

1_1. (Due to recent economic conditions, my holiday shopping strategy this year is to spend less on everyone) Please indicate the extent to which you agree or disagree with each of the following statements:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1025	501	524	249	389	387	100	320	474	131
Weighted	1025	496	529	286	407	332	121*	384	334	186
Strongly agree	361	158	203	97	156	108	52	147	127	36
	35%	32%	38%	34%	38%	33%	43%	38%	38%	19%
Somewhat agree	412	203	209	106	162	144	41	143	134	93
	40%	41%	40%	37%	40%	43%	34%	37%	40%	50%
Somewhat disagree	210	113	97	66	78	65	25	82	60	43
	20%	23%	18%	23%	19%	20%	21%	21%	18%	23%
Strongly disagree	43	23	20	17	10	15	3	12	13	14
	4%	5%	4%	6%	2%	5%	3%	3%	4%	7%
D										
Summary										
Top2Box (Agree)	773	361	412	203	318	252	93	290	261	129
	75%	73%	78%	71%	78%	76%	77%	76%	78%	69%
C										
Low2Box (Disagree)	252	135	117	83	88	80	28	94	73	57
	25%	27%	22%	29%	22%	24%	23%	24%	22%	31%
D										
H										

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

1_2. (I plan on only buying gifts that are discounted or on sale this holiday season) Please indicate the extent to which you agree or disagree with each of the following statements:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1025	501	524	249	389	387	100	320	474	131
Weighted	1025	496	529	286	407	332	121*	384	334	186
Strongly agree	301	137	164	87	129	85	50	105	106	40
	29%	28%	31%	30%	32%	26%	41%	27%	32%	22%
							GI		I	
Somewhat agree	410	190	220	108	167	135	41	158	137	74
	40%	38%	42%	38%	41%	41%	34%	41%	41%	40%
Somewhat disagree	247	140	107	73	88	86	25	95	70	58
	24%	28%	20%	25%	22%	26%	21%	25%	21%	31%
		B								H
Strongly disagree	67	30	37	19	23	25	6	26	21	13
	6%	6%	7%	7%	6%	8%	5%	7%	6%	7%
Summary										
Top2Box (Agree)	711	327	384	195	296	221	90	263	243	114
	69%	66%	73%	68%	73%	66%	75%	69%	73%	61%
			A				I		I	
Low2Box (Disagree)	314	169	144	91	111	111	31	121	91	71
	31%	34%	27%	32%	27%	34%	25%	31%	27%	39%
		B								FH

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

1_3. (I plan on doing more comparison shopping online this year than in previous years) Please indicate the extent to which you agree or disagree with each of the following statements:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1025	501	524	249	389	387	100	320	474	131
Weighted	1025	496	529	286	407	332	121*	384	334	186
Strongly agree	261	135	126	77	110	74	28	104	90	38
	25%	27%	24%	27%	27%	22%	23%	27%	27%	20%
Somewhat agree	401	209	192	109	173	119	37	146	134	84
	39%	42%	36%	38%	43%	36%	30%	38%	40%	45%
Somewhat disagree	221	104	116	61	82	78	35	78	68	40
	22%	21%	22%	21%	20%	24%	29%	20%	20%	22%
Strongly disagree	143	48	95	39	42	61	22	56	42	23
	14%	10%	18%	14%	10%	19%	18%	15%	12%	13%
Summary			A			D				
Top2Box (Agree)	662	344	318	186	283	193	65	251	224	122
	65%	69%	60%	65%	70%	58%	53%	65%	67%	66%
Low2Box (Disagree)		B			E			F	F	
	363	152	211	100	124	140	56	134	110	63
	35%	31%	40%	35%	30%	42%	47%	35%	33%	34%
			A			D	GH			

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

2. Are you considering making any purchases online during the holiday season?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1025	501	524	249	389	387	100	320	474	131
Weighted	1025	496	529	286	407	332	121*	384	334	186
Yes	440	222	218	160	172	109	33	138	159	110
	43%	45%	41%	56%	42%	33%	27%	36%	48%	59%
No				DE	E				FG	FGH
	585	274	311	126	235	223	88	246	175	76
	57%	55%	59%	44%	58%	67%	73%	64%	52%	41%
					C	CD	HI	HI	I	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

3_1. (I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season) Please indicate the extent to which you agree or disagree with the following statements:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1025	501	524	249	389	387	100	320	474	131
Weighted	1025	496	529	286	407	332	121*	384	334	186
Strongly agree	162	91	71	34	60	68	14	76	53	19
	16%	18%	13%	12%	15%	21%	12%	20%	16%	10%
		B				CD		I		
Somewhat agree	353	177	176	98	135	120	47	130	122	54
	34%	36%	33%	34%	33%	36%	39%	34%	37%	29%
Somewhat disagree	355	160	195	102	149	104	37	131	114	73
	35%	32%	37%	36%	37%	31%	31%	34%	34%	39%
Strongly disagree	155	68	87	52	63	41	22	49	45	39
	15%	14%	16%	18%	16%	12%	18%	13%	13%	21%
										GH
Summary										
Top2Box (Agree)	515	268	247	132	195	188	61	205	175	73
	50%	54%	47%	46%	48%	57%	51%	53%	52%	40%
		B				CD		I	I	
Low2Box (Disagree)	510	229	282	154	212	144	60	179	159	112
	50%	46%	53%	54%	52%	43%	49%	47%	48%	60%
			A	E	E					GH

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

3_4. (Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods) Please indicate the extent to which you agree or disagree with the following statements:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1025	501	524	249	389	387	100	320	474	131
Weighted	1025	496	529	286	407	332	121*	384	334	186
Strongly agree	169	92	77	42	61	66	18	72	53	25
	16%	19%	15%	15%	15%	20%	15%	19%	16%	13%
Somewhat agree	530	257	274	135	216	179	69	193	192	77
	52%	52%	52%	47%	53%	54%	57%	50%	57%	41%
Somewhat disagree	272	121	150	94	103	75	27	98	72	75
	27%	24%	28%	33%	25%	23%	22%	25%	22%	40%
Strongly disagree	54	26	28	15	27	11	7	21	17	9
	5%	5%	5%	5%	7%	3%	6%	6%	5%	5%
Summary										
Top2Box (Agree)	699	349	350	177	276	246	87	266	245	102
	68%	70%	66%	62%	68%	74%	72%	69%	73%	55%
Low2Box (Disagree)	326	147	178	109	130	86	34	119	89	84
	32%	30%	34%	38%	32%	26%	28%	31%	27%	45%
E										

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

3_5. (Canadians would do anything for a good deal) Please indicate the extent to which you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1025	501	524	249	389	387	100	320	474	131
Weighted	1025	496	529	286	407	332	121*	384	334	186
Strongly agree	144	76	68	48	69	27	22	68	40	14
	14%	15%	13%	17%	17%	8%	18%	18%	12%	8%
Somewhat agree	465	243	222	121	204	139	57	168	154	87
	45%	49%	42%	42%	50%	42%	47%	44%	46%	47%
Somewhat disagree	335	143	192	100	98	136	30	121	110	73
	33%	29%	36%	35%	24%	41%	25%	31%	33%	40%
Strongly disagree	81	35	46	17	35	29	12	27	30	12
	8%	7%	9%	6%	9%	9%	10%	7%	9%	6%
Summary										
Top2Box (Agree)	609	319	291	169	273	166	78	236	194	101
	59%	64%	55%	59%	67%	50%	65%	62%	58%	54%
Low2Box (Disagree)	416	178	238	117	134	166	43	148	140	85
	41%	36%	45%	41%	33%	50%	35%	38%	42%	46%
			A			CD				

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

3_6. (When I see a deal that is too good to be true I think it could be a fake) Please indicate the extent to which you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1025	501	524	249	389	387	100	320	474	131
Weighted	1025	496	529	286	407	332	121*	384	334	186
Strongly agree	325	164	161	73	124	127	32	122	113	58
	32%	33%	30%	26%	31%	38%	27%	32%	34%	31%
						CD				
Somewhat agree	491	251	240	136	196	159	69	180	161	80
	48%	51%	45%	48%	48%	48%	57%	47%	48%	43%
							I			
Somewhat disagree	172	67	105	66	68	38	16	64	51	41
	17%	14%	20%	23%	17%	11%	13%	17%	15%	22%
			A	E	E					
Strongly disagree	38	15	23	11	18	8	4	18	9	7
	4%	3%	4%	4%	4%	2%	3%	5%	3%	4%
Summary										
Top2Box (Agree)	816	415	401	209	321	286	101	302	274	138
	80%	84%	76%	73%	79%	86%	84%	79%	82%	74%
		B				CD				
Low2Box (Disagree)	209	82	128	77	86	46	19	82	60	47
	20%	16%	24%	27%	21%	14%	16%	21%	18%	26%
			A	E	E					

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

4. Do you know how to tell if you have purchased a counterfeit item?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1025	501	524	249	389	387	100	320	474	131
Weighted	1025	496	529	286	407	332	121*	384	334	186
Yes	224	126	97	85	91	47	15	77	75	56
	22%	25%	18%	30%	22%	14%	12%	20%	22%	30%
No		B		DE	E				F	FG
	801	370	432	201	316	285	106	307	259	129
	78%	75%	82%	70%	78%	86%	88%	80%	78%	70%
			A		C	CD	HI	I		

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

5. How large do you think the market in counterfeit goods is worth worldwide?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1025	501	524	249	389	387	100	320	474	131
Weighted	1025	496	529	286	407	332	121*	384	334	186
A hundred thousand dollar industry	63	24	38	21	32	10	8	29	11	15
	6%	5%	7%	7%	8%	3%	7%	8%	3%	8%
				E	E			H		H
A million dollar industry	269	82	187	88	115	66	43	111	79	36
	26%	17%	35%	31%	28%	20%	36%	29%	24%	19%
			A	E	E		HI	I		
A billion dollar industry	694	390	304	178	260	256	70	244	244	135
	68%	79%	57%	62%	64%	77%	58%	64%	73%	73%
		B				CD			FG	F

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