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Awareness, Perception and Impacts of Internal Market Policies

Results of Eurobarometer Studies
in the Area of Intellectual Property Rights

Presentation at the First Joint Plenary Meeting of the EU Observatory
on Counterfeiting and Piracy,
10 June 2010

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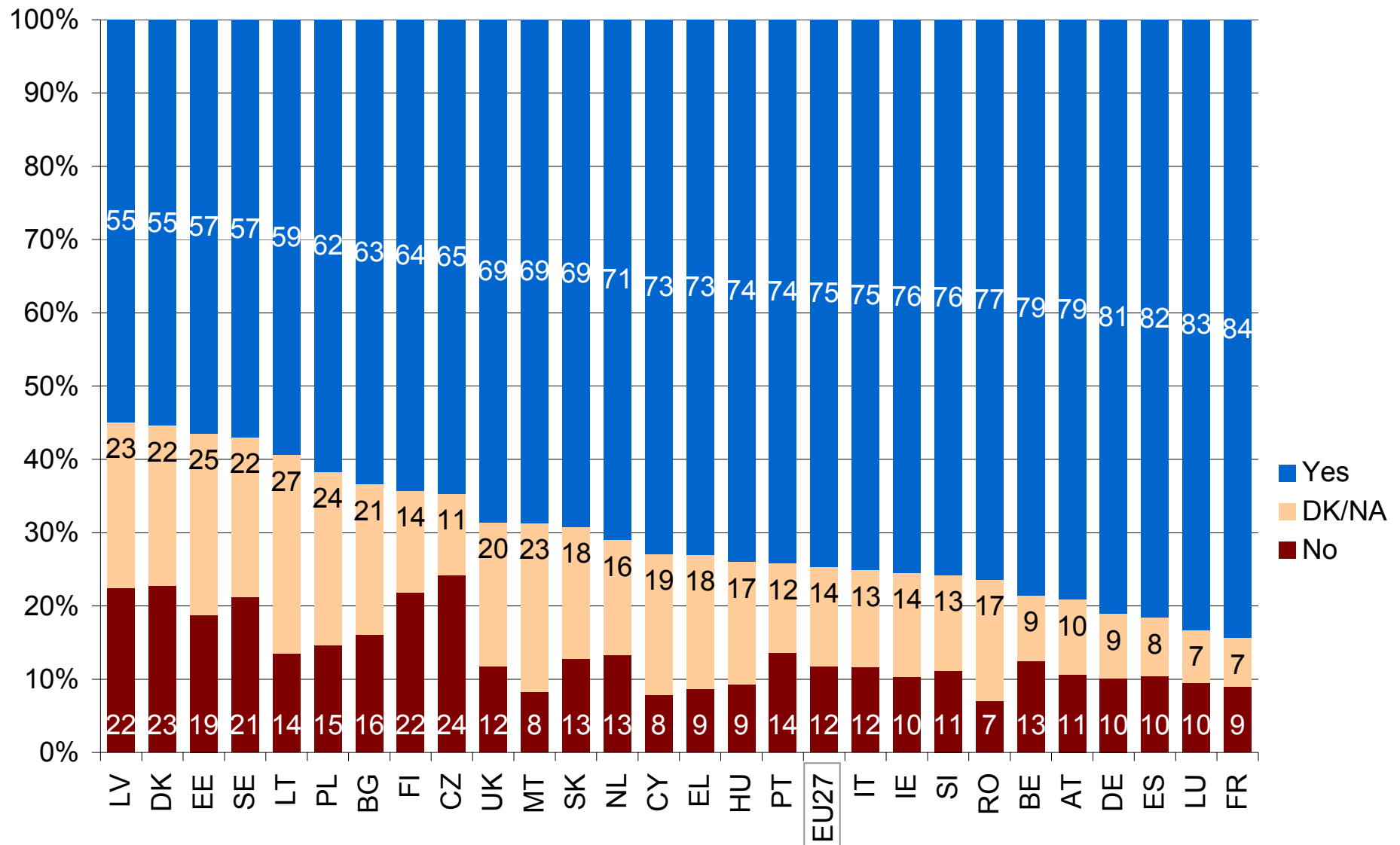
Internal Market & Services DG

Setting and Methodology

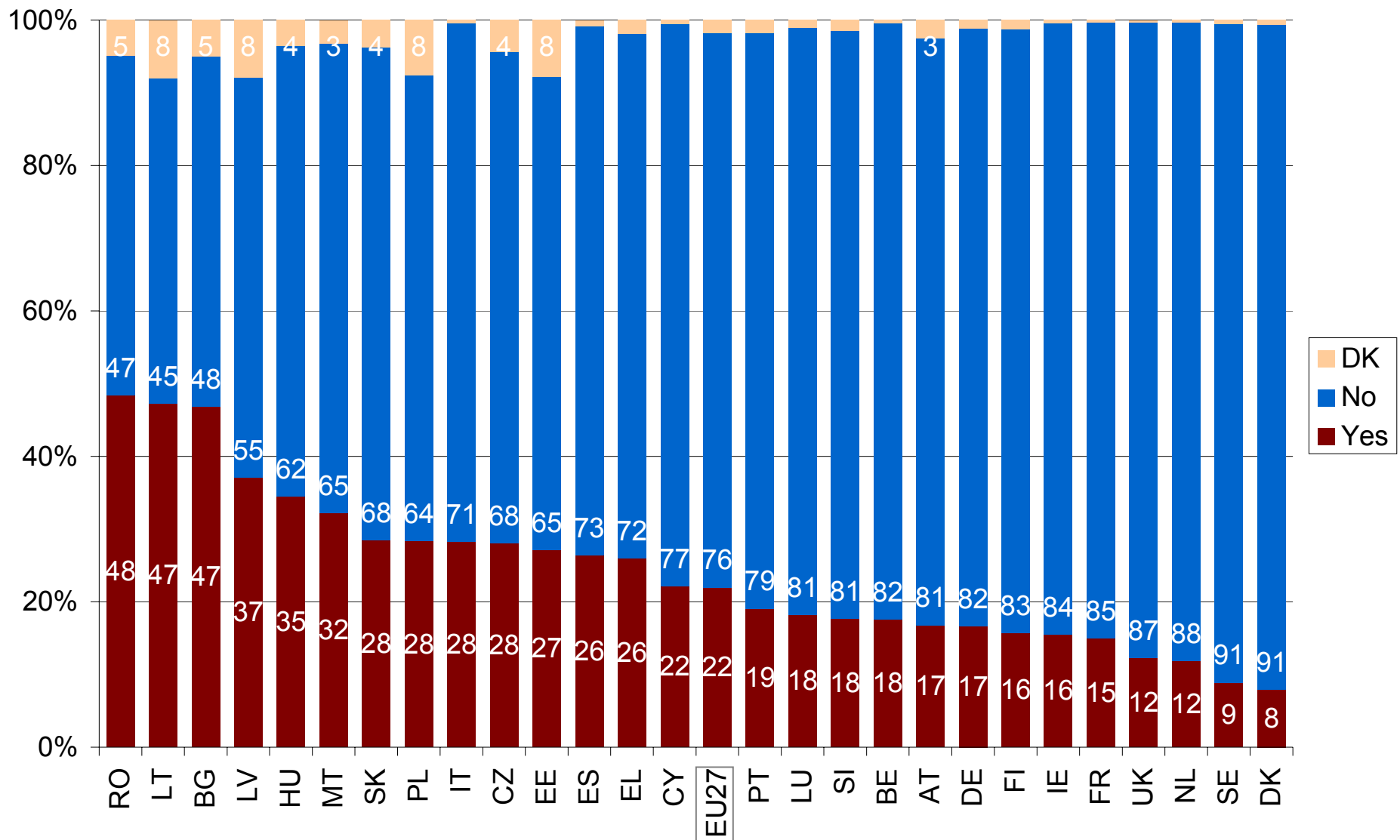
- Three Levels:
 - Awareness of citizens of our policies
 - Perception of these policies
 - Impact on citizen's life
- Quantitative Study:
Representative Survey based on ~27 000 Telephone Interviews
- Qualitative Study: ~80 Focus Group Discussions

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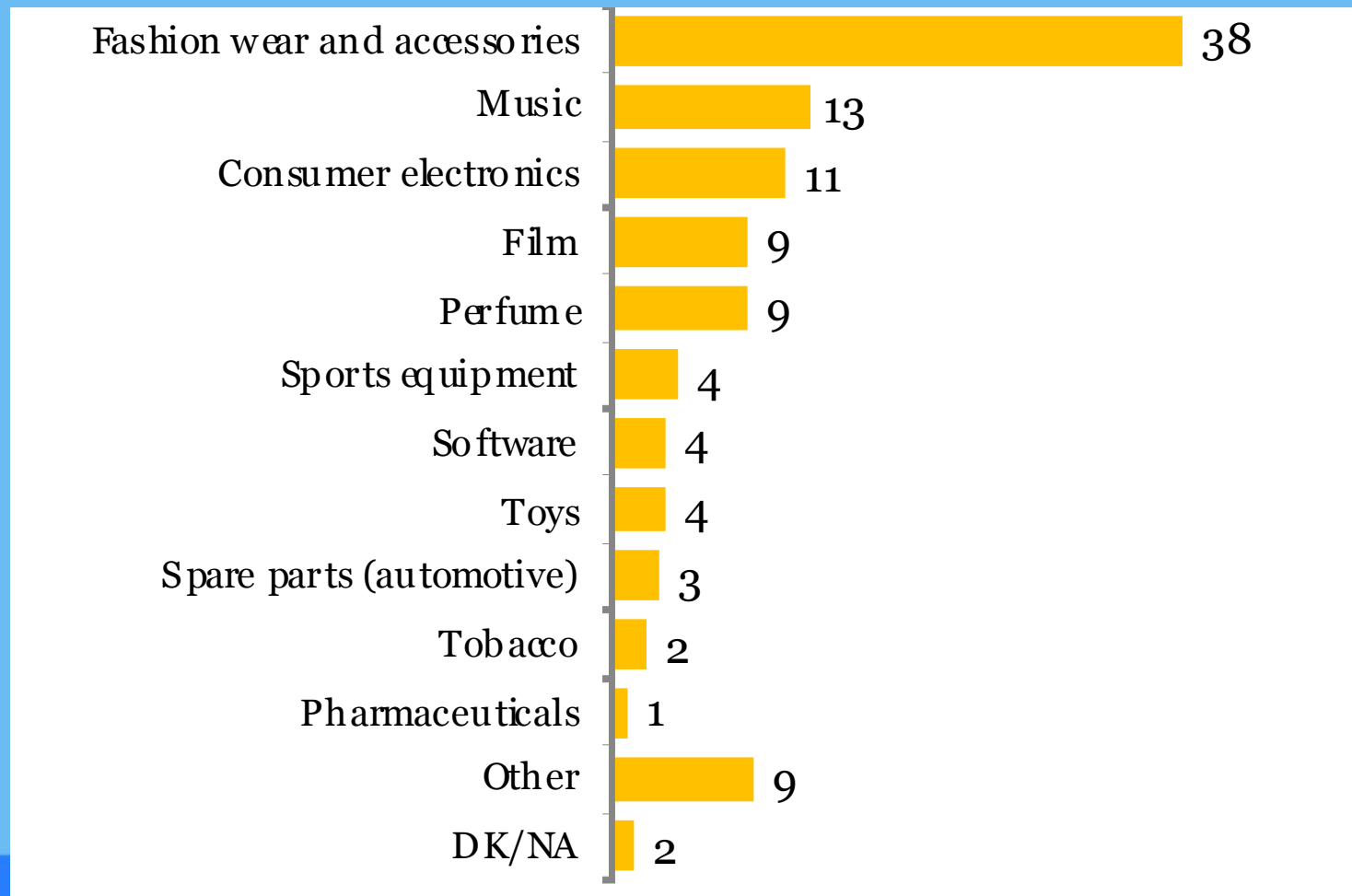
How aware are Europeans on our common rules?



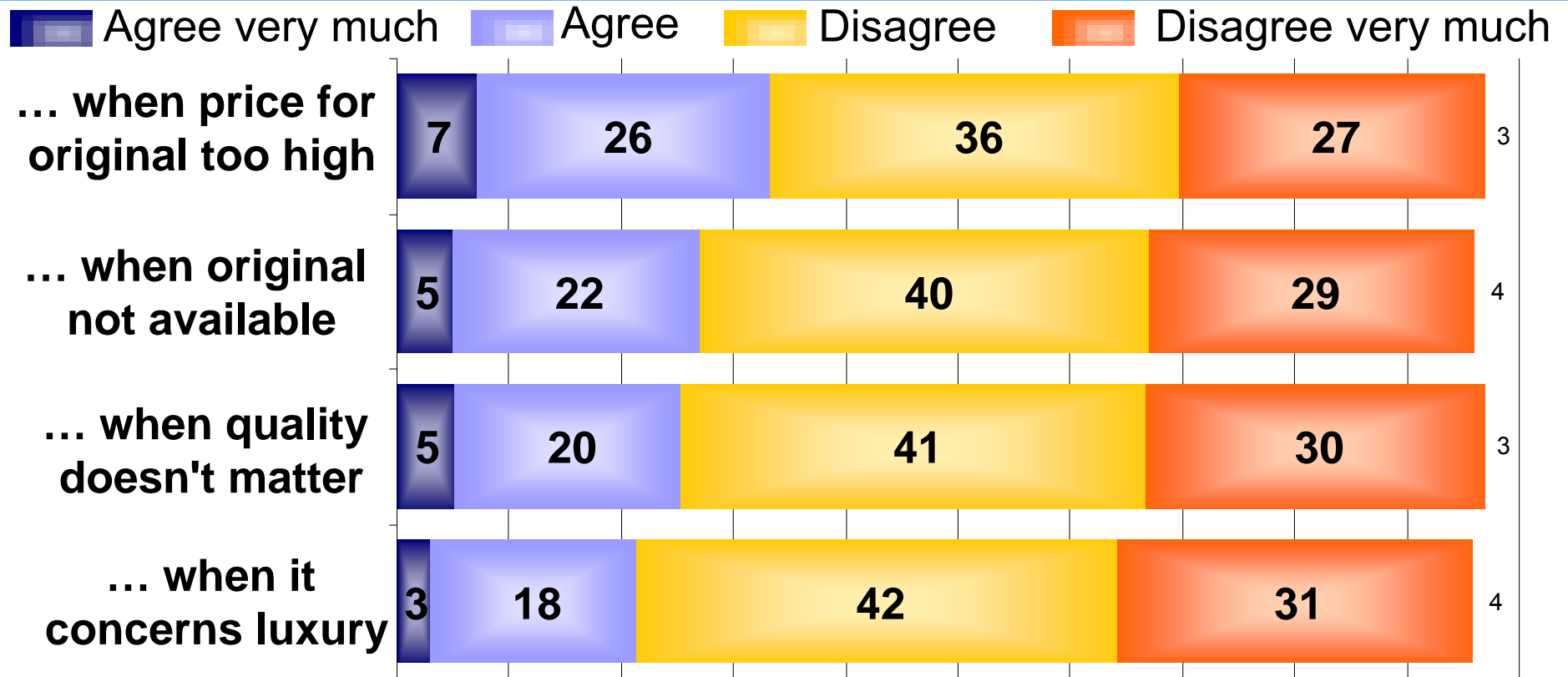
Who has ever bought Counterfeit Goods unintentionally?



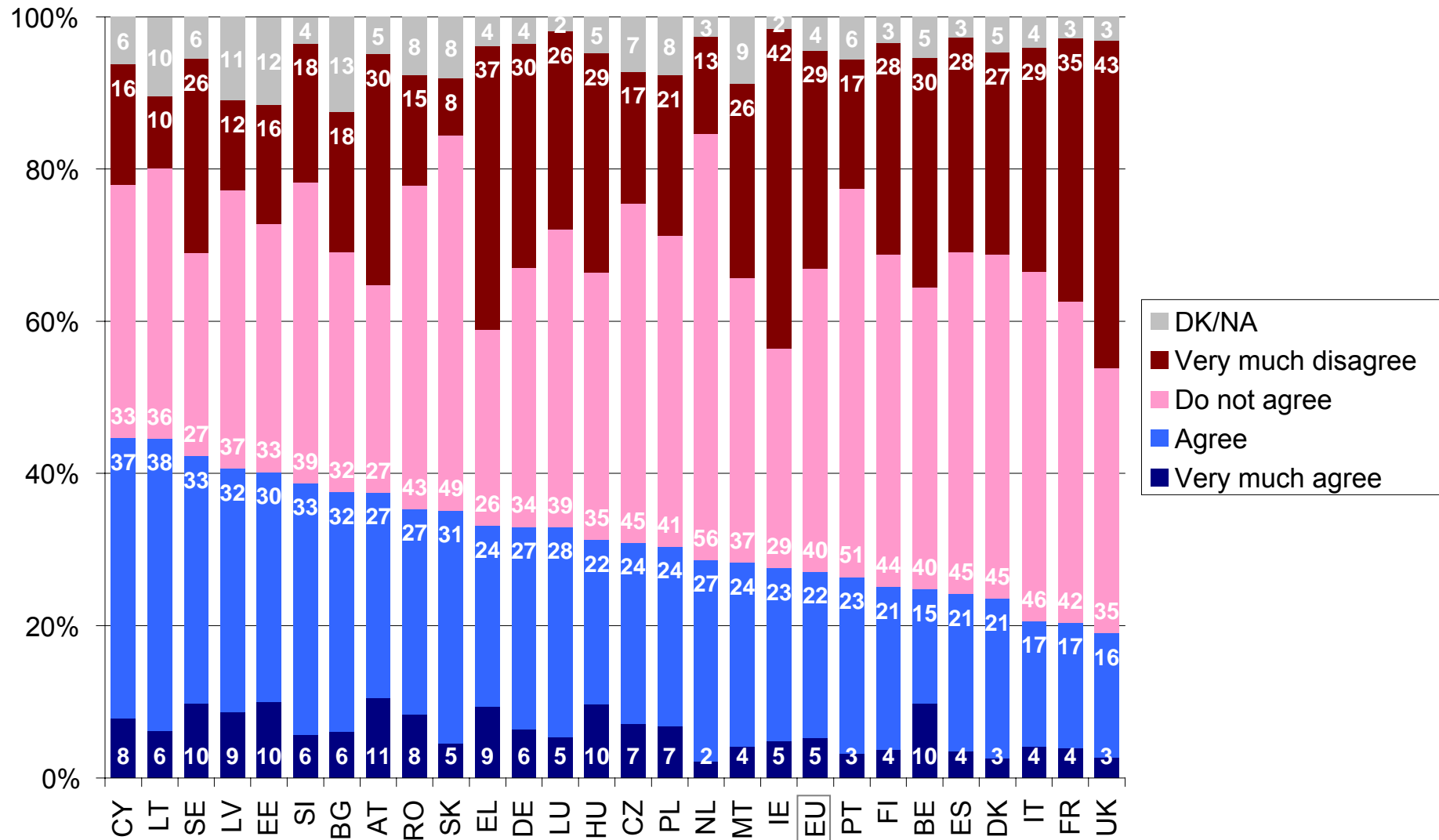
Type of Counterfeit Products Encountered



When is it OK to Buy Counterfeit Products?

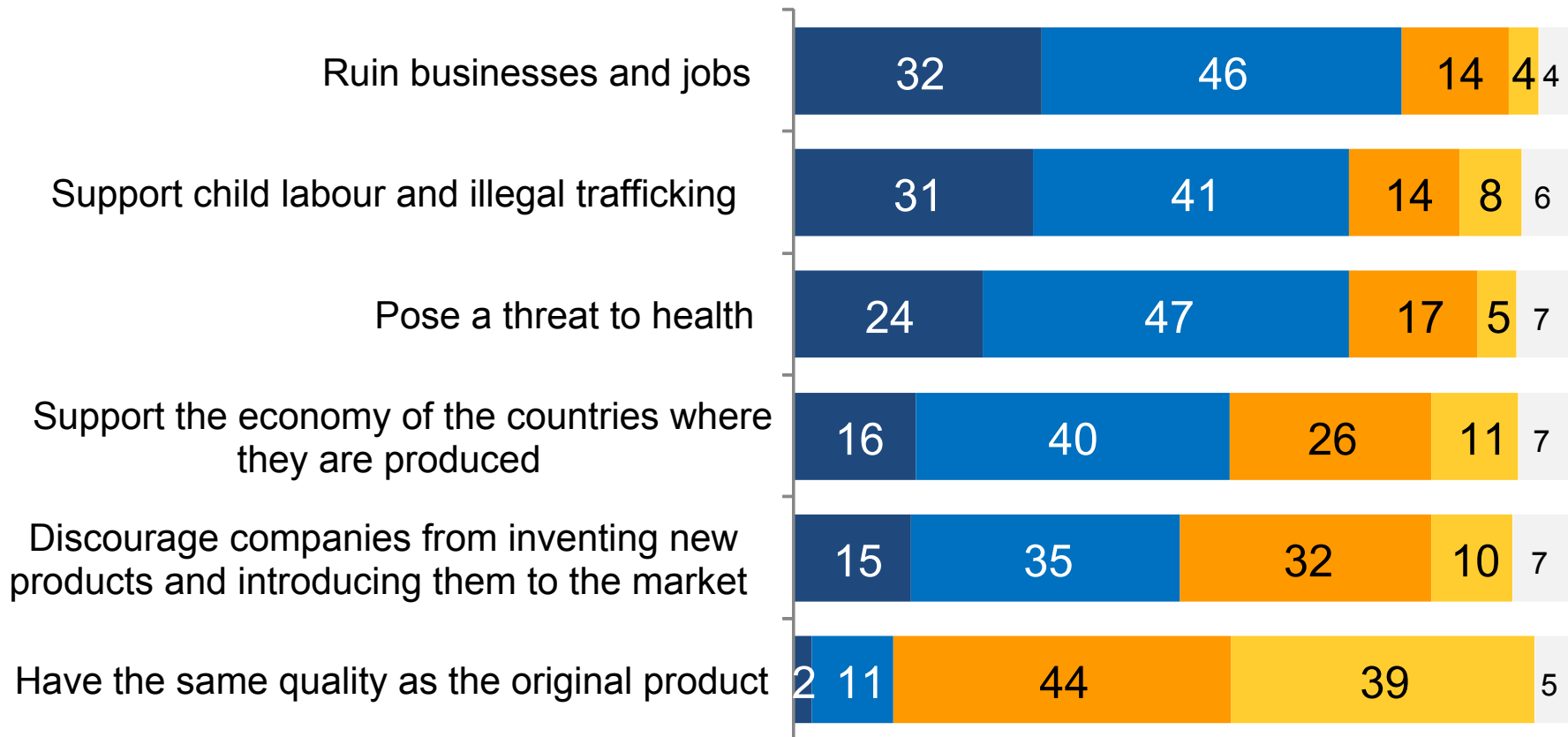


One Excuse: Counterfeit Products OK When Original not yet Available



Counterfeiting – Possible Impacts

Agree very much
 Agree
 Do not agree
 Very much disagree

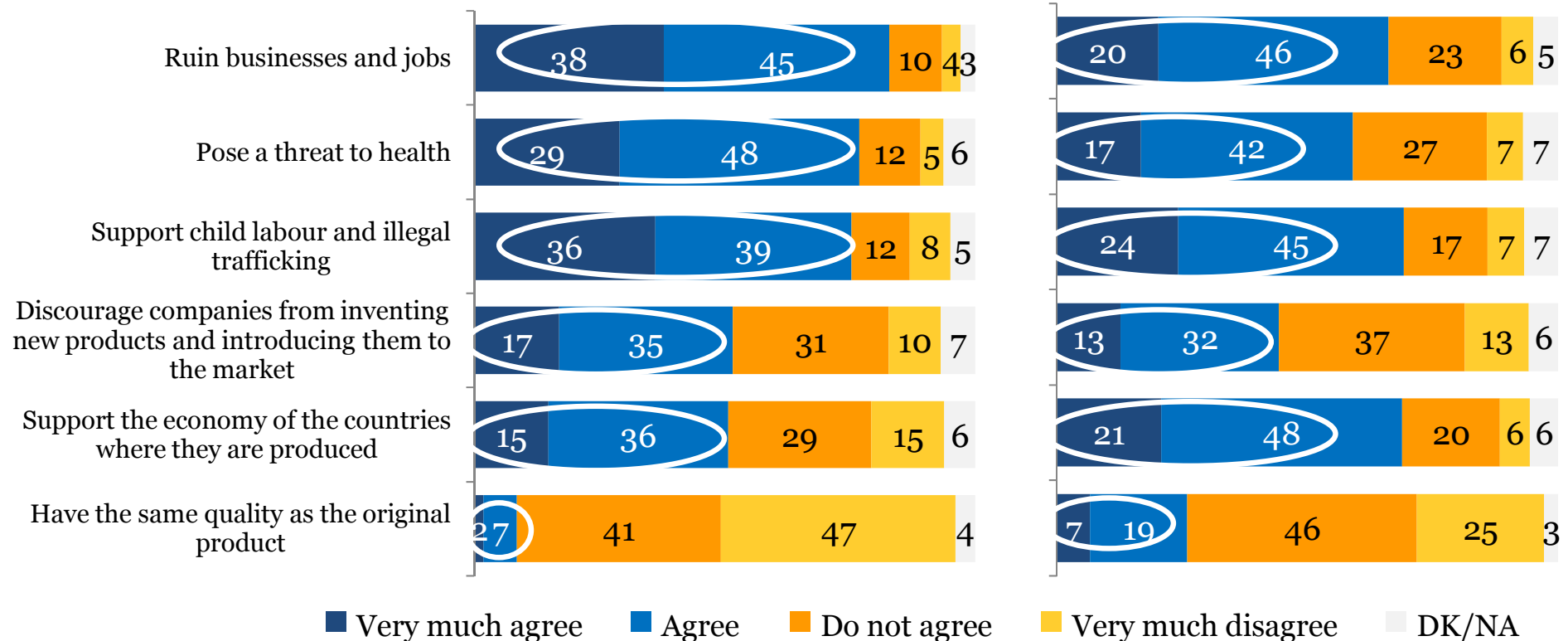


Effects of Counterfeiting - Depending on Citizens' Attitudes

"In general, counterfeited products can have the following effects:"

Opinion by (a) citizens who consider it never acceptable to buy counterfeit products;

(b) citizens who think there are reasons that justify buying counterfeit products.



Some food for thought

- Three out of four know about the laws against counterfeiting and piracy
 - But: practice is different
 - 1 out of five has unintentionally bought counterfeit product
 - $\frac{1}{4}$ to $\frac{1}{3}$ think it is acceptable to buy counterfeit products
 - Illegal downloading considered acceptable by many
- Rule of Law not accepted in this policy field?

And now to you:

Questions?
Suggestions?

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Full report: http://ec.europa.eu/public_opinion/