

**Survey on Public Awareness of
Intellectual Property Right Protection 2012**
香港市民保護知識產權意識調查 2012

- Report -

- 報告 -

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1 Summary of Findings 調查結果摘要

Introduction

In order to keep track of the public's awareness of the intellectual property rights, the Intellectual Property Department (IPD) has been conducting surveys on Public Awareness of Intellectual Property Right (IPR) Protection since 1999. Mercado Solutions Associates Ltd. (MSA) was commissioned to conduct the survey among the general public between 30th October and 30th November 2012. In total, 1 001 respondents aged 15 or above were successfully enumerated by telephone. The response rate achieved was 52.1%. This executive summary highlights the major findings of the survey.

Knowledge and Attitudes toward IPR

The findings were consistent with the previous surveys, with 49.4% of the general public considered IPR as "copyright / copyright piracy", some said "trademark / trademark counterfeiting" (14.0%), "invention or creation" (12.1%) and "patent" (10.0%). 23.3% claimed "don't know / hard to say".

When asked on different situations that whether people thought that the act was an infringement of IP rights, overall speaking, the findings were quite similar to the previous surveys that most of the people could point out the acts which infringed IP rights. It was noted that the proportion of considering "using others' music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose" (39.2%) as infringement of IP rights was decreased, as compared with the last survey (58.7%).

Besides, only 32.8% of the people considered that "buying a genuine CD and then convert to other electronic format" as infringement of IP rights, while 50.7% considered not (similar to 34.2% and 52.4% in the last survey).

前言

為持續跟進公眾對保護知識產權的意識，知識產權署自一九九九年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（米嘉道）受委託於二零一二年十月三十日至十一月三十日進行了公眾調查，透過電話成功訪問了 1 001 名 15 歲或以上人士，回應率達到 52.1%。本摘要概述了主要的調查結果。

對知識產權的認識及觀念

調查發現結果與以往歷次相若，有 49.4% 的公眾人士認為知識產權所指的是「版權 / 盜版」，部分認為是「商標 / 冒牌」(14.0%)、「發明或創作」(12.1%) 及「專利權」(10.0%)。23.3% 表示「不知道 / 很難說」。

當被要求對不同情況是否有侵犯知識產權作出判斷時，整體而言，結果與過去的調查相若，多數人士都能指出侵犯了知識產權的行為。而認為「將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享」(39.2%) 是侵權行為的比例則比上一次調查的 (58.7%) 下降了。

另外，只有 32.8% 的人士認為「購買正版光碟，然後轉為其他電子格式」是侵犯知識產權的行為，而 50.7% 則認為不是（與上一次調查的 34.2% 及 52.4% 相若）。

The vast majority of the public (94.6%) considered that it was very / quite necessary to protect the IP rights in Hong Kong, which was similar to the previous surveys. The top three reasons of considering so were: “protect the interest of inventors / encourage creativity” (66.2%), “protect the interest of manufacturers / genuine IP right owners” (13.7%) and “protect private property” (11.2%).

Regarding the reasons for IP infringement activities, the common mentions were quite similar to the previous surveys. Many people (48.0%) considered that it was due to “cheaper price of pirated / counterfeit products / genuine goods being too expensive”, followed by “greediness / improper public mentality / lack of self-discipline” (17.8%) and “unethical businessmen reaping excessive profits” (14.7%).

In terms of the dominant role in improving the situation of IP rights infringement in Hong Kong, 35.1% of the people considered that “the Government” should play a dominant role. It was followed by “education institutions” (19.1%; lower than 28.4% in the last survey), “the general public” (19.1%), “retailer” (10.2%; higher than 5.2% in the last survey) and “copyright owner” (9.4%; higher than 4.8% in the last survey).

More than 80% of people were aware of the legislation on protecting copyright (85.4%), trademarks (84.0%) and patents (85.3%), which were slightly decreased as compared with the last survey (89.3%, 88.3% and 86.4% respectively). Relatively fewer people were aware of the legislation on protecting designs in Hong Kong (53.1%), which was similar to the last survey (55.9%).

48.8% of the people considered that the IP rights protection measures imposed by the Government in the past two years improved the IP rights infringement in Hong Kong a lot / a little (slightly lower than 52.8% in the last survey), while 39.3% thought that there was no change.

絕大部分的公眾 (94.6%) 均認為知識產權在香港非常有需要 / 頗有需要受到保護，結果與過去幾年的調查相若。首三項認為需要保護的原因是：「保護原創人利益 / 鼓勵創作」(66.2%)、「保障生產商 / 正版商的利益」(13.7%) 及「保障私人財產」(11.2%)。

至於造成侵犯知識產權活動的主要原因，普遍提及的跟過往幾年的調查相若。很多人士 (48.0%) 都認為是由於「盜版及冒牌貨品價錢便宜 / 正版貨品太貴」，其次是「市民貪小便宜 / 社會風氣差 / 欠自律」(17.8%) 及「不道德商人謀取暴利」(14.7%)。

對於認為在改善香港侵犯知識產權情況的最重要角色，有 35.1% 的人士認為「政府」應該擔當最重要的角色，其次是「教育團體」(19.1%；較上一次調查的 28.4% 為低)、「市民自己」(19.1%)、「零售商」(10.2%；較上一次調查的 5.2% 為高) 及「版權擁有者」(9.4%；較上一次調查的 4.8% 為高)。

超過八成人士均知道香港有保障版權 (85.4%)、商標 (84.0%) 及專利 (85.3%) 的法例，較上一次的調查 (分別是 89.3%、88.3% 及 86.4%) 有輕微下跌。較少人士知道香港有保障外觀設計的法例 (53.1%)，與上一次調查的 (55.9%) 差不多。

48.8% 的人士認為政府在過去兩年採取的知識產權保護措施使香港的侵權情況大有改善 / 有少許改善 (稍微低於上一次調查的 52.8%)，而 39.3% 則認為情況沒有改變。

Online behaviour and IP rights protection in digital environment

When asked the people who had the habit of surfing the Internet the preference of paying for downloading songs / movies / computer software / games / e-books from authorised websites, 62.2% of claimed that they probably / definitely will not, while 36.0% definitely / probably will do so, and such proportion was higher than that in the last survey (29.7%).

The main reason of doing so was “respect IP rights” (52.7%), followed by “for better quality” (24.9%). On the other hand, the major reasons for not doing so were “seldom / never downloading any type of files” (23.3%), “too expensive” (19.6%) and “other channels of free download are available” (14.0%). While the major reasons of doing so were similar to the last survey, the top two reasons of not doing so were different from the last survey (“prefer buying CD / DVD / game disc / book instead of downloading the files” (28.0%) and “don’t have a habit of listening songs / watching movies / playing electronic games / reading” (26.0%)).

Behaviour of involving in infringement of IP Rights

Only few people involve in the infringement of copyright:

- Visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books and share the files with friends (10.4%);
- Visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books and upload them to Internet for sharing purpose (5.4%);
- Visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books for own use (20.7%); and

網上活動情況及在數碼環境中的知識產權保護

當被到有上網習慣的人士對在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的意向，有 62.2% 表示未必會 / 絕對不會，而 36.0% 則絕對會 / 可能會，這個比例較上一次調查的 (29.7%) 為高。

會這樣做的主要原因是「尊重知識產權」(52.7%)，其次是「為了得到更佳質素」(24.9%)。另一方面，不會這樣做的主要原因是「很少 / 從不下載任何檔案」(23.3%)、「價錢太貴」(19.6%) 及「有其他途徑免費下載」(14.0%)。會這樣做的主要原因與上一次調查的相若，而不會這樣做的首兩個原因則與上一次調查的(“較喜歡買 CD / DVD / 遊戲碟 / 書，不喜歡下載” (28.0%) 及 “沒有聽歌 / 看電影 / 玩電子遊戲 / 看書的習慣” (26.0%)) 有所不同。

參與侵權活動的行為

只有很少人士有參與侵犯版權活動：

- 在網上社群或未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，然後傳送給朋友一同分享 (10.4%)；
- 在網上社群或未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，然後放上網供他人下載 (5.4%)；
- 在網上社群或未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書自用 (20.7%)；及
- 未得版權擁有人同意，將電影海報、漫畫或圖片等改圖，然後放上網或社交網站與他人分享 (7.5%)。

相反，每項都有大約 80% 或更多的人士表示他們完全沒有參與。結果與以往幾年調查的相似。

- Re-edit movie posters, comics or pictures without authorisation of copyright owner, and upload them to Internet for sharing purpose (7.5%).

Conversely, each with about 80% or more of the people claimed that they never involved in it. The findings were similar to those of the previous surveys.

In response to the question “do you consider that it is against morality for a person to visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books, knowing that he/she is infringing the IP rights of others”, 72.3% of the Internet users considered so (similar to 76.1% in the last survey), while 20.7% did not think so.

Regarding the habit of buying pirated or counterfeit goods, 8.5% of the people claimed that they often / sometimes buy pirated or counterfeit goods, while 20.3% claimed that they seldom buy it, and 69.5% had never bought pirated or counterfeit goods. When compared to the surveys conducted before 2008 (over 40%), the percentage of people who claimed that they would buy pirated or counterfeit goods (around 30% since 2008) was decreased gradually.

Of the people who bought pirated or counterfeit goods, 51.3% claimed the pirated or counterfeit goods which they bought the most was music CD / movie DVD or VCD, followed by clothing & accessories (20.1%) and computer software (12.7%). The findings were similar to those in the previous surveys.

Regarding whether it was easier, the same or more difficult to buy pirated / counterfeit goods in the Hong Kong market as compared to the past two years, only 11.4% of those who bought pirated / counterfeit goods considered that it was easier; 39.0% thought that it was more or less the same; 39.9% considered it more difficult (vs. 10.7%, 32.2% and 49.0% in

對於「認為一位市民在明知侵犯別人知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書是否不道德的行為」這問題的回應，有 72.3% 的互聯網使用者認為是 (與上一次調查的 76.1% 相若)，而 20.7% 則並不認為是。

就市民購買盜版或冒牌貨品的習慣，有 8.5% 的人士表示他們有經常 / 間中購買盜版或冒牌貨品，而 20.3% 則表示很少購買，69.5% 表示他們從不購買盜版或冒牌貨品。與 2008 年前進行的調查相比 (超過 40%)，表示有購買盜版或冒版貨品習慣的百分比 (自 2008 年開始大約三成) 正逐漸地下降。

在那些曾購買盜版或冒牌貨品的人士中，51.3% 表示他們買得最多的盜版或冒牌貨品是音樂 CD / 電影 DVD 或 VCD，其次是衣服 / 手飾 (20.1%) 及電腦軟件 (12.7%)，結果與過去幾年的調查相若。

就現在較過去兩年在香港市場購買盜版或冒牌貨品是更容易、差不多還是更困難而言，在有購買盜版 / 冒牌貨品的人士中，只有 11.4% 認為是更容易；39.0% 認為情況與過去差不多；39.9% 認為較困難 (對比上一次調查的 10.7%、32.2% 及 49.0%)。

the last survey).

In response to the question “do you consider that it is against morality for a consumer to buy pirated / counterfeit goods knowing that they are infringing the IP rights of others”, 70.8% of the people considered so (vs. 74.2% in the last survey), while 21.2% did not think so.

Opinions towards the “No Fakes Pledge” Scheme

When asked whether ever heard of the “No Fakes Pledge” Scheme, 42.5% of the people said “yes”, which was higher than 34.5% in the last survey. The top channel of awareness was TV advertisements (72.8%), followed by newspapers / magazines (14.4%) and stickers / tent cards in shops (13.9%).

Among those who were aware of the scheme, 81.5% considered that the scheme could be very / quite helpful in building the confidence of consumers and tourists in shopping in Hong Kong, or consolidating the city’s status as a shoppers’ paradise, which was similar to 83.4% in the last survey.

Attitudes towards long-term development for IP Rights

Regarding the public’s attitude towards long-term development for IP rights, most of the public considered that the protection of IP rights could be very / quite helpful to the development of local creative industries (73.0%) and the overall development of Hong Kong’s economy (65.3%), such proportions were relatively lower than those in the last survey (83.0% and 71.1% respectively).

For the areas of work that the Government should put more resources in protecting IP rights, similar to the previous surveys, relatively more people thought that more resources should be put on promotions in mass media (36.6%) and in schools (32.3%), followed by increasing penalties (22.7%) and

對於「認為一個消費者在明知侵犯別人知識產權的情況下仍然購買盜版 / 冒牌貨品是否不道德的行為」這問題的回應，70.8% 的人士認為是 (對比上一次調查的 74.2%)，而 21.2% 則並不認為是。

對「正版正貨承諾」計劃的意見

被問到有否聽過「正版正貨承諾」計劃，42.5% 的人士表示「有」，比例較上一次調查的 34.5% 上升了。最主要認知的渠道是電視廣告 (72.8%)，其次是報紙 / 雜誌 (14.4%) 及商戶標貼 / 座檯咭 (13.9%)。

在那些認知計劃的人士中，有 81.5% 認為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非常有幫助 / 頗有幫助，比例與上一次調查的 83.4% 相若。

對保護知識產權長遠發展的意見

就市民對保護知識產權長遠發展的意見，大多數人士均認為保護知識產權對促進本地創意產業發展 (73.0%) 及香港整體經濟發展 (65.3%) 非常有幫助 / 頗有幫助，比例較上一次調查的 (分別有 83.0% 及 71.1%) 相對為低。

對於政府應該投放更多資源在保護知識產權的工作方面，與過往的調查結果相似，較多人士認為應投放更多資源加強媒體上的宣傳 (36.6%) 及在學校的宣傳 (32.3%)，其次是加重刑罰 (22.7%) 及加強巡查和掃蕩 (22.1%)。

more enforcement action (22.1%).

Awareness of IPD and its promotional activities

Similar to the previous surveys, not many people (19.8%) could spontaneously recall that the Intellectual Property Department (IPD) is the Government department which is responsible for promoting the protection of IP rights in Hong Kong.

Among them, 52.0% were aware that the IPD was responsible for “promoting awareness on IP rights protection”, followed by “registration of trademarks” (15.8%) and “registration of patents” (12.0%). On the other hand, still some people misunderstood that the IPD was responsible for “combating piracy and counterfeiting” (27.3%) and some did not know the duties of the IPD (16.4%).

50.1% of the people claimed that they had seen IPD’s advertising or promotional messages on TV, followed by radio (8.2%) and print advertisement / promotional materials (5.3%). Yet, 42.3% claimed that they did not remember or had never seen / heard / encountered any IPD’s advertising or promotional activities.

63.4% of the people considered that the promotional activities held by the IPD were very / quite effective in raising the awareness of Hong Kong citizens on protecting IP rights, while 32.8% considered the opposite (similar to 63.9% and 32.9% in the last survey).

Moreover, still most of the people thought that TV (76.2%) was the most effective channel to promote the protection of IP rights. Increasing trend was observed for the percentages of school (from 3% - 16% in 1999 - 2010 to 22.8% in 2012) and Internet website (from 4% - 13% in 1999 - 2010 to 16.6% in 2012).

對知識產權署及其宣傳活動的認知

與過往幾年的調查差不多，能正確地說出知識產權署是負責在香港推廣保護知識產權的政府部門的人士並不多 (19.8%)。

在他們當中，52.0% 知道知識產權署是負責「宣傳 / 推廣保護知識產權」的，其次是「商標註冊」(15.8%) 及「專利註冊」(12.0%)。另一方面，仍有部分人士誤以為知識產權署負責「打擊盜版 / 掃蕩冒牌」(27.3%) 及不知道知識產權署工作的範圍 (16.4%)。

50.1% 的人士表示有從電視見過知識產權署的廣告或宣傳訊息，其次是電台 (8.2%) 及印刷廣告 / 宣傳物品 (5.3%)。不過，仍有 42.3% 表示記不起或沒有看過 / 聽過 / 接觸過任何知識產權署的廣告或宣傳活動。

63.4% 的人士認為知識產權署的宣傳活動對提升香港市民保護知識產權意識非常有效 / 頗有效，而 32.8% 則持相反意見 (與上一次調查的 63.9% 及 32.9% 差不多)。

此外，仍然有最多人士認為電視 (76.2%) 是宣傳知識產權的最有效途徑。數據顯示學校 (由 1999 年 - 2010 年的 3% - 16% 至 2012 年的 22.8%) 及互聯網頁 (由 1999 年 - 2010 年的 4% - 13% 至 2012 年的 16.6%) 的百分比有上升趨勢。

Conclusion

As illustrated from the survey findings, despite the awareness level of IPD and its duties was still relatively low, the majority of the general public has knowledge of IPR, they also considered that it was very / quite necessary to protect IP rights in Hong Kong.

Moreover, the percentage of people who would buy pirated or counterfeit goods was decreased gradually, and more Internet users will pay for downloading songs / movies / computer software / games / e-books from authorised websites.

In addition, most of the people still have positive responses that the protection of IP rights could help the development of creative culture and creative industries.

Finally, while keeping to use TV as the major channel to deliver messages of protecting IP rights, as more and more people thought that school and Internet website were effective channels, IPD may consider to enhance the promotional and educational activities through these channels.

總結

以上調查結果說明，雖然對知識產權署及其工作範圍的認知程度仍然較低，但大部分公眾人士對知識產權均有認識，而且認為知識產權在香港非常 / 頗有需要受到保護。

此外，有購買盜版或冒牌貨品習慣的百分比有逐漸下降，而且有更多互聯網使用者會在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書。

進一步來說，大多數市民對保護知識產權有助推動創意文化及發展創意產業仍有正面的回應。

最後，除以電視作為發放保護知識產權訊息的主要途徑外，由於愈來愈多市民認為學校及互聯網頁是有效途徑，知識產權署可考慮加強透過這些途徑進行宣傳及教育活動。

2 Introduction 前言

Background & Objectives

In order to keep track of the public's awareness of the intellectual property rights, the Intellectual Property Department (IPD) has been conducting surveys on Public Awareness of Intellectual Property Rights (IPR) Protection since 1999. Mercado Solutions Associates Ltd. (MSA) was commissioned to conduct the survey among the general public in 2012. The key objectives of the survey are:

- To examine current level of public awareness of protection of intellectual property rights;
- To benchmark the IPD's work on public education on intellectual property; and
- To compare changing patterns of public attitudes towards Intellectual Property (IP) Rights over the past years.

背景及調查目的

為持續跟進公眾對保護知識產權的意識，知識產權署自一九九九年起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（米嘉道）受委託於二零一二年進行公眾調查。調查目的的主要包括：

- 探討現時公眾對保護知識產權的意識及認知程度；
- 對知識產權署各項推廣保護知識產權公眾教育工作的成效作出評估；及
- 比較今年公眾保護知識產權的觀念和行為與過去幾年的轉變。

Survey Methodology

The survey was conducted by means of deploying the telephone interviewing method. In total, 1 001 individuals aged 15 or above were successfully enumerated between 30th October and 30th November 2012. The response rate of the survey was 52.1% (details of the enumeration results were summarised in Appendix 1). Based on the achieved sample size, the degree of precision for the proportion estimation would be $\pm 3.1\%$ at 95% confidence level. Data collected from the survey were weighted to align with the sex-age distribution of the population (based on data of mid-2012 from Census and Statistics Department) such that findings of the survey were representative of the opinions / views of the whole population aged 15 or above. The sample and population distribution were summarised in Appendix 2.

Analysis of Survey Findings

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

In the tables, "p-value < 0.05 / 0.01" denotes that there is statistically significant difference between different sub-groups.

When conducting the statistical tests, those who "refused to answer" the respective demographic information were excluded.

Rounding of Figures

There may be slight discrepancies between the sum of individual items and sub-totals / totals as shown in the tables owing to rounding.

調查方法

是次調查於二零一二年十月三十日至十一月三十日期間以電話訪問形式進行，總計成功訪問了 1 001 位 15 歲或以上人士，回應率達到 52.1% (有關訪問結果詳情請參閱附錄一)。根據所得的樣本數量，在 95% 的置信度下估值的精確程度為 $\pm 3.1\%$ 。調查數據按照人口及年齡分佈 (根據政府統計處二零一二年中期數據) 以加權方式倍大，故此，調查結果能有效地反映所有 15 歲或以上的整體人口的意見及觀點。樣本及總體人口分佈概列於附錄二。

分析調查的結果

本調查採用了卡方檢定來測試不同組別的人士在意見上有否明顯差別。

在列表中，「p-value < 0.05 / 0.01」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，那些「拒絕回應」個別背景資料的人士並不包括在內。

數據進位

由於進位關係，在本報告的表中，個別項目的小計 / 總和或會有輕微差異。

3 Detailed Findings 主要調查結果

3.1 Knowledge and Attitudes towards Intellectual Property Rights 對知識產權的認識及觀念

3.1.1 Knowledge about Intellectual Property Rights 對知識產權的認識

Similar to the previous surveys, people were first asked about the rights that they thought IP rights referred to. It was observed that people mainly thought that IP rights referred to “copyright / copyright piracy” (49.4%), followed by “trademark / trademark counterfeiting” (14.0%), “invention or creation” (12.1%) and “patent” (10.0%). The findings were quite consistent with the previous surveys.

(Table 1)

與以往之調查相類似，市民首先被問及他們認為知識產權所指的權利。調查發現結果與過往相若，市民主要認為所指的是「版權 / 盜版」(49.4%)，其次是「商標 / 冒牌」(14.0%)、「發明或創作」(12.1%) 及「專利權」(10.0%)。

(表 1)

When analysed by demographics, it was observed that males (66.4%), people aged below 30 and 30 – 49 (67.3% and 70.5% respectively) and working persons (70.9%) tended to be able to give correct answer. Furthermore, the higher the education level and monthly personal income, the higher were the proportions of people who were able to give correct answer (ranged from 35.1% for those with education level of primary or below to 72.8% for tertiary or above; and from 55.4% for those with income of below \$10,000 to 76.3% for \$20,000 or above).

(Table 2)

以背景資料分析，發現男性 (66.4%)、年齡在 30 以下及 30 – 49 歲 (分別為 67.3% 及 70.5%) 及在職 (70.9%) 的人士均較傾向能夠給予正確答案。此外，教育程度及個人每月收入愈高的人士，他們能給予正確答案的比例也愈高 (由教育程度在小學或以下的 35.1% 至大專或以上的 72.8%；及由收入在 \$10,000 以下的 55.4% 至 \$20,000 或以上的 76.3%)。

(表 2)

Table 1: Knowledge about Intellectual Property Rights (Spontaneous mention)

表 1：對知識產權的認識（沒有提示下作答）

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Correct 正確										
Copyright / Copyright piracy 版權 / 盜版	49.4	45.1	49.4	45.2	48.6	42.7	41.3	41.3	32.8	31.1
Trademark / Trademark counterfeiting 商標 / 冒牌	14.0	15.3	13.1	10.8	12.0	7.7	3.3	2.2	3.4	3.1
Invention or creation 發明或創作	12.1	18.7	12.8	11.9	9.4	10.9	10.2	6.0	8.2	9.3
Patent 專利權	10.0	10.3	15.2	15.5	15.7	10.4	5.9	10.8	9.2	6.4
Design 外觀設計	3.8	2.3	1.1	1.3	1.2	1.8	0.5	0.6	0.6	0.7
Incorrect 不正確										
Privacy 私隱權	4.0	2.9	3.9	1.5	2.4	2.5	1.9	1.4	0.7	0.4
Self interest 個人利益	3.2	3.2	2.1	2.5	2.6	1.6	-	-	-	-
Right of production of goods 產品製造權	3.0	2.3	3.0	1.5	0.6	1.5	-	-	-	-
Property rights 財產擁有權	2.2	2.8	1.7	2.1	2.6	0.6	0.6	0.9	2.3	0.7
Freedom of speech 言論自由權	2.2	0.7	0.3	0.3	0.4	0.3	0.8	0.1	0.4	0.4
Human rights / Civic rights 人權 / 公民權	1.7	1.3	0.9	1.3	2.1	1.2	1.9	1.3	2.0	1.9
Compliance with the laws 遵守法律	1.7	0.3	0.4	0.9	1.3	0.2	-	-	-	-
Portrait rights 個人肖像權	1.4	0.7	0.7	0.9	0.7	1.0	-	-	-	-
Protection of culture 對知識和文化的保護	1.3	2.5	2.3	1.4	1.2	1.6	-	-	-	-
Interest of publishers 出版商利益	1.1	0.8	1.3	2.6	2.5	1.5	-	-	-	-
Consumer's rights 消費者權益	1.0	0.4	0.6	0.9	0.6	0.8	-	-	-	-
Rights of professionals 專業人士的權益	0.3	0.3	0.6	0.8	0.6	0.3	-	-	-	-
Others 其他	0.8	-	0.1	0.1	0.1	0.5	5.9	3.3	4.7	6.4
Don't know / Hard to say 不知道 / 很難說	23.3	25.3	21.5	28.7	27.5	30.9	28.0	32.1	35.7	39.6
Sample 樣本	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 2: Knowledge about Intellectual Property Rights – Bivariate analysis

表 2：對知識產權的認識 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	66.4	60.0	67.3	70.5	53.7	35.1	62.6	72.8	70.9	53.8	55.4	66.2	76.3
Not aware (no correct answer or declared "don't know") 不知道 (沒有正確答案或表示 "不知道")	33.6	40.0	32.7	29.5	46.3	64.9	37.4	27.2	29.1	46.2	44.6	33.8	23.7
Sample 樣本	458	543	223	369	410	114	522	357	540	457	525	234	152
χ^2	4.279*		25.857**			53.003**			31.069**		24.517**		

* p -value < 0.05; ** p -value < 0.01

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%。

People were asked on different situations that whether they thought the act was an infringement of IP rights. These situations included:

- a. Selling pirated CD/DVD/VCD or computer software;
- b. Buying pirated CD/DVD/VCD or computer software;
- c. Buying counterfeit goods;
- d. Buying a genuine CD and then convert to other electronic format (e.g. MP3);
- e. A student photocopies a whole reference book for the purpose of revision;
- f. Someone downloads music / movies / computer software / e-books / games from the Internet and share the files with friends;
- g. Someone downloads music / movies / computer software / e-books / games and upload them to Internet for sharing purpose; and
- h. Using others' music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose.

The majority of people considered the acts of selling (98.1%) / buying (88.3%) pirated CD/DVD/VCD or computer software as an infringement of IP rights.

Furthermore, more than 75% of people considered the following acts as infringement of IP rights:

- "buying counterfeit goods" (87.2%);
- "someone downloads music / movies computer software / e-books / games from the Internet and share the files with friends" (76.2%);
- "someone downloads music / movies computer software / e-books / games and upload them to Internet for sharing purpose" (83.7%).

市民會被要求對不同情況是否有侵犯知識產權作出判斷，這些情況包括：

- a. 售賣盜版光碟或電腦軟件；
- b. 購買盜版光碟或電腦軟件；
- c. 購買冒牌貨品或商品；
- d. 購買正版光碟，然後轉為其他電子格式使用 (例如 MP3)；
- e. 學生將整本參考書影印，作為自己溫習之用；
- f. 在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲，然後給朋友用；
- g. 在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲，然後放上網讓他人下載；及
- h. 將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享。

大部分市民認為售賣 (98.1%) 或購買 (88.3%) 盜版光碟或電腦軟件是侵犯知識產權的行為。

此外，超過七成半人士認為以下行為是侵犯知識產權：

- 「購買冒牌貨品或商品」(87.2%)；
- 「在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲，然後給朋友用」(76.2%)；
- 「在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲，然後放上網讓他人下載」(83.7%)。

- On the other hand, fewer people considered the following acts as infringement of IP rights: 另一方面，較少人士認為以下行為是侵犯知識產權：
- “buying a genuine CD and then convert to other electronic format” (32.8%); - 「購買正版光碟，然後轉為其他電子格式」(32.8%)；
 - “a student photocopies a whole reference book for the purpose of revision” (60.2%); - 「學生將整本參考書影印，作為自己溫習之用」(60.2%)；
 - “using others’ music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose” (39.2%). - 「將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享」(39.2%)。

Overall speaking, the findings were quite consistent with the previous surveys. It was noteworthy that the proportion of considering “using others’ music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose” (39.2%) as infringement of IP rights was decreased, as compared with the last survey (58.7%).

整體而言，結果與過去的調查相若。值得注意的是，認為「將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享」(39.2%) 是侵權行為的比例較上一次調查的(58.7%) 下降了。

(表 3a – h)

(Tables 3a – h)

Table 3a: Whether consider selling pirated CD/DVD/VCD or computer software has infringed IP rights

表 3a：是否認為售賣盜版光碟或電腦軟件是侵犯知識產權

	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	98.1	98.0	98.2	96.2	96.7	94.5	95.9	94.5	94.1	92.8
No 不是	1.6	1.5	1.1	2.1	1.3	1.7	2.7	1.9	1.5	3.0
Don't know / Hard to say 不知道 / 很難說	0.3	0.5	0.7	1.6	1.9	3.8	1.5	3.6	4.4	4.2
Sample 樣本	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 3b: Whether consider buying pirated CD/DVD/VCD or computer software has infringed IP rights

表 3b：是否認為購買盜版光碟或電腦軟件是侵犯知識產權

	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	88.3	90.0	89.2	88.0	88.7	82.1	80.3	76.8	70.5	61.4
No 不是	8.5	7.7	7.9	8.2	6.4	9.5	10.4	13.4	15.9	22.8
Don't know / Hard to say 不知道 / 很難說	3.2	2.4	2.9	3.9	4.9	8.3	9.3	9.7	13.5	15.8
Sample 樣本	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 3c: Whether consider buying counterfeit goods has infringed IP rights

表 3c : 是否認為購買冒牌貨品或商品是侵犯知識產權

	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	87.2	89.3	87.5	86.2	85.7	83.7	80.3	73.0	71.2	63.8
No 不是	9.5	7.5	8.7	8.9	8.1	8.0	11.6	14.9	16.7	22.5
Don't know / Hard to say 不知道 / 很難說	3.3	3.2	3.8	4.8	6.2	8.3	8.1	12.1	12.1	13.7
Sample 樣本	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 3d: Whether consider buying a genuine CD and then convert to other electronic format
(e.g. convert to MP3 for use in mobile phone) has infringed IP rights**

表 3d : 是否認為購買正版光碟，然後轉為其他電子格式使用 (例如轉做 MP3 在手機使用) 是侵犯知識產權

	2012	2010	2008
	(%)	(%)	(%)
Yes 是	32.8	34.2	40.7
No 不是	50.7	52.4	44.6
Don't know / Hard to say 不知道 / 很難說	16.4	13.4	14.8
Sample 樣本	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 3e: Whether consider a student photocopying a whole reference book for the purpose of revision
has infringed IP rights**

表 3e : 是否認為一個學生將整本參考書影印，作為自己溫習之用是侵犯知識產權

	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	60.2	60.9	60.8	55.2	57.9	53.7	49.3	45.3	47.9	40.0
No 不是	32.3	32.9	31.3	35.9	33.5	34.1	37.3	42.3	37.2	48.8
Don't know / Hard to say 不知道 / 很難說	7.6	6.2	7.9	8.9	8.6	12.2	13.4	12.4	14.9	11.3
Sample 樣本	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 3f: Whether consider someone downloading music / movies / computer software / e-books / games from the Internet and share the files with friends has infringed IP rights

表 3f：是否認為有人在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲，然後給朋友用是侵犯知識產權

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Yes 是	76.2	76.4	78.2	73.2	71.5
No 不是	12.1	15.2	11.9	14.8	16.7
Don't know / Hard to say 不知道 / 很難說	11.6	8.4	10.0	12.0	11.8
Sample 樣本	1 001	1 005	1 003	1 206	1 214

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 3g: Whether consider someone downloading music / movies / computer software / e-books / games and upload them to Internet for sharing purpose has infringed IP rights

表 3g：是否認為有人在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲，然後放上網讓他人下載是侵犯知識產權

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Yes 是	83.7	87.4	85.1	81.8	79.4
No 不是	3.8	7.1	6.0	7.7	10.1
Don't know / Hard to say 不知道 / 很難說	12.4	5.5	8.9	10.6	10.6
Sample 樣本	1 001	1 005	1 003	1 206	1 214

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 3h: Whether consider using others' music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose has infringed IP rights

表 3h：是否認為將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享是侵犯知識產權

	2012 (%)	2010 (%)
Yes 是	39.2	58.7
No 不是	43.6	30.4
Don't know / Hard to say 不知道 / 很難說	17.2	10.9
Sample 樣本	1 001	1 005

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%。

Demographics analysis:

Among various sub-groups, differences were mainly found between different groups of age and education attainment.

- Relatively higher proportions of people aged 50 or above considered that “buying a genuine CD and then convert to other electronic format” (48.1%) and “using others’ music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose” (53.8%) as infringement of IP rights.
- On the other hand, relatively higher proportion of people aged below 30 considered that “photocopying a whole reference book” (71.0%) had infringed IP rights.
- In addition, relatively higher proportions of people aged below 50 considered that “downloading files and share with friends” (over 88%) had infringed IP rights.
- Relatively higher proportions of those with education level of primary or below considered that “buying a genuine CD and then convert to other electronic format” (47.7%) and “using others’ music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose” (53.8%) as infringement of IP rights, as compared to their counterparts.
- On the other hand, relatively higher proportions of those who attained tertiary education level or above considered that “photocopying a whole reference book” (72.7%) and “downloading files and share with friends” (89.2%) as infringement of IP rights.

背景資料分析:

背景組別之間的主要差異出現在不同年齡組別及教育程度之間。

- 50 歲或以上的人士相對有較高比例認為「購買正版光碟，然後轉為其他電子格式」(48.1%) 及「將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享」(53.8%) 是侵犯知識產權。
- 另一方面，30 歲以下的人士有較高比例認為「將整本參考書影印」(71.0%) 侵犯了知識產權。
- 此外，50 歲以下的人士相對有較高比例認為「在網上下載檔案，然後給朋友用」(超過 88%) 是侵犯知識產權。
- 與其他相對的組別比較，教育程度在小學或以下的人士相對有較高比例認為「購買正版光碟，然後轉為其他電子格式」(47.7%) 及「將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享」(53.8%) 是侵犯知識產權。
- 另一方面，與其他相對的組別比較，具大專或以上教育程度的人士相對有較高比例認為「將整本參考書影印」(72.7%) 及「在網上下載檔案，然後給朋友用」(89.2%) 是侵犯知識產權。

Besides, in terms of other demographic characteristics 另外，就其他背景特徵而言：

- Slightly higher proportion of the females considered that “buying pirated CD/DVD/VCD or computer software” (93.1%) had infringed IP rights. - 女性有略高比例認為「購買盜版光碟或電腦軟件」(93.1%) 侵犯了知識產權。
- Slightly higher proportions of those with monthly personal income of below \$10,000 and \$20,000 or above considered that “buying counterfeit goods” (about 91%) as infringement of IP rights, as compared to their counterparts. - 與其他相對的組別比較，個人每月收入在 \$10,000 以下和 \$20,000 或以上的人士有略高比例認為「購買冒牌貨品或商品」(約 91%) 是侵犯知識產權。
- Slightly higher proportion of those with monthly personal income of \$20,000 or above considered that “photocopying a whole reference book” (71.5%) had infringed IP rights. - 個人每月收入在 \$20,000 或以上的人士有略高比例認為「將整本參考書影印」(71.5%) 侵犯了知識產權。
- Slightly higher proportions of the working persons (88.4%) and those with monthly personal income of \$10,000 or above (over 88%) considered that “downloading files and share with friends” as infringement of IP rights. - 在職人士 (88.4%) 及個人每月收入在 \$10,000 或以上的人士 (超過 88%) 有略高比例認為「在網上下載檔案，然後給朋友用」是侵犯知識產權。

No significant differences were observed between different sub-groups for the perception of the acts “selling pirated CD/DVD/VCD or computer software” and “downloading files and upload them to Internet for sharing purpose”. 不同小組在「售賣盜版光碟或電腦軟件」及「在網上下載檔案，然後放上網讓他人下載」之行為的理解上並沒有明顯差別。

(表 4a – h)

(Tables 4a – h)

Table 4a: Whether consider selling pirated CD/DVD/VCD or computer software has infringed IP rights

- bivariate analysis

表 4a：是否認為售賣盜版光碟或電腦軟件是侵犯知識產權 - 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Non working 非在職 人士 (%)	Working 在職 人士 (%)	\$10,000			
										< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)	
Yes 是	98.0	98.7	98.7	98.6	97.8	98.2	98.3	98.9	98.3	98.5	98.1	97.9	99.3
No 不是	2.0	1.3	1.3	1.4	2.2	1.8	1.7	1.1	1.7	1.5	1.9	2.1	0.7
Sample 樣本	457	541	223	367	409	114	519	357	539	455	523	234	151
χ^2	0.717		1.030			0.583			0.027		1.313		

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 4b: Whether consider buying pirated CD/DVD/VCD or computer software has infringed IP rights

- bivariate analysis

表 4b：是否認為購買盜版光碟或電腦軟件是侵犯知識產權 - 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Non working 非在職 人士 (%)	Working 在職 人士 (%)	\$10,000			
										< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)	
Yes 是	88.9	93.1	94.1	89.5	91.2	93.3	90.1	92.3	89.7	92.7	90.9	89.4	89.3
No 不是	11.1	6.9	5.9	10.5	8.8	6.7	9.9	7.7	10.3	7.3	9.1	10.6	10.7
Sample 樣本	443	525	220	361	388	105	507	349	525	440	507	227	149
χ^2	5.301*		3.642			1.807			2.677		0.605		

* p -value < 0.05; ** p -value < 0.01

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 4c: Whether consider buying counterfeit goods has infringed IP rights – bivariate analysis

表 4c：是否認為購買冒牌貨品或商品是侵犯知識產權 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
	Yes 是	89.4	90.8	91.8	87.5	91.8	87.0	90.1	91.1	89.2	91.5	91.1	84.6
No 不是	10.6	9.2	8.2	12.5	8.2	13.0	9.9	8.9	10.8	8.5	8.9	15.4	8.2
Sample 樣本	444	524	219	360	389	108	504	349	527	437	508	227	146
χ^2	0.552		4.672			1.543			1.498		8.145*		

* p -value < 0.05; ** p -value < 0.01

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 4d: Whether consider buying a genuine CD and then convert to other electronic format
(e.g. convert to MP3 for use in mobile phone) has infringed IP rights – bivariate analysis**

表 4d：是否認為購買正版光碟，然後轉為其他電子格式使用（例如轉做 MP3 在手機使用）是侵犯知識產權 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
	Yes 是	42.2	36.6	41.7	30.4	48.1	47.7	39.6	37.5	37.8	41.5	41.7	36.4
No 不是	57.8	63.4	58.3	69.6	51.9	52.3	60.4	62.5	62.2	58.5	58.3	63.6	56.6
Sample 樣本	403	434	216	336	285	65	445	320	492	342	412	214	136
χ^2	2.696		20.960**			2.360			1.167		2.191		

* p -value < 0.05; ** p -value < 0.01

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 4e: Whether consider a student photocopying a whole reference book for the purpose of revision has infringed IP rights – bivariate analysis

表 4e：是否認為一個學生將整本參考書影印，作為自己溫習之用是侵犯知識產權 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Non working 非在職 人士 (%)	Working 在職 人士 (%)	\$10,000			
										< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)	
Yes 是	64.5	65.6	71.0	63.1	63.5	62.5	60.6	72.7	66.5	63.5	63.7	63.2	71.5
No 不是	35.5	34.4	29.0	36.9	36.5	37.5	39.4	27.3	33.5	36.5	36.3	36.8	28.5
Sample 樣本	431	494	217	355	353	88	493	337	517	405	471	231	144
χ^2	0.119		4.333			13.146**			0.950		3.369		

* p -value < 0.05; ** p -value < 0.01

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 4f: Whether consider someone downloading music / movies / computer software / e-books / games from the Internet and share the files with friends has infringed IP rights – bivariate analysis

表 4f：是否認為有人在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲，然後給朋友用是侵犯知識產權 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Non working 非在職 人士 (%)	Working 在職 人士 (%)	\$10,000			
										< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)	
Yes 是	86.7	86.0	88.4	89.0	82.1	82.8	84.8	89.2	88.4	83.5	84.6	89.0	91.0
No 不是	13.3	14.0	11.6	11.0	17.9	17.2	15.2	10.8	11.6	16.5	15.4	11.0	9.0
Sample 樣本	406	478	216	345	324	64	481	332	499	381	448	218	145
χ^2	0.095		7.780*			3.841			4.396*		5.109		

* p -value < 0.05; ** p -value < 0.01

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 4g: Whether consider someone downloading music / movies / computer software / e-books / games and upload them to Internet for sharing purpose has infringed IP rights – bivariate analysis

表 4g：是否認為有人在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲，然後放上網讓他人下載是侵犯知識產權 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 – \$19,999 (%)	≥ \$20,000 (%)
Yes 是	94.4	96.8	96.8	96.2	93.9	93.1	94.9	97.0	95.9	95.4	94.3	97.7	95.9
No 不是	5.6	3.2	3.2	3.8	6.1	6.9	5.1	3.0	4.1	4.6	5.7	2.3	4.1
Sample 樣本	408	468	219	345	314	58	475	335	507	367	438	222	145
χ^2	3.107		3.085			2.948			0.123		4.164		

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 4h: Whether consider using others’ music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose has infringed IP rights – bivariate analysis

表 4h：是否認為將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享是侵犯知識產權 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 – \$19,999 (%)	≥ \$20,000 (%)
Yes 是	44.6	49.6	39.2	47.0	53.8	53.8	46.1	47.8	47.5	47.1	46.8	48.1	49.3
No 不是	55.4	50.4	60.8	53.0	46.2	46.2	53.9	52.2	52.5	52.9	53.2	51.9	50.7
Sample 樣本	383	446	209	330	290	52	460	314	480	344	412	214	136
χ^2	1.988		10.368**			1.191			0.013		0.269		

* *p*-value < 0.05; ** *p*-value < 0.01

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 Whether consider necessary to protect IP rights 是否認為知識產權需要受到保護

Similar to the previous surveys, the vast majority of the public (94.6%) considered that it was very / quite necessary to protect IP rights in Hong Kong, while only 4.6% considered the opposite.

與過去幾年的調查相若，絕大部分的公眾 (94.6%) 均認為知識產權在香港非常 / 頗有需要受到保護，只有 4.6% 的人士持相反意見。

When analysed by different sub-groups on this issue, it was observed that slightly higher proportion of the females (97.0%) considered very / quite necessary.

以不同小組分析這問題，發現女性 (97.0%) 有略高比例認為非常 / 頗有需要。

(表 5 – 6)

(Tables 5 – 6)

Table 5: Whether consider necessary to protect IP rights

表 5：是否認為知識產權需要受到保護

	2012	2010	2008	2005	2004	2003
	(%)	(%)	(%)	(%)	(%)	(%)
Very necessary 非常有需要	31.4	37.4	36.6	37.6	44.0	38.9
Quite necessary 頗有需要	63.2	59.7	59.7	57.9	51.7	53.3
Quite unnecessary 頗不需要	3.3	0.9	0.8	1.6	1.7	1.5
Not necessary at all 完全不需要	1.3	0.3	0.3	0.3	0.4	0.6
Don't know / Hard to say 不知道 / 很難說	0.7	1.6	2.6	2.5	2.3	5.6
Very / quite necessary 非常 / 頗有需要	94.6	97.1	96.3	95.5	95.7	92.2
Quite unnecessary/ not necessary at all 頗不需要 / 完全不需要	4.6	1.2	1.1	1.9	2.1	2.1
Sample 樣本	1 001	1 005	1 003	1 206	1 214	1 231

Note: Percentages may not add 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 6: Whether consider necessary to protect IP rights – bivariate analysis

表 6：是否認為知識產權需要受到保護 – 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		
	Male	Female	< 30	30 – 49	≥ 50	Primary or below 小學或 以下	Tertiary or above 大專或 以上	Non working 非在職 人士	Working 在職 人士	\$10,000			
	(%)	(%)								(%)	(%)	(%)	< \$10,000
Very / quite necessary 非常 / 頗有需要	93.4	97.0	96.9	94.2	95.3	95.5	95.6	95.2	95.0	95.8	96.2	92.6	95.3
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	6.6	3.0	3.1	5.8	4.7	4.5	4.4	4.8	5.0	4.2	3.8	7.4	4.7
Sample 樣本	456	538	223	365	406	112	519	354	535	455	523	231	150
χ^2	7.267**		2.104			0.069			0.421		4.340		

* p -value < 0.05; ** p -value < 0.01

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。

Among those who considered necessary to protect IP rights, similar to the previous surveys, the top three reasons of considering so were: “protect the interest of inventors / encourage creativity” (66.2%), “protect the interests of manufacturers / genuine IP right owners” (13.7%) and “protect private property” (11.2%).

(Table 7)

在認為有需要保護知識產權的人士中，與過往幾年的調查結果差不多，首三項認為需要保護的原因是：「保護原創人利益 / 鼓勵創作」(66.2%)、「保障生產商 / 正版商的利益」(13.7%) 及「保障私人財產」(11.2%)。

(表 7)

Among the 4.6% who considered not necessary to protect IP rights, when further asked their reasons of having such belief, relatively more claimed that it was because “genuine goods are too expensive” (50.3%), followed by “lower price of genuine goods will fight against the infringement” (21.5%) and “manufacturers / genuine IP right owners make too much money” (21.3%).

(Table 8)

在 4.6% 認為不需要保護知識產權的人士中，當進一步問及認為不需要保護的原因時，有較多人士認為「正版貨品太貴」(50.3%) 是主要原因，其次是認為「正版貨品減價自然能夠打擊盜版」(21.5%) 及「生產商 / 正版商利潤太高」(21.3%)。

(表 8)

Table 7: Reasons why it is necessary to protect IP Rights (Spontaneous mention)

表 7：需要保護知識產權的原因 (沒有提示下作答)

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)
Protect the interest of inventors / Encourage creativity 保護原創人利益 / 鼓勵創作	66.2	75.3	74.6	66.1	68.2	55.1	53.0	54.7
Protect the interest of manufacturers/ genuine IP right owners 保障生產商 / 正版商的利益	13.7	16.2	28.4	33.2	34.3	26.9	17.0	10.1
Protect private property 保障私人財產	11.2	15.6	12.0	11.8	14.3	10.5	2.8	0.7
For the sake of morality / Incorrect to infringe IP rights 基於道德上的原因 / 侵犯知識產權是不對的	6.6	8.0	9.3	4.9	4.6	4.4	3.5	5.0
Fight against those infringed the IP rights 打擊侵權者的不法行爲	6.1	4.1	3.1	4.6	4.0	2.2	-	-
Protect Hong Kong's international image 保護香港的國際形象	5.5	2.8	3.1	3.7	3.7	2.7	4.0	7.5
Ensure fairness 保障公平	5.2	1.8	5.8	5.6	8.4	5.3	-	-
So that people do not use pirated / counterfeit products 使人不再使用盜版或冒牌貨品	5.0	3.7	3.5	3.8	4.3	5.7	2.9	1.9
Enhance Hong Kong's long-term economic development 有利香港長遠的經濟發展	2.7	2.3	1.8	2.2	2.0	3.0	2.7	3.3
Fight against crime / Safeguard law and order 打擊黑社會 / 維護治安	2.6	1.4	0.4	1.7	1.7	1.3	0.6	0.6
Protect Hong Kong's record industry 保護香港唱片業的發展	2.1	1.1	1.8	1.5	1.2	1.0	-	-
Protect those who buy genuine goods 保障買正版貨品的市民之利益	1.5	1.4	1.4	1.9	1.9	1.0	-	-
Protect Hong Kong's film industry 保護香港電影業的發展	1.3	1.1	1.3	2.8	2.2	1.8	-	-
Ensure quality of products 保障市民所購買產品的質素	0.9	0.8	0.5	1.0	0.5	1.5	0.7	0.3
Protect living standard of the next generation 保障下一代的生活	0.9	0.6	0.6	0.4	0.7	1.1	-	-
Protect Hong Kong's software industry 保護香港軟件業的發展	0.8	0.7	0.8	2.7	2.5	0.9	1.3	2.8
The current situation of pirating is too serious 現時盜版情況太嚴重	-	-	-	-	2.0	0.8	-	-
Encourage foreign companies investing in HK 鼓勵外國公司在香港投資	-	-	-	-	0.1	-	-	-
Sample: Among all persons who considered necessary 樣本：以所有認為有需要的人士為基數	947	976	966	1 153	1 162	1 140	1 006	1 018

Note: The sum of % may not add up to 100 as respondents could give multiple answers
註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 8: Reasons why not necessary to protect IP rights (Spontaneous mention)

表 8：不需要保護知識產權的原因（沒有提示下作答）

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Genuine goods are too expensive 正版貨品太貴	50.3	40.7	54.5	61.2	46.0
Lower price of genuine goods will fight against the infringement 正版貨品減價自然能夠打擊盜版	21.5	16.6	36.4	7.4	9.9
Manufacturers / Genuine IP right owners make too much money 生產商 / 正版商利潤太高	21.3	8.4	18.2	28.0	33.8
The quality of genuine good is better, thus consumers will make their own choice 正版貨質素較好，消費者會自行選擇	13.4	9.6	-	-	-
Consider that the current situation of IP rights infringement in HK is not serious 認為現時香港侵權情況不算嚴重	8.6	15.0	-	-	-
Hinder the transmission of information 阻礙資訊傳播	6.5	9.6	-	-	-
Hong Kong people don't know invention or creation 香港人根本不懂得創作	-	-	18.2	16.8	20.2
Sample: Among all persons who considered unnecessary 樣本：以所有認為不需要的人士為基數	46	13 [#]	11 [#]	23 [#]	25 [#]

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Caution: Small sample base

注意：樣本數量較少

3.1.3 Perceived reasons for IP infringement activities

認為侵犯知識產權活動的成因

Regarding the reasons for IP infringement activities, the top three mentions were quite similar to the previous surveys. The most frequently mentioned reason was “cheaper price of pirated / counterfeit products / genuine goods being too expensive” (48.0%), followed by “greediness / improper public mentality / lack of self-discipline” (17.8%) and “unethical businessmen reaping excessive profits” (14.7%).

有關認為侵犯知識產權活動的主要成因，首三項市民提及的與過往幾年的調查相若，最多提及的原因是「盜版及冒牌貨品價錢便宜 / 正版貨品太貴」(48.0%)，其次是「市民貪小便宜 / 社會風氣差 / 欠自律」(17.8%) 及「不道德商人謀取暴利」(14.7%)。

(表 9)

(Table 9)

Table 9: Perceived reasons for IP infringement activities (Spontaneous mention)

表 9：認為侵犯知識產權活動的成因（沒有提示下作答）

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Cheaper price of pirated / counterfeit products / genuine goods being too expensive 盜版及冒牌貨品價錢便宜 / 正版貨品太貴	48.0	61.8	68.5	51.3	52.1	37.3	44.6	45.5	42.3	33.6
Greediness / improper public mentality / lack of self-discipline 市民貪小便宜 / 社會風氣差 / 欠自律	17.8	18.1	26.4	11.7	12.8	8.4	11.3	15.8	15.2	7.0
Unethical businessmen reaping excessive profits 不道德商人謀取暴利	14.7	19.4	19.6	14.9	16.4	24.9	16.3	26.0	13.8	18.1
Too much supply on pirated / counterfeit products / Easy to buy 盜版及冒牌貨品供應太多，容易買到	11.1	11.6	8.8	6.9	5.8	5.7	4.5	1.2	2.6	1.3
Poor awareness of protection of IP rights / Inadequate education 保護知識產權意識薄弱 / 教育不足	8.3	8.6	7.8	8.4	8.2	8.8	10.7	9.0	10.8	6.7
Inadequate enforcement of laws 政府執法不夠嚴厲	6.0	3.1	4.2	11.9	11.1	12.1	9.0	3.5	10.1	9.7
Genuine goods are too easy to be pirated 正版貨品太容易被翻版	5.7	5.8	2.3	3.6	4.4	2.2	-	-	-	-
Poor economy / Lower living standard 經濟差 / 市民生活水平下降	5.6	2.6	3.9	6.1	8.4	9.5	9.5	4.7	4.3	3.8
Good quality and variety of pirated products 冒牌貨品品質不錯，產品種類亦多	3.1	0.8	1.6	1.8	2.1	1.3	-	-	-	-
Inadequate Government's propaganda 政府宣傳不足	2.7	0.7	0.3	2.1	2.3	2.8	-	-	-	-
Inadequacy of IP laws 知識產權法例不足	2.6	1.2	1.5	2.8	3.6	2.0	3.0	2.8	2.2	2.2
Huge demand for pirated & counterfeit products 盜版及冒牌貨品需求太大	2.6	0.5	0.2	1.4	1.9	2.9	2.7	0.2	1.8	1.2
Enhanced technology of pirating, pirated goods often available in the market earlier than genuine goods 盜版技術進步，盜版貨品較正版貨品更快 推出市場	2.0	1.3	1.8	3.2	1.3	0.2	-	-	-	-
Difficult to find the genuine goods for some products 某些貨品的正版好難買到	1.2	0.4	0.6	0.3	-	-	-	-	-	-
Involvement of gangster 黑社會介入	1.0	0.1	0.1	0.8	1.5	2.0	-	-	-	-
Too many sources / too convenience for downloading 非法下載途徑多 / 太方便	0.9	3.6	-	-	-	-	-	-	-	-
Others 其他	-	-	-	-	-	-	5.0	0.9	2.1	0.9
Don't know / Hard to say 不知道 / 很難說	5.5	2.6	2.4	7.6	5.8	12.8	11.8	12.4	14.1	15.4
Sample 樣本	1 001	1 005	1 003	1 206	1 214	1 231	1 005	1 005	999	1 002

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.1.4 Dominant role in improving the situation of IP rights infringement in HK 改善香港侵犯知識產權情況的最重要角色

In terms of the dominant role in improving the situation of IP rights infringement in Hong Kong, 35.1% of the people considered that “the Government” should play a dominant role. It was followed by “education institutions” (19.1%), “the general public” (19.1%), “retailer” (10.2%) and “copyright owner” (9.4%). When comparing with the last survey, the percentage for “education institutions” decreased (from 28.4% to 19.1%), while the percentages for “retailer” (from 5.2% to 10.2%) and “copyright owner” (from 4.8% to 9.4%) increased.

對於認為在改善香港侵犯知識產權情況的最重要角色，有 35.1% 的人士認為「政府」應該擔當最重要的角色，其次是「教育團體」(19.1%)、「市民自己」(19.1%)、「零售商」(10.2%) 及「版權擁有者」(9.4%)。與上一次的調查比較，「教育團體」的百分比下降了(由 28.4% 至 19.1%)，而「零售商」(由 5.2% 至 10.2%) 和「版權擁有者」(由 4.8% 至 9.4%) 的百分比則上升了。

(表 10)

(Table 10)

When analysed by demographics, it was observed that relatively higher proportions of the people aged 50 or above (41.3%) and those with monthly personal income of below \$10,000 (38.7%) considered that “the Government” should play a dominant role in improving the situation of IP rights infringement. In addition, relatively higher proportions of the people aged below 50 (over 22%) considered that “the general public” should play the dominant role, as compared to their counterparts.

以背景資料分析，發現 50 歲或以上 (41.3%) 及個人每月收入在 \$10,000 以下 (38.7%) 的人士相對有較高比例認為「政府」應該在改善侵犯知識產權情況中擔當最重要的角色。此外，與其他相對的組別比較，50 歲以下的人士 (超過 22%) 有較高比例認為「市民自己」應該擔當最重要的角色。

(表 11)

(Table 11)

Table 10: Dominant role in improving the situation of IP rights infringement in HK

表 10：改善香港侵犯知識產權情況的最重要角色

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Government 政府	35.1	38.9	34.4	45.2	45.8	47.1
Education institutions 教育團體	19.1	28.4	20.5	17.1	17.7	17.5
The general public 市民自己	19.1	18.2	24.9	22.7	23.4	18.7
Retailer 零售商	10.2	5.2	10.2	5.2	5.2	6.7
Copyright owner 版權擁有者	9.4	4.8	10.0	9.8	7.8	10.0
Family / Parents 家庭 / 家長	5.6	3.9	-	-	-	-
Company / Employer 公司 / 僱主	1.3	0.6	-	-	-	-
Don't know / Hard to say 唔知道 / 好難講	0.3	0.1	-	-	-	-
Sample 樣本	1 001	1 005	1 003	1 206	1 214	1 231

Note: Percentages may not add 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 11: Dominant role in improving the situation of IP rights infringement in HK – bivariate analysis

表 11：改善香港侵犯知識產權情況的最重要角色 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Sec 中學 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Government 政府	37.3	33.5	30.9	31.1	41.3	39.3	35.6	32.6	33.0	38.1	38.7	28.6	28.9
Education institutions 教育團體	16.6	21.3	21.1	18.8	18.3	16.1	17.6	22.8	17.8	20.7	17.4	21.8	20.4
The general public 市民自己	18.3	19.8	24.2	22.1	13.9	17.9	19.3	19.7	20.6	17.6	18.2	20.9	21.7
Retailer 零售商	10.0	10.4	7.6	12.0	10.0	13.4	10.3	9.3	10.4	9.7	9.6	12.0	7.9
Copyright owner 版權擁有者	10.0	8.9	8.1	7.9	11.2	9.8	10.2	8.1	10.2	8.6	9.6	8.1	11.8
Family / Parents 家庭 / 家長	5.9	5.4	4.9	7.1	4.6	3.6	5.2	6.5	6.3	4.6	5.0	7.3	7.9
Company / Employer 公司/僱主	1.7	0.9	3.1	1.1	0.5	-	1.7	1.1	1.9	0.7	1.5	1.3	1.3
Sample 樣本	458	541	223	367	409	112	522	356	540	454	522	234	152
χ^2	5.949		33.945**			10.997			8.754		14.741		

* p -value < 0.05; ** p -value < 0.01

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) 撤除了回答“不知道 / 很難說”的個案。

3.1.5 Whether aware that there is legislation on protecting IP rights in HK 是否知道香港有保障知識產權的法例

People were asked whether they were aware that there is legislation on protecting IP rights in Hong Kong. More than 80% of people were aware of the legislation on protecting copyright (85.4%), trademarks (84.0%) and patents (85.3%), which were slightly decreased as compared with the last survey (89.3%, 88.3% and 86.4% respectively). Relatively speaking, fewer people were aware of the legislation on protecting designs in Hong Kong (53.1%), and such awareness level was similar to the last survey (55.9%).

當被問及是否知道在香港有保障知識產權的法例時，有超過八成人士知道香港有保障版權 (85.4%)、商標 (84.0%) 及專利 (85.3%) 的法例，較上一次的調查 (分別是 89.3%、88.3% 及 86.4%) 有輕微下跌。相對而言，較少人士知道香港有保障外觀設計的法例 (53.1%)，此認知程度與上一次調查的 (55.9%) 差不多。

(表 12 – 15)

(Tables 12 – 15)

Table 12: Whether aware that there is legislation on protecting copyright in HK

表 12：是否知道香港有保障版權的法例

	2012 (%)	2010 (%)	2008 (%)
Yes 有	85.4	89.3	87.4
No 沒有	8.1	4.4	3.8
Don't know / Hard to say 不知道 / 很難說	6.5	6.3	8.8
Sample 樣本	1 001	1 005	1 003

Note: Percentages may not add 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 13: Whether aware that there is legislation on protecting trademarks in HK

表 13：是否知道香港有保障商標的法例

	2012 (%)	2010 (%)	2008 (%)
Yes 有	84.0	88.3	84.9
No 沒有	8.5	4.6	3.7
Don't know / Hard to say 不知道 / 很難說	7.5	7.1	11.4
Sample 樣本	1 001	1 005	1 003

Note: Percentages may not add 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 14: Whether aware that there is legislation on protecting patents in HK

表 14：是否知道香港有保障專利的法例

	2012 (%)	2010 (%)	2008 (%)
Yes 有	85.3	86.4	84.7
No 沒有	7.4	4.0	3.8
Don't know / Hard to say 不知道 / 很難說	7.2	9.6	11.5
Sample 樣本	1 001	1 005	1 003

Note: Percentages may not add 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 15: Whether aware that there is legislation on protecting designs in HK

表 15：是否知道香港有保障外觀設計的法例

	2012 (%)	2010 (%)	2008 (%)
Yes 有	53.1	55.9	46.0
No 沒有	24.2	15.0	13.5
Don't know / Hard to say 不知道 / 很難說	22.7	29.1	40.6
Sample 樣本	1 001	1 005	1 003

Note: Percentages may not add 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%。

Demographics analysis:

背景資料分析：

- Relatively higher proportions of the people who attained secondary education level or above (over 91%) and those with monthly personal income of \$20,000 or above (over 93%) were aware of the legislations on protecting trademarks and patents.
- The higher the education level and monthly personal income, the higher were the proportions of people who were aware of the legislation on protecting designs (ranged from 52.7% for primary or below to 72.9% for tertiary or above; and from 64.8% for income of below \$10,000 to 73.6% for \$20,000 or above).
- No significant difference was observed between different sub-groups on the awareness of legislation on protecting copyright.
- 相對有較高比例教育程度在中學或以上 (超過91%) 及個人每月收入在 \$20,000 或以上 (超過 93%) 的人士表示知道香港有保障商標和專利的法例。
- 教育程度及個人每月收入愈高的人士，知道香港有保障外觀設計之法例的比例就愈高 (由小學或以下的 52.7% 至大專或以上的 72.9%；及由收入在 \$10,000 以下的 64.8% 至 \$20,000 或以上的 73.6%)。
- 不同小組在保障版權法例的認知方面並沒有明顯差別。

(表 16 – 19)

(Tables 16 – 19)

Table 16: Whether aware that there is legislation on protecting copyright in HK – bivariate analysis

表 16：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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 有	91.6	91.2	91.0	92.6	90.4	87.6	91.6	92.5	90.9	91.8	91.0	90.3	93.2
No 沒有	8.4	8.8	9.0	7.4	9.6	12.4	8.4	7.5	9.1	8.2	9.0	9.7	6.8
Sample 樣本	438	498	211	352	374	97	489	345	519	413	479	226	146
χ^2	0.044		1.196			2.293			0.197		0.955		

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 17: Whether aware that there is legislation on protecting trademarks in HK – bivariate analysis

表 17：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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 有	89.0	92.4	92.7	91.5	89.1	78.9	91.3	93.8	91.6	89.8	89.8	89.3	93.9
No 沒有	11.0	7.6	7.3	8.5	8.5	21.1	8.7	6.2	8.4	10.2	10.2	10.7	6.1
Sample 樣本	437	489	205	354	368	95	485	340	512	411	471	225	148
χ^2	3.233		2.327			20.184**			0.904		2.597		

* p -value < 0.05; ** p -value < 0.01

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 18: Whether aware that there is legislation on protecting patents in HK – bivariate analysis

表 18：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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Yes 有	91.9	92.1	94.7	91.7	90.8	81.7	91.9	94.8	92.6	91.3	89.9	92.5	95.2
No 沒有	8.1	7.9	5.3	8.3	9.2	18.3	8.1	5.2	7.4	8.7	10.1	7.5	4.8
Sample 樣本	434	495	209	348	371	93	482	348	514	412	475	226	146
χ^2	0.011		2.871			17.104**			0.563		4.429		

* p -value < 0.05; ** p -value < 0.01

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 19: Whether aware that there is legislation on protecting designs in HK – bivariate analysis

表 19：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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Yes 有	66.9	70.3	67.2	71.6	66.6	52.7	68.8	72.9	70.3	66.5	64.8	67.4	73.6
No 沒有	33.1	29.7	32.8	28.4	33.4	47.3	31.2	27.1	29.7	33.5	35.2	32.6	26.4
Sample 樣本	360	414	183	299	293	74	410	284	428	343	395	190	121
χ^2	1.003		1.960			11.133**			1.314		3.219		

* p -value < 0.05; ** p -value < 0.01

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。

3.1.6 Whether consider the IP rights protection measures imposed by the Government in the past two years improved the IP rights infringement in HK

是否認為政府在過去兩年採取的知識產權保護措施使香港的侵權情況有所改善

Nearly half of the people (48.8%) considered that the IP rights protection measures imposed by the Government in the past two years improved the IP rights infringement in Hong Kong a lot / a little, while nearly two-fifths (39.3%) thought that there was no change. 近半數人士 (48.8%) 認為政府在過去兩年採取的知識產權保護措施使香港的侵權情況大有改善 / 有少許改善，而接近四成 (39.3%) 則認為情況沒有改變。

When analysed by demographics, it was observed that relatively higher proportions of people aged 30 or above (over 58%) and those who attained secondary education level or above (over 54%) considered the situation improved. 以背景資料分析，發現 30 歲或以上 (超過 58%) 及教育程度在中學或以上 (超過 54%) 的人士相對有較高比例認為情況有改善。

(Tables 20 – 21)

(表 20 – 21)

Table 20: Whether consider the IP rights protection measures imposed by the Government in the past two years improved the IP rights infringement in HK

表 20：是否認為政府在過去兩年採取的知識產權保護措施使香港的侵權情況有所改善

	2012 (%)	2010 (%)	2008 (%)
Improved a lot 大有改善	9.9	6.8	6.6
Improved a little 少許改善	38.9	46.0	49.5
No change 沒有改變	39.3	37.8	35.0
Don't know / Hard to say 不知道 / 很難說	12.0	9.5	9.0
Improved a lot / a little 大有改善 / 少許改善	48.8	52.8	56.1
Sample 樣本	1 001	1 005	1 003

Note: Percentages may not add 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 21: Whether consider the IP rights protection measures imposed by the Government
in the past two years improved the IP rights infringement in HK – bivariate analysis**

表 21：是否認為政府在過去兩年採取的知識產權保護措施使香港的侵權情況有所改善 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Improved a lot / a little 大有改善 / 少許改善	57.3	53.6	44.1	59.0	58.2	45.3	54.8	59.0	57.3	53.3	54.6	57.0	58.8
No change 沒有改變	42.7	46.4	55.9	41.0	41.8	54.7	45.2	41.0	42.7	46.7	45.4	43.0	41.2
Sample 樣本	410	472	195	339	347	95	467	312	483	396	463	214	131
χ^2	1.225		12.959**			5.618			1.457		0.843		

* p -value < 0.05; ** p -value < 0.01

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 Online behaviour and IP rights protection in digital environment 網上活動情況及在數碼環境中的知識產權保護

3.2.1 Preference of paying for downloading songs / movies / computer software / games / e-books from authorised websites 在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向

People who had the habit of surfing the Internet were asked their preference of paying for downloading songs / movies / computer software / games / e-books from authorised websites. The survey revealed that relatively more Internet users claimed that they probably / definitely will not (62.2%), while more than one-third (36.0%) claimed that they definitely / probably will do so, and such proportion was higher as compared with the last survey (29.7%).

有上網習慣的人士均被問及他們對在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的意向。調查結果發現較多互聯網使用者表示未必會 / 絕對不會 (62.2%)，而超過三分之一 (36.0%) 則表示他們絕對會 / 可能會，這個比例較上一次調查的 (29.7%) 為高。

When analysed by demographics, males (42.9%), working persons (41.2%) and those with monthly income of \$10,000 or above (over 43%) were more likely to pay for downloading files from authorised websites. Moreover, the younger the people and the higher the education level, the higher were the proportions of people who would do so (ranged from 21.8% for those aged 50 or above to 45.8% for those aged below 30; and from 18.2% for primary or below to 46.3% for tertiary or above).

以背景資料分析，男性 (42.9%)、在職 (41.2%) 及每月收入在 \$10,000 或以上 (超過 43%) 的人士較大機會會在合法網站付款下載檔案。此外，年紀愈輕及教育程度愈高，會這樣做的比例就愈高 (由 50 歲或以上的 21.8% 至 30 歲以下的 45.8%；及由小學或以下的 18.2% 至大專或以上的 46.3%)。

(表 22 – 23)

(Tables 22 – 23)

**Table 22: Preference of paying for downloading songs / movies / computer software / games / e-books
from authorised websites**

表 22：在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向

	2012 (%)	2010 (%)	2008 (%)
Definitely will 絕對會	14.2	10.1	4.5
Probably will 可能會	21.9	19.6	16.5
Probably will not 未必會	18.2	27.1	17.6
Definitely will not 絕對不會	44.0	41.4	61.0
Don't know / Hard to say 不知道 / 很難說	1.7	1.7	0.5
Definitely / probably will 絕對會 / 可能會	36.0	29.7	21.0
Probably / definitely will not 未必會 / 絕對不會	62.2	68.5	78.6
Sample 樣本：Among all persons who use Internet 以所有有上網習慣的人士為基數	709	691	666

Note: Percentages may not add 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 23: Preference of paying for downloading songs / movies / computer software / games / e-books
from authorised websites – bivariate analysis**

表 23：在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Non working 非在職 人士 (%)	Working 在職 人士 (%)	\$10,000 < (%)	\$19,999 - (%)	\$20,000 ≥ (%)	
Definitely / probably will 絕對會 / 可能會	42.9	31.1	45.8	38.2	21.8	18.2	29.5	46.3	41.2	27.7	28.0	43.5	43.8
Probably / definitely will not 未必會 / 絕對不會	57.1	68.9	54.2	61.8	78.2	81.8	70.5	53.7	58.8	72.3	72.0	56.5	56.2
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的 人士為基數	331	366	212	319	165	11 [#]	366	315	456	238	296	191	137
χ^2	10.331**		23.555**			22.297**			12.277**		16.305**		

* p -value < 0.05; ** p -value < 0.01

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。

Caution: Small sample base

注意：樣本數量較少

When probed for the reasons for yes and no, it was found that the top three reasons for “definitely / probably will” were:

- respect IP rights (52.7%),
- for better quality (24.9%) and
- give support to creative industries (artists, singers, etc.) (18.7%).

當被追問會和不會的原因時，發現表示「絕對會 / 可能會」的首三個最多提及的原因是：

- 尊重知識產權 (52.7%)、
- 爲了得到更佳質素 (24.9%) 及
- 支持創意工業 (藝人及歌手等) (18.7%)。

The top three reasons for “probably / definitely will not” were:

- seldom / never downloading any type of files (23.3%),
- too expensive (19.6%) and
- other channels of free download are available (14.0%).

表示「未必會 / 絕對不會」的首三個最多提及的原因是：

- 很少 / 從不下載任何檔案 (23.3%)、
- 價錢太貴 (19.6%) 及
- 有其他途徑免費下載 (14.0%)。

While the major reasons of doing so were similar to the last survey, the top two reasons of not doing so were different from the last survey (“prefer buying CD / DVD / game disc / book instead of downloading the files” (28.0%) and “don’t have a habit of listening songs / watching movies / playing electronic games / reading” (26.0%)).

會這樣做的主要原因與上一次調查的相若，而不會這樣做的首兩個原因則與上一次調查的(“較喜歡買 CD / DVD / 遊戲碟 / 書，不喜歡下載” (28.0%) 及 “沒有聽歌 / 看電影 / 玩電子遊戲 / 看書的習慣” (26.0%)) 有所不同。

(表 24 – 25)

(Tables 24 – 25)

Table 24: Reasons of definitely / probably will pay for downloading songs / movies / computer software / games / e-books from authorised websites

表 24：絕對會 / 可能會在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的原因

	2012 (%)	2010 (%)	2008 (%)
Respect IP rights 尊重知識產權	52.7	48.0	62.9
For better quality 爲了得到更佳質素	24.9	22.9	25.7
Give support to creative industries (artists, singers, etc.) 支持創意工業 (藝人及歌手等)	18.7	13.1	21.4
Convenient to find / can find the required files on authorised websites 在合法網站方便搜尋 / 找到所需的檔案	10.4	15.7	5.7
Reasonable price 價錢合理	3.9	3.7	3.6
Worry of getting virus from illegal websites 擔心在非法網站感染電腦病毒	0.8	1.6	-
Fear of violation of IP laws 害怕觸犯法例	0.4	6.6	0.7
Not aware of the sources of illegal downloading 不知道非法下載的途徑	-	1.6	-
Sample: Among all persons who will pay for downloading from authorised websites 樣本：以所有會在合法網站付款下載的人士爲基數	255	206	140

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 25: Reasons of probably / definitely will not pay for downloading songs / movies / computer software / games / e-books from authorised websites
表 25：未必會 / 絕對不會在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的原因

	2012 (%)	2010 (%)	2008 (%)
Seldom / never downloading any type of files 很少 / 從不下載任何檔案	23.3	9.8	3.4
Too expensive 價錢太貴	19.6	9.0	15.8
Other channels of free download are available 有其他途徑免費下載	14.0	10.9	0.8
Prefer buying CD / DVD / game disc / book instead of downloading the files 較喜歡買 CD / DVD / 遊戲碟 / 書，不喜歡下載	11.7	28.0	13.7
Other channels for listening / watching online are available 有其他途徑可以網上收聽 / 觀看	10.8	4.9	0.8
Consider troublesome in purchasing online 網上購物太麻煩 / 複雜	10.4	9.6	47.0
Don't know how to download 不懂得下載	9.7	6.6	1.9
Don't have a habit of listening songs / watching movies / playing electronic games / reading 沒有聽歌 / 看電影 / 玩電子遊戲 / 看書的習慣	7.8	26.0	1.9
Consider uncomfortable in using online payment system / Worry that personal information will be disclosed 對網上付費沒有信心 / 擔心洩露個人私隱	6.6	6.1	3.6
Other channels are available (e.g. TV, radio) 有其他途徑 (例如電視、電台)	4.0	0.9	0.6
Not aware of the authorised websites 不知道有經授權網站的存在	2.2	2.3	10.1
Cannot find required files on authorised websites 不能在經授權網站內找到所需的檔案	1.3	2.0	8.9
Poor quality 質素差	1.1	0.6	0.4
Don't know / Hard to say 不知道 / 很難說	0.2	0.3	-
Sample: Among all persons who will not pay for downloading from authorised websites 樣本：以所有不會在合法網站付款下載的人士為基數	453	485	526

Note: The sum of % may not add up to 100 as respondents could give multiple answers
註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3 Behaviour of involving in infringement of IP Rights 參與侵權活動的行為

3.3.1 Frequency of involving in infringement of copyright 參與侵犯版權活動的習慣

Of the general public, only few people involved in the following activities of infringing copyright:

- Visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books and share the files with friends (10.4%);
- Visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books and upload them to Internet for sharing purpose (5.4%);
- Visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books for own use (20.7%); and
- Re-edit movie posters, comics or pictures without authorisation of copyright owner, and upload them to Internet for sharing purpose (7.5%).

For the activities mentioned above, each with about 80% or more of the people claimed they never involved in it. The findings were similar to the last survey.

(Tables 26a – d)

When analysed by demographics, it was observed that for downloading files from newsgroup / unauthorised websites and share with friends and for own use, relatively higher proportions of the males (18.0% and 32.1%), people aged below 30 (19.0% and 43.1%), those who attained secondary education level or above (over 14% and over 28%) and those with income of \$10,000 - \$19,999 (21.6% and 37.9%) involved in the activities.

市民當中，只有很少人士有參與以下的侵犯版權活動：

- 在網上社群或未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，然後傳送給朋友一同分享 (10.4%)；
- 在網上社群或未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，然後放上網供他人下載 (5.4%)；
- 在網上社群或未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書自用 (20.7%)；及
- 未得版權擁有人同意，將電影海報、漫畫或圖片等改圖，然後放上網或社交網站與他人分享 (7.5%)。

就上述所提及的活動而言，每項均有大約 80% 或更多的人士表示他們完全沒有參與。結果與以往幾年調查的相似。

(表 26a – d)

以背景資料分析，發現男性 (18.0% 及 32.1%)、30 歲以下 (19.0% 及 43.1%)、具中學程度或以上 (超過 14% 及超過 28%) 及收入在 \$10,000 - \$19,999 (21.6% 及 37.9%) 的人士有較高比例有從網上社群或未經授權的網站下載檔案與朋友分享和自用。

For re-editing movie posters, comics or pictures without authorisation of copyright owner, and upload them to Internet, relatively higher proportions of the males (14.4%) and working persons (12.4%) would often / sometimes / seldom do so. 至於未得版權擁有人同意，將電影海報、漫畫或圖片等改圖，然後放上網，有較高比例的男性 (14.4%) 及在職人士 (12.4%) 會經常 / 間中 / 很少這樣做。

No significant difference was observed between different sub-groups for downloading files from newsgroup / unauthorised websites and uploading to Internet. 不同小組在有否從網上社群或未經授權的網站下載檔案後放上網方面並沒有明顯差別。

(Tables 27a – d)

(表 27a – d)

Table 26a: Frequency of visiting newsgroup / unauthorised websites and download music / movies / computer software / games / e-books and share the files with friends

表 26a：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，然後傳送給朋友一同分享的習慣

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Often 經常	1.0	0.2	0.4	0.3	3.0
Sometimes 間中	4.6	4.9	2.4	1.4	7.0
Seldom 很少	4.8	4.9	6.6	1.4	5.6
Never 完全沒有	89.2	89.9	90.3	96.8	83.9
Don't know / can't remember 不知道 / 記不起	0.4	0.2	0.3	0.1	0.4
Often / sometimes / seldom 經常 / 間中 / 很少	10.4	10.0	9.4	3.1	15.6
Sample 樣本	1 001	1 005	1 003	1 206	1 214

Note: Percentages may not add 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 26b: Frequency of visiting newsgroup / unauthorised websites and download music / movies / computer software / games / e-books and upload them to Internet for sharing purpose

表 26b：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，然後放上網供他人下載的習慣

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Often 經常	0.5	0.1	0.1	1.4	1.0
Sometimes 間中	0.9	0.5	1.1	5.4	2.5
Seldom 很少	4.0	2.9	3.8	5.2	1.4
Never 完全沒有	94.4	96.5	94.7	87.8	95.1
Don't know / can't remember 不知道 / 記不起	0.2	-	0.3	0.2	-
Often / sometimes / seldom 經常 / 間中 / 很少	5.4	3.5	5.0	12.0	4.9
Sample 樣本	1 001	1 005	1 003	1 206	1 214

Note: Percentages may not add 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 26c: Frequency of visiting newsgroup / unauthorised websites
and download music / movies / computer software / games / e-books for own use**
表 26c : 在網上社群 / 未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書自用的習慣

	2012 (%)	2010 (%)	2008 (%)
Often 經常	1.2	0.9	0.9
Sometimes 間中	9.5	10.2	7.0
Seldom 很少	10.0	8.4	9.1
Never 完全沒有	79.1	80.2	82.6
Don't know / can't remember 不知道 / 記不起	0.3	0.4	0.5
Often / sometimes / seldom 經常 / 間中 / 很少	20.7	19.5	17.0
Sample 樣本	1 001	1 005	1 003

Note: Percentages may not add 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 26d: Frequency of re-edit movie posters, comics or pictures without authorisation of copyright owner,
and upload them to Internet for sharing purpose**

表 26d : 未得版權擁有人同意，將電影海報、漫畫或圖片等改圖，然後放上網或社交網站與他人分享的習慣

	2012 (%)
Often 經常	0.3
Sometimes 間中	2.9
Seldom 很少	4.3
Never 完全沒有	92.0
Don't know / can't remember 不知道 / 記不起	0.5
Often / sometimes / seldom 經常 / 間中 / 很少	7.5
Sample 樣本	1 001

Note: Percentages may not add 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 27a: Frequency of visiting newsgroup / unauthorised websites and download

music / movies / computer software / games / e-books and share the files with friends – bivariate analysis

**表 27a：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，
然後傳送給朋友一同分享的習慣 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	18.0	11.9	19.0	17.2	4.1	-	14.4	16.1	16.9	10.3	12.7	21.6	13.4
Never 完全沒有	82.0	88.1	81.0	82.8	95.9	100.0	85.6	83.9	83.1	89.7	87.3	78.4	86.6
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的 人士為基數	334	371	216	319	169	14 [#]	369	317	461	242	299	194	134
χ^2	5.208*		19.900**			2.894			5.510*		7.756*		

* *p-value* < 0.05; ** *p-value* < 0.01

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered "don't know / 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 / 記不起”的個案。

Caution: Small sample base

注意：樣本數量較少

Table 27b: Frequency of visiting newsgroup / unauthorised websites and download music / movies / computer software / games / e-books and upload them to Internet for sharing purpose – bivariate analysis

表 27b：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，然後放上網供他人下載的習慣 - 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Non working 非在職 人士 (%)	Working 在職 人士 (%)	\$10,000			
										< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)	
Often / sometimes / seldom 經常 / 間中 / 很少	8.3	7.0	8.8	8.1	5.3	-	8.7	6.9	8.7	5.8	6.0	9.7	10.4
Never 完全沒有	91.7	93.0	91.2	91.9	94.7	100.0	91.3	93.1	91.3	94.2	94.0	90.3	89.6
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的 人士為基數	336	371	216	320	171	14 [#]	369	319	462	243	300	195	135
χ^2	0.439		1.885			1.950			1.889		3.422		

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

(2) Those answered "don't know / 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 / 記不起”的個案。

Caution: Small sample base

注意：樣本數量較少

Table 27c: Frequency of visiting newsgroup / unauthorised websites

and download music / movies / computer software / games / e-books for own use – bivariate analysis

表 27c：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書自用的習慣 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Non working 非在職 人士 (%)	Working 在職 人士 (%)	\$10,000			
										< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)	
Often / sometimes / seldom 經常 / 間中 / 很少	32.1	26.5	43.1	27.7	14.6	14.3	30.9	28.5	30.2	27.1	30.2	37.9	21.3
Never 完全沒有	67.9	73.5	56.9	72.3	85.4	85.7	69.1	71.5	69.8	72.9	69.8	62.1	78.7
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的 人士為基數	336	370	216	318	171	14 [#]	369	319	463	240	298	195	136
χ^2	2.726		37.985**			2.049			0.761		10.474**		

* *p-value* < 0.05; ** *p-value* < 0.01

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered "don't know / 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 / 記不起”的個案。

Caution: Small sample base

注意：樣本數量較少

Table 27d: Frequency of re-edit movie posters, comics or pictures without authorisation of copyright owner, and upload them to Internet for sharing purpose – bivariate analysis

表 27d：未得版權擁有人同意，將電影海報、漫畫或圖片等改圖，然後放上網或社交網站與他人分享的習慣
— 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	14.4	7.3	13.0	9.4	10.1	-	10.6	11.4	12.4	7.5	9.4	12.4	14.8
Never 完全沒有	85.6	92.7	87.0	90.6	89.9	100.0	89.4	88.6	87.6	92.5	90.6	87.6	85.2
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的 人士為基數	334	371	216	319	169	14 [#]	368	317	461	240	298	194	135
χ^2	9.303**		1.796			1.819			3.909*		2.902		

* p -value < 0.05; ** p -value < 0.01

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered "don't know / 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 / 記不起”的個案。

Caution: Small sample base

注意：樣本數量較少

3.3.2 Whether consider it is against morality for a person to visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books, knowing that he/she is infringing the IP rights of others
 認為一位市民在明知侵犯別人知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書是否「不道德」行為

In response to the question “do you consider that it is against morality for a person to visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books, knowing that he/she is infringing the IP rights of others”, more than seven-tenths of the Internet users (72.3%) considered so, which was similar to the last survey (76.1%). On the contrary, 20.7% did not think so.

對於「認為一位市民在明知侵犯別人知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書是否不道德的行為」這問題的回應，超過七成的互聯網使用者 (72.3%) 認為是，比例與上一次調查的 (76.1%) 相若。相反地，有 20.7% 並不認為是。

When analysed by demographics, it was observed that relatively higher proportions of the females (81.2%) and those who attained secondary education level or above (over 77%) considered so.

以背景資料分析，發現女性 (81.2%) 及具中學程度或以上的人士 (超過 77%) 相對有較高比例認為是。

(表 28 – 29)

(Tables 28 – 29)

Table 28: Whether consider it is against morality for a person to visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books, knowing that he/she is infringing the IP rights of others

表 28：認為一位市民在明知侵犯別人知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書是否「不道德」行為

	2012 (%)	2010 (%)	2008 (%)
Yes 是	72.3	76.1	80.3
No 否	20.7	19.8	17.3
Don't know / Hard to say 不知道 / 很難說	7.1	4.0	2.4
Sample 樣本：Among all persons who use Internet 以所有有上網習慣的人士為基數	709	691	666

Note: Percentages may not add 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 29: Whether consider it is against morality for a person to visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books, knowing that he/she is infringing the IP rights of others – bivariate analysis

表 29：認為一位市民在明知侵犯別人知識產權的情況下，

仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書是否「不道德」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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	\$10,000		
						< \$10,000 (%)	\$10,000 - \$19,999 (%)	≥ \$20,000 (%)					
Yes 是	74.3	81.2	78.6	77.0	77.8	57.1	79.0	77.3	78.7	76.1	78.1	81.6	75.2
No 否	25.7	18.8	21.4	23.0	22.2	42.9	21.0	22.7	21.3	23.9	21.9	18.4	24.8
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的人士為基數	319	340	206	300	153	7 [#]	348	299	431	226	278	185	129
χ^2	4.519*		0.191			2.081			0.557		1.938		

* p -value < 0.05; ** p -value < 0.01

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。

Caution: Small sample base

注意：樣本數量較少

3.3.3 Frequency of buying pirated or counterfeit goods 購買盜版或冒牌貨品的習慣

As in the previous surveys, people were asked whether they would buy pirated or counterfeit goods, it was observed that 8.5% of the people claimed that they often / sometimes buy pirated or counterfeit goods, while 20.3% claimed that they seldom buy it, and nearly seven-tenths (69.5%) had never bought pirated or counterfeit goods.

與過去幾年的調查一樣，市民都被問及他們有否購買盜版或冒版貨品。結果顯示，有 8.5% 的人士表示他們有經常 / 間中購買盜版或冒牌貨品，而 20.3% 則表示很少購買，接近七成 (69.5%) 表示他們從不購買盜版或冒牌貨品。

When compared to the surveys conducted before 2008 (over 40%), the percentage of people who claimed that they would buy pirated or counterfeit goods (around 30% since 2008) was decreased gradually.

與 2008 年前進行的調查相比 (超過 40%)，表示有購買盜版或冒版貨品習慣的百分比 (自 2008 年開始大約三成) 正逐漸地下降。

(表 30)

(Table 30)

Table 30: Frequency of buying pirated or counterfeit goods

表 30：購買盜版或冒牌貨品的習慣

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Often 經常	0.5	0.1	0.2	0.7	0.9	2.8	1.2	1.7	2.7	3.3
Sometimes 間中	8.0	8.3	8.4	14.3	16.6	17.5	17.0	19.0	23.3	21.4
Seldom 很少	20.3	20.9	22.6	25.5	27.3	30.2	30.9	32.8	35.9	34.6
Never 完全沒有	69.5	69.6	67.4	58.4	55.2	47.8	49.1	46.1	36.5	36.8
Don't know / can't remember 不知道 / 記不起	1.7	1.2	1.4	1.1	-	1.7	1.8	0.5	1.6	3.9
Often / sometimes / seldom 經常 / 間中 / 很少	28.8	29.3	31.2	40.5	44.8	50.5	49.1	53.5	61.9	59.3
Sample 樣本	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%。

When analysed by demographics, it was observed that relatively higher proportions of people aged below 50 (over 31%), those with secondary education level or above (over 31%), working persons (35.0%) and those with income of \$10,000 or above (over 33%) would buy pirated or counterfeit goods, as compared to their counterparts.

以背景資料作分析，發現 50 歲以下 (超過 31%)、具中學程度或以上 (超過 31%)、在職 (35.0%) 及收入在 \$10,000 或以上 (超過 33%) 的人士比其他組別有較高比例有購買盜版或冒牌貨品。

(表 31)

(Table 31)

Table 31: Frequency of buying pirated or counterfeit goods – bivariate analysis

表 31：購買盜版或冒牌貨品的習慣 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Sec 中學 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	\$10,000 < (%)	\$19,999 - (%)	\$20,000 ≥ (%)
Often / sometimes / seldom 經常 / 間中 / 很少	29.7	28.9	33.0	31.7	25.0	12.5	31.2	31.6	35.0	22.7	23.4	33.9	35.2
Never 完全沒有	70.3	71.1	67.0	68.3	75.0	87.5	68.8	68.4	65.0	77.3	76.6	66.1	64.8
Sample 樣本	451	532	221	363	400	112	516	348	529	450	517	233	145
χ^2	0.069		6.052*			17.086**			17.767**		13.134**		

* p -value < 0.05; ** p -value < 0.01

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

(2) Those answered "don't know / 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 / 記不起”的個案。

Of the people who bought pirated or counterfeit goods, many (51.3%) claimed that the pirated or counterfeit goods which they bought the most was music CD / movie DVD or VCD, followed by clothing and accessories (20.1%) and computer software (12.7%). The findings were similar to those in the previous surveys.

在那些有購買盜版或冒牌貨品的人士中，很多 (51.3%) 都表示他們買得最多的盜版或冒牌貨品是音樂 CD / 電影 DVD 或 VCD，其次是衣服 / 首飾 (20.1%) 及電腦軟件 (12.7%)，結果與過去幾年的調查相若。

(表 32)

(Table 32)

Table 32: Pirated or counterfeit products which people bought the most

表 32：買最多的盜版或冒牌貨品

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Music CD / movie DVD or VCD 音樂 CD / 電影 DVD 或 VCD	51.3	57.8	56.2	63.8	63.0
Clothing & accessories 衣服 / 首飾	20.1	20.7	15.0	12.3	7.7
Computer software 電腦軟件	12.7	9.7	14.4	14.1	15.2
Game (e.g. PS2 / Wii) 遊戲 (例如：PS2 / Wii)	7.5	5.3	7.3	6.7	8.1
Photocopy book 影印參考書	6.6	4.7	3.8	2.1	1.9
Watch 手錶	1.4	0.9	0.6	0.5	1.2
Toys / stationery / accessories 玩具 / 文具 / 精品	0.4	0.9	1.6	0.4	1.7
Others 其他	-	-	1.0	-	1.2
Sample: Among all persons who buy pirated / counterfeit products 樣本：以所有有買盜版 / 冒牌貨的人士為基數	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%。

Of the people who had never bought pirated or counterfeit goods, they were asked the reasons for not buying them. The most frequently mentioned reason was “no need to buy / not interested in pirated or counterfeit goods” (37.5%). It was followed by “poor quality of pirated or counterfeit goods” (22.6%) and “genuine goods’ quality guaranteed” (14.0%).

在那些從不購買盜版或冒牌貨品的人士中，他們被問及不購買的原因。最多提及的原因是「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」(37.5%)，其次是「盜版或冒牌貨品質素差」(22.6%) 及「正版貨品質素有保證」(14.0%)。

(表 33)

(Table 33)

Table 33: Reasons for not buying pirated or counterfeit goods (Spontaneous mention)

表 33：不購買盜版或冒牌貨品的原因 (沒有提示下作答)

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)
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	37.5	48.4	47.9	41.3	37.5	34.0	41.4	12.8
Poor quality of pirated or counterfeit goods 盜版或冒牌貨品質素差	22.6	25.7	21.6	30.1	35.5	31.5	18.2	23.9
Genuine goods' quality guaranteed 正版貨品質素有保證	14.0	11.1	13.3	9.3	8.5	8.9	4.8	1.7
Immoral / Wrong to infringe others' IP rights 侵犯別人知識產權，是不道德行爲 / 認爲侵犯別人 知識產權是不正確的	11.9	19.6	15.4	11.3	14.4	11.1	14.2	14.8
Seldom buy pirated / counterfeit goods as a habit 很少買盜版或冒牌貨品	8.5	6.6	10.9	4.0	3.0	3.4	6.9	10.0
Affect own image 影響自己形象	8.0	3.5	4.1	4.7	7.2	4.1	-	-
Fear of violation of IP laws 害怕觸犯法例	6.4	5.3	6.8	5.6	6.4	2.9	8.5	7.3
Genuine goods are in better quality 正版貨品質素較佳	5.4	5.2	4.0	3.9	4.8	6.0	-	-
Genuine goods have become cheaper 正版貨品價錢下跌	4.2	0.8	1.2	2.0	1.1	2.9	5.3	2.8
Detrimental to Hong Kong's economy 會損害香港經濟	2.2	0.6	0.6	0.7	1.2	2.7	0.2	1.4
Seldom use DVDs / VCDs and software 很少用 DVD / VCD 及電腦軟件	1.9	5.0	1.6	7.6	9.5	12.3	-	-
No money to buy pirated / counterfeit goods 沒有錢購買盜版或冒牌貨品	1.7	1.3	1.3	2.6	1.3	1.4	5.0	1.4
Difficult to find pirated / counterfeit goods in market 現時很難在市面上找到盜版或冒牌貨品	1.2	2.3	3.1	1.1	0.4	2.2	0.6	3.7
Detrimental to Hong Kong's law and order 損害香港治安	0.8	0.6	0.3	0.6	0.9	2.1	-	5.2
Free download from other channels 有其他途徑免費下載	0.1	0.5	-	-	-	-	-	-
To educate the young generation and to provide moral leadership 教育下一代，以身作則	-	-	-	0.1	-	-	-	-
Sample: Among all persons who did not buy pirated / counterfeit products 樣本：以所有沒有買盜版 / 冒牌貨的人士爲基數	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：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3.4 Whether consider it is easier or more difficult to buy pirated or counterfeit goods in the HK market as compared to the past two years 是否認為現時較過去兩年更容易或更困難在香港市場購買盜版或冒牌貨品

Among those who bought pirated or counterfeit goods, they were asked whether it was easier, the same or more difficult to buy pirated or counterfeit goods in the Hong Kong market as compared to the past two years. While nearly two-fifths of the people (39.9%) considered that it was more difficult to buy (lower than 49.0% in the last survey), about equal proportion (39.0%) thought that it was more or less the same (higher than 32.2% in the last survey). Only 11.4% considered that it was easier (similar to 10.7% in the last survey).

在有購買盜版或冒牌貨品的人士中，他們均被問及認為現時較過去兩年在香港市場購買盜版或冒牌貨品是更容易、差不多還是更困難。接近四成 (39.9%) 認為現時較難購買 (比上一次調查的 49.0% 下降了)，有相若比例的人士 (39.0%) 則認為與之前差不多 (比上一次調查的 32.2% 上升了)。只有 11.4% 認為更容易 (與上一次調查的 10.7% 相若)。

(表 34)

(Table 34)

Table 34: Whether consider it is easier or more difficult to buy pirated or counterfeit goods in the HK market as compared to the past two years

表 34：認為現時較過去兩年在香港市場購買盜版或冒牌貨品是更容易抑或是更困難

	2012	2010	2008	2005	2004	2003
	(%)	(%)	(%)	(%)	(%)	(%)
Easier 更容易	11.4	10.7	9.5	10.0	12.0	16.1
The same 差不多	39.0	32.2	31.8	33.1	29.4	35.1
More difficult 更困難	39.9	49.0	48.0	41.9	42.6	32.1
Don't know / can't remember 不知道 / 記不起	9.8	8.1	10.7	15.0	16.0	16.7
Sample: Among all persons who buy pirated / counterfeit products or declared "don't know / can't remember" whether they bought	305	306	327	502	670	643
樣本：以所有有買盜版 / 冒牌貨 或 表示“不知道 / 記不起”是否有買的人士為基數						

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

(2) The question in the surveys until 2005: "as compared to the past 12 months".

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 直至 2005 年，調查中的問題是：“比較過去十二個月”。

When analysed by demographics, it was observed that relatively higher proportions of those with primary education level or below (27.3%) and those with income of below \$10,000 (17.5%) considered that it was easier to buy pirated or counterfeit goods, as compared to their counterparts.

以背景資料作分析，發現小學程度或以下 (27.3%) 及收入在 \$10,000 以下 (17.5%) 的人士比其他組別有較高比例認為更容易購買盜版或冒牌貨品。

(表 35)

(Table 35)

Table 35: Whether consider it is easier or more difficult to buy pirated or counterfeit goods in the HK market as compared to the past two years – bivariate analysis

表 35：認為現時較過去兩年在香港市場購買盜版或冒牌貨品是更容易抑或是更困難 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Sec 中學 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	\$10,000		
											< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Easier 更容易	10.6	14.6	10.8	11.7	15.4	27.3	12.4	11.9	10.0	16.8	17.5	10.7	9.6
The same 差不多	41.7	44.4	41.9	43.2	44.0	18.2	47.1	40.4	41.7	46.3	42.1	37.3	50.0
More difficult 更困難	47.7	41.0	47.3	45.0	40.7	54.5	40.5	47.7	48.3	36.8	40.4	52.0	40.4
Sample: Among all persons who buy pirated / counterfeit products 樣本：以所有有買盜版 / 冒牌貨的人士為基數	132	144	74	111	91	11 [#]	153	109	180	95	114	75	52
χ^2	1.693		1.289			5.241			4.516		5.125		

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

(2) Those answered "don't know / 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 / 記不起”的個案。

Caution: Small sample base

注意：樣本數量較少

Among the people who considered that it was easier to buy pirated or counterfeit goods as compared to the past two years, relatively more claimed that the reason was “more locations for buying pirated / counterfeit goods” (60.5%). This was followed by “looser enforcement of laws” (20.2%), “more websites for downloading pirated songs / softwares” (19.7%) and “more retailers selling pirated / counterfeit goods” (16.5%).

認為現時較過去兩年更容易購買盜版或冒牌貨品的人士中，較多認為原因是「售賣盜版 / 冒牌貨品的地方增加了」(60.5%)。其次是「政府執法較以前鬆懈」(20.2%)、「盜版歌曲 / 軟件網站增加了」(19.7%)及「售賣盜版 / 冒牌貨品的零售商增加了」(16.5%)。

(表 36)

(Table 36)

Table 36: Reasons for getting easier to buy pirated or counterfeit goods (Spontaneous mention)

表 36：更容易購買到盜版或冒牌貨品的原因 (沒有提示作答)

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
More locations for buying pirated / counterfeit goods 售賣盜版 / 冒牌貨品的地方增加了	60.5	50.0	74.2	64.2	54.7
Looser enforcement of laws 政府執法較以前鬆懈	20.2	9.1	6.5	5.9	-
More websites for downloading pirated songs / software 盜版歌曲 / 軟件網站增加了	19.7	15.0	-	-	-
More retailers selling pirated / counterfeit goods 售賣盜版 / 冒牌貨品的零售商增加了	16.5	26.9	22.6	42.1	46.8
Fewer eradication by the Government 政府的掃蕩工作減少了	14.2	5.9	-	11.0	13.6
As demand of pirated / counterfeit goods increased, the supply has increased as well 盜版 / 冒牌貨品的需求增加，引致供應亦增加了	14.1	16.3	6.5	3.9	3.4
More sources of website for downloading(e.g. more newsgroups sharing songs / software) 從網上下載的途徑增加了 (例如網上社群共享歌曲 / 軟件)	-	-	-	1.7	1.7
Don't know / Hard to say 不知道甚麼原因 / 很難說	-	3.3	3.2	3.7	3.0
Sample: Among all persons who considered easier 樣本：以所有認為較容易的人士為基數	35	33	31	50	65

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

For those who considered that it was more difficult to buy pirated or counterfeit goods as compared to the past two years, many (53.6%) thought that it was due to “fewer locations for buying pirated / counterfeit goods”. It was followed by “tighter enforcement of laws” (26.9%), “more eradication by the Government” (19.6%) and “fewer retailers selling pirated / counterfeit goods” (16.9%).

認為現時較過去兩年更困難購買盜版或冒牌貨品的人士中，很多 (53.6%) 都認為原因是「售賣盜版 / 冒牌貨品的地方減少了」。其次是「政府執法較之前嚴厲」(26.9%)、「政府的掃蕩工作增加了」(19.6%) 及「售賣盜版 / 冒牌貨品的零售商減少了」(16.9%)。

(表 37)

(Table 37)

Table 37: Reasons for getting more difficult to buy pirated or counterfeit goods (Spontaneous mention)

表 37：更難購買到盜版或冒牌貨品的原因 (沒有提示下作答)

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Fewer locations for buying pirated / counterfeit goods 售賣盜版 / 冒牌貨品的地方減少了	53.6	55.9	54.1	29.4	26.4	14.9
Tighter enforcement of laws 政府執法較之前嚴厲	26.9	27.1	31.2	30.1	33.0	31.3
More eradication by the Government 政府的掃蕩工作增加了	19.6	26.0	28.7	51.0	45.4	58.8
Fewer retailers selling pirated / counterfeit goods 售賣盜版 / 冒牌貨品的零售商減少了	16.9	19.4	27.4	12.5	14.0	12.3
As demand of pirated / counterfeit goods decreased, the supply has decreased as well 盜版 / 冒牌貨品的需求減少，引致供應亦減少了	10.5	6.9	4.5	4.8	5.8	5.8
As pirated / counterfeit goods traders become more careful, the procedure of buying become more complicated 盜版 / 冒牌商較以前小心，引致購買過程更困難	4.0	0.6	5.7	2.0	2.5	4.3
Decreased number of pirated songs / software website 盜版歌曲 / 軟件網站減少咗	-	-	-	0.6	1.5	-
Don't know / Hard to say 不知道甚麼原因 / 很難說	1.6	-	0.6	4.7	6.1	3.0
Sample: Among all persons who considered more difficult 樣本：以所有認為較難的人士為基數	122	150	157	210	232	206

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3.5 Whether consider it is against morality for a consumer to buy pirated / counterfeit goods, knowing that they are infringing the IP rights of others 認為一個消費者在明知侵犯別人知識產權的情況下仍然購買盜版 / 冒牌貨品，是否「不道德」行爲

In response to the question “do you consider that it is against morality for a consumer to buy pirated / counterfeit goods knowing that they are infringing the IP rights of others”, about seven-tenths of the people (70.8%) considered so, while 21.2% did not think so. 對於「認為一個消費者在明知侵犯別人知識產權的情況下仍然購買盜版 / 冒牌貨品是否不道德的行爲」這問題的回應，約七成的人士 (70.8%) 認為是，而 21.2% 則並不認為是。

When compared to the last survey (74.2%), the proportion of considering so was slightly decreased. 與上一次的調查 (74.2%) 相比，認為是的比例輕微下跌了。

When analysed by different sub-groups on this issue, no significant difference was observed. 以不同小組分析這問題，發現並沒有明顯差別。

(表 38 – 39)

(Tables 38 – 39)

Table 38: Whether consider it is against morality for a consumer to buy pirated / counterfeit goods, knowing that they are infringing the IP rights of others

表 38：認為一個消費者在明知侵犯別人知識產權的情況下仍然購買盜版 / 冒牌貨品，是否「不道德」行爲

	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	70.8	74.2	79.9	66.5	64.6	67.0	67.8	68.2	59.8	56.4
No 否	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	8.1	5.0	3.9	9.0	8.5	10.6	9.1	7.7	9.2	13.1
Sample 樣本	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 39: Whether consider it is against morality for a consumer to buy pirated / counterfeit goods, knowing that they are infringing the IP rights of others – bivariate analysis

表 39：認為一個消費者在明知侵犯別人知識產權的情況下仍然購買盜版 / 冒牌貨品，是否「不道德」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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 是	77.5	76.5	81.3	74.5	76.9	76.8	76.3	78.2	76.6	77.3	77.9	74.2	80.0
No 否	22.5	23.5	18.8	25.5	23.1	23.2	23.7	21.8	23.4	22.7	22.1	25.8	20.0
Sample 樣本	422	498	208	349	363	99	486	330	499	419	484	217	140
χ^2	0.124		3.353			0.383			0.077		1.871		

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

When asked whether ever heard of the “No Fakes Pledge” Scheme, more than two-fifths of the people (42.5%) said “yes”, which was higher than 34.5% in the last survey. Those who were aware were more likely to be people aged 30 – 49 (50.7%), with secondary education level or above (over 43%), working persons (48.0%) and those with income of \$10,000 or above (over 49%).

被問到有否聽過「正版正貨承諾」計劃，超過四成人士 (42.5%) 表示「有」，比例較上一次調查的 34.5% 上升了。認知的人士較傾向是 30 - 49 歲 (50.7%)、中學程度或以上 (超過 43%)、在職 (48.0%) 及收入在 \$10,000 或以上 (超過 49%) 的人士。

The top channel of awareness was TV advertisements (72.8%), followed by newspapers / magazines (14.4%) and stickers / tent cards in shops (13.9%).

最主要認知的渠道是電視廣告 (72.8%)，其次是報紙 / 雜誌 (14.4%) 及商戶標貼 / 座檯咭 (13.9%)。

(表 40 – 42)

(Tables 40 – 42)

Table 40: Whether ever heard of the “No Fakes Pledge” Scheme

表 40：有否聽過「正版正貨承諾」計劃

	2012 (%)	2010 (%)	2008 (%)
Yes 有	42.5	34.5	50.1
No 沒有	57.5	65.5	49.9
Sample 樣本	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 41: Whether ever heard of the “No Fakes Pledge” Scheme – bivariate analysis

表 41：有否聽過「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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Yes 有	42.9	42.3	39.9	50.7	36.7	23.7	43.9	46.2	48.0	36.1	34.9	49.8	55.9
No 沒有	57.1	57.7	60.1	49.3	63.3	76.3	56.1	53.8	52.0	63.9	65.1	50.2	44.1
Sample 樣本	459	542	223	369	409	114	522	357	540	457	525	233	152
χ^2	0.045		16.382**			18.944**			14.240**		28.834**		

* *p*-value < 0.05; ** *p*-value < 0.01

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 42: Channels of awareness (Spontaneous mention)

表 42：認知的渠道 (沒有提示下作答)

	2012 (%)	2010 (%)	2008 (%)
TV advertisements 電視廣告	72.8	76.8	84.5
Newspapers / magazines 報紙 / 雜誌	14.4	14.1	15.3
Stickers / tent cards in shops 商戶標貼 / 座檯咭	13.9	13.5	9.1
Word of mouth by friends / relatives / colleagues 親友 / 同事提及	4.7	3.1	1.6
Internet 互聯網	4.4	2.8	0.6
Radio programmes 電台節目	4.0	6.2	6.0
MTR advertisements 港鐵廣告	3.4	2.1	2.0
Advertisements on bus 巴士廣告	2.1	2.3	0.8
Poster and other publicity materials 海報及其他宣傳品	0.5	1.1	-
Advertisements in airport / trolleys 機場廣告 / 手推車廣告	0.5	-	0.2
TV Programmes 電視節目	0.5	0.5	-
In class / school activities 課堂 / 學校活動	0.4	0.3	0.6
Exhibition / Seminars 展覽 / 講座	0.2	0.6	-
Advertisements in ferry pier 渡輪碼頭的廣告	0.2	-	-
Stickers on product 產品上的標貼	-	-	0.6
Can't remember 記不起	0.5	0.6	0.4
Sample 樣本：Among all persons who were aware 以所有認知的人士為基數	426	347	503

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Among those who were aware of the “No Fakes Pledge” Scheme, more than four-fifths (81.5%) considered that the scheme could be very / quite helpful in building the confidence of consumers and tourists in shopping in Hong Kong, or consolidating the city’s status as a shoppers’ paradise. Only 17.1% considered not quite helpful / not helpful at all. The findings were quite similar to the last survey.

在那些認知「正版正貨承諾」計劃的人士中，有超過八成 (81.5%) 均認為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非常有幫助 / 頗有幫助。只有 17.1% 認為幫助不大 / 完全沒有幫助。結果與上一次調查的相若。

When analysed by demographics, it was observed that relatively higher proportions of the non-working persons (87.7%) and those with income of below \$10,000 (87.7%) considered very / quite helpful.

以背景資料作分析，發現非在職 (87.7%) 及收入在 \$10,000 以下 (87.7%) 的人士有較高比例認為非常 / 頗有幫助。

(表 43 – 44)

(Tables 43 – 44)

Table 43: Whether consider the “No Fakes Pledge” Scheme could help building the confidence of consumers and tourists in shopping in HK, or consolidating the city’s status as a shoppers’ paradise

表 43：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

	2012 (%)	2010 (%)	2008 (%)
Very helpful 非常有幫助	24.6	28.9	20.7
Quite helpful 頗有幫助	56.9	54.5	63.2
Not quite helpful 幫助不大	13.4	14.6	12.9
Not helpful at all 完全沒有幫助	3.7	0.5	1.4
Don't know / Hard to say 不知道 / 很難說	1.4	1.5	1.8
Very / quite helpful 非常有幫助 / 頗有幫助	81.5	83.4	83.9
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	17.1	15.1	14.3
Sample 樣本：Among all persons who were aware 以所有認知的人士為基數	426	348	503

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 44: Whether consider the “No Fakes Pledge” Scheme could help building the confidence of consumers and tourists in shopping in HK, or consolidating the city’s status as a shoppers’ paradise

– bivariate analysis

表 44：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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above Sec 中學 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)	
Very / quite helpful 非常有幫助 / 頗有幫助	81.9	83.3	83.9	78.0	87.8	80.8	84.4	81.7	79.7	87.7	87.7	79.3	75.0
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	18.1	16.7	16.1	22.0	12.2	19.2	15.6	18.3	20.3	12.3	12.3	20.7	25.0
Sample: Among all persons who were aware 樣本：以所有認知的人士為基數	193	227	87	186	147	26 [#]	225	164	256	162	179	116	84
χ^2	0.141		5.616			0.617			4.417*		7.388*		

* p-value < 0.05; ** p-value < 0.01

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。

Caution: Small sample base

注意：樣本數量較少

3.5 Attitudes towards long-term development for IP Rights 對保護知識產權長遠發展的意見

Regarding the public's attitude towards long-term development for IP rights, most of the public considered that the protection of IP rights could be very / quite helpful to the development of local creative industries (73.0%) and the overall development of Hong Kong's economy (65.3%). Only 9.7% and 13.0% respectively considered not quite helpful / not helpful at all.

就市民對保護知識產權長遠發展的意見，大多數公眾均認為保護知識產權對促進本地創意產業發展 (73.0%) 及香港整體經濟發展 (65.3%) 非常有幫助 / 頗有幫助。分別只有 9.7% 及 13.0% 認為幫助不大 / 完全沒有幫助。

The proportions of considering very / quite helpful were relatively lower than those of the last survey (83.0% and 71.1% respectively).

認為非常 / 頗有幫助的比例較上一次調查的 (分別是 83.0% 及 71.1%) 相對為低。

When analysed by demographics, it was observed that relatively higher proportions of those who attained tertiary education level or above (79.9% and 73.9%) considered very / quite helpful.

以背景資料作分析，發現具大專程度或以上的人士 (79.9% 及 73.9%) 有較高比例認為非常 / 頗有幫助。

(表 45a – 46b)

(Tables 45a – 46b)

**Table 45a: Whether consider the protection of IP rights could help
the development of local creative industries**

表 45a：認為保護知識產權對促進本地創意產業發展是否有幫助

	2012	2010	2008	2005	2004	2003
	(%)	(%)	(%)	(%)	(%)	(%)
Very helpful 非常有幫助	27.5	30.5	23.9	23.3	27.0	34.0
Quite helpful 頗有幫助	45.5	52.5	52.1	54.2	55.0	46.1
Average 一般	15.4	11.1	16.3	12.4	10.2	7.4
Not quite helpful 幫助不大	7.3	3.7	4.6	6.0	4.9	6.1
Not helpful at all 完全沒有幫助	2.4	0.4	1.0	1.4	1.7	1.3
Don't know / Hard to say 不知道 / 很難說	1.9	1.7	2.1	2.7	1.3	5.1
Very / quite helpful 非常有幫助 / 頗有幫助	73.0	83.0	76.0	77.5	82.0	80.1
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	9.7	4.1	5.6	7.3	6.5	7.4
Sample 樣本	1 001	1 005	1 003	1 206	1 214	1 231

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 45b: Whether consider the protection of IP rights could help
the overall development of HK's economy**

表 45b：認為保護知識產權對促進香港整體經濟發展是否有幫助

	2012	2010	2008	2005	2004	2003
	(%)	(%)	(%)	(%)	(%)	(%)
Very helpful 非常有幫助	18.4	21.4	14.5	18.1	20.8	24.2
Quite helpful 頗有幫助	46.9	49.7	47.5	52.4	51.7	44.0
Average 一般	17.9	17.2	23.0	14.3	10.3	13.1
Not quite helpful 幫助不大	10.0	7.4	9.7	9.1	10.2	10.5
Not helpful at all 完全沒有幫助	3.0	0.7	1.1	2.4	3.4	1.3
Don't know / Hard to say 不知道 / 很難說	3.6	3.6	4.3	3.7	3.6	6.9
Very / quite helpful 非常有幫助 / 頗有幫助	65.3	71.1	62.0	70.5	72.5	68.2
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	13.0	8.1	10.8	11.4	13.5	11.7
Sample 樣本	1 001	1 005	1 003	1 206	1 214	1 231

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 46a: Whether consider the protection of IP rights could help
the development of local creative industries – bivariate analysis**

表 46a：認為保護知識產權對促進本地創意產業發展是否有幫助 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Non working 非在職 人士 (%)	Working 在職 人士 (%)	\$10,000			
										< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)	
Very / quite helpful 非常有幫助 / 頗有幫助	72.2	76.3	78.0	70.5	76.1	63.0	73.4	79.9	72.9	76.3	75.5	69.6	77.0
Average 一般	15.9	15.5	11.5	18.9	15.4	25.0	15.6	13.2	17.5	13.6	14.8	18.3	15.5
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	11.9	8.1	10.6	10.7	8.6	12.0	11.0	6.9	9.6	10.1	9.7	12.2	7.4
Sample 樣本	454	528	218	366	397	108	518	349	532	447	514	230	148
χ^2	4.038		7.090			15.124**			2.695		4.266		

* p -value < 0.05; ** p -value < 0.01

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 46b: Whether consider the protection of IP rights could help
the overall development of HK's economy – bivariate analysis**

表 46b：認為保護知識產權對促進香港整體經濟發展是否有幫助 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Non working 非在職 人士 (%)	Working 在職 人士 (%)	\$10,000			
										< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)	
Very / quite helpful 非常有幫助 / 頗有幫助	64.8	70.6	66.0	65.4	71.1	63.3	64.9	73.9	66.7	69.4	68.9	61.7	71.0
Average 一般	19.9	17.5	18.1	20.2	17.3	21.1	20.8	15.2	20.5	16.4	17.5	23.0	17.2
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	15.3	11.9	15.8	14.4	11.6	15.6	14.4	10.9	12.8	14.2	13.5	15.2	11.7
Sample 樣本	452	513	215	361	388	109	501	348	522	438	502	230	145
χ^2	3.921		4.044			8.873			2.677		5.155		

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。

For the areas of work that the Government should put more resources in protecting IP rights, similar to the previous surveys, relatively more people thought that more resources should be put on promotions in mass media (36.6%) and in schools (32.3%), followed by increasing penalties (22.7%) and more enforcement action (22.1%).

對於政府應該投放更多資源在保護知識產權的工作方面，與過往的調查結果相似，較多人士認為應投放更多資源加強媒體上的宣傳 (36.6%) 及在學校的宣傳 (32.3%)，其次是加重刑罰 (22.7%) 及加強巡查和掃蕩 (22.1%)。

(表 47)

(Table 47)

Table 47: Areas of work that the Government should put more resources (Spontaneous mention)

表 47：認為政府應該投放更多資源的地方 (沒有提示下作答)

	2012 (%)	2010 (%)	2008 (%)
More promotion in mass media 加強在媒體上的宣傳	36.6	44.8	56.6
More promotion in schools (incl. primary, secondary & tertiary) 加強在學校的宣傳 (包括大中小學)	32.3	46.8	50.1
Increase penalties 加重刑罰	22.7	25.2	25.8
More enforcement action 加強巡查和掃蕩	22.1	27.9	17.6
More promotion activities for the public to participate 多舉辦市民可以參與的宣傳活動	9.8	7.6	10.5
Help the development of local creative industries 促進本地創意產業發展	1.0	1.6	0.1
Don't know / Hard to say 不知道 / 很難說	11.2	0.9	1.4
Considered not necessary to put more resources 認為不需要投放更多資源	4.7	-	-
Sample 樣本	1 001	884	836

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

(2) The question in the surveys before 2012: "Do you think it is necessary for the Government to put more resources in protecting IP rights in long term? [If definitely / quite necessary] What should the Government do?"

註：(1) 由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

(2) 二零一二年之前的調查中，問題是：“你認為長遠嚟講，政府應唔應該投放更多資源嚟保護知識產權方面呢？[如果非常 / 幾應該] 咁政府應該嚟邊方面做功夫呢？”。

3.6 Awareness of the IPD and its promotional activities 對知識產權署及其宣傳活動的認知

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

In response to the question “which government department is responsible for promoting the protection of IP rights in Hong Kong”, nearly one-fifth of the people (19.8%) could spontaneously recall the Intellectual Property Department (IPD), which was slightly higher than 14.8% in the last survey. Besides, most of the people (68.4%) declared “don’t know” and the remaining 11.8% misunderstood that other government departments were responsible for it.

對於「香港哪一個政府部門負責推廣保護知識產權」這問題的回應，能在沒有提示的情況下正確地說出是知識產權署的人士有近兩成(19.8%)，比上一次調查的14.8%略高。另外，多數人士(68.4%)表示「不知道」，餘下11.8%則誤以為是由其他政府部門負責。

(表 48 – 49)

(Tables 48 – 49)

**Table 48: The government department that is responsible for promoting the protection of IP rights in HK
(Spontaneous mention)**

表 48：香港負責推廣保護知識產權的政府部門 (沒有提示下作答)

	2012 (%)
Intellectual Property Department / IPD 知識產權署	19.8
Customs and Excise Department 香港海關	10.8
Hong Kong Police 香港警務處	0.4
Hong Kong Trade Development Council 香港貿易發展局	0.3
Television & Entertainment Licensing Authority 影視處	0.2
Education Bureau 教育局	0.1
Don't know 不知道	68.4
Sample 樣本	1 001

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 49: The government department that is responsible for promoting the protection of IP rights in HK

(Spontaneous mention)

表 49：香港負責推廣保護知識產權的政府部門 (沒有提示下作答)

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Intellectual Property Department / IPD 知識產權署	19.8	14.8	17.2	15.4	13.5	10.5
Other wrong answers 其他錯誤答案	11.8	15.7	11.2	14.1	15.8	9.5
Don't know 不知道	68.4	69.5	71.6	70.5	70.7	80.0
Sample 樣本	1 001	1 005	1 003	1 206	1 214	1 231

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 demographics, it was observed that relatively higher proportions of the males (22.9%), those who aged below 50 (over 20%), with tertiary education level or above (28.9%), working persons (27.8%) and those with income of \$10,000 or above (over 27%) were aware that IPD is responsible for promoting the protection of IP rights in Hong Kong.

以背景資料分析，發現有較高比例的男性 (22.9%)、50 歲以下 (超過 20%)、大專程度或以上 (28.9%)、在職 (27.8%) 及收入在 \$10,000 或以上 (超過 27%) 的人士知識產權署是負責在香港推廣保護知識產權的政府部門。

(表 50)

(Table 50)

Table 50: Awareness of the Intellectual Property Department – bivariate analysis

表 50：對知識產權署的認知 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Aware 知道	22.9	17.2	20.6	27.9	12.0	2.6	17.6	28.9	27.8	10.3	12.0	27.5	31.6
Not aware 不知道	77.1	82.8	79.4	72.1	88.0	97.4	82.4	71.1	72.2	89.7	88.0	72.5	68.4
Sample 樣本	459	542	223	369	409	114	522	357	540	457	525	233	152
χ^2	5.119*		31.164**			40.907**			47.774**		42.771**		

* p -value < 0.05; ** p -value < 0.01

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 who were aware that IPD is the department which was responsible for promoting the protection of IP rights, they were asked to name the duties of IPD. More than half (52.0%) were aware that IPD was responsible for “promoting awareness on IP rights protection”, which was higher than 37.9% in the last survey. It was followed by “registration of trademarks” (15.8%) and “registration of patents” (12.0%). On the other hand, some people (27.3%) misunderstood that “combating piracy and counterfeiting” was one of IPD’s duties, which was relatively higher than 20.6% in the last survey. Besides, 16.4% claimed that they did not know the duties of the IPD.

When analysed by demographics, it was observed that relatively higher proportions of the females (75.3%), those who aged 30 – 49 (74.8%), with tertiary education level or above (72.8%) and those with income of \$20,000 or above (81.3%) could quote at least one of the correct duties of IPD.

(Tables 51 – 52)

在那些知道推廣保護知識產權是知識產權署的人士中，他們繼續被問到對知識產權署工作範圍的認知。過半數 (52.0%) 知道知識產權署是負責「宣傳 / 推廣保護知識產權」的，較上一次調查的 37.9% 為高。其次是「商標註冊」(15.8%) 及「專利註冊」(12.0%)。另一方面，部分人士 (27.3%) 誤以為「打擊盜版 / 掃蕩冒牌」是知識產權署的工作範圍之一，較上一次調查的 20.6% 相對為高。另外，有 16.4% 表示並不知道知識產權署工作的範圍。

以背景資料分析，發現有較高比例的女性 (75.3%)、30 – 49 歲 (74.8%)、大專程度或以上 (72.8%) 及收入在 \$20,000 或以上 (81.3%) 的人士能正確地舉出一項或以上知識產權署的工作範圍。

(表 51 – 52)

Table 51: Awareness of the duties of IPD (Spontaneous mention)

表 51：對知識產權署工作範圍的認知 (沒有提示下作答)

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Correct						
正確						
Promote awareness on IP rights protection 宣傳 / 推廣保護知識產權	52.0	37.9	44.5	53.4	38.9	22.5
Registration of trademarks 商標註冊	15.8	18.5	13.3	20.7	26.4	17.7
Registration of patents 專利註冊	12.0	15.3	10.4	15.3	18.4	12.8
Public education which have an impact of intellectual property / public education 對知識產權影響的公民教育	11.2	7.8	4.0	9.1	7.6	9.5
Cooperate with Customs 與海關合作	6.2	3.7	1.2	4.8	4.4	6.2
Registration of designs 外觀設計註冊	4.5	5.9	0.6	-	-	5.8
Government's intellectual property legal advisor 作為政府的知識產權法律顧問	2.5	-	2.3	0.4	1.0	1.1
Incorrect						
不正確						
Combat piracy and counterfeiting 打擊盜版 / 掃蕩冒牌	27.3	20.6	30.6	25.0	28.3	21.0
Enact legislation 立法	9.9	6.8	6.4	4.5	6.9	2.2
Investigate into infringing activities 調查侵權活動	9.1	6.3	3.5	5.7	8.7	3.5
Receiving complaints and reports of piracy 接受盜版及冒牌的投訴及舉報	3.0	4.4	4.0	4.7	3.7	9.5
Don't know 不知道	16.4	34.7	27.7	17.0	26.5	38.6
Sample: Among all persons who were aware of IPD 樣本：以所有認知識產權署的人士為基數	199	149	173	186	164	129

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 52: Awareness of the duties of IPD – bivariate analysis

表 52：對知識產權署工作範圍的認知 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	67.0	75.3	65.2	74.8	69.4	33.3	69.9	72.8	72.7	69.6	71.4	70.3	81.3
Not aware (no correct answer or declared "don't know") 不知道 (沒有正確答案或表示 "不知道")	33.0	24.7	34.8	25.2	30.6	66.7	30.1	27.2	27.3	30.4	28.6	29.7	18.8
Sample: Among all persons who were aware of IPD 樣本：以所有認知識產權署的人士為基數	106	93	46	103	49	3 [#]	93	103	150	46	63	64	48
χ^2	1.648		1.517			2.279			0.168		1.959		

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%。

Caution: Small sample base

注意：樣本數量較少

3.6.2 Awareness of the IPD's advertising and promotional activities 對知識產權署的廣告及宣傳活動的認知

People were asked whether they had encountered any IPD's advertising or promotional activities from different channels in the past two years. 50.1% of the people claimed that they had seen the advertising or promotional messages on TV, followed by radio (8.2%) and print advertisement / promotional materials (5.3%). Yet, more than two-fifths (42.3%) claimed that they did not remember or had never seen / heard / encountered any IPD's advertising or promotional activities.

When comparing with the result of the last survey (68.4%), the awareness level of IPD's advertising or promotional activities (57.7%) was relatively lower.

When analysed by demographics, it was observed that relatively higher proportions of those who attained secondary education level (62.5%), working persons (61.0%) and those with income of \$20,000 or above (67.1%) were aware of the advertising or promotional activities of IPD.

(Tables 53 – 55)

公眾被問及在過去兩年，有否從不同的渠道接觸過任何知識產權署的廣告或宣傳活動。50.1% 的人士表示有從電視見過有關的廣告或宣傳訊息，其次是電台 (8.2%) 及印刷廣告 / 宣傳物品 (5.3%)。不過，有超過四成 (42.3%) 表示記不起或沒有看過 / 聽過 / 接觸過任何知識產權署的廣告或宣傳活動。

與上一次的調查 (68.4%) 比較，知識產權署的廣告或宣傳活動的認知程度 (57.7%) 相對下降了。

以背景資料分析，發現具中學程度 (62.5%)、在職 (61.0%) 及收入在 \$20,000 或以上 (67.1%) 的人士相對有較高比例認知知識產權署的廣告或宣傳活動。

(表 53 – 55)

Table 53: Awareness of the IPD's advertising and promotional activities (Spontaneous mention)

表 53：對知識產權署的廣告及宣傳活動的認知（沒有提示下作答）

	2012 (%)
TV	50.1
電視	
- "To get the real deal look for the 'No Fakes' logo" 認「正」字買「正」貨	6.6
- "Anti-camcording in Cinemas" (featuring Simon Yam) 反戲院盜錄宣傳片（由任達華主演）	5.2
- "Don't sell counterfeits and pirated goods over the Internet" 切勿在網上售賣冒牌或盜版貨品	1.3
- "Anti-Software piracy in business" 防止於業務過程中使用盜版軟件	0.5
- "No Fakes Pledge" Scheme 2008 (featuring Hins Cheung) 「正版正貨承諾」計劃 2008（由張敬軒主演）	0.5
- "Differences between trademark registration and company registration" (featuring Lee Lik Chee) 商標註冊和公司註冊的分別（由李力持主演）	0.4
- "Registered design protection in Hong Kong" (featuring Lee Lik Chee) 香港的註冊外觀設計保護（由李力持主演）	0.4
- "Let's Protect Intellectual Property Rights" 齊來保護知識產權	0.3
- "Let's be imaginative, creative; let's protect IP rights (McMug)" 《想像、創作、保護知識產權（麥嘜）》	0.3
- "Overview of Intellectual Capital Management" (featuring Lee Lik Chee) 知識資本管理概覽（由李力持主演）	0.2
- "Territorial limitation of IP protection" (featuring Lee Lik Chee) 知識產權保護的地域性限制（由李力持主演）	0.1
- "Respect intellectual property on the Internet" 尊重網上的知識產權	0.1
- Anti-Internet Piracy "Parents Version" (featuring Jacky Cheung) 反網上侵權系列《父母篇》（由張學友主演）	0.1
- "Copyright (Amendment) Ordinance 2007 - Anti-circumvention" (featuring Cheung Tat-ming) 《2007 年版權(修訂)條例 - 反規避科技措施》（由張達明主演）	0.1
- TV, but cannot recall which advertisement / programme 電視見到，但記不起哪個廣告 / 特輯	36.7
Radio	8.2
電台	
- Radio API "World Intellectual Property Day" 《世界知識產權日》宣傳聲帶	0.4
- Radio API "I Pledge Live Band Festival" 《我承諾·原創 Live Band Festival》宣傳聲帶	0.2
- Radio, but cannot recall which advertisement / programme 電台聽到，但記不起哪個廣告 / 節目	7.8
Sample	1 001
樣本	

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 53: Awareness of the IPD's advertising and promotional activities (Spontaneous mention) (cont')

表 53：對知識產權署的廣告及宣傳活動的認知 (沒有提示下作答) (續)

	2012 (%)
Print advertisement / promotional materials	5.3
印刷廣告 / 宣傳物品	
- Booklet "A Guide to Parallel Imports" 《平行進口物品指南》小冊子	0.2
- Booklet "Prohibitions on Circumvention Devices" 《對規避器件的禁制》小冊子	0.2
- Booklet "A Guide for Teachers and Students" 《教師與學生指南》小冊子	0.1
- Booklet "Intellectual Property in Hong Kong" 《香港的知識產權》小冊子	0.1
- Newspaper supplements about the "World IP Day" 於報章刊載「世界知識產權日」特約專輯	0.1
- Print advertisement on "Intellectual Capital Management Consultancy Programme" in newspapers/trade associations magazines 於報章及商會雜誌刊登《知識資本管理顧問服務計劃》廣告	0.1
- Information column on "The Art of War and Intellectual Property Protection" in newspapers 於報章刊登《孫子兵法與知識產權保護》四格漫畫專欄	0.1
- Newspaper / magazine, but cannot recall which article / advertisement 報紙 / 雜誌見到，但記不起哪個報導 / 廣告	4.7
Promotions on "No Fakes Pledge" Scheme	4.3
「正版正貨承諾」計劃宣傳	
- "No Fakes Pledge" stickers / tent cards / posters in shops 貨品或商戶展示「正版正貨承諾」標貼 / 座檯咭 / 海報	2.3
- "No Fakes Pledge" advertisement in MTR stations 於港鐵內之「正版正貨承諾」廣告	0.8
- "No Fakes Pledge" advertisement on newspapers and magazines 於報章及雜誌內刊登之「正版正貨承諾」廣告	0.7
- "No Fakes Pledge" leaflets 「正版正貨承諾」宣傳單張	0.7
- TV and Radio API of "No Fakes Pledge" Scheme 「正版正貨承諾」計劃電視及電台宣傳片	0.5
- "No Fakes Pledge" advertisement in airport (trolley / billboard) 香港機場內之「正版正貨承諾」廣告 (手推車 / 燈箱)	0.2
- TV and Radio API of "To get the real deal look for the "No Fakes" logo" 認「正」字買「正」貨 電視及電台宣傳片	0.2
- "No Fakes Pledge" Scheme posters 「正版正貨承諾」計劃 海報	0.2
Sample	1 001
樣本	

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 53: Awareness of the IPD's advertising and promotional activities (Spontaneous mention) (cont')

表 53：對知識產權署的廣告及宣傳活動的認知 (沒有提示下作答) (續)

	2012 (%)
Exhibitions	1.3
展覽活動	
- "Hong Kong Book Fair"	0.2
香港書展	
- "Hong Kong Computer & Communications Festival"	0.1
香港電腦通訊節	
- Exhibitions, but cannot recall which one	1.1
展覽見到，但記不起是哪個展覽	
Other promotion channels	1.6
其他宣傳渠道	
- Seminars in primary & secondary schools	0.8
中小學講座	
- IPD Website	0.6
知識產權署網頁	
- Seminars in universities or tertiary educational institutions	0.1
大專院校講座	
- Comics on Intellectual Property	0.1
漫「話」知識產權	
- API in cinema	0.1
戲院內的宣傳短片	
Promotions on Amended Copyright Law in 2011	0.1
《2011 年版權 (修訂) 條例草案》的宣傳	
- Forum on "Strengthening Copyright Protection in the Digital Environment"	0.1
就「加強在數碼環境中保護版權」舉辦的公眾論壇	
Non-IPD promotion activities	0.3
非知識產權署的宣傳活動	
- TV news	0.3
電視新聞	
None	32.1
沒有看過 / 聽過 / 接觸過任何宣傳	
Do not remember	10.2
記不起	
Sample	1 001
樣本	

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

**Table 54: Whether encountered IPD's advertising / promotional messages on TV, radio or other channels
in the past two years**

表 54：過去兩年，有否在電視、電台或其他渠道接觸過知識產權署的宣傳訊息

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
TV 電視	50.1	60.4	76.9	64.5	51.4	55.0
Radio 電台	8.2	13.4	13.1	14.4	9.9	10.0
Print advertisement / promotional materials 印刷廣告 / 宣傳物品	5.3	9.2	9.6	11.9	7.3	7.8
Promotions on "No Fakes Pledge" Scheme 「正版正貨承諾」宣傳	4.3	4.5	10.7	-	-	-
Exhibitions 展覽活動	1.3	3.4	1.3	0.9	1.0	1.2
Other promotion channels 其他宣傳渠道	1.7	1.4	2.2	0.7	1.0	2.2
Broadcasting on bus 巴士內播放	-	-	1.4	-	-	3.0
Seminars 研討會	-	-	-	0.9	1.1	-
Non-IPD's promotions 非知識產權署的宣傳活動	0.3	2.6	-	-	-	-
Aware of the promotions of IPD 認知該署的宣傳	57.7	68.4	80.4	68.8	57.4	62.6
Haven't seen / heard of any promotions of IPD 沒有見過 / 聽過任何該署的宣傳	32.1	29.3	12.0	29.9	37.5	30.9
Do not remember 記不起	10.2	2.3	7.6	1.3	5.1	6.5
Sample 樣本	1 001	1 005	1 003	1 206	1 214	1 231

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

(2) The question in the surveys of past years: "as compared to the past 12 months".

註：(1) 由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

(2) 往年調查中的問題是：“比較過去十二個月”。

Table 55: Awareness of the IPD's advertising and promotional activities – bivariate analysis

表 55：對知識產權署的廣告及宣傳活動的認知 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Aware 認知	55.8	59.4	60.1	60.7	53.8	43.0	62.5	55.7	61.0	53.8	52.0	59.8	67.1
Not aware (incl. "do not remember") 不認知 (包括 "記不起")	44.2	40.6	39.9	39.3	46.2	57.0	37.5	44.3	39.0	46.2	48.0	40.2	32.9
Sample 樣本	459	542	223	369	409	114	522	357	539	457	525	234	152
χ^2	1.347		4.449			15.513**			5.268*		12.338**		

*p-value < 0.05; **p-value < 0.01

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%。

3.6.3 Effectiveness of the promotional activities held by the IPD in raising the awareness of HK citizens on protecting IP rights

知識產權署的宣傳活動對提升香港市民保護知識產權意識的有效程度

More than three-fifths of the people (63.4%) considered that the promotional activities held by IPD were very / quite effective in raising the awareness of Hong Kong citizens on protecting IP rights, which was similar to the last survey (63.9%). Conversely, one-third (32.8%) considered quite / very ineffective. 超過六成的人士 (63.4%) 認為知識產權署的宣傳活動對提升香港市民保護知識產權意識非常有效 / 頗有效，與上一次的調查 (63.9%) 差不多。相反地，有三分之一 (32.8%) 認為不大有效 / 完全沒有效。

When analysed by different sub-groups on this issue, no significant difference was observed. 以不同小組分析這問題，發現並沒有明顯差別。

(Tables 56 – 57)

(表 56 – 57)

Table 56: Effectiveness of the promotional activities held by the IPD in raising the awareness of HK citizens on protecting IP rights

表 56：知識產權署的宣傳活動對提升香港市民保護知識產權意識的有效程度

	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very effective 很有效	7.8	6.0	7.1	7.0	5.9	8.6	4.9	5.3	4.8	4.8
Quite effective 頗有效	55.6	57.9	64.0	52.4	53.8	47.5	53.2	54.4	52.9	52.5
Quite ineffective 不大有效	28.1	29.5	25.0	31.9	31.4	31.8	34.3	32.0	32.5	27.3
Very ineffective 完全沒有效	4.7	3.4	1.9	3.6	4.3	6.2	3.7	4.7	4.3	6.3
Don't know / Hard to say 不知道 / 很難說	3.8	3.3	2.0	5.2	4.6	5.9	3.8	3.6	5.5	9.1
Very / quite effective 很有效 / 頗有效	63.4	63.9	71.1	59.4	59.8	56.1	58.1	59.7	57.7	57.3
Quite / very ineffective 不大有效 / 完全沒有效	32.8	32.9	26.9	35.5	35.6	38.0	38.0	36.7	36.8	33.6
Sample 樣本	1 001	1 005	1 003	1 206	1 214	1 231	1 005	1 013	996	1 004

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 57: Effectiveness of the promotional activities held by the IPD in raising the awareness of HK citizens on protecting IP rights – bivariate analysis

表 57：知識產權署的宣傳活動對提升香港市民保護知識產權意識的有效程度 – 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		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Non working 非在職 人士 (%)	Working 在職 人士 (%)	\$10,000			
										< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)	
Very / quite effective 很有效 / 頗有效	67.0	64.9	63.8	63.4	69.6	64.4	68.4	62.8	67.1	64.2	64.6	64.5	66.9
Quite / very ineffective 不大有效 / 完全沒有效	33.0	35.1	36.2	36.6	30.4	35.6	31.6	37.2	32.9	35.8	35.4	35.5	33.1
Sample 樣本	439	524	218	363	381	104	509	344	523	436	503	228	148
χ^2	0.462		3.749			2.963			0.884		0.293		

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。

Finally, people were asked to give suggestions on the most effective channel to promote the protection of IP rights. Most of the people still thought that TV was the most effective channel (76.2%). This was followed by school (22.8%), newspaper / magazine (20.9%), Internet website (16.6%) and radio (16.4%). Increasing trend was observed for the percentages of school (from 3% - 16% in 1999 – 2010 to 22.8% in 2012) and Internet website (from 4% - 13% in 1999 – 2010 to 16.6% in 2012).

最後，市民被問到認為宣傳知識產權的最有效途徑。多數人士仍認為電視是最有效途徑 (76.2%)，其次是學校 (22.8%)、報章 / 雜誌 (20.9%)、互聯網頁 (16.6%) 及電台 (16.4%)。數據顯示學校 (由 1999 年 – 2010 年的 3% - 16% 至 2012 年的 22.8%) 及互聯網頁 (由 1999 年 – 2010 年的 4% - 13% 至 2012 年的 16.6%) 的百分比有上升趨勢。

(表 58)

(Table 58)

Table 58: Perceived most effective channel to place the advertisements

for promoting the protection of IP rights

表 58：認為宣傳知識產權的最有效途徑

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
TV 電視	76.2	82.6	84.6	79.6	80.3	72.0	71.5	64.6	61.6	65.5
School 學校	22.8	14.9	15.6	11.1	11.9	14.8	5.1	4.5	3.3	2.8
Newspaper / magazine 報章 / 雜誌	20.9	25.8	29.0	23.9	23.3	19.4	18.5	21.9	21.0	30.0
Internet website 互聯網頁	16.6	11.6	12.6	8.2	8.2	7.2	6.2	5.6	4.5	4.3
Radio 電台	16.4	23.6	20.8	27.6	30.2	19.9	15.9	14.3	12.7	13.3
Email / website advertisement 電郵 / 網頁廣告	6.9	7.3	1.0	1.6	1.3	1.1	-	-	-	-
Advertisements in MTR 港鐵廣告	5.5	7.0	7.1	5.6	4.4	3.9	-	-	-	-
Advertisements on bus 巴士廣告	5.5	6.8	7.3	-	-	-	-	-	-	-
Movie stars or singers 以電影明星或歌星宣傳	5.4	0.7	1.5	1.5	1.3	1.5	-	-	-	-
Poster & other promotional items 海報及其他宣傳品	5.0	7.9	6.8	7.4	8.0	9.7	4.7	4.8	4.1	5.7
IPD's activities 知識產權署活動	2.9	2.8	1.0	2.9	3.2	2.5	1.0	1.5	1.2	1.0
Cinema / movie 戲院 / 電影	1.9	1.9	1.2	1.2	1.3	0.2	-	-	-	-
Telephone hotline 設立電話熱線	1.7	-	0.1	0.1	-	0.3	-	-	-	-
Smartphone apps 智能手機應用程式	1.4	-	-	-	-	-	-	-	-	-
Append to genuine goods 附在正版商品上	1.3	0.6	1.3	0.8	1.1	0.1	-	-	-	-
Workplace 工作地點	0.5	0.9	0.5	0.3	0.1	0.1	-	-	-	-
Computer Expo 電腦展覽	0.4	0.2	0.6	0.2	-	0.5	-	-	-	-
Seminars / open forums 講座 / 公開論壇	0.3	0.1	-	-	1.0	0.3	-	-	-	-
Shopping centres 商場	0.2	0.6	0.2	-	-	-	-	-	-	-

Sample
樣本 1 001 1 005 1 003 1 206 1 214 1 231 1 003 1 016 1 002 1 009

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

**Table 58: Perceived most effective channel to place the advertisements
for promoting the protection of IP rights (cont')**

表 58：認為宣傳知識產權的最有效途徑 (續)

	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Outdoor billboard 戶外大型廣告板	0.1	0.4	0.2	0.1	-	-	-	-	-	-
Community activities 社區活動	0.1	0.3	-	-	-	0.1	-	-	-	-
Retail shops 零售店舖	-	0.7	-	-	-	-	-	-	-	-
Recreation and cultural venues 文娛場地	-	0.7	-	-	-	-	-	-	-	-
District offices of HAD 民政事務總署分區辦事處	-	0.2	-	-	-	-	-	-	-	-
Immigration control points 出入境關口	-	0.2	-	-	0.2	-	-	-	-	-
Text books 教科書	-	0.1	-	-	-	-	-	-	-	-
Airport 機場	-	0.1	0.1	-	-	-	-	-	-	-
Others 其他	-	-	-	0.3	0.2	-	3.7	2.6	2.0	2.3
Don't know /Hard to say 不知道 / 很難說	0.3	0.3	2.4	7.6	6.1	13.1	16.8	19.1	25.1	19.8
Sample 樣本	1 001	1 005	1 003	1 206	1 214	1 231	1 003	1 016	1 002	1 009

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Appendix 1: Enumeration result

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 (1 001)	Successful enumerated 成功訪問	1 001	
Unsuccessful cases 不成功個案 (921)	Mid-way termination 中途拒絕	18	
	No answer 無人接聽	356	
	Busy line 對方通話中 / 未能打通	61	
	Selected person not at home 被抽中的受訪者不在家	53	
	Answer machine 電話留言	31	
	Spontaneous refusal 接通即拒絕	191	
	Refusal 讀出前言後拒絕接受訪問	189	
	Language problem 語言障礙	22	
	Invalid cases 非目標個案 (278)	No response after dialing 撥號後無聲無反應 / 需輸入密碼	193
		Non-residential number 非住宅號碼	51
Fax number 傳真號碼		19	
No qualified respondent 沒有合適的受訪者		0	
Claimed wrong number 對方聲稱電話號碼錯誤		15	
	Overall 總計	2 200	

Appendix 2: Sample & 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	36	3.6	214 100	3.4
20 – 24	37	3.7	224 300	3.5
25 – 29	36	3.6	225 500	3.6
30 – 39	74	7.4	461 500	7.3
40 – 49	87	8.7	527 000	8.3
50 – 59	89	8.9	577 900	9.1
60+	99	9.9	667 900	10.6
Subtotal 小計	458	45.8	2 898 200	45.8
Female 女性				
15 – 19	38	3.8	203 300	3.2
20 – 24	43	4.3	232 200	3.7
25 – 29	50	5.0	307 900	4.9
30 – 39	102	10.2	659 100	10.4
40 – 49	113	11.3	682 600	10.8
50 – 59	93	9.3	601 200	9.5
60+	104	10.4	737 300	11.7
Subtotal 小計	543	54.2	3 423 600	54.2
Total 總計	1 001	100.0	6 321 800	100.0