

## **Advisory Committee on Enforcement**

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### **WIPO CONSUMER SURVEY TOOLKIT ON RESPECT FOR INTELLECTUAL PROPERTY – MEASURING ATTITUDES AND ASSESSING THE EFFECTIVENESS OF COMMUNICATIONS CAMPAIGNS**

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#### **ABSTRACT**

WIPO commissioned the preparation of a survey tool to assist its Member States in assessing consumer attitudes towards intellectual property infringement and measuring the effectiveness of communications campaigns to build respect for IP. The project was undertaken with the aid of funds provided by the Ministry of Culture, Sports and Tourism of the Republic of Korea. The survey toolkit provides a *pro forma* survey questionnaire with comprehensive instructions to enable users to quickly and easily build a full survey questionnaire for use in consumer research, allowing for easy comparison of data sets between surveys. Typical use cases for the survey toolkit are to measure the proportion of the population that consumes infringing goods of specified types, to identify attitudes and motivations, to monitor changes over time and to measure the effectiveness of media campaigns intended to promote respect for IP.

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\* The views expressed in this document are those of the author and not necessarily those of the Secretariat or of the Member States of WIPO

## I. INTRODUCTION

1. The *WIPO Consumer Survey Toolkit on Respect for IP* is a set of questionnaire templates designed to enable users to quickly and simply build a survey questionnaire for consumer research on intellectual property (IP) infringement. The project was undertaken with the aid of funds provided by the Ministry of Culture, Sports and Tourism of the Republic of Korea and developed in close collaboration with WIPO.
2. The survey toolkit is intended for use by public and private sector bodies wanting towards measure consumer attitudes towards pirate and counterfeit goods. It is designed in a standardised, modular format with the intention that, so long as the general guidelines specified within this document are followed, comparisons can be drawn between surveys which have been carried out independently of one another.

## II. PURPOSE OF THE IP CONSUMER SURVEY TOOLKIT ON RESPECT FOR IP

3. The Consumer Survey Toolkit on Respect for IP permits the benchmarking of attitudes to piracy and counterfeit goods. Changing attitudes can be tracked over time, so as to permit the identification of key trends in the consumption of infringing goods and services. This data can be used to inform the prioritization of resources for preventive measures and to evaluate strategies for building respect for IP. In addition, it enables the assessment of the effectiveness of communications campaigns and can be used to establish measures for inter- or intra-territorial comparison.
4. The key outputs envisaged from the survey templates are a measure of the percentage of the population within a territory who are exposed to and using counterfeit or pirate goods and services as well as their attitudes towards the use of such infringing goods. The survey does not just measure the incidence of using infringing goods but can also be used to provide detail on the most prevalent types of infringement, routes to market and factors which may have the potential to reduce infringing behaviour.
5. Ideally the survey should be used as a tracking study with fieldwork repeated on a periodic basis, for example, every 12 months, to monitor how the incidence of consumption of infringing goods and services and attitudes towards them change over time.
6. The output from the survey can be used for outreach purposes by providing a comparable, quantitative data set. By monitoring attitudes to infringement and infringing activity over time, the effectiveness of strategies for building respect for IP can be assessed. Such data can be used as evidence to guide resource allocation. Within the survey template there is an optional media campaign section. If this media campaign section is included, it is also possible to assess the effectiveness of a recent media campaign within a territory.
7. The exact output of the survey will depend on the questions included, but some examples of potential reported charts are shown below to illustrate how data from a survey conducted using the toolkit might be presented.

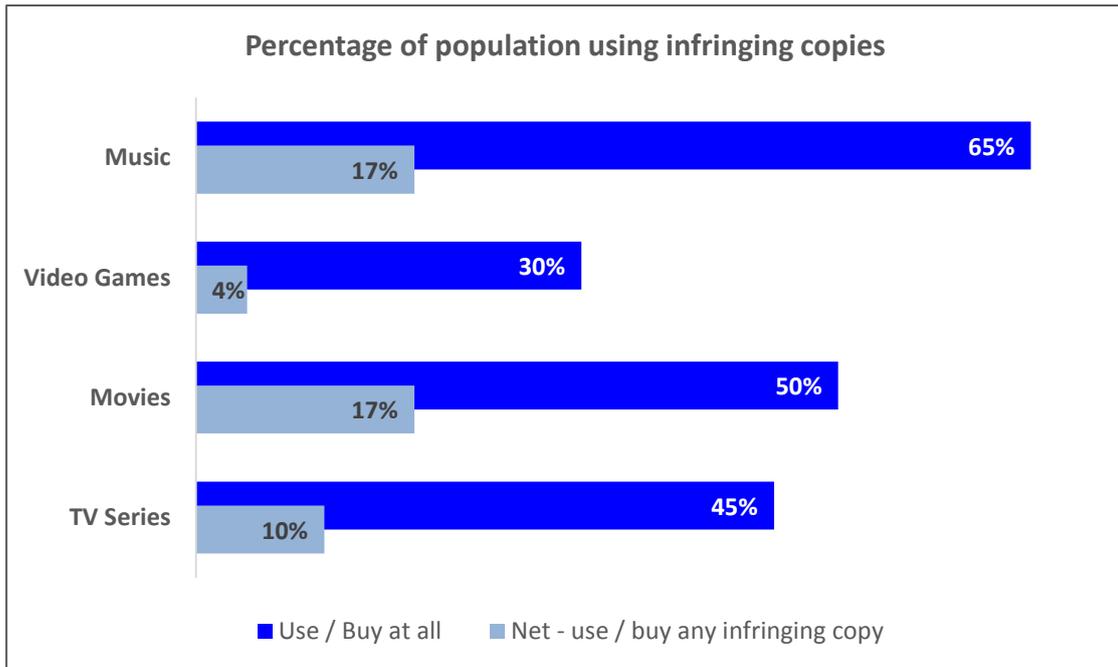


Figure 1: Example chart showing overall incidence levels for consumption of pirate goods (all sources vs. internet sources)

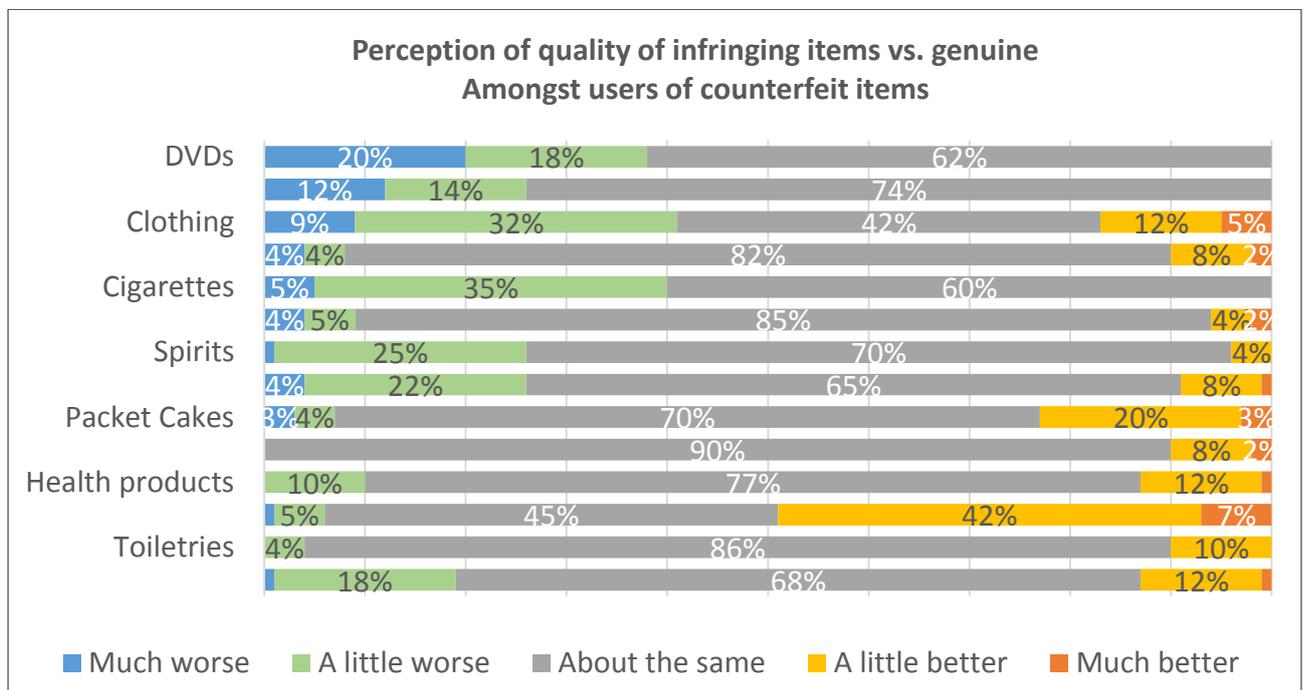
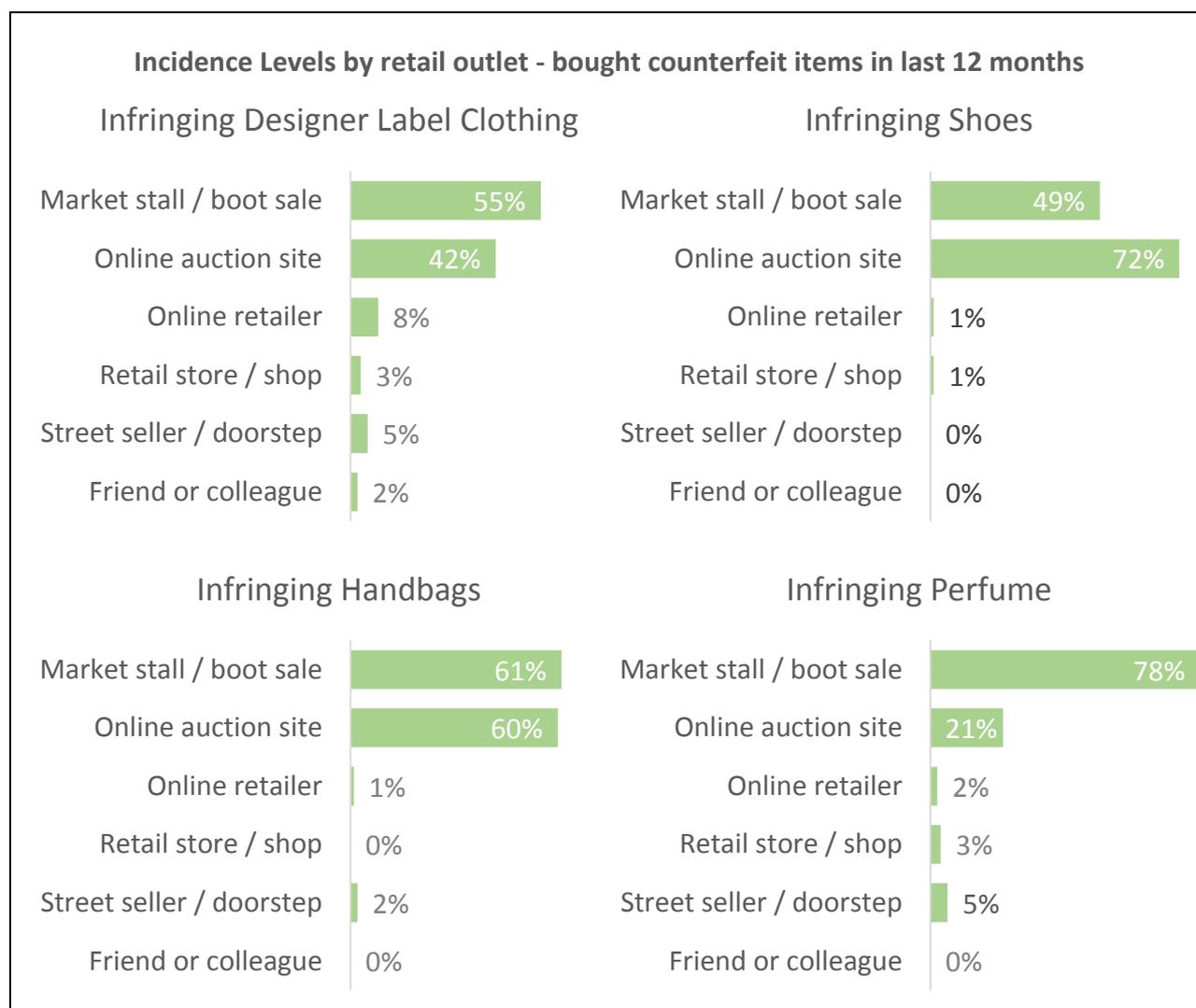


Figure 2: Example chart showing quality perception of counterfeit as against genuine goods



*Figure 3: Example chart showing key retail outlets for counterfeit luxury goods*

### III. TOOLKIT STRUCTURE

8. The survey toolkit contains four survey questionnaire templates to cover four different types of pirate or counterfeit goods:

- Digital Goods – music, movies, video games, TV series and books;
- Consumer Goods – food products, drinks, cosmetics, medicines, household items;
- Luxury Goods and Clothing – handbags, designer clothing labels;
- Books and Articles – consumer books, audiobooks, academic articles and text books.

There are also four further questionnaire documents applicable to all four of the core questionnaire templates:

- Computer Software module;
- Media Campaign Assessment Section;
- Closing Demographics Section;
- Questionnaire template accompanying notes.

9. The first of these is an additional module covering infringing behaviour with computer software, intended to be added to any of the four core questionnaires. The second allows the option to include questions on measuring the effectiveness of any media campaign recently deployed in market and the third contains additional demographic classification questions that may be added to the end of any of the survey questionnaire templates.

10. The questionnaire template accompanying notes cover the detail within the templates, providing both guidance on questionnaire customisation and an explanation on how the different sections of the questionnaire template work together to provide reliable survey results.

11. This toolkit aims to provide all the necessary materials to set up a survey into the use of infringing goods and services. It is intended that the toolkit will be made available for download in Word format from the relevant page of the WIPO web site<sup>1</sup>, allowing users to adapt it for their own, particular purposes. It is anticipated that users will employ the services of a fieldwork agency to administer and carry out the actual fieldwork. It is recommended that the same agency is also used to produce at least an initial analysis of the collected data.

#### **IV. CONCLUSION**

12. The WIPO Consumer Survey Toolkit on Respect for IP is intended to permit consumer awareness activities to be designed and evaluated on the basis of robust statistical data. A comparison of results between different surveys, either over time or between different regions, should provide further levels of context and insight, assisting in the development of evidence-based strategies for consumer engagement in building respect for IP.

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<sup>1</sup> <http://www.wipo.int/enforcement/en/awareness-raising/>.