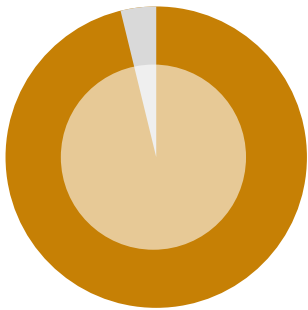


# EUROPEAN CITIZENS AND INTELLECTUAL PROPERTY

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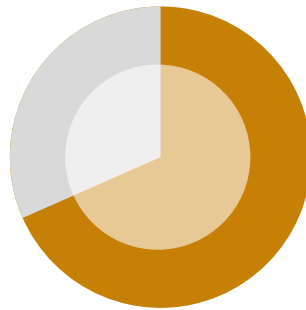
PERCEPTION, AWARENESS, AND BEHAVIOUR  
March 2017

## WIDESPREAD SUPPORT FOR IPR AMONG EU CITIZENS



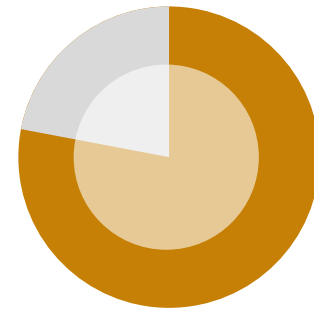
■ | 🇪🇺 **97%**

of respondents believe that it is **important that inventors, creators and performing artists could protect their rights** and be paid for their work.



■ | 🇪🇺 **70%**

of respondents believe that there is **nothing that can justify the purchase of counterfeit goods.**



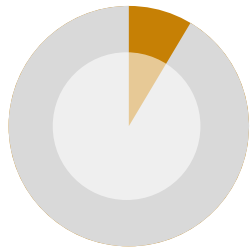
■ | 🇪🇺 **78%**

of respondents consider that **buying counterfeit goods ruins business and jobs.**

## INCREASED TOLERANCE FOR BUYING COUNTERFEIT PRODUCTS



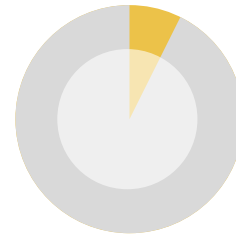
The percentage of Europeans surveyed who declare intentionally purchasing counterfeit products remains low, but has increased since 2013.



**7%**

in 2017

VS.



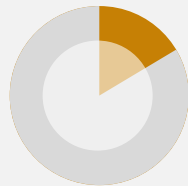
**4%**

in 2013

of Europeans declared intentionally purchasing counterfeit products



15 - 24 years



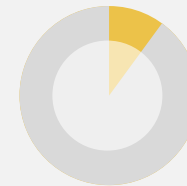
**15%**

in 2017

VS.



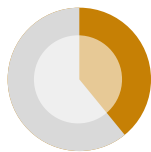
15 - 24 years



**6%**

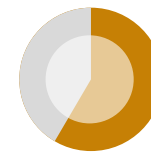
in 2013

**PRICE IS  
A MAIN  
REASON**



**41%**

of 15-24 year olds believe it is acceptable to purchase counterfeit products if the original is too expensive.



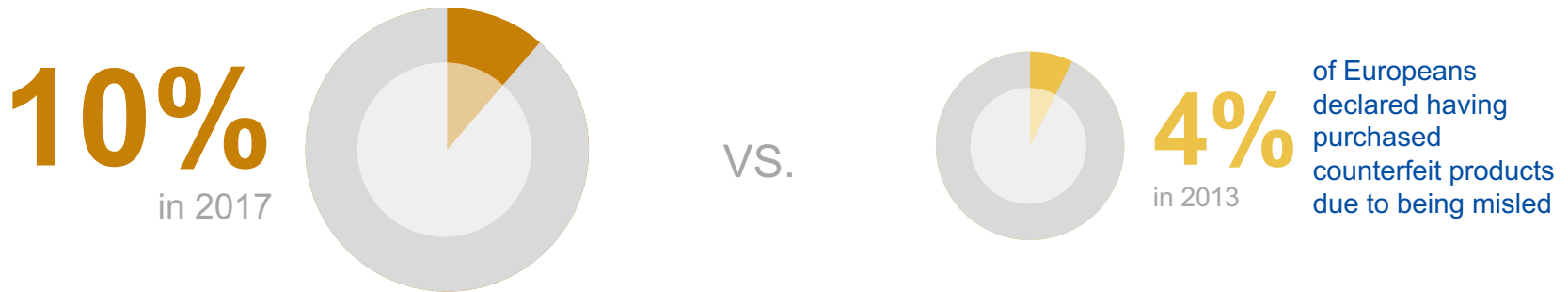
**63%**

would stop purchasing counterfeit goods if affordable products were available

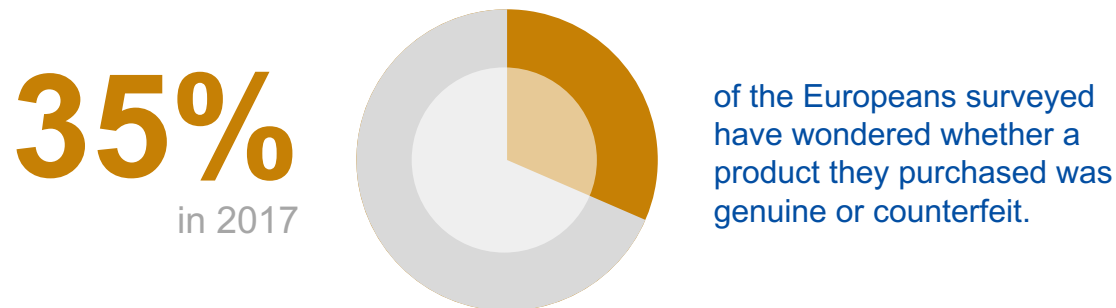
## PURCHASE OF COUNTERFEIT PRODUCTS WITHOUT BEING AWARE



Purchase of **counterfeit goods** as a result of being misled remains low, but has increased in all age ranges.



## INCREASED CONFUSION FOR CITIZENS



## GROWING CONFUSION ABOUT THE LEGALITY OF ONLINE CONTENT

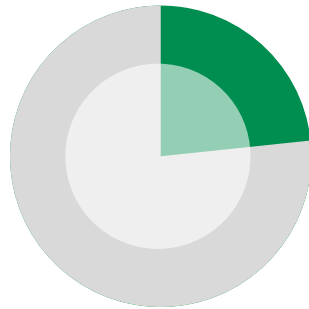


Online  
Content

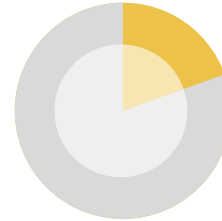
Confusion is growing about what constitutes a legal or illegal source

**24%**

in 2017



VS.



**19%**

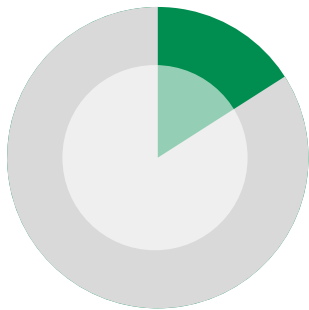
in 2013

of the Europeans surveyed questioned whether a source was legal or not

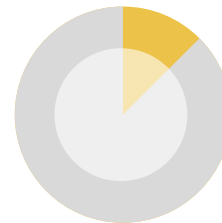
## MORE EUROPEANS CHECK THE LEGALITY OF A SOURCE

**14%**

in 2017



VS.



**12%**

in 2013

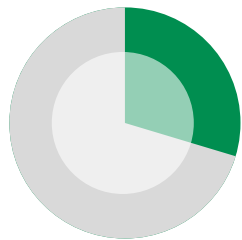
researched whether a source for downloading music or videos was legal or not

## ACCESSING ONLINE DIGITAL CONTENT



Online  
Content

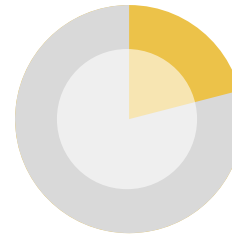
Preference for obtaining **online content** through legal means is growing



**27%**

in 2017

VS.



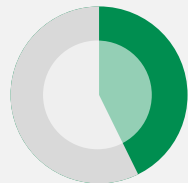
**20%**

in 2013

Paid to access, download or stream copyright protected content from a lawful service on the Internet (music, video, film or TV series)



15 - 24 years



**41%**

in 2017

VS.



15 - 24 years



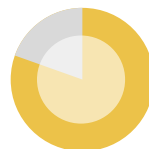
**33%**

in 2013

**83%**



VS.



**80%**

prefer to access online content through authorised platforms whenever there is an affordable legal option

## ACCESSING ONLINE DIGITAL CONTENT

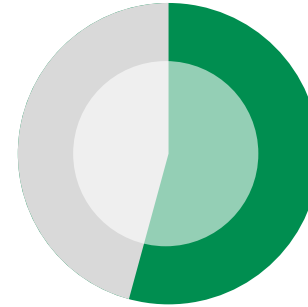


Online  
Content



 **69%**

Respondents believe  
that legal sources are  
of a better quality



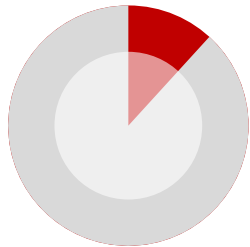
 **54%**

Respondents believe  
that legal services offer  
more diverse content  
than illegal ones

## ACCESSING PIRATED CONTENT



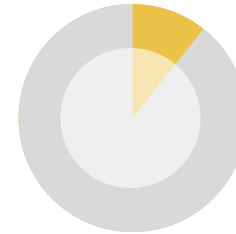
Online  
Content



**10%**

in 2017

VS.



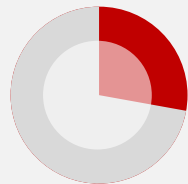
**9%**

in 2013

Accessed content  
from illegal online  
sources  
intentionally



15 - 24 years



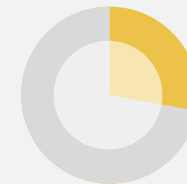
**27%**

in 2017

VS.



15 - 24 years



**26%**

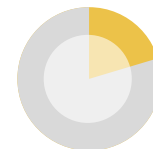
in 2013

**THE MAIN ISSUE  
IS AVAILABILITY  
AND DIVERSITY**

**31%**



VS.



**22%**

of respondents believe that it is  
acceptable to obtain content illegally  
when there is no legal alternative





[www.euipo.europa.eu](http://www.euipo.europa.eu)



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Thank you