A collage of travel-related items including a map, a passport, sunglasses, a smartphone, and Euro banknotes. The background features a map with various geographical markers and text like 'R-T II', 'NA France', and 'NORT'. A passport is open, showing a 'PASSPORT CONTROL DEPARTURE' stamp and a date stamp '25 JAN 2016'. A pair of sunglasses is in the upper right. A smartphone is in the lower left. Euro banknotes (5 and 20) and a coin are in the lower center. A white text box is overlaid on the center.

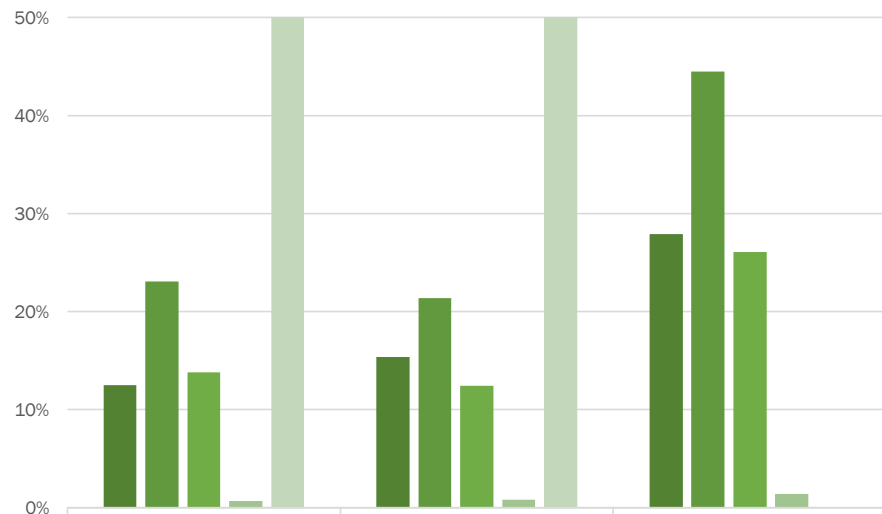
**Unlocking IP Across  
Continents  
Appendix 5  
Survey Results  
BY INCOME**

---

# GENDER BY INCOME

## Q2. What is your gender?

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

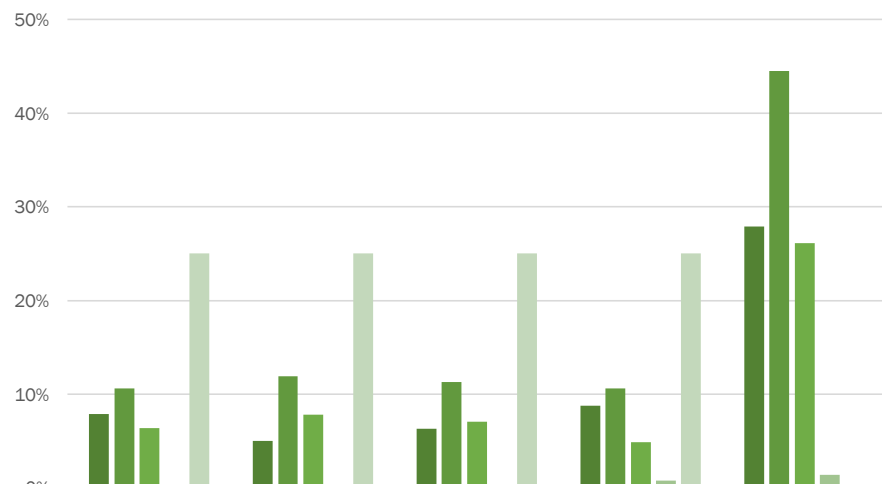


	Female	Male	All
■ Living comfortably on present income	12.5%	15.4%	27.9%
■ Coping on present income	23.1%	21.4%	44.5%
■ Finding it difficult on present income	13.8%	12.4%	26.1%
■ Prefer not to disclose	0.7%	0.8%	1.4%
■ Total	50.0%	50.0%	

# GENERATION BY INCOME

## Q3. What year were you born?

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

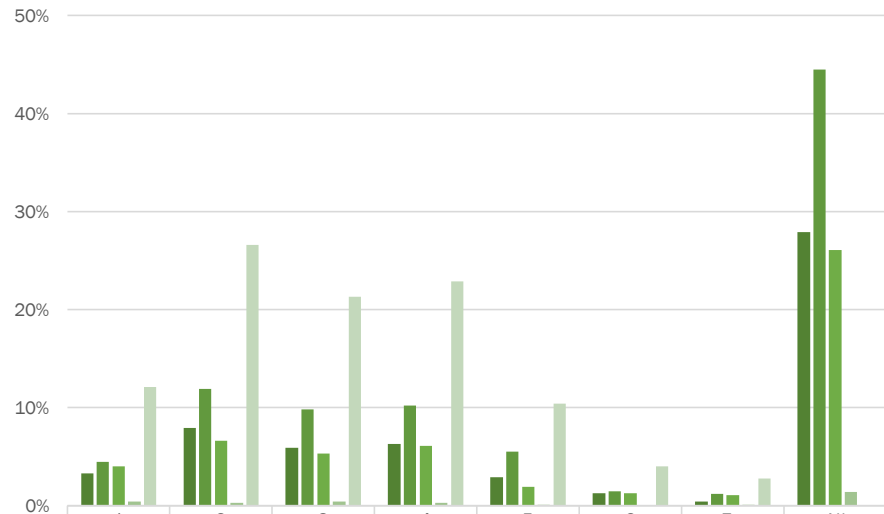


	1946-1964 Boomers	1965-1980 GenX	1981-1996 Millennials	1997-2005 GenZ	All
■ Living comfortably on present income	7.9%	5.0%	6.3%	8.8%	27.9%
■ Coping on present income	10.6%	11.9%	11.3%	10.6%	44.5%
■ Finding it difficult on present income	6.4%	7.8%	7.1%	4.9%	26.1%
■ Prefer not to disclose	0.1%	0.3%	0.3%	0.8%	1.4%
■ Total	25.0%	25.0%	25.0%	25.0%	

**Q6. How many people live in your household  
BY INCOME**

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

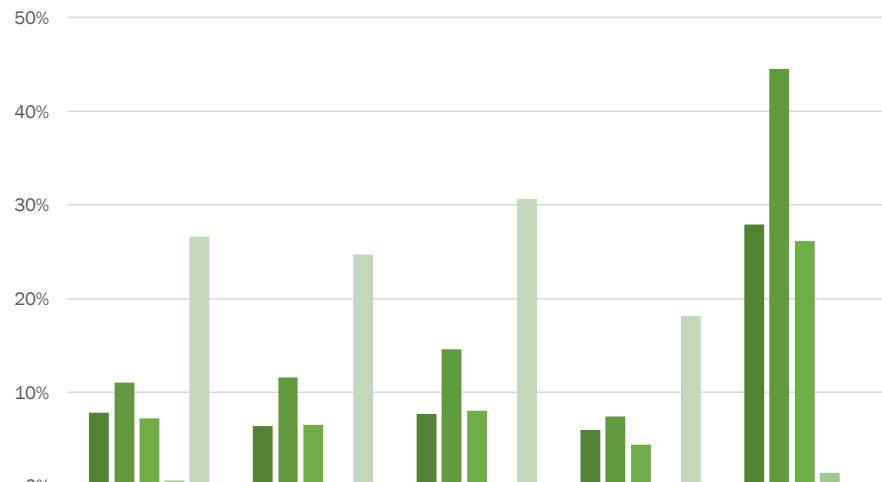


	1	2	3	4	5	6	7+	All
■ Living comfortably on present income	3.3%	7.9%	5.9%	6.3%	2.9%	1.3%	0.4%	27.9%
■ Coping on present income	4.5%	11.9%	9.8%	10.2%	5.5%	1.5%	1.2%	44.5%
■ Finding it difficult on present income	4.0%	6.6%	5.3%	6.1%	1.9%	1.3%	1.1%	26.1%
■ Prefer not to disclose	0.4%	0.3%	0.4%	0.3%	0.1%	0.0%	0.1%	1.4%
■ Total	12.1%	26.6%	21.3%	22.9%	10.4%	4.0%	2.8%	

## Q7. Regarding religious practices BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

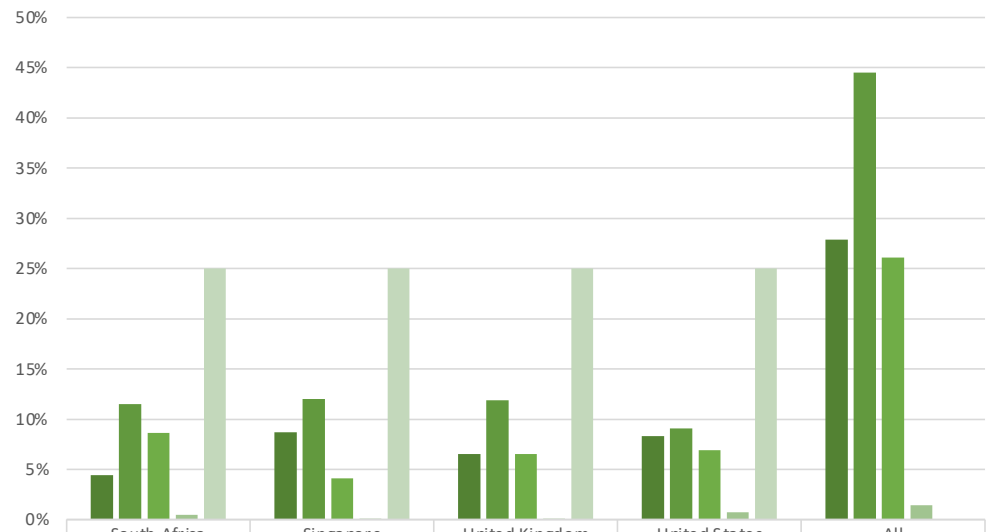


	Not Religious	Slightly Religious	Moderately Religious	Very Religious	All
■ Living comfortably on present income	7.8%	6.4%	7.7%	6.0%	27.9%
■ Coping on present income	11.0%	11.6%	14.6%	7.4%	44.5%
■ Finding it difficult on present income	7.2%	6.5%	8.0%	4.4%	26.1%
■ Prefer not to disclose	0.6%	0.2%	0.4%	0.3%	1.4%
■ Total	26.6%	24.7%	30.6%	18.1%	

## Q9. COUNTRY BY INCOME

### Q9. How do you feel about your household income?

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

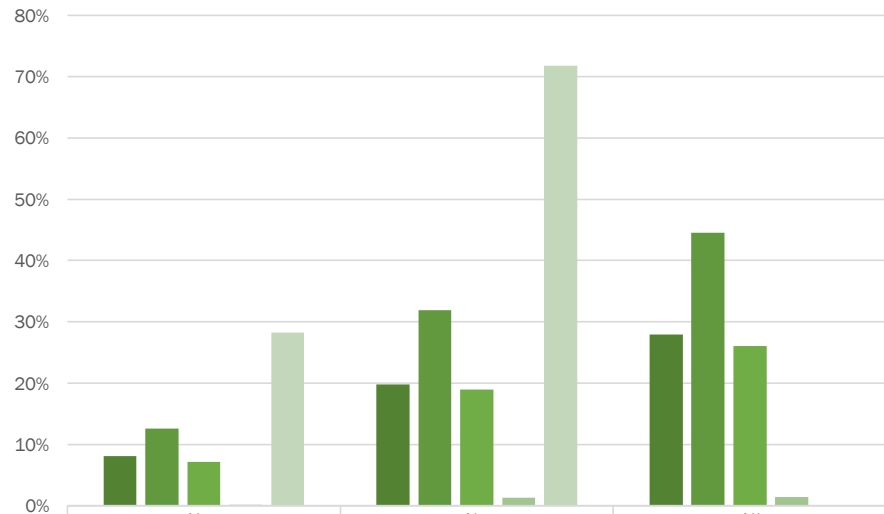


	South Africa	Singapore	United Kingdom	United States	All
■ Living comfortably on present income	4.4%	8.7%	6.5%	8.3%	27.9%
■ Coping on present income	11.5%	12.0%	11.9%	9.1%	44.5%
■ Finding it difficult on present income	8.6%	4.1%	6.5%	6.9%	26.1%
■ Prefer not to disclose	0.5%	0.1%	0.1%	0.7%	1.4%
■ Total	25.0%	25.0%	25.0%	25.0%	25.0%

**Q11. Have you ever been a business owner?  
BY INCOME**

**Q11. Have you ever been a business owner?**

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

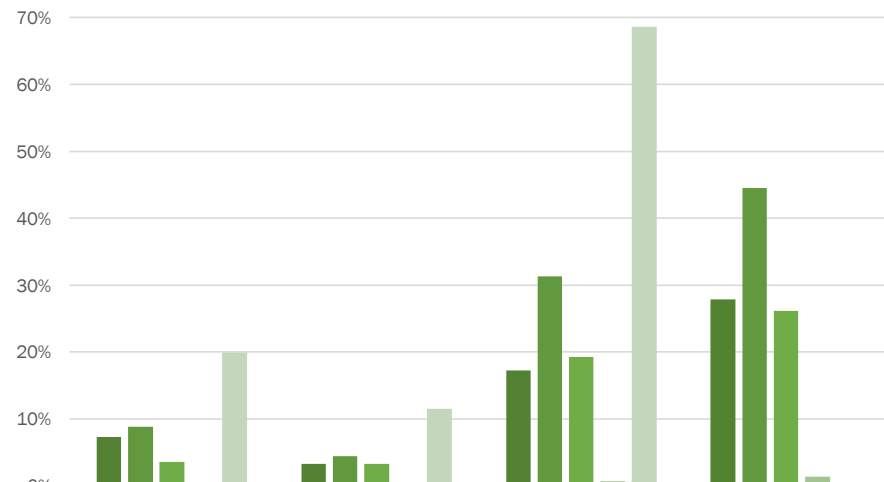


	Yes	No	All
Living comfortably on present income	8.1%	19.8%	27.9%
Coping on present income	12.6%	31.9%	44.5%
Finding it difficult on present income	7.2%	18.9%	26.1%
Prefer not to disclose	0.2%	1.3%	1.4%
Total	28.2%	71.8%	

**Q12.  
Fashionista  
or Plain/  
Practical  
Shopper  
BY INCOME**

**Q12. Do you describe yourself as a . . .**

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

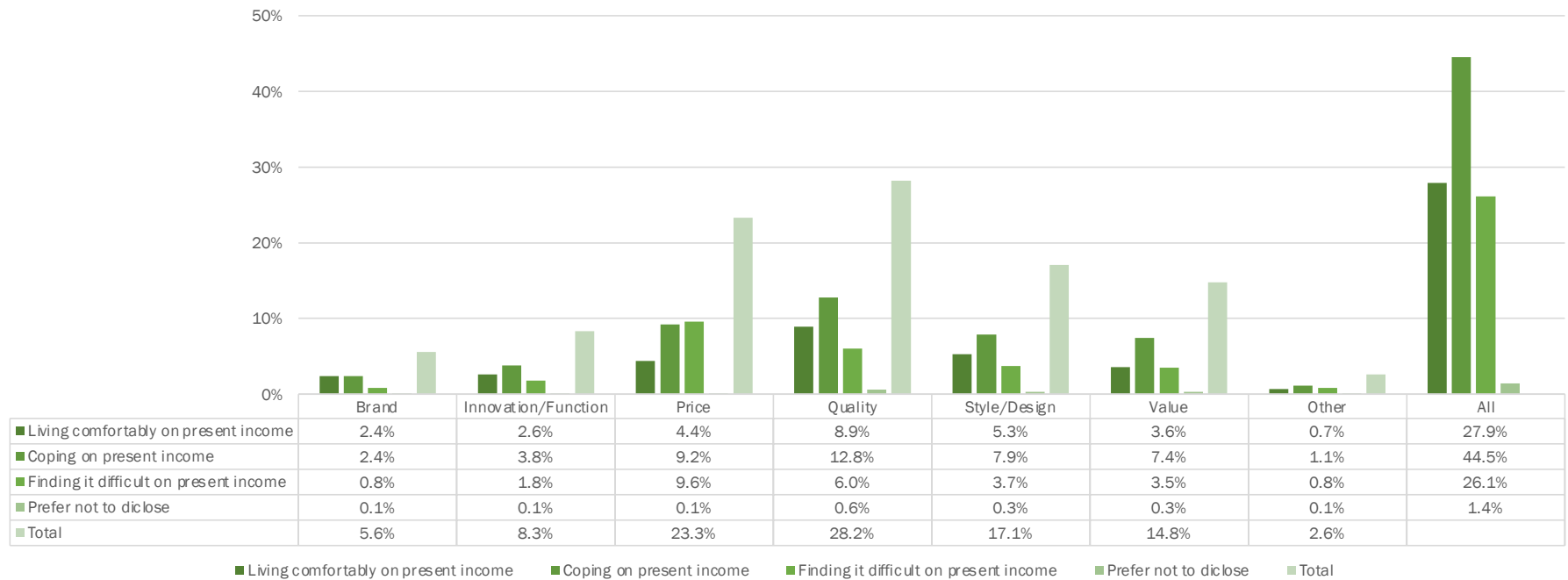


	Fashionista	Neither	Plain/Practical Shopper	All
■ Living comfortably on present income	7.3%	3.3%	17.3%	27.9%
■ Coping on present income	8.8%	4.4%	31.3%	44.5%
■ Finding it difficult on present income	3.6%	3.3%	19.3%	26.1%
■ Prefer not to disclose	0.3%	0.5%	0.7%	1.4%
■ Total	19.9%	11.5%	68.6%	



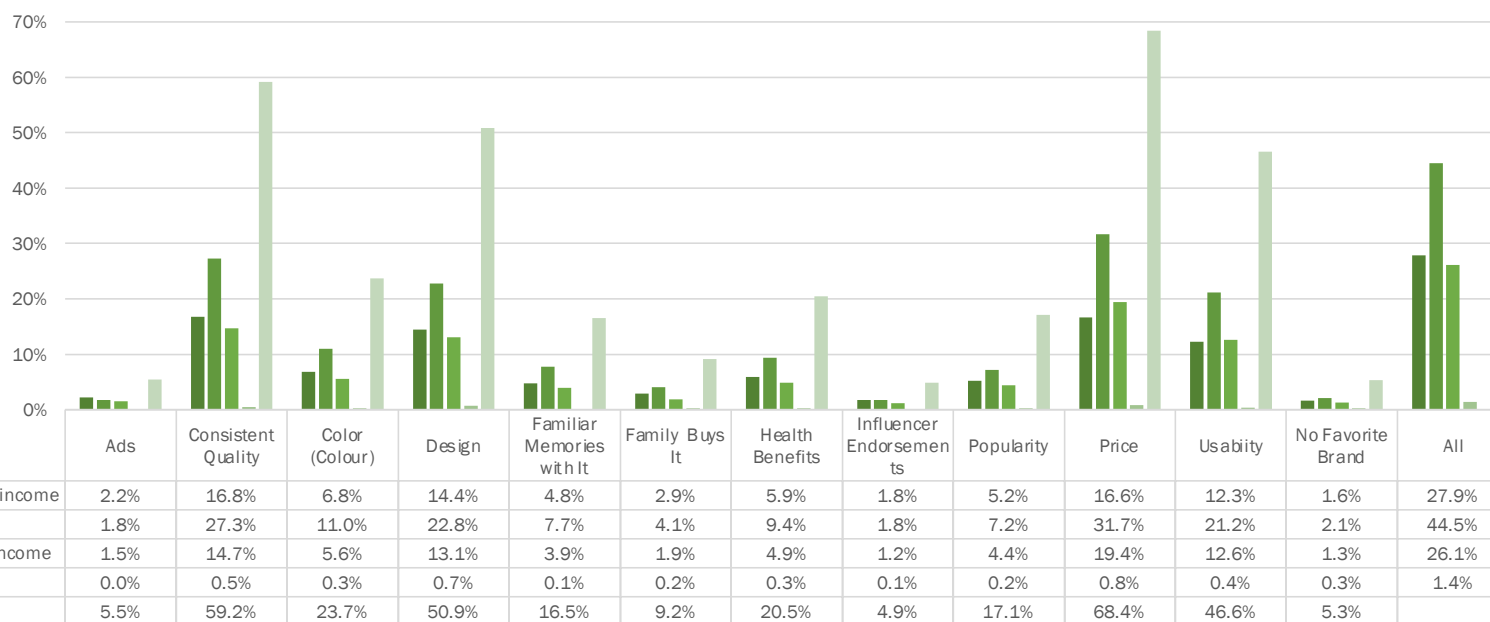
## Q13. TOP REASON FOR PURCHASING BY INCOME

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



## Q14. CHOOSING A FAVORITE BRAND BY INCOME

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

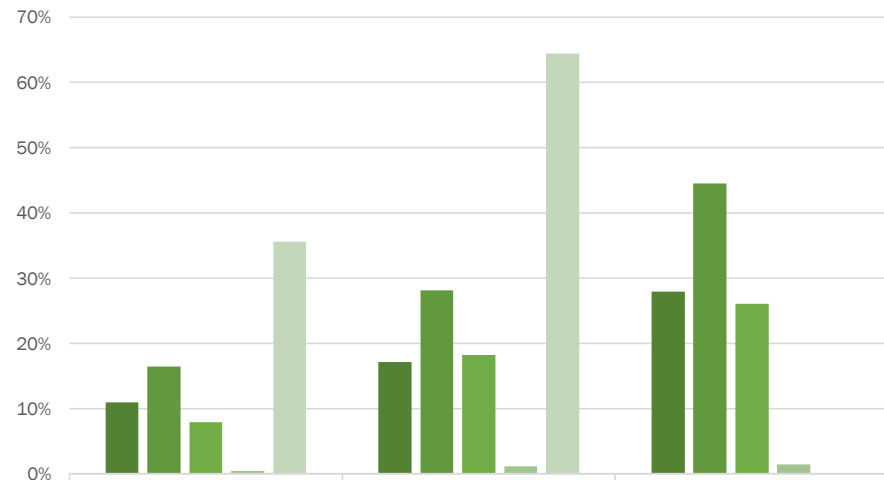


■ Living comfortably on present income  
 ■ Coping on present income  
 ■ Finding it difficult on present income  
 ■ Prefer not to disclose  
 ■ Total

## Q15. Early Adopter BY INCOME

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

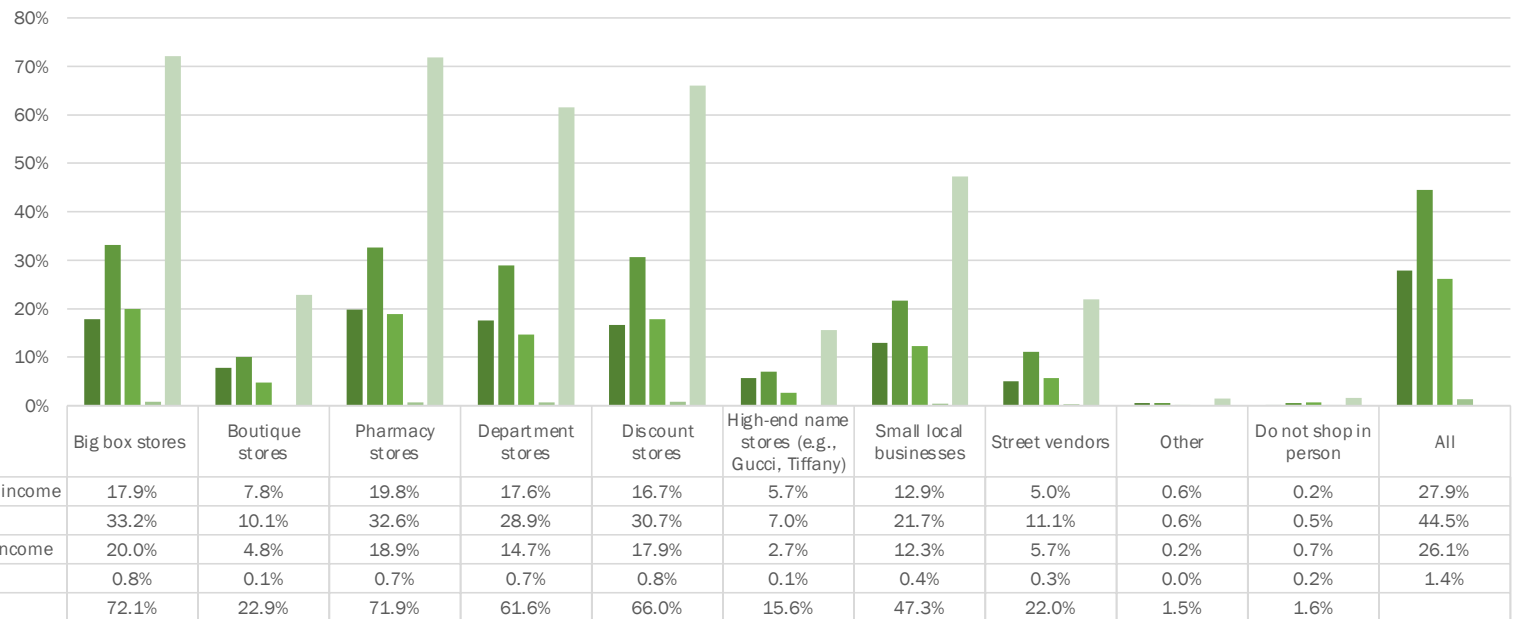
■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total



	Yes	No	All
■ Living comfortably on present income	10.9%	17.1%	27.9%
■ Coping on present income	16.4%	28.1%	44.5%
■ Finding it difficult on present income	7.9%	18.2%	26.1%
■ Prefer not to disclose	0.4%	1.1%	1.4%
■ Total	35.6%	64.4%	

## Q16. SHOPPING IN PERSON BY INCOME

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

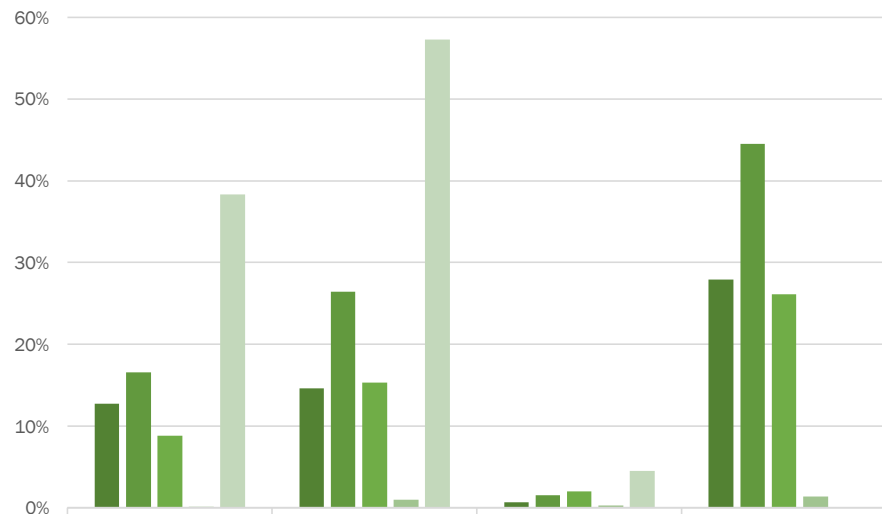


■ Living comfortably on present income
 ■ Coping on present income
 ■ Finding it difficult on present income
 ■ Prefer not to disclose
 ■ Total

**Q17. How often do you shop online?  
BY INCOME**

**Q17. How often do you shop online?**

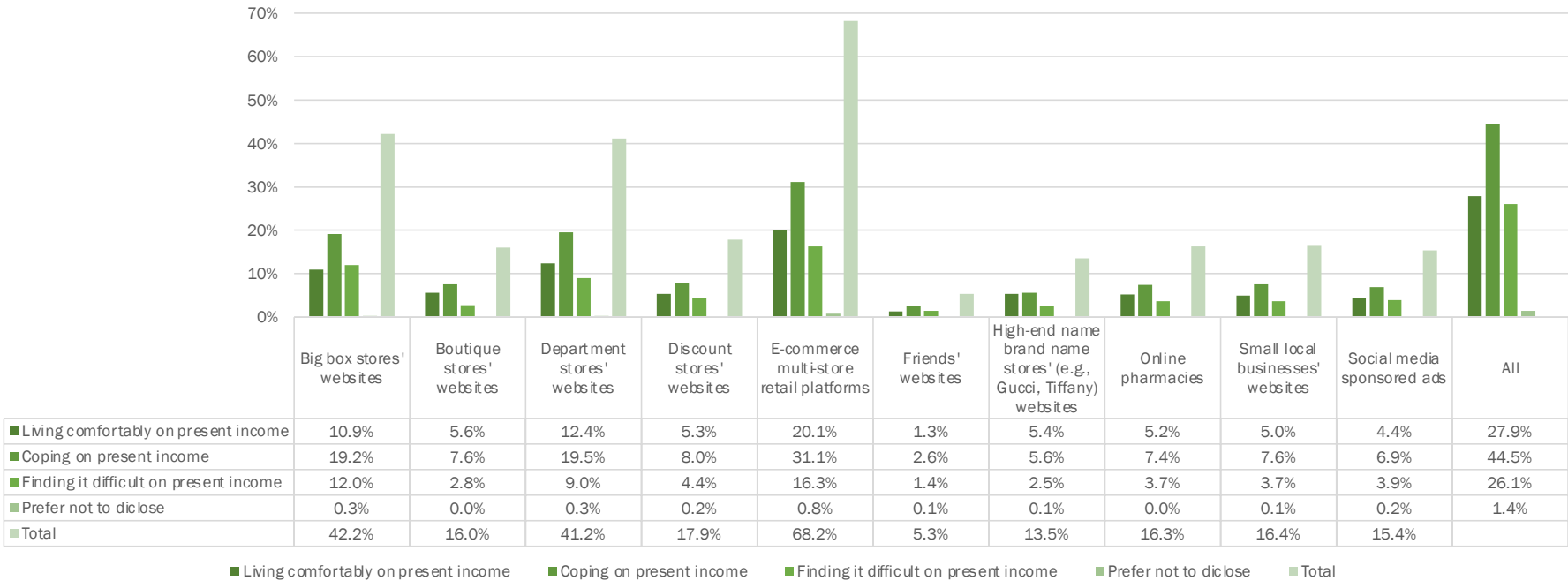
■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total



	Frequently	Occasionally	Not At All	All
Living comfortably on present income	12.7%	14.6%	0.7%	27.9%
Coping on present income	16.6%	26.4%	1.5%	44.5%
Finding it difficult on present income	8.8%	15.3%	2.0%	26.1%
Prefer not to disclose	0.1%	1.0%	0.3%	1.4%
Total	38.3%	57.3%	4.5%	

# Q18. SHOPPING ONLINE BY INCOME

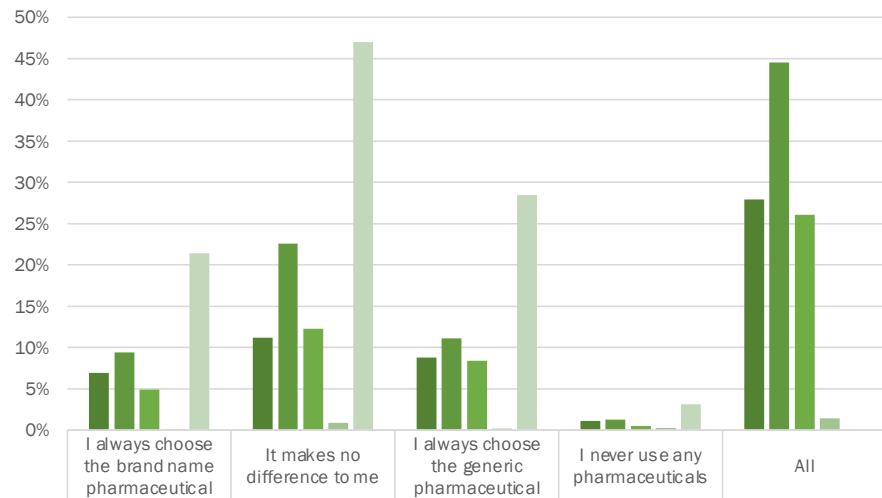
Q18. When shopping online, do you purchase from any of the following e-commerce platforms?



## Q19. Generic or Brand Name Pharmaceutical BY INCOME

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

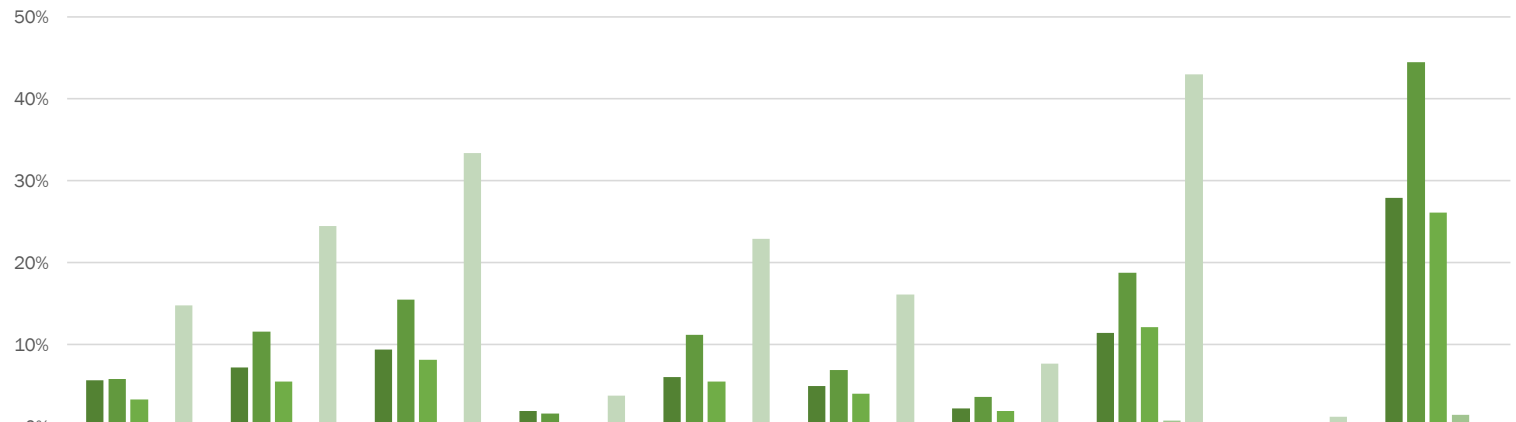
■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total



■ Living comfortably on present income	6.9%	11.2%	8.8%	1.1%	27.9%
■ Coping on present income	9.4%	22.6%	11.1%	1.3%	44.5%
■ Finding it difficult on present income	4.9%	12.3%	8.4%	0.5%	26.1%
■ Prefer not to disclose	0.1%	0.9%	0.2%	0.3%	1.4%
■ Total	21.4%	47.0%	28.5%	3.1%	

## Q20. INFLUENCED BY ENDORSEMENTS BY INCOME

Q20. Are your purchases influenced by endorsements from anyone?



	Celebrity entertainers	Experts in the industry	Friends	Political figures	Posted reviews	Social media influencers	Sports figures	Not influenced by others	Other	All
Living comfortably on present income	5.6%	7.2%	9.4%	1.9%	6.0%	4.9%	2.2%	11.4%	0.2%	27.9%
Coping on present income	5.8%	11.6%	15.5%	1.6%	11.2%	6.9%	3.6%	18.8%	0.5%	44.5%
Finding it difficult on present income	3.3%	5.5%	8.1%	0.3%	5.5%	4.0%	1.9%	12.1%	0.4%	26.1%
Prefer not to disclose	0.1%	0.1%	0.4%	0.0%	0.2%	0.3%	0.0%	0.7%	0.1%	1.4%
Total	14.8%	24.5%	33.4%	3.8%	22.9%	16.1%	7.7%	43.0%	1.2%	

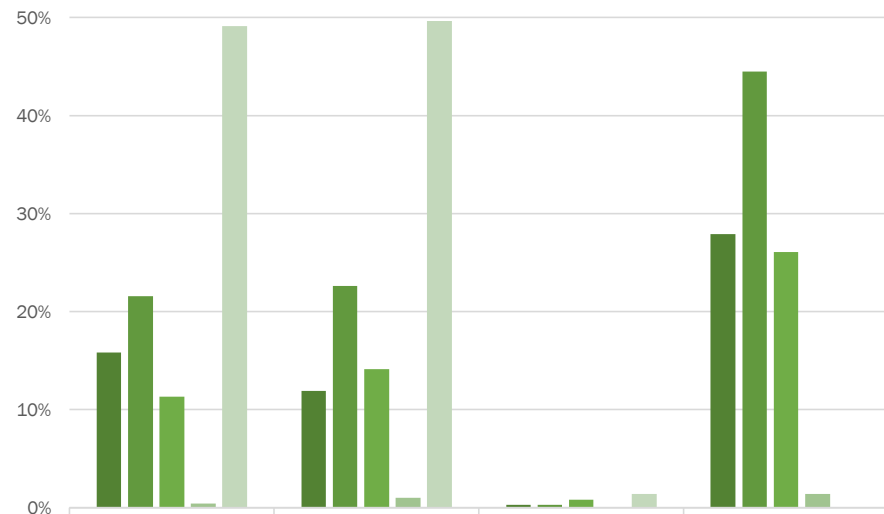
■ Living comfortably on present income   
 ■ Coping on present income   
 ■ Finding it difficult on present income   
 ■ Prefer not to disclose   
 ■ Total



## Q21. View of trademark/brands BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

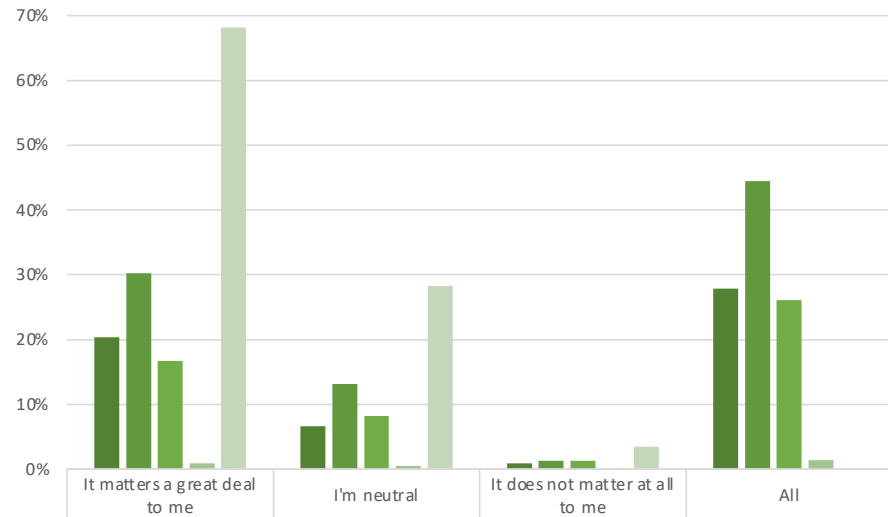


	Positive	Neutral	Negative	All
Living comfortably on present income	15.8%	11.9%	0.3%	27.9%
Coping on present income	21.6%	22.6%	0.3%	44.5%
Finding it difficult on present income	11.3%	14.1%	0.8%	26.1%
Prefer not to disclose	0.4%	1.0%	0.0%	1.4%
Total	49.1%	49.6%	1.4%	

## Q22. Authentic & Safe BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

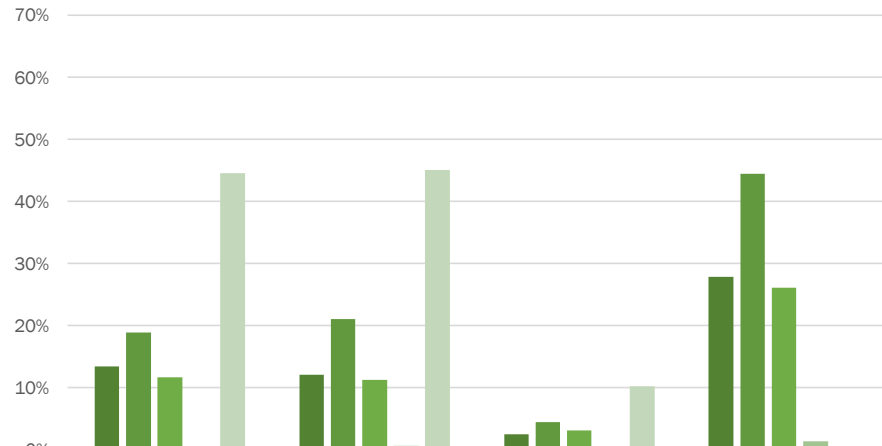


	It matters a great deal to me	I'm neutral	It does not matter at all to me	All
■ Living comfortably on present income	20.4%	6.6%	0.9%	27.9%
■ Coping on present income	30.2%	13.1%	1.3%	44.5%
■ Finding it difficult on present income	16.7%	8.2%	1.3%	26.1%
■ Prefer not to disclose	0.9%	0.5%	0.1%	1.4%
■ Total	68.2%	28.3%	3.5%	

**Q23.  
Environmentally  
Conscious  
BY INCOME**

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

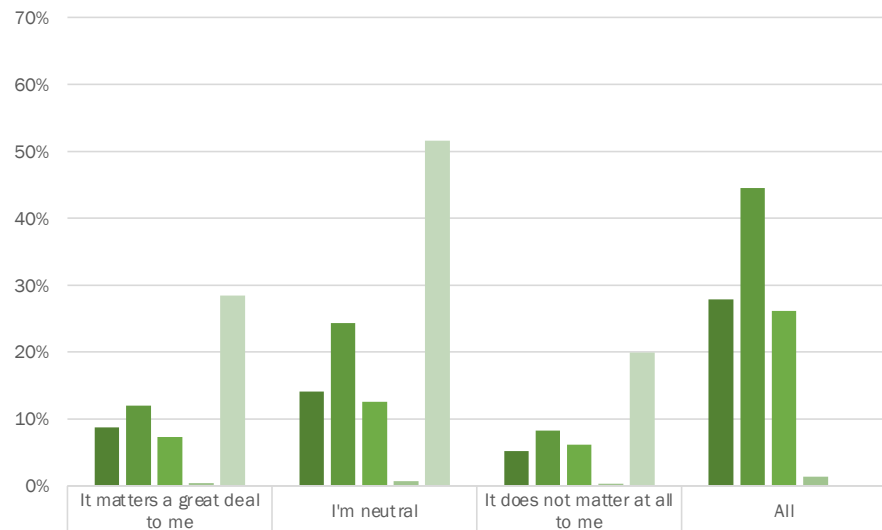


	It matters a great deal to me	I'm neutral	It does not matter at all to me	All
■ Living comfortably on present income	13.4%	12.1%	2.5%	27.9%
■ Coping on present income	18.9%	21.1%	4.5%	44.5%
■ Finding it difficult on present income	11.7%	11.3%	3.1%	26.1%
■ Prefer not to disclose	0.6%	0.7%	0.1%	1.4%
■ Total	44.6%	45.1%	10.3%	

## Q24. Politically Correct BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

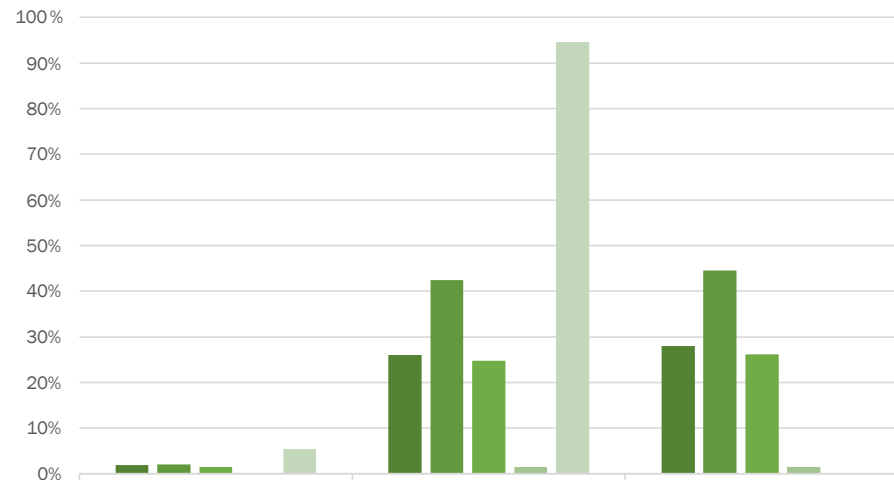


	It matters a great deal to me	I'm neutral	It does not matter at all to me	All
■ Living comfortably on present income	8.7%	14.1%	5.2%	27.9%
■ Coping on present income	12.0%	24.3%	8.3%	44.5%
■ Finding it difficult on present income	7.3%	12.6%	6.2%	26.1%
■ Prefer not to disclose	0.4%	0.7%	0.3%	1.4%
■ Total	28.4%	51.6%	19.9%	

## Q26. Apply for Trademark Registration BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

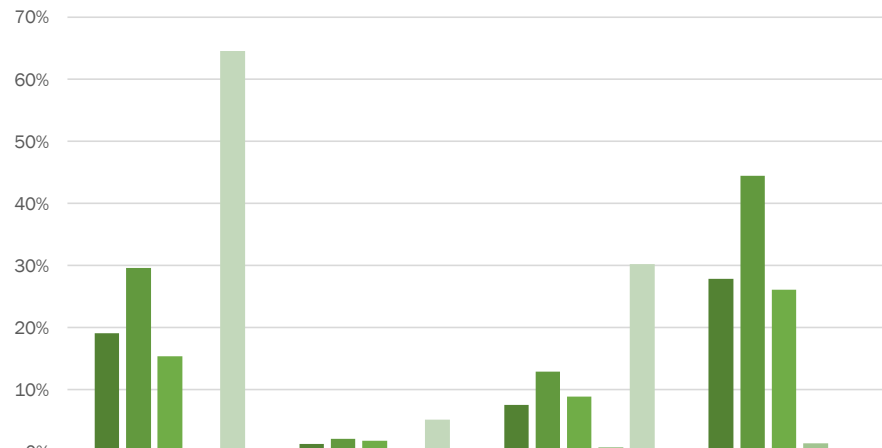


	Yes	No	All
■ Living comfortably on present income	1.9%	26.0%	27.9%
■ Coping on present income	2.1%	42.4%	44.5%
■ Finding it difficult on present income	1.4%	24.7%	26.1%
■ Prefer not to disclose	0.0%	1.4%	1.4%
■ Total	5.4%	94.6%	

**Q28.  
Business  
Owners do  
the Right  
Thing  
BY INCOME**

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

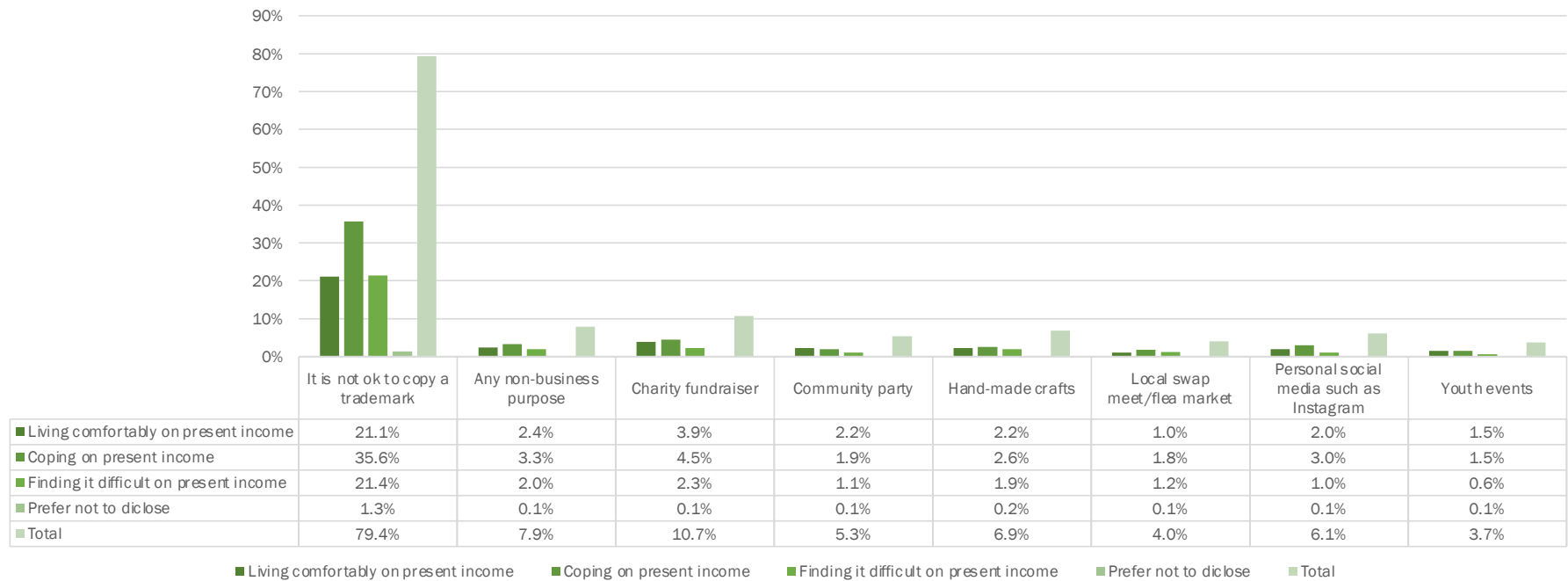
■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total



	Yes	No	Don't know or no opinion	All
■ Living comfortably on present income	19.1%	1.3%	7.6%	27.9%
■ Coping on present income	29.6%	2.1%	12.9%	44.5%
■ Finding it difficult on present income	15.4%	1.8%	8.9%	26.1%
■ Prefer not to disclose	0.6%	0.1%	0.8%	1.4%
■ Total	64.6%	5.2%	30.2%	

## Q29. When ok to copy without Permission BY INCOME

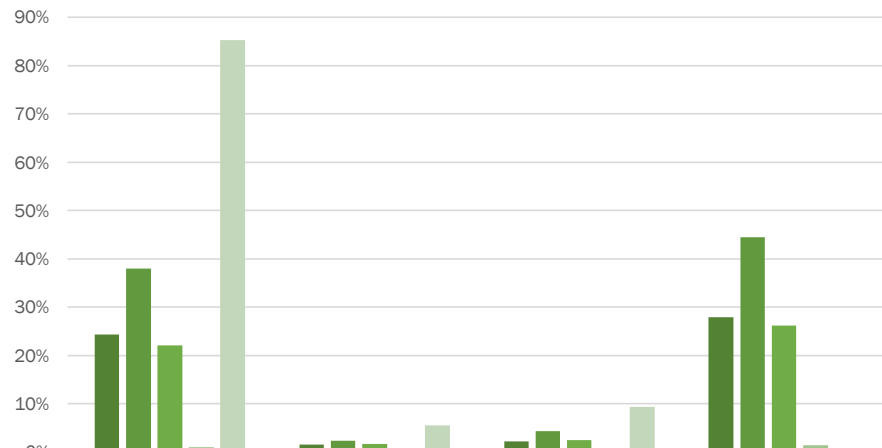
Q29. I feel it is ok to copy or use someone else's trademark/brand name without permission, if it is used in . . .



**Q30. Stop  
Someone  
from using  
their Brand  
Name  
BY INCOME**

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total



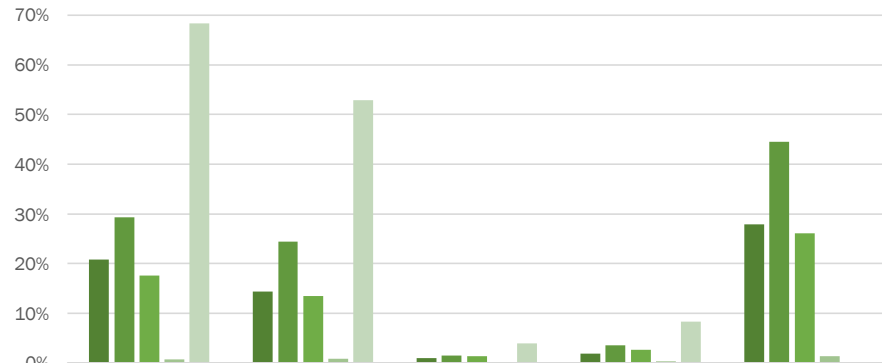
	Yes	No	Don't know or no opinion	All
■ Living comfortably on present income	24.3%	1.5%	2.2%	27.9%
■ Coping on present income	37.9%	2.3%	4.3%	44.5%
■ Finding it difficult on present income	22.0%	1.6%	2.5%	26.1%
■ Prefer not to disclose	1.0%	0.1%	0.3%	1.4%
■ Total	85.2%	5.5%	9.3%	



**Q31. If a trademark is used without permission BY INCOME**

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

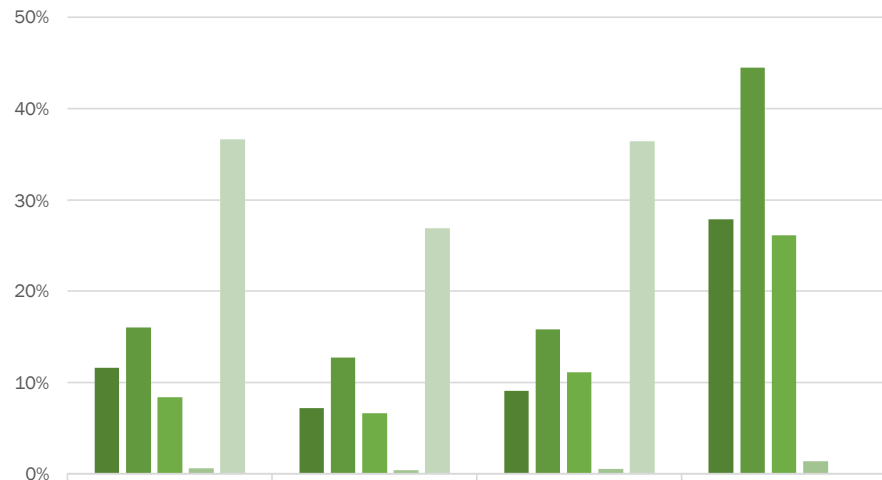


	To stop the other party from using the same name without permission.	The other party should pay damages to the trademark owner.	No need to fix it as both should be able to sell their products or services with the same name.	No opinion.	All
■ Living comfortably on present income	20.8%	14.3%	1.0%	1.9%	27.9%
■ Coping on present income	29.3%	24.4%	1.5%	3.5%	44.5%
■ Finding it difficult on present income	17.6%	13.4%	1.4%	2.6%	26.1%
■ Prefer not to disclose	0.7%	0.8%	0.1%	0.3%	1.4%
■ Total	68.4%	52.9%	3.9%	8.3%	27.9%

## Q32. Taco Tuesday Scenario BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

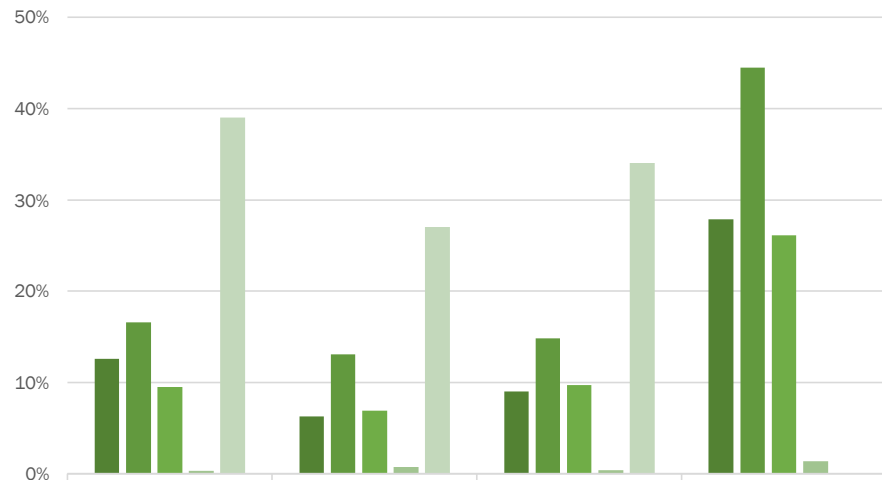


	Agree	Neutral	Disagree	All
Living comfortably on present income	11.6%	7.2%	9.1%	27.9%
Coping on present income	16.0%	12.7%	15.8%	44.5%
Finding it difficult on present income	8.4%	6.6%	11.1%	26.1%
Prefer not to disclose	0.6%	0.4%	0.5%	1.4%
Total	36.6%	26.9%	36.4%	

**Q34.  
Descriptive  
Scenario  
BY INCOME**

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

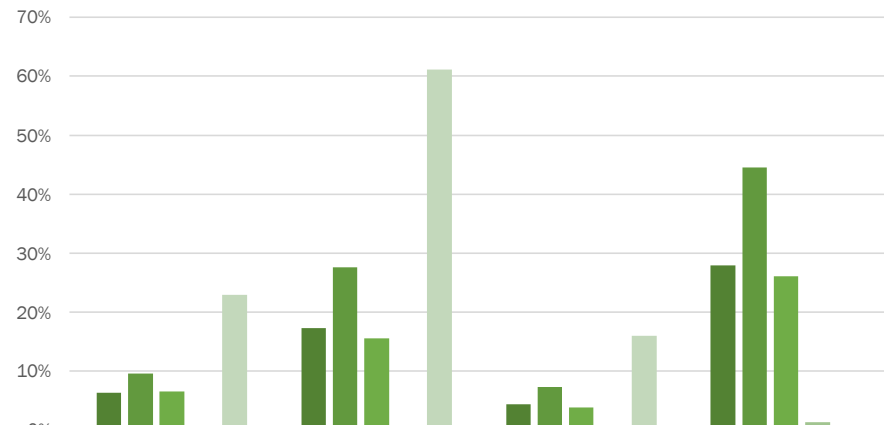


	Agree	Neutral	Disagree	All
Living comfortably on present income	12.6%	6.3%	9.0%	27.9%
Coping on present income	16.6%	13.1%	14.8%	44.5%
Finding it difficult on present income	9.5%	6.9%	9.7%	26.1%
Prefer not to disclose	0.3%	0.7%	0.4%	1.4%
Total	39.0%	27.0%	34.0%	

## Q36. Scenario Counterfeit Shoes BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

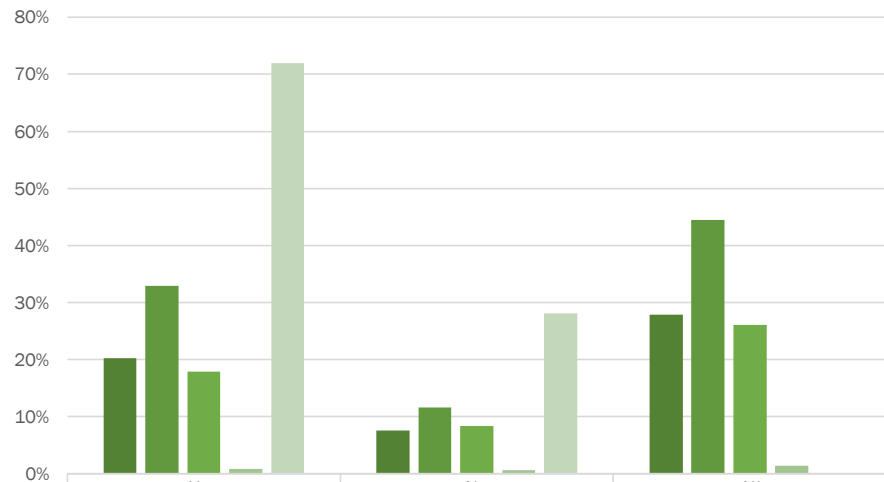


	Joe should have been required to pay less to the company.	Joe paid about the right amount to the company.	Joe should have been required to pay more to the company.	All
■ Living comfortably on present income	6.3%	17.3%	4.4%	27.9%
■ Coping on present income	9.6%	27.6%	7.3%	44.5%
■ Finding it difficult on present income	6.6%	15.6%	3.9%	26.1%
■ Prefer not to disclose	0.4%	0.7%	0.4%	1.4%
■ Total	22.9%	61.1%	16.0%	

**Q38. Upset if Someone Makes Fakes or Counterfeits BY INCOME**

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

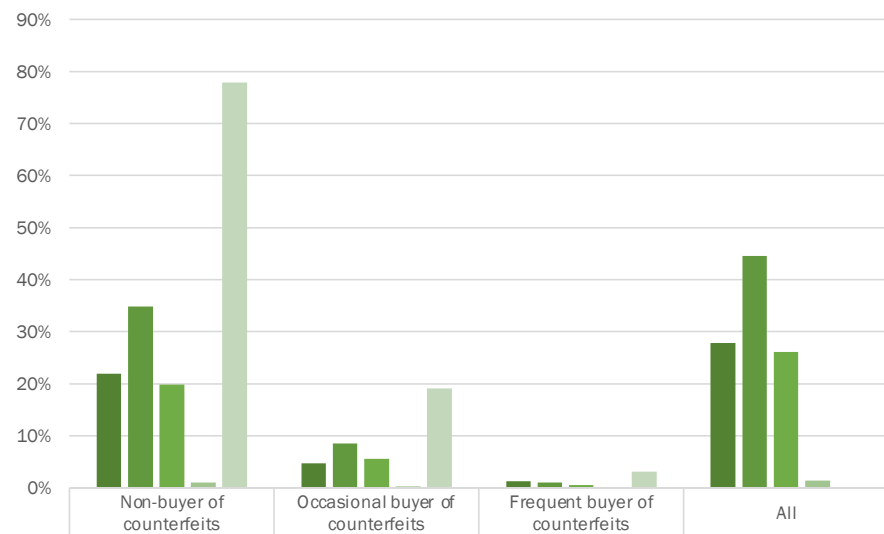


	Yes	No	All
Living comfortably on present income	20.3%	7.6%	27.9%
Coping on present income	32.9%	11.6%	44.5%
Finding it difficult on present income	17.9%	8.3%	26.1%
Prefer not to disclose	0.8%	0.6%	1.4%
Total	71.9%	28.1%	

## Q39. Purchasing Habits BY INCOME

### Q39. Which of these best describes your purchasing habits?

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

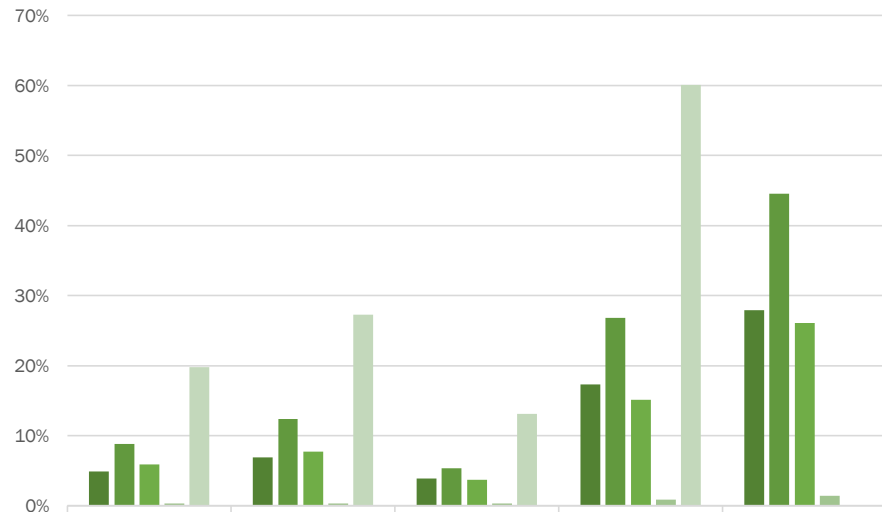


	Non-buyer of counterfeits	Occasional buyer of counterfeits	Frequent buyer of counterfeits	All
■ Living comfortably on present income	22.0%	4.7%	1.3%	27.9%
■ Coping on present income	34.9%	8.5%	1.1%	44.5%
■ Finding it difficult on present income	19.9%	5.6%	0.6%	26.1%
■ Prefer not to disclose	1.1%	0.3%	0.1%	1.4%
■ Total	77.9%	19.1%	3.1%	

## Q40. Others Purchasing Fakes or Counterfeits BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

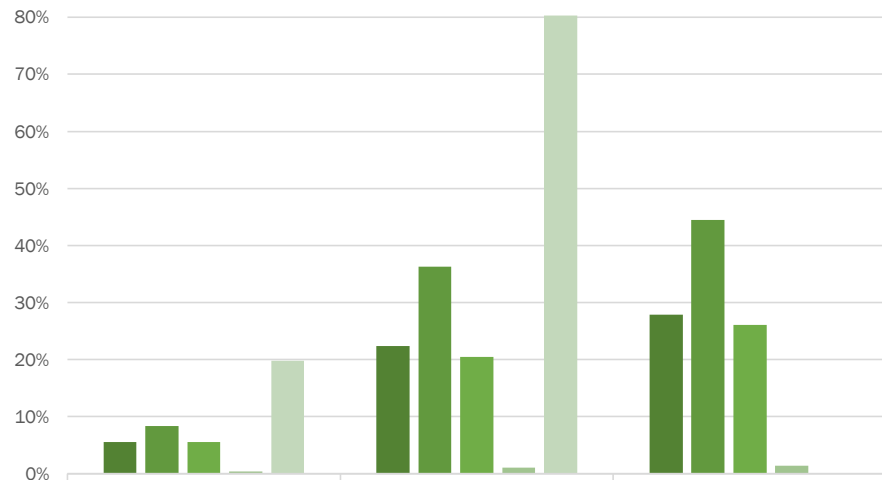


	Family members	Friends	Peer Group	No One	All
Living comfortably on present income	4.9%	6.9%	3.9%	17.3%	27.9%
Coping on present income	8.8%	12.4%	5.3%	26.8%	44.5%
Finding it difficult on present income	5.9%	7.7%	3.7%	15.1%	26.1%
Prefer not to disclose	0.3%	0.3%	0.3%	0.9%	1.4%
Total	19.8%	27.3%	13.1%	60.1%	

**Q41.  
Purchased  
Fake or  
Counterfeit  
on Purpose  
BY INCOME**

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

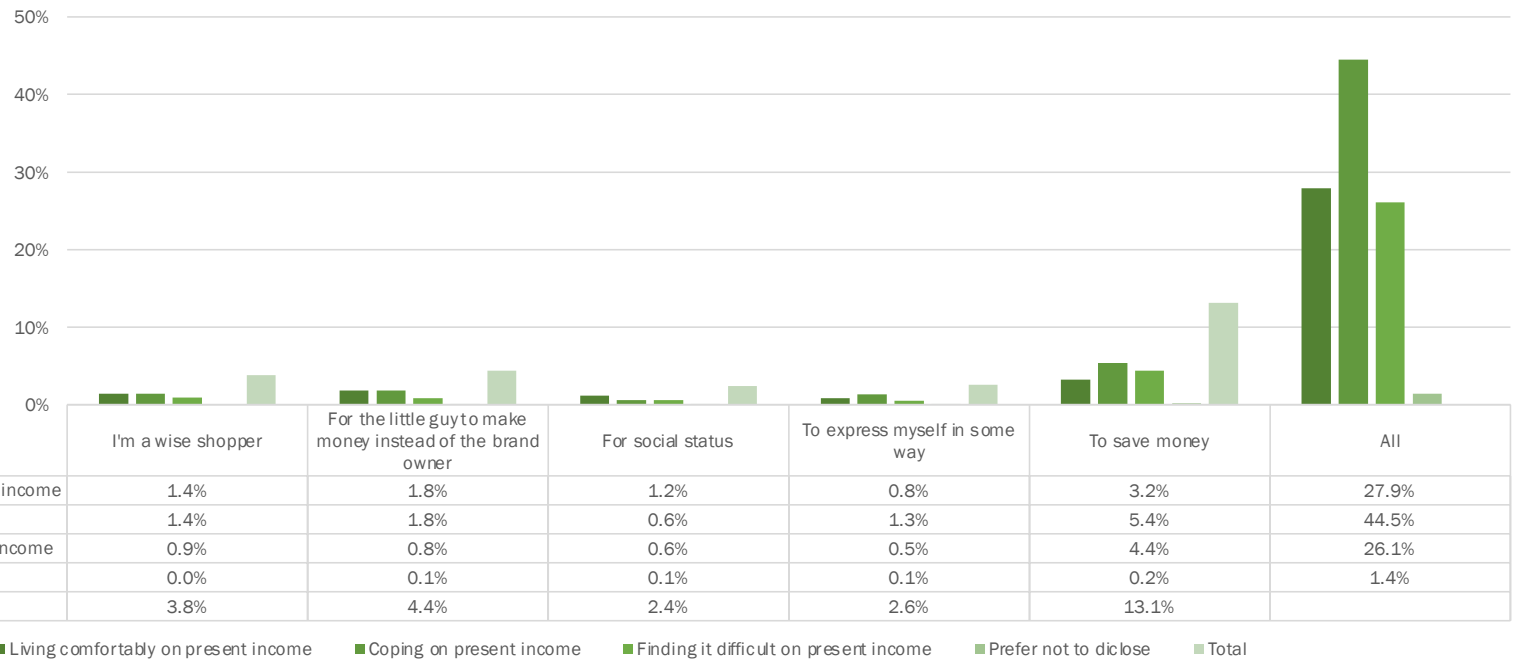


	Yes	No	All
■ Living comfortably on present income	5.5%	22.4%	27.9%
■ Coping on present income	8.3%	36.3%	44.5%
■ Finding it difficult on present income	5.6%	20.5%	26.1%
■ Prefer not to disclose	0.4%	1.1%	1.4%
■ Total	19.8%	80.3%	



## Q42. Why Purchased Counterfeit BY INCOME

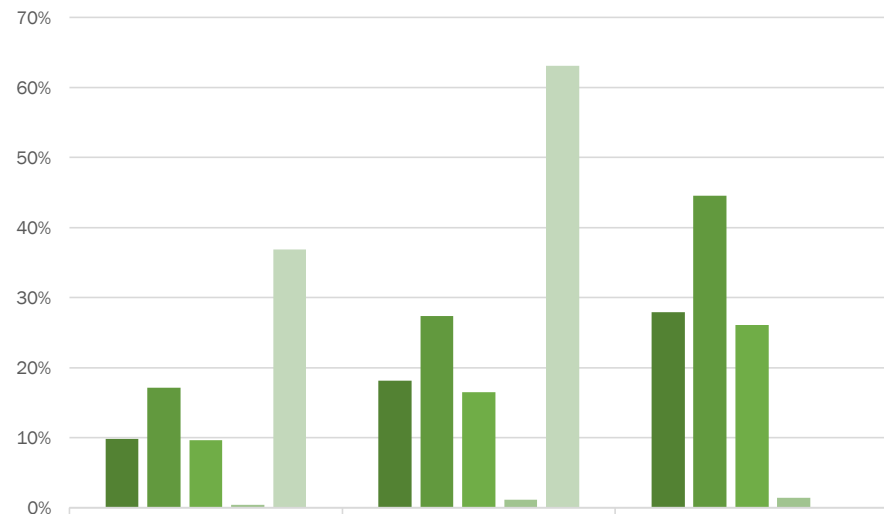
Q42. Why did you purchase the fake or counterfeit item?



## Q43. Accidentally Purchased Counterfeit BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

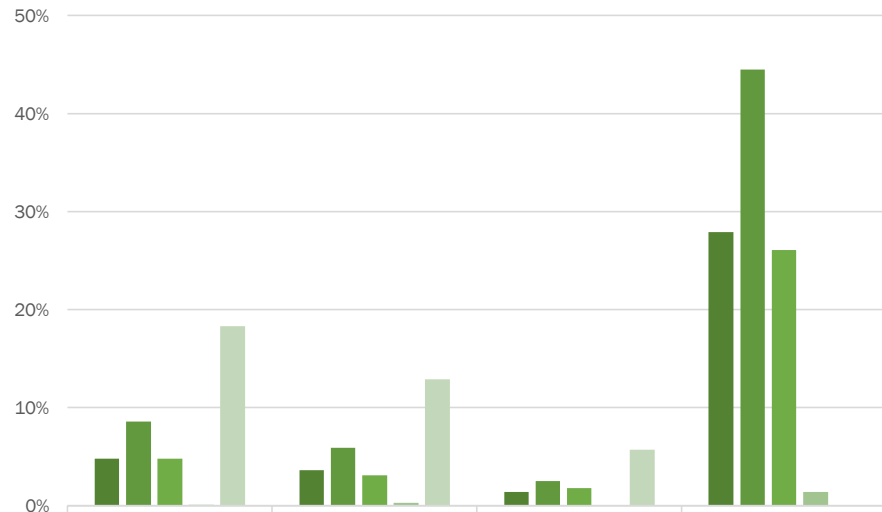


	Yes	No	All
■ Living comfortably on present income	9.8%	18.1%	27.9%
■ Coping on present income	17.1%	27.4%	44.5%
■ Finding it difficult on present income	9.6%	16.5%	26.1%
■ Prefer not to disclose	0.4%	1.1%	1.4%
■ Total	36.9%	63.1%	

## Q44. Keep or Return Counterfeits BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

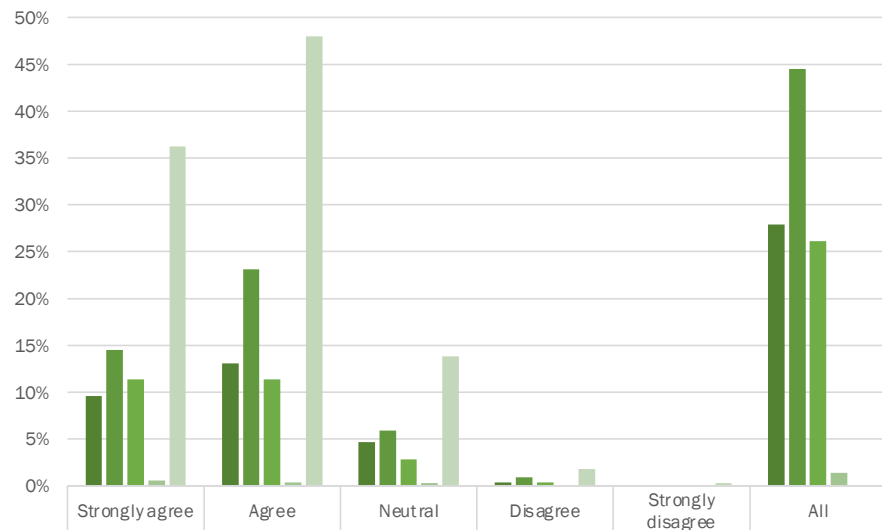


	Kept it	Returned it	Other	All
Living comfortably on present income	4.8%	3.6%	1.4%	27.9%
Coping on present income	8.6%	5.9%	2.5%	44.5%
Finding it difficult on present income	4.8%	3.1%	1.8%	26.1%
Prefer not to disclose	0.1%	0.3%	0.0%	1.4%
Total	18.3%	12.9%	5.7%	

# Q45. There are a lot of Counterfeit Products BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

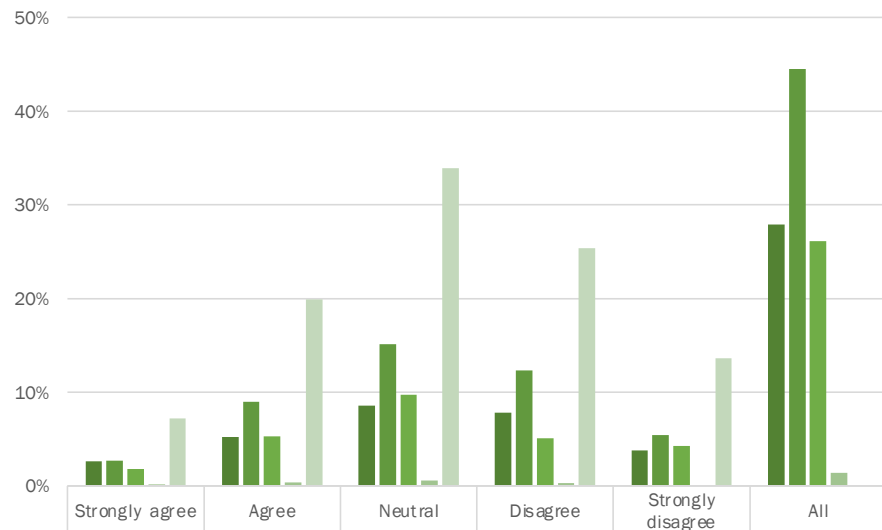


	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	All
Living comfortably on present income	9.6%	13.1%	4.7%	0.4%	0.1%	27.9%
Coping on present income	14.5%	23.1%	5.9%	0.9%	0.1%	44.5%
Finding it difficult on present income	11.4%	11.4%	2.8%	0.4%	0.1%	26.1%
Prefer not to disclose	0.6%	0.4%	0.3%	0.1%	0.0%	1.4%
Total	36.2%	48.0%	13.8%	1.8%	0.3%	

# Q46. Buying Counterfeits Benefits BY INCOME

## Q46. Buying counterfeit products generally benefits the consumers.

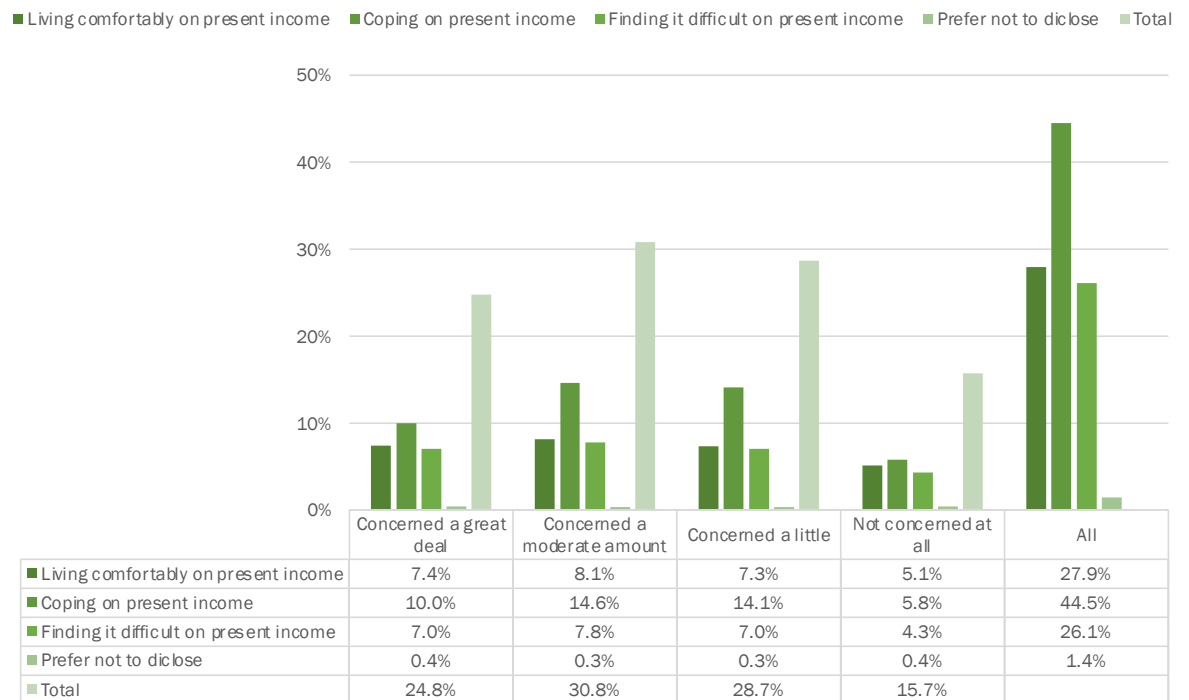
■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total



	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	All
■ Living comfortably on present income	2.6%	5.2%	8.6%	7.8%	3.8%	27.9%
■ Coping on present income	2.7%	9.0%	15.1%	12.3%	5.4%	44.5%
■ Finding it difficult on present income	1.8%	5.3%	9.7%	5.1%	4.3%	26.1%
■ Prefer not to disclose	0.2%	0.4%	0.6%	0.3%	0.0%	1.4%
■ Total	7.2%	19.9%	33.9%	25.4%	13.6%	

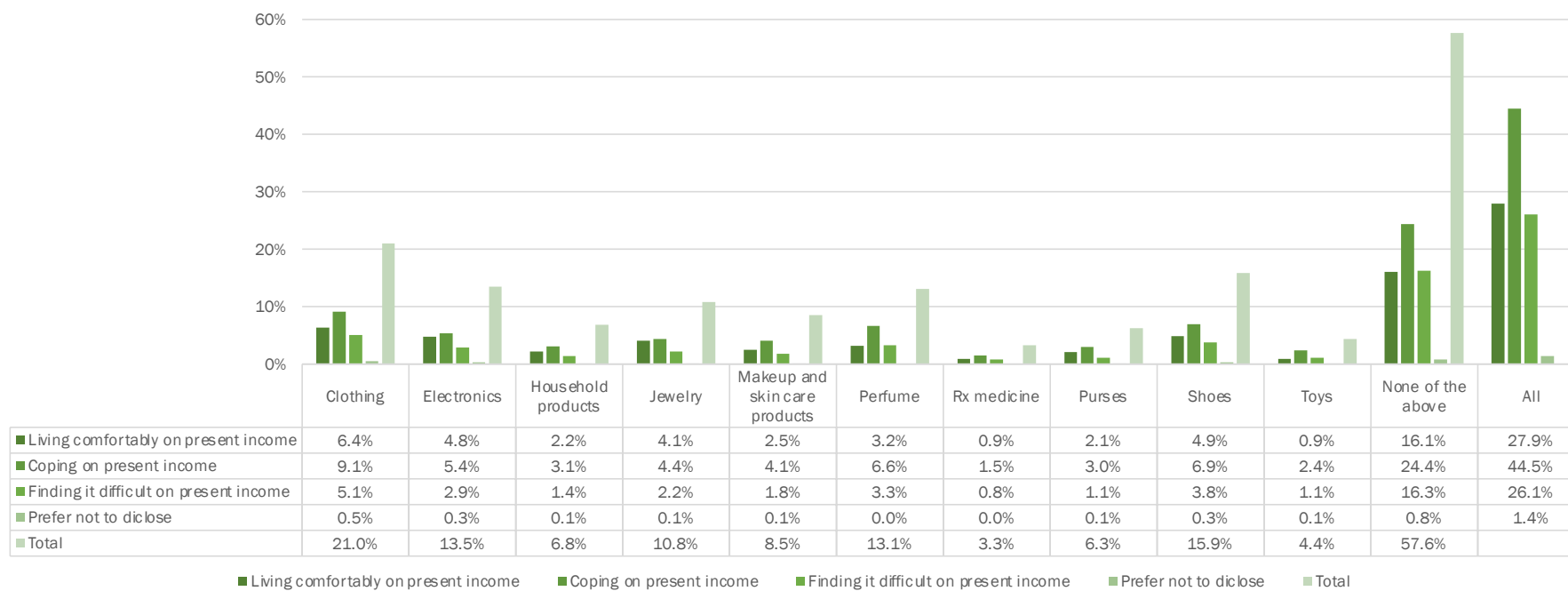
**Q47.  
Concerned  
Might be  
Buying  
Counterfeits  
BY INCOME**

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



## Q48. Suspected Bought Counterfeits BY INCOME

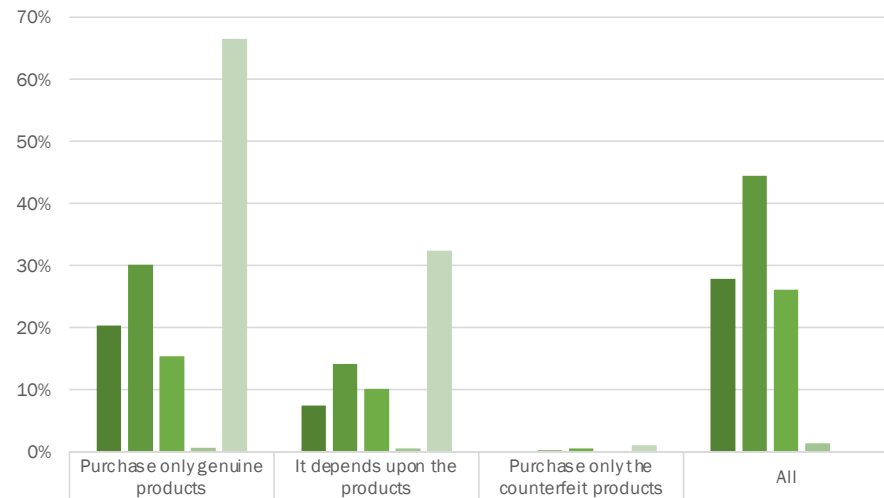
Q48. In the past 12 months, have you suspected that any products you bought online were counterfeit goods?



## Q49. Choice of Genuine or Counterfeit BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total



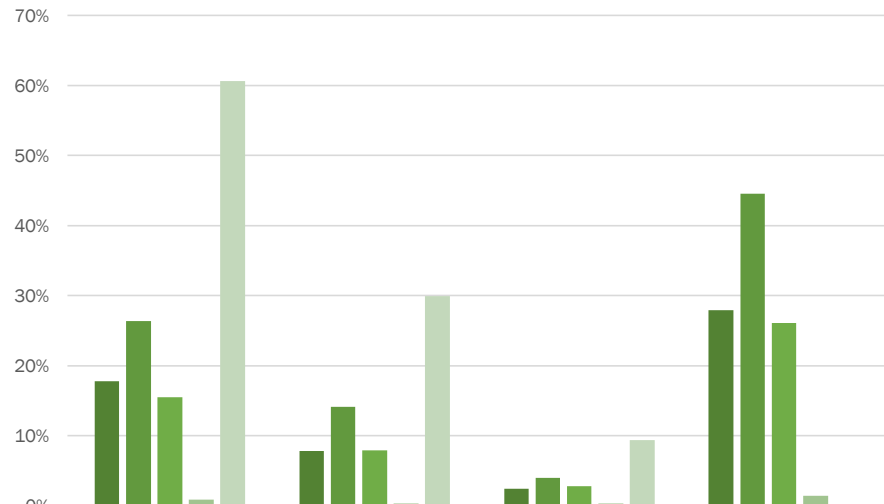
	Purchase only genuine products	It depends upon the products	Purchase only the counterfeit products	All
■ Living comfortably on present income	20.3%	7.5%	0.1%	27.9%
■ Coping on present income	30.1%	14.2%	0.3%	44.5%
■ Finding it difficult on present income	15.4%	10.1%	0.6%	26.1%
■ Prefer not to disclose	0.7%	0.6%	0.1%	1.4%
■ Total	66.5%	32.4%	1.1%	



**Q50. Matters Counterfeits Make Brands Lose Profits BY INCOME**

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

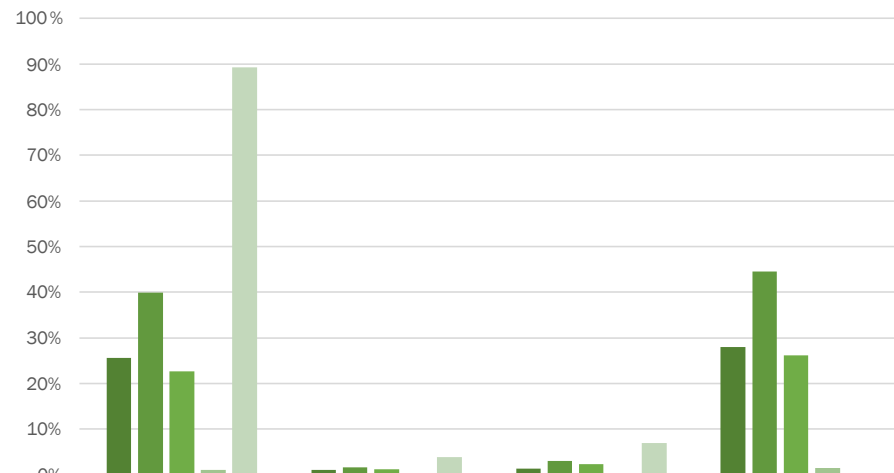


	Matters a great deal	Matters a little	Does not matter	All
■ Living comfortably on present income	17.8%	7.8%	2.4%	27.9%
■ Coping on present income	26.4%	14.1%	4.0%	44.5%
■ Finding it difficult on present income	15.5%	7.9%	2.8%	26.1%
■ Prefer not to disclose	0.9%	0.3%	0.3%	1.4%
■ Total	60.6%	29.9%	9.4%	

## Q52. Counterfeit Medicines Dangerous BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

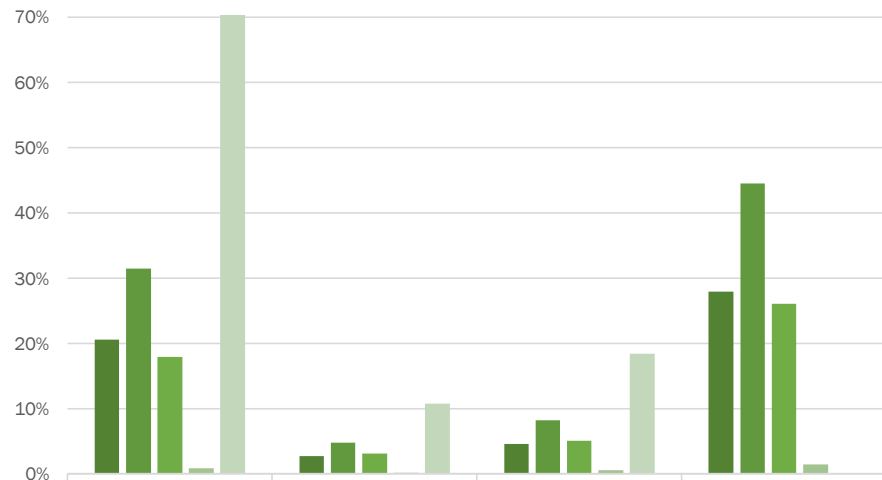


	Yes	No	Don't know	All
Living comfortably on present income	25.6%	1.1%	1.3%	27.9%
Coping on present income	39.9%	1.6%	3.0%	44.5%
Finding it difficult on present income	22.6%	1.2%	2.3%	26.1%
Prefer not to disclose	1.0%	0.1%	0.3%	1.4%
Total	89.2%	3.9%	6.9%	

**Q53.  
Bothered by  
Ads for  
Counterfeits  
BY INCOME**

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

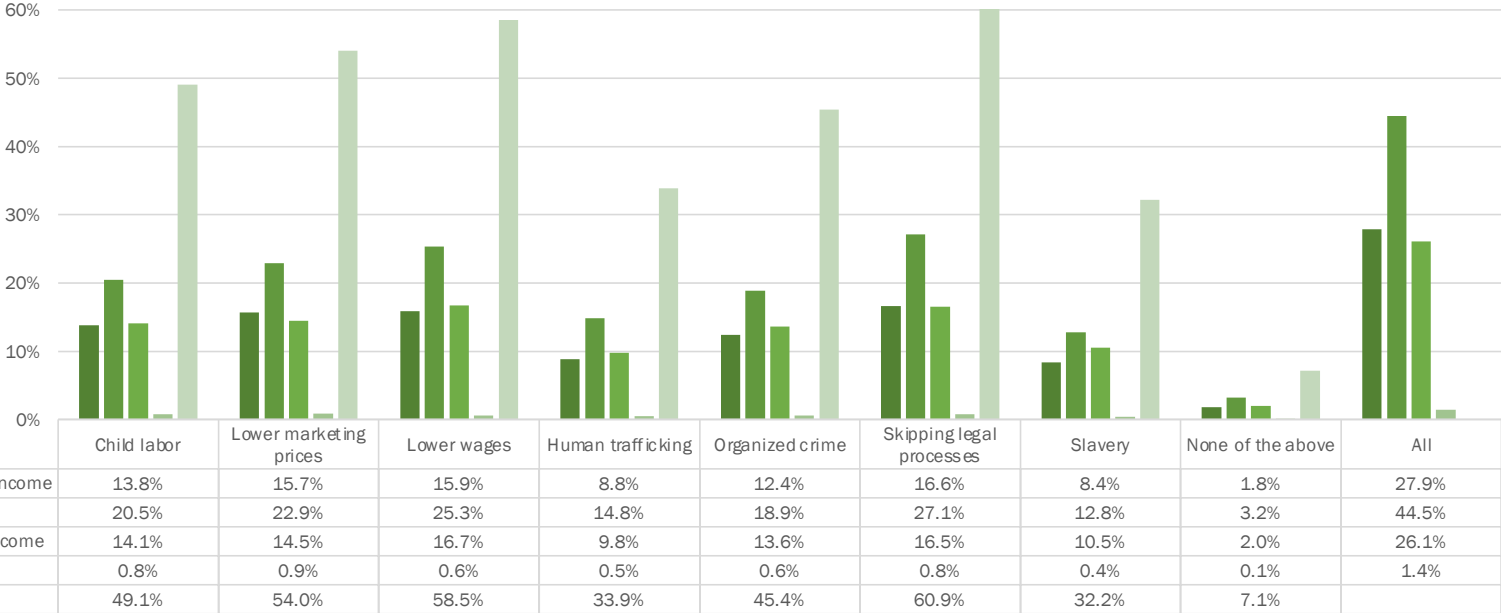
■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total



	Yes	No	No opinion	All
■ Living comfortably on present income	20.6%	2.7%	4.6%	27.9%
■ Coping on present income	31.5%	4.8%	8.2%	44.5%
■ Finding it difficult on present income	17.9%	3.1%	5.1%	26.1%
■ Prefer not to disclose	0.8%	0.1%	0.5%	1.4%
■ Total	70.9%	10.7%	18.4%	

# Q55. Counterfeits Made Cheaper . . . BY INCOME

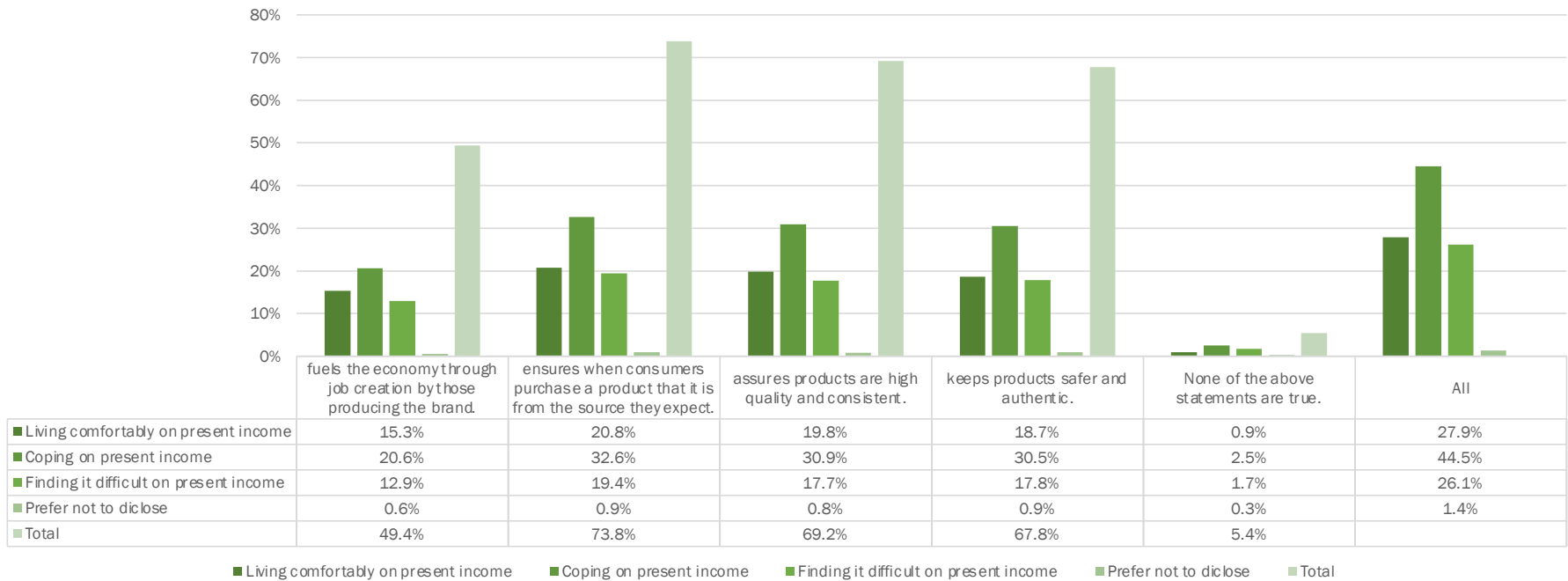
Q55. Counterfeit products are made cheaper by . . .



■ Living comfortably on present income  
 ■ Coping on present income  
 ■ Finding it difficult on present income  
 ■ Prefer not to disclose  
 ■ Total

## Q56. Protection of a Brand via Enforcing Trademarks BY INCOME

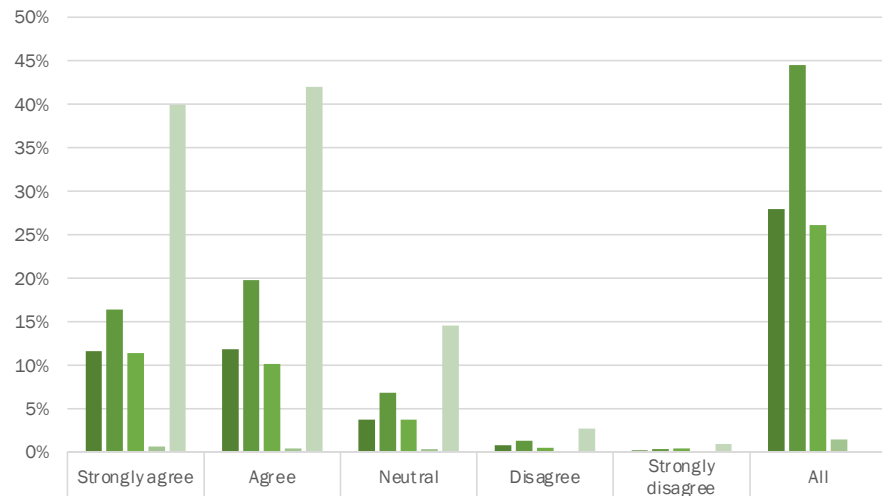
Q56. Which statements do you believe are true? Protection of a brand through enforcing trademarks . . .



## Q57. Stolen Goods Problem BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

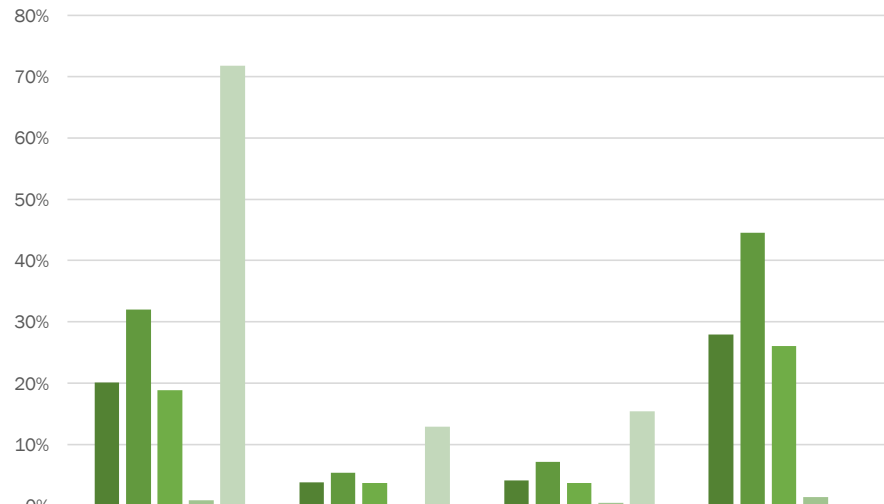


	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	All
Living comfortably on present income	11.6%	11.8%	3.7%	0.8%	0.2%	27.9%
Coping on present income	16.4%	19.8%	6.8%	1.3%	0.3%	44.5%
Finding it difficult on present income	11.4%	10.1%	3.7%	0.5%	0.4%	26.1%
Prefer not to disclose	0.6%	0.4%	0.3%	0.1%	0.0%	1.4%
Total	39.9%	42.0%	14.5%	2.7%	0.9%	

**Q58.  
Bothered By  
Stolen  
Goods  
BY INCOME**

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

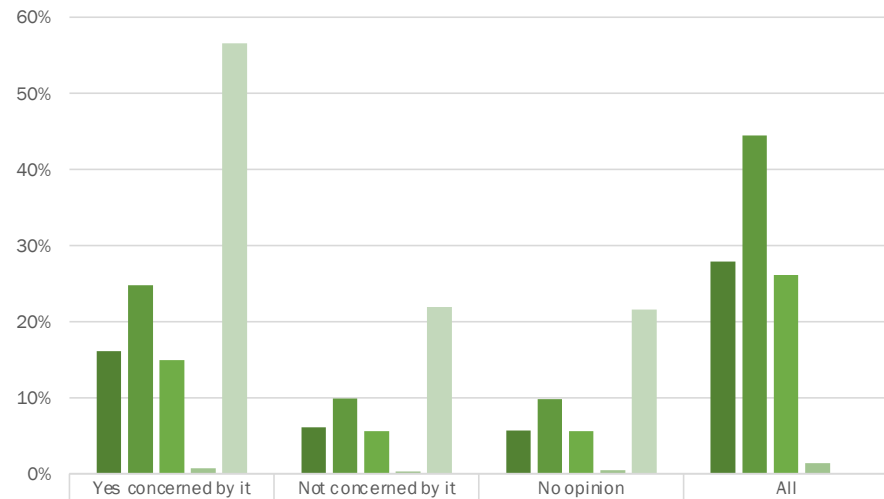


	Yes, bothered by it	Not bothered by it	No opinion	All
■ Living comfortably on present income	20.1%	3.8%	4.1%	27.9%
■ Coping on present income	32.0%	5.4%	7.1%	44.5%
■ Finding it difficult on present income	18.8%	3.7%	3.7%	26.1%
■ Prefer not to disclose	0.9%	0.1%	0.5%	1.4%
■ Total	71.8%	12.9%	15.4%	

## Q59. Stolen Items on eBay or Craig's List BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total



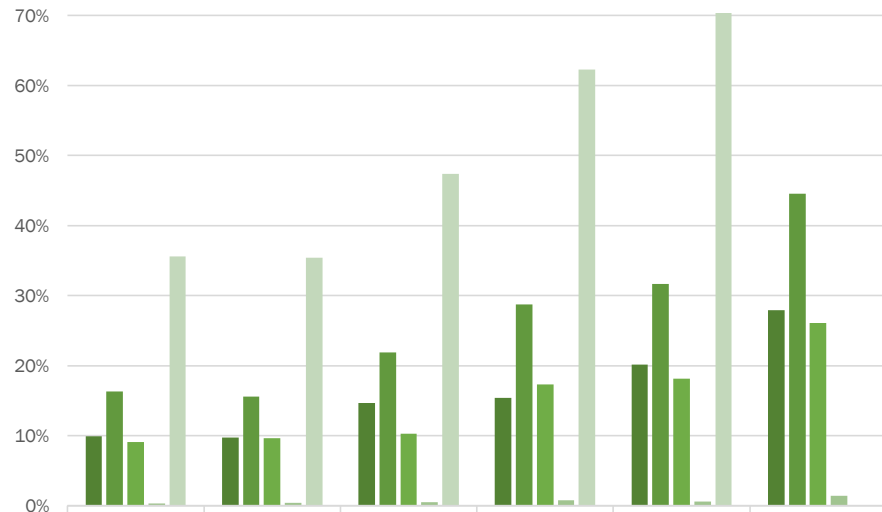
	Yes concerned by it	Not concerned by it	No opinion	All
Living comfortably on present income	16.1%	6.1%	5.7%	27.9%
Coping on present income	24.8%	9.9%	9.8%	44.5%
Finding it difficult on present income	14.9%	5.6%	5.6%	26.1%
Prefer not to disclose	0.7%	0.3%	0.5%	1.4%
Total	56.6%	21.9%	21.6%	



# Q60. From Where do you Get Your News BY INCOME

Q60. From where do you get your news?

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

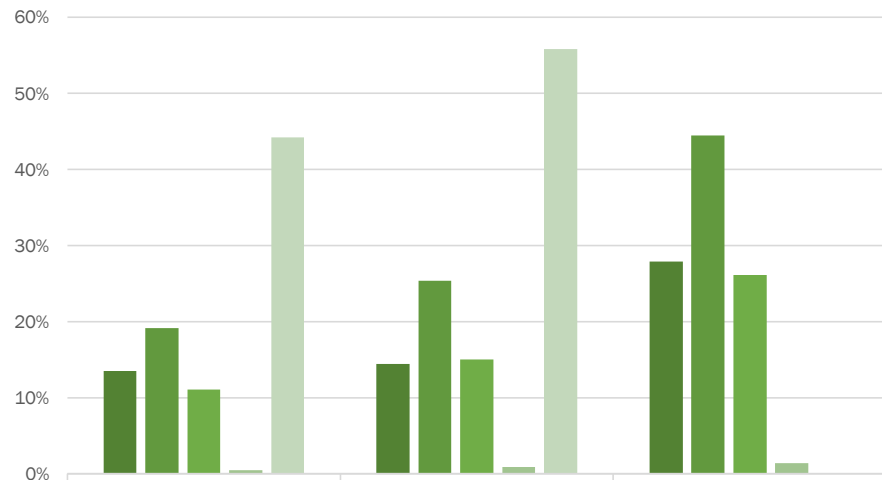


	Family	Friends	Newspapers	Social media	Television	All
■ Living comfortably on present income	9.9%	9.7%	14.7%	15.4%	20.1%	27.9%
■ Coping on present income	16.3%	15.6%	21.9%	28.7%	31.7%	44.5%
■ Finding it difficult on present income	9.1%	9.6%	10.3%	17.3%	18.1%	26.1%
■ Prefer not to disclose	0.3%	0.4%	0.5%	0.8%	0.6%	1.4%
■ Total	35.6%	35.4%	47.4%	62.3%	70.6%	

# Q61. Smash and Grab Media Reports BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

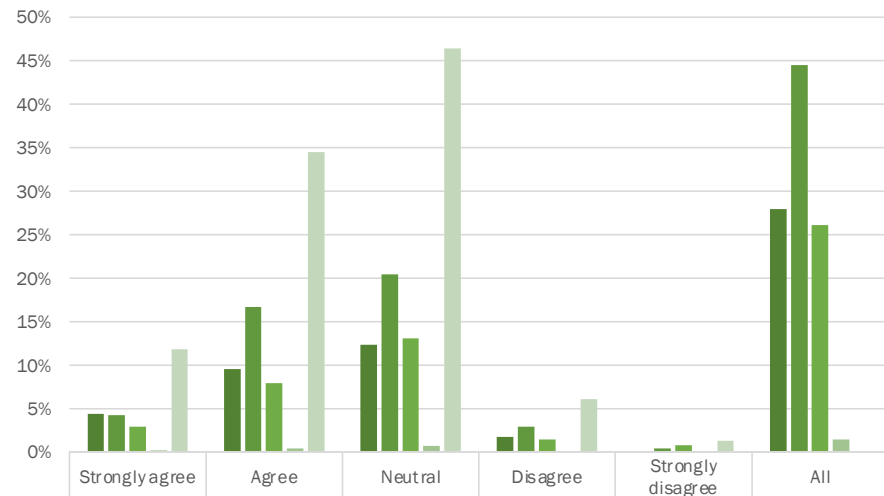


	Yes	No	All
■ Living comfortably on present income	13.5%	14.4%	27.9%
■ Coping on present income	19.1%	25.4%	44.5%
■ Finding it difficult on present income	11.1%	15.0%	26.1%
■ Prefer not to disclose	0.5%	0.9%	1.4%
■ Total	44.2%	55.8%	

## Q62. The Media Gets it Right BY INCOME

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total

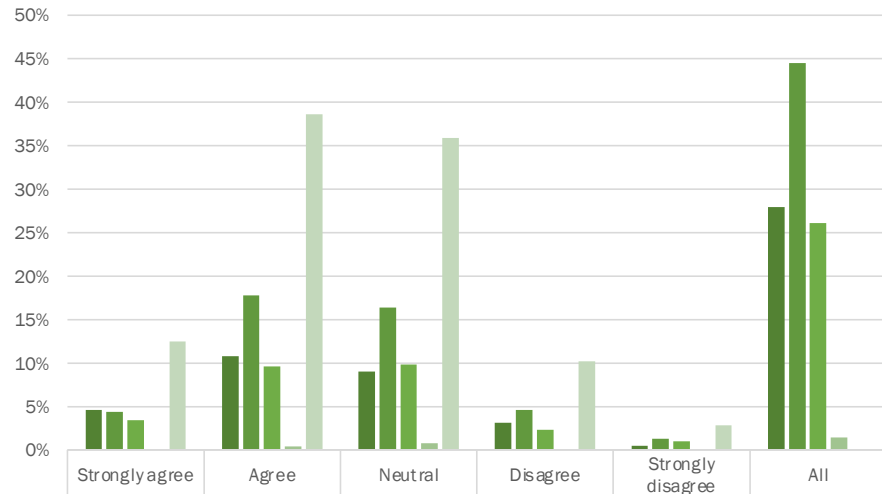


	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	All
Living comfortably on present income	4.4%	9.5%	12.3%	1.7%	0.1%	27.9%
Coping on present income	4.2%	16.7%	20.4%	2.9%	0.4%	44.5%
Finding it difficult on present income	2.9%	7.9%	13.1%	1.4%	0.8%	26.1%
Prefer not to disclose	0.2%	0.4%	0.7%	0.1%	0.0%	1.4%
Total	11.8%	34.5%	46.4%	6.1%	1.3%	

**Q63. Rely  
on Media to  
Get it Right  
BY INCOME**

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

■ Living comfortably on present income ■ Coping on present income ■ Finding it difficult on present income ■ Prefer not to disclose ■ Total



	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	All
■ Living comfortably on present income	4.6%	10.8%	9.0%	3.1%	0.5%	27.9%
■ Coping on present income	4.4%	17.8%	16.4%	4.6%	1.3%	44.5%
■ Finding it difficult on present income	3.4%	9.6%	9.8%	2.3%	1.0%	26.1%
■ Prefer not to disclose	0.1%	0.4%	0.8%	0.1%	0.1%	1.4%
■ Total	12.5%	38.6%	35.9%	10.2%	2.8%	