

Survey on Public Awareness of Intellectual Property Right Protection 2024

- Summary of Findings -

香港市民保護知識產權意識調查 2024

- 調查結果摘要 -

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

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。

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:

- There are channels available for free uploading, downloading or streaming

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：

- 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%) ;

- (47.1%);
- Too expensive to use authorised websites (27.7%); and
- More updated content (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%).

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).

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”.

Behaviours and attitude towards buying pirated / counterfeit goods

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%).

For those respondents who said they had bought pirated / counterfeit goods in the past

- 及
- 有最新的內容 (25.0%)。

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：

- 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%)。

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%)。

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」。

購買盜版 / 冒牌貨品的行為和態度

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%)。

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：

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%).
- 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%)。

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%).

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%)。

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.

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。

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

購買盜版 / 冒牌貨品的首三個原因是：

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

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：

- 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%).
- 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 /

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

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:

- Pay attention to the point of sales from advertisement (72.8%);
- Reference from someone I know (59.9%);

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：

- 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%)。

and

- Whether the price is at genuine goods' price level (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 services in Hong Kong, such as legal and accounting services, and attracting foreign investment and increasing the competitiveness

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。

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。