

Survey on Public Awareness of Intellectual Property Right Protection 2024

- Report -

香港市民保護知識產權意識調查 2024

- 報告 -

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Intellectual Property Department

知識產權署

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1 Summary of Findings

調查結果摘要

Introduction

The Intellectual Property Department (“IPD”) has been conducting surveys on public awareness of intellectual property (“IP”) rights protection regularly since 1999, in order to keep track of the public’s awareness of IP rights. Mercado Solutions Associates Limited was commissioned to conduct the latest round of the public survey between 25 November and 30 December 2024. A total of 1,002 respondents aged 15 or above were successfully enumerated by telephone. The response rate was 51.2%. This summary highlights the major findings of the survey.

Awareness of IP protection and IPD’s duties, and opinion towards the long-term development of IP protection

The awareness levels of the existence of legislation protecting IP rights in Hong Kong were similar to the last round of survey in 2022. According to the 2024 survey, over 90% of the respondents were aware of the existence of legislation protecting copyright (92.6%), trade marks (93.5%) and patents (94.4%) in Hong Kong.

Comparatively speaking, a lower proportion of respondents were aware of the existence of legislation protecting designs (60.2%) in Hong Kong, though it was higher compared with the result in the 2022 survey (57.7%).

In response to the question on which government department is responsible for registration of IP rights and promotion of IP protection in Hong Kong, the majority of respondents (83.6%) could identify IPD, which

前言

為持續跟進公眾對保護知識產權的意識，知識產權署自 1999 年起定期進行了多個公眾對保護知識產權意識的調查。米嘉道資訊策略有限公司受委託於 2024 年 11 月 25 日至 12 月 30 日進行最近一輪的公眾調查，透過電話成功訪問 1,002 名 15 歲或以上受訪者，回應率為 51.2%。本摘要概述主要的調查結果。

對保護知識產權和知識產權署工作的認知，以及對保護知識產權長遠發展的意見

受訪者對香港有保障知識產權法例的認知程度與 2022 年進行的上一輪調查相似。根據 2024 年的調查，超過九成的受訪者知道香港有保障版權 (92.6%)、商標 (93.5%) 和專利 (94.4%) 的法例。

相對而言，較少比例的受訪者知道香港有保障外觀設計的法例 (60.2%)，然而這比例與 2022 年的調查結果 (57.7%) 相比已有增長。

對於香港由哪個政府部門負責註冊知識產權及宣傳推廣保護知識產權，大部分受訪者 (83.6%) 能正確指出知識產權署，比 2022 年 (78.6%) 及 2020 年 (66.9%) 的調查結果為高。

was higher compared with the results in 2022 (78.6%) and 2020 (66.9%).

In general, respondents were positive towards the long-term development of IP protection. Over 60% of the respondents considered that Hong Kong, as a regional IP trading centre, the protection of IP rights would be helpful (“very helpful” / “quite helpful”) to the development of local arts, culture and creative industries (66.7%), the development of local innovation and technology (66.8%), promoting IP-related professional services in Hong Kong, such as legal and accounting services (62.8%), and attracting foreign investment and increasing the competitiveness of Hong Kong (64.1%). The findings were similar to the results in 2022 (about 60% - 63%).

Behaviours and attitude towards IP protection in a digital environment

Among the respondents who browsed / used any type of content or information from the internet, 16.4% reported that they had browsed / used infringing content from unauthorised websites / mobile apps in the past year, which was similar to the result in 2022 (13.4%).

For those respondents who said they had browsed / used infringing content from unauthorised websites / mobile apps in the past year, the top three types of infringing content that the respondents browsed / used the most were:

- Video / movie / TV drama / documentary / live sports events (32.3%);
- Gaming software (21.0%); and
- Music / concerts (19.7%).

In which, the top three reasons for browsing / using infringing content from unauthorised websites / mobile apps were:

整體而言，受訪者對保護知識產權的長遠發展持正面態度。超過六成的受訪者認為香港作為區域知識產權貿易中心，保護知識產權對促進本地文化藝術和創意產業的發展(66.7%)、促進本地創新科技的發展(66.8%)、推廣香港有關知識產權的專業服務，例如法律及會計服務(62.8%)、以及吸引外來投資及提升香港的競爭力(64.1%)有幫助(「非常有幫助」/「頗有幫助」)。結果與 2022 年的調查結果(約 60%–63%)相似。

在數碼環境中涉及保護知識產權的行為和態度

在有上網瀏覽 / 使用任何類型的內容或資訊的受訪者當中，有 16.4% 表示在過去一年內曾在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容，結果與 2022 年的調查結果(13.4%)相若。

在過去一年內曾在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容的受訪者最經常瀏覽 / 使用的首三類侵權內容是：

- 影片 / 電影 / 電視劇 / 紀錄片 / 直播運動賽事 (32.3%) ;
- 遊戲軟件 (21.0%) ; 及
- 音樂 / 演唱會 (19.7%) 。

當中，在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容的首三個原因是：

- There are channels available for free uploading, downloading or streaming (47.1%);
- Too expensive to use authorised websites (27.7%); and
- More updated content (25.0%).
- 有途徑免費上載、下載或串流 (47.1%);
- 使用獲正式授權的網站價錢太貴 (27.7%); 及
- 有最新的內容 (25.0%)。

On the other hand, for those respondents who said that they had not browsed / used infringing content from unauthorised websites / mobile apps in the past year, the top three reasons for browsing / using content from authorised websites / mobile apps were:

- Worry about getting infected by computer virus / being hacked by hackers / leaking personal information from illegal websites (28.6%);
- Better quality assurance (17.7%); and
- Comply with IP laws (15.7%).
- 擔心在非法網站感染電腦病毒 / 受黑客入侵 / 會洩露個人資料 (28.6%);
- 質素較有保證 (17.7%); 及
- 遵守知識產權法例 (15.7%)。

Upon comparing the findings in the recent two rounds of survey with those in earlier years, it was noted that respondents are more concerned about getting infected by computer virus / being hacked by hackers / leaking personal information from illegal websites (28.6% in 2024; 22.9% in 2022; 4.1% in 2020).

另一方面，在過去一年內未曾在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容的受訪者表示，他們在獲正式授權網站 / 應用程式上瀏覽 / 使用內容的首三個原因是：

把近兩輪調查結果與早年的調查結果比較，發現受訪者更為關注在非法網站感染電腦病毒 / 受黑客入侵 / 會洩露個人資料 (2024 年，28.6% ; 2022 年，22.9% ; 2020 年，4.1%)。

The majority of respondents (83.0%) agreed that “it is morally wrong to browse / use the content from unauthorised websites / mobile apps knowing that it is an infringement of IP rights”.

大部分受訪者 (83.0%) 同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站 / 應用程式上瀏覽 / 使用有關內容，是不道德的行為」。

Behaviours and attitude towards buying pirated / counterfeit goods

購買盜版 / 冒牌貨品的行為和態度

In the 2024 results, 90.9% of the respondents did not buy pirated / counterfeit goods in the past year, whereas 7.8% of the respondents replied “yes” to whether they bought pirated / counterfeit goods in the past year, which was slightly higher than the results in 2022 (3.7%).

在 2024 年的結果中，90.9%的受訪者表示在過去一年內沒有購買盜版 / 冒牌貨品，然而有 7.8%的受訪者表示在過去一年內「有」購買盜版 / 冒牌貨品，稍微高於 2022 年的調查結果 (3.7%)。

For those respondents who said they had bought pirated / counterfeit goods in the past year, the top three types of pirated / counterfeit goods that they bought the most were:

- Clothing and accessories (e.g. clothes, accessories, bags, shoes) (28.2%);
- Computer software / accessories (15.6%); and
- Toys / stationery / accessories (15.1%).

In which, the top one channel that they used the most to buy pirated / counterfeit goods was “online shops / websites offering auction or resale of secondhand products” (43.0%), followed by “social media” (22.2%) and “physical shops / stores” (17.5%).

Upon comparing with the survey result in 2022, it was noted that “social media” replaced “physical shops / stores” as the second most common buying channel.

The top three reasons for buying pirated / counterfeit goods were:

- The genuine goods were too expensive (90.2%);
- Did not know that the goods were pirated / counterfeit when buying them (14.1%); and
- Other people use pirated / counterfeit goods too (11.2%).

On the other hand, for those respondents who did not buy pirated / counterfeit goods in the past year, the top three reasons were:

- Quality of genuine goods is guaranteed (38.8%);
- No need to buy / not interested in pirated or counterfeit goods (36.9%); and
- Respect and support IP rights / support genuine goods / immoral or wrong to infringe IP rights (16.9%).

在過去一年內有購買盜版 / 冒牌貨品的受訪者表示，最多購買的首三類盜版 / 冒牌貨品是：

- 服飾 (例如衣服、配飾、袋、鞋) (28.2%) ;
- 電腦軟件 / 配件 (15.6%) ; 及
- 玩具 / 文具 / 精品 (15.1%) 。

當中，他們購買盜版 / 冒牌貨品最常用的渠道是「網絡商店 / 拍賣或二手轉賣網站」(43.0%)，其次是「社交媒體」(22.2%) 及「實體商舖」(17.5%)。

與 2022 的調查結果比較，「社交媒體」已取代「實體商舖」，成為第二普遍的購買渠道。

購買盜版 / 冒牌貨品的首三個原因是：

- 正版貨品價錢太貴 (90.2%) ;
- 購買時不知道是盜版 / 冒牌貨品 (14.1%) ; 及
- 人用我用 (11.2%) 。

另一方面，在過去一年內沒有購買盜版 / 冒牌貨品的受訪者表示首三個原因是：

- 正版貨品質素有保證 (38.8%) ;
- 沒有購買盜版或冒牌貨品的需要 / 對盜版或冒牌貨品沒有興趣 (36.9%) ; 及
- 尊重和支持知識產權 / 支持正版貨 / 侵犯知識產權，是不道德或不正確的行為 (16.9%) 。

The majority of respondents (85.9%) agreed that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”, which was similar to the agreement level in the results of the 2022 survey (84.1%).

Opinion towards the “No Fakes Pledge” Scheme and ways to differentiate the lawfulness of a buying channel

The 2024 survey has recorded a high awareness of “No Fakes Pledge” Scheme (77.6%), similar to the results in 2022 (76.4%) and 2020 (77.3%).

The most frequently mentioned channels of acquaintance of “No Fakes Pledge” Scheme were “stickers / tent cards in shops / online shops” (81.9%) and “government advertisements on television” (76.3%), which were also the top two channels mentioned since 2016. They were followed by “advertisements on public transport” (30.4%), “social media / internet / online forum / mobile apps” (26.4%) and “exhibitions” (19.4%).

Among the respondents who were aware of “No Fakes Pledge” Scheme, most of them (75.0%) considered that “No Fakes Pledge” Scheme was helpful (“very helpful” / “quite helpful”) in enhancing the confidence of consumers and tourists in shopping in Hong Kong or in strengthening the reputation of Hong Kong as a “Shopping Paradise”, which was similar to the result of 74.5% in the last round.

The top three ways used by respondents to differentiate whether a buying channel is legal / authorised or whether a buying channel is selling genuine goods or providing authorised uploading / downloading / streaming services were:

大部分受訪者 (85.9%) 同意「在明知侵犯知識產權的情況下，仍然購買盜版 / 冒牌貨品是不道德的行為」，這與 2022 的調查結果中的同意程度 (84.1%) 相若。

對「正版正貨承諾」計劃的意見及如何分辨購買途徑的合法性

2024 年的調查顯示，「正版正貨承諾」計劃錄得高水平的認知程度 (77.6%)，與 2022 年 (76.4%) 及 2020 年 (77.3%) 的結果相若。

最普遍認識「正版正貨承諾」計劃的途徑是「店舖 / 網店內的標貼或座檯咭」(81.9%) 及「電視台的政府宣傳片」(76.3%)，兩者亦是自 2016 年起最多提及的兩個途徑，再其次是「公共交通上的廣告」(30.4%)、「社交媒體 / 互聯網 / 網上討論區 / 流動應用程式」(26.4%) 及「展覽」(19.4%)。

在知道「正版正貨承諾」計劃的受訪者中，他們多數 (75.0%) 認為「正版正貨承諾」計劃有助 (「非常有幫助」 / 「頗有幫助」) 增加消費者及遊客在港購物的信心或鞏固香港「購物天堂」的美譽，結果與上一輪的 74.5% 結果相若。

受訪者用來分辨一個購買途徑是否合法 / 獲正式授權，或購買途徑是否售賣正版貨品或提供獲正式授權的上載 / 下載 / 串流服務的首三種方法是：

- Pay attention to the point of sales from advertisement (72.8%);
 - Reference from someone I know (59.9%); and
 - Whether the price is at genuine goods' price level (59.1%).
- 留意廣告列出的銷售點 (72.8%);
 - 認識的人介紹 (59.9%); 及
 - 價格是否正版貨品的價錢 (59.1%)。

Effectiveness of different promotional channels in raising public awareness of IP protection

“Internet / smartphone apps / social media / online forums” (87.2%) was considered as the most effective channel to promote awareness of IP protection, followed by “television / radio” (81.2%), “schools” (79.4%) and “advertisements on public transport” (75.6%).

Conclusion

The survey findings showed that most of the respondents had basic knowledge about IP rights, which was quite consistent with the findings of the previous rounds of survey. Most respondents knew about the existence of legislation protecting copyright, trade marks and patents in Hong Kong. Yet, their knowledge about protecting designs was not as strong as that of other IP rights.

The awareness of IPD's duties was also quite high. Over 80% of the respondents were able to identify IPD among other government departments as being responsible for registration of IP rights and promotion of IP protection in Hong Kong.

Consistently, a large proportion of respondents had positive view on the long-term development of IP rights. Over 60% of the respondents considered that the protection of IP rights would be helpful to the development of local arts, culture and creative industries, the development of local innovation and technology, promoting IP-related professional

提升公眾對保護知識產權認知的有效宣傳途徑

受訪者認為「互聯網 / 智能手機應用程式 / 社交媒體 / 網上討論區」(87.2%)是推廣保護知識產權認知的最有效途徑，其次是「電視 / 電台」(81.2%)、「學校」(79.4%)和「公共交通工具廣告」(75.6%)。

總結

調查結果顯示大部分受訪者對知識產權有基本的認識，與以往調查的整體結論一致。多數受訪者知道香港有保障版權、商標及專利的法例。然而，他們對保護外觀設計的認識沒有如對其他知識產權般了解。

受訪者對知識產權署工作的認知程度亦頗高，超過八成的受訪者能夠從其他政府部門中分辨出知識產權署是在香港負責註冊知識產權及宣傳推廣保護知識產權的政府部門。

一如既往，大比例的受訪者對知識產權的長遠發展持正面看法。超過六成的受訪者認為保護知識產權及建設香港成為區域知識產權貿易中心，有助本地文化藝術和創意產業的發展、促進本地創新科技的發展、推廣香港有關知識產權的專業服務，例如法律及會計服務，以及吸引外來投資及提升香港的競爭力。

services in Hong Kong, such as legal and accounting services, and attracting foreign investment and increasing the competitiveness of Hong Kong.

The behaviour of infringement of IP rights in a digital environment remained at a low level. Among the respondents who browsed / used any type of content or information from the internet, only 16.4% browsed / used infringing content from unauthorised websites / mobile apps in the past year.

Similar to the previous surveys, the percentage of respondents who bought pirated / counterfeit goods was relatively low. Behaviour of buying pirated / counterfeit goods remained at a single-digit percentage (7.8% in 2024). “Social media” replaced “physical shops / stores” as the second most common channel for buying pirated / counterfeit goods.

Price was a common consideration for respondents when browsing / using infringing content from unauthorised websites / mobile apps and buying pirated / counterfeit goods.

On the other hand, “quality assurance” was the most common reason for using or buying legal / authorised digital content and physical goods. In addition, it was noteworthy that in the recent two rounds of survey, respondents are more concerned about getting infected by computer virus / being hacked by hackers / leaking personal information from illegal websites and complying with IP laws.

The awareness of “No Fakes Pledge” Scheme remained high, at a similar awareness level as in 2022 and 2020. Besides, a majority of respondents considered “internet / smartphone apps / social media / online forums” (87.2%) as the most effective channel to promote awareness of IP protection.

在數碼環境的侵權行為維持在低水平。在有上網瀏覽 / 使用任何類型的內容或資訊的受訪者當中，只有 16.4% 在過去一年內曾在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容。

跟以往的調查結果相近，購買盜版 / 冒牌貨品的受訪者比例較少。購買盜版 / 冒牌貨品的行為維持在個位數的百分比 (2024 年，7.8%)，而「社交媒體」已取代「實體商舖」，成為第二普遍購買盜版 / 冒牌貨品的渠道。

價格是受訪者在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容及購買盜版 / 冒牌貨品的共同考慮因素。

另一方面，「質素保證」是使用或購買合法 / 獲正式授權的數碼內容及實體貨品的共同常見原因。此外，值得留意在近兩輪調查中，受訪者更關注在非法網站感染電腦病毒 / 受黑客入侵 / 會洩露個人資料及遵守知識產權法例。

受訪者對「正版正貨承諾」計劃的認知程度維持在高水平，與 2022 及 2020 年相若。此外，大多數受訪者認為「互聯網 / 智能手機應用程式 / 社交媒體 / 網上討論區」(87.2%) 是推廣保護知識產權認知的最有效途徑。

2 Introduction 前言

2.1 Background and Survey Objectives 背景及調查目的

In order to keep track of the public's awareness of IP rights, the IPD has been conducting surveys on public awareness of IP rights protection regularly since 1999. To evaluate the effectiveness of IPD's efforts in promoting awareness of IP protection among the general public, IPD has commissioned Mercado Solutions Associates Limited to conduct the new round of public survey in 2024 (the "Survey").

The objectives of the Survey are:

- To gauge the awareness of IP protection and IPD's duties, and opinion towards the long-term development of IP rights among the general public;
- To understand the behaviours and attitude towards IP protection in a digital environment;
- To understand the behaviours and attitude towards buying pirated / counterfeit goods;
- To know the views of the public on "No Fakes Pledge" Scheme and their ways to differentiate the lawfulness of a buying channel;
- To evaluate the effectiveness of different IP promotional channels; and
- To assess the changes in public attitude towards IP protection over the past years since 1999.

為持續跟進公眾對保護知識產權的認知，知識產權署自 1999 年起定期進行了多個公眾對保護知識產權意識的調查。米嘉道資訊策略有限公司受委託於 2024 年進行新一輪的公眾調查，以評估知識產權署對提升公眾對知識產權保護意識的成效。

調查目的是：

- 了解公眾對保護知識產權和知識產權署工作的認知，以及對知識產權長遠發展的意見；
- 了解公眾於數碼環境下對保護知識產權的行為和態度；
- 了解公眾對購買盜版 / 冒牌貨品的行為和態度；
- 了解公眾對「正版正貨承諾」計劃的看法以及如何分辨購買途徑的合法性；
- 評估不同的知識產權宣傳途徑的有效性；以及
- 比較自 1999 年以來公眾對保護知識產權的態度的轉變。

2.2 Survey Methodology 調查方法

The Survey covered Hong Kong residents aged 15 or above, and the required information was collected through telephone interviews.

The Survey was conducted with a random sample selected by a random sampling method. A total of 1,002 individuals aged 15 or above were successfully interviewed between 25 November and 30 December 2024. The response rate of the Survey was 51.2%. The enumeration results were summarised in Annex 1.

Based on the achieved sample size, the degree of precision for the proportion estimation was $\pm 3.1\%$ at the 95% confidence level. Data collected from the Survey were weighted to align with the sex-age distribution of the population (based on data of the mid-2024 population estimates of the Census and Statistics Department), such that findings of the Survey were able to represent the opinions / views of the Hong Kong population aged 15 or above. The sample and population distribution were outlined in Annex 2.

2.3 Analysis of Survey Findings 分析調查的結果

Chi-Square Test was adopted to test whether there was significant difference between the opinions of respondents in different sub-groups.

In the tables, “p-value < 0.05 and expected value ≥ 5 ” denoted that there were statistically significant differences between different sub-groups.

When conducting the statistical tests, respondents who “refused to answer” the

是次調查涵蓋了居住在香港 15 歲或以上的居民。所需資料以電話訪問方式收集。

調查以隨機抽樣方法抽取樣本，於 2024 年 11 月 25 日至 12 月 30 日期間，總計成功訪問了 1,002 名 15 歲或以上人士，回應率為 51.2%。訪問結果概列於附錄一。

根據所得的樣本數量，在 95% 的置信度下估值的精確程度為 $\pm 3.1\%$ 。調查數據按照人口性別年齡分佈（根據政府統計處 2024 年年中人口估計的數據）進行加權，令調查結果能反映所有 15 歲或以上香港人口的意見及觀點。樣本及總體人口分佈概列於附錄二。

本調查採用了卡方檢定來測試不同小組的受訪者在意見上有否明顯差別。

在列表中，「p-值 < 0.05 及預期值 ≥ 5 」代表在不同小組之間的統計數據有明顯差別。

在進行統計檢測時，「拒絕回應」個別背景資料

respective demographic questions were excluded. 的受訪者並不包括在內。

2.4 Rounding of figures **數據進位**

There may be slight discrepancies between the sum of individual items and sub-totals / totals as shown in the tables in this report owing to rounding. 由於進位關係，在本報告的表中，個別項目的小計 / 總計或會有輕微差異。

3 Detailed Findings 主要調查結果

3.1 Awareness of IP protection and IPD's duties, and opinion towards the long-term development of IP protection

對保護知識產權和知識產權署工作的認知，以及對保護知識產權長遠發展的意見

3.1.1 Awareness of IP protection

對保護知識產權的認知

The awareness of the existence of legislation protecting IP rights in Hong Kong were similar to the results in 2022, over 90% of the respondents were aware of the existence of legislation protecting copyright (92.6%), trade marks (93.5%) and patents (94.4%) in Hong Kong.

受訪者對香港是否有保障知識產權的法例的認知程度，與 2022 年的調查結果相似，超過九成的受訪者知道香港有保障版權 (92.6%)、商標 (93.5%) 和專利 (94.4%) 的法例。

Comparatively speaking, a lower proportion of respondents were aware of the existence of legislation protecting designs (60.2%) in Hong Kong, though it was higher compared with the result in 2022 (57.7%).

相對而言，較少比例的受訪者知道香港有保障外觀設計的法例 (60.2%)，然而這比例與 2022 年的調查結果 (57.7%) 相比已有增長。

The results were similar to the findings in most of the previous surveys.

是次結果與以往大多數的調查結果相若。

(Tables 3.1.1a – d)

(表 3.1.1a – d)

Table 3.1.1a: Whether aware of the existence of legislation protecting copyright in Hong Kong

表 3.1.1a：是否知道香港有保障版權的法例

	2024 (%)	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	92.6	94.9	89.6	84.6	85.8	89.9	85.4	89.3	87.4
No 沒有	4.6	3.8	3.2	5.2	4.7	4.4	8.1	4.4	3.8
Don't know / hard to say 不知道 / 很難說	2.8	1.3	7.2	10.2	9.5	5.7	6.5	6.3	8.8
Sample 樣本	1 002	1 001	1 000	1 003	1 005	1 005	1 001	1 005	1 003

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.1.1b: Whether aware of the existence of legislation protecting trade marks in Hong Kong**表 3.1.1b : 是否知道香港有保障商標的法例**

	2024	2022	2020	2018	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	93.5	94.8	89.6	87.1	88.4	91.1	84.0	88.3	84.9
No 沒有	3.6	3.9	3.3	4.3	3.5	3.8	8.5	4.6	3.7
Don't know / hard to say 不知道 / 很難說	2.9	1.3	7.0	8.6	8.1	5.2	7.5	7.1	11.4
Sample 樣本	1 002	1 001	1 000	1 003	1 005	1 005	1 001	1 005	1 003

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.1.1c: Whether aware of the existence of legislation protecting patents in Hong Kong**表 3.1.1c : 是否知道香港有保障專利的法例**

	2024	2022	2020	2018	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	94.4	93.2	87.4	89.4	87.6	88.3	85.3	86.4	84.7
No 沒有	3.9	4.5	4.1	4.5	2.5	7.5	7.4	4.0	3.8
Don't know / hard to say 不知道 / 很難說	1.7	2.3	8.4	6.0	9.9	4.2	7.2	9.6	11.5
Sample 樣本	1 002	1 001	1 000	1 003	1 005	1 005	1 001	1 005	1 003

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.1.1d: Whether aware of the existence of legislation protecting designs in Hong Kong**表 3.1.1d : 是否知道香港有保障外觀設計的法例**

	2024	2022	2020	2018	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	60.2	57.7	46.8	52.6	50.4	59.2	53.1	55.9	46.0
No 沒有	24.4	24.8	19.8	24.8	15.5	18.3	24.2	15.0	13.5
Don't know / hard to say 不知道 / 很難說	15.4	17.5	33.4	22.7	34.1	22.4	22.7	29.1	40.6
Sample 樣本	1 002	1 001	1 000	1 003	1 005	1 005	1 001	1 005	1 003

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

When analysed by demographic sub-groups, it was observed that: 按背景組別分析，發現：

- For the legislation protecting copyright, the awareness level was relatively higher among those respondents having higher education level (secondary (95.7%) and tertiary or above (96.5%)). - 對於保障版權的法例，認知程度在具中學程度 (95.7%) 及大專程度或以上 (96.5%) 的較高學歷的受訪者之中相對較高。
- For the legislation protecting trade marks, the awareness level was relatively higher among younger and matured respondents who aged below 30 (97.2%) and 30 - 49 (98.4%), those having higher education level (secondary (97.0%) and tertiary or above (97.1%)), and those having middle to higher household income of \$20,000 - \$39,999 (96.7%) and \$40,000 or above (97.9%) per month. - 對於保障商標的法例，認知程度在較年輕及成熟的受訪者 (年齡在 30 歲以下 (97.2%) 及 30-49 歲 (98.4%))、具中學程度 (97.0%) 及大專程度或以上 (97.1%) 的較高學歷，以及家庭收入中等至較高 (每月 \$20,000-\$39,999 (96.7%) 及 \$40,000 或以上 (97.9%)) 的受訪者之中相對較高。
- For the legislation protecting patents, the awareness level was relatively higher among those matured respondents who aged 30 - 49 (98.4%), and those having middle to higher household income of \$20,000 - \$39,999 (97.3%) and \$40,000 or above (97.9%) per month. - 對於保障專利的法例，認知程度在成熟的受訪者 (年齡在 30-49 歲 (98.4%))、以及家庭收入中等至較高 (每月 \$20,000-\$39,999 (97.3%) 及 \$40,000 或以上 (97.9%)) 的受訪者之中相對較高。
- For the legislation protecting designs, the awareness level was relatively higher among those having middle to higher personal income of \$10,000 - \$19,999 (73.6%) and \$20,000 or above (78.8%) per month, and those having middle to higher household income of \$20,000 - \$39,999 (73.4%) and \$40,000 or above (73.2%) per month. - 對於保障外觀設計的法例，認知程度在個人收入中等至較高 (每月 \$10,000-\$19,999 (73.6%) 及 \$20,000 或以上 (78.8%))、以及家庭收入中等至較高 (每月 \$20,000-\$39,999 (73.4%) 及 \$40,000 或以上 (73.2%)) 的受訪者之中相對較高。

(Tables 3.1.1e – h)

(表 3.1.1e – h)

Table 3.1.1e: Whether aware of the existence of legislation protecting copyright in Hong Kong
– bivariate analysis

表 3.1.1e：是否知道香港有保障版權的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入			Monthly Household Income 家庭每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Yes 有	96.3	94.4	95.9	96.7	94.3	87.8	95.7	96.5	96.1	94.4	94.1	95.6	97.8	92.4	95.3	97.0
No 沒有	3.7	5.6	4.1	3.3	5.7	12.2	4.3	3.5	3.9	5.6	5.9	4.4	2.2	7.6	4.7	3.0
Sample 樣本	458	516	146	304	524	115	300	548	538	431	471	342	137	145	577	236
X ²	1.964		2.680			16.030*			1.498		3.489			4.284		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “don’t know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.1f: Whether aware of the existence of legislation protecting trade marks in Hong Kong
– bivariate analysis

表 3.1.1f：是否知道香港有保障商標的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入			Monthly Household Income 家庭每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Yes 有	96.5	96.1	97.2	98.4	94.8	90.4	97.0	97.1	97.2	95.1	94.9	97.7	97.8	91.8	96.7	97.9
No 沒有	3.5	3.9	2.8	1.6	5.2	9.6	3.0	2.9	2.8	4.9	5.1	2.3	2.2	8.2	3.3	2.1
Sample 樣本	456	517	145	304	523	114	300	548	539	430	470	341	137	146	577	236
X ²	0.088		7.097*			12.530*			2.951		5.251			10.143*		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “don’t know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.1g: Whether aware of the existence of legislation protecting patents in Hong Kong
– bivariate analysis

表 3.1.1g：是否知道香港有保障專利的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入			Monthly Household Income 家庭每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Yes 有	96.5	95.6	95.2	98.4	94.9	93.9	96.7	96.4	96.5	95.4	95.1	96.5	98.6	88.7	97.3	97.9
No 沒有	3.5	4.4	4.8	1.6	5.1	6.1	3.3	3.6	3.5	4.6	4.9	3.5	1.4	11.3	2.7	2.1
Sample 樣本	462	522	147	307	530	115	302	556	546	434	474	347	138	151	583	236
X ²	0.572		6.424*			1.904			0.806		3.571			25.778*		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “don’t know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.1h: Whether aware of the existence of legislation protecting designs in Hong Kong
– bivariate analysis

表 3.1.1h：是否知道香港有保障外觀設計的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入			Monthly Household Income 家庭每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Yes 有	70.8	71.5	74.6	74.7	68.4	61.8	71.3	73.2	73.2	68.4	67.1	73.6	78.8	59.1	73.4	73.2
No 沒有	29.2	28.5	25.4	25.3	31.6	38.2	28.7	26.8	26.8	31.6	32.9	26.4	21.2	40.9	26.6	26.8
Sample 樣本	390	459	122	253	472	102	265	471	459	386	422	292	113	132	500	205
X ²	0.049		3.961			5.398			2.355		7.462*			10.977*		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “don’t know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

3.1.2 Awareness of IPD and its duties 對知識產權署及其工作的認知

The majority of respondents (83.6%) were able to identify IPD as the government department responsible for registration of IP rights and promotion of IP protection in Hong Kong, which was higher compared with the results in 2022 and 2020. There were, however, some respondents (16.4%) who were not aware of IPD being responsible for these roles (any wrong answer / answered “don’t know”).

大部分受訪者(83.6%)能夠正確地認出知識產權署是香港負責註冊知識產權及宣傳推廣保護知識產權的政府部門，比 2022 及 2020 年的調查結果為高。然而，部分受訪者(16.4%)則不知道知識產權署負責這些工作(任何錯誤答案 / 回答「不知道」)。

Analysis by demographic sub-groups showed that those respondents who had higher education level (tertiary or above) (85.9%), those who were working (85.8%), those having higher personal income of \$20,000 or above (92.0%) per month and those having higher household income of \$40,000 or above (87.1%) per month were more likely to be aware of the roles of IPD.

按背景組別分析，教育程度較高(具大專程度或以上的較高學歷) (85.9%)、在職(85.8%)、個人收入較高(每月\$20,000或以上) (92.0%)及家庭收入較高(每月\$40,000或以上) (87.1%)的受訪者相對有較高百分比知道知識產權署的職能。

(Tables 3.1.2a & b)

(表 3.1.2a 及 b)

Table 3.1.2a: The government department that is responsible for registration of IP rights and promotion of awareness of IP protection in Hong Kong

表 3.1.2a : 香港負責註冊知識產權及宣傳推廣對保護知識產權的認知的政府部門

	2024 (%)	2022 (%)	2020 (%)
Intellectual Property Department / IPD 知識產權署	83.6	78.6	66.9
Customs and Excise Department 香港海關	12.0	15.1	19.8
Commerce and Economic Development Bureau 商務及經濟發展局	1.8	3.1	5.2
Innovative and Technology Commission 創新科技署	0.9	1.3	3.1
Hong Kong Police 香港警務處	-	-	-
Don't know 不知道	1.7	1.9	5.0
Aware (answered “Intellectual Property Department” / IPD) 知道 (回答「知識產權署」)	83.6	78.6	66.9
Not aware (any wrong answer / answered “don’t know”) 不知道 (沒有正確答案 / 回答「不知道」)	16.4	21.4	33.1
Sample 樣本	1 002	1 001	1 000

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.1.2b: The government department that is responsible for registration of IP rights and promotion of awareness of IP protection in Hong Kong – Bivariate analysis

表 3.1.2b : 香港負責註冊知識產權及宣傳推廣對保護知識產權的認知的政府部門 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		Monthly Household Income 家庭每月收入			
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Intellectual Property Department 知識產權署	84.7	82.5	88.1	84.5	81.7	74.6	83.3	85.9	85.8	80.5	80.0	84.3	92.0	77.5	83.6	87.1
Not aware 不知道	15.3	17.5	11.9	15.5	18.3	25.4	16.7	14.1	14.2	19.5	20.0	15.7	8.0	22.5	16.4	12.9
Sample 樣本	472	530	151	309	542	118	305	568	551	446	486	351	138	151	596	240
X ²	0.954		3.739			9.306*			5.110*		11.527*		6.201*			

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.1.3 Opinion towards the long-term development of IP protection 對保護知識產權長遠發展的意見

Over 60% of the respondents considered that Hong Kong, as a regional IP trading centre, the protection of IP rights would be helpful (“very helpful” / “quite helpful”) to the development of local arts, culture and creative industries (66.7%), the development of local innovation and technology (66.8%), promoting IP-related professional services in Hong Kong, such as legal and accounting services (62.8%), and attracting foreign investment and increasing the competitiveness of Hong Kong (64.1%). The findings were similar to the results in 2022.

超過六成的受訪者認為香港作為區域知識產權貿易中心，保護知識產權對促進本地文化藝術和創意產業的發展(66.7%)、促進本地創新科技的發展(66.8%)、推廣香港有關知識產權的專業服務，例如法律及會計服務(62.8%)，以及吸引外來投資及提升香港的競爭力(64.1%)有幫助(「非常有幫助」/「頗有幫助」)。結果與2022年的調查結果相似。

(Tables 3.1.3a – d)

(表 3.1.3a – d)

Table 3.1.3a: Hong Kong, as a regional IP trading centre, whether the protection of IP rights can help the development of local arts, culture and creative industries**表 3.1.3a：認為香港作為區域知識產權貿易中心，保護知識產權對促進本地文化藝術和創意產業的發展是否有幫助**

	2024	2022	2020	2018	2016	2014	2012	2010	2008	2005	2004	2003
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very helpful 非常有幫助	30.6	32.3	47.5	32.4	30.7	22.3	27.5	30.5	23.9	23.3	27.0	34.0
Quite helpful 頗有幫助	36.1	30.7	30.2	47.5	44.7	48.6	45.5	52.5	52.1	54.2	55.0	46.1
Average 一般	26.6	29.8	16.8	15.6	15.4	21.1	15.4	11.1	16.3	12.4	10.2	7.4
Not quite helpful 沒大幫助	3.3	5.0	2.5	3.5	5.0	6.5	7.3	3.7	4.6	6.0	4.9	6.1
Not helpful at all 完全沒有幫助	2.9	1.8	1.3	0.3	1.7	0.3	2.4	0.4	1.0	1.4	1.7	1.3
Don't know / hard to say 不知道 / 很難說	0.5	0.3	1.8	0.8	1.3	1.3	1.9	1.7	2.1	2.7	1.3	5.1
Very helpful / quite helpful 非常有幫助 / 頗有幫助	66.7	63.0	77.7	79.9	75.4	70.9	73.0	83.0	76.0	77.5	82.0	80.1
Not quite helpful / not helpful at all 沒大幫助 / 完全沒有幫助	6.1	6.8	3.8	3.8	6.7	6.8	9.7	4.1	5.6	7.3	6.5	7.4
Sample 樣本	1 002	1 001	1 000	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) The question was revised in 2024 and 2022:

The question in 2022 was "Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help the development of local arts, culture and creative industries".

The question in 2020 was "Whether the protection of IP rights can help the development of the local creative industries".

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 本題於 2024 年及 2022 年曾作出修訂：

2022 年的問題是「認為保護知識產權及建設香港成為區域知識產權貿易中心對促進本地文化藝術和創意產業發展是否有幫助」。

2020 年的問題是「認為保護知識產權對促進本地創意產業發展是否有幫助」。

Table 3.1.3b: Hong Kong, as a regional IP trading centre, whether the protection of IP rights can help the development of local innovation and technology

表 3.1.3b：認為香港作為區域知識產權貿易中心，保護知識產權對促進本地創新科技發展是否有幫助

	2024 (%)	2022 (%)
Very helpful 非常有幫助	32.3	33.0
Quite helpful 頗有幫助	34.5	29.7
Average 一般	24.6	27.1
Not quite helpful 沒大幫助	6.4	7.7
Not helpful at all 完全沒有幫助	1.2	2.2
Don't know / hard to say 不知道 / 很難說	1.1	0.2
Very helpful / quite helpful 非常有幫助 / 頗有幫助	66.8	62.7
Not quite helpful / not helpful at all 沒大幫助 / 完全沒有幫助	7.6	9.9
Sample 樣本	1 002	1 001

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) The question was revised in 2024. The question in 2022 was "Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help the development of local innovation and technology".

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 本題於 2024 年曾作出修訂。2022 年的問題是「認為保護知識產權及建設香港成為區域知識產權貿易中心對促進本地創新科技發展是否有幫助」。

Table 3.1.3c: Hong Kong, as a regional IP trading centre, whether the protection of IP rights can help promoting IP-related professional services in Hong Kong, such as legal and accounting services

表 3.1.3c：認為香港作為區域知識產權貿易中心，保護知識產權對推廣香港有關知識產權的專業服務，例如法律和會計等是否有幫助

	2024 (%)	2022 (%)
Very helpful 非常有幫助	28.2	31.7
Quite helpful 頗有幫助	34.6	30.0
Average 一般	25.7	27.6
Not quite helpful 沒大幫助	8.6	8.0
Not helpful at all 完全沒有幫助	1.6	2.2
Don't know / hard to say 不知道 / 很難說	1.4	0.4
Very helpful / quite helpful 非常有幫助 / 頗有幫助	62.8	61.7
Not quite helpful / not helpful at all 沒大幫助 / 完全沒有幫助	10.1	10.2
Sample 樣本	1 002	1 001

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) The question was revised in 2024. The question in 2022 was "Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help promoting IP-related professional services in Hong Kong, such as legal and accounting services".

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 本題於 2024 年曾作出修訂。2022 年的問題是「認為保護知識產權及建設香港成為區域知識產權貿易中心對推動香港有關知識產權的專業服務，例如法律和會計等是否有幫助」。

Table 3.1.3d: Hong Kong, as a regional IP trading centre, whether the protection of IP rights can help attracting foreign investment and increasing the competitiveness of Hong Kong

表 3.1.3d : 認為香港作為區域知識產權貿易中心，保護知識產權對吸引外來投資及提升香港的競爭力是否有幫助

	2024 (%)	2022 (%)	2020 (%)
Very helpful 非常有幫助	31.2	29.7	48.7
Quite helpful 頗有幫助	32.9	30.3	30.6
Average 一般	21.3	24.4	12.5
Not quite helpful 沒大幫助	9.9	10.4	4.3
Not helpful at all 完全沒有幫助	3.3	4.7	1.5
Don't know / hard to say 不知道 / 很難說	1.4	0.4	2.5
Very helpful / quite helpful 非常有幫助 / 頗有幫助	64.1	60.0	79.3
Not quite helpful / not helpful at all 沒大幫助 / 完全沒有幫助	13.1	15.1	5.8
Sample 樣本	1 002	1 001	1 000

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) The question was revised in 2024 and 2022.

The question in 2022 was "Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help attract foreign investment and increase Hong Kong's competitiveness".

The question in 2020 was "Whether the protection of IP rights can help attract foreign investment to Hong Kong".

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 本題於 2024 年及 2022 年曾作出修訂。

2022 年的問題是「認為保護知識產權及建設香港成為區域知識產權貿易中心對吸引外來投資及提升香港競爭力是否有幫助」。

2020 年的問題是「認為保護知識產權對吸引外來投資是否有幫助」。

When analysed by demographic sub-groups, it was observed that: 按背景組別分析，發現：

- Higher percentages of respondents who had higher education level (tertiary or above) (72.2%) and those having higher personal income of \$20,000 or above (76.3%) per month indicated that protecting IP rights can help the development of local arts, culture and creative industries. - 教育程度較高 (具大專程度或以上的較高學歷) (72.2%) 及個人收入較高 (每月 \$20,000 或以上) (76.3%) 的受訪者有較高百分比表示，保護知識產權對促進本地文化藝術和創意產業的發展有幫助。
- Higher percentages of respondents who had higher education level (tertiary or above) (72.5%), those who were working (71.0%) and those having higher personal income of \$20,000 or above (79.0%) per month indicated that protecting IP rights can help the development of local arts, culture and creative industries. - 教育程度較高 (具大專程度或以上的較高學歷) (72.5%)、在職 (71.0%) 及個人收入較高 (每月 \$20,000 或以上) (79.0%) 的受訪者有較高百分比認同保護知識產權對促

month agreed that protecting IP rights can help the development of local innovation and technology.

進本地創新科技的發展有幫助。

- Higher percentages of respondents having higher education level (secondary (64.1%) and tertiary or above (69.1%)) considered that protecting IP rights can help promoting IP-related professional services in Hong Kong, such as legal and accounting services.
 - Higher percentages of respondents having higher education level (secondary (66.2%) and tertiary or above (69.8%)) expressed a positive opinion and considered that protecting IP rights can help attracting foreign investment and increasing the competitiveness of Hong Kong.
- 具中學程度 (64.1%) 及大專程度或以上 (69.1%) 的較高學歷的受訪者有較高百分比認為保護知識產權對推廣香港有關知識產權的專業服務，例如法律及會計服務有幫助。
 - 具中學程度 (66.2%) 及大專程度或以上 (69.8%) 的較高學歷的受訪者有較高百分比表示肯定，認為保護知識產權對吸引外來投資及提升香港的競爭力有幫助。

(Tables 3.1.3e – h)

(表 3.1.3e – h)

Table 3.1.3e: Hong Kong, as a regional IP trading centre, whether the protection of IP rights can help the development of local arts, culture and creative industries – bivariate analysis**表 3.1.3e：認為香港作為區域知識產權貿易中心，保護知識產權對促進本地文化藝術和創意產業的發展是否有幫助 – 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		Monthly Household Income 家庭每月收入			
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Very helpful / quite helpful 非常有幫助 / 頗有幫助	68.0	66.3	73.3	69.3	64.2	48.3	65.3	72.2	68.6	64.9	65.2	66.4	76.3	64.2	67.5	67.5
Average 一般	26.0	27.5	20.0	24.5	29.9	48.3	27.7	21.6	24.3	30.1	30.1	25.6	18.7	32.5	25.6	26.3
Not quite helpful / not helpful at all 沒大幫助 / 完全沒有幫助	6.0	6.3	6.7	6.2	5.9	3.4	6.9	6.2	7.1	4.9	4.7	8.0	5.0	3.3	6.9	6.3
Sample 樣本	469	528	150	306	539	118	303	565	547	445	485	348	139	151	593	240
X ²	0.337		6.963			36.600*			5.450		11.533*		4.845			

* $p\text{-value} < 0.05$ and expected value ≥ 5 $p\text{-value} < 0.05$ 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.3f: Hong Kong, as a regional IP trading centre, whether the protection of IP rights can help the development of local innovation and technology – bivariate analysis

表 3.1.3f：認為香港作為區域知識產權貿易中心，保護知識產權對促進本地創新科技發展是否有幫助 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入			Monthly Household Income 家庭每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Very helpful / quite helpful 非常有幫助 / 頗有幫助	67.7	67.3	73.0	69.7	64.6	42.2	68.4	72.5	71.0	63.4	63.3	69.8	79.0	66.9	67.4	69.5
Average 一般	24.7	24.9	21.7	21.2	27.7	52.6	22.6	20.2	21.0	29.3	29.4	23.3	11.6	25.7	25.0	22.9
Not quite helpful / not helpful at all 沒 大幫助 / 完全沒有幫助	7.5	7.8	5.3	9.1	7.7	5.2	9.0	7.3	8.0	7.3	7.3	6.9	9.4	7.4	7.6	7.6
Sample 樣本	465	526	152	307	534	116	301	564	548	440	480	348	138	148	592	236
X ²	0.033		7.579			56.338*			9.115*		19.203*			0.528		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.3g: Hong Kong, as a regional IP trading centre, whether the protection of IP rights can help promoting IP-related professional services in Hong Kong, such as legal and accounting services – bivariate analysis

表 3.1.3g：認為香港作為區域知識產權貿易中心，保護知識產權對推廣香港有關知識產權的專業服務，例如法律和會計等是否有幫助 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入			Monthly Household Income 家庭每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Very helpful / quite helpful 非常有幫助 / 頗有幫助	63.8	63.4	70.5	66.9	59.9	38.1	64.1	69.1	65.4	61.5	61.1	63.4	74.1	70.2	60.2	68.7
Average 一般	24.8	27.2	19.5	23.2	29.5	50.8	26.9	20.4	24.7	27.7	28.3	26.2	17.8	19.9	28.6	23.2
Not quite helpful / not helpful at all 沒 大幫助 / 完全沒有幫助	11.4	9.3	10.1	9.9	10.6	11.0	9.0	10.6	9.9	10.9	10.6	10.4	8.1	9.9	11.2	8.2
Sample 樣本	464	525	149	302	536	118	301	559	543	441	481	347	135	151	590	233
X ²	1.616		8.740			49.968*			1.631		7.891			9.060		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.3h: Hong Kong, as a regional IP trading centre, whether the protection of IP rights can help attracting foreign investment and increasing competitiveness of Hong Kong – bivariate analysis

表 3.1.3h：認為香港作為區域知識產權貿易中心，保護知識產權對吸引外來投資及提升香港的競爭力是否有幫助
— 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		Monthly Household Income 家庭每月收入			
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Very helpful / quite helpful 非常有幫助 / 頗有幫助	65.3	65.0	66.0	69.6	62.2	39.0	66.2	69.8	67.7	61.6	62.6	65.4	72.7	65.5	64.6	66.0
Average 一般	20.8	22.3	19.3	18.8	24.0	50.0	21.1	16.1	18.9	24.9	24.2	21.6	13.7	18.9	23.3	19.7
Not quite helpful / not helpful at all 沒 大幫助 / 完全沒有幫助	13.9	12.7	14.7	11.6	13.9	11.0	12.7	14.1	13.4	13.5	13.2	13.0	13.7	15.5	12.1	14.3
Sample 樣本	467	520	150	303	534	118	299	560	545	438	476	347	139	148	588	238
X ²	0.552		5.537			66.959*			5.410		7.173		3.078			

* $p\text{-value} < 0.05$ and expected value ≥ 5

$p\text{-value} < 0.05$ 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

3.2 Behaviours and attitude towards IP protection in a digital environment

在數碼環境中涉及保護知識產權的行為和態度

3.2.1 Whether browsed / used any infringing content from unauthorised websites / mobile apps in the past year

過去一年內有否在未獲正式授權的網站 / 應用程式上瀏覽 / 使用任何侵權內容

Among the respondents who browsed / used any type of content or information from the internet, 16.4% reported that they browsed / used infringing content from unauthorised websites / mobile apps in the past year, which was similar to the result in 2022 (13.4%).

在有上網瀏覽 / 使用任何類型的內容或資訊的受訪者當中，有 16.4% 表示在過去一年內曾在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容，結果與 2022 年的調查結果(13.4%) 相若。

(Table 3.2.1a)

(表 3.2.1a)

Table 3.2.1a: Whether browsed / used any infringing content from unauthorised websites / mobile apps in the past year

表 3.2.1a : 過去一年內有否在未獲正式授權的網站 / 應用程式上瀏覽 / 使用任何侵權內容

	2024 (%)	2022 (%)
Yes 有	16.4	13.4
No 沒有	82.2	78.4
Don't know / hard to say / can't remember 不知道 / 很難說 / 記不起	1.4	8.1
Sample: Among those who browsed / used any type of content or information from the internet 樣本：以有上網瀏覽 / 使用任何類型的內容或資訊的人士為基數	885	709

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) The question was revised in 2024. Question in 2022 was "Whether uploaded, downloaded or played any type of content from websites / streaming platforms in the past year. [If yes] Whether uploaded, downloaded or played any infringing content from unauthorised websites / streaming platforms in the past year".

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 本題於 2024 年曾作出修訂。2022 年的問題是「過去一年內有否於網站 / 串流平台上載、下載或直接點播任何類型的資訊。[如果有]過去一年內有否於未獲正式授權的網站 / 串流平台上載、下載或直接點播任何侵權的資訊」。

Analysis by demographic sub-groups reflected that higher percentages of those younger and matured respondents who aged below 30 (20.1%) and 30 - 49 (21.5%), those having higher education level (tertiary or above) (20.0%) and those having higher personal income of \$20,000 or above (24.4%) per month browsed / used infringing content from unauthorised websites / mobile apps.

按背景組別分析，較年輕及成熟的受訪者(年齡在 30 歲以下(20.1%)及 30–49 歲(21.5%))、教育程度較高(具大專程度或以上的較高學歷) (20.0%)、以及個人收入較高(每月\$20,000 或以上) (24.4%) 的受訪者有較高百分比曾在未獲正式授權的網站 / 應用程式瀏覽 / 使用侵權內容。

(Table 3.2.1b)

(表 3.2.1b)

Table 3.2.1b: Whether browsed / used any infringing content from unauthorised websites / mobile apps in the past year – bivariate analysis

表 3.2.1b：過去一年內有否在未獲正式授權的網站 / 應用程式上瀏覽 / 使用任何侵權內容 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		Monthly Household Income 家庭每月收入			
	Male 男	Female 女	< 30	30 - 49	≥ 50	Primary or below 小學或以下	Second-ary 中學	Tertiary or above 大專或以上	Working 在職	Non-working 非在職	No income 沒有收入/ <\$10,000	\$10,000- \$19,999	≥ \$20,000	< \$20,000	\$20,000- \$39,999	≥ \$40,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	18.7	14.8	20.1	21.5	12.5	14.3	10.6	20.0	16.9	16.4	15.9	13.8	24.4	17.2	16.3	16.6
No 沒有	81.3	85.2	79.9	78.5	87.5	85.7	89.4	80.0	83.1	83.6	84.1	86.2	75.6	82.8	83.7	83.4
Sample 樣本	411	461	149	275	448	98	263	501	485	385	414	312	123	134	521	205
X ²	2.488		11.449*			11.257*			0.046		7.360*		0.057			

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say / can't remember" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說 / 記不起」的個案。

Among those respondents who browsed / used infringing content from unauthorised websites / mobile apps in the past year, 32.3% browsed / used infringing “video / movie / TV drama / documentary / live sports events” the most, followed by “gaming software” (21.0%) and “music / concerts” (19.7%).

在過去一年內曾在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容的受訪者之中，32.3%最經常瀏覽 / 使用侵權「影片 / 電影 / 電視劇 / 紀錄片 / 直播運動賽事」，其次是「遊戲軟件」(21.0%)及「音樂 / 演唱會」(19.7%)。

(表 3.2.1c)

(Table 3.2.1c)

Table 3.2.1c: Types of infringing content that were browsed / used the most from unauthorised websites / mobile apps in the past year

表 3.2.1c：過去一年在未經正式授權的網站 / 應用程式上最經常瀏覽 / 使用的侵權內容類型

	2024 (%)
Video / movie / TV drama / documentary / live sports events 影片 / 電影 / 電視劇 / 紀錄片 / 直播運動賽事	32.3
Gaming software 遊戲軟件	21.0
Music / concerts 音樂 / 演唱會	19.7
Computer software 電腦軟件	10.9
Newspapers / magazine 報紙 / 雜誌	7.9
E-book / audio book 電子書 / 有聲書	4.2
Textbook / examination paper / tutorial class notes / reference book 教科書 / 試題 / 補習社筆記 / 參考書	4.0
Others 其他	-
Sample: Among those who browsed / used infringing content from unauthorised websites / mobile apps in the past year 樣本：以過去一年內曾在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容的人士為基數	145

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.2.2 Reasons for browsing / using infringing content from unauthorised websites / mobile apps

在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容的原因

The top three reasons for browsing / using infringing content from unauthorised websites / mobile apps were:

- There are channels available for free uploading, downloading or streaming (47.1%);
- Too expensive to use authorised websites (27.7%); and
- More updated content (25.0%).

受訪者在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容的首三個原因是：

- 有途徑免費上載、下載或串流 (47.1%);
- 使用獲正式授權的網站價錢太貴 (27.7%); 及
- 有最新的內容 (25.0%)。

The above top three reasons and order were consistent with the results in 2022.

上述首三個原因及次序均與 2022 年的結果一致。

(Table 3.2.2)

(表 3.2.2)

**Table 3.2.2: Reasons for browsing / using infringing content from unauthorised websites / mobile apps
(Spontaneous mention)****表 3.2.2 : 在未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容的原因 (沒有提示下作答)**

	2024 (%)	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
There are channels available for free streaming 有途徑免費串流			25.3	17.6	14.6	13.4	10.8	4.9	0.8
There are channels available for free uploading / downloading 有途徑免費上傳 / 下載	47.1	42.9	9.2	11.3	10.3	17.8	14.0	10.9	0.8
Too expensive to use authorised websites 使用獲正式授權的網站價錢太貴	27.7	18.0	7.3	8.1	11.7	23.4	19.6	9.0	15.8
More updated content 有最新的內容	25.0	35.5	-	-	-	-	-	-	-
Recommended by friends / other people were using it, so I use it 朋友介紹 / 其他人都有用所以我用	20.3	-	-	-	-	-	-	-	-
Lack of confidence on online payment / Worry about leakage of personal information / privacy when paying online 對網上付費沒有信心 / 擔心網上付費會洩露個人資料 / 私隱	15.9	-	-	-	-	-	-	-	-
Not aware of the authorised websites 不知道有獲正式授權網站的存在	14.7	10.5	1.6	0.7	1.7	2.9	2.2	2.3	10.1
No electronic payment account for paying on authorised websites 沒有電子付款戶口能在獲正式授權網站付費	4.7	4.0	1.3	-	-	-	-	-	-
Cannot find required works on authorised websites 在獲正式授權網站內找不到所需的作品	2.6	14.1	2.7	-	1.6	0.9	1.3	2.0	8.9
Don't mind whether it is an unauthorised website 不介意該網站是否侵犯版權	2.1	-	-	-	-	-	-	-	-
Not aware that it is an unauthorised website / platform at the point of use 使用時不知道該網站是未獲正式授權的網站 / 平台	2.0	11.7	-	-	-	-	-	-	-
Others / no specific reason 其他 / 沒有特定原因	1.2	18.2	1.4	-	1.6	-	0.2	0.3	-

Sample: Among those who browsed / used infringing content from unauthorised websites / mobile apps in the past year
樣本：以過去一年內曾在從未獲正式授權的網站 / 應用程式上瀏覽 / 使用侵權內容的人士為基數

Notes: (1) The sum of % may not add up to 100 as respondents could give multiple answers and options in previous surveys but no longer applied in the Survey were removed.

(2) The question was revised in 2024 and 2022:

The question in 2022 was "Reasons for not using authorised websites / streaming platforms to upload, download or play any content".

The question in 2020 was "Reasons for possibly / definitely not paying to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites".

註：(1) 由於受訪者可提供多於一個答案，及出現在之前的調查但不適用於 2024 調查的原因已被移除，百分比總和或會大於 100%。

(2) 本題於 2024 年及 2022 年曾作出修訂：

2022 年的問題是「不使用獲正式授權的網站 / 串流平台上載、下載或直接點播任何資訊的原因」。

2020 年的問題是「未必會 / 一定不會付款在獲正式授權的網站線上收聽歌曲、觀看電影或下載歌曲 / 電影 / 電腦軟件 / 遊戲 / 電子書的原因」。

3.2.3 Reasons for browsing / using content from authorised websites / mobile apps 在獲正式授權的網站 / 應用程式上瀏覽 / 使用內容的原因

The top three reasons for browsing / using content from authorised websites / mobile apps were:

受訪者在獲正式授權的網站 / 應用程式上瀏覽 / 使用內容的首三個原因是：

- Worry about getting infected by computer virus / being hacked by hackers / leaking personal information from illegal websites (28.6%);
 - Better quality assurance (17.7%); and
 - Comply with IP laws (15.7%).
- 擔心在非法網站感染電腦病毒 / 受黑客入侵 / 會洩露個人資料 (28.6%);
 - 質素較有保證 (17.7%); 及
 - 遵守知識產權法例 (15.7%)。

Upon comparing the findings in 2024 and 2022 with those in earlier years (such as the results in 2020), it was noted that respondents are more concerned about getting infected by computer virus / being hacked by hackers / leaking personal information from illegal website (28.6% in 2024; 22.9% in 2022; 4.1% in 2020).

把 2024 及 2022 年的調查結果與早年的調查結果 (例如：2020 年的調查結果) 比較，發現受訪者更關注在非法網站感染電腦病毒 / 受黑客入侵 / 會洩露個人資料 (2024 年 · 28.6% ; 2022 年 · 22.9% ; 2020 年 · 4.1%)。

(Table 3.2.3)

(表 3.2.3)

**Table 3.2.3: Reasons for browsing / using content from authorised websites / mobile apps
(Spontaneous mention)****表 3.2.3 : 在獲正式授權的網站 / 應用程式上瀏覽 / 使用內容的原因 (沒有提示下作答)**

	2024	2022	2020	2018	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Worry about getting infected by computer virus / being hacked by hackers / leaking personal information from illegal websites 擔心在非法網站感染電腦病毒 / 受黑客入侵 / 會洩露個人資料	28.6	22.9	4.1	-	-	0.4	0.8	1.6	-
Better quality assurance 質素較有保證	17.7	16.0	23.4	33.0	24.6	51.2	24.9	22.9	25.7
Comply with IP laws 遵守知識產權法例	15.7	17.5	2.5	2.1	1.2	1.4	0.4	6.6	0.7
Respect and support IP rights 尊重和支持知識產權	13.2	12.1	35.9	29.3	35.7	32.0	52.7	48.0	62.9
Cannot find required works from unauthorised websites / other websites do not offer such product or service 在未獲正式授權的網站找不到所需的作品 / 其他網站沒有提供此產品或服務	9.2	2.1	9.9	-	-	-	-	-	-
Affordable / free of charge 經濟條件許可 / 免費	6.1	10.2	5.4	3.2	3.8	1.0	3.9	3.7	3.6
Had no confidence on illegal sources 不相信非法來源	5.3	-	-	-	-	-	-	-	-
Give support to the creative industries (artists, singers, etc.) 支持創意工業(藝人及歌手等)	4.0	9.4	32.3	23.4	24.8	23.8	18.7	13.1	21.4
Convenient / can easily find the works / clear categorisation 方便 / 可容易找到作品 / 分類清晰	3.2	26.0	11.9	18.0	12.3	3.5	10.4	15.7	5.7
Peer pressure 朋輩壓力	3.0	-	-	-	-	-	-	-	-
Don't want to affect own image 不想影響自己形象	2.9	-	-	-	-	-	-	-	-
Exclusive on authorised websites / streaming platforms 只在獲正式授權的網站 / 串流平台率先提供	2.5	4.4	-	-	-	-	-	-	-
In line with one's principle 符合個人原則	2.5	2.4	15.0	-	-	-	-	-	-
Others / no specific reason 其他 / 沒有特定原因	1.4	4.9	-	-	-	-	-	-	-
Personal preference 個人喜好	-	5.4	-	-	-	-	-	-	-
No/less advertisement 沒有 / 少廣告	-	2.0	-	-	-	-	-	-	-
Other websites do not offer such product/service 其他網站沒提供此產品 / 服務	-	9.9	-	-	-	-	-	-	-
Need the product/service 需要此產品 / 服務	-	2.1	18.3	-	-	-	-	-	-
Don't know / hard to say 不知道 / 很難說	-	9.8	-	-	-	-	-	-	-
Sample(2024): Among those who browsed / used content from authorised websites / mobile apps in the past year 樣本(2024年): 以過去一年內在獲正式授權的網站 / 應用程式上瀏覽 / 使用內容的人士為基數	727	-	-	-	-	-	-	-	-
Sample(2022): Among all persons who had used authorised websites / streaming platforms to upload, download or play any content in the past year 樣本(2022年): 以所有於過去一年有使用獲正式授權的網站 / 串流平台上載、下載或直接點播任何資訊的人士為基數	-	565	-	-	-	-	-	-	-
Sample: (prior to 2022) Among those who use the Internet 樣本: (2022年前) 以有上網習慣的人士為基數	-	-	511	343	325	284	255	206	140

Notes: (1) The sum of % may not add up to 100 as respondents could give multiple answers and options in previous surveys but no longer applied in the Survey were removed.

(2) The question was revised in 2024 and 2022:

The question in 2022 was "Reasons for using authorised websites / streaming platforms to upload, download or play different types of content".

The question in 2020 was "Reasons for definitely / possibly paying to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites".

註: (1) 由於受訪者可提供多於一個答案, 及出現在之前的調查但不適用於 2024 調查的原因已被移除, 百分比總和或會大於 100%。

(2) 本題於 2024 年及 2022 年曾作出修訂:

2022 年的問題是「使用獲正式授權的網站 / 串流平台上載、下載或直接點播不同類型資訊的原因」。

2020 年的問題是「一定會 / 可能會付款在獲正式授權的網站線上收聽歌曲、觀看電影或下載歌曲 / 電影 / 電腦軟件 / 遊戲 / 電子書的原因」。

3.2.4 Whether agreeing that “it is morally wrong to browse / use the content from unauthorised websites / mobile apps knowing that it is an infringement of IP rights”

受訪者是否同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站 / 應用程式上瀏覽 / 使用有關內容，是不道德的行為」

The majority of respondents (83.0%) agreed that “it is morally wrong to browse / use the content from unauthorised websites / mobile apps knowing that it is an infringement of IP rights”.

Analysis by demographic sub-groups showed that the agreement level was relatively higher among those younger and matured respondents who aged below 30 (91.7%) and 30 - 49 (88.3%), those who had higher education level (tertiary or above) (89.8%), those who were working (87.5%), those having middle to higher personal income of \$10,000 - \$19,999 (88.4%) and \$20,000 or above (93.4%) per month, and those having middle to higher household income of \$20,000 - \$39,999 (86.5%) and \$40,000 or above (90.8%) per month.

大部分受訪者 (83.0%) 同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站 / 應用程式上瀏覽 / 使用有關內容，是不道德的行為」。

按背景組別分析，數據顯示同意程度在較年輕及成熟的受訪者 (年齡在 30 歲以下 (91.7%) 及 30-49 歲 (88.3%))、教育程度較高 (具大專程度或以上的較高學歷) (89.8%)、在職 (87.5%)、個人收入中等至較高 (每月 \$10,000-\$19,999 (88.4%) 及 \$20,000 或以上 (93.4%))、以及家庭收入中等至較高 (每月 \$20,000-\$39,999 (86.5%) 及 \$40,000 或以上 (90.8%)) 的受訪者之中相對較高。

(Tables 3.2.4a & b)

(表 3.2.4a 及 b)

Table 3.2.4a: Whether agreeing that “it is morally wrong to browse / use the content from unauthorised websites / mobile apps knowing that it is an infringement of IP rights”

**表 3.2.4a：是否同意「在明知侵犯知識產權的情況下，
仍然在未獲正式授權的網站 / 應用程式上瀏覽 / 使用有關內容，是不道德的行為」**

	2024	2022	2020		2018		2016		2014		2012	2010	2008
			(a)	(b)	(a)	(b)	(a)	(b)	(a)	(b)	(a)	(a)	(a)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Agree 同意	83.0	81.3	86.4	80.1	80.8	70.2	77.3	64.5	69.5	59.4	72.3	76.1	80.3
Disagree 不同意	14.1	14.8	7.9	12.8	11.6	22.7	12.1	20.3	22.5	32.4	20.7	19.8	17.3
Don't know / hard to say 不知道 / 很難說	2.9	3.8	5.7	7.1	7.5	7.1	10.6	15.2	7.9	8.2	7.1	4.0	2.4

Sample: (2022 onwards) All
respondents

樣本：(由 2022 年起) 所有受訪者
1 002 1 001

Sample: (prior to 2022) Among those
who use the Internet

樣本：(2022 年前) 以有上網習慣的人士為基數
893 775 788 732 709 691 666

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) The question was revised in 2024 and 2022:

The question in 2022 was “Whether agreeing that “it is morally wrong to upload, download or play content from unauthorised websites / streaming platforms knowing that it is an infringement of IP rights”.”

The questions in 2020 were (a) “Whether agreeing that “it is morally wrong to upload or download music / movies / TV shows from online communities / unauthorised websites knowing that it is an infringement of IP rights”.”

(b) “Whether agreeing that “it is morally wrong to listen to music or watch movies / TV shows online knowing that they were pirated versions”.”

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 本題於 2024 年及 2022 年曾作出修訂：

2022 年的問題是「是否同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站 / 串流平台上載、下載或直接點播有關資訊，是不道德的行為」」。

2020 年的問題是 (a) 「是否同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站上下載音樂 / 電影 / 電視節目是不道德的行為」」。

(b) 「是否同意「在網絡上收聽或觀看明知是盜版的音樂 / 電影 / 電視節目是不道德的行為」」。

Table 3.2.4b: Whether agreeing that “it is morally wrong to browse / use the content from unauthorised websites / mobile apps knowing that it is an infringement of IP rights”

- bivariate analysis

表 3.2.4b：是否同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站 / 應用程式上瀏覽 / 使用有關內容，是不道德的行為」 - 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入			Monthly Household Income 家庭每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Agree 同意	86.8	84.3	91.7	88.3	82.2	75.0	81.5	89.8	87.5	82.9	80.9	88.4	93.4	71.7	86.5	90.8
Disagree 不同意	13.2	15.7	8.3	11.7	17.8	25.0	18.5	10.2	12.5	17.1	19.1	11.6	6.6	28.3	13.5	9.2
Sample 樣本	462	511	144	300	529	116	297	550	529	439	476	337	136	145	576	238
X ²	1.177		10.926*			22.407*			4.093*		17.171*			27.575*		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “don’t know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

3.3 Behaviours and attitude towards buying pirated/counterfeit goods **購買盜版 / 冒牌貨品的行為和態度**

3.3.1 Behaviours of buying pirated / counterfeit goods in the past year **在過去一年有否購買盜版 / 冒牌貨品的行為**

In the 2024 results, 90.9% of the respondents did not buy pirated / counterfeit goods in the past year, whereas 7.8% of the respondents replied “yes” to whether they bought pirated / counterfeit goods in the past year, which was slightly higher than the survey results in 2022 (3.7%).

在 2024 年的結果中，90.9% 的受訪者表示在過去一年內沒有購買盜版 / 冒牌貨品，然而有 7.8% 的受訪者表示在過去一年內「有」購買盜版 / 冒牌貨品，稍微高於 2022 年的調查結果 (3.7%)。

No significant difference was found among different demographic sub-groups regarding their behaviours of buying pirated / counterfeit goods.

不同背景組別之間，在購買盜版 / 冒牌貨品的行為上沒有明顯差別。

(Tables 3.3.1a & b)

(表 3.3.1a 及 b)

Table 3.3.1a: Behaviours of buying pirated / counterfeit goods in the past year**表 3.3.1a : 在過去一年有否購買盜版 / 冒牌貨品的行為**

	2024	2022	2020	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Often 經常	7.8	3.7	0.3	-	0.3	0.2	0.5	0.1	0.2	0.7	0.9	2.8	1.2	1.7	2.7	3.3
Sometimes 有時			3.4	4.6	6.8	7.2	8.0	8.3	8.4	14.3	16.6	17.5	17.0	19.0	23.3	21.4
Seldom 很少	90.9	95	27.0	13.9	18.4	20.8	20.3	20.9	22.6	25.5	27.3	30.2	30.9	32.8	35.9	34.6
Never 從來沒有			65.8	75.8	70.9	69.9	69.5	69.6	67.4	58.4	55.2	47.8	49.1	46.1	36.5	36.8
Can't remember/hard to say 不記得 / 很難說	1.4	1.3	3.4	5.6	3.5	1.9	1.7	1.2	1.4	1.1	-	1.7	1.8	0.5	1.6	3.9
Refusal 拒絕回答			0.1	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes 有(2022) / Often/sometimes 經常 / 有時	7.8	3.7	3.7	4.6	7.1	7.4	8.5	8.4	8.6	15.0	17.5	20.3	18.2	20.7	26.0	24.7
No 沒有(2022) / Seldom/never 很少 / 從來沒有	90.9	95	92.8	89.7	89.3	90.7	89.8	90.5	90.0	83.9	82.5	78.0	80.0	78.9	72.4	71.4
Sample 樣本	1002	1001	1 000	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) The question was revised in 2024 and 2022:

- The question in 2024 was: "Have you bought any of the following types of pirated / counterfeit goods in the past year?", and the types of goods were read out to the respondents.
- The question in 2022 was: "Have you bought any pirated / counterfeit goods in the past year?", the types of pirated / counterfeit goods were not read out to the respondents.
- The question in 2020 was: "Whether they had bought any pirated / counterfeit goods?" and the respondents were required to answer on a rating scale of 1 (Never) to 4 points (Often).

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 本題於 2024 年及 2022 年曾作出修訂：

- 2024 年的問題是：「你在過去一年內，有否購買過以下類別的盜版 / 冒牌貨？」，及向受訪者讀出貨品的類別。
- 2022 年的問題是：「你在過去一年內，有否購買過盜版 / 冒牌貨？」，並無向受訪者讀出盜版 / 冒牌貨的類別。
- 2020 年的問題是：「有沒有購買盜版 / 冒牌貨品？」，而受訪者須按評分標準為 1 (完全沒有) 至 4 (經常) 分回答。

Table 3.3.1b: Behaviours of buying pirated / counterfeit goods in the past year – bivariate analysis**表 3.3.1b : 在過去一年有否購買盜版 / 冒牌貨品的行為 – 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入			Monthly Household Income 家庭每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ ≤\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Yes 有	7.3	8.5	4.7	9.8	7.5	5.1	7.6	8.6	8.1	7.7	7.5	7.2	10.2	6.8	8.3	7.6
No 沒有	92.7	91.5	95.3	90.2	92.5	94.9	92.4	91.4	91.9	92.3	92.5	92.8	89.8	93.2	91.7	92.4
Sample 樣本	468	520	148	306	534	117	301	560	545	439	478	348	137	148	588	238
X ²	0.485		3.722			1.614			0.036		1.348			0.454		

* $p\text{-value} < 0.05$ and expected value ≥ 5 $p\text{-value} < 0.05$ 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “don’t know / hard to say / can’t remember” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說 / 記不起」的個案。

Among those respondents who bought pirated / counterfeit goods in the past year, “clothing and accessories (e.g. clothes, accessories, bags, shoes)” (28.2%) was most commonly bought by respondents, followed by “computer software / accessories” (15.6%), “toys / stationery / accessories” (15.1%) and “gaming software, or game consoles that had pirated games / were rewired to run pirated games (e.g. Switch / Xbox / PlayStation / Wii)” (10.7%).

在過去一年內曾購買盜版 / 冒牌貨品的受訪者之中，「服飾(例如衣服、配飾、袋、鞋)」(28.2%) 是他們最常購買的盜版 / 冒牌貨品類別，其次是「電腦軟件 / 配件」(15.6%)、「玩具 / 文具 / 精品」(15.1%) 及「遊戲軟件或附有盜版遊戲 / 已改裝可運行盜版遊戲的遊戲機(例如 Switch / Xbox / PlayStation / Wii)」(10.7%)。

(Table 3.3.1c)

(表 3.3.1c)

Table 3.3.1c: Types of pirated / counterfeit goods bought the most in the past year**表 3.3.1c : 在過去一年最多購買的盜版 / 冒牌貨品類別**

	2024 (%)	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Clothing & accessories (e.g. clothes, accessories, bags, shoes) 服飾 (例如衣服、配飾、袋、鞋)	28.2	53.2	17.2	43.1	32.9	28.0	20.1	20.7	15.0	12.3	7.7
Computer software / accessories 電腦軟件 / 配件	15.6	1.8	10.3	4.2	6.5	10.2	12.7	9.7	14.4	14.1	15.2
Toys / stationery / accessories 玩具 / 文具 / 精品	15.1	17.4	9.1	17.2	13.1	15.8	0.4	0.9	1.6	0.4	1.7
Gaming software, or game consoles that had pirated games / were rewired to run pirated games (e.g. Switch / Xbox / PlayStation / Wii) 遊戲軟件或附有盜版遊戲 / 已改裝可運行盜版遊戲的遊戲機 (例如 Switch / Xbox / PlayStation / Wii)	10.7	3.0	5.6	2.1	2.8	5.3	7.5	5.3	7.3	6.7	8.1
Sound recording / video discs (CD / DVD) / devices with pirated music / video, e.g. TV box 聲音 / 影片光碟 (CD / DVD) 或附有盜版音樂 / 影片的裝置, 如電視盒子	9.4	2.6	25.8	27.9	32.2	35.8	51.3	57.8	56.2	63.8	63.0
Pirated textbooks / examination questions / tutorial class notes / reference books / e-books / magazines 盜版教科書 / 試題 / 補習社筆記 / 參考書 / 電子書 / 雜誌	7.8	-	10.4	1.0	7.5	2.5	6.6	4.7	3.8	2.1	1.9
Small electrical appliances (e.g. vacuum cleaner, fans, etc.) 小家電 (例如吸塵器、風扇、等)	4.2	5.2	4.2	-	-	-	-	-	-	-	-
Mobile phone accessories 手機配件	4.0	7.8	8.9	5.0	1.2	-	-	-	-	-	-
Watch / jewelry 手錶 / 珠寶	3.4	3.0	0.7	-	1.5	2.5	1.4	0.9	0.6	0.5	1.2
Household goods / sports equipment 家庭用品 / 運動器材	1.6	-	2.9	-	2.3	-	-	-	-	-	-
Others 其他	-	5.9	2.3	-	-	-	-	-	1.0	-	1.2
Refusal 拒絕回答	-	-	2.5	-	-	-	-	-	-	-	-
Sample: (2022 onwards) Among those who bought pirated / counterfeit goods in the past year 樣本: (由 2022 年起) 以過去一年內有購買盜版 / 冒牌貨品的人士為基數	78	38									
Sample: (prior to 2022) Among those who often / sometimes / seldom bought pirated / counterfeit goods 樣本: (2022 年前) 以經常 / 有時 / 很少購買盜版 / 冒牌貨品的人士為基數			307	186	258	284	288	294	313	488	544

Note: Percentages may not add up to 100 due to rounding of figures.

註: 由於進位關係, 個別欄的百分比總和或不等於 100%。

Among those respondents who bought pirated / counterfeit goods in the past year, “online shops / websites offering auction or resale of secondhand products” (43.0%) were the most frequent channel for buying pirated / counterfeit goods, followed by “social media” (22.2%) and “physical shops / stores” (17.5%).

The proportion of respondents who bought pirated / counterfeit goods from “social media” reached the highest since the 2016 survey (from 1.1% in 2016 to 22.4% in 2022), and replaced “physical shops / stores” as the second most common buying channel. Besides, similar to the result in the last round, “street stalls / hawkers” remained as the least common channel to buy pirated / counterfeit goods.

(Table 3.3.1d)

在過去一年內曾購買盜版 / 冒牌貨品的受訪者之中，「網絡商店 / 拍賣或二手轉賣網站」(43.0%) 是最常用作購買盜版 / 冒牌貨品的途徑，其次是「社交媒體」(22.2%) 及「實體商舖」(17.5%)。

使用「社交媒體」購買盜版 / 冒牌貨品的受訪者百分比，為自 2016 年的調查以來最高(從 2016 年的 1.1% 上升至 2024 年的 22.4%)，亦取代「實體商舖」，成為第二普遍的購買渠道。另外，與上一輪的結果相似，「街上攤檔 / 小販」仍是最少使用作購買盜版 / 冒牌貨品的渠道。

(表 3.3.1d)

Table 3.3.1d: Channels of buying pirated / counterfeit goods the most in the past year**表 3.3.1d：在過去一年購買盜版 / 冒牌貨品最常用的渠道**

	2024 (%)	2022 (%)	2020 (%)	2018 (%)	2016 (%)
Online shops / websites offering auction or resale of secondhand products 網絡商店 / 拍賣或二手轉賣網站	43.0	53.4	24.5	21.5	10.4
Social media 社交媒體	22.2	10.8	6.5	3.7	1.1
Physical shops / stores 實體商舖	17.5	27.2	32.9	39.7	47.3
Street stalls / hawkers 街上攤檔 / 小販	9.9	5.6	32.4	31.4	35.0
Others 其他	-	-	1.8	3.8	6.2
Don't know / hard to say / can't remember 不知道 / 很難說 / 記不起	-	3.0	1.8	-	-
Sample: (2022 onwards) Among those who bought pirated / counterfeit goods in the past year 樣本：(由 2022 年起) 以過去一年內有購買盜版 / 冒牌貨品的人士為基數	78	38			
Sample: (prior to 2022) Among those who often / sometimes / seldom bought pirated / counterfeit goods 樣本：(2022 年前) 以經常 / 有時 / 很少購買盜版 / 冒牌貨品的人士為基數			307	186	258

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.3.2 Reasons for buying or not buying pirated / counterfeit goods

購買或不購買盜版 / 冒牌貨品的原因

For those respondents who bought pirated / counterfeit goods in the past year, the top three reasons were:

- The genuine goods were too expensive (90.2%);
- Did not know that the goods were pirated / counterfeit when buying them (14.1%); and
- Other people use pirated / counterfeit goods too (11.2%).

The above top three reasons and order were consistent with the results in 2022.

(Table 3.3.2a)

On the other hand, for those respondents who did not buy pirated / counterfeit goods in the past year, the top three reasons were:

- Quality of genuine goods is guaranteed (38.8%);
- No need to buy / not interested in pirated or counterfeit goods (36.9%); and
- Respect and support IP rights / support genuine goods / immoral or wrong to infringe IP rights (16.9%).

The above top three reasons were consistent with the results over the years.

(Table 3.3.2b)

受訪者在過去一年內有購買盜版 / 冒牌貨品的首三個原因是：

- 正版貨品價錢太貴 (90.2%);
- 購買時不知道是盜版 / 冒牌貨品 (14.1%); 及
- 人用我用 (11.2%)。

上述首三個原因及次序均與 2022 年的調查結果一致。

(表 3.3.2a)

另一方面，受訪者在過去一年內沒有購買盜版 / 冒牌貨品的首三個原因是：

- 正版貨品質素有保證 (38.8%);
- 沒有購買盜版或冒牌貨品的需要 / 對盜版或冒牌貨品沒有興趣 (36.9%); 及
- 尊重和支持知識產權 / 支持正版貨 / 侵犯知識產權，是不道德或不正確的行為 (16.9%)。

上述首三個原因與過往的調查結果一致。

(表 3.3.2b)

Table 3.3.2a: Reasons for buying pirated / counterfeit goods (Spontaneous mention)**表 3.3.2a : 購買盜版 / 冒牌貨品的原因 (沒有提示下作答)**

	2024 (%)	2022 (%)
The genuine goods were too expensive 正版貨品價錢太貴	90.2	79.7
At the point of purchase, not aware that the goods were pirated / counterfeit 購買時不知道是盜版 / 冒牌貨品	14.1	9.4
Other people use pirated / counterfeit goods too 人用我用	11.2	4.8
Don't mind whether it is pirated / counterfeit goods 不介意購買盜版 / 冒牌貨品	9.9	-
Recommended by friends 朋友介紹	8.9	-
The authorised goods are not available in Hong Kong 該正版貨在香港找不到	6.2	4.6
Not aware of the authorised shops 不知道有授權商店	5.3	-
Poor economic conditions for buying genuine goods 自己經濟條件不許可購買正版貨品	3.5	-
Others 其他	1.2	26.7
Don't know / hard to say 不知道 / 很難說	-	2.8
Sample: Among those who bought any pirated / counterfeit goods in the past year 樣本：以過去一年內有購買盜版 / 冒牌貨品的人士為基數	78	38

Note: The sum of % may not add up to 100 as respondents could give multiple answers

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 3.3.2b: Reasons for not buying pirated / counterfeit goods (Spontaneous mention)**表 3.3.2b : 不購買盜版 / 冒牌貨品的原因 (沒有提示下作答)**

	2024 (%)	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)
Quality of genuine goods is guaranteed 正版貨品質素有保證	38.8	36.3	42.8	41.9	42.9	54.2	42.0	42.0	38.9	43.3	48.8	46.4	23.0	25.6
No need to buy / not interested in pirated or counterfeit goods 沒有購買盜版或冒牌貨品的需要 / 對盜版或冒牌貨品沒有興趣	36.9	37.6	29.9	46.2	42.1	33.8	37.5	48.4	47.9	41.3	37.5	34.0	41.4	12.8
Respect and support IP rights / support genuine goods 尊重和支持知識產權 / 支持正版貨品	16.9	19.8	2.3	-	-	-	-	-	-	-	-	-	-	-
Immoral or wrong to infringe IP rights 侵犯知識產權 · 是不道德或不正確的行為			19.6	10.8	15.1	10.4	11.9	19.6	15.4	11.3	14.4	11.1	14.2	14.8
Comply with IP laws 遵守知識產權法例	14.7	10.9	8.9	6.5	5.0	10.3	6.4	5.3	6.8	5.6	6.4	2.9	8.5	7.3
No pirated or counterfeit goods available / difficult to find pirated or counterfeit goods in market 想購買的貨品並沒有盜版或冒牌貨品 / 現時很難在市面上找到盜版或冒牌貨品	11.5	5.5	2.8	1.5	1.4	1.6	1.2	2.3	3.1	1.1	0.4	2.2	0.6	3.7
Not knowing how / where to buy 不知道如何 / 在哪裡購買			4.2	-	-	-	-	-	-	-	-	-	-	-
Not in line with one's principle 不符合個人原則	9.5	8.5	11.2	-	-	-	-	-	-	-	-	-	-	-
Price of genuine goods and pirated / counterfeit goods are similar / genuine goods have become cheaper 正版貨價錢與盜版或冒牌貨品差不多 / 正版貨品的價錢下跌	6.2	3.0	1.9	2.1	1.3	2.4	4.2	0.8	1.2	2.0	1.1	2.9	5.3	2.8
Affect own image 影響自己形象	8.6	4.7	5.0	6.0	5.0	5.3	8.0	3.5	4.1	4.7	7.2	4.1	-	-
Worry about the safety of pirated / counterfeit goods 擔心盜版 / 冒牌貨品的安全性	6.1	3.2	-	-	-	-	-	-	-	-	-	-	-	-
Affordable 經濟條件許可	3.0	3.4	1.4	-	-	-	-	-	-	-	-	-	-	-
Don't like shopping / don't like to buy luxury brand / seldom use CD / DVD and software 少購物 / 不喜歡買名牌 / 一向少用 CD / DVD 光碟及電腦軟件	-	6.6	1.5	0.3	1.2	1.3	1.9	5.0	1.6	7.6	9.5	12.3	-	-
Others / no specific reason 其他 / 沒有特定原因	2.5	3.9	1.2	11.1	20.5	12.7	8.5	6.6	10.9	4.0	3.0	3.4	6.9	10.0
Don't know / hard to say 不知道 / 很難說	-	2.8	-	-	-	-	-	-	-	-	-	-	-	-
Sample: (2022 onwards) Among those who did not buy pirated / counterfeit products in the past year 樣本 : (由 2022 年起) 以過去一年內 沒有 購買盜版 / 冒牌貨品的人士為基數	910	951												
Sample: (prior to 2022) Among those who had never bought pirated / counterfeit products 樣本 : (2022 年前) 以 完全沒有 購買盜版 / 冒牌貨品的人士為基數			658	761	711	702	696	699	676	704	670	588	385	358

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3.3 Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”

受訪者是否同意「在明知侵犯知識產權的情況下，仍然購買盜版 / 冒牌貨品是不道德的行為」

The majority of respondents (85.9%) agreed that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”, which was similar to the result in 2022 (84.1%).

大部分受訪者 (85.9%) 同意「在明知侵犯知識產權的情況下，仍然購買盜版 / 冒牌貨品是不道德的行為」，這與 2022 年調查結果中的同意程度 (84.1%) 相若。

Analysis by demographic sub-groups showed that the agreement level was relatively higher among those respondents having higher education level (secondary (89.3%) and tertiary or above (90.4%)), and those having middle to higher household income of \$20,000 - \$39,999 (90.0%) and \$40,000 or above (88.4%) per month.

按背景組別分析，同意程度在具中學程度 (89.3%) 及大專程度或以上 (90.4%) 的較高學歷，以及家庭收入中等至較高(每月\$20,000–\$39,999(90.0%)及\$40,000 或以上(88.4%)) 的受訪者之中相對較高。

(Tables 3.3.3a & b)

(表 3.3.3a 及 b)

Table 3.3.3a: Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights ”

表 3.3.3a：是否同意「在明知侵犯知識產權的情況下，仍然購買盜版 / 冒牌貨品是不道德的行為」

	2024 (%)	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Agree 同意	85.9	84.1	86.2	78.1	74.0	67.4	70.8	74.2	79.9	66.5	64.6	67.0	67.8	68.2	59.8	56.4
Disagree 不同意	11.4	12.7	8.1	14.6	14.2	22.5	21.2	20.7	16.3	24.5	26.8	22.5	23.1	24.0	31.1	30.5
Don't know / hard to say 不知道 / 很難說	2.7	3.2	5.7	7.4	11.7	10.1	8.1	5.0	3.9	9.0	8.5	10.6	9.1	7.7	9.2	13.1

Sample 樣本 1 002 1 001 1 000 1 003 1 005 1 005 1 001 1 005 1 003 1 206 1 214 1 231 1 006 1 018 1 007 1 009

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.3.3b: Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights” – bivariate analysis

表 3.3.3b：是否同意「在明知侵犯知識產權的情況下，仍然購買盜版 / 冒牌貨品是不道德的行為」 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		Monthly Household Income 家庭每月收入				
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)	
Agree 同意	88.2	88.4	90.1	89.2	87.3	74.6	89.3	90.4	88.4	88.0	86.7	89.4	89.6	81.1	90.0	88.4	
Disagree 不同意	11.8	11.6	9.9	10.8	12.7	25.4	10.7	9.6	11.6	12.0	13.3	10.6	10.4	18.9	10.0	11.6	
Sample 樣本	457	518	142	305	527	114	300	552	535	435	474	339	135	148	580	232	
X ²	0.013		1.218			23.307*			0.031		1.704		9.037*				

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “don’t know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

3.4 Opinion towards the “No Fakes Pledge” Scheme and Ways to Differentiate the Lawfulness of a Buying Channel 對「正版正貨承諾」計劃的意見及如何分辨購買途徑的合法性

3.4.1 Opinion towards the “No Fakes Pledge” Scheme 對「正版正貨承諾」計劃的意見

The awareness of “No Fakes Pledge” Scheme (the “Scheme”) has been one of the key study topics for this Survey since 2008. The Survey has recorded a high awareness of the Scheme (77.6%), similar to the results in 2022 (76.4%) and 2020 (77.3%).

No significant difference was found among different demographic sub-groups regarding their awareness level of the Scheme.

The most frequently mentioned channels of acquaintance of the Scheme were “stickers or tent cards in shops / online shops” (81.9%) and “government advertisements on television” (76.3%), which were also the top two channels mentioned since 2016. They were followed by “advertisements on public transport” (30.4%), “social media / internet / online forum / mobile apps” (26.4%) and “exhibitions” (19.4%).

自 2008 年以來，「正版正貨承諾」計劃（簡稱「計劃」）的認知程度一直是本調查的重點研究主題之一。2024 年的調查顯示，該計劃的高認知程度（77.6%）與 2022 年（76.4%）及 2020 年（77.3%）的結果相若。

不同背景組別之間，在計劃的認知程度方面沒有明顯差別。

最普遍認識計劃的途徑是「店舖 / 網店內的標貼或座檯咭」（81.9%）及「電視台的政府宣傳片」（76.3%），兩者亦是自 2016 年起最多提及的兩個途徑，再其次是「公共交通上的廣告」（30.4%）、「社交媒體 / 互聯網 / 網上討論區 / 流動應用程式」（26.4%）及「展覽」（19.4%）。

(Tables 3.4.1a – c)

(表 3.4.1a–c)

Table 3.4.1a: Whether having ever heard of the “No Fakes Pledge” Scheme of IPD**表 3.4.1a：有否聽過知識產權署的「正版正貨承諾」計劃**

	2024 (%)	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	77.6	76.4	77.3	60.3	56.2	48.7	42.5	34.5	50.1
No 沒有	22.4	23.3	20.2	39.7	43.8	51.3	57.5	65.5	49.9
Can't remember 記不起	-	0.3	2.4	-	-	-	-	-	-
Sample 樣本	1 002	1 001	1 000	1 003	1 005	1 005	1 001	1 005	1 003

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.4.1b: Whether having ever heard of the “No Fakes Pledge” Scheme of IPD – bivariate analysis**表 3.4.1b：有否聽過知識產權署的「正版正貨承諾」計劃 – 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		Monthly Household Income 家庭每月收入			
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Yes 有	78.2	77.2	75.5	79.0	77.3	76.5	79.7	76.6	78.2	76.7	76.3	76.9	82.0	74.8	76.8	80.4
No 沒有	21.8	22.8	24.5	21.0	22.7	23.5	20.3	23.4	21.8	23.3	23.7	23.1	18.0	25.2	23.2	19.6
Sample 樣本	472	530	151	309	542	119	305	569	551	446	486	351	139	151	596	240
X ²	0.146		0.739			1.148			0.335		2.047		1.922			

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.4.1c: Channels of acquaintance of the “No Fakes Pledge” Scheme**表 3.4.1c：認識「正版正貨承諾」計劃的途徑**

	2024 (%)	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Stickers or tent cards in shops / online shops 店舖 / 網店內的標貼或座檯咭	81.9	82.6	72.1	46.3	34.0	16.3	13.9	13.5	9.1
Government advertisements on television 電視台的政府宣傳片	76.3	75.3	73.1	42.7	68.4	71.0	72.8	76.8	84.5
Advertisements on public transport 公共交通上的廣告	30.4	32.0	19.1	9.0	2.2	19.7	5.7	4.4	2.8
Social media / internet / online forum / mobile apps 社交媒體 / 互聯網 / 網上討論區 / 流動應用程式	26.4	30.5	18.3	6.0	4.7	3.9	4.4	2.8	0.6
Exhibitions 展覽	19.4	20.4	12.8	0.3	0.5	0.2	0.2	0.6	-
Schools 學校	9.9	9.9	8.6	0.7	1.4	0.2	0.4	0.3	0.6
Newspapers / magazines 報紙 / 雜誌	-	3.8	1.9	9.8	16.8	15.3	14.4	14.1	15.3
Radio programmes 電台節目	-	2.3	1.8	-	3.1	4.7	4.0	6.2	6.0
Word of mouth by friends / relatives / colleagues 親友 / 同事提及	-	-	0.7	4.6	1.7	3.9	4.7	3.1	1.6
Others 其他	-	2.6	-	-	-	-	-	-	-
Can't remember 記不起	1.2	0.6	1.5	0.2	2.5	0.2	0.5	0.6	0.4
Sample : Among those who were aware of the Scheme 樣本：以知道計劃的人士為基數	778	767	773	605	565	490	426	347	503

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Among the respondents who were aware of the Scheme, most of them (75.0%) considered that the Scheme was helpful (“very helpful” / “quite helpful”) in enhancing the confidence of consumers and tourists in shopping in Hong Kong or in strengthening the reputation of Hong Kong as a “Shopping Paradise”. The result was similar to the result in 2022.

在知道計劃的受訪者中，他們多數 (75.0%) 認為計劃有助 (「非常有幫助」 / 「頗有幫助」) 增加消費者及遊客在港購物的信心或鞏固香港「購物天堂」的美譽，與 2022 年的結果相似。

Analysis by demographic sub-groups showed that relatively larger proportions of those younger and matured respondents who aged below 30 (83.5%) and 30 - 49 (78.7%), and those having higher education level (tertiary or above) (78.9%) indicated that the Scheme was helpful in the above mentioned context.

按背景組別分析，相對有較大比例較年輕及成熟的受訪者 (年齡在 30 歲以下 (83.5%) 及 30-49 歲 (78.7%))，以及教育程度較高 (具大專程度或以上的較高學歷) (78.9%) 的受訪者表示該計劃在上述情況下有幫助。

(Tables 3.4.1d & e)

(表 3.4.1d 及 e)

Table 3.4.1d: Whether the “No Fakes Pledge” Scheme can help enhance confidence of consumers and tourists in shopping in Hong Kong, or strengthening the reputation of Hong Kong as a “Shopping Paradise”

表 3.4.1d：認為「正版正貨承諾」計劃對增加消費者及遊客在港購物的信心或鞏固香港「購物天堂」的美譽是否有幫助

	2024	2022	2020	2018	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very helpful 非常有幫助	42.8	43.4	58.4	39.4	31.8	22.1	24.6	28.9	16.1
Quite helpful 頗有幫助	32.2	31.1	29.3	48.5	52.2	64.9	56.9	54.5	64.6
Average 一般	20.5	20.0	-	-	-	-	-	-	-
Not quite helpful 沒大幫助	4.5	4.2	9.2	9.7	13.2	11.6	13.4	14.6	16.7
Not helpful at all 完全沒有幫助	-	1.4	2.4	1.7	1.6	0.6	3.7	0.5	1.4
Don't know / hard to say 不知道 / 很難說	-	-	0.6	0.7	1.2	0.8	1.4	1.5	1.2
Very helpful / quite helpful 非常有幫助 / 頗有幫助	75.0	74.5	87.7	87.9	84.0	87.0	81.5	83.4	80.7
Not quite helpful / not helpful at all 沒大幫助 / 完全沒有幫助	4.5	5.6	11.6	11.4	14.8	12.2	17.1	15.1	18.1
Sample : Among those who were aware of the Scheme 樣本：以知道計劃的人士為基數	778	767	773	605	565	490	426	348	503

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) From 2022 onwards, the rating scale was changed from 4 points (from 1 denotes “not helpful at all” to 4 denotes “very helpful”) to 5 points (from 1 to 5, with 3 denotes “average”).

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 由 2022 年開始，評分標準由 4 分 (從 1 代表「完全沒有幫助」到 4 代表「非常有幫助」) 改為 5 分 (從 1 至 5，3 代表「一般」)。

Table 3.4.1e: Whether the “No Fakes Pledge” Scheme can help enhance confidence of consumers and tourists in shopping in Hong Kong, or strengthening the reputation of Hong Kong as a “Shopping Paradise” – bivariate analysis

表 3.4.1e：認為「正版正貨承諾」計劃對增加消費者及遊客在港購物的信心或鞏固香港「購物天堂」的美譽是否有幫助 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入			Monthly Household Income 家庭每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 (%)	Non- working 非在職 (%)	No income 沒有 收入/ <\$10,000 (%)	\$10,000– \$19,999 (%)	≥ \$20,000 (%)	< \$20,000 (%)	\$20,000– \$39,999 (%)	≥ \$40,000 (%)
Very helpful / quite helpful 非常有幫助 / 頗有幫助	75.9	74.0	83.5	78.7	70.4	57.6	73.9	78.9	76.4	73.1	72.1	78.1	73.7	72.4	74.8	76.7
Average 一般	18.5	22.6	12.2	17.2	24.8	39.1	22.0	16.0	19.5	21.9	23.1	16.7	24.6	22.4	20.4	20.2
Not quite helpful / not helpful at all 沒大幫助 / 完全沒有幫助	5.6	3.4	4.3	4.1	4.7	3.3	4.1	5.0	4.1	5.0	4.8	5.2	1.8	5.2	4.8	3.1
Sample 樣本	369	409	114	244	419	92	245	437	436	342	376	270	114	116	460	193
X ²	3.874		11.846*			25.313*			1.129		6.973			1.417		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “don’t know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

3.4.2 Ways to differentiate the lawfulness of a buying channel

如何分辨購買途徑的合法性

The top three ways used by respondents to differentiate whether a buying channel is legal / authorised or whether a buying channel is selling genuine goods or providing authorised uploading / downloading / streaming services were:

- Pay attention to the point of sales from advertisement (72.8%);
- Reference from someone I know (59.9%); and
- Whether the price is at genuine goods' price level (59.1%).

The above top three ways and order were consistent with the results in 2022.

(Table 3.4.2)

受訪者用來分辨一個購買途徑是否合法 / 獲正式授權，或購買途徑是否售賣正版貨品或提供獲正式授權的上載 / 下載 / 串流服務的首三種方法是：

- 留意廣告列出的銷售點 (72.8%);
- 認識的人介紹 (59.9%); 及
- 價格是否正貨品價錢 (59.1%)。

上述首三種方法及次序均與 2022 年的調查結果一致。

(表 3.4.2)

Table 3.4.2: Ways to differentiate whether a buying channel (e.g. physical / online shops, etc.) is legal / authorised or whether a buying channel is selling genuine goods or providing authorised uploading / downloading / streaming services

表 3.4.2：如何分辨一個購買途徑（例如實體或網絡商店等）是否合法 / 獲正式授權的途徑或購買途徑是否售賣正版貨品或提供獲正式授權的上載 / 下載 / 串流服務

	2024 (%)	2022 (%)
Pay attention to the point of sales from advertisement 留意廣告列出的銷售點	72.8	72.7
Reference from someone I know 認識的人介紹	59.9	60.9
Whether the price is at genuine goods' price level 價格是否正版貨品的價錢	59.1	56.0
Any bad comment on forum or social media platform 論壇或社交平台上是否有劣評	52.3	49.5
Any bad comment from reviews 用家評分是否有劣評	51.1	52.4
Whether the seller's contact is available 是否有賣家聯繫方式	40.3	44.3
Show the logo of credit card and can use mainstream payment method 有顯示信用卡標誌或可以用主流方式支付	39.1	36.6
Show at the top of the search results 網站在搜索結果中排名較前	34.5	36.7
Large organisation / mega shops 大集團 / 大型店舖	-	13.4
Having product label / certificate 有產品標籤 / 證書	-	1.7
Having government registration / business registration 有政府註冊 / 商業登記	-	1.1
Whether advertisements were placed 有沒有廣告	-	1.0
Product quality 產品質素	-	0.9
Others 其他	-	3.7
Don't know / hard to say 不知道 / 很難說	2.5	3.7
Sample 樣本	1 002	1 001

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

3.5 Effectiveness of Different Promotional Channels in Raising Public Awareness of IP Protection 提升公眾對保護知識產權認知的有效宣傳途徑

Respondents were asked to give suggestions on the most effective channel to promote awareness of IP protection. “internet / smartphone apps / social media / online forums” (87.2%) was opined by the largest proportion of the respondents to be the most effective channel for promoting awareness of IP protection, followed by “television / radio” (81.2%), “schools” (79.4%) and “advertisements on public transport” (75.6%).

當受訪者被要求建議最有效宣傳對保護知識產權認知的途徑，最多受訪者認為「互聯網 / 智能手機應用程式 / 社交媒體 / 網上討論區」(87.2%) 是宣傳保護知識產權認知的最有效途徑，其次是「電視 / 電台」(81.2%)、「學校」(79.4%) 和「公共交通工具廣告」(75.6%)。

(Table 3.5)

(表 3.5)

Table 3.5: Perceived the most effective promotional channel to raise the awareness of IP protection**表 3.5 : 認為對提升保護知識產權認知的最有效宣傳途徑**

	2024	2022	2020	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Internet 互聯網				30.1	25.8	22.7	16.6	11.6	12.6	8.2	8.2	7.2	6.2	5.6	4.5	4.3
Smartphone apps 智能手機應用程式	87.2	85.1	72.0	3.2	1.2	3.5	1.4	-	-	-	-	-	-	-	-	-
Social media / online forums 社交媒體 / 網上討論區				-	0.4	-	-	-	-	-	-	-	-	-	-	-
Television 電視	81.2	92.1	78.5	66.9	68.3	70.9	76.2	82.6	84.6	79.6	80.3	72.0	71.5	64.6	61.6	65.5
Radio 電台				11.4	16.0	20.4	16.4	23.6	20.8	27.6	30.2	19.9	15.9	14.3	12.7	13.3
Schools 學校	79.4	84.5	61.4	23.3	26.6	19.1	22.8	14.9	15.6	11.1	11.9	14.8	5.1	4.5	3.3	2.8
Advertisements in MTR 港鐵廣告				5.5	5.3	5.9	5.5	7.0	7.1	5.6	4.4	3.9	-	-	-	-
Advertisements on bus 巴士廣告	75.6	80.6	60.3	5.1	4.4	4.7	5.5	6.8	7.3	-	-	-	-	-	-	-
Advertisements on other public transport 其他公共交通上的廣告				-	-	-	-	-	-	-	-	-	-	-	-	-
Online newspapers / magazine 網上報章 / 雜誌	65.2			-	-	-	-	-	-	-	-	-	-	-	-	-
Printed newspapers / magazine 印刷報章 / 雜誌	21.1	69.9	44.8	13.4	28.4	23.0	20.9	25.8	29.0	23.9	23.3	19.4	18.5	21.9	21.0	30.0
Exhibitions 展覽	64.9	65.3	36.9	0.3	0.7	1.3	0.4	0.2	0.6	0.2	-	0.5	-	-	-	-
Posters and printed promotional materials 海報及印刷宣傳品	57.3	71.3	46.5	6.9	11.2	7.9	5.0	7.9	6.8	7.4	8.0	9.7	4.7	4.8	4.1	5.7
Public event / community activities 公眾 / 社區活動	-	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Movie theatres 戲院	-	-	1.1	0.6	1.4	1.1	1.9	1.9	1.2	1.2	1.3	0.2	-	-	-	-
Shops / append to genuine goods 店舖 / 附在正版商品上	-	-	0.8	-	-	-	-	0.7	-	-	-	-	-	-	-	-
Email / website advertisement 電郵 / 網頁廣告	-	-	-	19.5	17.3	5.7	6.9	7.3	1.0	1.6	1.3	1.1	-	-	-	-
Others 其他	-	3.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / hard to say 不知道 / 很難說	1.5	0.8	2.7	3.9	11.9	3.4	0.3	0.3	2.4	7.6	6.1	13.1	16.8	19.1	25.1	19.8
Sample 樣本	1 002	1 001	1 000	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 003	1 016	1 002	1 009

Notes: (1) The sum of % may not add up to 100 as respondents could give multiple answers.

(2) From 2020 onwards, the answer options were read out for respondents.

註：(1) 由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

(2) 由 2020 年開始，訪問員向受訪者讀出答案選項。

Annex 1: Enumeration Results**附錄一：訪問結果**

CATEGORY 分類計算	CLASSIFICATION 類別	NUMBER 個案數目
Successful cases 成功訪問個案 (1 002)	Successfully enumerated 成功訪問	1 002
	Mid-way termination 中途拒絕	32
Unsuccessful cases 不成功個案 (955)	Non-contact 未能接觸	507
	Refusal 拒絕接受訪問	416
	Long tone 電話長響	397
Invalid cases 非目標個案 (543)	Non-residential telephone number 非住宅電話號碼	64
	Fax number 傳真號碼	45
	Wrong telephone number 不正確電話號碼	29
	Language problem 語言障礙	8
	Overall 總計	2 500

Annex 2: Sample and Population Distribution**附錄二：樣本及人口分佈**

年齡組別 Profile	Sample 樣本		Population 人口	
	No. of persons 人數	(%)	No. of persons 人數	(%)
Male 男性				
15 – 19	22	2.2	147 300	2.3
20 – 24	25	2.5	149 400	2.3
25 – 29	30	3.0	195 100	3.0
30 – 39	71	7.1	461 700	7.2
40 – 49	70	7.0	470 900	7.3
50 – 59	80	8.0	499 200	7.8
60+	148	14.8	1 104 500	17.2
Subtotal 小計	446	44.5	3 028 100	47.1
Female 女性				
15 – 19	24	2.4	137 100	2.1
20 – 24	25	2.5	144 700	2.3
25 – 29	35	3.5	195 100	3.0
30 – 39	88	8.8	492 400	7.7
40 – 49	95	9.5	556 200	8.6
50 – 59	96	9.6	624 900	9.7
60+	193	19.3	1 251 700	19.5
Subtotal 小計	556	55.5	3 402 100	52.9
Total 總計	1 002	100.0	6 430 200	100.0