



Canadian Online Omni October 31 - November 7, 2011

Counterfeit Items 1

Table of Contents

1	1a_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:
2	1a_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:
3	1a_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:
4	1a. [Top2Box (Agree) Summary] Please indicate the extent to which you agree or disagree with each of the following statements:
5	1a. [Low2Box (Disagree) Summary] Please indicate the extent to which you agree or disagree with each of the following statements:
6	2a. DF2 Are you considering making any purchases online during the holiday season?
7	3a_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:
8	3a_2. [I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost] Please indicate the extent to which you agree or disagree with the following statements:
9	3a_3. [I am concerned about online deals being too good to be true] Please indicate the extent to which you agree or disagree with the following statements:
10	3a_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:
11	3a_5. [Canadians would do anything for a good deal] Please indicate the extent to which you agree or disagree with the following statements:
12	3a_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:
13	3a. [Top2Box (Agree) Summary] Please indicate the extent to which you agree or disagree with the following statements:
14	3a. [Low2Box (Disagree) Summary] Please indicate the extent to which you agree or disagree with the following statements:
15	4a. DF4 Do you know how to tell if you have purchased a counterfeit item?
16	5a_1. [A lack of quality or good craftsmanship] Thinking about products that might be counterfeit, how concerned are you about the following?
17	5a_2. [That my money may be supporting illegal activity or organized crime] Thinking about products that might be counterfeit, how concerned are you about the following?
18	5a_3. [That the product may impact my own possessions in a negative way (i.e. counterfeit software damaging my computer)] Thinking about products that might be counterfeit, how concerned are you about the following?
19	5a_4. [My own moral state if I knew I purchased a counterfeit item] Thinking about products that might be counterfeit, how concerned are you about the following?
20	5a_5. [That purchasing counterfeit products negatively impacts the Canadian economy] Thinking about products that might be counterfeit, how concerned are you about the following?
21	5a_6. [The chance of someone else noticing that the product I purchased was fake or counterfeit] Thinking about products that might be counterfeit, how concerned are you about the following?
22	5a. [Top2Box (Concerned) Summary] Thinking about products that might be counterfeit, how concerned are you about the following?

Counterfeit Items 1

[23](#) 5a. [Low2Box (Not Concerned) Summary] Thinking about products that might be counterfeit, how concerned are you about the following?

1a_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:

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
Due to recent economic conditions, my holiday shopping strategy this year is to spend less on everyone										
Strongly agree	334	140	195	97	128	109	35	133	111	56
	33%	29%	38%	35%	32%	34%	36%	34%	34%	31%
Somewhat agree			A							
	430	198	231	116	174	139	39	176	133	82
	43%	41%	45%	41%	44%	43%	40%	44%	41%	45%
Somewhat disagree										
	169	103	66	48	66	55	15	62	62	29
	17%	21%	13%	17%	17%	17%	15%	16%	19%	16%
Strongly disagree		B								
	71	45	27	19	30	21	9	25	22	15
	7%	9%	5%	7%	8%	7%	9%	6%	7%	8%
Summary		B								
Top2Box (Agree)	764	338	426	213	302	249	74	309	243	137
	76%	70%	82%	76%	76%	76%	75%	78%	74%	75%
			A							
Low2Box (Disagree)	240	148	92	67	96	76	24	87	84	45
	24%	30%	18%	24%	24%	24%	25%	22%	26%	25%
		B								

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

1a_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:

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
I plan on only buying gifts that are discounted or on sale this holiday season										
Strongly agree	281	114	167	88	102	90	29	107	88	56
	28%	23%	32%	32%	26%	28%	30%	27%	27%	31%
			A							
Somewhat agree	460	217	243	133	191	136	41	186	151	82
	46%	45%	47%	48%	48%	42%	42%	47%	46%	45%
Somewhat disagree	193	110	83	46	74	74	15	76	66	36
	19%	23%	16%	16%	18%	23%	15%	19%	20%	20%
		B								
Strongly disagree	70	44	25	13	32	24	13	28	22	7
	7%	9%	5%	5%	8%	7%	13%	7%	7%	4%
		B					GHI			
Summary										
Top2Box (Agree)	741	331	410	222	293	227	70	293	239	138
	74%	68%	79%	79%	73%	70%	71%	74%	73%	76%
			A	E						
Low2Box (Disagree)	263	155	108	59	106	99	28	103	88	43
	26%	32%	21%	21%	27%	30%	29%	26%	27%	24%
		B				C				

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

1a_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:

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
I plan on doing more comparison shopping online this year than in previous years										
Strongly agree	216	102	114	77	74	66	19	83	82	33
	22%	21%	22%	27%	18%	20%	20%	21%	25%	18%
Somewhat agree				DE						
	430	215	215	124	184	123	40	173	130	86
	43%	44%	41%	44%	46%	38%	41%	44%	40%	48%
Somewhat disagree				E						
	210	96	114	51	85	74	15	78	73	44
	21%	20%	22%	18%	21%	23%	15%	20%	22%	24%
Strongly disagree										
	148	72	76	29	57	63	24	62	43	19
	15%	15%	15%	10%	14%	19%	25%	16%	13%	10%
Summary										
Top2Box (Agree)	646	317	329	200	257	189	60	256	212	119
	64%	65%	63%	71%	65%	58%	60%	65%	65%	66%
				E						
Low2Box (Disagree)	358	169	189	80	141	137	39	140	116	63
	36%	35%	37%	29%	35%	42%	40%	35%	35%	34%
						C				

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

1a. [Top2Box (Agree) Summary] Please indicate the extent to which you agree or disagree with each of 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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
&txt										
Due to recent economic conditions, my holiday shopping strategy this year is to spend less on everyone	764	338	426	213	302	249	74	309	243	137
	76%	70%	82%	76%	76%	76%	75%	78%	74%	75%
			A							
I plan on only buying gifts that are discounted or on sale this holiday season	741	331	410	222	293	227	70	293	239	138
	74%	68%	79%	79%	73%	70%	71%	74%	73%	76%
			A	E						
I plan on doing more comparison shopping online this year than in previous years	646	317	329	200	257	189	60	256	212	119
	64%	65%	63%	71%	65%	58%	60%	65%	65%	66%
				E						

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

1a. [Low2Box (Disagree) Summary] Please indicate the extent to which you agree or disagree with each of 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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
&txt										
I plan on doing more comparison shopping online this year than in previous years	358	169	189	80	141	137	39	140	116	63
	36%	35%	37%	29%	35%	42%	40%	35%	35%	34%
						C				
I plan on only buying gifts that are discounted or on sale this holiday season	263	155	108	59	106	99	28	103	88	43
	26%	32%	21%	21%	27%	30%	29%	26%	27%	24%
		B				C				
Due to recent economic conditions, my holiday shopping strategy this year is to spend less on everyone	240	148	92	67	96	76	24	87	84	45
	24%	30%	18%	24%	24%	24%	25%	22%	26%	25%
		B								

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

2a. DF2 Are you considering making any purchases online during the holiday season?

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
Yes	460	228	232	180	169	110	21	164	170	105
	46%	47%	45%	64%	42%	34%	21%	41%	52%	58%
				DE	E			F	FG	FG
No	544	258	286	100	229	215	78	232	158	77
	54%	53%	55%	36%	58%	66%	79%	59%	48%	42%
					C	CD	GHI	HI		

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

3a_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:

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season										
Strongly agree	135	70	65	34	55	46	22	61	39	13
	13%	14%	12%	12%	14%	14%	22%	15%	12%	7%
							HI	I		
Somewhat agree	360	182	178	87	138	135	32	144	125	59
	36%	37%	34%	31%	35%	42%	33%	36%	38%	33%
						C				
Somewhat disagree	321	147	174	101	132	88	24	131	111	55
	32%	30%	34%	36%	33%	27%	24%	33%	34%	30%
				E						
Strongly disagree	188	87	101	58	74	56	21	60	53	54
	19%	18%	20%	21%	19%	17%	21%	15%	16%	30%
										GH
Summary										
Top2Box (Agree)	495	252	243	121	193	181	54	205	163	72
	49%	52%	47%	43%	48%	56%	55%	52%	50%	40%
						C	I	I	I	
Low2Box (Disagree)	509	234	275	160	205	144	44	191	164	109
	51%	48%	53%	57%	52%	44%	45%	48%	50%	60%
				E						FGH

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

3a_2. [I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost] 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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost										
Strongly agree	48	20	27	23	13	12	8	20	13	7
	5%	4%	5%	8%	3%	4%	8%	5%	4%	4%
				DE						
Somewhat agree	202	103	99	75	74	52	13	88	64	37
	20%	21%	19%	27%	18%	16%	13%	22%	20%	20%
				DE				F		
Somewhat disagree	333	158	175	90	150	94	35	128	110	59
	33%	33%	34%	32%	38%	29%	36%	32%	34%	33%
				E						
Strongly disagree	422	205	217	92	162	167	43	161	140	78
	42%	42%	42%	33%	41%	51%	44%	41%	43%	43%
				C	CD					
Summary										
Top2Box (Agree)	249	123	126	98	86	64	20	107	77	44
	25%	25%	24%	35%	22%	20%	21%	27%	23%	24%
				DE						
Low2Box (Disagree)	755	363	392	182	312	261	78	289	250	137
	75%	75%	76%	65%	78%	80%	79%	73%	77%	76%
				C	C					

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

3a_3. [I am concerned about online deals being too good to be true] 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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
I am concerned about online deals being too good to be true										
Strongly agree	227	114	113	53	89	84	30	107	68	21
	23%	23%	22%	19%	22%	26%	31%	27%	21%	12%
							HI	HI	I	
Somewhat agree	493	229	264	132	196	166	49	187	165	92
	49%	47%	51%	47%	49%	51%	49%	47%	50%	51%
Somewhat disagree	203	98	105	72	75	56	10	72	65	56
	20%	20%	20%	26%	19%	17%	10%	18%	20%	31%
				DE					F	FGH
Strongly disagree	81	44	37	23	38	20	10	30	29	12
	8%	9%	7%	8%	10%	6%	10%	8%	9%	7%
Summary										
Top2Box (Agree)	720	343	376	185	285	250	79	294	233	114
	72%	71%	73%	66%	72%	77%	80%	74%	71%	63%
						C	I	I		
Low2Box (Disagree)	284	142	142	95	113	76	20	102	94	68
	28%	29%	27%	34%	28%	23%	20%	26%	29%	37%
				E						FG

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

3a_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:

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods										
Strongly agree	148	73	75	36	53	59	25	64	45	14
	15%	15%	15%	13%	13%	18%	26%	16%	14%	7%
Somewhat agree							GHI	I		
	521	256	265	125	210	186	50	218	175	77
	52%	53%	51%	45%	53%	57%	51%	55%	54%	42%
Somewhat disagree					C	C		I	I	
	266	121	146	94	108	65	15	93	85	73
	27%	25%	28%	34%	27%	20%	15%	24%	26%	40%
Strongly disagree				E	E				F	FGH
	69	36	33	25	27	16	8	21	22	18
	7%	7%	6%	9%	7%	5%	8%	5%	7%	10%
Summary										
Top2Box (Agree)	669	329	340	161	264	244	76	282	220	91
	67%	68%	66%	57%	66%	75%	77%	71%	67%	50%
					C	CD	I	I	I	
Low2Box (Disagree)	335	157	178	119	135	81	23	114	107	91
	33%	32%	34%	43%	34%	25%	23%	29%	33%	50%
				DE	E					FGH

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

3a_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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
Canadians would do anything for a good deal										
Strongly agree	120	58	62	43	50	27	14	59	35	12
	12%	12%	12%	15%	12%	8%	14%	15%	11%	7%
				E				I		
Somewhat agree	474	230	244	135	186	153	48	182	159	85
	47%	47%	47%	48%	47%	47%	48%	46%	48%	47%
Somewhat disagree	317	154	163	84	125	109	25	124	103	65
	32%	32%	31%	30%	31%	34%	25%	31%	31%	36%
Strongly disagree	93	44	49	18	38	36	12	30	31	19
	9%	9%	9%	7%	10%	11%	12%	8%	9%	11%
Summary										
Top2Box (Agree)	594	287	306	178	235	180	62	241	193	97
	59%	59%	59%	64%	59%	55%	63%	61%	59%	53%
				E						
Low2Box (Disagree)	410	199	212	102	163	145	37	155	134	85
	41%	41%	41%	36%	41%	45%	37%	39%	41%	47%
						C				

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

3a_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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
When I see a deal that is too good to be true I think it could be a fake										
Strongly agree	273	135	138	61	97	115	36	102	95	40
	27%	28%	27%	22%	24%	35%	36%	26%	29%	22%
						CD	I			
Somewhat agree	513	250	263	151	201	161	49	214	155	96
	51%	51%	51%	54%	50%	49%	49%	54%	47%	53%
Somewhat disagree	166	75	91	54	77	35	10	64	55	37
	16%	15%	18%	19%	19%	11%	10%	16%	17%	20%
				E	E					F
Strongly disagree	52	26	26	14	23	14	5	16	23	8
	5%	5%	5%	5%	6%	4%	5%	4%	7%	5%
Summary										
Top2Box (Agree)	787	386	401	213	298	276	84	316	250	136
	78%	79%	77%	76%	75%	85%	86%	80%	76%	75%
						CD				
Low2Box (Disagree)	217	100	117	68	101	49	14	80	77	45
	22%	21%	23%	24%	25%	15%	14%	20%	24%	25%
				E	E					

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

3a. [Top2Box (Agree) Summary] 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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
Top2Box (Agree) Summary										
I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season										
	495	252	243	121	193	181	54	205	163	72
	49%	52%	47%	43%	48%	56%	55%	52%	50%	40%
						C	I	I	I	
I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost										
	249	123	126	98	86	64	20	107	77	44
	25%	25%	24%	35%	22%	20%	21%	27%	23%	24%
				DE						
I am concerned about online deals being too good to be true										
	720	343	376	185	285	250	79	294	233	114
	72%	71%	73%	66%	72%	77%	80%	74%	71%	63%
						C	I	I		
Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods										
	669	329	340	161	264	244	76	282	220	91
	67%	68%	66%	57%	66%	75%	77%	71%	67%	50%
					C	CD	I	I	I	
Canadians would do anything for a good deal										
	594	287	306	178	235	180	62	241	193	97
	59%	59%	59%	64%	59%	55%	63%	61%	59%	53%
				E						
When I see a deal that is too good to be true I think it could be a fake										
	787	386	401	213	298	276	84	316	250	136
	78%	79%	77%	76%	75%	85%	86%	80%	76%	75%
						CD				

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

3a. [Low2Box (Disagree) Summary] 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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
Low2Box (Disagree) Summary										
I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season										
	509	234	275	160	205	144	44	191	164	109
	51%	48%	53%	57%	52%	44%	45%	48%	50%	60%
				E						FGH
I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost										
	755	363	392	182	312	261	78	289	250	137
	75%	75%	76%	65%	78%	80%	79%	73%	77%	76%
					C	C				
I am concerned about online deals being too good to be true										
	284	142	142	95	113	76	20	102	94	68
	28%	29%	27%	34%	28%	23%	20%	26%	29%	37%
				E						FG
Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods										
	335	157	178	119	135	81	23	114	107	91
	33%	32%	34%	43%	34%	25%	23%	29%	33%	50%
				DE	E					FGH
Canadians would do anything for a good deal										
	410	199	212	102	163	145	37	155	134	85
	41%	41%	41%	36%	41%	45%	37%	39%	41%	47%
						C				
When I see a deal that is too good to be true I think it could be a fake										
	217	100	117	68	101	49	14	80	77	45
	22%	21%	23%	24%	25%	15%	14%	20%	24%	25%
				E	E					

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

4a. DF4 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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
Yes	216	118	99	105	75	36	25	67	70	54
	22%	24%	19%	38%	19%	11%	25%	17%	21%	30%
				DE	E					G
No	788	368	420	175	324	289	74	329	257	128
	78%	76%	81%	62%	81%	89%	75%	83%	79%	70%
					C	CD		I		

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

5a_1. [A lack of quality or good craftsmanship] Thinking about products that might be counterfeit, how concerned are you about the following?

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
A lack of quality or good craftsmanship										
Very concerned	439	220	219	122	153	165	49	166	156	68
	44%	45%	42%	44%	38%	51%	50%	42%	48%	38%
						D			I	
Somewhat concerned	430	194	236	109	199	123	40	175	131	83
	43%	40%	46%	39%	50%	38%	40%	44%	40%	46%
					CE					
Not very concerned	102	57	45	39	34	28	7	40	28	26
	10%	12%	9%	14%	9%	9%	8%	10%	9%	14%
				DE						
Not at all concerned	32	15	18	10	13	10	2	14	12	4
	3%	3%	3%	4%	3%	3%	2%	4%	4%	2%
Summary										
Top2Box (Concerned)	870	414	456	231	351	287	89	342	287	152
	87%	85%	88%	82%	88%	88%	90%	86%	88%	83%
					C	C				
Low2Box (Not Concerned)	134	72	63	50	47	38	10	54	40	30
	13%	15%	12%	18%	12%	12%	10%	14%	12%	17%
				DE						

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

5a_2. [That my money may be supporting illegal activity or organized crime] Thinking about products that might be counterfeit, how concerned are you about the following?

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
That my money may be supporting illegal activity or organized crime										
Very concerned	459	192	268	79	182	198	49	200	145	65
	46%	39%	52%	28%	46%	61%	50%	50%	44%	36%
			A		C	CD	I	I		
Somewhat concerned	346	177	169	116	139	91	34	128	116	67
	34%	36%	33%	41%	35%	28%	35%	32%	35%	37%
				E						
Not very concerned	146	85	61	66	54	26	13	44	48	41
	15%	18%	12%	24%	14%	8%	13%	11%	15%	23%
		B		DE	E					GH
Not at all concerned	52	32	20	19	23	10	2	23	18	8
	5%	7%	4%	7%	6%	3%	2%	6%	6%	5%
				E						
Summary										
Top2Box (Concerned)	805	368	437	195	321	289	84	329	261	132
	80%	76%	84%	70%	81%	89%	85%	83%	80%	73%
			A		C	CD	I	I		
Low2Box (Not Concerned)	199	117	81	85	77	36	15	68	66	50
	20%	24%	16%	30%	19%	11%	15%	17%	20%	27%
		B		DE	E					FG

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

5a_3. [That the product may impact my own possessions in a negative way (i.e. counterfeit software damaging my computer)] Thinking about products that might be counterfeit, how concerned are you about the following?

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
That the product may impact my own possessions in a negative way (i.e. counterfeit software damaging my computer)										
Very concerned	424	186	238	90	161	173	57	176	138	52
	42%	38%	46%	32%	40%	53%	57%	44%	42%	29%
Somewhat concerned			A		C	CD	GHI	I	I	
	404	203	201	127	163	114	28	160	128	88
	40%	42%	39%	45%	41%	35%	28%	40%	39%	48%
Not very concerned				E				F		F
	135	76	59	48	61	27	10	48	46	31
	13%	16%	11%	17%	15%	8%	10%	12%	14%	17%
Not at all concerned				E	E					
	41	21	20	15	14	12	4	12	15	10
	4%	4%	4%	5%	4%	4%	4%	3%	5%	5%
Summary										
Top2Box (Concerned)	828	389	439	217	324	287	84	336	267	140
	82%	80%	85%	78%	81%	88%	85%	85%	81%	77%
						CD				
Low2Box (Not Concerned)	176	97	79	63	75	39	14	60	61	41
	18%	20%	15%	22%	19%	12%	15%	15%	19%	23%
				E	E					

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

5a_4. [My own moral state if I knew I purchased a counterfeit item] Thinking about products that might be counterfeit, how concerned are you about the following?

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
My own moral state if I knew I purchased a counterfeit item										
Very concerned	282	120	162	55	108	119	37	123	86	36
	28%	25%	31%	20%	27%	37%	38%	31%	26%	20%
			A		C	CD	HI	I		
Somewhat concerned	398	197	201	114	154	130	35	153	130	79
	40%	40%	39%	41%	39%	40%	36%	39%	40%	44%
Not very concerned	240	121	118	77	102	61	20	92	79	48
	24%	25%	23%	27%	26%	19%	21%	23%	24%	27%
				E	E					
Not at all concerned	84	48	37	35	35	15	5	28	33	18
	8%	10%	7%	12%	9%	5%	6%	7%	10%	10%
				E	E					
Summary										
Top2Box (Concerned)	680	317	363	169	262	249	73	277	216	115
	68%	65%	70%	60%	66%	77%	74%	70%	66%	63%
						CD				
Low2Box (Not Concerned)	324	169	155	112	137	76	26	120	112	67
	32%	35%	30%	40%	34%	23%	26%	30%	34%	37%
				E	E					

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

5a_5. [That purchasing counterfeit products negatively impacts the Canadian economy] Thinking about products that might be counterfeit, how concerned are you about the following?

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
That purchasing counterfeit products negatively impacts the Canadian economy										
Very concerned	346	155	191	57	140	150	49	148	106	43
	35%	32%	37%	20%	35%	46%	50%	37%	32%	24%
					C	CD	GHI	I		
Somewhat concerned	440	215	225	129	176	135	31	180	144	86
	44%	44%	43%	46%	44%	41%	31%	45%	44%	47%
								F	F	F
Not very concerned	168	86	82	69	67	32	14	55	62	37
	17%	18%	16%	25%	17%	10%	14%	14%	19%	21%
				DE	E					
Not at all concerned	50	30	20	25	16	8	5	14	16	15
	5%	6%	4%	9%	4%	3%	5%	3%	5%	8%
				DE						G
Summary										
Top2Box (Concerned)	787	370	416	186	315	285	80	328	250	129
	78%	76%	80%	66%	79%	88%	81%	83%	76%	71%
					C	CD		HI		
Low2Box (Not Concerned)	217	116	102	94	83	40	19	69	78	53
	22%	24%	20%	34%	21%	12%	19%	17%	24%	29%
				DE	E				G	G

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

5a_6. [The chance of someone else noticing that the product I purchased was fake or counterfeit] Thinking about products that might be counterfeit, how concerned are you about the following?

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
The chance of someone else noticing that the product I purchased was fake or counterfeit										
Very concerned	159	80	78	43	63	53	27	72	39	21
	16%	17%	15%	15%	16%	16%	27%	18%	12%	11%
Somewhat concerned							HI	H		
	278	129	149	100	96	81	26	113	85	53
	28%	27%	29%	36%	24%	25%	26%	29%	26%	29%
Not very concerned				DE						
	397	194	203	87	173	137	32	149	143	73
	40%	40%	39%	31%	43%	42%	33%	38%	44%	40%
Not at all concerned				C	C					
	170	82	88	50	67	54	13	62	60	35
	17%	17%	17%	18%	17%	17%	14%	16%	18%	19%
Summary										
Top2Box (Concerned)	436	209	227	143	159	134	53	185	124	74
	43%	43%	44%	51%	40%	41%	53%	47%	38%	41%
				DE			H	H		
Low2Box (Not Concerned)	568	276	291	137	240	191	46	211	203	108
	57%	57%	56%	49%	60%	59%	47%	53%	62%	59%
					C	C			FG	

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

5a. [Top2Box (Concerned) Summary] Thinking about products that might be counterfeit, how concerned are you about the following?

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
Top2Box (Concerned) Summary										
A lack of quality or good craftsmanship	870	414	456	231	351	287	89	342	287	152
	87%	85%	88%	82%	88%	88%	90%	86%	88%	83%
					C	C				
That the product may impact my own possessions in a negative way (i.e. counterfeit software damaging my computer)	828	389	439	217	324	287	84	336	267	140
	82%	80%	85%	78%	81%	88%	85%	85%	81%	77%
						CD				
That my money may be supporting illegal activity or organized crime	805	368	437	195	321	289	84	329	261	132
	80%	76%	84%	70%	81%	89%	85%	83%	80%	73%
			A		C	CD	I	I		
That purchasing counterfeit products negatively impacts the Canadian economy	787	370	416	186	315	285	80	328	250	129
	78%	76%	80%	66%	79%	88%	81%	83%	76%	71%
					C	CD		HI		
My own moral state if I knew I purchased a counterfeit item	680	317	363	169	262	249	73	277	216	115
	68%	65%	70%	60%	66%	77%	74%	70%	66%	63%
						CD				
The chance of someone else noticing that the product I purchased was fake or counterfeit	436	209	227	143	159	134	53	185	124	74
	43%	43%	44%	51%	40%	41%	53%	47%	38%	41%
				DE			H	H		

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

5a. [Low2Box (Not Concerned) Summary] Thinking about products that might be counterfeit, how concerned are you about the following?

		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	1004	477	527	327	395	282	90	364	422	128
Weighted	1004	486	518	280	399	325	99*	396	327	182
Low2Box (Not Concerned) Summary										
The chance of someone else noticing that the product I purchased was fake or counterfeit	568	276	291	137	240	191	46	211	203	108
	57%	57%	56%	49%	60%	59%	47%	53%	62%	59%
					C	C			FG	
My own moral state if I knew I purchased a counterfeit item	324	169	155	112	137	76	26	120	112	67
	32%	35%	30%	40%	34%	23%	26%	30%	34%	37%
				E	E					
That purchasing counterfeit products negatively impacts the Canadian economy	217	116	102	94	83	40	19	69	78	53
	22%	24%	20%	34%	21%	12%	19%	17%	24%	29%
				DE	E				G	G
That my money may be supporting illegal activity or organized crime	199	117	81	85	77	36	15	68	66	50
	20%	24%	16%	30%	19%	11%	15%	17%	20%	27%
		B		DE	E					FG
That the product may impact my own possessions in a negative way (i.e. counterfeit software damaging my computer)	176	97	79	63	75	39	14	60	61	41
	18%	20%	15%	22%	19%	12%	15%	15%	19%	23%
				E	E					
A lack of quality or good craftsmanship	134	72	63	50	47	38	10	54	40	30
	13%	15%	12%	18%	12%	12%	10%	14%	12%	17%
				DE						

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