

## YouGov Survey Results

Sample Size: 2103

Fieldwork: 20th - 23rd August 2010

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

The next set of questions is about counterfeit goods. Please remember that your answers are entirely confidential; they will not be analysed individually but only in combination with those of other respondents. If you do not want to answer a potentially sensitive question, please tick 'Prefer not to say'.

Which, if any, of the following have you ever bought knowing that they were fake? (Please tick all that apply)

	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
Unweighted Base	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
<b>All GB Adults</b>	<b>2103</b>	<b>1009</b>	<b>1094</b>	<b>252</b>	<b>370</b>	<b>354</b>	<b>391</b>	<b>736</b>	<b>1157</b>	<b>946</b>	<b>517</b>	<b>345</b>	<b>202</b>	<b>269</b>	<b>482</b>	<b>105</b>	<b>183</b>
A fake DVD	24%	28%	21%	39%	32%	27%	24%	14%	21%	29%	28%	26%	18%	26%	21%	24%	26%
A fake CD	17%	19%	14%	25%	21%	20%	15%	11%	14%	20%	22%	22%	9%	12%	12%	11%	19%
A fake item of branded clothing	22%	24%	20%	32%	27%	24%	21%	16%	20%	24%	22%	25%	17%	21%	21%	18%	26%
Fake tobacco	3%	4%	2%	3%	5%	4%	3%	2%	2%	4%	5%	2%	2%	3%	3%	3%	2%
Fake money (e.g. £20 notes)	0%	0%	0%	1%	1%	0%	-	-	0%	0%	0%	0%	0%	-	0%	-	1%
None of these	60%	57%	62%	44%	48%	57%	62%	71%	64%	55%	55%	58%	68%	60%	63%	60%	58%
Prefer not to say	2%	2%	2%	2%	5%	4%	-	1%	2%	2%	2%	2%	1%	3%	2%	3%	2%

Have you ever purchased something believing it was the authentic item, but then later found out it was a fake?

	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
Unweighted Base	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
<b>All GB Adults</b>	<b>2103</b>	<b>1009</b>	<b>1094</b>	<b>252</b>	<b>370</b>	<b>354</b>	<b>391</b>	<b>736</b>	<b>1157</b>	<b>946</b>	<b>517</b>	<b>345</b>	<b>202</b>	<b>269</b>	<b>482</b>	<b>105</b>	<b>183</b>
Yes, I have	30%	35%	25%	39%	38%	33%	29%	22%	29%	31%	32%	31%	25%	31%	29%	33%	27%
No, I haven't	69%	64%	74%	60%	59%	65%	71%	78%	70%	68%	67%	68%	75%	67%	71%	65%	73%
Prefer not to say	1%	1%	1%	1%	3%	2%	-	0%	1%	1%	1%	1%	-	2%	0%	2%	-

To what extent do you agree or disagree with the following statement?

"By buying fake goods, a person might be helping to fund serious organised crime (such as human trafficking, drugs gangs and terrorism)"

	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
Unweighted Base	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
<b>All GB Adults</b>	<b>2103</b>	<b>1009</b>	<b>1094</b>	<b>252</b>	<b>370</b>	<b>354</b>	<b>391</b>	<b>736</b>	<b>1157</b>	<b>946</b>	<b>517</b>	<b>345</b>	<b>202</b>	<b>269</b>	<b>482</b>	<b>105</b>	<b>183</b>
Strongly agree	29%	30%	29%	19%	18%	26%	34%	37%	31%	28%	28%	28%	29%	30%	21%	35%	
Tend to agree	42%	42%	42%	42%	44%	42%	40%	42%	43%	41%	38%	42%	40%	48%	42%	48%	41%
Tend to disagree	14%	16%	13%	22%	18%	19%	13%	9%	14%	15%	16%	13%	15%	10%	16%	14%	14%
Strongly disagree	3%	4%	2%	4%	5%	2%	1%	2%	3%	2%	4%	4%	1%	3%	2%	2%	3%
Don't know	12%	9%	14%	13%	15%	12%	11%	10%	10%	14%	13%	13%	12%	11%	10%	15%	8%

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Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Please imagine that you were about to buy a product and just before doing so found out that it was fake. If you knew that by purchasing a fake product, of any kind, you might be funding serious organised crime (such as human trafficking, drugs gangs and terrorism)...

How, if at all, would this affect your purchasing decision of the product? (Please tick the option that BEST applies)

	Unweighted Base	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
<b>All GB Adults</b>		2103	1009	1094	252	370	354	391	736	1157	946	517	345	202	269	482	105	183
I would buy the product regardless		2%	3%	1%	3%	3%	2%	2%	1%	1%	3%	2%	1%	1%	1%	2%	-	4%
I would question whether or not to buy the product but still purchase it		7%	8%	6%	17%	10%	7%	4%	3%	6%	8%	7%	8%	6%	4%	8%	4%	6%
I would reconsider and probably not buy the product		31%	32%	29%	37%	34%	33%	30%	26%	30%	31%	27%	31%	31%	36%	29%	35%	31%
Knowing this, I would definitely not buy the product		56%	51%	61%	36%	47%	53%	61%	67%	60%	52%	58%	56%	57%	52%	57%	56%	55%
Don't know		5%	6%	4%	8%	7%	6%	4%	2%	3%	6%	6%	4%	5%	6%	3%	5%	4%

You said that you would still buy the fake product at the previous question.

Which, if any, of the following describe why this is? (Please tick all that apply)

	Unweighted Base	154	88	66	35	39	24	18	38	67	87	39	23	13	15	42	4	18
<b>All GB Adults who would buy the fake product</b>		178	111	67	49	47	31	21	31	78	101	45	31	14	16	50	4	19
I think it's just scaremongering tactics to say fake goods funds serious organised crime		10%	11%	8%	24%	8%	-	6%	3%	12%	8%	13%	12%	15%	14%	5%	-	7%
It's not me who is committing the serious organised crime, I'm just buying a product		41%	43%	37%	45%	34%	57%	45%	26%	45%	37%	29%	42%	34%	36%	56%	50%	32%
I think that the only ones losing out are the businesses		25%	30%	17%	32%	39%	24%	-	13%	20%	29%	27%	45%	8%	41%	12%	-	31%
My desire/ need for the product would outweigh anything else		19%	19%	20%	11%	26%	26%	28%	10%	24%	15%	15%	14%	6%	28%	20%	19%	35%
Other		28%	28%	28%	39%	12%	16%	37%	40%	24%	31%	31%	37%	37%	31%	20%	27%	17%
Don't know		7%	6%	8%	2%	7%	6%	23%	5%	7%	7%	10%	7%	-	-	10%	-	4%
		5%	2%	9%	4%	8%	3%	-	7%	3%	6%	4%	-	15%	-	4%	23%	11%

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Please imagine that you knew of someone or somewhere that was selling fake goods.

Which, if any, of the following organisations do you think you would report them to? (Please tick all that apply)

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Unweighted Base	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
<b>All GB Adults</b>	2103	1009	1094	252	370	354	391	736	1157	946	517	345	202	269	482	105	183
The police	36%	36%	36%	41%	34%	35%	34%	37%	36%	36%	36%	35%	35%	34%	37%	38%	37%
Crimestoppers	14%	14%	14%	13%	12%	18%	16%	13%	14%	15%	15%	13%	15%	10%	16%	12%	16%
Trading Standards	46%	48%	45%	32%	33%	44%	53%	55%	50%	41%	47%	48%	46%	37%	45%	50%	54%
The local council	9%	11%	7%	7%	9%	9%	10%	9%	9%	9%	8%	8%	11%	11%	8%	13%	10%
Other	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%
Don't know	18%	15%	21%	17%	24%	18%	18%	16%	17%	19%	14%	20%	21%	26%	18%	20%	11%
Not applicable – I would not report it to any organisation	15%	19%	13%	23%	21%	19%	13%	10%	14%	17%	19%	16%	13%	14%	13%	9%	19%

If someone passes on information (e.g. reporting someone else selling fake goods) 'anonymously', which ONE of the following BEST describes what this term means to you?

	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
Unweighted Base	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
<b>All GB Adults</b>	2103	1009	1094	252	370	354	391	736	1157	946	517	345	202	269	482	105	183
No one at all will know their identity	45%	46%	44%	44%	39%	44%	49%	46%	45%	45%	47%	43%	46%	43%	46%	40%	43%
The person they've given information to knows who they are, but won't tell anyone else their personal information	18%	18%	18%	19%	22%	18%	16%	16%	19%	17%	19%	18%	18%	19%	16%	19%	16%
The person they've given information to knows who they are and will pass on their details to other members of their orga	22%	23%	22%	23%	22%	22%	23%	22%	24%	20%	20%	21%	20%	20%	26%	25%	26%
Other	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	0%	2%	1%	2%	1%
Don't know	14%	12%	16%	12%	15%	16%	11%	15%	11%	17%	13%	16%	15%	16%	12%	13%	13%

Before today, were you aware that Crimestoppers is a charity?

	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
Unweighted Base	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
<b>All GB Adults</b>	2103	1009	1094	252	370	354	391	736	1157	946	517	345	202	269	482	105	183
Yes, I was	17%	18%	15%	20%	17%	19%	13%	16%	17%	15%	16%	15%	20%	17%	15%	22%	15%
No, I wasn't	81%	80%	83%	77%	80%	80%	86%	82%	81%	82%	82%	84%	79%	79%	83%	76%	83%
Not applicable - I had never heard of Crimestoppers	2%	3%	2%	4%	3%	1%	1%	2%	2%	2%	2%	1%	1%	4%	2%	2%	3%

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Crimestoppers is a program that allows a member of the community to provide anonymous information about criminal activity.

Would knowing that Crimestoppers is a charity, and not part of the police, make you feel more or less comfortable in passing on information about a crime to them, or would it make no difference?

	Unweighted Base	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
	All GB Adults	2103	1009	1094	252	370	354	391	736	1157	946	517	345	202	269	482	105	183
It would make me more comfortable		27%	27%	28%	44%	24%	32%	24%	23%	26%	29%	25%	32%	25%	27%	28%	27%	26%
It would make no difference		66%	66%	66%	49%	68%	62%	71%	70%	68%	63%	66%	60%	72%	68%	66%	70%	64%
It would make me less comfortable		7%	7%	6%	7%	7%	7%	4%	7%	6%	7%	9%	8%	3%	5%	6%	2%	10%

By knowing each of the following pieces of information about Crimestoppers, which, if any, would encourage you to pass on information you may have about a crime? (Please tick all that apply)

	Unweighted Base	2103	959	1144	198	328	315	346	916	1176	927	490	311	213	272	529	92	196
	All GB Adults	2103	1009	1094	252	370	354	391	736	1157	946	517	345	202	269	482	105	183
That Crimestoppers is a charity		18%	17%	19%	31%	22%	21%	14%	14%	18%	19%	18%	16%	17%	20%	20%	17%	19%
That you can provide information anonymously to Crimestoppers (i.e. no one at all will know your identity)		71%	68%	75%	72%	67%	74%	72%	72%	75%	68%	72%	74%	68%	72%	70%	71%	72%
That you will not have to go to court by providing information to Crimestoppers		50%	47%	54%	55%	49%	56%	52%	46%	53%	47%	48%	52%	49%	49%	51%	52%	56%
That Crimestoppers is not part of the police		17%	18%	17%	27%	19%	20%	16%	13%	17%	17%	16%	21%	13%	15%	18%	16%	20%
None of these		10%	12%	7%	7%	11%	7%	11%	11%	10%	9%	10%	10%	11%	9%	10%	5%	10%
Don't know		7%	7%	7%	9%	10%	7%	7%	5%	5%	10%	7%	7%	8%	7%	8%	8%	4%

All figures, unless otherwise stated, are from YouGov Plc.