



INTELLECTUAL PROPERTY
OFFICE OF SINGAPORE

Annex A

FACT SHEET 14 April 2009

IPOS Perception Survey 2008

Attitudes towards Intellectual Property (IP)

- Majority support IP rights protection and understand there are legal consequences to IP rights infringement

Nine out of 10 respondents understand the importance of protecting IP rights.

More than 90% are aware that copyright infringement can lead to legal consequences or penalties.

- More than half agree that buying non-original products and downloading from unauthorised sources are forms of theft

Counterfeit / pirated products: 57.8%

Downloading from unauthorised sources: 56.3%

- Majority are aware that downloading from unauthorised sources is illegal and more than half think that they are likely to be caught

Eight out of 10 respondents are aware that downloading from unauthorised sources is illegal.

Five out of 10 respondents feel that they are likely to be caught for downloading from unauthorised sources.

- Strong support and respect for creators of original products
Eight out of 10 agree with the need to support and respect creators by buying original products and downloading from authorised sources.

- Peer pressure is not a deterrent to piracy or illegal downloading
Only 3 out of 10 are concerned about peers forming a negative impression of them if they buy non-original products or download from unauthorised sources.



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Perceptions towards A&P efforts

- Mass media is effective in conveying the intended message
Four out of 10 respondents are aware of advertising and promotions (A&P) about piracy and IP mainly from the TV (50.5%), newspaper (41.2%), cinema (35.2%) and online (19.1%).

Amongst those who had seen or heard related A&P, eight out of 10 respondents indicated that they are more aware of the effects of piracy and close to half of the respondents actually bought legitimate products because of the A&P efforts.

Comparison with 2006 results

- More think they are likely to be caught for downloading from unauthorised sources and agree that buying non-original products is a form of theft
Compared to two years ago, those who say they are likely to be caught for downloading from unauthorised sources increased by 14 percentage-points.

Respondents who agreed that piracy is a form of theft increased by about 3 percentage-points compared to two years ago.

- More are persuaded to purchase original products
Two out of three say A&P efforts have made them want to buy original products. This is a 18 percentage-point increase as compared to two years ago.

Respondents who have actually purchased original products because of A&P efforts increased by about 6 percentage-points as compared to two years ago.

About IPOS Perception Survey

Forbes Research was commissioned by IPOS to conduct its second biennial perception survey to assess public perceptions of intellectual property rights (IPR) and IPOS. Through the survey, IPOS hopes to discern any shifts in the awareness and attitudes towards IPOS and IPR infringement compared to the first survey in 2006 as well as gain insight into the motivating factors and drivers behind IPR infringements.



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The first phase of the research, a qualitative study, was conducted in October 2008 through focus groups to gather insights into Singaporeans' attitudes towards IPR and awareness of IPOS. The second phase of the research, the quantitative study was conducted from December 2008 to January 2009 through face-to-face interviews of 1,011 Singaporeans aged 15 years and above.