



# Canadian Online Omni October 31 - November 7, 2011

## Counterfeit Items 2

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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:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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												
Strongly agree	334	44	26	25	149	64	26	103	111	120	44	291
	33%	33%	25%	39%	39%	26%	35%	40%	36%	27%	31%	34%
Somewhat agree	430	59	50	21	153	115	32	97	136	197	75	354
	43%	44%	48%	32%	40%	47%	43%	38%	44%	45%	53%	41%
Somewhat disagree	169	21	19	11	58	47	13	40	43	86	20	149
	17%	15%	19%	18%	15%	19%	18%	16%	14%	19%	14%	17%
Strongly disagree	71	9	8	8	25	19	2	16	17	38	4	68
	7%	7%	8%	12%	7%	8%	3%	6%	6%	9%	2%	8%
Summary												
Top2Box (Agree)	764	103	75	46	302	180	59	200	247	317	119	645
	76%	77%	74%	71%	78%	73%	79%	78%	80%	72%	83%	75%
Low2Box (Disagree)	240	30	27	19	83	65	16	56	60	123	24	216
	24%	23%	26%	29%	22%	27%	21%	22%	20%	28%	17%	25%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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												
Strongly agree	281	31	27	15	126	66	15	82	85	114	43	237
	28%	24%	27%	23%	33%	27%	20%	32%	27%	26%	30%	28%
					AF							
Somewhat agree	460	55	51	31	173	111	39	119	141	200	68	393
	46%	42%	50%	48%	45%	45%	53%	47%	46%	45%	47%	46%
Somewhat disagree	193	34	18	11	59	54	18	37	59	97	24	169
	19%	25%	17%	18%	15%	22%	24%	15%	19%	22%	17%	20%
		D				D	D			G		
Strongly disagree	70	12	6	7	27	14	2	18	23	29	8	62
	7%	9%	6%	11%	7%	6%	3%	7%	7%	7%	5%	7%
Summary												
Top2Box (Agree)	741	87	78	47	299	176	54	201	226	314	111	630
	74%	65%	77%	72%	78%	72%	73%	79%	73%	71%	78%	73%
					A			I				
Low2Box (Disagree)	263	46	24	19	86	69	20	55	82	126	32	231
	26%	35%	23%	28%	22%	28%	27%	21%	27%	29%	22%	27%
		D								G		

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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												
Strongly agree	216	24	22	16	90	54	12	62	62	92	33	183
	22%	18%	21%	24%	23%	22%	16%	24%	20%	21%	23%	21%
Somewhat agree	430	43	54	25	161	112	34	90	131	208	72	358
	43%	33%	53%	38%	42%	46%	46%	35%	43%	47%	50%	42%
Somewhat disagree			A			A				G	K	
	210	37	16	11	76	50	20	55	60	95	21	189
	21%	28%	16%	16%	20%	21%	26%	21%	20%	22%	15%	22%
Strongly disagree		BD										
	148	28	10	14	58	29	9	49	54	45	17	131
	15%	21%	10%	22%	15%	12%	12%	19%	18%	10%	12%	15%
		BE		BE				I	I			
Summary												
Top2Box (Agree)	646	68	76	40	251	166	45	153	193	300	105	541
	64%	51%	74%	62%	65%	68%	61%	60%	63%	68%	74%	63%
			A		A	A				G	K	
Low2Box (Disagree)	358	65	26	25	134	79	29	104	114	140	38	320
	36%	49%	26%	38%	35%	32%	39%	40%	37%	32%	26%	37%
		BDE						I				J

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	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	103	75	46	302	180	59	200	247	317	119	645
	76%	77%	74%	71%	78%	73%	79%	78%	80%	72%	83%	75%
									I		K	
I plan on only buying gifts that are discounted or on sale this holiday season	741	87	78	47	299	176	54	201	226	314	111	630
	74%	65%	77%	72%	78%	72%	73%	79%	73%	71%	78%	73%
					A			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%
			A		A	A				G	K	

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	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	65	26	25	134	79	29	104	114	140	38	320
	36%	49%	26%	38%	35%	32%	39%	40%	37%	32%	26%	37%
		BDE						I				J
I plan on only buying gifts that are discounted or on sale this holiday season	263	46	24	19	86	69	20	55	82	126	32	231
	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	30	27	19	83	65	16	56	60	123	24	216
	24%	23%	26%	29%	22%	27%	21%	22%	20%	28%	17%	25%
										H		J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	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
Yes	460	49	55	29	192	99	36	81	132	247	75	385
	46%	37%	54%	44%	50%	40%	49%	31%	43%	56%	52%	45%
			AE		AE				G	GH		
No	544	84	47	37	192	146	38	176	176	193	68	476
	54%	63%	46%	56%	50%	60%	51%	69%	57%	44%	48%	55%
		BD				BD		HI	I			

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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												
Strongly agree	135	13	13	11	59	32	7	42	46	47	12	122
	13%	10%	12%	17%	15%	13%	10%	16%	15%	11%	9%	14%
								I				
Somewhat agree	360	42	48	24	133	84	28	89	114	157	59	301
	36%	32%	47%	37%	35%	34%	38%	35%	37%	36%	42%	35%
			ADE									
Somewhat disagree	321	43	25	19	117	92	24	77	96	148	50	271
	32%	33%	25%	29%	30%	37%	33%	30%	31%	34%	35%	31%
						B						
Strongly disagree	188	34	17	12	75	37	14	48	52	88	21	167
	19%	26%	16%	18%	20%	15%	19%	19%	17%	20%	15%	19%
		E										
Summary												
Top2Box (Agree)	495	55	61	35	192	116	36	131	160	204	72	423
	49%	42%	59%	53%	50%	47%	48%	51%	52%	46%	50%	49%
			A									
Low2Box (Disagree)	509	77	42	30	192	129	39	125	148	236	71	438
	51%	58%	41%	47%	50%	53%	52%	49%	48%	54%	50%	51%
		B										

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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												
Strongly agree	48	3	3	6	16	16	2	17	15	16	13	35
	5%	2%	3%	10%	4%	7%	3%	6%	5%	4%	9%	4%
				A							K	
Somewhat agree	202	27	19	14	76	47	18	55	57	89	42	160
	20%	20%	19%	21%	20%	19%	25%	22%	19%	20%	29%	19%
											K	
Somewhat disagree	333	44	35	20	127	88	20	89	101	143	47	286
	33%	33%	34%	31%	33%	36%	27%	35%	33%	32%	33%	33%
Strongly disagree	422	59	45	25	166	94	34	96	134	192	41	381
	42%	44%	44%	38%	43%	38%	45%	37%	44%	44%	29%	44%
												J
Summary												
Top2Box (Agree)	249	30	23	20	92	64	20	72	72	105	55	194
	25%	23%	22%	31%	24%	26%	28%	28%	23%	24%	38%	23%
											K	
Low2Box (Disagree)	755	103	80	45	292	181	54	185	236	335	88	667
	75%	77%	78%	69%	76%	74%	72%	72%	77%	76%	62%	77%
												J

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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												
Strongly agree	227	33	19	19	101	39	16	64	79	84	29	198
	23%	25%	18%	29%	26%	16%	22%	25%	26%	19%	21%	23%
		E		E	E				I			
Somewhat agree	493	68	54	36	178	119	38	126	151	216	60	433
	49%	51%	53%	55%	46%	49%	51%	49%	49%	49%	42%	50%
Somewhat disagree	203	24	21	6	79	56	17	42	55	107	39	164
	20%	18%	21%	10%	21%	23%	22%	16%	18%	24%	27%	19%
					C	C	C			GH	K	
Strongly disagree	81	8	8	5	26	31	3	24	23	33	15	66
	8%	6%	8%	7%	7%	13%	5%	9%	8%	8%	10%	8%
						DF						
Summary												
Top2Box (Agree)	720	101	73	54	279	158	54	190	230	300	89	631
	72%	76%	71%	83%	73%	65%	73%	74%	75%	68%	62%	73%
		E		E	E							J
Low2Box (Disagree)	284	32	29	11	105	87	20	66	78	140	54	231
	28%	24%	29%	17%	27%	35%	27%	26%	25%	32%	38%	27%
						ACD					K	

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	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												
Strongly agree	148	14	15	12	69	32	6	41	47	60	20	128
	15%	11%	15%	18%	18%	13%	8%	16%	15%	14%	14%	15%
Somewhat agree	521	78	56	34	199	114	40	139	159	223	66	454
	52%	59%	54%	52%	52%	46%	54%	54%	52%	51%	47%	53%
Somewhat disagree	266	35	26	15	88	82	20	55	87	124	45	222
	27%	26%	25%	23%	23%	34%	27%	21%	28%	28%	31%	26%
Strongly disagree	69	5	5	4	29	17	8	22	14	33	11	57
	7%	4%	5%	6%	7%	7%	10%	8%	5%	8%	8%	7%
Summary												
Top2Box (Agree)	669	92	71	46	268	145	46	180	206	283	87	582
	67%	70%	69%	71%	70%	59%	62%	70%	67%	64%	61%	68%
Low2Box (Disagree)	335	40	31	19	116	99	28	76	102	157	56	279
	33%	30%	31%	29%	30%	41%	38%	30%	33%	36%	39%	32%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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												
Strongly agree	120	8	6	13	46	42	4	46	36	38	24	96
	12%	6%	6%	20%	12%	17%	6%	18%	12%	9%	17%	11%
				ABF		ABF		HI				
Somewhat agree	474	61	46	32	176	121	38	120	144	210	80	394
	47%	46%	45%	49%	46%	49%	51%	47%	47%	48%	56%	46%
											K	
Somewhat disagree	317	47	37	17	125	69	23	68	99	151	30	288
	32%	35%	36%	25%	32%	28%	31%	26%	32%	34%	21%	33%
										G		J
Strongly disagree	93	16	13	4	39	13	9	23	29	42	10	83
	9%	12%	13%	5%	10%	5%	12%	9%	9%	9%	7%	10%
		E	E		E							
Summary												
Top2Box (Agree)	594	70	53	45	221	163	42	166	180	247	103	491
	59%	53%	51%	69%	58%	66%	57%	65%	59%	56%	72%	57%
				AB		ABD		I			K	
Low2Box (Disagree)	410	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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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 it could be a fake												
Strongly agree	273	47	29	28	113	38	18	66	95	113	30	244
	27%	36%	28%	43%	29%	15%	24%	26%	31%	26%	21%	28%
		E	E	DEF	E							
Somewhat agree	513	63	55	26	199	130	40	135	147	231	74	439
	51%	47%	54%	40%	52%	53%	54%	53%	48%	53%	52%	51%
Somewhat disagree	166	17	13	6	62	58	11	37	52	76	32	134
	16%	12%	12%	9%	16%	24%	14%	15%	17%	17%	22%	16%
						ABCD					K	
Strongly disagree	52	6	6	5	10	20	5	18	14	20	7	45
	5%	5%	5%	8%	3%	8%	7%	7%	5%	5%	5%	5%
						D						
Summary												
Top2Box (Agree)	787	110	84	54	313	167	58	201	242	344	104	683
	78%	83%	82%	83%	81%	68%	79%	79%	79%	78%	73%	79%
		E	E	E	E							
Low2Box (Disagree)	217	23	18	11	72	78	16	55	66	96	39	178
	22%	17%	18%	17%	19%	32%	21%	21%	21%	22%	27%	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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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
<b>Top2Box (Agree) Summary</b>												
I 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
	49%	42%	59%	53%	50%	47%	48%	51%	52%	46%	50%	49%
			A									
I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost	249	30	23	20	92	64	20	72	72	105	55	194
	25%	23%	22%	31%	24%	26%	28%	28%	23%	24%	38%	23%
											K	
I am concerned about online deals being too good to be true	720	101	73	54	279	158	54	190	230	300	89	631
	72%	76%	71%	83%	73%	65%	73%	74%	75%	68%	62%	73%
		E		E	E							J
Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	669	92	71	46	268	145	46	180	206	283	87	582
	67%	70%	69%	71%	70%	59%	62%	70%	67%	64%	61%	68%
					E							
Canadians would do anything for a good deal	594	70	53	45	221	163	42	166	180	247	103	491
	59%	53%	51%	69%	58%	66%	57%	65%	59%	56%	72%	57%
				AB		ABD		I			K	
When I see a deal that is too good to be true I think it could be a fake	787	110	84	54	313	167	58	201	242	344	104	683
	78%	83%	82%	83%	81%	68%	79%	79%	79%	78%	73%	79%
		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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	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
<b>Low2Box (Disagree) Summary</b>												
I am concerned about mistakenly purchasing counterfeit goods like toys, clothing, video games and software this holiday season	509	77	42	30	192	129	39	125	148	236	71	438
	51%	58%	41%	47%	50%	53%	52%	49%	48%	54%	50%	51%
		B										
I would consider purchasing fake clothing and accessories online if the product looked authentic and was available for a lesser cost	755	103	80	45	292	181	54	185	236	335	88	667
	75%	77%	78%	69%	76%	74%	72%	72%	77%	76%	62%	77%
												J
I am concerned about online deals being too good to be true	284	32	29	11	105	87	20	66	78	140	54	231
	28%	24%	29%	17%	27%	35%	27%	26%	25%	32%	38%	27%
						ACD					K	
Canadian deal seekers may not get what they bargained for due to increased availability of counterfeit goods	335	40	31	19	116	99	28	76	102	157	56	279
	33%	30%	31%	29%	30%	41%	38%	30%	33%	36%	39%	32%
						D						
Canadians would do anything for a good deal	410	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 could be a fake	217	23	18	11	72	78	16	55	66	96	39	178
	22%	17%	18%	17%	19%	32%	21%	21%	21%	22%	27%	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



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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	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
Yes	216	29	26	10	90	47	13	64	48	104	37	180
	22%	22%	26%	16%	23%	19%	18%	25%	16%	24%	26%	21%
								H		H		
No	788	103	76	55	295	198	61	192	260	336	106	682
	78%	78%	74%	84%	77%	81%	82%	75%	84%	76%	74%	79%
									GI			

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	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
<b>A lack of quality or good craftsmanship</b>												
Very concerned	439	72	36	28	176	98	30	94	138	208	58	381
	44%	54%	35%	43%	46%	40%	40%	37%	45%	47%	41%	44%
		BEF								G		
Somewhat concerned	430	46	58	29	154	104	38	121	131	178	56	374
	43%	35%	57%	44%	40%	43%	52%	47%	43%	40%	39%	43%
			ADE				A					
Not very concerned	102	9	5	7	43	34	4	30	30	42	26	76
	10%	7%	5%	10%	11%	14%	5%	12%	10%	9%	18%	9%
						BF					K	
Not at all concerned	32	5	4	2	11	9	2	12	9	12	3	29
	3%	4%	4%	3%	3%	4%	3%	5%	3%	3%	2%	3%
<b>Summary</b>												
Top2Box (Concerned)	870	118	94	57	330	202	68	214	269	386	114	755
	87%	89%	92%	87%	86%	83%	92%	84%	87%	88%	80%	88%
			E									J
Low2Box (Not Concerned)	134	14	9	9	54	43	6	42	39	54	29	106
	13%	11%	8%	13%	14%	17%	8%	16%	13%	12%	20%	12%
						B					K	

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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												
Very concerned	459	66	49	29	169	119	28	119	152	188	46	414
	46%	50%	48%	44%	44%	48%	37%	46%	50%	43%	32%	48%
												J
Somewhat concerned	346	44	37	26	127	79	32	86	103	157	58	288
	34%	33%	36%	40%	33%	32%	43%	33%	33%	36%	41%	33%
Not very concerned	146	16	11	7	67	34	11	37	38	71	30	117
	15%	12%	10%	10%	17%	14%	15%	14%	12%	16%	21%	14%
											K	
Not at all concerned	52	6	6	3	21	13	3	15	15	23	9	43
	5%	5%	5%	5%	5%	5%	5%	6%	5%	5%	6%	5%
Summary												
Top2Box (Concerned)	805	110	86	55	296	198	60	204	255	346	104	702
	80%	83%	84%	84%	77%	81%	80%	80%	83%	79%	73%	81%
												J
Low2Box (Not Concerned)	199	22	16	10	88	47	15	52	52	94	39	160
	20%	17%	16%	16%	23%	19%	20%	20%	17%	21%	27%	19%
											K	

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	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)												
Very concerned	424	55	38	38	156	111	25	117	137	169	48	375
	42%	42%	38%	58%	41%	45%	34%	46%	45%	38%	34%	44%
				ABDF								J
Somewhat concerned	404	49	43	18	161	97	36	98	112	194	67	337
	40%	37%	42%	27%	42%	39%	49%	38%	37%	44%	47%	39%
					C		C			H		
Not very concerned	135	23	15	8	52	28	9	28	45	62	24	111
	13%	17%	15%	12%	14%	12%	12%	11%	15%	14%	17%	13%
Not at all concerned	41	5	6	2	16	9	4	13	13	15	3	38
	4%	4%	5%	3%	4%	4%	5%	5%	4%	3%	2%	4%
Summary												
Top2Box (Concerned)	828	104	82	55	316	208	62	215	250	363	115	712
	82%	79%	80%	85%	82%	85%	83%	84%	81%	82%	81%	83%
Low2Box (Not Concerned)	176	28	21	10	68	37	12	41	58	77	27	149
	18%	21%	20%	15%	18%	15%	17%	16%	19%	18%	19%	17%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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
<b>My own moral state if I knew I purchased a counterfeit item</b>												
Very concerned	282	40	24	15	105	85	12	76	88	118	30	252
	28%	30%	24%	23%	27%	35%	17%	30%	29%	27%	21%	29%
		F			F	F						
Somewhat concerned	398	49	51	20	153	86	39	96	128	173	49	349
	40%	37%	50%	30%	40%	35%	52%	38%	42%	39%	34%	40%
			CE				ACDE					
Not very concerned	240	27	18	26	96	52	20	57	75	107	48	191
	24%	21%	18%	40%	25%	21%	27%	22%	24%	24%	34%	22%
				ABDE							K	
Not at all concerned	84	16	9	4	30	22	3	27	17	41	15	69
	8%	12%	9%	7%	8%	9%	5%	10%	6%	9%	11%	8%
								H				
<b>Summary</b>												
Top2Box (Concerned)	680	89	75	35	259	171	51	173	216	292	80	600
	68%	67%	73%	53%	67%	70%	69%	67%	70%	66%	56%	70%
			C		C	C						J
Low2Box (Not Concerned)	324	43	27	31	126	74	23	84	92	148	63	261
	32%	33%	27%	47%	33%	30%	31%	33%	30%	34%	44%	30%
				BDE							K	

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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												
Very concerned	346	53	35	22	142	75	21	89	117	141	35	312
	35%	40%	34%	33%	37%	31%	28%	35%	38%	32%	24%	36%
												J
Somewhat concerned	440	55	49	27	159	110	40	104	132	204	64	376
	44%	42%	48%	41%	41%	45%	54%	41%	43%	46%	45%	44%
							D					
Not very concerned	168	19	12	13	63	49	12	48	48	72	33	135
	17%	14%	12%	20%	16%	20%	16%	19%	16%	16%	23%	16%
											K	
Not at all concerned	50	6	6	4	21	11	2	15	12	23	11	39
	5%	5%	6%	5%	5%	4%	3%	6%	4%	5%	8%	5%
Summary												
Top2Box (Concerned)	787	108	84	48	301	185	60	194	248	345	99	688
	78%	81%	82%	74%	78%	76%	81%	76%	81%	78%	69%	80%
												J
Low2Box (Not Concerned)	217	25	18	17	84	60	14	63	60	95	44	173
	22%	19%	18%	26%	22%	24%	19%	24%	19%	22%	31%	20%
											K	

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	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												
Very concerned	159	15	12	14	67	42	8	45	51	63	27	131
	16%	11%	12%	22%	17%	17%	10%	17%	17%	14%	19%	15%
Somewhat concerned	278	34	42	7	100	68	27	73	89	117	43	235
	28%	26%	41%	11%	26%	28%	36%	28%	29%	27%	30%	27%
Not very concerned		C	ACDE		C	C	C					
	397	51	29	35	158	92	32	90	124	184	47	351
Not at all concerned	40%	39%	28%	54%	41%	38%	43%	35%	40%	42%	33%	41%
				BE	B		B					
Not at all concerned	170	32	19	9	59	43	8	49	44	77	26	145
	17%	24%	19%	13%	15%	18%	11%	19%	14%	17%	18%	17%
Summary		DF										
Top2Box (Concerned)	436	49	54	21	167	110	34	117	140	180	70	366
	43%	37%	53%	33%	44%	45%	46%	46%	45%	41%	49%	42%
Low2Box (Not Concerned)			AC									
	568	83	48	44	217	135	40	139	168	260	72	495
Low2Box (Not Concerned)	57%	63%	47%	67%	56%	55%	54%	54%	55%	59%	51%	58%
		B		B								

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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
<b>Top2Box (Concerned) Summary</b>												
A lack of quality or good craftsmanship	870	118	94	57	330	202	68	214	269	386	114	755
	87%	89%	92%	87%	86%	83%	92%	84%	87%	88%	80%	88%
			E									J
That the product may impact my own possessions in a negative way (i.e. counterfeit software damaging my computer)	828	104	82	55	316	208	62	215	250	363	115	712
	82%	79%	80%	85%	82%	85%	83%	84%	81%	82%	81%	83%
That my money may be supporting illegal activity or organized crime	805	110	86	55	296	198	60	204	255	346	104	702
	80%	83%	84%	84%	77%	81%	80%	80%	83%	79%	73%	81%
												J
That purchasing counterfeit products negatively impacts the Canadian economy	787	108	84	48	301	185	60	194	248	345	99	688
	78%	81%	82%	74%	78%	76%	81%	76%	81%	78%	69%	80%
												J
My own moral state if I knew I purchased a counterfeit item	680	89	75	35	259	171	51	173	216	292	80	600
	68%	67%	73%	53%	67%	70%	69%	67%	70%	66%	56%	70%
			C		C	C						J
The chance of someone else noticing that the product I purchased was fake or counterfeit	436	49	54	21	167	110	34	117	140	180	70	366
	43%	37%	53%	33%	44%	45%	46%	46%	45%	41%	49%	42%
			AC									

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



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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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
<b>Low2Box (Not Concerned) Summary</b>												
The chance of someone else noticing that the product I purchased was fake or counterfeit	568	83	48	44	217	135	40	139	168	260	72	495
	57%	63%	47%	67%	56%	55%	54%	54%	55%	59%	51%	58%
		B		B								
My own moral state if I knew I purchased a counterfeit item	324	43	27	31	126	74	23	84	92	148	63	261
	32%	33%	27%	47%	33%	30%	31%	33%	30%	34%	44%	30%
				BDE							K	
That purchasing counterfeit products negatively impacts the Canadian economy	217	25	18	17	84	60	14	63	60	95	44	173
	22%	19%	18%	26%	22%	24%	19%	24%	19%	22%	31%	20%
											K	
That my money may be supporting illegal activity or organized crime	199	22	16	10	88	47	15	52	52	94	39	160
	20%	17%	16%	16%	23%	19%	20%	20%	17%	21%	27%	19%
											K	
That the product may impact my own possessions in a negative way (i.e. counterfeit software damaging my computer)	176	28	21	10	68	37	12	41	58	77	27	149
	18%	21%	20%	15%	18%	15%	17%	16%	19%	18%	19%	17%
A lack of quality or good craftsmanship	134	14	9	9	54	43	6	42	39	54	29	106
	13%	11%	8%	13%	14%	17%	8%	16%	13%	12%	20%	12%
						B					K	

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