knowledge, indicate if you agree or disagree with the following statements: (Select one for each) Agree very much, Agree somewhat, Disagree somewhat, Disagree very much or Not applicable

- People who have a car or motor vehicle would know for sure if a part installed by a mechanic was a cheaper imitation, copy or counterfeit than the real, authentic part
- It's hard to find car and motor vehicle mechanics that can be trusted to install proper, safe and quality parts
- Car and motor vehicle mechanics have the right training to know the difference between genuine, quality products that they are installing and those products that may be imitation, copy or counterfeit
- There are so many imitation, copy or counterfeit products in my country that look exactly like the real, authentic product it's often impossible for consumers like myself to tell the difference
- I'd rather take my chances on safety with an imitation, copy or counterfeit product than pay for the more expensive, authentic brand product
- I would feel safe riding in a car or motor vehicle if I knew it contained imitation, copy or counterfeit mechanical or engine parts
- When I've taken a car or motor vehicle in to be fixed, I've been given the choice between installing a cheaper imitation, copy or counterfeit part instead of the authentic, more expensive brand product
- It's hard to know who to trust when buying parts for a car or vehicle
- I am qualified and able to drive a car or motor vehicle on a regular basis
- I don't care if I buy and use an imitation, copy or counterfeit product instead of the authentic, brand product – as long as it's cheap and works is all that matters

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