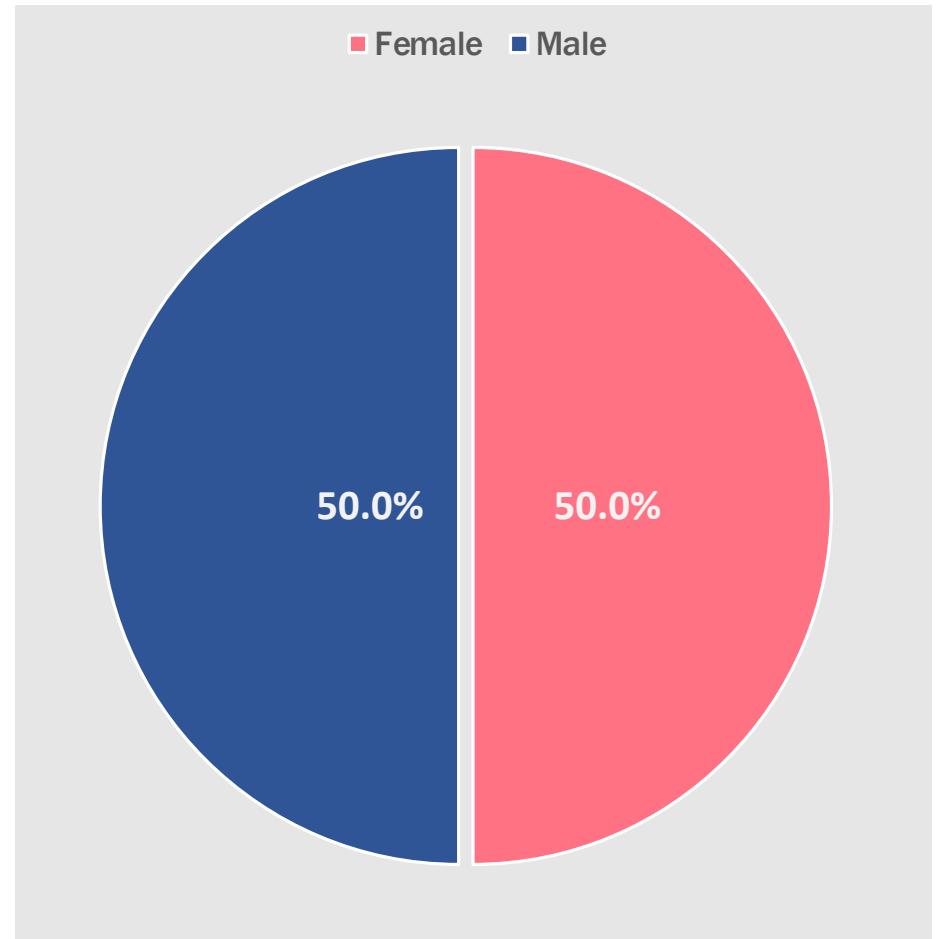


Unlocking IP Across
Continents
Appendix 4:
Survey Results
BY GENDER



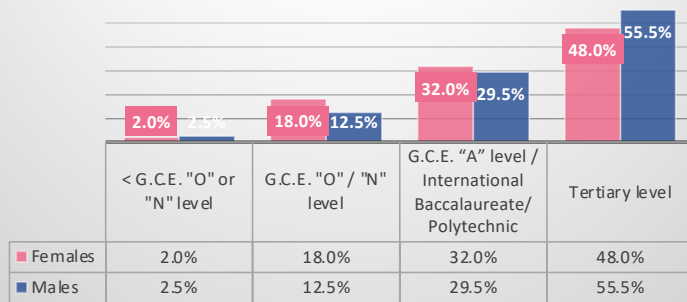
Q2. What is your gender?

N = 800 Females
N = 800 Males
N = 1600 Total Sample



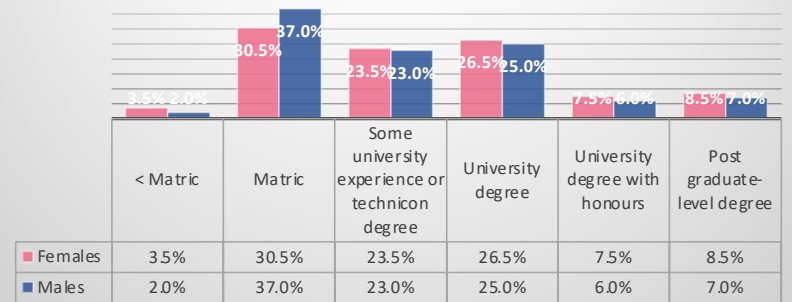
Q4. Education – Singapore N = 400

Females Males



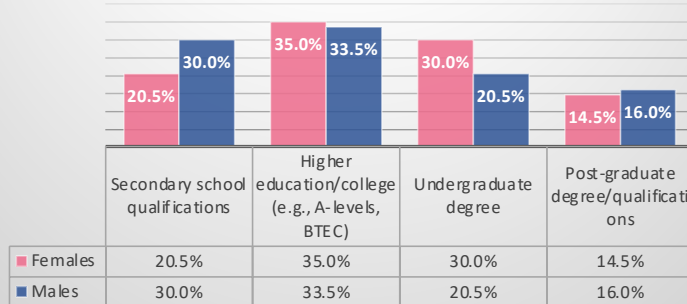
Q4. Education – South Africa N = 400

Females Males



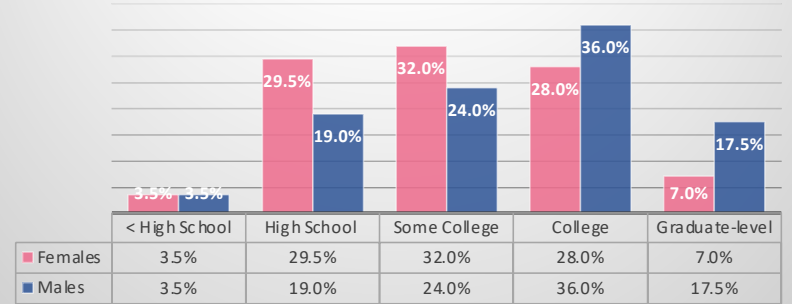
Q4. Education – United Kingdom N = 400

Females Males



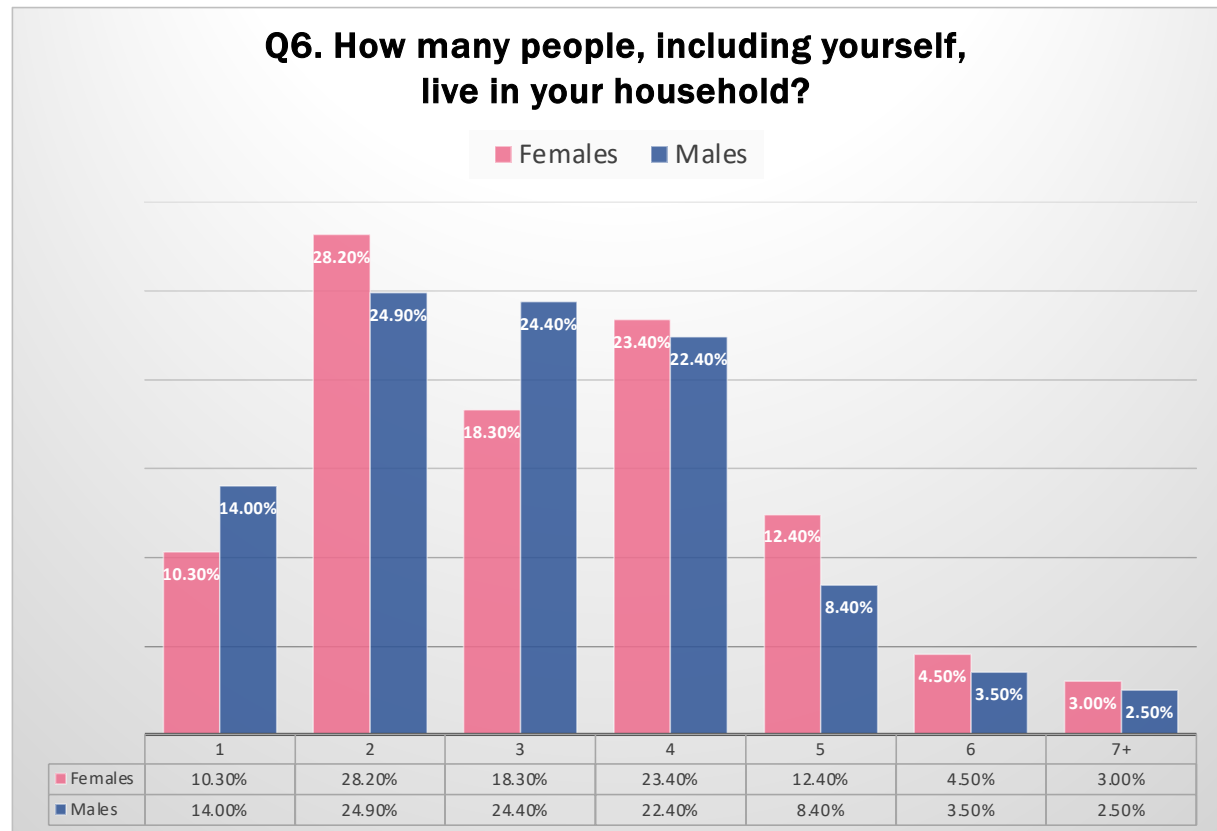
Q4. Education – United States of America N = 400

Females Males



Q6. How many people, including yourself, live in your household?

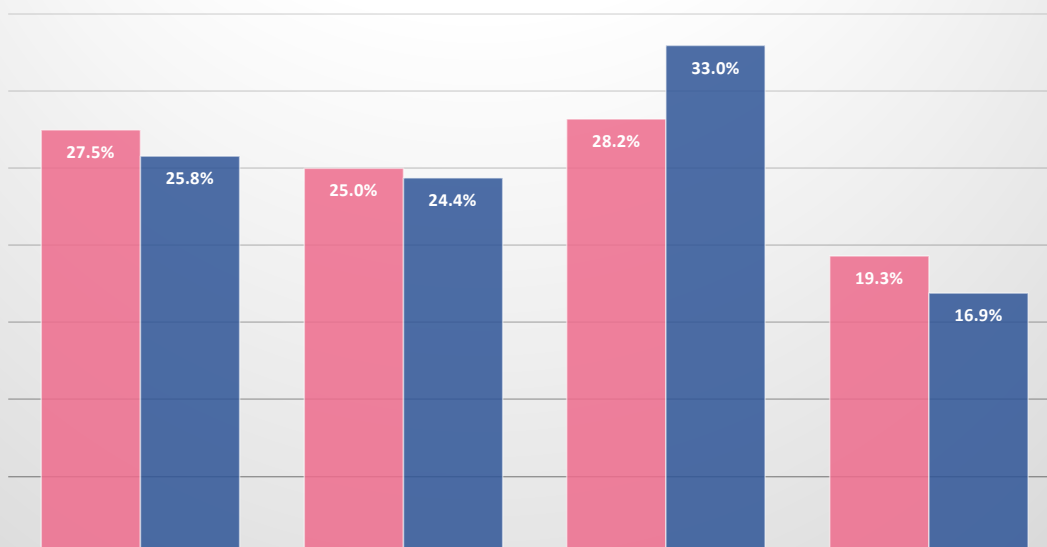
Q6. How many people, including yourself, live in your household?



Q7. Regarding religious practices, do you consider yourself . . .

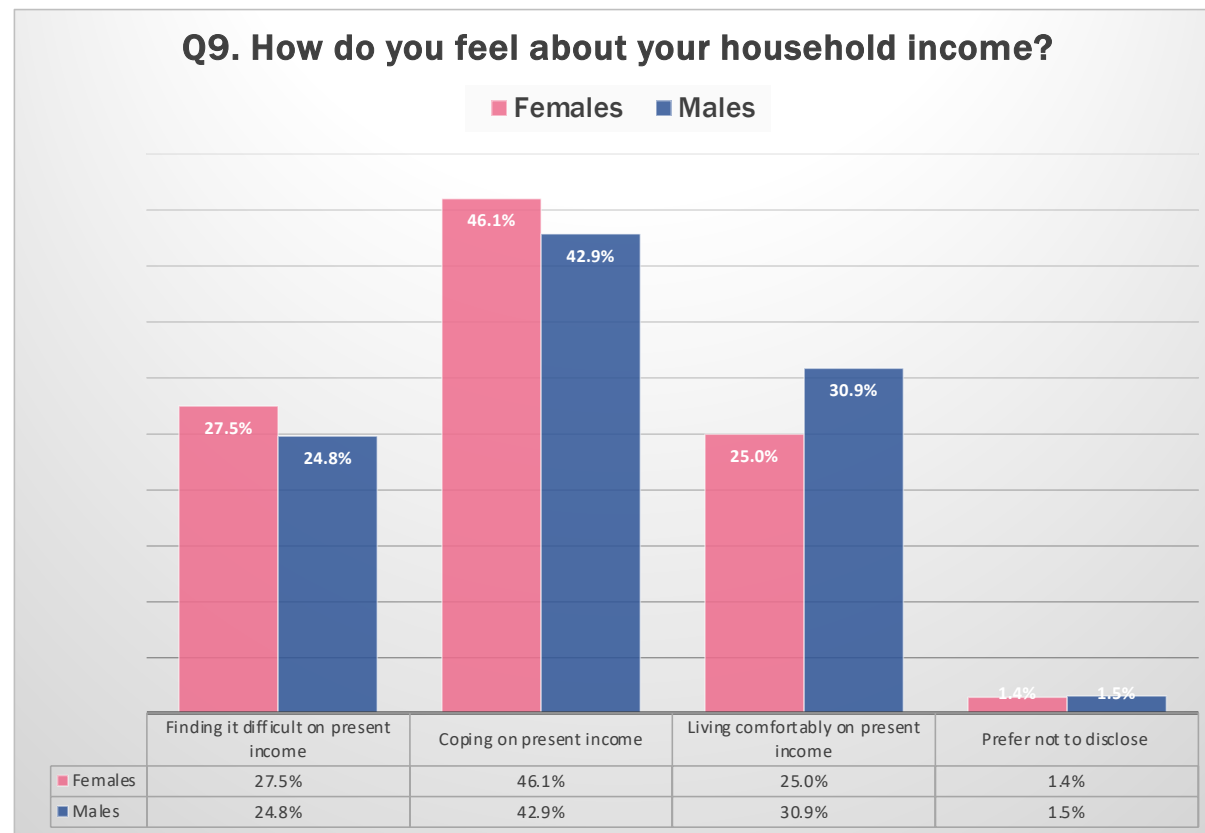
Q7. Regarding religious practices, do you consider yourself . . .

Females Males



	Not Religious	Slightly Religious	Moderately Religious	Very Religious
Females	27.5%	25.0%	28.2%	19.3%
Males	25.8%	24.4%	33.0%	16.9%

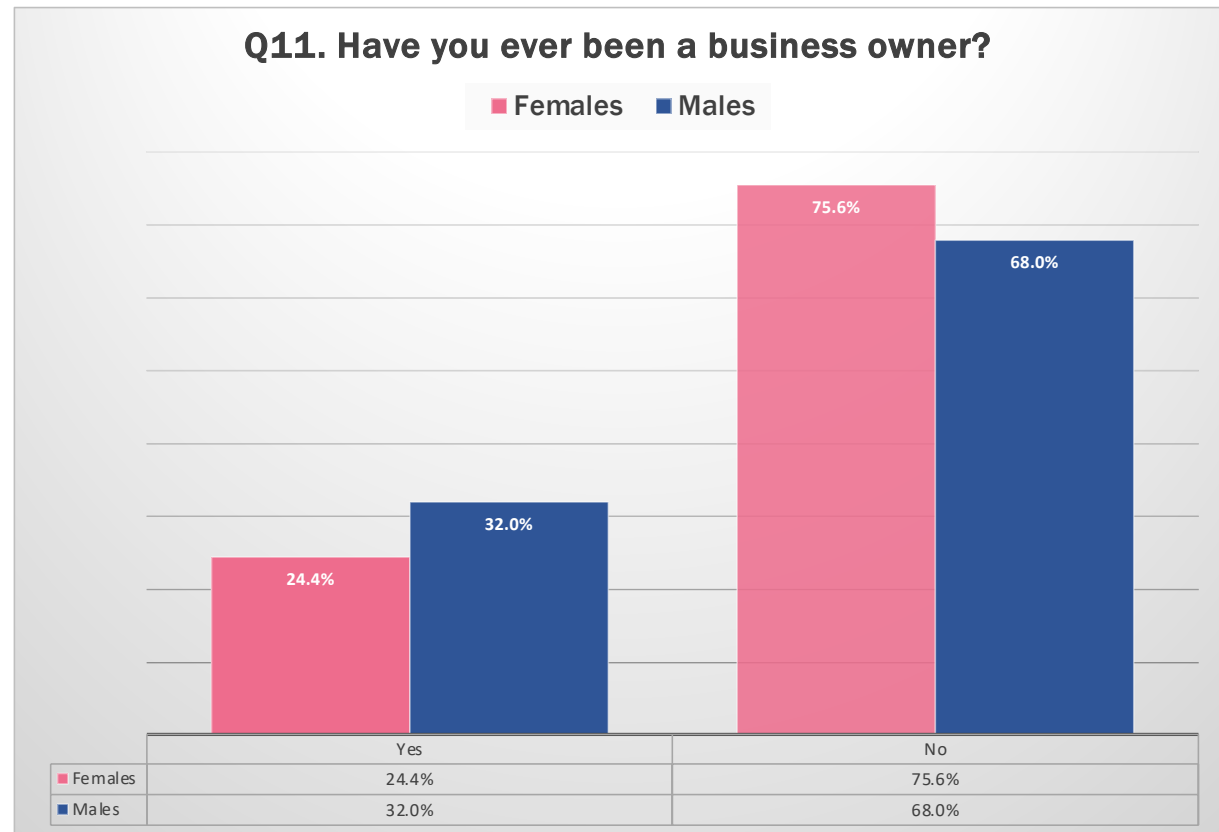
Q9. How do you feel about your household income?



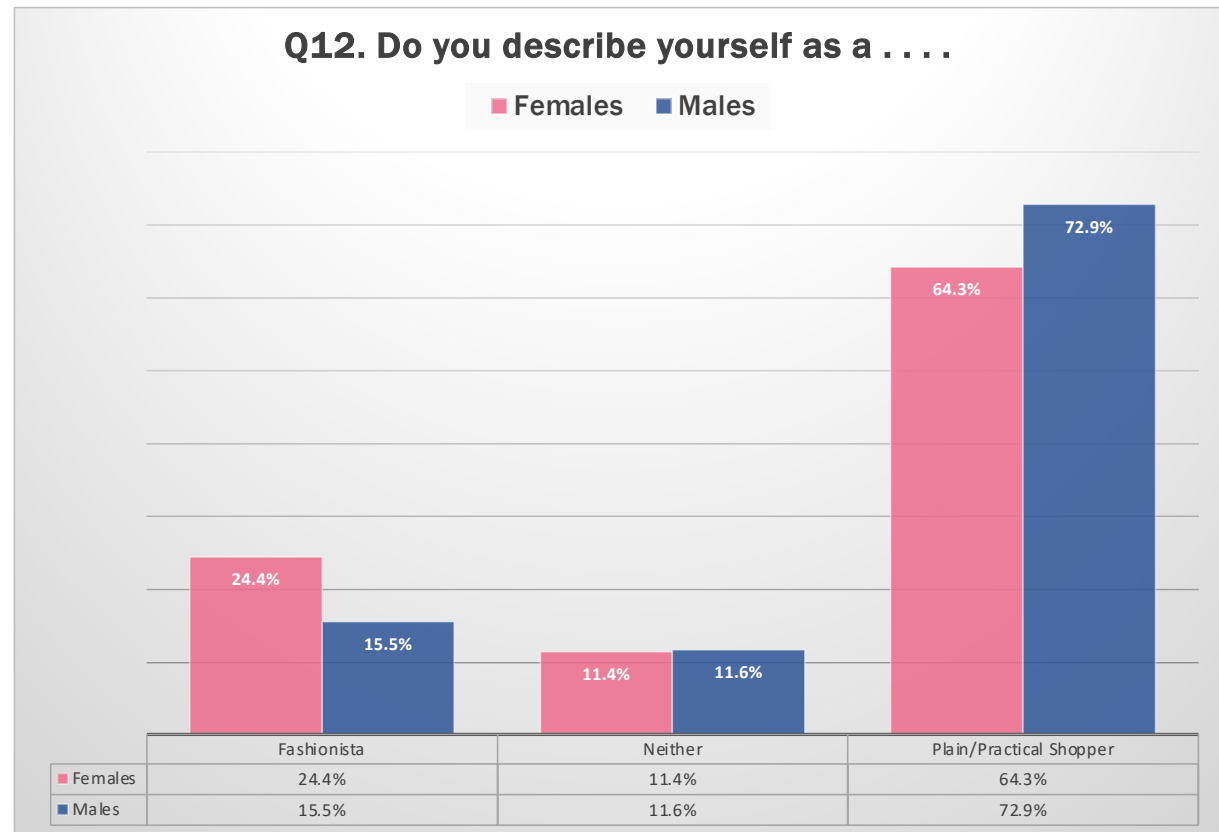
Q10. What
is your
occupation?

Warehouse assistant administrator Construction
Director Unemployed Engineer worker
Employed **manager** Civil servant
Retail Student **Retired** driver Teacher
Officer Full time sales Senior Healthcare

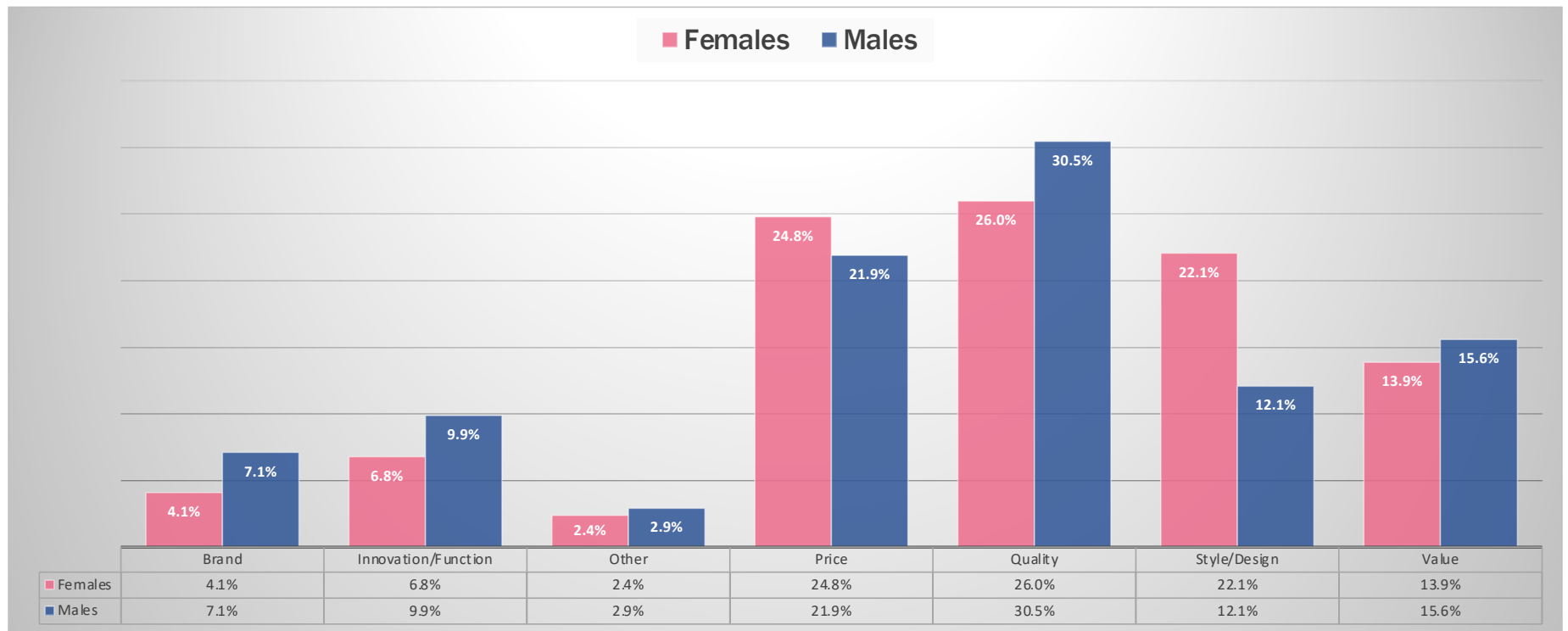
Q11. Have you ever been a business owner?



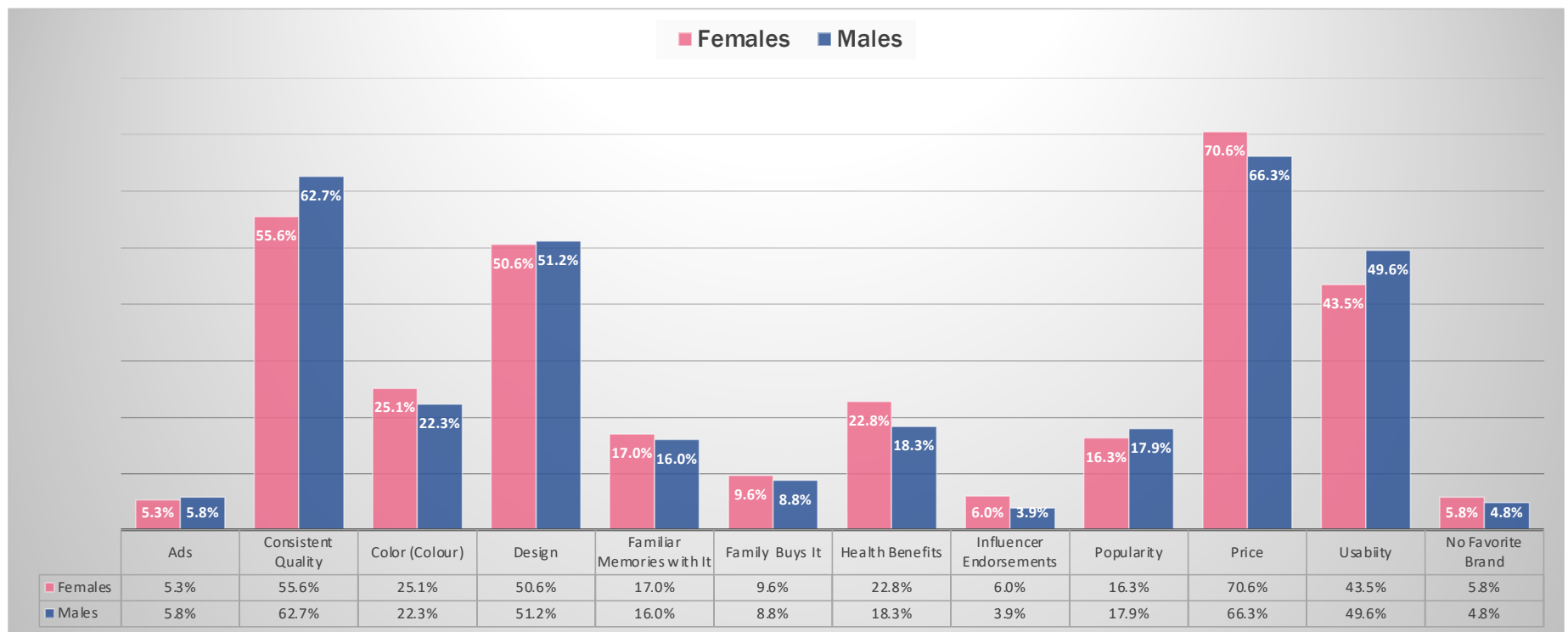
Q12. Do you describe yourself as a



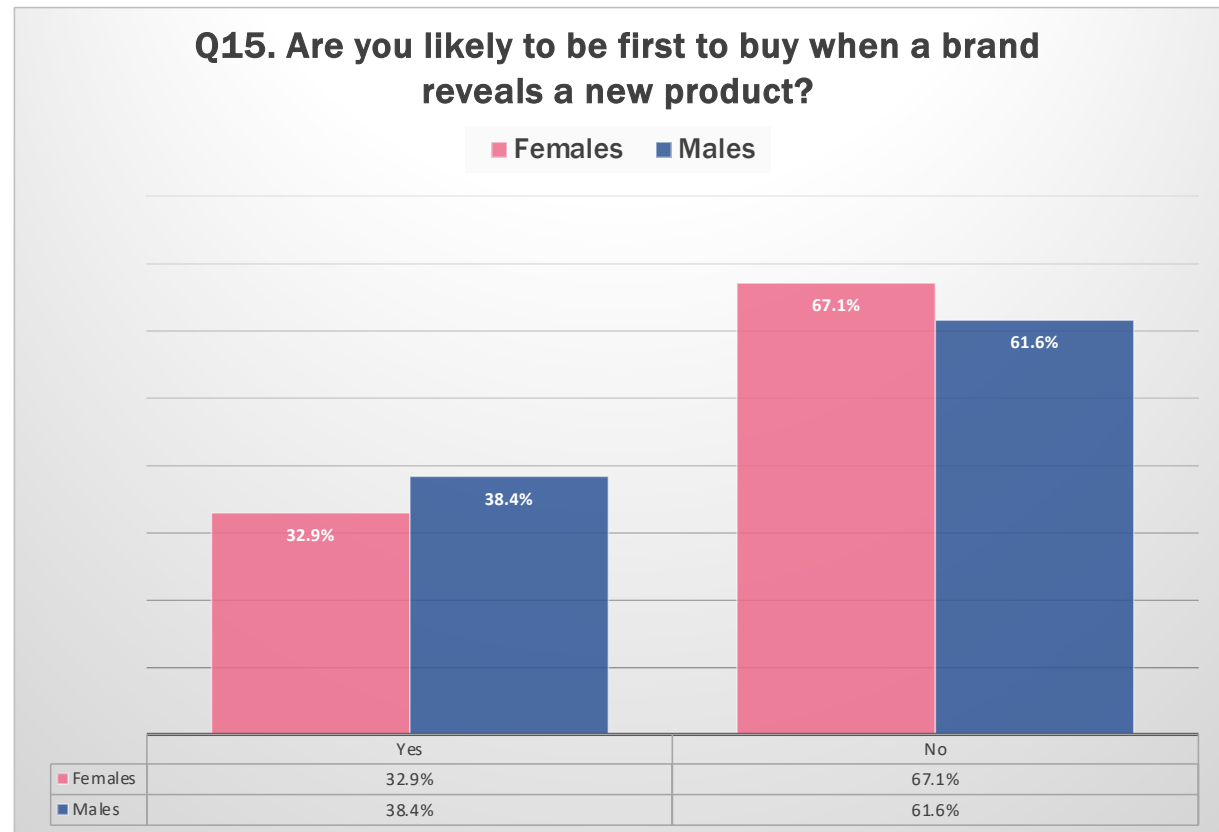
Q13. What is your top reason for purchasing a product?



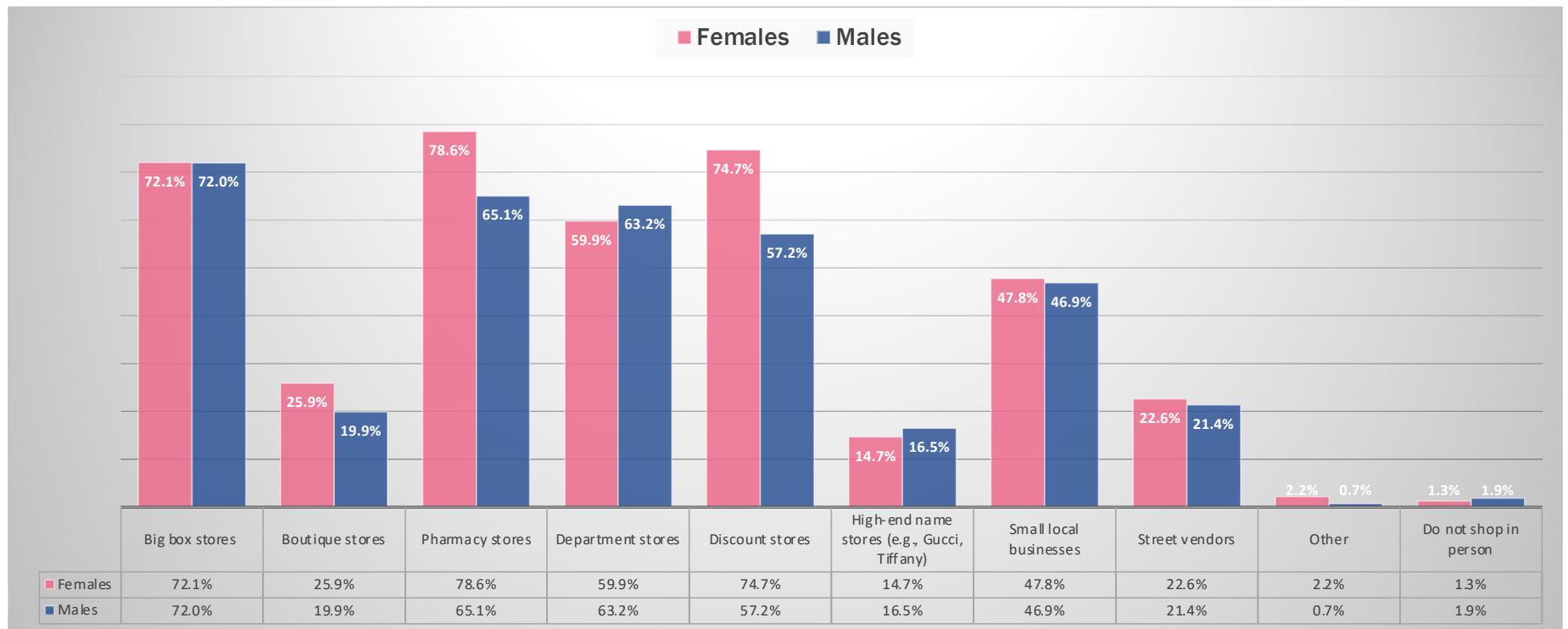
Q14. When choosing a favorite brand, what makes you prefer it? Check all that apply.



Q15. Are you likely to be first to buy when a brand reveals a new product?



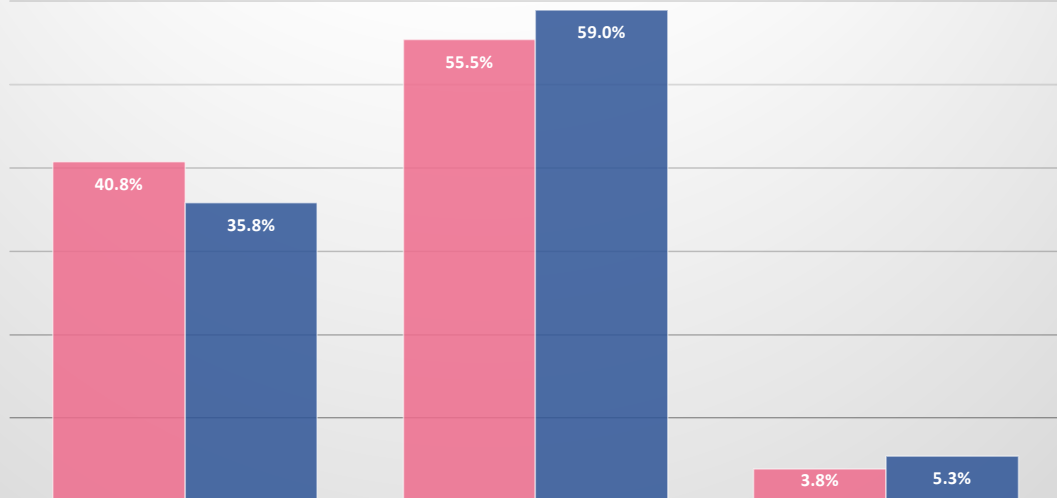
Q16. When shopping in person, do you purchase from any of these entities?



Q17. How often do you shop online?

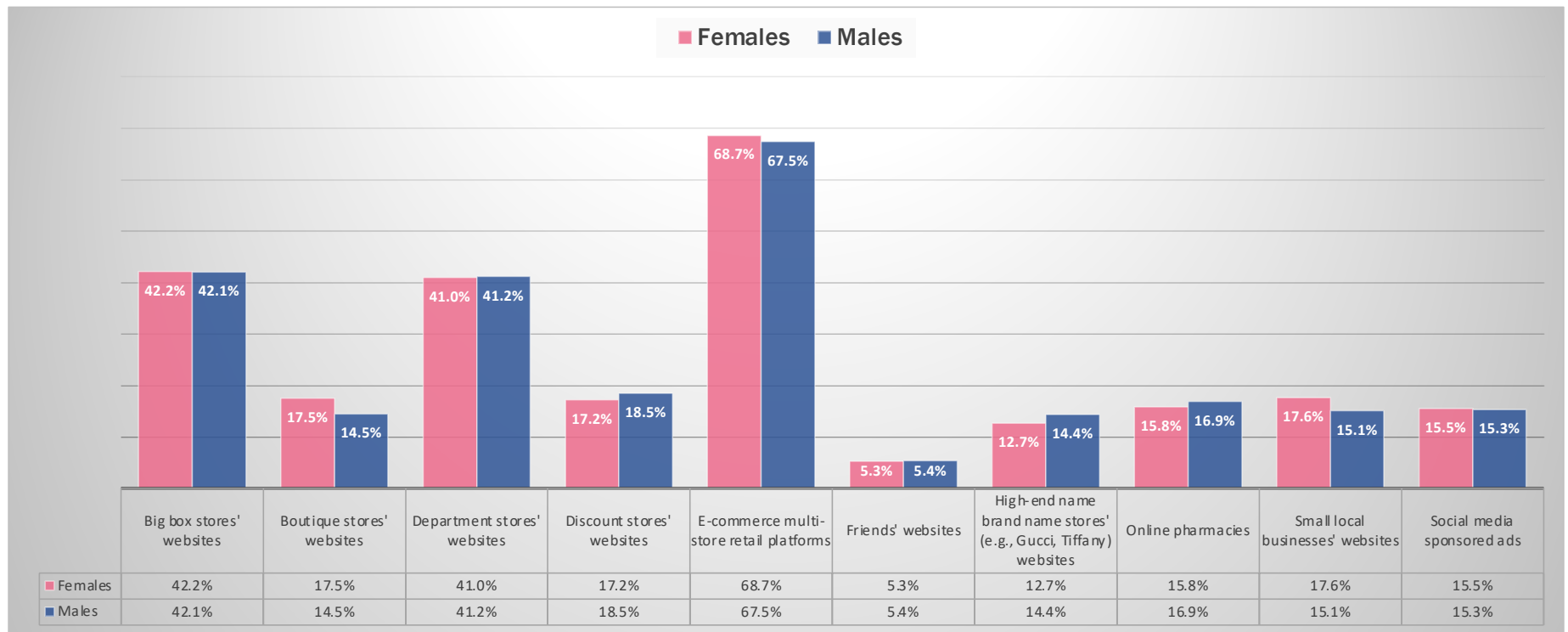
Q17. How often do you shop online?

Females Males



	Frequently	Occasionally	Not At All
Females	40.8%	55.5%	3.8%
Males	35.8%	59.0%	5.3%

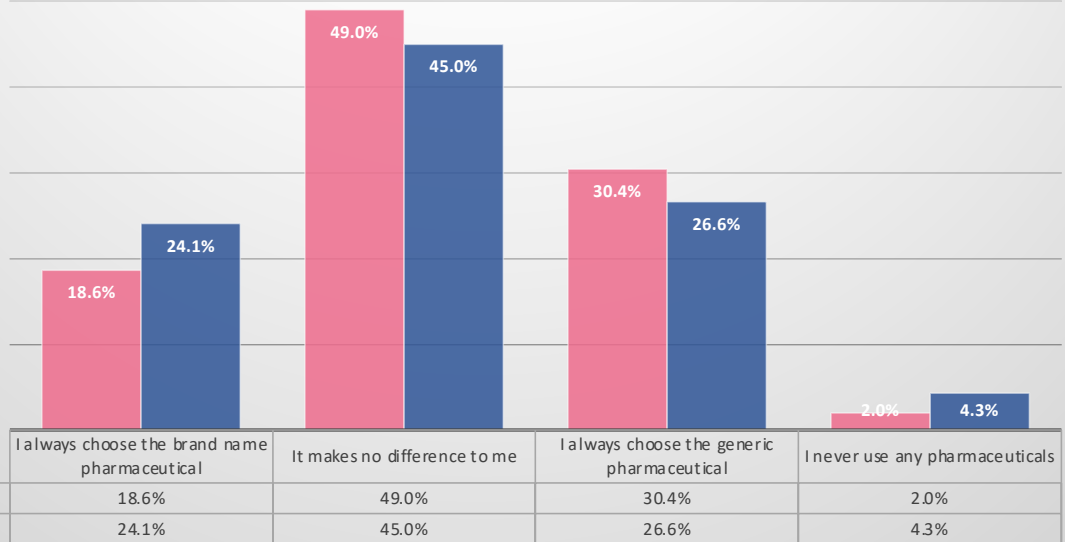
Q18. When shopping online, do you purchase from any of the following e-commerce platforms?



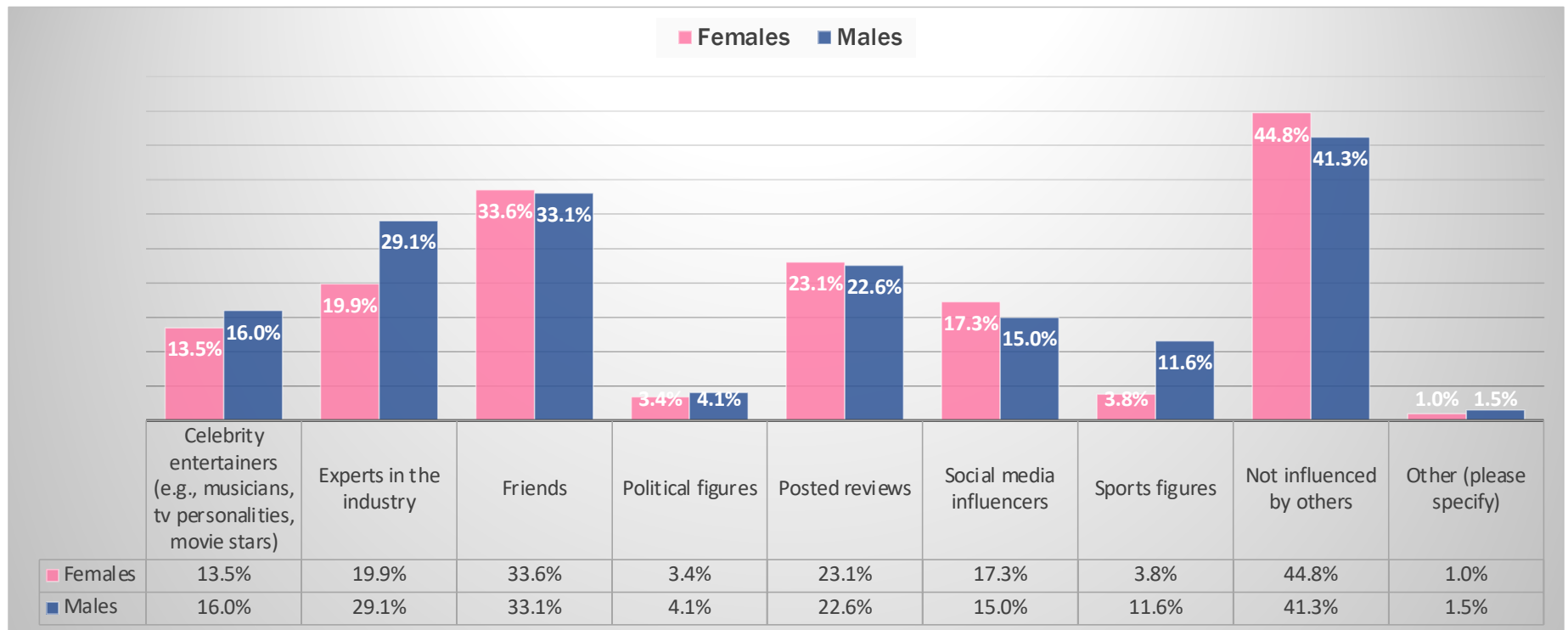
Q19. If you have a choice between a generic pharmaceutical and a brand name pharmaceutical . . .

Q19. If you have a choice between a generic pharmaceutical and a brand name pharmaceutical . . .

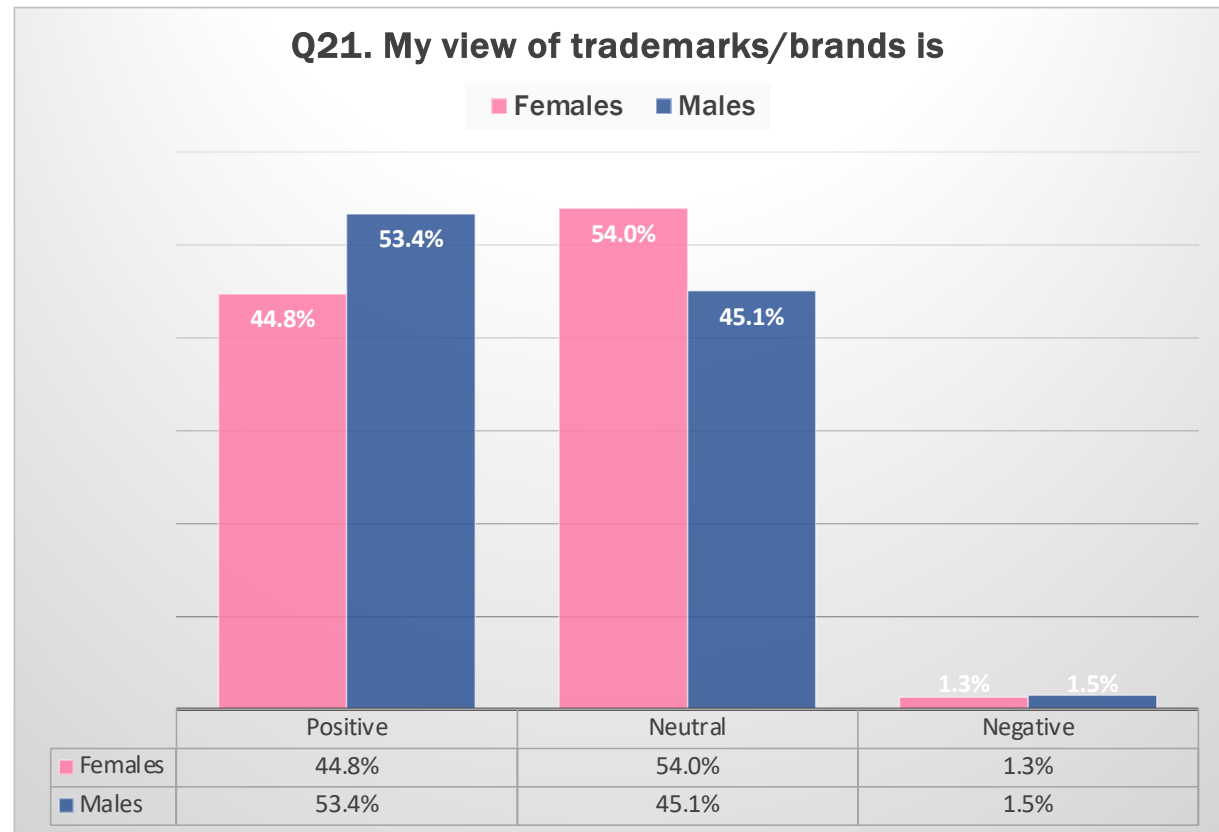
Females Males



Q20. Are your purchases influenced by endorsements from anyone?



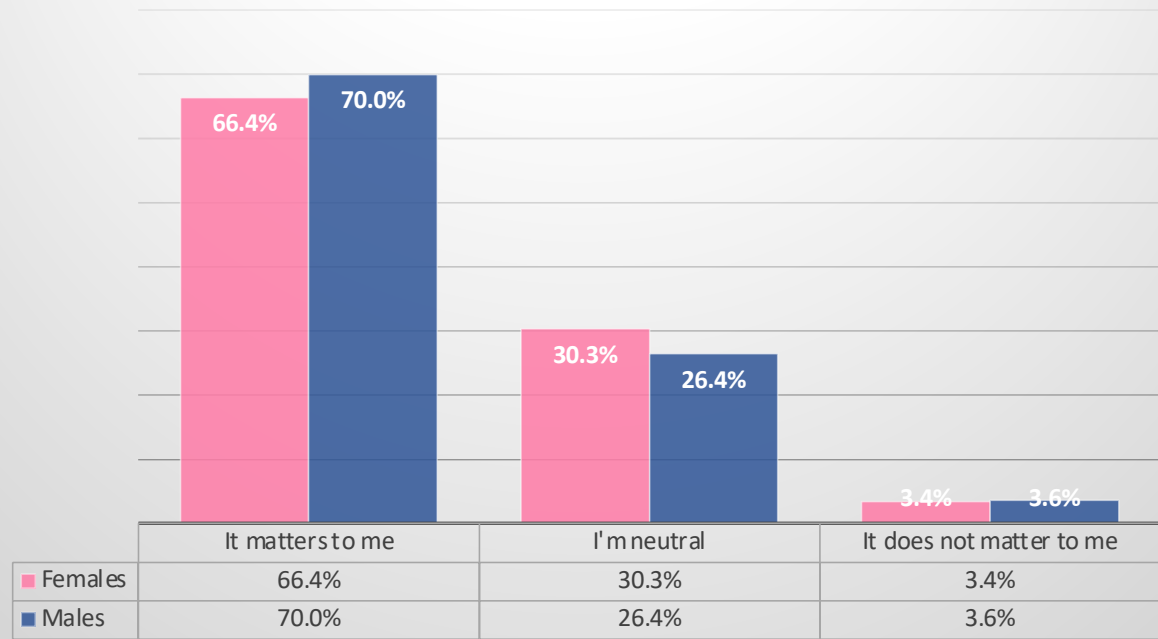
**Q21. My
view of
trademarks/
brands is ...**



Q22. I care whether brand-name products are authentic and safe.

Q22. I care whether brand-name products are authentic and safe.

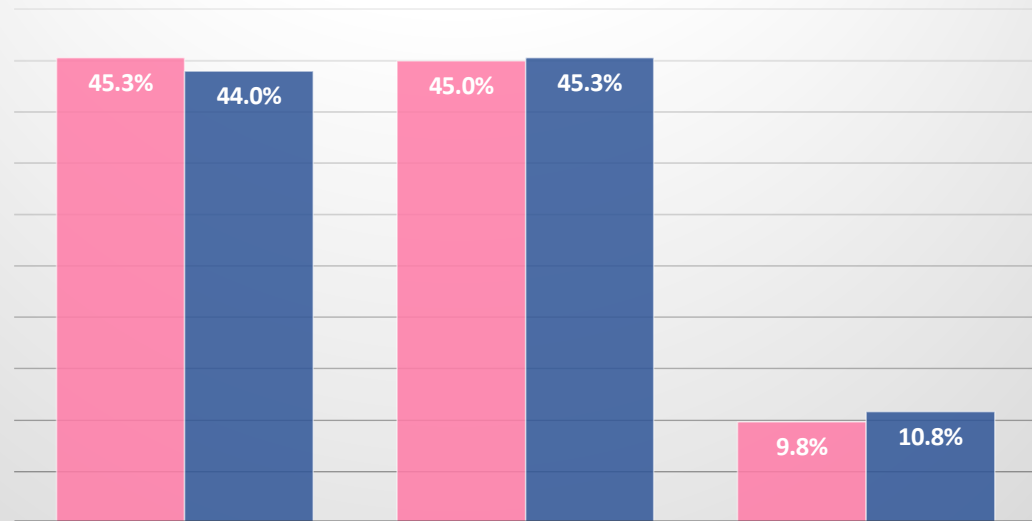
Females Males



Q23. I care whether brand-name businesses are environmentally conscious.

Q23. I care whether brand-name businesses are environmentally conscious.

■ Females ■ Males

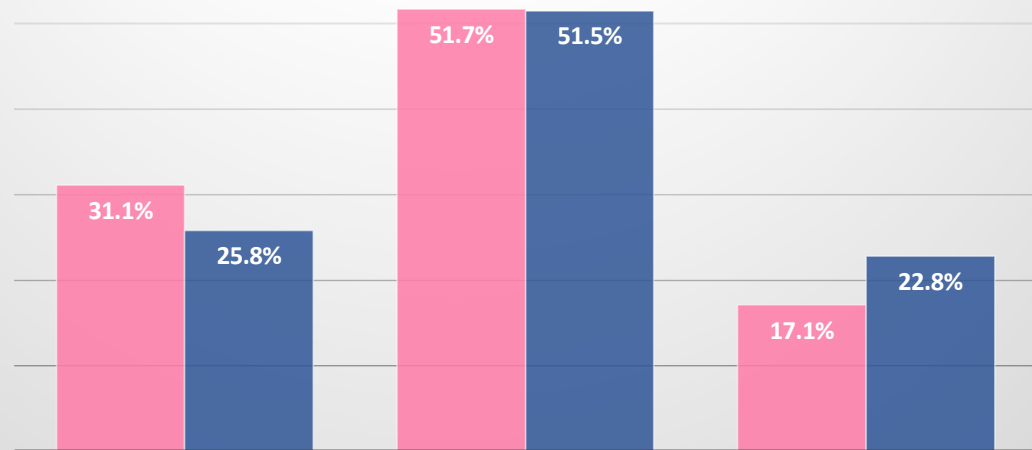


	It matters a great deal to me	I'm neutral	It does not matter at all to me
■ Females	45.3%	45.0%	9.8%
■ Males	44.0%	45.3%	10.8%

Q24. I care whether brand-name businesses are politically correct.

Q24. I care whether brand-name businesses are politically correct.

Females Males



	It matters a great deal to me	I'm neutral	It does not matter at all to me
Females	31.1%	51.7%	17.1%
Males	25.8%	51.5%	22.8%

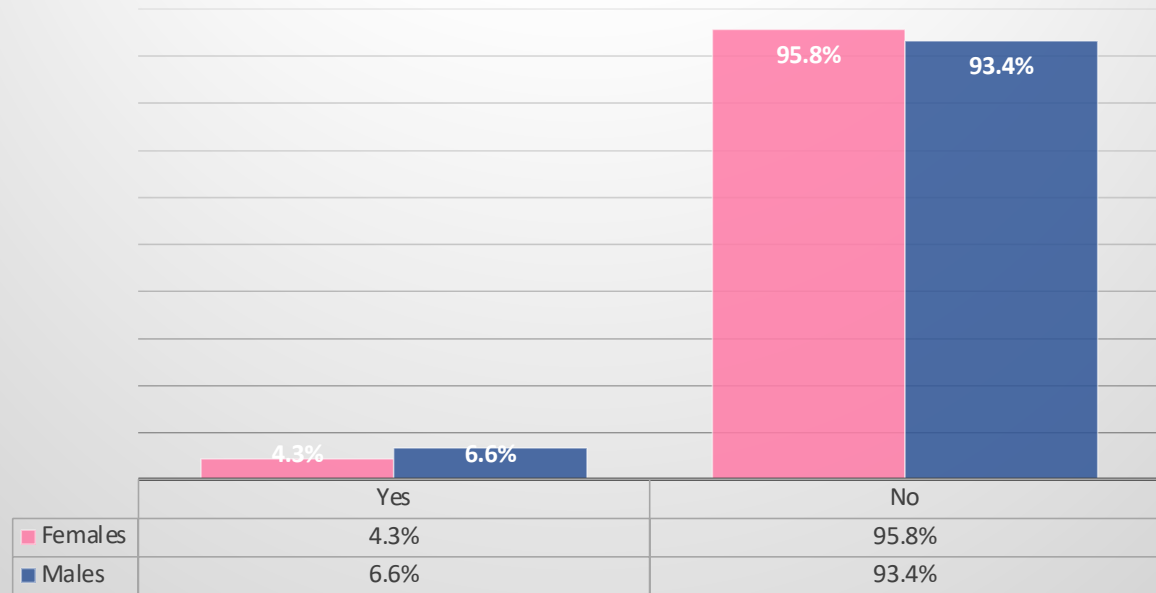
Q25. What do you like to hear about brands?

promotion reviews interested value friendly
quality products customers really
discounts hear good prices consistent
positive brand quality employees
new products products new
offers Nothing made sure service
value money care quality

Q26. Did you ever try to protect the name of a business, products or services by applying for a trademark registration?

Q26. Did you ever try to protect the name of a business, products or services by applying for a trademark registration?

Females Males



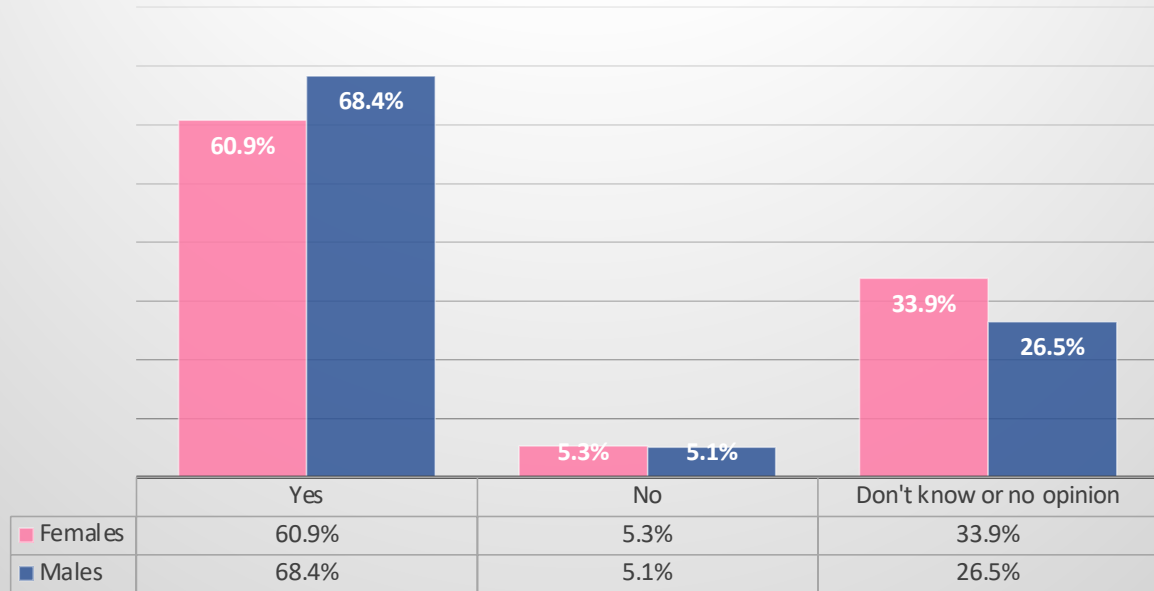
Q27. If yes,
please
describe?

business
good name
protect

Q28. Do business owners do the right thing by getting trademark registration(s) for the brand names of goods or services they offer?

Q28. Do business owners do the right thing by getting trademark registration(s) for the brand names of goods or services they offer?

■ Females ■ Males



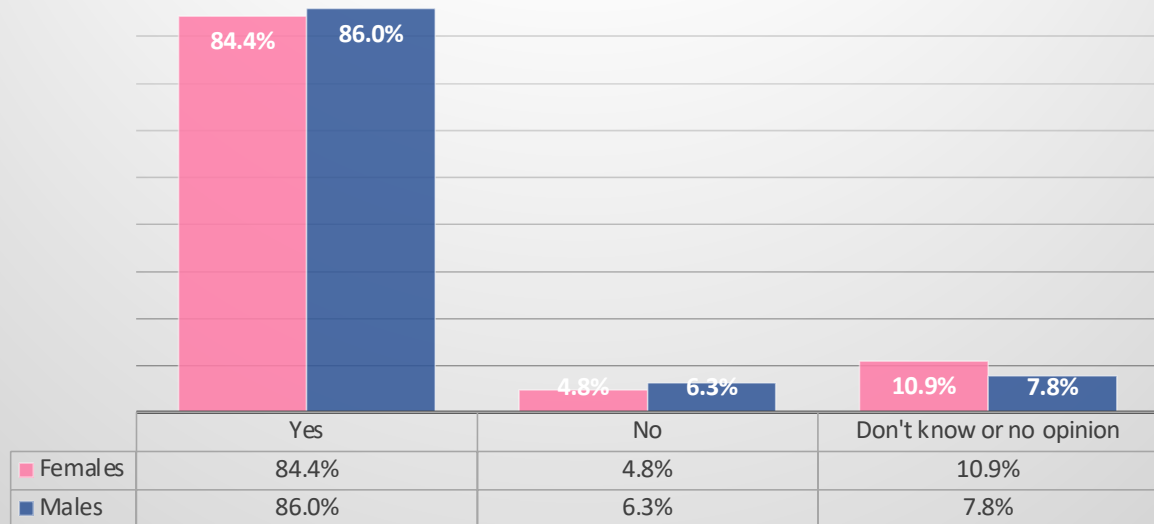
Q29. I feel it is ok to copy or use someone else's trademark/brand name without permission, if it is used in . . .



**Q30. Should trademark/
brand owners be able to stop
someone from using their brand name
without permission?**

Q30. Should trademark/brand owners be able to stop someone from using their brand name without permission?

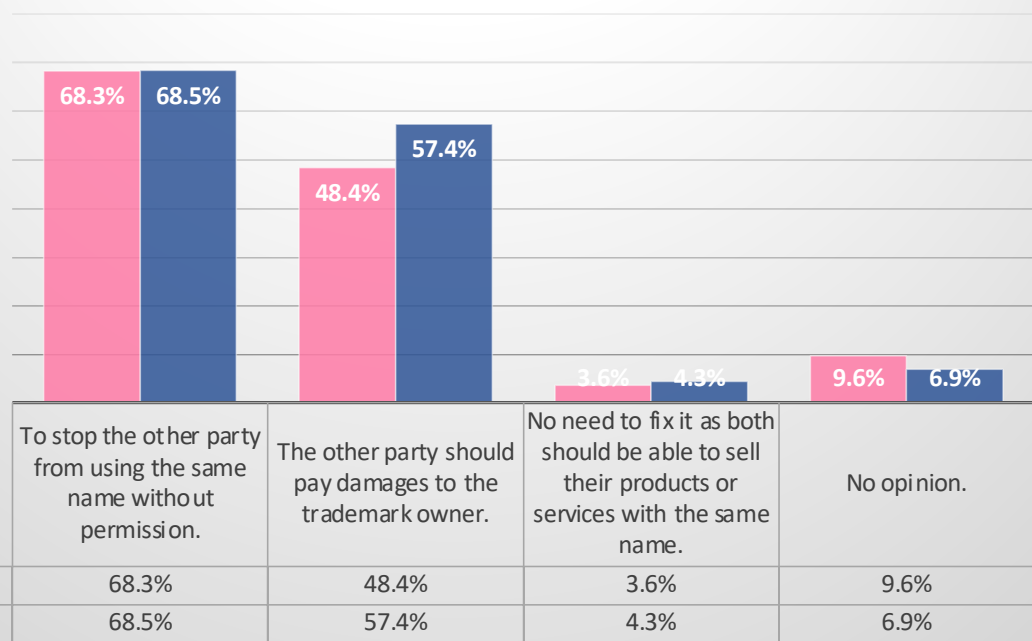
Females Males



Q31. If a trademark/brand name is used without permission, the appropriate way to fix it is . . .

Q31. If a trademark/brand name is used without permission, the appropriate way to fix it is . . .

■ Females ■ Males

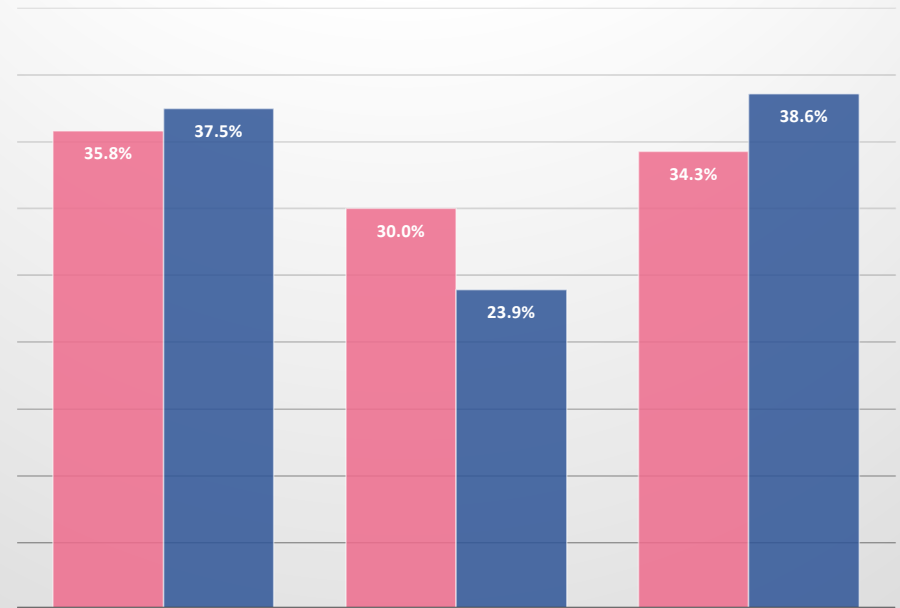


A large international company owns the registered trademark "TEQUILA TUESDAY" and built a following for the brand. The corporation's lawyer sent a letter to a local community Mexican style bar, requesting it stop promoting a Tuesday night special called "Tequila Tuesday" where they sell tequila for half price.

Q32. Do you agree or disagree that the Mexican style bar should have to stop using the "Tequila Tuesday" term?

Q32. Do you agree or disagree that the Mexican style bar should have to stop using the "Tequila Tuesday" term?

Females Males



	Agree	Neutral	Disagree
Females	35.8%	30.0%	34.3%
Males	37.5%	23.9%	38.6%

Q33. Why do you say that?

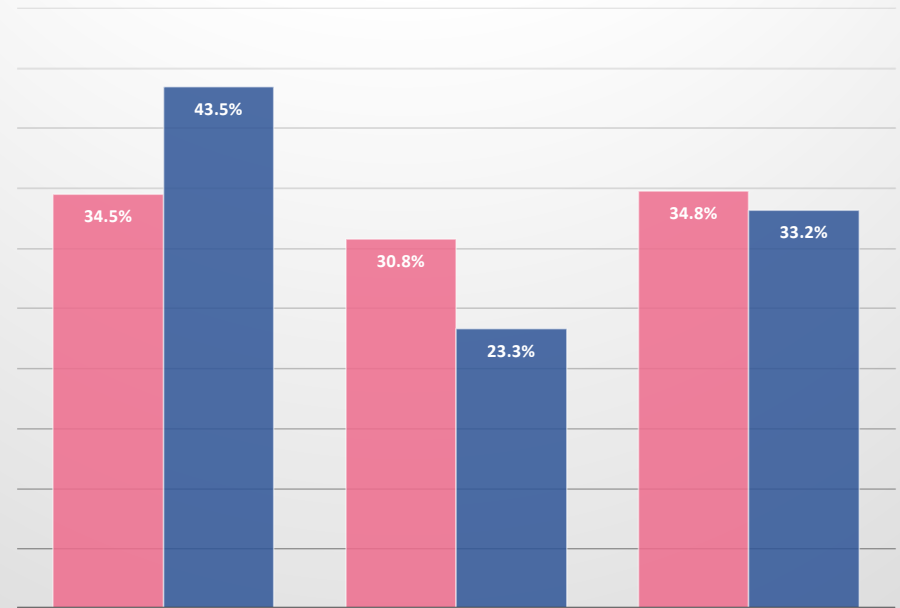
advertising infringement nothing night two
Yes different company name using name phrase first
good day week business know drink company term really
dont opinion Tequila Tuesday ok
copying small event **brand** name right selling
specific Tequila s product generic local promotion
rather Tuesday using **trademark** one reason Don t
matter local bar bar sure words thinktrade mark already
saying someone day registered trademark registered Mexican bar
harming registered trademark copyright big company

A local manufacturer employs a lot of people in your hometown. It has been making "SUPER STRONG" glue for the last 20 years. Recently this local manufacturer registered "SUPER STRONG" as a trademark for glue. Now it is the only one who can sell glue called "SUPER STRONG". The company's lawyer is sending letters requiring other businesses to stop selling "SUPER STRONG" glue.

Q34. Do you agree or disagree that this company should stop others from selling "Super Strong" glue to consumers?

Q34. Scenario . . . Do you agree or disagree that this company should stop others from selling "Super Strong" glue to consumers?

■ Females ■ Males



	Agree	Neutral	Disagree
■ Females	34.5%	30.8%	34.8%
■ Males	43.5%	23.3%	33.2%

Q35. Why do you say that?

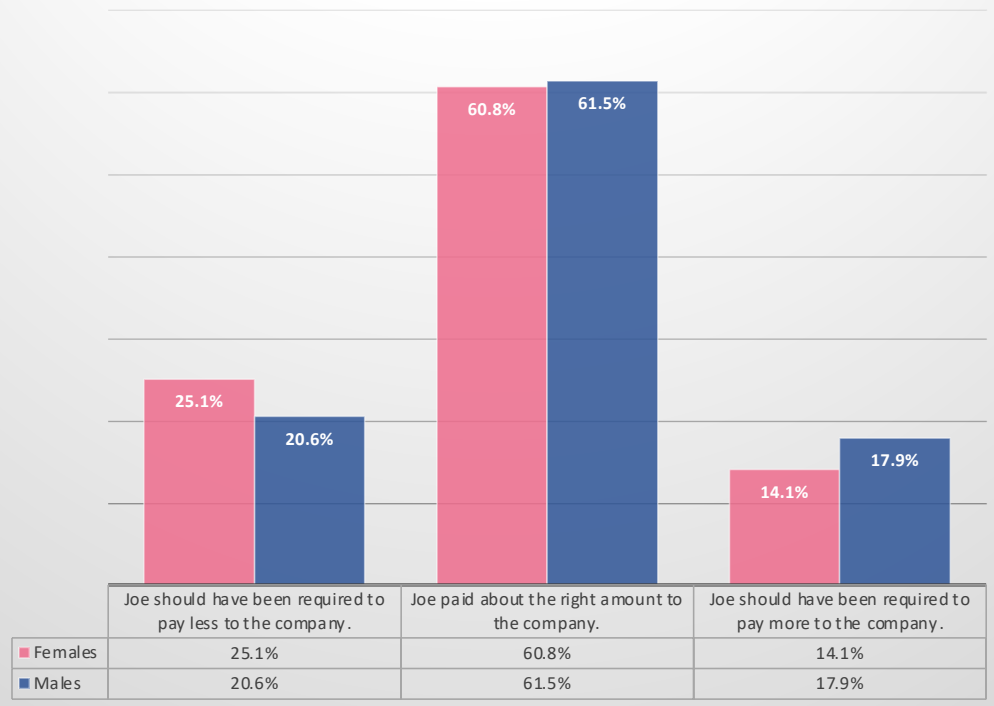
don't manufacturer shouldn't applied don't know
trade brand name super think
specific **super strong** company's description law
enough business brand **glue name** good really
called know product say trade mark
able selling using **trademark** made change
sounds words generic registered
Anyone opinion stop generic term right sure
another common

Q36. Joe selling counterfeit shoes. Which response do you feel is the most correct?

Joe is selling counterfeit basketball shoes at the local swap meet. The company that makes the real shoes took Joe to Court. During the Court case, Joe said, "I didn't know I was doing anything 'that' wrong." The judge threw the book at him. Joe had to pay the shoe company all the profit made from selling these fake shoes. Plus, Joe had to pay all the company lawyers' court fees. It almost bankrupted Joe.

Q36. Scenario with Joe selling counterfeit shoes. Which response do you feel is the most correct?

■ Females ■ Males



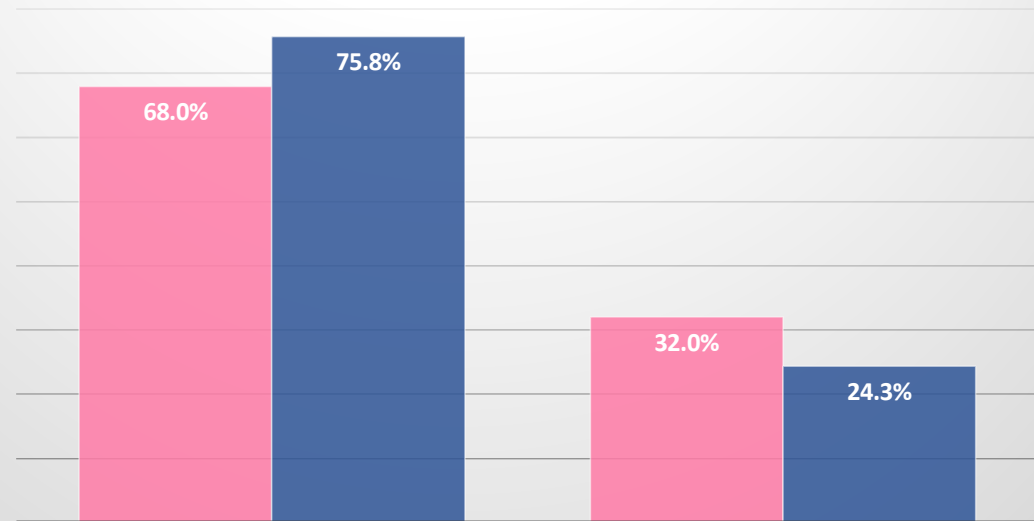
Q37. Why do you say that?

shouldn't
right amount
consequences
selling counterfeit
business broke
compensation
profits
think
selling fake
damage people opinion
buying aware
right
knew
goods
company
law
one
brand
judge
fake
made
Joe pay
selling
court
action
counterfeits
real
lawyer
products
wrong
go's
shoes
fair
copy
used
trademark
took
knew
wrong
breaking
law
will
Yes
selling counterfeit goods
money
stole
must
known
wrong
customers
thing
reputation

Q38. Are you upset if someone makes fakes or counterfeits of your favorite brand?

Q38. Are you upset if someone makes fakes or counterfeits of your favorite brand?

Females Males

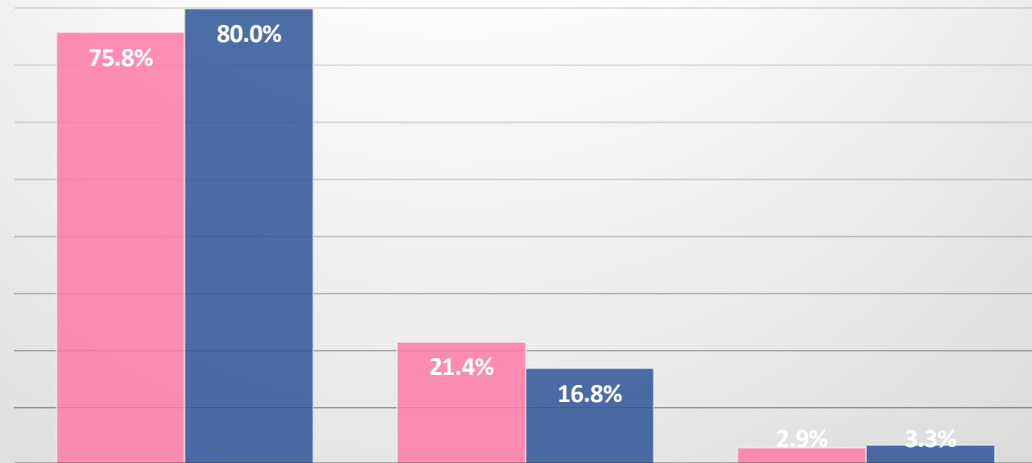


	Yes	No
Females	68.0%	32.0%
Males	75.8%	24.3%

Q39. Which of these best describes your purchasing habits?

Q39. Which of these best describes your purchasing habits?

Females Males

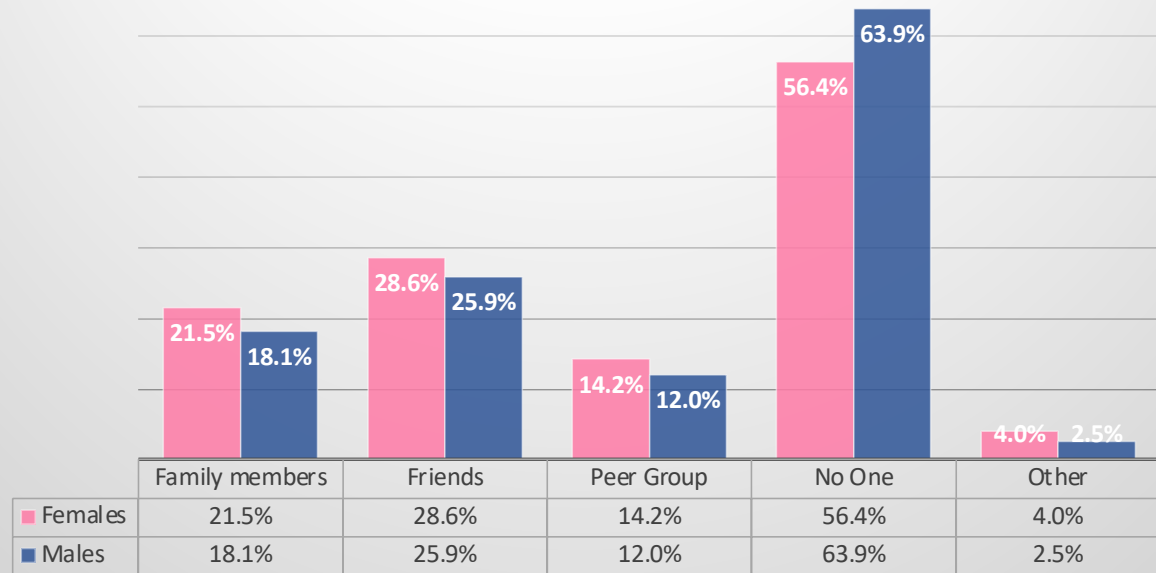


	Non-buyer of counterfeits	Occasional buyer of counterfeits	Frequent buyer of counterfeits
Females	75.8%	21.4%	2.9%
Males	80.0%	16.8%	3.3%

Q40. Others around me are ok with purchasing fakes or counterfeits.

Q40. Others around me are ok with purchasing fakes or counterfeits.

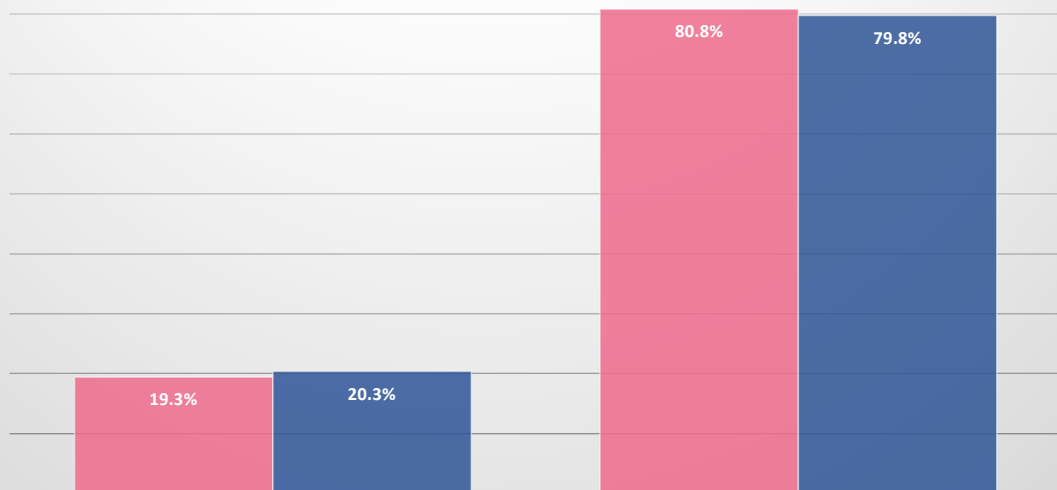
Females Males



Q41. Have you ever purchased an item on purpose, knowing it was a fake or counterfeit item?

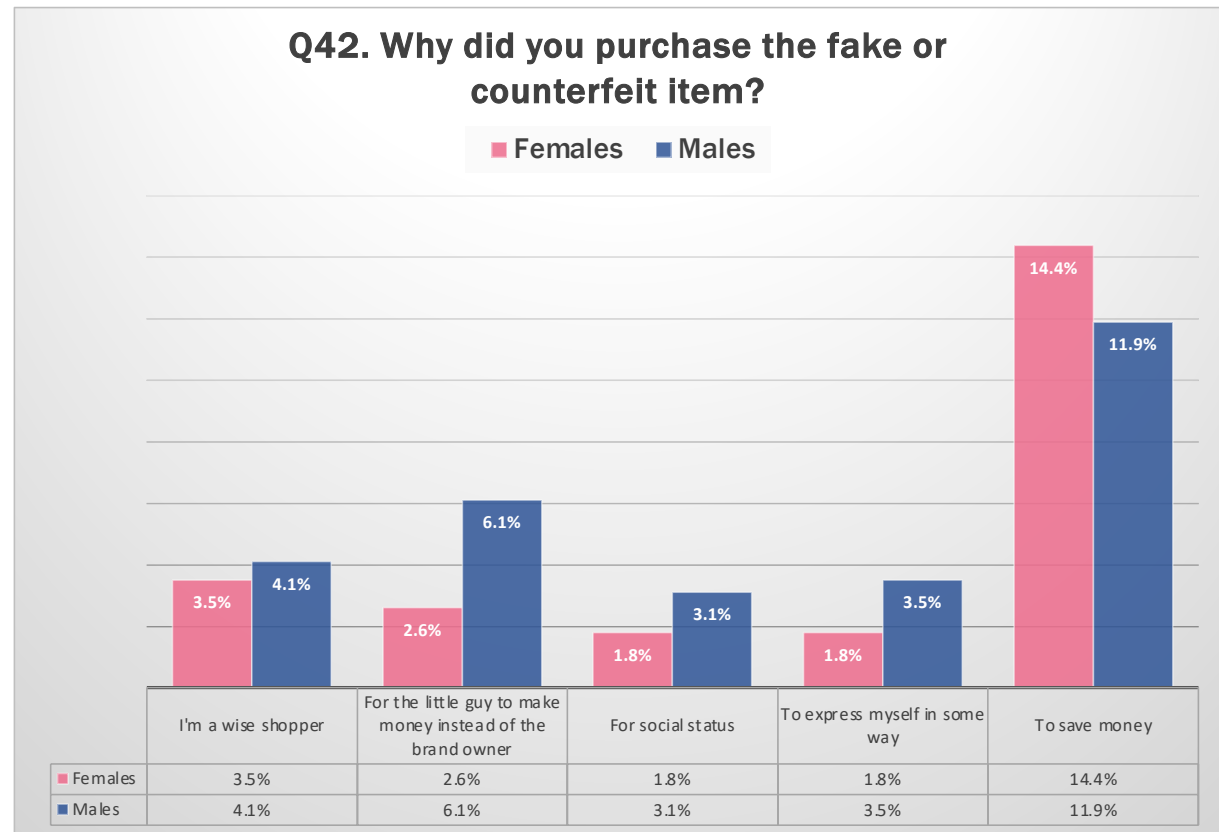
Q41. Have you ever purchased an item on purpose, knowing it was a fake or counterfeit item?

Females Males



	Yes	No
Females	19.3%	80.8%
Males	20.3%	79.8%

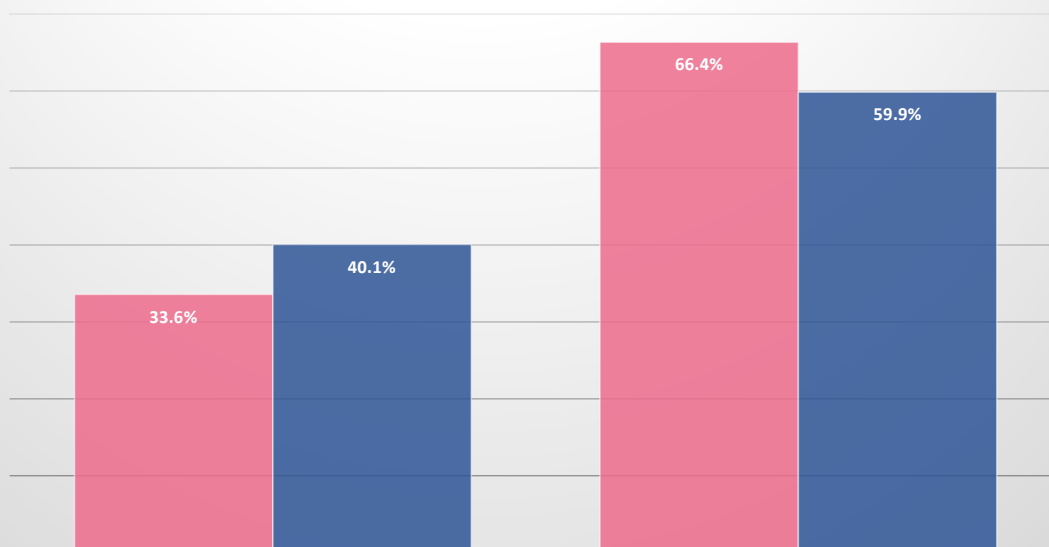
Q42. Why did you purchase the fake or counterfeit item?



Q43. Have you ever accidentally purchased a fake or counterfeit item?

Q43. Have you ever accidentally purchased a fake or counterfeit item?

Females Males

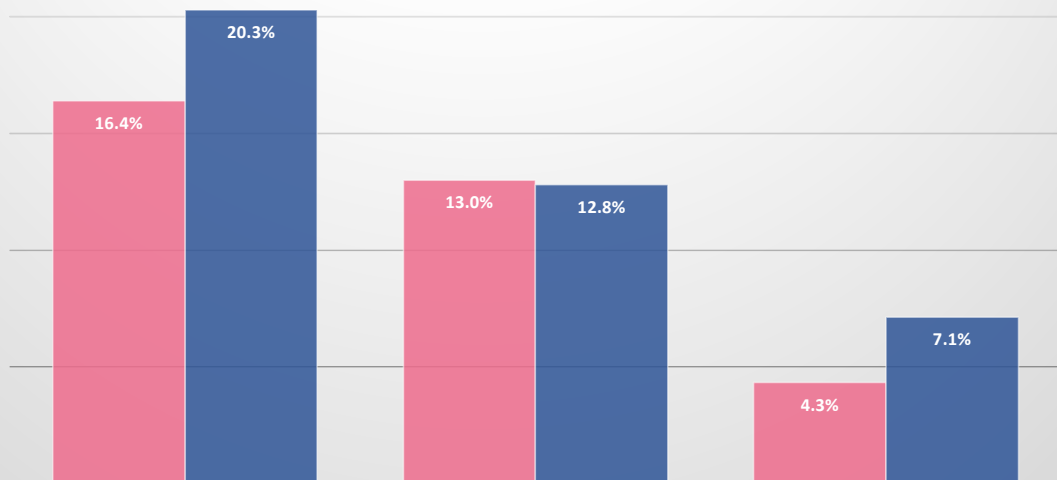


	Yes	No
Females	33.6%	66.4%
Males	40.1%	59.9%

Q44. What did you do with the fake or counterfeit item?

Q44. What did you do with the fake or counterfeit item?

Females Males

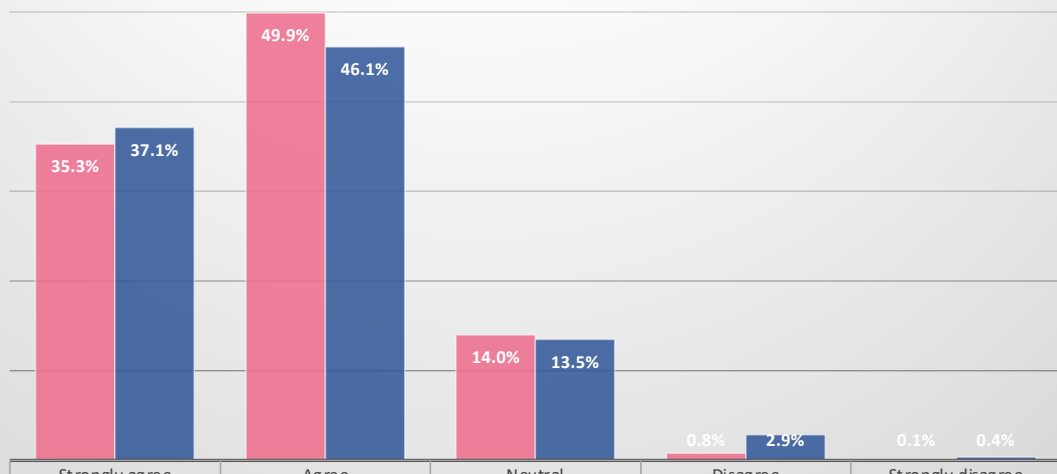


	Kept it	Returned it	Other
Females	16.4%	13.0%	4.3%
Males	20.3%	12.8%	7.1%

Q45. There are a lot of counterfeit products in the marketplace.

Q45. There are a lot of counterfeit products in the marketplace.

■ Females ■ Males

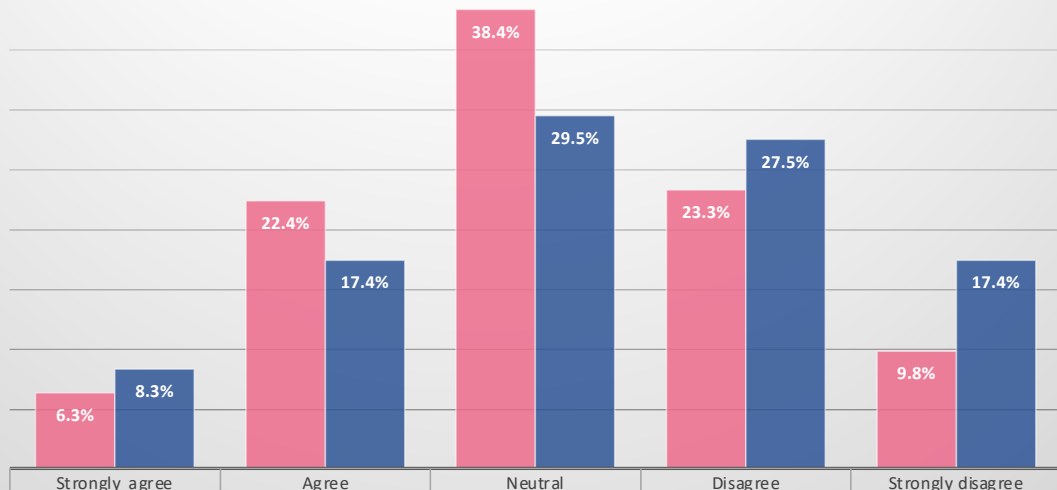


	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
■ Females	35.3%	49.9%	14.0%	0.8%	0.1%
■ Males	37.1%	46.1%	13.5%	2.9%	0.4%

Q46. Buying counterfeit products generally benefits the consumers.

Q46. Buying counterfeit products generally benefits the consumers.

■ Females ■ Males

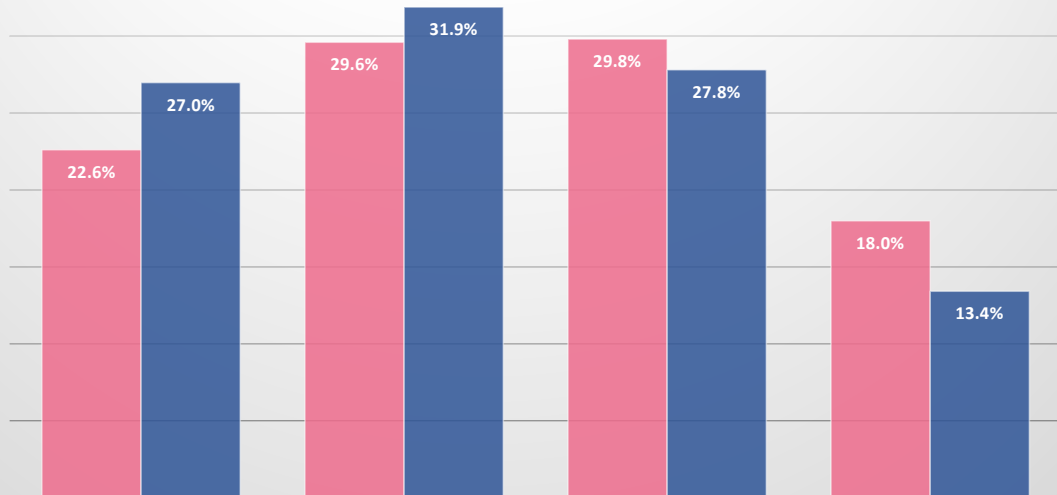


	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
■ Females	6.3%	22.4%	38.4%	23.3%	9.8%
■ Males	8.3%	17.4%	29.5%	27.5%	17.4%

Q47. How concerned are you that you might be buying a counterfeit product.

Q47. How concerned are you that you might be buying a counterfeit product.

■ Females ■ Males

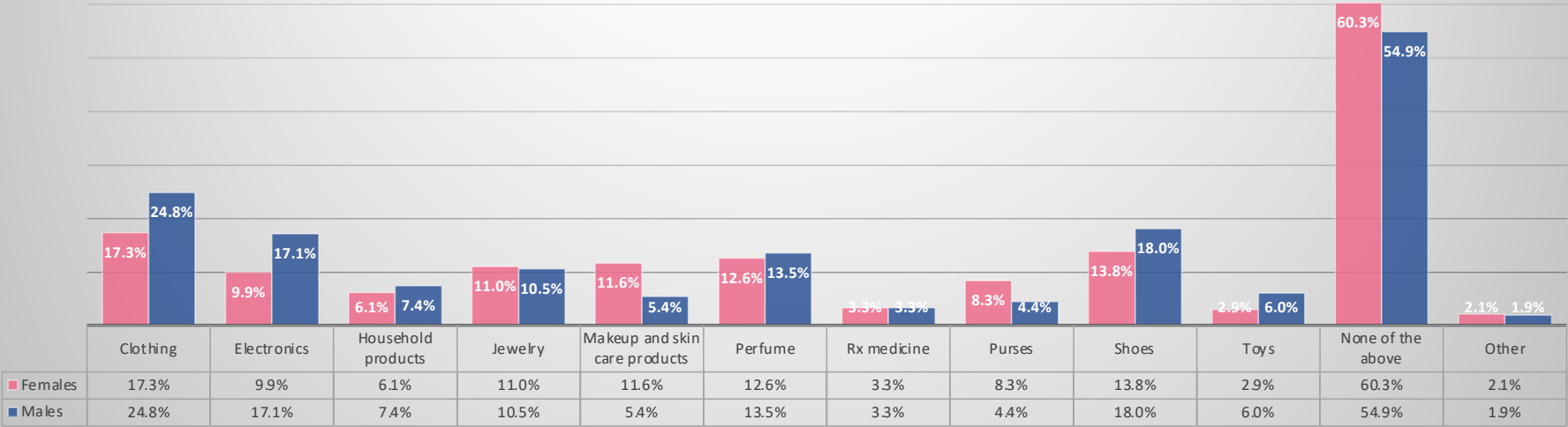


	Concerned a great deal	Concerned a moderate amount	Concerned a little	Not concerned at all
■ Females	22.6%	29.6%	29.8%	18.0%
■ Males	27.0%	31.9%	27.8%	13.4%

Q48. In the past 12 months, have you suspected that any products you bought online were counterfeit goods?

Q48. In the past 12 months, have you suspected that any products you bought online were counterfeit goods?

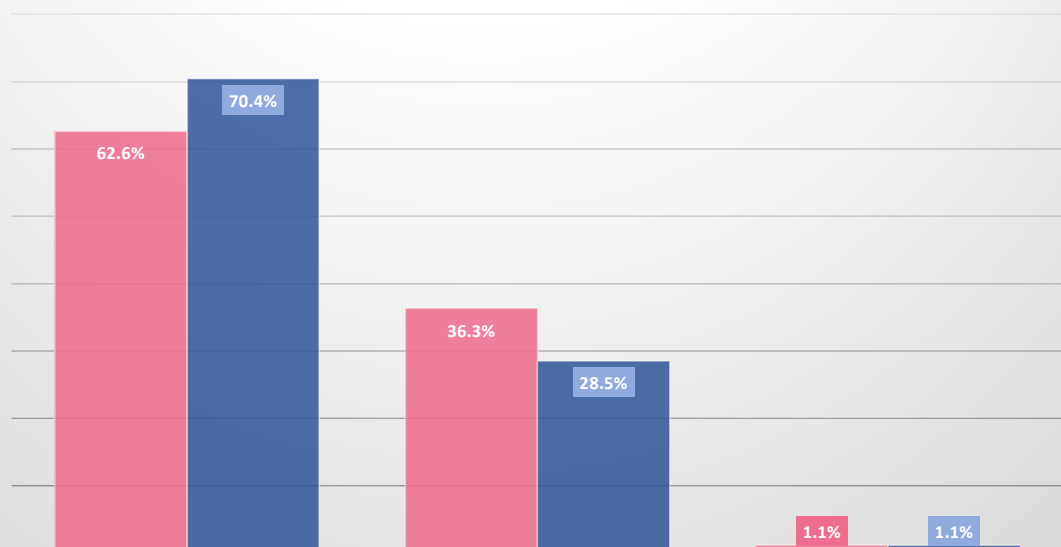
Females Males



Q49. If I had a choice between a genuine product and a counterfeit that cost less, I would . . .

Q49. If I had a choice between a genuine product and a counterfeit that cost less, I would . . .

■ Females ■ Males

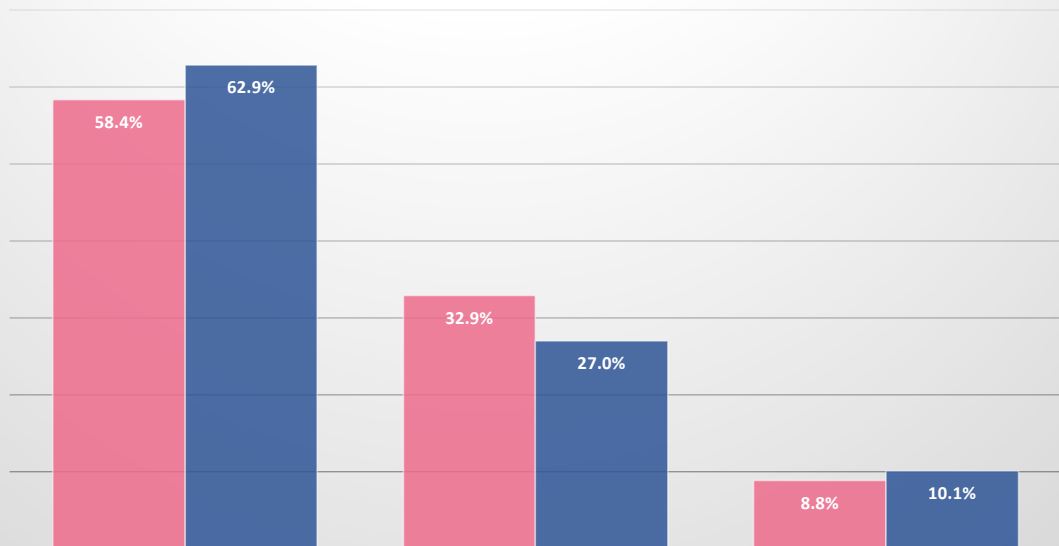


	Purchase only genuine products	It depends upon the products	Purchase only the counterfeit products
■ Females	62.6%	36.3%	1.1%
■ Males	70.4%	28.5%	1.1%

Q50. It matters that counterfeit goods make brands lose profits.

Q50. It matters that counterfeit goods make brands lose profits.

■ Females ■ Males



	Matters a great deal	Matters a little	Does not matter
■ Females	58.4%	32.9%	8.8%
■ Males	62.9%	27.0%	10.1%

Q52. Do you believe that counterfeit medicines may be dangerous or deadly?

Q52. Do you believe that counterfeit medicines may be dangerous or deadly?

■ Females ■ Males

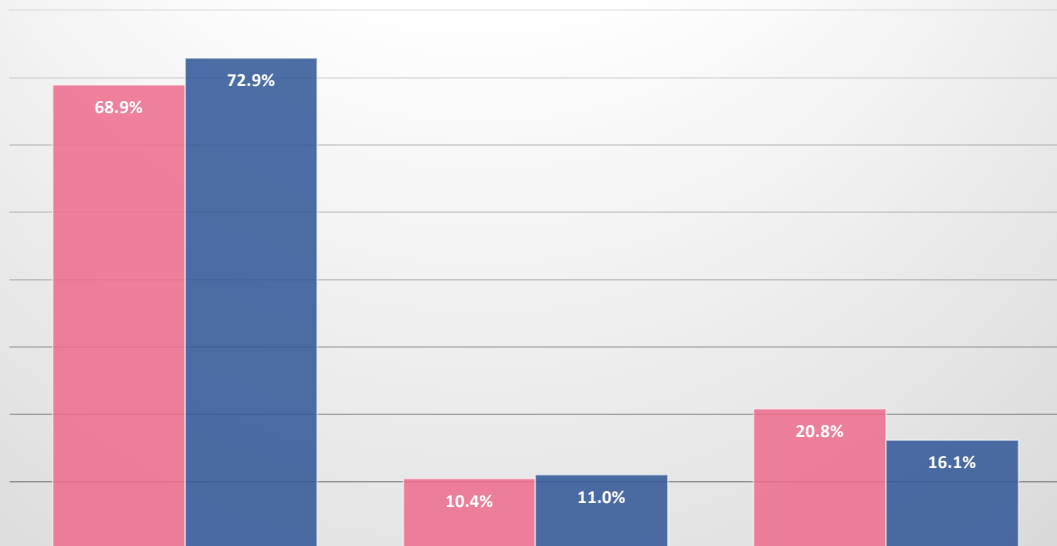


	Yes	No	Don't know
■ Females	88.9%	4.0%	7.1%
■ Males	89.5%	3.9%	6.6%

Q53. Are you bothered by online ads that sell fake or counterfeit products?

Q53. Are you bothered by online ads that sell fake or counterfeit products?

■ Females ■ Males



	Yes	No	No opinion
■ Females	68.9%	10.4%	20.8%
■ Males	72.9%	11.0%	16.1%

**Q54. Why
are you
bothered or
not by ... ?**

shouldn't online ads people ill don't know
don't sell real may paying will sell fake
interested items goods might medicines know online
cause make **opinion** buy product
allowed ads bad s think things
harm money genuine quality harmful kill problem
right advertise fake product counterfeit goods

**Q55.
Counterfeit
products are
made cheaper
by . . .**

Q55. Counterfeit products are made cheaper by

■ Females ■ Males

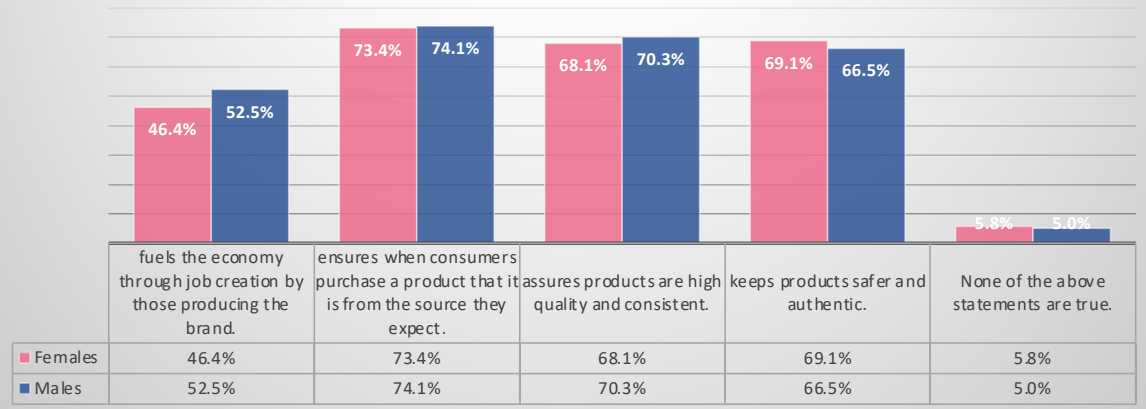


	Child labor	Lower marketing prices	Lower wages	Human trafficking	Organized crime	Skipping legal processes	Slavery	None of the above
■ Females	48.3%	54.5%	57.8%	32.8%	39.4%	59.6%	28.9%	7.9%
■ Males	50.0%	53.5%	59.3%	35.0%	51.5%	62.3%	35.5%	6.4%

**Q56. Which statements do you believe are true?
Protection of a brand through enforcing trademarks . . .**

**Q56. Which statements do you believe are true?
Protection of a brand through enforcing trademarks**

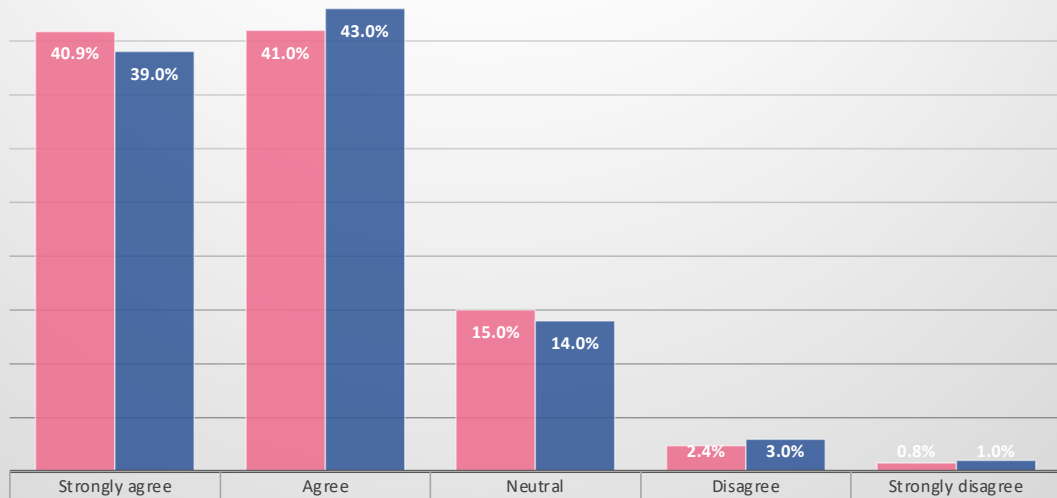
■ Females ■ Males



Q57. Stolen goods sold in the marketplace are a problem for the companies that make them.

Q57. Stolen goods sold in the marketplace are a problem for the companies that make them.

■ Females ■ Males

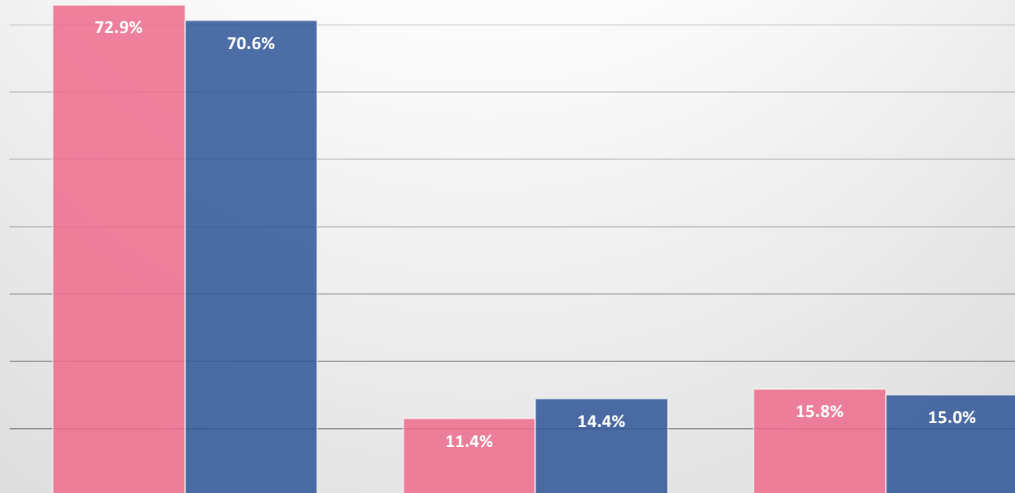


■ Females	40.9%	41.0%	15.0%	2.4%	0.8%
■ Males	39.0%	43.0%	14.0%	3.0%	1.0%

Q58. Are you bothered by stolen goods sold in the marketplace?

Q58. Are you bothered by stolen goods sold in the marketplace?

Females Males

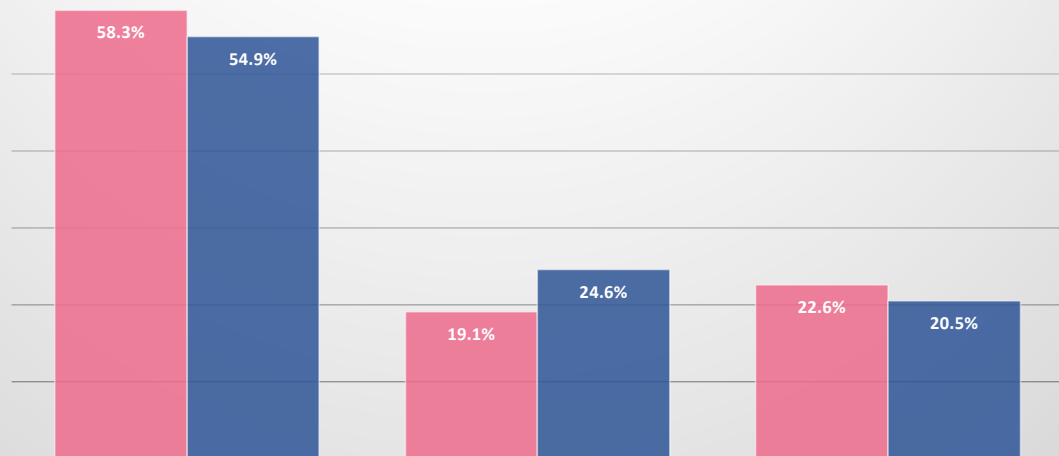


	Yes, bothered by it	Not bothered by it	No opinion
Females	72.9%	11.4%	15.8%
Males	70.6%	14.4%	15.0%

Q59. If purchasing a brand-name item on eBay or Craig's List, are you concerned if it is a stolen item?

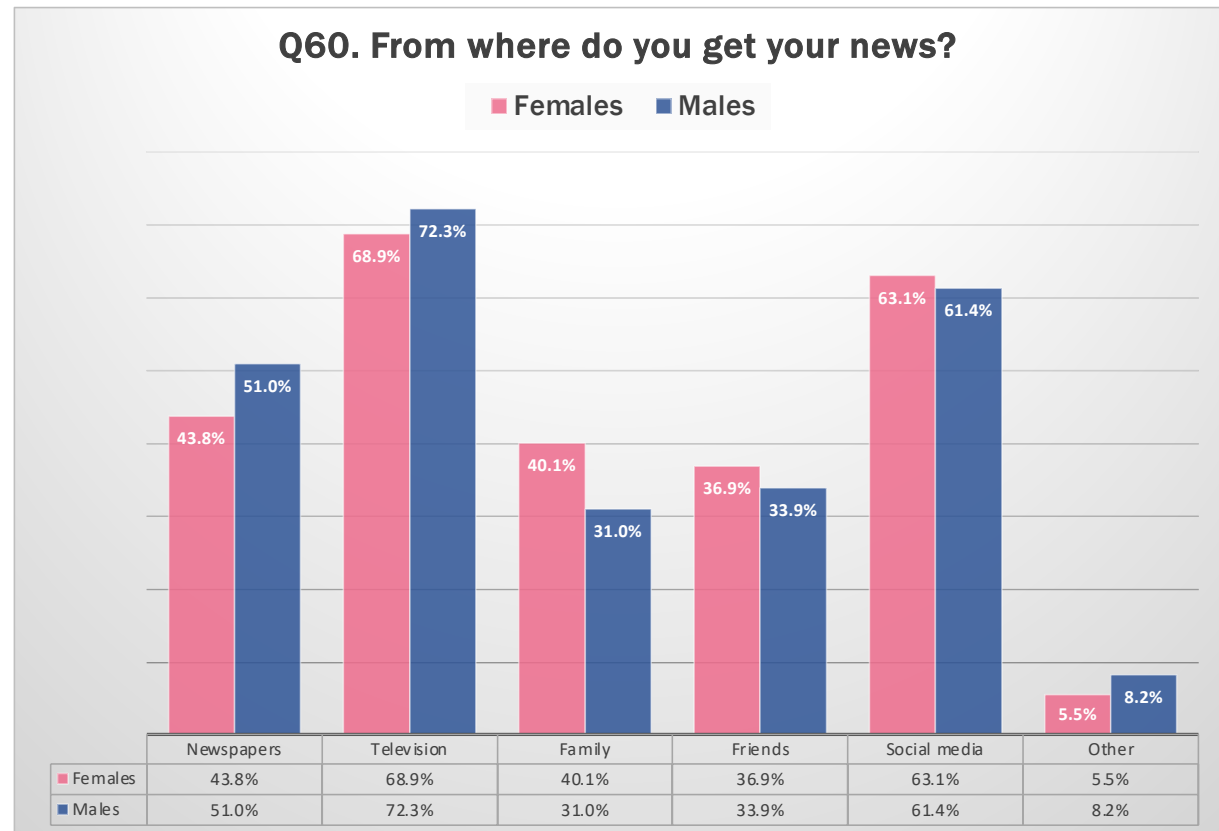
Q59. If purchasing a brand-name item on eBay or Craig's List, are you concerned if it is a stolen item?

■ Females ■ Males



	Yes concerned by it	Not concerned by it	No opinion
■ Females	58.3%	19.1%	22.6%
■ Males	54.9%	24.6%	20.5%

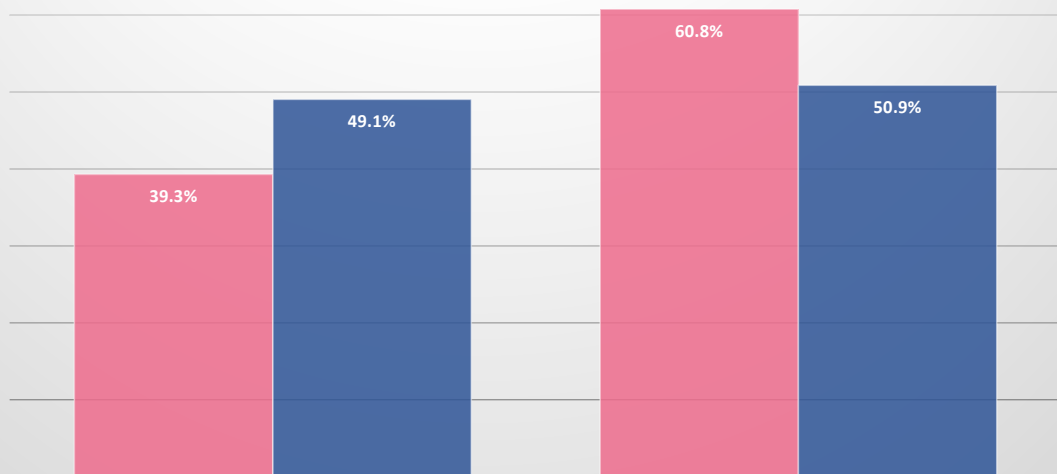
Q60. From where do you get your news?



Q61. Have you heard media stories of smash and grab of name brand items?

Q61. Have you heard media stories of smash and grab of name brand items?

■ Females ■ Males

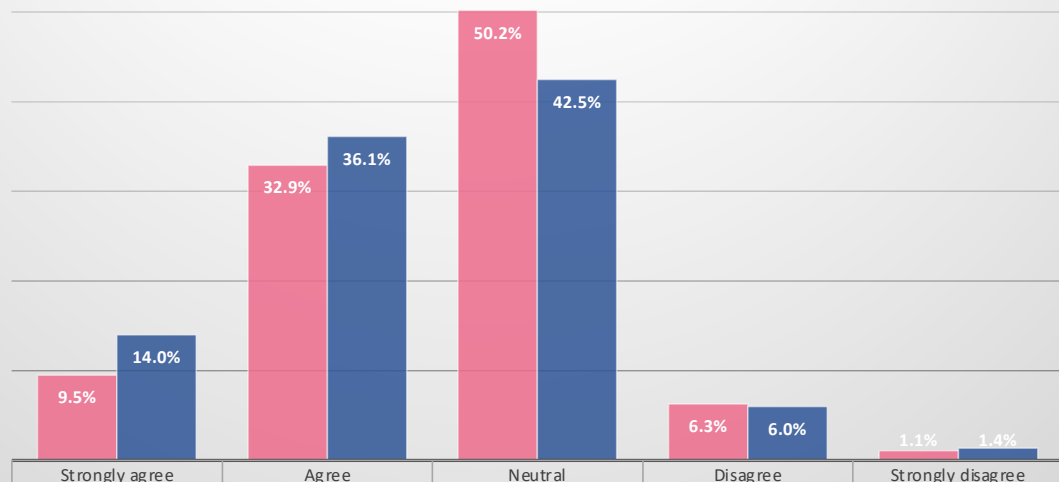


	Yes	No
Females	39.3%	60.8%
Males	49.1%	50.9%

Q62. The media usually gets it right when talking about brands/trademarks?

Q62. The media usually gets it right when talking about brands/trademarks?

■ Females ■ Males

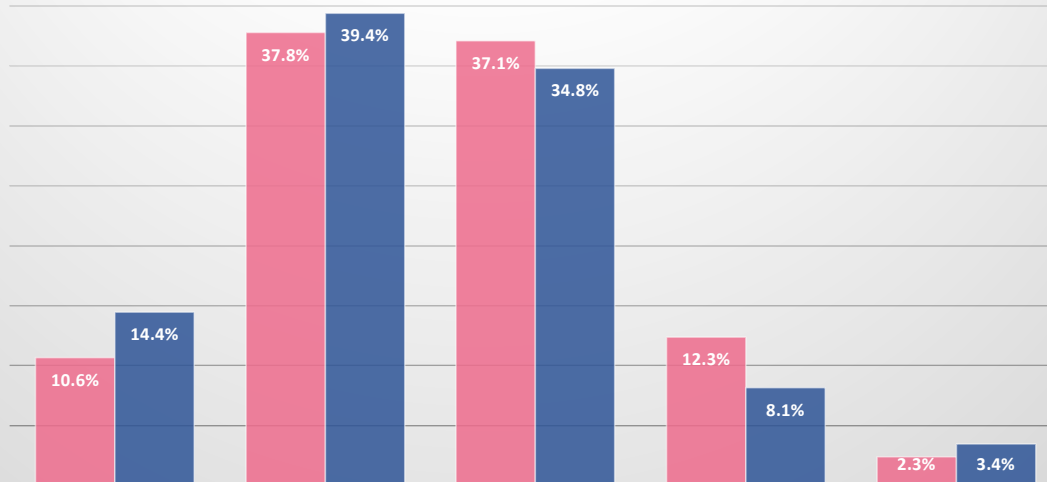


■ Females	9.5%	32.9%	50.2%	6.3%	1.1%
■ Males	14.0%	36.1%	42.5%	6.0%	1.4%

Q63. I rely on the media to get it right when talking about brands/trademarks?

Q63. I rely on the media to get it right when talking about brands/trademarks?

■ Females ■ Males



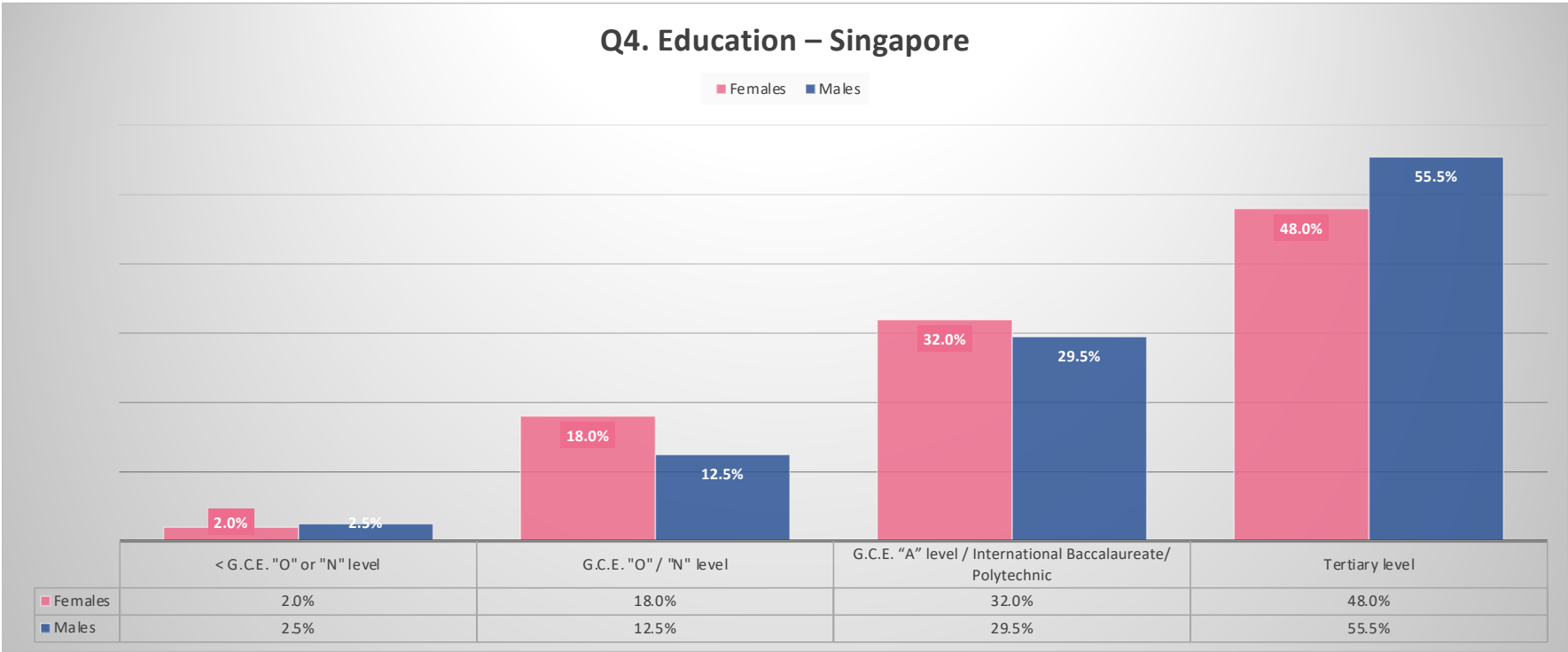
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
■ Females	10.6%	37.8%	37.1%	12.3%	2.3%
■ Males	14.4%	39.4%	34.8%	8.1%	3.4%

Q64. What do you like to hear on the news or read in news articles about trademarks?

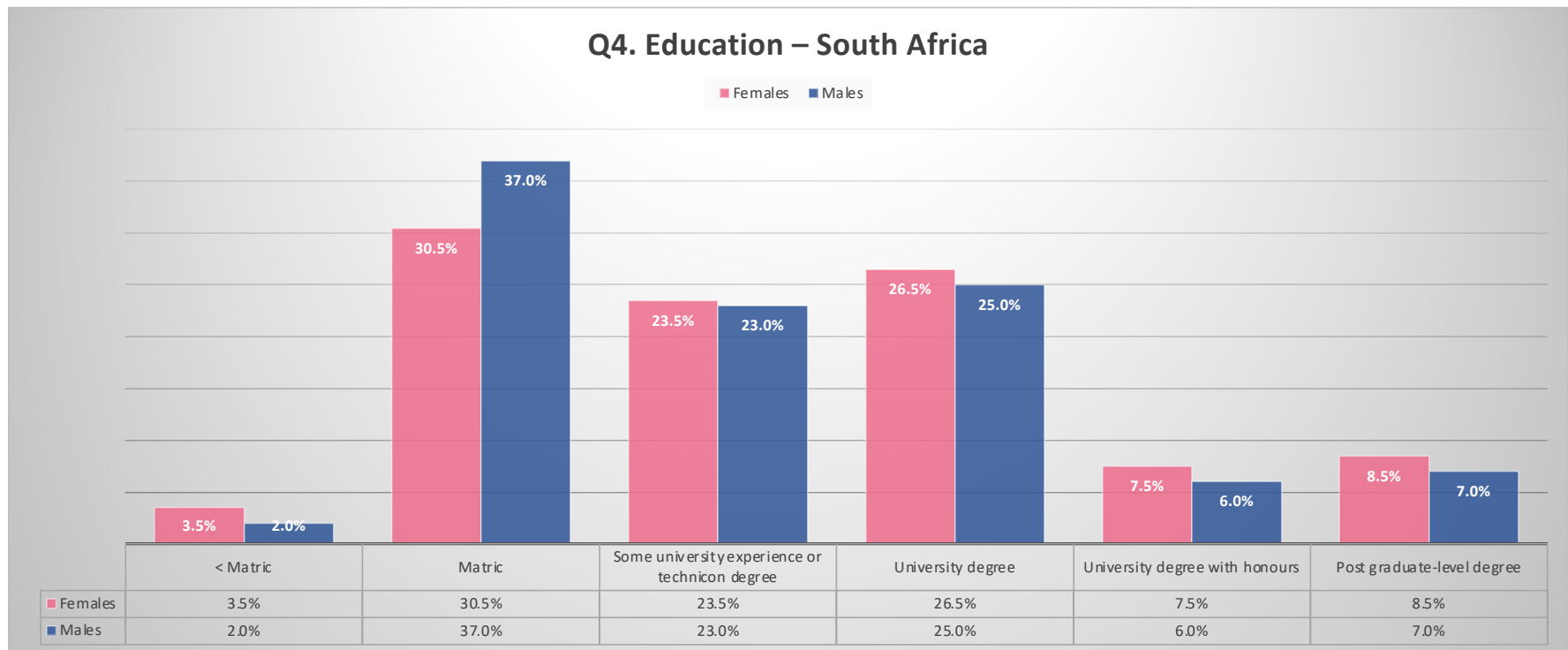
companiesfakes stories making
interested trademarks new truth protected
anything know **Nothing** products
hear brand news Good sure businesses
counterfeit n don t t things opinion
Positive news trade

There are 5 complete sets (total, country, generation, gender, and income) in the appendices.

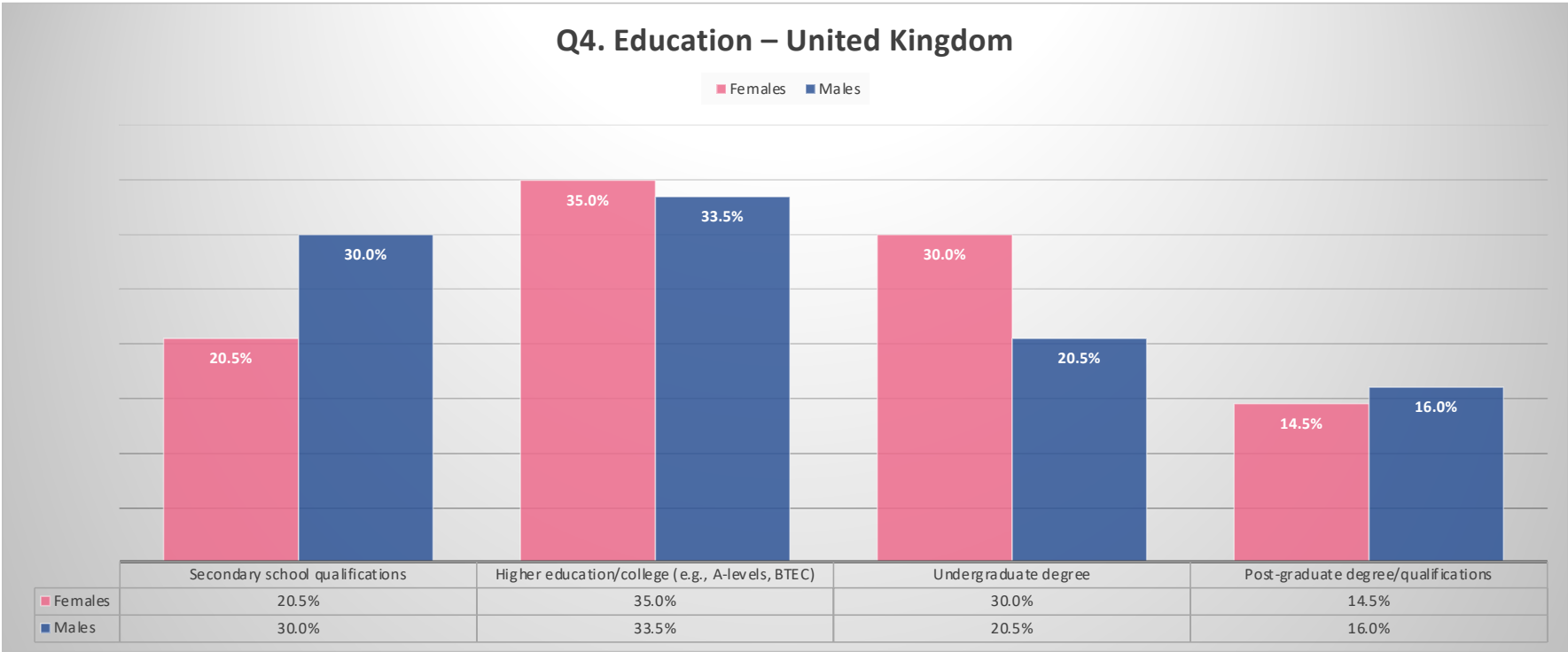
Q4. Education within each Country



Q4. Education within each Country



Q4. Education within each Country



Q4. Education within each Country

