|  |  |  |
| --- | --- | --- |
| Topic/Country | EUROPE | POLAND |
| **Principles of Intellectual Property**  |  |  |
| Citizens agree that it is important that inventors, creators and performing artists can protect their rights and be paid for their work | 96.00% | 96.00% |
| Citizens agree that protecting Intellectual Property is important because it contributes to improving and guaranteeing the quality of products and services | 86.00% | 88.70% |
| **Recognition of the role Intellectual Property plays for innovation and economic performance** |   |   |
| Citizens agree that innovation and IP go hand in hand and the one cannot really exist without the other | 76.00% | 77.30% |
| Citizens agree that companies that create a lot of IP contribute significantly more to the creation of jobs and economic growth than others | 69.00% | 69.85% |
| Citizens agree that without Intellectual Property protection there would be economic chaos | 67.00% | 70.60% |
| **Views on IP infringement**  |   |   |
| Citizens surveyed disagree with the statement “it is acceptable to buy counterfeit products when it concerns luxury products | 84.00% | 83.70% |
| Citizens surveyed disagree with the statement “it is acceptable to buy counterfeit products when the original product is not available where you live” | 79.00% | 80.10% |
| Citizens surveyed disagree with the statement “it is acceptable to buy counterfeit products when the price for the original product is too high” | 74.00% | 73.10% |
| Citizens surveyed agree with the statement “buying counterfeit products ruins businesses and jobs” | 81.00% | 72.70% |
| Citizens surveyed agree with the statement “buying counterfeit products supports child labour and illegal trafficking” | 71.00% | 58.40% |
| **Declared purchasing of counterfeit products and/or illegal downloading**  |   |   |
| Citizens surveyed report they have accessed / downloaded or streamed illegal content from the Internet intentionally over the last 12 months | 9.00% | 7.30% |
| Citizens surveyed report they have purchased counterfeit goods intentionally | 4.00% | 3.00% |
| Citizens report they have purchased counterfeit goods as a result of being misled over the last 12 months | 6.00% | 10.30% |
| **Age** |   |   |
| Citizens report having downloaded or accessed copyright-protected content illegally over the last 12 months | 15 to 24 years old | 26.00% | 23.76% |
| 25 to 34 years old | 17.00% | 19.12% |
| 35 to 44 years old | 9.00% | 8.70% |
| 45 to 54 years old | 5.00% | 6.13% |
| Over 55 years old | 3.00% | 3.03% |
| **Gender** |   |   |
| The share of citizens reporting having accessed downloaded or streamed illegal content from the Internet intentionally | Men |   | 13.00% | 13.00% |
| Women | 6.00% | 3.13% |
| Men | 15 to 24 years old | 31.00% | 35.29% |
| Women | 21.00% | 12.00% |
| Citizens report having bought counterfeit products | Men | 15 to 24 years old | 7.00% | 9.80% |
| Women | 5.00% | 4.00% |
| **Education** |  |  |
| Citizens having illegally downloaded or accessed copyright-protected content over the last 12 months | Who finished studies | Before 15 | 3.00% | 4.55% |
| Between 16 and 19 | 6.00% | 3.38% |
| After 20 | 10.00% | 2.40% |
| Still studying | 27.00% | 3.70% |
| **Nationalities** |   |   |
| Citizens from the New Member States report having purchased counterfeit goods during the last 12 months | (who joined the EU after 2004) | 13.00% |   |
| Citizens from the New Member States who report having purchased counterfeit goods during the last 12 months |  (who joined the EU before 2004) | 4.00% |   |
| **Objective and subjective knowledge on IP:** Subjective knowledge |   |   |
| Citizens surveyed state they have a good understanding of the term "Intellectual Property" | 73.00% | 84.80% |
| **Objective and subjective knowledge on IP:** Objective knowledge |   |   |
| Citizens who demonstrate a good knowledge of what is behind the term IP | 13.00% | 8.50% |
| Citizens who demonstrate a moderate knowledge of what is behind the term IP | 52.00% | 52.70% |
| Citizens who demonstrated a poor knowledge of what is behind the term IP | 35.00% | 38.80% |
| **View on counterfeits from an individual perspective**  |   |   |
| Citizens surveyed agree with the statement “buying counterfeit products allows making a smart purchase that enables you to have the items that you wanted while preserving your purchasing power” | 34.00% | 45.90% |
| Citizens surveyed agree with the statement “buying counterfeit products is an act of protest and a way to resist to the market driven economy and the large premium brands” | 38.00% | 45.20% |
| **Age** |   |   |
| Citizens agree that the purchase of counterfeit can be seen as “an act of protest”  | 15 to 24 years old | 49.00% | 50.50% |
| 25 to 34 years old | 44.00% | 41.18% |
| 35 to 44 years old | 38.00% | 47.85% |
| 45 to 54 years old | 35.00% | 44.24% |
| 55 to 64 years old | 34.00% | 45.38% |
| Over 65 years old | 32.00% | 43.55% |
| Citizens agree that the purchase of counterfeit allows making “a smart purchase” | 15 to 24 years old | 52.00% | 50.49% |
| 25 to 34 years old | 39.00% | 48.53% |
| 35 to 44 years old | 34.00% | 44.17% |
| 45 to 54 years old | 31.00% | 50.91% |
| 55 to 64 years old | 29.00% | 49.00% |
| Over 65 years old | 25.00% | 34.41% |
| **Occupation** |   |   |
| Citizens agree with that buying counterfeit could be seen “an act of protest”  | seeking a job | 50.00% | 44.00% |
| supervisors and foremen | 46.00% | 40.74% |
| manual workers | 44.00% | 48.54% |
| students | 50.00% | 50.25% |
| **Level of Education** |   |   |
| Citizens agree that buying counterfeit can be “an act of protest” | Who finished studies after 20 years old | 35.00% | 20.67% |
| **Nationality** |   |   |
| Citizens agree with the idea that buying counterfeit can be ”an act of protest” | (who joined the EU after 2004) | 45.00% |   |
|  (who joined the EU before 2004) | 36.00% |   |
| **Young generation opinions regarding counterfeiting and illegal downloading** |   |   |
| Citizens consider it is acceptable to download or access copyright-protected content illegally when there is no legal alternative in their country |  | 22.00% | 17.40% |
| 15 to 24 years old | 42.00% | 37.62% |
| Citizens consider it is acceptable to download or access copyright protected content illegally when it is for personal use |  | 42.00% | 38.30% |
| 15 to 24 years old | 57.00% | 47.52% |
| **Perception of primary beneficiaries of IP**  |   |   |
| Citizens consider that big companies are the primary beneficiaries of IP | 43.00% | 15.50% |
| Citizens consider that famous performing artists are the primary beneficiaries of IP | 42.00% | 30.40% |
| Citizens consider the consumers like themselves are the primary beneficiaries of IP | 11.00% | 3.40% |
| **Awareness of legal downloading offers** |   |   |
| Citizens know that there is a legal offer to download or stream music in their country | 65.00% | 43.40% |
| Citizens know that there is a legal offer to download or stream films in their country | 56.00% | 36.50% |
| Citizens know that there is a legal offer for newspaper | 55.00% | 37.40% |
| Citizens know that there is a legal offer for television series | 51.00% | 40.20% |
| Citizens know that there is a legal offer for books | 50.00% | 32.70% |
| Citizens know that there is a legal offer for video games | 46.00% | 32.10% |
| Citizens know that there is a legal offer for photographs | 46.00% | 31.90% |
| Citizens know that there is a legal offer for live coverage of sports events | 44.00% | 42.70% |
| **Nationality** |   |   |
| The degree of awareness of the legal offer on the Internet varies significantly from country to country. Whatever the content, the legal offer is systematically most well known in Nordic countries (Denmark, Sweden, Finland), Anglo-Saxon countries (United Kingdom, Ireland), Belgium and the Netherlands. Inversely, legal offers are least well known, and much less so than the European average, in Croatia, Bulgaria, Romania, Poland, Malta and Italy |   |
| **Age** |   |   |
| Citizens know that there are legal offers available online for music | 15 to 24 years old | 83.00% | 71.23% |
| Citizens are aware of legal offers to access films  | 67.00% | 51.49% |
| Citizens are aware of legal offers to access television series  | 65.00% | 57.43% |
| Respondents say that they know how to legally access newspapers  | 63.00% | 35.64% |
| Respondents say that they know how to legally access photographs  | 62.00% | 45.55% |
| Respondents say that they know how to legally access books  | 60.00% | 41.58% |
| Young generation knows how to legally access video games  | 55.00% | 54.46% |
| young generation knows how to legally access live sports coverage | 55.00% | 28.71% |
| **The quality and diversity of legal offer**  |   |   |
| Citizens who share the belief that “the quality of content offered by lawful services is at least as good as what can be found through illegal solutions”  | Agree | 55.00% | 55.90% |
| Disagree | 27.00% | 23.20% |
| Agree | 15 to 24 years old | 63.00% | 68.31% |
| Disagree | 33.00% | 26.73% |
| Agree | 25 to 34 years old | 61.00% | 61.76% |
| Disagree | 30.00% | 27.94% |
| Citizens recognize the fact that the legal offer is at least as diverse as the illegal one  | Agree | 50.00% | 55.50% |
| Disagree | 30.00% | 24.00% |
| Agree | 15 to 24 years old | 55.00% | 63.34% |
| Disagree | 39.00% | 32.67% |
| Agree | 25 to 34 years old | 54.00% | 61.03% |
| Disagree | 37.00% | 30.15% |
| **Perception of legality of legal offers** |   |   |
| Citizens wondered whether a site where one could download music or videos was legal or not |   |   | 19.00% | 22.50% |
|   | 15 to 24 years old | 42.00% | 60.40% |
| Citizens researched to find out if where one could download music and videos was legal or not |   |   | 12.00% | 17.70% |
|   | 15 to 24 years old | 26.00% | 38.61% |