

Public attitudes towards Intellectual Property Rights Populus Polling Presentation



Methodology

- Populus interviewed 2,052 GB adults online between 13 and 15 September 2013
- Results have been weighted to be representative of all GB adults
- Populus is a member of the British Polling Council and abides by its rules; for more information see www.populus.co.uk

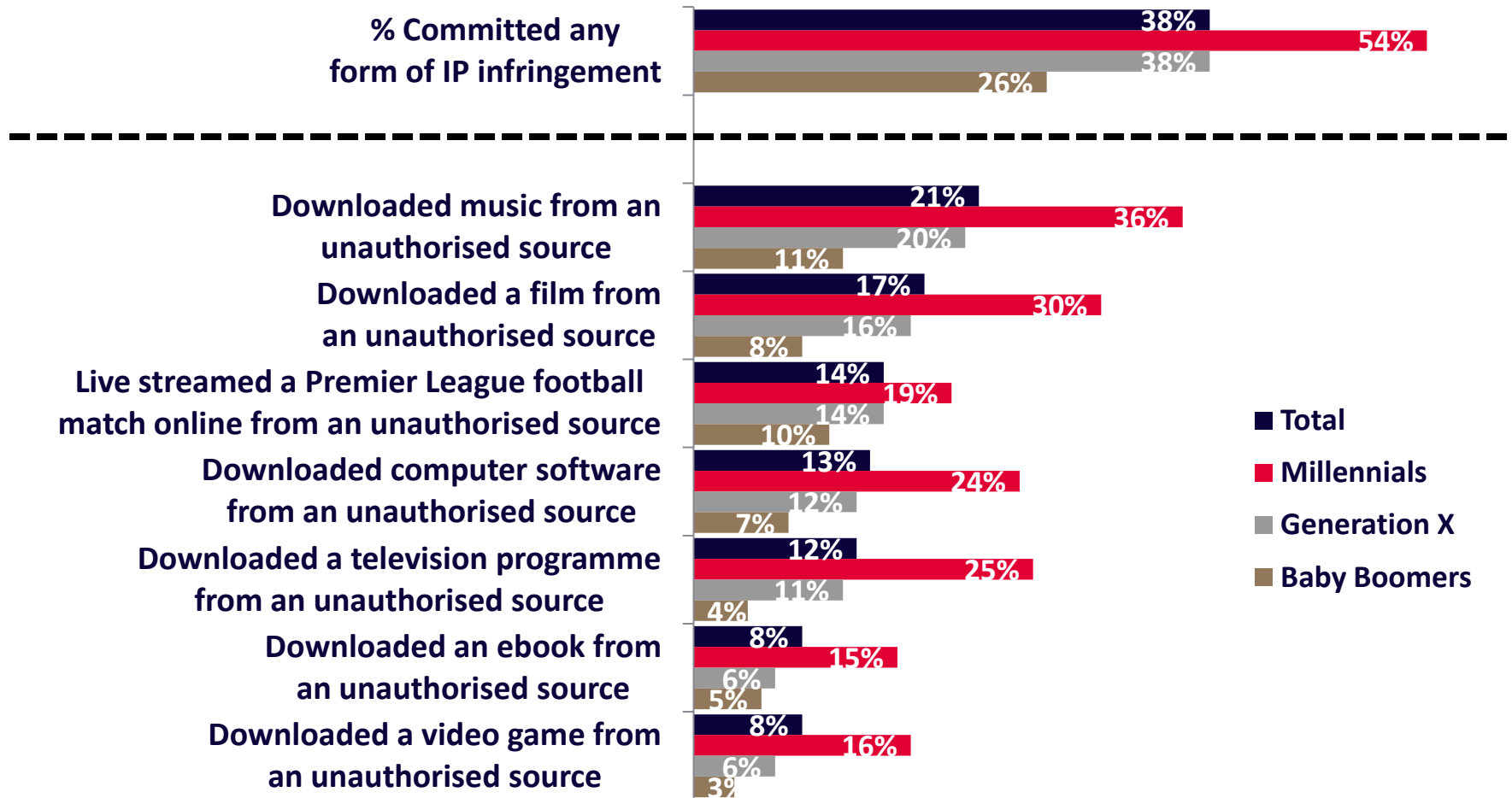
Populus Limited
Northburgh House
10 Northburgh Street
London EC1V 0AT

Rick Nye
Strategy Director
rnye@populus.co.uk

+44 [0]20 7253 9900
www.populus.co.uk



Infringement of intellectual property rights is widespread particularly among the young ...

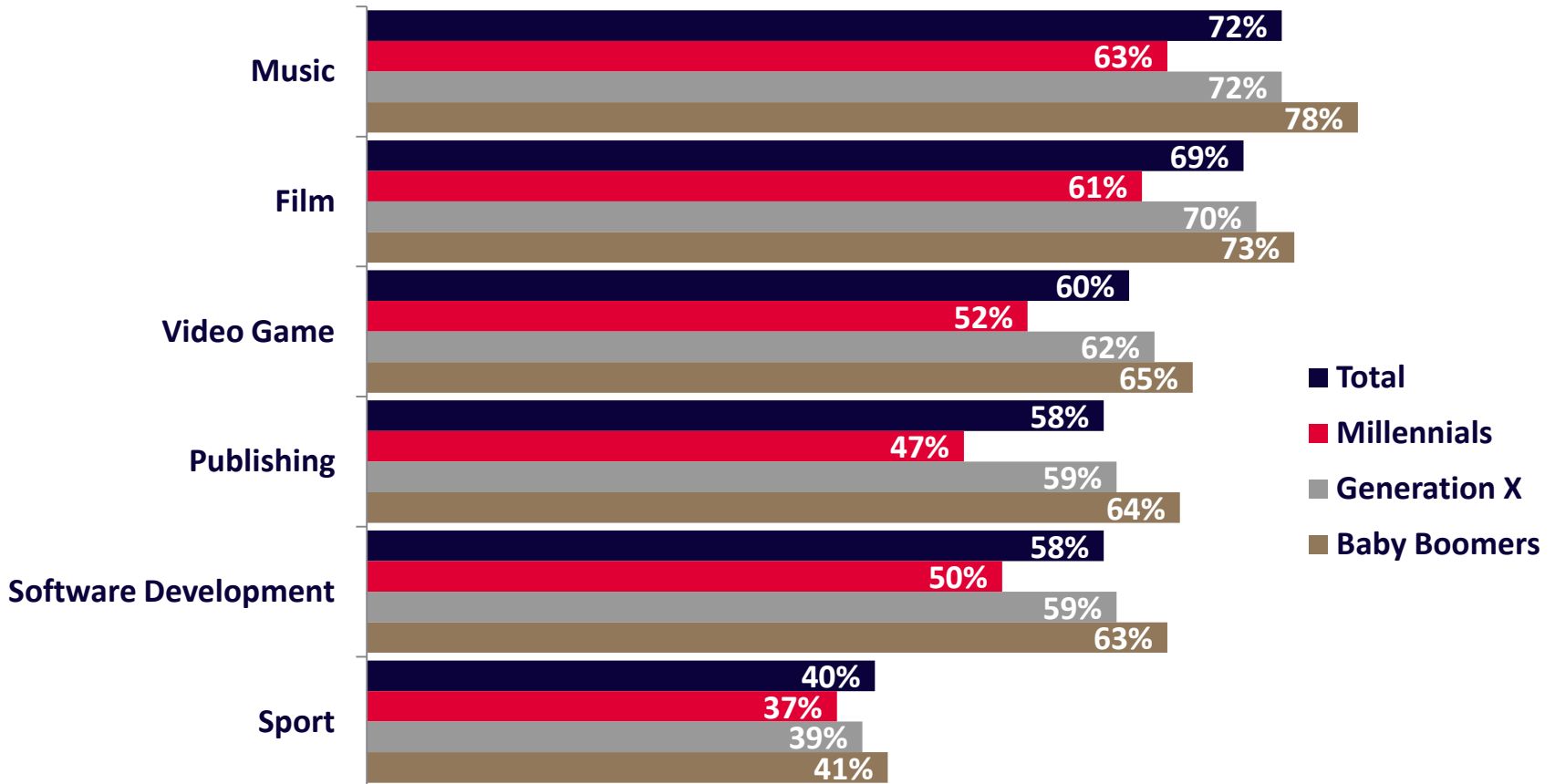


Q. Have you ever done any of the following?

Base: All respondents (2,052)

... But all including the young see IP infringement as a threat to creative industries

% Agreeing IP infringement a problem for...

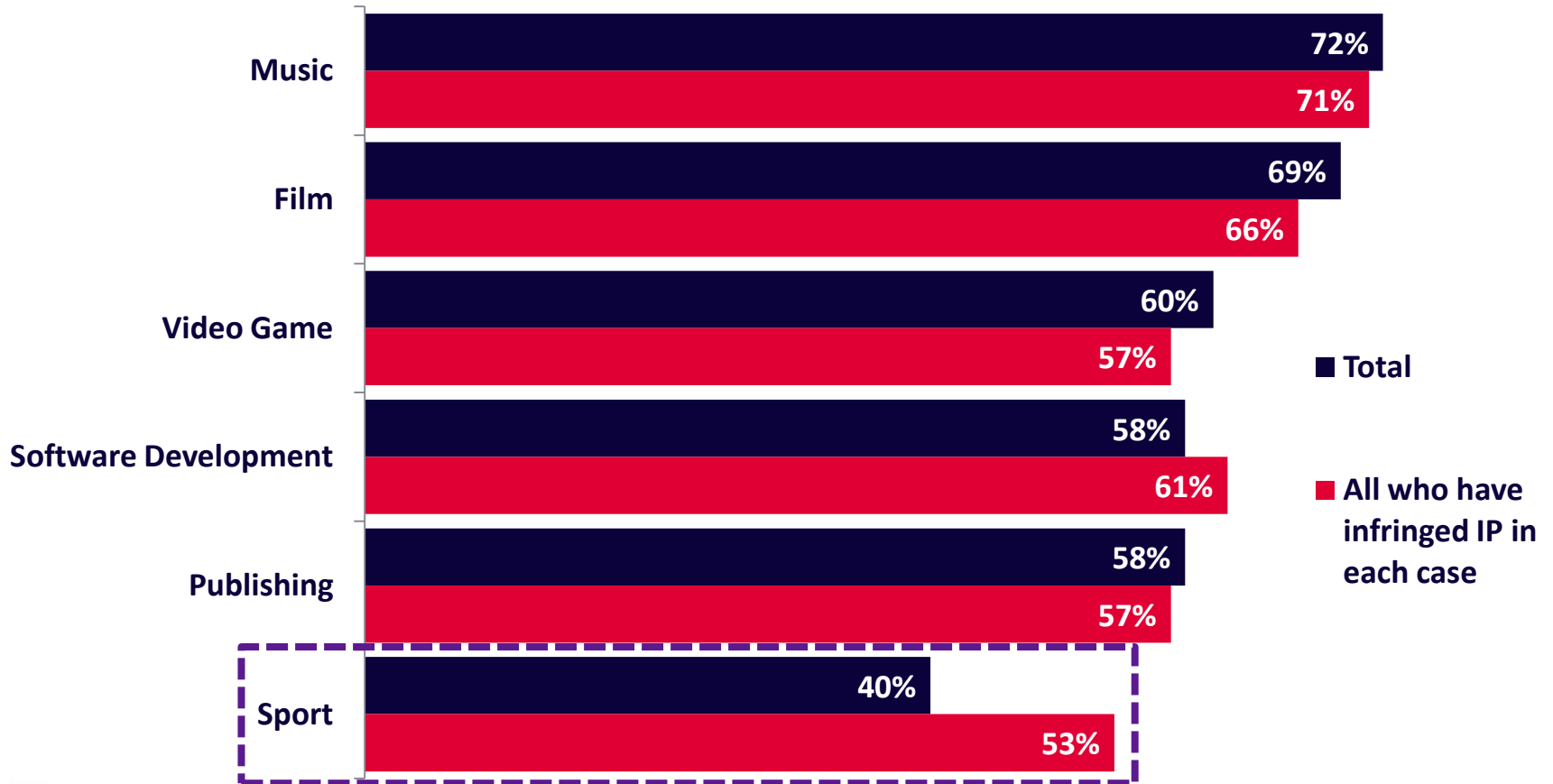


Q. To what extent do you agree or disagree that the infringement of intellectual property (i.e. the illegal access to copyrighted material) is a problem for the following industries?
Base: All respondents (2,052)



... as do even more of those who have infringed on IP

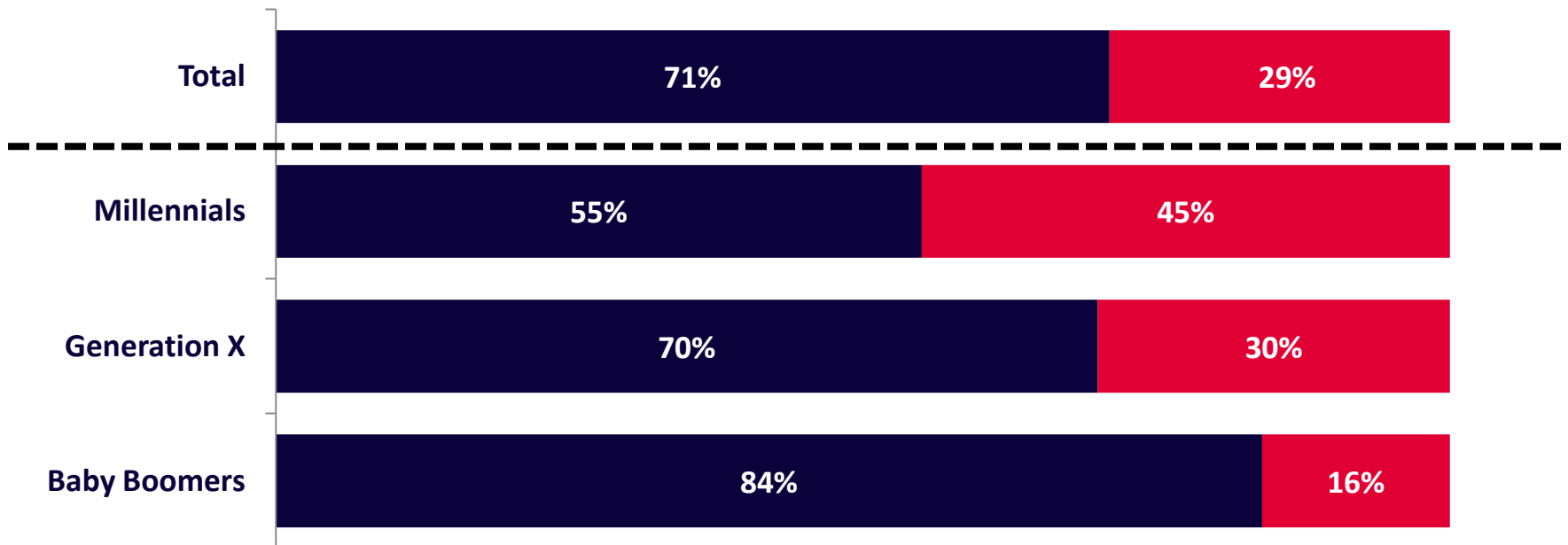
% agreeing it's a problem for...



Q. To what extent do you agree or disagree that the infringement of intellectual property (i.e. the illegal access to copyrighted material) is a problem for the following industries?
Base: All respondents (2,052)

A medium like no other?

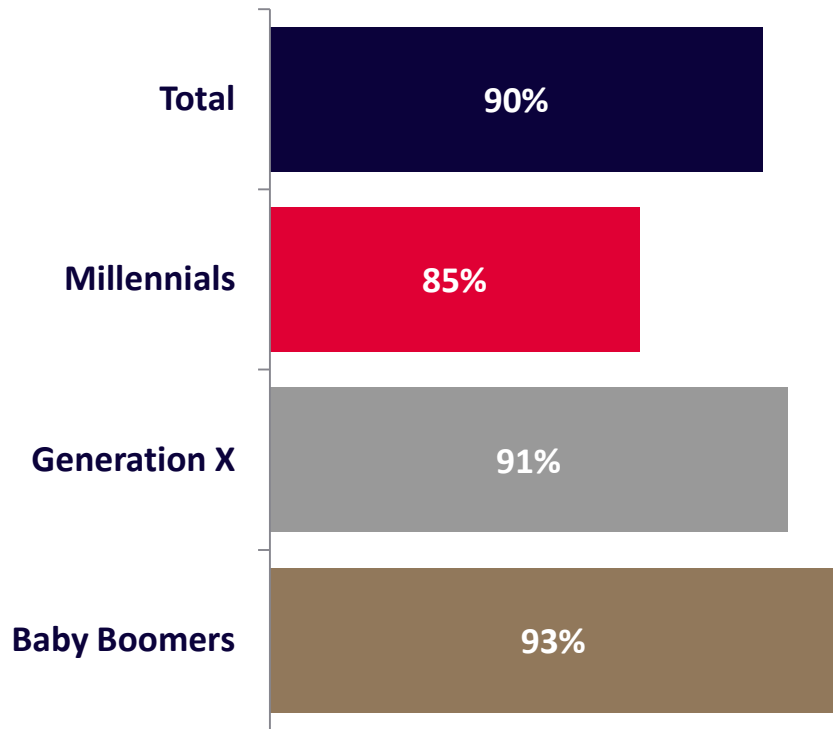
- The internet is just another communications medium like TV or radio or newspapers; it should be regulated appropriately whether to protect vulnerable users like children and people subject to abuse, to uphold the rights of trademark and copyright owners,
- The internet is a unique space belonging to no-one and offering freedom of expression and association to people who might otherwise be denied these things; the commercial and legal protections that govern other walks of life shouldn't apply online.



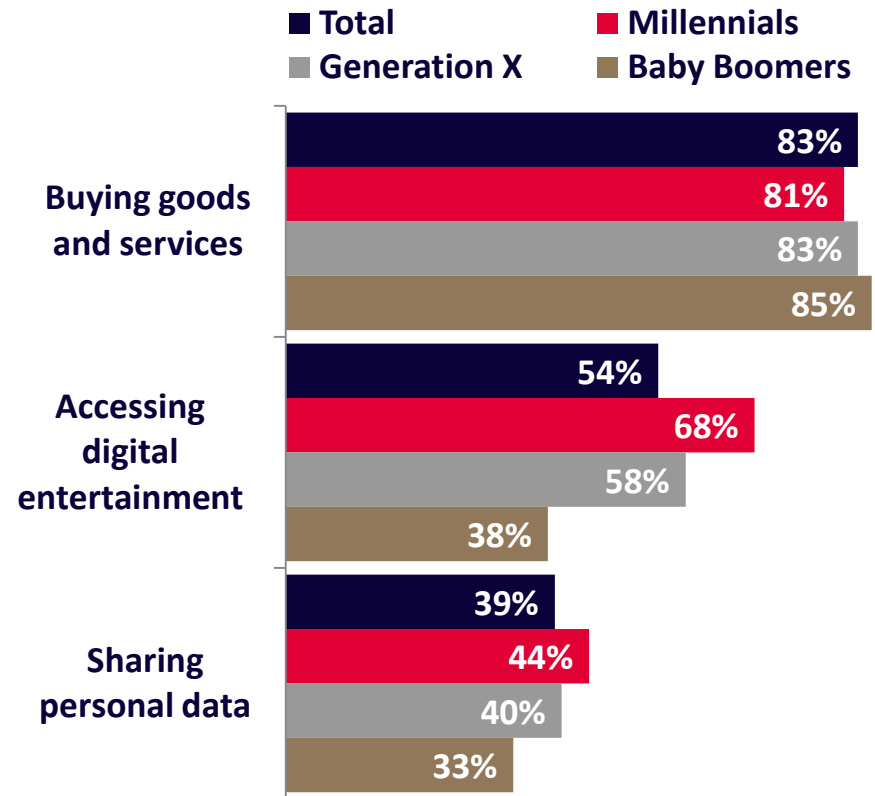
Q. Which statement below do you agree with the most? (If you do not agree with either, please select the one which most closely represents your view.)
Base: All respondents (2,052)

People find it easy to access what they want and are often confident doing so...

% Saying accessing what they want online is easy



% Confident accessing content online



Q. Thinking about your use of the internet, how easy or difficult is it to use the internet to get access to the content, services and goods that you want?

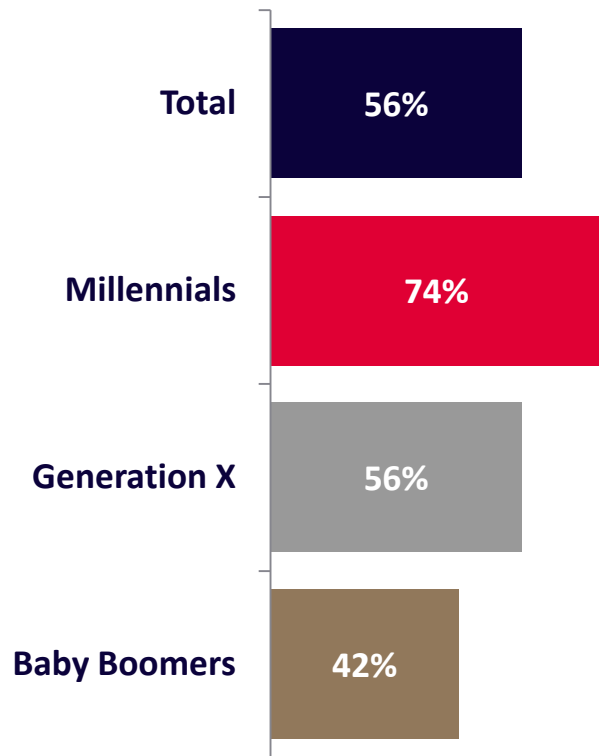
Base: All respondents (2,052)

Q. In terms of safety and security, how confident do you feel doing each of the following on the internet?

Base: All respondents (2,052)

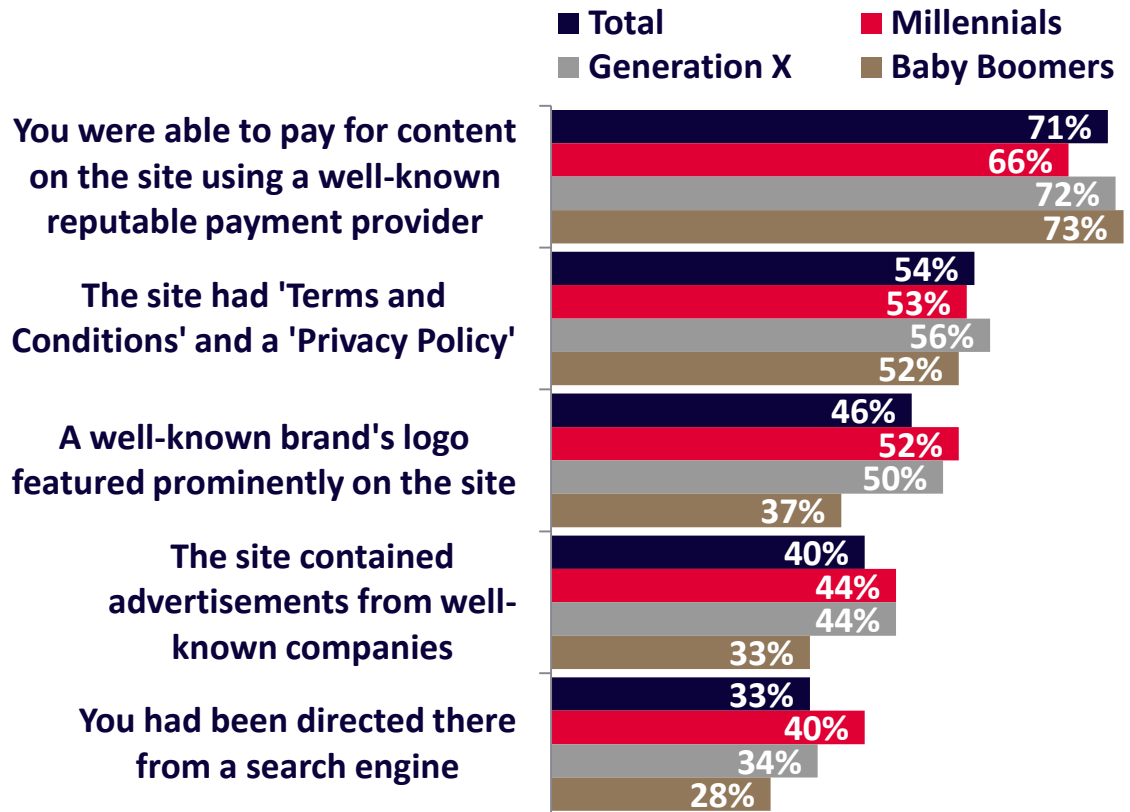
...but have misapprehensions regarding what suggests a website is legal

% Saying it's easy to tell what's legal and what's illegal



Q. How easy or difficult do you think it is to tell whether content or goods and services offered for sale on websites are legal or illegal?
Base: All respondents (2,052)

% Would be confident content on website is legal if...



Q. How confident would you feel that a site you were visiting contained only content or goods and services that were legal if...?
Base: All respondents (2,052)

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