



**Intellectual Property Crime Prevention Executive Summary of Findings
for the National Crime Prevention Council
Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice
Improving Public Safety and Responding to Emerging Crime Trends
Public Education Campaign**

Intellectual Property Theft Issue Awareness and Communications Materials Concept Assessment

RESEARCH METHODOLOGY

Moessner and Associates, working in tandem with the CauseWay Agency, the advertising firm working with the National Crime Prevention Council, conducted a research program to understand the attitudes and perceptions of intellectual property theft (IP) issues. The two-phase research program, conducted between August and October 2010, began by conducting a total of six focus groups among teens, age 13 to 17; young adults, age 18 to 30; and small business owners. The focus groups were conducted in New York, NY, St. Louis, MO, and San Francisco, CA. The second phase of the research included two nationally representative online surveys of 1,017 adult Americans, 18 and older, and 502 teenagers, aged 13 to 17. The quantitative online surveys were conducted from October 1 to October 15, 2010.

All questionnaires—for both the qualitative and quantitative phases—were developed with U.S. Department of Justice (DOJ), Bureau of Justice Assistance (BJA), and Computer Crime and Intellectual Property Section of the Criminal Division (CCIPS) input and review. In addition, NCPC and DOJ sought external industry review and comment from the Motion Picture Association of America (MPAA), the Business Software Alliance, International Anti-counterfeiting Coalition, and Pharmaceutical Security Institute.

The research sought to measure an awareness of IP issues; behaviors surrounding IP crimes; and personal and community impact and relevance of IP crime. It also wanted to identify personal motivations for current piracy and counterfeit product use.

The research was designed to assess the potential impact of six print and television advertising concepts across a battery of metrics, including main idea, likes/dislikes, believability, ability to inform, and call to action.

Ultimately, the research program sought to identify the strongest or most personally relevant message related to the consequences of IP theft (piracy and counterfeiting).

OVERARCHING CAMPAIGN INSIGHTS

The following are the major campaign insights upon which NCPC and its program partners will develop a strategic direction and messaging strategy for the public education campaign.

- The public does not believe that anyone is getting hurt by purchases of counterfeit products or illegal downloads.
- The public believes these “bargain” products (getting something they want at a cheaper price) are a part of everyday life and no physical harm comes to someone who purchases them.
- The public does not believe that law enforcement is overly concerned about this problem because if law enforcement were concerned, the public would be more aware of the crime and subsequent IP prosecutions. The public also does not expect to get caught.
- The public wants to know how to recognize and avoid dangerous counterfeit products.
- The campaign must make a *direct connection to people’s everyday lives*—what is the personal impact on me every day?
- The campaign must find a way to tap into a latent belief that equates counterfeit crimes to shoplifting or robbery—a crime they know is both wrong and against the law.
- In order to change the public sentiment, the national and federal partners involved in the intellectual property effort will need to encourage law enforcement at all levels to pay attention to this issue and to tell the story about their arrests, prosecutions, stings, and seizures in a way that brings home the consequences of the behaviors we are trying to change.

KEY FINDINGS: ATTITUDES AND BEHAVIORS

The Public is Unaware of the Problem—They Need to “Hear” the Story

- Most respondents are unable to describe accurately the terms “intellectual property” or “intellectual property crimes.”
- Only 14 percent of all respondents in the online survey say they have ever knowingly purchased a product they believed was counterfeit. Young adults, age 18 to 30, are most likely to declare their counterfeit purchasing behavior (23 percent), followed by teens, age 13 to 17 (16 percent).

The Lure of the Bargain is Powerful

- Less than half of the respondents (42 percent of teens, 38 percent of adults 30 and older, and 37 percent of adults 18 to 30 years old) believe they are likely to be caught by police when purchasing a counterfeit or pirated product.
 - Most respondents believe if this were really a big problem than they would see people being arrested or see more stories in the news media.
 - The respondents' only real concern is getting a computer virus from downloading software, music, or movies.
- Most respondents in the qualitative and the quantitative phases of the research say they purchase counterfeit products or download material illegally for the simple benefit of getting a good bargain (the opportunity to pay less for something they want).

Lack of Deterrents

- Most respondents do not view their actions as having a broader impact on their community.
 - Young adults and teens say they do it because they do not see a negative impact and do not believe they are hurting anyone.
 - Older adults (age 31 and older) are much more likely to believe (78 percent) that their behavior may be hurting someone else economically.
- Respondents do not like the behavior of purchasing counterfeit products or downloading material illegally to criminal behaviors such as shoplifting or robbery.

The Public Needs To Know the Facts

- More than eight in 10 adults (18 and older) believe it is illegal to purchase knowingly counterfeit or pirated products even though mere purchase and possession are not illegal. It only becomes illegal if someone purchases large quantities with the intent to resell the products.
- Sixty-three percent (63 percent) of adults and 54 percent of teens believe they need more education about the topic.
- Fifty-two percent (52 percent) of respondents say they do not know where to turn for information. When asked to provide an organization where they could turn to for help, respondents named local police (15 percent) and the Better Business Bureau (9 percent), and the FBI (5 percent).

KEY FINDINGS: COMMUNICATIONS ASSESSMENT

Campaign Messages Must be Personally Relevant

- The most effective ad concepts were those that provided new and personally relevant information. These ads communicated messages associated mainly with health and safety.

IP Theft Messages Assessed Have Potential Change Attitudes

- All ad concepts assessed scored well on key communications metrics (believability, ability to move audiences to change behaviors, listening to the message, and uniqueness of message).
- Ad concepts specifically linking piracy and counterfeit products with the loss of jobs were often discounted by respondents, many saying that the companies and celebrities make enough money to make up for the small amount of counterfeit products people buy.
- There was a consistent concern that the government is simply trying to scare the public about counterfeit products without showing the actual effects of counterfeit products or what a consumer should do.
- Ad concepts that focused on connections to terrorism, organized crime, and gang activity were seen as the most unique messages regarding counterfeit and piracy purchases.
 - After review of this point with BJA, CCIPS, law enforcement, and other Department of Justice officials, the consensus is that the links to terrorism are sufficiently attenuated that we should not proceed with that concept.

Traditional Forms of Media Still Feasible for Delivering Message to Adults—Social Media Based Messages can Deliver Teens and Young Adults

- Most respondents (64 percent) say that television remains the most effective way to reach them with messages about piracy and counterfeit products. Social media (11 percent adults; 19 percent teens) and internet ads (7 percent adults; 10 percent teens) were rated the second and third most effective delivery methods.

*McGruff the Crime Dog[®] a Viable Spokesperson **

- The communications campaign appears to be strengthened by the use of McGruff the Crime Dog as a spokesperson. Aided awareness of McGruff the Crime Dog is highest among older adults (age 31 and older) with an impressive 70 percent awareness in this survey. Nearly half (49 percent) of younger adults, age 18 to 30, are aware of McGruff. One in three (35 percent) teens says they are aware of McGruff. Two-thirds of adults

(66 percent) say they would be likely to act on advice from McGruff. Nearly half of teens (45 percent) also say that they would be likely to act on advice from McGruff.

** McGruff the Crime Dog's aided recognition increased from 77% in 2006 to 83% in 2009, according to the June 2009 omnibus survey.*

ADDITIONAL COMMUNICATION INSIGHTS FROM FOCUS GROUPS

- Focus group respondents told us that the information shared with them regarding the potential risks associated with everyday, commonly used products is a serious issue and that they would like more information on how to recognize and avoid dangerous counterfeit products.
- The campaign must recognize that intellectual property theft is not viewed equally by small and big business. While potential campaign partners like MPAA and the Business Software Alliance have the statistics to back up the depth of the financial impact of intellectual property theft, in our focus groups with small business owners, they tell us that they deal with intellectual property theft issues every day. Businesses view this issue as “just part of everyday business” and that they have to pick their battles regarding going after damages. There is a clear disconnect between large and small business on this issue.