

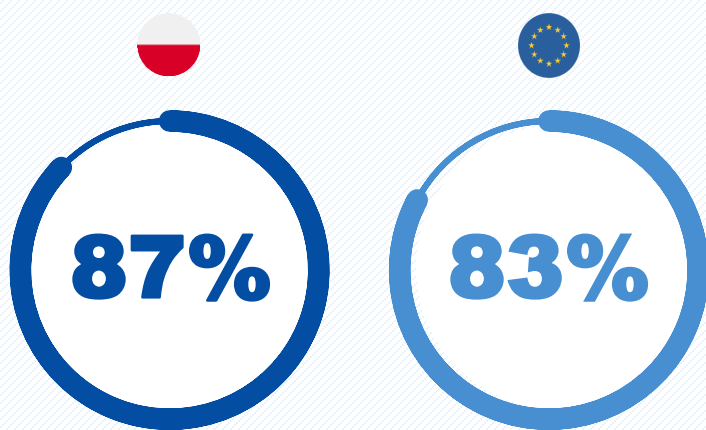
EUROPEAN CITIZENS AND INTELLECTUAL PROPERTY: PERCEPTION, AWARENESS, AND BEHAVIOUR

2023 IP Perception study - highlights

INTELLECTUAL PROPERTY - AWARENESS

Subjective understanding of the term intellectual property (IP)

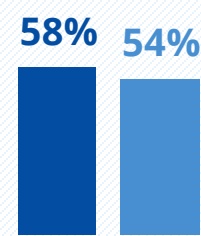
Very good + rather good understanding of the term "intellectual property"



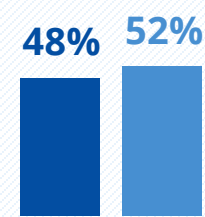
Who benefits the most from the protection of intellectual property?

Top 3 items

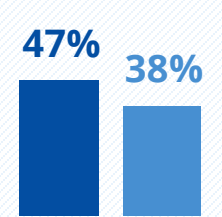
Performing artists (such as musicians, singers, actors)



Creators of artistic content (such as photographers, sculptors, painters, authors, writers, filmmakers)



Inventors



COUNTERFEIT GOODS

Awareness of the negative effects of buying counterfeits Top 3 items

- Totally agree
- Tend to agree
- Tend to disagree
- Totally disagree

Totally agree + tend to agree

Buying counterfeit products supports unethical behaviour

84%



83%



Buying counterfeit products supports criminal organisations

78%



80%



Buying counterfeit products ruins businesses and jobs

74%



78%

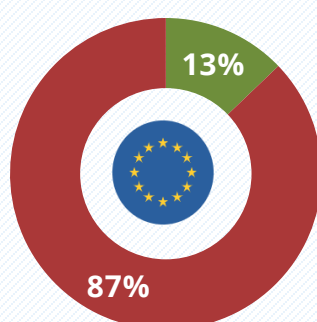
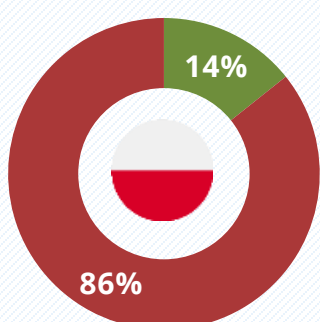


Note: figures may not sum exactly to the totals shown due to rounding

Purchase of counterfeit products

Bought counterfeit products intentionally in last 12 months

- Yes
- No



Reasons for not buying counterfeit products

Top 3 items

Understanding of the harm caused by my behaviour to the producers of the original products

38%

33%

Understanding of how buying counterfeit products supports criminal organisations

30%

36%

Risk of exposing myself to the safety or health risks of a counterfeit product

23%

34%

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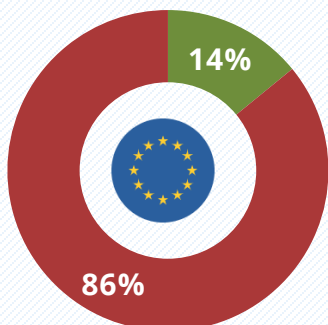
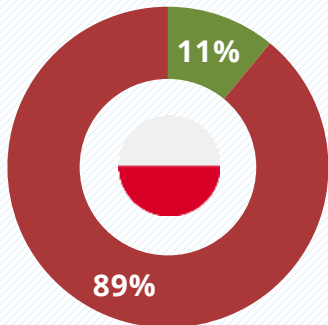
2023 IP Perception study - highlights

ONLINE CONTENT - PIRACY

Access of content from illegal online sources

Accessed or downloaded or streamed content from illegal sources intentionally in the last 12 months

● Yes ● No

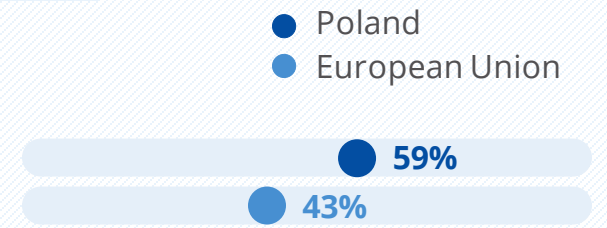


Online behaviour

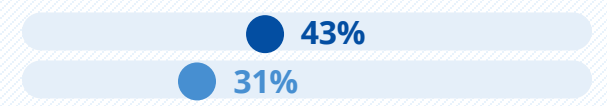
Top 3 items

Which of the following have you done? - yes

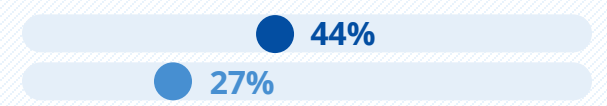
Paid to access, download or stream copyright protected content from a legal service on the internet or from Pay TV operators



Wondered if a source where you could access/download or stream music or videos was legal or not



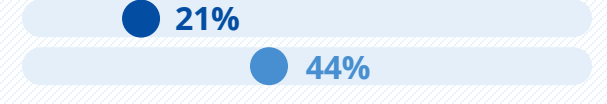
Researched to check if a source where you could access/download or stream music or videos was legal or not



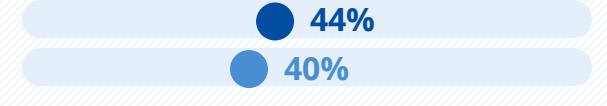
Reasons to stop downloading content from illegal sources

Top 3 items

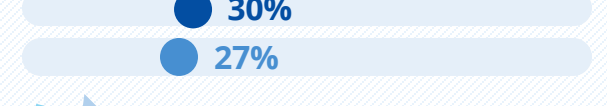
Content that I'm interested in was available via legal sources



Because doing so would have caused harm to the musicians, writers, artists, creators...



Better affordability of content from legal sources

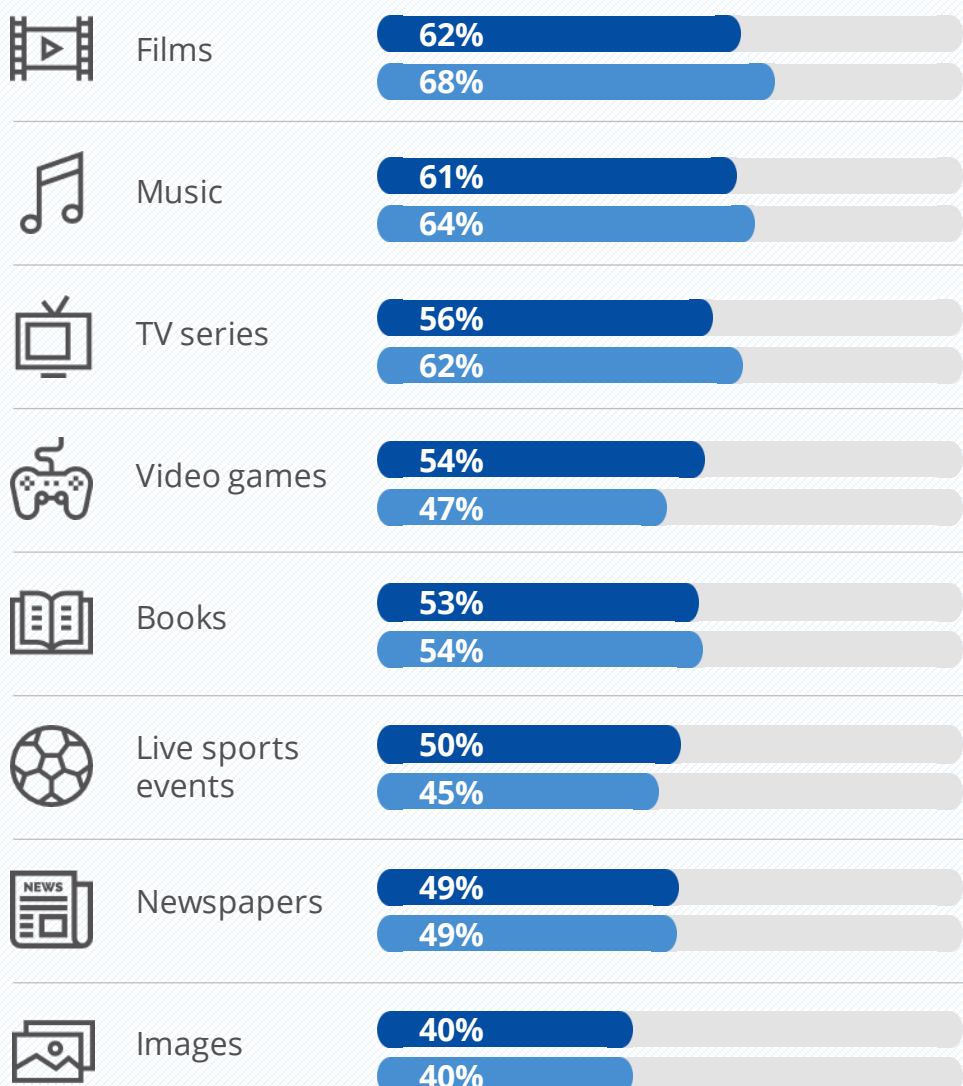


LEGAL SOURCES

Awareness of legal offers

Among the type of content listed below, for which one(s) are you aware of legal offers to access or download them on the internet?

● Poland ● European Union



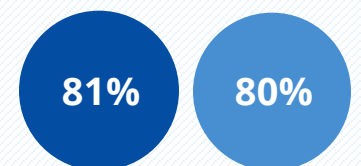
Perception of legal offers

Top 3 items

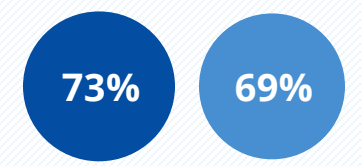
Totally agree + tend to agree

● Poland ● European Union

Whenever there is an affordable legal option I prefer to access/ download/ stream content through authorised platforms and do not access/ download/ stream illegally



The quality of content offered by legal services is better than what can be found through illegal solutions



The diversity of content offered by legal services is better than what can be found through illegal offers

