

WIPO Consumer Survey Toolkit

Simplified
Version 2023





WIPO Consumer Survey Toolkit

Simplified Version 2023

CONTENTS

- INTRODUCTION3**

- SETTING UP THE SURVEY5**
 - 1. Questionnaire Template Choice and customisation..... 5**

 - 2. Survey Methodology..... 6**
 - i. Online interviewing 6
 - ii. Online Hybrid Methodology 7
 - iii. Face-to-face interviewing – in-home or in-street 8
 - iv. Telephone Interviewing 9
 - v. Survey Questionnaire Customisation for interview methodology 10
 - vi. Respondent Incentives 11

 - 3. Sample Design 11**

 - 4. Personal vs. Household Level Data 12**

 - 5. Media Campaign Effectiveness Methodology 12**

- REPORTING 13**
 - 1. Key Metrics - Incidence 14**

 - 2. Incidence by Age Group 15**

 - 3. Incidence by retail outlet..... 15**

 - 4. Respondent Attitudes..... 16**

 - 5. Campaign Effectiveness..... 17**

 - 6. Inter-territorial comparison..... 18**

- DATA PRIVACY AND CONSUMER PROTECTION LAWS..... 18**

- QUESTIONNAIRE DOCUMENTS IN DETAIL 19**

- THE TEMPLATES 26**
 - Online Piracy Survey Questionnaire Template 27**

 - Counterfeit Goods Survey Questionnaire Template 36**

 - Pro-IP Messaging Campaign Evaluation Survey Questionnaire Template 42**

 - Appendix A,..... 50**

 - Additional demographic/classification questionnaire template 50**

WIPO Consumer Survey Toolkit

Simplified Version 2022

INTRODUCTION

The WIPO Intellectual Property (IP) Infringement Survey Toolkit is intended for use by public- and private-sector bodies wanting to measure consumer attitudes towards pirate and counterfeit goods. It is designed in a standardised 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.

WIPO first set up an IP Infringement Survey Toolkit in 2016. This toolkit provides a comprehensive set of options to cover multiple survey scenarios and can be used where resources permit the in-depth investigation that it enables. This revised version aims to cut back the 2016 version of the toolkit to the minimum required to provide a simple and economical means of measuring IP Infringement while maintaining all the essential details with an emphasis on ease of administration and use.

Why use the IP Infringement Survey Toolkit?

- **Benchmark attitudes to piracy and counterfeit goods – changing attitudes can be tracked over time**
- **Identify key trends in consumption of infringing goods and services to inform prioritisation of resources for preventive measures**
- **Evaluate strategies for Building Respect for IP**
- **Assess media campaign effectiveness**
- **Establish standardised measures for inter-territorial comparison.**

The survey toolkit contains three template survey questionnaires and a user guide. There are survey templates covering the key categories for digital content piracy and for counterfeit goods. In addition, there is a short survey template for evaluating the effectiveness of a pro-IP messaging campaign and this document, a user guide. Sample data files are also provided for each survey template with mocked up data to illustrate how the data might be collected digitally in preparation for analysis.

Ideally surveys would be set up as tracking studies, conducted on a periodic basis, e.g. every 12 months, to monitor how the incidence of consumption of infringing goods and services and attitudes towards them change over time. However, the survey templates have been designed so they can be simply implemented as stand-alone surveys to gather point-in-time market data.

The output from surveys can be used for outreach purposes by providing a standardised, 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.

Overview

The survey toolkit contains three structured survey questionnaire templates and a user guide.

- Digital Content Piracy – exposure to, usage and attitudes towards digital piracy
- Counterfeit Goods – exposure to, usage and attitudes towards counterfeit goods
- Pro-IP messaging campaign evaluation
- User-guide

The notes within this guide document cover the detail within the survey templates and provide guidance on survey design and implementation. There are also examples of additional questions that may be added to customise the survey questionnaires further and provide greater detail on respondent profiling.

This toolkit aims to provide all the necessary materials to set up a survey into the use of infringing goods and services or to evaluate a campaign promoting pro-IP messaging.

Users may choose to employ the services of a fieldwork agency to administer and carry out the actual fieldwork although the survey has been designed so that it can easily be administered by any organisation simply by stopping people in the street and inviting them to participate in the survey.

In the case where users choose to administer the data themselves, sample data files have been provided for each of the survey templates. These sample data files contain mocked up data for 15 respondents illustrating how the data should be collated digitally with detailed information on the specific data fields required to capture the data from a pen-and-paper questionnaire. Copies of the sample data files can be downloaded from the WIPO website at <https://www.wipo.int/enforcement/en/awareness-raising/>.

SETTING UP THE SURVEY

In order to run an efficient and effective consumer survey there are several initial decisions that need to be made.

1. Survey Questionnaire Design
2. Survey Methodology
3. Sample Design
4. Personal vs. Household Level Data

The survey toolkit has been set up in a simple format suitable for different methodologies without modification, keeping question routing and dependencies to a minimum.

Once the decisions above have been made, the survey templates can be customised to meet the specific needs of the particular organisation. Guidance on how best to do this is provided below and further detail in the accompanying notes within the questionnaire templates.

1. QUESTIONNAIRE TEMPLATE CHOICE AND CUSTOMISATION

The survey toolkit includes three different core questionnaire templates depending on the particular aims of the organisation conducting the study. The templates for digital piracy and counterfeit goods are intended to cover a majority of infringing behaviour while the third survey template can be used to evaluate the effectiveness of a pro-IP messaging campaign. The three questionnaires are intended to be used independently of one another although surveys may be run concurrently to build a fuller picture of activity in a given market. It is not recommended that any one survey respondent is shown more than one core questionnaire template or that templates for different types of infringing goods are joined together to make one longer interview – a longer interview length risks a detrimental impact on the quality of data gathered due to respondent fatigue.

It is recommended that question wordings are not changed significantly from those in the questionnaire template. Similarly, the order in which questions appear should be retained. This is to enable cross-territory comparison by retaining a standard core of questions.

It is however entirely possible - and indeed recommended - that additional questions are added to the end of the questionnaire template to cover any additional respondent classification needs. Equally, additional attitudinal questions can be added although these should be inserted into the existing battery of attitude statements rather than added to the end of the questionnaire.

In analysing any survey, it is common to look at results within sub-groups of respondents as well as within the whole sample – e.g. amongst different age groups to look for differences in behaviour between older and younger respondents. There may be other sub-groups that the user wishes to investigate based on any number of further categorisations. Sample questions are provided in **Appendix A** that can be added to the end of the survey as required.

The key consideration when adding additional questions is to aim to keep the interview length manageable. If too many questions are added, the risk of respondent fatigue increases significantly with interview length and this can result in poor quality data.

The list of categories included in each questionnaire should be tailored to each market. If there is a known problem of infringing goods within a category of goods not included in the questionnaire template, then this category can be added to all relevant questions as an additional option. Similarly, if there is a category that does not really exist within a particular territory then it can be removed from the questionnaire. The same principle applies to retail outlets. If kiosks are a significant retail outlet within a territory, then they can be added to all questions where respondents are asked about a range of different retail outlets.

The survey questionnaire templates have been structured in a way that allows respondents to answer questions on behaviour at the beginning of the interview before they have answered the attitudinal questions. Questions are asked this way round because otherwise, there is a risk that they might modify their responses to behavioural questions after considering attitudinal questions in depth. Thus, if additional questions are to be added to a questionnaire, it is important to maintain the order specified in the template as closely as possible.

2. SURVEY METHODOLOGY

The questionnaire templates have been set up so that they may be administered via a variety of methodologies to allow the greatest degree of flexibility and to allow for the most economic approach to fieldwork.

In markets with high Internet penetration levels it may be appropriate to use an online interviewing methodology. Alternatively, it may be more economic to engage a telephone interviewing agency to call up a random sample of respondents covering a wide geographic spread or simply to engage a group of volunteer interviewers to attempt to stop people in the street and ask them to participate in a short interview. This latter approach can often yield some of the most candid and honest responses although it is important to be wary of potential sample bias due to the limited geographic spread.

Any of these approaches are valid and appropriate or a hybrid methodology combining two or more approaches to give a broader sample spread.

The most likely methodological choices are discussed below.

i. Online interviewing

An invitation to participate in the survey is sent out to a pre-recruited online panel of respondents, usually via a reputable consumer research panel provider. Panel providers maintain large databases of individuals who have volunteered to participate in consumer research studies. People who respond to the invitations are then screened through the initial screening questions and only those who meet the specified recruitment quotas go through to complete the survey.

This methodology is fast and tends to be very cost effective but only really works in countries with high levels of Internet penetration. Because respondents complete the survey themselves there is no possibility of interviewer bias and they may be more open in their responses. This is particularly relevant when discussing illegal activities. Recruitment is nationwide and thus, as long as relevant quota controls have been set, the sample should be widely geographically distributed.

Note that online interviews can easily be designed to be conducted on phones and other mobile devices opening up opportunities in markets where fixed-line Internet penetration is low provided a suitable sample can be acquired to send out invites to participate in the survey.

The main potential downside of online methodologies is that online panel members tend to be heavier than average internet users and so online activities can be over-reported.

Note that it is entirely possible to run an online survey without using the services of a research agency. However, it would be necessary to code the questionnaire oneself using a survey tool such as SurveyMonkey (<https://www.surveymonkey.com/>) or Qualtrics (<https://www.qualtrics.com/>) and to obtain a database containing email addresses of people representing a wide representation of the target sample. New services such as Atest (www.askattest.com) can help provide a nationally representative sample as well as hosting an electronic version of the survey questionnaire. Other companies providing economical hosting platforms include Alchemer (<https://www.alchemer.com/>) (previously called Survey Gizmo) and Smart Survey; <https://www.smartsurvey.co.uk/>.

In some instances, this online survey methodology is used with face-to-face interviews. To make this happen, interviewers need to be equipped with a smart device; a tablet or mobile computing device. Respondents are recruited in the street as with any face-to-face interview but instead of the interviewer reading out the questions from a printed questionnaire, they can use the online survey, inviting respondents to click on answers on the screen as required. There are two key advantages of this kind of approach in that it eliminates the need for data to be manually entered into a computer from paper questionnaires and it can also speed up the interview with the respondent able to read multiple answers themselves rather than the interviewer having to read them out.

ii. Online Hybrid Methodology

This approach is used when Internet penetration is at a reasonable level but not universal. A majority of the survey interviews are conducted using an online methodology as above but these interviews are 'topped-up' with an off-line sample. If for example, Internet penetration is at 80% then 80% of the sample interviews can be collected using an on-line methodology. However, a further 20% of interviews will be conducted amongst respondents who do not have access to the Internet using one of the off-line methodologies outlined below.

This hybrid approach allows a more representative sample than a pure online methodology. However, it tends to be more expensive and fieldwork takes longer than pure online research. There are two key factors influencing this, the use of trained interviewers is almost always more expensive than using an online methodology and the use of more than one

methodology increases administrative costs due to the need to set up two versions of the questionnaire and so forth.

In many cases where a hybrid approach would be considered ideal, a purely online approach may be used due to budget and resource constraints. This would still be an entirely valid approach as long as the results are analysed in this context and appropriate caveats applied.

iii. Face-to-face interviewing – in-home or in-street

Interviews are conducted face-to-face, ideally, but not necessarily, with a trained interviewer in people's homes or in the street. Responses can be collected either by using a computer or tablet device administered survey or using pen and paper. The surveys have been designed to be simple enough for this latter approach if needed.

For in-home interviewing, respondents are often recruited to participate in the survey by a trained interviewer approaching random people in the street. A short screener questionnaire is used to establish if the respondent is eligible to participate in the main survey. An appointment is then made to conduct the interview proper in the respondent's home. Alternatively, interviewers will select a series of roads and door-knock until they find a willing participant who will then be subject to the screening questionnaire to see if they are eligible to participate.

As long as the survey length is kept manageable then there is no reason why the full survey should not be conducted in the street.

If funds are limited and volunteers available, then it would be perfectly viable to conduct the interviews with volunteers administering the interviews in the street or through random door-knocking.

Best practice for in-home interviewing dictates that specific instructions should be given to interviewers on which streets to visit, limits on the number of people who can be recruited from any given area, the exact approach to door-knocking etc. As an example, some surveys stipulate that interviewers must knock on every 4th house, ask for the dates of birth of everyone in the household and ask to interview the person with the birthday closest to a given month (rotating the given month across interviewers or across interviews to ensure an even spread of respondents). When using the door knocking approach it is also important to stipulate the time of day at which interviewers can attempt to recruit respondents – or at least to set a quota on this to avoid situations such as only recruiting those who work from home or don't work by door-knocking in the middle of the day. Any reputable research fieldwork agency should be able to provide guidance on this. The key guiding principle is the idea of achieving as broad and representative a spread of respondents as possible by geography and demographic profile.

Using a larger number of interviewers helps to ensure a reasonable geographic spread and helps reduce the possibility of any interviewer bias. If aiming for a total sample of say 300 interviewees, then it would be ideal to use a team of 30 different interviewers. These interviewers could be spread across the country to ensure a geographic spread and by limiting the number of interviews carried out by any one interviewer to a total of ten the

possibility of interviewer bias is reduced. The example above is provided as a best practice scenario acknowledging that the practicalities of available resources may not allow the luxury of such a large team of interviewers.

If engaging the services of a reputable market research agency to aid with conducting face-to-face interviewing, then typically respondent details will be recorded. A quality control function within the research agency would call up approximately 1 in 10 respondents at a later date simply to confirm that the interview took place; this routine quality control is aimed at identifying any 'rogue interviewers' and is normal practice within the market research industry. In the unlikely event that an interviewer was found to be operating dishonestly, data from all their interviews would be removed from the data-set and replaced with new interviews.

For practical purposes, these best-practice approaches are unlikely to be necessary unless the research output will be subject to the strictest statistical scrutiny; an approach which yields a sample which is reasonable representative of the national population should be sufficient for most purposes.

When conducting interviews in respondents' homes, respondents are likely to feel more relaxed and this may help them open up in the interview in most cases. However, the opposite effect is possible when discussing illegal activities such as counterfeit and fake products as respondents clearly know that their address and contact details have been recorded.

Face-to-face in-home interviewing can be relatively expensive, fieldwork is slower than other methodologies and can have the potential for a degree of interviewer bias so usually uses a large number of interviewers. However, when internet penetration is low it is generally the preferred methodology when it is essential to show respondents some stimulus materials – e.g. if the interview requires respondents to view a video clip or look at some pictures.

A good geographical spread of respondents can be achieved through using widespread sample points. However, it may be more difficult to manage respondent quota controls than with more centralised methodologies such as online or telephone interviewing.

In-street interviews can elicit some of the most honest responses due to respondents' feeling their responses are more anonymous. To put respondents further at ease, the interviews can actually be conducted fully anonymously; their personal contact details are not recorded. The potential downside to this fully anonymous approach is the potential for poor fieldwork quality control as without respondent contact details interviews cannot be verified by a third party as would be the normal approach with other interviewer administered approaches.

iv. Telephone Interviewing

Respondents are often recruited through Random Digit Dialling – a fieldwork agency will literally ring random phone numbers and ask those people who answer the phone if they are willing to participate in an interview, subject to meeting quota controls. Alternatively, it may be possible to buy a list of telephone numbers of potential respondents who meet specific criteria and these are contacted at random to find willing participants. Applicable legislation may

constrain the methods used to contact potential respondents (see Data Privacy and Consumer Protection Laws, below).

The process of the interview is similar to that used with Face-to-Face interviewing with the obvious difference that it is not possible to show any stimulus to respondents.

This random approach to recruitment usually results in a slightly wider geographic spread of respondents than face-to-face interviewing.

Because of the centralised nature of telephone interviewing – usually from one single call centre location, quota control is simpler and costs are lower than using geographically dispersed face-to-face interviewing and fieldwork times are shorter.

If Internet interviewing is not possible then telephone interviewing is likely to be the preferred methodology except in the case where it is necessary to show specific stimulus to respondents.

Note that the Pro-IP messaging campaign is likely to involve showing some stimulus material to respondents so telephone interviewing would not be an appropriate methodology for this survey template unless it was testing audio clips e.g. radio adverts.

v. Survey Questionnaire Customisation for interview methodology

Depending on the particular methodology selected it may be necessary to make small modifications to the survey wording and interviewer instructions to allow the interview to be carried out smoothly.

Online, or computer aided interview methodologies tend to be the simplest in this respect in that the specific question wording is simple directed to respondents on screen and a set of possible answers is provided with appropriate tick-boxes or radio buttons.

If conducting interviews using telephone interviewing then specific instructions will need to be included to help interviewers explaining specifically when they should be reading text out to the respondent. It is also vital to explain to respondents whether a question is expecting a single response or if multiple responses are possible. For example, if a question requires a single response then it may be necessary to add an instruction for them to ensure they listen to all the possible answers before confirming which applies to them. Question wording should be amended as necessary to accommodate the interview methodology.

If conducting interviews face-to-face, particularly when using a pen-and-paper questionnaire then it is common to use what are called “Showcards”. These are pre-printed cards containing all the possible responses to a given question – as a respondent is asked a question they are shown the relevant showcard and asked which response(s) best fit the question. This avoids the need for the interviewer to read through every possible response. An example of showcards are shown in the photo below.

In order to speed up the interview process it is common to produce one set of showcards for each interviewer, one showcard for each closed question and to tie them together loosely

using a string or similar in the top left-hand corner. This enables the interviewer to quickly flip from one card to the next as they move through the questions in the survey.

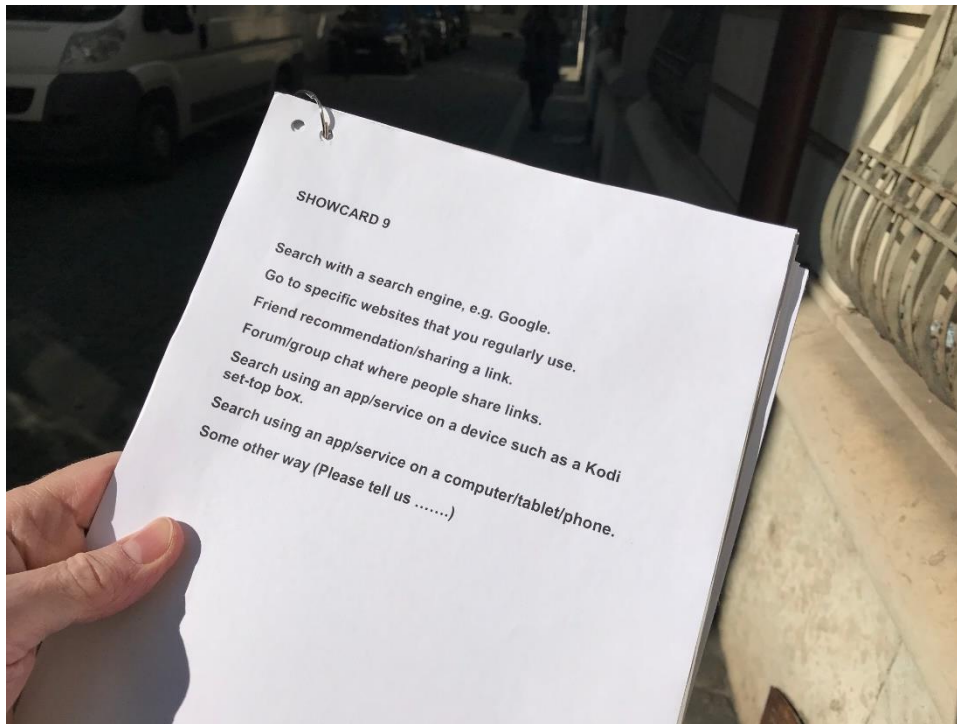


Figure 1: Example Showcard

vi. Respondent Incentives

It is common these days to provide a small incentive to respondents to thank them for participation in a consumer research survey. Not every survey requires an incentive and a fieldwork agency will be able to provide guidance as to whether it is necessary or not. As a general rule, the longer the interview length, the more likely and the larger an incentive will be required. Incentives take many different forms from entry into a prize draw, a points reward where once a given number of points are accumulated across several surveys they can be exchanged for store vouchers or donations to charity.

If any kind of financial reward is offered, it is important to ensure that it is not too large – large financial rewards encourage participation from ‘professional respondents’; people who aim to make a living from participation in surveys and prize draws. By using a smaller reward, a broad sample of respondents can be obtained whose motivations for participation in the survey are purely altruistic.

3. SAMPLE DESIGN

Before commencing any interviews, it is necessary to decide exactly who is to be interviewed; the principal choice being between a representative or target sample.

A representative sample aims to match the profile of an overall population, e.g. representative of the national adult population. The survey then looks at behaviour within the

representative sample aiming to scale up responses to project incidence rates within the survey sample on to the population as a whole.

In certain circumstances it may be preferable to select a target sample – e.g. just to interview those within a specific demographic as most likely to demonstrate the researched behaviour. An example might be to just interview younger men in the case where a pro-IP campaign has been targeted at this specific demographic. The exact definition of the sample will depend on the objectives of the study.

For most surveys envisioned using this toolkit it is anticipated that the sample will be defined as a nationally representative sample of adults. However, the exact definition of ‘adult’ will vary from one territory or category to another. For the purchase of counterfeit grocery goods or fashion items it may make sense to select adults age 16+. For illegal downloading of music or movies it may be appropriate to reduce the lower age limit to 14. In some territories it may be perfectly normal to interview adults aged 70+ while in another, it may be more usual practice to have 65 as an upper age limit. Wherever possible a consistent approach is encouraged and samples should be as broad and representative of the national adult population as possible.

4. PERSONAL vs. HOUSEHOLD LEVEL DATA

Interviews can be conducted on an individual, or personal basis: “Did you personally buy counterfeit clothing?” or on a household basis: “Did anyone in your household buy counterfeit clothing?”. Both are valid approaches, but it is important to decide on which basis interviews will be conducted and to maintain a consistent approach throughout the interview. The survey wordings in the template questionnaires have been set up on the basis of asking about individual behaviour.

For simplicity and to ensure a consistent approach, it is strongly advised that all interviews conducted using these templates are done on an individual basis. Thus, survey results are projected onto the population as a whole by aggregating up based on the total adult population rather than the number of households. Questions have been worded on this basis making it clear that respondents should answer based on their own personal behaviour rather than that of the household. Although the latter is a valid approach it can be problematic with parents trying to guess what their children do etc. and leads to potential inaccuracy within the data. If comparing survey data with other published data sources, it’s important to be aware of these potential differences in survey structure and sample.

5. MEDIA CAMPAIGN EFFECTIVENESS METHODOLOGY

The Pro-IP messaging campaign evaluation survey is centred around determining if the respondent has seen or heard the specific messaging to be tested. With sufficient interviews it should be possible to split respondents into two groups, those who have seen the messaging and those that have not. Attitudes to piracy and counterfeit goods can then be compared between these two groups to evaluate whether the campaign has had any impact or not.

This is presented as a relatively straightforward task, however, in reality it can be considerably more complex. There could be other differences between the two groups of respondents driving differences in attitude that need to be controlled for. If, for example, the group most likely to have been exposed to the campaign is significantly younger than the group unlikely to have been exposed to it then it could be this age difference that is driving any observed difference in opinion. To fully control for these factors, the two sample groups should be statistically weighted to a similar demographic profile. Any remaining differences in attitude once the weighting has been applied can then be attributed to the media campaign.

REPORTING

There are many ways in which data collected from these surveys can be reported. This section aims to highlight a few suggestions.

Key metrics include incidence levels, both at an overall level and amongst key sub-groups such as by age band. For digital goods it makes sense to consider the different types of infringing copy, for physical goods it will be useful to consider the different retail outlet types.

As a general rule, it makes sense to report the key metrics of incidence and attitudes. These metrics are reported at an overall level, projected up to the population as a whole. Metrics are then reported amongst key sub-groups. Sub-groups may be simple demographic cuts of the data such as respondent age or working status or they can be more complex. For the Pro-IP messaging campaign evaluation, data should be divided into those respondents who claim to have seen the media campaign and those who have not in order to compare metrics across these two key sub-groups.

When considering sub-group analysis, it's vital to ensure that sub-groups have sufficient members to provide statistically robust analysis. As a general rule, a minimum sub-group size of $n=100$ people should be used. With a sample of this size a difference of 3-4 percentage points between two data points will be significant with a certainty of 95%.

When thinking about overall sample size, any potential sub-group analysis should be considered to ensure that the overall sample is large enough to generate all the desired sub-groups with a minimum sample size of $n=100$ respondents each. As an example, if it is anticipated that approximately 4% of respondents will fall into a given sub-group then an overall sample size of $n=2,500$ would be the minimum recommended. If this is not possible or practical, then the survey should be approached in the knowledge that this sub-group should not be studied as the reported data will not be statistically robust. If a total survey size of $n=1,000$ people is used, then sub-group analysis should be limited to those with a minimum incidence of 10% of the population.

Ideally statistical testing should be applied to the data tabulations to enable thorough testing of data points. Most statistical testing takes the form of providing a percentage certainty that the differences between two data points are real differences using a 't' test or 'f' test as appropriate. For example, if 38% of respondents agree with statement 1 and 43% of respondents agree with statement 2, the statistical test will report a percentage certainty that these numbers represent a genuine difference in opinion; that more people really agree with

statement 2 than statement 1 rather than it being likely down to variation within the data due to a normal distribution and too small a sample size.

Some suggested charts are included in this document to illustrate some of the deliverable outputs, but this should not be considered an exhaustive list.

1. KEY METRICS - INCIDENCE

One of the key metrics to be reported is incidence levels. As long as the recruited sample is representative of the national population, incidence rates can be projected from the survey onto the national population subject to a statistical margin of error.

Incidence of buying infringing products or services can be reported – either any infringing products or services or separate incidence rates by individual product / service types, or in the case of digital content by different types of piracy.

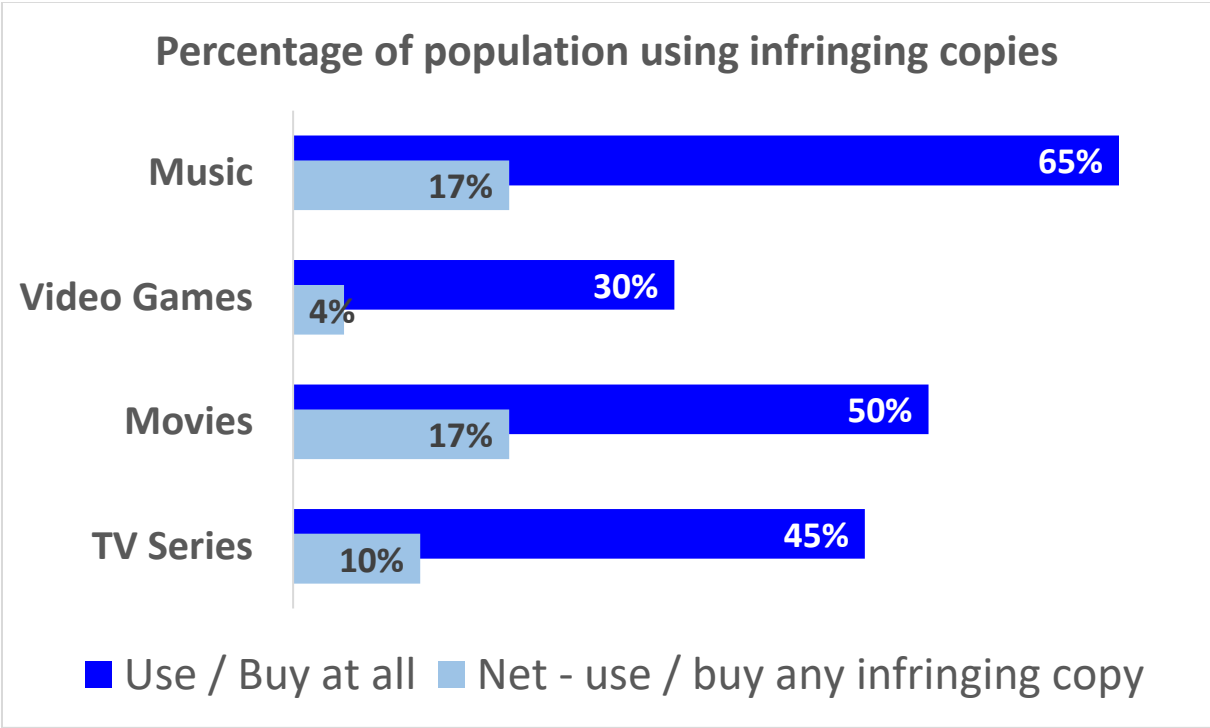


Figure 2 - Example Chart showing overall incidence levels

2. INCIDENCE BY AGE GROUP

Within incidence rates there may be particular hypotheses to prove or disprove. As an example, it is widely believed that downloading illegal copies of movies is a habit predominantly of younger generations.

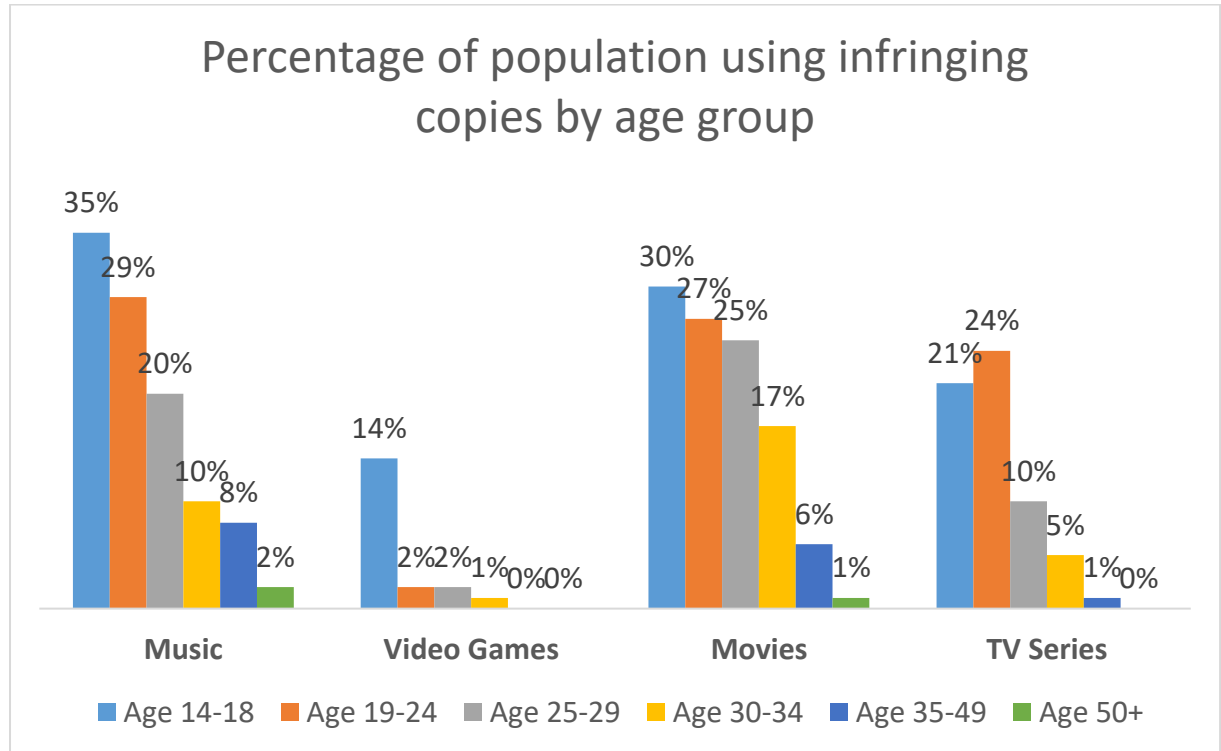
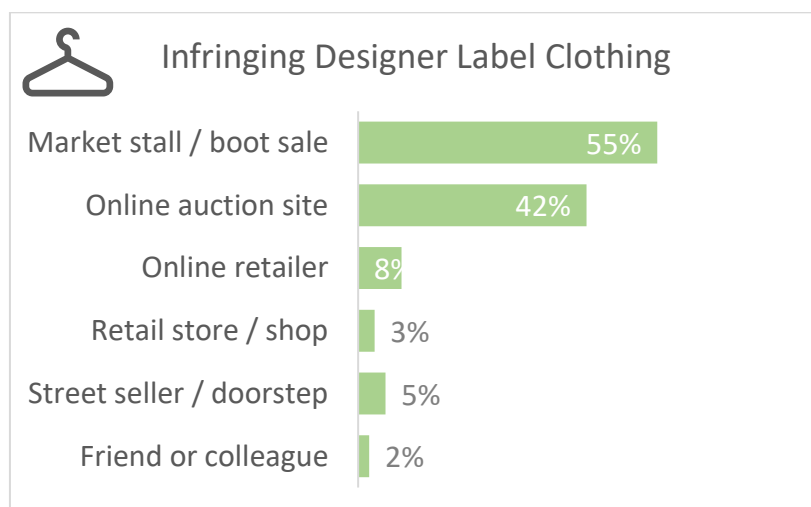


Figure 3 - Example Chart showing incidence levels by age group by category

3. INCIDENCE BY RETAIL OUTLET

The following charts illustrate how the data can be brought to life by looking in detail at the different retail outlets used and drawing comparison across retail categories.



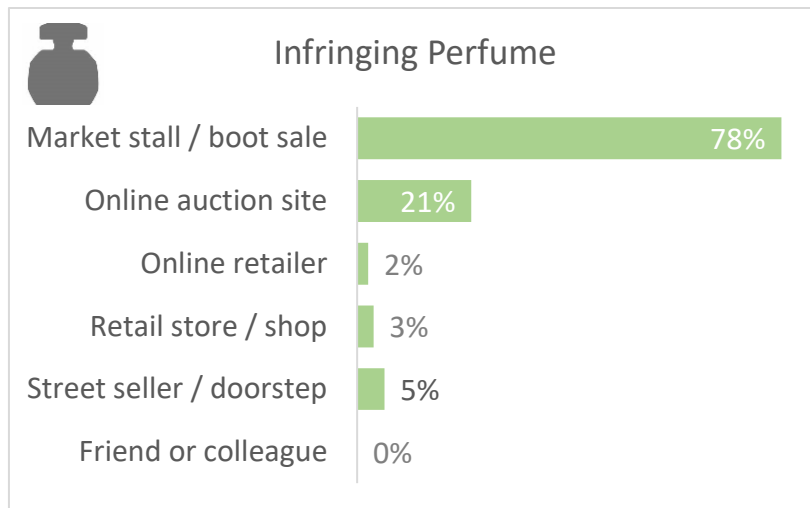


Figure 4 - Example Chart showing key retail outlets by category of goods

4. RESPONDENT ATTITUDES

The questionnaire templates include sections on motivations for buying and attitudes towards infringing products and services. Responses to these questions can be used not just to identify prevailing attitudes in a territory, but also to compare them between key sub-groups. These sub-groups might be defined by demographics or region but may also be defined by behaviour. For example, it is recommended to look at the difference in attitude between those who are frequent consumers of infringing products or services as against those who are not, so as to understand what could be the key drivers of respondent behaviour.

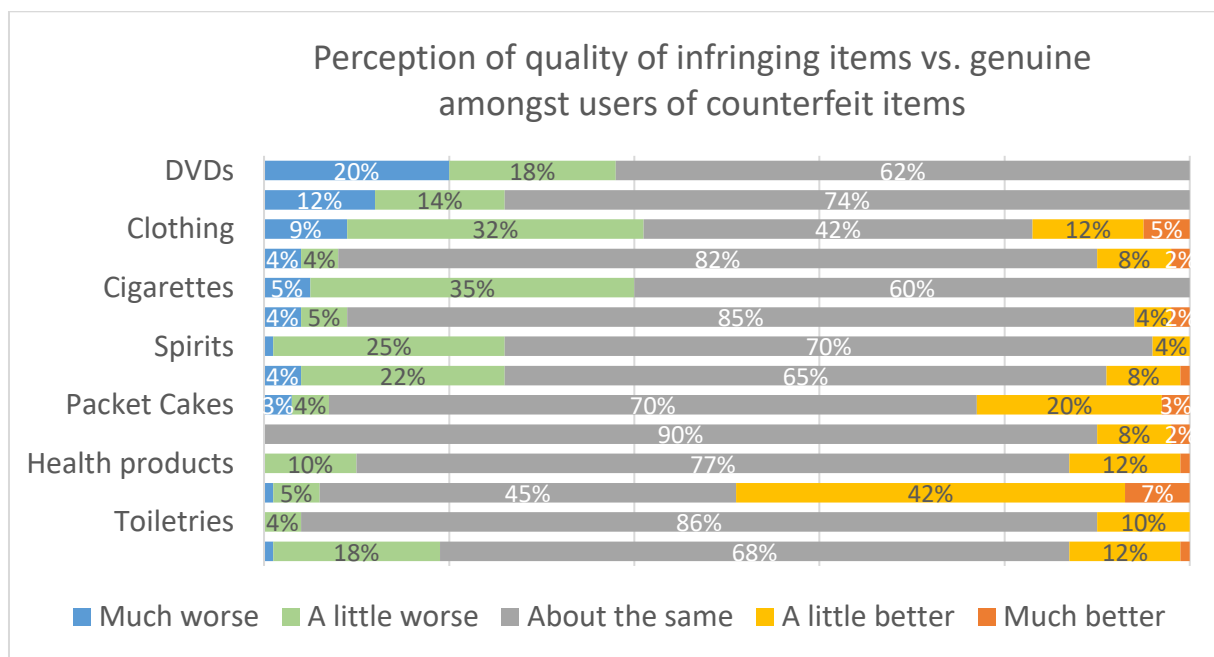


Figure 5 - Example Chart showing difference in perceptions of quality between different categories of counterfeits

5. CAMPAIGN EFFECTIVENESS

Campaign effectiveness is best measured by identifying two sub-groups of consumers: those who have been exposed to the campaign, i.e. claim to have seen the video/ image from the campaign, and those who have not. Attitudes to infringing goods and services are compared between these two groups to see if exposure to the campaign drives any difference in opinion. In an ideal world each of the two groups is weighted using a data weighting technique prior to comparison. This is because there could be inherent differences in opinion driven by demographics. Unless exposure to the campaign is equally likely for all demographic groups then comparing those with the OTS as against those without may simply be reporting demographic differences rather than campaign differences. Applying weighting removes any potential demographic bias and focuses the analysis on establishing if there are any differences driven by the campaign or not.

A simple example of the application of weighting is illustrated below:

| <i>I'm against the idea / I think it's wrong to make unofficial copies of music, movies etc.</i> Sample Base % Of Sample Top 3 Box (agree 8, 9 or 10 out of 10) | Aged <25 | | Aged 25+ | | Total Sample | | Aged under 25 | | Aged 25+ | | Weighted Scores | | |
|--|--------------|-------|----------|------|--------------|-------|---------------|-------|----------|------|-----------------|------|----------|
| | Total Sample | Seen | Not Seen | Seen | Not Seen | Seen | Not Seen | Seen | Not Seen | Seen | Not Seen | Seen | Not Seen |
| | 1000 | 369 | 631 | 160 | 40 | 209 | 591 | | | | | | |
| | 100% | 37% | 63% | 16% | 4% | 20.9% | 59.1% | | | | | | |
| | 35.8% | 31.9% | 38.2% | 16% | 11% | 44.0% | 40.0% | 38.4% | 34.2% | | | | |

This example looks at the statement “I’m against the idea / I think it’s wrong to make unofficial copies of music, movies etc.” from the attitudes section of the digital template. Here, we can see that amongst a sample of 1,000 people 35.8% (358 people) strongly agreed with the statement giving it a score of 8, 9 or 10 out of 10.

Within the total sample of 1,000 people, 200 were aged under 25 and amongst this sub-group only 15.0% strongly agreed with the statement. Similarly, 800 people were aged 25 or above and amongst this sub-group 41.0% strongly agreed with the statement. From this we can see that older respondents are far more likely to agree with the statement.

The next columns look at the number of people who had seen the media campaign – overall 369 people said they had seen it and amongst this sub-group 31.9% strongly agreed with the statement. Conversely, amongst the 631 not-seen 38.2% strongly agreed with the statement. On the face of it, it would appear that the ‘Seen’ sub-group, having been exposed to the campaign are in fact less likely to agree with the statement, suggesting that the campaign is not working at all.

However, the main reason for this is because the under 25s are over-represented in the ‘Seen’ group making up 160/(160+209)= 43% of the ‘Seen’ group compared to just 20% of the sample overall. With their overall lower level of agreement with the statement they are pulling down the score for the ‘Seen’ group. If we apply a weighting to correct the proportion of under 25s within the ‘Seen’ group to 20% and apply a similar calculation for the ‘Not Seen’ group, we see the weighted scores look more positive with those exposed to the campaign a little more likely (38.4% vs. 34.2%) to agree with the statement.

Example calculation:

To re-weight the Seen group, take the score amongst the under 25s within Seen and multiply by 20%, the proportion of under 25s within the overall sample; then add to the score amongst the over 25s within Seen and multiply by 80%, the proportion of over 25s within the overall sample.

$$\text{Weighted Seen:} \quad \overbrace{(16.0\% \times 20.0\%)} + \overbrace{(44.0\% \times 80.0\%)} = 38.4\%$$

$$\text{Weighted Not-Seen:} \quad (11.0\% \times 20.0\%) + (40.0\% \times 80.0\%) = 34.2\%$$

6. INTER-TERRITORIAL COMPARISON

The questionnaire templates have been set up in such a way that they can easily be used by multiple territories. Providing a similar and consistent approach has been used then it is perfectly valid to draw comparisons between data for different geographical regions or countries.

DATA PRIVACY AND CONSUMER PROTECTION LAWS

If collecting personal data, such as respondents' names and addresses, it is essential fully to understand any territory specific legislation concerning the management and storage of such data. Many countries have strict regulations on the storage of personal data. Equally, the use of automated calling systems or other ways of contacting consumers may be prohibited.

If working with a reputable fieldwork agency they should be fully aware of the regulations and have the necessary processes in place. Furthermore, they should be able to retain any respondent personal information used for data validation in a separate file so any data shared with the organisation commissioning the survey will be stripped of such personal data and thus can be easily managed and stored without risk of contravening any data confidentiality legislation.

NOTATION WITHIN THE QUESTIONNAIRE DOCUMENTS

The questionnaires have been set out as if they are to be administered using an online methodology.

Certain text in the questionnaire documents is to be displayed to the respondent, some as introductory text, some as the actual questions. If using an interviewer administered methodology e.g. face-to-face or telephone interviewing, the interviewer will read out these Introductory text sections. Within the questionnaire documents, such introductory text is highlighted in italics and preceded with the instruction "DISPLAY / READ OUT:"

All interviewer instructions are shown in capitals and green text. Notes to help with customisation of the survey questionnaire are shown in blue text and within square brackets.

Some questions are preceded with a routing instruction such as 'ASK ALL' or 'ASK FOR ALL AWARE OF AND USED IN PAST 12 MONTHS'. If a pen and paper questionnaire is used, these must be printed on the questionnaire documents as instructions for the interviewer to follow. If the interview is administered by a computer, then these are instructions for the programmer to follow when setting up the interview script giving clear direction as to which questions should be shown to which respondents and which elements of a preceding question should be pulled forward into subsequent questions.

Most closed questions will be followed by either the instruction 'MULTI-RESPONSE' or 'SINGLE RESPONSE'. In the case of 'MULTI-RESPONSE' the respondent should be encouraged to provide as many answers as they feel are relevant while in the case of 'SINGLE RESPONSE' they must provide only one answer, the response which is most applicable to the question.

If using a pen and paper methodology with face-to-face interviewer administered interviewing then for all questions where there is a list of possible responses, these responses should be printed on a piece of card which is shown to respondents – respondents can then provide answers from the list. If using a telephone interview methodology, then the interviewer must read out all possible answers and the respondent answers as the interviewer reads them out. If using a self-completion or online methodology, then all possible responses should be displayed to the respondent at once and they can select the answers that apply.

Care should be taken to maintain the overall order of questioning and to preserve the integrity of the question numbering and routing but as long as the overall guidelines are followed and similar samples of respondents are recruited, data should remain comparable between one survey and another.

QUESTIONNAIRE DOCUMENTS IN DETAIL

1. Introduction Section

All survey questionnaires start with some introduction text whether the survey is conducted on the phone, face-to-face or online. The exact wording should be adapted to reflect the survey methodology but all follow a similar format. It's important to thank respondents for their participation, set expectations of what's involved from them, especially the likely interview length and to reassure them that their answers will be treated in confidence. This usually takes the form of a reassurance that this is a genuine piece of market research rather than a sales exercise and that the interview will be conducted within the rules of the local industry body e.g. in the UK people work under the rules of the Market Research Society. The example text in the questionnaire suggests inserting an agency name – this is based on an assumption that a Market Research Agency will be used to actually administer the survey. If this is not the case, this phrase should be replaced with one that names the actual body conducting the research.

In the case of this particular survey toolkit, reassurance of confidentiality is particularly important as the interview subject involves behaviour which will be illegal in some countries.

2. Respondent Demographic Screening

It is normal to start any survey with some fairly basic demographic questions. These have two purposes. All demographic questions are used for respondent classification and sub-group analysis. Some are also used to ensure that the recruited sample is representative of the target population. For example, if the survey sample is meant to represent the national adult population then quota targets will be set on specific demographics such as age and gender to ensure that they match the proportions found in the national population as determined by census data.

It is normal to ask only those demographic questions required to establish the quota sample at the beginning of a survey – any further classification questions are usually asked at the end of the interview. If the respondent is fatigued by the interview process they are more likely to remain engaged and complete the interview if their final questions are demographic questions i.e. factual, rather than considered responses.

Suggested example questions are included in the questionnaire documents based on respondent age, gender, working status and regionality but the exact questions to be used in each survey will depend on the availability of census data and territory requirements.

3. Respondent Age Questions

Several examples of age classification questions are provided. The best data to collect is the exact age and data should always be collected at this level wherever possible. Data can always be aggregated into age bands for comparison with a quota sample but if only collected by age band it cannot be disaggregated.

If data is to be compared between countries and slightly different upper or lower age limits have been used, or different age bands have been used to compare with national census data then having the actual respondent age to hand always allows data to be re-coded into comparable age bands for inter-country comparison.

If it is not possible to collect exact respondent age or if the respondent refuses, it is always useful to follow up with a question using age bands as they may be more willing to provide an answer but age bands should be used as a follow up question rather than the primary question on age.

4. Quota Check

Having established the responses to a minimum number of demographic classification questions it is now the time to establish if the interview should continue or not. If the survey is administered using a computer, whether face-to-face, online or on the telephone, the survey programme will at this point check if the respondent is eligible to participate in the survey. E.g. if the census data indicates that the male / female split in the population is 49%/51% and 510 interviews have already been conducted with women

against a total sample target of 1,000 interviews, any further interviews with women will be rejected at this point so that the survey sample matches the census data on the selected criteria.

If the interview is administered by an interviewer, e.g. using a pen-and-paper methodology then the survey questionnaire must include specific instructions at this point for the interviewer to check against their allocated quota whether they should continue with the interview or not. With pen-and-paper methodology it would be normal to ask each interviewer to carry out a set number of interviews, e.g. 10 in total, of which a maximum of 5 should be with men and 5 with women. Quotas are allocated across all interviewers administering the survey so that the total quota requirements should be reached once all interviewers' quotas are aggregated.

5. Separate Screener and Main Questionnaires

If the interview is to be interviewer administered by recruiting respondents in one location e.g. a shopping mall and making an appointment to interview them in a second location e.g. at the respondent's home at a later date, then it is normal to split the questionnaire into two separate documents. The first section, the recruitment screener will include all the questions up to the point where the quota check is performed – if the respondent meets the quota requirements then the interviewer should make an appointment to conduct the main part of the interview. The remainder of the questionnaire is then printed out as a separate document to be used at the interview in the respondent's home and once completed must be reunited with the matching recruitment screener questionnaire.

6. Introduction to main part of the survey

Having established that the respondent is eligible to participate in the survey it is important to now introduce the task in hand. In this case, the introduction to be read out or displayed specifies that the survey will be about digital entertainment products, shopping for clothing and other fashion items the respondent might buy for themselves or their family on the high street or online, or things the respondent might have read about or adverts they may have seen, read or heard.

Note that the exact text will likely require modification depending on exactly which categories of goods are included in later questions and typical shopping habits within the territory where the survey is to be conducted.

Within the main part of the survey there are questions which are marked as optional. In all cases, these optional questions offer greater detail on consumer behaviour but the questions can be omitted from the questionnaire design if interview length is proving a problem or if their inclusion, is making the survey too expensive to administer.

7. Counterfeit Goods – Main Questionnaire

The survey starts by asking respondents if they have seen counterfeit goods for sale. This eases respondents into the survey and establishes basic awareness incidence.

For the most part, our experience is that respondents are comfortable responding to a survey about buying counterfeit goods themselves so the next question establishes this

behaviour for a range of categories. To simplify administration of the interview, Question 6 is only asked for those goods the respondent saw for sale at Question 5.

There is then a question asking for each category of counterfeit goods that the respondent has bought for information on the different retail outlets where they were bought. As noted previously, the list of retail outlets can be customised according to the particular territory where the research is to be carried out.

The next two questions are considered optional but strongly advised if you are able to include them. The first asks if the respondent has unknowingly bought counterfeit goods and the follow up asks if they would still have bought them had they known the goods were not genuine. If time allows, this could be asked for each category of goods bought but the current questionnaire template wording is based on asking this generally rather than by category.

The next question asks the reasons why the respondent bought counterfeit items – it's in two parts to collect all reasons that apply and the one, most important reason. Rather than ask about each category of goods bought this has been simplified to asking about general behaviour. Note that from an analysis point of view, if the respondent only listed one reason at Question 9a, that reason should be copied across to Question 9b so that there is a full set of responses in Q9b for all respondents who had bought counterfeit items.

The survey then asks the respondent's opinion on the quality of counterfeit goods to establish if they are considered equivalent, superior or inferior to genuine branded items.

Finally, within the main part of the survey is a set of questions asking about attitudes to counterfeit goods using an agreement scale from 1 to 10. Additional statements may be added to this question as desired but it is necessary to be mindful of the impact on the interview length.

8. Digital Piracy – Main Questionnaire

The digital piracy survey focuses on music, films and TV as the main media impacted by digital piracy covering the majority of infringing behaviour. To add other media such as video games and computer software would significantly complicate the survey and if these are required, please refer to the original 2016 toolkit which includes modules for both.

The survey starts by asking respondents if they have seen infringing digital copies online or if they have personally downloaded or streamed music, movies or TV shows to establish the incidence of digital piracy followed by an optional question to collect examples of the sites, services and apps respondents use to access infringing content.

The next question asks the means by which respondents acquire infringing content; additional options can be added to this question, especially as new means of distribution emerge and the following two questions ask about the main means of listening or watching the infringing content. Similarly, if new means emerge then these should be added to the question.

This is followed by a question asking those who say they no longer listen or watch infringing content, the reasons behind this.

Further questions ask about the frequency of accessing infringing content, reasons for accessing infringing content and the respondent's opinion of the quality of infringing content compared to official copies.

There are questions on whether the respondent has ever accessed unofficial content believing it to be genuine and the extent to which the respondent feels confident determining whether content is genuine or unofficial. These are asked at a generic level to simplify the survey rather than asking separately for each type of content.

Next is a set of questions asking about attitudes to digital piracy using a 10-point agree / disagree scale. Further statements can be added to this list as desired although care should be taken to avoid extending the interview length too much.

Finally, the last question within the main survey asks about potential deterrents to accessing infringing content – as with earlier questions, if there are new developments in this area it is entirely valid to add additional responses here.

9. Main Survey – Pro-IP Messaging Campaign Evaluation

The main part of this survey has a core objective of splitting the sample into two groups; those who have seen / heard / read the campaign messaging and those who have not. This division is achieved through direct questioning. If possible, the advert or article used should be presented amongst a range of other materials with the respondent asked which of these items they have seen (or heard or read etc.) but if this is not possible, the target material can be shown on its own.

This first question allows us to identify the two groups of respondents and subsequent questions are used to identify whether there are any differences in the two sub-groups that might be attributed to having been exposed to the campaign materials. Careful note should be made of the example weighting illustrated earlier in this document to ensure that differences in observations are not driven by demographic distribution and can indeed be correlated with having seen the campaign materials.

Respondents who have not seen the campaign materials should now be routed directly to the questions on attitudes while those familiar with the campaign are asked where they saw it, the key messaging that they took away from the creative and further diagnostic questions to help understand the impact of the materials.

All respondents are asked the questions on attitudes to both counterfeit goods and then digital piracy with a view to understanding if there are differences in attitude between those who have previously been exposed to the campaign and those who have not.

10. Main Survey – 'Other – Please Write In' Questions

Note within the questionnaire templates there are several questions that ask for other responses beyond those listed in the question with a request that the respondent writes in a short description of that other reason.

E.g. “Some other reason” followed by the instruction “Please tell us_____”.

The idea behind this is that it allows respondents with some other reason to express themselves if there is something that has been omitted from the survey. When designing the questionnaire templates every attempt is made to include comprehensive lists within the closed questions but it is always possible that a potential significant reason has been omitted or a new reason has developed as technology changes.

When analysing the data, if sufficient ‘other reason’ responses are collected, they can be analysed alongside the closed list. Responses collected as ‘some other reason’ are grouped together and any response mentioned by more than just a few respondents should be added to the data reporting as if it had been included in the original questionnaire. The exact threshold will depend on the question and sample size but as a rule of thumb, anything mentioned by 3% or more of the respondents should be added to the closed list.

11. Attitudes to piracy section / Attitudes to counterfeit goods section

Each of the surveys ends the main section with a question measuring respondents’ attitudes to piracy or counterfeit goods in general across multiple categories.

The order of presentation of attitudes should be randomised, or at least rotated to reduce the opportunity to any order bias – this is relatively simple when the survey questionnaire is administered by computer, if manually administered it is usual to include instructions for the interviewer to work from the top of the list to the bottom for one interview and from the bottom to the top for the next etc.

At the analysis stage, responses to these attitude questions should be tabulated and cross-tabbed against those who acquire counterfeit product versus those who do not. In this way, it is possible to see the attitudes that differentiate these two groups of respondents.

12. Additional Demographic Questions

Additional demographic and classification questions can be added to any of the questionnaire templates as the final section, after the main interview. The responses to these questions should be used for dividing the total survey sample into different sub-groups for analysis purposes and testing out hypotheses. Suggested additional demographic questions are included in **Appendix A** but these should by no means be seen as an exhaustive list.

13. Interview Close

Finally, it is important to include instructions at the end of the questionnaire for how to close the interview.

If the survey is to be administered by a trained interviewer, then there should be instructions for them to read out a statement thanking the respondent for their time and participation.

If the interview is completed by the respondent without an interviewer, e.g. on a computer screen then the programme should display a clear message at the end of the interview signalling that the interview is over and thanking the respondent for their time.

WIPO Intellectual Property Infringement Survey Toolkit

THE TEMPLATES



WIPO Intellectual Property Infringement Survey Toolkit

ONLINE PIRACY SURVEY QUESTIONNAIRE TEMPLATE

Online Piracy Survey Questionnaire Template

DISPLAY / READ OUT: *“Hello, thanks for agreeing to take part in this survey. I’m from [insert agency/organisation name] and we’d like to ask you a few questions about buying and using digital products you might use in or out of home; music, computer software, movies, TV series and video games.*

Please be assured that this is a genuine piece of market research and your answers will be completely confidential. [Add relevant statement about working under regulations for national research body]

Firstly, we have a few questions just to check we’re talking to the right people for this survey...

ASK ALL

Q1a Please tell us your age?

ASK IF RESPONDENT REFUSES TO PROVIDE ACTUAL AGE AT Q1a

Q1b Please tell us which of these age groups includes your age?

SINGLE RESPONSE

| Example A | Example B | Example C |
|---------------------|---------------------|---------------------|
| 13 or under [CLOSE] | 13 or under [CLOSE] | 13 or under [CLOSE] |
| 14-17 | 14-17 | 14-17 |
| 18-24 | 18-24 | 18-20 |
| 25-29 | 25-29 | 21-25 |
| 30-34 | 30-39 | 26-30 |
| 35-39 | 40-49 | 31-35 |
| 40-44 | 50-59 | 36-45 |
| 45-49 | 60-69 | 46-54 |
| 50-54 | 70+ | 55+ |
| 55-59 | | |
| 60-64 | | |
| 65+ | | |

ASK ALL

Q2 Are you

SINGLE RESPONSE

[Note: Interviewer can complete this through observation if face-to-face interviewing]

- Male..... []
- Female..... []
- Describe myself another way..... []
- Prefer not to answer []

ASK ALL

Q3 What is your current employment Status?

SINGLE RESPONSE

- Working full time (35+ hours a week) []
- Working part time []
- Home-maker / housewife []
- Student []
- Retired []
- Not working []

ASK ALL

Q4 In which of these regions do you live?

SINGLE RESPONSE

- Region 1 []
- Region 2 []
- Region 3 []
- Region 4 []
- Region 5 []
- Region 6 []
- Region 7 []
- Region 8 []
- Region 9 []

QUOTA CHECK

CHECK THAT RESPONDENT MEETS QUOTA REQUIREMENTS FOR RECRUITMENT.

IF THEY **DO NOT** MEET QUOTA REQUIREMENTS, PLEASE THANK THEM FOR THEIR TIME AND CLOSE THE INTERVIEW.

IF THE RESPONDENT **DOES** MEET REQUIREMENTS, THEN CONTINUE ON TO THE MAIN PART OF THE QUESTIONNAIRE.

Online Piracy Survey Questionnaire Template

DISPLAY / READ OUT: *“This survey is about digital products and services you might use in or out of home; music, computer software, movies, TV series, and video games ”*

As well as the official versions, unofficial copies of many movies and TV shows, and music can often be found online on the Internet. By “unofficial” I mean copies made without the permission of the owner of the copyright.

IF POSSIBLE, THE ORDER OF ASKING Q6 THROUGH TO Q9 SHOULD BE ROTATED BETWEEN RESPONDENTS SO THEY ARE NOT ALWAYS PRESENTED IN THE SAME ORDER

ASK ALL

Q5 Have you come across unofficial copies of music like this on the Internet?

SINGLE RESPONSE

I have not heard of unofficial copies of music online before today []

I have heard of unofficial copies like this, but not seen them online []

I have personally seen unofficial copies online but not downloaded/ listened to any []

I have listened to unofficial copies of music from the Internet..... []

ASK ALL

Q6 And what about Movies and TV?

SINGLE RESPONSE

I have not heard of unofficial copies of movies or TV programmes online before today []

I have heard of unofficial copies like this, but not seen them online []

I have personally seen unofficial copies of movies or TV programmes online but not watched or downloaded any..... []

I have watched unofficial copies of movies or TV programmes from the Internet..... []

ASK ALL

Q7 And what about services offering unofficial access to live broadcast TV channels e.g. premium sports channels?

SINGLE RESPONSE

I have not heard of services offering unofficial access to TV channels..... []

I have heard of services like this, but not seen them online []

I have personally seen services online offering unofficial access to TV channels but not used any ... []

I have watched TV channels through unofficial services on the Internet..... []

IF RESPONDENT DOES NOT LISTEN TO OR WATCH ANY UNOFFICIAL COPIES SKIP TO Q18

OPTIONAL QUESTION

ASK ALL WHO HAVE WATCHED OR LISTENED TO UNOFFICIAL COPIES AT Q5, Q6 OR Q7

Q8 You said that you'd watched or listened to unofficial copies that came from the Internet, which of these sites, services or apps have you personally used to access or download these copies?

MULTI RESPONSE

- Site / Service / App 1 []
- Site / Service / App 2 []
- Site / Service / App 3 []
- Site / Service / App 4 []
- Site / Service / App 5 []
- Other []

[Insert list of relevant sites / services / apps]

This survey is designed to pick up general behaviours and attitudes. It is likely that the names and popularity of pirate services will be well known but if relevant this question can be added to the survey.

ASK ALL WHO HAVE WATCHED OR LISTENED TO UNOFFICIAL COPIES AT Q5, Q6 OR Q7

Q9 Where and how do you find most of these unofficial copies or services?

MULTI RESPONSE

- Search with a search engine e.g. Google []
- Go to specific websites that you regularly use []
- Friend recommendation/ sharing a link..... []
- Forum/ group chat where people share links..... []
- Search using an app/ service on a device such as Kodi Set Top box..... []
- Search using an app/ service on a computer / tablet / phone []
- Some other way []

[Note: if feasible it is often useful to add an additional, open question to ask respondents to tell us the way they find unofficial copies when they select "Some other way" in case there is an important factor that is missing from the survey.]

ASK ALL WHO HAVE WATCHED OR LISTENED TO UNOFFICIAL COPIES AT Q5 OR Q6

Q10 How do you watch, listen, or download unofficial copies **most often** nowadays?

SINGLE RESPONSE

- Rip / download from official streaming site such as YouTube []
- Download from an unofficial website []
- Watch/ listen for free on a computer/ tablet using unofficial streaming website []
- Watch/ listen for free on Facebook or other social media []
- Watch/ listen for free on a mobile phone using an unofficial streaming website or app []
- Watch/ listen for free on a TV using a set-top box or an app on a smart TV..... []
- Pay for a subscription to watch unofficial copies on a phone/ computer/ tablet []
- Pay for a subscription to watch unofficial copies on TV using a set-top box or app on a smart TV..... []
- Someone in my house or family accesses the music/movies/TV shows for me..... []
- Some other way e.g. copy from / share with a friend on memory stick / CD / DVD / share directly online . []
- I no longer listen to or watch unofficial copies..... []

Note that this question is 'single response' – you may prefer to make it multi-response – if so, 'I no longer listen to or watch unofficial copies' must be an exclusive answer, i.e. if selected then no other answers can be selected.

ASK ALL WHO HAVE WATCHED UNOFFICIAL LIVE BROADCAST ATQ7

Q11 How do you watch these channels **most often** nowadays?

SINGLE RESPONSE

- Watch for free on a computer/ tablet using an unofficial streaming website []
- Watch for free on a computer/ tablet on Facebook or other social media..... []
- Watch for free on a phone using an unofficial streaming website or app []
- Watch for free on a phone on Facebook or other social media []
- Watch for free on a TV using a set-top box or app []
- Pay for a subscription to watch unofficial live broadcasts on a phone/ computer/ tablet []
- Pay for a subscription to watch unofficial live broadcasts on TV using a set-top box or app..... []
- Some other way []
- I no longer watch unofficial live broadcasts..... []

Note that this question is 'single response' – you may prefer to make it multi-response – if so, 'I no longer watch unofficial live broadcasts' must be an exclusive answer, i.e. if selected then no other answers can be selected.

ASK IF RESPONDENT NO LONGER LISTENS TO OR WATCHES UNOFFICIAL COPIES AT Q10

Q12 Why don't you listen to or watch unofficial copies any more?

MULTI RESPONSE

- It's too much hassle / I can't be bothered []
- I can no longer find any unofficial copies online..... []
- I cannot find unofficial copies of the specific music / movies/ TV shows I like online []
- The quality of unofficial copies isn't good enough []
- I have a subscription to an official streaming service e.g. Netflix / Spotify []
- I got a virus or computer problem as a result of unofficial copies []
- I feel bad / guilty about unofficial copies..... []
- I am worried that accessing unofficial copies is helping to fund organised crime..... []
- I received a legal warning for using unofficial copies []
- I prefer to support the music/film/TV industry by using official copies []
- Some other reason (Please tell us)..... []

IF RESPONDENT NO LONGER LISTENS TO OR WATCHES UNOFFICIAL COPIES AT Q10 SKIP TO Q16

OTHERWISE ASK

Q13 How often do you listen to unofficial copies of music or watch unofficial copies of movies or TV shows nowadays?

SINGLE RESPONSE PER COLUMN

| | Music | Movies | TV Shows |
|---|--------------|---------------|-----------------|
| Daily or several times a day..... | [] | [] | [] |
| Once a week or more frequently but not daily..... | [] | [] | [] |
| Once or twice a month..... | [] | [] | [] |
| A few times a year..... | [] | [] | [] |
| Less often | [] | [] | [] |
| Never..... | [] | [] | [] |

Q14 Here are some reasons people have given us for why they listen to or watch unofficial copies of music / movies / TV shows or unofficial access to premium TV channels – which of these apply to you?

MULTI RESPONSE

- Official copies are poor value for money (I disagree with the prices) []
- Cinema tickets are poor value for money (I disagree with the prices) []
- Official premium TV channel subscription prices are poor value for money []
- I cannot afford to pay for official copies/ TV subscriptions/ to go to the cinema []
- Unofficial copies mean I can listen to more music/ see more movies/ TV shows []
- It's much easier than getting official copies..... []
- I watch or listen to an unofficial copy to check I will like it before paying to access it officially .. []
- The unofficial copies I listen to or watch are not available any other way (where I live)..... []
- Unofficial copies mean I can listen to or watch what I want before it's officially available where I live. []
- Unofficial copies of music, movies and TV shows are not really harming anyone []
- I am not interested in the packaging and extras that come with official DVDs and Blu-rays..... []
- I want to see the latest movies releases but don't want to have to go to the cinema to watch them .. []
- Some other reason []

[Note: if feasible it is often useful to add an additional, open question to ask respondents to tell us the reason why when they select "Some other reason" in case there is an important factor that is missing from the survey.]

ASK ALL WHO EVER WATCH OR LISTEN TO UNOFFICIAL COPIES AT Q5, Q6 OR Q7

Q15 You said that you sometimes get hold of unofficial copies of Music, Movies or TV shows. What is your opinion of the general quality of these unofficial copies?

SINGLE RESPONSE

The quality is

- Much worse than official copies []
- A little worse than official copies []
- About the same as official copies..... []
- A little better than official copies..... []
- Much better than official copies []

ASK ALL

Q16 Have you ever accessed unofficial copies of music/ movies/ TV shows when you thought you were accessing an official copy? E.g. a website that you thought carried official copies of movies but was in fact unofficial

SINGLE RESPONSE

- Yes []
- No []

ASK ALL

Q17 How confident are you now that you can tell apart unofficial sites from official sites?

SINGLE RESPONSE

- Very confident []
- Quite confident []
- Not very confident []
- Not at all confident..... []

Online Piracy Survey Questionnaire Template

Attitudes to piracy section

ASK ALL

Q18 I am now going to show you a series of statements people have made about buying, getting hold of, listening to, watching or playing unofficial copies of digital goods such as music, video games, movies and TV series. For each statement, could you please tell us whether you personally agree or disagree with the statement. Using a scale from 1-10, if you agree very strongly, score 10. If you disagree very strongly score 1, please use the scale to tell us how much you agree or disagree with each statement.

SINGLE RESPONSE PER STATEMENT

| ROTATE / RANDOMISE ORDER OF PRESENTATION OF STATEMENTS | Disagree very strongly 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Agree very strongly 10 | Don't know / no experience of this |
|--|-----------------------------|---|---|---|---|---|---|---|---|---------------------------|------------------------------------|
| Using unofficial copies keeps me ahead of the crowd / up with the latest trends | | | | | | | | | | | |
| I don't know how to download unofficial copies / don't know which websites to visit | | | | | | | | | | | |
| I would worry about getting a virus on my computer / device if I downloaded unofficial copies | | | | | | | | | | | |
| Unofficial copies of music / movies / TV series or Video games on unofficial discs are almost all made and distributed by criminal gangs | | | | | | | | | | | |
| I would be worried about being prosecuted and fined if I was accessing unofficial copies online | | | | | | | | | | | |
| Recent publicity or advertising about unofficial copies has put me off | | | | | | | | | | | |
| I feel I'm supporting the artist if I buy the official copy of a music release | | | | | | | | | | | |
| I'm against the idea / I think it's wrong to make unofficial copies of music, movies etc. | | | | | | | | | | | |
| The movie and TV industries make too much money | | | | | | | | | | | |
| The music industry makes too much money | | | | | | | | | | | |
| There are so many official ways to watch TV Series there's no need to use unofficial copies | | | | | | | | | | | |

ASK ALL WHO EVER LISTEN TO UNOFFICIAL COPIES OF MUSIC AT Q5 OR WATCH UNOFFICIAL COPIES OF MOVIES OR TV SHOWS AT Q6

Q19 You said that you sometimes listen to unofficial copies of music or watch unofficial copies of movies or TV shows - What would encourage you to stop downloading or accessing unofficial copies online?

MULTI-RESPONSE

ROTATE ORDER OF PRESENTATION EXCEPT FOR LAST 2 WHICH ARE ALWAYS LAST

- If official services were cheaper []
- If official services were more convenient []
- If official services had a wider range of product []
- If everything I wanted was available through official services as soon as it was released elsewhere []
- If I thought I might be taken to court..... []
- If I thought I would be detected..... []
- If everyone else stopped doing it..... []
- If my ISP sent me a letter telling me my account had been used to download or access unofficial copies []
- If my ISP sent me a letter saying they would restrict my internet speed []
- If my ISP sent me a letter saying they would suspend my internet access..... []
- If my friends or family were caught accessing or downloading unofficial copies..... []
- If there were articles in the media about people being sued for accessing or downloading unofficial copies []
- If it was clearer what is official and what isn't []
- If I had better information on how to find out if something is official or not []
- Some other reason (Please write in _____) []
- Nothing would make me stop accessing or downloading unofficial copies []

Add any final demographic questions here

Thank respondent for their participation and close the interview

DISPLAY / READ OUT: *“Thank you for your time and participation– this is the end of the survey”*



WIPO Intellectual Property Infringement Survey Toolkit

COUNTERFEIT GOODS SURVEY QUESTIONNAIRE TEMPLATE

Counterfeit Goods Survey Questionnaire Template

DISPLAY / READ OUT: “Hello, thanks for agreeing to take part in this survey. I’m from *[insert agency name]* and we’d like to ask you a few questions about buying products for you and your home including groceries, toys, clothes, cleaning products, electronic goods etc.

Please be assured that this is a genuine piece of market research and your answers will be completely confidential. *[Add relevant statement about working under regulations for national research body]*”

ASK ALL

Q1a Please tell us your age?

ASK IF RESPONDENT REFUSES TO PROVIDE ACTUAL AGE AT Q1a

Q1b Please tell us which of these age groups includes your age?

SINGLE RESPONSE

| Example A | Example B | Example C |
|---------------------|---------------------|---------------------|
| 13 or under [CLOSE] | 13 or under [CLOSE] | 13 or under [CLOSE] |
| 14-17 | 14-17 | 14-17 |
| 18-24 | 18-24 | 18-20 |
| 25-29 | 25-29 | 21-25 |
| 30-34 | 30-39 | 26-30 |
| 35-39 | 40-49 | 31-35 |
| 40-44 | 50-59 | 36-45 |
| 45-49 | 60-69 | 46-54 |
| 50-54 | 70+ | 55+ |
| 55-59 | | |
| 60-64 | | |
| 65+ | | |

ASK ALL

Q2 Are you

SINGLE RESPONSE

[Note: Interviewer completes this through observation if face-to-face interviewing]

- Male..... []
- Female []
- Prefer not to answer..... []

ASK ALL

Q3 What is your current employment Status?

SINGLE RESPONSE

- Working full time (35+ hours a week) []
- Working part time []
- Home-maker / housewife..... []
- Student []
- Retired []
- Not working []

ASK ALL

Q4 In which of these regions do you live?

SINGLE RESPONSE

- Region 1..... []
- Region 2..... []
- Region 3..... []
- Region 4..... []
- Region 5..... []
- Region 6..... []
- Region 7..... []
- Region 8..... []
- Region 9..... []

QUOTA CHECK

CHECK THAT RESPONDENT MEETS QUOTA REQUIREMENTS FOR RECRUITMENT.

IF THEY **DO NOT** MEET QUOTA REQUIREMENTS, PLEASE THANK THEM FOR THEIR TIME AND CLOSE THE INTERVIEW.

IF THE RESPONDENT **DOES** MEET REQUIREMENTS, THEN CONTINUE ON TO THE MAIN PART OF THE QUESTIONNAIRE.

Counterfeit Goods Survey Questionnaire Template

Did you know that it is possible to buy fake or counterfeit versions of many different types of goods; fake branded clothing, shoes and handbags, copies of toys or well-known grocery products such as soft drinks or shampoo that are not made by the official brand but carry labels pretending that they are?

ASK ALL

Q5 Have you seen counterfeit goods in any of these categories for sale in the past 12 months, including goods for sale in a shop, online or at a market?

MULTI-RESPONSE

DISPLAY / READ OUT CATEGORIES

ASK FOR ALL CATEGORIES SEEN FOR SALE AT Q5

Q6 Have you personally bought counterfeit goods in any of these categories in the last 12 months whether or not you knew that they were counterfeit versions when you bought them?

MULTI-RESPONSE [Additional categories of goods can be added to this list as required]

ASK FOR ALL CATEGORIES BOUGHT AT Q6

Q7 You said that you have bought counterfeit versions of [READ OUT / DISPLAY CATEGORY] in the last 12 months. Could you please tell us all the places you have bought them from in the last 12 months?

MULTI-RESPONSE PER CATEGORY BOUGHT

[Additional retailer categories can be added to these questions as appropriate by territory – e.g. Kiosk]

| DISPLAY / READ OUT ITEMS | Q5 | Q6 | ASK Q7 FOR ALL CATEGORIES BOUGHT AT Q6 | | | | | | | |
|--|---|--------------------------------------|--|--|--|----------------------------|-----------------|---------------------|----------------------|---------------|
| | Seen Counterfeit for sale in last 12 months | Bought Counterfeit in last 12 months | Retail store / shop | Market stall, including car boot sales | Street seller, mobile sales person visiting office or doorstep at home | From a friend or colleague | Online retailer | Online auction site | Overseas/ on holiday | None of these |
| Clothing and footwear | | | | | | | | | | |
| Designer handbags | | | | | | | | | | |
| Cosmetics and toiletries | | | | | | | | | | |
| Cigarettes | | | | | | | | | | |
| Food | | | | | | | | | | |
| Alcoholic drinks | | | | | | | | | | |
| Soft drinks | | | | | | | | | | |
| Medicines | | | | | | | | | | |
| Mobile phones | | | | | | | | | | |
| Mobile chargers and other small electrical items | | | | | | | | | | |
| Watches | | | | | | | | | | |
| Toys | | | | | | | | | | |
| Power tools | | | | | | | | | | |
| Auto parts | | | | | | | | | | |
| Ink cartridges | | | | | | | | | | |
| Text books/ technical books | | | | | | | | | | |
| None | | | | | | | | | | |

Note: If 'None of these' selected, ensure no other responses selected for that column

IF RESPONDENT HAS BOUGHT NO COUNTERFEIT ITEMS AT Q6 SKIP TO Q10

Counterfeit Goods Survey Questionnaire Template

[OPTIONAL] ASK IF RESPONDENT BOUGHT ANY CATEGORY OF COUNTERFEIT ITEMS IN LAST 12 MONTHS AT Q6

Q8a You said that you have bought some counterfeit goods in the past 12 months. Did you buy any of these counterfeit or fake products believing them to be genuine items?

MULTI RESPONSE

- Yes I have bought counterfeit items believing them to be genuine []
- I have bought counterfeit items when I was not sure if they were genuine or not []
- I have bought counterfeit items knowing before I bought them that they were not genuine []
- I don't know []

[OPTIONAL] ASK FOR ALL CATEGORIES BOUGHT UNKNOWINGLY AT Q8a

Q8b You said that you have previously bought counterfeit goods in the last 12 months without knowing at the time that they were counterfeit. If you had known they were counterfeit at the time, would you still have bought them?

SINGLE RESPONSE

- Yes I would have bought them anyway []
- I might have bought them if I had known before buying that they were counterfeit..... []
- I would not have bought them had I known they were counterfeit items before buying []

ASK ALL WHO MENTIONED AT LEAST ONE ITEM TYPE AT Q6 (BOUGHT IN LAST 12 MONTHS)

Q9a Could you please tell us all the reasons why you bought these sorts of counterfeit items?

MULTI-RESPONSE

ASK ALL WHO MENTIONED TWO OR MORE REASONS AT Q9a

Q9b And which ONE of these reasons is the most important to you?

SINGLE RESPONSE

| ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT | Q9a all reasons | Q9b most important reason |
|---|--------------------|---------------------------------|
| To save money – to get branded label products at a lower price than the genuine items | | |
| Convenience – To get things whenever I want them | | |
| Because I believe that genuine branded products cost too much money | | |
| Because I don't have enough money to buy genuine branded products | | |
| Convenience - Because it's easier than buying genuine branded products from a shop or online retailer | | |
| Because everyone I know does it | | |
| I did not know they were counterfeit when I bought them | | |
| Some other reason (Please write in _____) | | |

ASK ALL

Q10 Thinking about counterfeit goods in general, how do you think the quality of counterfeit goods compares to genuine branded items? We are interested in your own personal opinion of the quality.

SINGLE RESPONSE

The quality is

- Much worse than genuine items..... []
- A little worse than genuine items []
- About the same as genuine items..... []
- A little better than genuine items..... []
- Much better than genuine items []

Counterfeit Goods Survey Questionnaire Template

Attitudes to counterfeit goods section

ASK ALL

Q11 I am now going to show you a series of statements people have made about counterfeit versions of the sort of goods you might buy in a supermarket or high street store such as soft drinks, alcoholic drinks, cosmetics and beauty products, clothing or small electrical items. **[This wording may need to be adjusted according to territory and prevalence of counterfeit goods]**. For each statement, could you please tell us whether you personally agree or disagree with the statement. Using a scale from 1-10, if you agree very strongly, score 10. If you disagree very strongly score 1, please use the scale to tell us how much you agree or disagree with each statement.

SINGLE RESPONSE PER STATEMENT

| ROTATE / RANDOMISE ORDER OF PRESENTATION OF STATEMENTS | Disagree very strongly 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Agree very strongly 10 | Don't know / no experience of this |
|---|-----------------------------|---|---|---|---|---|---|---|---|------------------------|------------------------------------|
| Getting counterfeit goods is less hassle than the genuine articles | | | | | | | | | | | |
| There's a wide selection of counterfeit products available to buy | | | | | | | | | | | |
| I often see counterfeit goods for sale online | | | | | | | | | | | |
| I often see counterfeit goods for sale in markets or from street-stalls | | | | | | | | | | | |
| I often see counterfeit goods for sale in shops | | | | | | | | | | | |
| I worry that counterfeit cosmetic or healthcare products might harm me | | | | | | | | | | | |
| Counterfeit goods and grocery products are not really harming anyone | | | | | | | | | | | |
| I worry whether counterfeit foodstuff and drinks are really safe to eat and drink | | | | | | | | | | | |
| Counterfeit goods are almost all made and distributed by criminal gangs | | | | | | | | | | | |
| It takes too much time to find counterfeit goods for sale / I can't be bothered | | | | | | | | | | | |
| Buying counterfeit goods is a bit 'downmarket' | | | | | | | | | | | |
| I would be worried about being prosecuted and fined if I was caught buying counterfeit goods | | | | | | | | | | | |
| I cannot tell the difference between the flavour of counterfeit groceries and the genuine article | | | | | | | | | | | |
| The people who run websites selling counterfeit goods are usually connected with criminal gangs | | | | | | | | | | | |
| Recent publicity or advertising about buying counterfeit goods has put me off | | | | | | | | | | | |
| I'm against the idea / I think it's wrong to buy counterfeit goods | | | | | | | | | | | |

INSERT ANY ADDITIONAL DEMOGRAPHIC CLASSIFICATION QUESTIONS HERE

Thank respondent for their participation and close the interview.

DISPLAY / READ OUT: *"Thank you for your time and participation– this is the end of the survey".*



WIPO Intellectual Property Infringement Survey Toolkit

PRO-IP MESSAGING CAMPAIGN EVALUATION SURVEY QUESTIONNAIRE TEMPLATE

Pro-IP Messaging Campaign Evaluation Survey Questionnaire Template

DISPLAY / READ OUT: *“Hello, thanks for agreeing to take part in this survey. I’m from [insert agency/organisation name] and we’d like to ask you a few questions about adverts and articles you may have seen or read in the past 6 months. [Note: Exact text should be adapted according to details of campaign]”*

Please be assured that this is a genuine piece of market research and your answers will be completely confidential. [Add relevant statement about working under regulations for national research body]

Firstly, we have a few questions just to check we’re talking to the right people for this survey...

ASK ALL

Q1a Please tell us your age?

ASK IF RESPONDENT REFUSES TO PROVIDE ACTUAL AGE AT Q1a

Q1b Please tell us which of these age groups includes your age?

SINGLE RESPONSE

| Example A | Example B | Example C |
|---------------------|---------------------|---------------------|
| 13 or under [CLOSE] | 13 or under [CLOSE] | 13 or under [CLOSE] |
| 14-17 | 14-17 | 14-17 |
| 18-24 | 18-24 | 18-20 |
| 25-29 | 25-29 | 21-25 |
| 30-34 | 30-39 | 26-30 |
| 35-39 | 40-49 | 31-35 |
| 40-44 | 50-59 | 36-45 |
| 45-49 | 60-69 | 46-54 |
| 50-54 | 70+ | 55+ |
| 55-59 | | |
| 60-64 | | |
| 65+ | | |

ASK ALL

Q2 Are you

SINGLE RESPONSE

[Note: Interviewer can complete this through observation if face-to-face interviewing]

- Male..... []
- Female..... []
- Describe myself another way..... []
- Prefer not to answer []

ASK ALL

Q3 What is your current employment Status?

SINGLE RESPONSE

- Working full time (35+ hours a week)..... []
- Working part time []
- Home-maker / housewife []
- Student..... []
- Retired..... []
- Not working..... []

ASK ALL

Q4 In which of these regions do you live?

SINGLE RESPONSE

- Region 1..... []
- Region 2..... []
- Region 3..... []
- Region 4..... []
- Region 5..... []
- Region 6..... []
- Region 7..... []
- Region 8..... []
- Region 9..... []

QUOTA CHECK

CHECK THAT RESPONDENT MEETS QUOTA REQUIREMENTS FOR RECRUITMENT.

IF THEY **DO NOT** MEET QUOTA REQUIREMENTS, PLEASE THANK THEM FOR THEIR TIME AND CLOSE THE INTERVIEW.

IF THE RESPONDENT **DOES** MEET REQUIREMENTS, THEN CONTINUE ON TO THE MAIN PART OF THE QUESTIONNAIRE.

Pro-IP Messaging Campaign Evaluation Survey Questionnaire Template

DISPLAY / READ OUT: "This survey is about things you might have read about or adverts you might have seen, read or heard in the past few months, on TV, online or on the radio" [Note: Exact text should be adapted according to details of campaign being evaluated]

Awareness of anti-counterfeit messaging

SHOW PICTURE / VIDEO OF CAMPAIGN MEDIA / PLAY RADIO CLIP / READ OUT DESCRIPTION [Tailor instruction according to methodology and campaign media]

Further notes:

There are two versions of the next question. The simple version involves showing just the advert/messaging and asking questions. The more complex version allows for the advert / messaging to be shown amongst a set / reel of other contemporary adverts/ messages, either static art or video and asking instead, which of these have you seen before today.

The idea of placing the test creative material within a reel or gallery of 6 creatives is so that the respondent can easily answer the recognition question honestly. Some people will always want to give a pleasing answer when responding to consumer research and so if asked simply whether they recognise an advert they may answer incorrectly that they do because either they want to please or because they worry that they will appear ignorant if they say they don't recognise it.

By placing the test creative within a reel or gallery the respondent is likely to recognise at least some of the creative so can honestly answer that they recognise at least one of the creatives so answers given are more accurate. This approach reduces the likelihood of over-claim for recognition of the test creative although the simple approach of asking if the respondent has seen the one piece is also valid if it is not possible to set up a competitive set.

Note that the question wording assumes the pro-IP messaging is in the form of an advert using single or multiple media but the methodology could equally be used if the messaging is promoted through a PR led editorial campaign. In this latter case the question wording would need fine tuning, e.g. replacing the word 'advert' with 'article' etc.

ASK ALL

Q5a Have you seen this advert before today?

SINGLE RESPONSE

Yes []

Not sure []

No []

ALTERNATIVE WORDING IF USING A REEL

ASK ALL

Q5b Which of these adverts have you seen before today?

MULTI RESPONSE

Advert 1 []

Advert 2 []

Advert 3 []

Advert 4 []

Advert 5 []

Advert 6 []

None of these []

IF RESPONDENT DOES NOT RECALL SEEING THE ADVERT SKIP TO Q13

ASK ALL WHO RECALL SEEING THE ADVERT

Q6 Where do you remember seeing / hearing / reading the advert?

MULTI RESPONSE

- On TV []
- On the radio []
- On Facebook..... []
- On Instagram..... []
- On Twitter []
- Somewhere else on the Internet []
- In a newspaper or magazine []
- An advert within a game []

[add appropriate media here according to the details of the campaign]

SHOW ADVERT/ ARTICLE/ VIDEO AGAIN

**IF PREVIOUSLY USED A REEL, JUST SHOW THE ONE FOR THE PRO-IP MESSAGING
THE ADVERT CAN BE LEFT ON SCREEN / ON SHOW FOR SUBSEQUENT QUESTIONS**

ASK ALL

Q7 What message do think the advert was trying to convey? *[Open question]*

ASK ALL

Q8 How believable do you think the message in the advert is?

SINGLE RESPONSE

- Very believable..... []
- Somewhat believable..... []
- Not very believable []
- Not at all believable []

Q8 uses the word 'Believable' – alternatively you may prefer to use the word 'convincing', depending on the exact nature of the messaging in the campaign advert.

OPTIONAL QUESTION

ASK ALL WHO ANSWER NOT VERY / NOT AT ALL BELIEVABLE AT Q8

Q9 What aspect of the advert was not believable? *[Open question]*

ASK ALL

Q10 How relevant is the advert to your life personally?

SINGLE RESPONSE

- Very relevant..... []
- Somewhat relevant []
- Not very relevant..... []
- Not at all relevant..... []

Q10 uses the word 'relevant' – alternatively you may prefer to use the word 'relatable', depending on the exact nature of the messaging in the campaign advert.

OPTIONAL QUESTION

ASK ALL WHO ANSWER NOT VERY / NOT AT ALL RELEVANT AT Q10

Q11 What would make the advert more relevant to you? *[Open question]*

ASK ALL

Q12 How likely do you think it is that people like you would change their behaviour as a result of having seen this advert?

SINGLE RESPONSE

- Very likely []
- Somewhat likely []
- Not very likely..... []
- Not at all likely..... []

Further notes:

The final question in both the video and static creative sections asks about changing other people's behaviour rather than that of the respondent. This is a deliberate means of depersonalising the task – many people rationalise that they personally are not influenced by advertising so by asking about other people we hope to get a more realistic answer.

THE CREATIVE FOR THE ADVERT / ARTICLE CAN NOW BE PUT AWAY / REMOVED FROM THE SCREEN AS THE REMAINING QUESTIONS ARE ABOUT GENERAL BEHAVIOUR AND ATTITUDES

Attitudes to counterfeit goods

ASK ALL

Q13 I am now going to show you a series of statements people have made about counterfeit goods such as clothing, shoes, handbags, perfumes and beauty products. Counterfeit goods are copies of branded goods that are not made by official brands but carry a brand label pretending that they are.

For each statement, could you please tell us whether you personally agree or disagree with the statement. Using a scale from 1-10, if you agree very strongly, score 10. If you disagree very strongly score 1, please use the scale to tell us how much you agree or disagree with each statement.

SINGLE RESPONSE PER STATEMENT

| ROTATE / RANDOMISE ORDER OF PRESENTATION OF STATEMENTS | Disagree very strongly 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Agree very strongly 10 | Don't know / no experience of this |
|--|-----------------------------|---|---|---|---|---|---|---|---|---------------------------|------------------------------------|
| I often see counterfeit goods for sale online | | | | | | | | | | | |
| I often see counterfeit goods for sale in markets or from street-stalls | | | | | | | | | | | |
| I often see counterfeit goods for sale in shops | | | | | | | | | | | |
| Counterfeit goods allow me to keep up with the latest fashion trends | | | | | | | | | | | |
| Counterfeit clothing goods and shoes are not really harming anyone | | | | | | | | | | | |
| Counterfeit goods are almost all made and distributed by criminal gangs | | | | | | | | | | | |
| I would be worried about being taken to court and fined if I was caught buying counterfeit goods | | | | | | | | | | | |
| Recent publicity or advertising about buying counterfeit goods has put me off | | | | | | | | | | | |
| I'm against the idea / I think it's wrong to buy counterfeit goods | | | | | | | | | | | |

Attitudes to piracy section

ASK ALL

Q14 I am now going to show you a series of statements people have made about buying, getting hold of, listening to, watching or playing unofficial copies of digital goods such as music, video games, movies and TV series. For each statement, could you please tell us whether you personally agree or disagree with the statement. Using a scale from 1-10, if you agree very strongly, score 10. If you disagree very strongly score 1, please use the scale to tell us how much you agree or disagree with each statement.

SINGLE RESPONSE PER STATEMENT

| ROTATE / RANDOMISE ORDER OF PRESENTATION OF STATEMENTS | Disagree very strongly 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Agree very strongly 10 | Don't know / no experience of this |
|--|--------------------------|---|---|---|---|---|---|---|---|------------------------|------------------------------------|
| Using unofficial copies keeps me ahead of the crowd / up with the latest trends | | | | | | | | | | | |
| I don't know how to download unofficial copies / don't know which websites to visit | | | | | | | | | | | |
| I would worry about getting a virus on my computer / device if I downloaded unofficial copies | | | | | | | | | | | |
| Unofficial copies of music / movies / TV series or Video games on unofficial discs are almost all made and distributed by criminal gangs | | | | | | | | | | | |
| I would be worried about being prosecuted and fined if I was accessing unofficial copies online | | | | | | | | | | | |
| Recent publicity or advertising about unofficial copies has put me off | | | | | | | | | | | |
| I feel I'm supporting the artist if I buy the official copy of a music release | | | | | | | | | | | |
| I'm against the idea / I think it's wrong to make unofficial copies of music, movies, etc. | | | | | | | | | | | |
| The movie and TV industries make too much money | | | | | | | | | | | |
| The music industry makes too much money | | | | | | | | | | | |
| There are so many official ways to watch TV Series there's no need to use unofficial copies | | | | | | | | | | | |

INSERT ANY ADDITIONAL DEMOGRAPHIC CLASSIFICATION QUESTIONS HERE

Thank respondent for their participation and close the interview.

DISPLAY / READ OUT: *"Thank you for your time and participation– this is the end of the survey".*

APPENDIX A, ADDITIONAL DEMOGRAPHIC/CLASSIFICATION QUESTIONNAIRE TEMPLATE

Introduction

Once the main sections of the questionnaire have been completed it is usual to ask some further demographic or classification questions. These are always asked at the end of the interview so that if the respondent is fatigued by the survey they are likely to carry on to completion at this point.

The answers to demographic questions must necessarily be factual and therefore easy and quick to answer. By contrast, the main section of the questionnaire contains questions that are opinions or ratings, requiring a more considered response. Such questions generally take more time and effort to complete so there is a higher potential for the respondent to drop out and not complete the interview. Demographic questions at the end of the interview feel like the home straight and so if a respondent has got this far, they're highly likely to complete the survey.

In any consumer survey there will always be some demographic or classification questions asked at the very beginning of the interview. These questions are used to determine if the respondent meets the specific recruitment criteria e.g. age band, gender and usage of a particular category. It is usual to keep the demographic questions at the beginning of the survey interview to a minimum in order to get the respondent into the main section as quickly as possible.

Demographic questions at the end of the survey should be used to help cut the data into further sub-samples at the analysis stage and to support any specific hypotheses to be tested by the survey. Example questions are provided in this document however the list should not be seen as exhaustive. Additional questions can and should be added to meet the needs of the particular organisation carrying out the research survey.

Example questions have been provided asking if the respondent lives in or works in an urban or rural area. This tests the hypothesis that counterfeit products are more likely to be found in urban areas and so those respondents frequenting urban areas are more likely to buy counterfeit goods.

Another question asks about frequency of Internet usage – low frequency Internet users are less likely to access illegal and unofficial downloads so frequency of Internet usage can be controlled for when comparing those who access counterfeit products online vs. those who don't.

Additional Demographic / Classification Questions

ASK ALL

Q20. Is the area you live in predominantly an urban or rural area

SINGLE RESPONSE

- City Centre.....[]
- Suburbs[]
- Other urban area[]
- Semi-rural[]
- Rural.....[]

ASK ALL

Q21. How often do you visit urban areas?

SINGLE RESPONSE

- Daily / I live or work in an urban area[]
- Once or twice a week.....[]
- Less often[]

ASK ALL

Q22. How frequently do you use the Internet (not including use for your work)?

SINGLE RESPONSE

- More than 4 hours a day[]
- 2-4 hours a day[]
- 1-2 hours a day[]
- Daily, but less than 1 hour a day[]
- A few times a week[]
- Less frequently[]
- Never[]

[Only ask 'Never' if Face to Face survey. Or use in online surveys for Quality Control purposes – eliminate any respondent who answers 'never']

ASK ALL

Q23. Which of the following do you have access to in your home?

MULTI-RESPONSE

- Cable/ Satellite TV service []
- Online subscription video service (e.g. Netflix, Amazon Prime) []
- Free to access / advertiser funded video streaming service (e.g. Hulu –*ADD APPROPRIATE EXAMPLE*) []

ASK ALL

Q24 Do you have a subscription to a music streaming service such as Spotify

SINGLE RESPONSE

- Yes, premium (paid) subscription []
- Yes, free subscription (with adverts)..... []
- No []

Additional Demographic / Classification Questions

Additional Demographic / Classification Questions suitable for online piracy questionnaire

ASK ALL

Q25. Could you please tell me which of the following devices you personally own, or have access to use on a regular basis:-

MULTI-RESPONSE

- Laptop / Mac []
- Desktop PC / Computer []
- Games console plugged into TV []
- Apple TV or other media player []
- Google Chromecast or other casting device []
- Hand-held games console []
- Tablet e.g. iPad, Google Nexus []
- Smart Phone e.g. iPhone, Samsung Galaxy []
- Smart TV []
- Kodi Box []

Other devices may be relevant and should be added to this list as seen fit. Further example devices include Blu-ray players, DVD players, media players, Cable or Satellite TV subscriptions, additional set-top boxes etc.

Q25 Other devices may be relevant and should be added to this list as seen fit. Further example devices include Blu-ray players, DVD players, media players, Cable or Satellite TV subscriptions, additional set-top boxes etc.

ASK ALL

Q26 Do you have a subscription to an audiobook streaming service such as Audible, Kobo Audiobooks or Apple books?

SINGLE RESPONSE

- Yes, premium (paid) subscription []
- Yes, free subscription (with adverts)..... []
- No []

ASK ALL

Q27a Which of these TV service providers do you currently have access to in your home?

MULTI-RESPONSE

ASK FOR ALL SERVICES USED AT Q27a

Q27b And which **ONE** of these TV service providers do you use as your main TV service, the one you use most often?

| SINGLE RESPONSE | Services currently use Q27a | Service use most often Q27b |
|---|-----------------------------|-----------------------------|
| Free TV Broadcast (through an aerial) | | |
| Free Satellite Broadcast | | |
| Paid Satellite Broadcast (paid monthly subscription) | | |
| Paid Satellite Broadcast (using unofficial subscription card) | | |
| Cable TV (paid monthly subscription) | | |
| Cable TV (using subscription unofficial card) | | |
| No TV Provider | | |

Additional Demographic / Classification Questions

ASK ALL WITH A PAID TV SERVICE SUBSCRIPTION

Q28 Do you or your family pay an additional subscription for a movie package or access to a range of movie channels?

SINGLE RESPONSE

Yes []
No []

ASK ALL

Q29 Do you or your family have a subscription to a movie and TV shows streaming service such as Netflix?

SINGLE RESPONSE

Netflix []
Amazon Prime []
Hulu []
Crunchyroll []
[Add services as required by market](#)
No []

ASK ALL

Q30. Approximately how often do you go to the cinema to watch a movie?

SINGLE RESPONSE

Once a week or more often []
Every two weeks..... []
About once a month..... []
Once every 2-3 months []
About once every 6 months []
About once a year []
Never []

ASK ALL

Q31. How often do you buy groceries from an online supermarket?

SINGLE RESPONSE

More than once a week..... []
Once a week..... []
Every two weeks..... []
Less often than once every two weeks []
Never..... []

ASK ALL

Q32. How often do you visit a supermarket store for your main, regular shopping trip?

SINGLE RESPONSE

More than once a week..... []
Once a week..... []
Every two weeks..... []
Less often than once every two weeks []
Never..... []

Additional Demographic / Classification Questions

ASK ALL

Q33. How often do you visit a supermarket store for a top-up shop?

SINGLE RESPONSE

- More than once a week.....[]
- Once a week.....[]
- Every two weeks.....[]
- Less often than once every two weeks[]
- Never.....[]

ASK ALL

Q34. How often do you shop or browse stores on a high street with a selection of retailers?

SINGLE RESPONSE

- More than once a week.....[]
- Once a week.....[]
- Every two weeks.....[]
- Less often than once every two weeks[]
- Never.....[]

ASK ALL

Q35. How often do you shop or browse online for clothes?

SINGLE RESPONSE

- More than once a week.....[]
- Once a week.....[]
- Every two weeks.....[]
- Less often than once every two weeks[]
- Never.....[]

ASK ALL

Q36. How often do you shop or browse for clothes in high street stores or a shopping mall?

SINGLE RESPONSE

- More than once a week.....[]
- Once a week.....[]
- Every two weeks.....[]
- Less often than once every two weeks[]
- Never.....[]



World Intellectual Property Organization
34, chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20
Switzerland

Tel: +41 22 338 91 11
Fax: +41 22 733 54 28

For contact details of WIPO's
External Offices visit:
www.wipo.int/about-wipo/en/offices

© WIPO, 2023



Attribution 4.0 International (CC BY 4.0)

The CC license does not apply to non-
WIPO content in this publication.

WIPO Reference RN2022-29E
DOI: 10.34667/tind.46999