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*Eighty-Nine Percent Think “Stronger Trade Laws Are Needed To
Help Protect Legitimate Businesses From Counterfeit Goods
Entering The Canadian Market*



Ipsos Reid

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NEARLY HALF (44%) OF CANADIANS WORRY THAT THEY MAY BE MISTAKENLY EXCHANGING COUNTERFEIT GIFTS IN FRONT OF THE HOLIDAY HEARTH THIS SEASON

Eighty-Nine Percent Think “Stronger Trade Laws Are Needed To Help Protect Legitimate Businesses From Counterfeit Goods Entering The Canadian Market”

Toronto, ON – According to a new Ipsos Reid survey conducted on behalf of Microsoft, nearly half (44%) of Canadians worry that they may be mistakenly exchanging counterfeit gifts in front of the holiday hearth this season. And further, seven in ten (68%) say they are concerned “about the range and growth of counterfeit products in Canada”.

Further to these sentiments, a majority (64%) of Canadians would like to see the Canada Border Service Agency have the ability to “proactively target and seize suspected counterfeit goods on their own” (rather than with a court order or call to the RCMP). And:

- 89% think “stronger trade laws are needed to help protect legitimate businesses from counterfeit goods entering the Canadian market”; and
- 88% think the “government needs to strengthen intellectual property laws to protect consumers and the companies whose products are being counterfeited”.

But, a majority (75%) agree that “many Canadians probably knowingly purchase different types of counterfeit goods because the legal risks are so low”.

When it comes to which types of counterfeit products Canadians consider being ‘acceptable’ or ‘unacceptable’ to purchase:

- The top five most acceptable are (ranked): “clothing”, “designer handbags”, “cigarettes”, “music”, and “DVDs”; while



- The top five most **unacceptable** are (ranked): “prescription drugs”, “automotive parts”, “electronics”, “software”, and “music”.

These are the findings of an Ipsos Reid poll conducted for Microsoft and fielded from November 17-21st, 2006. For the survey, a representative sample of 1129 adult Canadians were interviewed via an on-line survey vehicle. The sample used in this study has been weighted according to Census data to accurately reflect the population of Canadians. With a sample of this size, the aggregate results are considered accurate to within ± 3.0 percentage points, 19 times out of 20, of what they would have been had this entire population been polled. The margin of error will be larger within each sub-grouping of the survey population.

Sixty-eight percent express concern about the growth of counterfeit products in Canada ...

Current counterfeit goods range from automotive parts, prescription drugs, toys and electrical plugs to cigarettes, software, batteries and clothing. How concerned are you personally about the range and growth of counterfeit products in Canada? Would you say you are very concerned, somewhat concerned, not really concerned, or not at all concerned about it?

	Total
Top2Box - Concerned	68%
Low2Box - Not Concerned	32%
Very concerned	21%
Somewhat concerned	47%
Not really concerned	26%
Not at all concerned	6%
Base: All respondents	

- Residents in Ontario (74%) are the most concerned, followed by those in Saskatchewan/Manitoba (70%), and British Columbia (68%).



And, when it comes to the holiday season, 44% worry they may be putting counterfeit goods under the tree...

Forty-four percent say they are “concerned about mistakenly purchasing counterfeit goods during the holiday season” – 56% are not concerned about this.

- Residents of Quebec (48%) and Ontario (47%) are the ones who most often express concern about this issue, while those in Alberta (34%) are the least likely to be concerned.

Clothing, Designer Handbags & Cigarettes top the list of counterfeit items that are most acceptable to purchase

For each of the following products, please indicate the top three counterfeit items you feel are most acceptable to purchase, and please indicate which counterfeit items are the most unacceptable to purchase

Most Acceptable To Purchase		
	Ranked First	Ranked top 3
Clothing	18%	50%
Designer handbags	17%	44%
Cigarettes	21%	40%
Music	10%	32%
DVDs	6%	25%
Batteries	7%	25%
Toys	5%	24%
Video games	4%	19%
Software	3%	14%
Automotive parts	3%	10%
Electronics	3%	9%
Prescription drugs/pharmaceuticals	2%	6%
<i>Base: All respondents</i>		



Most unacceptable counterfeit items to purchase are prescription drugs, automotive parts, electronics, and software...

For each of the following products, please indicate the top three counterfeit items you feel are most acceptable to purchase, and please indicate which counterfeit items are the most unacceptable to purchase

Most Unacceptable To Purchase		
	Ranked First	Ranked top 3
Prescription drugs/pharmaceuticals	61%	78%
Automotive parts	7%	49%
Electronics	4%	39%
Software	5%	33%
Music	6%	20%
DVDs	4%	19%
Cigarettes	3%	15%
Toys	3%	15%
Batteries	2%	11%
Video games	3%	10%
Clothing	1%	8%
Designer handbags	1%	5%
Base: All respondents		



Two-thirds (64%) feel Canadian Border Service Agency (BSA) should have the ability to proactively target and seize suspected counterfeit goods...

Currently the Canadian Border Service Agency does not have the ability to independently seize counterfeit goods at the border. Which of the following two opinions would say is closest to your own?

	All
The Canadian Border Service Agency should have the ability to proactively target and seize suspected counterfeit goods on their own	64%
The Canadian Border Service Agency should not have the ability to proactively target and seize suspected counterfeit goods on their own but should obtain a court order or call the RCMP	36%
Base: All respondents	

- Residents of Quebec (72%) are the most likely to believe the Border Agency should have the ability to proactively target and seize suspected goods, followed by Ontarians (65%), and Albertans (61%).
- Residents of British Columbia (45%) and Saskatchewan/Manitoba (41%) are the most likely to feel the BSA should not have this ability.



Canadians On Counterfeit Goods: Stronger Trade Laws Needed (89%); Strengthen Intellectual Property Laws (88%); But Many Probably Know They're Buying Fake Goods (75%) ...

	Strongly agree	Somewhat agree	Total agree
Stronger trade laws are needed to help protect legitimate businesses from counterfeit goods entering the Canadian market	42%	47%	89%
The government needs to strengthen intellectual property laws to protect consumers and the companies whose products are being counterfeited.	40%	48%	88%
Many Canadians probably knowingly purchase different types of counterfeit goods because the legal risks are so low	21%	54%	75%
I would rather spend more to ensure that I am purchasing authentic goods like software, handbags and clothing vs. counterfeit goods this holiday season.	28%	45%	73%
Counterfeiting is a serious issue, but most counterfeit purchases are small in nature and it wouldn't make a big difference if it was stopped.	6%	33%	39%
Counterfeiting is not considered a major issue in Canada and is really only a concern for countries like China and Russia, Taiwan and Japan.	5%	30%	35%
<i>Base: All respondents</i>			

- Residents of Quebec (81%) are the most likely to agree with the statement “Many Canadians probably knowingly purchase different types of counterfeit goods because the legal risks are so low”, followed by Ontarians (77%);
- Residents of Ontario (30%) are the least likely to believe that “counterfeiting is not considered a major issue in Canada and is really only a concern for countries like China and Russia, Taiwan and Japan”;
- Residents of Atlantic Canada (93%) are the most likely to agree that “Stronger trade laws are needed to help protect legitimate businesses from counterfeit goods entering the Canadian market”, followed by residents of Quebec (90%).



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