

INTELLECTUAL PROPERTY AWARENESS & ATTITUDES



Prepared exclusively for USIPA



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MAIN CONCLUSIONS

Americans tend to say they understand intellectual property protections, but few are able to articulate what these terms mean

- While about 2/3rd of Americans initially say they understand intellectual property protections, few if any can articulate what they mean.
 - Their understanding is focused on "protection," against theft of ideas or creations, with a secondary idea of allowing the owner to make a profit.
 - Only 1-in-5 can correctly define a patent and a copyright, and fewer can correctly define trademarks. Less than 1/3 are aware that patents and other IP rights are outlined in the U.S. Constitution
 - Around 10% of Americans do not know what a copyright, trademark or registered mark represents
- Americans learn about intellectual property through a variety of means, but high school classes and the news media are the most common sources.
- Few Americans know how long either patent or copyright protection lasts.

Direct experience with various forms of IP is fairly high, and a majority of Americans understand they they, or a person like them, could claim IP

- 30% of Americans have some experience with a copyright or trademark, either directly or indirectly through a company they work for. Slightly smaller shares have experience with patents or trade secrets.
- 26% of Americans say they or someone they know personally has a copyright. This share falls to 23% for patents and 21% for a trademark or service mark.
- A majority of Americans think that they, or a person like them, could obtain a copyright, patent or trademark. One in five do not think so.

Most Americans are not aware of the issues confronting Intellectual Property today

- Only 19% of Americans say they have seen, read or heard anything lately about patent laws in the United States.
 - 64% of this group says what they have seen was positive, although their recall of the content tended to be rather vague.
- 74% of Americans have never heard the term "patent troll."
- Less than a third are aware that the USPTO can invalidate a patent that has previously been upheld by a Federal judge.
- 39% believe that inventions that benefit mankind, like the Covid vaccine, should not be protected by a patent
- Most Americans are unsure or do not believe that IP issued in other countries is automatically protected in the United States.

IP Rights are seen in a positive light, but these views are not strongly held

- The two statements that the largest share of Americans agree with are that copyright protections are crucial to songwriters and performers, and that anyone can be an inventor and benefit from a patent.
- Only 52% feel that the ability of an individual inventor to get a patent to protect their original idea has a *definitely* positive impact, and less than half agree that trademark or copyright protections have a *definitely* positive impact.
- Two thirds of Americans agree that independent inventors need to be able to protect themselves from IP claims by big corporations. A similar share agree that businesses need to be able to protect themselves from frivolous lawsuits. However, less than half strongly agree with either statement.



GOALS & METHODOLOGY

PROJECT SPECIFICATION

Research Problem

- Assess baseline awareness of and attitudes towards intellectual property (patents, copyrights, trademarks and trade secrets) in the United States



Target group

- US General population
- Age 18+
- Weighted results to get sample structure representative of Gender, Age, Race.



Methodology

- Quantitative CAWI (Computer Administered Web Interviewing) survey
- Used online panel
- A total of **1000 respondents**
- Interviewed **12 - 15 January 2022**

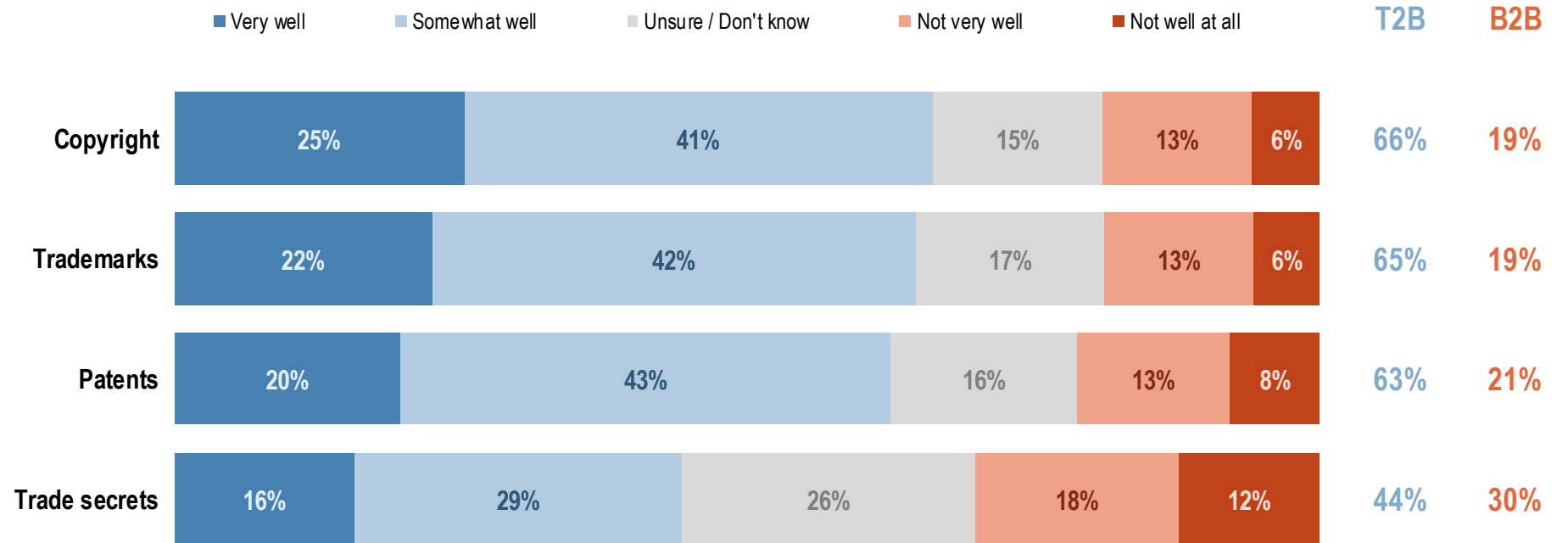


DETAILED RESULTS



UNDERSTANDING

Overall, about two-thirds of Americans say they understand copyright, trademarks and patents at least somewhat well, while only 44% say they understand trade secrets. Copyright registers the highly percentage saying they understand it "very well," although even this is only 25%. In general, higher income Americans, men, and those with a college degree are more likely to say they understand these intellectual property concepts. Those who are "civic engaged," (vote in local elections, participate in political or social causes, write to their representatives, etc.), register higher understanding.



T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

T2B	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
		Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
Copyright	66%	71%	61%	73%	70%	58%	63%	70%	65%	63%	71%	62%	70%	80%	54%	74%
Trademarks	65%	70%	60%	69%	69%	58%	65%	68%	62%	61%	70%	63%	66%	76%	52%	73%
Patents	63%	69%	56%	65%	66%	58%	61%	67%	59%	58%	70%	58%	65%	81%	49%	71%
Trade secrets	44%	54%	35%	45%	49%	40%	46%	47%	41%	38%	55%	40%	47%	61%	31%	53%

ROLE AND PURPOSE OF IP

Respondents were asked to describe the role and purpose of IP in their own words. Full verbatim responses are available in a separate document. 36% were not able to write anything. Those who were tended to focus on the idea of "protection" -- protection against theft or reproduction of privately owned works, protecting intangible property rights and protecting the creator, author or company who comes up with an idea or creates an original idea.



TOP 3	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
		Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
Protection against theft, reproduction	28%	32%	23%	23%	19%	39%	34%	27%	24%	23%	35%	23%	35%	34%	22%	31%
Intangible property	19%	21%	17%	13%	15%	27%	21%	21%	15%	14%	27%	16%	26%	20%	17%	21%
Protection of creator, author, company	14%	17%	11%	6%	12%	22%	16%	15%	12%	10%	21%	12%	18%	18%	9%	17%

IP DIFFERENCES

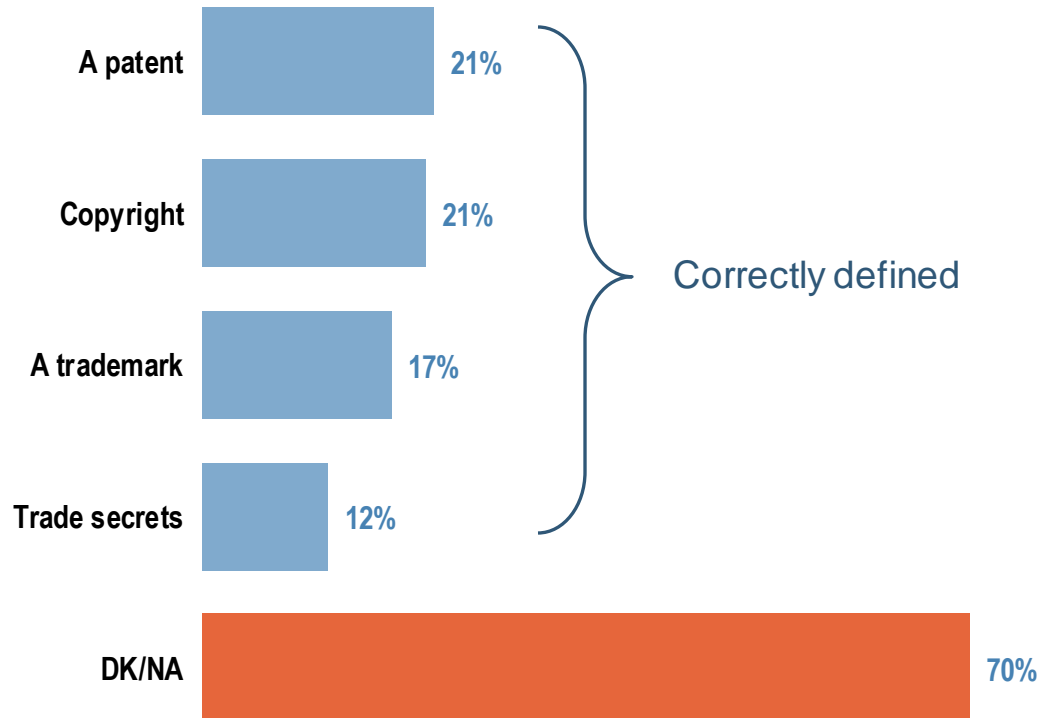
Next, respondents were asked to describe the difference between a patent, copyright, trademark and trade secret. 70% of respondents were not able to write anything. The content of those who answered was compared to the correct definitions. Many were able to correctly explain patents and copyrights, but fewer were able to describe trademarks and trade secrets.

A patent is a type of intellectual property that gives its owner the legal right to exclude others from making, using, or selling an invention for a limited period of years in exchange for publishing an enabling disclosure of the invention.

Copyright is a type of intellectual property that gives its owner the exclusive right to copy and distribute a creative work, usually for a limited time. The creative work may be in a literary, artistic, educational, or musical form. Copyright is intended to protect the original expression of an idea in the form of a creative work, but not the idea itself. A copyright is subject to limitations based on public interest considerations, such as the fair use doctrine in the United States.

A trademark is a type of intellectual property consisting of a recognizable sign, design, or expression which identifies products or services of a particular source from those of others. The trademark owner can be an individual, business organization, or any legal entity. A trademark may be located on a package, a label, a voucher, or on the product itself. Trademarks used to identify services are sometimes called service marks.

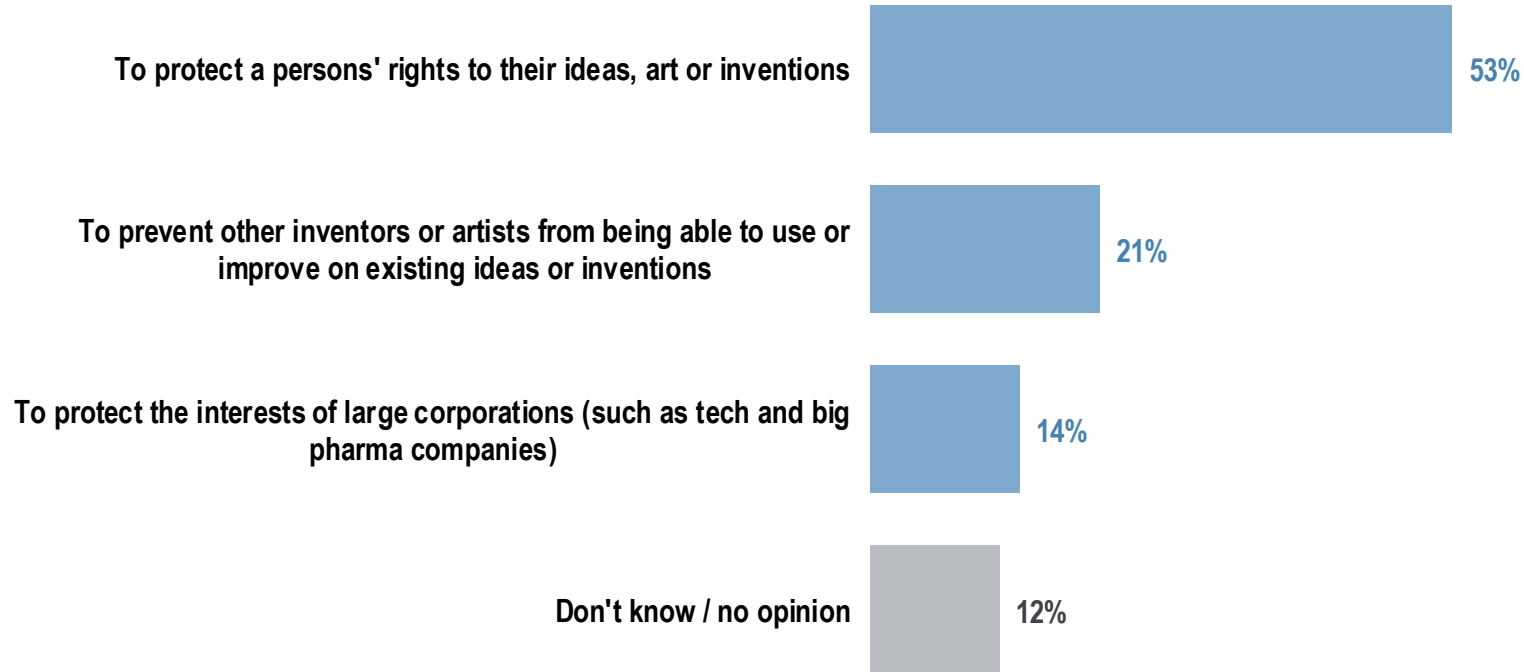
Trade secrets are a type of intellectual property that comprise formulas, practices, processes, designs, instruments, patterns, or compilations of information that have inherent economic value because they are not generally known or readily ascertainable by others, and which the owner takes reasonable measures to keep secret. In some jurisdictions, such secrets are referred to as confidential information.



CORRECT DEFINITION	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
		Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
A patent	21%	22%	20%	16%	18%	29%	23%	21%	20%	17%	27%	18%	26%	29%	14%	26%
Copyright	21%	22%	20%	18%	16%	27%	21%	22%	19%	16%	27%	17%	25%	27%	15%	24%
A trademark	17%	19%	16%	12%	14%	24%	17%	17%	18%	13%	24%	15%	21%	22%	12%	21%
Trade secrets	12%	12%	11%	4%	10%	19%	13%	10%	12%	7%	18%	9%	15%	16%	6%	15%

IP PURPOSE

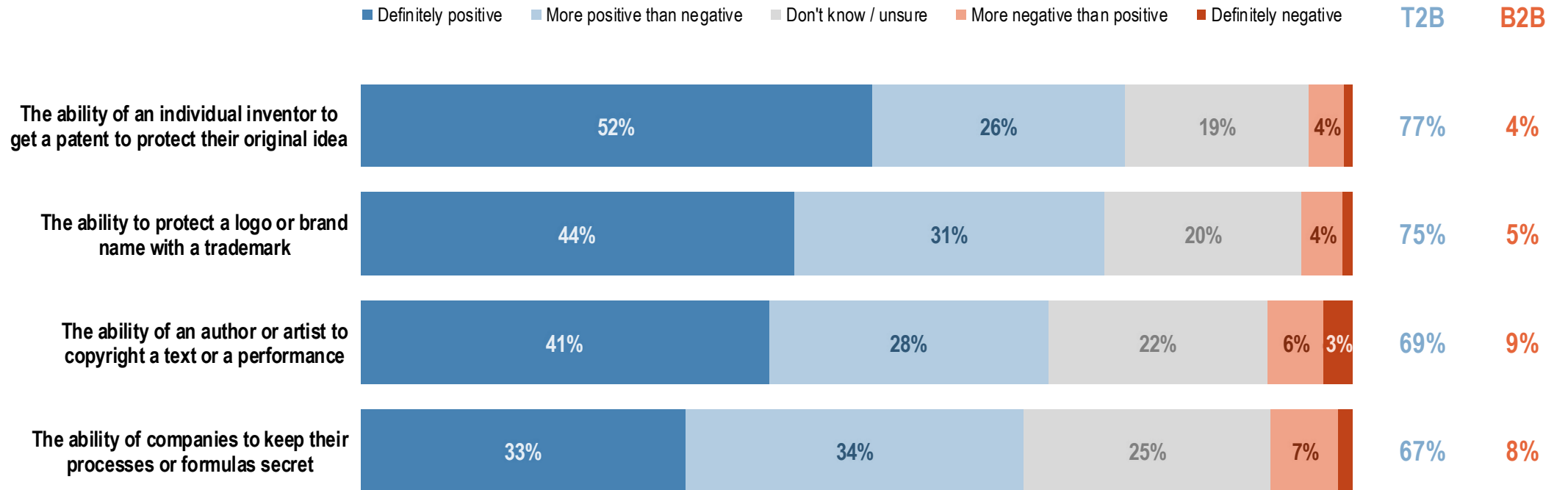
The majority of Americans (53%) say that the main purpose of intellectual property rights is to protect a persons' rights to their ideas, art or inventions, rather than to prevent others from using or improving their ideas (21%), or to protect the interests of large corporations (14%). Younger people (under 35 years old) are much more evenly divided in their views, with only 38% agreeing to the first statement.



	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
	TOTAL	Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
To protect a persons' rights to their ideas, art ...	53%	54%	52%	38%	51%	67%	56%	53%	51%	48%	62%	50%	57%	62%	47%	57%
To prevent other inventors or artists from being ...	21%	21%	21%	28%	22%	15%	20%	23%	19%	22%	20%	23%	22%	13%	21%	21%
To protect the interests of large corporations	14%	16%	12%	20%	15%	8%	12%	15%	13%	15%	12%	12%	15%	22%	9%	17%

IMPACT ON SOCIETY

A large majority of Americans say that IP rights have a positive impact on American society. Few feel the impact is negative. But these views are not strongly held. Only 52% feel that the ability of an individual inventor to get a patent to protect their original idea has a definitely positive impact, and less than half agree that trademark or copyright protections have a definitely positive impact. Older Americans, Democrats and those who are civically engaged are more likely to hold positive views of IP rights.



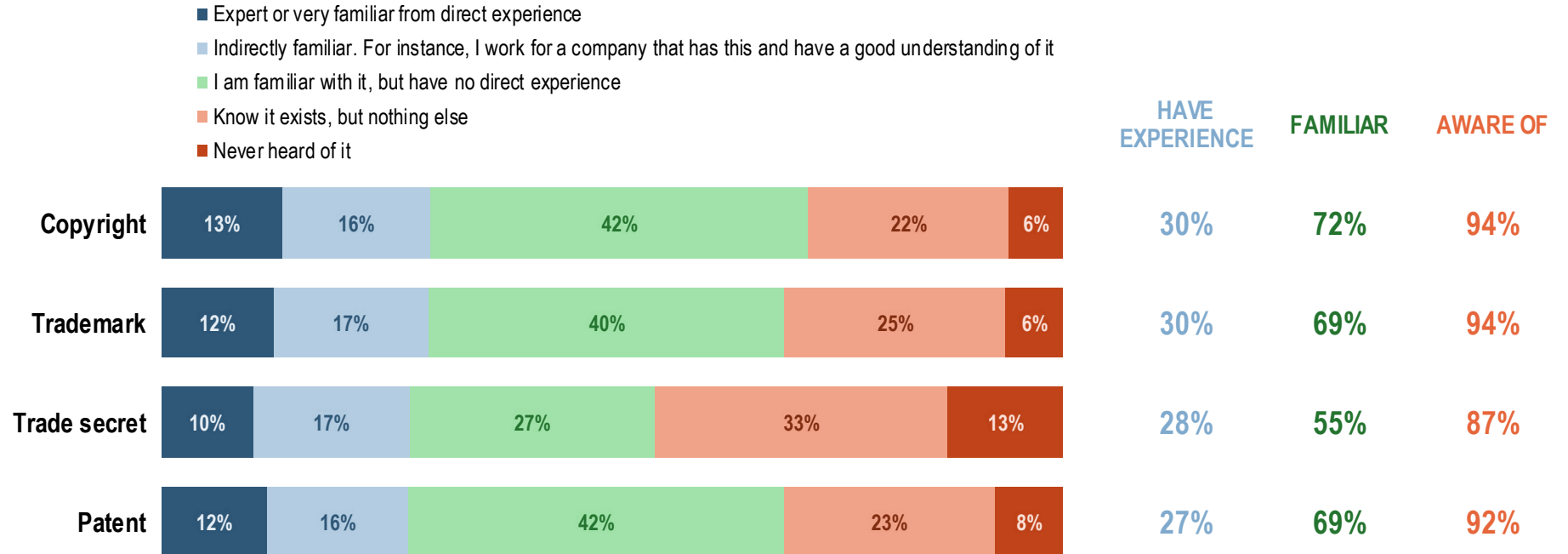
T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

T2B	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
The ability ...	TOTAL	Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
of an individual inventor to get a patent ...	77%	79%	76%	67%	74%	88%	79%	82%	70%	70%	88%	74%	85%	80%	65%	85%
to protect a logo or brand name with a trademark	75%	75%	75%	66%	74%	83%	75%	80%	70%	68%	85%	73%	81%	79%	65%	81%
of an author or artist to copyright a text ...	69%	72%	67%	63%	67%	76%	68%	75%	64%	62%	81%	65%	75%	79%	55%	78%
of companies to keep their processes ...	67%	71%	62%	60%	65%	74%	71%	71%	60%	61%	76%	64%	73%	71%	58%	72%

FAMILIARITY

Most Americans are familiar with copyrights, trademarks and patents, and just under 1/3 have experience with them. Trade secrecy registers less familiarity (55% familiar, 28% have experience). 13% of Americans say they have never heard the term "trade secret." Interestingly, younger people are much more likely to say they have experience with intellectual property.

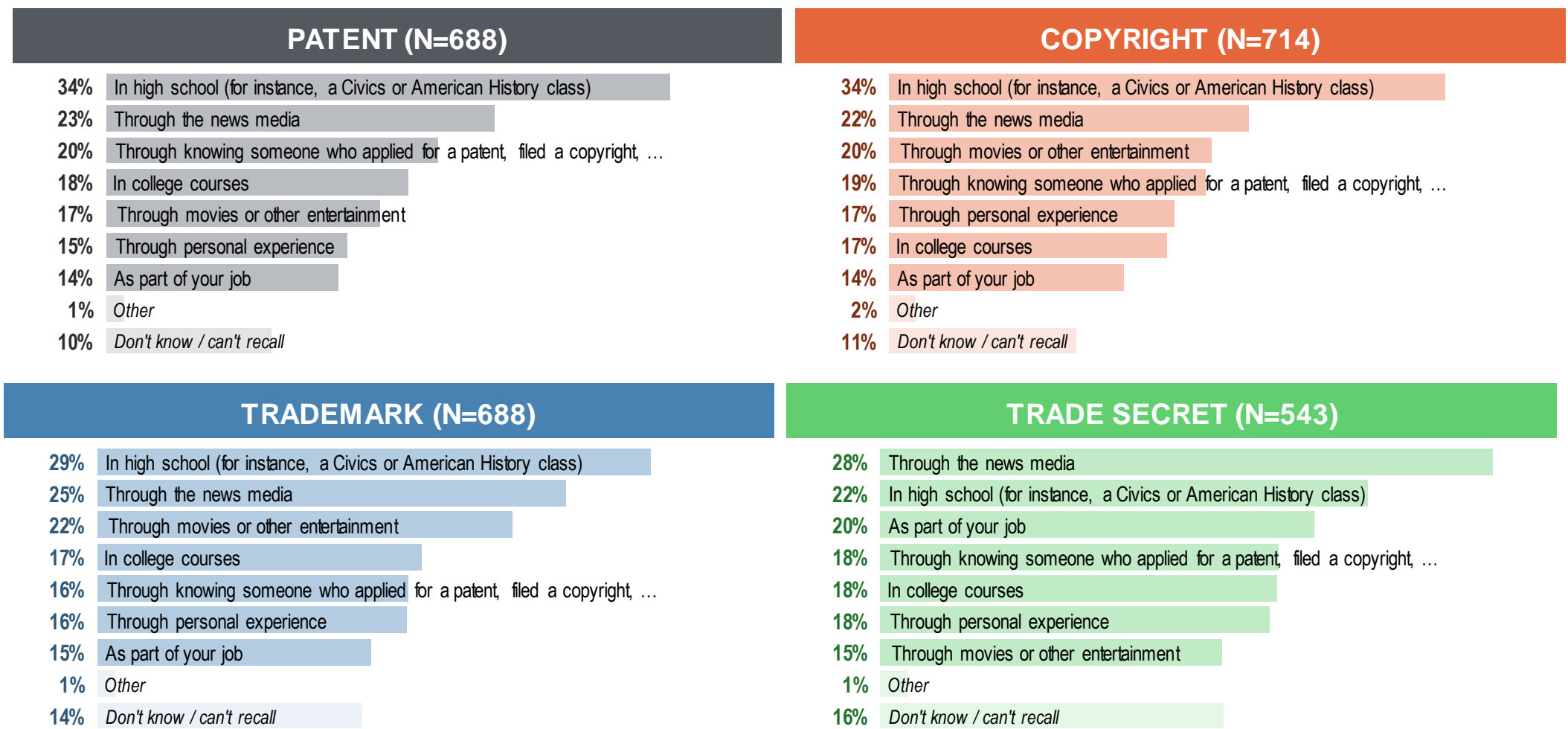


HAVE EXPERIENCE	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
		Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
Copyright	30%	37%	23%	45%	32%	16%	25%	36%	27%	28%	33%	26%	34%	39%	20%	36%
Trademark	30%	36%	23%	45%	33%	15%	24%	34%	30%	30%	30%	26%	33%	38%	19%	36%
Trade secret	28%	36%	19%	41%	31%	13%	25%	32%	25%	26%	30%	24%	30%	38%	20%	32%
Patent	27%	35%	20%	43%	31%	12%	25%	30%	27%	27%	28%	25%	29%	36%	20%	32%

Familiarity : How would you rate your experience with each of the following types of intellectual property?

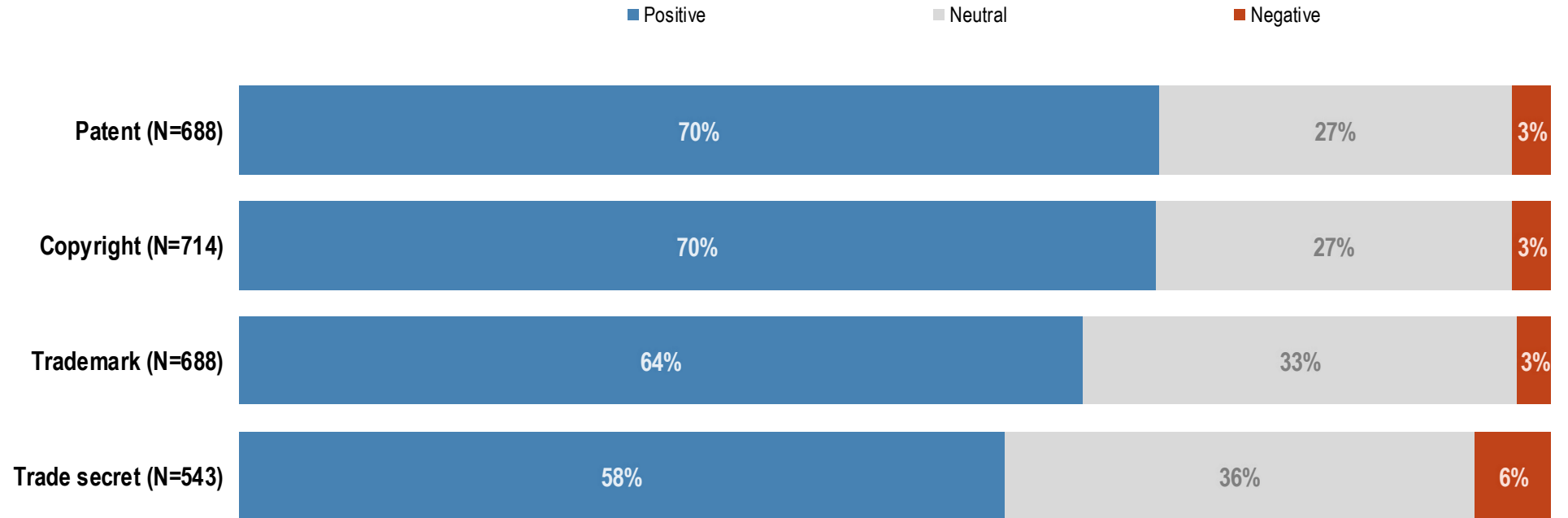
INFORMATION SOURCE

High school classes and the news media are the most prevalent mechanisms by which people first become aware of patents, copyrights and trademarks. This order is reversed for trade secrets, where the largest share say they learned of it through the news media. Awareness as part of their job ranks #3 for trade secrets at 20%, whereas it falls much further down the list of information sources for patents, copyright and trademarks.



INFORMATION CHARACTER

The majority of Americans say that what they learned about intellectual property was positive, although this share is much lower for trade secrets (58%). Older Americans and those who are civically engaged are more likely to say that what they learned was positive.

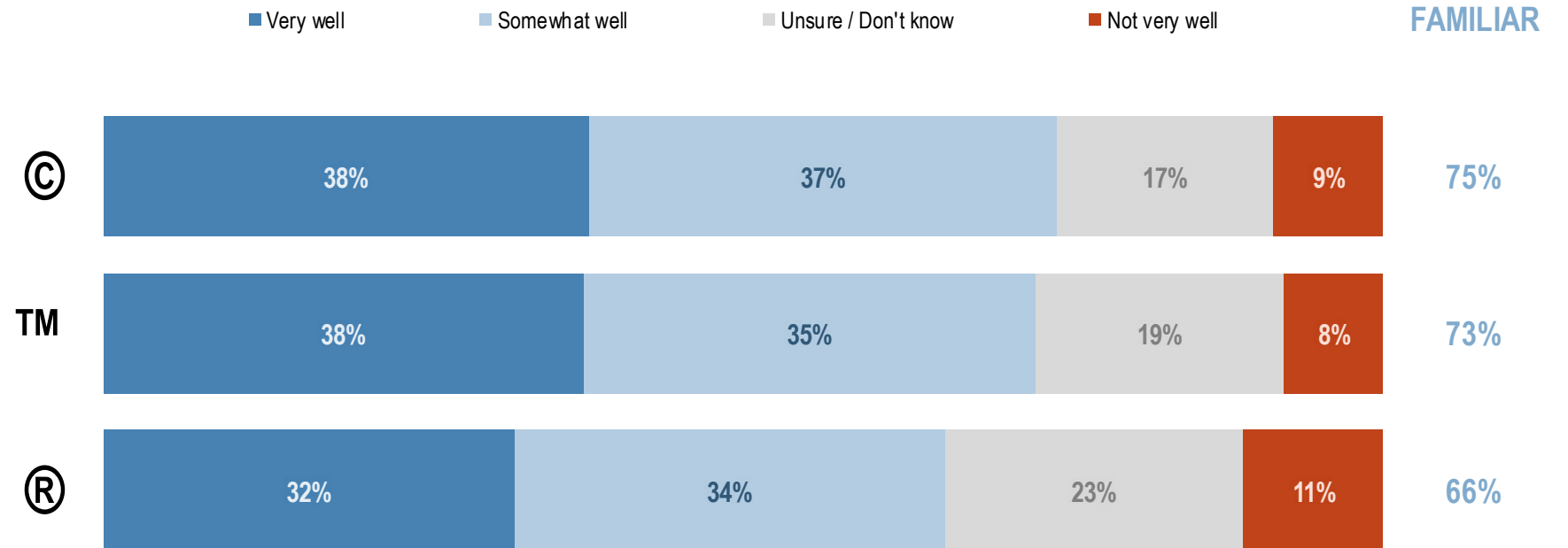


POSITIVE	TOTAL	GENDER		AGE			PARTY			EDUCATION			HH INCOME			CIVIC ENGAGEMENT	
		Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged	
Patent	70%	74%	66%	61%	67%	81%	72%	75%	64%	65%	77%	69%	72%	71%	67%	71%	
Copyright	70%	72%	67%	61%	67%	81%	71%	76%	63%	64%	78%	67%	72%	79%	62%	74%	
Trademark	64%	69%	59%	54%	62%	77%	69%	70%	55%	59%	72%	62%	66%	72%	56%	68%	
Trade secret	58%	61%	55%	50%	56%	70%	64%	62%	51%	53%	66%	54%	62%	67%	48%	62%	

IPInfoPosNeg: Would you say that what you learned about each type of intellectual property was positive, negative, or neutral?

FAMILIARITY WITH THE MARKS

Most Americans are familiar with the various types of copyright and trademark symbols. However, only about a third say they know them very well. Familiarity increases with income and education, but not with age. Civically engaged Americans report significantly higher familiarity with these marks.

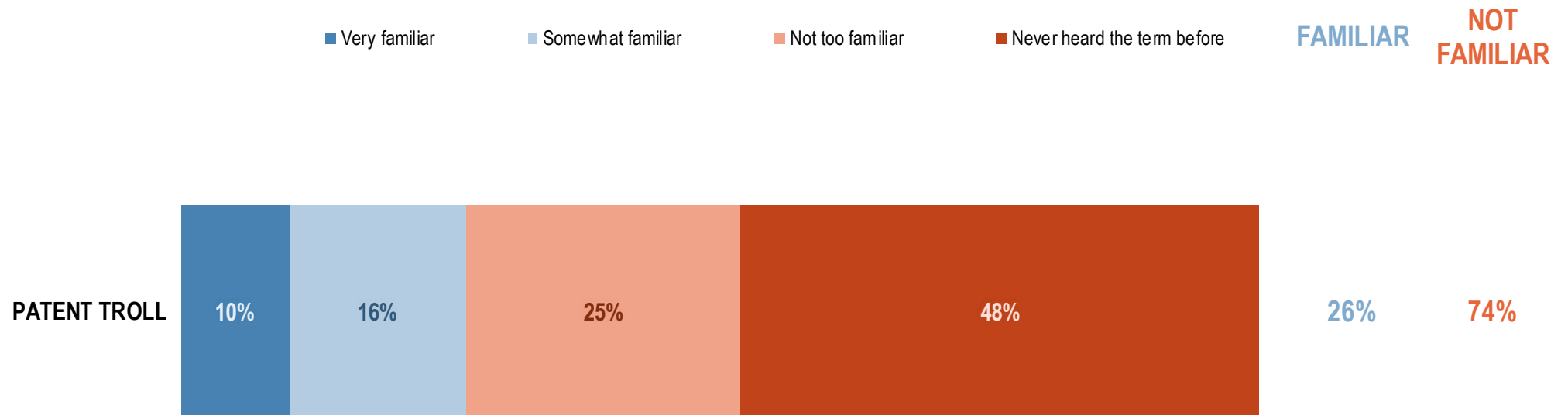


FAMILIAR	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
		Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
©	75%	79%	70%	83%	78%	65%	69%	77%	76%	69%	82%	72%	78%	81%	66%	80%
TM	73%	79%	67%	81%	75%	65%	68%	77%	72%	67%	82%	70%	75%	81%	64%	78%
®	66%	73%	59%	70%	73%	56%	62%	69%	65%	59%	75%	60%	72%	78%	59%	70%

FamiliarMarks: How familiar are you with each of the following types of marks that are sometimes found on products?

FAMILIARITY WITH "PATENT TROLLS"

Half of Americans say they have never heard of a "patent troll." Familiarity with this concept is higher among men than women (32% vs. 21%), those under age 35 (44%), Democrats (32%), civically engaged people (32%) and those earning over \$100,000/year (38%).

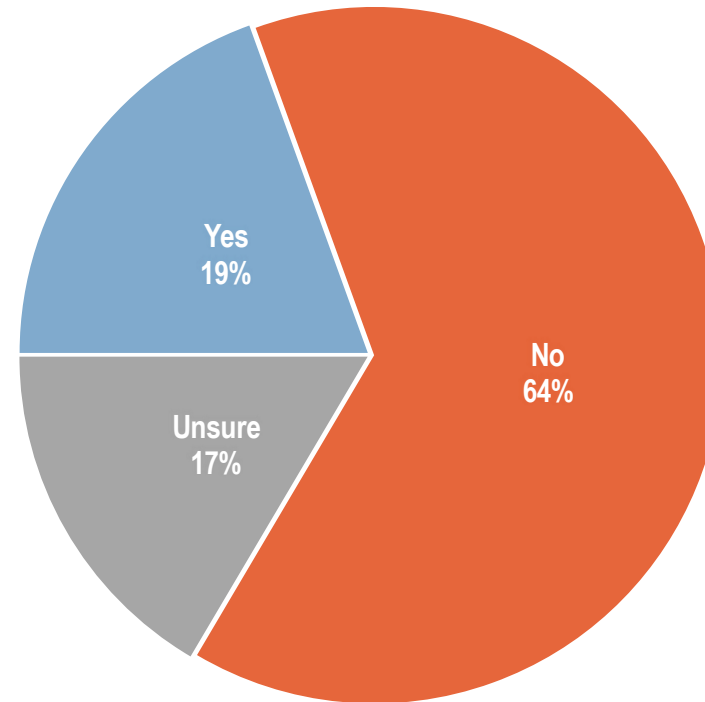


	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
	TOTAL	Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
FAMILIAR	26%	32%	21%	44%	30%	10%	22%	32%	24%	25%	28%	24%	26%	38%	18%	32%
NOT FAMILIAR	74%	68%	79%	56%	70%	90%	78%	68%	76%	75%	72%	76%	74%	62%	82%	68%

FamiliarTroll: How familiar are you with the concept of a "patent troll"?

RECENT NEWS ABOUT PATENT LAWS

Only 19% of Americans say they have seen, read or heard anything lately about patent laws in the United States. Those under 35 (31%), earning over \$100,000 (31%), males (25%) and civically engaged people (25%) are more likely to have seen, read or heard something.



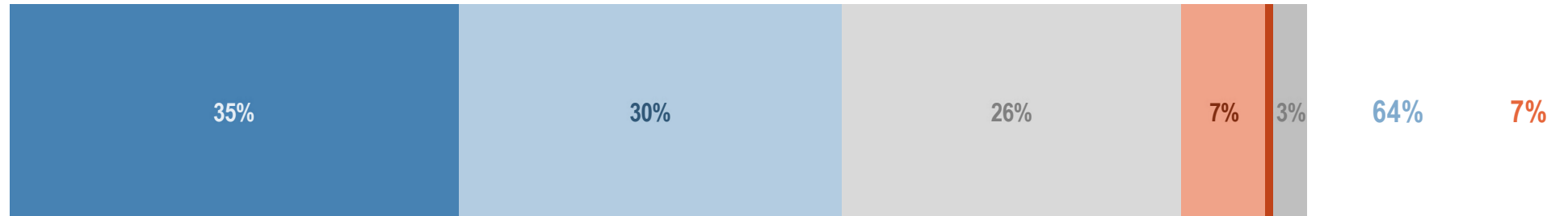
	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
	TOTAL	Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
Yes	19%	25%	14%	31%	19%	11%	18%	23%	17%	19%	21%	17%	20%	31%	11%	25%
No	64%	62%	66%	51%	65%	74%	69%	60%	64%	64%	64%	66%	65%	59%	71%	60%
Unsure	17%	13%	19%	19%	16%	15%	13%	17%	19%	18%	15%	18%	15%	11%	18%	15%

SRH: Have you seen, read, or heard anything recently regarding patent laws in the United States?

TYPE OF INFORMATION

Overall, people say that what they have seen, read or heard about patent laws was positive (64%). Those earning over \$100,000/year (77%) and those with a college degree (74%) are more likely to say what the saw was positive.

■ All positive
 ■ Mostly positive
 ■ Even mix of positive and negative
 ■ Mostly negative
 ■ All negative
 ■ Unsure
T2B B2B



T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

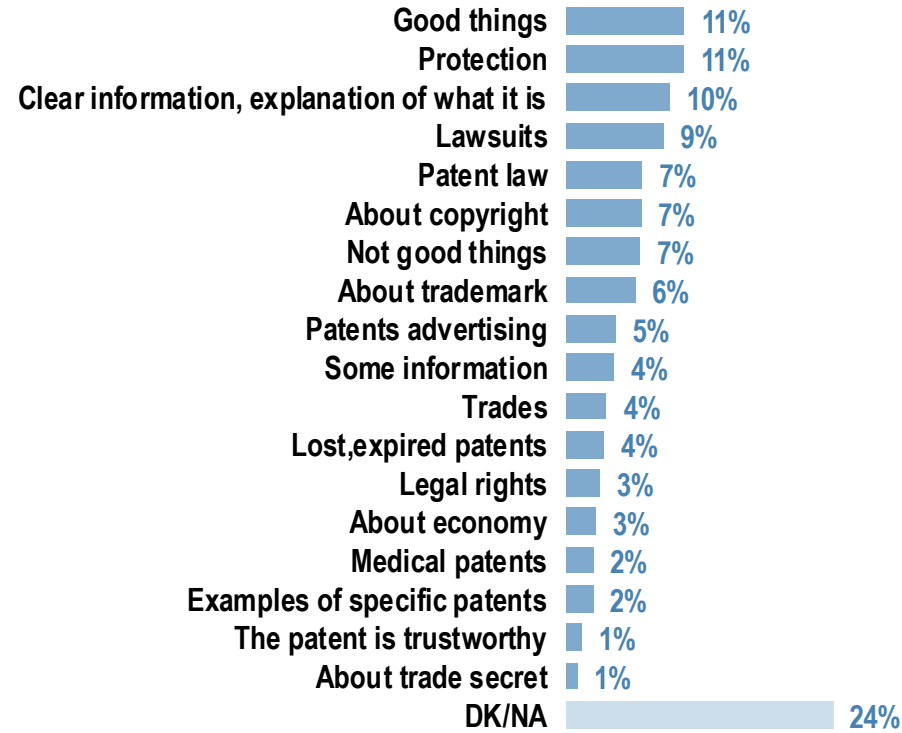
	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
	TOTAL	Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	189	120	69	84	63	42	47	83	59	109	80	90	55	40	41	148
POSITIVE (T2B)	64%	66%	62%	64%	65%	62%	64%	68%	59%	57%	74%	69%	51%	77%	57%	66%
NEGATIVE (B2B)	7%	8%	6%	12%	2%	5%	5%	9%	7%	10%	2%	4%	9%	5%	5%	8%

HEARD/SEEN/READ ABOUT PATENT LAWS IN US

SRHType: Was the information you saw, read, or heard about patent laws in the United States positive or negative?

INFORMATION CONTENT

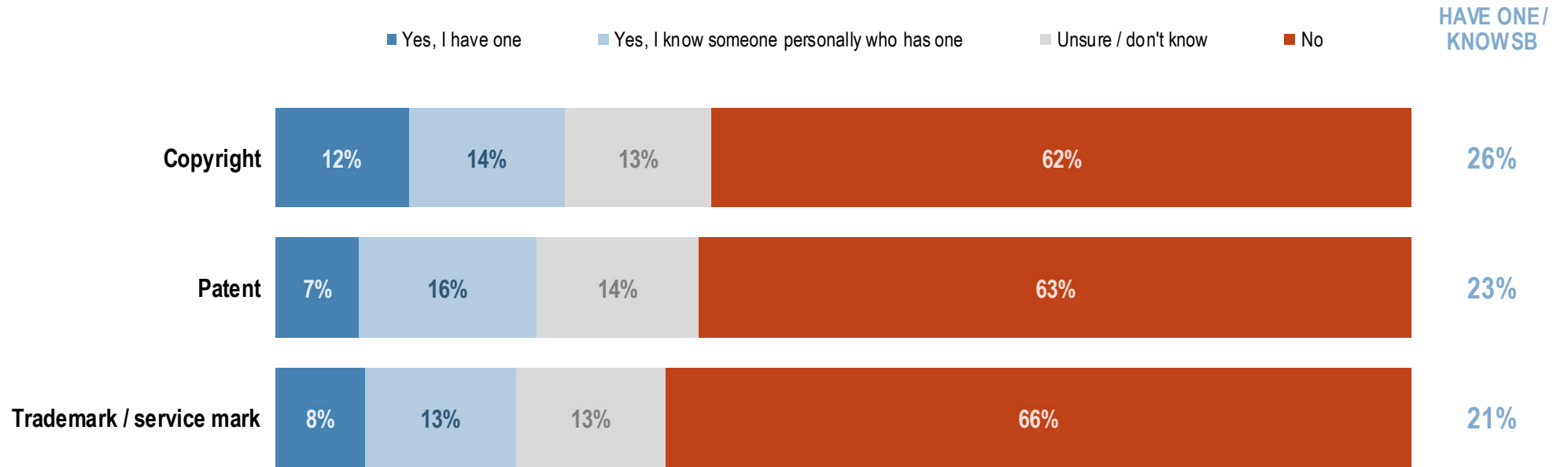
An open-ended follow up question asked respondents to describe what they had heard, seen or read. One quarter could not specifically recall. Other comments were rather vague, focusing on good things they had seen, the protection benefits of IP, an explanation of the benefits, or lawsuits in process. A few respondents mentioned timely news events, such as Taylor Swift's re-recording of her music to secure new copyrights.



TOP 5	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
		Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	189	120	69	84	63	42	47	83	59	109	80	90	55	40	41	148
Good things	11%	11%	11%	13%	13%	2%	7%	16%	7%	6%	17%	8%	13%	15%	13%	10%
Protection	11%	10%	11%	6%	9%	24%	8%	13%	10%	6%	17%	14%	9%	7%	10%	11%
Clear information, explanation of what it is	10%	11%	8%	8%	10%	12%	15%	8%	7%	6%	15%	10%	6%	15%	2%	12%
Law suits	9%	10%	7%	8%	5%	17%	11%	8%	8%	5%	15%	10%	7%	10%	12%	8%
Patent law	7%	7%	8%	9%	0%	14%	9%	7%	5%	6%	9%	9%	2%	10%	8%	7%

IP EXPERIENCE

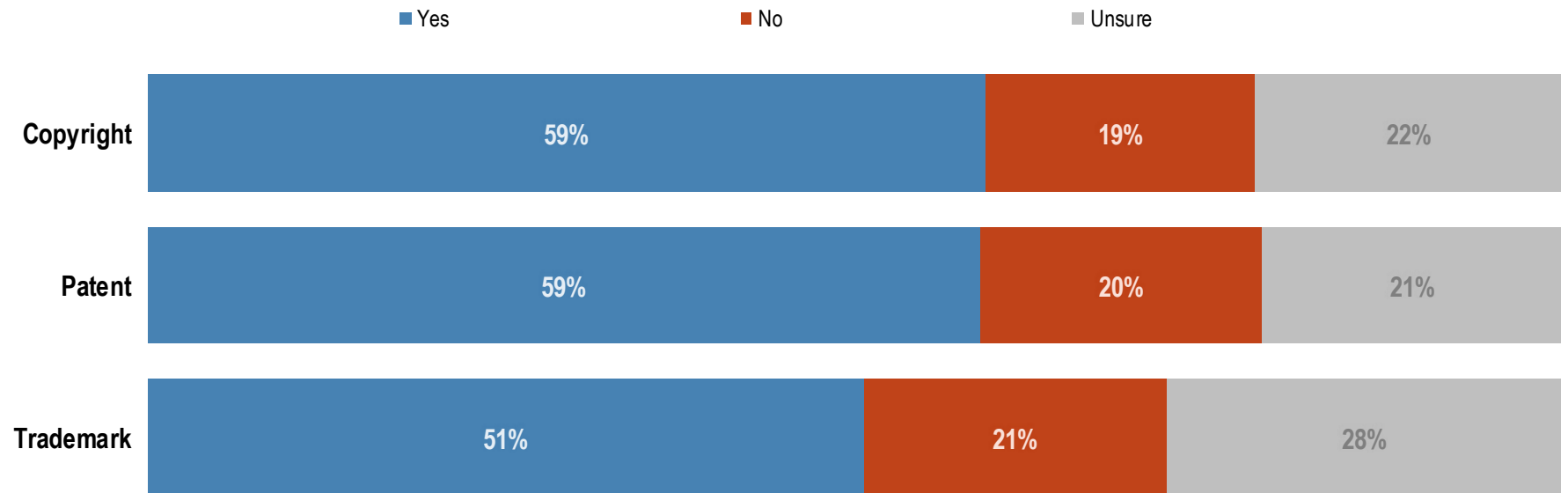
26% of Americans say they or someone they know personally has a copyright. This share falls to 23% for patents and 21% for a trademark or service mark. Those who are civically engaged register much higher experience for all three types of IP than those who are not.



HAVE ONE / KNOW SOMEONE	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
		Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
Copyright	26%	33%	18%	38%	26%	15%	24%	32%	20%	24%	28%	23%	25%	38%	11%	35%
Patent	23%	29%	17%	32%	23%	15%	22%	25%	21%	20%	28%	20%	25%	35%	11%	30%
Trademark / service mark	21%	26%	16%	37%	22%	9%	18%	27%	18%	21%	22%	18%	24%	31%	9%	29%

OBTAIN IP

A majority of Americans think that they, or a person like them, could obtain a copyright, patent or trademark. One in five do not think so. Men, those with a college degree and civically engaged people are more likely to think they could do so.

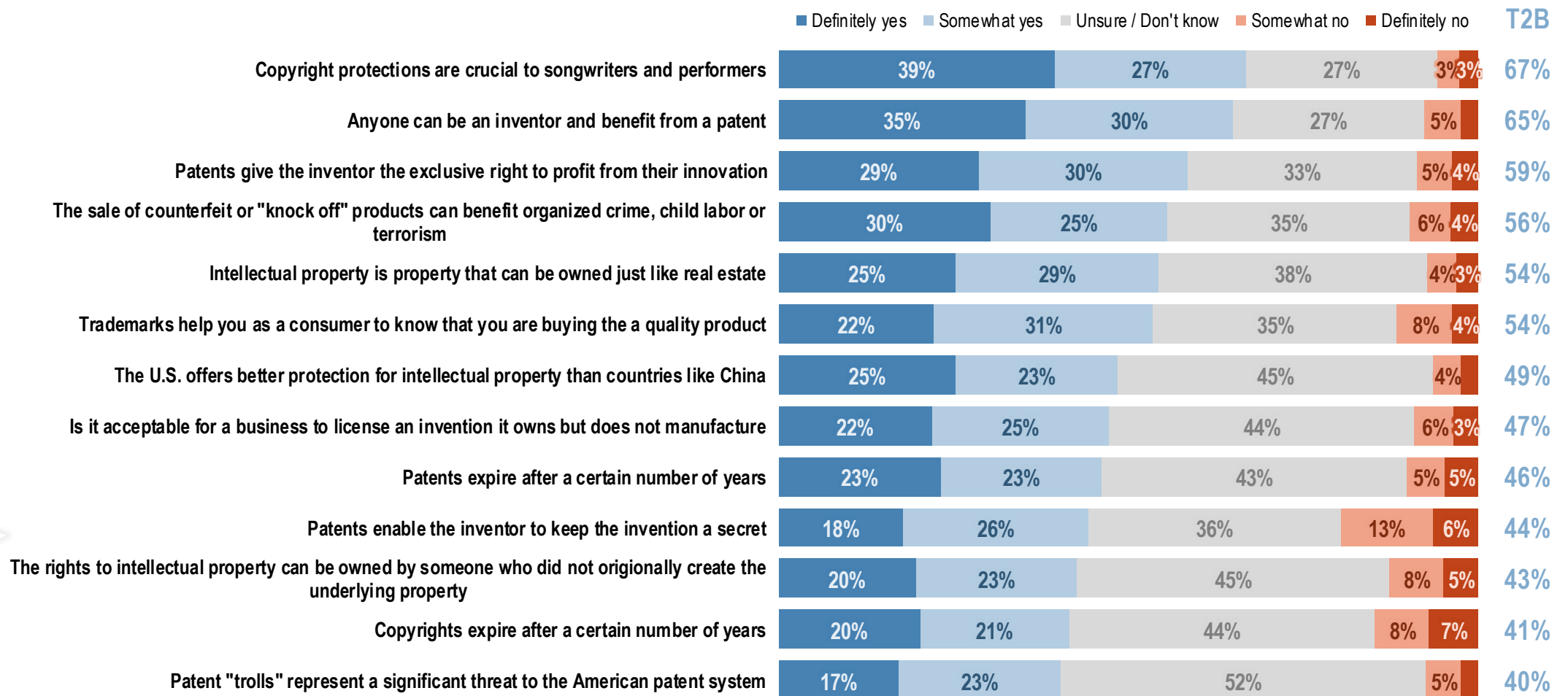


YES	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
		Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
Copyright	59%	67%	52%	57%	57%	62%	59%	66%	53%	53%	69%	54%	63%	77%	45%	69%
Patent	59%	68%	50%	52%	60%	63%	62%	62%	53%	53%	67%	54%	63%	75%	46%	67%
Trademark	51%	60%	42%	50%	53%	49%	52%	58%	42%	46%	58%	46%	52%	70%	38%	59%

ObtainIP: Do you think that you, or a person like you, could obtain the following?

STATEMENTS (Part 1)

The two statements that the largest share of Americans agree with are that copyright protections are crucial to songwriters and performers, and that anyone can be an inventor and benefit from a patent. Majorities also agree that patents give the inventor the exclusive right to profit from their innovation, that counterfeit products can benefit organized crime, that IP can be owned just like real estate, and that trademarks help the consumer know they are buying a quality product.

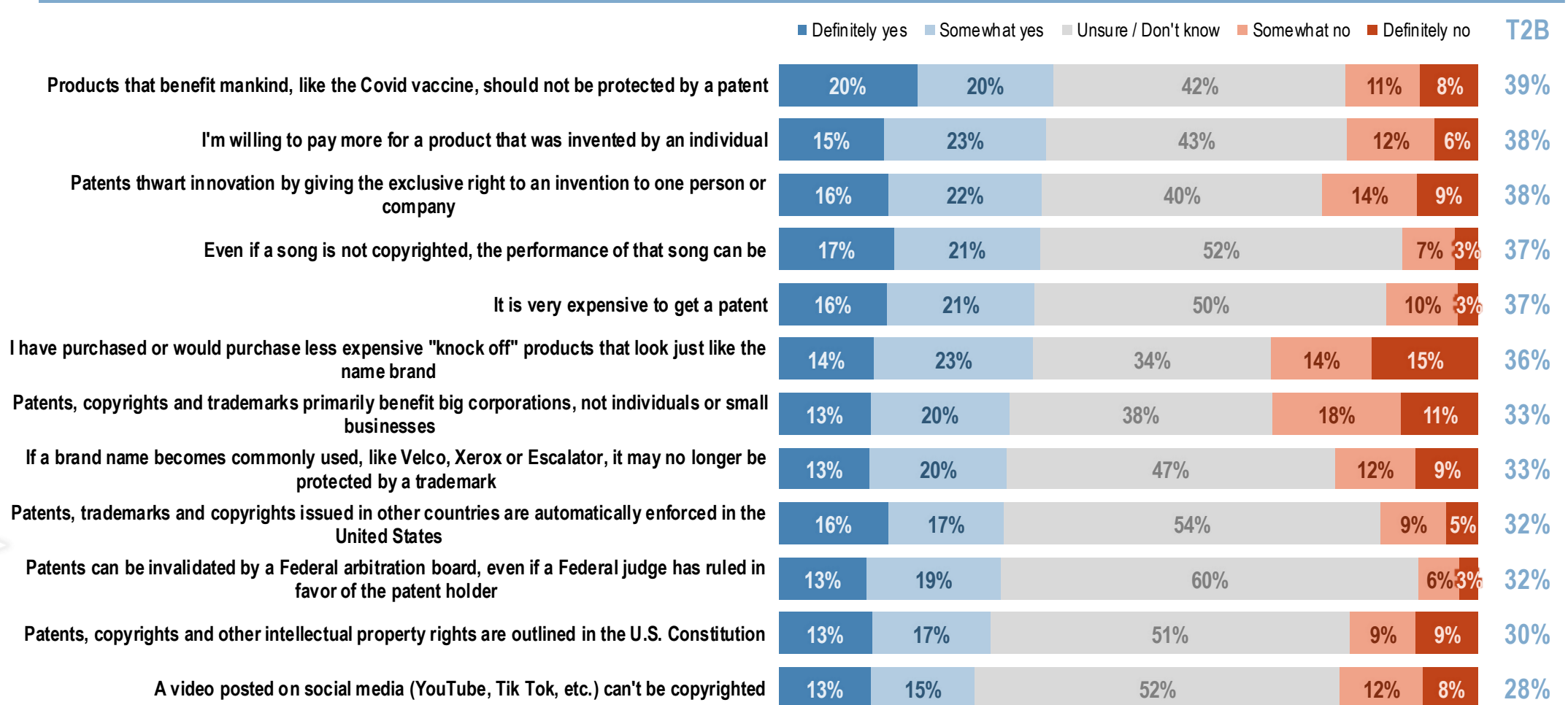


T2B = the sum of the two most positive values

STATEMENTS (Part 2)

The statement that the lowest share of Americans agree with is that a video posted to social media can't be copyrighted.

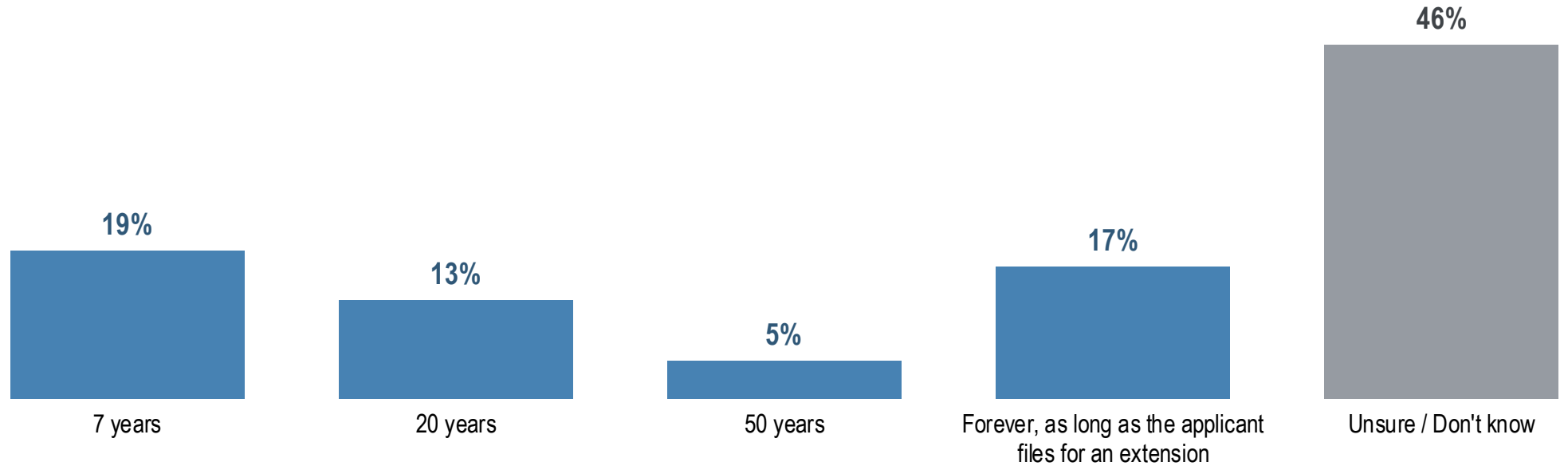
Less than 1/3 of Americans agree that IP rights are outlined in the Constitution, that patents can be invalidated by the PTAB, and that IP issued in other countries is automatically enforced in the United States.



T2B = the sum of the two most positive values

PATENT DURATION

Almost half of Americans are unsure of the duration of a patent. 19% say a patent lasts for 7 years, and 17% say it lasts forever, as long as the applicant files for an extension. Women, those without a college degree, those earning less than \$50,000, and those who are not civically engaged are the most unsure.

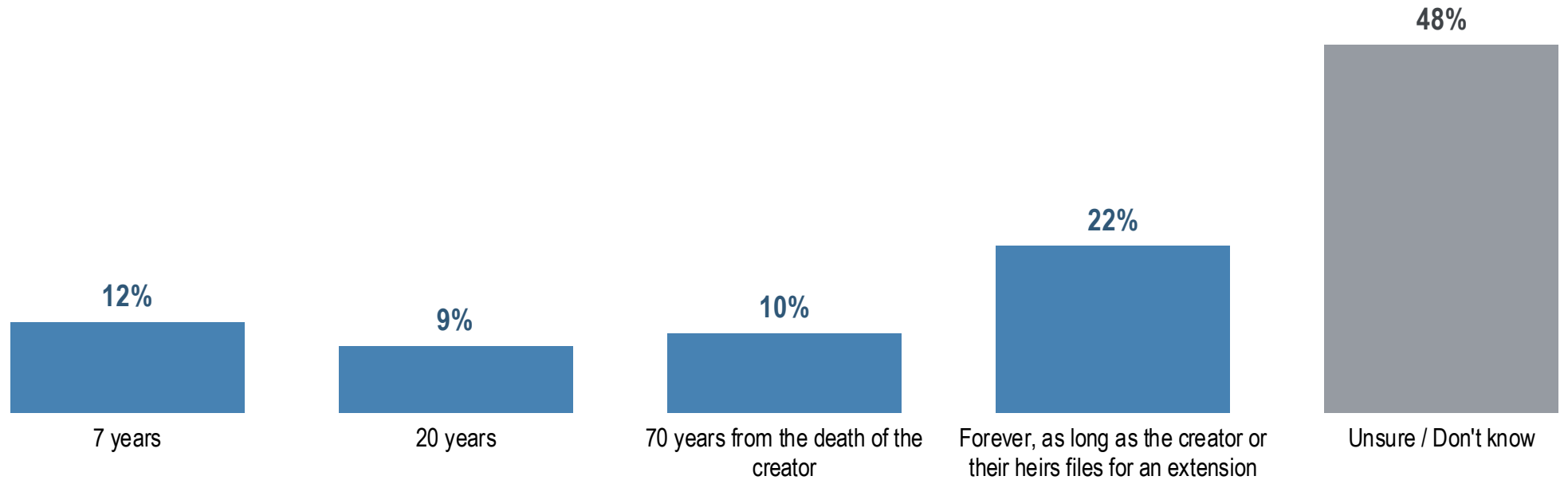


	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
	TOTAL	Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
7 years	19%	24%	15%	24%	19%	16%	22%	19%	17%	18%	22%	17%	23%	22%	14%	22%
20 years	13%	16%	10%	12%	12%	14%	15%	12%	12%	9%	19%	11%	15%	17%	10%	15%
50 years	5%	5%	5%	7%	4%	4%	3%	6%	5%	4%	7%	4%	7%	5%	2%	7%
Forever, as long as the applicant files f ...	17%	16%	18%	14%	18%	19%	16%	19%	16%	19%	15%	19%	14%	18%	16%	18%
Unsure / Don't know	46%	39%	52%	43%	47%	47%	43%	44%	50%	52%	37%	48%	42%	38%	57%	38%

PatentDuration: To the best of your knowledge, how long does a patent last?

COPYRIGHT DURATION

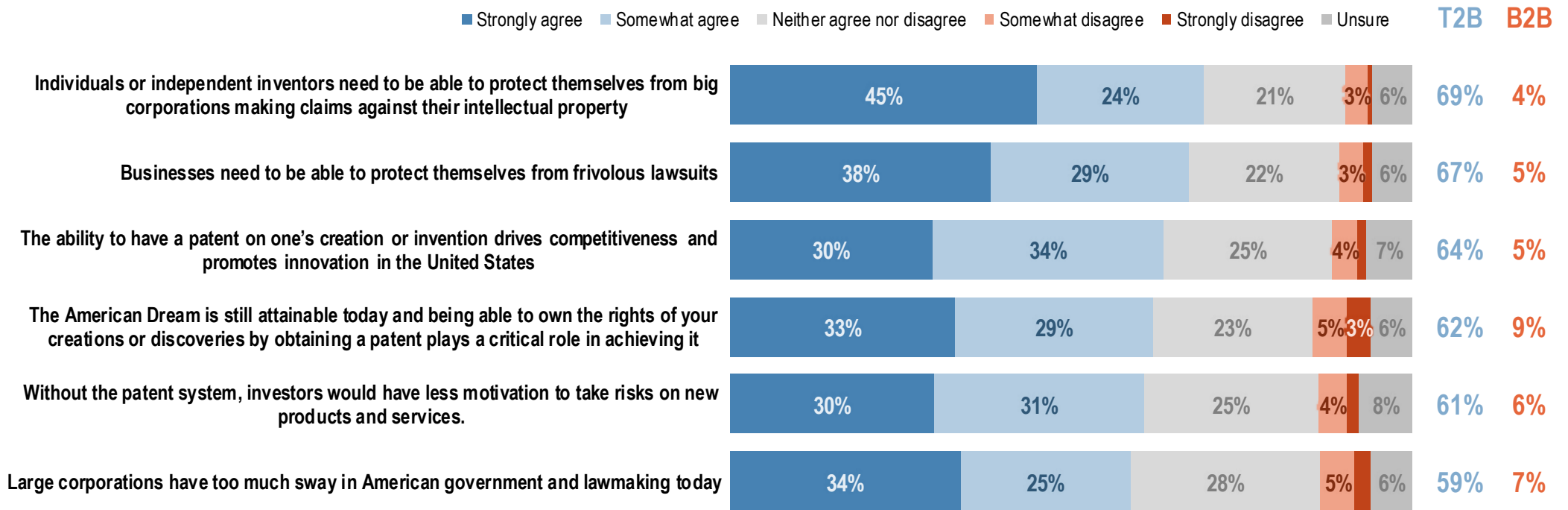
Likewise, 48% of Americans are unsure how long a copyright lasts. 22% say it lasts forever, as long as an extension is filed. Only 10% give the correct answer. The level of uncertainty by demographic categories mirrors that which was seen for patent duration.



	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
	TOTAL	Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
7 years	12%	15%	9%	14%	15%	8%	15%	13%	8%	11%	13%	9%	16%	17%	7%	15%
20 years	9%	10%	7%	11%	9%	7%	8%	10%	8%	7%	11%	8%	11%	9%	4%	12%
70 years from the death of the creator	10%	11%	10%	11%	10%	10%	11%	12%	8%	7%	16%	9%	12%	13%	7%	13%
Forever, as long as the creator or their ...	22%	22%	21%	21%	23%	22%	20%	23%	22%	22%	21%	22%	20%	25%	21%	22%
Unsure / Don't know	48%	42%	53%	43%	45%	53%	46%	42%	54%	53%	39%	52%	41%	36%	61%	39%

STATEMENTS AGREE

Two thirds of Americans agree that independent inventors need to be able to protect themselves from IP claims by big corporations and that businesses need to be able to protect themselves from frivolous lawsuits. However, less than half strongly agree with either statement. The remaining statements register lower levels of agreement, although a majority agree with all of them. Older, college educated and civically engaged people are more likely to agree with each statement. Democrats are more likely to agree with most of the statements, but their agreement that patents drive competitiveness in the U.S. is not significantly different.



T2B = the sum of the two most positive options
 B2B = the sum of the two most negative options

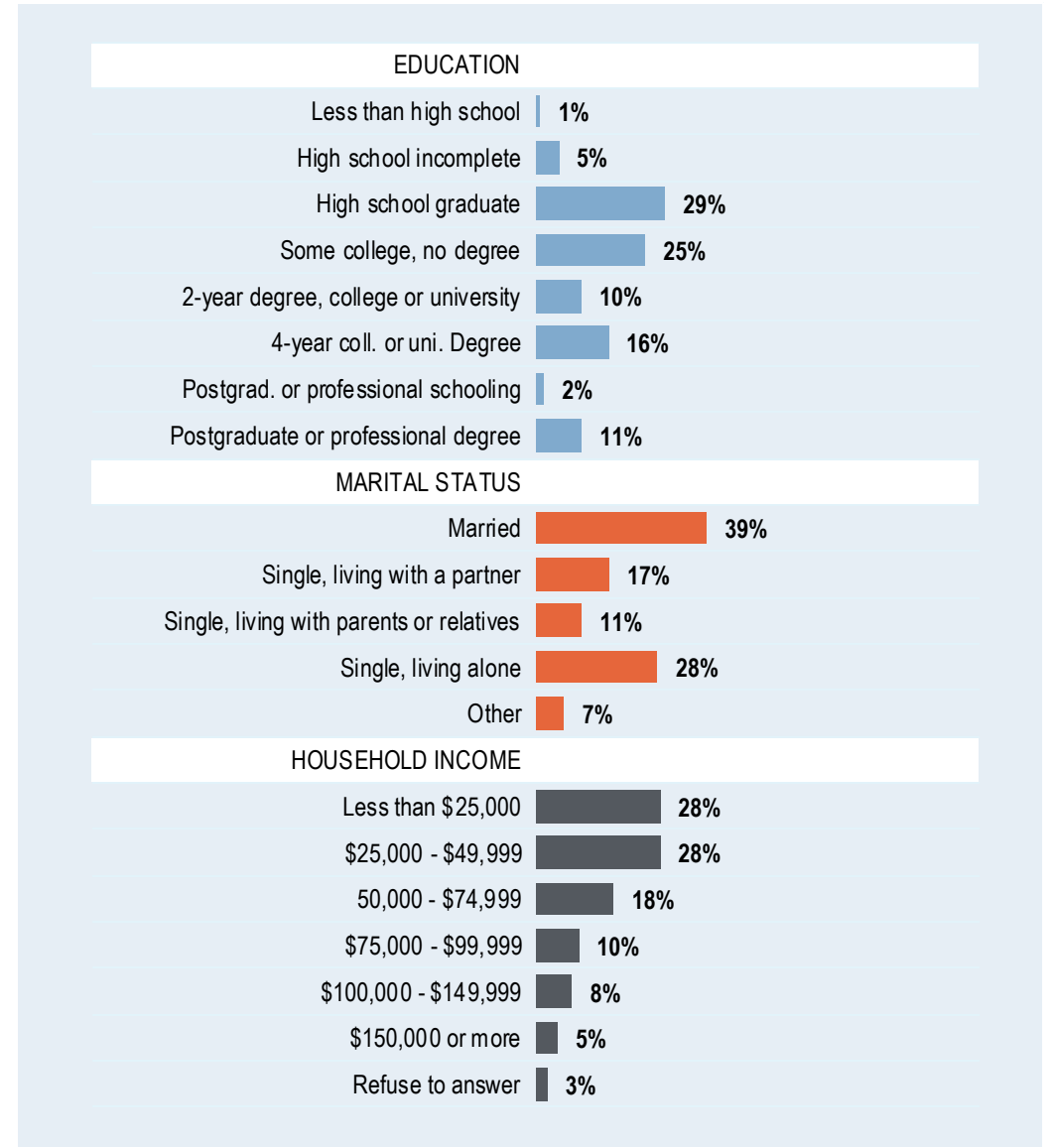
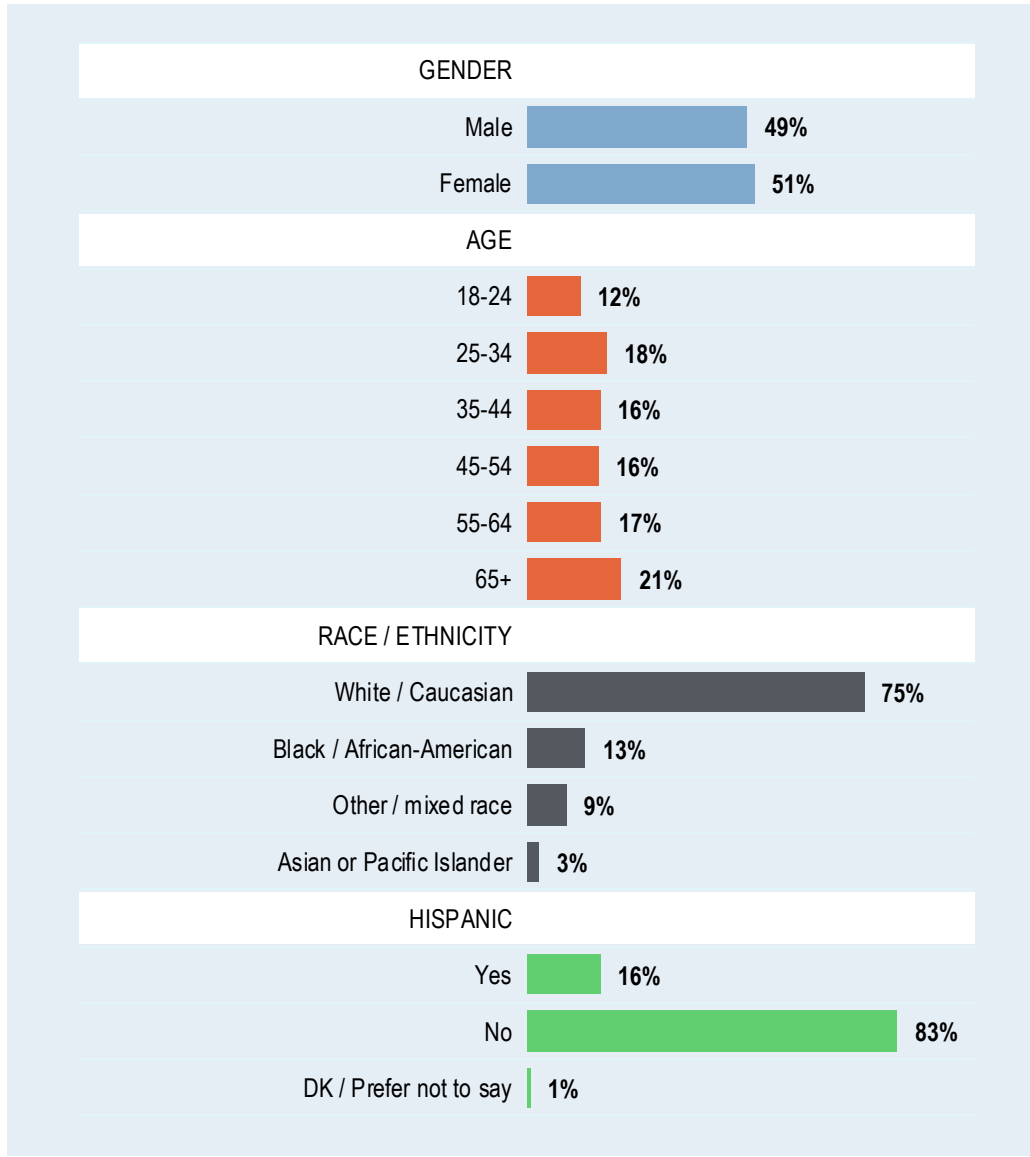
AGREE (T2B)	TOTAL	GENDER		AGE			PARTY			EDUCATION		HH INCOME			CIVIC ENGAGEMENT	
	TOTAL	Male	Female	<35	35-54	55+	Republican	Democrat	Indep/Other	No Degree	Degree	< \$50k	\$50-99k	\$100k+	None	Engaged
NUMBER OF RESPONDENTS	1000	493	507	275	336	389	272	367	361	601	399	563	276	134	386	614
Individuals or independent inventors need to be ...	69%	72%	67%	59%	65%	81%	72%	77%	60%	62%	80%	65%	77%	75%	55%	78%
Businesses need to be able to protect themselves ...	67%	70%	65%	55%	67%	77%	68%	75%	59%	61%	77%	63%	73%	77%	54%	76%
The ability to have a patent on one's creation o ...	64%	68%	59%	53%	61%	75%	66%	68%	57%	57%	74%	60%	72%	69%	48%	74%
The American Dream is still attainable today and ...	62%	67%	57%	53%	59%	72%	63%	70%	53%	58%	69%	58%	66%	72%	48%	71%
Without the patent system, investors would have ...	61%	69%	52%	53%	56%	71%	62%	66%	54%	55%	70%	57%	67%	69%	48%	69%
Large corporations have too much sway in America ...	59%	62%	55%	54%	57%	65%	55%	68%	52%	55%	65%	56%	62%	68%	45%	68%



SAMPLE STRUCTURE

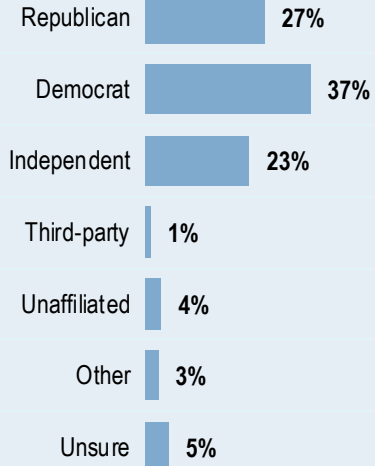


SAMPLE STRUCTURE (Part 1)

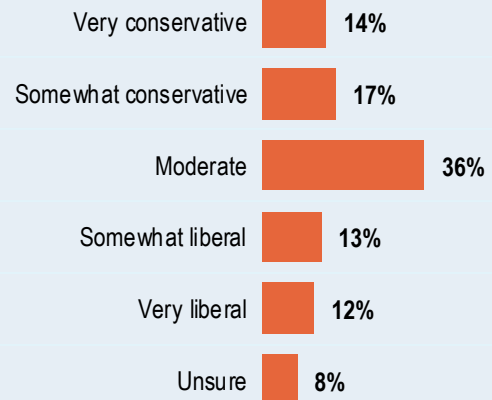


SAMPLE STRUCTURE (Part 2)

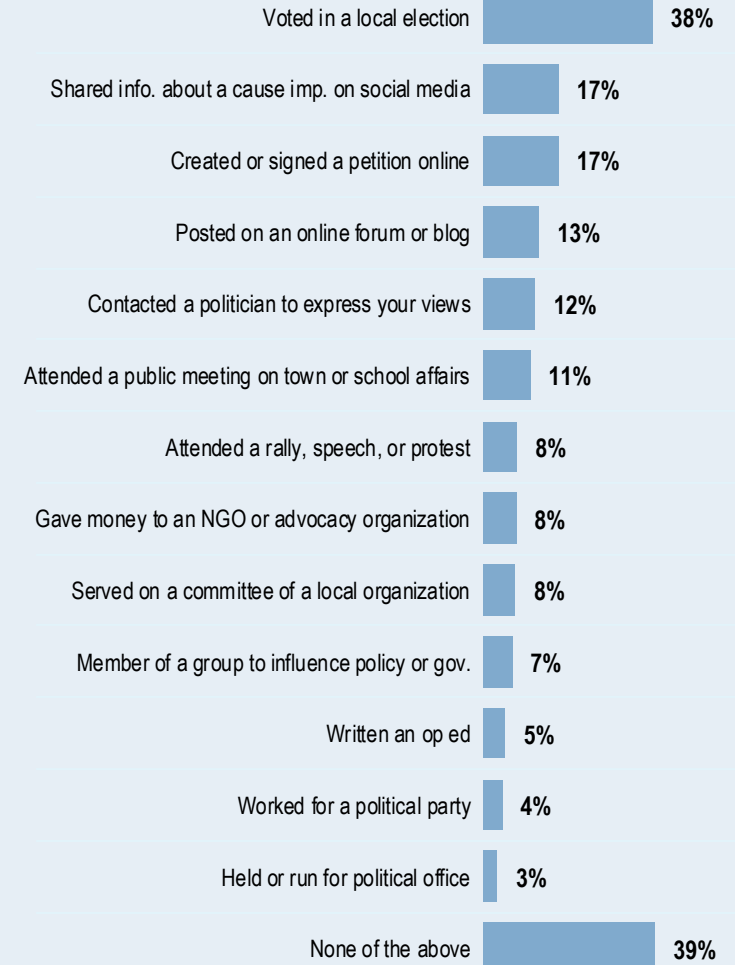
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