

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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1025	144	90	80	400	232	79	209	329	487	174	851
Weighted	1025	135	105*	67*	393	250	76*	208	323	493	190	835
Strongly agree	361	57	32	17	149	74	32	103	121	137	70	291
	35%	42%	30%	25%	38%	30%	43%	49%	38%	28%	37%	35%
Somewhat agree		CE			CE		CE	HI	I			
	412	47	48	31	152	108	27	64	135	213	77	334
	40%	34%	46%	46%	39%	43%	35%	31%	42%	43%	41%	40%
Somewhat disagree									G	G		
	210	27	18	17	74	58	14	37	56	117	37	172
	20%	20%	17%	25%	19%	23%	19%	18%	17%	24%	20%	21%
Strongly disagree										H		
	43	4	7	2	17	10	2	5	12	26	5	38
	4%	3%	7%	4%	4%	4%	3%	2%	4%	5%	3%	5%
Summary												
Top2Box (Agree)	773	104	80	47	301	182	59	167	256	350	148	625
	75%	77%	76%	71%	77%	73%	78%	80%	79%	71%	78%	75%
Low2Box (Disagree)								I	I			
	252	32	25	19	91	68	17	42	67	143	42	210
	25%	23%	24%	29%	23%	27%	22%	20%	21%	29%	22%	25%
										GH		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1025	144	90	80	400	232	79	209	329	487	174	851
Weighted	1025	135	105*	67*	393	250	76*	208	323	493	190	835
Strongly agree	301	43	25	14	129	63	27	82	109	110	66	235
	29%	32%	24%	21%	33%	25%	35%	39%	34%	22%	35%	28%
Somewhat agree	410	53	52	27	149	101	29	80	123	207	70	340
	40%	39%	50%	40%	38%	40%	38%	39%	38%	42%	37%	41%
Somewhat disagree	247	31	24	20	87	70	15	35	71	142	49	198
	24%	23%	23%	30%	22%	28%	19%	17%	22%	29%	26%	24%
Strongly disagree	67	8	4	6	27	16	5	11	21	35	5	62
	6%	6%	4%	9%	7%	6%	7%	5%	6%	7%	2%	7%
Summary												
Top2Box (Agree)	711	96	77	41	278	164	56	163	232	317	136	575
	69%	71%	74%	61%	71%	66%	73%	78%	72%	64%	72%	69%
Low2Box (Disagree)	314	39	28	26	115	86	20	46	91	177	54	260
	31%	29%	26%	39%	29%	34%	27%	22%	28%	36%	28%	31%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1025	144	90	80	400	232	79	209	329	487	174	851
Weighted	1025	135	105*	67*	393	250	76*	208	323	493	190	835
Strongly agree	261	35	21	16	113	53	23	56	93	112	50	211
	25%	26%	20%	24%	29%	21%	31%	27%	29%	23%	26%	25%
Somewhat agree					E							
	401	43	47	26	153	104	28	72	122	206	87	314
	39%	32%	45%	38%	39%	42%	37%	35%	38%	42%	46%	38%
Somewhat disagree											K	
	221	42	20	15	72	62	11	41	72	108	37	183
	22%	31%	19%	22%	18%	25%	14%	20%	22%	22%	20%	22%
Strongly disagree		BDF										
	143	16	18	10	54	32	14	39	36	67	15	127
	14%	12%	17%	15%	14%	13%	18%	19%	11%	14%	8%	15%
							H				J	
Summary												
Top2Box (Agree)	662	78	67	42	267	157	51	128	215	318	137	524
	65%	58%	64%	63%	68%	63%	68%	61%	67%	65%	72%	63%
					A						K	
Low2Box (Disagree)	363	57	37	25	126	93	25	80	108	175	53	311
	35%	42%	36%	37%	32%	37%	32%	39%	33%	35%	28%	37%
		D										J

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1025	144	90	80	400	232	79	209	329	487	174	851
Weighted	1025	135	105*	67*	393	250	76*	208	323	493	190	835
Yes	440	59	44	33	185	83	36	76	132	232	83	357
	43%	44%	42%	49%	47%	33%	48%	37%	41%	47%	44%	43%
		E		E	E		E			G		
No	585	76	61	34	208	167	40	132	191	262	107	478
	57%	56%	58%	51%	53%	67%	52%	63%	59%	53%	56%	57%
						ACDF		I				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1025	144	90	80	400	232	79	209	329	487	174	851
Weighted	1025	135	105*	67*	393	250	76*	208	323	493	190	835
Strongly agree	162	28	15	11	73	28	6	40	57	65	22	139
	16%	21%	15%	17%	18%	11%	8%	19%	18%	13%	12%	17%
Somewhat agree	353	46	41	20	122	97	27	58	118	177	65	288
	34%	34%	39%	30%	31%	39%	35%	28%	37%	36%	34%	35%
Somewhat disagree	355	41	33	23	136	92	30	74	103	178	75	280
	35%	30%	32%	35%	35%	37%	40%	36%	32%	36%	39%	34%
Strongly disagree	155	20	16	12	62	33	13	36	45	74	28	127
	15%	15%	15%	18%	16%	13%	17%	17%	14%	15%	15%	15%
Summary												
Top2Box (Agree)	515	75	56	31	195	126	33	98	175	242	87	427
	50%	55%	53%	47%	50%	50%	43%	47%	54%	49%	46%	51%
Low2Box (Disagree)	510	61	49	35	198	124	43	110	148	252	103	407
	50%	45%	47%	53%	50%	50%	57%	53%	46%	51%	54%	49%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1025	144	90	80	400	232	79	209	329	487	174	851
Weighted	1025	135	105*	67*	393	250	76*	208	323	493	190	835
Strongly agree	169	30	13	7	75	36	8	38	62	69	27	142
	16%	22%	12%	10%	19%	15%	11%	18%	19%	14%	14%	17%
		CF										
Somewhat agree	530	76	57	36	194	130	37	100	169	261	88	442
	52%	56%	55%	55%	49%	52%	49%	48%	52%	53%	47%	53%
Somewhat disagree	272	27	31	17	105	70	22	58	74	140	64	208
	27%	20%	30%	25%	27%	28%	28%	28%	23%	28%	33%	25%
											K	
Strongly disagree	54	2	4	6	18	14	9	12	19	23	11	43
	5%	2%	4%	10%	5%	6%	12%	6%	6%	5%	6%	5%
				A			AD					
Summary												
Top2Box (Agree)	699	106	70	43	269	166	45	139	230	330	115	584
	68%	78%	67%	65%	68%	66%	60%	67%	71%	67%	61%	70%
		CDEF									J	
Low2Box (Disagree)	326	29	35	23	124	84	30	70	93	163	75	251
	32%	22%	33%	35%	32%	34%	40%	33%	29%	33%	39%	30%
				A	A	A	A				K	

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1025	144	90	80	400	232	79	209	329	487	174	851
Weighted	1025	135	105*	67*	393	250	76*	208	323	493	190	835
Strongly agree	144	17	8	7	46	59	7	43	52	49	29	115
	14%	13%	8%	11%	12%	24%	9%	21%	16%	10%	15%	14%
Somewhat agree	465	56	43	32	183	117	34	84	143	237	96	369
	45%	42%	41%	47%	47%	47%	45%	41%	44%	48%	51%	44%
Somewhat disagree	335	48	45	25	128	62	26	57	107	170	51	284
	33%	36%	43%	38%	33%	25%	35%	28%	33%	34%	27%	34%
Strongly disagree	81	14	9	3	36	12	8	24	20	37	14	67
	8%	10%	8%	4%	9%	5%	11%	11%	6%	7%	7%	8%
Summary												
Top2Box (Agree)	609	73	51	39	229	176	41	127	196	286	125	484
	59%	54%	49%	58%	58%	70%	54%	61%	61%	58%	66%	58%
Low2Box (Disagree)	416	62	54	28	163	74	35	81	128	207	65	351
	41%	46%	51%	42%	42%	30%	46%	39%	39%	42%	34%	42%
		E	E		E		E					

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1025	144	90	80	400	232	79	209	329	487	174	851
Weighted	1025	135	105*	67*	393	250	76*	208	323	493	190	835
Strongly agree	325	52	27	23	150	49	23	67	100	157	47	278
	32%	39%	26%	35%	38%	20%	31%	32%	31%	32%	25%	33%
Somewhat agree		E		E	BE		E					J
	491	63	59	34	181	120	34	98	154	239	105	385
	48%	47%	56%	51%	46%	48%	45%	47%	48%	48%	55%	46%
Somewhat disagree											K	
	172	18	18	9	48	62	17	32	58	82	32	139
	17%	14%	17%	13%	12%	25%	22%	15%	18%	17%	17%	17%
Strongly disagree						ACD	D					
	38	1	1	1	13	19	2	12	11	15	6	32
	4%	1%	1%	1%	3%	8%	3%	6%	3%	3%	3%	4%
						ABD						
Summary												
Top2Box (Agree)	816	116	86	57	331	169	57	165	254	396	152	663
	80%	86%	82%	86%	84%	68%	75%	79%	79%	80%	80%	79%
		E	E	E	E							
Low2Box (Disagree)	209	20	19	9	62	81	19	43	69	97	38	172
	20%	14%	18%	14%	16%	32%	25%	21%	21%	20%	20%	21%
							ABCD					

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1025	144	90	80	400	232	79	209	329	487	174	851
Weighted	1025	135	105*	67*	393	250	76*	208	323	493	190	835
Yes	224	22	23	17	89	56	17	47	69	108	52	171
	22%	16%	22%	25%	23%	22%	22%	23%	21%	22%	28%	21%
No	801	114	81	50	304	194	59	161	254	386	138	664
	78%	84%	78%	75%	77%	78%	78%	77%	79%	78%	72%	79%

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1025	144	90	80	400	232	79	209	329	487	174	851
Weighted	1025	135	105*	67*	393	250	76*	208	323	493	190	835
A hundred thousand dollar industry	63	4	5	4	11	29	9	20	23	19	12	50
	6%	3%	5%	6%	3%	12%	12%	10%	7%	4%	7%	6%
						AD	AD	I	I			
A million dollar industry	269	35	30	19	107	60	18	67	84	118	59	210
	26%	26%	28%	29%	27%	24%	24%	32%	26%	24%	31%	25%
								I				
A billion dollar industry	694	96	70	43	274	161	48	121	216	357	119	575
	68%	71%	67%	65%	70%	65%	64%	58%	67%	72%	62%	69%
										G		

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