

Eight in Ten (78%) Canadians Don't Know When They've Purchased a Counterfeit Item

Six in Ten (68%) Agree that Canadian Deal-Seekers May Not Get What they Bargained For Due to Increased Availability of Counterfeit Goods

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Toronto, ON - Canadians don't know when they've been had, as eight in ten (78%) admit they don't know how to tell if they've purchased a counterfeit item, according to a new Ipsos Reid poll conducted on behalf of Microsoft. Just two in ten (22%) say they know how to tell if they've purchased such an item. Men (25%) are more likely than women (18%) to say they know how to spot a fake, as are younger adults (30%) when compared to middle-aged (22%) or older (14%) Canadians. Most (68%) Canadians recognize that the counterfeit-goods market is a billion-dollar industry worldwide.

A majority (59%) of Canadians 'agree' (14% strongly/45% somewhat) that 'Canadians would do anything for a good deal' - including 70% of Quebecers - but seven in ten (68%) Canadians 'agree' (16% strongly/52% somewhat) that 'Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods', with British Columbians being most likely (78%) to feel this way.

Fully one half (50%) of Canadians 'agree' (16% strongly/34% somewhat) that they are 'concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season', with Canadians over the age of 55 being most likely (57%) to say they're concerned about this.



Online Shopping Over the Holidays...

Four in ten (43%) online Canadians are considering making purchases via the internet this holiday season, including a majority (56%) of those aged 18 to 34. In fact, two in three (65%) 'agree' (25% strongly/39% somewhat) that they 'plan on doing more comparison shopping online this year than in previous years', with men (69%) being significantly more likely than women (60%) to say so. Middle-aged (70%) Canadians are more likely than younger (65%) or older (58%) Canadians to say they'll comparison shop online this year.

But three quarters (75%) 'agree' (35% strongly/40% somewhat) that 'due to recent economic conditions, their holiday spending shopping strategy this year is to spend less on everyone'. Those aged 35 to 54 (78%) are most likely to agree, followed by those aged 55+ (76%) and 18 to 34 (71%). Just one quarter (25%) of Canadians 'disagree' (4% strongly/20% somewhat) that this is their strategy.

Moreover, seven in ten (69%) 'agree' (29% strongly/40% somewhat) that they 'plan on buying gifts that are discounted or on sale this holiday season' with women (73%) being more likely than men (66%) to say they'll shop this way.

These are some of the findings of an Ipsos Reid poll conducted between November 8 and 12, 2010, on behalf of Microsoft. For this survey, a sample of 1,025 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in



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Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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