

WIPO Pulse

Global intellectual
property
perception survey
2023



In partnership with



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Foreword

Welcome to WIPO Pulse, our path-breaking new survey of how people around the world perceive intellectual property (IP) and its impact on economies and societies.

For decades, WIPO's global IP statistics have provided Member States, policymakers, IP professionals and others with a rich stream of technical insights into how IP and innovation ecosystems are developing worldwide. But as IP becomes more important to economies around the world and visible on the ground, we should complement these insights with data on how people think and feel about IP.

Based on 25,000 responses from 50 countries across all regions of the world, WIPO Pulse offers a unique snapshot into the IP beliefs, attitudes and awareness of individuals and communities. Never before has an IP perception survey of this size been conducted worldwide.

The report reveals that in all regions, the positive impact of IP on the economy is recognized and understood, with IP seen as a key tool for ensuring fair income for individual innovators, creators, authors and designers.

The results from the global south are particularly encouraging, reinforcing our belief that IP can be a powerful tool not just for industrialized countries, but also for developing and the least developed countries as well. While respondents in all regions recognize the positive impact of IP on the economy, this feeling is strongest in Asia-Pacific, Africa and Latin America and the Caribbean. In each case, more than two-thirds of respondents have a favorable view of IP's impact, higher than in Europe and in North America.

This positive perception, coupled with strong awareness of IP rights, opens up an important opportunity to broaden engagement with WIPO's work and show how IP can be a powerful driver of social and economic development in all regions of the world.

The report also highlights areas where we must increase our efforts to foster IP awareness and bring IP to all. It is clear, for example, that we need to do more to bring IP to our youth, with understanding lagging behind the general population in most regions and categories of IP. Relatively low rates of IP understanding in Western Europe and North America also require attention, with respondents from highly industrialized economies particularly sensitive to IP challenges.

As well as commonalities, the survey also highlights differences in perception across nations and regions, reflecting the influence of socioeconomic factors, culture and historical contexts. Understanding these nuances will help pave the way for impactful IP projects and programs tailor-made to specific circumstances on the ground.

For WIPO, these insights will shape and strengthen our work in support of a balanced and inclusive IP ecosystem and we intend to replicate and build on the survey's results in the years to come. More broadly, we hope that the findings will inform and inspire policymakers, researchers, educators and others involved in promoting IP rights and raising IP awareness globally.

We extend our gratitude to all those who participated in WIPO Pulse for sharing their thoughts and feelings with us. Thanks to your insights, we are able to tell a new and important story about how IP, innovation and creativity are viewed around the world.

Daren Tang, Director General,
World Intellectual Property Organization
(WIPO)

Acknowledgments

The WIPO Pulse Global IP Perception Survey 2023 was prepared by WIPO's Global Challenges and Partnerships Sector, led by Edward Kwakwa, Assistant Director General, under the general direction of Daren Tang, Director General. The project was supervised by Giovanni Napolitano of WIPO's Intellectual Property and Competition Policy Section and Martin Correa from WIPO's Future of Intellectual Property Unit.

The report was authored by a team of experienced market researchers with extensive knowledge and expertise in the field of intellectual property (IP) rights: Flemming B. Bröcher, M.Sc. (Econ), Founder and CEO of BERENT; Vaida Bröcher, LL.M, PRINCE2, Project Director; and Joachim S. Werner, M.A. Sociology, Chief Statistician.

The following WIPO colleagues provided substantive inputs to the project: Mohammad Alhabbal, Dimiter Gantchev, Marcus Hopperger, Enayet Mowla, Miyuki Monroig, Maria Carolina Hanssen, Fabio Weissert, Catherine Regnier and Mohamed Bdioui.

Colleagues in the Procurement and Travel Division were instrumental to the implementation of WIPO Pulse. Appreciation goes to all the translators who worked on the survey and allowed it to be deployed around the globe, and to Charlotte Beauchamp and Vanessa Harwood who managed the production of the report.

We are grateful to all the individuals across the world who provided their time and insights responding the survey, without whom WIPO Pulse would not be what it is.

Any queries or other feedback on the report or questionnaire may be sent to info@berent.com

Introduction

This report covers the top-line findings emerging from WIPO's global study of attitudes toward intellectual property (IP), and provides a description of the research methodology.

The study was conducted by BERENT – an independent full-service research organization, owned and managed by experienced research professionals. The lead authors have over 25 years of experience in the market research sector.

The overall objective of the research was to generate insights into the awareness and attitudes of the general population toward IP rights, personal touchpoints with innovation and brands, and the perception of the impact of IP rights on the economy.

The questionnaire was drafted by BERENT in cooperation with WIPO. It was tested in a pilot survey prior to final fieldwork.

A total of 25,000 interviews were conducted across 50 countries worldwide. The general target group is national representative individuals aged 18 to 65 years old. The interviews were conducted as computer-assisted web interviews based on panels provided by Cint – a global panel provider.

All interviews were conducted between March 9 and April 7, 2023.

Data sets were weighted to ensure national representativeness and merged into country groups based on population size.

Countries surveyed

Western European and other states	Australia, France, Germany, Italy, Spain, Sweden, Switzerland, Republic of Türkiye, United Kingdom, United States of America
Latin American and Caribbean states	Argentina, Brazil, Chile, Colombia, Jamaica, Mexico, Panama, Peru, Trinidad and Tobago, Uruguay
Eastern European states	Azerbaijan, Bulgaria, Croatia, Czech Republic, Hungary, Kazakhstan, Lithuania, Poland, Romania, Slovakia
Asia-Pacific states	Bangladesh, China, India, Indonesia, Japan, Pakistan, Republic of Korea, Saudi Arabia, United Arab Emirates, Viet Nam
African states	Algeria, Angola, Egypt, Ghana, Kenya, Mozambique, Nigeria, Senegal, South Africa, United Republic of Tanzania

A detailed description of the research methodology and the English master questionnaire are included in the annexes.

Findings

This section provides the key findings derived from comprehensive analysis of the collected data. It provides a snapshot of the insights gained from the study, highlighting the perceptions, attitudes and behaviors of the target population regarding IP rights and their impact on the economy.

Through the presentation of relevant charts, graphs and statistical analysis, this section aims to provide a clear and concise overview of the key findings. Readers are encouraged to examine closely findings in this section to gain a deeper understanding of attitudes toward IP around the world.

Awareness and perception of IP rights – general message

IP awareness¹ and perception² vary by IP subject matter and also across and within regions.

The world's consumers³ demonstrate the highest awareness index scores for copyright, surpassing those for trademarks, geographical indications, patents and designs.

Consumers from Eastern European states have the highest awareness index scores for patents, copyright and geographical indications compared to all other regions. However, when it comes to geographical indications, Latin American and Caribbean as well as African states share the highest awareness index scores.

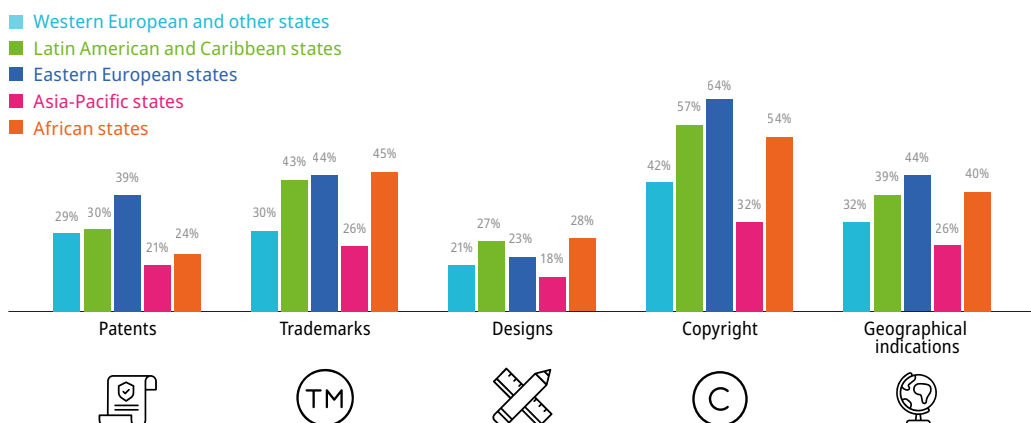
The survey indicates that consumers in African and Latin American and Caribbean states have high awareness index scores and perception of IP regarding trademarks and designs.

Moreover, consumers in Eastern European states demonstrate the highest awareness index scores for trademarks, along with Latin American and Caribbean as well as African states.

In general, consumers in Asia-Pacific states demonstrate lower awareness scores, while at the same time they attach greater importance to products that have IP rights associated with them.

Awareness index

Figure 1. Awareness index



The attribute of being the “first choice when buying products” evokes the highest level of agreement among consumers in Asia-Pacific states across all IP subject matter, surpassing other regions. It is worth noting that consumers in African States also recognize the significance of trademarks and copyright when choosing products.

However, within Asia-Pacific states awareness index scores vary significantly, with India and Bangladesh on the lower end of the scale, while Saudi Arabia, United Arab Emirates and the Republic of Korea demonstrate higher awareness index scores.

Consumers (regardless of the region) believe that innovations in digital communications, food and nutrition, computer technology and household appliances bring the highest benefits. Consumers in Latin American and Caribbean, Asia-Pacific and African states perceive more benefits from innovations than consumers from other regions.

Figure 2. Personal touchpoints with innovation

Personal touchpoints with innovation

Mean values from evaluations on the scale: 1 = do not benefit at all to 5 = benefit a lot



The survey indicates that there are opportunities for WIPO and member states to improve overall IP perception and awareness, especially in the areas of designs, trademarks and patents. However, it appears that there is already a significant level of awareness of copyrights, and when it comes to registered geographical indications, the specific region details are important.

Perception of IP attributes – further observations

The attribute of “ensures fair income” is mentioned among the top two attributes in four types of IP rights (excluding trademarks, as it was not an option in the question).

The main attributes of patented products are their trustworthiness and their ability to ensure fair income for inventors.

Figure 3. Personal perception of IP attributes

	Western European and other states			Latin American and Caribbean states			Eastern European states			Asia-Pacific states			African states		
Perception of patents															
More trustworthy	3.77	3.76	4.14	4.26	4.34	4.27	4.06	4.06	4.02	4.35	4.46	4.33	4.36	4.44	4.40
Better value for money	3.32	3.38	3.81	3.84	3.96	3.97	3.60	3.61	3.56	3.94	4.15	4.03	3.99	3.97	4.03
High-tech technology	3.66	3.61	3.98	4.03	4.16	4.11	3.94	3.90	3.93	4.33	4.47	4.35	4.19	4.21	4.27
First choice when buying the product	3.41	3.39	3.79	3.76	3.80	3.78	3.43	3.48	3.36	4.14	4.38	4.23	3.85	3.88	3.82
Ensuring fair income for inventors	4.11	4.03	4.09	4.37	4.45	4.43	4.29	4.34	4.13	4.48	4.48	4.45	4.46	4.53	4.40
Perception of trademarks															
More trustworthy	3.79	3.84	4.07	4.45	4.52	4.48	4.13	4.10	4.01	4.50	4.64	4.50	4.53	4.52	4.58
Better value for money	3.47	3.52	3.83	4.01	4.14	4.07	3.69	3.73	3.59	4.14	4.30	4.27	4.16	4.20	4.18
Better quality	3.73	3.76	4.02	4.36	4.41	4.38	4.10	4.13	4.03	4.42	4.53	4.48	4.39	4.44	4.43
First choice when buying this kind of product	3.63	3.65	3.92	4.20	4.26	4.26	3.79	3.81	3.80	4.30	4.46	4.35	4.26	4.29	4.29
Perception of designs															
More attractive	4.38	4.42	4.49	3.76	3.87	4.20	3.96	4.00	3.99	4.32	4.39	4.23	4.30	4.36	4.38
Easier to use	4.03	4.08	4.03	3.39	3.42	3.94	3.59	3.61	3.61	4.11	4.30	4.15	3.89	3.90	3.88
Better value for money	4.04	4.07	3.99	3.37	3.33	3.85	3.50	3.56	3.59	4.12	4.24	4.11	4.01	4.06	4.04
Better quality	4.15	4.22	4.15	3.63	3.67	4.01	3.81	3.83	3.81	4.23	4.30	4.18	4.18	4.20	4.16
First choice when buying the product	4.08	4.06	4.11	3.45	3.45	4.00	3.58	3.56	3.69	4.13	4.17	4.06	4.02	4.07	4.02
Ensuring fair income for designers	4.34	4.44	4.30	3.92	3.94	4.03	4.14	4.29	4.17	4.30	4.36	4.24	4.32	4.33	4.26
Perception of copyright															
More trustworthy	3.72	3.73	4.04	4.25	4.32	4.32	3.97	4.10	4.05	4.42	4.47	4.39	4.41	4.42	4.43
Better value for money	3.37	3.31	3.80	3.87	3.92	3.97	3.54	3.62	3.57	4.06	4.21	4.09	4.06	4.11	4.05
Original	4.21	4.21	4.35	4.66	4.70	4.69	4.41	4.44	4.31	4.62	4.62	4.65	4.70	4.71	4.70
First choice when buying the product	3.56	3.49	3.85	4.07	4.11	4.14	3.60	3.62	3.59	4.15	4.24	4.17	4.08	4.13	4.04
Ensuring fair income for authors	4.23	4.21	4.24	4.44	4.51	4.48	4.39	4.45	4.36	4.56	4.60	4.53	4.50	4.51	4.49
Perception of geographical indications															
Better value for money	3.66	3.72	4.05	4.10	4.21	4.25	3.70	3.73	3.66	4.28	4.39	4.36	4.12	4.23	4.04
More authentic	4.33	4.32	4.49	4.44	4.44	4.45	4.38	4.39	4.23	4.62	4.60	4.62	4.52	4.56	4.47
First choice when buying this kind of product	3.85	3.86	4.20	4.10	4.14	4.21	3.81	3.82	3.78	4.34	4.35	4.45	4.16	4.17	4.16
Ensuring fair income for producers	4.03	4.01	4.17	4.32	4.43	4.35	4.12	4.15	3.99	4.46	4.48	4.53	4.26	4.30	4.25

Note: Mean values from evaluations on the scale 1 = strongly disagree to 5 = strongly agree



Overall, consumers perceive IP as being economically important for innovators, creators, authors, designers and producers of geographical indications. Therefore, their perception of IP appears to be closely linked to the individuals or entities that are producing products with IP protection.

Awareness and perception of IP rights among female consumers and youth

In general, the awareness index scores and perception of female consumers do not significantly differ from those of male consumers. However, there are some exceptions to this general rule:

- In Latin American and Caribbean states, there is a significant difference in the awareness index scores for copyright between female and male consumers, with higher awareness index scores observed among female consumers.
- In Eastern European states, there is a significant difference in the awareness index scores for trademarks, designs and copyright between female and male consumers, with higher awareness index scores observed among female consumers.
- In Asia-Pacific states there is a significant difference in awareness index scores for designs between female and male consumers, with higher awareness index scores observed among female consumers.
- In African states there is a significant difference in awareness index scores for designs and copyright between female and male consumers, with higher awareness index scores observed among female consumers.
- In Latin American and Caribbean states there is a significant difference in awareness index scores for patents between female and male consumers, with higher awareness index scores observed among female consumers.

Young consumers demonstrate significantly lower awareness index scores compared to the average of all consumers across all five types of IP rights in four out of five regions, namely in Western European and other states, and Eastern European, Asia-Pacific and African states.

It is worth highlighting a few key aspects related to the findings among younger consumers:

- In Eastern European and African states, younger consumers more frequently perceive patented products as being “high-tech technology” compared to the average consumers in these states.
- In Eastern European states, younger consumers associate the attribute of “better quality” with products that have registered designs. Additionally, in Western European and other states, as well as Asia-Pacific states, younger consumers perceive products with registered designs as “easier to use” compared to the average consumers in these states.
- In Western European and other states, younger consumers more frequently perceive products with copyright as being “more trustworthy” compared to the average consumers in these states.
- In Western European and other states, younger consumers more frequently perceive products with registered geographical indications as a “first choice when buying such product” compared to the average consumers in these states.

In Latin American and Caribbean states, both younger and female consumers show higher awareness index scores and a more positive perception of trademarks compared to other groups, such as male consumers and the average consumers in these states.

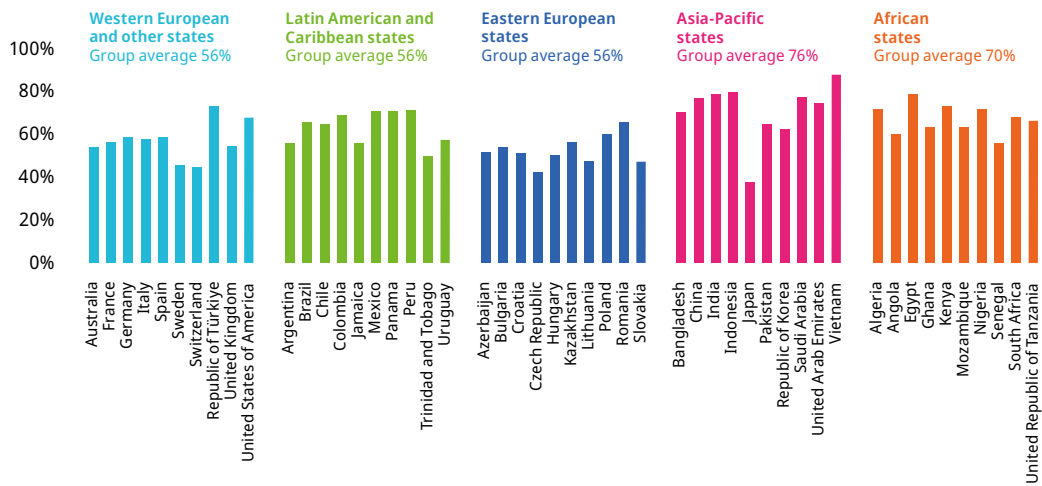
In terms of the “trustworthiness” attribute, there are no statistically significant differences observed among the consumer groups (younger vs. older, female vs. male consumers) analyzed.

The role of IP in the economy

The majority of consumers across the globe agree that IP rights can bring benefits to their economies as well as posing some challenges.

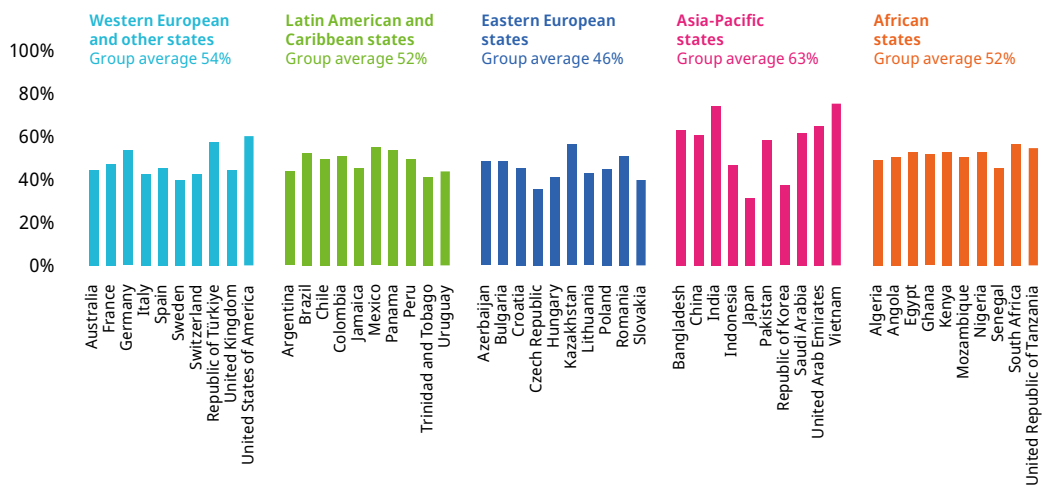
IP is perceived as a positive tool that can be utilized to create opportunities for economies and propel positive social development, including by helping inventors, creators and local communities to make a living through their work; guaranteeing high-quality products; helping smaller business to grow; and creating employment opportunities and better-paid jobs, among others.

Figure 4. IP rights' impact on economy – benefits



Nevertheless, every second consumer interviewed also expressed reservations about the particular challenges that IP right may pose to the economy, including its potential to lead to monopolies and high prices for consumers, to contribute to social inequality, and to limit innovation and creativity.

Figure 5. IP rights' impact on economy – challenges



When compared, the results show that IP is perceived as having the potential to bring more benefits than challenges to the economy.

Annex A

A1. Survey methodology

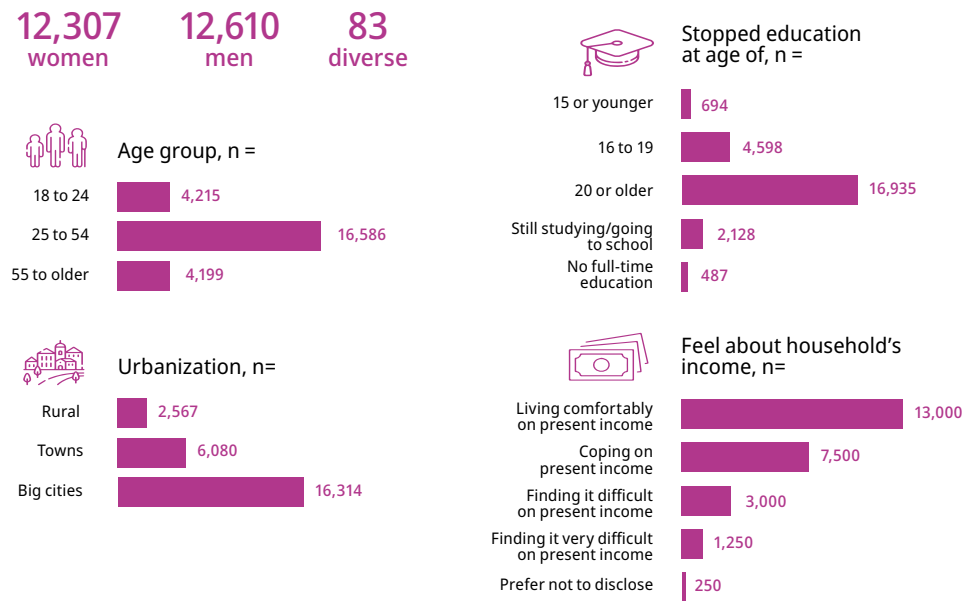
The main objective of the Global IP Perception Survey was to gather information on the awareness and attitudes of the general population toward intellectual property rights. Further objectives were to measure personal touchpoints with innovation and brands, and to assess the perception of the impact of IP rights on the economy. These objectives served as the basis for defining the survey questionnaire, the target population and the quota stratification of the sampling.

The target population was defined as the general world population aged 18 to 65, which was represented in the survey by the population of selected target countries. The quota stratification was designed to collect information in certain global regions and from a nationally representative population. The national representativeness follows three socio-demographic characteristics: gender, age and place of residence (region within the country).⁴ The following five global regions of interest were selected⁵: Western European and other states, Eastern European states, Latin American and Caribbean states, Asia-Pacific states and African states. In each of these global regions, 10 countries were selected, resulting in a total of 50 countries covered by this survey – see below in alphabetical order per global region:

Figure 6. Surveyed countries

Western European and other states	Latin American and Caribbean states	Eastern European states	Asia-Pacific states	African states
Australia	Argentina	Azerbaijan	Bangladesh	Algeria
France	Brazil	Bulgaria	China	Angola
Germany	Chile	Croatia	India	Egypt
Italy	Colombia	Czech Republic	Indonesia	Ghana
Spain	Jamaica	Hungary	Japan	Kenya
Sweden	Mexico	Kazakhstan	Pakistan	Mozambique
Switzerland	Panama	Lithuania	Republic of Korea	Nigeria
Republic of Türkiye	Peru	Poland	Saudi Arabia	Senegal
United Kingdom	Trinidad and Tobago	Romania	United Arab Emirates	South Africa
United States of America	Uruguay	Slovakia	Viet Nam	United Republic of Tanzania

In each country, 500 interviews were conducted with respondents from the target population. In total, 25,000 interviews were conducted worldwide.

Figure 7. Demographic snapshot

A2. Questionnaire design

For the design of the survey questionnaire, the questions had to be tested under real interview conditions. For this purpose, pilot interviews were conducted to test:

- the applicability of the question wording
- the clarity of the questions or whether any explanatory notes were needed
- the interview length.

Pilot interviews were conducted on February 20, 2023 in the questionnaire's master language, English. Because the pilot survey was intended to test the clarity and comprehensibility of the questionnaire, interviews were conducted in five different target countries (India, Nigeria, Kenya, United Kingdom, United States of America) across three global regions. In total, 183 pilot interviews were conducted. The analysis of the pilot interviews resulted in revision of the questionnaire.

A3. Coverage by survey languages

The final design of the questionnaire in English was translated into 24 languages. The translations were provided by WIPO. With these translations, the main official national language in each of the 50 target countries could be covered. The exception was Switzerland, where the questionnaire could be answered in each of its three official languages.

A4. Sampling

Sampling is the process of selecting a subset of the population for data collection based on a study's objectives and target population. For this study, the target population consisted of the general world population, with a focus on five global regions represented by 50 countries. Consequently, the sample base followed the sampling of 50 corresponding national online panels provided by the fieldwork provider Cint.⁶ The sample accordingly included all members of these national online panels, who were then invited to participate in the computer-assisted web interviewing (CAWI) survey version of their country.

Quota stratification was used to deal with the representativeness of the net sample. It was designed according to the defined subgroups of the target population. Therefore, the design generated national representative strata cells to constitute a representative sample on the country level. It also generated disproportionate strata cells in terms of population on the global region

level by setting a target of 500 interviews – a fixed number per country. The reason was to provide sufficient net sample subgroups on the country level, thus reducing their error margin. The disproportionality in terms of population was corrected by a post-stratification weighting method.

A5. Fieldwork

The interviewing was carried out using the CAWI technique.

The data collection took place between March 9 and April 7, 2023.

A database sample management system was used for quota control and monitoring. To ensure the best possible random spread across the gross sample, the fieldwork management regulated the invitation of panel members as sample units being randomly assigned to assembled batches. The batches were processed sequentially, with each batch being handled once the previous one was exhausted. Furthermore, the invitation batches were spread across various times of day and multiple days.

To verify the functionality of the particular country and language-specific web survey version, a soft launch with 30 to 50 interviews was initiated for each country. After its successful accomplishment, the full launch was initiated to collect the remaining 450 to 470 interviews per country.

The average interview length was approximately 10 minutes.

A6. Net sample and data validation

In total, 25,000 interviews were conducted worldwide.

To ensure a homogeneous approach across countries, and to minimize potential errors, questionnaire programming, data cleaning and analysis were completely centralized.

In order to immediately exclude interviews of dubious quality, an attention question was included in the questionnaire. Furthermore, during the fieldwork period, at random, multiple cases per country dataset were checked in depth on their validity and reliability. Moreover, the language-specific interpretation of key questions was reviewed throughout the fieldwork period.

Once the fieldwork was finished, the captured data was checked for:

- completeness
- conditional logic
- consistency (including closer analysis of outliers or other non-valuable data)
- plausibility (including closer analysis of outliers or other non-valuable data).

A7. Weighting and statistical significance

The analysis focused on the defined strata of the five global regions and the countries surveyed. Therefore, the stratification was based on two levels. The first level ensured the national representativeness on the country level, following the three socio-demographic characteristics of gender, age and place of residence (region within the country). The quota stratification during the fieldwork period already aligned the sample toward the national representativeness of the data. However, in order to correct any disproportionalities from target strata cells, the net sample was weighted by age, gender and region for each country using a post-stratification weight method.

The second level ensured the representativeness by country population and how each global region was composed of the respective 10 countries surveyed according to their population size. Therefore, the data was additionally weighted based on the size of the countries' target population.

All statistical differences mentioned in the reports are statistically significant unless otherwise mentioned. Statistical significance is calculated at the 95 percent confidence level, meaning that the null hypothesis of no difference has been rejected at the 5 percent probability level.

Annex B

B1. Questionnaire

Q1. Thinking about all aspects of your life, how often do you encounter brands in the following areas?

Use a scale from 1 to 5, where 1 means "Never" and 5 means "Regularly":

- | | |
|------------------------|------------------|
| 1. Clothing and shoes | |
| 2. Banking | 1: 1 = Never |
| 3. Food and beverages | 2: 2 |
| 4. Cars | 3: 3 |
| 5. Medicine | 4: 4 |
| 6. Mobile phones | 5: 5 = Regularly |
| 7. Restaurants | 9: Don't know |
| 8. Shopping | |
| 9. Software/apps/games | |
| 10. Telecommunications | |

Q2a. How would you evaluate your personal understanding of patents?

What is a patent?

A patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something or offers a new technical solution to a problem. To get a patent, the inventor must publicly disclose technical information about the invention in a patent application.

Q2b. How would you evaluate your personal understanding of trademarks?

What is a trademark?

A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises.

Q2c. How would you evaluate your personal understanding of registered designs?

What is a design?

Design is where function meets form. A registered design protects the shape, configuration, pattern or ornamentation of a product – in other words, what gives a product its unique appearance.

Q2d. How would you evaluate your personal understanding of copyright?

What is copyright?

Copyright (author's right) is a legal term used to describe the rights that creators have over their literary and artistic works. Works covered by copyright range from books, music, paintings, sculpture and films, to computer programs, databases, advertisements, maps and technical drawings.

Q2e. How would you evaluate your personal understanding of geographical indications?*What is a geographical indication?*

A geographical indication is a sign used on products that have a specific geographical origin and possess qualities or a reputation intrinsically linked to that place of origin. In order to function as a geographical indication, a sign must identify a product as originating in a given place.

1. I have never heard about it.
2. I have heard about it but the word/term only.
3. I have heard about it but know very little about it.
4. I have heard about it and know it either fairly well or very well.

Q3a. How do you think the following things can be protected through the below intellectual property (IP) rights?

A technical invention (e.g., a completely new kind of a battery technology) can be best protected through a...?

Select 1 or 2 most appropriate categories.

1. Patent
2. Trademark
3. Registered design
4. Copyright
5. Geographical indication
6. Don't know

Q3b. A brand name (e.g., Coca-Cola) can be best protected through...?

Select 1 or 2 most appropriate categories.

Q3c. A logo (e.g., Nike logo shown) can be best protected through...?

Select 1 or 2 most appropriate categories.

Q3d. The visual appearance of a product (e.g., the shape of a lamp or a chair) can be best protected through...?

Select 1 or 2 most appropriate categories.

Q3e. Creative works (e.g., a song or a book) can be best protected through...?

Select 1 or 2 most appropriate categories.

Q3f. A wine sourced and produced only in France (e.g., Champagne) can be best protected through...?

Select 1 or 2 most appropriate categories.

1. Patent
2. Trademark
3. Registered design
4. Copyright
5. Geographical indication
6. Don't know

Q5a. Please indicate how much you agree or disagree with the following statements about patents.

Use a scale from 1 to 5, where 1 means "Strongly disagree" and 5 means "Strongly agree."

Products protected by patents are:

- more trustworthy
- better value for money
- high-tech technology
- my first choice when buying the product
- ensuring fair income for inventors

Q5b. Please indicate how much you agree or disagree with the following statements about trademarks.

Use a scale from 1 to 5, where 1 means “Strongly disagree” and 5 means “Strongly agree.”

Products with a brand/registered trademark are:

- more trustworthy
- better value for money
- better quality
- my first choice when buying the product

Q5c. Please indicate how much you agree or disagree with the following statements about designs.

Use a scale from 1 to 5, where 1 means “Strongly disagree” and 5 means “Strongly agree.”

Products with a registered design are:

- more attractive
- easier to use
- better value for money
- better quality
- my first choice when buying the product
- ensuring fair income for designers

Q5d. Please indicate how much you agree or disagree with the following statements about copyright.

Use a scale from 1 to 5, where 1 means “Strongly disagree” and 5 means “Strongly agree.”

Copyright works (such as texts, films, songs and computer software) are:

- more trustworthy
- better value for money
- original
- my first choice when buying the product
- ensuring fair income for authors

Q5e. Please indicate how much you agree or disagree with the following statements about geographical indications.

Use a scale from 1 to 5, where 1 means “Strongly disagree” and 5 means “Strongly agree.”

Geographical indications are:

- better value for money
- more authentic
- my first choice when buying this kind of product
- ensuring fair income for producers.

Q6. Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works (such as books, videogames and music); designs; and symbols, names and images used in commerce (“brands” or trademarks).

IP rights (IPRs) enable people to earn recognition and/or financial benefit from what they invent or create, through patents, designs, copyright, trademarks and geographical indications.

When thinking about the impact of IPRs on your country’s economy, please indicate to what extent you agree or disagree with the following statements:

1. IPRs matter only to big corporations (e.g., because they are complex to protect and enforce – (need for lawyers, budget, etc.))
2. IPRs may make it difficult for small businesses to enter the market (e.g., because IPRs represent an obstacle to start-ups).
3. IPRs lead to monopoly and high prices for consumers (e.g., because only one company produces and sells IP-protected goods)
4. IPRs lead to social inequality globally (e.g., because protected goods are affordable only to higher-income consumers)
5. IPRs may limit innovation and creativity (e.g., because they may make it difficult to research and to collaborate freely)

6. IPRs help inventors/creators/local communities to make a living from their work
7. IPRs inspire creativity and innovation (e.g., by making information on inventions publicly available in patent documents)
8. IPRs guarantee consumers high-quality products (e.g., by safeguarding consumers health or by trusting the reputation of a shoe brand)
9. IPRs foster sustainability (e.g., by encouraging the use of recycled materials and renewable energy)
10. IPRs help smaller businesses in my community/country to grow (e.g., by helping local farmers to protect and promote the products they grow in their area)
11. IPRs help smaller businesses in my community/country (e.g., by licensing new technologies to develop new products or by providing assets to ensure to borrow money from banks or financial institutions)
12. IPRs help to create employment opportunities and/or better paid jobs in my community/country
13. IPRs lead to economic growth in my country

5 = Strongly agree

4

3

2

1 = Strongly disagree

Don't know

Annex C

C1. The awareness index

The WIPO Pulse questionnaire was drafted with a hypothesis in mind that different respondents and populations might:

- self-assess their level of knowledge about various intellectual property rights, and
- have a factually correct, detailed understanding or knowledge of how these IP rights are applied in goods and services.

It is well known in international market research and opinion polling that analysis of data sets collected across different countries can be challenging because of the so-called cultural impact. Often it is difficult to make direct comparisons across countries. This is because some cultures “exaggerate” their personal skills or their liking of a product, while in other cultures it is a virtue to be “modest”, “emotional” or “factual” in reporting.

To mitigate this known issue, it was decided to incorporate a factual control question to establish the actual depth of each respondent’s self-evaluated understanding of each IP subject matter.

Self-evaluated personal understanding and the control question were combined and computed into an awareness index, as described below.

C2. Calculation

The awareness index combines each respondent’s self-assessment of understanding an IP subject matter (subjective awareness) with control questions to test whether they have a factually correct understanding of that IP subject matter (objective awareness).

Subjective awareness is derived from questions Q2a to Q2e (Annex B.1 Questionnaire):

How would you evaluate your personal understanding of patents / trademarks / registered designs / copyrights / geographical indications?

Respondents were considered as being subjectively aware if they stated:

either “3: I have heard about it but know very little about it”

or “4: I have heard about it and know it either fairly well or very well.”

Objective awareness is derived from questions Q3a to Q3f (Annex B.1 Questionnaire):

How do you think the following things can be protected through the below intellectual property (IP) rights?

To evaluate objective awareness of an IP subject matter, respondents had to give correct answers to the corresponding questions:

Question	Correct answer(s)
Q3a. A technical invention (e.g., a completely new kind of a battery technology) can be best protected through a...?	1: Patent
Q3b. Brand name (e.g., Coca-Cola) can be best protected through...?	2: Trademark
Q3c. A logo (e.g., Nike logo, shown) can be best protected through...?	2: Trademark
Q3d. The visual appearance of a product (e.g., the shape of a lamp or a chair) can be best protected through...?	3: Registered design
Q3e. Creative works (e.g., a song or a book) can be best protected through...?	4: Copyright
Q3f. A wine sourced and produced only in France (e.g., Champagne) can be best protected through...?	5: Geographical indication OR 2: Trademark ⁷

Although questions Q3a to Q3f allow multiple responses, only the correct single choice was used for the awareness index.

Therefore, the correct answer for Q3a indicates an objective awareness of patents, the correct answer for Q3d indicates an objective awareness of registered designs, the correct answer for Q3e indicates an objective awareness of copyright, and the correct answer for Q3f indicates an objective awareness of geographical indications. The objective awareness of trademarks is derived from the correct answer for Q3b or the correct answer for Q3c.

A respondent (i) who shows both subjective awareness (S_{ij}) and objective awareness (O_{ij}) of a particular IP subject matter (j) is then classified as possessing qualified awareness of this IP subject matter. The awareness index is then calculated as the share of the target population (n) that possesses a qualified awareness of a particular IP subject matter. The calculation is summarized in the following formula:

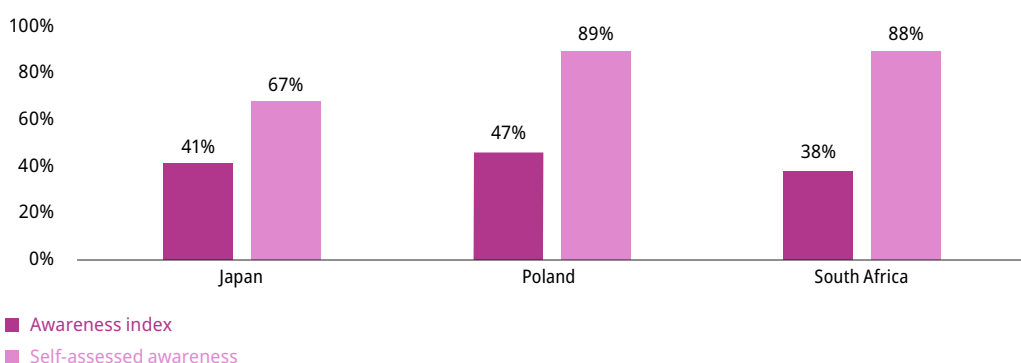
$$AI_j = \frac{\sum_i^n Y_{ij} / \alpha_{ij}}{n}$$

C3. Relevance

The relevance and importance of the awareness index becomes evident when it is compared to subjective self-assessed awareness, which is often used as the (sole) main indicator of awareness in other studies. By comparing subjective awareness and awareness index, it becomes apparent that self-assessment extends beyond mere practical applicability of knowledge. Figure 9 illustrates how, in three randomly selected countries, awareness index offers a more objective and meaningful measure of the trademarks IP subject knowledge than subjective awareness:

Trademarks

Figure 8. Examples of three randomly selected countries



Subjective awareness figures are higher than awareness index, because there is both a variety in self-assessed understanding of an IP subject matter and each respondent's ability to apply this knowledge in practice. As shown in Figure 9, the discrepancy between both measures can be very large. This applies to all IP subject matters, regions and countries.

By including the control factor of objective awareness, the awareness index challenges the subjective self-assessment and ensures a more accurate and comprehensive evaluation of respondents' perceptions and knowledge of IP rights across diverse cultural backgrounds. The awareness index serves as a robust tool to aid the analysis and interpretation of the survey data, accounting for the potential influence of cultural factors on respondents' survey responses.

Endnotes

- 1 "Awareness index" – a share of respondents (%) considered knowledgeable about, e.g., patents. Condition: personal understanding evaluated as "know very little, fairly well or very well" (subjective awareness), combined with correctly answered control question (objective awareness).
- 2 The term "perception" refers to the subjective understanding, interpretation or belief that individuals have about a particular product, brand, company or market.
- 3 In the context of this study, the term "consumer" refers to the respondents who participated in the study.
- 4 National statistics on the three socio-demographic characteristics were derived from the latest available data provided by national statistical offices and the United Nations Statistics Division.
- 5 Country grouping followed the UN regional groups of member states (<https://www.un.org/dgacm/en/content/regional-groups>).
- 6 Cint is an ESOMAR-certified global service provider with one of the world's largest consumer networks for digital survey-based research.
- 7 The correct answer for Q3f includes either the response "5: Geographical indication" or "2: Trademark", since both are equally correct to confirm the applied understanding of how geographical indication is implemented in reality.



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