

In September 2009 Sycamore Research and Newspoll were commissioned by IPAF to conduct quantitative and qualitative research on attitudes towards piracy in Australia. The national survey involved 1,372 respondents aged between 18 and 64. The research was released in 2010. Here are the key findings of the research:

- 53% of Australians participated in some form of piracy activity in 2009.
- 72% see piracy as stealing or theft...

However:

- 76% don't think they contribute to the problem.

Respondents were segmented into four distinct quadrants according to their behaviour and attitudes towards piracy:

- 38% are "Proud Passives" who consider piracy to be wrong and do not pirate
- 5% are "Blind Passives" who do not pirate and are too busy with other activities to consider piracy
- 23% are "Proud Actives" who pirate and are not concerned about being called a pirate
- 34% are "Blind Actives" who do participate in acts of piracy but consider it to be wrong

Those one in three Australians represented in the final quadrant known as "Blind Actives" form the target audience for the new film and television awareness campaign. This group is most likely to be susceptible to anti-piracy messages, as they are pirates more by accident than design. To describe this disconnection between people's actions and beliefs, IPAF coined the phrase 'Accidental Pirate'.

A majority of young people are involved in piracy:

- 69% of 18-24s have pirated in some way.

Over half of 18-24 year olds:

- 52% have used file-sharing software specifically to pirate films and television shows.

Piracy activity is increasingly moving online (while offline, or hard goods piracy still remains a problem):

- 26% use file-sharing software. Up 6% from 2008.
- 24% allowed someone else to copy a DVD they bought or rented. Down 8% from 2008.
- 20% admitted copying a DVD someone else bought. Down 8% from 2008.

Piracy is eroding traditional channels. After watching a pirated version:

- 86% do not go on to watch the film at the cinema.
- 78% do not rent or buy the original.
- 94% do not buy a pay-per-view for the film on subscription TV.

[ENDS]