



**Get Real About Intellectual Property Theft
Tracking Research Executive Summary
for the National Crime Prevention Council and
Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice**

BACKGROUND

The Intellectual Property (IP) Theft campaign, launched at The White House in late 2011, raises awareness about the impact of counterfeit and pirated products. The real consequences of this crime include increased gang and organized crime activity, economic loss, and life-threatening harm to consumer health and safety.

In 2012, NCPC worked in partnership with the Bureau of Justice Assistance (BJA), U.S. Department of Justice; advertising firm, The CauseWay Agency; and GfK Custom Research to conduct a tracking research assessment to gain insight into the effect of the IP public education campaign on public attitudes and perceptions of intellectual property theft.

The tracking research represents the third phase of our research program for the campaign. The first two phases of the research program were conducted between August and October 2010. The initial research phases informed the original campaign messaging and creative public service advertisements (PSAs). Please see the document labeled, “Intellectual Property Crime Prevention Executive Summary of Findings,” for more information on the original research.

RESEARCH METHODOLOGY AND OBJECTIVES

In August 2012, the GfK Custom Research team conducted interviews with a total of 764 respondents, age 18 and older.¹ The research sought to explore

- The overall awareness of the term “Intellectual Property Crime/Theft”
- Awareness of the range of public service advertisements—TV, radio, print, and Internet
- Personal behavior and motivation as it relates to purchasing, using, and distributing counterfeit or fake products

In addition, the research sought to measure the post-message behaviors from the PSAs, which discourage the purchase or use of counterfeit products and raise awareness about the impact of counterfeit and pirated products.

¹ Note: Typically we would have waited to measure the effectiveness of the campaign after one year’s time. However, due to the pervasive 2012 Presidential Election advertising, we measured the campaign at the end of August to determine if the campaign was gaining any traction. The research report was delayed to include updated 2012 U.S. Census data in the weighted sample.

RESEARCH INSIGHTS:

- Awareness of NCPC’s IP PSA campaign is quite strong for a campaign that is less than one year old.
- Campaign messages must remain consistent as there is evidence that these messages are both motivating and informative.
- Multi-pronged delivery of the message is helping to create stronger awareness.
 - IP theft is no longer accepted as “part of everyday life.”
 - Social media (viral videos and streaming radio) is a significant distribution mechanism.

KEY FINDINGS: RECOGNITION AND AWARENESS

- Awareness of specific PSAs is high for a first-year campaign. The highest awareness is for the Internet PSA – “It Hurts,” followed by the “Premonition” TV spot.
 - Fifty-four percent report seeing campaign videos on the Internet that warned consumers about not downloading pirated music and movies.
- More than 1 in 4 adults report seeing, reading, or hearing an advertisement about “Intellectual Property Theft” in the past year.
 - Forty-five percent report seeing a TV PSA.
 - Twenty-eight percent report hearing a radio PSA.
 - Twenty-three percent report reading an ad in a newspaper or magazine.
- Purchasing and downloading counterfeit and pirated products is most associated with shoplifting, followed by robbery.
 - Seventy-two percent equate downloading a pirated movie or bootlegging music from someone else’s copy with shoplifting.
 - Sixty-seven percent believe downloading a pirated movie or bootlegging music from someone else’s copy is the same as robbery.
 - Sixty-five percent say purchasing counterfeit products is the same as shoplifting.
 - Fifty-eight percent say that downloading a pirated movie or bootlegging music from someone else’s copy is the same as pick-pocketing.

KEY FINDINGS: MOTIVATING MESSAGES AND BEHAVIORS

- Messages that link counterfeits to child labor, gang violence, and loss of American jobs are effective in motivating people not to purchase fake products.
 - Sixty percent say they would be a great deal less likely to purchase a counterfeit or fake product if they knew this information.
- More than 80 percent of Americans agree that stealing is wrong and inventors and artists have the right to profit from their work.