

WIPO Pulse Report

Global
intellectual
property
perception
survey 2025



In partnership with





WIPO **Pulse Report**

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property perception
survey 2025

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Foreword



Daren Tang
Director General
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(WIPO)

Welcome to the second edition of [WIPO Pulse](#), our comprehensive survey examining how people around the world perceive intellectual property (IP) and its impact on economies and societies.

This edition captures the views of 35,500 respondents in 74 countries – a significant increase from our inaugural 2023 survey, which was built on 25,000 responses from 50 countries. This expansion means the 2025 WIPO Pulse covers around 80% of the global target population, broadening our understanding of perceptions of IP.

At WIPO, we are driven by the conviction that IP is a cornerstone of every modern economy, and public understanding and support are essential preconditions for realizing its full potential.

The 2025 WIPO Pulse is an important check-up, showing how far we have come and how much work is still to be done. This second edition demonstrates the value of monitoring IP perceptions over time, revealing shifts that would otherwise have remained invisible. It shows that recognition of the economic impact of IP remains strong overall, but the regional and demographic breakdown is more dynamic and nuanced.

The results continue to be particularly encouraging across low- and middle-income countries. Across Asia-Pacific, Africa, and Latin America and the Caribbean there is sustained strong support for IP as a catalyst for economic development. We observe growing confidence in IP-protected products and innovations in several of these regions, alongside sustained recognition of IP's role in ensuring a fair income for creators and innovators.

However, our expanded dataset also reveals that in some developed regions there remains less confidence about the benefits that IP provides to the daily lives of people as well as to their national economy, as compared to some developing or emerging regions.

The survey's enhanced focus on women and youth – tomorrow's innovators and creators – reveals both opportunities and gaps in IP engagement. While some regions show promising increases in IP awareness among these demographic groups, others highlight the need for more targeted outreach and education efforts.

We extend our deepest gratitude to all participants who made this expanded analysis possible. Through your continued engagement, we gain invaluable insights that will directly inform WIPO's strategic priorities and program development, helping us build a more inclusive and effective global IP ecosystem that allows innovation and creativity to flourish everywhere.

Acknowledgments

The WIPO Pulse Global IP Perception Survey 2025 was prepared by WIPO's Administration, Finance and Management Sector, led by Andrew Staines, Assistant Director General, under the general direction of Daren Tang, Director General. The project was supervised by Martin Correa from WIPO's Future of Intellectual Property Unit.

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

The following WIPO colleagues provided substantive inputs to the project: Julio Raffo, Zhe Zhang, Carlotta Nani, and Francesca Rizzi.

Colleagues in the Procurement and Travel Division were instrumental to the implementation of WIPO Pulse. Appreciation goes to all the translators who worked on the survey and allowed it to be deployed around the globe, as well as to all the colleagues from the Customer Experience Section, News and Media Division, Publications and Designs Section, Office of the Legal Counsel and Web Communications Section, including Charlotte Beauchamp, Christine Castro Hublin, Alexandra Lamothe, Maria Antonieta de Icaza, Vanessa Harwood, Edwin Hassink, Noah Miller, Fairouz El Tom, Catherine Regnier, Cécile Bayon, Camilla Montalto and Spencer Cabildo.

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

Any queries or other feedback on the report or questionnaire may be sent to: futureofip@wipo.int.

Introduction

Building on the success of the WIPO Pulse 2023 study, which examined global intellectual property (IP) perceptions across 50 countries, the 2025 iteration represents a significant expansion. This comprehensive survey was conducted in 74 countries with 35,500 total interviews, providing an extensive view of global attitudes toward IP.

The primary objectives of the study were to generate actionable insights into public awareness and perceptions of IP rights, explore personal touchpoints with innovation and brands, and assess the perceived economic impact of IP on individuals and societies.

BERENT, an independent full-service research agency with nearly 30 years of market research expertise, conducted the survey questionnaire, which was developed collaboratively with WIPO in 2023. Prior to full deployment, a pilot test ensured the questionnaire's robustness. For 2025, the questionnaire and survey methodology remained unchanged from the previous year, facilitating period over period comparisons.

The research targeted nationally representative samples of individuals aged 18 to 65, utilizing computer-assisted web interviews conducted via online access panels supplied by leading global panel providers. All interviews were conducted between February 20 and April 25, 2025. The global target population within this age group covered by all countries surveyed in 2025 is approximately 4 billion. Given that the overall world target population aged 18 to 65 is about 5.15 billion, the WIPO Pulse survey encompasses roughly 78% to 80% of the global target population.

All data were weighted to ensure accurate national representation and subsequently grouped into UN regions based on population size.

Figure 1. Countries surveyed

Region	Names of the countries
Western European and other states	Australia, Canada, France, Germany, Greece, Italy, Netherlands (Kingdom of the), Portugal, Spain, Sweden, Switzerland, Türkiye, United Kingdom (UK), United States of America (USA)
Latin American and Caribbean states	Antigua and Barbuda, Argentina, Bahamas, Bolivia (Plurinational State of), Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Jamaica, Mexico, Panama, Paraguay, Peru, Trinidad and Tobago, Uruguay
Eastern European states	Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia, Slovenia
Asia-Pacific states	Bangladesh, China, India, Indonesia, Japan, Kazakhstan, Malaysia, Pakistan, Philippines, Republic of Korea, Saudi Arabia, Singapore, United Arab Emirates, Viet Nam
African states	Algeria, Angola, Cameroon, Egypt, Ghana, Kenya, Morocco, Mozambique, Nigeria, Rwanda, Senegal, South Africa, United Republic of Tanzania, Zimbabwe

Source: WIPO

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

Executive Summary

This report highlights key findings from WIPO's global study on intellectual property (IP) awareness and perceptions, accompanied by an overview of the methodology used. It also compares results from 2023 and 2025 to identify important trends and changes across 74 countries and 35,500 respondents.

The findings reveal notable progress in global IP awareness alongside persistent regional disparities in all five IP rights (or IPR) namely: Patents, Designs, Trademarks, Copyright and Geographical Indications, reflecting a growing recognition of their importance.

Evolving awareness levels

Global awareness of all five IP rights has increased significantly, though regional variations persist. The Asia-Pacific region registers improvement among both youth and women across all IP rights. Western European and other states show increased youth awareness, while Eastern European states experience declining awareness among this group. Latin American and the Caribbean states show mixed results, with decreased patent and trademarks awareness among youth but stable knowledge levels among women. In African states, awareness among both youth and women decreased, particularly for designs and copyright.

Changing perceptions of innovation

The global landscape of attitudes toward products protected by IP rights has been evolving, reflecting diverse consumer experiences and expectations shaped by regional differences. African nations are increasingly recognizing the value and advantages of IP-protected products, particularly those protected by patents and geographical indications (GIs). In the Asia-Pacific region, there is a broader shift in outlook regarding the perception of IP-protected products across all five IP categories surveyed, with the overall trend indicating a decline. Notably, consumers in this region are increasingly viewing innovations in digital communication as especially beneficial for consumers. In Eastern European states, consumer perceptions have experienced a moderate decline across all five IP rights. Meanwhile, Latin American and Caribbean states display a range of opinions, with increased appreciation for patented products but a diminished belief in the value of design products. In Western European and other states, a more positive outlook is observed for trademarks and copyright, albeit with increased skepticism towards design-protected products.

Continuing confidence in IP's economic role

Across all regions, there is strong confidence in the positive economic role of IP rights. Perceptions of negative impacts have decreased, particularly in Western European and other states and Asia-Pacific states. At the same time, belief in the positive effects of IP rights remains high worldwide, despite a noticeable decline in Western European and other states.

Findings

This section presents the key findings derived from a comprehensive analysis of the collected data, providing insights into the perceptions, attitudes, and behaviors of the target population regarding IP rights and their influence on the economy.

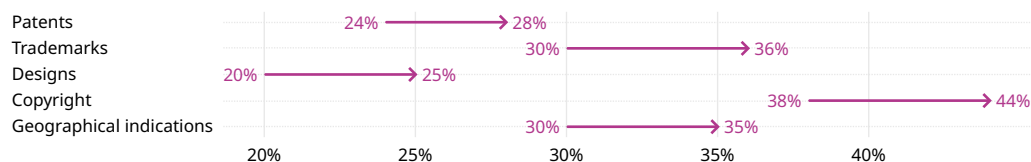
The analysis includes comparative results from the 2023 and 2025 results, highlighting significant trends and shifts over the two-year period. This longitudinal approach enables a deeper understanding of evolving attitudes and emerging patterns related to IP rights globally. Methodological consistency across both survey waves ensures valid comparisons over time and allows observed changes to be interpreted as genuine trends. The inclusion of 24 additional countries in the 2025 survey further enhances the reliability of both regional and global estimates. Notably, the inclusion of these new countries did not produce a statistically significant impact on either the overall global results or the regional estimates.

Awareness of IP rights – global picture

A well-informed and aware consumer base is more likely to appreciate the value of innovation, branding, and creativity, recognizing the efforts and investments involved in creating new products, services, and technologies. This understanding could foster and enhance a culture of respect for intellectual property (IP), encouraging creators and innovators to continue developing novel solutions that address societal needs. Given this relationship between public awareness and innovation outcomes, policy makers may use public awareness trends as an additional indicator to measure the health and future potential of the innovation and creative ecosystem.

The 2025 global WIPO Pulse survey reveals a significant increase in the awareness indices¹ for all five IP rights compared to the 2023 findings. The largest growth in awareness has been observed for trademarks and copyright.

Figure 2. Global awareness of IP rights – 2023 vs 2025



Source: WIPO

Globally, consumers² demonstrate the highest awareness levels for copyright, surpassing awareness of trademarks, geographical indications, patents, and designs.

- 1 Awareness index – a share of respondents (%) considered knowledgeable about patents. Condition: personal understanding evaluated as “know very little, fairly well or very well” (subjective awareness), combined with correctly answered control question (objective awareness).
- 2 In the context of this study, the term “consumers” refers to the respondents who participated in the study.

However, the awareness levels of IP rights vary not only by the subject matter but also across and within different world regions.

Awareness of IP rights – regional outlook

When consumers recognize the importance of protecting IP, they become more conscientious about supporting legitimate businesses and acknowledging that creators deserve proper recognition and fair compensation for their work. The WIPO Pulse survey endeavors to establish a foundational awareness baseline, track its development over time, and assess its impact on consumer behavior and attitude shifts. The 2025 results (Figure 3) show an evolving regional awareness outlook that reflects how consumer knowledge of IP rights has changed since 2023.

The 2025 findings indicate that consumers from the Asia-Pacific states drive the overall global awareness, with all five IP rights showing significant gains in awareness indices.

Consumers in Western European and other states show increased awareness specifically for trademarks, while maintaining stable levels for other IP right categories.

In Latin American and Caribbean states, awareness indices for copyright, trademarks and geographical indications are notably high. Overall, awareness levels in this region remain relatively stable.

Consumers from Eastern European states demonstrate the highest awareness indices for patents, copyright and geographical indications compared to other regions. However, there is a slight decline over time in awareness for trademarks and copyright.

While consumers from African states exhibit high awareness of copyright, the newest survey data indicates a decline when compared to 2023. Additionally, awareness of designs has slightly decreased, whereas awareness of trademarks and patents remains stable.

This evolving landscape underscores the importance of targeted awareness campaigns and policy initiatives to further strengthen IP understanding worldwide. The varied regional patterns could be used to develop differentiated strategies that may complement more uniform global approaches.

Figure 3. Awareness index – comparison



Source: WIPO

Perception of IP rights

The survey assesses consumer perceptions³ of five types of IP rights across several dimensions, including trustworthiness, value for money, quality, likelihood of being the first choice, and other relevant factors for IPR-protected products (Figure 4). The findings are based on responses from participants with substantial knowledge of IP rights⁴. Four of these factors were consistently evaluated across all five types of IP rights and are described below. The key findings indicate that consumer attitudes toward IP-protected products are generally strong and exhibit a high degree of consistency worldwide, reflecting a shared understanding of the benefits that each IP right provides to the products and services they protect.

Supporting fair income for creators and innovators

The survey findings reaffirm that consumers recognize the importance of IP rights protection in ensuring fair income for inventors, authors, designers and producers. This acknowledgment is strongly evident across all five world regions and reinforces the societal value of IP rights and the IP system. However, some of these beliefs show a declining trend, particularly among consumers in Eastern European states.

Trust and credibility

Consumers worldwide perceive IP-protected products as trustworthy. This suggests that consumers purchase these products with confidence, trusting in their authenticity, quality and safety. The perception of trustworthiness is strongest in African states, Latin American and Caribbean states, as well as in the Asia-Pacific states.

Perceived value for money

Overall, consumer perceptions of the value proposition of IP-protected products reveal mixed attitudes. Four of the five world regions show moderate or decreasing levels of perceived value for all types of IP rights, with the lowest perceived value for patents and the highest for trademarks and geographical indications. Consumers in African states demonstrate stable attitudes towards all types of IP-protected products, perceiving them as offering better value for money.

IPR-protected products as first choice

When consumers consider IP-protected products as their first choice, it reflects a preference influenced by the overall perceptions of innovation, quality, fairness and other benefits. However, survey findings suggest that this point of view does not necessarily prevail. The strongest and most growing positive perceptions are observed among consumers in African states. In contrast, consumers in Western European and other states and Eastern European states continue to demonstrate doubts toward choosing a product just for being IP-protected.

Among types of IP rights, copyright is the only category showing some positive development in Western European and other states when it comes to choosing IP-protected products. Latin American and Caribbean states demonstrate stable attitudes across the five types of IP rights with the exception of designs, where the values have decreased significantly.

In summary, consumers strongly agree that IP protection ensures fair income for creators and enhances product trustworthiness. However, they are less consistently convinced that IP-protected products offer better value for money or represent their preferred choice when making purchases.

3 The term “perception” refers to the subjective understanding, interpretation or belief that individuals have about a particular product, brand, company or market.

4 Respondents are classified as having knowledge of an IP subject matter if they demonstrate both subjective awareness (answer category “4: I have heard about it and know it either fairly well or very well.” to questions Q3a to Q3e, see Annex B.1 Questionnaire) and objective awareness (as described in Annex C2. Calculation of Awareness Index).

Figure 4. Perception of IP rights

	Western European and other states		Latin American and Caribbean states		Eastern European states		Asia-Pacific states		African states	
	2025	2023	2025	2023	2025	2023	2025	2023	2025	2023
Patents										
More trustworthy	3.84	0.07	4.35	0.09	3.92	-0.14	4.32	-0.03	4.37	0.01
Better value for money	3.37	0.05	3.83	-0.01	3.48	-0.12	3.82	-0.12	4.03	0.04
Better quality	3.62	-0.04	4.10	0.07	3.85	-0.09	4.20	-0.13	4.19	-
My first choice when buying the product	3.40	-0.01	3.89	0.13	3.35	-0.08	4.01	-0.13	3.97	0.12
Ensures fair income for inventors	4.05	-0.06	4.43	0.06	4.17	-0.12	4.48	-	4.41	-0.05
Trademarks										
More trustworthy	3.92	0.13	4.42	-0.03	4.00	-0.13	4.47	-0.03	4.53	-
Better value for money	3.53	0.06	4.05	0.04	3.59	-0.10	4.05	-0.09	4.19	0.03
Better quality	3.83	0.10	4.32	-0.04	3.97	-0.13	4.39	-0.03	4.41	0.02
My first choice when buying the product	3.61	-0.02	4.17	-0.03	3.68	-0.11	4.27	-0.03	4.28	0.02
Designs										
More attractive	3.81	0.05	4.21	-0.17	3.92	-0.04	4.36	0.04	4.34	0.04
Easier to use	3.48	0.09	3.91	-0.12	3.55	-0.04	4.00	-0.11	3.87	-0.02
Better value for money	3.45	0.08	3.83	-0.21	3.59	0.09	3.94	-0.18	4.08	0.07
Better quality	3.61	-0.02	4.07	-0.08	3.78	-0.03	4.23	-	4.12	-0.06
My first choice when buying the product	3.50	0.05	3.93	-0.15	3.45	-0.13	4.02	-0.11	4.08	0.06
Ensures fair income for designers	3.92	-	4.22	-0.12	4.03	-0.11	4.35	-0.05	4.28	-0.04
Copyright										
More trustworthy	3.82	0.10	4.36	0.11	3.87	-0.10	4.38	-0.04	4.41	-
Better value for money	3.50	0.13	3.96	0.09	3.49	-0.05	4.00	-0.06	4.10	0.04
Original	4.17	-0.04	4.66	-	4.36	-0.05	4.64	0.02	4.66	-0.04
My first choice when buying the product	3.67	0.11	4.11	0.04	3.56	-0.04	4.03	-0.12	4.09	0.01
Ensures fair income for authors	4.20	-0.03	4.51	0.07	4.29	-0.10	4.46	-0.10	4.52	0.02
Geographical indications										
Better value for money	3.62	-0.04	4.00	-0.10	3.66	-0.04	4.16	-0.12	4.15	0.03
More authentic	4.27	-0.06	4.46	0.02	4.31	-0.07	4.59	-0.03	4.49	-0.03
My first choice when buying this kind of products	3.85	-	4.07	-0.03	3.76	-0.05	4.30	-0.04	4.12	-0.04
Ensures fair income for producers	3.94	-0.09	4.34	0.02	4.02	-0.10	4.45	-0.01	4.24	-0.02

Scale from 1 to 5, where 1 means "Strongly disagree" and 5 means "Strongly agree"

Source: WIPO

Individual perceptions of innovation benefits and brand encounters

Understanding public attitudes toward IP benefits from conducting an examination on how individuals personally experience and interact with innovation in their daily lives. This section explores two dimensions that shape broader IP perceptions: the personal benefits people derive from innovations across key sectors of their lives, and their frequency of encounters with brands in IP-intensive industries. These baseline measures of innovation appreciation and commercial brand awareness provides insights to better understand the experiential context that influences public attitudes toward IP rights and related public policies.

The results reveal variations across the countries surveyed, highlighting how personal innovation experiences and brand familiarity create the perceptual framework through which people view the broader IP landscape.

Perceived benefits

Consumers across all five regions predominantly perceive the greatest benefits from innovations in 'Digital Communication,' followed by 'Food and Nutrition,' 'Household Appliances' and 'Computer Technology.'

In Western European and other states, there is a notable decline in the perceived benefits of innovation across all sectors measured in this survey (Figures 5a, 5b and 5c). This downward trend is particularly driven by consumers in the United States, where reduced perceived benefits across all measured areas is observed. Similarly, consumers in countries such as Türkiye and Germany are showing decreased confidence in the advantages offered by innovations in several sectors.

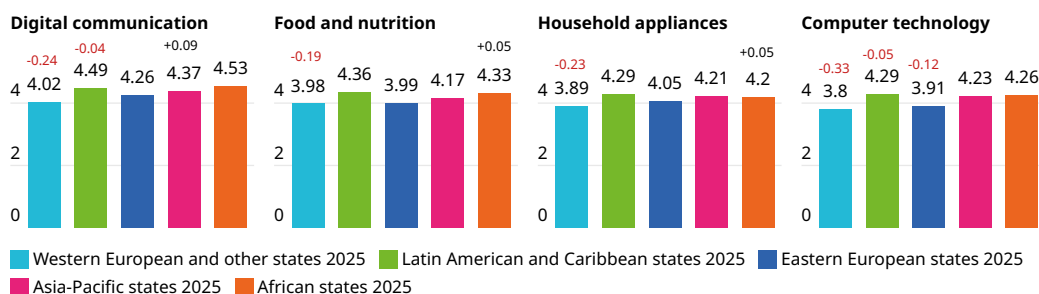
In Latin American and Caribbean states, only 'Digital Communication' and 'Computer Technology' have experienced declines in perceived benefits. Within this region, Mexico shows a decrease across nearly all areas, while Colombia and Argentina also report declines in a few sectors.

Consumers from Eastern European states, which already perceived the least benefit from innovations in the 2023 survey, continue to display a relatively stable outlook. Although some decreases are observed, particularly in Poland, Romania and Hungary, the overall perception remains largely consistent.

The Asia-Pacific states demonstrate a generally stable trend, with high overall confidence in innovation benefits. However, country-level variations show both increases and decreases in perceived benefits. Consumers in China show declines in perceived benefits, except for 'Household Appliances' and 'Digital Communication,' where perceptions have improved. Also, consumers in Japan and Kazakhstan show increased confidence across multiple categories. On the positive side, Saudi Arabia and the United Arab Emirates exhibit more positive views in nearly half of the measured categories. However, Viet Nam diverges from this pattern, experiencing significant declines in perceived benefits across nearly all areas.

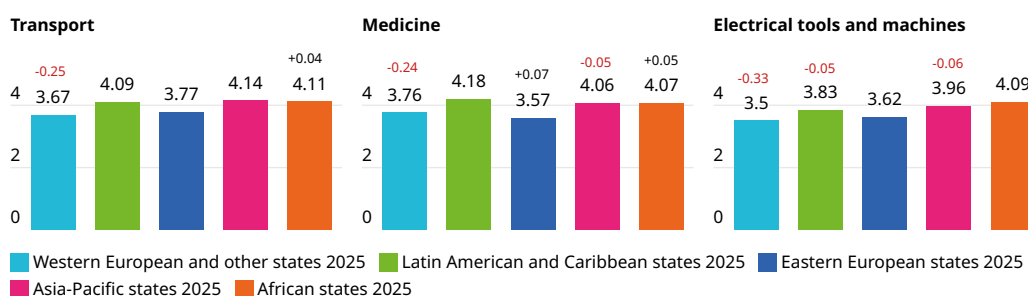
In African states, perceptions of benefits from innovation have increased, except for technology-related categories such as 'Digital Communication,' 'Computer Technology,' and 'Electrical Tools and Machines.' Notably, consumers in countries including the Republic of Tanzania, Mozambique, Angola, Ghana and Nigeria perceive heightened confidence in innovations and their benefits across multiple categories.

In summary, while country trends vary, a clear pattern of shifting perceptions emerge: some regions and countries demonstrate growing confidence innovation benefits, whereas others show declining trust in the value that innovation provides.

Figure 5a. Consumer benefits from innovations in the following areas (highest benefits)

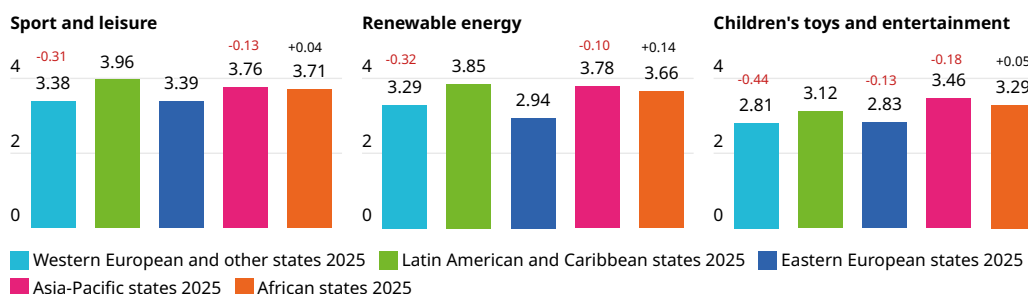
Means values from evaluations on the scale: 1=do not benefit at all to 5=benefit a lot; + / - indicate change from 2023 values

Source: WIPO

Figure 5b. Consumer benefits from innovations in the following areas (moderate benefits)

Means values from evaluations on the scale: 1=do not benefit at all to 5=benefit a lot; + / - indicate change from 2023 values

Source: WIPO

Figure 5c. Consumer benefits from innovations in the following areas (lowest benefits)

Means values from evaluations on the scale: 1=do not benefit at all to 5=benefit a lot; + / - indicate change from 2023 values

Source: WIPO

Consumer perception of brands

The findings (Figure 6) illustrate the interconnectedness of economies and cultures. Overall, the data reveal a relatively homogeneous pattern of consumer behavior across different global regions and product categories. Notably, Western European and other states and Eastern European states show marginally lower levels of brand encounters within the surveyed product categories compared to other regions.

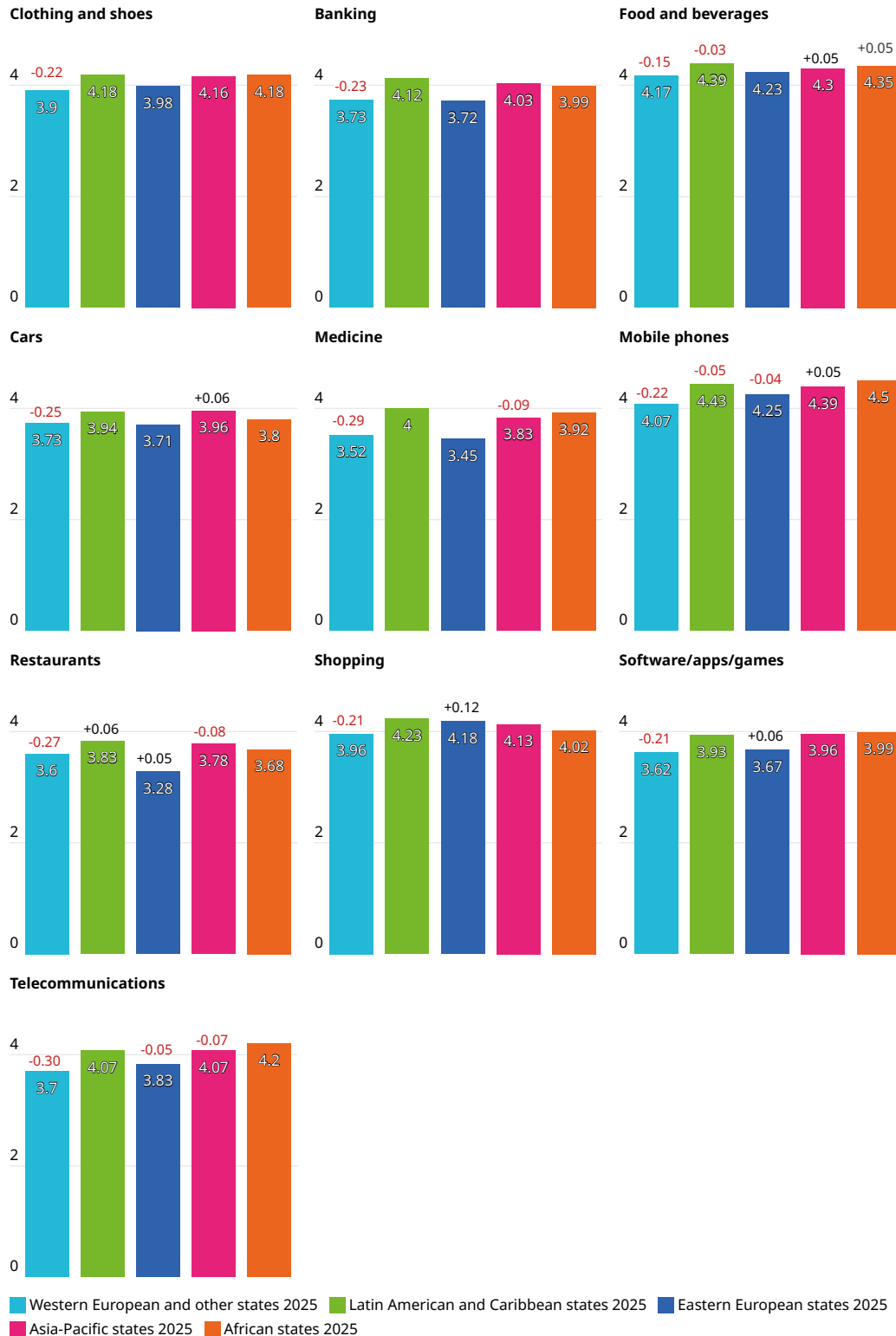
Comparing results between survey waves highlights some significant shifts in several categories. For example, the 'Food and Beverages' category shows both increases and decreases in consumer engagement over time in four regions, while Eastern European states demonstrate no significant change.

Similarly, the 'Mobile Phones' and 'Restaurants' categories demonstrate fluctuations, with some global regions experiencing increased consumer touchpoints while others show declines.

Consumer perception in African states regarding brands in these categories have remained relatively stable over time.

The most significant changes are occurring in Western European and other states, with a substantial decline across all categories and industries. While this trend is primarily driven by the downward movement in the United States, other countries in the region also show notable declines in specific categories.

Figure 6. Consumer touchpoints with brands in the following areas



Mean values from evaluations on the scale: 1=Never to 5=Regularly; + / - indicate change from 2023 values

Source: WIPO

IP rights among women and youth: awareness and perceptions

The IP landscape is experiencing dynamic shifts in awareness and perceptions, particularly among two critical demographic groups that represent both current and future stakeholders in the global innovation economy. Women and youth, as key demographics with distinct perspectives and needs, demonstrate varying levels of IP rights awareness and hold diverse perceptions about the value of IP-protected products across different regions and IP categories.

These demographic groups provide insights into how effectively IP systems are communicating their value proposition and reaching diverse audiences globally.

Understanding their awareness levels and perceptions towards IP rights could enhance the development of inclusive IP policies and targeted outreach strategies that can foster broader public support for IP policies.

The following analysis reveals significant regional variations and complex patterns of change, highlighting both progress in IP awareness building and areas requiring focused attention.

These insights provide guidance for policymakers, IP offices, and stakeholders seeking to enhance public understanding and appreciation of IP rights among these influential demographic segments.

Awareness of IP rights – women and youth

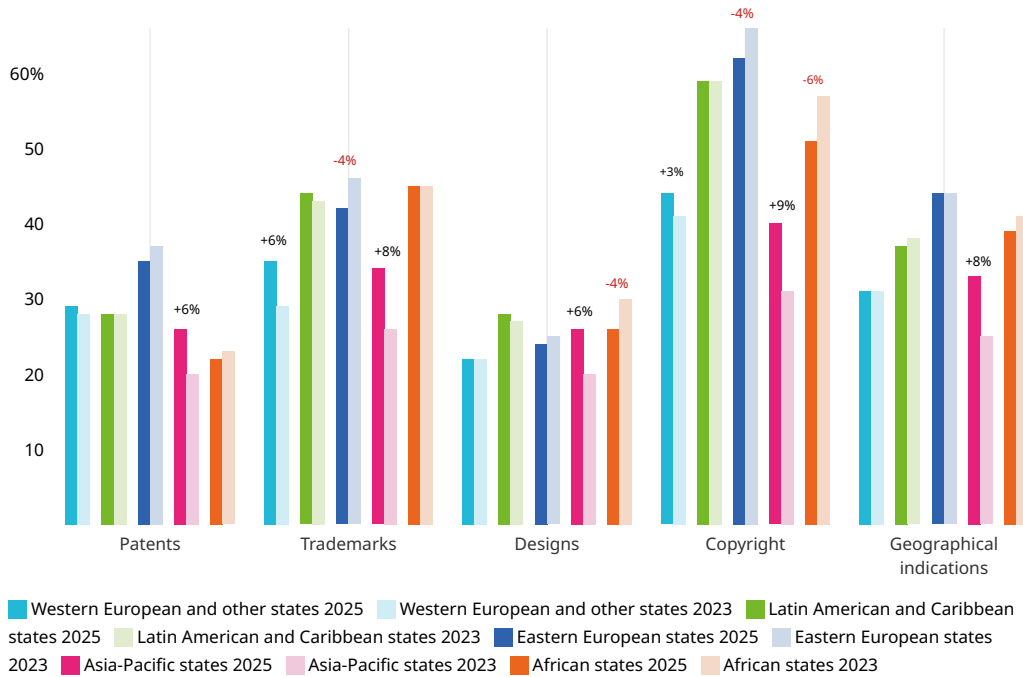
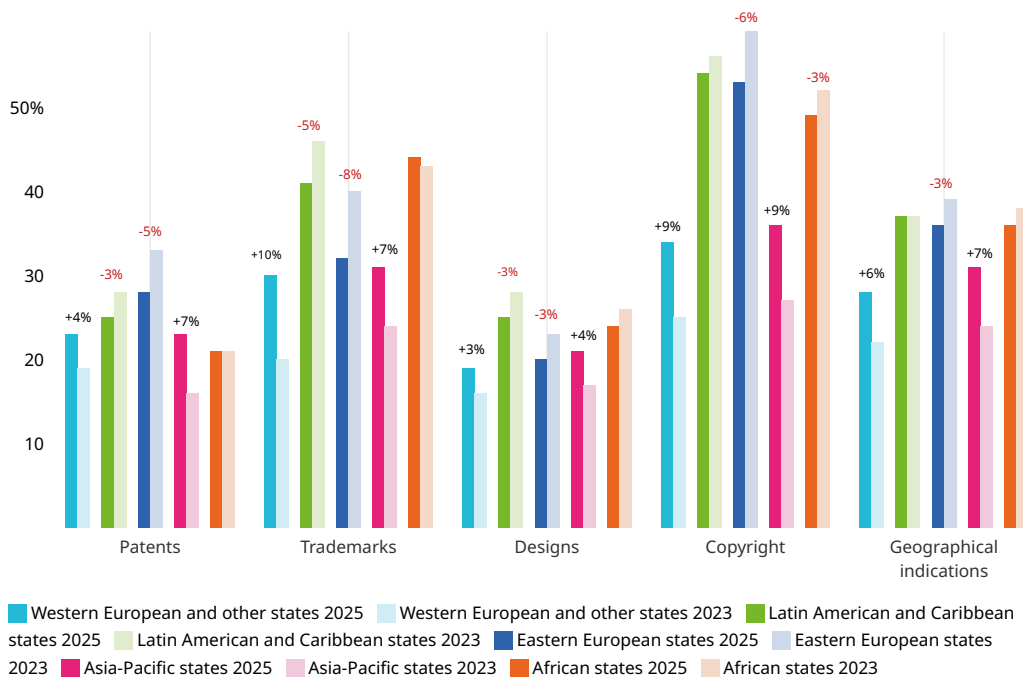
The survey reveals nuanced shifts in women and youth awareness of the different IP rights. These changes provide insights that can inform targeted policy and outreach strategies for each demographic group.

While the Asia-Pacific states drive the overall increase in global awareness of IP rights, the findings indicate that awareness in this region has also grown among both youth and women across all five types of IP rights (Figures 7 and 8).

Western European and other states have also seen increased awareness among youth for all five IP rights. Awareness among women in this region has increased for trademarks and copyright.

While awareness indices among women in Latin American and Caribbean states remained stable for all five IP rights, a decreased awareness of patents and trademarks was observed among youth in this region.

Women from Eastern European states demonstrate the highest awareness indices for patents, copyright, and geographical indications compared to other regions, despite the decrease in indices for trademarks and copyright. However, youth awareness in Eastern European states declined across all five IP rights. In African states, the findings show decreased awareness scores for designs and copyright among both women and youth.

Figure 7. Awareness of IP rights – women**Figure 8. Awareness of IP rights – youth**

Perception of IP rights – women and youth

The survey reveals nuanced shifts in how women and youth perceive the value and benefits of IP-protected products. These perception changes vary significantly by IP right type and region, providing insights that can inform targeted policy and outreach strategies.

Patents: An increasingly optimistic outlook regarding patented products is evident among women and young people in African states. Conversely, the perception has declined among

women in Asia-Pacific states. The lowest confidence in patented products remains among both women and youth in Western European and other states, as well as in Eastern European states, indicating uncertainty in these regions.

Trademarks: The perception of trademarks has weakened among women in Eastern European states and Asia-Pacific states. Similarly, youth in Asia-Pacific states show decreased confidence in trademarks. Interestingly, the perception of trustworthiness of branded products has increased among women in Latin American and Caribbean states. However, youth in Western European and other states are less inclined to prioritize trademarked goods as their primary choice, reflecting regional differences in brand perception and trust.

Designs: The perception of designs has experienced a significant decline among young people in Western European and other states. Additionally, the belief that design-registered products are easier to use and offer better value for money has decreased among women in both Latin American and Caribbean and Asia-Pacific states. Youth in Eastern European states now show a markedly reduced willingness to select IPR-protected goods as their primary option, indicating shifting attitudes towards design protections.

Copyright: In Western European and other states, women increasingly perceive copyrighted products as offering better value for money and being their first choice. However, the belief in the originality of copyright-protected products has declined among youth in this region. Both women and youth in Eastern European states have shown decreasing perceptions regarding fair income for authors. Overall, there is increased doubt about copyright-protected products in Asia-Pacific states among both demographic groups. Conversely, youth in African states demonstrate a strengthening belief in the value and importance of copyright-protected products.

Geographical Indications (GIs): Perceptions of products bearing registered GIs have declined in two key regions: Western European and other states, and Asia-Pacific states. In contrast, youth in Latin American and Caribbean states, as well as in African states, strongly associate GI protected products with better value for money and greater authenticity, highlighting regional differences in appreciation and trust toward GI protection.

Figure 9. Perception of IP rights – women

	Western European and other states		Latin American and Caribbean states		Eastern European states		Asia-Pacific states		African states	
	2025	2023	2025	2023	2025	2023	2025	2023	2025	2023
Patents										
More trustworthy	3.86	0.10	4.39	0.05	3.95	-0.11	4.40	-0.06	4.54	0.10
Better value for money	3.49	0.11	3.85	-0.11	3.57	-0.04	3.93	-0.22	4.13	0.16
Better quality	3.71	0.10	4.17	0.01	3.93	0.03	4.26	-0.21	4.28	0.07
My first choice when buying the product	3.44	0.05	3.90	0.10	3.35	-0.13	4.14	-0.24	4.06	0.18
Ensures fair income for inventors	4.12	0.09	4.47	0.02	4.33	-0.01	4.47	-0.01	4.43	-0.10
Trademarks										
More trustworthy	3.90	0.06	4.42	-0.10	4.01	-0.09	4.51	-0.13	4.54	0.02
Better value for money	3.58	0.06	4.04	-0.10	3.60	-0.13	4.19	-0.11	4.25	0.05
Better quality	3.86	0.10	4.33	-0.08	3.96	-0.17	4.43	-0.10	4.47	0.03
My first choice when buying the product	3.62	-0.03	4.16	-0.10	3.66	-0.15	4.33	-0.13	4.29	-
Designs										
More attractive	3.69	-0.18	4.32	-0.10	3.99	-0.01	4.31	-0.08	4.36	-
Easier to use	3.48	0.06	3.91	-0.17	3.54	-0.07	4.02	-0.28	3.94	0.04
Better value for money	3.50	0.17	3.79	-0.28	3.57	0.01	3.99	-0.25	4.13	0.07
Better quality	3.64	-0.03	4.15	-0.07	3.85	0.02	4.18	-0.12	4.12	-0.08
My first choice when buying the product	3.50	0.05	3.99	-0.07	3.41	-0.15	4.10	-0.07	4.12	0.05
Ensures fair income for designers	4.08	0.14	4.33	-0.11	4.11	-0.18	4.26	-0.10	4.36	0.03
Copyright										
More trustworthy	3.80	0.07	4.40	0.08	3.92	-0.18	4.37	-0.10	4.46	0.04
Better value for money	3.51	0.21	3.96	0.04	3.55	-0.07	4.19	-0.02	4.16	0.05
Original	4.16	-0.05	4.68	-0.02	4.40	-0.04	4.66	0.04	4.68	-0.03
My first choice when buying the product	3.67	0.18	4.11	-	3.54	-0.08	4.08	-0.16	4.14	0.01
Ensures fair income for authors	4.25	0.04	4.52	0.01	4.33	-0.12	4.50	-0.10	4.54	0.03
Geographical indications										
Better value for money	3.66	-0.06	4.06	-0.15	3.68	-0.05	4.24	-0.15	4.24	0.01
More authentic	4.17	-0.15	4.48	0.04	4.24	-0.15	4.57	-0.03	4.54	-0.02
My first choice when buying this kind of products	3.85	-0.01	4.22	0.08	3.69	-0.13	4.43	0.08	4.16	-0.01
Ensures fair income for producers	3.88	-0.13	4.33	-0.10	4.03	-0.12	4.51	0.03	4.31	0.01

Scale from 1 to 5, where 1 means “Strongly disagree” and 5 means “Strongly agree”

Source: WIPO

Figure 10. Perception of IP rights – youth

	Western European and other states		Latin American and Caribbean states		Eastern European states		Asia-Pacific states		African states	
	2025	2023	2025	2023	2025	2023	2025	2023	2025	2023
Patents										
More trustworthy	4.11	-0.03	4.38	0.11	3.86	-0.16	4.39	0.06	4.36	-0.04
Better value for money	3.71	-0.10	3.88	-0.09	3.38	-0.18	3.95	-0.08	4.08	0.05
Better quality	3.85	-0.13	4.25	0.14	3.86	-0.07	4.30	-0.05	4.22	-0.05
My first choice when buying the product	3.65	-0.14	3.97	0.19	3.31	-0.05	4.06	-0.17	3.97	0.15
Ensures fair income for inventors	4.04	-0.05	4.38	-0.05	4.07	-0.06	4.43	-0.02	4.40	-
Trademarks										
More trustworthy	4.08	0.01	4.42	-0.06	3.94	-0.07	4.38	-0.12	4.56	-0.02
Better value for money	3.78	-0.05	4.15	-0.08	3.52	-0.07	3.98	-0.29	4.22	0.04
Better quality	4.01	-0.01	4.35	-0.03	3.96	-0.07	4.43	-0.05	4.45	0.02
My first choice when buying the product	3.73	-0.19	4.20	-0.06	3.66	-0.14	4.17	-0.18	4.30	0.01
Designs										
More attractive	3.95	-0.25	4.41	-0.08	3.86	-0.13	4.35	0.12	4.43	0.05
Easier to use	3.69	-0.25	4.09	0.06	3.62	0.01	4.12	-0.03	3.95	0.07
Better value for money	3.67	-0.18	3.90	-0.09	3.47	-0.12	3.97	-0.14	4.15	0.11
Better quality	3.82	-0.19	4.20	0.05	3.77	-0.04	4.24	0.06	4.19	0.03
My first choice when buying the product	3.75	-0.25	3.94	-0.17	3.40	-0.29	4.09	0.03	4.13	0.11
Ensures fair income for designers	4.04	0.01	4.23	-0.07	4.17	-	4.25	0.01	4.34	0.08
Copyright										
More trustworthy	3.96	-0.08	4.37	0.05	4.02	-0.03	4.28	-0.11	4.54	0.11
Better value for money	3.75	-0.05	3.96	-0.01	3.58	0.01	4.04	-0.05	4.18	0.13
Original	4.12	-0.23	4.64	-0.05	4.37	0.06	4.62	-0.03	4.70	-
My first choice when buying the product	3.81	-0.04	4.08	-0.06	3.63	0.04	3.95	-0.22	4.13	0.09
Ensures fair income for authors	4.12	-0.12	4.47	-0.01	4.27	-0.09	4.36	-0.17	4.53	0.04
Geographical indications										
Better value for money	3.87	-0.18	4.04	-0.21	3.80	0.14	4.20	-0.16	4.18	0.14
More authentic	4.21	-0.28	4.39	-0.06	4.32	0.09	4.49	-0.13	4.57	0.10
My first choice when buying this kind of products	3.98	-0.22	4.12	-0.09	3.82	0.04	4.20	-0.25	4.12	-0.04
Ensures fair income for producers	3.98	-0.19	4.30	-0.05	4.01	0.02	4.41	-0.12	4.30	0.05

Scale from 1 to 5, where 1 means “Strongly disagree” and 5 means “Strongly agree”

Source: WIPO

The role of IP rights in the economy

Public understanding of intellectual property's economic impact represents a critical dimension of IP perception, as consumer beliefs about the economic benefits and challenges of IP rights can potentially influence support for IP policies and innovation frameworks. The complex relationship between IP protection and economic development requires public recognition that the IP system is a tool within innovation and creative policies that can be shaped to provide both positive contributions such as fostering innovation, creating employment and driving economic growth—as well as presenting challenges, including concerns about access, market concentration and economic barriers.

Consumer perceptions of these economic trade-offs vary significantly across regions and reflect diverse economic contexts, development levels and cultural attitudes toward innovation and market regulation. Understanding how different populations perceive the economic impact of IP rights can provide insights for policymakers seeking to communicate the value of the IP system and IP rights protection while addressing legitimate concerns about their economic implications.

The following analysis examines both sides of this perception spectrum, revealing how consumers across different regions evaluate the economic benefits IP rights bring to their national economies alongside their recognition of potential economic challenges, offering a nuanced view of public sentiment toward IP's role in economic development.

The findings indicate that, while the majority of consumers across the globe agree that IP rights are beneficial to their economies, they also pose certain challenges.

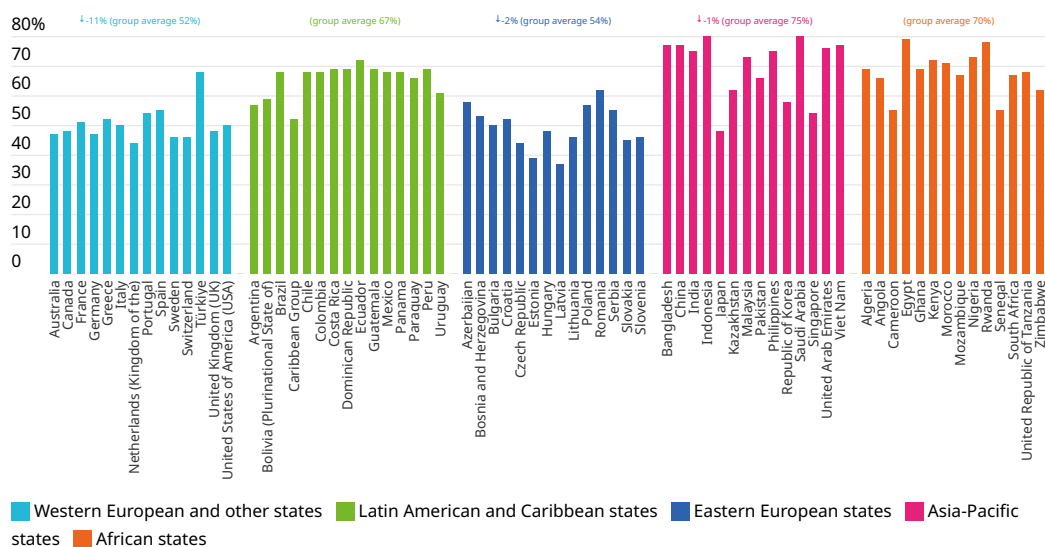
IP rights' impact on economy – benefits

The survey assessed consumer agreement with statements concerning potential economic benefits of IP rights on national economies using a 1-to-5 scale (Figure 12). The findings reveal significant regional variations in how consumers perceive the economic value of IP protection. Consumers in Asia-Pacific states show the highest level of belief in the economic benefits of IP rights among the five regions. Figure 11 illustrates the percentage of respondents who agreed with statements about the economic advantages of IP rights. While overall belief remains strong, some countries such as Japan, Singapore and the Republic of Korea expressed less agreement to these statements. Notably, belief in the positive economic impact of IP rights has increased among Japanese consumers in 2025 compared to 2023. Within this region, only Viet Nam shows a slight negative trend, though it still maintains very high overall levels of support.

In African states, belief in the benefits of IP rights remains stable, with the majority of countries expressing strong agreement. Only Cameroon and Senegal demonstrate somewhat lower levels of support, whereas Ghana, Angola and Mozambique have shown increased agreement over time.

The Latin American and Caribbean states display consistently high and stable beliefs in IPR benefits to the economies across most countries.

In Western European and other states, agreement about the positive impact of IP rights on national economies has declined. This is primarily driven by consumers in the United States, with German consumers also expressing more cautious opinions.

Figure 11. Impact on economy – benefits of IP rights – country overview

Differences in the agreement to the various statements regarding the positive impact of IP rights on the economy are relatively marginal at the level of global regions. That said, there are notable variations at the country level within the regions (Figure 12).

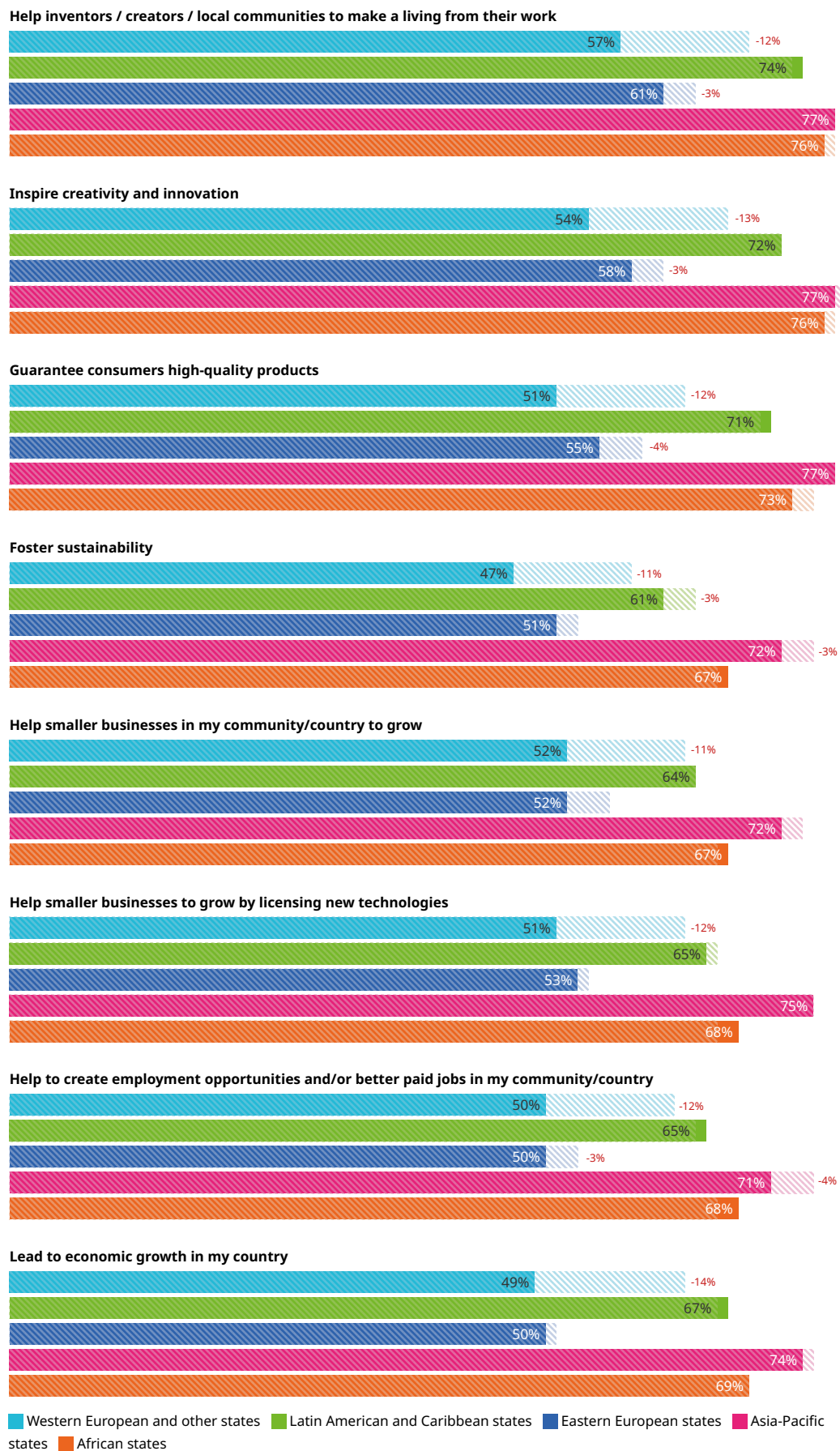
In Western European and other states, agreement with the perceived economic benefits has decreased significantly across all measured statements in the survey. This decline is largely driven by shifting consumer opinions in the United States concerning the benefits of IP rights for the national economy.

Opinions in Latin American and Caribbean states remained generally stable, with the exception of Peru and Mexico showing a fall in agreement with the statement that “IPRs foster sustainability.”

Among the five regions, consumers in Eastern European states agree the least about the economic benefits of IP rights, showing slight declines in agreement across nearly all statements. These reductions are primarily observed in Romania and Bulgaria, although the downward trend is consistent across most countries within this region.

In the Asia-Pacific states, agreement has decreased for three of the surveyed statements. At the country level, perspectives vary: for example, consumers in Bangladesh have significantly increased their agreement that ‘IPRs foster sustainability’, while agreement has declined in India and Viet Nam.

Consumer attitudes in African states have remained mostly stable, with only marginal changes. Notably, Ghana and Mozambique have shown increased agreement with the statement that “IPRs help to create employment opportunities and/or better-paid jobs in my community/ country.”

Figure 12. Impact on economy – benefits of IP rights – global regional trends

IP rights' impact on economy – challenges

The potential challenges associated with IP rights may pose implications for national economies, largely due to their complex nature and the delicate balance they aim to maintain – encouraging innovation while ensuring public access. The survey's second question block examined statements describing potential challenges posed by IP rights on national economies, evaluated using the same 1-to-5 scale (Figure 14). Overall, the survey findings reveal that while consumers across various regions believe in IP rights' positive impact, there is also widespread recognition of the challenges they pose to national economies (Figure 13).

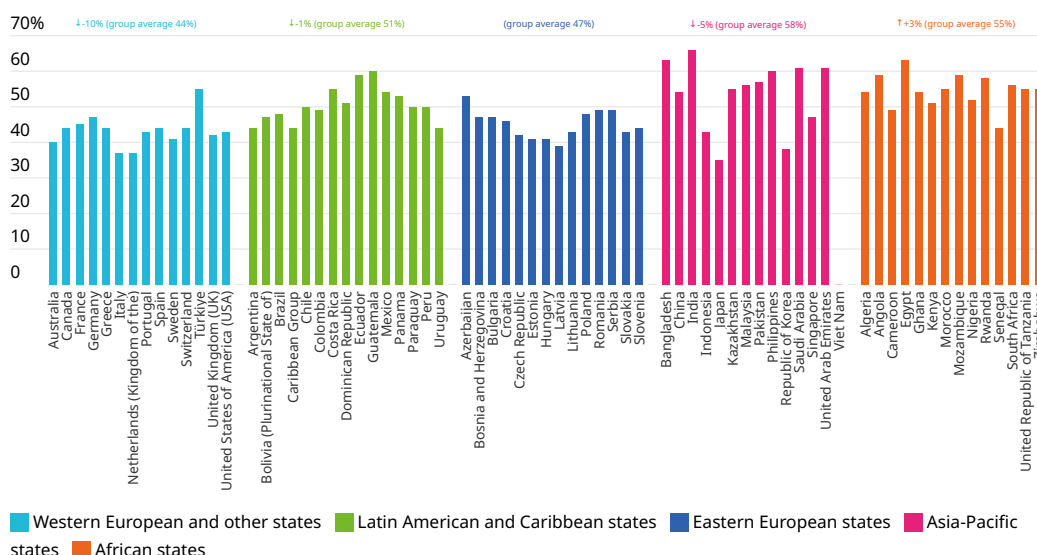
In Western European and other states, there has been a decline in the level of agreement regarding the challenges to national economies associated with IP rights since 2023. This shift is mainly influenced by consumers in the United States, who now perceive these challenges as less impactful. Similarly, consumers in Germany have expressed a more balanced view, acknowledging both benefits and challenges of IP rights.

By contrast, consumers in Latin American and Caribbean and Eastern European states have maintained relatively stable opinions concerning the economic challenges linked to IP rights.

The Asia-Pacific group demonstrated the most diverse perspectives on the challenging impact of IP rights. Overall, the level of consumer agreement on the challenges within this region has declined, with consumers from Indonesia, India, China and Viet Nam driving this positive shift. However, despite this trend, consumers in India and Viet Nam continue to express concerns above the regional average.

In African states, concerns about the challenges associated with IP rights has increased compared to the previous survey. This rise is primarily driven by stronger agreement among consumers in Egypt, Mozambique and Angola, who are increasingly aware of the economic challenges related to IP rights.

Figure 13. Impact on economy – challenges of IP rights – country overview



The findings reveal notable differences across global regions, with significant variations observed at the country level within all five regions.

In Western European and other states, agreement with the perceived challenges associated with IP rights has declined across all surveyed statements. This trend is largely influenced by shifting consumer opinions in the United States, while Germany also showing decreased agreement on most statements.

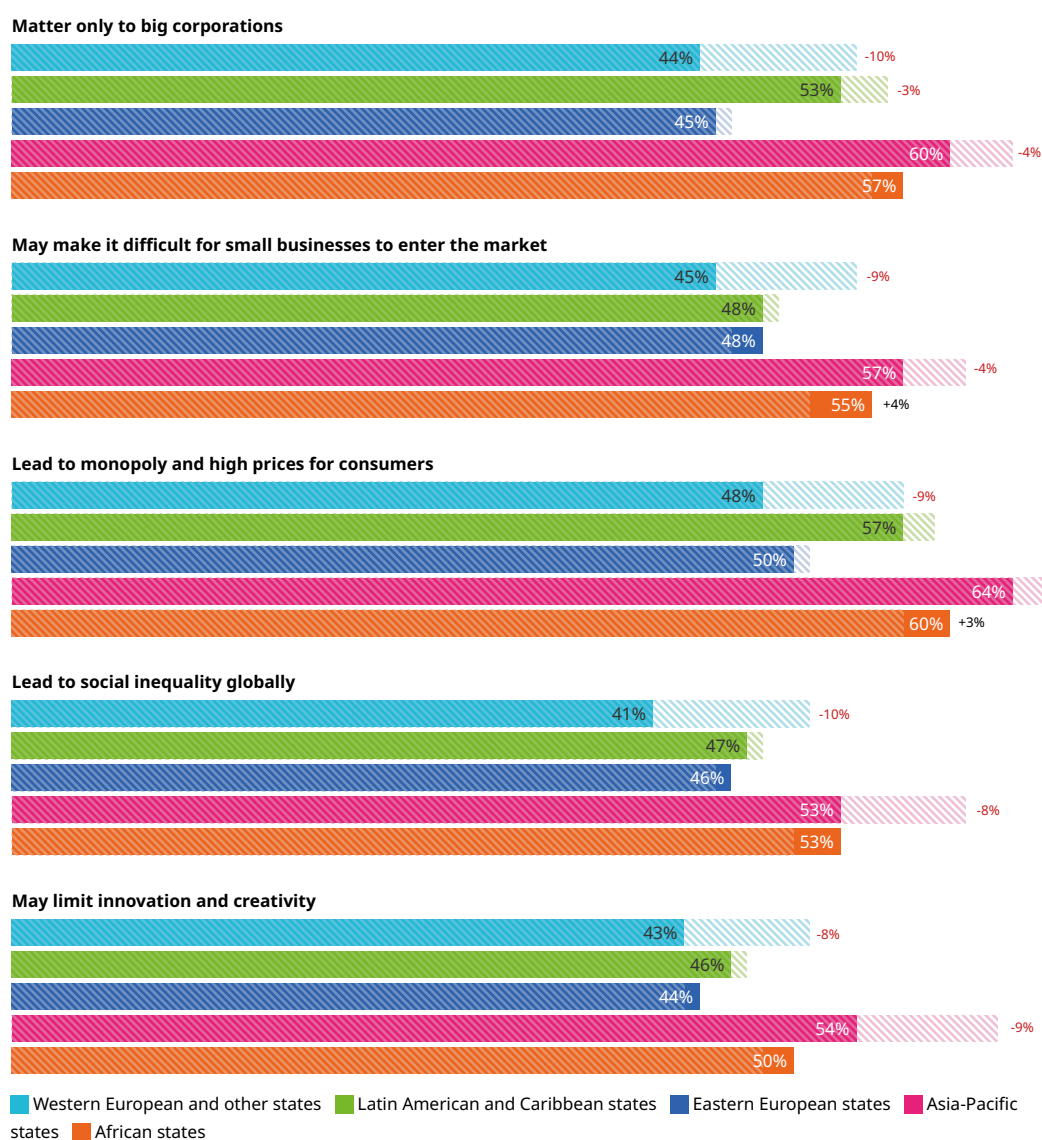
Consumers in Latin American and Caribbean states maintained relatively stable opinions, with the exception of Brazil showing significantly less agreement regarding the statement that “IPRs matter only to big corporations”. Overall, agreement levels with other statements remained consistent across the countries in this region.

In Eastern European states, no significant changes were observed in consumer views toward the statements.

In the Asia-Pacific states, agreement with the five statements about challenges posed by IP rights has decreased. On a country-specific level, consumers in Indonesia, Viet Nam and India have altered their perspectives. Notably, Chinese consumers demonstrated lower levels of agreement as well.

Consumers in African states generally expressed more cautious perspectives regarding the economic challenges associated with IP rights compared to previous wave, showing stronger agreement with related statements. At the country level, Egypt exhibited notable changes across all five statements. Additionally, consumers in Angola and Mozambique demonstrated higher agreement with most of these statements.

Figure 14. Impact on economy – challenges of IP rights – global regional trends



+ / - indicate change from 2023 values

Source: WIPO

In summary, the survey findings indicate that consumers generally continue to believe in the positive economic benefits of IP rights, with high levels of support remaining stable in many of the surveyed countries. The most significant shifts are observed in Western European and other states, particularly driven by consumers in the United States, who have shown a decline in agreement regarding both the benefits and concerns about the challenges of IP rights. The agreement on the benefits has also decreased in Eastern European and some Asia-Pacific states.

While potential challenges posed by IP rights to national economies are acknowledged globally, consumers in African states have become more concerned about issues touched by the survey. Overall, regional and country-specific differences reveal a complex landscape of perceptions surrounding the economic role of IP rights, with some countries exhibiting increased support and others adopting a more cautious stance.

Annex A

A1. Survey methodology

The survey methodology is designed to achieve the outlined objectives. It comprises the definition of the target population, the development of the questionnaire, the quota-based sampling design, the data collection mode and the post-stratification weighting approach. Each of these components is described in the following subchapters.

The target population was defined as the general world population aged 18 to 65. In practice, it is represented in the survey through selected national populations. Quota stratification was designed to ensure data collection across the world regions and to achieve national representativeness within each country. This national representativeness is based on three socio-demographic characteristics: gender, age group and place of residence (region within the country).

The countries are grouped into five global regions following the United Nations Regional groups¹ of Member States: Western European and other states, Eastern European states, Latin American and Caribbean states, Asia-Pacific states, and African states. The survey covers a total of 74 countries, marking an expansion of 24 countries compared to the 2023 wave.

Figure 15. Countries surveyed

Region	Names of the countries
Western European and other states	Australia, Canada, France, Germany, Greece, Italy, Netherlands (Kingdom of the), Portugal, Spain, Sweden, Switzerland, Türkiye, United Kingdom (UK), United States of America (USA)
Latin American and Caribbean states	Antigua and Barbuda, Argentina, Bahamas, Bolivia (Plurinational State of), Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Jamaica, Mexico, Panama, Paraguay, Peru, Trinidad and Tobago, Uruguay
Eastern European states	Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia, Slovenia
Asia-Pacific states	Bangladesh, China, India, Indonesia, Japan, Kazakhstan, Malaysia, Pakistan, Philippines, Republic of Korea, Saudi Arabia, Singapore, United Arab Emirates, Viet Nam
African states	Algeria, Angola, Cameroon, Egypt, Ghana, Kenya, Morocco, Mozambique, Nigeria, Rwanda, Senegal, South Africa, United Republic of Tanzania, Zimbabwe

Source: WIPO

In each country, 500 interviews were conducted with respondents from the target population, with the exception of Antigua and Barbuda, The Bahamas, Jamaica and Trinidad and Tobago. These four were combined into a single “Caribbean states” group due to accessibility and representativeness considerations. Individually, these countries posed challenges such as limited online panel reach, smaller populations and difficulties in achieving consistent national samples. Grouping them allowed for a stable and analytically meaningful respondent base

1 <https://www.un.org/dgacm/en/content/regional-groups>

while still reflecting the region's diversity. A total of 500 interviews were conducted for the "Caribbean States" group as a whole.

In total, 35,500 interviews were conducted worldwide across all 74 surveyed countries.

Figure 16a. Demographic snapshot – age groups



Figure 16b. Demographic snapshot – urbanization



Figure 16c. Demographic snapshot – stopped education at age of



Figure 16d. Demographic snapshot – feel about household's income



Figure 16e. Demographic snapshot – gender



Source: WIPO

A2. Questionnaire design

The 2025 survey used the same questionnaire as in 2023, which had undergone rigorous testing during its initial development phase, including comprehensive pilot interviews conducted under real interview conditions. These pilots ensured the applicability and clarity of question wording, the appropriateness of any explanatory notes, and the overall interview length.

Given the questionnaire's unchanged content and structure in 2025, no additional pilot testing was deemed necessary. The stability of the instrument supports comparability across survey waves, while avoiding respondent fatigue and ensuring continuity in measuring key concepts consistently over time.

A3. Language coverage and adaptation

The final questionnaire, originally developed in English, was translated into 33 languages. These translations were provided and reviewed by WIPO to ensure accuracy and appropriateness for each target country. Through this multilingual approach, the main official national language(s) of each of the 74 target countries were covered comprehensively.

In countries with multiple official languages, such as Bosnia and Herzegovina, Cameroon, Canada, Kazakhstan and Switzerland, respondents were given the option to complete the survey in any of the respective official languages. Additionally, in Morocco, it was also offered in French. These measures were implemented to maximize inclusivity and minimize the exclusion of population groups due to language barriers.

During the translation process, WIPO provided adaptations to address culturally sensitive concepts and ensure the precise translation of intellectual property (IP)-specific terminology, thus preserving the conceptual equivalence and legal relevance across different languages and cultural contexts.

A4. Sampling

Sampling is the process of selecting a subset of individuals from the broader population to collect data relevant to the study's objectives. For the WIPO Pulse survey, the target population was defined as the general world population, operationalized through coverage of 74 countries spanning five global regions.

Data collection was conducted via national online access panels provided by the fieldwork partners Cint² and TGM Research³. These panels consist of individuals who voluntarily register to participate in surveys. Structured sampling procedures were applied within the panels to enhance representativeness. The internet penetration rate in each country was reviewed during survey design to ensure that online panel surveys would be viable for reaching a meaningful segment of the population.

Quota sampling was applied to control for key demographic characteristics such as age, gender and geographical region at the national level. Each national sample was designed to reflect the composition of the population. To ensure minimum analytical power and comparability across countries, the study implemented a fixed target of 500 completed interviews per country. While this leads to disproportionate representation in terms of population size at the global level, it allows for robust analysis at the country level.

Disproportionalities introduced by this fixed-country sampling design were subsequently corrected during the weighting stage through post-stratification adjustments.

A5. Mode of data collection

The survey was conducted using the Computer-Assisted Web Interviewing (CAWI) methodology. This mode was selected for several key reasons. CAWI enables rapid data collection across multiple countries and regions, making it highly suitable for large-scale international surveys. The online format ensures standardized presentation of questions, response options and routing, minimizing interviewer effects and improving data consistency. CAWI allows respondents to complete the survey at their preferred time and pace, which can improve response quality and reduce respondent burden.

To ensure data quality within the CAWI framework, several mode-specific quality control measures were implemented. The survey platform incorporated real-time input validation to prevent inconsistent or out-of-range responses, ensuring data completeness and accuracy. Embedded attention-check questions and minimum completion time thresholds helped identify and exclude inattentive or fraudulent responses. The online panels used for recruitment undergo regular verification procedures, including double opt-in and identity validation, to maintain panel integrity.

2 Cint is an ESOMAR-certified provider of digital research infrastructure, operating one of the largest global networks for online survey sampling.
3 TGM Research is an ESOMAR-certified international company focused on mobile-first survey research, with access to a wide network of verified online respondents worldwide.

Since the CAWI mode was used exclusively across all countries and waves of the survey, mode equivalence concerns commonly associated with mixed-mode designs were inherently avoided. This consistency supports comparability of results across countries and survey years. Additionally, the survey questionnaire was optimized for diverse devices, including desktops, tablets and smartphones, ensuring a consistent respondent experience regardless of device type.

A6. Fieldwork

The survey fieldwork was conducted between February 20 and April 25, 2025. A database-driven sample management system was employed to implement quota controls and monitor progress throughout the fieldwork period.

To promote a representative and random distribution of respondents within the gross sample, panel members were randomly assigned to invitation batches. These batches were processed sequentially, with each batch being closed once the target number of completes was reached. Invitations were distributed across different times of day and multiple days to reduce potential time-of-day bias and maximize response rates.

Prior to the full-scale launch, a soft launch was conducted in each country, consisting of 30 to 50 completed interviews. This phase served to verify the technical functionality and linguistic accuracy of the country- and language-specific web survey versions. Following successful validation, the main data collection phase proceeded to gather the remaining 450 to 470 interviews per country.

The overall average interview duration was approximately 10 minutes.

A7. Data processing and validation

To ensure consistency in data quality and methodological rigor across all participating countries, all processes related to questionnaire programming, data cleaning and dataset preparation were fully centralized.

To safeguard against low-quality responses, a dedicated attention check question was embedded in the questionnaire. Additionally, throughout the fieldwork period, samples of completed interviews from each country were randomly reviewed to assess response validity, internal consistency and overall reliability. These reviews included checks on unusually fast completion times, illogical answer patterns, and evidence of straight-lining. Furthermore, the language-specific interpretation of key questions was monitored continuously during the fieldwork period to ensure conceptual equivalence and clarity across different translations.

Following the completion of fieldwork, all data underwent a multi-stage validation process. This included comprehensive checks for completeness of responses, the correct application of conditional logic, and internal consistency across related items. Particular attention was paid to the plausibility of response patterns, especially for outliers and potentially non-substantive or systematically patterned data entries.

Due to the real-time quality control during data collection, the dataset did not contain missing values requiring imputation. Any interview that failed logic or quality checks during the validation stage was excluded from the final dataset to ensure the integrity and comparability of the results.

A8. Nonresponse analysis

A comprehensive nonresponse analysis was carried out as part of the data quality assurance process. Response rates were calculated for each country to identify potential indications of nonresponse bias. These rates varied across countries but remained well within the expected range for online panel surveys.

To assess nonresponse bias more thoroughly, the characteristics of the data were compared with national socio-demographic benchmarks. This comparison helped detect any deviations resulting from differential participation across subgroups. In most countries, such deviations were minimal, demonstrating the effectiveness of quota-based sampling during fieldwork. Additionally, available information on non-response was used to compare key characteristics with those of respondents. These comparisons revealed no systematic differences likely to impact the survey results.

To address any remaining bias, post-stratification weights were applied. Preventive measures were also implemented during fieldwork to reduce the risk of nonresponse bias from the outset. These included quota controls, random sampling within defined strata, real-time monitoring, and an attention-check question to ensure data quality. Collectively, these measures helped minimize bias and supported the validity and comparability of findings across countries and regions.

A9. Post-stratification weighting

Post-stratification aims to adjust the data after the completion of the fieldwork to better reflect the structure of the target population. For this purpose, weights are calculated and applied to the raw data before generating statistical results. The analysis of the WIPO Pulse survey data produces representative results at the national, world regional and global levels. This representativeness has been achieved through a two-step post-stratification weighting design.

The first step ensures that the data from each country accurately represents its respective national population. To achieve this, quota-based weighting was applied on three key socio-demographic dimensions: gender, age groups and place of residence (region within the country). These quotas have been already in use during sampling and fieldwork to align the collected data as closely as possible with national population targets. However, to correct for any remaining deviations, post-stratification weights are introduced.

The second step of the post-stratification weighting process ensures that the data is also representative at the regional and global levels. Since the same number of interviews was conducted in each country, population weights had to be applied in order to adjust for disproportionate sampling. As a result, each country contributes in proportion to its actual population size, giving more populous countries a greater impact on the regional and global figures.

Data from each of the four Caribbean countries that were combined into a single “Caribbean states” group underwent the first weighting step to improve national representativeness. In a subsequent step, the data from these four countries was aggregated using population weights, similar to the second step of the overall weighting process. Therefore, the “Caribbean states” group reflects well the population of the individual countries and the Caribbean as a region.

The following tables present the actual sample size (number of completed interviews) for each country and country group alongside the population-weighted sample size obtained after the second stage of the post-stratification weighting process. The population-weighted sample size represents the estimated number of individuals in the target population (aged 18 – 65) for each country or country group.

Table 1. Population-weighted sample size – global regions

Country group	Actual sample size	Population-weighted sample size	Percentage of weighted sample
Western European and other states	7,000	542,254,299	13.6%
Latin American and Caribbean states	7,500	370,535,846	9.3%
Eastern European states	7,000	75,859,409	1.9%
Asia-Pacific states	7,000	2,598,214,102	65.1%
African states	7,000	406,732,873	10.2%
Total	35,500	3,993,596,529	100.0%

Source: WIPO

Table 2. Population-weighted sample size – Western European and other states

Country group	Actual sample size	Population-weighted sample size	Percentage of weighted sample
Australia	500	16,998,122	3.1%
Canada	500	26,359,484	4.9%
France	500	40,216,955	7.4%
Germany	500	51,588,282	9.5%
Greece	500	6,442,115	1.2%
Italy	500	34,685,166	6.4%
Netherlands (Kingdom of the)	500	11,114,967	2.0%
Portugal	500	6,531,579	1.2%
Spain	500	30,902,782	5.7%
Sweden	500	6,337,386	1.2%
Switzerland	500	5,722,922	1.1%
Türkiye	500	56,550,782	10.4%
United Kingdom	500	42,028,565	7.8%
United States of America	500	206,775,192	38.1%
Group total	7,000	542,254,299	100.0%

Source: WIPO

Table 3. Population-weighted sample size – Latin American and Caribbean states

Country group	Actual sample size	Population-weighted sample size	Percentage of weighted sample
Argentina	500	28,589,326	7.7%
Bolivia (Plurinational State of)	500	7,221,896	1.9%
Brazil	500	139,809,894	37.7%
Caribbean group	500	3,133,892	0.8%
Chile	500	13,052,409	3.5%
Colombia	500	33,389,277	9.0%
Costa Rica	500	3,403,980	0.9%
Dominican Republic	500	6,663,095	1.8%
Ecuador	500	10,826,859	2.9%
Guatemala	500	10,301,361	2.8%
Mexico	500	83,100,718	22.4%
Panama	500	2,779,514	0.8%
Paraguay	500	4,865,847	1.3%
Peru	500	21,166,740	5.7%
Uruguay	500	2,231,038	0.6%
Group total	7,500	370,535,846	100.0%

Source: WIPO

Table 4. Population-weighted sample size – Eastern European states

Country group	Actual sample size	Population-weighted sample size	Percentage of weighted sample
Azerbaijan	500	6,718,106	8.9%
Bosnia and Herzegovina	500	1,925,341	2.5%
Bulgaria	500	3,905,641	5.1%
Croatia	500	2,370,079	3.1%
Czech Republic	500	6,690,095	8.8%
Estonia	500	843,426	1.1%
Hungary	500	6,033,967	8.0%
Latvia	500	1,381,170	1.8%
Lithuania	500	1,837,652	2.4%
Poland	500	23,497,854	31.0%
Romania	500	11,795,760	15.5%
Serbia	500	4,084,634	5.4%
Slovakia	500	3,466,321	4.6%
Slovenia	500	1,309,362	1.7%
Group total	7,000	75,859,409	100.0%

Source: WIPO

Table 5. Population-weighted sample size – Asia-Pacific states

Country group	Actual sample size	Population-weighted sample size	Percentage of weighted sample
Bangladesh	500	99,046,507	3.8%
China	500	976,571,600	37.6%
India	500	910,931,723	35.1%
Indonesia	500	181,093,900	7.0%
Japan	500	72,152,000	2.8%
Kazakhstan	500	11,586,779	0.4%
Malaysia	500	22,469,620	0.9%
Pakistan	500	120,597,840	4.6%
Philippines	500	69,821,780	2.7%
Republic of Korea	500	36,118,746	1.4%
Saudi Arabia	500	22,145,311	0.9%
Singapore	500	2,775,812	0.1%
United Arab Emirates	500	8,470,255	0.3%
Viet Nam	500	64,432,230	2.5%
Group total	7,000	2,598,214,102	100.0%

Source: WIPO

Table 6. Population-weighted sample size – African states

Country group	Actual sample size	Population-weighted sample size	Percentage of weighted sample
Algeria	500	27,141,071	6.7%
Angola	500	17,031,362	4.2%
Cameroon	500	13,922,624	3.4%
Egypt	500	59,096,128	14.5%
Ghana	500	18,346,386	4.5%
Kenya	500	28,666,344	7.0%
Morocco	500	23,301,688	5.7%
Mozambique	500	14,890,792	3.7%
Nigeria	500	111,429,877	27.4%
Rwanda	500	6,848,328	1.7%
Senegal	500	9,114,654	2.2%
South Africa	500	39,762,461	9.8%
United Republic of Tanzania	500	29,341,567	7.2%
Zimbabwe	500	7,839,591	1.9%
Group total	7,000	406,732,873	100.0%

Source: WIPO

A10. Statistical testing and significance

All reported differences and findings, such as comparisons between the 2023 and 2025 survey results, are statistically significant at the 95% confidence level, unless otherwise noted. Statistical significance is assessed using standard inferential methods, including tests for differences in means and proportions. A p-value threshold of 0.05 is applied, meaning the probability of observing a given difference by chance is less than the specified threshold. This ensures that the highlighted trends and patterns are unlikely to be random variations and instead reflect meaningful differences in the data.

A11. Analytical basis per topic

To clarify the data underlying each thematic analysis in this report, the table below summarizes the analytical basis used. The section “Perception of IP rights” utilizes filtered data: only responses from participants who demonstrated a qualified understanding of the respective IP subject matter were included in the analysis. This approach ensures that the reported findings are based on informed responses.⁴

⁴ Respondents are classified as having substantial qualified awareness of an IP subject matter if they demonstrate both subjective awareness (answer category “4: I have heard about it and know it either fairly well or very well.” to questions Q3a to Q3e, see Annex B.1 Questionnaire) and objective awareness (as described in Annex C2. Calculation of Awareness Index).

Table 7. Analytical basis per topic

Topic	Analytical base
Awareness of IP rights (awareness index)	Full sample
Touchpoints: • Perceived benefits from innovation • Consumer perception of brands	Full sample
Perception of IP rights	Subsample: respondents with substantial qualified awareness of the IP rights
Role of IP rights in the economy	Full sample

Source: WIPO

A12. Inter-wave comparison

To ensure comparability between the 2023 and 2025 surveys, particular attention was given to methodological consistency. The questionnaire remained unchanged in wording, structure and order across both years, allowing for direct comparison of variables without the need for additional harmonization.

The mode of data collection was identical in both waves (CAWI), and the sampling followed the same framework and strategy. The only modification was the exclusion of respondents who had participated in the 2023 survey wave. This step was taken to ensure independent cross-sectional samples and to minimize potential response biases from repeated participation, such as panel conditioning or learning effects. Despite this adjustment, the sampling design continued to follow quota-based principles to ensure national representativeness.

The same 50 countries surveyed in 2023 were included again in 2025, with an additional 24 countries added in this wave. This expansion does not introduce methodological inconsistency, as the same sampling and weighting procedures were applied uniformly across all countries. On the contrary, by broadening the data base with more countries and interviews, it strengthens the reliability of regional and global estimates by improving geographic coverage and reducing variability in the aggregated results.

To verify that observed differences between 2023 and 2025 reflect actual developments rather than methodological inconsistencies, measurement conditions were carefully controlled. Additional socio-demographic benchmarks were monitored throughout and showed no irregular shifts across the survey waves, supporting the stability and comparability of the achieved samples. Where relevant, subgroup analyses, distribution checks, and other validation methods were employed to help confirm that the observed trends represent genuine changes rather than artefacts of measurement.

A13. Limitations

While the survey was designed to ensure high data quality and comparability, several limitations should be acknowledged.

The exclusive use of CAWI excludes individuals without internet access or sufficient digital literacy, potentially underrepresenting certain demographic groups such as older adults or those from particular socio-economic backgrounds. In countries with lower internet penetration, national online access panels may not fully reflect the general population. Post-stratification weights based on population benchmarks were applied to improve representativeness, however, some coverage bias may persist.

Despite preventive measures such as quota sampling and weighting adjustments, certain population segments, particularly harder-to-reach or less engaged individuals, may still be underrepresented. As a result, residual nonresponse bias cannot be entirely ruled out.

The fixed sample size of 500 respondents per country allows for reliable national-level estimates but limits the statistical power of subgroup analyses. Results broken down by age, gender or other socio-demographic characteristics should therefore be interpreted with appropriate caution. For regional and global level representativeness, a second post-stratification weighting step was applied to adjust for differences in national population sizes. This ensures that each country contributes to the results in proportion to its actual population. As a result, individual interviews from highly populated countries carry more weight in the regional and global aggregates than those from smaller countries. This means that variation or outliers within large-population countries can have a disproportionate impact on regional and global results, which should be taken into account when interpreting them.

Annex B

B1. Questionnaire

D1. Please indicate the region in which you are located.

[Country-specific list of regions]

D2. Would you say that you live in a ... ?

1: Rural area or village

2: Small or middle-sized city

3: Large city

9: Prefer not to disclose

D3. In which year were you born?

D4. You are ... ?

1: Male

2: Female

3: Diverse

9: Prefer not to disclose

D5. How old were you when you stopped full-time education?

1: 15 years old or younger

2: 16-19 years old

3: 20 years old or older

4: Still studying/going to school

5: No full-time education

9: Prefer not to disclose

D6. What is your current employment status?

1: Full-time

2: Part-time

3: Unemployed/currently seeking opportunities

4: Retired

5: In education/studying

9: Prefer not to disclose

D7. Which of the following descriptions comes closest to how you feel about your household's income nowadays?

1: Living comfortably on present income

2: Coping on present income

3: Finding it difficult on present income

4: Finding it very difficult on present income

9: Prefer not to disclose

Q1. Thinking about all aspects of your life, to what extent do you benefit from innovations in the following areas?

Use a scale from 1 to 5, where 1 means "I don't benefit at all" and 5 means "I benefit a lot":

1. Medicine

2. Household appliances

3. Digital communication (such as smartphones, video calling and social media)

4. Computer technology

5. Electrical tools and machines

6. Transport

7. Sports and leisure

8. Children's toys and entertainment

9. Renewable energy

10. Food and nutrition

Q2. Thinking about all aspects of your life, how often do you encounter brands in the following areas?

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

1. Clothing and shoes

2. Banking

3. Food and beverages

4. Cars

5. Medicine

6. Mobile phones

7. Restaurants

8. Shopping

9. Software/apps/games

10. Telecommunications

Q3a. How would you evaluate your personal understanding of patents?

What is a patent?

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

1: I have never heard about it.

2: I have heard about it but the word/term only.

3: I have heard about it but know very little about it.

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

Q3b. How would you evaluate your personal understanding of trademarks?

What is a trademark?

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

Q3c. How would you evaluate your personal understanding of registered designs?

What is a design?

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

Q3d. How would you evaluate your personal understanding of copyright?

What is copyright?

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

Q3e. How would you evaluate your personal understanding of geographical indications?

What is a geographical indication?

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

Q4a. How do you think the following things can be protected through the below intellectual property (IP) rights?

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

Select 1 or 2 most appropriate categories.

1: Patent

2: Trademark

3: Registered design

4: Copyright

5: Geographical indication

9: Don't know

Q4b. A brand name (e.g., Coca-Cola) can be best protected through ... ?

Select 1 or 2 most appropriate categories.

Q4c. A logo (e.g., Nike logo shown) can be best protected through ... ?

Select 1 or 2 most appropriate categories.

Q4d. The visual appearance of a product (e.g., the shape of a lamp or a chair) can be best protected through ... ?

Select 1 or 2 most appropriate categories.

Q4e. Creative works (e.g., a song or a book) can be best protected through ... ?

Select 1 or 2 most appropriate categories.

Q4f. A wine sourced and produced only in France (e.g., Champagne) can be best protected through ... ?

Select 1 or 2 most appropriate categories.

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

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

Products protected by patents are:

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

1: 1 = Strongly disagree

2: 2

3: 3

4: 4

5: 5 = Strongly agree

9: Don't know

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

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

Products with a brand/registered trademark are:

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

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

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

Products with a registered design are:

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

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

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

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

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

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

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

Geographical indications are:

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

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

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

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

1. IPRs matter only to big corporations (e.g., because they are complex to protect and enforce – (need for lawyers, budget, etc.))
2. IPRs may make it difficult for small businesses to enter the market (e.g., because IPRs represent an obstacle to start-ups).
3. IPRs lead to monopoly and high prices for consumers (e.g., because only one company produces and sells IP-protected goods)
4. IPRs lead to social inequality globally (e.g., because protected goods are affordable only to higher-income consumers)
5. IPRs may limit innovation and creativity (e.g., because they may make it difficult to research and to collaborate freely)
6. IPRs help inventors/creators/local communities to make a living from their work
7. IPRs inspire creativity and innovation (e.g., by making information on inventions publicly available in patent documents)
8. IPRs guarantee consumers high-quality products (e.g., by safeguarding consumers health or by trusting the reputation of a shoe brand)
9. IPRs foster sustainability (e.g., by encouraging the use of recycled materials and renewable energy)
10. IPRs help smaller businesses in my community/country to grow (e.g., by helping local farmers to protect and promote the products they grow in their area)
11. IPRs help smaller businesses in my community/country (e.g., by licensing new technologies to develop new products or by providing assets to ensure to borrow money from banks or financial institutions)
12. IPRs help to create employment opportunities and/or better paid jobs in my community/country
13. IPRs lead to economic growth in my country

1: 1 = Strongly disagree

2: 2

3: 3

4: 4

5: 5 = Strongly agree

9: Don't know

Annex C

C1. The awareness index

The WIPO Pulse questionnaire was developed based on the assumption that respondents' self-assessed knowledge of intellectual property (IP) rights may not always align with their actual understanding of how these rights apply to goods and services.

In international surveys, cross-country comparisons are often complicated by cultural response styles. In some cultures, respondents may overstate their knowledge or preferences, while in others, modesty or factual restraint is more common. These differences can distort comparisons.

To address this, a factual control question was included for each IP subject to assess actual knowledge. Self-assessed understanding and factual accuracy were then combined into a single measure — the awareness index — as outlined below.

C2. Calculation

The awareness index combines two dimensions of awareness regarding IP subject matter: respondents' self-assessed understanding (subjective awareness) and their demonstrated knowledge (objective awareness).

Subjective awareness is measured using questions Q3a to Q3e (Annex B.1 Questionnaire):

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

Respondents are considered subjectively aware if they selected:

either "3: *I have heard about it but know very little about it*"

or "4: *I have heard about it and know it either fairly well or very well.*"

Objective awareness is measured using questions Q4a to Q4f (Annex B.1 Questionnaire):

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

A respondent is considered objectively aware of a specific IP right if they provided the following correct answer for the corresponding question:

Question

Correct answer(s)

Q4a. A technical invention (e.g., a completely new kind of a battery technology) can be best protected through a ... ?

1: Patent

Q4b. Brand name (e.g., Coca-Cola) can be best protected through ... ?

2: Trademark

Q4c. A logo (e.g., Nike logo, shown) can be best protected through ... ?

2: Trademark

Q4d. The visual appearance of a product (e.g., the shape of a lamp or a chair) can be best protected through ... ?

3: Registered design

Q4e. Creative works (e.g., a song or a book) can be best protected through ... ?

4: Copyright

Q4f. A wine sourced and produced only in France (e.g., Champagne) can be best protected through ... ?

5: Geographical indication OR 2: Trademark¹

To evaluate objective awareness, respondents must provide the correct answer to the respective question. Since questions Q4a to Q4f are multiple-response items, the correct option must be selected exclusively for the answer to be considered valid, that is, without any additional incorrect responses.

Each of these questions corresponds to a specific IP subject matter. A correct response to Q4a indicates objective awareness of patents. Similarly, a correct response to Q4d indicates objective awareness of registered designs, Q4e corresponds to copyright, and Q4f to geographical indications. For trademarks, objective awareness is recognized if the respondent selects the correct answer to either Q4b or Q4c.

A respondent (i) is classified as possessing qualified awareness of an IP subject matter (j) if they demonstrate both subjective (α) and objective (γ) awareness. The awareness index (AI_j) for a given IP subject matter is calculated as the proportion of the target population (n), that shows both subjective and objective awareness of that subject. Formally, the awareness index for IP subject matter is defined as:

$$AI_j = \frac{1}{n} \sum_{i=1}^n \gamma_{ij} \cdot \alpha_{ij}$$

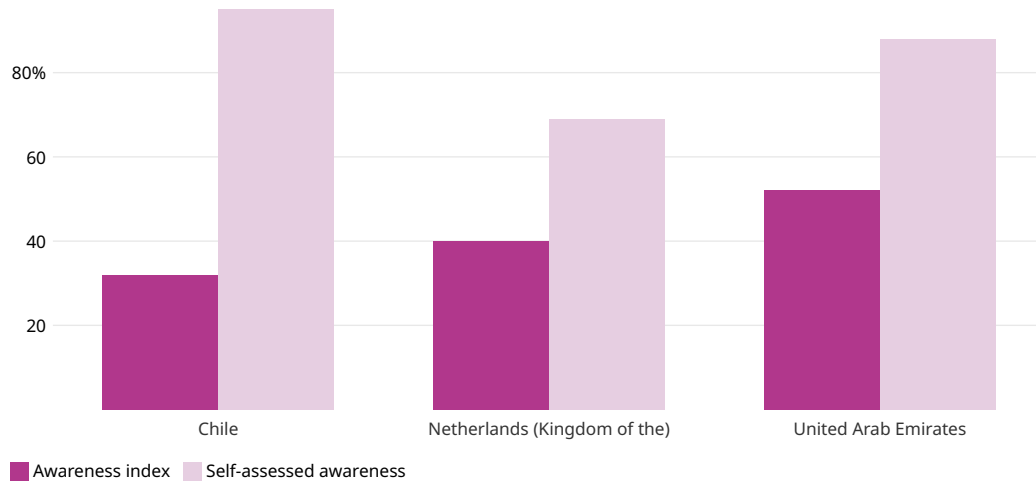
In this formula, γ equals 1 if respondent i correctly identifies the relevant protection mechanism for subject j – and equals 0 otherwise. The second term α equals 1 if the same respondent self-reports awareness of that subject j – and equals 0 otherwise. This calculation ensures that only those respondents who both claim familiarity and demonstrate valid understanding are included in the index.

¹ The correct answer to Q4f includes either the response “5: Geographical indication” or “2: Trademark”, as both accurately reflect how geographical indications are applied in practice.

C3. Relevance

The relevance of the awareness index becomes particularly clear when compared to subjective awareness, which is often the sole indicator used in other studies on the topic. Figure 17 illustrates how, in three randomly selected countries, the awareness index provides a more reliable and meaningful measure of knowledge about trademarks than subjective awareness alone.

Figure 17. Awareness of trademarks in selected countries



Source: WIPO

Subjective awareness levels are consistently higher than the awareness index, as they reflect respondents' self-assessed familiarity without verifying their actual understanding. The substantial discrepancy between the two measures highlights how perceived understanding and demonstrated knowledge can diverge. This pattern is observed across all IP subject matters, regions, and countries.

By incorporating objective awareness as an additional control factor, the awareness index balances subjective self-assessments with demonstrated knowledge. This allows for a more accurate and culturally neutral measure of respondents' understanding of IP rights. As such, the awareness index provides a robust foundation for interpreting the data and mitigating cultural bias in cross-country comparisons.

WIPO Pulse is a landmark survey documenting awareness of and attitudes toward intellectual property (IP) rights. Now in its second edition with significantly extended global reach, based on 35,500 interviews across 74 countries, the survey represents the broadest assessment of its kind and provides a snapshot of how individuals and communities worldwide think and feel about IP.

WIPO Pulse 2025 covers the top-line findings of the survey and describes the research methodology used. The expanded scope enhances its value as a unique resource for policymakers, researchers, educators and others involved in promoting IP rights and raising IP awareness globally.