

## Canadian Online Omni October 31 - November 7, 2011

	Counterfeit Items 2
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<u>22</u>	5a. [Top2Box (Concerned) Summary] Thinking about products that might be counterfeit, how concerned are you about the following?

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:

				REC	GION			НС	OUSEHOLD INCO	OME		EHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
Due to recent economic conditions, my holiday shopping strategy this year is to spend less on everyone												
	334	44	26	25	149	64	26	103	111	120	44	291
Strongly agree	33%	33%	25%	39%	39%	26%	35%	40%	36%	27%	31%	34%
					BE			l l	l l			
	430	59	50	21	153	115	32	97	136	197	75	354
Somewhat agree	43%	44%	48%	32%	40%	47%	43%	38%	44%	45%	53%	41%
			С			С					K	
	169	21	19	11	58	47	13	40	43	86	20	149
Somewhat disagree	17%	15%	19%	18%	15%	19%	18%	16%	14%	19%	14%	17%
	71	9	8	8	25	19	2	16	17	38	4	68
Strongly disagree	7%	7%	8%	12%	7%	8%	3%	6%	6%	9%	2%	8%
ottorigly disagree	1 70	1 76	078	12/0	1 /6	070	376	0 /0	0 /6	976	2/0	.J
Summary												J
	764	103	75	46	302	180	59	200	247	317	119	645
Top2Box (Agree)	76%	77%	74%	71%	78%	73%	79%	78%	80%	72%	83%	75%
									I		K	
	240	30	27	19	83	65	16	56	60	123	24	216
Low2Box (Disagree)	24%	23%	26%	29%	22%	27%	21%	22%	20%	28%	17%	25%
										Н		J

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:

				RE	GION			HOUSEHOLD INCOME				EHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
	Total	A	В	C	D	E	F	G	H	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
I plan on only buying gifts that are discounted or on sale this holiday season	<del>'                                    </del>										·	
•	281	31	27	15	126	66	15	82	85	114	43	237
Strongly agree	28%	24%	27%	23%	33%	27%	20%	32%	27%	26%	30%	28%
					AF							
	460	55	51	31	173	111	39	119	141	200	68	393
Somewhat agree	46%	42%	50%	48%	45%	45%	53%	47%	46%	45%	47%	46%
	193	34	18	11	59	54	18	37	59	97	24	169
Somewhat disagree	19%	25%	17%	18%	15%	22%	24%	15%	19%	22%	17%	20%
		D				D	D			G		
	70	12	6	7	27	14	2	18	23	29	8	62
Strongly disagree	7%	9%	6%	11%	7%	6%	3%	7%	7%	7%	5%	7%
Summary												
<u> </u>	741	87	78	47	299	176	54	201	226	314	111	630
Top2Box (Agree)	74%	65%	77%	72%	78%	72%	73%	79%	73%	71%	78%	73%
					А			I				
	263	46	24	19	86	69	20	55	82	126	32	231
Low2Box (Disagree)	26%	35%	23%	28%	22%	28%	27%	21%	27%	29%	22%	27%
		D								G		

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:

	REGION							НС	DUSEHOLD INCO	OME		EHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
I plan on doing more comparison shopping online this year than in previous years												
	216	24	22	16	90	54	12	62	62	92	33	183
Strongly agree	22%	18%	21%	24%	23%	22%	16%	24%	20%	21%	23%	21%
Somewhat agree	430	43	54	25	161	112 46%	34	90	131	208	72 50%	358
Somewhat agree	43%	33%	53%	38%	42%		46%	35%	43%	47%		42%
	212	~-	A			A				G	K	100
Computat diagram	210	37	16	11	76	50	20	55	60	95	21	189
Somewhat disagree	21%	28% BD	16%	16%	20%	21%	26%	21%	20%	22%	15%	22%
	148	28	10	14	58	29	9	49	54	45	17	131
Strongly disagree	15%	21%	10%	22%	15%	12%	12%	19%	18%	10%	12%	15%
		BE		BE				I	I			
Summary												
	646	68	76	40	251	166	45	153	193	300	105	541
Top2Box (Agree)	64%	51%	74%	62%	65%	68%	61%	60%	63%	68%	74%	63%
			Α		Α	Α				G	K	
	358	65	26	25	134	79	29	104	114	140	38	320
Low2Box (Disagree)	36%	49%	26%	38%	35%	32%	39%	40%	37%	32%	26%	37%
		BDE						I				J

1a. [Top2Box (Agree) Summary] Please indicate the extent to which you agree or disagree with each of the following statements:

				REC	GION			но	USEHOLD INCO	ME		SEHOLD OSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
&txt												
Due to recent economic conditions, my holiday shopping strategy this year is to spend less on everyone	764 76%	103 77%	75 74%	46 71%	302 78%	180 73%	59 79%	200 78%	247 80%	317 72%	119 83% K	645 75%
I plan on only buying gifts that are discounted or on sale	741	87	78	47	299	176	54	201	226	314	111	630
this holiday season	74%	65%	77%	72%	78%	72%	73%	79%	73%	71%	78%	73%
					Α			I				
I plan on doing more comparison shopping online this year than in previous years	646	68	76	40	251	166	45	153	193	300	105	541
	64%	51%	74%	62%	65%	68%	61%	60%	63%	68%	74%	63%
		1	Α	1	Α	Α	1	I .		G	K	1

1a. [Low2Box (Disagree) Summary] Please indicate the extent to which you agree or disagree with each of the following statements:

				REC	GION			нс	OUSEHOLD INCO	ME		EHOLD OSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
&txt												
I plan on doing more comparison shopping online this year than in previous years	358 36%	65 49% BDE	26 26%	25 38%	134 35%	79 32%	29 39%	104 40% I	114 37%	140 32%	38 26%	320 37% J
I plan on only buying gifts that are discounted or on sale	263	46	24	19	86	69	20	55	82	126	32	231
this holiday season	26%	35%	23%	28%	22%	28%	27%	21%	27%	29%	22%	27%
		D								G		
Due to recent economic conditions, my holiday shopping strategy this year is to spend less on everyone	240 24%	30 23%	27 26%	19 29%	83 22%	65 27%	16 21%	56 22%	60 20%	123 28%	24 17%	216 25%
										Н		J

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

				REC	GION			НО	USEHOLD INCO	ME		EHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
	460	49	55	29	192	99	36	81	132	247	75	385
Yes	46%	37%	54%	44%	50%	40%	49%	31%	43%	56%	52%	45%
			AE		AE				G	GH		
	544	84	47	37	192	146	38	176	176	193	68	476
No	54%	63%	46%	56%	50%	60%	51%	69%	57%	44%	48%	55%
		BD				BD		HI	I			

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:

				REC	GION	E F G H I 7 239 87 263 304 437 4 245 74* 256 308 440  32 7 42 46 47 6 13% 10% 16% 15% 11% I 3 84 28 89 114 157 6 34% 38% 35% 37% 36%  7 92 24 77 96 148 7 92 24 77 96 148 7 92 33% 30% 31% 34% B 5 37 14 48 52 88 7 19% 19% 17% 20%				OME		EHOLD DSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season												
	135	13	13	11	59	32	7	42	46	47	12	122
Strongly agree	13%	10%	12%	17%	15%	13%	10%	16%	15%	11%	9%	14%
								l				
	360	42	48	24	133				_		59	301
Somewhat agree	36%	32%	47%	37%	35%	34%	38%	35%	37%	36%	42%	35%
			ADE									
	321	43	25	19	117				_		50	271
Somewhat disagree	32%	33%	25%	29%	30%	37%	33%	30%	31%	34%	35%	31%
						В						
	188	34	17	12	75	37	14	48	52	88	21	167
Strongly disagree	19%	26%	16%	18%	20%	15%	19%	19%	17%	20%	15%	19%
		E										
Summary												
	495	55	61	35	192	_	36	131	160	204	72	423
Top2Box (Agree)	49%	42%	59%	53%	50%	47%	48%	51%	52%	46%	50%	49%
			Α									
	509	77	42	30	192	129	39	125	148	236	71	438
Low2Box (Disagree)	51%	58%	41%	47%	50%	53%	52%	49%	48%	54%	50%	51%
		В										

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:

				REC	GION			Н	DUSEHOLD INCO	OME		SEHOLD OSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
	rotar	A	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
I would consider purchasing fake clothing and accessories online if the product looked authentic												
and was available for a lesser cost												
	48	3	3	6	16	16	2	17	15	16	13	35
Strongly agree	5%	2%	3%	10%	4%	7%	3%	6%	5%	4%	9%	4%
				Α							K	
	202	27	19	14	76	47	18	55	57	89	42	160
Somewhat agree	20%	20%	19%	21%	20%	19%	25%	22%	19%	20%	29%	19%
	000	44	0.5	00	407	00	00	00	404	1.10	K	200
Somewhat disagree	333	44 33%	35 34%	20 31%	127 33%	88 36%	20 27%	89 35%	101 33%	143 32%	47 33%	286 33%
Somewhat disagree	33%	33%	34%	31%	33%	30%	21%	35%	33%	32%	33%	33%
	422	59	45	25	166	94	34	96	134	192	41	381
Strongly disagree	42%	44%	44%	38%	43%	38%	45%	37%	44%	44%	29%	44%
												J
Summary												
	249	30	23	20	92	64	20	72	72	105	55	194
Top2Box (Agree)	25%	23%	22%	31%	24%	26%	28%	28%	23%	24%	38%	23%
											K	
	755	103	80	45	292	181	54	185	236	335	88	667
Low2Box (Disagree)	75%	77%	78%	69%	76%	74%	72%	72%	77%	76%	62%	77%
												J

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:

				RE(	GION			но	USEHOLD INCO	ME		EHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
	Total	A	В	C	D	E	F	G	H	J	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
I am concerned about online deals being too good to											,	
be true	_											
	227	33	19	19	101	39	16	64	79	84	29	198
Strongly agree	23%	25%	18%	29%	26%	16%	22%	25%	26%	19%	21%	23%
		E		Е	Е				I			
	493	68	54	36	178	119	38	126	151	216	60	433
Somewhat agree	49%	51%	53%	55%	46%	49%	51%	49%	49%	49%	42%	50%
	203	24	21	6	79	56	17	42	55	107	39	164
Somewhat disagree	20%	18%	21%	10%	21%	23%	22%	16%	18%	24%	27%	19%
					С	С	С			GH	K	
	81	8	8	5	26	31	3	24	23	33	15	66
Strongly disagree	8%	6%	8%	7%	7%	13%	5%	9%	8%	8%	10%	8%
						DF					ļ	
Summary		li										
	720	101	73	54	279	158	54	190	230	300	89	631
Top2Box (Agree)	72%	76%	71%	83%	73%	65%	73%	74%	75%	68%	62%	73%
		E		E	E					4.40		J
ow2Poy (Dioograp)	284	32	29	11	105	87	20	66	78	140	54	231
Low2Box (Disagree)	28%	24%	29%	17%	27%	35%	27%	26%	25%	32%	38%	27%
						ACD					K	

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:

				REC	GION			НС	DUSEHOLD INCO	OME		SEHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	_	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods												
	148	14	15	12	69	32	6	41	47	60	20	128
Strongly agree	15%	11%	15%	18%	18%	13%	8%	16%	15%	14%	14%	15%
					F							
	521	78	56	34	199	114	40	139	159	223	66	454
Somewhat agree	52%	59%	54%	52%	52%	46%	54%	54%	52%	51%	47%	53%
		E										
	266	35	26	15	88	82	20	55	87	124	45	222
Somewhat disagree	27%	26%	25%	23%	23%	34%	27%	21%	28%	28%	31%	26%
						D						
	69	5	5	4	29	17	8	22	14	33	11	57
Strongly disagree	7%	4%	5%	6%	7%	7%	10%	8%	5%	8%	8%	7%
Summary											,	
	669	92	71	46	268	145	46	180	206	283	87	582
Top2Box (Agree)	67%	70%	69%	71%	70%	59%	62%	70%	67%	64%	61%	68%
					E							
	335	40	31	19	116	99	28	76	102	157	56	279
Low2Box (Disagree)	33%	30%	31%	29%	30%	41% D	38%	30%	33%	36%	39%	32%

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

				RE(	GION			НО	USEHOLD INCO	)ME		SEHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
	Total	A	В	C	D	E	F	G	H	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
Canadians would do anything for a good deal												
	120	8	6	13	46	42	4	46	36	38	24	96
Strongly agree	12%	6%	6%	20%	12%	17%	6%	18%	12%	9%	17%	11%
				ABF		ABF		HI				1
	474	61	46	32	176	121	38	120	144	210	80	394
Somewhat agree	47%	46%	45%	49%	46%	49%	51%	47%	47%	48%	56%	46%
											K	
	317	47	37	17	125	69	23	68	99	151	30	288
Somewhat disagree	32%	35%	36%	25%	32%	28%	31%	26%	32%	34%	21%	33%
										G		J
	93	16	13	4	39	13	9	23	29	42	10	83
Strongly disagree	9%	12%	13%	5%	10%	5%	12%	9%	9%	9%	7%	10%
		Е	Е		Е							
Summary												
	594	70	53	45	221	163	42	166	180	247	103	491
Top2Box (Agree)	59%	53%	51%	69%	58%	66%	57%	65%	59%	56%	72%	57%
				AB		ABD		I			K	
	410	63	50	20	163	82	32	91	127	192	39	371
Low2Box (Disagree)	41%	47%	49%	31%	42%	34%	43%	35%	41%	44%	28%	43%
		CE	CE		Е					G		J

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:

				REC	GION			НС	DUSEHOLD INCO	OME		EHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
When I see a deal that is too good to be true I think i could be a fake	t											
	273	47	29	28	113	38	18	66	95	113	30	244
Strongly agree	27%	36%	28%	43%	29%	15%	24%	26%	31%	26%	21%	28%
		E	E	DEF	E							
	513	63	55	26	199	130	40	135	147	231	74	439
Somewhat agree	51%	47%	54%	40%	52%	53%	54%	53%	48%	53%	52%	51%
	166	17	13	6	62	58	11	37	52	76	32	134
Somewhat disagree	16%	12%	12%	9%	16%	24%	14%	15%	17%	17%	22%	16%
						ABCD					K	
	52	6	6	5	10	20	5	18	14	20	7	45
Strongly disagree	5%	5%	5%	8%	3%	8%	7%	7%	5%	5%	5%	5%
						D						
Summary												
	787	110	84	54	313	167	58	201	242	344	104	683
Top2Box (Agree)	78%	83%	82%	83%	81%	68%	79%	79%	79%	78%	73%	79%
		Е	E	Е	E							
, ap (p)	217	23	18	11	72	78	16	55	66	96	39	178
Low2Box (Disagree)	22%	17%	18%	17%	19%	32% ABCD	21%	21%	21%	22%	27%	21%

3a. [Top2Box (Agree) Summary[ Please indicate the extent to which you agree or disagree with the following statements:

				PE/	SION			шс	OUSEHOLD INCO	ME		SEHOLD OSITION
				INEX	JON			- 110	OGENOED INCO		COMI	
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н		J	К
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
Top2Box (Agree) Summary												
am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season	495	55	61	35	192	116	36	131	160	204	72	423
loliday seasori	49%	42%	59%	53%	50%	47%	48%	51%	52%	46%	50%	49%
			Α									
I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost	249 25%	30 23%	23 22%	20 31%	92 24%	64 26%	20 28%	72 28%	72 23%	105 24%	55 38% K	194 23%
am concerned about online deals being too good to be	720	101	73	54	279	158	54	190	230	300	89	631
true	72%	76%	71%	83%	73%	65%	73%	74%	75%	68%	62%	73%
		Е		E	E							J
Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	669 67%	92 70%	71 69%	46 71%	268 70%	145 59%	46 62%	180 70%	206 67%	283 64%	87 61%	582 68%
					E							
Canadians would do anything for a good deal	594 59%	70 53%	53 51%	45 69% AB	221 58%	163 66% ABD	42 57%	166 65%	180 59%	247 56%	103 72%	491 57%
				AD		ADD		ı			K	1
When I see a deal that is too good to be true I think it could be a fake	787 78%	110 83%	84 82%	54 83%	313 81%	167 68%	58 79%	201 79%	242 79%	344 78%	104 73%	683 79%
Dodia De a lane	10%	83% E	82% E	83% E	81% E	00%	1970	19%	1970	10%	13%	19%

3a. [Low2Box (Disagree) Summary[ Please indicate the extent to which you agree or disagree with the following statements:

was available for a lesser cost  75%  75%  I am concerned about online deals being too good to be true  284  28%  Canadian deal seekers may not get what they bargained	BC A 147 133 77 58% B	AB B 102 102* 42 41%	SK/MB C 62 65* 30 47%	Ontario  D  367  384	Quebec E 239 245  129 53%	Atlantic F 87 74* 39 52%	<\$30K G 263 256 125 49%	\$30K - <\$60K H 304 308	\$60K+ 1 437 440 236 54%	Kids J 157 143	No Kids K 847 861 438 51%
Base: All respondents  Weighted  Low2Box (Disagree) Summary  I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season  I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost  The product looked authentic and was available for a lesser cost  Tam concerned about online deals being too good to be true  Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods  335	A 147 133 133 77 58% B	B 102 102* 42 41%	C 62 65*  30 47%	D 367 384	E 239 245	F 87 74*	G 263 256	H 304 308	1 437 440 236	J 157 143	K 847 861
Weighted 1004  Low2Box (Disagree) Summary  I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season 509  I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost 75%  I am concerned about online deals being too good to be true 28%  Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	147 133 77 58% B	102 102* 42 41%	62 65* 30 47%	367 384	239 245	87 74*	263 256	304 308	437 440 236	157 143 71	847 861 438
Weighted  Low2Box (Disagree) Summary  I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season  I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost  I am concerned about online deals being too good to be true  Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	77 58% B	42 41%	30 47%	192	129	74*	256	308	236	143 71	438
Low2Box (Disagree) Summary  I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season  I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost  755 75%  I am concerned about online deals being too good to be true  Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	77 58% B	42 41%	30 47%	192	129	39	125	148	236	71	438
I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season  I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost  I am concerned about online deals being too good to be true  Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	58% B	41%	47%	_							
goods like toys, clothing, video games and software this 509 51%  would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost  am concerned about online deals being too good to be rue  Canadian deal seekers may not get what they bargained for the to increased availability of counterfeit goods	58% B	41%	47%	_							
I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost  I am concerned about online deals being too good to be true  Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	В			50%	53%	52%	49%	48%	54%	50%	51%
accessories online if the product looked authentic and was available for a lesser cost  755 75%  I am concerned about online deals being too good to be true  Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods		80									+
accessories online if the product looked authentic and was available for a lesser cost  755 75%  I am concerned about online deals being too good to be true  Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	103	80									
true 28%  Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	77%	78%	45 69%	292 76%	181 74%	54 72%	185 72%	236 77%	335 76%	88 62%	667 77% J
Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	32	29	11	105	87	20	66	78	140	54	231
for due to increased availability of counterfeit goods	24%	29%	17%	27%	35%	27%	26%	25%	32%	38%	27%
for due to increased availability of counterfeit goods					ACD					K	
33%	40	31	19	116	99	28	76	102	157	56	279
	30%	31%	29%	30%	41%	38%	30%	33%	36%	39%	32%
					D						
Canadians would do anything for a good deal	63	50	20	163	82	32	91	127	192	39	371
41%	47%	49%	31%	42%	34%	43%	35%	41%	44%	28%	43%
	CE	CE		E					G		J
When I see a deal that is too good to be true I think it	1	18	11	72 19%	78	16	55	66	96	39	178
could be a fake 22%	23 17%	18%	17%	10%	32%	21%	21%	21%	22%	27%	21%

4a. DF4 Do you know how to tell if you have purchased a counterfeit item?

				REC	GION			НО	USEHOLD INCO	ME		EHOLD OSITION
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	<u> </u>	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
	216	29	26	10	90	47	13	64	48	104	37	180
Yes	22%	22%	26%	16%	23%	19%	18%	25%	16%	24%	26%	21%
								Н		Н		
	788	103	76	55	295	198	61	192	260	336	106	682
No	78%	78%	74%	84%	77%	81%	82%	75%	84%	76%	74%	79%
									GI			

5a\_1. [A lack of quality or good craftsmanship] Thinking about products that might be counterfeit, how concerned are you about the following?

				RE(	GION			но	USEHOLD INCO	ME		EHOLD DSITION
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
	IOlai	A	В	C	D	E	F	G	#30K - <\$60K	₩ POUNT	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
	1001	100	102	00	001	210	7.	200	000	110	110	001
A lack of quality or good craftsmanship	439	72	36	28	176	98	30	94	138	208	58	381
Very concerned	44%	54%	35%	43%	46%	40%	40%	37%	45%	47%	41%	44%
very concentred	44 70	BEF	33%	4370	40%	4070	4070	3170	4070	47% G	4170	4470
	430	46	58	29	154	104	38	121	131	178	56	374
Somewhat concerned	43%	35%	57%	44%	40%	43%	52%	47%	43%	40%	39%	43%
Comownat concerned	4070	3370	ADE	4470	4070	4070	A	4770	4070	4070	3370	4070
	102	9	5	7	43	34	4	30	30	42	26	76
Not very concerned	10%	7%	5%	10%	11%	14%	5%	12%	10%	9%	18%	9%
	1070	. , ,	0,0	1070	,0	BF	0,0	.270	.070	0,0	K	0,0
	32	5	4	2	11	9	2	12	9	12	3	29
Not at all concerned	3%	4%	4%	3%	3%	4%	3%	5%	3%	3%	2%	3%
Summary	<u> </u>											
	870	118	94	57	330	202	68	214	269	386	114	755
Top2Box (Concerned)	87%	89%	92%	87%	86%	83%	92%	84%	87%	88%	80%	88%
			Е									J
	134	14	9	9	54	43	6	42	39	54	29	106
Low2Box (Not Concerned)	13%	11%	8%	13%	14%	17%	8%	16%	13%	12%	20%	12%
						В					К	

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?

				REC	GION			НС	OUSEHOLD INCO	OME		EHOLD DSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
That my money may be supporting illegal activity or organized crime												
	459	66	49	29	169	119	28	119	152	188	46	414
Very concerned	46%	50%	48%	44%	44%	48%	37%	46%	50%	43%	32%	48% J
	346	44	37	26	127	79	32	86	103	157	58	288
Somewhat concerned	34%	33%	36%	40%	33%	32%	43%	33%	33%	36%	41%	33%
	146	16	11	7	67	34	11	37	38	71	30	117
Not very concerned	15%	12%	10%	10%	17%	14%	15%	14%	12%	16%	21% K	14%
	52	6	6	3	21	13	3	15	15	23	9	43
Not at all concerned	5%	5%	5%	5%	5%	5%	5%	6%	5%	5%	6%	5%
Summary												
	805	110	86	55	296	198	60	204	255	346	104	702
Top2Box (Concerned)	80%	83%	84%	84%	77%	81%	80%	80%	83%	79%	73%	81% J
	199	22	16	10	88	47	15	52	52	94	39	160
Low2Box (Not Concerned)	20%	17%	16%	16%	23%	19%	20%	20%	17%	21%	27%	19%
											К	

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?

				REC	GION			нс	OUSEHOLD INCO	OME		SEHOLD POSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	Ι	J	К
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
That the product may impact my own possessions in a negative way (i.e. counterfeit software damaging my computer)												
	424	55	38	38	156	111	25	117	137	169	48	375
Very concerned	42%	42%	38%	58%	41%	45%	34%	46%	45%	38%	34%	44%
				ABDF								J
	404	49	43	18	161	97	36	98	112	194	67	337
Somewhat concerned	40%	37%	42%	27%	42%	39%	49%	38%	37%	44%	47%	39%
					С		С			Н		
	135	23	15	8	52	28	9	28	45	62	24	111
Not very concerned	13%	17%	15%	12%	14%	12%	12%	11%	15%	14%	17%	13%
	41	5	6	2	16	9	4	13	13	15	3	38
Not at all concerned	4%	4%	5%	3%	4%	4%	5%	5%	4%	3%	2%	4%
	*70	770	370	370	.70	770	370	370	170	370	270	+70
Summary	,	•										
	828	104	82	55	316	208	62	215	250	363	115	712
Top2Box (Concerned)	82%	79%	80%	85%	82%	85%	83%	84%	81%	82%	81%	83%
	176	28	21	10	68	37	12	41	58	77	27	149
Low2Box (Not Concerned)	18%	21%	20%	15%	18%	15%	17%	16%	19%	18%	19%	17%
LOWZDOX (1401 COITCEITTEU)	10%	Z170	20%	15%	10%	15%	1770	10%	19%	10%	19%	17%

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?

				REG	SION			но	USEHOLD INCO	)ME		SEHOLD OSITION
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
My own moral state if I knew I purchased a												
counterfeit item												
	282	40	24	15	105	85	12	76	88	118	30	252
Very concerned	28%	30%	24%	23%	27%	35%	17%	30%	29%	27%	21%	29%
		F			F	F						
	398	49	51	20	153	86	39	96	128	173	49	349
Somewhat concerned	40%	37%	50%	30%	40%	35%	52%	38%	42%	39%	34%	40%
			CE				ACDE					
	240	27	18	26	96	52	20	57	75	107	48	191
Not very concerned	24%	21%	18%	40%	25%	21%	27%	22%	24%	24%	34%	22%
•				ABDE							K	
	84	16	9	4	30	22	3	27	17	41	15	69
Not at all concerned	8%	12%	9%	7%	8%	9%	5%	10%	6%	9%	11%	8%
								Н				
Summary												
<del></del>	680	89	75	35	259	171	51	173	216	292	80	600
Top2Box (Concerned)	68%	67%	73%	53%	67%	70%	69%	67%	70%	66%	56%	70%
,	3370	2.70	C	2370	C	C	2370	27.70	. 370	2370	2070	J
	324	43	27	31	126	74	23	84	92	148	63	261
Low2Box (Not Concerned)	32%	33%	27%	47%	33%	30%	31%	33%	30%	34%	44%	30%
	0270	0070	2170	BDE	0070	0070	0170	0070	0070	0170	K	- 3070

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?

				REC	GION			Н	DUSEHOLD INCO	OME		EHOLD DSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
That purchasing counterfeit products negatively impacts the Canadian economy												
	346	53	35	22	142	75	21	89	117	141	35	312
Very concerned	35%	40%	34%	33%	37%	31%	28%	35%	38%	32%	24%	36%
												J
	440	55	49	27	159	110	40	104	132	204	64	376
Somewhat concerned	44%	42%	48%	41%	41%	45%	54%	41%	43%	46%	45%	44%
							D					
	168	19	12	13	63	49	12	48	48	72	33	135
Not very concerned	17%	14%	12%	20%	16%	20%	16%	19%	16%	16%	23%	16%
											K	
	50	6	6	4	21	11	2	15	12	23	11	39
Not at all concerned	5%	5%	6%	5%	5%	4%	3%	6%	4%	5%	8%	5%
Summary												
	787	108	84	48	301	185	60	194	248	345	99	688
Top2Box (Concerned)	78%	81%	82%	74%	78%	76%	81%	76%	81%	78%	69%	80%
								ļ				J
	217	25	18	17	84	60	14	63	60	95	44	173
Low2Box (Not Concerned)	22%	19%	18%	26%	22%	24%	19%	24%	19%	22%	31%	20%
											K	

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?

				REC	GION			НС	OUSEHOLD INCO	OME		SEHOLD OSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	К
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
The chance of someone else noticing that the product I purchased was fake or counterfeit												
	159	15	12	14	67	42	8	45	51	63	27	131
Very concerned	16%	11%	12%	22%	17%	17%	10%	17%	17%	14%	19%	15%
Somewhat concerned	278 28%	34 26%	42 41%	7 11%	100 26%	68 28%	27 36%	73 28%	89 29%	117 27%	43 30%	235 27%
		С	ACDE		С	С	С					
	397	51	29	35	158	92	32	90	124	184	47	351
Not very concerned	40%	39%	28%	54%	41%	38%	43%	35%	40%	42%	33%	41%
				BE	В		В					
	170	32	19	9	59	43	8	49	44	77	26	145
Not at all concerned	17%	24%	19%	13%	15%	18%	11%	19%	14%	17%	18%	17%
		DF										
Summary												
	436	49	54	21	167	110	34	117	140	180	70	366
Top2Box (Concerned)	43%	37%	53%	33%	44%	45%	46%	46%	45%	41%	49%	42%
			AC									
	568	83	48	44	217	135	40	139	168	260	72	495
Low2Box (Not Concerned)	57%	63% B	47%	67% B	56%	55%	54%	54%	55%	59%	51%	58%

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

				REC	SION			Н	OUSEHOLD INCO	)ME		EHOLD OSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	I	J	К
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
Top2Box (Concerned) Summary												
	870	118	94	57	330	202	68	214	269	386	114	755
A lack of quality or good craftsmanship	87%	89%	92%	87%	86%	83%	92%	84%	87%	88%	80%	88%
			Е									J
That the product may impact my own possessions in a negative way (i.e. counterfeit software damaging my computer)	828 82%	104 79%	82 80%	55 85%	316 82%	208 85%	62 83%	215 84%	250 81%	363 82%	115 81%	712 83%
That my money may be supporting illegal activity or organized crime	805 80%	110 83%	86 84%	55 84%	296 77%	198 81%	60 80%	204 80%	255 83%	346 79%	104 73%	702 81%
That purchasing counterfeit products negatively impacts the Canadian economy	787 78%	108 81%	84 82%	48 74%	301 78%	185 76%	60 81%	194 76%	248 81%	345 78%	99 69%	688 80% J
My own moral state if I knew I purchased a counterfeit item	680 68%	89 67%	75 73% C	35 53%	259 67% C	171 70% C	51 69%	173 67%	216 70%	292 66%	80 56%	600 70% J
The chance of someone else noticing that the product I purchased was fake or counterfeit	436 43%	49 37%	54 53% AC	21 33%	167 44%	110 45%	34 46%	117 46%	140 45%	180 41%	70 49%	366 42%

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

				DE/	SION			ш	OUSEHOLD INCO	ME		SEHOLD OSITION
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	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All respondents	1004	147	102	62	367	239	87	263	304	437	157	847
Weighted	1004	133	102*	65*	384	245	74*	256	308	440	143	861
Low2Box (Not Concerned) Summary												
The chance of someone else noticing that the product I	568	83	48	44	217	135	40	139	168	260	72	495
purchased was fake or counterfeit	57%	63%	47%	67%	56%	55%	54%	54%	55%	59%	51%	58%
		В		В								
My own moral state if I knew I purchased a counterfeit item	324	43	27	31	126	74	23	84	92	148	63	261
n	32%	33%	27%	47% BDE	33%	30%	31%	33%	30%	34%	44%	30%
				BDE							K	+
That purchasing counterfeit products negatively impacts	217	25	18	17	84	60	14	63	60	95	44	173
the Canadian economy	22%	19%	18%	26%	22%	24%	19%	24%	19%	22%	31%	20%
											К	
That my money may be supporting illegal activity or	199	22	16	10	88	47	15	52	52	94	39	160
organized crime	20%	17%	16%	16%	23%	19%	20%	20%	17%	21%	27%	19%
	2070	1770	1070	1070	2070	1370	2070	2070	17 70	2170	K	1370
That the product may impact my own possessions in a negative way (i.e. counterfeit software damaging my	176	28	21	10	68	37	12	41	58	77	27	149
negative way (i.e. counterreit software damaging my computer)	18%	28	20%	15%	18%	15%	17%	16%	19%	18%	19%	17%
	10%	∠170	ZU%	15%	1070	15%	1770	10%	19%	10%	19%	1170
	134	14	9	9	54	43	6	42	39	54	29	106
A lack of quality or good craftsmanship	13%	11%	8%	13%	14%	17%	8%	16%	13%	12%	20%	12%
						В					K	