



## **WIPO Consumer Survey Toolkit on Respect for IP**

2017

**CONTENTS**

**INTRODUCTION .....4**

**OVERVIEW .....5**

**SETTING UP THE SURVEY .....6**

**1. Questionnaire Template Choice..... 6**

**2. Survey Methodology..... 7**

    i. Online interviewing ..... 8

    ii. Online Hybrid Methodology ..... 8

    iii. Face-to-face in-home interviewing ..... 9

    iv. Telephone Interviewing ..... 9

    v. In-street interviewing ..... 10

    vi. Computer Aided Interviewing ..... 10

    vii. Respondent Incentives ..... 11

**3. Sample Design ..... 11**

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

**5. Media Campaign Effectiveness Methodology ..... 12**

**ADMINISTERING THE SURVEY.....13**

**REPORTING .....14**

**1. Key Metrics - Incidence ..... 15**

**2. Incidence by Age Group ..... 16**

**3. Incidence by retail outlet and quality perceptions ..... 17**

**4. Respondent Attitudes..... 19**

**5. Campaign Effectiveness..... 19**

**6. Inter-territorial comparison ..... 21**

**DATA PRIVACY AND CONSUMER PROTECTION LAWS.....21**

**SURVEY QUESTIONNAIRE TEMPLATES - ACCOMPANYING NOTES .....22**

**THE TEMPLATES .....31**

**Digital Products Survey Questionnaire Template..... 32**

**Books and Articles Survey Questionnaire Template ..... 66**

<b>Consumer Products Survey Questionnaire Template .....</b>	<b>96</b>
<b>Luxury Goods And Clothing Survey Questionnaire Template .....</b>	<b>109</b>
<b>Computer software .....</b>	<b>120</b>
<b>Media Campaign Assessment template .....</b>	<b>125</b>
<b>Additional demographic/classification questionnaire template .....</b>	<b>129</b>

# WIPO Consumer Survey Toolkit on Respect for IP

## INTRODUCTION

The WIPO Consumer Survey Toolkit on Respect for IP 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 modular 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.

The creation of the Survey Toolkit was made possible by Funds-in-Trust provided by the Ministry of Culture, Sports and Tourism of the Republic of Korea, which support WIPO gratefully acknowledges.

### *Why use the Consumer 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 measures for inter-territorial comparison.**

The key outputs envisaged from the survey templates are a measure of the percentage of the population within a territory who are exposed to and using counterfeit or pirate goods and services as well as their attitudes towards the use of such infringing goods.

The survey does not just measure the incidence of using infringing goods but can also be used to provide detail on the most prevalent types of infringement, routes to market and factors which may have the potential to reduce infringing behaviour.

Ideally the survey should be used as a tracking study with fieldwork repeated 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.

If the media campaign section is included, it is also possible to assess the effectiveness of any such recent campaigns within a territory.

The output from the survey can be used for outreach purposes by providing a 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 four structured survey questionnaire templates to cover four different types of goods that may be illegally copied or counterfeited.

- Digital Goods – music, movies, video games, TV series and books
- Consumer Goods – food products, drinks, cosmetics, medicines, household items
- Luxury Goods and Clothing – handbags, designer clothing labels
- Books and Articles – consumer books, audiobooks, academic articles and text books.

There are also four further questionnaire documents applicable to all four of the core questionnaire templates.

- Computer Software module
- Media Campaign Assessment Section
- Closing Demographics Section
- Questionnaire template accompanying notes.

The first of these is an additional module covering infringing behaviour with computer software, intended to be added to any of the four core questionnaires. The second allows the option to include questions on measuring the effectiveness of any media campaign recently deployed in market and the third contains additional demographic classification questions that may be added to the end of any of the survey questionnaire templates.

The questionnaire template accompanying notes cover the detail within the templates, providing both guidance on questionnaire customisation and an explanation on how the different sections of the questionnaire template work together to provide reliable survey results.

While the survey questionnaire templates are set up to work as a self-contained unit delivering a full set of results, a direct comparison of results between different surveys, either over time or between different countries or regions can provide further levels of context and insight.

This toolkit aims to provide all the necessary materials to set up a survey into the use of infringing goods and services. It is anticipated that users will employ the services of a fieldwork agency to administer and carry out the actual fieldwork and it is recommended that the same agency is also used to produce at least an initial analysis of the collected data.

In case of any query, WIPO may be contacted by email at [enforcement@wipo.int](mailto:enforcement@wipo.int).

## SETTING UP THE SURVEY

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

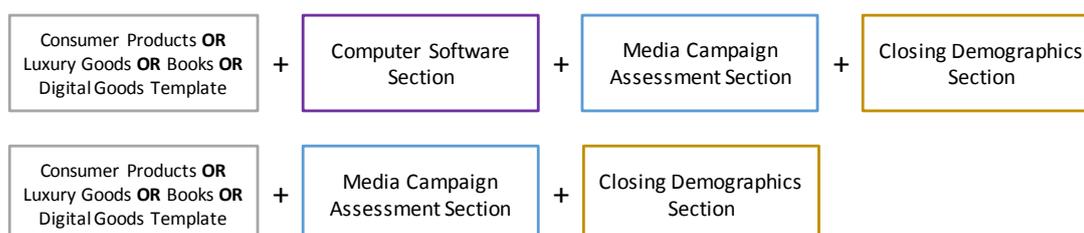
1. Survey Questionnaire Template Choice
2. Survey Methodology
3. Sample Design
4. Personal vs. Household Level Data
5. Media Campaign Test Methodology.

The survey toolkit has been set up in a modular format to cover many different configurations and survey methodologies. 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 questionnaire template accompanying notes.

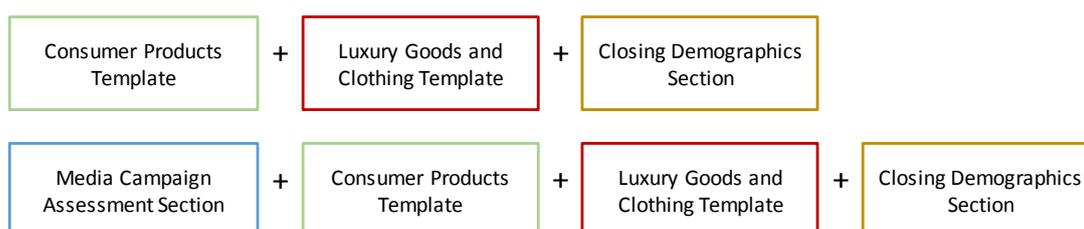
### 1. QUESTIONNAIRE TEMPLATE CHOICE

The survey toolkit includes four different core questionnaire templates to cover four different types of infringing goods and services. In some territories it may be appropriate to use just one or two of these templates, others may want to use all four. The computer software section, media campaign assessment section and closing demographic sections are intended to be added to any of the four core templates. It is not intended however 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.

#### Recommended Configurations



#### Non-Recommended Configurations



If more than one template is to be used, it is intended that separate surveys should be run for each questionnaire template. Comparable samples should be used for each of the four surveys if it is desired to draw direct comparisons between the results.

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 (see Section 7) and categories of goods or retailers are added or deleted as required by territory. 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.

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 primarily with an online interview methodology in mind. However, there are many factors that are likely to influence the choice of methodology to be used.

In practice it is only appropriate to use an online methodology in territories with high Internet penetration levels. Even then, there is a risk of overstating online behaviours and it may be appropriate to use a hybrid methodology (see subsection ii below).

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, via a reputable 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.

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 and to obtain a large database containing email addresses of people representing a wide representation of the target sample.

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 in-home interviewing

Interviews are conducted face-to-face with a trained interviewer in people's homes. 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. Specific instructions can 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 4<sup>th</sup> 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.

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 is 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.

### 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 page 20)

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.

v. In-street interviewing

Respondents are recruited to take part in a short interview in the street. Respondents are often in a hurry so interview length must be really short. Note that it would not be recommended to use the full version of the Digital Goods questionnaire as it stands for an in-street interview. A good target to aim for is a 10-minute interview.

While it is possible to select a reasonable spread of sampling points, geographic distribution will necessarily be compromised as interviews will only be conducted in certain locations at particular times of day. These are more likely to be biased towards urban locations to ensure the throughput of passers-by to participate in interviews.

This approach is best used when it is anticipated that interviews through other means will not elicit honest responses due to respondents' fear of potential repercussions due to admitting to illegal behaviours. To put respondents further at ease, the interviews can be conducted anonymously; their personal contact details are not recorded. This anonymous approach should yield more open responses however the major downside 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.

vi. Computer Aided Interviewing

It is common these days for computers to be used in all interviewing methodologies. Interviews conducted by a trained interviewer may be administered purely using pen and paper or with the aid of computer; although the interviewer is asking the questions in person, he/she records the respondent's responses using a computer – or more often these days some kind of tablet device. This latter approach is preferable if possible. One of the main advantages of using a computer administered approach is that the computer can be programmed to automatically route questions correctly and only to show relevant questions. This is particularly important where the details of what is asked in one question are dependent on responses given to a prior question. For example, respondents are only asked if they have bought items from a store in the past 12 months if they previously answered that they had ever bought items from that store.

If computer aided interviewing is not possible then a printed paper questionnaire should be used. Showcards should be printed to accompany the printed questionnaire – one card for each question with a closed list of all the possible responses. When the interviewer reads out a question, the showcard is shown to the respondent and they are asked to select their answer(s) to the question from the possible responses shown on the card.

Some of this question routing can be complex within the questionnaire templates as they stand and if a pen-and-paper methodology is used it is essential to ensure that full interviewer training is included in the survey plan and comprehensive interviewer instructions included on the printed questionnaire.

#### vii. 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 principle 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 who play computer games – in the case of researching incidence rates for use of infringing copies of games. Clearly this target sample approach is more efficient as it avoids costly interviews with people who do not play computer games. However, it will miss the opinions of the lightest gamers or those on the periphery of the definition used for ‘gamer’. Hence, 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 60 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.

The books and articles survey contains sections on academic articles and text books. It may be desirable to select a sample of students or a more restrictive age band than the entire population if using this questionnaire.

#### 4. PERSONAL vs. HOUSEHOLD LEVEL DATA

Interviews can be conducted on an individual, or personal basis: "Did you personally buy a DVD?" or on a household basis: "Did anyone in your household buy a DVD?". 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.

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.

#### 5. MEDIA CAMPAIGN EFFECTIVENESS METHODOLOGY

The questionnaire templates include a module for the measurement of the effectiveness of any anti-counterfeit or pro-Intellectual Property media campaigns that may have been carried out in territory. Rather than setting out specific questions this section includes some sample questions and requires considerably more customisation than the rest of the templates. The exact questions to be used are very much dependent on the specific details of the media campaign.

The ideal approach is to use a set of questions to split the sample into two sections – those who are likely to have been exposed to the media campaign and those who are unlikely. Attitudes to infringing goods and services are then compared between these two groups. All other things being equal, the hypothesis to test is that if the media campaign was effective, then those who have been exposed to the media campaign will be less comfortable with the idea of infringing goods and services than those who have not been exposed to the

campaign. Thus by comparing these two groups it is possible to look for evidence of differing attitudes.

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.

In order to identify these two groups of consumers, a bank of questions needs to be constructed based on their media consumption patterns to establish whether they are likely to have seen the campaign; do they read the publications where a series of adverts were placed? Do they watch the TV channels or visit the websites where video spots have been placed etc. Because the questions will be very specific and particular to each campaign, example questions for this section have not been included. If a very disparate campaign was used then it may not be possible to clearly identify those who are likely to have seen as against those who are not.

If this ideal approach is not possible or practical then some suggested questions have been included to pick up recognition of TV/Video creative or static creative executions whether they be deployed outdoor, in print or online.

## **ADMINISTERING THE SURVEY**

It is recommended that this survey is carried out by a reputable fieldwork agency although it would be possible to run it independently.

Any reputable fieldwork agency will be able to work with the template questionnaires as they stand and customise them as required for any given territory. They should be able to set up and implement the survey. If required, many will also analyse and report on the resultant data. In the event that no suitable agency can be found locally, it is recommended that one of the large international agencies is used as they have the ability to operate in almost every country in the world. If multiple territories wish to run similar surveys at the same time it may be beneficial to set up a syndicated arrangement with one of these large agencies so the surveys can be run as one project using a consistent questionnaire and comparable reporting. Alternatively, it would be beneficial to appoint a consultant project manager to oversee the fieldwork and ensure consistency of approach, questionnaire structure and format and reporting across territories.

Anyone wishing to administer the survey themselves can make use of tools such as SurveyMonkey (<https://www.surveymonkey.com/>) or Qualtrics (<https://www.qualtrics.com/>) to administer the survey online. However, if following this route, it is essential to distribute email

invitations to participate in the survey as widely as possible to ensure as representative a recruited sample as possible.

## **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. If the Media Campaign Assessment section has been included, data should be divided into those respondents who are likely to have seen the media campaign and those who are 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.

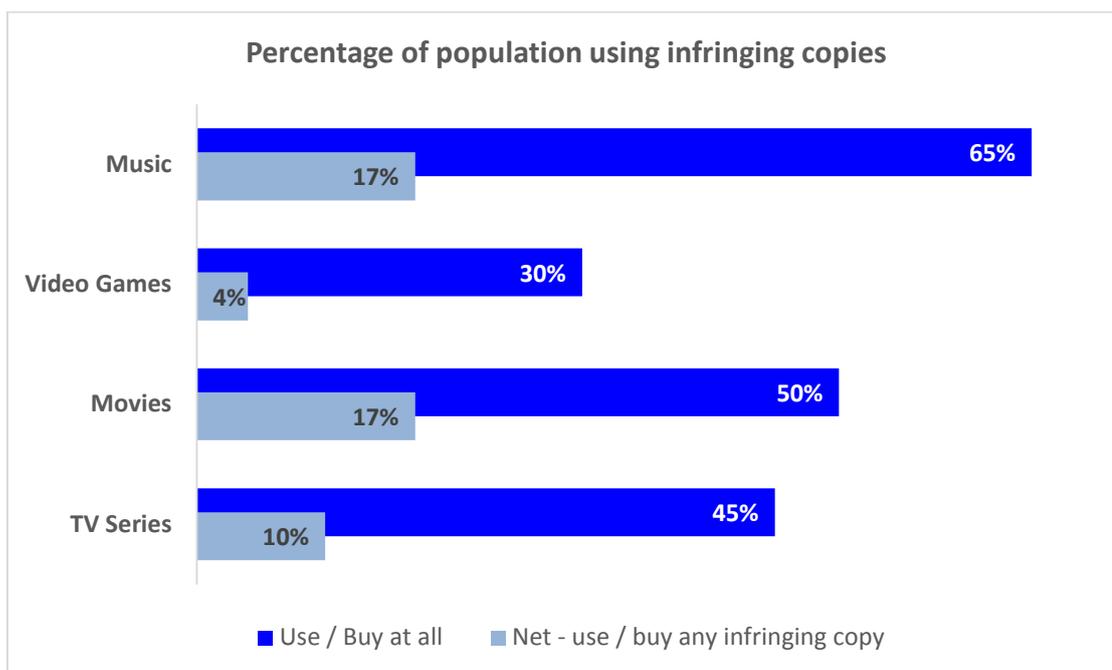
Ideally statistical testing should be applied to the data tabulations to enable thorough testing of data points. Most statistical testing takes the form of providing a percentage certainty that the differences between two data points are real differences. For example, if 38% of respondents agree with 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.

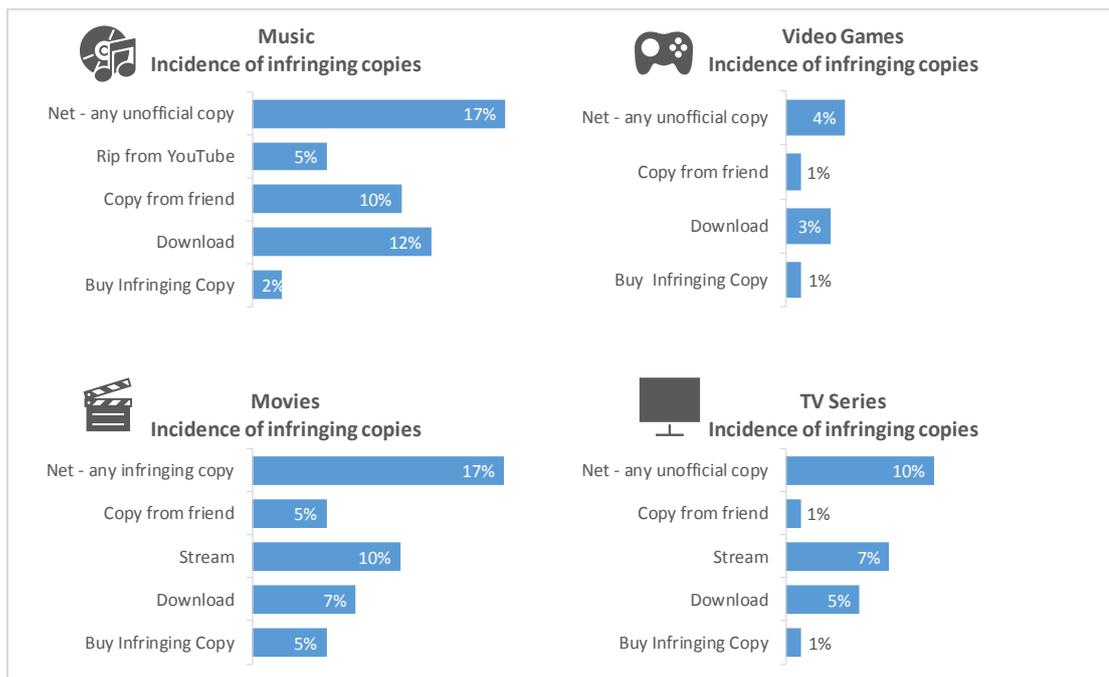
## 1. KEY METRICS - INCIDENCE

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.



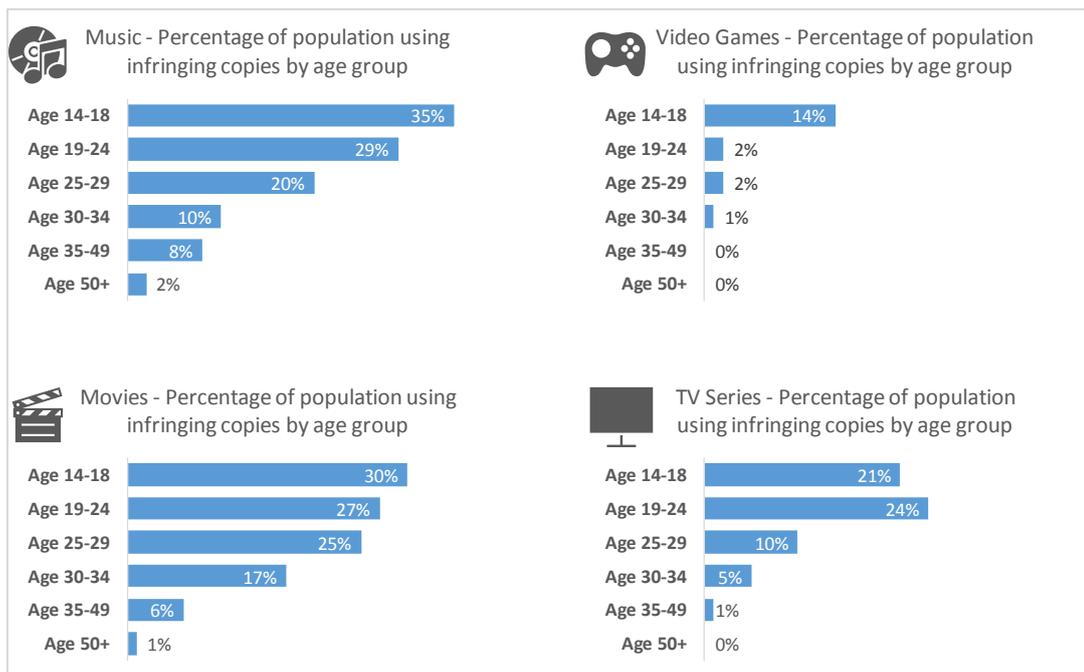
**Figure 1 - Example Chart showing overall incidence levels**



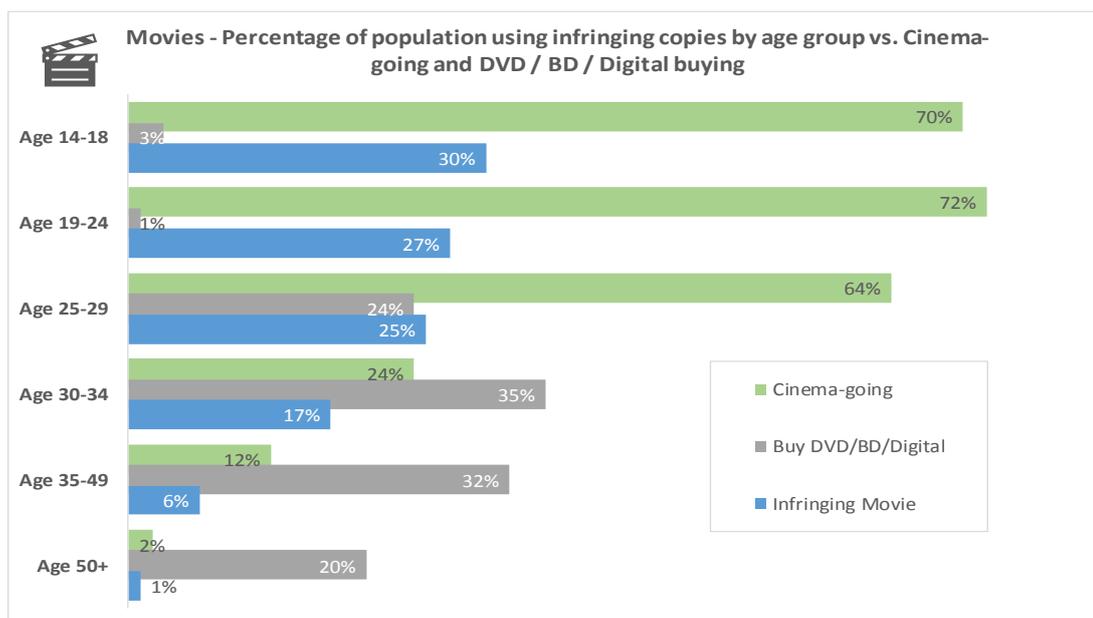
**Figure 2- Example Chart showing incidence levels by copy type by category**

## 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. However, it is likely that buying legal copies of movies is also more prevalent amongst younger respondents, especially if cinema-going is included. To add context to reporting it would be useful in this case to report incidence not just by age group but by reference to incidence of total movie consumption by age group.



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



**Figure 4 - Example Chart showing consumption of infringing movies as against cinema and legal purchase by age group**

### 3. INCIDENCE BY RETAIL OUTLET AND QUALITY PERCEPTIONS

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.

Similarly, quality perceptions can be explored by item type – to take this analysis to another level, a comparison could be drawn between quality perceptions of those buying counterfeit items and those not buying.

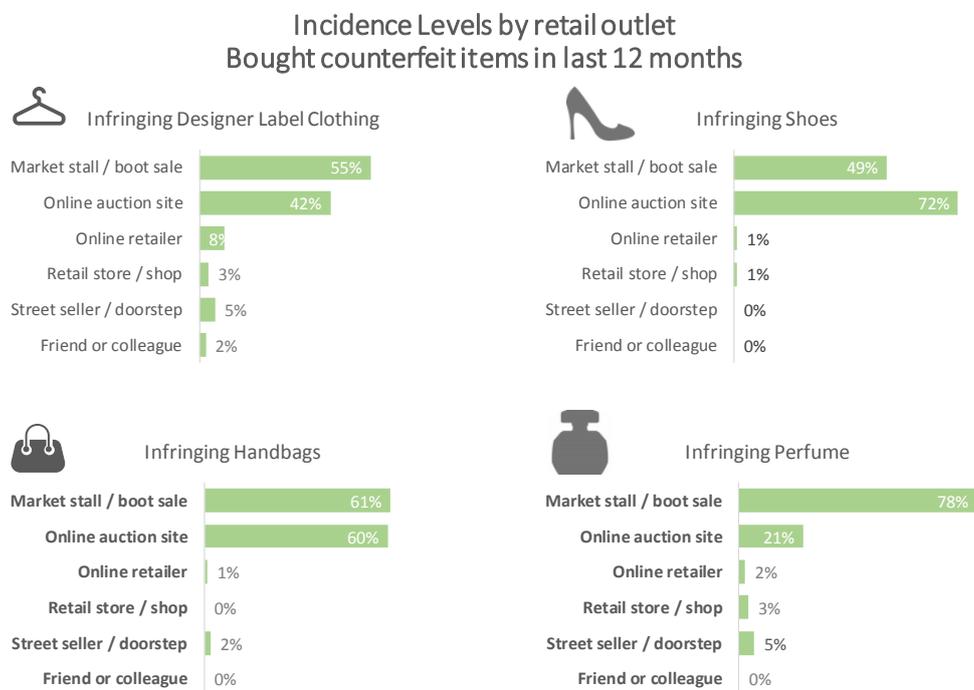


Figure 5 - Example Chart showing key retail outlets by luxury goods

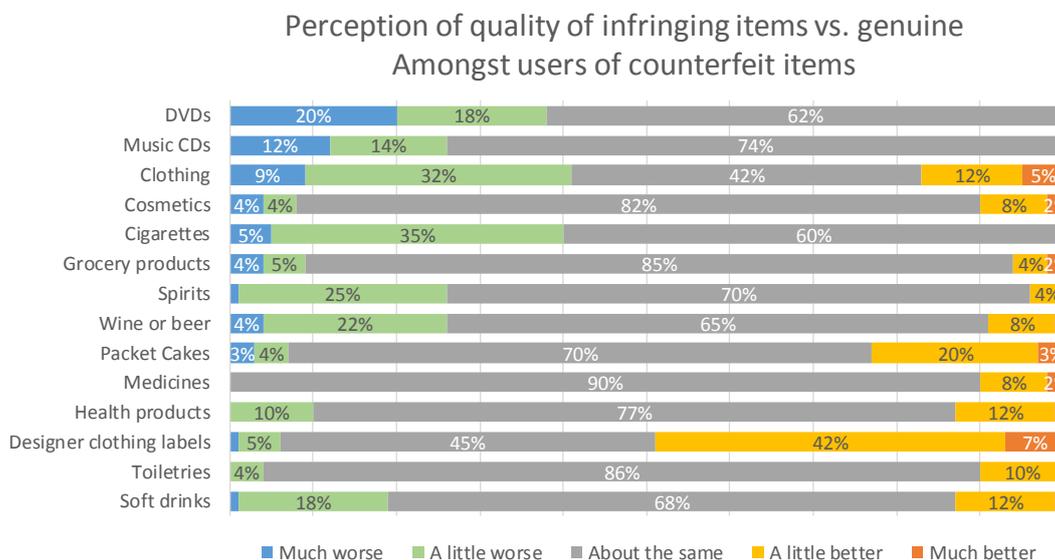
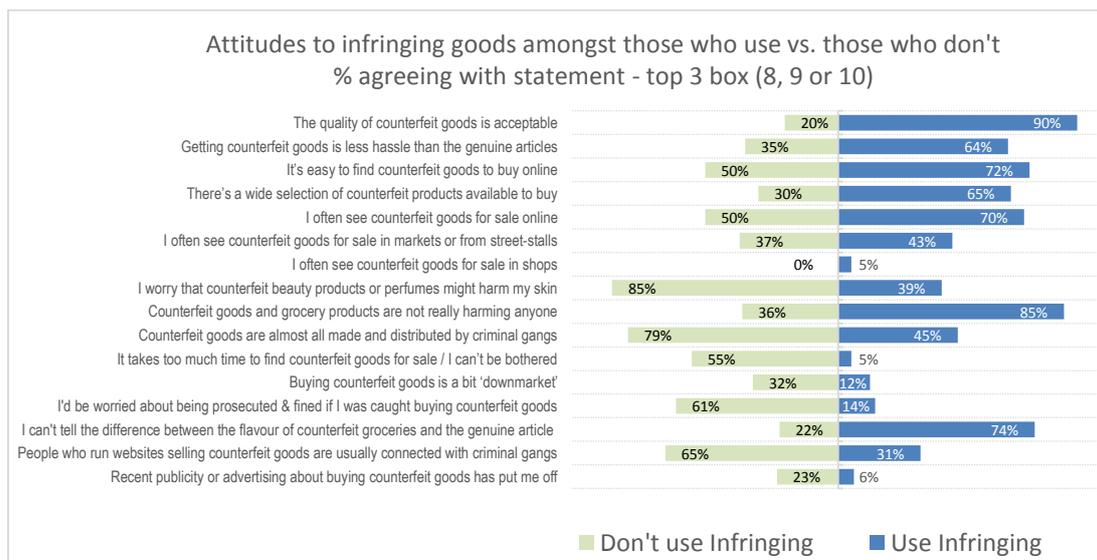


Figure 6 - Example Chart showing quality perception of consumer products vs. genuine items

#### 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 7 - Example Chart showing difference in attitudes between those using infringing goods and those not**

#### 5. CAMPAIGN EFFECTIVENESS

Campaign effectiveness is best measured by identifying two sub-groups of consumers. Those who have potentially been exposed to the campaign, i.e. have had the 'Opportunity to see' or 'OTS' for short 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</i>	Total Sample	Aged <25	Aged 25+	Total Sample		Aged under 25		Aged 25+		Weighted Scores	
				OTS	No OTS	OTS	No OTS	OTS	No OTS	OTS	No OTS
				Sample Base	1000	200	800	369	631	160	40
% Of Sample	100%	20%	80%	37%	63%	16%	4%	20.9%	59.1%		
Top 3 Box (agree 8, 9 or 10 out of 10)	35.8%	15.0%	41.0%	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” 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 the Opportunity to See (OTS) the media campaign – overall 369 people had the opportunity to see and amongst this sub-group 31.9% strongly agreed with the statement. Conversely, amongst the 631 non-OTS 38.2% strongly agreed with the statement. On the face of it, it would appear that the OTS 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 OTS group making up  $160/(160+209)= 43\%$  of the OTS 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 OTS group. If we apply a weighting to correct the proportion of under 25s within the OTS group to 20% and apply a similar calculation for the No-OTS 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 OTS group, take the score amongst the under 25s with OTS and multiply by 20%, the proportion of under 25s within the overall sample; then add to the score amongst the over 25s with OTS and multiply by 80%, the proportion of over 25s within the overall sample.

$$\text{Weighted OTS: } \begin{array}{c} \text{Aged <25} \\ \text{---} \\ (16.0\% \times 20.0\%) \end{array} + \begin{array}{c} \text{Aged 25+} \\ \text{---} \\ (44.0\% \times 80.0\%) \end{array} = 38.4\%$$

$$\text{Weighted Non-OTS: } (11.0\% \times 20.0\%) + (40.0\% \times 80.0\%) = 34.2\%$$

## 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.

## SURVEY QUESTIONNAIRE TEMPLATES - ACCOMPANYING NOTES

### Introduction

These notes are intended to accompany the WIPO Consumer Survey Toolkit Questionnaire Templates and provide guidance on how to best use the survey templates and how to adapt them to meet the chosen survey methodology and any bespoke requirements.

There are four core Templates, one each for Digital Goods, Luxury Goods and Clothing, Consumer Products and Books and Articles. In addition, there are separate modules for Computer Software and a Media Campaign Assessment which can be added to any of the core questionnaires.

This document should be read in conjunction with the introduction to ensure that the most appropriate methodology is chosen along with appropriate sample etc.

The **Digital Goods** Questionnaire Template covers the categories of music, video games, movies, TV series and Books covering both hard goods such as counterfeit versions of DVDs, Blu-rays, Video Games, Books etc. and digital goods such as illegal downloads from the Internet or websites providing unauthorised streamed content.

The **Books and Articles** Questionnaire Template covers consumer books such as novels and non-fiction books as well as audiobooks, academic articles and text books. While books are included in the Digital Goods questionnaire, the Books and Articles template digs down to gather a much greater level of detailed information.

The **Consumer Products** Questionnaire Template covers a wide range of goods that might be bought on the high street including grocery goods such as biscuits, cakes, wine or beer and other high street goods such as cosmetics, medicines, cigarettes, soft drinks, auto parts, ink cartridges and small electrical items etc.

The **Luxury Goods and Clothing** Questionnaire Template covers designer labels and branded goods including clothing and other categories of luxury goods such as perfume, shoes or handbags. Within the questionnaire there are questions which also mention high street fashion and supermarket own label fashion – these are included to draw a clear distinction between them and designer labels rather than because they are a topic of interest in their own right.

The **Computer Software** Module can be added to any of the above core templates to provide additional questions on use of infringing Computer Software – each of the core templates contains a reference marker to show where the Computer Software Module should be added if required.

The **Media Campaign Assessment Module** can also be added to any of the core questionnaires to provide additional questioning if it is desired to test recent in market media campaigns. Each of the core templates contains a reference marker to show where the Media Campaign Assessment module should be inserted if required.

## 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.

## Question Numbering

The questionnaire templates have been set up with the expectation that users will customise them to suit their particular territory needs, adding or deleting categories of goods or retailers as required. The questionnaires have been set up using a sequential counter for question numbers. If adding additional questions, it’s important that this same sequential counter is used – the simplest way to do this is to copy and paste one of the other question numbers. It’s important to ensure that you select an initial question number, e.g. Q9a rather than a subsequent number such as Q9b. Subsequent numbering is achieved by bookmarking (in Word, Insert Bookmark) the initial number (e.g. the number 9 within Q9a) and then inserting

references to the bookmark (in Word, Insert Cross-reference, bookmark). To update all numbers, within Word press CTRL + A to select the entire text and F9 to update.

## **Survey Customisation**

It is expected that the questionnaire templates will be customised to suit the needs of individual territories. Additional classification questions may be added, or additional statements added to the attitude question, additional retailer types or additional categories. Similarly, categories considered irrelevant in a given territory may be removed. Indeed, whole sections can be removed if desired such as removing the Video Game section from the Digital Goods template if it is not required.

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 intra-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 products the respondent might buy for themselves or their family from a supermarket or high street store depending on the template.

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.

Ideally this questionnaire template should be used as part of a tracking study with successive surveys carried out every 6 or 12 months. Changes in behaviour and attitude can then be tracked over time. If the survey is not part of a tracking study, rather it is a stand-alone assessment, it may be desirable to include the optional question for each item type for which the respondent has bought counterfeit versions asking whether this behaviour has increased or decreased in the past 12 months.

Note that the question asking for reasons why the respondent buys counterfeit goods includes an option for "Some other reason" followed by the instruction "Please write in\_\_\_\_\_". There are several other questions that use this mechanic. The idea is that it allows respondents with some other reason to express themselves. The open text field should be included in this case in order to record the reason as otherwise it would be lost. 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.

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.

## **7. Main Survey – Digital Goods**

The next question establishes whether the respondent uses any of the specific categories – answers may be used in later questions. E.g. if the respondent never uses video games, instructions should be provided to prevent asking the respondent any further questions on use of video games etc.

The responses to these initial questions are also useful for setting context to any analysis. E.g. when looking at incidence rates for infringing behaviour it is useful to compare vs. the incidence of legal usage of the category as well as the population as a whole. For example, it is useful to compare the percentage of people illegally downloading music to the total number of people listening to music on a weekly basis as well as looking at the proportion of the population as a whole who download music illegally.

Within this first question, entertainment types are colour coded in the questionnaire document and colour coded sets should always be displayed or read out together. The colour coding is to provide clarity in how the interview should be set up, text that is shown to the survey respondent should not be colour coded.

Having established broad category usage measures, there follows separate sections for Music, Video Games, Movies, TV Series and Books. To prevent any potential order bias, the order in which these sections are presented should be rotated across the sample. E.g. if one person sees the Music section followed by Video Games, Movies and TV Series then another person should see TV Series first, perhaps followed by Movies then Video Games and Music etc.

### **Music / Video Games / Movies / TV Series / Books Sections**

Each of these sections is similar in structure. The first question covers awareness and incidence of usage of the specific category mixing legal and infringing means of consumption (infringing means of consumption are highlighted in coloured cells for clarity in questionnaire design but should be presented to respondents in exactly the same colour, text, shading etc. as legal means of consumption). For any respondent buying or using content via infringing means there are subsequent questions. Routing instructions are included with each question. Any respondent who has not bought or acquired an infringing item in the last 12 months should be routed to the next section.

## **8. Main Survey - Books and Articles**

The Books and Articles survey template follows a similar structure to that used in the Digital Goods template covering the categories of consumer books, audiobooks, academic articles and text books. After establishing usage of each category the interview is routed into different sections for each category. While it makes sense for all respondents to answer questions on consumer books and audiobooks, it is

recommended that the text books and academic papers questions are only asked of those using the categories as they are more likely to be a niche usage category.

As with the Digital Goods questionnaire the order in which the different categories are presented should be rotated across the sample to eliminate any potential order effect. Within each category there are subsequent questions to be asked of those who have used counterfeit goods and full routing instructions to ensure those who have not used counterfeit goods are routed on to the next section.

## **9. Main Survey – Consumer Products**

At the end of the initial demographic section is a question that establishes the respondent's involvement in grocery shopping which will provide useful analysis for questions on counterfeit versions of grocery products. When analysing shopping behaviours for consumer products, it will be useful to run the analysis amongst those with responsibility for the grocery shopping as well as the population as a whole.

The next question, the main establishment question (Q7) asks about various types of goods in a similar way to the luxury goods and digital goods questionnaire. Establishing overall usage of each of the categories provides useful context for comparison with buying counterfeit versions of each category and provides routing information to avoid asking respondents subsequent questions about categories they do not buy.

Having established overall category usage, the questions then probe on counterfeit versions asking awareness and usage followed by subsequent questions on retail outlets used, motivations, etc. Again, routing instructions are included with each question.

Within the list of consumer products are 'DVD or Blu-ray Disc', 'Music CDs' and 'Books (for reading for pleasure)'. The inclusion of these categories allows for some top-level comparison with the output from the other questionnaires.

When customising the survey questionnaire for use in a particular territory care should be taken to add additional categories if they are particularly relevant to the territory or to remove any that are not relevant. Similarly, in later questions asking about the places where the respondent has seen counterfeit items for sale additional columns can be added for other retail types such as 'Kiosk' or 'Street Vendor' as appropriate by territory.

## **10. Main Survey – Luxury Goods and Clothing**

The first question in the main section of the questionnaire establishes whether the respondent has bought any of a series of specific categories in the last 12 months – answers may be used in later questions. E.g. if the respondent hasn't bought any perfume in the past 12 months they will not be asked further questions about perfume.

The responses to these initial questions are also useful for setting context. E.g. when looking at incidence rates for infringing behaviour it is useful to compare vs. the incidence of usage of the category as well as the population as a whole. For example, it is useful to compare the percentage of people buying counterfeit designer labels to the total number

of people buying genuine designer labels as well as measuring them as a proportion of the population as a whole.

When customising the survey questionnaire for use in a particular territory care should be taken to add additional categories of luxury goods if they are particularly relevant to the territory or to remove any that are not relevant. Similarly, in later questions asking about the places where the respondent has seen counterfeit items for sale additional columns can be added for other retail types such as 'Kiosk' or 'Street Vendor' as appropriate by territory.

For any respondent buying infringing items either knowingly or un-knowingly there are subsequent questions. Routing instructions are included with each question.

### **11. Computer Software Module**

The computer software module is intended as an add-on section to be added to any of the four core modules. It is a short section of 10 questions looking at usage of computer software, both operating systems and consumer software such as office suites, photo and video editing. This module should be inserted into the questionnaire at the place indicated in each of the four core questionnaires to ensure it does not interfere with the overall questionnaire structures and provides consistent reporting.

### **12. Attitudes to piracy section**

This section is intended to measure respondents' attitudes to piracy in general across multiple categories. If desired, separate questions could be constructed for each of the categories; music, movies, video games and TV series / shoes, handbags, designer label clothing and perfume etc. / cakes, biscuits, cigarettes, cosmetics, etc., but this would become long, laborious and repetitive for respondents and likely would compromise the quality of data collected due to respondent fatigue.

The order of presentation of attitudes should be randomised, or at least rotated – 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.

Each of the survey templates has a list of industry specific attributes at the end of the main list – while the main list should be randomised, these industry specific attributes should always be asked at the end and kept grouped together.

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

### **13. Media Campaign Assessment Section**

If required, the Media Campaign Assessment section should be added after the attitude section (see separate document). It is important to site this section after the attitudes to

avoid the possibility that watching the test creative materials might influence how respondents answer the attitudinal questions.

#### **14. Additional Demographic Questions**

Additional demographic and classification questions can be added to the questionnaire 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 a separate document but these should by no means be seen as an exhaustive list.

#### **15. 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.

For more information contact WIPO at [www.wipo.int](http://www.wipo.int).

World Intellectual Property Organization  
34, chemin des Colombettes  
P.O. Box 18  
CH-1211 Geneva 20  
Switzerland  
Tel: + 4122 338 91 11  
Fax: + 4122 733 54 28  
[enforcement@wipo.int](mailto:enforcement@wipo.int)

## **WIPO Consumer Survey Toolkit on Respect for IP**

### **THE TEMPLATES**

## DIGITAL PRODUCTS 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 and using digital products you might use in or out of home; music, computer software, movies, TV series, e-books 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]”*

**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.

### Main Survey – Category Usage

**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, e-books and video games .... ”*

#### ASK ALL

Q5 Thinking about what you personally do rather than your household in general, how often do you do the following activities:-

#### SINGLE RESPONSE PER ENTERTAINMENT TYPE

<b>ROTATE ORDER OF DISPLAY / READING OUT KEEPING COLOUR CODED SETS ON SCREEN TOGETHER</b>		Never	Less than once a month	More than once a month but less than once a week	More than once a week but not daily	Daily or several times a day
	Browse the Internet for entertainment					
	Listen to music					
Movies	Watch movies at the cinema					
	Watch movies at home on a TV or large screen (including laptops and other devices plugged into the TV)					
	Watch movies on a portable device in or out of the home (portable DVD player, laptop, tablet or phone) – Note, if device is plugged into TV, count as TV in line above					
TV series	Watch TV series at home on a TV or large screen (including laptops and other devices plugged into the TV)					
	Watch TV series on a portable device in or out of the home (portable DVD player, laptop, tablet or phone) – Note, if devices is plugged into TV, count as TV in line above					
Video Games	Play video games on a games console plugged into a TV or on a computer					
	Play video games on a hand-held games console					
	Play video games on a smart phone or tablet					
Books	Read a book – paperback or hardback cover					
	Buy or get hold of a book to keep – paperback or hardback cover					
	Read an e-Book / electronic book					
	Buy or get hold of an e-Book / electronic book to keep					
	Listen to an audiobook					

**THE NEXT QUESTIONS INCLUDE SECTIONS ON MUSIC, VIDEO GAMES, MOVIES, TV SERIES AND BOOKS. THESE SECTIONS ARE OPTIONAL – DELETE ANY SECTION NOT REQUIRED. THE ORDER IN WHICH THE SECTIONS ARE PRESENTED SHOULD BE ROTATED ACROSS RESPONDENTS.**

## MUSIC SECTION

---

**DISPLAY / READ OUT:** “We’re now going to show you a list of different ways in which you can buy, get hold of and listen to music these days.” [Replace ‘show you’ with ‘read out’ if telephone interview]

### ASK ALL

Q6a Could you please tell us which of these ways of buying, getting hold of or listening to music that you’ve personally **heard of** before today

### MULTI-RESPONSE

**IF AT Q5 RESPONDENT NEVER LISTENS TO MUSIC, SKIP TO Q6d**

**ASK FOR ALL METHODS RESPONDENT IS AWARE OF AT Q6a**

Q6b And which have you personally used to buy, acquire or listen to music in the past 12 months?

### MULTI-RESPONSE

**ASK FOR ALL METHODS USED IN PAST 12 MONTHS AT Q6b**

Q6c Of these, thinking about the way you listen to music most often, which **one** method do you use most often nowadays to acquire the music you listen to?

### SINGLE RESPONSE

**ASK FOR ALL METHODS AWARE OF AT Q6a BUT NOT USED IN PAST 12 MONTHS AT Q6b**

Q6d Amongst those methods you don’t currently use, are there any that you were using 2-3 years ago but do not use these days?

### MULTI-RESPONSE

<b>ORDER OF DISPLAY SHOULD BE RANDOMISED / ROTATED APART FROM L&amp;M WHICH SHOULD ALWAYS BE PRESENTED LAST</b>	Q6a Aware of	Q6b Use nowada ys	Q6c Use most often	Q6d Used to use
A. Buy on Vinyl Record	<input type="checkbox"/>			
B. Buy on official CD				
C. Buy on unofficial / copied CD, or buy mp3 files on a memory stick				
D. Digital download to buy and keep from an official site				
E. Download for free from an online source				
F. Download / copy files from a friend				
G. Subscription service where you have to listen to adverts but don’t pay a subscription fee (e.g. Spotify)				
H. Subscription service where you pay a monthly fee (e.g. Spotify)				
I. Listen to the radio				
J. Rip from YouTube Video or similar				
K. Buy second hand music on CD, vinyl, cassette tape etc.				
L. Some other way (Please write in _____)				
M. None of these / Never buy or get hold of Music				

**IF AT Q5 RESPONDENT NEVER LISTENS TO MUSIC, SKIP TO Q13 (Next Section)**

[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]

**ASK FOR EACH METHOD USED IN PAST 12 MONTHS AT Q6b**

Q7 Thinking about the ways that you are buying, getting hold of or listening to music nowadays, for each method you mentioned in the previous question could you please tell us whether you're using this method to get hold of music more, less or about the same amount as 12 months ago.

**SINGLE RESPONSE PER METHOD USED**

<b>ORDER OF DISPLAY SHOULD BE THE SAME AS USED FOR Q6</b>	Less than 12 months ago	About the same as 12 months ago	More than 12 months ago
A. Buy on Vinyl Record	<input type="checkbox"/>		
B. Buy on official CD			
C. Buy on unofficial / copied CD, or buy mp3 files on a memory stick			
D. Digital download to buy and keep from an official site			
E. Download for free from an online source			
F. Download / copy files from a friend			
G. Subscription service where you have to listen to adverts but don't pay a subscription fee (e.g. Spotify)			
H. Subscription service where you pay a monthly fee (e.g. Spotify)			
I. Listen to the radio			
J. Rip from YouTube Video or similar			
K. Buy second hand music on CD, vinyl, cassette tape etc.			
L. Some other way (Please write in _____)			

**ASK ALL WHO ANSWER C, E, F OR J AT Q6b ABOVE**

Q8a You said that you have sometimes got hold of unofficial copies of music in the past 12 months. Could you please tell us all the reasons why you get or listen to music this way?

**MULTI-RESPONSE****ASK ALL WHO ANSWER C, E, F OR J AT Q6b ABOVE**

Q8b And which **ONE** of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q8a all reasons	Q8b most important reason
Timing - To get access to music before it is released in this country		
To save money – to get music for free / at a lower price than the official copy		
Convenience – To get music whenever I want		
Because I believe that official copies of music cost too much money to buy		
Ease of use - Because the unofficial digital copies are easier to manage and store than the official ones		
Because I don't have enough money to buy official copies		
Convenience - Because it's easier than buying official copies from a store or online		
Because everyone I know does it		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO ANSWER C AT Q6b ABOVE (BUY UNOFFICIAL COPIES ON CD OR MEMORY STICK)**

Q9 You said you'd bought at least one unofficial copy CD or some mp3 files on a memory stick – can you please tell us all the types of places you've bought music this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q9**

Q10 Have you bought any music this way in the past 12 months expecting it to be an official copy but finding it's actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

	Bought from in last 12 months	Bought expecting official
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		
Some other place (Please write in _____)		

None of these		
---------------	--	--

**ASK ALL WHO ANSWER C, E, F OR J AT Q6b ABOVE (BUY / USE UNOFFICIAL COPIES OF MUSIC)**

Q11 You said that you sometimes get hold of unofficial copies of Music.

What is your opinion of the quality of the unofficial copies you have acquired this way?

**SINGLE RESPONSE**

The quality is ....	Unofficial copies of music
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	

**Potential Dissuaders Question**

If the potential dissuaders question is to be added for the music category it should be added at this point – see template question later in this document (Q48)

**ASK ALL**

Q12a How confident are you that you can tell whether an individual service or website offering music online to download, share or stream is offering official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q12b And how confident are you that you can tell whether music offered for sale on CD in a shop or from a market stall is an official or unofficial copy?

**SINGLE RESPONSE****ASK ALL**

Q12c And how confident are you that you can tell whether music offered for sale on CD through an online auction site is an official or unofficial copy?

**SINGLE RESPONSE**

	Q12a Download / Stream online	Q12b Buy on CD from shop / market stall	Q12b Buy on CD from online auction
Very confident			
Slightly confident			
Not particularly confident			
Not at all confident			
Don't know			

## VIDEO GAMES SECTION

**DISPLAY / READ OUT:** *“We’re now going to show you a list of different ways in which you can buy, get hold of and play video games these days.” [Replace ‘show you’ with ‘read out’ if telephone interview]*

**DISPLAY / READ OUT:** *“By **video games**, we mean games that you play on a video game console such as the X-Box One or PlayStation or games you play on a computer. Do not include games on a hand-held console or on mobile phones or tablets.”*

### ASK ALL

Q13a Could you please tell us which of these ways of buying, getting hold of and playing video games that you’ve personally **heard of** before today.

### MULTI-RESPONSE

**IF AT QError! Reference source not found. RESPONDENT NEVER PLAYS VIDEO GAMES ON A CONSOLE PLUGGED INTO A TV OR ON A COMPUTER, SKIP TO Q13d**

**ASK FOR ALL METHODS RESPONDENT IS AWARE OF AT Q13a**

Q13b And which have you personally used to buy, get hold of or play video games in the past 12 months?

### MULTI-RESPONSE

**ASK FOR ALL METHODS USED IN PAST 12 MONTHS AT Q13b**

Q13c Of these, which **one** method do you use most often nowadays to buy or get hold of video games?

### SINGLE RESPONSE

**ASK FOR ALL METHODS AWARE OF AT Q13a BUT NOT USED IN PAST 12 MONTHS AT Q13b**

Q13d Amongst those methods you don’t currently use, are there any that you were using 2-3 years ago but do not use these days?

### MULTI-RESPONSE

<b>ORDER OF DISPLAY SHOULD BE RANDOMISED / ROTATED APART FROM Q&amp;R WHICH SHOULD ALWAYS BE PRESENTED LAST</b>	Q13a Aware of	Q13b Use nowadays	Q13c Use most often	Q13d Used to use
A. Bought official copy of computer game on disc				
B. Downloaded game to PC or console to (paid for copy to keep)				
C. Bought an unofficial copy of a computer game on disc				
D. Downloaded a copy of a game for free from an online source				
E. Downloaded files or copied a game from a friend				
F. Used a subscription service (e.g. PlayStation Now) where you pay a monthly subscription fee to stream games to your consoles				
G. Buy second hand games				
H. Some other way (Please write in _____)				
I. None of these / Never bought or got hold of Video Games				

**IF AT Q5 RESPONDENT NEVER PLAYS VIDEO GAMES ON A CONSOLE PLUGGED INTO A TV OR ON A COMPUTER, SKIP TO Q20 (Next Section)**

[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]

**ASK FOR EACH METHOD USED IN PAST 12 MONTHS AT Q13b**

Q14 Thinking about the ways that you are buying, getting hold of or playing video games nowadays, for each method you mentioned in the previous question could you please tell us whether you're using this method to get hold of video games more, less or about the same amount as 12 months ago.

**SINGLE RESPONSE PER METHOD USED**

<b>ORDER OF DISPLAY SHOULD BE THE SAME AS USED FOR Q13</b>	Less than 12 months ago	About the same as 12 months ago	More than 12 months ago
J. Bought official copy of computer game on disc			
K. Downloaded game to PC or console to (paid for copy to keep)			
L. Bought an unofficial copy of a computer game on disc			
M. Downloaded a copy of a game for free from an online source			
N. Downloaded files or copied a game from a friend			
O. Used a subscription service (e.g. PlayStation Now) where you pay a monthly subscription fee to stream games to your consoles			
P. Buy second hand games			
Q. Some other way (Please write in _____)			

**ASK ALL WHO ANSWER C, D OR E AT Q13b ABOVE**

Q15a You said that you have sometimes got hold of unofficial copies of video games in the past 12 months. Could you please tell us all the reasons why you get video games this way?

**MULTI-RESPONSE****ASK ALL WHO ANSWER C, D OR E AT Q13b ABOVE**

Q15b And which **ONE** of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q15a all reasons	Q15b most important reason
Timing - To get access to games before they are released in this country		
To save money – to get games for free / for less money than the official copy		
Convenience – To get games whenever I want them		
Because I believe that official copies of games cost too much money to buy		
Ease of use - Because the unofficial digital copies of games are easier to manage and store than the official ones		
Because I don't have enough money to buy official copies		
Convenience - Because it's easier than buying official copies from a store or online		
Because everyone I know does it		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO ANSWER C AT Q13b ABOVE (BUY UNOFFICIAL COPIES)**

Q16 You said you'd bought at least one unofficial copy of a video game on disc – can you please tell us all the types of places you've bought video games this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q16**

Q17 Have you bought any video games this way in the past 12 months expecting them to be an official copy but finding they're actually an unofficial copy when you got them home or when they were delivered?

**MULTI-RESPONSE**

	Bought from in last 12 months	Bought expecting official
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		
Some other place (Please write in _____)		

None of these		
---------------	--	--

**ASK FOR ALL WHO ANSWER C, D, OR E AT Q13b ABOVE (USE OR BUY UNOFFICIAL COPIES OF VIDEO GAMES)**

Q18 You said that you sometimes get hold of unofficial copies of Video Games. What is your opinion of the quality of the unofficial copies you have acquired this way?

**SINGLE RESPONSE**

The quality is ....	Unofficial copies of Video Games
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	

**Potential Dissuaders Question**

If the potential dissuaders question is to be added for the video games category, it should be added at this point – see template question later in this document (Q48)

**ASK ALL**

Q19a How confident are you that you can tell whether an individual service or website offering video games online to download, share or stream is offering official or unofficial copies?

**SINGLE RESPONSE**

**ASK ALL**

Q19b And how confident are you that you can tell whether video games offered for sale on disc in a shop or from a market stall are official or unofficial copies?

**SINGLE RESPONSE**

**ASK ALL**

Q19c And how confident are you that you can tell whether video games offered for sale on disc through an online auction site are official or unofficial copies?

**SINGLE RESPONSE**

Video Games	Q19a Download / Stream online	Q19b Buy on disc from shop / market stall	Q19b Buy on disc from online auction
Very confident			
Slightly confident			
Not particularly confident			
Not at all confident			
Don't know			

---

**MOVIES SECTION**

---

**DISPLAY / READ OUT:** *"We are now going to show you / read out a list of different ways in which people can buy, get hold of and watch movies nowadays. For this question, please think only about movies that have been recently released e.g. in the past 12 months rather than older or classic films. [If felt necessary, qualify with a statement such as .... By movies we mean full length feature films that might be shown at the cinema, on TV or on DVD.] [Replace 'show you' with 'read out' if telephone interview]*

**DISPLAY / READ OUT:** *"Please answer this question thinking about what **you personally** have done rather than your household generally."*

**ASK ALL**

Q20a Could you please tell us which of these ways of buying or getting hold of movies to watch at home or on the go on a device such as a tablet or mobile phone that you've personally heard of before today

**MULTI-RESPONSE****IF AT Q5 RESPONDENT NEVER BUYS OR WATCHES MOVIES AT HOME, SKIP TO Q20d****ASK FOR ALL METHODS RESPONDENT IS AWARE OF AT Q20a**

Q20b And which have you personally used to buy, get hold of or watch movies in the past 12 months?

**MULTI-RESPONSE****ASK FOR ALL METHODS USED IN PAST 12 MONTHS AT Q20b**

Q20c Of these different methods you use to buy and get hold of movies, thinking about the way you watch movies most often, which **one** method do you use most often nowadays to buy or get hold of the movies.

**SINGLE RESPONSE****ASK FOR ALL METHODS AWARE OF AT Q20a BUT NOT USED IN PAST 12 MONTHS AT Q20b**

Q20d Amongst those methods you don't currently use to buy or get hold of movies nowadays, are there any that you were using 2-3 years ago but do not use these days?

**MULTI-RESPONSE**

<b>ORDER OF DISPLAY SHOULD BE RANDOMISED / ROTATED APART FROM Q&amp;R WHICH SHOULD ALWAYS BE PRESENTED LAST</b>	Q20a Aware of	Q20b Use nowadays	Q20c Use most often	Q20d Used to use
A. Buy on official DVD or Blu-ray from a shop or online store				
B. Rent on official DVD or Blu-ray from a shop or online rental service				
C. Buy on unofficial / copied DVD or Blu-ray				
D. Digital download to a computer, tablet, phone, Internet Connected TV or other device to buy and keep from an official source such as iTunes				
E. Digital paid for download / stream to rent to a computer, tablet, phone, Internet Connected TV or other device from an official source such as iTunes				
F. Digital rental to your TV or other device from your TV service provider				
G. Download to a computer for free from an online source				
H. Download / swap files with a friend (can be swapped online, on memory stick, on DVD etc.)				
I. Subscription service where you pay a monthly subscription to have access to a library of movies and TV series				
J. Watch via an official catch-up service including watching on a computer, tablet, phone, Internet Connected TV or other device or through your TV service provider's set top box				
K. Watch unofficial copies online for free from a streaming website				
L. Watch via an additional subscription to your TV service provider e.g. monthly subscription to movie service or movie channels				
M. Watch on regular broadcast TV				
N. DVDs/Blu-rays borrowed from a friend or family member				
O. Movies ripped and / or copied from DVDs / Blu-rays lent to you by a friend or family member				
P. Buy second hand movies on DVD, Blu-ray or VHS Cassette				
Q. Some other way (Please write in _____)				
R. None of these / Never buy or get hold of Movies				

**IF AT Q5 RESPONDENT NEVER BUYS OR WATCHES MOVIES AT HOME, SKIP TO Q29 (Next Section)**

**[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]**

**ASK FOR EACH METHOD USED IN PAST 12 MONTHS AT Q20b**

Q21 Thinking about the ways that you are buying, getting hold of or watching movies nowadays, for each method you mentioned in the previous question could you please tell us whether you're using this method to get hold of movies more, less or about the same amount as 12 months ago.

**SINGLE RESPONSE PER METHOD USED**

<b>ORDER OF DISPLAY SHOULD BE THE SAME AS USED FOR Q20</b>	Less than 12 months ago	About the same as 12 months ago	More than 12 months ago
A. Buy on official DVD or Blu-ray from a shop or online store			
B. Rent on official DVD or Blu-ray from a shop or online rental service			
C. Buy on unofficial / copied DVD or Blu-ray			
D. Digital download to a computer or tablet, phone, Internet Connected TV or other device to buy and keep from an official source such as iTunes			
E. Digital paid for download / stream to rent to a computer or tablet, phone, Internet Connected TV or other device from an official source such as iTunes			
F. Digital rental to your TV or other device from your TV service provider			
G. Download to a computer for free from an online source			
H. Download / swap files with a friend (can be swapped online, on memory stick, on DVD etc.)			
I. Subscription service where you pay a monthly subscription to have access to a library of movies and TV series			
J. Watch via an official catch-up service including watching on a computer, tablet, phone, Internet Connected TV or other device or through your TV service provider's set top box			
K. Watch unofficial copies online for free from a streaming website			
L. Watch via an additional subscription to your TV service provider e.g. monthly subscription to movie service or movie channels			
M. Watch on regular broadcast TV			
N. DVDs/Blu-rays borrowed from a friend or family member			
O. Movies ripped and / or copied from DVDs / Blu-rays lent to you by a friend or family member			
P. Buy second hand movies on DVD, Blu-ray or VHS Cassette			
Q. Some other way (Please write in _____ )			

**ASK ALL WHO ANSWER C, G, H, K OR O AT Q20b ABOVE**

Q22a You said that you have sometimes got hold of unofficial copies of movies in the past 12 months. Could you please tell us all the reasons why you get movies this way?

**MULTI-RESPONSE****ASK ALL WHO ANSWER C, G, H, K OR O AT Q20b ABOVE**

Q22b And which ONE of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q22a all reasons	Q22b most important reason
Timing - To get access to movies before they are released in this country		
Timing – it means I don't have to wait for the official release in the shops		
Timing - I find it more difficult to get to the cinema nowadays but still want to see the latest releases as soon as they come out		
To save money – to get movies for free / at a lower price than the official copy		
Convenience – To get movies whenever I want them		
Compatibility – If I buy official copies I have to buy multiple copies of the same film to play back on all my devices		
Convenience - because it's easier than buying official copies from a store or online		
Because I believe that official copies of movies cost too much money to buy		
Because the unofficial digital copies of movies are easier to manage and store than the official ones		
Because I don't have enough money to buy official copies		
It's more enjoyable to watch a movie at home – watching a film at the cinema is not as enjoyable as it used to be		
Because everyone I know does it		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO ANSWER C AT Q20b ABOVE (BUY UNOFFICIAL COPIES ON DVD/BLU-RAY)**

Q23 You said you'd bought at least one unofficial DVD/Blu-ray copy in the past 12 months – can you please tell us all the types of places you've bought movies this way in the past 12 months.

**MULTI-RESPONSE**

**ASK FOR EACH PLACE BOUGHT FROM AT Q23**

Q24 Have you bought any movies this way in the past 12 months expecting it to be an official copy but finding it's actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

	Bought from in last 12 months	Bought expecting official
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		
Some other place (Please write in _____)		
None of these		

**ASK FOR ALL WHO ANSWER C AT Q20b ABOVE (BUY UNOFFICIAL COPIES ON DVD/BLU-RAY)**

Q25 When do you usually buy unofficial DVD/Blu-ray copies of movies?

**SINGLE RESPONSE**

- Before they are released at the cinema in this country.....
- While they are still showing at the cinema in this country.....
- After they have finished showing at the cinema / before they are released on DVD/Blu-ray, Official Download.....
- After they are released on DVD/Blu-ray/Official Download.....
- I only do this for movies not released in this country.....
- I am not usually aware of whether the movie has been released in the cinema or on DVD etc. I just get hold of movies when I find them on unofficial DVD/Blu-ray.....

**ASK FOR ALL WHO ANSWER G OR K AT Q20b ABOVE (DOWNLOAD OR STREAM UNOFFICIAL COPIES)**

Q26 When do you download or stream unofficial DVD/Blu-ray copies of movies?

**SINGLE RESPONSE**

- Before they are released at the cinema in this country.....
- While they are still showing at the cinema in this country.....
- After they have finished showing at the cinema / before they are released on DVD/Blu-ray, Official Download.....
- After they are released on DVD/Blu-ray/Official Download.....
- I only do this for movies not released in this country.....
- I am not usually aware of whether the movie has been released at the cinema or on DVD etc. I just get hold of movies when I find them online.....

**ASK ALL WHO ANSWER C, G, H OR K AT Q20b ABOVE (BUY / USE UNOFFICIAL COPIES OF MOVIES)**

Q27 You said that you sometimes get hold of unofficial copies of Movies.

What is your opinion of the quality of the unofficial copies you have acquired this way?

**SINGLE RESPONSE**

The quality is ....	Unofficial copies of Movies
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	

**Potential Dissuaders Question**

If the potential dissuaders question is to be added for the movies category, it should be added at this point – see template question later in this document (Q48)

**ASK ALL**

Q28a How confident are you that you can tell whether an individual service or website offering movies online to download, share or stream is offering official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q28b And how confident are you that you can tell whether movies offered for sale on DVD or Blu-ray disc in a shop or from a market stall are official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q28c And how confident are you that you can tell whether movies offered for sale on DVD or Blu-ray disc through an online market place or online auction site are official or unofficial copies?

**SINGLE RESPONSE**

	Q28a Download / Stream online	Q28b Buy on DVD/Blu- ray from shop / market stall	Q28c Buy on DVD/Blu-ray from online auction
Very confident			
Slightly confident			
Not particularly confident			
Not at all confident			
Don't know			

## TV SERIES SECTION

---

**DISPLAY / READ OUT:** *“We’re now going to show you a list of different ways in which people buy, get hold of and watch TV series at home these days; either individual episodes or whole series. [Replace ‘show you’ with ‘read out’ if telephone interview]”*

**DISPLAY / READ OUT:** *“Please answer this question thinking about what **you personally** have done rather than your household generally.”*

### ASK ALL

Q29a Could you please tell us which of these ways of buying, watching and acquiring TV series to watch at home or on the go on a device such as a tablet or mobile phone that you’ve personally **heard of** before today?

### MULTI-RESPONSE

**IF AT Q**Error! Reference source not found. **RESPONDENT NEVER BUYS OR WATCHES TV SERIES SKIP TO Q29d**

### ASK FOR ALL METHODS RESPONDENT IS AWARE OF AT Q29a

Q29b And which have you personally used to buy, acquire or watch TV Series in the past 12 months?

### MULTI-RESPONSE

### ASK FOR ALL METHODS USED IN PAST 12 MONTHS AT Q29b

Q29c Of these, thinking about how you watch TV series most often, which **one** method do you use most often nowadays to buy or acquire TV Series?

### SINGLE RESPONSE

### ASK FOR ALL METHODS AWARE OF AT Q29a BUT NOT USED IN PAST 12 MONTHS AT Q29b

Q29d Amongst those methods you don’t currently use, are there any that you were using 2-3 years ago but do not use these days?

### MULTI-RESPONSE

<b>ORDER OF DISPLAY SHOULD BE RANDOMISED / ROTATED APART FROM Q&amp;R WHICH SHOULD ALWAYS BE PRESENTED LAST</b>	Q29a Aware of	Q29b Use nowadays	Q29c Use most often	Q29d Used to use
A. Buy on official DVD or Blu-ray from a shop or online store				
B. Rent on official DVD or Blu-ray from a shop or online rental service				
C. Buy on unofficial / copied DVD or Blu-ray				
D. Digital download to a computer or tablet, phone, Internet Connected TV or other device to buy and keep from an official source such as iTunes				
E. Digital paid for download / stream to rent to a computer, tablet, phone, Internet Connected TV or other device from an official source such as iTunes [not available in most territories]				
F. Digital rental to your TV or other device from your TV service provider [not available in most territories]				
G. Download to a computer for free from an online source				
H. Download / swap files with a friend (can be swapped online, on memory stick, on DVD etc.)				
I. Subscription service where you pay a monthly subscription to have access to a library of movies and TV series				
J. Watch via an official catch-up service including watching on a computer, tablet, phone, Internet Connected TV or other device or through your TV service provider's set top box				
K. Watch online for free from a streaming website				
L. Watch via an additional subscription to your TV service provider e.g. [Include if relevant in territory and add local example] or watch TV Box Sets included with your TV service subscription for free				
M. Watch on regular broadcast TV				
N. DVDs/Blu-rays borrowed from a friend or family member				
O. TV Series ripped and / or copied from DVDs / Blu-rays lent to you by a friend or family member				
P. Buy second hand TV series on DVD, Blu-ray or VHS Cassette				
Q. Some other way (Please write in _____)				
R. None of these / Never buy or get hold of TV Series				

**IF AT Q5 RESPONDENT NEVER BUYS OR WATCHES TV SERIES SKIP TO Q38 (Next Section)**

**[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]**

**ASK FOR EACH METHOD USED IN PAST 12 MONTHS AT Q29b**

Q30 Thinking about the ways that you are buying, getting hold of or watching TV series nowadays, for each method you mentioned in the previous question could you please tell us whether you're using this method to get hold of TV series more, less or about the same amount as 12 months ago.

**SINGLE RESPONSE PER METHOD USED**

<b>ORDER OF DISPLAY SHOULD BE THE SAME AS USED FOR Q29</b>	Less than 12 months ago	About the same as 12 months ago	More than 12 months ago
A. Buy on official DVD or Blu-ray from a shop or online store			
B. Rent on official DVD or Blu-ray from a shop or online rental service			
C. Buy on unofficial / copied DVD or Blu-ray			
D. Digital download to a computer, tablet, phone, Internet Connected TV or other device to buy and keep from an official source such as iTunes			
E. Digital paid for download / stream to rent to a computer, tablet, phone, Internet Connected TV or other device from an official source such as iTunes [not available in most territories]			
F. Digital rental to your TV or other device from your TV service provider [not available in most territories]			
G. Download to a computer for free from an online source			
H. Download / swap files with a friend (can be swapped online, on memory stick, on DVD etc.)			
I. Subscription service where you pay a monthly subscription to have access to a library of movies and TV series			
J. Watch via an official catch-up service including watching on a computer, tablet, phone, Internet Connected TV or other device or through your TV service provider's set top box			
K. Watch online for free from a streaming website			
L. Watch via an additional subscription to your TV service provider e.g. [Include if relevant in territory and add local example] or watch TV Box Sets included with your TV service subscription for free			
M. Watch on regular broadcast TV			
N. DVDs/Blu-rays borrowed from a friend or family member			
O. TV Series ripped and / or copied from DVDs / Blu-rays lent to you by a friend or family member			
P. Buy second hand TV series on DVD, Blu-ray or VHS Cassette			
Q. Some other way (Please write in _____)			

**ASK ALL WHO ANSWER C, G, H, K OR O AT Q29b ABOVE**

Q31a You said that you have sometimes got hold of unofficial copies of TV series in the past 12 months. Could you please tell us all the reasons why you get TV series this way?

**MULTI-RESPONSE****ASK ALL WHO ANSWER C, G, H, K OR O AT Q29b ABOVE**

Q31b And which ONE of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q31a all reasons	Q31b most important reason
Timing - To get access to TV series before they are broadcast in this country		
Timing – it means I don't have to wait for the official release in the shops		
Availability - I can see specific TV series which are no longer available on TV		
Availability – I can watch specific TV series which are only available on channels I do not personally have		
Catch-up - I can see specific TV series/ episodes I have missed		
To save money – to get TV series for free / for less money than buying the official versions		
Compatibility – If I buy official copies I have to buy multiple official copies to play back on all my devices		
Convenience – To get TV Series whenever I want them		
Convenience – because it's easier than buying official copies from a store or online		
Because I believe that official copies of TV Series cost too much money to buy		
Because the unofficial digital copies of movies are easier to manage and store than the official ones		
Because I don't have enough money to buy official copies		
Because everyone I know does it		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO ANSWER C AT Q29b ABOVE (BUY UNOFFICIAL COPIES ON DVD/BLU-RAY)**

Q32 You said you'd bought at least one unofficial DVD/Blu-ray copy in the past 12 months – can you please tell us all the types of places you've bought TV Series this way in the past 12 months.

**MULTI-RESPONSE**

**ASK FOR EACH PLACE BOUGHT FROM AT Q32**

Q33 Have you bought any TV Series this way in the past 12 months expecting it to be an official copy but finding it's actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

	Bought from in last 12 months	Bought expecting official
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		
Some other place (Please write in _____)		
None of these		

**ASK FOR ALL WHO ANSWER C AT Q29b ABOVE (BUY UNOFFICIAL COPIES ON DVD/BLU-RAY)**

Q34 When do you usually buy unofficial DVD/Blu-ray copies of TV series?

**SINGLE RESPONSE**

- Before they are broadcast on any TV Channels in this country .....
- Before they are broadcast on TV Channels that you have to pay to subscribe to in this country.....
- While they are being broadcast in this country on TV channels that you have to pay to subscribe to.....
- While they are being broadcast in this country on Free TV channels.....
- After they have been broadcast in this country on at least one channel but before they are released on DVD, Blu-ray or Official Download .....
- After they are released on DVD, Blu-ray or Official Download .....
- I only do this for TV Series not released in this country.....
- I am not usually aware of whether the show has been broadcast or released on DVD etc. I just get hold of shows when I find them on unofficial DVD or Blu-ray .....

**ASK FOR ALL WHO ANSWER G OR K AT Q29b ABOVE (DOWNLOAD OR STREAM UNOFFICIAL COPIES)**

Q35 When do you download or stream unofficial copies of TV series?

**SINGLE RESPONSE**

- Before they are broadcast on any TV Channels in this country .....□
- Before they are broadcast on TV Channels that you have to pay to subscribe to in this country.....□
- While they are being broadcast in this country on TV channels that you have to pay to subscribe to.....□
- While they are being broadcast in this country on Free TV channels.....□
- After they have been broadcast in this country on at least one channel but before they are released on DVD, Blu-ray or Official Download .....□
- After they are released on DVD, Blu-ray or Official Download .....□
- I only do this for TV Series not released in this country.....□
- I am not usually aware of whether the show has been broadcast or released on DVD etc. I just get hold of shows when I find them online .....□

**ASK ALL WHO ANSWER C, G, H OR K AT Q29b ABOVE (USE OR BUY UNOFFICIAL COPIES OF TV SERIES)**

Q36 You said that you sometimes get hold of unofficial copies of TV Series.

What is your opinion of the quality of the unofficial copies you have acquired this way?

**SINGLE RESPONSE**

The quality is ....	Unofficial copies of TV Series
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	

**Potential Dissuaders Question**

If the potential dissuaders question is to be added for the TV Series category, it should be added at this point – see template question later in this document (Q48)

**ASK ALL**

Q37a How confident are you that you can tell whether an individual service or website offering TV Series online to download, share or stream is offering official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q37b And how confident are you that you can tell whether TV Series offered for sale on DVD or Blu-ray disc in a shop or from a market stall are official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q37c And how confident are you that you can tell whether TV Series offered for sale on DVD or Blu-ray disc through an online auction site are official or unofficial copies?

**SINGLE RESPONSE**

	Q37a Download / Stream online	Q37b Buy on DVD/Blu- ray from shop / market stall	Q37b Buy on DVD/Blu-ray from online auction
Very confident			
Slightly confident			
Not particularly confident			
Not at all confident			
Don't know			

## e-BOOKS SECTION

**DISPLAY / READ OUT:** *“We’re now going to show you a list of different ways in which you can buy and get hold of books these days. Please think about books you might read for pleasure rather than text books, reference books or any other kind of books” [Replace ‘show you’ with ‘read out’ if telephone interview]*

### ASK ALL

Q38a Could you please tell us which of these ways of buying and getting hold of books that you’ve personally **heard of** before today?

### MULTI-RESPONSE

### IF AT Q5 RESPONDENT NEVER BUYS BOOKS, SKIP TO Q38d

### ASK FOR ALL METHODS RESPONDENT IS AWARE OF AT Q38a

Q38b And which have you personally used to buy or acquire books in the past 12 months?

### MULTI-RESPONSE

### ASK FOR ALL METHODS USED IN PAST 12 MONTHS AT Q38b

Q38c Of these, thinking about the way you read books most often, which **one** method do you use most often nowadays to acquire the books you read?

### SINGLE RESPONSE

### ASK FOR ALL METHODS AWARE OF AT Q38a BUT NOT USED IN PAST 12 MONTHS AT Q38b

Q38d Amongst those methods you don’t currently use, are there any that you were using 2-3 years ago but do not use these days?

### MULTI-RESPONSE

<b>Books</b> <b>ORDER OF DISPLAY SHOULD BE RANDOMISED / ROTATED APART FROM N&amp;O WHICH SHOULD ALWAYS BE PRESENTED LAST</b>	Q38a Aware of	Q38b Use nowada ys	Q38c Use most often	Q38d Used to use
A. Buy official copy of hardback or paperback books				
B. Buy unofficial copy of hardback or paperback books				
C. Borrow hardback or paperback books from a friend or library				
D. Buy official copy of audiobook on CD or memory stick				
E. Buy unofficial copy of audiobook on CD or memory stick				
F. Buy Digital download e-books to buy and keep from an official site				
G. Buy unofficial digital download e-books to buy and keep from an official site				
H. Download unofficial copy of e-books for free from an online source				
I. Download / copy e-book files from a friend				
J. Download scanned copy of book for free from an online source				
K. Stream / view online copies of e-books using an online source				
L. Access a subscription service where you pay a monthly fee and can borrow books				
M. Buy second hand books				
N. Some other way (Please write in _____)				
O. None of these / Never bought or got hold of books				

**IF AT Q5 RESPONDENT NEVER BUYS BOOKS SKIP TO Q47 (Next Section)**

[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]

**ASK FOR EACH METHOD USED IN PAST 12 MONTHS AT Q38b**

Q39 Thinking about the ways that you are buying or getting hold of books nowadays, for each method you mentioned in the previous question could you please tell us whether you're using this method to get hold of books more, less or about the same amount as 12 months ago.

**SINGLE RESPONSE PER METHOD USED**

<b>ORDER OF DISPLAY SHOULD BE THE SAME AS USED FOR Q38</b>	Less than 12 months ago	About the same as 12 months ago	More than 12 months ago
A. Buy official copy of hardback or paperback books	<input type="checkbox"/>		
B. Buy unofficial copy of hardback or paperback books			
C. Borrow hardback or paperback books from a friend or library			
D. Buy official copy of audiobook on CD or memory stick			
E. Buy unofficial copy of audiobook on CD or memory stick			
F. Buy Digital download e-books to buy and keep from an official site			
G. Buy unofficial digital download e-books to buy and keep from an official site			
H. Download unofficial copy of e-books for free from an online source			
I. Download / copy e-book files from a friend			
J. Download scanned copy of book for free from online source			
K. Stream / view online copies of e-books using an online source			
L. Access a subscription service where you pay a monthly fee and can borrow books			
M. Buy second hand books			
N. Some other way (Please write in _____)			

**ASK ALL WHO ANSWER B, E, G, H, I, J OR K AT Q38b ABOVE**

Q40a You said that you have sometimes got hold of unofficial copies of books in the past 12 months. Could you please tell us all the reasons why you get hold of books this way?

**MULTI-RESPONSE****ASK ALL WHO ANSWER B, E, G, H, I, J, OR K AT Q38b ABOVE**

Q40b And which **ONE** of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q40a all reasons	Q40b most important reason
Timing - To get access to books before they are published in this country		
To save money – to get books for free / at a lower price than the official copy		
Convenience – To get books whenever I want		
Because I believe that official copies of books cost too much money to buy		
Ease of use - Because the unofficial e-books are easier to manage and store than the official ones		
Because I don't have enough money to buy official books or e-books		
Convenience - Because it's easier than buying official e-books from a store or online		
Because everyone I know does it		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO ANSWER B OR E AT Q38b ABOVE (BUY UNOFFICIAL COPIES OF HARDBACK OR PAPERBACK BOOKS OR AUDIOBOOKS)**

Q41 You said you'd bought at least one unofficial copy of a book or audiobook – can you please tell us all the types of places you've bought books this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q41**

Q42 Have you bought any books this way in the past 12 months expecting them to be an official copy but finding they are actually an unofficial copy when you got it home or when they were delivered?

**MULTI-RESPONSE**

	Bought from in last 12 months	Bought expecting official
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		
Some other place (Please write in _____)		
None of these		

**ASK FOR ALL WHO ANSWER G AT Q38b ABOVE (BUY UNOFFICIAL E-BOOK COPIES ON CD OR MEMORY STICK)**

Q43 You said you'd bought at least one unofficial copy of an e-book on CD or as an mp3 files on a memory stick – can you please tell us all the types of places you've bought e-books this way in the past 12 months.

**MULTI-RESPONSE**

**ASK FOR EACH PLACE BOUGHT FROM AT Q43**

Q44 Have you bought any e-books this way in the past 12 months expecting them to be an official copy but finding they were actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

	Bought from in last 12 months	Bought expecting official
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		
Some other place (Please write in _____)		
None of these		

**ASK ALL WHO ANSWER B, E, G, H, I, J OR K AT Q38b ABOVE (BUY / USE UNOFFICIAL COPIES OF BOOKS, AUDIOBOOKS OR E-BOOKS)**

Q45 You said that you sometimes get hold of unofficial copies of books, audiobooks or e-Books. What is your opinion of the quality of the unofficial copies you have acquired this way?

**SINGLE RESPONSE**

The quality is ....	Unofficial copies of books	Unofficial copies of audiobooks	Unofficial copies of e-Books
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			

**Potential Dissuaders Question**

If the potential dissuaders question is to be added for the books category, it should be added at this point – see template question later in this document (Q48)

**ASK ALL**

Q46a How confident are you that you can tell whether an individual service or website offering e-books online to download or share is offering official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q46b And how confident are you that you can tell whether e-books offered for sale through an online auction site are official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q46c And how confident are you that you can tell whether hardback or paperback books offered for sale in a shop or from a market stall are official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q46d And how confident are you that you can tell whether hardback or paperback books offered for sale through an online auction site are official or unofficial copies?

**SINGLE RESPONSE**

	Q46a Download / Share e- books online	Q46b Buy e-books from online auction	Q46c Buy paperback or hardback books from shop / market stall	Q46d Buy paperback or hardback books from online auction
Very confident				
Slightly confident				
Not particularly confident				
Not at all confident				
Don't know				



<b>INDUSTRY SPECIFIC ATTITUDES ALWAYS SHOW AT THE END</b>	Disagree very strongly 1	2	3	4	5	6	7	8	9	Agree very strongly 10	Don't know / no experience of this
I'm against the idea / I think it's wrong to make unofficial copies of <b>music</b>											
Unofficial copies of music are having a significant negative effect on the <b>music</b> industry											
I feel I'm supporting the artist if I buy the official copy of a <b>music</b> release											
I'm against the idea / I think it's wrong to make unofficial copies of <b>video games</b>											
Unofficial copies of video games are having a significant negative effect on the <b>video game</b> industry											
I'm against the idea / I think it's wrong to make unofficial copies of <b>movies</b>											
The <b>movie</b> industry makes too much money											
I'm against the idea / I think it's wrong to make unofficial copies of <b>TV Series</b>											
The <b>TV</b> industry makes too much money											
There are so many official ways to watch TV Series there's no need to use unofficial copies											
I'm against the idea / I think it's wrong to make unofficial copies of <b>e-Books</b>											
Unofficial copies of <b>e-Books</b> are having a significant negative effect on the <b>book publishing</b> industry											
I feel I'm supporting the author if I buy the official copy of a book / e-book release											
There are so many ways to borrow official copies of <b>books and e-books</b> from friends or libraries that there's no need to use unofficial copies											

**Computer Software Module**

If the computer software module is to be included in the questionnaire it should be added at this point – see separate document

**Potential dissuaders section**

This question can either be asked generally of anyone who is involved in any kind of infringing behaviour across all categories or it can be asked of individual categories. If it is to be asked of the individual categories, it should be inserted within each category section immediately after the question on quality of infringing goods vs. authentic goods and the wording modified slightly to make it clear the question is only referring to behaviour with regard to that category. If the question is asked of each category, it is essential to add an instruction before the question that it should be asked only of those involved in infringing behaviour within that category.

However, it is recommended to keep just the generic question below to avoid unnecessary repetition and to avoid unduly long interview times.

**ASK ALL WHO ACCESS UNOFFICIAL COPIES OF CONTENT ONLINE EITHER VIA STREAMING OR DOWNLOADING**

**ASK IF RESPONDENT ANSWERS ANY OF THE FOLLOWING:**

- ANSWERS C, E, F OR J AT Q6b (UNOFFICIAL COPIES OF MUSIC)**
- ANSWERS C, D OR E AT Q13b (UNOFFICIAL COPIES OF VIDEO GAMES)**
- ANSWERS C, G, H, K OR O AT Q20b (UNOFFICIAL COPIES OF MOVIES)**
- ANSWERS C, G, H, K OR O AT Q29b (UNOFFICIAL COPIES OF TV SERIES)**
- ANSWER B, E, G, H, I, J OR K AT Q38b (UNOFFICIAL COPIES OF E-BOOKS)**

Q48 You said that you sometimes access unofficial copies of music / video games / movies / TV Series / e-books [\[delete categories as appropriate\]](#).

What would encourage you to stop downloading or accessing unofficial copies online?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION EXCEPT FOR LAST 3 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 sued .....
- 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 .....
- I do not / would not knowingly access or download unofficial copies .....
- Some other reason (Please write in \_\_\_\_\_).....
- Nothing would make me stop accessing or downloading unofficial copies .....

**ASK ALL**

Q49 Thinking about online services offering access to download or stream music, movies, TV series, video games or e-books, what measures could this kind of service take to convince you that the content available was official?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION OF ATTRIBUTES**

- The service is provided by a reputable / well known company or brand .....
- Presence of Government approval / accreditation scheme .....
- If there was an industry standard / symbol to show it was official .....
- Presence of security measures on site (Payment, Certificates, Terms & Conditions, Password protection, etc...) .....
- If the website clearly stated that it was providing official content .....
- If there was a site/organisation I could go to check with listing of sites authorised to sell official content .....
- Endorsements from the music/video/games/publishing industry
- Endorsements from artists / actors / authors .....

**ASK ALL**

Q50 And what other aspects about a website or online service help you decide whether the content / goods available are official or not?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION OF ATTRIBUTES**

- If you have to pay for the content on offer .....
- The price of the goods and services for sale .....
- If my Internet security software lets me visit a site without giving a warning
- I am confident that the content is official .....
- If the site doesn't contain intrusive pop up adverts etc... .....
- Because it's there – it wouldn't be allowed if the content available wasn't official .....
- You just know when it's official content / common sense .....
- Research I have done about the company .....
- I rely on other people to tell me/ word of mouth/reviews .....
- Quality or professional looking nature of the website .....
- Consumer reviews of the goods offered for sale .....
- None/Don't Know .....  [These two always shown last]
- I do not care whether it's official or not .....  [These two always shown last]

**Effectiveness of Anti-Counterfeit / Anti-Piracy Media campaign Section**

If required, the 'Media Campaign Assessment Section' questions should be added to the questionnaire document at this point – see separate document

**ASK ALL**

Q51a Which of these TV service providers have you heard of before today?

**MULTI-RESPONSE****ASK FOR ALL SERVICES AWARE OF AT Q51a**

Q51b And which of these TV service providers do you currently have access to in your home?

**MULTI-RESPONSE****ASK FOR ALL SERVICES USED AT Q51b**

Q51c 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 aware of Q51a	Services currently use Q51b	Service use most often Q51c
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			

**Add final demographic questions**

At the end of the survey it is usual to add some further demographic or classification questions. Examples of these are included in a separate document.

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”*

## BOOKS AND ARTICLES 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 and using books and articles including books you might read for pleasure and articles you might use for study or research.*

*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]
<b>14-17</b>	<b>14-17</b>	<b>14-17</b>
<b>18-24</b>	<b>18-24</b>	<b>18-20</b>
<b>25-29</b>	<b>25-29</b>	<b>21-25</b>
<b>30-34</b>	<b>30-39</b>	<b>26-30</b>
<b>35-39</b>	<b>40-49</b>	<b>31-35</b>
<b>40-44</b>	<b>50-59</b>	<b>36-45</b>
<b>45-49</b>	<b>60-69</b>	<b>46-54</b>
<b>50-54</b>	<b>70+</b>	<b>55+</b>
<b>55-59</b>		
<b>60-64</b>		
<b>65+</b>		

**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.

### Main Survey – Category Usage

**DISPLAY / READ OUT:** *“This survey is about books, including books you might read for pleasure, books you might use for work or study and academic articles, both physical books in hard or paperback and audio books as well as online or digitised editions that you might read on a computer or e-reader. “*

#### ASK ALL

Q5 Thinking about what you personally do rather than your household in general, how often do you do the following activities nowadays:-

#### SINGLE RESPONSE PER ENTERTAINMENT TYPE

<b>ROTATE ORDER OF DISPLAY / READING OUT</b>	Never	Less than once a month	More than once a month but less than once a week	More than once a week but not daily	Daily or several times a day
A. Read books for pleasure – including hardback or paperback and e-books or digitised books that you might read on an e-reader, computer or tablet type device					
B. Listen to audiobooks					
C. Read academic articles or access articles for research or study purposes – including physical copies, online and digitised versions that you might read on an e-reader, computer or tablet type device					
D. Read text books or access text books for research or study purposes – including physical copies in hardback or paperback, online and digitised versions that you might read on an e-reader, computer or tablet type device					

**THE NEXT QUESTIONS INCLUDE SECTIONS ON BOOKS, AUDIOBOOKS, ACADEMIC ARTICLES AND TEXT BOOKS. THESE SECTIONS ARE OPTIONAL – DELETE ANY SECTION NOT REQUIRED. THE ORDER IN WHICH THE SECTIONS ARE PRESENTED SHOULD BE ROTATED ACROSS RESPONDENTS.**

## Books – Reading for Pleasure

### ASK ALL

Q6a Thinking now about reading **books for pleasure**. Could you please tell us which of these ways of buying and getting hold of books you've personally **heard of** before today?

### MULTI-RESPONSE

### IF AT Q5 RESPONDENT NEVER READS BOOKS FOR PLEASURE, SKIP TO Q6d

### ASK FOR ALL METHODS RESPONDENT IS AWARE OF AT Q6a

Q6b And which have you personally used to buy or acquire books that you read for pleasure in the past 12 months?

### MULTI-RESPONSE

### ASK FOR ALL METHODS USED IN PAST 12 MONTHS AT Q6b

Q6c Of these, thinking about the way you read books most often, which **one** method do you use most often nowadays to acquire the books you read for pleasure?

### SINGLE RESPONSE

### ASK FOR ALL METHODS AWARE OF AT Q6a BUT NOT USED IN PAST 12 MONTHS AT Q6b

Q6d Amongst those methods you don't currently use, are there any that you were using 2-3 years ago but do not use these days?

### MULTI-RESPONSE

<b>Books – reading for pleasure</b> <b>ORDER OF DISPLAY SHOULD BE RANDOMISED / ROTATED APART FROM Q&amp;R WHICH SHOULD ALWAYS BE PRESENTED LAST</b>	Q6a Aware of	Q6b Use nowadays	Q6c Use most often	Q6d Used to use
A. Buy original books from a retailer – high street or online	<input type="checkbox"/>			
B. Buy unofficial physical copies of books from a retailer – high street or online				
C. Buy original books from a market stall or street trader				
D. Buy unofficial physical copies of books from a market stall or street trader				
E. Buy original books new from an online auction site				
F. Buy unofficial physical copies of books new from an online auction site				
G. Buy second hand books				
H. Borrow from a public / school / college library – physical copies or digital versions / e-books				
I. Download original e-book or digitised version (paid for) from an online retailer				
J. Download original e-book or digitised version (free, e.g. out of copyright edition) from an online retailer				
K. Download unofficial copy of e-book or digitised version from an online retailer				
L. Download unofficial copy from an online source				
M. Buy unofficial e-book / digitised version on CD / memory stick from a market stall / street trader				
N. Buy unofficial e-book / digitised version on CD / memory stick from an online auction site				
O. Access a digital edition using a licensed / paid subscription service (e.g. Scribd or Audible)				
P. Stream from / view online using an online source				
Q. Receive via email / copy on disc / memory stick from a friend/ group				
R. Some other way (Please write in _____)				
S. None of these / Never buy or get hold of books				

**IF AT Q5 RESPONDENT NEVER READS BOOKS FOR PLEASURE, SKIP TO Q16 [Next Section]**

[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]

**ASK FOR EACH METHOD USED IN PAST 12 MONTHS AT Q6b**

Q7 Thinking about the ways that you are buying or getting hold of books you read for pleasure nowadays, for each method you mentioned in the previous question could you please tell us whether you're using this method to get hold of books more, less or about the same amount as 12 months ago.

**SINGLE RESPONSE PER METHOD USED**

<b>ORDER OF DISPLAY SHOULD BE THE SAME AS USED FOR Q6</b>	Less than 12 months ago	About the same as 12 months ago	More than 12 months ago
A. Buy original books from a retailer – high street or online			
B. Buy unofficial physical copies of books from a retailer – high street or online			
C. Buy original books from a market stall or street trader			
D. Buy unofficial physical copies of books from a market stall or street trader			
E. Buy original books new from an online auction site			
F. Buy unofficial physical copies of books new from an online auction site			
G. Buy second hand books			
H. Borrow from a public / school / college library – physical copies or digital versions / e-books			
I. Download original e-book or digitised version (paid for) from an online retailer			
J. Download original e-book or digitised version (free, e.g. out of copyright edition) from an online retailer			
K. Download unofficial copy of e-book or digitised version from an online retailer			
L. Download unofficial copy from an online source			
M. Buy unofficial e-book / digitised version on CD / memory stick from a market stall / street trader			
N. Buy unofficial e-book / digitised version on CD / memory stick from an online auction site			
O. Access a digital edition using a licensed / paid subscription service (e.g. Scribd or Audible)			
P. Stream from / view online using an online source			
Q. Receive via email / copy on disc / memory stick from a friend/ group			
R. Some other way (Please write in _____ )			

**ASK ALL WHO ANSWER B, D, F, K, L, M, N, P, OR Q AT Q6b ABOVE**

Q8a You said that you have sometimes got hold of unofficial copies of books in the past 12 months. Could you please tell us all the reasons why you get hold of books this way?

**MULTI-RESPONSE****ASK ALL WHO ANSWER B, D, F, K, L, M, N, P, OR Q AT Q6b ABOVE**

Q8b And which **ONE** of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q8a all reasons	Q8b most important reason
Timing - To get access to books before they are published in this country		
To save money – to get books at a lower price than the official copy or for free		
Convenience – To get new books whenever I want		
Because I believe that official copies of books cost too much money to buy		
Ease of use - Because unofficial copies of e-books / digitised copies are easier to manage and store than the official ones		
Because I don't have enough money to buy official copies of the books I want		
Convenience - Because it's easier than buying official copies of books from a store or online		
Because I can use unofficial copies of e-books / digitised versions on multiple devices		
Because everyone I know does it		
I did not know I was getting an unofficial copy at the time – I would not have chosen this way had I known		
Availability – I cannot find the official copies of the books I want for sale		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO ANSWER B, D OR F AT Q6b ABOVE (BUY UNOFFICIAL PHYSICAL COPIES)**

Q9 You said you'd bought at least one unofficial physical copy of a book – can you please tell us all the types of places you've bought unofficial copies of books this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q9**

Q10 Have you bought any physical books this way in the past 12 months expecting it to be an official copy but finding it is actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

Unofficial physical copies of books	Bought from in last 12 months	Bought expecting official
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		
Some other place (Please write in _____)		
None of these		

**ASK FOR ALL WHO ANSWER K, M, N AT Q6b ABOVE (BUY UNOFFICIAL DOWNLOAD)**

Q11 You said you'd paid to download at least one unofficial e-book or digitised copy of a book – can you please tell us all the types of places you've bought unofficial copies of e-books or digitised copies of books this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q11**

Q12 Have you bought any e-books or digitised copies of books this way in the past 12 months expecting it to be an official copy but finding it is actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

Unofficial copies of e-books	Bought from in last 12 months	Bought expecting official
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		
Some other place (Please write in _____)		
None of these		

**ALL WHO ANSWER B, D, F, K, L, M, N, P OR Q AT Q6b ABOVE (BUY/USE UNOFFICIAL COPIES OF BOOKS)**

Q13 You said that you sometimes get hold of unofficial copies of books that you read for pleasure. What is your opinion of the quality of the unofficial copies you have acquired this way?

**SINGLE RESPONSE**

The quality is ....	Unofficial copies of Books
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	

**Potential Dissuaders Question**

If the potential dissuaders question is to be added for the books for pleasure category, it should be added at this point – see template question later in this document (Q45)

**ASK ALL**

Q14a How confident are you that you can tell whether books (physical copies) offered for sale in a shop or from a market stall are official or unofficial copies?

**SINGLE RESPONSE**

**ASK ALL**

Q14b And how confident are you that you can tell whether an individual service or website offering books (physical copies) to buy online is offering official or unofficial copies?

**SINGLE RESPONSE**

**ASK ALL**

Q14c And how confident are you that you can tell whether books (physical copies) offered for sale through an online auction site are official or unofficial copies?

**SINGLE RESPONSE**

Books – Physical Copies	Q14a Shop or Market Stall	Q14b Online Retailer	Q14b online auction site
Very confident			
Slightly confident			
Not particularly confident			
Not at all confident			
Don't know			

**ASK ALL**

Q15a How confident are you that you can tell whether e-books and digitised copies offered for sale in a shop or from a market stall are official copies or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q15b And how confident are you that you can tell whether an individual service or website offering e-books and digitised copies of books to buy online is offering official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q15c And how confident are you that you can tell whether e-books and digitised copies of books offered for sale through an online auction site are official or unofficial copies?

**SINGLE RESPONSE**

eBooks and digital copies	Q15a Shop or Market Stall	Q15b Online Retailer	Q15b Online Auction site
Very confident			
Slightly confident			
Not particularly confident			
Not at all confident			
Don't know			

## Audiobooks

### ASK ALL

Q16a Thinking now about listening to **audiobooks**. Whether or not you personally listen to audiobooks, could you please tell us which of these ways of buying and getting hold of audiobooks that you've personally **heard of** before today?

### MULTI-RESPONSE

### IF AT Q5 RESPONDENT NEVER LISTENS TO AUDIOBOOKS, SKIP TO Q16d

### ASK FOR ALL METHODS RESPONDENT IS AWARE OF AT Q16a

Q16b And which have you personally used to buy or acquire audiobooks in the past 12 months?

### MULTI-RESPONSE

### ASK FOR ALL METHODS USED IN PAST 12 MONTHS AT Q16b

Q16c Of these, thinking about the way you listen to audiobooks most often, which **one** method do you use most often nowadays to acquire the audiobooks you listen to?

### SINGLE RESPONSE

### ASK FOR ALL METHODS AWARE OF AT Q16a BUT NOT USED IN PAST 12 MONTHS AT Q16b

Q16d Amongst those methods you don't currently use, are there any that you were using 2-3 years ago but do not use these days?

### MULTI-RESPONSE

<b>Audiobooks</b> <b>ORDER OF DISPLAY SHOULD BE RANDOMISED / ROTATED APART FROM M&amp;N WHICH SHOULD ALWAYS BE PRESENTED LAST</b>	Q16a Aware of	Q16b Use nowadays	Q16c Use most often	Q16d Used to use
A. Buy on CD/ memory stick from a high street or online retailer	<input type="checkbox"/>			
B. Buy unofficial copy on CD/ memory stick from a high street or online retailer				
C. Buy unofficial copy on CD / memory stick from a market stall / street trader				
D. Download from an online retailer				
E. Download unofficial copy from an online retailer				
F. Buy original audiobooks new from an online auction site				
G. Buy unofficial copies of audiobooks on CD / memory stick from an online auction site				
H. Access a digital edition using a licensed subscription service (e.g. Scribd or Audible)				
I. Borrow a digital copy from a public/ school/ college library				
J. Download from an online source				
K. Stream from an online source				
L. Receive via email / copy on disc / memory stick from a friend/ group				
M. Some other way (Please write in _____)				
N. None of these / Never buy or get hold of Audiobooks				

**IF AT Q5 RESPONDENT NEVER LISTENS TO AUDIOBOOKS, SKIP TO Q24 [Next Section]**

[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]

**ASK FOR EACH METHOD USED IN PAST 12 MONTHS AT Q16b**

Q17 Thinking about the ways that you are buying or getting hold of audiobooks nowadays, for each method you mentioned in the previous question could you please tell us whether you're using this method to get hold of audiobooks more, less or about the same amount as 12 months ago.

**SINGLE RESPONSE PER METHOD USED**

<b>ORDER OF DISPLAY SHOULD BE THE SAME AS USED FOR Q16</b>	Less than 12 months ago	About the same as 12 months ago	More than 12 months ago
A. Buy on CD/ memory stick from a high street or online retailer			
B. Buy unofficial copy on CD/ memory stick from a high street or online retailer			
C. Buy unofficial copy on CD / memory stick from a market stall / street trader			
D. Download from an online retailer			
E. Download unofficial copy from an online retailer			
F. Buy original audiobooks new from an online auction site			
G. Buy unofficial copies of audiobooks on CD / memory stick from an online auction site			
H. Access a digital edition using a licensed subscription service (e.g. Scribd or Audible)			
I. Borrow a digital copy from a public/ school/ college library			
J. Download from an online source			
K. Stream from an online source			
L. Receive via email / copy on disc / memory stick from a friend/ group			
M. Some other way (Please write in _____)			

**ASK ALL WHO ANSWER B, C, E, G, J, K OR L AT Q16b ABOVE**

Q18a You said that you have sometimes got hold of unofficial copies of audiobooks in the past 12 months. Could you please tell us all the reasons why you get hold of audiobooks this way?

**MULTI-RESPONSE****ASK ALL WHO ANSWER B, C, E, G, J, K OR L AT Q16b ABOVE**

Q18b And which **ONE** of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q18a all reasons	Q18b most important reason
Timing - To get access to audiobooks before they are published in this country		
To save money – to get audiobooks at a lower price than the official copy or for free		
Convenience – To get new audiobooks whenever I want		
Because I believe that official copies of audiobooks cost too much money to buy		
Ease of use - Because unofficial copies of audiobooks / digitised copies are easier to manage and store than the official ones		
Because I don't have enough money to buy official copies of the audiobooks I want		
Convenience - Because it's easier than buying official copies of audiobooks from a store or online		
Because I can use unofficial copies of audiobooks / digitised versions on multiple devices		
Because everyone I know does it		
I did not know I was getting an unofficial copy at the time – I would not have chosen this way had I known		
Availability – I cannot find the official copies of the audiobooks I want for sale		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO ANSWER B, C OR G AT Q16b ABOVE (BUY UNOFFICIAL PHYSICAL COPIES)**

Q19 You said you'd bought at least one unofficial physical copy of an audiobook book (on CD or memory stick) – can you please tell us all the types of places you've bought unofficial copies of audiobooks this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q19**

Q20 Have you bought any audiobooks this way in the past 12 months expecting it to be an official copy but finding it is actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

Unofficial physical copies of audiobooks	Bought from in last 12 months	Bought expecting official
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		
Some other place (Please write in _____)		
None of these		

**ASK ALL WHO ANSWER B, C, E, G, J, K OR L AT Q16b ABOVE (BUY / USE UNOFFICIAL COPIES OF AUDIOBOOKS)**

Q21 You said that you sometimes get hold of unofficial copies of audiobooks.

What is your opinion of the quality of the unofficial copies you have acquired this way?

**SINGLE RESPONSE**

The quality is ....	Unofficial copies of Audiobooks
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	

**Potential Dissuaders Question**

If the potential dissuaders question is to be added for the audiobooks category, it should be added at this point – see template question later in this document (Q45)

**ASK ALL**

Q22a How confident are you that you can tell whether physical copies of audiobooks (on CD or memory stick) offered for sale in a shop or from a market stall are official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q22b And how confident are you that you can tell whether an individual service or website offering audiobooks (on CD or memory stick) to buy online is offering official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q22c And how confident are you that you can tell whether audiobooks (on CD or memory stick) offered for sale through an online auction site are official or unofficial copies?

**SINGLE RESPONSE**

Audiobooks – Physical Copies	Q22a Shop or Market Stall	Q22b Online Retailer	Q22b Online auction site
Very confident			
Slightly confident			
Not particularly confident			
Not at all confident			
Don't know			

**ASK ALL**

Q23a And how confident are you that you can tell whether an individual service or website offering audiobooks to buy and download online is offering official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q23b And how confident are you that you can tell whether audiobooks for sale to download through an online auction site are official or unofficial copies?

**SINGLE RESPONSE**

	Q23b Online Retailer	Q23b online auction site
Very confident		
Slightly confident		
Not particularly confident		
Not at all confident		
Don't know		

### Academic Articles

**ASK ALL WHO USE ACADEMIC ARTICLES AT Q5 – AND ASK ALL STUDENTS AT Q3 – OTHERWISE SKIP TO Q34 [Next section]**

Q24a You said that you **read academic articles** or access them for research or study purposes. Could you please tell us which of these ways of buying and getting hold of academic articles that you've personally **heard of** before today?

**MULTI-RESPONSE**

**ASK FOR ALL METHODS RESPONDENT IS AWARE OF AT Q24a**

Q24b And which have you personally used to buy or acquire academic articles in the past 12 months?

**MULTI-RESPONSE**

**ASK FOR ALL METHODS USED IN PAST 12 MONTHS AT Q24b**

Q24c Of these, thinking about the way you read or access academic articles most often, which **one** method do you use most often nowadays to acquire or access the academic articles you read?

**SINGLE RESPONSE**

**ASK FOR ALL METHODS AWARE OF AT Q24a BUT NOT USED IN PAST 12 MONTHS AT Q24b**

Q24d Amongst those methods you don't currently use, are there any that you were using 2-3 years ago but do not use these days?

**MULTI-RESPONSE**

<b>Academic Articles</b> <b>ORDER OF DISPLAY SHOULD BE RANDOMISED / ROTATED APART FROM M &amp; N WHICH SHOULD ALWAYS BE PRESENTED LAST</b>	Q24a Aware of	Q24b Use nowada ys	Q24c Use most often	Q24d Used to use
A. Buy original physical copy of article from a retailer – high street or online retailer	<input type="checkbox"/>			
B. Buy unofficial physical copy of article from a retailer – high street or online retailer				
C. Buy unofficial physical copy of article from a copy shop				
D. Receive a physical copy of articles through an ongoing subscription				
E. Buy second hand physical copy of an article				
F. Public / school / college library – physical copies or digital versions of articles – borrow publication or read in the library				
G. Make a paper copy of an article from article in a library				
H. Buy digital copy of article from an official online retailer				
I. Download or view online unofficial copy of article from an online source				
J. Access a digital edition using a licensed / paid subscription service				
K. Receive article(s) via email / copy on disc / memory stick from a friend/ group				
L. Borrow physical copy from a friend / colleague				
M. Some other way (Please write in _____)				
N. None of these / Never buy or get hold of academic articles				

**IF RESPONDENT NEVER BUYS ACADEMIC ARTICLES AT Q5 SKIP TO Q34 (Next Section)**

[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]

**ASK FOR EACH METHOD USED IN PAST 12 MONTHS AT Q24b**

Q25 Thinking about the ways that you are buying or getting hold of academic articles nowadays, for each method you mentioned in the previous question could you please tell us whether you're using this method to get hold of academic articles more, less or about the same amount as 12 months ago.

**SINGLE RESPONSE PER METHOD USED**

<b>ORDER OF DISPLAY SHOULD BE THE SAME AS USED FOR Q24</b>	Less than 12 months ago	About the same as 12 months ago	More than 12 months ago
A. Buy original physical copy articles from a retailer – high street or online			
B. Buy unofficial physical copy articles from a retailer – high street or online retailer			
C. Buy original physical copy articles new from a copy shop			
D. Receive a regular physical copy of articles through an ongoing subscription			
E. Buy second hand physical copy of an article			
F. Public / school / college library – physical copies or digital versions of articles – borrow publication or read in the library			
G. Make a paper copy of an article from article in a library			
H. Buy digital copy of article from an official online retailer			
I. Download or view online unofficial copy from an online source			
J. Access a digital edition using a licensed / paid subscription service			
K. Receive article(s) via email / copy on disc / memory stick from a friend/ group			
L. Borrow physical copy from a friend / colleague			
M. Some other way (Please write in _____)			

**ASK ALL WHO ANSWER B, C, I OR K AT Q24b ABOVE**

Q26a You said that you have sometimes got hold of unofficial copies of academic articles in the past 12 months. Could you please tell us all the reasons why you get hold of articles this way?

**MULTI-RESPONSE****ASK ALL WHO ANSWER B, C, I OR K AT Q24b ABOVE**

Q26b And which **ONE** of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q26a all reasons	Q26b most important reason
Timing - To get access to articles before they are published in this country		
To save money – to get articles at a lower price than the official copy or for free		
Convenience – To get new articles whenever I want		
Because I believe that official copies of articles cost too much money to buy		
Ease of use - Because unofficial electronic copies of articles / digitised copies are easier to manage and store than the official ones		
Because I don't have enough money to buy official copies of the articles I want		
Convenience - Because it's easier than buying official copies of articles from a store or online		
Because I can use unofficial digital copies of articles / digitised versions on multiple devices		
Because everyone I know does it		
I did not know I was getting an unofficial copy at the time – I would not have chosen this way had I known		
Availability – I cannot find the official copies of the articles I need for sale		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO ANSWER B, D OR F AT Q24b ABOVE (BUY UNOFFICIAL PHYSICAL COPIES)**

Q27 You said you'd bought at least one unofficial physical copy of an article – can you please tell us all the types of places you've bought unofficial copies of articles this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q27**

Q28 Have you bought any physical copies of articles this way in the past 12 months expecting it to be an official copy but finding it is actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

Unofficial physical copy of an article	Bought from in last 12 months	Bought expecting official
Retail store / shop		
Photocopy Shop		
From a friend or colleague		
Online retailer		
Online auction site		
Some other place (Please write in _____)		
None of these		

**ASK FOR ALL WHO ANSWER L, N OR O AT Q24b ABOVE (BUY UNOFFICIAL DOWNLOAD)**

Q29 You said you'd paid to download at least one unofficial e-book or digitised copy of an article – can you please tell us all the types of places you've bought unofficial copies of e-books or digitised copies of articles this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q29**

Q30 Have you bought any e-books or digitised copies of articles this way in the past 12 months expecting them to be an official copy but finding them to actually be an unofficial copy when you examined them?

**MULTI-RESPONSE**

	Bought from in last 12 months	Bought expecting official
Retail store / shop		
Photocopy Shop		
From a friend or colleague		
Online retailer		
Online auction site		
Some other place (Please write in _____)		
None of these		

**ASK ALL WHO ANSWER B, D, F, L, M, N, O OR Q AT Q24b ABOVE (BUY / USE UNOFFICIAL COPIES OF ARTICLES)**

Q31 You said that you sometimes get hold of unofficial copies of academic articles. What is your opinion of the quality of the unofficial copies you have acquired this way?

**SINGLE RESPONSE**

The quality is ....	Unofficial copies of Articles
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	

**Potential Dissuaders Question**

If the potential dissuaders question is to be added for the academic articles category, it should be added at this point – see template question later in this document (Q45)

**ASK ALL**

Q32a How confident are you that you can tell whether academic articles (physical copies) offered for sale by a shop or other offline retailer are official or unofficial copies?

**SINGLE RESPONSE**

**ASK ALL**

Q32b And how confident are you that you can tell whether a website or other online source offering academic articles (physical copies) to buy online is offering official or unofficial copies?

**SINGLE RESPONSE**

Academic Articles – Physical Copies	Q32a Shop or other offline retailer	Q32b Online source
Very confident		
Slightly confident		
Not particularly confident		
Not at all confident		
Don't know		

**ASK ALL**

Q33a How confident are you that you can tell whether a website or other online source offering electronic/ digitised copies of academic articles to buy online is offering official or unofficial copies?

**SINGLE RESPONSE**

Academic Articles – Digital Copies	Q33a Online source
Very confident	
Slightly confident	
Not particularly confident	
Not at all confident	
Don't know	

### Text Books

#### ASK ALL WHO USE TEXT BOOKS AT Q5 – AND ASK ALL STUDENTS AT Q3 – OTHERWISE SKIP TO Q44 [Next section]

Q34a You said that you read **text books** or access them for research or study purposes. Could you please tell us which of these ways of buying and getting hold of text books that you've personally **heard of** before today?

#### MULTI-RESPONSE

#### ASK FOR ALL METHODS RESPONDENT IS AWARE OF AT Q34a

Q34b And which have you personally used to buy or acquire text books in the past 12 months?

#### MULTI-RESPONSE

#### ASK FOR ALL METHODS USED IN PAST 12 MONTHS AT Q34b

Q34c Of these, thinking about the way you read text books most often, which **one** method do you use most often nowadays to acquire or access the text books you read?

#### SINGLE RESPONSE

#### ASK FOR ALL METHODS AWARE OF AT Q34a BUT NOT USED IN PAST 12 MONTHS AT Q34b

Q34d Amongst those methods you don't currently use, are there any that you were using 2-3 years ago but do not use these days?

#### MULTI-RESPONSE

<b>Text books</b> <b>ORDER OF DISPLAY SHOULD BE RANDOMISED / ROTATED APART FROM Q&amp;R WHICH SHOULD ALWAYS BE PRESENTED LAST</b>	Q34a Aware of	Q34b Use nowadays	Q34c Use most often	Q34d Used to use
A. Buy original physical copy text books from a retailer – high street or online				
B. Buy unofficial physical copy text books from a retailer – high street or online				
C. Buy photocopy of specific section of a text book from a copy shop				
D. Buy original text books from a market stall or street trader				
E. Buy unofficial physical copies of text books from a market stall or street trader				
F. Buy original text books new from an online auction site				
G. Buy unofficial physical copies of text books new from an online auction site				
H. Buy second hand text books				
I. Borrow from a public / school / college library – physical copies or digital versions / e-books				
J. Download e-book or digitised version (paid for) from an online retailer				
K. Download unofficial copy of e-book or digitised version from an online retailer				
L. Download / view online unofficial copy from an online source				
M. Buy unofficial e-book / digitised version on CD / memory stick from a market stall / street trader				
N. Buy unofficial e-book / digitised version on CD / memory stick from an online auction site				
O. Access a digital edition using a licensed / paid subscription service				
P. Receive via email / copy on disc / memory stick from a friend/ group				
Q. Some other way (Please write in _____)				
R. None of these / Never buy or get hold of text books				

**IF RESPONDENT NEVER BUYS TEXT BOOKS AT Q5 SKIP TO Q44 (Next section)**

**[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]**

**ASK FOR EACH METHOD USED IN PAST 12 MONTHS AT Q34b**

Q35 Thinking about the ways that you are buying or getting hold of text books nowadays, for each method you mentioned in the previous question could you please tell us whether you're using this method to get hold of text books more, less or about the same amount as 12 months ago.

**SINGLE RESPONSE PER METHOD USED**

<b>ORDER OF DISPLAY SHOULD BE THE SAME AS USED FOR Q34</b>	Less than 12 months ago	About the same as 12 months ago	More than 12 months ago
A. Buy original physical copy text books from a retailer – high street or online			
B. Buy unofficial physical copy text books from a retailer – high street or online			
C. Buy photocopy of specific section of a text book from a copy shop			
D. Buy original text books from a market stall or street trader			
E. Buy unofficial physical copies of text books from a market stall or street trader			
F. Buy original text books new from an online auction site			
G. Buy unofficial physical copies of text books new from an online auction site			
H. Buy second hand text books			
I. Borrow from a public / school / college library – physical copies or digital versions / e-books			
J. Download e-book or digitised version (paid for) from an online retailer			
K. Download unofficial copy of e-book or digitised version from an online retailer			
L. Download unofficial copy from an online source			
M. Buy unofficial e-book / digitised version on CD / memory stick from a market stall / street trader			
N. Buy unofficial e-book / digitised version on CD / memory stick from an online auction site			
O. Access a digital edition using a licensed / paid subscription service			
P. Stream from / view online using an online source			
Q. Receive via email / copy on disc / memory stick from a friend/ group			
R. Some other way (Please write in _____)			

**ASK ALL WHO ANSWER B, C, E, G, K, L, M, N OR P AT Q34b ABOVE**

Q36a You said that you have sometimes got hold of unofficial copies of text books in the past 12 months. Could you please tell us all the reasons why you get hold of text books this way?

**MULTI-RESPONSE****ASK ALL WHO ANSWER B, C, E, G, K, L, M, N OR P AT Q34b ABOVE**

Q36b And which **ONE** of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q36a all reasons	Q36b most important reason
Timing - To get access to text books before they are published in this country		
To save money – to get text books at a lower price than the official copy or for free		
Convenience – To get new text books whenever I want		
Because I believe that official copies of text books cost too much money to buy		
Ease of use - Because unofficial e-book copies of text books / digitised copies are easier to manage and store than the official ones		
Because I don't have enough money to buy official copies of the text books I want		
Convenience - Because it's easier than buying official copies of text books from a store or online		
Because I can use unofficial e-book copies of text books / digitised versions on multiple devices		
Because everyone I know does it		
I did not know I was getting an unofficial copy at the time – I would not have chosen this way had I known		
Availability – I cannot find the official copies of the text books I need for sale		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO ANSWER B, C, E OR G AT Q34b ABOVE (BUY UNOFFICIAL PHYSICAL COPIES)**

Q37 You said you'd bought at least one unofficial physical copy of a text book – can you please tell us all the types of places you've bought unofficial copies of text books this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q37**

Q38 Have you bought any physical text books this way in the past 12 months expecting it to be an official copy but finding it is actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

Unofficial physical copy of text books	Bought from in last 12 months	Bought expecting official
Retail store / shop		
Photocopy 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		
Some other place (Please write in _____)		
None of these		

**ASK FOR ALL WHO ANSWER K, M, N AT Q34b ABOVE (BUY UNOFFICIAL DOWNLOAD)**

Q39 You said you'd paid to download at least one unofficial e- book or digitised copy of a text book – can you please tell us all the types of places you've bought unofficial copies of e-text books or digitised copies of text books this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q39**

Q40 Have you bought any e- books or digitised copies of text books this way in the past 12 months expecting it to be an official copy but finding it is actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

Unofficial e-book or digitised version of text books	Bought from in last 12 months	Bought expecting official
Retail store / shop		
Photocopy 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		
Some other place (Please write in _____)		

None of these		
---------------	--	--

**ASK ALL WHO ANSWER B, C, E, G, K, L, M, N OR P AT Q AT Q34b ABOVE (BUY / USE UNOFFICIAL COPIES OF TEXT BOOKS)**

Q41 You said that you sometimes get hold of unofficial copies of text books. What is your opinion of the quality of the unofficial copies you have acquired this way?

**SINGLE RESPONSE**

The quality is ....	Unofficial copies of Text Books
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	

**Potential Dissuaders Question**

If the potential dissuaders question is to be added for the text books category, it should be added at this point – see template question later in this document (Q45)

**ASK ALL**

Q42a How confident are you that you can tell whether text books (physical copies) offered for sale in a shop or from a market stall are official or unofficial copies?

**SINGLE RESPONSE**

**ASK ALL**

Q42b And how confident are you that you can tell whether an individual service or website offering text books (physical copies) to buy online is offering official or unofficial copies?

**SINGLE RESPONSE**

**ASK ALL**

Q42c And how confident are you that you can tell whether text books (physical copies) offered for sale through an online auction site are official or unofficial copies?

**SINGLE RESPONSE**

Text Books – Physical Copies	Q42a Shop or Market Stall	Q42b Online Retailer	Q42b Online Auction Site
Very confident			
Slightly confident			
Not particularly confident			
Not at all confident			
Don't know			

**ASK ALL**

Q43a How confident are you that you can tell whether e-books and digitised copies of text books offered for sale in a shop or from a market stall are official copies or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q43b And how confident are you that you can tell whether an individual service or website offering e-books and digitised copies of text books to buy online is offering official or unofficial copies?

**SINGLE RESPONSE****ASK ALL**

Q43c And how confident are you that you can tell whether e-books and digitised copies of text books offered for sale through an online auction site are official or unofficial copies?

**SINGLE RESPONSE**

Text Books – Digital Copies	Q43a Shop or Market Stall	Q43b Online Retailer	Q43c Online Auction Site
Very confident			
Slightly confident			
Not particularly confident			
Not at all confident			
Don't know			



<b>ROTATE / RANDOMISE ORDER OF PRESENTATION OF STATEMENTS</b>	Disagree very strongly 1	2	3	4	5	6	7	8	9	Agree very strongly 10	Don't know / no experience of this
books and e-books from friends or libraries that there's no need to use unofficial copies											

**Computer Software Module**

If the computer software module is to be included in the questionnaire it should be added at this point – see separate document

**Potential dissuaders section**

This question can either be asked generally of anyone who is involved in any kind of infringing behaviour across all categories or it can be asked of individual categories. If it is to be asked of the individual categories it should be inserted within each category section immediately after the question on quality of infringing goods vs. authentic goods and the wording modified slightly to make it clear the question is only referring to behaviour with regard to that category. If the question is asked of each category, it is essential to add an instruction before the question that it should be asked only of those involved in infringing behaviour within that category.

However, it is recommended to keep just the generic question below to avoid unnecessary repetition and to avoid unduly long interview times.

**ASK ALL WHO ACCESS UNOFFICIAL COPIES OF BOOKS/ARTICLES EITHER PHYSICAL COPIES OR ONLINE VIA STREAMING OR DOWNLOADING**

**ASK IF RESPONDENT ANSWERS ANY OF THE FOLLOWING:**

**ANSWERS B, D, F, K, L, M, N, P OR Q AT Q6b (UNOFFICIAL COPIES OF BOOKS)**

**ANSWERS B, C, E, G, J, K OR L AT Q16b (UNOFFICIAL COPIES OF AUDIOBOOKS)**

**ANSWERS B, D, F, L, M, N, O OR Q AT Q24b (UNOFFICIAL COPIES OF ACADEMIC ARTICLES)**

**ANSWERS B, C, E, G, K, L, M, N OR P AT Q34b (UNOFFICIAL COPIES OF TEXT BOOKS)**

Q45 You said that you sometimes access unofficial copies of books you read for pleasure, academic papers or text books including physical copies, audiobooks, e-books and other digitised versions. [delete categories as appropriate].

What would encourage you to stop buying, downloading or accessing unofficial copies?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION EXCEPT FOR LAST 3 WHICH ARE ALWAYS LAST**

- If official copies / services were cheaper .....
- If official copies / services were more convenient to buy .....
- If official retailers / online services had a wider range of product .....
- If everything I wanted was available through official retailers / services as soon as it was released elsewhere .....
- If I thought I might be sued .....
- 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 online .....
- If there were articles in the media about people being sued for accessing or downloading unofficial copies online ..

- 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.....
- I do not / would not knowingly buy, access or download unofficial copies .....
- Some other reason (Please write in \_\_\_\_\_).....
- Nothing would make me stop buying, accessing or downloading unofficial copies.....

**ASK ALL**

Q46 Thinking about online services offering access to download or view online copies of books or academic articles, what measures could this kind of service take to convince you that the content available was official?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION OF ATTRIBUTES**

- The service is provided by a reputable / well known company or brand .....
- Presence of Government approval / accreditation scheme .....
- If there was an industry standard / symbol to show it was official .....
- Presence of security measures on site (Payment, Certificates, Terms & Conditions, Password protection, etc...) .....
- If the website clearly stated that it was providing official content .....
- If there was a site/organisation I could go to check with listing of sites authorised to sell official content .....
- Endorsements from the publishing industry .....
- Endorsements from authors .....

**ASK ALL**

Q47 And what other aspects about a website or online service help you decide whether the content / goods available are official or not?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION OF ATTRIBUTES**

- If you have to pay for the content on offer.....
- The price of the goods and services for sale .....
- If my Internet security software lets me visit a site .....
- I am confident that the content is official .....
- If the site doesn't contain intrusive pop up adverts etc... .....
- Because it's there – it wouldn't be allowed if the content available wasn't official .....
- You just know when it's official content / common sense .....
- Research I have done about the company .....
- I rely on other people to tell me/ word of mouth/reviews .....
- Quality or professional looking nature of the website .....
- Consumer reviews of the goods offered for sale .....
- None/Don't Know .....  [These two always shown last]
- I do not care whether it's official or not .....  [These two always shown last]

**Effectiveness of Anti-Counterfeit / Anti-Piracy Media campaign Section**

If required, the 'Media Campaign Assessment Section' questions should be added to the questionnaire document at this point – see separate document

**Add final demographic questions**

At the end of the survey it is usual to add some further demographic or classification questions. Examples of these are included in a separate document.

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”*

## CONSUMER PRODUCTS 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 groceries and other goods you might buy on the high street.*

*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 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.....□

**ASK ALL**

Q5 Firstly, what is your role in your household's grocery shopping?

**SINGLE RESPONSE**

I am a main shopper either solely or jointly with another person in my household.....□

I only buy top-up shopping.....□

I rarely / never have any involvement in shopping for groceries for the household.....□

**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.

## Main Survey – Category Usage

---

**DISPLAY / READ OUT:** *“This survey is about things you might buy for yourself or your family from a supermarket or high street store....”*

### ASK ALL

Q6 Which of these items have you personally bought for yourself or your family in the past 12 months?

### MULTI-RESPONSE

#### ROTATE / RANDOMISE ORDER IN WHICH ITEMS ARE DISPLAYED / READ OUT

- DVDs or Blu-ray discs.....
- Music CDs .....
- Clothing .....
- Cosmetics .....
- Cigarettes .....
- Grocery products such as biscuits or breakfast cereals .....
- Spirits e.g. Vodka or Whisky .....
- Wine or beer.....
- Packet Cakes.....
- Medicines .....
- Health or dietary products e.g. Vitamin tablets.....
- Designer clothing labels .....
- Toiletries e.g. deodorants, shampoo or conditioner.....
- Soft drinks.....
- Washing powder / detergent .....
- Household cleaning products .....
- Mobile chargers and accessories .....
- Power tools.....
- Other small household electrical items.....
- Auto parts (replacement or improvement parts) .....
- Ink cartridges .....
- Books (for reading for pleasure).....
- Audiobooks.....

**DISPLAY / READ OUT:** *“The next question is about counterfeit or fake goods; these are goods made and packaged to look like they are made by a well-known brand or manufacturer but in fact they are made by someone else. We are not talking about own-label products, only those sold in packaging which says it is made by a well-known brand when in fact they are copies made by someone else. Please be assured that this is a genuine piece of research – we are interested in finding out about the extent to which counterfeit goods are available and your responses will be treated in complete confidence”*

**ASK ALL**

Q7a Which of these categories of goods have you heard of as products which are available as counterfeit goods before today?

**MULTI-RESPONSE****ASK FOR ALL CATEGORIES AWARE OF AT Q7a**

Q7b 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****ASK FOR ALL CATEGORIES AWARE OF AT Q7a**

Q7c Have you bought counterfeit goods in any of these categories in the past 12 months whether or not you knew that they were counterfeit versions when you bought them?

**MULTI-RESPONSE****ASK FOR EACH CATEGORY OF COUNTERFEIT ITEMS BOUGHT IN LAST 12 MONTHS AT Q7c**

Q7d And when you bought the counterfeit **[READ OUT / DISPLAY ITEM]** did you know before buying them that they were counterfeit or fake products?

**SINGLE RESPONSE PER CATEGORY****ASK FOR ALL CATEGORIES BOUGHT UNKNOWINGLY AT Q7d**

Q7e You just told us that you have bought counterfeit goods in the last 12 months without knowing at the time that they were counterfeit. Could you please tell us, for the **[READ OUT / SHOW CATEGORY]**, if you had known they were counterfeit at the time, would you still have bought them?

**SINGLE RESPONSE PER CATEGORY**

**[Additional categories of goods can be added to this list as required]**

<b>DISPLAY / READ OUT ITEMS IN SAME ORDER AS USED FOR Q6</b>	<b>Q7a Heard of</b>	<b>Q7b Seen for sale</b>	<b>Q7c bought counterfeit / fake in L12M</b>	<b>Q7d knew they were counterfeit / fakes when bought</b>	<b>Q7e would have bought anyway</b>
DVDs or Blu-ray Discs				Yes / No	Yes / No
Music CDs				Yes / No	Yes / No
Clothing				Yes / No	Yes / No
Cosmetics				Yes / No	Yes / No
Cigarettes				Yes / No	Yes / No
Grocery products such as biscuits or breakfast cereals				Yes / No	Yes / No
Spirits e.g. Vodka or Whisky				Yes / No	Yes / No
Wine or beer				Yes / No	Yes / No
Packet Cakes				Yes / No	Yes / No
Medicines				Yes / No	Yes / No
Health or dietary products e.g. Vitamin tablets				Yes / No	Yes / No
Designer clothing labels				Yes / No	Yes / No
Toiletries e.g. deodorants, shampoo or conditioner				Yes / No	Yes / No
Soft drinks				Yes / No	Yes / No
Washing powder / detergent				Yes / No	Yes / No
Household cleaning products				Yes / No	Yes / No
Mobile chargers and accessories				Yes / No	Yes / No
Power tools				Yes / No	Yes / No
Other small household electrical items				Yes / No	Yes / No
Auto parts				Yes / No	Yes / No
Ink cartridges				Yes / No	Yes / No
Books (for reading for pleasure)				Yes / No	Yes / No
Audiobooks				Yes / No	Yes / No
None of these					

**IF RESPONDENT HAS BOUGHT NO COUNTERFEIT ITEMS AT Q7c SKIP TO Q9**

[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]

**ASK FOR EACH ITEM TYPE MENTIONED AT Q7d (BOUGHT IN LAST 12 MONTHS AND KNEW THEY WERE COUNTERFEIT)**

Q8 You said that you have knowingly bought counterfeit items in the past 12 months, for each item type you have bought, could you please tell us if you are buying fewer, about the same or more of these counterfeit or fake items than you were 12 months previously

**SINGLE RESPONSE PER ITEM TYPE**

<b>DISPLAY / READ OUT ITEMS IN SAME ORDER AS USED FOR Q6</b>	Buying fewer than 12 months ago	Buying about the same as 12 months ago	Buying more than 12 months ago
DVDs or Blu-ray Discs			
Music CDs			
Clothing			
Cosmetics			
Cigarettes			
Grocery products such as biscuits or breakfast cereals			
Spirits e.g. Vodka or Whisky			
Wine or beer			
Packet Cakes			
Medicines			
Health or dietary products e.g. Vitamin tablets			
Designer clothing labels			
Toiletries e.g. deodorants, shampoo or conditioner			
Soft drinks			
Washing powder / detergent			
Household cleaning products			
Mobile chargers and accessories			
Power tools			
Other small household electrical items			
Auto parts			
Ink cartridges			
Books (for reading for pleasure)			
Audiobooks			

**ASK FOR ALL CATEGORIES SEEN FOR SALE AT Q7b – IF NO CATEGORIES SEEN SKIP TO Q13**

Q9 You told us that you have seen counterfeit versions of [READ OUT / DISPLAY CATEGORY FROM Q7b] for sale in the past 12 months. Could you please tell us all the places you’ve seen them for sale?

**MULTI-RESPONSE**

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

<b>DISPLAY / READ OUT ITEMS IN SAME ORDER AS USED FOR Q6</b>	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
DVDs or Blu-ray Discs								
Music CDs								
Clothing								
Cosmetics								
Cigarettes								
Grocery products such as biscuits or breakfast cereals								
Spirits e.g. Vodka or Whisky								
Wine or beer								
Packet Cakes								
Medicines								
Health or dietary products e.g. Vitamin tablets								
Designer clothing labels								
Toiletries e.g. deodorants, shampoo or conditioner								
Soft drinks								
Washing powder / detergent								
Household cleaning products								
Mobile chargers and accessories								
Power tools								
Other small household electrical items								
Auto parts								
Ink cartridges								
Books (for reading for pleasure)								
Audiobooks								

**IF RESPONDENT HAS BOUGHT NO COUNTERFEIT ITEMS AT Q7c SKIP TO Q13**





**ASK ALL WHO MENTIONED AT LEAST ONE ITEM TYPE AT Q7d (KNOWINGLY BOUGHT) OR AT ANSWERED YES FOR AT LEAST ONE ITEM AT Q7e (WOULD HAVE BOUGHT ANYWAY)**

Q11a You said that you have knowingly bought counterfeit grocery items or goods you might buy on the high street, or that you would still buy them if you knew they were counterfeit.

Could you please tell us all the reasons why you would buy these sorts of counterfeit items?

**MULTI-RESPONSE**

**ASK ALL WHO MENTIONED AT LEAST ONE ITEM TYPE AT Q7d (KNOWINGLY BOUGHT) OR AT ANSWERED YES FOR AT LEAST ONE ITEM AT Q7e (WOULD HAVE BOUGHT ANYWAY)**

Q11b And which ONE of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q11a all reasons	Q11b 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		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO HAVE BOUGHT AT LEAST ONE ITEM TYPE AT Q7c (BOUGHT COUNTERFEIT / FAKE)****ASK ONLY FOR THOSE TYPES OF ITEM RESPONDENT HAS BOUGHT AT Q7c**

Q12 You said that you have bought some counterfeit or fake items in the past 12 months. For each type of product you have bought, thinking generally about the quality of these items could you please tell us how the quality of the counterfeit or fake goods compares to the quality of the genuine items? We are interested in your own personal opinion of the quality.

**SINGLE RESPONSE PER ITEM****ONLY SHOW / ASK ITEM TYPES FOR WHICH RESPONDENT HAS BOUGHT COUNTERFEIT ITEMS**

<b>DISPLAY / READ OUT ITEMS IN SAME ORDER AS USED FOR Q6</b>	<i>The quality is ....</i>				
	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
DVDs or Blu-ray Discs					
Music CDs					
Clothing					
Cosmetics					
Cigarettes					
Grocery products such as biscuits or breakfast cereals					
Spirits e.g. Vodka or Whisky					
Wine or beer					
Packet Cakes					
Medicines					
Health or dietary products e.g. Vitamin tablets					
Designer clothing labels					
Toiletries e.g. deodorants, shampoo or conditioner					
Soft drinks					
Washing powder / detergent					
Household cleaning products					
Mobile chargers and accessories					
Power tools					
Other small household electrical items					
Auto parts					
Ink cartridges					
Books (for reading for pleasure)					
Audiobooks					



[Additional attitude statements can be added to cover specific industries / product types as required.

**Computer Software Module**

If the computer software module is to be included in the questionnaire it should be added at this point – see separate document

Please keep this list to a maximum of 5 industries to prevent respondent fatigue]

**ASK FOR ALL WHO HAVE BOUGHT AT LEAST ONE ITEM TYPE AT Q7c (BOUGHT COUNTERFEIT / FAKE)**

Q14 You said that you have bought some counterfeit or fake items in the past 12 months. Thinking generally about these kind of goods, what would encourage you to stop buying these unofficial copies and to buy the authentic branded goods?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION EXCEPT FOR LAST 3 WHICH ARE ALWAYS LAST**

- If the authentic brands were cheaper.....
- If a wider range of the authentic brands were available through retailers near me.....
- If I thought I might be detected buying counterfeit or fake items .....
- If I thought I might be sued for buying counterfeit or fake items.....
- If everyone else stopped doing it.....
- If it became much harder to find counterfeit or fake items for sale .....
- If my friends or family were caught / sued for buying counterfeit or fake items.....
- If there were articles in the media about people being sued for buying counterfeit or fake items.....
- If it was clearer what is authentic and what isn't.....
- If I had better information on how to find out if something is authentic or not.....
- I do not / would not knowingly buy counterfeit or fake items .....
- Some other reason (Please write in \_\_\_\_\_).....
- Nothing would make me stop buying counterfeit or fake .....

**ASK ALL**

Q15 Thinking about online websites selling the sort of goods you might buy in a supermarket or high street store; what measures could this kind of website take to convince you that the goods available were official?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION OF ATTRIBUTES**

- The service is provided by a reputable / well known company or brand .....
- Presence of Government approval / accreditation scheme .....
- If there was an industry standard / symbol to show it was official .....
- Presence of security measures on site (Payment, Certificates, Terms & Conditions, Password protection, etc...) .....
- If the website clearly stated that it was providing authentic branded goods .....
- If there was a site/organisation I could go to check with listing of sites authorised to sell authentic branded goods .....
- Endorsements from specific designers and brands .....

**ASK ALL**

Q16 And what other aspects about a website or online service help you decide whether the goods available are authentic or not?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION OF ATTRIBUTES**

- The price of the goods and services for sale .....
- If my Internet security software lets me visit a site without giving a warning
- I am confident that the goods available are authentic .....
- If the site doesn't contain intrusive pop up adverts etc... .....
- You just know when it's authentic / common sense .....
- Research I have done about the website company .....
- I rely on other people to tell me/ word of mouth/reviews .....
- Quality or professional looking nature of the website .....
- Consumer reviews of the goods offered for sale .....
- None/Don't Know .....  [These two always shown last]
- I do not care whether it's official or not .....  [These two always shown last]

**Effectiveness of Anti-Counterfeit / Anti-Piracy Media campaign Section**

If required, the 'Media Campaign Assessment Section' questions should be added to the questionnaire document at this point – see separate document

**Add final demographic questions**

At the end of the survey it is usual to add some further demographic or classification questions. Examples of these are included in a separate document.

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"*

## LUXURY GOODS AND CLOTHING 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 shopping for clothing and other fashion items you might buy for yourself or your family, online or on the high street.

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 Employment Status

#### SINGLE RESPONSE

Working full time (35+ hours a week).....

Working part time .....

Home-maker / housewife .....

Student .....

Retired .....

Not working .....

**ASK ALL**

Q4 Region (if required)

**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.

### Main Survey – Category Usage

---

**DISPLAY / READ OUT:** *“This survey is about things you might buy for yourself or your family, either online or on the high street including clothing and fashion items such as perfume, shoes and handbags.....”*

**ASK ALL**

Q5 Which of these items have you personally bought for yourself or your family in the past 12 months?

**MULTI-RESPONSE**

**ROTATE / RANDOMISE ORDER IN WHICH ITEMS ARE DISPLAYED / READ OUT**

- Shoes .....
- Handbags .....
- Designer label clothing .....
- Perfume .....
- Watch(es) .....
- Beauty or make-up products .....
- Jewellery .....
- High Street fashion clothing .....
- Non branded or own label clothing e.g. from a supermarket.....
- Designer label underwear .....

**DISPLAY / READ OUT:** *“The next question is about counterfeit or fake goods; these are goods made and packaged to look like they are made by a well-known manufacturer but in fact they are made by someone else. Thinking about the items you have just told us you bought in the past 12 months, as well as the genuine branded products, many of these items are also available as counterfeit products or fakes. Please be assured that this is a genuine piece of research – we are interested in finding out about the extent to which counterfeit goods are available and your responses will be treated in complete confidence.”*

**ASK ALL**

Q6a Which of these categories of goods have you heard of as products which are available as counterfeit goods before today?

**MULTI-RESPONSE****ASK FOR ALL CATEGORIES AWARE OF AT Q6a**

Q6b 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****ASK FOR ALL CATEGORIES AWARE OF AT Q6a**

Q6c Have you bought counterfeit goods in any of these categories in the past 12 months whether or not you knew they were counterfeit versions when you bought them?

**MULTI-RESPONSE****ASK FOR EACH CATEGORY OF COUNTERFEIT ITEMS BOUGHT AT Q6c**

Q6d And when you bought the counterfeit **[READ OUT / DISPLAY ITEM]** did you know before buying them that they were counterfeit or fake products?

**SINGLE RESPONSE PER CATEGORY****ASK FOR ALL CATEGORIES BOUGHT UNKNOWINGLY AT Q6d**

Q6e You just told us that you have bought counterfeit goods in the last 12 months without knowing at the time that they were counterfeit. Could you please tell us, for the **[READ OUT / DISPLAY ITEM]**, if you had known was counterfeit or fake at the time, would you have still bought it?

**SINGLE RESPONSE PER CATEGORY**

<b>DISPLAY / READ OUT IN SAME ORDER AS USED FOR Q5</b>	<b>Q6a Heard of</b>	<b>Q6b Seen for sale</b>	<b>Q6c Bought counterfeit / fake in L12M</b>	<b>Q6d Knew they were counterfeit / fakes when bought</b>	<b>Q6e Would have bought anyway</b>
Shoes				Yes / no	Yes / no
Handbags				Yes / no	Yes / no
Designer label clothing				Yes / no	Yes / no
Perfume				Yes / no	Yes / no
Watch(es)				Yes / no	Yes / no
Beauty or make-up products				Yes / no	Yes / no
Jewellery				Yes / no	Yes / no
High Street fashion clothing				Yes / no	Yes / no
Designer label underwear				Yes / no	Yes / no
None of these					

**IF RESPONDENT HAS BOUGHT NO COUNTERFEIT ITEMS AT Q6c SKIP TO Q8**

[The following question is optional – Intended to be included only if the survey is stand-alone and not set up as a tracking study]

**ASK FOR EACH ITEM TYPE MENTIONED AT Q6d (BOUGHT IN LAST 12 MONTHS AND KNEW THEY WERE COUNTERFEIT)**

Q7 You said that you have knowingly bought counterfeit items in the past 12 months, for each item type you have bought, could you please tell us if you are buying fewer, about the same or more of these counterfeit or fake items than you were 12 months previously

**SINGLE RESPONSE PER ITEM TYPE**

<b>DISPLAY / READ OUT IN SAME ORDER AS USED FOR Q5</b>	Buying fewer than 12 months ago	Buying about the same as 12 months ago	Buying more than 12 months ago
Shoes			
Handbags			
Designer label clothing			
Perfume			
Watch(es)			
Beauty or make-up products			
Jewellery			
Designer label Underwear			



**ASK FOR ALL CATEGORIES UNKNOWNLY BOUGHT AT Q6d**

Q9b You said that you have bought counterfeit or fake versions of **[READ OUT / DISPLAY CATEGORY]** in the past 12 months without realising at the time you bought them that they were counterfeit. Could you please tell us all the places you have bought them without knowing in the last 12 months?

**MULTI-RESPONSE PER CATEGORY KNOWINGLY BOUGHT**

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

<b>DISPLAY / READ OUT IN SAME ORDER AS USED FOR Q5</b>	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
Shoes								
Handbags								
Designer label clothing								
Perfume								
Watch(es)								
Beauty or make-up products								
Jewellery								
Designer label underwear								

**ASK ALL WHO ANSWERED YES FOR ONE OR MORE CATEGORY AT Q6d (KNOWINGLY BOUGHT) OR YES FOR ONE OR MORE CATEGORY AT Q6e (WOULD HAVE BOUGHT ANYWAY)**

Q10a You said that you have knowingly bought counterfeit clothing or luxury goods items, or that you would still buy them if you knew they were counterfeit. Could you please tell us all the reasons why you do or would buy these sorts of counterfeit items?

**MULTI-RESPONSE****ASK ALL WHO ANSWERED YES FOR ONE OR MORE CATEGORY AT Q6d (KNOWINGLY BOUGHT) OR YES FOR ONE OR MORE CATEGORY AT Q6e (WOULD HAVE BOUGHT ANYWAY)**

Q10b And which ONE of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q10a all reasons	Q10b most important reason
To save money – to get designer or 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 and designer label products cost too much money		
Because I don't have enough money to buy genuine branded or designer label products		
Convenience - Because it's easier than buying genuine designer or branded label products from a shop or online retailer		
Because everyone I know does it		
Some other reason (Please write in _____)		

**ASK ALL WHO HAVE BOUGHT AT LEAST ONE CATEGORY AT Q6c (BOUGHT COUNTERFEIT / FAKE)  
ASK ONLY FOR THOSE CATEGORIES RESPONDENT HAS BOUGHT AT Q6c**

Q11 You said that you have bought some counterfeit or fake items in the past 12 months. For each type of product you have bought, thinking generally about the quality of these items could you please tell us how the quality of the counterfeit goods compares to the quality of the genuine branded items? We are interested in your own personal opinion of the quality.

**SINGLE RESPONSE PER ITEM TYPE BOUGHT**

**ONLY SHOW ITEM TYPES FOR WHICH RESPONDENT HAS BOUGHT COUNTERFEIT ITEMS AT Q6a**

<b>DISPLAY / READ OUT IN SAME ORDER AS USED FOR Q5</b>	<b><i>The quality is ....</i></b>				
	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
Shoes					
Handbags					
Designer label clothing					
Perfume					
Watch(es)					
Beauty or make-up product					
Jewellery					
High Street fashion clothing					
Designer label underwear					



[Additional attitude statements can be added to cover specific industries / product types as required. Please keep this list to a maximum of 5 industries to prevent respondent fatigue]

**Computer Software Module**

If the computer software module is to be included in the questionnaire it should be added at this point – see separate document

**ASK ALL WHO HAVE BOUGHT AT LEAST ONE CATEGORY AT Q6c (BOUGHT COUNTERFEIT / FAKE)**

Q13 You said that you have bought some counterfeit or fake clothing or luxury goods items in the past 12 months. Thinking generally about these kind of goods, what would encourage you to stop buying these unofficial copies and to buy the authentic branded goods?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION EXCEPT FOR LAST 3 WHICH ARE ALWAYS LAST**

- If the authentic brands were cheaper .....
- If a wider range of the authentic brands were available through retailers near me .....
- If I thought I might be detected buying counterfeit or fake items .....
- If I thought I might be sued for buying counterfeit or fake items.....
- If everyone else stopped doing it .....
- If it became much harder to find counterfeit or fake items for sale .....
- If my friends or family were caught / sued for buying counterfeit or fake items.....
- If there were articles in the media about people being sued for buying counterfeit or fake items.....
- If it was clearer what is authentic and what isn't.....
- If I had better information on how to find out if something is authentic or not .....
- I do not / would not knowingly buy counterfeit or fake items .....
- Some other reason (Please write in \_\_\_\_\_).....
- Nothing would make me stop buying counterfeit or fake .....

**ASK ALL**

Q14 Thinking about online websites selling designer label clothing or luxury goods such as shoes, handbags, beauty products, watches or jewellery, what measures could this kind of website take to convince you that the goods available were official?

**MULTI-RESPONSE**

- The service is provided by a reputable / well known company or brand .....
- Presence of Government approval / accreditation scheme .....
- If there was an industry standard / symbol to show it was official .....
- Presence of security measures on site (Payment, Certificates, Terms & Conditions, Password protection, etc...) .....
- If the website clearly stated that it was providing authentic branded goods .....
- If there was a site/organisation I could go to check with listing of sites authorised to sell authentic branded goods .....
- Endorsements from specific designers and brands .....

**ASK ALL**

Q15 And what other aspects about a website or online service help you decide whether the goods available are authentic or not?

**MULTI-RESPONSE**

**ROTATE ORDER OF PRESENTATION OF ATTRIBUTES**

- The price of the goods and services for sale .....
- If my Internet security software lets me visit a site
- I am confident that the goods available are authentic .....
- If the site doesn't contain intrusive pop up adverts etc... .....
- Research I have done about the website company .....
- I rely on other people to tell me/ word of mouth/reviews .....
- Quality or professional looking nature of the website .....
- Consumer reviews of the goods offered for sale .....
- None/Don't Know .....  [These two always shown last]
- I do not care whether it's official or not .....  [These two always shown last]

**Effectiveness of Anti-Counterfeit / Anti-Piracy Media campaign Section**

If required, the 'Media Campaign Assessment Section' questions should be added to the questionnaire document at this point – see separate document

**Add final demographic questions**

At the end of the survey it is usual to add some further demographic or classification questions. Examples of these are included in a separate document.

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"*

## COMPUTER SOFTWARE

[Note: the following question is a screening question used to establish whether the respondent has access to a computer. Those who do should go on to complete the questions on computer software. Those who do not should skip this section]

### ASK ALL

Q1 Could you please tell us which of these devices you personally own or have access to use at home? Please do not include computers which belong to your place of work.

### MULTI-RESPONSE

- Desktop computer – PC based .....
- Mac Computer .....
- Laptop computer – PC based .....
- Macbook.....
- Laptop / tablet hybrid computer – PC based .....
- Tablet / Tablet computer.....
- Other desktop computer .....
- Other laptop computer .....
- No access to a computer .....

### IF RESPONDENT HAS NO ACCESS TO A COMPUTER SKIP TO NEXT SECTION

**DISPLAY / READ OUT:** “We’re now going to show you a list of different ways in which you can buy and get hold of computer software these days.” [Replace ‘show you’ with ‘read out’ if telephone interview]

### ASK ALL

Q2a Could you please tell me which of these ways of buying, and getting hold of computer software you’ve personally **heard of** before today. By computer software we mean office applications such as Word, Excel or equivalents, games, other utilities such as photo or video editing software as well as operating systems such as Windows.

### MULTI-RESPONSE

### ASK FOR ALL METHODS RESPONDENT IS AWARE OF AT Q2a

Q2b And which have you personally used, to buy or acquire computer software in the past 2 years?

### MULTI-RESPONSE

### ASK ALL

Q2c Thinking about the next time you are likely to need a new computer operating system e.g Windows, Linux, Mac OS etc, either buying as a new item or an upgrade, which **one** method do you think you are most likely to use?

### SINGLE RESPONSE

Q2d Thinking about the next time you are likely to need a new piece of computer software such as office software, games or a utility such as photo or video editing, which **one** method do you think you are most likely to use?

### SINGLE RESPONSE

	Q2a Aware of	Q2b Used last 12 months	Q2c Would use OS	Q2d Would use Software
A. Buy on disc – official copy				
B. Buy on disc / USB stick – unofficial copy				
C. Download from an official site – one off purchase				
D. Download from an official site – monthly or annual subscription				
E. Download an unofficial copy – paid for				
F. Download an unofficial copy for free from an online source				
G. Download / copy files from a friend				
H. Buy pre-loaded official copy on a computer when you bought it				
I. Buy pre-loaded unofficial copy on a computer when you bought it				
J. Buy second hand copy on disc				
K. Some other way (Please write in _____)				
L. None / never buy / get computer software				

**ASK ALL WHO ANSWER B, E, F OR I AT Q2b ABOVE**

Q3a You said that you sometimes get hold of unofficial copies of computer software in the past 12 months. Could you please tell us all the reasons why you get hold of computer software this way?

**MULTI-RESPONSE****ASK ALL WHO ANSWER B, E, F OR I AT Q3b ABOVE**

Q3b And which **ONE** of these reasons is the most important to you?

**SINGLE RESPONSE**

<b>ROTATE / RANDOMISE ORDER IN WHICH REASONS ARE DISPLAYED / READ OUT</b>	Q3a all reasons	Q3b most important reason
Timing - To get access to software before it is published in this country		
To save money – to get software at a lower price than the official copy or for free		
Convenience – To get new software whenever I want		
Because I believe that official copies of computer software cost too much money to buy		
Ease of use - Because unofficial copies of computer software are easier to manage than the official ones		
Because I don't have enough money to buy official copies of the software I want		
Convenience - Because it's easier than buying official copies of computer software from a store or online		
Because I can use unofficial copies on multiple devices		
Because everyone I know does it		
I did not know I was getting an unofficial copy at the time – I would not have chosen this way had I known		
Some other reason (Please write in _____)		

**ASK FOR ALL WHO ANSWER B AT Q2b ABOVE (BUY UNOFFICIAL COPIES ON CD OR MEMORY STICK)**

Q4 You said you'd bought at least one unofficial copy of piece of computer software on a disc or USB memory stick – can you please tell us all the types of places you've bought unofficial copies of computer software this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q4**

Q5 Have you bought any computer software this way in the past 12 months expecting it to be an official copy but finding it is actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

	Bought from in last 12 months	Bought expecting official
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		
Some other place (Please write in _____)		
None of these		

**ASK FOR ALL WHO ANSWER E AT Q2b ABOVE (BUY UNOFFICIAL DOWNLOAD)**

Q6 You said you'd paid to download at least one unofficial copy of piece of computer software – can you please tell us all the types of places you've bought unofficial copies of computer software this way in the past 12 months.

**MULTI-RESPONSE****ASK FOR EACH PLACE BOUGHT FROM AT Q6**

Q7 Have you bought any computer software this way in the past 12 months expecting it to be an official copy but finding it is actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

	Bought from in last 12 months	Bought expecting official
Online retailer		
Online auction site		
Some other place (Please write in _____)		
None of these		

**ASK FOR ALL WHO ANSWER I AT Q2b ABOVE (BUY PRE-LOADED UNOFFICIAL COPY)**

Q8 You said you'd paid for at least one piece of unofficial computer software that was pre-loaded on a computer – can you please tell us all the types of places you've bought computers with this unofficial pre-loaded computer software in the past 12 months.

**MULTI-RESPONSE**

**ASK FOR EACH PLACE BOUGHT FROM AT Q8**

Q9 Have you bought any computer software this way in the past 12 months expecting it to be an official copy but finding it is actually an unofficial copy when you got it home or when it was delivered?

**MULTI-RESPONSE**

	Bought from in last 12 months	Bought expecting official
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 (e.g. ebay)		
Some other place (Please write in _____)		
None of these		

**ASK ALL WHO ANSWER B, D, E OR I AT Q2b ABOVE (BUY / USE UNOFFICIAL COPIES OF SOFTWARE)**

Q10 You said that you sometimes get hold of unofficial copies computer software. Have you experienced any of these problems as a direct consequence of unofficial software?

**MULTI- RESPONSE**

- Computer crashes unexpectedly .....
- Another piece of software does not work due to compatibility problems .....
- Problems, or unable to upgrade software .....
- Lost or corrupted files.....
- Computer virus .....
- Unwanted pop-ups .....
- Some other problem  
(Please write in \_\_\_\_\_) .....

## MEDIA CAMPAIGN ASSESSMENT TEMPLATE

### Overview

This section of questionnaire is designed to be added to the main WIPO Survey Toolkit if it is desired to measure the effectiveness of an in-market anti-counterfeit / anti-piracy messaging campaign. The exact format of the questions in this section are very much dependent on the nature of any campaigns which have been running in the territory in which the survey is to be carried out.

There are two key methods of testing campaign effectiveness. In an ideal world, questions are included to establish a proportion of the survey population who have had the opportunity to see the campaign and those who have not. Attitudes and behaviour are then compared between these two groups, the hypothesis being tested is that behaviour or attitudes will be changed amongst the group exposed to the campaign.

For this methodology to be effective it is crucial that the respondents who have had the opportunity to see the campaign can be clearly identified and isolated. For example, if a campaign has played out exclusively through specific TV channels at specific times of day or within specific publications. In this case it should be relatively easy to establish whether the respondent tends to watch the relevant channels at specific times or regularly reads the specific publications and therefore whether they have had the opportunity to see the campaign. Questions are not provided for this methodology as they will necessarily be very specific to each campaign.

If it is not possible to establish those who have been exposed to the campaign versus those who have not, then a more direct line of questioning is necessary. Example questions have been provided for this methodology although these too will be dependent on the nature of the campaign and media used.

### Awareness of anti-counterfeit/anti-piracy messaging – Short Version

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

#### ASK ALL

Q1 Have you seen this advert before today?

#### SINGLE RESPONSE

- Yes, and I understood the message it was conveying
- Yes, but I didn't understand the message it was conveying
- Yes, I recognise it but I didn't pay attention to the message
- No, not seen it before today.

The question above is not very sophisticated and is likely to result in a degree of over-claim. It should only be used if time is short and as a compromise if to use the longer version below would be cost prohibitive. In terms of analysis, attitudes and behaviours should be compared between the two groups of those who say they have previously seen the campaign and those who have not. If sample size allows, those who recognise the campaign can be split further into those who say they understood the key message of the campaign and those who do not.

**Awareness of anti-counterfeit messaging – Longer, more sophisticated Version**

---

TV SPOT VERSION – TO BE USED IF CAMPAIGN INCLUDES TV ADVERTS OR OTHER VIDEO CONTENT, E.G. ONLINE WEB-BASED CAMPAIGN.

**DISPLAY / READ OUT:** “We’re now going to show you a short video clip containing some TV adverts”

**SHOW REEL INCLUDING ANTI-COUNTERFEIT/ANTI-PIRACY ADVERT**

[Recommend 6 TV spots with campaign video at position 4 out of 6.]

**ASK ALL**

Q2 Which of these TV Adverts have you seen before today?

**MULTI-RESPONSE**

- Advert 1 .....
- Advert 2 .....
- Advert 3 etc. ....
- (Use a closed list of adverts shown in show reel) .....

**ASK ALL WHO HAVE SEEN CAMPAIGN VIDEO AT Q2**

Q3 You said you’d seen [INSERT DESCRIPTOR OF ANTI-COUNTERFEIT/ANTI-PIRACY ADVERT].

What are the key messages you took away from this advert [Open question]

**ASK ALL WHO HAVE SEEN CAMPAIGN VIDEO AT Q2**

Q4 How believable do you find the claims made in the advert?

**SINGLE RESPONSE**

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

**ASK ALL WHO HAVE SEEN CAMPAIGN VIDEO AT Q2**

Q5 How likely do you think it is that people 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.....

**STATIC ARTWORK VERSION - TO BE USED IF CAMPAIGN INCLUDES ANY KIND OF STATIC ARTWORK  
E.G. OUTDOOR ADVERTISING, MAGAZINE, NEWSPAPER OR WEB-BASED ADVERTS.**

**DISPLAY / READ OUT:** *“We’re now going to show you a series of adverts that you may have seen online / in magazines / in newspapers / in outdoor locations”* [Wording is tailored according to specific media used in the campaign]

**SHOW SEQUENCE OF PICTURES OF ADVERTS**

[Recommend 5-6 different adverts with campaign creative at position 4 out of 5 or 6.]

**ASK ALL**

Q6 Which of these Adverts have you seen before today?

**MULTI-RESPONSE**

- Advert 1.....
- Advert 2.....
- Advert 3 etc. ....
- (Use a closed list of adverts shown above) .....

**ASK ALL WHO HAVE SEEN CAMPAIGN CREATIVE AT Q6**

Q7 You said you’d seen [INSERT DESCRIPTOR OF ANTI-COUNTERFEIT/ANTI-PIRACY ADVERT].

What are the key messages you took away from this advert [Open question]

**ASK ALL WHO HAVE SEEN CAMPAIGN CREATIVE AT Q6**

Q8 How believable do you find the claims made in the advert?

**SINGLE RESPONSE**

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

**ASK ALL WHO HAVE SEEN CAMPAIGN CREATIVE AT Q6**

Q9 How likely do you think it is that people 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 TV / Video creative and Static Artwork creative question structures are very similar with only slight modification to distinguish between the moving and static creatives. The idea of placing the test creative material within a real 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. This is a key limitation of the 'Short Version' question at the beginning of this document.

By placing the test creative within a real 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.

## 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**

Q1. 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**

Q2. 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**

Q3. 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']

**Additional Demographic / Classification Questions suitable for entertainment questionnaire**

**ASK ALL**

Q4. 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 .....

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.

**Additional Demographic / Classification Questions suitable for consumer product questionnaire**

**ASK ALL**

Q5. 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**

Q6. 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.....

**ASK ALL**

Q7. 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**

Q8. 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.....

**Additional Demographic / Classification Questions suitable for luxury goods and clothing questionnaire**

**ASK ALL**

Q9. 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**

Q10. 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.....