

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?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Very concerned	239 21%	38 24%	24 22%	16 21%	104 24%	39 15%	19 22%	58 22%	88 25%	93 18%	60 18%	179 22%
Somewhat concerned	532 47%	70 44%	49 45%	37 49%	219 50%	124 46%	34 40%	113 43%	171 48%	248 49%	149 45%	383 48%
Not really concerned	295 26%	40 25%	31 28%	19 25%	98 23%	84 31%	23 27%	77 29%	79 22%	139 27%	97 30%	198 25%
Not at all concerned	63 6%	10 7%	6 5%	4 5%	14 3%	20 7%	9 11%	18 7%	16 4%	29 6%	22 7%	40 5%
Summary												
Top2Box - Concerned	771 68%	107 68%	72 67%	52 70%	322 74%	164 61%	53 62%	171 64%	259 73%	341 67%	209 64%	562 70%
Low2Box - Not Concerned	358 32%	50 32%	36 33%	23 30%	112 26%	104 39%	32 38%	95 36%	95 27%	168 33%	120 36%	238 30%

Are you concerned about mistakenly purchasing counterfeit goods during the holiday season?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Yes	496 44%	65 42%	37 34%	29 38%	202 47%	128 48%	34 40%	113 42%	185 52%	198 39%	142 43%	354 44%
No	633 56%	92 58%	71 66%	46 62%	232 53%	140 52%	51 60%	153 58%	169 48%	311 61%	187 57%	446 56%

[RANKED TOP - MOST ACCEPTABLE - BASED TO ALL RESPONDENTS] 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?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Software	39 3%	5 3%	3 2%	2 3%	16 4%	11 4%	2 2%	6 2%	18 5%	15 3%	15 5%	23 3%
Designer handbags	197 17%	29 18%	25 23%	10 13%	88 20%	42 16%	5 5%	42 16%	67 19%	88 17%	49 15%	148 18%
Prescription drugs/pharmaceuticals	27 2%	3 2%	1 1%	1 1%	5 1%	15 6%	2 2%	9 3%	7 2%	10 2%	10 3%	17 2%
Automotive parts	39 3%	4 3%	3 3%	3 4%	9 2%	17 6%	2 3%	11 4%	12 3%	16 3%	11 3%	28 3%
Music	111 10%	14 9%	6 6%	10 13%	50 12%	15 6%	15 18%	30 11%	32 9%	49 10%	41 12%	69 9%
DVDs	68 6%	12 7%	6 6%	6 7%	24 6%	12 4%	9 10%	15 6%	21 6%	32 6%	21 6%	47 6%
Clothing	199 18%	30 19%	24 22%	13 18%	67 15%	49 18%	16 19%	44 16%	56 16%	99 19%	47 14%	152 19%
Electronics	35 3%	5 3%	3 2%	2 2%	12 3%	7 2%	6 8%	15 6%	7 2%	14 3%	10 3%	25 3%
Batteries	80 7%	5 3%	6 5%	6 8%	39 9%	20 7%	4 5%	16 6%	34 9%	30 6%	20 6%	60 7%
Cigarettes	235 21%	32 21%	17 16%	18 24%	89 20%	59 22%	20 23%	53 20%	74 21%	108 21%	76 23%	159 20%
Video games	42 4%	8 5%	5 5%	0 -	19 4%	9 4%	1 1%	10 4%	12 3%	20 4%	15 4%	28 3%
Toys	58 5%	9 6%	10 9%	5 7%	17 4%	14 5%	4 4%	16 6%	15 4%	27 5%	14 4%	45 6%

[RANKED IN TOP THREE MOST ACCEPTABLE - BASED TO ALL RESPONDENTS] 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?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Software	161 14%	21 13%	11 10%	12 15%	68 16%	42 16%	7 8%	31 12%	55 16%	74 15%	48 15%	112 14%
Designer handbags	497 44%	72 46%	55 51%	33 43%	209 48%	93 35%	35 41%	93 35%	153 43%	251 49%	131 40%	366 46%
Prescription drugs/pharmaceuticals	72 6%	10 6%	7 6%	5 7%	16 4%	32 12%	2 2%	24 9%	25 7%	23 5%	22 7%	50 6%
Automotive parts	112 10%	9 6%	5 4%	7 9%	32 7%	44 16%	15 18%	24 9%	32 9%	55 11%	35 11%	77 10%
Music	358 32%	50 31%	27 25%	25 33%	153 35%	69 26%	36 42%	85 32%	111 31%	163 32%	110 33%	249 31%
DVDs	280 25%	36 23%	21 19%	24 32%	118 27%	56 21%	26 30%	69 26%	87 25%	124 24%	88 27%	192 24%
Clothing	569 50%	86 55%	64 59%	38 51%	209 48%	131 49%	40 47%	124 47%	188 53%	256 50%	150 45%	419 52%
Electronics	105 9%	16 10%	7 7%	7 9%	32 7%	33 12%	10 12%	39 15%	25 7%	41 8%	31 9%	74 9%
Batteries	286 25%	39 25%	29 27%	20 27%	104 24%	72 27%	20 24%	61 23%	100 28%	124 24%	88 27%	197 25%
Cigarettes	455 40%	64 40%	40 37%	31 41%	169 39%	115 43%	36 42%	106 40%	141 40%	207 41%	137 42%	318 40%
Video games	218 19%	26 17%	20 19%	11 15%	97 22%	52 20%	10 12%	62 23%	70 20%	86 17%	68 21%	150 19%
Toys	275 24%	43 27%	38 35%	13 18%	96 22%	65 24%	20 23%	79 30%	75 21%	122 24%	79 24%	196 25%

[TOP MOST UNACCEPTABLE - BASED TO ALL RESPONDENTS] 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?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Software	58 5%	8 5%	9 8% E	5 7% E	27 6% E	7 2%	2 3%	14 5%	24 7%	20 4%	23 7%	35 4%
Designer handbags	15 1%	2 1%	2 2%	1 1%	7 2%	3 1%	1 1%	5 2%	3 1%	7 1%	3 1%	12 2%
Prescription drugs/pharmaceuticals	690 61%	99 63%	58 53%	44 59%	284 65% BE	149 56%	56 65%	138 52%	209 59%	343 67% GH	206 62%	484 61%
Automotive parts	80 7%	14 9%	9 8%	4 5%	36 8%	13 5%	4 5%	28 11% I	22 6%	29 6%	16 5%	63 8%
Music	65 6%	2 2%	5 5%	4 5%	9 2%	41 15% ABCDEF	3 4%	15 5%	25 7%	25 5%	21 7%	43 5%
DVDs	45 4%	6 4%	6 6%	4 5%	16 4%	11 4%	2 2%	10 4%	16 5%	19 4%	13 4%	32 4%
Clothing	16 1%	4 3% D	2 2%	1 1%	2 0	5 2%	2 2%	3 1%	6 2%	7 1%	6 2%	10 1%
Electronics	47 4%	5 3%	8 7%	4 5%	14 3%	10 4%	6 7%	15 5%	13 4%	19 4%	10 3%	36 5%
Batteries	20 2%	1 1%	0 -	1 1%	9 2%	7 2%	2 3%	8 3%	6 2%	6 1%	6 2%	13 2%
Cigarettes	36 3%	3 2%	3 2%	3 5%	10 2%	12 4%	5 6%	13 5%	11 3%	12 2%	8 3%	27 3%
Video games	29 3%	7 4%	5 4%	1 2%	9 2%	5 2%	2 2%	10 4%	9 2%	10 2%	8 2%	21 3%
Toys	29 3%	6 4%	2 2%	3 4%	12 3%	7 2%	0 -	7 3%	12 3%	11 2%	7 2%	22 3%

. [RANKED IN TOP THREE MOST UNACCEPTABLE - BASED TO ALL RESPONDENTS] 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?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Software	371 33%	57 36%	44 40% E	27 36%	149 34%	73 27%	21 25%	88 33%	129 36%	154 30%	100 30%	271 34%
Designer handbags	57 5%	11 7%	6 6%	5 7%	17 4%	15 5%	3 4%	22 8% H	12 3%	24 5%	18 5%	39 5%
Prescription drugs/pharmaceuticals	880 78%	123 78%	78 72%	55 73%	351 81% B	202 75%	71 83%	197 74%	271 76%	412 81% G	251 76%	629 79%
Automotive parts	555 49%	82 52% E	49 45%	36 49%	232 53% E	113 42%	44 51%	128 48%	175 50%	252 50%	156 47%	399 50%
Music	225 20%	17 11%	21 19% A	14 18%	57 13%	100 37% ABCDF	17 20%	49 18%	71 20%	105 21%	68 21%	157 20%
DVDs	210 19%	27 17%	25 23% CF	9 12%	71 16%	69 26% ACDF	9 10%	49 18%	73 20%	88 17%	69 21%	140 18%
Clothing	86 8%	11 7%	9 8%	7 9%	20 5%	30 11% D	9 11%	25 9%	22 6%	39 8%	24 7%	61 8%
Electronics	438 39%	63 40% E	40 36%	33 43% E	181 42% E	82 30%	40 47% E	92 35%	142 40%	203 40%	131 40%	307 38%
Batteries	121 11%	20 13%	11 10%	7 9%	49 11%	20 8%	14 16%	36 14%	32 9%	52 10%	34 10%	86 11%
Cigarettes	164 15%	22 14%	15 14%	7 10%	55 13%	53 20% CD	12 14%	46 17%	49 14%	69 14%	52 16%	113 14%
Video games	112 10%	18 12%	14 13% E	8 10%	48 11%	18 7%	5 6%	32 12%	35 10%	44 9%	39 12%	73 9%
Toys	168 15%	21 14%	14 13%	18 24% ABE	74 17% E	29 11%	12 14%	34 13%	52 15%	82 16%	44 13%	124 15%

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?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
The Canadian Border Service Agency should have the ability to proactively target and seize suspected counterfeit goods on their own	722	86	67	44	281	193	51	158	232	332	216	506
	64%	55%	61%	59%	65% A	72% ABC	59%	60%	65%	65%	66%	63%
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	407	71	42	31	153	75	35	108	123	177	113	294
	36%	45% DE	39% E	41% E	35%	28%	41%	40%	35%	35%	34%	37%

(I would rather spend more to ensure that I am purchasing authentic goods like software, handbags and clothing vs. counterfeit goods this holiday season.) For each of the following statements, indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
I would rather spend more to ensure that I am purchasing authentic goods like software, handbags and clothing vs. counterfeit goods this holiday season.												
Strongly agree	322 28%	50 32%	30 27%	20 26%	124 28%	70 26%	28 33%	73 27%	106 30%	142 28%	77 23%	245 31%
Somewhat agree	504 45%	65 41%	49 45%	37 49%	194 45%	125 47%	35 41%	123 46%	170 48%	211 42%	150 46%	354 44%
Somewhat disagree	230 20%	30 19%	23 21%	14 18%	89 20%	61 23%	13 15%	53 20%	63 18%	113 22%	80 24%	150 19%
Strongly disagree	74 7%	13 8%	7 7%	5 7%	28 6%	12 4%	9 10%	17 6%	15 4%	42 8%	22 7%	51 6%
Summary												
Top2Box - Agree	826 73%	115 73%	79 72%	56 75%	318 73%	195 73%	64 74%	196 74%	276 78%	354 70%	227 69%	599 75%
Low2Box - Disagree	303 27%	42 27%	30 28%	19 25%	117 27%	73 27%	22 26%	70 26%	78 22%	155 30%	102 31%	201 25%

(Many Canadians probably knowingly purchase different types of counterfeit goods because the legal risks are so low) For each of the following statements, indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Many Canadians probably knowingly purchase different types of counterfeit goods because the legal risks are so low												
Strongly agree	234 21%	25 16%	21 19%	16 21%	86 20%	69 26% A	17 20%	54 20%	76 22%	104 20%	64 19%	170 21%
Somewhat agree	615 54%	84 53%	54 49%	35 47%	248 57%	149 55%	45 52%	145 55%	201 57%	268 53%	198 60% K	416 52%
Somewhat disagree	224 20%	38 24% E	29 27% DE	18 24%	77 18%	41 15%	21 25%	51 19%	58 16%	116 23% H	55 17%	170 21%
Strongly disagree	56 5%	11 7%	5 4%	5 7%	23 5%	9 3%	3 3%	16 6%	19 5%	21 4%	12 4%	43 5%
Summary												
Top2Box - Agree	849 75%	109 69%	75 69%	52 69%	335 77%	217 81% ABC	62 72%	199 75%	278 78%	372 73%	262 80% K	587 73%
Low2Box - Disagree	280 25%	49 31% E	34 31% E	24 31% E	100 23%	50 19%	24 28%	67 25%	77 22%	137 27%	67 20%	213 27% J

(Counterfeiting is not considered a major issue in Canada and is really only a concern for countries like China and Russia, Taiwan and Japan.) For each of the following statements, indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Counterfeiting is not considered a major issue in Canada and is really only a concern for countries like China and Russia, Taiwan and Japan.												
Strongly agree	61 5%	7 4%	6 5%	5 6%	18 4%	23 9%	2 2%	13 5%	19 5%	29 6%	15 5%	45 6%
Somewhat agree	338 30%	49 31%	34 32%	27 36%	112 26%	83 31%	32 37%	80 30%	98 28%	160 31%	116 35%	222 28%
Somewhat disagree	470 42%	63 40%	43 39%	29 38%	188 43%	114 43%	34 40%	108 41%	146 41%	216 42%	129 39%	341 43%
Strongly disagree	260 23%	38 24%	26 24%	15 20%	116 27%	48 18%	18 21%	64 24%	91 26%	105 21%	68 21%	192 24%
Summary												
Top2Box - Agree	399 35%	56 36%	40 37%	32 42%	131 30%	106 40%	34 39%	93 35%	117 33%	189 37%	132 40%	267 33%
Low2Box - Disagree	730 65%	101 64%	69 63%	43 58%	304 70%	162 60%	52 61%	172 65%	237 67%	320 63%	197 60%	533 67%

(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.) For each of the following statements, indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
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.												
Strongly agree	72 6%	9 6%	3 3%	7 10% B	28 6%	20 8%	4 5%	15 6%	22 6%	35 7%	20 6%	52 6%
Somewhat agree	374 33%	57 36%	38 35%	23 31%	140 32%	82 31%	34 39%	106 40% H	101 28%	167 33%	119 36%	255 32%
Somewhat disagree	451 40%	57 36%	46 43%	28 38%	168 39%	121 45%	29 34%	90 34%	151 43%	210 41%	129 39%	322 40%
Strongly disagree	233 21%	34 22%	21 19%	17 22%	99 23%	44 16%	18 22%	54 20%	81 23%	97 19%	61 19%	171 21%
Summary												
Top2Box - Agree	446 39%	66 42%	41 38%	30 40%	168 39%	103 38%	38 44%	122 46% H	122 35%	202 40%	139 42%	306 38%
Low2Box - Disagree	683 61%	91 58%	67 62%	45 60%	267 61%	165 62%	48 56%	144 54%	232 65% G	307 60%	190 58%	493 62%

(Stronger trade laws are needed to help protect legitimate businesses from counterfeit goods entering the Canadian market) For each of the following statements, indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
Stronger trade laws are needed to help protect legitimate businesses from counterfeit goods entering the Canadian market												
Strongly agree	469 42%	66 42%	40 37%	28 37%	198 46%	107 40%	31 36%	108 41%	164 46%	197 39%	115 35%	354 44%
Somewhat agree	530 47%	72 46%	52 48%	39 51%	185 43%	133 50%	49 57%	121 45%	158 45%	251 49%	168 51%	362 45%
Somewhat disagree	106 9%	15 10%	14 13%	8 11%	42 10%	21 8%	5 6%	35 13%	25 7%	46 9%	41 12%	65 8%
Strongly disagree	24 2%	3 2%	3 2%	1 1%	9 2%	7 3%	1 1%	2 1%	6 2%	15 3%	6 2%	18 2%
Summary												
Top2Box - Agree	999 89%	139 88%	92 84%	66 88%	383 88%	240 90%	80 93%	229 86%	323 91%	448 88%	283 86%	717 90%
Low2Box - Disagree	130 11%	19 12%	17 16%	9 12%	51 12%	28 10%	6 7%	37 14%	32 9%	61 12%	46 14%	83 10%

(The government needs to strengthen intellectual property laws to protect consumers and the companies whose products are being counterfeited.) For each of the following statements, indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
The government needs to strengthen intellectual property laws to protect consumers and the companies whose products are being counterfeited.												
Strongly agree	452 40%	66 42%	40 37%	26 35%	178 41%	111 41%	31 37%	104 39%	157 44%	191 38%	111 34%	341 43%
Somewhat agree	539 48%	73 46%	54 50%	38 51%	203 47%	129 48%	43 50%	131 49%	158 45%	251 49%	175 53%	365 46%
Somewhat disagree	100 9%	15 9%	12 11%	5 7%	37 9%	21 8%	9 10%	24 9%	30 9%	45 9%	36 11%	64 8%
Strongly disagree	38 3%	5 3%	3 2%	5 7%	16 4%	7 3%	2 3%	6 2%	9 3%	22 4%	8 2%	30 4%
Summary												
Top2Box - Agree	992 88%	138 88%	94 86%	65 86%	381 88%	240 89%	74 87%	235 88%	315 89%	442 87%	286 87%	706 88%
Low2Box - Disagree	137 12%	19 12%	15 14%	11 14%	53 12%	28 11%	11 13%	31 12%	39 11%	67 13%	43 13%	94 12%

(Top2box Summary) For each of the following statements, indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
I would rather spend more to ensure that I am purchasing authentic goods like software, handbags and clothing vs. counterfeit goods this holiday season.	826	115	79	56	318	195	64	196	276	354	227	599
	73%	73%	72%	75%	73%	73%	74%	74%	78% I	70%	69%	75%
Many Canadians probably knowingly purchase different types of counterfeit goods because the legal risks are so low	849	109	75	52	335	217	62	199	278	372	262	587
	75%	69%	69%	69%	77%	81% ABC	72%	75%	78%	73%	80% K	73%
Counterfeiting is not considered a major issue in Canada and is really only a concern for countries like China and Russia, Taiwan and Japan.	399	56	40	32	131	106	34	93	117	189	132	267
	35%	36%	37%	42% D	30%	40% D	39%	35%	33%	37%	40% K	33%
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.	446	66	41	30	168	103	38	122	122	202	139	306
	39%	42%	38%	40%	39%	38%	44%	46% H	35%	40%	42%	38%
Stronger trade laws are needed to help protect legitimate businesses from counterfeit goods entering the Canadian market	999	139	92	66	383	240	80	229	323	448	283	717
	89%	88%	84%	88%	88%	90%	93%	86%	91%	88%	86%	90%
The government needs to strengthen intellectual property laws to protect consumers and the companies whose products are being counterfeited.	992	138	94	65	381	240	74	235	315	442	286	706
	88%	88%	86%	86%	88%	89%	87%	88%	89%	87%	87%	88%

(Low2box Summary) For each of the following statements, indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1129	179	116	98	390	266	80	263	349	517	327	802
Weighted	1129	157	109	75*	434	268	86*	266	354	509	329	800
I would rather spend more to ensure that I am purchasing authentic goods like software, handbags and clothing vs. counterfeit goods this holiday season.	303	42	30	19	117	73	22	70	78	155	102	201
	27%	27%	28%	25%	27%	27%	26%	26%	22%	30% H	31%	25%
Many Canadians probably knowingly purchase different types of counterfeit goods because the legal risks are so low	280	49	34	24	100	50	24	67	77	137	67	213
	25%	31% E	31% E	31% E	23%	19%	28%	25%	22%	27%	20%	27% J
Counterfeiting is not considered a major issue in Canada and is really only a concern for countries like China and Russia, Taiwan and Japan.	730	101	69	43	304	162	52	172	237	320	197	533
	65%	64%	63%	58%	70% CE	60%	61%	65%	67%	63%	60%	67% J
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.	683	91	67	45	267	165	48	144	232	307	190	493
	61%	58%	62%	60%	61%	62%	56%	54%	65% G	60%	58%	62%
Stronger trade laws are needed to help protect legitimate businesses from counterfeit goods entering the Canadian market	130	19	17	9	51	28	6	37	32	61	46	83
	11%	12%	16%	12%	12%	10%	7%	14%	9%	12%	14%	10%
The government needs to strengthen intellectual property laws to protect consumers and the companies whose products are being counterfeited.	137	19	15	11	53	28	11	31	39	67	43	94
	12%	12%	14%	14%	12%	11%	13%	12%	11%	13%	13%	12%