

FSB *Voice of Small Business* Panel: October 2011 Survey Topline Results

- Results are based on an online survey carried out by 1537 members of the FSB Voice of Small Business Panel. This represents a response rate of 34%.
- Surveys were completed between 11th and 21st October 2011.
- The national data has been weighted to the membership profile.
- Where results do not sum to 100%, this may be due to multiple responses or rounding.
- Results are based on all respondents (1537) unless otherwise stated.
- Study undertaken by Research by Design on behalf of the Federation of Small Businesses.

Intellectual Property

Q1. Which of the following best describes your business' attitude to Intellectual Property?

Base: 1514

It applies and it is taken seriously within the business	19%
It applies and I have undertaken some exploratory work	11%
It applies to my business, but I have not explored this further	13%
I am unsure how or if it applies to my business	22%
It is not applicable to my business	35%

Q2. Which of the following, if any, have impacted on your efforts to undertake work on Intellectual Property?

Base: 356

Lack of time	60%
Complexity	42%
Financial cost	38%
Lack of information/ advice	30%
Other	4%
No relevance	1%

Q3. Which of the following, if any, do you believe are types of Intellectual Property rights?

Base: 1486

Copyright	69%
Patents	63%
Design rights	63%
Trade marks	59%
Database rights	37%
Don't know	18%

Q4. Which of the following, if any, do you use to protect your business' work?

	(a) UK	(b) within the EU	(c) outside the EU	Base
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Patents	91%	48%	26%	61
Trade marks	94%	35%	20%	151
Copyright	97%	47%	35%	249
Design rights	95%	36%	21%	126
Database rights	95%	37%	24%	81
Other	82%	51%	33%	12

Q5. Have you ever been a victim of Intellectual Property theft?

Base: 1517

Yes, on more than one occasion	9%
Yes, once	8%
No	83%

Q6. In which of the following areas have you been a victim?

Base: 253

Copyright	54%
Design rights	38%
Trade marks	9%
Patents	6%
Database rights	9%
Other	2%

Q7. How was the matter resolved, if at all?

Base: 251

I was unable to resolve as the process was too complicated/ expensive	29%
The matter remains unresolved	26%
By direct contact with the other party	23%
Through legal correspondence	14%
I was unable to resolve as my claim was too small	10%
I was unable to resolve as it was a cross-border issue	6%
In court	3%
Other	12%

Intellectual Property – Collecting Societies

Q8. Prior to this survey were you aware of collecting societies and their responsibilities?

Base: 1517

Yes	73%
No	27%

Q9. Which of the following best describes your relationship with collecting societies?

Base: 1055

I have been approached regarding purchasing a licence/ check for a licence	42%
I have a licence	19%
I am a member	2%
Other	6%
No relationship	31%

Q10. Which of the following collecting societies, have you (a) purchased a licence or (b) become a member?

	a) Purchased a licence	b) Become a member
PRS for Music, formerly MCPS-PRS	85%	28%
Phonographic Performance Limited (PPL)	39%	10%
Publishers' Licensing Society (PLS)	5%	15%
Copyright Licensing Agency (CLA)	3%	6%
Newspaper Licensing Agency (NLA)	2%	0%
Authors' Licensing & Collecting Society (ALCS)	1%	26%
Artists' Collecting Society (ACS)	1%	0%
Video Performance Limited (VPL)	1%	0%
Design and Artists Copyright Society (DACS)	0%	26%
Directors UK (D-UK), formerly the Directors' and Producers' Rights Society (DPRS)	0%	0%
Other	3%	11%
Base	200	19

Q11. Have you ever made a complaint against a collecting society?

Base:1090

Yes	7%
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No	93%
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Q12. What was the reason for your complaint?

Base: 81

The charging mechanism was unfair/ costs increased more than expected	49%
They repeatedly contacted me despite not needing a licence/ wishing to become a member	47%
They were difficult to work with	28%
They did not fully understand the nature of my business	24%
Other	11%

Q13. How could collecting societies improve their practices, if at all?

Base: 1074

Improve understanding of SME's and how they work	30%
Create a fairer charging structure	30%
Improve communications relating to their role and purpose	27%
Make their charging structure more transparent	24%
Introduce and abide by robust codes of conduct, overseen by an independent ombudsman	19%
Improve their internal systems and database management	10%
Other	5%
Don't know	40%