

TIME Invention Poll

In Cooperation with Qualcomm

Methodology

Phase 1:

Quantitative Online Survey: 2nd September – 27th September 2013

- **Global consumers** are adults over the age of eighteen. Online interviews in in seventeen countries – *the US, Brazil, China, Germany, India, Indonesia, Korea, South Africa, Russia, UK, Turkey, Mexico, Singapore, Sweden, Australia, UAE and Kenya.*
- **‘Broad elites’** have high income/wealth, are highly educated, and regularly follow current events. Online interviews among this audience in sixteen countries- *the US, Brazil, China, Germany, India, Indonesia, Korea, South Africa, Russia, UK, Turkey, Mexico, Singapore, Australia, UAE and Kenya.*
- **Business Decision Makers** have responsibility and decision making authority for at least one department within a large company with a global revenue of over \$10m. Interviews among this audience in fourteen countries - *the US, Brazil, China, Germany, India, Indonesia, Korea, South Africa, Russia, UK, Turkey, Mexico, Singapore and Australia.*

Phase 2:

Qualitative Interviews: 16th September – 9th October 2013

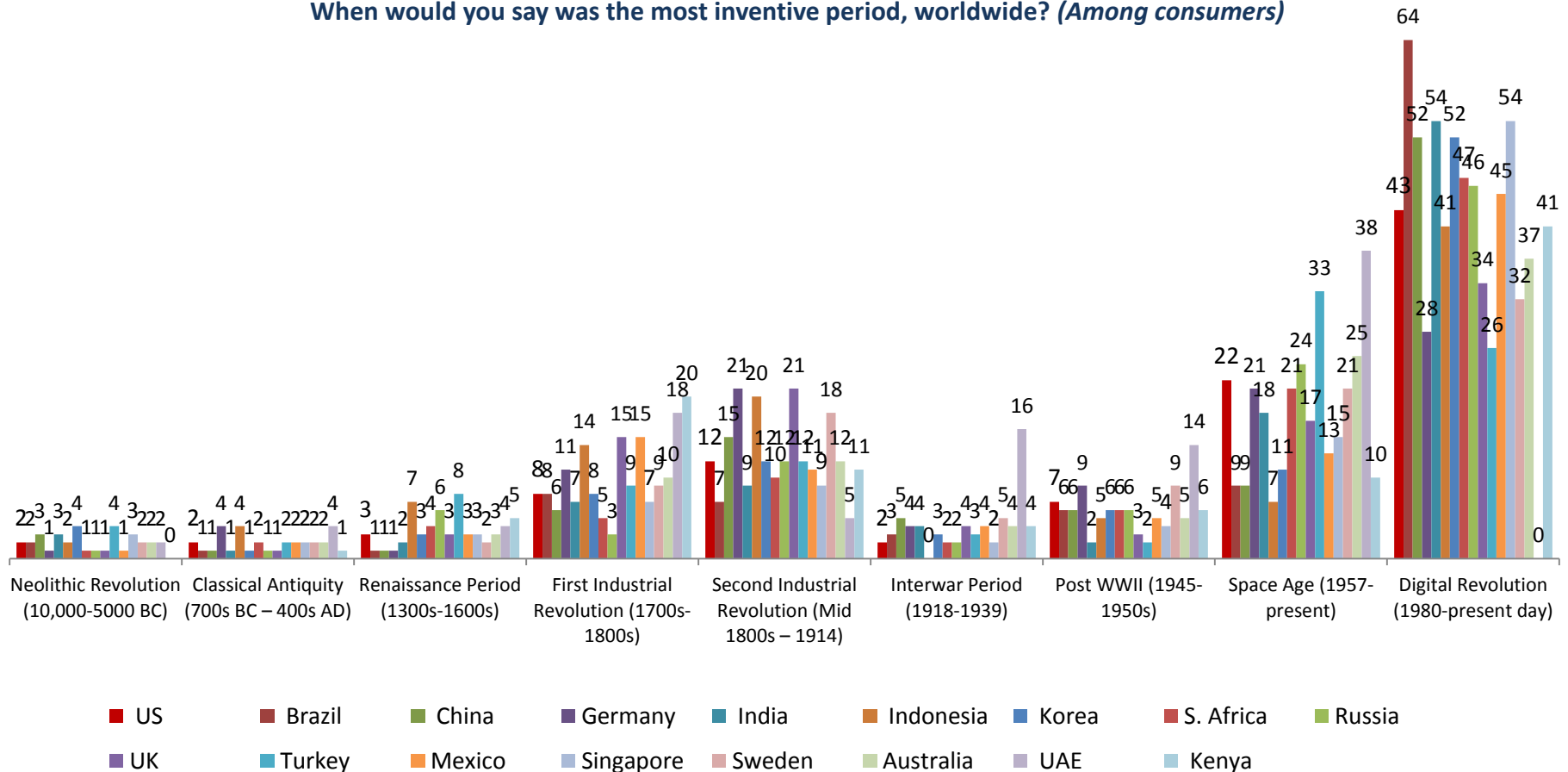
- In-depth interviews in thirteen markets - Australia, Brazil, China, Germany, India, Kenya, Korea, Mexico, Singapore, Turkey, UAE the UK and the US among **Business Decision Makers** and **Invention Policy Stakeholders**.

Quantitative methodology: geographies

	Consumers		Broad Elites		Business Decision Makers	
	n-size	MoE*	n-size	MoE*	N-size	MoE
Global	6133	1.3	2691	1.9	1373	2.6
 United States	400	4.9	200	6.9	100	9.8
 Brazil	200	6.9	77	11.2	50	13.9
 China	400	4.9	331	5.4	266	6.0
 Germany	400	4.9	200	6.9	103	9.7
 India	400	4.9	203	6.9	102	9.7
 Indonesia	200	6.9	75	11.3	50	13.9
 Korea	401	4.9	203	6.9	100	9.8
 South Africa	220	6.6	75	11.3	50	13.9
 Russia	201	6.9	75	11.3	50	13.9
 UAE	400	4.9	200	6.9	-	-
 Kenya	507	4.4	50	13.9	-	-
 Turkey	401	4.9	201	6.9	100	9.8
 Mexico	401	4.9	200	6.9	100	9.8
 Singapore	400	4.9	200	7.0	101	9.8
 Sweden	401	4.9	-	-	-	-
 Australia	400	4.9	201	6.9	100	9.8
 UK	401	4.9	200	6.9	101	9.8

The history of invention

When would you say was the most inventive period, worldwide? *(Among consumers)*



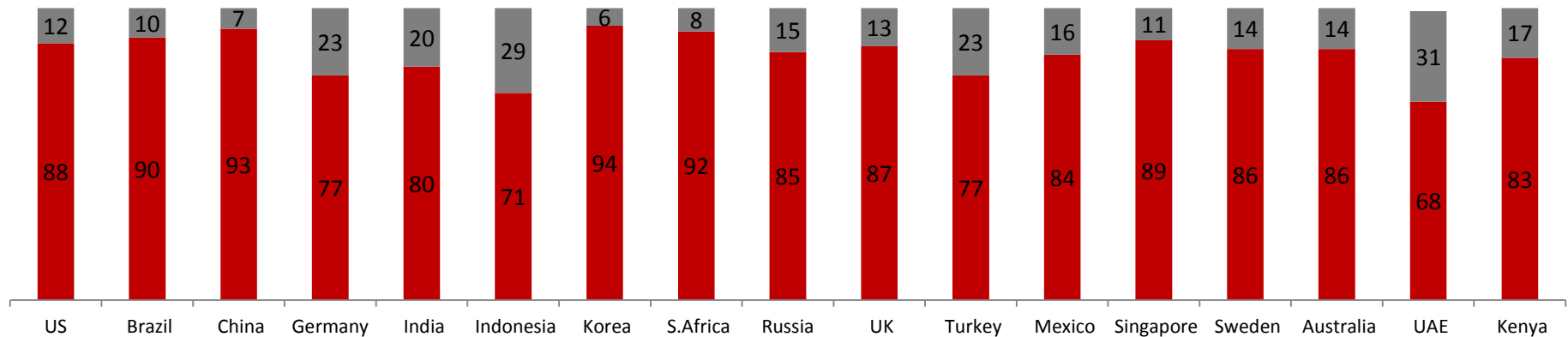
Base: Consumers: US=400, BRA=200, CHN=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

The age of invention

Which of these statements do you agree with most? (Among consumers)

■ We live in an age of invention

■ True invention is a thing of the past



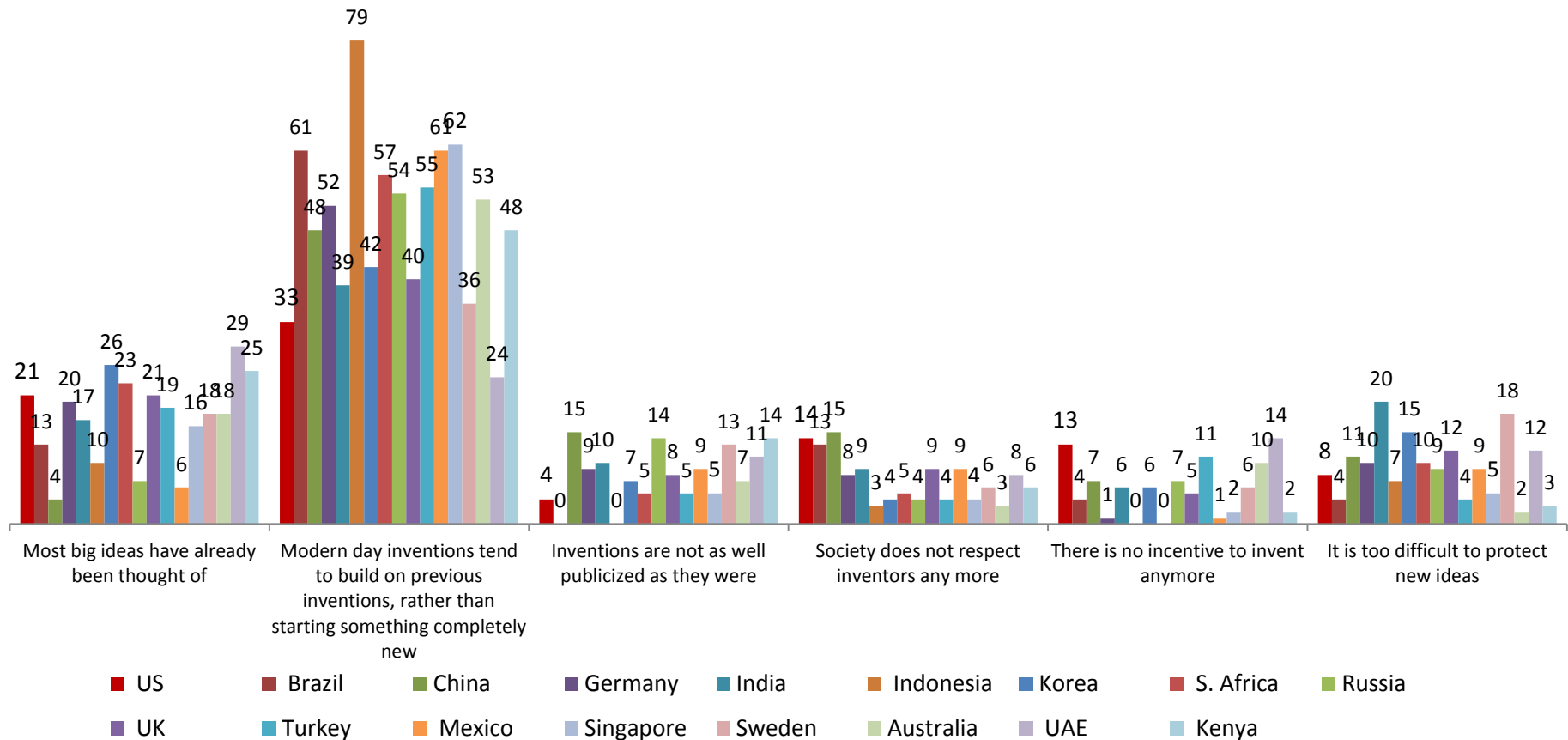
%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
We live in an age of invention	87	82	88	83	83	89
True invention is a thing of the past	13	18	12	17	17	11

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Could true invention be a thing of the past?

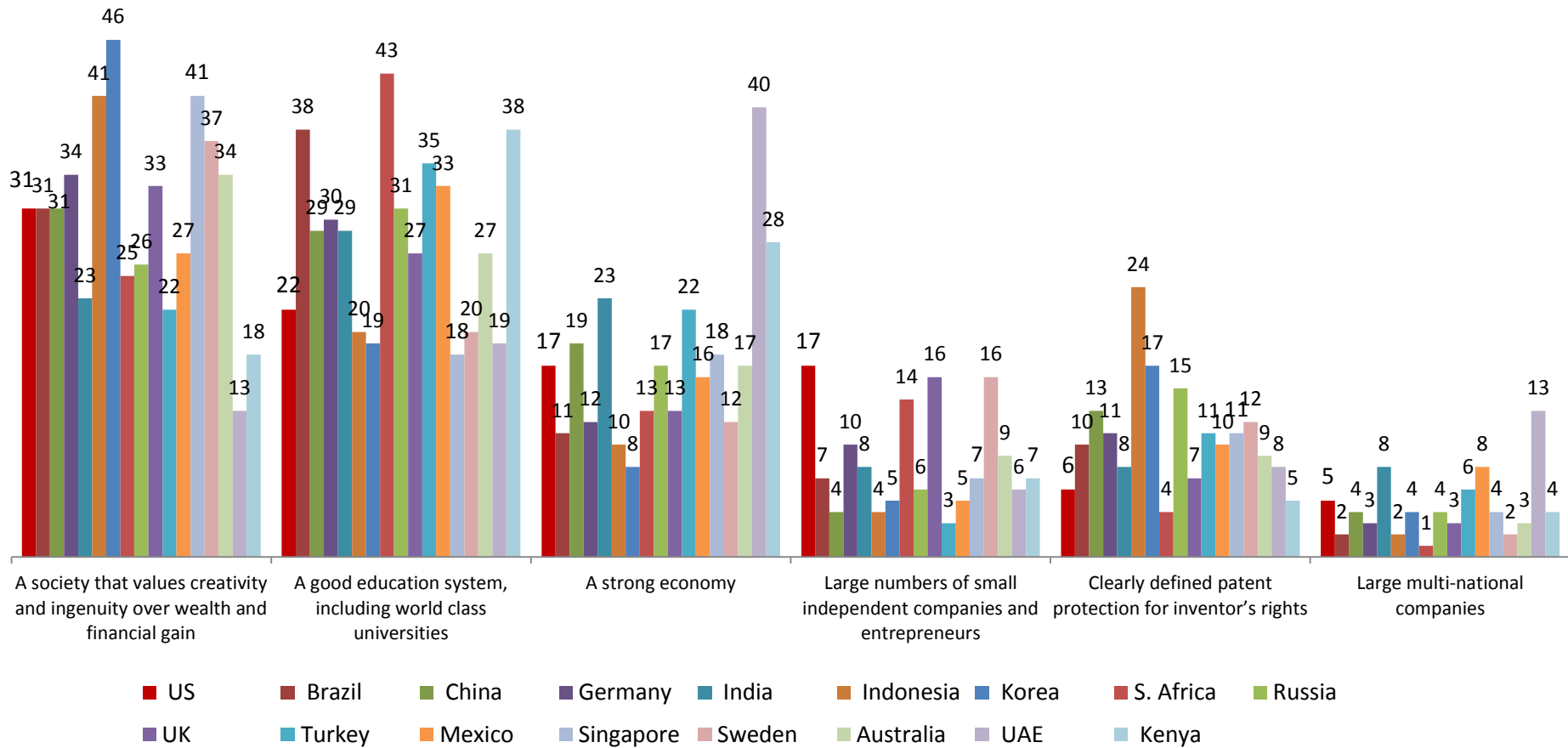
Why do you say that?
(Among consumers that said true invention is a thing of the past)



Base (among consumers that said true invention is a thing of the past) : US= 48, BR=21, CN=27, DE=90, IN=82, ID=58, KO=25, ZA=17, RU=31, UK=55, TR=82, MX=65, SG=45, SW=54, AU=57, UAE=124, KEN=87

Fostering a culture of inventiveness

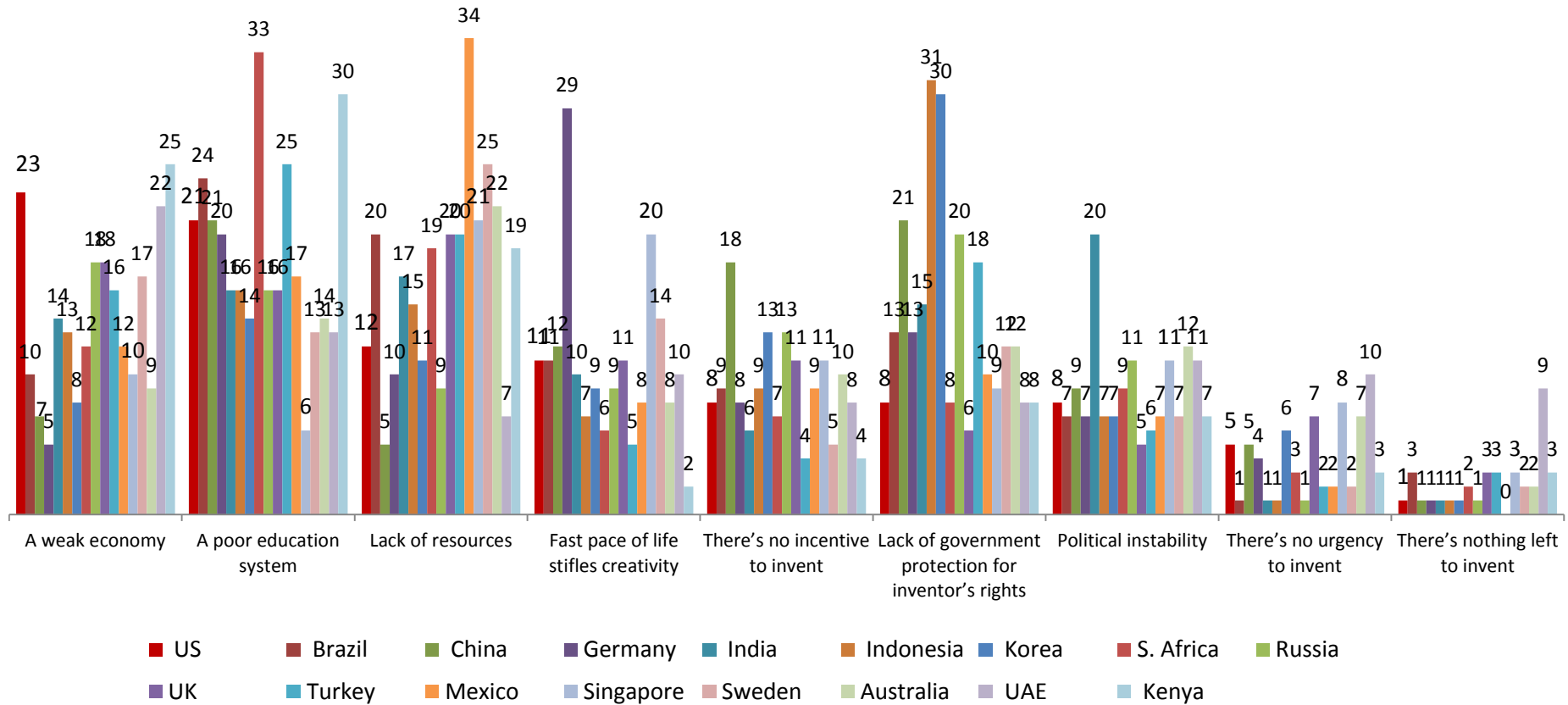
Which of the following would you say are the most important for fostering a culture of inventiveness? *(Among consumers)*



Base: Consumers: US=400, BRA=200, CHN=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Barriers to invention

In your opinion, what are the biggest barriers to invention today? (Among consumers)



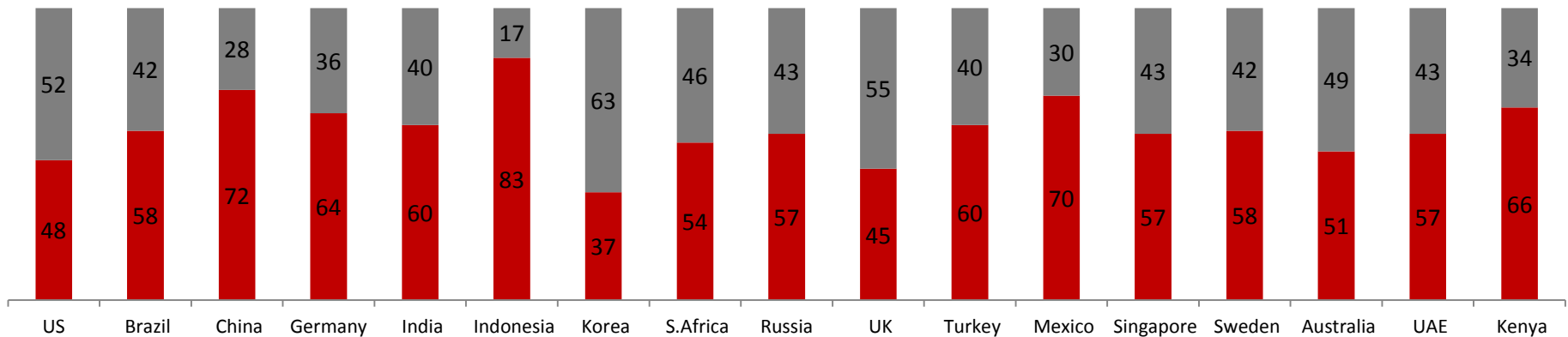
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The objectives of the inventive process

Which of these statements do you agree with most? (Among consumers)

■ Inventions are usually the intended outcome of a clear idea

■ Inventions are usually the by-product of another aim



%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Inventions are usually the intended outcome of a clear idea	51	64	49	67	50	73
Inventions are usually the by-product of another aim	49	36	51	33	50	27

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

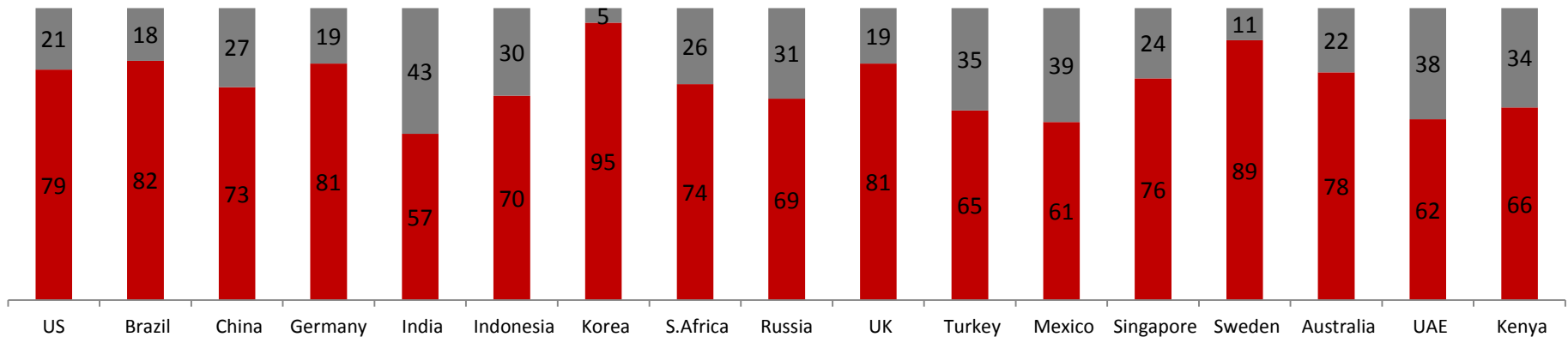
Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

The inventive process is continuous

Which of these statements do you agree with most? (Among consumers)

■ Invention is happening everywhere

■ Genuine inventions only come along once in a lifetime



%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Invention is happening everywhere	83	66	81	72	77	72
Genuine inventions only come along once in a lifetime	17	34	19	27	23	28

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

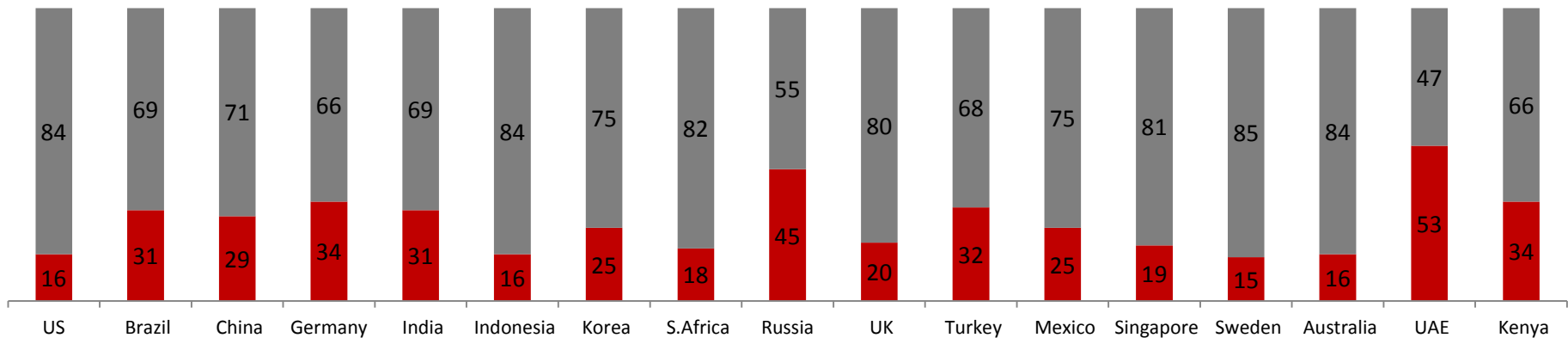
Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Invention is an on going, evolutionary process

Which of these statements do you agree with most? (Among consumers)

■ Inventions are usually instant and ground-breaking ideas

■ Invention is usually a constantly evolving, on-going process



%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Inventions are usually instant and ground-breaking ideas	21	32	23	33	31	35
Invention is usually a constantly evolving, on-going process	79	68	77	67	69	65

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

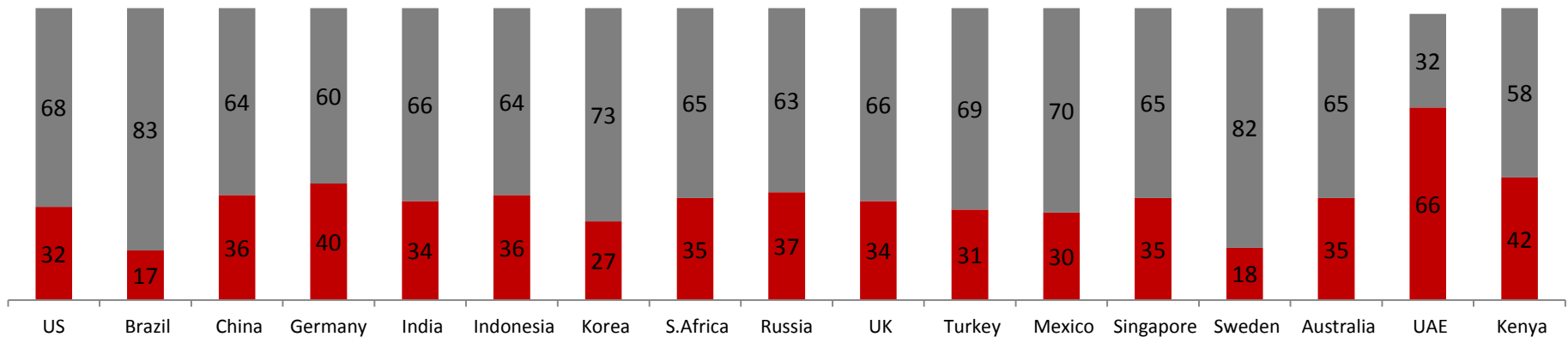
Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

The inventive process vs the end product

Which of these statements do you agree with most? (Among consumers)

■ Invention is as much about all the different ingredients and ideas that go into new products, as the end product itself

■ Invention is about producing a tangible end product



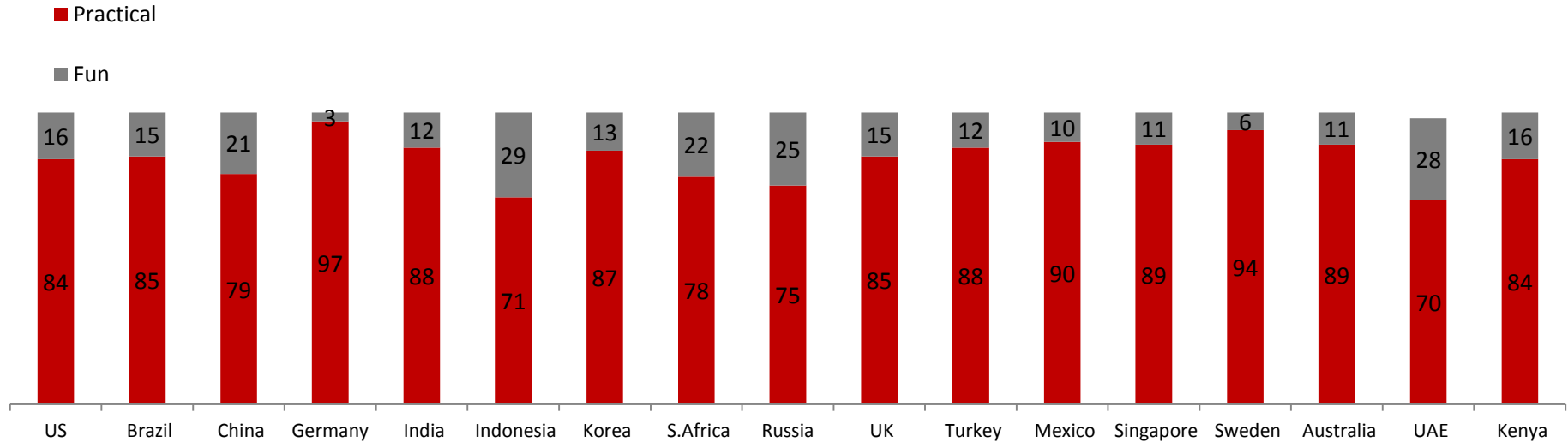
%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Invention is about producing a tangible end product	32	38	33	35	34	27
Invention is as much about all the different ingredients and ideas that go into new products, as the end product itself	68	62	67	65	64	73

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

The practicality of invention

Which of these statements do you agree with most? (Among consumers)



%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Practical	89	82	88	83	80	73
Fun	11	18	12	17	20	27

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

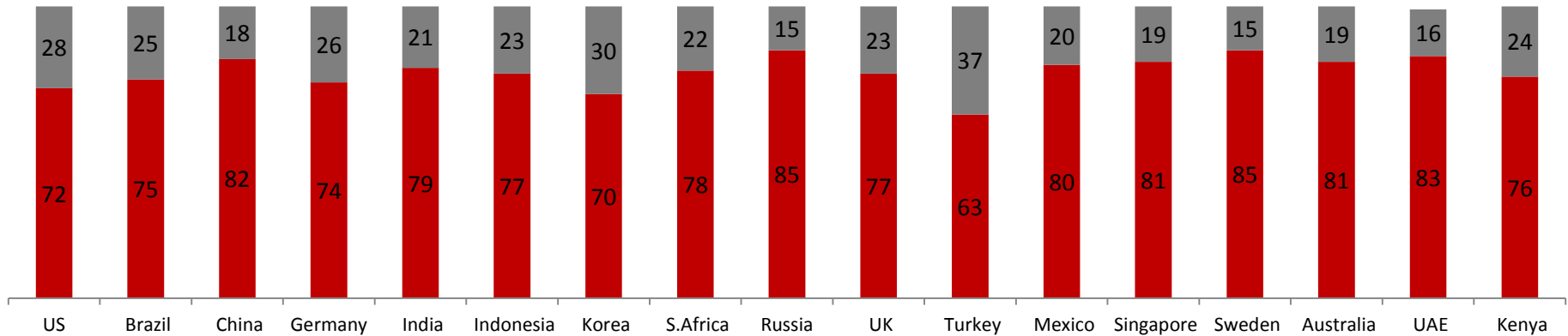
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Collaboration

Do you think invention today is....? (Among consumers)

■ More collaborative than it was in the past

■ Less collaborative than it was in the past



%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
More collaborative than it was in the past	77	77	76	83	79	87
Less collaborative than it was in the past	23	22	24	17	21	13

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

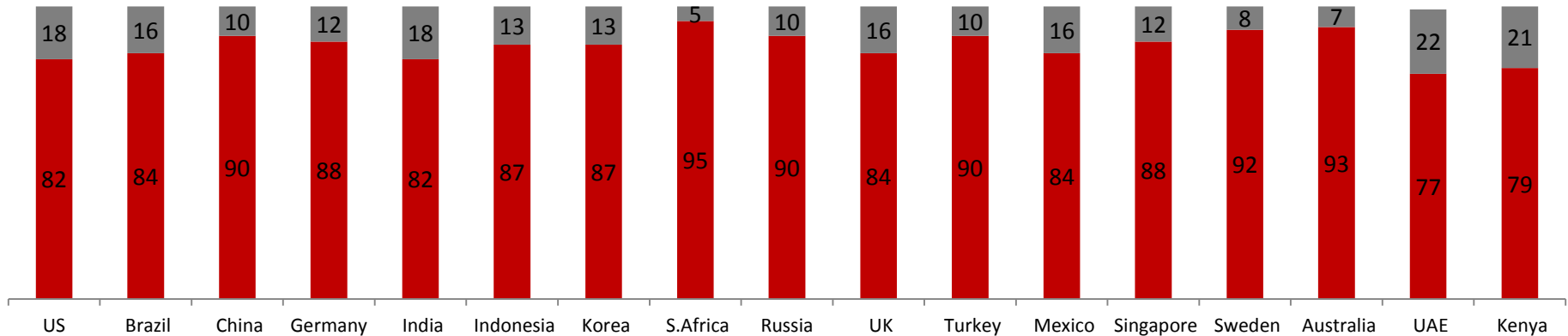
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The impact of collaboration

Do you think invention today is....? (Among consumers)

■ Collaboration and sharing ideas usually lead to better inventions

■ Collaboration usually dilutes ideas and slows down the creative process



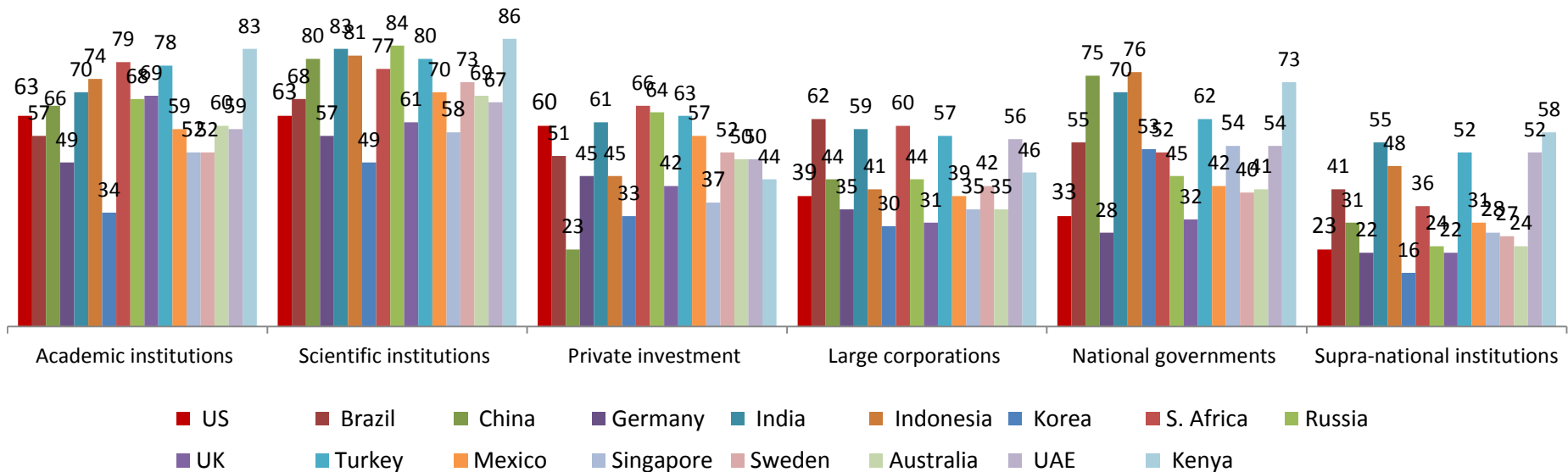
%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Collaboration and sharing ideas usually lead to better inventions	88	85	84	85	75	90
Collaboration usually dilutes ideas and slows down the creative process	12	15	16	15	25	10

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Institutions necessary for invention

How important would you say each of these institutions are in facilitating invention?
(% saying very important among consumers)



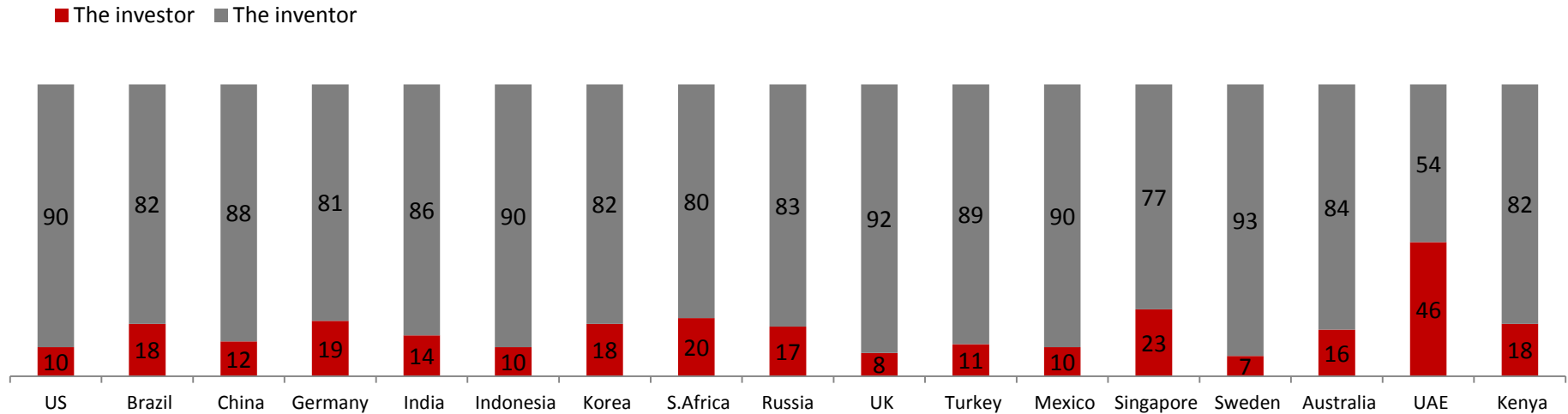
% v. important	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
National governments	40	61	36	63	47	66
Supra-national institutions	23	45	18	46	28	46
Large corporations	35	51	34	55	41	62
Academic institutions	54	69	52	70	55	73
Private investment	45	52	47	56	51	48
Scientific institutions	62	76	58	80	57	83

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

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The relationship between the inventor and the investor

Who is more important...? (Among consumers)



%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
The investor	14	18	15	17	21	14
The inventor	86	82	85	83	79	86

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

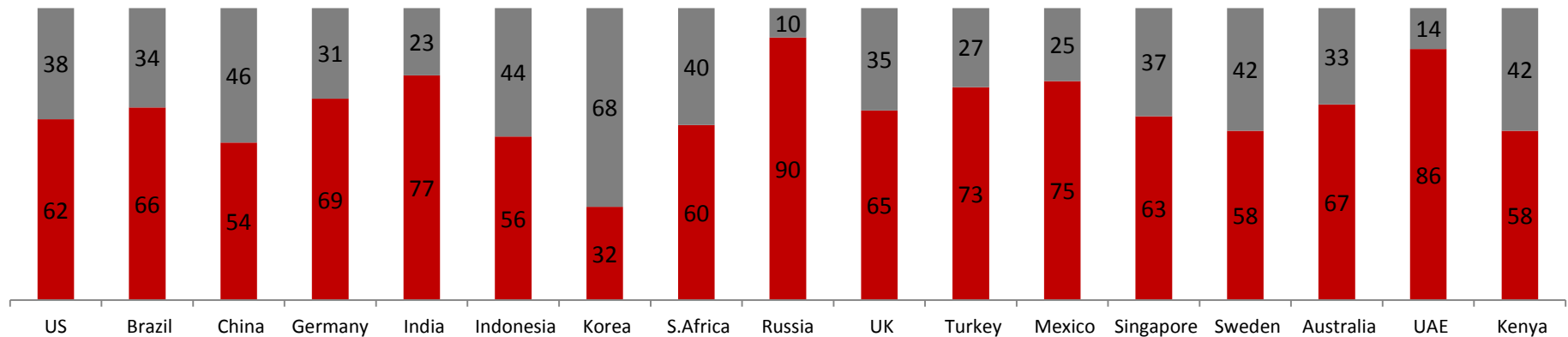
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Who can be an inventor?

Would you say that inventiveness is mostly...? (Among consumers)

■ Inventors are unique and talented individuals

■ Today, anyone can be an inventor



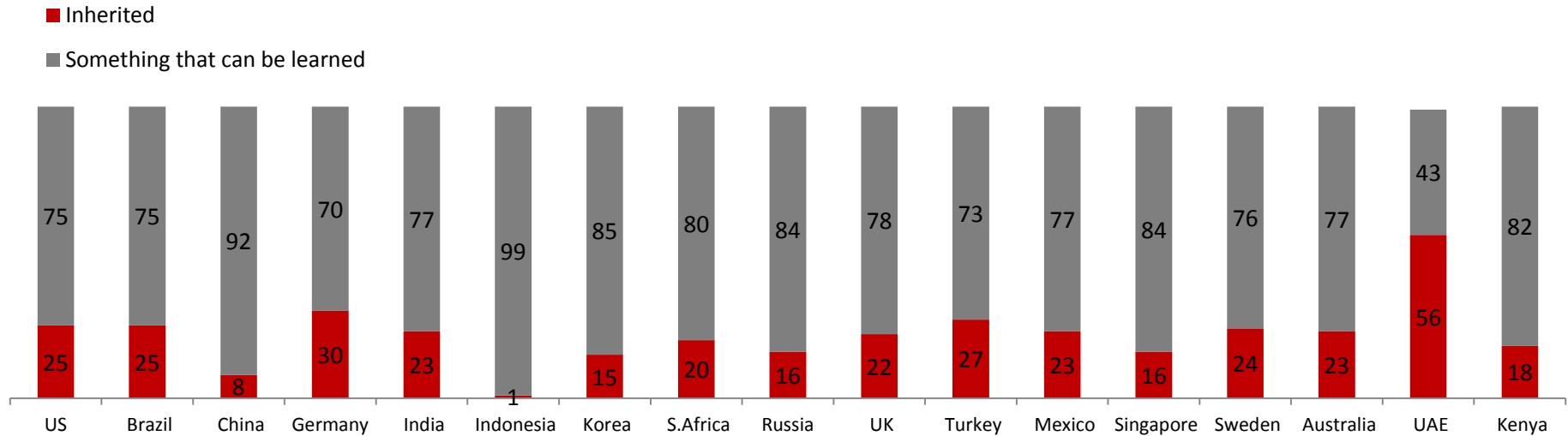
%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Inventors are unique and talented individuals	59	70	59	64	58	71
Today, anyone can be an inventor	41	30	41	36	42	29

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

The origins of inventiveness

Would you say that inventiveness is mostly...? (Among consumers)



%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Inherited	22	23	26	22	24	18
Something that can be learned	78	77	74	78	76	82

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

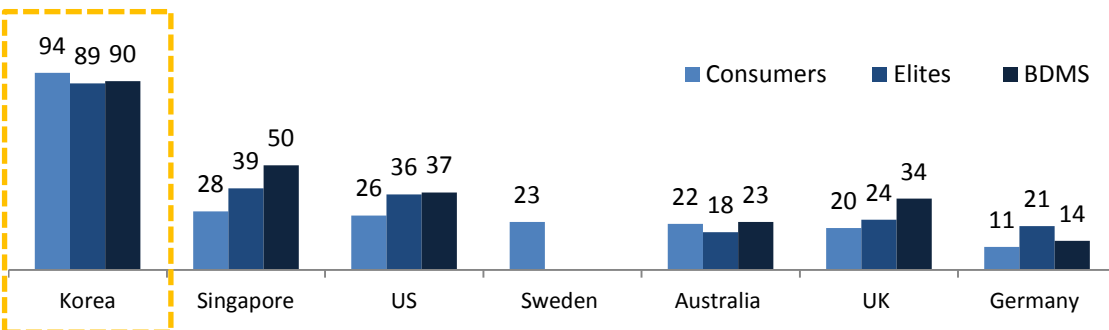
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Do people consider themselves to be inventors?

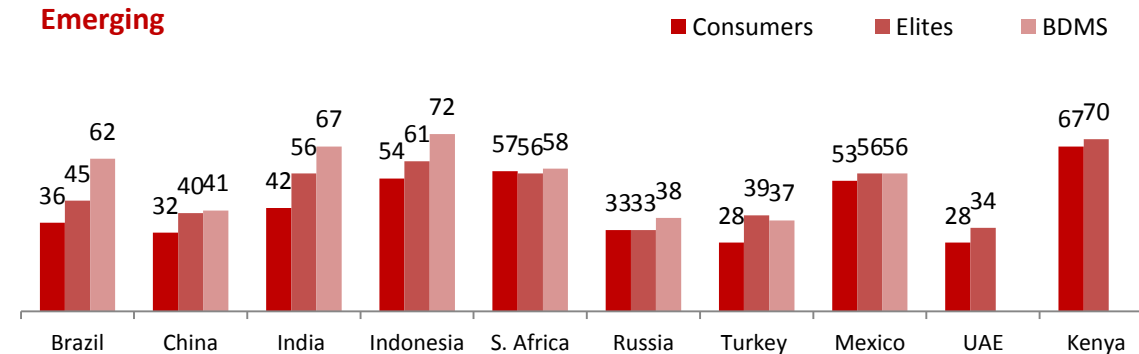
- Overall those in emerging markets are more likely to consider themselves inventors, particularly business decision makers however Korean consumers are the most likely.
- Men are more likely than women to consider themselves inventors, and young people are slightly more inclined than older people to think of themselves as inventors

Regardless of what it is you make or do for a living, do you think of yourself as an inventor?
(% yes among consumers)

Mature



Emerging



% yes	Mature	Emerging
Male	35	48
Female	29	37

% yes	Mature	Emerging
18-24	37	47
25-34	34	50
35-44	34	45
45-54	33	37
55+	27	29

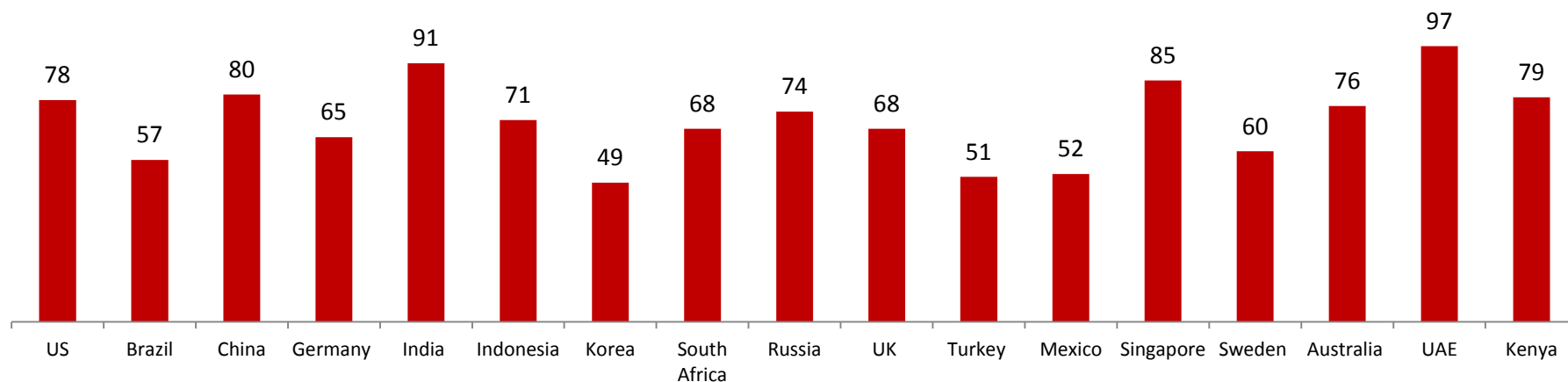
% yes	Mature	Emerging	Overall
Consumers	32	43	38
Elites	38	46	43
BDMS	41	50	46

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Are inventors respected in society today?

To what extent would you say that inventors are respected in society today?
(% saying respected)



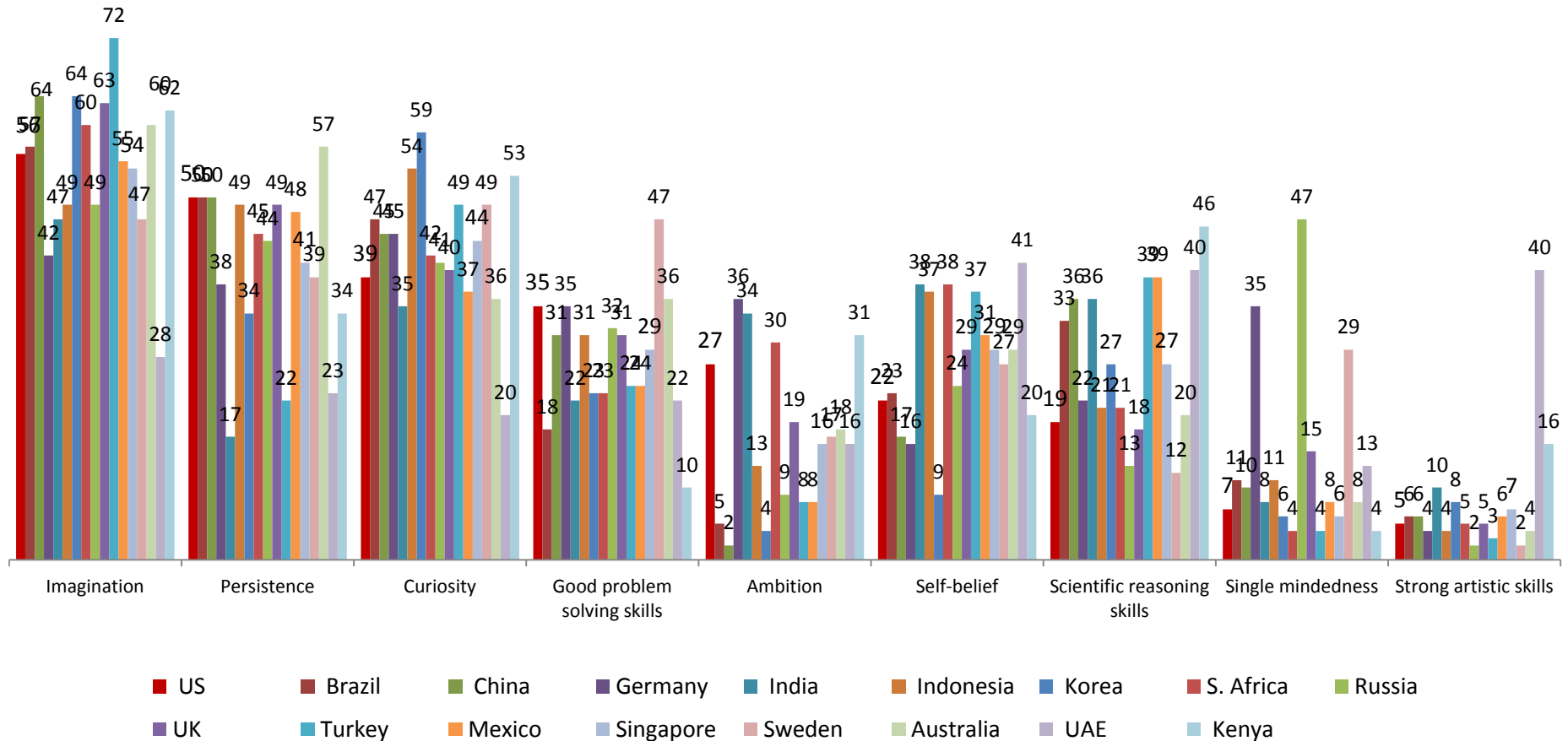
% respected	Mature	Emerging	Overall
Consumers	69	73	71
Elites	71	74	73
BDMS	73	79	76

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Personal attributes necessary for an inventor

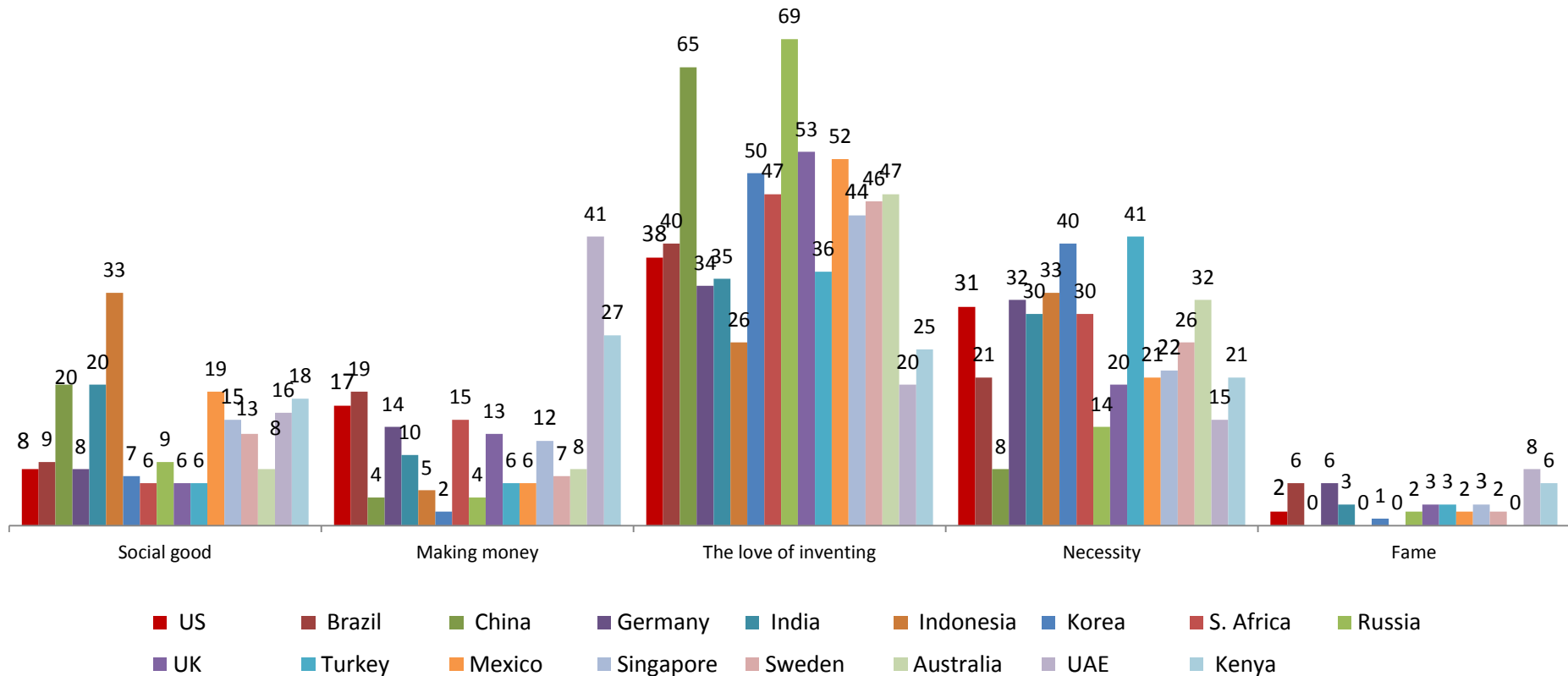
Which personal attributes do you feel are most important for an inventor...?
(Showing top 10 among consumers)



Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Inventors' motivations

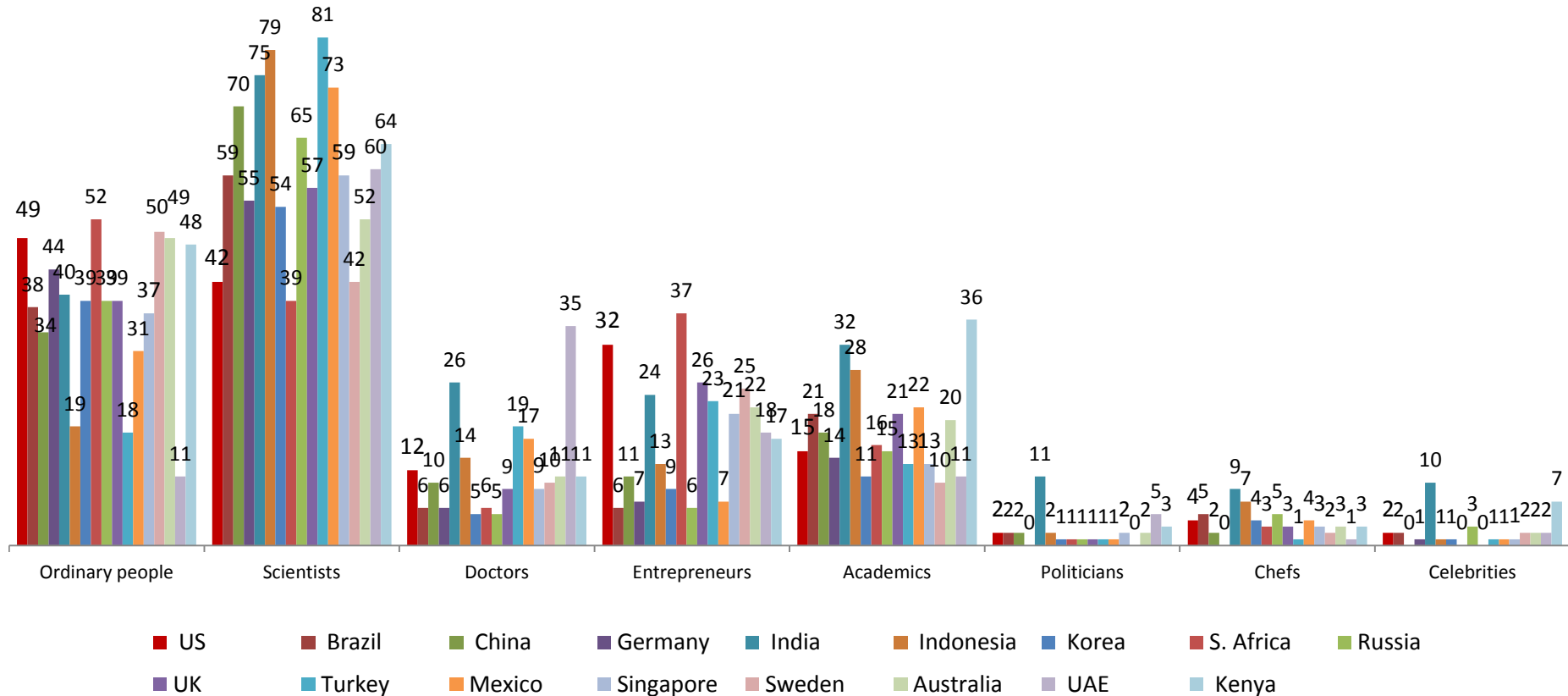
What do you think mainly motivates people to invent...?
(Among consumers)



Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Professions association with invention

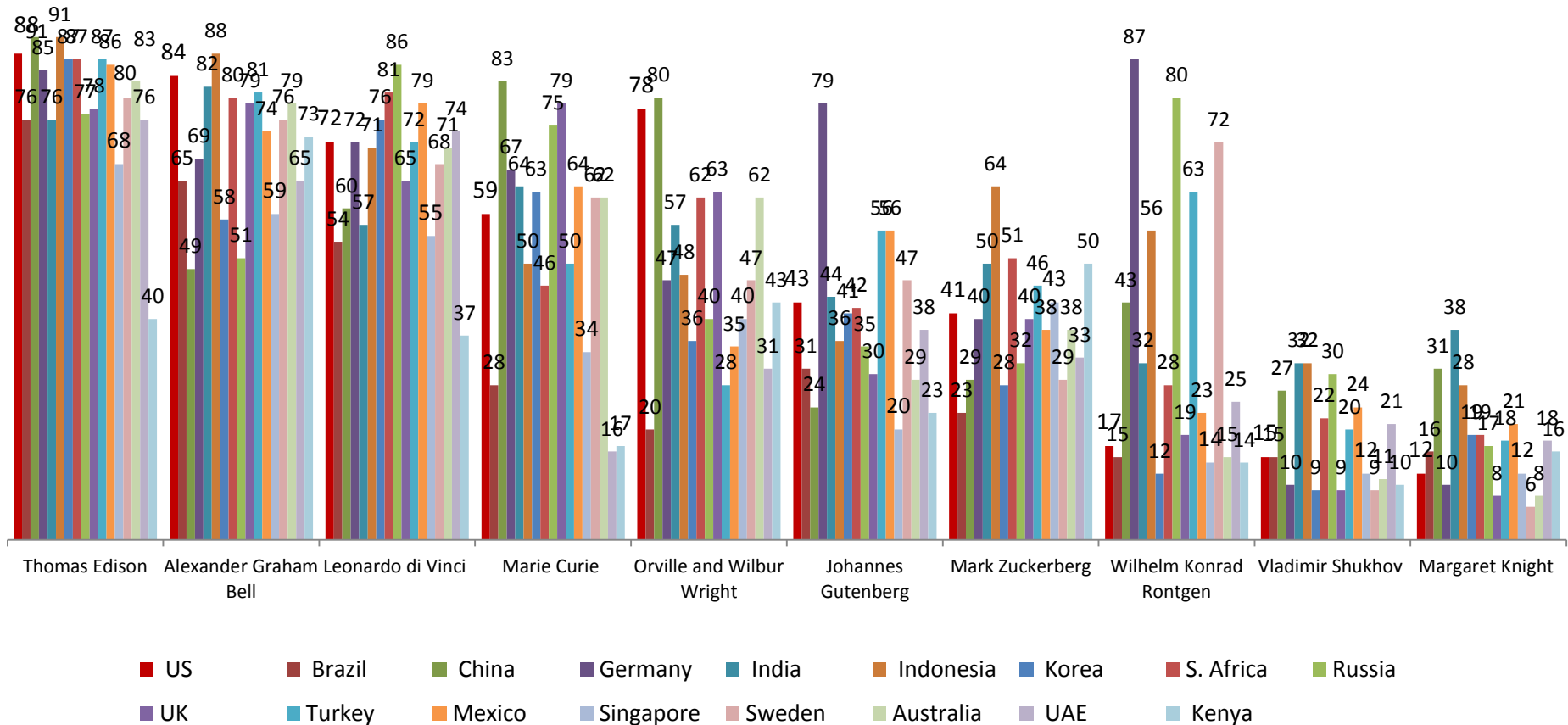
Do you think that they best inventions usually come from...?
(Among consumers)



Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Influential inventors

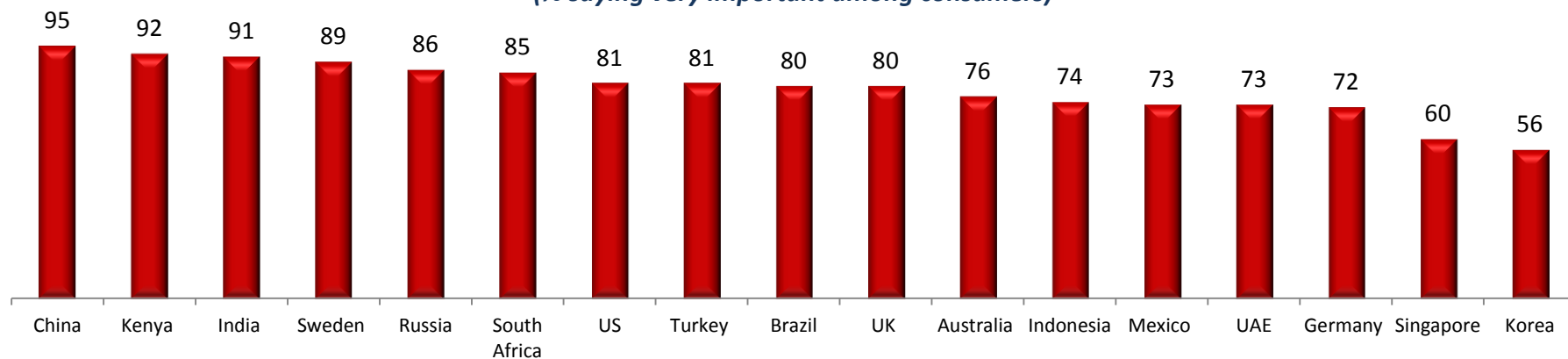
How much would you say society has been improved by the each of the following inventors?
(showing % saying a great deal among consumers- top 10)



Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Importance for society

How important do you think invention is for society?
(% saying very important among consumers)



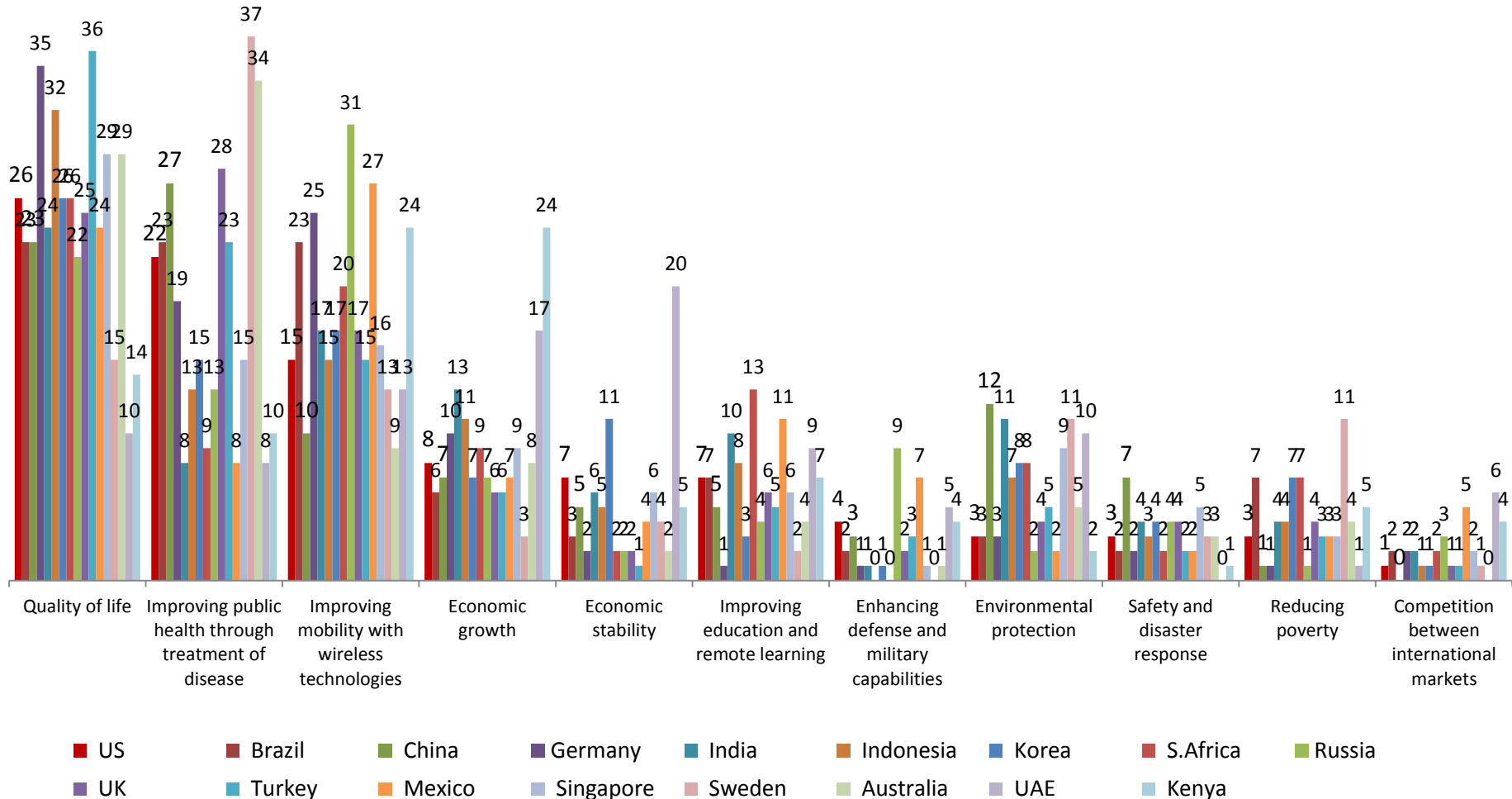
% v.imp	China	Kenya	India	Sweden	Russia	South Africa	US	Turkey	Brazil	UK	Australia	Indonesia	Mexico	UAE	Germany	Singapore	Korea
Elite	96	88	94	-	97	96	87	88	96	84	85	85	83	77	80	71	67
BDM	95	-	99	-	90	90	87	83	92	88	86	58	87	-	72	69	60

% v. important	Mature	Emerging	Overall
Consumers	73	84	79
Elites	79	90	85
BDMS	77	90	84

Base: Consumers overall=6133, Mature= 2803, Emerging=3330, Elites overall =2691 Mature=1204, Emerging=1487, BDMS overall=1373, Mature=605, Emerging=768
 Consumers CN=400, KN=507, IN=400, SW=401, RU=201, S.Africa=220, US=400, TU=401, BRA=200, UK=401, AUS= 400, ID=200, MX=401, UAE=400, DE=400, SG=400, KO= 401
 Elite= CN=331, KN=50, IN=203, SW=0, RU=75, S.Africa=75, US=200, TU=201, BRA=77, UK=200, AUS= 201, ID=75, MX=200, UAE=200, DE=200, SG=200, KO= 203
 BDM= CN=266, KN=0, IN=102, SW=0, RU=50, S.Africa=50, US=100, TU=100, BRA=50, UK=101, AUS=100, ID=50, MX=100, UAE=0, DE=103, SG=101, KO= 100

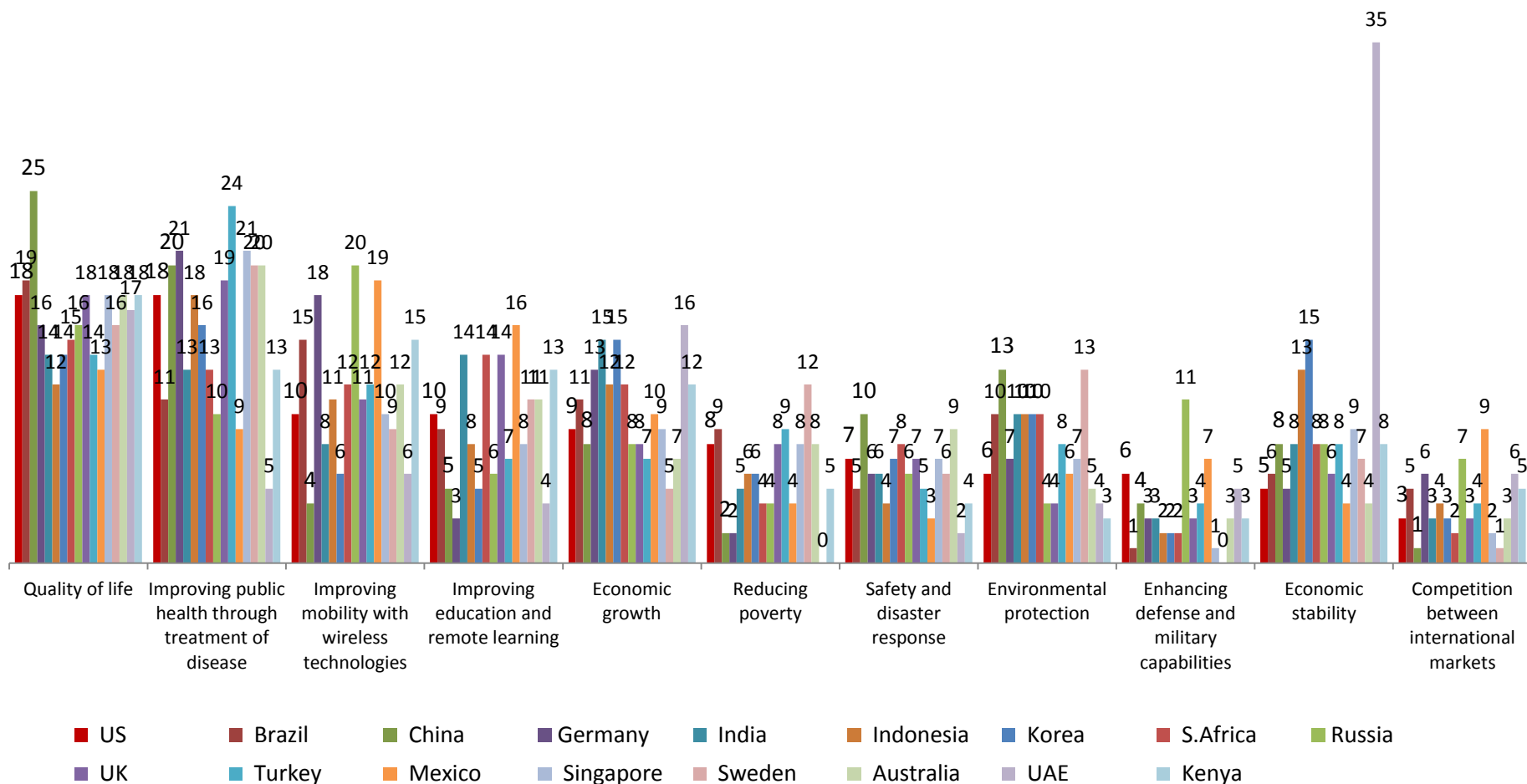
Impact of invention on society

In your life time, for which of the following do you think invention has been most important?
(Among consumers)



Impact of invention on society 2

In your life time, for which of the following do you think invention has been *second* most important?
(Among consumers)

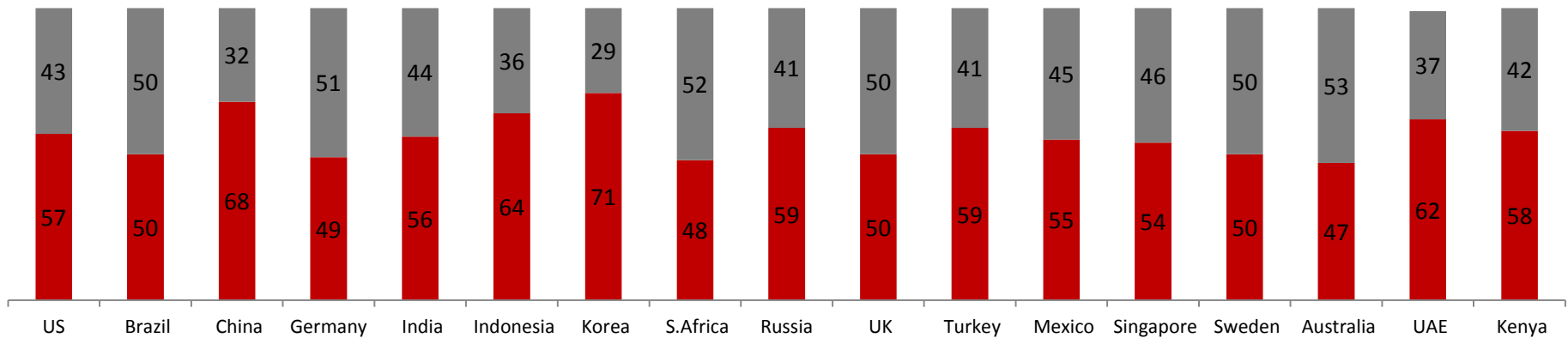


Connection between economic growth and invention

Which of these statements do you agree with most?
(Among consumers)

■ Inventions drive economic growth

■ Economic factors drive the development of new ideas and inventions



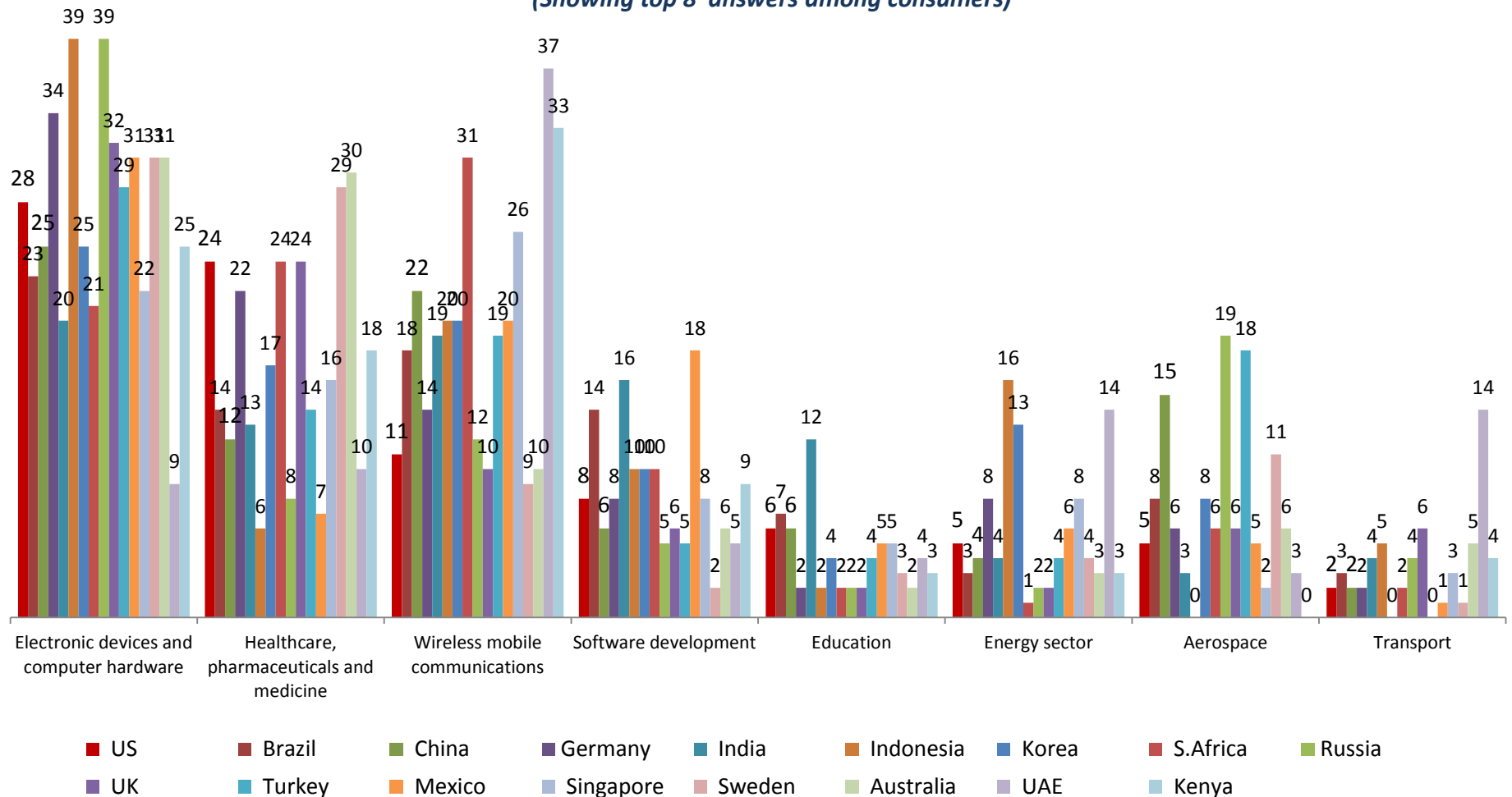
%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Economic factors drive the development of new ideas and inventions	54	59	59	61	55	61
Inventions drive economic growth	46	41	41	39	45	39

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Sectors associated with invention

Which of the following sectors do you most associate with great inventions?
(Showing top 8 answers among consumers)



Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

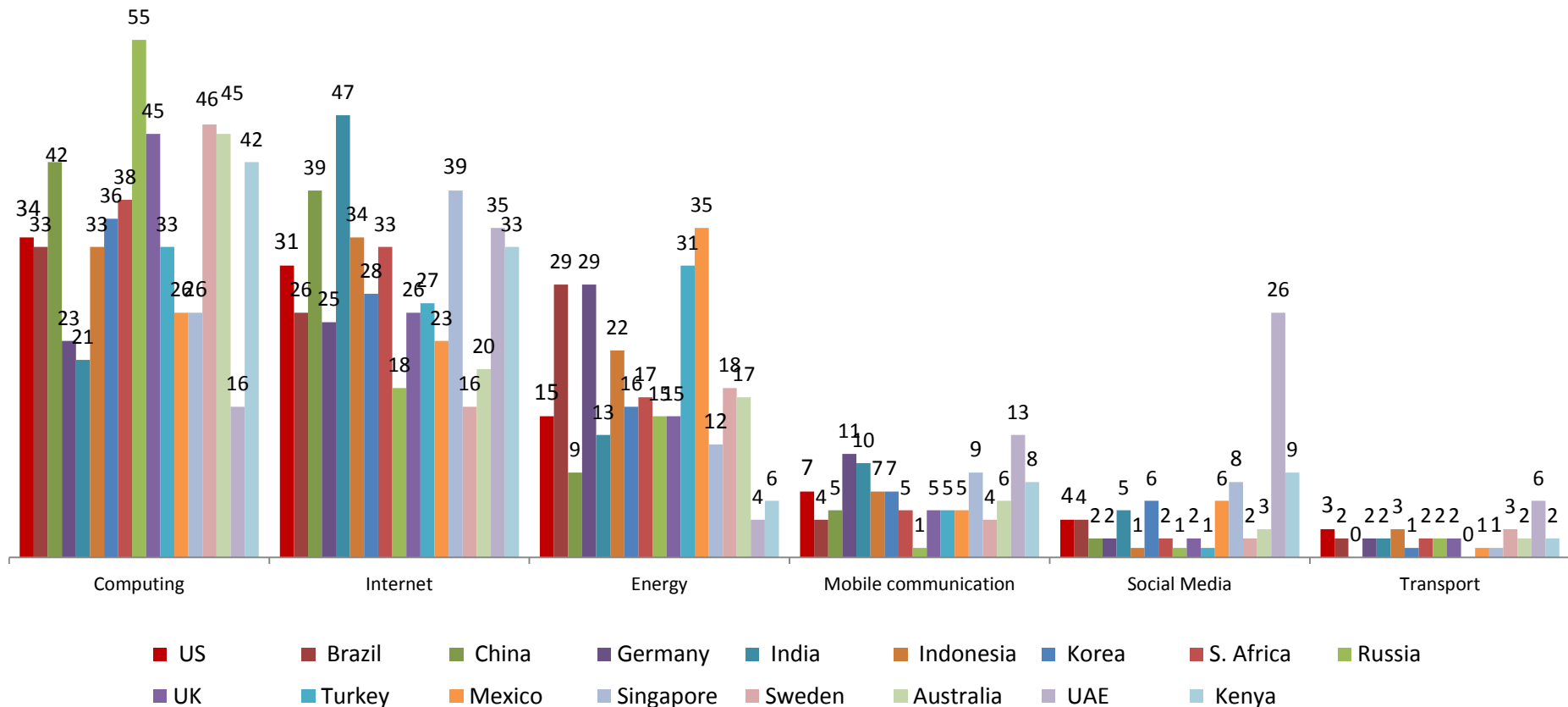
Sectors associated with inventions by audience

Which of the following sectors do you most associate with great inventions?

%	Consumers		Elite		BDM	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Healthcare/ pharmaceuticals and medicine	23	13	20	11	15	9
Wireless mobile comms	14	24	16	23	17	21
Transport	3	4	3	4	5	2
Defense	2	3	3	2	3	3
Energy sector	6	6	5	8	5	8
Education	3	5	2	7	4	2
Food and drink	1	1	1	1	3	1
Electronic devices/ computer hardware	29	25	28	27	28	35
Software dev.	7	10	10	10	8	13
Aerospace	6	7	9	6	7	6
Security /personal safety	2	1	1	1	3	1

Technology and invention

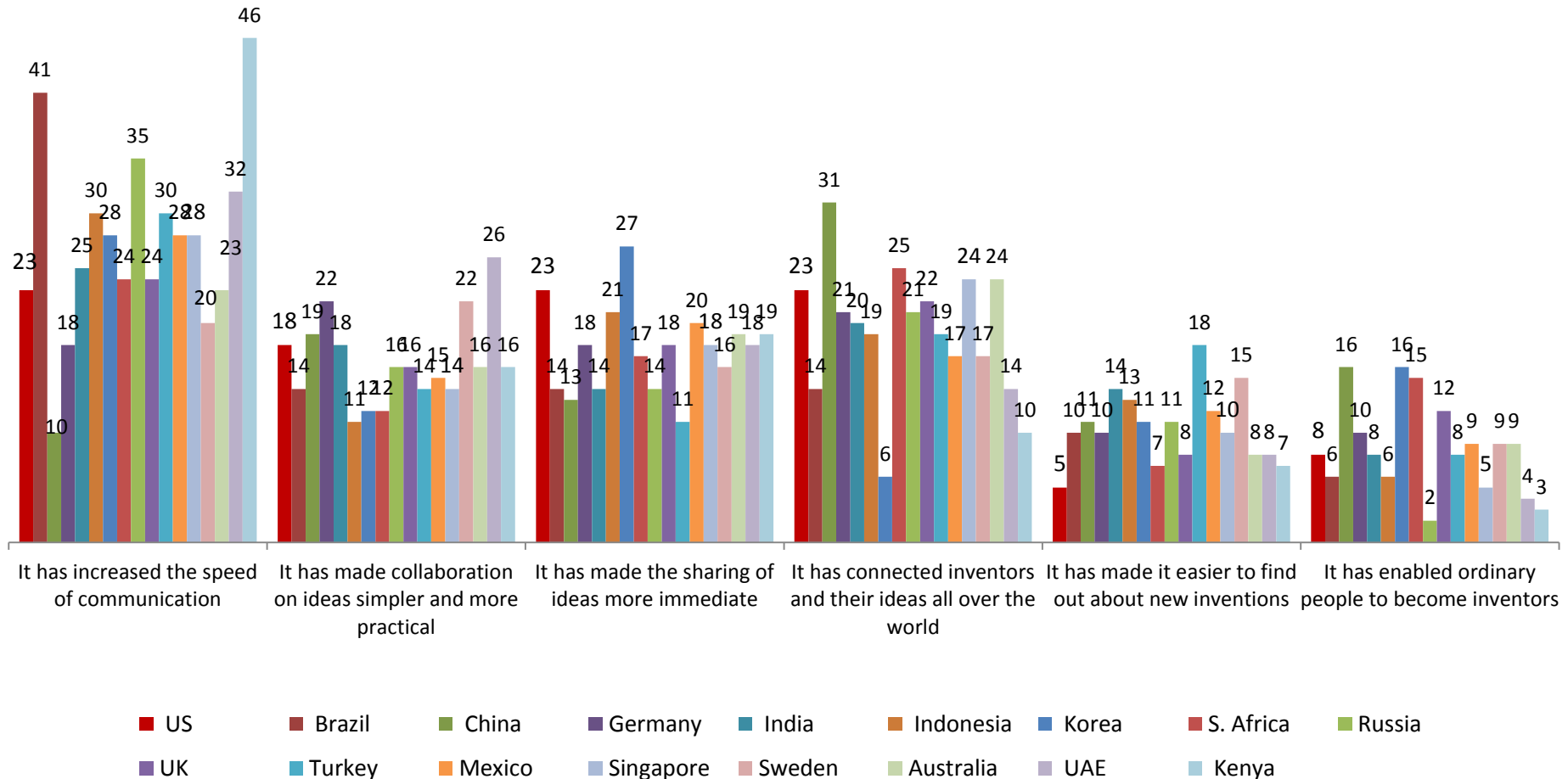
Which technology do you think has helped inventors most?
(Among consumers)



Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

The role of technology in the inventive process

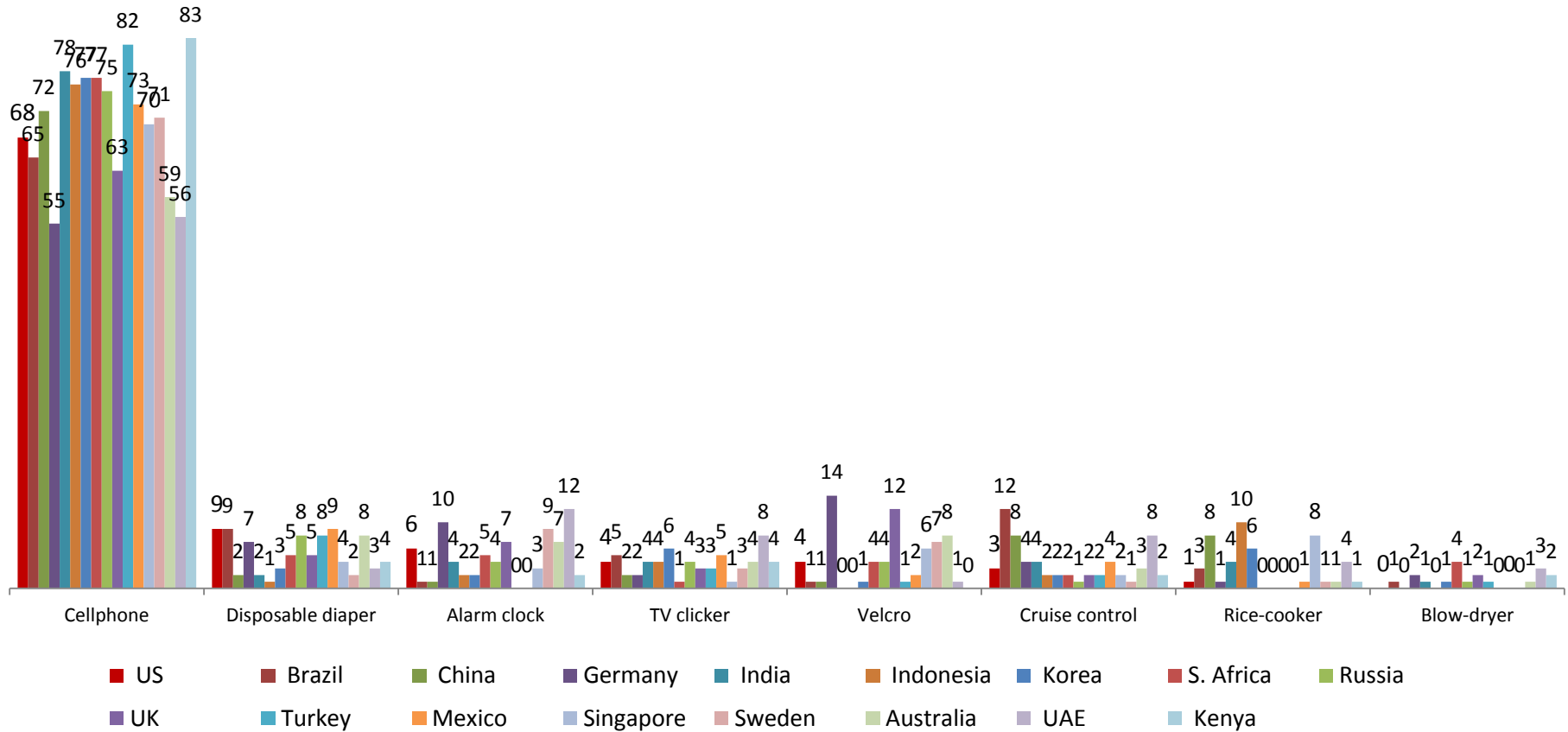
Thinking about the impact mobile technology has had on the inventive process, which of these would you say has been most important? (Among consumers)



Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

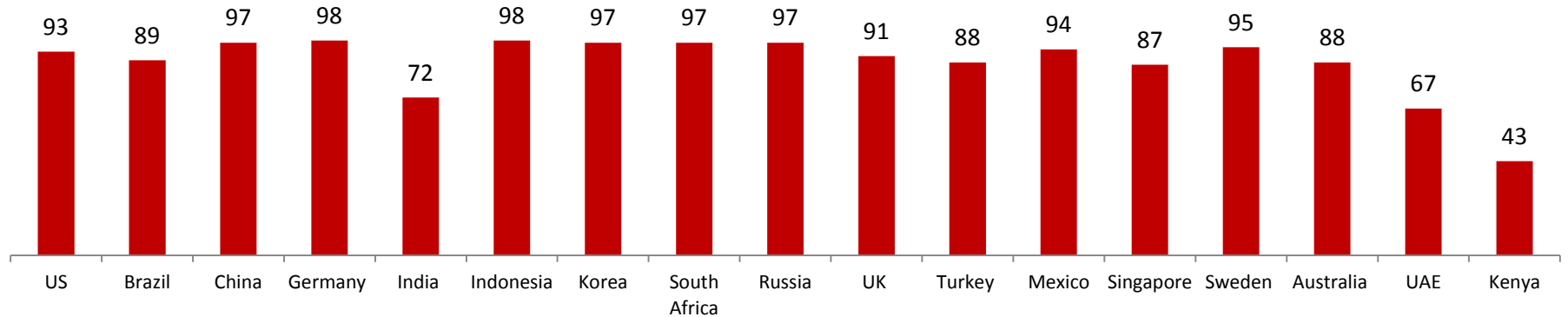
The most useful inventions

Which of the following inventions do you believe to be the most useful? *(Among consumers)*



Awareness of patents

Have you heard of the word 'patent'?
(% who had heard of the word)



	US	Brazil	China	Germany	India	Indonesia	Korea	S.Africa	Russia	UK	Turkey	Mexico	Singapore	Sweden	Australia	UAE	Kenya
Elite	97	96	99	99	95	100	95	95	97	96	97	97	92	-	91	76	46
BDM	89	96	100	96	88	100	96	96	100	95	94	96	94	-	88	-	-

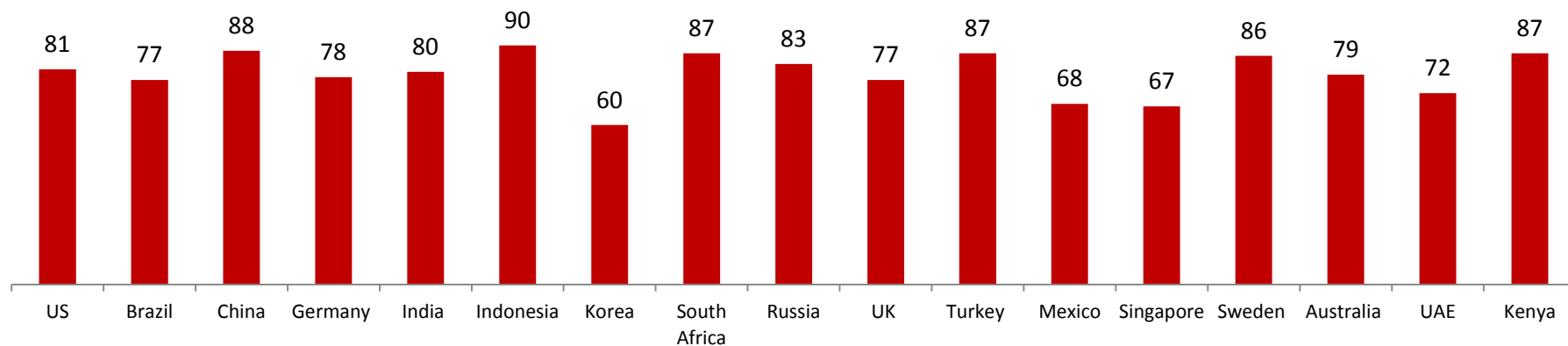
	Mature	Emerging	Overall
Consumers	93	80	86
Elites	95	93	94
BDMs	93	96	95

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Importance of the patent system

How important do you think the patent system is?
(% saying very important)



% v.imp	US	Brazil	China	Germany	India	Indonesia	Korea	S.Africa	Russia	UK	Turkey	Mexico	Singapore	Sweden	Australia	UAE	Kenya
Elite	90	88	91	71	89	88	61	87	84	84	93	72	70	-	77	72	90
BDM	85	82	92	66	89	72	61	84	78	79	88	84	60	-	76	-	-

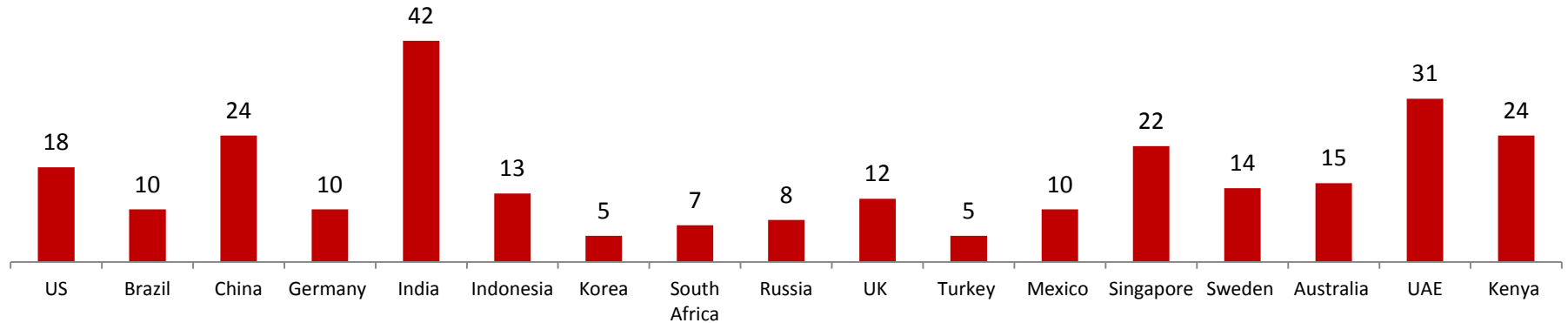
% v important	Mature	Emerging	Overall
Consumers	75	82	79
Elites	75	85	81
BDMS	71	87	80

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Protecting inventors' rights

Do you think your country protects inventors' rights....?
(% saying a great deal among consumers)



% agree	US	Brazil	China	Germany	India	Indonesia	Korea	S.Africa	Russia	UK	Turkey	Mexico	Singapore	Sweden	Australia	UAE	Kenya
Elite	20	10	21	15	35	13	5	9	7	16	5	8	26	-	18	24	18
BDM	42	10	35	16	41	24	6	6	2	21	9	8	25	-	25	-	-

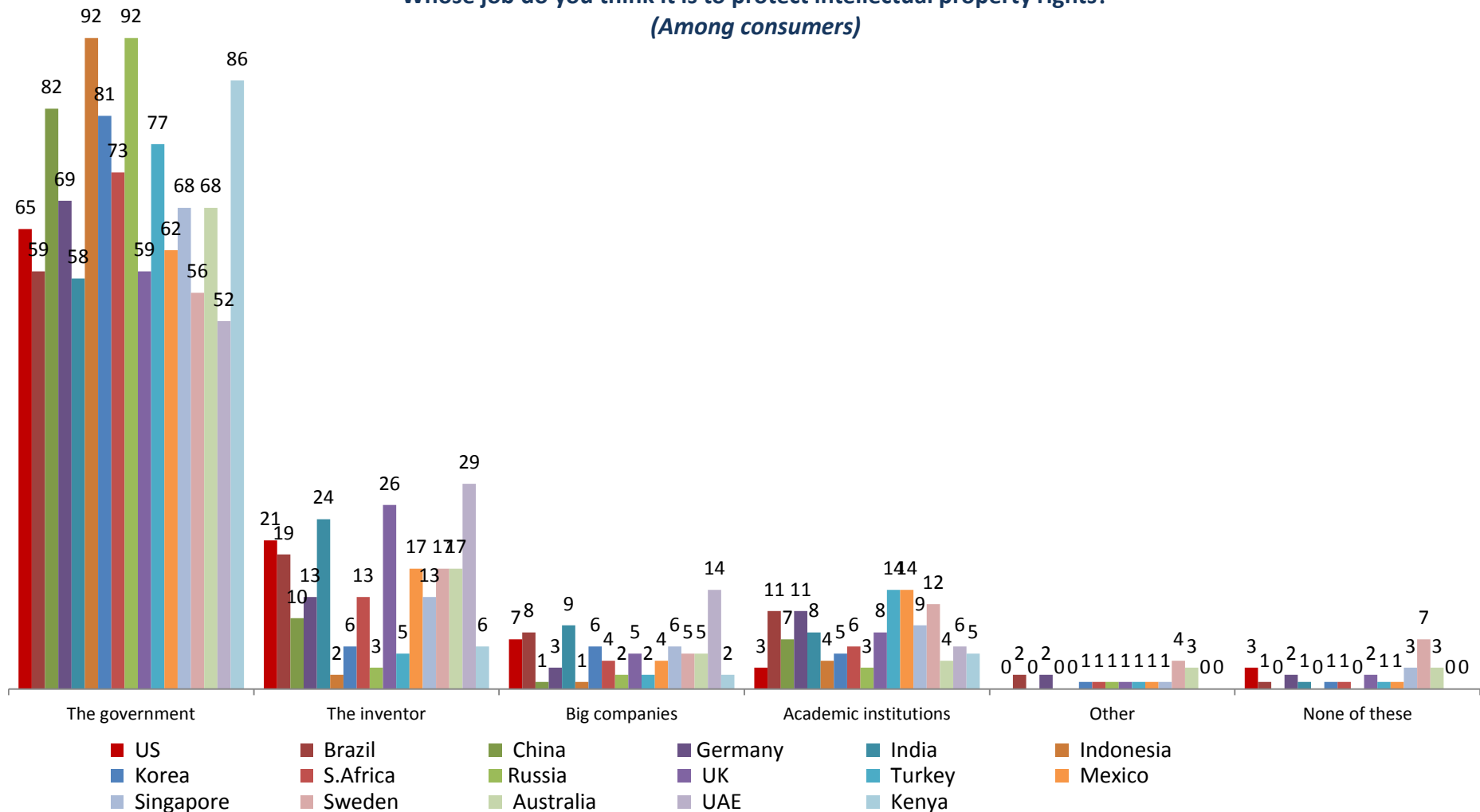
% strongly agree	Mature	Emerging	Overall
Consumers	14	19	17
Elites	17	17	17
BDMS	22	23	22

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Who should protect intellectual property rights?

Whose job do you think it is to protect intellectual property rights?
(Among consumers)

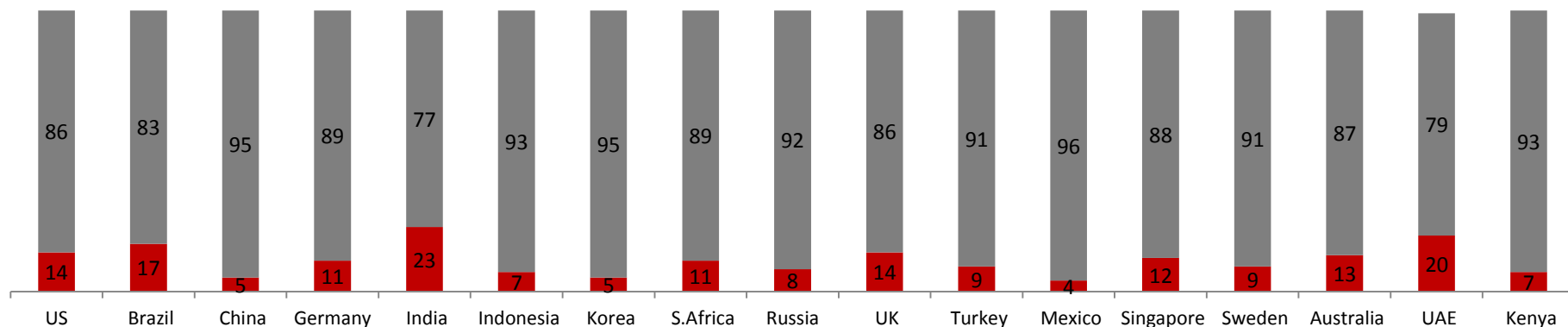


Protecting inventors' work

Which of the following comes closer to your opinion? (Among consumers)

■ The results of an inventor's hard work and creativity should be protected from unauthorized use by others

■ The results of an inventor's hard work and creativity should not be protected from unauthorized use by others



%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
The results of an inventor's hard work and creativity should be protected from unauthorized use by others	89	89	86	89	83	90
The results of an inventor's hard work and creativity should not be protected from unauthorized use by others	11	11	14	11	17	10

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

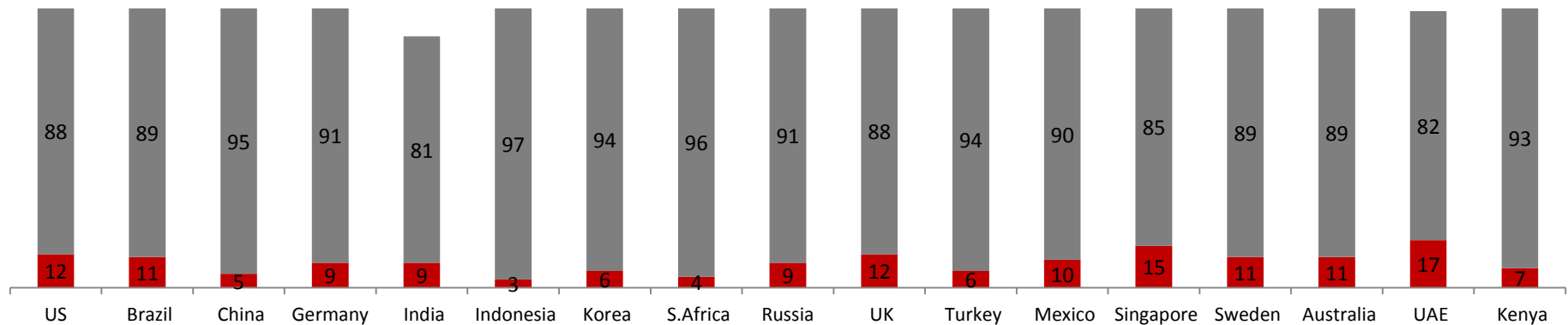
Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

The impact of the patent system

Which of the following comes closer to your opinion? *(Among consumers)*

■ Patent protection hurts creativity and invention

■ Patent protection promotes creativity and invention



%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Patent protection promotes creativity and invention	89	90	87	91	84	94
Patent protection hurts creativity and invention	11	10	13	9	16	6

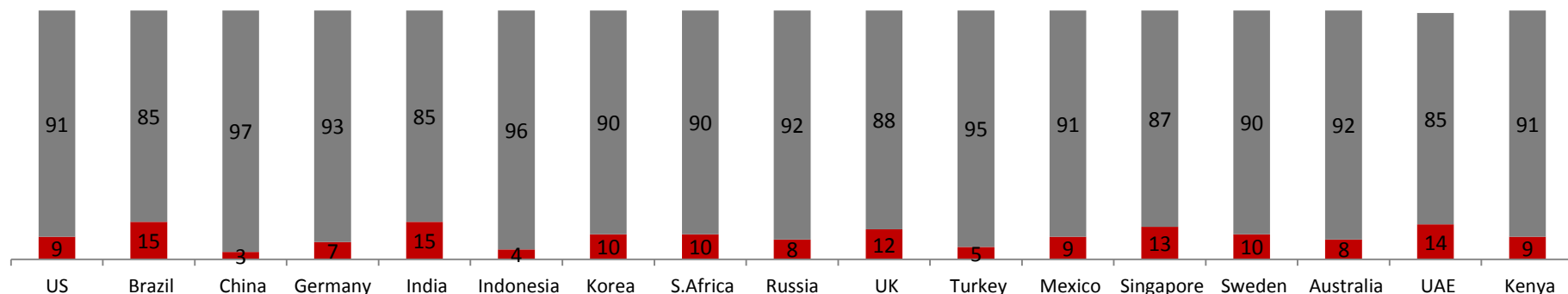
Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Necessity of the patent system

Which of the following is closer to your view? (Among consumers)

- Patent systems are necessary to promote new invention and to guarantee that the inventor is given credit both intellectually and economically for his/her inventions
- Patent systems are harmful because inventors are worried about being accused of infringing on the patents of others



%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Patent systems are harmful because inventors are worried about being accused of infringing on the patents of others	10	9	9	8	12	5
Patent systems are necessary to promote new invention and to guarantee that the inventor is given credit both intellectually and economically for his/her inventions	90	91	91	91	88	95

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

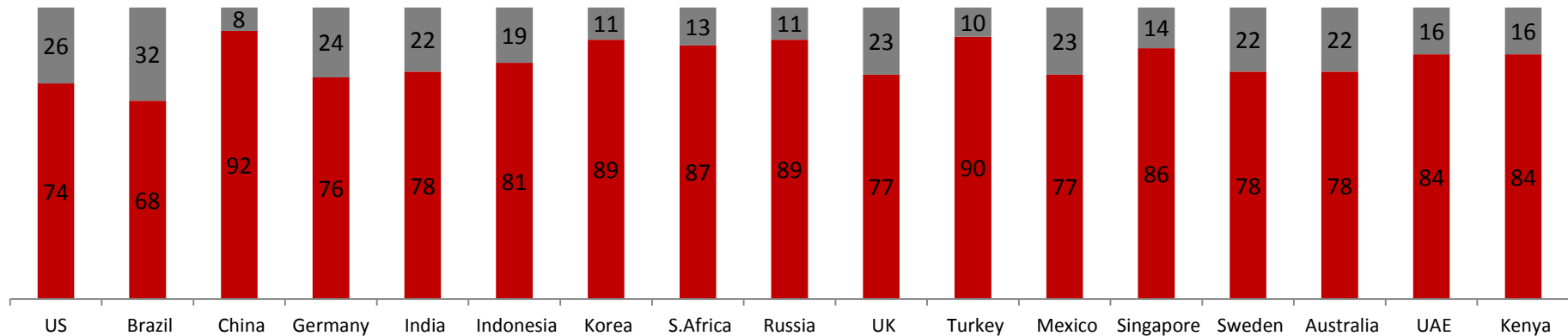
Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Economic stability and intellectual property rights

Which of the following is closer to your view? (Among consumers)

■ Economic stability has no bearing on whether a country has strong patent protection for inventor's rights

■ Strong laws that protect inventors' rights are more likely to exist in countries that are more economically stable



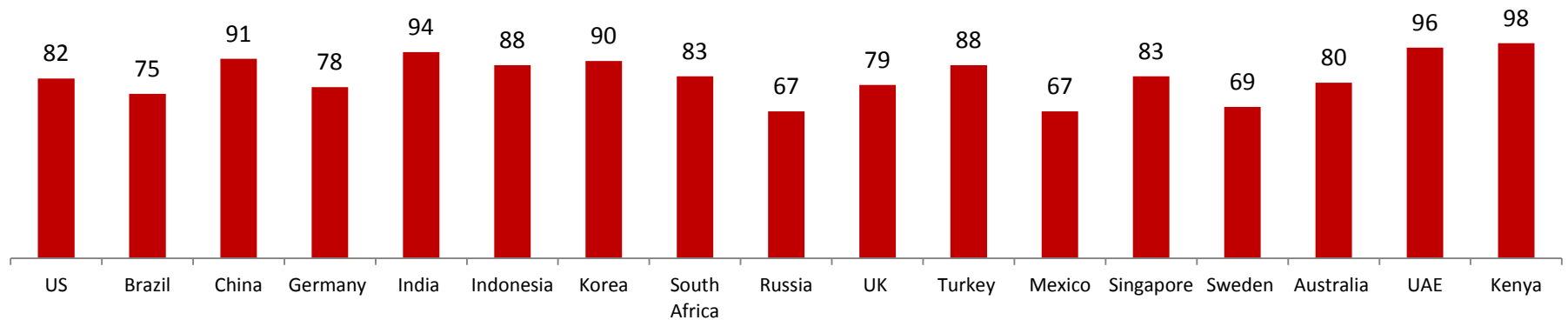
%	Consumer		Elites		BDMs	
	Mature	Emerging	Mature	Emerging	Mature	Emerging
Economic stability has no bearing on whether a country has strong patent protection for inventor's rights	20	17	19	16	21	14
Strong laws that protect inventors' rights are more likely to exist in countries that are more economically stable	80	83	81	84	79	86

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Using the patent system

Suppose you did invent something. How likely would you be to file for a patent to protect your invention?
(% saying very or somewhat likely)



% likely	US	Brazil	China	Germany	India	Indonesia	Korea	S.Africa	Russia	UK	Turkey	Mexico	Singapore	Sweden	Australia	UAE	Kenya
Elite	83	89	94	82	92	92	92	85	75	83	88	79	83	-	76	95	98
BDM	89	88	97	86	97	92	93	72	84	85	88	87	82	-	73	-	-

% likely	Mature	Emerging	Overall
Consumers	80	87	84
Elites	83	89	87
BDMS	85	91	88

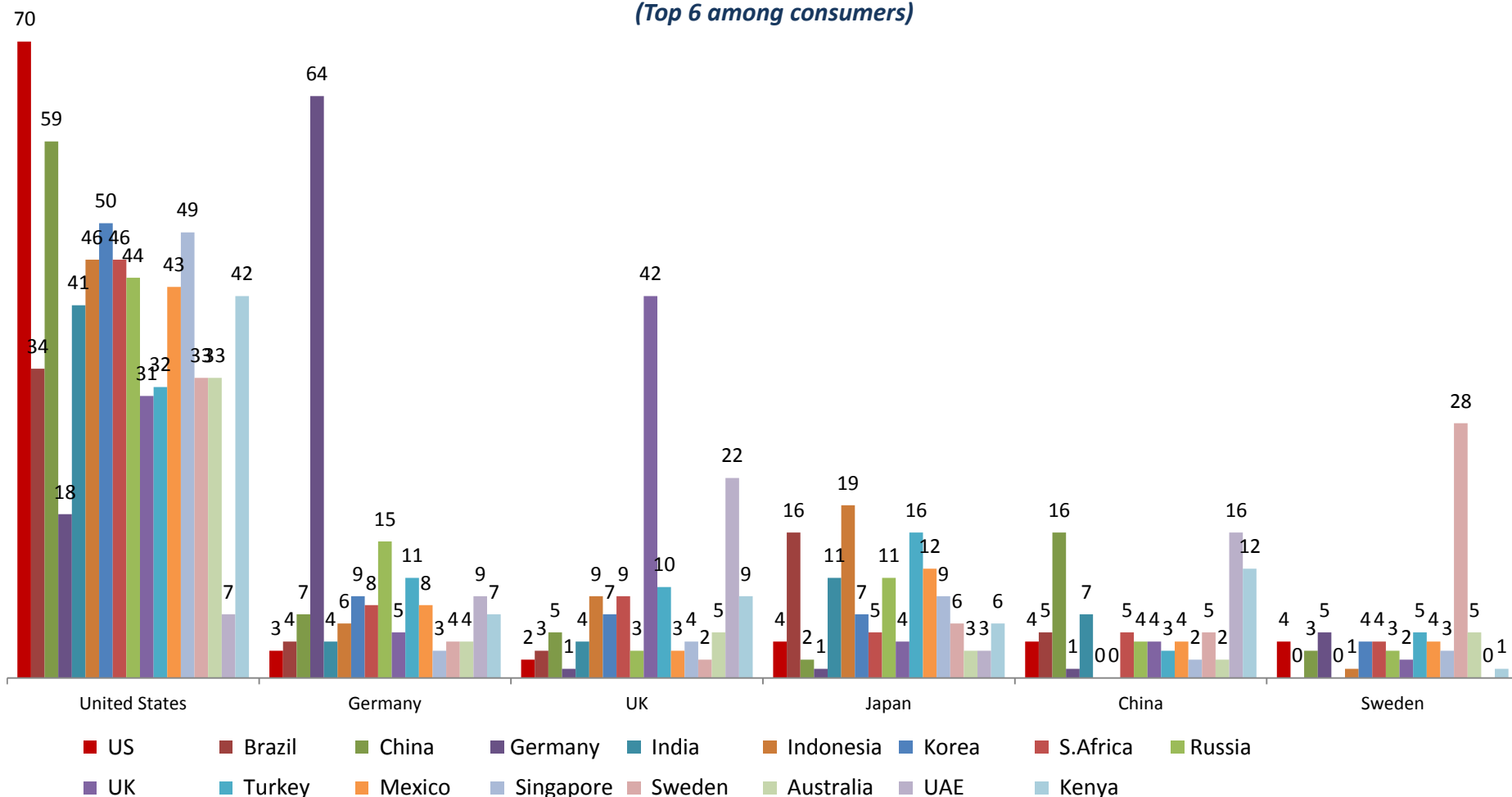
Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

Countries with the strongest intellectual property protection

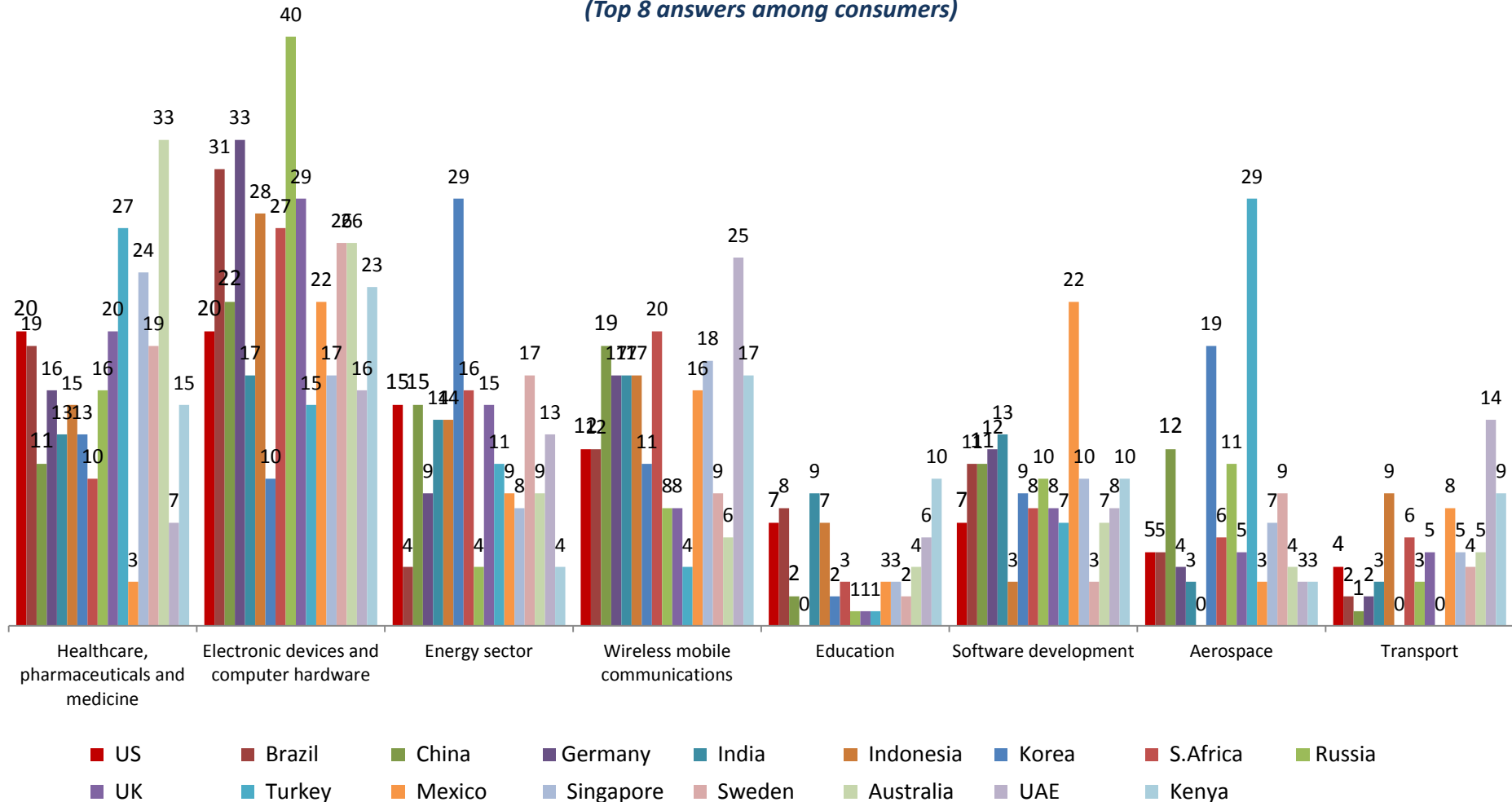
If you had a great idea for an invention, which country do you think would do the best job of protecting that idea from others who might try to use it without permission?

(Top 6 among consumers)



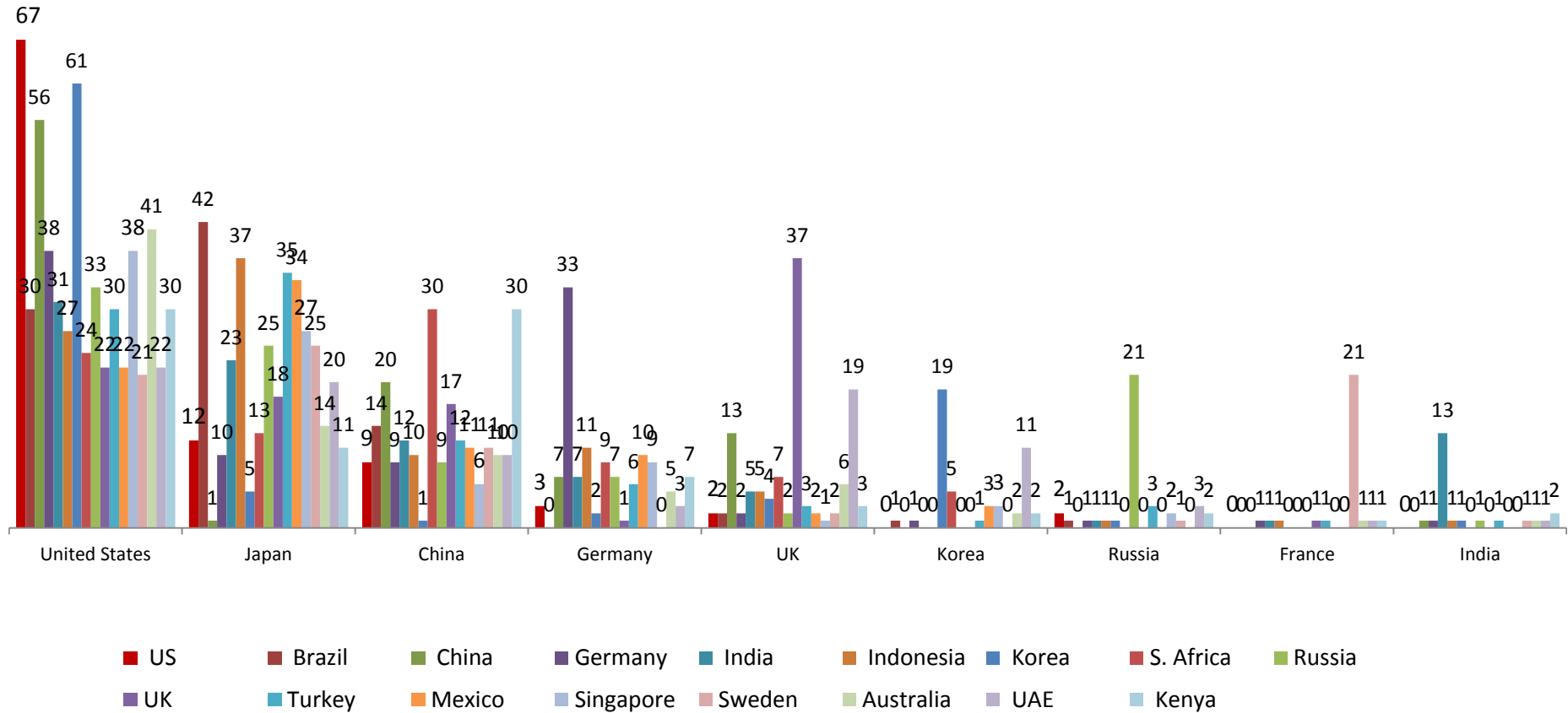
Which sectors will be most inventive in the future?

Of the following sectors which one do you think will be most inventive in the future?
(Top 8 answers among consumers)



The most inventive countries of the last 100 years

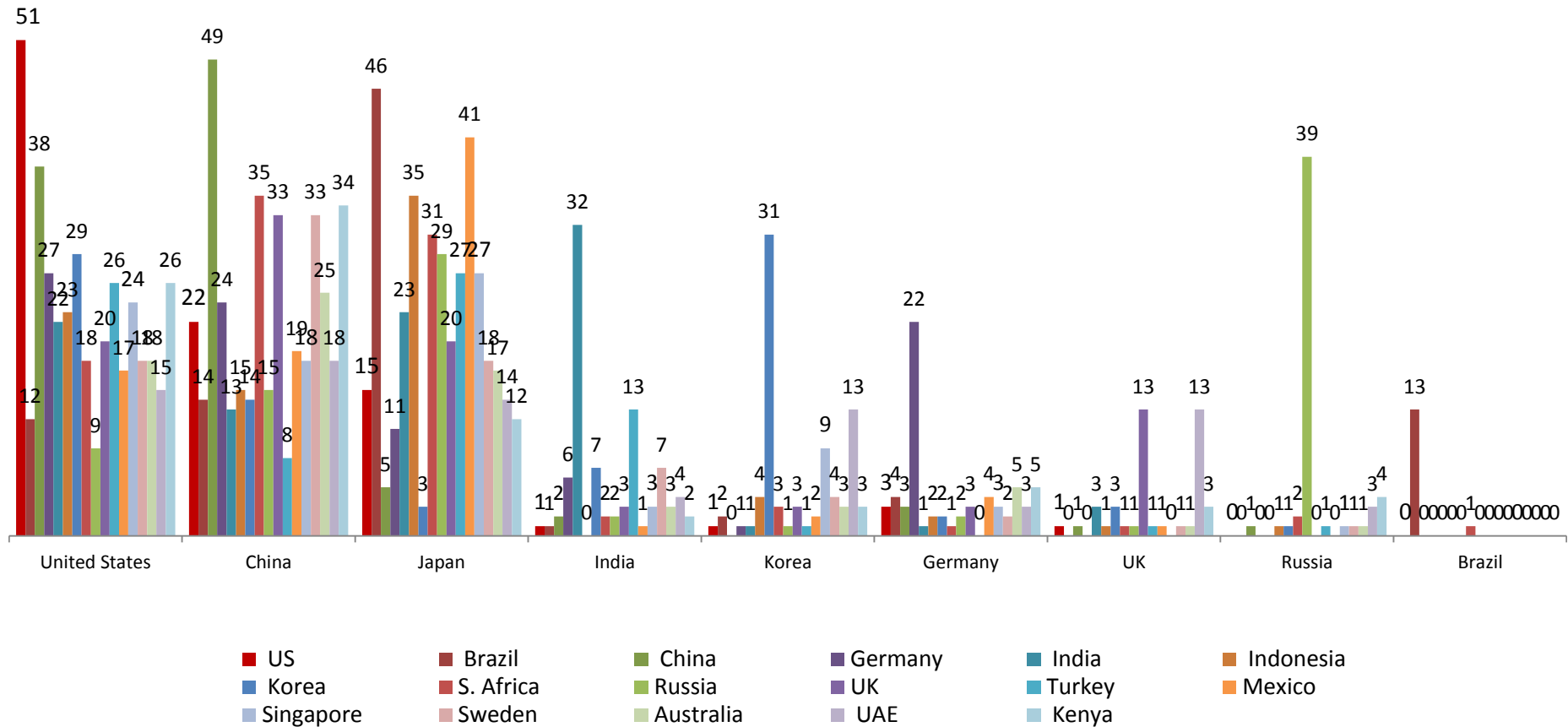
In your opinion, which country has produced the most important inventions over the past 100 years?
(Showing top 9 among consumers)



Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

The most inventive countries of the next 100 years

In your opinion, which country will produce the most important inventions over the next 100 years?
(Showing top 9 among consumers)

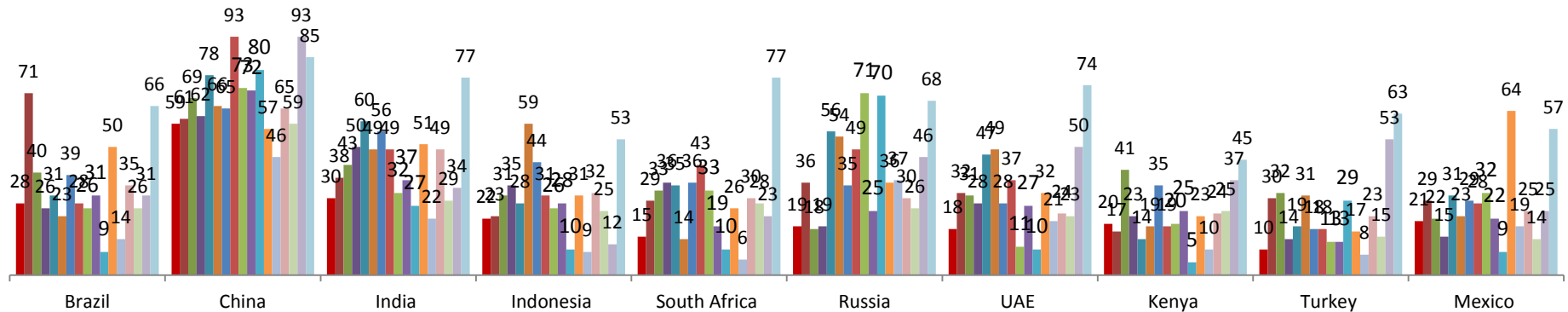


Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

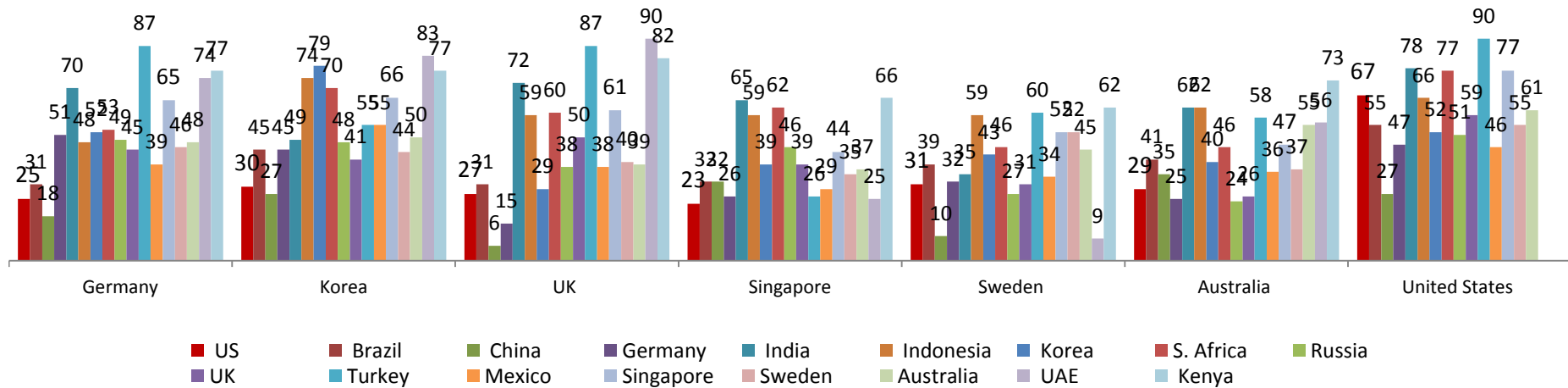
The greatest period of time for invention

Which of the following comes closer to your opinions about each of the following:
 'I think the greatest period of time for invention is.....?'
 (Showing % saying ahead among consumers)

Emerging markets

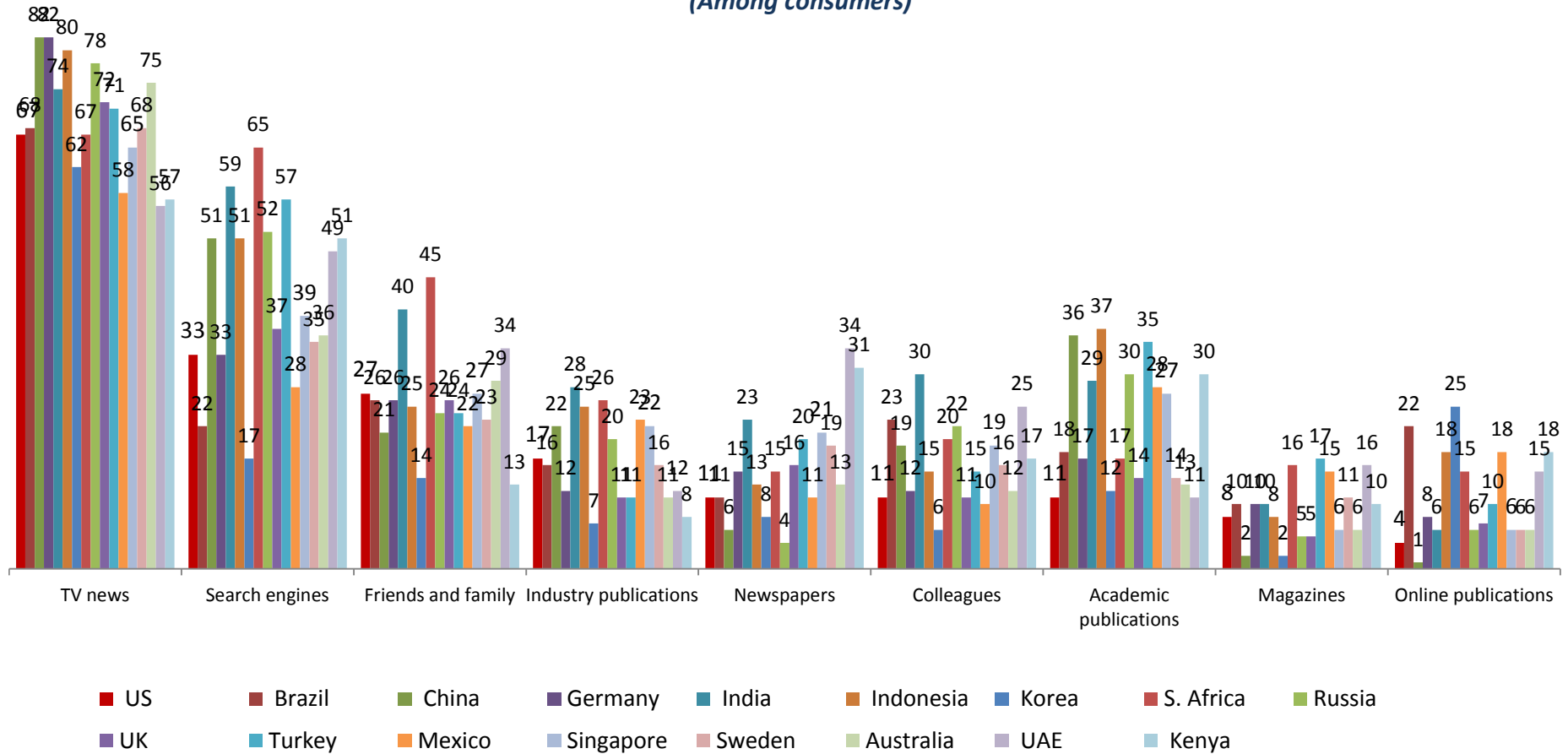


Mature markets



Sources of information

Where do you hear about new inventions?
(Among consumers)



Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507