

Survey on Public Awareness of Intellectual Property Right Protection 2014

香港市民保護知識產權意識調查 2014

- Report -

- 報告 -

Prepared for 呈交：



Intellectual Property Department
知識產權署

Prepared by 撰寫：



米嘉道資訊策略有限公司
Mercado Solutions Associates Ltd.

Table of Contents

目錄

1	Summary of Findings	1
	調查結果摘要	1
2	Introduction	10
	前言	10
3	Detailed Findings	12
	主要調查結果	12
3.1	Knowledge and Attitude towards Intellectual Property Rights	12
	對知識產權的認識及觀念	12
3.1.1	Knowledge about Intellectual Property Rights.....	12
	對知識產權的認識	12
3.1.2	Whether it is considered necessary to protect IP rights	27
	是否認為知識產權需要受到保護	27
3.1.3	Perceived reasons for committing IP rights infringement activities	31
	認為侵犯知識產權活動的成因	31
3.1.4	Dominant role in improving the situation of IP rights infringement in Hong Kong	33
	改善香港侵犯知識產權情況的最重要角色	33
3.1.5	Whether aware of the existence of legislation protecting IP rights in Hong Kong.....	35
	是否知道香港有保障知識產權的法例	35
3.1.6	Whether IP rights protection measures adopted by the Government in the past two years are considered to have improved the situation of IP rights infringement in Hong Kong.....	40
	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	40
3.2	Online behaviour and IP rights protection in a digital environment	42
	網上活動情況及在數碼環境中的知識產權保護	42
3.2.1	Inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites	42
	付款在合法網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向	42
3.3	Behaviours involving in infringement of IP Rights	50
	參與侵權活動的行為	50
3.3.1	Frequency of involving in infringement of copyright	50
	參與侵犯版權活動的習慣	50
3.3.2	Whether agreeing that “it is morally wrong to download music / movies / TV shows from newsgroups / unauthorised websites knowing that it is an infringement of IP rights”	59
	是否同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電視節目是不道德的行為」	59
3.3.3	Whether agreeing that “it is morally wrong to listen to the music or watch the movies / TV shows online knowing that they were pirated versions”	61
	是否同意「在網絡上收聽或觀看明知是盜版的音樂 / 電影 / 電視節目是不道德的行為」	61
3.3.4	Possible risks of listening to pirated music, watching pirated movies / TV shows online or downloading music / movies / TV shows from unauthorised websites	63

在網絡上收聽盜版音樂、觀看盜版電影 / 盜版電視節目或在未經授權的網頁下載音樂 / 電影 / 電視節目可能會遇到的風險	63
3.3.5 Effective methods to suppress Internet piracy	64
認為有效停止網上侵權行為的方法	64
3.3.6 Frequency of buying pirated or counterfeit goods	65
購買盜版或冒牌貨品的習慣	65
3.3.7 Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”	69
是否同意「在明知侵犯知識產權的情況下，仍然購買盜版 / 冒牌貨品是不道德的行為」	69
3.4 Opinion towards the “No Fakes Pledge” Scheme	71
對「正版正貨承諾」計劃的意見	71
3.5 Opinion towards long-term development of IP Rights	74
對保護知識產權長遠發展的意見	74
3.6 Awareness of the IPD and its promotional activities	78
對知識產權署及其宣傳活動的認知	78
3.6.1 Awareness of the IPD and its duties	78
對知識產權署及其工作的認知	78
3.6.2 Awareness of the IPD’s advertising and promotional activities	83
對知識產權署的廣告及宣傳活動的認知	83
3.6.3 Effectiveness of the promotional activities held by the IPD in raising the awareness of the Hong Kong public on protecting IP rights	89
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	89
Appendix 1: Enumeration result	93
附錄一：訪問結果	93
Appendix 2: Sample & population distribution	94
附錄二：樣本及人口分佈	94

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, since 1999, the Intellectual Property Department (IPD) has been conducting surveys on Public Awareness of Intellectual Property (IP) Right Protection regularly since 1999. Mercado Solutions Associates Ltd. (MSA) was commissioned to conduct the public survey between 14th November and 10th December 2014. A total of 1 005 respondents aged 15 or above were successfully enumerated for telephone interview. The response rate was 52.3%. This executive summary highlights the major findings of the survey.

Knowledge and Attitude toward IP Rights

The survey findings in this respect were consistent with the previous surveys. On the scope of IP rights, about half of the respondents replied "copyright / copyright piracy" (46.7%). The others suggested "trade mark / trade mark counterfeiting" (27.8%), "patent" (19.1%) and "invention or creation" (18.8%). 13.1% of the respondents indicated "don't know / hard to say".

On the infringement of IP rights with reference to different scenarios, the findings were also quite similar to the previous surveys. Most of the respondents were able to identify acts which infringed IP rights. It is worth noting that a higher proportion of them considered "re-editing others' music / movies / TV programmes to funny videos, and then uploading them to the Internet for sharing purpose" (49.3%) as an infringement of IP rights when compared with the last survey (39.2%).

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定期進行了多個公眾對保護知識產權意識的調查。米嘉道資訊策略有限公司 (米嘉道) 受委託於二零一四年十一月十四日至十二月十日進行了公眾調查，透過電話成功訪問了 1 005 名 15 歲或以上受訪者，回應率為 52.3%。本摘要概述了主要的調查結果。

對知識產權的認識及觀念

這方面的調查結果與以往歷次相若，就知識產權的範圍方面，約一半的受訪者回答知識產權是指「版權 / 盜版」(46.7%)，其餘受訪者則提出「商標 / 冒牌」(27.8%)、「專利權」(19.1%) 及「發明或創作」(18.8%)。另 13.1% 表示「不知道 / 很難說」。

受訪者對不同情況是否侵犯知識產權作出判斷時，結果亦與過去的調查相若。大多數受訪者都能指出侵犯了知識產權的行為。值得注意的是，與上一次調查 (39.2%) 比較，較多受訪者認為「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」(49.3%) 是侵權行為。

On the other hand, only 31.9% of the respondents regarded “buying a genuine CD and then converting to other electronic formats” as an infringement of IP rights while 56.0% considered otherwise. This was similar to the last survey the respective percentages of which were 32.8% and 50.7%.

Similar to the previous surveys, an overwhelming majority of the respondents (94.9%) considered that it was very / quite necessary to protect IP rights in Hong Kong. The top three reasons given in support of this view were to “protect the interest of inventors / encourage creativity” (56.5%), “protect the interest of manufacturers / genuine IP rights owners” (24.9%), and “protect private property” (10.7%).

As regards the reasons given for committing IP infringement activities, the usual ones were quite similar to those surfaced in the previous surveys. Many suggested that infringement was due to “cheaper price of pirated / counterfeit products” and/or “genuine goods are too expensive” (41.9%). This was followed by “greediness / improper public mentality / lack of self-discipline” (25.4%) and “unethical businessmen reaping excessive profits” (19.6%).

As to who should play a dominant role in improving the situation of IP rights infringement in Hong Kong, 36.9% of the respondents considered that “the Government” should play such a role. The others mentioned “the public themselves” (16.8%), “education institutions” (14.3%), “retailers” (12.6%) and “copyright owners” (11.0%).

另外，只有 31.9% 的受訪者認為「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 56.0% 則認為不是。這比例與上一次調查的 32.8% 及 50.7% 相若。

與過往調查相若，絕大部分的受訪者 (94.9%) 均認為知識產權在香港非常有需要 / 頗有需要受到保護。首三個認為需要保護的原因是：「保護原創人利益 / 鼓勵創作」(56.5%)、「保障生產商 / 正版商的利益」(24.9%) 及「保障私人財產」(10.7%)。

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。很多受訪者都認為侵權是由於「盜版及冒牌貨品價錢便宜 / 正版貨品太貴」(41.9%)，其次是「市民貪小便宜 / 社會風氣差 / 欠自律」(25.4%) 及「不道德商人謀取暴利」(19.6%)。

對於誰應該擔當改善香港侵犯知識產權情況的最重要角色，有 36.9% 的受訪者認為「政府」應該擔當此角色。其餘受訪者則提出是「市民自己」(16.8%)、「教育團體」(14.3%)、「零售商」(12.6%) 及「版權擁有者」(11.0%)。

More than 85% of the respondents indicated awareness of the existence of legislation protecting IP rights and in terms of proportion, awareness of legislation concerning copyright was 89.9%; trade marks, 91.1%; and patents, 88.3%. Overall, the awareness in this respect has increased as compared with the last survey (being 85.4%, 84.0% and 85.3% respectively). In contrast, relatively fewer respondents were aware of the legislation protecting designs in Hong Kong (59.2%), although this still represents a higher percentage than the last survey (53.1%).

On IP rights protection measures adopted by the Government in the past two years, 58.7% of the respondents considered that the situation of IP rights infringement in Hong Kong had improved a lot / a little (58.7%). This was relatively higher than the finding in the last survey (48.8%) but 26.9% opined that there had been no change.

Online behaviour and IP rights protection in a digital environment

Respondents having the habit of surfing the Internet were asked about the websites that they frequently browsed. The three most-mentioned ones were: “social networking” (32.5%); “search engines” (32.2%) and “news websites” (22.0%).

Those with the habit of surfing the Internet were further asked about their inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites. 60.6% claimed that they possibly / definitely would not pay. Those indicated that they definitely / possibly would come to 38.8%, which was similar to that of the last survey (36.0%).

超過八成半的受訪者均知道香港現時有法例保障知識產權。當中知道有法例保障版權、商標及專利的比例分別為 89.9%、91.1% 及 88.3%。整體而言，知道香港現時有法例保障知識產權的比例較上一次的調查（分別是 85.4%、84.0% 及 85.3%）上升了。相反，相對有較少的受訪者知道香港有保障外觀設計的法例（59.2%），儘管此比例仍較上一次調查的（53.1%）為高。

就政府在過去兩年採取的知識產權保護措施，58.7% 的受訪者認為因此香港的侵權情況大有改善 / 有少許改善，這個比例較上一次的調查（48.8%）為高。然而，26.9% 的受訪者卻認為情況沒有改變。

網上活動情況及在數碼環境中的知識產權保護

有上網習慣的受訪者均被問及他們最常瀏覽的網站。首三個最多被提及的是「社交網站」（32.5%）、「網絡搜尋器」（32.2%）及「報紙網站」（22.0%）。

有上網習慣的受訪者進一步被問及對付款在合法網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的意向。有 60.6% 表示未必會 / 絕對不會付款。至於表示絕對會 / 可能會這樣做的則有 38.8%，這個比例與上一次調查的（36.0%）相若。

The main reasons quoted for willingness to pay included “for better quality” (51.2%), “respect IP rights” (32.0%) and “give support to the creative industries” (23.8%), these reasons were similar to those in the last survey. On the other hand, the major reasons given for not paying were either “too expensive” (23.4%), “too troublesome / complicated to purchase online” (19.0%), or “other channels for free downloading are available” (17.8%). The 2nd reason quoted for refusal to pay, i.e. “too troublesome / complicated to purchase online (19.0%)” has replaced the reason “seldom / never download any files (23.3%)” as revealed in the last survey.

表示願意付款的主要原因包括「為了得到更佳質素」(51.2%)、「尊重知識產權」(32.0%)及「支持創意工藝」(23.8%)，這些原因與上一次調查結果相若。另一方面，不會付款這樣做的主要原因是「價錢太貴」(23.4%)、「網上購物太麻煩 / 複雜」(19.0%)或「有其他途徑免費下載」(17.8%)。提出不會這樣做的第二個原因，即「網上購物太麻煩 / 複雜」(19.0%)則取代上一次調查的「很少 / 從不下載任何檔案」(23.3%)。

Behaviours involving in infringement of IP Rights

參與侵權活動的行為

The survey revealed that relatively few respondents have been involved in the following infringement activities:

調查結果顯示只有很少的受訪者參與下列侵犯版權活動：

- Downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites and then sharing the files with friends (20.9%);
- Downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites and then uploading them to the Internet for downloading by others (7.1%);
- Downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites for one's own use (29.1%);
- Without the authorisation of copyright owner, re-editing movie posters, comics or pictures and then uploading them to the Internet or social networking websites for sharing purpose (6.3%); and
- Listening to pirated music / watching pirated movies / TV shows online (27.6%).

- 在網上社群或未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書，然後傳送給朋友一同分享 (20.9%)；
- 在網上社群或未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書，然後放上網供他人下載 (7.1%)；
- 在網上社群或未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書自用 (29.1%)；
- 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 (6.3%)；及
- 直接在網絡上收聽盜版音樂 / 或觀看盜版電影 / 電視節目 (27.6%)。

For each of the above items, about 75% or more of the respondents denied having been involved in such activities. These findings were similar to those in the previous surveys.

就上述項目，每項都有大約 75% 或更多的受訪者表示他們從來沒有參與該項活動。這個結果與以往幾年調查的相似。

The survey further revealed that 69.5% of the respondents having the habit of surfing the Internet agreed that “it is morally wrong to download music / movies / TV shows from newsgroups / unauthorised websites knowing that it is an infringement of IP rights” (which was similar to the last survey result of 72.3%). 22.5% of the Internet users however did not consider such activities were immoral.

About 60% of the Internet users interviewed (59.4%) agreed that “it is morally wrong to listen to the music or to watch the movies / TV shows online knowing that they were pirated versions”; whereas 32.4% did not think so.

These Internet users were also asked for their views on the possible risks of listening to pirated music, watching pirated movies / TV shows online or downloading music / movies / TV shows from unauthorised websites. The three risks most mentioned were: “computer may get virus” (36.2%), “computer may be hacked by hackers” (17.8%) and “fear of violating the law” (12.1%).

In order to suppress Internet piracy, the Internet users suggested “more promotion through the mass media” (37.1%), “more enforcement action” (30.9%), “more promotion in schools” (22.2%) and “amending the law” (21.9%).

When asked if they had the habit of buying pirated or counterfeit goods, 7.4% of the respondents indicated that they often / sometimes bought pirated or counterfeit goods; 20.8% responded that they seldom bought such goods; while 69.9% claimed they never did. When compared to the surveys conducted before 2008 (with over 40% of the respondents claiming they have bought such goods), the percentage of respondents claiming they would buy pirated or counterfeit goods (around 30% since 2008) has gradually decreased.

調查結果進一步顯示，69.5%有上網習慣的受訪者同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電視節目是不道德的行為」(與上一次調查結果—72.3% 相若)。然而，22.5%的互聯網使用者並不認為有關行為是不道德的。

大約 60%的互聯網使用者 (59.4%) 同意「在網絡上收聽或觀看明知是盜版的音樂 / 電影 / 電視節目是不道德的行為」; 然而，32.4% 並不同意。

互聯網使用者亦被問及在網絡上收聽盜版音樂、觀看盜版電影 / 盜版電視節目或在未經授權的網頁下載音樂 / 電影 / 電視節目可能會遇到的風險的意見。首三個最多被提及的風險是：「電腦或會中毒」(36.2%)、「電腦或會被駭客入侵」(17.8%) 及「害怕觸犯法例」(12.1%)。

為了停止網上侵權行為，互聯網使用者提議「加強在媒體上的宣傳」(37.1%)、「加強巡查和掃蕩」(30.9%)、「加強在學校的宣傳」(22.2%) 及「修改法例」(21.9%)。

當被問及是否有購買盜版或冒牌貨品的習慣，有 7.4% 的受訪者表示他們經常 / 間中購買盜版或冒牌貨品；20.8% 則表示很少購買；而 69.9% 表示他們從不這樣做。當與 2008 年前進行的調查相比 (超過 40%的受訪者表示曾購買這類貨品)，表示有購買盜版或冒版貨品習慣的百分比 (自 2008 年開始約 30%) 正逐漸地下降。

Among those who admitted having bought pirated or counterfeit goods, 35.8% claimed that the items which they mostly bought were music CD / movie DVD or VCD, followed by clothing & accessories (28.0%) and toys / stationery / accessories (15.8%). While the top two most purchased pirated or counterfeit goods were similar to those mentioned in the last survey, the third category has changed from “computer software” (12.7% in 2012) to “toys / stationery / accessories”.

在那些表示曾購買盜版或冒牌貨品的受訪者當中，35.8% 表示他們買得最多的是音樂 CD / 電影 DVD 或 VCD，其次是衣服 / 手飾 (28.0%) 及玩具 / 文具 / 精品 (15.8%)。首兩類買得最多的盜版或冒牌貨品與上一次調查的相若，而第三類則由“電腦軟件” (2012 年的 12.7%) 轉為“玩具 / 文具 / 精品”。

67.4 % of the respondents agreed “it is immoral to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”, which was slightly lower than that of the last survey (70.8%). 22.5% of the respondents did not think the activities were immoral.

67.4% 的受訪者同意「在明知侵犯知識產權的情況下，仍然購買盜版 / 冒牌貨品是不道德的行為」，這個比例較上一次的調查 (70.8%) 略低。22.5% 的受訪者則並不認為此行為是不道德的。

Opinions towards the “No Fakes Pledge” Scheme

對「正版正貨承諾」計劃的意見

When asked whether they had ever heard of the “No Fakes Pledge” Scheme, 48.7% of the respondents replied “yes”, which was higher than 42.5% in the last survey. The major channels of acquaintance were respectively, television advertisements (71.0%), stickers / tent cards in shops (16.3%) and newspapers / magazines (15.3%).

當被問到有否聽過「正版正貨承諾」計劃時，48.7% 的受訪者表示「有」，比例較上一次調查的 42.5% 為高。最主要認知此計劃的渠道分別是電視廣告 (71.0%)、商戶標貼 / 座檯咭 (16.3%) 及報紙 / 雜誌 (15.3%)。

Among those who were aware of the Scheme, 87.0% considered that the Scheme was very / quite helpful in building the confidence of consumers and tourists for shopping in Hong Kong, or in strengthening Hong Kong’s status as a shoppers’ paradise. This was higher than the last survey result of 81.5%.

在那些認知此計劃的受訪者當中，有 87.0% 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，比例較上一次調查結果—81.5% 為高。

Opinion towards the long-term development of IP Rights

Regarding the public's view towards the long-term development of IP rights, most of the respondents considered that the protection of IP rights would be very / quite helpful to the development of the local creative industries (70.9%) and the overall economic development of Hong Kong (63.1%), which were slightly lower than those in the last survey (73.0% and 65.3% respectively).

With regard to the areas to which the Government should devote more resources for IP rights protection, the result is similar to the previous surveys. Relatively speaking, a greater proportion of the respondents considered that more resources should be used on promotion through the mass media (42.5%). This was followed by taking more enforcement action (25.8%) and more promotion in schools (24.1%).

Awareness of IPD and its promotional activities

Similar to the previous surveys, not many respondents (23.8%) could spontaneously recall that the Intellectual Property Department (IPD) is the Government department being responsible for promoting the protection of IP rights in Hong Kong.

Among those who were aware of IPD, 50.4% knew that IPD was responsible for "promoting awareness on IP rights protection", as well as "registration of trade marks" (28.0%) and "registration of patents" (24.2%). Nevertheless, some still mistook IPD for being responsible for "combating piracy and counterfeiting" (37.8%), and a small proportion of respondents was not aware of the duties of the IPD (20.9%).

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，大多數受訪者均認為保護知識產權對促進本地創意產業發展 (70.9%) 及香港整體經濟發展 (63.1%) 非常有幫助 / 頗有幫助，比例較上一次調查的 (分別有 73.0% 及 65.3%) 相對略低。

對於政府應該投放更多資源在哪個方面以保護知識產權，結果與過往調查的相似。相對而言，較多比例的受訪者認為應投放更多資源加強媒體上的宣傳 (42.5%)，其次是加強巡查和掃蕩 (25.8%) 及加強在學校的宣傳 (24.1%)。

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，能在沒有提示的情況下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受訪者並不多 (23.8%)。

在認知知識產權署的受訪者當中，50.4% 知道知識產權署是負責「宣傳 / 推廣保護知識產權」的，以及「商標註冊」(28.0%) 及「專利註冊」(24.2%)。然而，仍有部分受訪者誤以為知識產權署負責「打擊盜版 / 掃蕩冒牌」(37.8%)。另小部份受訪者不知道知識產權署工作的範圍 (20.9%)。

42.0% of the respondents claimed that they had seen IPD's advertising or promotional messages on television, followed by promotional messages of the "No Fakes Pledge" Scheme (7.8%) and printed advertisement / promotional materials (4.8%). However, 48.6% of the respondents indicated that they did not recall or had not seen / heard / come across any of IPD's advertising or promotional activities.

60.8% of the respondents considered that promotional activities conducted by IPD were very / quite effective in raising the awareness of Hong Kong residents on protecting IP rights, while 36.3% took a contrary view. This is similar to the last survey which returned 63.4% and 32.8% respectively.

Moreover, television was still considered by many (70.9%) to be the most effective channel in promoting IP rights protection. Despite the result, the trend of choosing television as the preferred channel has decreased from 72% - 85% in 2002 - 2012 to 70.9% in 2014 whereas the trend for preferring Internet website has increased from 7% - 17% in 2002 - 2012 to 22.7% in 2014.

Conclusion

The survey findings shows that despite the public having relatively limited knowledge about IPD and its work, the majority of the general public has a general understanding of IP rights and they also considered that it was very / quite necessary to protect IP rights in Hong Kong.

The survey also reveals that the proportion of the public indicating that they would buy pirated or counterfeit goods is gradually decreasing, and there has been an upward trend of the Internet users who indicated willingness to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites.

42.0% 的受訪者表示曾經從電視看過知識產權署的廣告或宣傳訊息，其次是「正版正貨承諾」宣傳 (7.8%) 及印刷廣告 / 宣傳物品 (4.8%)。不過，48.6% 的受訪者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。

60.8% 的受訪者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 36.3% 則持相反意見。兩者比例與上一次調查的 63.4% 及 32.8% 差不多。

此外，仍然有最多受訪者認為電視 (70.9%) 是宣傳知識產權的最有效途徑。儘管結果如此，認為電視作為首選渠道的百分比有下跌的趨勢 (由 2002 年 - 2012 年的 72% - 85% 至 2014 年的 70.9%)；反觀提出互聯網頁為最有效宣傳途徑的百分比則由 2002 年 - 2012 年的 7% - 17% 上升至 2014 年的 22.7%。

總結

調查結果顯示，雖然公眾對知識產權署及其工作範圍擁有有限的認知程度，但大部分公眾人士對知識產權均有一般的理解，而且認為知識產權在香港非常 / 頗有需要受到保護。

調查結果亦顯示公眾購買盜版或冒牌貨品習慣的百分比有逐漸下降，而且互聯網使用者願意付款在合法網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的比例繼續維持上升的趨勢。

It is encouraging to note that a great majority of the public have responded positively to the work of protecting IP rights and considered that this could foster the development of the creative culture and the creative industries in Hong Kong.

Last but not least, while television was still regarded as the major channel for disseminating messages on the protection of IP rights, the survey also revealed an increased proportion of the public who considered that newspapers / magazines and Internet websites were equally effective channels. In view of these findings, IPD may consider deploying these channels for its future promotional and educational activities.

值得鼓舞的是，絕大多數市民對保護知識產權有助推動香港的創意文化及發展創意產業仍有正面的回應。

最後，電視仍然被視為發放保護知識產權訊息的主要途徑。另外，調查發現認為報章 / 雜誌及互聯網頁同樣是有效途徑的比例增加了。鑑於此結果，知識產權署將來可考慮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 Protection regularly since 1999. Mercado Solutions Associates Ltd. (MSA) was commissioned to conduct the public survey in 2014. The key objectives of the survey were:

- 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定期進行了多個公眾對保護知識產權意識的調查。米嘉道資訊策略有限公司（米嘉道）受委託於二零一四年進行公眾調查。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 deploying the telephone interviewing method. A total of 1 005 individuals aged 15 or above were successfully enumerated between 14th November and 10th December 2014. The response rate of the survey was 52.3% (details of the enumeration results were summarised in Appendix 1). Based on the achieved sample size, the degree of precision for the proportion estimation was $\pm 3.1\%$ at 95% confidence level. Data collected from the survey was weighted to align with the sex-age distribution of the population (based on data of mid-2014 from Census and Statistics Department), such that findings of the survey were representatives 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 respondents 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

是次調查於二零一四年十一月十四日至十二月十日期間以電話訪問形式進行，總計成功訪問了 1 005 位 15 歲或以上人士，回應率為 52.3% (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 (根據政府統計處二零一四年中期數據) 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受訪者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」個別背景資料的受訪者並不包括在內。

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 Attitude 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, the respondents were asked about what IP rights referred to at the beginning. It is observed that most of the respondents regarded IP rights as “copyright / copyright piracy” (46.7%). It was followed by “trade mark / trade mark counterfeiting” (27.8%), “patent” (19.1%) and “invention or creation” (18.8%). The findings in this aspect were quite consistent with the previous surveys.

(Table 1)

When analysed by demographics, it was observed that respondents aged below 50 (over 75%) and working persons (81.0%) tended to be able to give correct answers. Furthermore, the higher the education level and monthly personal income, the higher were the proportions of respondents who were able to give correct answers (ranging from 51.6% for primary or below to 84.0% for tertiary or above; and from 70.5% for those with income of below \$10,000 to 88.7% for \$20,000 or above).

(Table 2)

與以往之調查相似，受訪者先被問及知識產權所指的權利。調查發現大部分受訪者認為知識產權所指的是「版權 / 盜版」(46.7%)，其次是「商標 / 冒牌」(27.8%)、「專利權」(19.1%) 及「發明或創作」(18.8%)。此項目的調查結果與過往相若。

(表 1)

以背景資料分析，發現年齡在 50 歲以下 (超過 75%) 及在職 (81.0%) 的受訪者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受訪者，他們能給予正確答案的比例也愈高 (由小學或以下的 51.6% 至大專或以上的 84.0%；及由收入在 \$10,000 以下的 70.5% 至 \$20,000 或以上的 88.7%)。

(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）

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Correct 正確											
Copyright / Copyright piracy 版權 / 盜版	46.7	49.4	45.1	49.4	45.2	48.6	42.7	41.3	41.3	32.8	31.1
Trade mark / Trade mark counterfeiting 商標 / 冒牌	27.8	14.0	15.3	13.1	10.8	12.0	7.7	3.3	2.2	3.4	3.1
Patent 專利權	19.1	10.0	10.3	15.2	15.5	15.7	10.4	5.9	10.8	9.2	6.4
Invention or creation 發明或創作	18.8	12.1	18.7	12.8	11.9	9.4	10.9	10.2	6.0	8.2	9.3
Design 外觀設計	6.6	3.8	2.3	1.1	1.3	1.2	1.8	0.5	0.6	0.6	0.7
Incorrect 不正確											
Right of production of goods 產品製造權	5.4	3.0	2.3	3.0	1.5	0.6	1.5	-	-	-	-
Interest of publishers 出版商利益	5.0	1.1	0.8	1.3	2.6	2.5	1.5	-	-	-	-
Protection of culture 對知識和文化的保護	4.5	1.3	2.5	2.3	1.4	1.2	1.6	-	-	-	-
Property rights 財產擁有權	3.1	2.2	2.8	1.7	2.1	2.6	0.6	0.6	0.9	2.3	0.7
Privacy 私隱權	2.8	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	2.8	3.2	3.2	2.1	2.5	2.6	1.6	-	-	-	-
Consumer's rights 消費者權益	2.8	1.0	0.4	0.6	0.9	0.6	0.8	-	-	-	-
Portrait rights 個人肖像權	1.7	1.4	0.7	0.7	0.9	0.7	1.0	-	-	-	-
Compliance with the laws 遵守法律	1.5	1.7	0.3	0.4	0.9	1.3	0.2	-	-	-	-
Freedom of speech 言論自由權	1.3	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	0.7	1.7	1.3	0.9	1.3	2.1	1.2	1.9	1.3	2.0	1.9
Rights of professionals 專業人士的權益	0.4	0.3	0.3	0.6	0.8	0.6	0.3	-	-	-	-
Others 其他	0.2	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	13.1	23.3	25.3	21.5	28.7	27.5	30.9	28.0	32.1	35.7	39.6
Sample 樣本	1 005	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：由於受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	Tertiary or above	Non working	Working in職 人士	Non working 非在職 人士	\$10,000		
						小學或 以下 (%)					Sec 中學 (%)	大專或 以上 (%)	< \$10,000 (%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	79.0	74.4	78.4	82.9	70.2	51.6	78.1	84.0	81.0	71.4	70.5	77.2	88.7
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")	21.0	25.6	21.6	17.1	29.8	48.4	21.9	16.0	19.0	28.6	29.5	22.8	11.3
Sample 樣本	457	547	208	362	436	124	607	268	531	475	431	329	213
χ^2	2.914		18.224**			51.663**			12.860**		26.528**		

* *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%。

The respondents were asked to judge whether the acts with reference to different scenarios infringed IP rights. The acts 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 converting to other electronic formats (e.g. MP3);
- e. A student photocopying a whole reference book for the purpose of self-study;
- f. Downloading music / movies / TV shows / computer software / e-books / games from the Internet ;
- g. Downloading music / movies / TV shows / computer software / e-books / games from the Internet and then letting friends use the files;
- h. Downloading music / movies / TV shows / computer software / e-books / games and then uploading them to the Internet for downloading by others; and
- i. Re-editing others' music / movies / TV programmes to funny videos, and then uploading them to the Internet for sharing purpose.

The majority of the respondents considered the acts of selling (99.2%) / buying (89.5%) pirated CD/DVD/VCD or computer software as infringements of IP rights.

Furthermore, more than 70% of the respondents considered the following acts as infringements of IP rights:

- "Buying counterfeit goods" (84.5%);
- "Downloading music / movies TV shows / computer software / e-books / games from the Internet and then letting friends use the files" (71.0%);
- "Downloading music / movies TV shows / computer software / e-books / games and then uploading them to Internet for downloading by others" (80.7%).

受訪者被要求對不同情況下作出的行為是否侵犯知識產權作出判斷，這些行為包括：

- 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 / 電視節目 / 電腦軟件 / 電子書籍 / 遊戲；
- g. 在網上下載音樂 / 電影 / 電視節目 / 電腦軟件 / 電子書籍 / 遊戲，然後給朋友用；
- h. 在網上下載音樂 / 電影 / 電視節目 / 電腦軟件 / 電子書籍 / 遊戲，然後放上網讓他人下載；及
- i. 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。

大部分受訪者認為售賣 (99.2%) 或購買 (89.5%) 盜版光碟或電腦軟件是侵犯知識產權的行為。

此外，超過七成的受訪者認為以下行為是侵犯知識產權：

- 「購買冒牌貨品或商品」 (84.5%)；
- 「在網上下載音樂 / 電影 / 電視節目 / 電腦軟件 / 電子書籍 / 遊戲，然後給朋友用」 (71.0%)；
- 「在網上下載音樂 / 電影 / 電視節目 / 電腦軟件 / 電子書籍 / 遊戲，然後放上網讓他人下載」 (80.7%)。

On the other hand, fewer respondents considered the following acts as infringements of IP rights:

- “Buying a genuine CD and then converting to other electronic formats” (31.9%);
- “A student photocopying a whole reference book for the purpose of self-study” (59.2%);
- “Downloading music / movies / TV shows / computer software / e-books / games from the Internet” (46.9%);
- “Re-editing others’ music / movies / TV programmes to funny videos, and then uploading them to the Internet for sharing purpose” (49.3%).

On the whole, the findings were quite consistent with the previous surveys. It is worthy noting that a higher proportion of respondents considered “re-editing others’ music / movies / TV programmes to funny videos, and then uploading them to the Internet for sharing purpose” (49.3%) to be an infringement of IP rights when compared with the last survey (39.2%).

(Tables 3a – i)

另一方面，較少受訪者認為以下行為是侵犯知識產權：

- 「購買正版光碟，然後轉為其他電子格式」(31.9%)；
- 「學生將整本參考書影印作為自己溫習之用」(59.2%)；
- 「在網上下載音樂 / 電影 / 電視節目 / 電腦軟件 / 電子書籍 / 遊戲」(46.9%)；
- 「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」(49.3%)。

整體而言，結果與過去的調查相若。值得注意的是，受訪者認為「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」(49.3%) 是侵權行為的比例較上一次調查的 (39.2%) 為高。

(表 3a – i)

Table 3a: Whether selling pirated CD/DVD/VCD or computer software is considered an infringement of 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

	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	99.2	98.1	98.0	98.2	96.2	96.7	94.5	95.9	94.5	94.1	92.8
No 不是	0.5	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	0.3	0.5	0.7	1.6	1.9	3.8	1.5	3.6	4.4	4.2
Sample 樣本	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3b: Whether buying pirated CD/DVD/VCD or computer software is considered an infringement of 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

	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	89.5	88.3	90.0	89.2	88.0	88.7	82.1	80.3	76.8	70.5	61.4
No 不是	8.2	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	2.3	3.2	2.4	2.9	3.9	4.9	8.3	9.3	9.7	13.5	15.8
Sample 樣本	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3c: Whether buying counterfeit goods is considered an infringement of IP rights

表 3c：是否認為購買冒牌貨品或商品是侵犯知識產權

	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	84.5	87.2	89.3	87.5	86.2	85.7	83.7	80.3	73.0	71.2	63.8
No 不是	12.4	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	3.1	3.3	3.2	3.8	4.8	6.2	8.3	8.1	12.1	12.1	13.7
Sample 樣本	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3d: Whether buying a genuine CD and then converting to other electronic formats

(e.g. converting to MP3 for use in mobile phone) is considered an infringement of 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

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 是	31.9	32.8	34.2	40.7
No 不是	56.0	50.7	52.4	44.6
Don't know / Hard to say 不知道 / 很難說	12.1	16.4	13.4	14.8
Sample 樣本	1 005	1 001	1 005	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3e: Whether a student photocopying a whole reference book for the purpose of self-study is considered an infringement of 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

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	59.2	60.2	60.9	60.8	55.2	57.9	53.7	49.3	45.3	47.9	40.0
No 不是	35.5	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	5.3	7.6	6.2	7.9	8.9	8.6	12.2	13.4	12.4	14.9	11.3
Sample 樣本	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3f: Whether downloading music / movies / TV shows / computer software / e-books / games from the Internet is considered an infringement of IP rights

表 3f：是否認為在網上下載音樂 / 電影 / 電視節目 / 電腦軟件 / 電子書籍 / 遊戲，是侵犯知識產權

	2014 (%)
Yes 是	46.9
No 不是	45.1
Don't know / Hard to say 不知道 / 很難說	8.1
Sample 樣本	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%。

Table 3g: Whether downloading music / movies / TV shows / computer software / e-books / games from the Internet and then letting friends use the files is considered an infringement of IP rights

表 3g：是否認為在網上下載音樂 / 電影 / 電視節目 / 電腦軟件 / 電子書籍 / 遊戲，然後給朋友用是侵犯知識產權

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Yes 是	71.0	76.2	76.4	78.2	73.2	71.5
No 不是	16.9	12.1	15.2	11.9	14.8	16.7
Don't know / Hard to say 不知道 / 很難說	12.1	11.6	8.4	10.0	12.0	11.8
Sample 樣本	1 005	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 downloading music / movies / TV shows / computer software / e-books / games and then uploading them to the Internet for downloading by others is considered an infringement of IP rights

表 3h：是否認為在網上下載音樂 / 電影 / 電視節目 / 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

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Yes 是	80.7	83.7	87.4	85.1	81.8	79.4
No 不是	9.6	3.8	7.1	6.0	7.7	10.1
Don't know / Hard to say 不知道 / 很難說	9.7	12.4	5.5	8.9	10.6	10.6
Sample 樣本	1 005	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 3i: Whether re-editing others' music / movies / TV programmes to funny videos, and then uploading them to the Internet for sharing purpose is considered an infringement of IP rights

表 3i：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

	2014 (%)	2012 (%)	2010 (%)
Yes 是	49.3	39.2	58.7
No 不是	29.6	43.6	30.4
Don't know / Hard to say 不知道 / 很難說	21.1	17.2	10.9
Sample 樣本	1 005	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, working status and monthly personal income.

- Relatively higher proportions of respondents aged 50 or above (43.9%), non-working persons (41.1%) and those with monthly personal income of below \$10,000 (44.5%) considered that “buying a genuine CD and then converting to other electronic formats” infringed IP rights.
- In addition, relatively higher proportions of respondents aged below 30 (60.5%), those with monthly personal income of below \$10,000 (56.4%) considered that “downloading files from the internet” infringed IP rights.
- Moreover, relatively higher proportion of respondents aged 30 or above considered that “downloading files and then uploading to the internet for downloading by others” (about 90% or above) infringed IP rights.

Besides, in terms of other demographic characteristics:

- Slightly higher proportion of respondents aged 30 or above considered that “buying counterfeit goods” (nearly 90%) infringed IP rights.
- Slightly higher proportion of those with monthly personal income of below \$10,000 and \$20,000 or above (about 90% or above) considered that “downloading files and then uploading to the internet for sharing purpose” infringed IP rights.
- Furthermore, the lower the education level, the higher were the proportions of respondents who considered that “re-editing others’ music / movies / TV programmes to funny videos, and then uploading them to the Internet for sharing purpose” (ranging from

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、就職狀況及個人每月收入之間。

- 50 歲或以上 (43.9%)、非在職 (41.1%) 及個人每月收入在\$10,000 以下 (44.5%) 的受訪者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」是侵犯知識產權行為。
- 此外，30 歲以下(60.5%)、個人每月收入在\$10,000 以下 (56.4%) 的受訪者相對有較高比例認為「在網上下載檔案」是侵犯知識產權行為。
- 另外，30 歲或以上的受訪者相對有較高比例認為「在網上下載檔案，然後放上網讓他人下載」(大約 90%或以上) 是侵犯知識產權行為。

另外，就其他背景特徵而言：

- 30 歲或以上的受訪者相對有略高比例認為「購買冒牌貨品或商品」(接近 90%) 是侵犯知識產權行為。
- 個人每月收入在 \$10,000 以下及 \$20,000 或以上的受訪者 (大約 90%或以上) 有略高比例認為「在網上下載檔案，然後放上網讓他人下載」是侵犯知識產權行為。
- 此外，教育程度愈低的受訪者，他們認為「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」是侵犯知識產權行為的比例也愈高 (由大專或以上的 57.3%至小學或以下的 72.8%)。

57.3% for tertiary or above to 72.8% for primary or below) is an infringement of IP rights.

No significant differences were observed between different sub-groups for the perception of the acts of “selling pirated CD/DVD/VCD or computer software”, “buying pirated CD/DVD/VCD or computer software”, “a student photocopying a whole reference book for the purpose of self-study” and “downloading files and then letting friends use the files”.

(Tables 4a – i)

不同小組在「售賣盜版光碟或電腦軟件」、「購買盜版光碟或電腦軟件」、「學生將整本參考書影印作為自己溫習之用」及「在網上下載檔案，然後給朋友用」之行為的理解上並沒有明顯差別。

(表 4a – i)

Table 4a: Whether selling pirated CD/DVD/VCD or computer software is considered an infringement of 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	99.8	99.3	99.5	100.0	99.1	98.4	99.7	99.6	99.8	99.2	99.5	99.1	100.0
No 不是	0.2	0.7	0.5	0.0	0.9	1.6	0.3	0.4	0.2	0.8	0.5	0.9	-
Sample 樣本	456	546	207	362	432	125	604	268	531	471	429	329	213
χ^2	1.319		3.399			3.463			2.196		2.134		

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 buying pirated CD/DVD/VCD or computer software is considered an infringement of 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	89.7	93.1	91.8	91.7	91.3	90.8	91.7	91.8	92.5	90.5	90.7	91.6	93.4
No 不是	10.3	6.9	8.2	8.3	8.7	9.2	8.3	8.2	7.5	9.5	9.3	8.4	6.6
Sample 樣本	447	535	208	351	423	120	590	267	520	462	420	320	212
χ^2	3.585		0.085			0.108			1.295		1.317		

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 buying counterfeit goods is considered an infringement of 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 (%)	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	85.3	88.9	81.6	89.0	88.6	91.6	86.5	86.7	88.2	86.2	86.4	84.9	91.7
No 不是	14.7	11.1	18.4	11.0	11.4	8.4	13.5	13.3	11.8	13.8	13.6	15.1	8.3
Sample 樣本	443	531	207	346	420	119	587	264	515	458	420	318	205
χ^2	2.757		7.485*			2.341			0.796		5.390		

* 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 buying a genuine CD and then converting to other electronic formats

(e.g. converting to MP3 for use in mobile phone) is considered an infringement of 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 (%)	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	35.9	36.6	34.0	29.6	43.9	40.4	36.3	34.0	32.4	41.1	44.5	26.8	35.1
No 不是	64.1	63.4	66.0	70.4	56.1	59.6	63.7	66.0	67.6	58.9	55.5	73.2	64.9
Sample 樣本	407	476	203	328	353	94	537	247	487	397	366	299	188
χ^2	0.044		15.724**			1.241			7.018**		22.648**		

* 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 a student photocopying a whole reference book for the purpose of self-study is considered an infringement of 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 (%)	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	60.8	63.9	56.8	62.6	65.4	59.8	61.4	66.0	61.3	64.0	62.8	60.9	66.2
No 不是	39.2	36.1	43.2	37.4	34.6	40.2	38.6	34.0	38.7	36.0	37.2	39.1	33.8
Sample 樣本	434	518	206	342	405	112	575	259	504	447	403	317	201
χ^2	0.950		4.347			2.015			0.722		1.475		

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 downloading music / movies / TV shows / computer software / e-books / games from the Internet is considered an infringement of IP rights – bivariate analysis

表 4f：是否認為在網上下載音樂 / 電影 / 電視節目 / 電腦軟件 / 電子書籍 / 遊戲，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	51.2	50.8	60.5	40.2	55.1	59.0	49.6	50.6	48.0	54.4	56.4	43.1	52.4
No 不是	48.8	49.2	39.5	59.8	44.9	41.0	50.4	49.4	52.0	45.6	43.6	56.9	47.6
Sample 樣本	426	498	200	333	390	105	567	247	494	430	390	318	189
χ^2	0.013		25.306**			3.205			3.819		12.680**		

* 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 downloading music / movies / TV shows / computer software / e-books / games from the Internet and then letting friends use the files is considered an infringement of IP rights

- bivariate analysis

表 4g：是否認為在網上下載音樂 / 電影 / 電視節目 / 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 (%)	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	81.4	80.2	78.1	83.3	80.1	78.4	81.5	80.1	81.7	79.7	80.7	78.5	83.5
No 不是	18.6	19.8	21.9	16.7	19.9	21.6	18.5	19.9	18.3	20.3	19.3	21.5	16.5
Sample 樣本	403	481	196	312	376	102	545	231	470	414	379	293	182
χ^2	0.184		2.370			0.599			0.562		1.819		

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 downloading music / movies / TV shows / computer software / e-books / games and then uploading them to the Internet for downloading by others is considered an infringement of IP rights

- bivariate analysis

表 4h：是否認為在網上下載音樂 / 電影 / 電視節目 / 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	88.6	90.1	82.4	92.2	90.4	93.8	88.4	89.5	87.7	91.2	90.8	85.0	92.7
No 不是	11.4	9.9	17.6	7.8	9.6	6.2	11.6	10.5	12.3	8.8	9.2	15.0	7.3
Sample 樣本	413	494	199	333	376	97	558	247	488	420	382	306	192
χ^2	0.507		13.313**			2.588			2.874		9.211*		

* 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 4i: Whether re-editing others' music / movies / TV programmes to funny videos, and then uploading them to the Internet for sharing purpose is considered an infringement of IP rights – bivariate analysis

表 4i：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	62.8	62.3	60.5	60.6	65.0	72.8	62.6	57.3	60.0	65.3	62.0	60.5	68.6
No 不是	37.2	37.7	39.5	39.4	35.0	27.2	37.4	42.7	40.0	34.7	38.0	39.5	31.4
Sample 樣本	360	432	185	274	334	92	481	218	415	377	342	258	169
χ^2	0.022		1.598			6.641*			2.325		3.163		

* 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 it is considered necessary to protect IP rights 是否認為知識產權需要受到保護

Similar to the previous surveys, an overwhelming majority of the respondents (94.9%) considered that it was very / quite necessary to protect IP rights in Hong Kong, while only 4.0% considered the opposite. 與過去幾年的調查相若，絕大部分的受訪者 (94.9%) 均認為知識產權在香港非常 / 頗有需要受到保護；只有 4.0% 的受訪者持相反意見。

When analysed by different sub-groups on the responses were, it was observed that the older the respondents, the higher were the proportions of respondents who considered “very / quite necessary” (ranging from 91.8% for those aged below 30 to 97.2% for those aged 50 or above). 以不同小組分析答覆，發現年齡愈大的受訪者認為「非常 / 頗有需要」的比例就愈高 (由 30 歲以下的 91.8% 至 50 歲或以上的 97.2%)。

(表 5 – 6)

(Tables 5 – 6)

Table 5: Whether it is considered necessary to protect IP rights

表 5：是否認為知識產權需要受到保護

	2014	2012	2010	2008	2005	2004	2003
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very necessary 非常有需要	31.7	31.4	37.4	36.6	37.6	44.0	38.9
Quite necessary 頗有需要	63.2	63.2	59.7	59.7	57.9	51.7	53.3
Quite unnecessary 頗不需要	4.0	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	1.1	0.7	1.6	2.6	2.5	2.3	5.6
Very / quite necessary 非常 / 頗有需要	94.9	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	4.0	4.6	1.2	1.1	1.9	2.1	2.1
Sample 樣本	1 005	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 it is considered 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 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 (%)
Very / quite necessary 非常 / 頗有需要	95.1	96.7	91.8	96.9	97.2	99.2	94.8	97.0	96.0	95.9	95.8	94.5	98.6
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	4.9	3.3	8.2	3.1	2.8	0.8	5.2	3.0	4.0	4.1	4.2	5.5	1.4
Sample 樣本	452	542	207	358	429	122	601	266	525	469	425	328	211
χ^2	1.526		11.914**			5.927			0.002		5.539		

* 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 it necessary to protect IP rights, the top three reasons given in support of this view were: “protect the interest of inventors / encourage creativity” (56.5%), “protect the interest of manufacturers / genuine IP rights owners” (24.9%) and “protect private property” (10.7%). The findings were similar to the previous surveys.

(Table 7)

在認為有需要保護知識產權的受訪者中，首三個認為需要保護的原因是：「保護原創人利益 / 鼓勵創作」(56.5%)、「保障生產商 / 正版商的利益」(24.9%) 及「保障私人財產」(10.7%)。比例與過往幾年的調查結果差不多，

(表 7)

Among the 4.0% who considered it not necessary to protect IP rights, when they were further asked about the reasons for their views, relatively higher proportions claimed that “genuine goods are too expensive” (62.7%), followed by “lowering the price of genuine goods will effectively combat infringement” (12.6%) and “Hong Kong people don’t know how to create” (10.1%).

(Table 8)

在 4.0% 認為不需要保護知識產權的受訪者中，當被進一步問及為何有這個看法時，較多比例的受訪者表示「正版貨品太貴」(62.7%) 是主要原因，其次是認為「正版貨品減價自然能夠打擊盜版」(12.6%) 及「香港人根本不懂得創作」(10.1%)。

(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)

	2014 (%)	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	56.5	66.2	75.3	74.6	66.1	68.2	55.1	53.0	54.7
Protect the interest of manufacturers/ genuine IP rights owners 保障生產商 / 正版商的利益	24.9	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	10.7	11.2	15.6	12.0	11.8	14.3	10.5	2.8	0.7
So that people do not use pirated / counterfeit products 使人不再使用盜版或冒牌貨品	9.4	5.0	3.7	3.5	3.8	4.3	5.7	2.9	1.9
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	8.9	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為	8.7	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	7.0	5.5	2.8	3.1	3.7	3.7	2.7	4.0	7.5
Ensure fairness 保障公平	6.7	5.2	1.8	5.8	5.6	8.4	5.3	-	-
Protect those who buy genuine goods 保障買正版貨品的市民之利益	5.9	1.5	1.4	1.4	1.9	1.9	1.0	-	-
Ensure the quality of products 保障市民所購買產品的質素	4.0	0.9	0.8	0.5	1.0	0.5	1.5	0.7	0.3
Protect Hong Kong's film industry 保護香港電影業的發展	2.6	1.3	1.1	1.3	2.8	2.2	1.8	-	-
Protect Hong Kong's record industry 保護香港唱片業的發展	2.5	2.1	1.1	1.8	1.5	1.2	1.0	-	-
Enhance Hong Kong's long-term economic development 有利香港長遠的經濟發展	2.3	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	1.7	2.6	1.4	0.4	1.7	1.7	1.3	0.6	0.6
Protect Hong Kong's software industry 保護香港軟件業的發展	1.4	0.8	0.7	0.8	2.7	2.5	0.9	1.3	2.8
Protect living standard of the next generation 保障下一代的生活	0.7	0.9	0.6	0.6	0.4	0.7	1.1	-	-
The current situation of pirating is too serious 現時盜版情況太嚴重	-	-	-	-	-	2.0	0.8	-	-
Encourage foreign companies to invest in Hong Kong 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	954	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：由於受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 it is 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)

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Genuine goods are too expensive 正版貨品太貴	62.7	50.3	40.7	54.5	61.2	46.0
Lowering the price of genuine goods will effectively combat infringement 正版貨品減價自然能夠打擊盜版	12.6	21.5	16.6	36.4	7.4	9.9
Hong Kong people don't know how to create 香港人根本不懂得創作	10.1	-	-	18.2	16.8	20.2
No effect on producers / Genuine IP rights owners / Manufacturers 不會影響到作者 / 正版商 / 生產商	7.5	-	-	-	-	-
Manufacturers / Genuine IP right owners make too much money 生產商 / 正版商利潤太高	7.4	21.3	8.4	18.2	28.0	33.8
The quality of genuine goods is better, thus consumers will make their own choice 正版貨質素較好，消費者會自行選擇	4.9	13.4	9.6	-	-	-
Hinder the transmission of information 阻礙資訊傳播	2.5	6.5	9.6	-	-	-
Consider that the current situation of IP rights infringement in Hong Kong is not serious 認為現時香港侵權情況不算嚴重	2.3	8.6	15.0	-	-	-
Sample: Among all persons who considered unnecessary 樣本：以所有認為不需要的人士為基數	40	46	13 [#]	11 [#]	23 [#]	25 [#]

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Caution: Small sample base

注意：樣本數量較少

3.1.3 Perceived reasons for committing IP rights infringement activities 認為侵犯知識產權活動的成因

As to the perceived reasons for committing IP rights infringement activities, the top three were similar to those revealed in the previous surveys. The most frequently mentioned reason was “cheaper price of pirated and counterfeit products / genuine goods are too expensive” (41.9%). It was followed by “greediness / improper public mentality / lack of self-discipline” (25.4%) and “unethical businessmen reaping excessive profits” (19.6%).

(Table 9)

有關造成侵犯知識產權活動的主要成因，首三個被提及的原因與過往幾年的調查相若。其中最多被提及的原因是「盜版及冒牌貨品價錢便宜 / 正版貨品太貴」(41.9%)，其次是「市民貪小便宜 / 社會風氣差 / 欠自律」(25.4%) 及「不道德商人謀取暴利」(19.6%)。

(表 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）

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Cheaper price of pirated / counterfeit products / genuine goods are too expensive 盜版及冒牌貨品價錢便宜 / 正版貨品太貴	41.9	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	25.4	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	19.6	14.7	19.4	19.6	14.9	16.4	24.9	16.3	26.0	13.8	18.1
Too much supply of pirated / counterfeit products, thus easy to buy 盜版及冒牌貨品供應太多，容易買到	15.6	11.1	11.6	8.8	6.9	5.8	5.7	4.5	1.2	2.6	1.3
Low awareness of protection of IP rights / Inadequate education 保護知識產權意識薄弱 / 教育不足	8.0	8.3	8.6	7.8	8.4	8.2	8.8	10.7	9.0	10.8	6.7
Enforcement of laws not sufficiently stringent 政府執法不夠嚴厲	7.7	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	6.5	5.7	5.8	2.3	3.6	4.4	2.2	-	-	-	-
Good quality and wide variety of pirated products 冒牌貨品品質不錯，產品種類亦多	5.4	3.1	0.8	1.6	1.8	2.1	1.3	-	-	-	-
Inadequate Government's promotion 政府宣傳不足	3.9	2.7	0.7	0.3	2.1	2.3	2.8	-	-	-	-
Huge demand for pirated & counterfeit products 盜版及冒牌貨品需求太大	3.9	2.6	0.5	0.2	1.4	1.9	2.9	2.7	0.2	1.8	1.2
Inadequacy of IP laws 知識產權法例不足	3.1	2.6	1.2	1.5	2.8	3.6	2.0	3.0	2.8	2.2	2.2
Too many sources / too convenient for illegal internet downloading 非法下載途徑多 / 太方便	3.0	0.9	3.6	-	-	-	-	-	-	-	-
Advanced technology of pirating, so pirated goods are even 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	2.2	2.0	1.3	1.8	3.2	1.3	0.2	-	-	-	-
Difficult to find the real for some products 某些貨品的正版好難買到	2.2	1.2	0.4	0.6	0.3	-	-	-	-	-	-
Adverse economy / Lower living standard 經濟差 / 市民生活水平下降	1.6	5.6	2.6	3.9	6.1	8.4	9.5	9.5	4.7	4.3	3.8
Involvement of gangsters 黑社會介入	0.6	1.0	0.1	0.1	0.8	1.5	2.0	-	-	-	-
Others 其他	-	-	-	-	-	-	-	5.0	0.9	2.1	0.9
Don't know / Hard to say 不知道 / 很難說	4.6	5.5	2.6	2.4	7.6	5.8	12.8	11.8	12.4	14.1	15.4
Sample 樣本	1 005	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：由於受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 Hong Kong 改善香港侵犯知識產權情況的最重要角色

As to who should play a dominant role in improving the situation of IP rights infringement in Hong Kong, 36.9% of the respondents considered that “the Government” should play such a role. The others mentioned “the public themselves” (16.8%), “education institutions” (14.3%), “retailers” (12.6%) and “copyright owners” (11.0%). When comparing with the last survey, the percentage for “education institutions” has decreased (from 19.1% to 14.3%).

(Table 10)

When analysed by demographics, it was observed that relatively higher proportions of the respondents aged 50 or above (41.2%), non-working persons (39.3%) and those with monthly personal income of below \$10,000 (39.9%) considered that “the Government” should play a dominant role in improving the situation of IP rights infringement.

In addition, relatively higher proportions of the respondents aged below 50 (over 20%), working persons (20.2%) and those with monthly personal income of \$10,000 - \$19,999 (22.8%) considered that “the public themselves” should play the dominant role, as compared to their counterparts.

(Table 11)

對於認為誰應該擔當改善香港侵犯知識產權情況的最重要角色，有 36.9% 的受訪者認為「政府」應該擔當這個角色。其餘提及的是「市民自己」(16.8%)、「教育團體」(14.3%)、「零售商」(12.6%) 及「版權擁有者」(11.0%)。與上一次的調查比較，「教育團體」的百分比下降了(由 19.1% 至 14.3%)。

(表 10)

以背景資料分析，發現 50 歲或以上 (41.2%)、非在職 (39.3%) 及個人每月收入在 \$10,000 以下 (39.9%) 的受訪者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 (超過 20%)、在職 (20.2%) 及個人每月收入是 \$10,000 - \$19,999 (22.8%) 的受訪者有較高比例認為「市民自己」應該擔當最重要的角色。

(表 11)

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

表 10：改善香港侵犯知識產權情況的最重要角色

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Government 政府	36.9	35.1	38.9	34.4	45.2	45.8	47.1
The public themselves 市民自己	16.8	19.1	18.2	24.9	22.7	23.4	18.7
Education institutions 教育團體	14.3	19.1	28.4	20.5	17.1	17.7	17.5
Retailers 零售商	12.6	10.2	5.2	10.2	5.2	5.2	6.7
Copyright owners 版權擁有者	11.0	9.4	4.8	10.0	9.8	7.8	10.0
Family / Parents 家庭 / 家長	6.3	5.6	3.9	-	-	-	-
Companies / Employers 公司 / 僱主	2.1	1.3	0.6	-	-	-	-
Don't know / Hard to say 唔知道 / 好難講	-	0.3	0.1	-	-	-	-
Sample 樣本	1 005	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 Hong Kong

- 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 (%)	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 (%)
Government 政府	37.8	36.0	34.8	33.1	41.2	39.5	35.3	39.0	34.8	39.3	39.9	33.4	37.6
The public themselves 市民自己	16.2	17.4	25.6	21.5	8.5	10.5	18.1	16.7	20.2	12.9	14.4	22.8	10.3
Education institutions 教育團體	13.1	15.5	13.0	9.6	18.9	19.4	13.3	14.5	10.2	19.0	18.1	8.8	15.5
Retailers 零售商	12.7	12.6	6.8	14.6	13.6	14.5	13.3	10.0	13.6	11.4	11.1	14.0	14.6
Copyright owners 版權擁有者	11.4	10.6	9.2	13.5	9.9	8.1	11.5	11.5	11.9	10.1	10.7	12.2	8.9
Family / Parents 家庭 / 家長	6.6	6.0	7.7	5.5	6.2	8.1	6.3	5.6	7.0	5.5	4.2	7.9	8.5
Companies / Employers 公司/ 僱主	2.4	1.8	2.9	2.2	1.6	-	2.1	2.6	2.4	1.7	1.6	0.9	4.7
Sample 樣本	458	547	207	363	434	124	607	269	531	473	431	329	213
χ^2	2.082		60.566**			14.241			26.044**		46.303**		

* 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。

3.1.5 Whether aware of the existence of legislation protecting IP rights in Hong Kong 是否知道香港有保障知識產權的法例

The respondents were asked whether they were aware of the existence of legislation protecting IP rights in Hong Kong. More than 85% indicated awareness of the existence of legislation protecting copyright (89.9%), trade marks (91.1%) and patents (88.3%). Overall, the awareness in this respect has increased as compared with the last survey (85.4%, 84.0% and 85.3% respectively).

當受訪者被問及是否知道在香港有保障知識產權的法例時，有超過八成半的受訪者知道香港有保障版權 (89.9%)、商標 (91.1%) 及專利 (88.3%) 的法例，較上一次的調查 (分別是 85.4%、84.0% 及 85.3%) 上升了。

In contrast, relatively fewer respondents were aware of the existence of legislation protecting designs in Hong Kong (59.2%), though this still represents a higher percentage than the last survey (53.1%).

相對而言，較少受訪者知道香港有保障外觀設計的法例 (59.2%)，儘管百分比較上一次調查的 (53.1%) 為高。

(表 12 – 15)

(Tables 12 – 15)

Table 12: Whether aware of the existence of legislation protecting copyright in Hong Kong

表 12：是否知道香港有保障版權的法例

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	89.9	85.4	89.3	87.4
No 沒有	4.4	8.1	4.4	3.8
Don't know / Hard to say 不知道 / 很難說	5.7	6.5	6.3	8.8
Sample 樣本	1 005	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 of the existence of legislation protecting trade marks in Hong Kong

表 13：是否知道香港有保障商標的法例

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	91.1	84.0	88.3	84.9
No 沒有	3.8	8.5	4.6	3.7
Don't know / Hard to say 不知道 / 很難說	5.2	7.5	7.1	11.4
Sample 樣本	1 005	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 of the existence of legislation protecting patents in Hong Kong

表 14：是否知道香港有保障專利的法例

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	88.3	85.3	86.4	84.7
No 沒有	7.5	7.4	4.0	3.8
Don't know / Hard to say 不知道 / 很難說	4.2	7.2	9.6	11.5
Sample 樣本	1 005	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 of the existence of legislation protecting designs in Hong Kong

表 15：是否知道香港有保障外觀設計的法例

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	59.2	53.1	55.9	46.0
No 沒有	18.3	24.2	15.0	13.5
Don't know / Hard to say 不知道 / 很難說	22.4	22.7	29.1	40.6
Sample 樣本	1 005	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 working persons were aware of the existence of legislation protecting copyright (97.7%). In addition, the younger the respondents, the higher the education level and monthly personal income, the higher were the proportions of respondents who were aware of this (ranging from 92.4% for those aged 50 or above to 97.5% for those aged below 30; from 86.1% for primary or below to 98.4% for tertiary or above; and from 92.8% for income of below \$10,000 to 97.5% for \$20,000 or above).
 - The higher the education level, the higher were the proportions of respondents who were aware of the existence of legislation protecting trade marks (ranging from 91.7% for primary or below to 98.5% for tertiary or above).
 - Relatively higher proportions of the respondents aged 30 or above (over 95%) were aware of the existence of legislation protecting patents. Moreover, the higher the education level and monthly personal income, the higher were the proportions of respondents who were aware of this (ranging from 89.4% for primary or below to 97.3% for tertiary or above; and from 89.7% for income of below \$10,000 to 98.1% for \$20,000 or above).
 - As to legislation protecting designs, relatively higher proportions of the males were aware of the existence of such legislation (81.5%).
- 在職的受訪者知道香港有保障版權之法例 (97.7%) 的比例較高。此外，年齡愈小、教育程度及個人每月收入愈高的受訪者，知道的比例就愈高 (由 50 歲或以上的 92.4% 至 30 歲以下的 97.5%；由小學或以下的 86.1% 至大專或以上的 98.4%；及由收入在 \$10,000 以下的 92.8% 至 \$20,000 或以上的 97.5%)。
 - 教育程度愈高的受訪者，知道香港有保障商標之法例的比例就愈高 (由小學或以下的 91.7% 至大專或以上的 98.5%)。
 - 相對有較高比例年齡在 30 歲或以上的受訪者 (超過 95%) 知道香港有保障專利之法例。此外，教育程度及個人每月收入愈高的受訪者，知道的比例就愈高 (由小學或以下的 89.4% 至大專或以上的 97.3%；及由收入在 \$10,000 以下的 89.7% 至 \$20,000 或以上的 98.1%)。
 - 至於保障外觀設計之法例，相對有較高比例的男性知道 (81.5%)。

(Tables 16 – 19)

(表 16 – 19)

Table 16: Whether aware of the existence of legislation protecting copyright in Hong Kong

- 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	Sec	Tertiary or above	Working	Non working	\$10,000		
						小學或 以下 (%)	中學 (%)	大專或 以上 (%)	在職 人士 (%)	非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 有	96.1	94.8	97.5	97.4	92.4	86.1	95.7	98.4	97.7	92.6	92.8	97.1	97.5
No 沒有	3.9	5.2	2.5	2.6	7.6	13.9	4.3	1.6	2.3	7.4	7.3	2.9	2.5
Sample 樣本	433	515	201	350	396	108	577	257	513	435	400	315	203
χ^2	0.921		13.186**			26.356**			13.388**		10.496**		

* 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 17: Whether aware of the existence of legislation protecting trade marks in Hong Kong

- 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	Sec	Tertiary or above	Working	Non working	\$10,000		
						小學或 以下 (%)	中學 (%)	大專或 以上 (%)	在職 人士 (%)	非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 有	95.9	96.1	96.4	97.5	94.5	91.7	95.7	98.5	97.5	94.3	94.2	96.9	98.0
No 沒有	4.1	3.9	3.6	2.5	5.5	8.3	4.3	1.5	2.5	5.7	5.8	3.1	2.0
Sample 樣本	437	516	197	354	402	109	579	260	517	436	399	322	205
χ^2	0.037		4.344			9.379**			6.404*		6.153*		

* 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 of the existence of legislation protecting patents in Hong Kong – 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 (%)	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	92.3	92.1	79.2	95.7	95.4	89.4	90.2	97.3	92.9	91.2	89.7	91.9	98.1
No 沒有	7.7	7.9	20.8	4.3	4.6	10.6	9.8	2.7	7.1	8.8	10.3	8.1	1.9
Sample 樣本	442	520	202	351	410	113	583	262	519	444	407	321	206
χ^2	0.012		58.552**			13.760**			0.901		13.598**		

* 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 of the existence of legislation protecting designs in Hong Kong – 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 (%)	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	81.5	71.6	74.3	78.5	75.6	78.1	74.7	79.8	77.3	75.2	75.7	76.9	78.0
No 沒有	18.5	28.4	25.7	21.5	24.4	21.9	25.3	20.2	22.7	24.8	24.3	23.1	22.0
Sample 樣本	368	412	175	297	307	73	494	208	437	343	317	268	168
χ^2	10.572**		1.243			2.248			0.482		0.328		

* 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 IP rights protection measures adopted by the Government in the past two years are considered to have improved the situation of IP rights infringement in Hong Kong

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

On IP rights protection measures adopted by the Government in the past two years, nearly three-fifths of the respondents (58.7%) considered that the situation of IP rights infringement in Hong Kong had improved a lot / a little, but more than one-quarter (26.9%) opined that there had been no change.

就政府在過去兩年採取的知識產權保護措施，近六成 (58.7%) 的受訪者認為因此香港的侵權情況大有改善 / 有少許改善，但超過兩成半 (26.9%) 卻認為情況沒有改變。

When analysed by demographics, it was observed that relatively higher proportions of working persons (73.4%) and those with monthly personal income of \$10,000 - \$19,999 (75.7%) considered that the situation had improved. In addition, the younger the respondents and the higher the education level, the higher were the proportions of respondents who considered so as well. (ranging from 62.2% for those aged 50 or above to 74.0% for those aged below 30; and from 56.7% for primary or below to 71.6% for tertiary or above).

以背景資料分析，發現在職 (73.4%) 及個人每月收入在 \$10,000 - \$19,999 (75.7%) 的受訪者相對有較高比例認為情況有改善。此外，年齡愈小及教育程度愈高的受訪者，認為情況有改善的比例就愈高 (由 50 歲或以上的 62.2% 至 30 歲以下的 74.0%；及由小學或以下的 56.7% 至大專或以上的 71.6%)。

(表 20 – 21)

(Tables 20 – 21)

Table 20: Whether IP rights protection measures adopted by the Government in the past two years are considered to have improved the situation of IP rights infringement in Hong Kong

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

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Improved a lot 大有改善	14.4	9.9	6.8	6.6
Improved a little 少許改善	44.3	38.9	46.0	49.5
No change 沒有改變	26.9	39.3	37.8	35.0
Don't know / Hard to say 不知道 / 很難說	14.5	12.0	9.5	9.0
Improved a lot / a little 大有改善 / 少許改善	58.7	48.8	52.8	56.1
Sample 樣本	1 005	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 IP rights protection measures adopted by the Government in the past two years are considered to have improved the situation of IP rights infringement in Hong Kong – 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 (%)	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 (%)	
Improved a lot / a little 大有改善 / 少許改善	69.2	68.0	74.0	72.8	62.2	56.7	69.5	71.6	73.4	63.2	61.7	75.7	72.2
No change 沒有改變	30.8	32.0	26.0	27.2	37.8	43.3	30.5	28.4	26.6	36.8	38.3	24.3	27.8
Sample 樣本	390	469	192	302	365	104	522	229	458	402	366	288	180
χ^2	0.146		12.040**			7.973*			10.297**		15.844**		

* *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 a 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 Inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites 付款在合法網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向

In terms of the most frequently browsed websites, the top three categories were: “social networking” (32.5%), “search engines” (32.2%) and “news websites” (22.0%).

對於有上網習慣的受訪者最常瀏覽的網站，調查結果發現首三類是「社交網站」(32.5%)、「網絡搜尋器」(32.2%) 及「報紙網站」(22.0%)。

When analysed by demographics, it was observed that relatively higher proportion of respondents aged below 50 would browse “social networking” most frequently (over 35%).

以背景資料分析，發現 50 歲以下的受訪者有較高比例會最常瀏覽「社交網站」(超過 35%)。

In addition, the older the respondents, the higher were the proportions of respondents who browsed “search engines” most frequently (ranging from 21.9% for aged below 30 to 41.8% for aged 50 or above).

此外，年齡愈大的受訪者，最常瀏覽「網絡搜尋器」的比例就愈高 (由 30 歲以下的 21.9% 至 50 歲或以上的 41.8%)。

(表 22 – 23)

(Tables 22 – 23)

Table 22: Most Frequently browsed website

表 22：最常瀏覽的網站

	2014 (%)
Social networking (e.g. Facebook, Twitter etc.) 社交網站 (如 Facebook、Twitter 等)	32.5
Search engines (e.g. Yahoo, Google etc.) 網絡搜尋器 (如 Yahoo、Google 等)	32.2
News websites (e.g. Apple Daily, Ming Pao etc.) 報紙網站 (如蘋果日報、明報等)	22.0
Discussion groups (e.g. Golden, Baby kingdom etc.) 討論區 (如高登、親子王國等)	11.0
Video sharing sites (e.g. YouTube) 影片分享網站 (如 YouTube)	2.2
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	732

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: Most Frequently browsed website – bivariate analysis

表 23：最常瀏覽的網站 – 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 (%)
Social networking (e.g. Facebook, Twitter etc.) 社交網站 (如 Facebook、Twitter 等)	32.2	32.8	35.8	38.6	18.9	30.8	31.1	35.5	33.4	31.0	34.7	31.1	30.7
Search engines (e.g. Yahoo, Google etc.) 網絡搜尋器 (如 Yahoo、Google 等)	33.6	31.0	21.9	32.6	41.8	34.6	29.8	35.9	32.8	31.0	28.7	30.7	39.2
News websites (e.g. Apple Daily, Ming Pao etc.) 報紙網站 (如蘋果日報、明報等)	21.1	22.8	15.4	20.1	32.1	30.8	22.8	19.6	19.8	26.1	24.3	19.5	22.2
Discussion groups (e.g. Golden, Baby kingdom etc.) 討論區 (如高登、親子王國等)	11.1	11.0	25.9	6.6	3.6	3.8	13.8	6.9	12.1	9.2	10.4	15.7	6.9
Video sharing sites (e.g. YouTube) 影片分享網站 (如 YouTube)	2.0	2.3	1.0	2.1	3.6	-	2.4	2.0	1.9	2.7	2.0	3.0	1.1
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	342	390	201	334	196	26 [#]	456	245	470	261	251	267	189
χ^2	0.723		100.472**			13.299			5.191		16.040*		

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Caution: Small sample base

注意：樣本數量較少

Moreover, respondents having the habit of surfing the Internet were asked about their inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites. The survey revealed that relatively more Internet users claimed that they possibly / definitely would not pay (60.6%). Those who indicated that they definitely / possibly would come to 38.8%, representing a slight increase when compared with the last survey (36.0%).

When analysed by demographics, slightly higher proportions of male (43.4%) and working persons (42.6%) would be inclined to pay to listen to songs, watch movies online or to download files from authorised websites. Moreover, the younger the respondents, the higher the education level and monthly personal income, the higher were the proportions of respondents who would be inclined to do so (ranging from 21.3% for those aged 50 or above to 54.5% for those aged below 30; from 3.8% for primary or below to 51.9% for tertiary or above; and from 32.8% for income of below \$10,000 to 44.4% of \$20,000 or above).

(Tables 24 – 25)

另外，有上網習慣的受訪者均被問及他們對付款在合法網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向。調查結果發現較多互聯網使用者表示未必會 / 絕對不會 (60.6%) 付款。至於表示絕對會 / 可能會的則有 38.8%，這個比例較上一次調查的 (36.0%) 輕微上升了。

以背景資料分析，男性 (43.4%) 及在職 (42.6%) 的受訪者付款在合法網站線上收聽歌曲、觀看影片或下載檔案的機會略高。此外，年齡愈小、教育程度及個人每月收入愈高的受訪者，會這樣做的比例就愈高 (由 50 歲或以上的 21.3% 至 30 歲以下的 54.5%；由小學或以下的 3.8% 至大專或以上的 51.9%；及收入在 \$10,000 以下的 32.8% 至 \$20,000 或以上的 44.4%)。

(表 24 – 25)

Table 24: Inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites

表 24：付款在合法網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Definitely will 絕對會	7.8	14.2	10.1	4.5
Possibly will 可能會	31.0	21.9	19.6	16.5
Possibly will not 未必會	37.6	18.2	27.1	17.6
Definitely will not 絕對不會	23.0	44.0	41.4	61.0
Don't know / Hard to say 不知道 / 很難說	0.7	1.7	1.7	0.5
Definitely / possibly will 絕對會 / 可能會	38.8	36.0	29.7	21.0
Possibly / definitely will not 未必會 / 絕對不會	60.6	62.2	68.5	78.6
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	732	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 25: Inclination to pay to listen songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites – bivariate analysis

表 25：付款在合法網站線上收聽歌曲、觀看影片或下載歌曲 / 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 (%)	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 (%)
Definitely / possibly will 絕對會 / 可能會	43.4	35.3	54.5	40.2	21.3	3.8	34.2	51.9	42.6	32.8	32.8	41.6	44.4
Possibly / definitely will not 未必會 / 絕對不會	56.6	64.7	45.5	59.8	78.7	96.2	65.8	48.1	57.4	67.2	67.2	58.4	55.6
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	339	388	198	331	197	26 [#]	453	243	467	259	247	267	189
χ^2	4.930*		46.200**			34.715**			6.710*		7.061*		

* 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 further asked about the reasons for inclination to pay or not, it was found that the top three reasons for “definitely / possibly will” were:

- for better quality (51.2%),
- respect IP rights (32.0%), and
- give support to the creative industries (artists, singers, etc.) (23.8%).

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

- too expensive (23.4%),
- too troublesome / complicated to purchase online (19.0%), and
- other channels for free downloading are available (17.8%).

The major reasons quoted for inclining to pay were similar to those in the last survey; the 2nd reason quoted for refusal to pay, i.e. “too troublesome / complicated to purchase online (19.0%)” has replaced the reason “seldom / never download any files (23.3%)” as revealed in the last survey.

(Tables 26 – 27)

當受訪者進一步被問及傾向付款與否的原因時，發現表示「絕對會 / 可能會」的首三個原因是：

- 為了得到更佳質素 (51.2%)、
- 尊重知識產權 (32.0%) 及
- 支持創意工業（藝人及歌手等）(23.8%)。

表示「未必會 / 絕對不會」的首三個原因是：

- 價錢太貴 (23.4%)、
- 網上購物太麻煩 / 複雜 (19.0%) 及
- 有其他途徑免費下載 (17.8%)。

表示會付款的主要原因與上一次調查的相若。至於不會這樣做的第二個原因，即「網上購物太麻煩 / 複雜」(19.0%) 則取代上一次調查的「很少 / 從不下載任何檔案」(23.3%)。

(表 26 – 27)

Table 26: Reasons for definitely / possibly paying to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites (Spontaneous mention)

表 26：絕對會 / 可能會付款在合法網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的原因 (沒有提示下作答)

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
For better quality 為了得到更佳質素	51.2	24.9	22.9	25.7
Respect IP rights 尊重知識產權	32.0	52.7	48.0	62.9
Give support to the creative industries (artists, singers, etc.) 支持創意工業 (藝人及歌手等)	23.8	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	3.5	10.4	15.7	5.7
Fear of violating the law 害怕觸犯法例	1.4	0.4	6.6	0.7
Reasonable price 價錢合理	1.0	3.9	3.7	3.6
Worry about getting infected by virus from illegal websites 擔心在非法網站感染電腦病毒	0.4	0.8	1.6	-
Not be 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為基數	284	255	206	140

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

Table 27: Reasons for possibly / definitely not paying to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites

(Spontaneous mention)

表 27：未必會 / 絕對不會付款在合法網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的原因 (沒有提示下作答)

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Too expensive 價錢太貴	23.4	19.6	9.0	15.8
Too troublesome / complicated to purchase online 網上購物太麻煩 / 複雜	19.0	10.4	9.6	47.0
Other channels for free downloading are available 有其他途徑免費下載	17.8	14.0	10.9	0.8
Other channels for listening / watching online are available 有其他途徑可以網上收聽 / 觀看	13.4	10.8	4.9	0.8
Seldom / never download any files 很少 / 從不下載任何檔案	12.8	23.3	9.8	3.4
Not confident of online transaction / Worry about leakage of privacy 對網上付費沒有信心 / 擔心洩露個人私隱	10.4	6.6	6.1	3.6
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	6.7	11.7	28.0	13.7
Don't have a habit of listening to songs / watching movies / playing electronic games / reading 沒有聽歌 / 看電影 / 玩電子遊戲 / 看書的習慣	6.7	7.8	26.0	1.9
Other channels are available (e.g. Television, radio) 有其他途徑 (例如電視、電台)	5.8	4.0	0.9	0.6
Don't know how to download 不懂得下載	5.1	9.7	6.6	1.9
Not aware of the authorised websites 不知道有經授權網站的存在	2.9	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	0.9	1.3	2.0	8.9
Poor quality 質素差	0.7	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	448	453	485	526

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3 Behaviours 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

Relatively few respondents have been involved in the following infringement activities:

- Downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites and then sharing the files with friends (20.9%);
- Downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites and then uploading them to the Internet for downloading by others (7.1%);
- Downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites for one's own use (29.1%);
- Without authorisation of copyright owner, re-editing movie posters, comics or pictures and then uploading them to the Internet or social networking websites for sharing purpose (6.3%); and
- Listening to pirated music / watching pirated movies / TV shows online (27.6%).

相對較少的受訪者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 / 電視節目 / 電腦軟件 / 遊戲 / 電子書，然後傳送給朋友一同分享 (20.9%)；
- 在網上社群或未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書，然後放上網供他人下載 (7.1%)；
- 在網上社群或未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書作為自用 (29.1%)；
- 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 (6.3%)；及
- 直接在網絡上收聽盜版音樂 / 或觀看盜版電影 / 電視節目 (27.6%)。

For each of the above items, about 75% or more of the respondents denied having been involved in such activity. These findings were similar to those in the previous surveys.

就上述所提及的活動而言，每項均有大約 75% 或更多的受訪者表示他們從來沒有參與該項活動。結果與以往幾年調查的相似。

(Tables 28a – e)

(表 28a – e)

Demographic analysis:

Among various sub-groups, differences were mainly found between persons of different age groups, employment situation and monthly personal incomes.

- The younger the respondents, the higher were the proportions of respondents who downloaded files from newsgroups / unauthorised websites and then shared them with friends (ranging from 15.2% for those aged 50 or above to 46.4% for those aged below 30) as well as re-editing movie posters, comics or pictures without authorisation of copyright owner and then uploading them to the Internet or social networking websites for sharing purpose (ranging from 4.6% for those aged 50 or above to 16.7% for those aged below 30).

- As to downloading files from newsgroups / unauthorised websites and then uploading them to the Internet for downloading by others, it was found that relatively higher proportions of respondents aged below 30 (30.7%) and those with monthly personal income of \$10,000 - \$19,000 (14.2%) would do so.

- Relatively higher proportions of working persons downloaded files from newsgroups / unauthorised websites for own use (44.8%). In addition, the younger the respondents, the higher were the proportions of respondents involved in this activity (ranging from 24.4% for those aged 50 or above to 55.3% for those aged below 30).

- Relatively higher proportions of working persons (43.1%) and those with monthly personal income of \$10,000 - \$19,999 (45.7%) would listen to pirated music / watch pirated movies / TV shows online. On the other hand, the younger the respondents, the higher were the proportions of respondents involved in this activity (ranging from 24.6% for those aged 50 or above to 54.8% for those aged below 30).

(Tables 29a – e)

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、就職狀況及個人每月收入。

- 年齡愈小，相對有較高比例的受訪者會從網上社群或未經授權的網站下載檔案，然後傳送給朋友一同分享 (由 50 歲或以上的 15.2% 至 30 歲以下的 46.4%) 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 (由 50 歲或以上的 4.6% 至 30 歲以下的 16.7%)。

- 至於從網上社群或未經授權的網站下載檔案，然後放上網供他人下載，調查發現年齡在 30 歲以下 (30.7%) 及個人每月收入在 \$10,000 - \$19,000 (14.2%) 的受訪者會這樣做。

- 在職的受訪者 (44.8%) 相對有較高比例會從網上社群或未經授權的網站下載檔案作為自用。此外，年齡愈小的受訪者，相對有較高比例有參與此活動 (由 50 歲或以上的 24.4% 至 30 歲以下的 55.3%)。

- 在職 (43.1%) 及個人每月收入在 \$10,000 - \$19,999 (45.7%) 的受訪者相對有較高比例會直接在網絡上收聽盜版音樂 / 觀看盜版電影 / 電視節目。另一方面，年齡愈小的受訪者，相對有較高的比例會參與此活動 (由 50 歲或以上的 24.6% 至 30 歲以下的 54.8%)。

(表 29a – e)

Table 28a: Frequency of downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites and then sharing the files with friends

表 28a：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書，然後傳送給朋友一同分享的習慣

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Often 經常	2.2	1.0	0.2	0.4	0.3	3.0
Sometimes 間中	9.0	4.6	4.9	2.4	1.4	7.0
Seldom 很少	9.8	4.8	4.9	6.6	1.4	5.6
Never 完全沒有	78.6	89.2	89.9	90.3	96.8	83.9
Don't know / can't remember 不知道 / 記不起	0.5	0.4	0.2	0.3	0.1	0.4
Often / sometimes / seldom 經常 / 間中 / 很少	20.9	10.4	10.0	9.4	3.1	15.6
Sample 樣本	1 005	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 28b: Frequency of downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites and then uploading them to the Internet for downloading by others

表 28b：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書，然後放上網供他人下載的習慣

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Often 經常	0.3	0.5	0.1	0.1	1.4	1.0
Sometimes 間中	2.3	0.9	0.5	1.1	5.4	2.5
Seldom 很少	4.5	4.0	2.9	3.8	5.2	1.4
Never 完全沒有	92.5	94.4	96.5	94.7	87.8	95.1
Don't know / can't remember 不知道 / 記不起	0.4	0.2	-	0.3	0.2	-
Often / sometimes / seldom 經常 / 間中 / 很少	7.1	5.4	3.5	5.0	12.0	4.9
Sample 樣本	1 005	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 28c: Frequency of downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites for own use

表 28c : 在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書作為自用的習慣

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Often 經常	4.6	1.2	0.9	0.9
Sometimes 間中	13.4	9.5	10.2	7.0
Seldom 很少	11.0	10.0	8.4	9.1
Never 完全沒有	70.5	79.1	80.2	82.6
Don't know / can't remember 不知道 / 記不起	0.4	0.3	0.4	0.5
Often / sometimes / seldom 經常 / 間中 / 很少	29.1	20.7	19.5	17.0
Sample 樣本	1 005	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 28d: Frequency of re-editing movie posters, comics or pictures without authorisation of copyright owner, and then uploading them to the Internet or social networking websites for sharing purpose

表 28d : 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

	2014 (%)	2012 (%)
Often 經常	0.3	0.3
Sometimes 間中	2.3	2.9
Seldom 很少	3.7	4.3
Never 完全沒有	92.9	92.0
Don't know / can't remember 不知道 / 記不起	0.8	0.5
Often / sometimes / seldom 經常 / 間中 / 很少	6.3	7.5
Sample 樣本	1 005	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 28e: Frequency of listening to pirated music / watching pirated movies / TV shows online

表 28e：直接在網絡上收聽盜版音樂 / 觀看盜版電影 / 電視節目的習慣

	2014 (%)
Often 經常	2.1
Sometimes 間中	9.1
Seldom 很少	16.4
Never 完全沒有	70.2
Don't know / can't remember 不知道 / 記不起	2.2
Often / sometimes / seldom 經常 / 間中 / 很少	27.6
Sample 樣本	1 005

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 29a: Frequency of downloading music / movies / TV shows / computer software / games / e-books newsgroups / unauthorised websites and then sharing the files with friends

- bivariate analysis

表 29a：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 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	30.8	27.3	46.4	26.7	15.2	7.7	29.5	29.9	31.3	24.6	32.1	30.6	24.9
Never 完全沒有	69.2	72.7	53.6	73.3	84.8	92.3	70.5	70.1	68.7	75.4	67.9	69.4	75.1
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	341	385	196	333	197	26 [#]	455	241	470	256	246	268	189
χ^2	1.089		47.968**			5.878			3.583		2.906		

* 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 29b: Frequency of downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites and then uploading them to the Internet for downloading by others – bivariate analysis

表 29b：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 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 (%)	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	11.1	8.5	30.7	1.5	2.6	7.7	12.1	5.8	10.2	8.9	10.9	14.2	2.1
Never 完全沒有	88.9	91.5	69.3	98.5	97.4	92.3	87.9	94.2	89.8	91.1	89.1	85.8	97.9
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	341	387	199	333	196	26 [#]	455	242	471	257	247	268	189
χ^2	1.410		136.074**			7.224*			0.291		18.792**		

* 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 29c: Frequency of downloading music / movies / TV shows / computer software / games / e-books from newsgroups / unauthorised websites for own use – bivariate analysis

表 29c : 在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書作為自用的習慣 – 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 (%)	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 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	43.5	37.1	55.3	40.2	24.4	19.2	41.1	41.2	44.8	31.7	39.8	46.1	33.0
Never 完全沒有	56.5	62.9	44.7	59.8	75.6	80.8	58.9	58.8	55.2	68.3	60.2	53.9	67.0
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	340	388	199	331	197	26 [#]	453	243	469	259	249	267	188
χ^2	3.105		39.410**			4.979			11.949**		7.907*		

* 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 29d: Frequency of re-editing movie posters, comics or pictures without authorisation of copyright owner, and then uploading them to the Internet or social networking website for sharing purpose
- bivariate analysis

表 29d：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	Sec	Tertiary or above	Working	Non working	\$10,000		
						小學或 以下 (%)	中學 (%)	大專或 以上 (%)	在職 人士 (%)	非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	11.2	6.5	16.7	6.4	4.6	7.7	10.2	5.4	9.2	7.8	8.6	10.9	4.8
Never 完全沒有	88.8	93.5	83.3	93.6	95.4	92.3	89.8	94.6	90.8	92.2	91.4	89.1	95.2
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	340	384	198	330	196	26 [#]	452	241	468	256	245	267	187
χ^2	4.942*		22.249**			4.653			0.394		5.215		

* 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 29e: Frequency of listening to pirated music / watching pirated movies / TV shows online

- bivariate analysis

表 29e：直接在網絡上收聽盜版音樂 / 觀看盜版電影 / 電視節目的習慣

- 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	Female	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below	Sec	Tertiary or above	Working	Non working	\$10,000		
	男 (%)	女 (%)				小學或 以下 (%)	中學 (%)	大專或 以上 (%)	在職 人士 (%)	非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	39.8	38.4	54.8	37.7	24.6	13.0	41.2	37.3	43.1	31.3	38.1	45.7	29.9
Never 完全沒有	60.2	61.6	45.2	62.3	75.4	87.0	58.8	62.7	56.9	68.7	61.9	54.3	70.1
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	332	378	197	326	187	23 [#]	449	233	464	246	239	265	184
χ^2	0.145		37.249**			7.699*			9.412**		11.454**		

* 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 agreeing that “it is morally wrong to download music / movies / TV shows from newsgroups / unauthorised websites knowing that it is an infringement of IP rights”

是否同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電視節目是不道德的行為」

69.5% of respondents who were Internet users agreed that “it is morally wrong to download music / movies / TV shows from newsgroups / unauthorised websites knowing that it is an infringement of the IP rights” which was similar to the last survey result of 72.3%. However, 22.5% of the respondents did not consider such activities were immoral.

69.5% 的互聯網使用者同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電視節目是不道德的行為」，這個比例與上一次調查結果—72.3%相若。然而，22.5% 並不認為相關行為是不道德的。

When analysed by demographics, it was observed that the older the respondents, the higher were the proportions of respondents agreed that it was morally wrong (ranging from 67.0% for those aged below 30 to 82.1% for those aged 50 or above).

以背景資料分析，發現年齡愈大的受訪者，同意此行為是不道德的比例就愈高 (由 30 歲以下的 67.0% 至 50 歲或以上的 82.1%)。
 (表 30 – 31)

(Tables 30 – 31)

Table 30: Whether agreeing that “it is morally wrong to download music / movies / TV shows from newsgroups / unauthorised websites knowing that it is an infringement of IP rights”

表 30：是否同意「在明知侵犯知識產權的情況下，
 仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電視節目是不道德的行為」

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Agree 同意	69.5	72.3	76.1	80.3
Disagree 不同意	22.5	20.7	19.8	17.3
Don't know / Hard to say 不知道 / 很難說	7.9	7.1	4.0	2.4
Sample 樣本：Among all persons who use the Internet 以所有有上網習慣的人士為基數	732	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 31: Whether agreeing that “it is morally wrong to download music / movies / TV shows from newsgroups / unauthorised websites knowing that it is an infringement of IP rights” – bivariate analysis

**表 31：是否同意「在明知侵犯知識產權的情況下，
仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電視節目是不道德的行為」 - 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	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 (%)
Agree 同意	75.5	75.8	67.0	76.9	82.1	70.8	73.9	78.8	75.6	75.3	72.1	75.5	80.2
Disagree 不同意	24.5	24.2	33.0	23.1	17.9	29.2	26.1	21.2	24.4	24.7	27.9	24.5	19.8
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	314	359	188	307	179	24 [#]	414	231	434	239	233	241	177
χ^2	0.008		11.870**			2.195			0.006		3.596		

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

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

About three-fifths of the Internet users interviewed (59.4%) agreed that “it is morally wrong to listen to the music or watch the movies / TV shows online knowing that they were pirated versions”; whereas 32.4% did not think so.

大約六成的互聯網使用者 (59.4%) 同意「在網絡上收聽或觀看明知是盜版的音樂 / 電影 / 電視節目是不道德的行為」；但 32.4% 並不認為是。

When analysed by demographics, it was observed that the older the respondents, the higher were the proportions of respondents agreed that it was morally wrong (ranging from 57.2% for those aged below 30 to 70.6% for those aged 50 or above).

以背景資料分析，發現年齡愈大的受訪者，同意此為是不道德的比例就愈高 (由 30 歲以下的 57.2% 至 50 歲或以上的 70.6%)。

(表 32 – 33)

(Tables 32 – 33)

Table 32: Whether agreeing that “it is morally wrong to listen to the music or watch the movies / TV shows online knowing that they were pirated versions”

表 32：是否同意「在網絡上收聽或觀看明知是盜版的音樂 / 電影 / 電視節目是不道德行為」

	2014 (%)
Agree 同意	59.4
Disagree 不同意	32.4
Don't know / Hard to say 不知道 / 很難說	8.2
Sample 樣本：Among all persons who use the Internet 以所有有上網習慣的人士為基數	732

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 33: Whether agreeing that “it is morally wrong to listen to the music or watch the movies / TV shows online knowing that they were pirated versions” – bivariate analysis

表 33：是否同意「在網絡上收聽或觀看明知是盜版的音樂 / 電影 / 電視節目是不道德行為」 - 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	Sec	Tertiary or above	Working	Non working	\$10,000		
						小學或 以下 (%)	中學 (%)	大專或 以上 (%)	在職 人士 (%)	非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Agree 同意	66.1	63.5	57.2	65.9	70.6	47.8	63.6	68.1	66.2	61.9	61.1	63.4	71.9
Disagree 不同意	33.9	36.5	42.8	34.1	29.4	52.2	36.4	31.9	33.8	38.1	38.9	36.6	28.1
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	313	359	187	308	177	23 [#]	412	232	435	236	229	243	178
χ^2	0.504		7.499*			4.259			1.263		5.514		

* 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

3.3.4 Possible risks of listening to pirated music, watching pirated movies / TV shows online or downloading music / movies / TV shows from unauthorised websites 在網絡上收聽盜版音樂、觀看盜版電影 / 盜版電視節目或在未經授權的網頁下載音樂 / 電影 / 電視節目可能會遇到的風險

The Internet users were asked about the risks of listening to pirated music, watching pirated movies / TV shows online or downloading music / movies / TV shows from unauthorised websites. The top three risks mentioned were: “computer may get virus” (36.2%), “computer may be hacked by hackers” (17.8%) and “fear of violating the law” (12.1%).

有上網習慣的受訪者均被問及在網絡上收聽盜版音樂、觀看盜版電影 / 盜版電視節目或在未經授權的網頁下載音樂 / 電影 / 電視節目可能會遇到的風險。首三個被提及的風險是：「電腦或會中毒」(36.2%)、「電腦或會被駭客入侵」(17.8%) 及「害怕觸犯法例」(12.1%)。

(Table 34)

(表 34)

Table 34: Possible Risks of listening to pirated music, watching pirated movies / TV shows online or downloading music / movies / TV shows from unauthorised websites (Spontaneous mention)

表 34：在網絡上收聽盜版音樂、觀看盜版電影 / 盜版電視節目或在未經授權的網頁下載音樂 / 電影 / 電視節目可能會遇到的風險 (沒有提示下作答)

	2014 (%)
Computer may get virus 電腦或會中毒	36.2
Computer may be hacked by hackers 電腦或會被駭客入侵	17.8
Fear of violating the law 害怕觸犯法例	12.1
May encounter high risk advertisements (e.g. pornography / fraudulent advertisements) 或會面對高風險廣告(如色情廣告 / 詐騙廣告)	8.3
May be fined 可能會被罰款	0.5
Infringement of IP rights 侵犯知識產權	0.1
No risk at all 沒有任何風險	21.5
Don't know / Hard to say 唔知道 / 好難講	13.7
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	732

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3.5 Effective methods to suppress Internet piracy

認為有效停止網上侵權行為的方法

In terms of the effective methods to suppress Internet piracy, 37.1% of the Internet users mentioned “more promotion through the mass media” (37.1%). It was followed by taking “more enforcement action” (30.9%), “more promotion in schools” (22.2%) and “amending of the law” (21.9%).

就有效停止網上侵權行為的方法，37.1%有上網習慣的受訪者提及「加強在媒體上的宣傳」(37.1%)。其次是「加強巡查和掃蕩」(30.9%)、「加強在學校的宣傳」(22.2%) 及「修改法例」(21.9%)。

(表 35)

(Table 35)

Table 35: Effective methods to suppress Internet piracy

表 35：認為有效停止網上侵權行為的方法

	2014 (%)
More promotion through the mass media 加強在媒體上的宣傳	37.1
More enforcement action 加強巡查和掃蕩	30.9
More promotion in schools (incl. primary, secondary & tertiary) 加強在學校的宣傳 (包括大中小學)	22.2
Amending the law 修改法例	21.9
Organising more promotion activities for the general public 多舉辦市民可以參與的宣傳活動	14.8
Increasing penalties 加重刑罰	1.2
Don't know / No comment 唔知道 / 沒有意見	13.8
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	732

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

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

As in the previous surveys, respondents were asked whether they would buy pirated or counterfeit goods. It was observed that 7.4% of the respondents indicated that they often / sometimes bought pirated or counterfeit goods, while 20.8% indicated that they seldom bought them, and about seven-tenths (69.9%) said they had never did.

與過去幾年的調查一樣，受訪者會被問及有否購買盜版或冒版貨品。結果顯示，7.4% 的受訪者表示他們經常 / 間中購買盜版或冒牌貨品；20.8% 表示很少購買；而大約七成 (69.9%) 則表示他們從不這樣做。

When compared to the 2008 surveys (with over 40% of the respondents claiming they have bought such goods), the percentage of respondents claiming they would buy pirated or counterfeit goods (around 30% since 2008) has gradually decreased.

與 2008 年前進行的調查相比 (超過 40% 的受訪者表示曾購買這類貨品)，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 30%) 正逐漸地下降。

(表 36)

(Table 36)

Table 36: Frequency of buying pirated or counterfeit goods

表 36：購買盜版或冒牌貨品的習慣

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Often 經常	0.2	0.5	0.1	0.2	0.7	0.9	2.8	1.2	1.7	2.7	3.3
Sometimes 間中	7.2	8.0	8.3	8.4	14.3	16.6	17.5	17.0	19.0	23.3	21.4
Seldom 很少	20.8	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	69.9	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	1.9	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	28.2	28.8	29.3	31.2	40.5	44.8	50.5	49.1	53.5	61.9	59.3
Sample 樣本	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

When analysed by demographics, it was observed that relatively higher proportions of respondents with secondary education level or above (about 30% or above), working persons (35.1%) and those with income of \$10,000 or above (about 30% or above) would buy pirated or counterfeit goods, as compared to respondents in other groups. Moreover, the younger the respondents, the higher were the proportions of respondents who would do so (ranging from 21.9% for those aged 50 or above to 38.0% for those aged below 30).

以背景資料作分析，發現具中學程度或以上（大約 30% 或以上）、在職（35.1%）及收入在 \$10,000 或以上（大約 30% 或以上）的受訪者比其他組別的受訪者有較高比例會購買盜版或冒牌貨品。此外，年齡愈小的受訪者，會這樣做的比例就愈高（由 50 歲或以上的 21.9% 至 30 歲以下的 38.0%）。

(表 37)

(Table 37)

Table 37: Frequency of buying pirated or counterfeit goods – bivariate analysis

表 37：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 (%)	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	31.2	26.8	38.0	31.5	21.9	12.3	31.6	29.8	35.1	21.7	22.4	36.7	29.7
Never 完全沒有	68.8	73.2	62.0	68.5	78.1	87.7	68.4	70.2	64.9	78.3	77.6	63.3	70.3
Sample 樣本	452	534	208	355	424	122	594	265	521	465	425	324	209
χ^2	2.328		19.616**			18.712**			21.528**		18.619**		

* *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。

Among those who admitted having bought pirated or counterfeit goods, 35.8% indicated that the items which they mostly bought were music CD / movie DVD or VCD, followed by clothing and accessories (28.0%) and toys / stationery / accessories (15.8%).

在那些表示會購買盜版或冒牌貨品的受訪者中，35.8% 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 (28.0%) 及玩具 / 文具 / 精品 (15.8%)。

While the top two most purchased pirated or counterfeit goods were similar to those in the last survey, the third category has changed from “computer software” (12.7% in 2012) to “toys / stationery / accessories”.

首兩類買得最多的盜版或冒牌貨品與上一次調查的相若，至於第三類則由 2012 年調查所得的“電腦軟件” (12.7%) 轉為“玩具 / 文具 / 精品”。

(表 38)

(Table 38)

Table 38: Most bought Pirated or counterfeit products

表 38：最多買的盜版或冒牌貨品

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Music CD / movie DVD or VCD 音樂 CD / 電影 DVD 或 VCD	35.8	51.3	57.8	56.2	63.8	63.0
Clothing & accessories 衣服 / 首飾	28.0	20.1	20.7	15.0	12.3	7.7
Toys / stationery / accessories 玩具 / 文具 / 精品	15.8	0.4	0.9	1.6	0.4	1.7
Computer software 電腦軟件	10.2	12.7	9.7	14.4	14.1	15.2
Game (e.g. PS2 / Wii) 遊戲 (例如：PS2 / Wii)	5.3	7.5	5.3	7.3	6.7	8.1
Photocopy book 影印參考書	2.5	6.6	4.7	3.8	2.1	1.9
Watch 手錶	2.5	1.4	0.9	0.6	0.5	1.2
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	284	288	294	313	488	544

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Among those respondents who claimed that they had never bought pirated or counterfeit goods 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” (33.8%). It was followed by “poor quality of pirated or counterfeit goods” (22.5%) and “genuine goods’ quality guaranteed” (21.0%).

那些表示從不購買盜版或冒牌貨品的受訪者被問及不這樣做的原因。最多被提及的原因是「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」(33.8%)，其次是「盜版或冒牌貨品質素差」(22.5%) 及「正版貨品質素有保證」(21.0%)。

(表 39)

(Table 39)

Table 39: Reasons for not buying pirated or counterfeit goods (Spontaneous mention)

表 39 : 不購買盜版或冒牌貨品的原因 (沒有提示下作答)

	2014	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	33.8	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	22.5	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	21.0	14.0	11.1	13.3	9.3	8.5	8.9	4.8	1.7
Seldom buy pirated / counterfeit goods 很少買盜版或冒牌貨品	12.7	8.5	6.6	10.9	4.0	3.0	3.4	6.9	10.0
Genuine goods are in better quality 正版貨品質素較佳	10.7	5.4	5.2	4.0	3.9	4.8	6.0	-	-
Immoral / Wrong to infringe others' IP rights 侵犯別人知識產權，是不道德行為 / 認為侵犯別人知識產權是不正確的	10.4	11.9	19.6	15.4	11.3	14.4	11.1	14.2	14.8
Fear of violation of IP laws 害怕觸犯法例	10.3	6.4	5.3	6.8	5.6	6.4	2.9	8.5	7.3
Affect own image 影響自己形象	5.3	8.0	3.5	4.1	4.7	7.2	4.1	-	-
Genuine goods have become cheaper 正版貨品價錢下跌	2.4	4.2	0.8	1.2	2.0	1.1	2.9	5.3	2.8
No money to buy pirated / counterfeit goods 沒有錢購買盜版或冒牌貨品	2.0	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	1.6	1.2	2.3	3.1	1.1	0.4	2.2	0.6	3.7
Seldom use DVD / VCD and software 很少用 DVD / VCD 及電腦軟件	1.3	1.9	5.0	1.6	7.6	9.5	12.3	-	-
Free download from other channels 有其他途徑免費下載	0.6	0.1	0.5	-	-	-	-	-	-
Detrimental to Hong Kong's economy 損害香港經濟	0.3	2.2	0.6	0.6	0.7	1.2	2.7	0.2	1.4
Detrimental to Hong Kong's law and order 損害香港治安	0.1	0.8	0.6	0.3	0.6	0.9	2.1	-	5.2
To educate the young generation and to act as moral role model 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 / 冒牌貨的人士為基數	702	696	699	676	704	670	588	385	358

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

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

是否同意「在明知侵犯知識產權的情況下仍然購買盜版 / 冒牌貨品是不道德行為」

In response to the question “do you agree that it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”, more than two-thirds of the respondents (67.4%) agreed, while 22.5% disagreed.

對於「是否同意在明知侵犯知識產權的情況下仍然購買盜版 / 冒牌貨品是不道德的行為」這問題的回應，超過六成半的受訪者 (67.4%) 表示同意；而 22.5% 則並不同意。

When compared to the last survey (70.8%), the proportion of respondents who considered such activities to be morally wrong has slightly decreased.

與上一次的調查 (70.8%) 相比，受訪者認為此行為是不道德的比例輕微下跌了。

When analysed by demographics, it was observed that relatively higher proportions of respondents with monthly personal income of \$20,000 or above considered such activities to be morally wrong (83.8%). Separately, the older the respondents, the higher were the proportions of respondents who considered such activities to be morally wrong (ranging from 67.0% for those aged below 30 to 78.9% for those aged 50 or above).

以背景資料分析，發現個人每月收入在 \$20,000 或以上的受訪者有較高的比例認為此行為是不道德 (83.8%)。另一方面，年齡愈大的受訪者，認為此行為是不道德的比例就愈高 (由 30 歲以下的 67.0% 至 50 歲或以上的 78.9%)。

(表 40 – 41)

(Tables 40 – 41)

Table 40: Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights ”

表 40：是否同意「在明知侵犯知識產權的情況下仍然購買盜版 / 冒牌貨品是不道德行為」

	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Agree 同意	67.4	70.8	74.2	79.9	66.5	64.6	67.0	67.8	68.2	59.8	56.4
Disagree 不同意	22.5	21.2	20.7	16.3	24.5	26.8	22.5	23.1	24.0	31.1	30.5
Don't know / Hard to say 不知道 / 很難說	10.1	8.1	5.0	3.9	9.0	8.5	10.6	9.1	7.7	9.2	13.1
Sample 樣本	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 41: Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights” – bivariate analysis

表 41：是否同意「在明知侵犯知識產權的情況下仍然購買盜版 / 冒牌貨品是不道德行為」

– 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 (%)
Agree 同意	78.5	71.9	67.0	74.9	78.9	78.5	74.0	75.0	75.6	74.3	73.9	71.7	83.8
Disagree 不同意	21.5	28.1	33.0	25.1	21.1	21.5	26.0	25.0	24.4	25.7	26.1	28.3	16.2
Sample 樣本	410	495	200	307	398	121	530	248	468	435	398	286	191
χ^2	5.226*		10.022**			1.087			0.232		9.825**		

* 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。

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

When asked whether the respondents had ever heard of the “No Fakes Pledge” Scheme, more than two-fifths of the respondents (48.7%) replied “yes”, which was higher than 42.5% in the last survey. Those who were aware of the Scheme were more likely to be working persons (52.9%). In addition, the younger the respondents, the higher were the proportions of respondents who were aware of it (ranging from 42.8% for those aged 50 or above to 61.8% for those aged below 30).

當受訪者被問到有否聽過「正版正貨承諾」計劃時，超過四成的受訪者 (48.7%) 表示「有」，比例較上一次調查的 42.5% 上升了。認知此計劃的受訪者較傾向是在職的人士 (52.9%)。另一方面，年齡愈小的受訪者，認知的比例就愈高 (由 50 歲或以上的 42.8% 至 30 歲以下的 61.8%)。

The major channels of acquainting with the Scheme were respectively television advertisements (71.0%), stickers / tent cards in shops (16.3%) and newspapers / magazines (15.3%).

最主要認知此計劃的渠道分別是電視廣告 (71.0%)、商戶標貼 / 座檯咭 (16.3%) 及報紙 / 雜誌 (15.3%)。

(表 42 – 44)

(Tables 42 – 44)

Table 42: Whether having ever heard of the “No Fakes Pledge” Scheme

表 42：有否聽過「正版正貨承諾」計劃

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	48.7	42.5	34.5	50.1
No 沒有	51.3	57.5	65.5	49.9
Sample 樣本	1 005	1 001	1 005	1 003

Table 43: Whether having ever heard of the “No Fakes Pledge” Scheme – bivariate analysis

表 43：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	49.6	48.0	61.8	48.3	42.8	37.9	49.9	51.1	52.9	43.9	44.8	50.6	54.9
No 沒有	50.4	52.0	38.2	51.7	57.2	62.1	50.1	48.9	47.1	56.1	55.2	49.4	45.1
Sample 樣本	458	548	207	362	435	124	607	268	531	474	431	328	213
χ^2	0.246		20.461**			6.773*			8.187**		6.409*		

* 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 44: Channels of acquaintance (Spontaneous mention)

表 44：認知的渠道 (沒有提示下作答)

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Television advertisements 電視廣告	71.0	72.8	76.8	84.5
Stickers / tent cards in shops 商戶標貼 / 座檯咭	16.3	13.9	13.5	9.1
Newspapers / magazines 報紙 / 雜誌	15.3	14.4	14.1	15.3
MTR advertisements 港鐵廣告	12.2	3.4	2.1	2.0
Advertisements on bus 巴士廣告	7.5	2.1	2.3	0.8
Radio programmes 電台節目	4.7	4.0	6.2	6.0
Word of mouth by friends / relatives / colleagues 親友 / 同事提及	3.9	4.7	3.1	1.6
Internet 互聯網	3.7	4.4	2.8	0.6
Advertisements in airport / trolleys 機場廣告 / 手推車廣告	1.0	0.5	-	0.2
In class / school activities 課堂 / 學校活動	0.2	0.4	0.3	0.6
Exhibition / Seminars 展覽 / 講座	0.2	0.2	0.6	-
Advertisements on smartphone apps 智能手機應用程式廣告	0.2	-	-	-
Poster and other publicity materials 海報及其他宣傳品	-	0.5	1.1	-
TV Programmes 電視節目	-	0.5	0.5	-
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	0.2	0.5	0.6	0.4
Sample : Among all persons who were aware 樣本：以所有認知的人士為基數	490	426	347	503

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Among those who indicated awareness of the “No Fakes Pledge” Scheme, more than four-fifths (87.0%) considered that the Scheme was very / quite helpful in building the confidence of consumers and tourists for shopping in Hong Kong, or in strengthening the Hong Kong’s status as a shoppers’ paradise. The finding was higher than the last survey result of 81.5%. By contrast, only 12.2% considered that the Scheme was not quite helpful / not helpful at all.

在那些認知「正版正貨承諾」計劃的受訪者中，有超過八成 (87.0%) 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，比例較上一次調查結果—81.5% 為高。相反地，只有 12.2% 認為此計劃幫助不大 / 完全沒有幫助。

When analysed by different sub-groups the responses were, no significant difference was observed.

以不同小組分析答覆，發現並沒有明顯差別。

(Tables 45 – 46)

(表 45 – 46)

Table 45: Considering whether the “No Fakes Pledge” Scheme could help building the confidence of consumers and tourists in shopping in Hong Kong, or strengthening the Hong Kong’s status as a shoppers’ paradise

表 45：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

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Very helpful 非常有幫助	22.1	24.6	28.9	20.7
Quite helpful 頗有幫助	64.9	56.9	54.5	63.2
Not quite helpful 幫助不大	11.6	13.4	14.6	12.9
Not helpful at all 完全沒有幫助	0.6	3.7	0.5	1.4
Don't know / Hard to say 不知道 / 很難說	0.8	1.4	1.5	1.8
Very / quite helpful 非常有幫助 / 頗有幫助	87.0	81.5	83.4	83.9
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	12.2	17.1	15.1	14.3
Sample : Among all persons who were aware 樣本：以所有認知的人士為基數	490	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 46: Considering whether the “No Fakes Pledge” Scheme could help building the confidence of consumers and tourists in shopping in Hong Kong, or strengthening the Hong Kong’s status as a shoppers’ paradise – bivariate analysis

表 46：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 (%)	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 (%)
Very / quite helpful 非常有幫助 / 頗有幫助	87.1	88.1	92.2	85.0	87.0	80.9	87.7	89.6	88.2	86.8	85.9	87.3	91.4
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	12.9	11.9	7.8	15.0	13.0	19.1	12.3	10.4	11.8	13.2	14.1	12.7	8.6
Sample: Among all persons who were aware 樣本：以所有認知的人士為 基數	224	261	128	173	185	47	302	135	280	205	191	166	116
χ^2	0.127		3.649			2.489			0.209		2.076		

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。

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

Regarding the public's attitude towards the long-term development of IP rights, most of the respondents considered that the protection of IP rights would be very / quite helpful to the development of the local creative industries (70.9%) and the overall economic development of Hong Kong (63.1%). Only 6.8% and 9.0% respectively considered it not quite helpful / not helpful at all.

就市民對保護知識產權長遠發展的意見，大多數受訪者認為保護知識產權對促進本地創意產業發展 (70.9%) 及香港整體經濟發展 (63.1%) 非常有幫助 / 頗有幫助。分別只有 6.8% 及 9.0% 認為幫助不大 / 完全沒有幫助。

The proportions of respondents considering the protection of IP rights to be very / quite helpful were slightly lower than those in the last survey (73.0% and 65.3% respectively).

受訪者認為保護知識產權非常 / 頗有幫助的比例較上一次調查的 (分別是 73.0% 及 65.3%) 相對略低。

When analysed by demographics, it was observed that relatively higher proportions of respondents aged 30 – 49 (78.1%) and those with monthly personal income of \$20,000 or above (81.1%) considered that the protection of IP rights could be very / quite helpful to the development of the local creative industries.

以背景資料作分析，發現年齡在 30 – 49 歲 (78.1%) 及個人每月收入在 \$20,000 或以上 (81.1%) 的受訪者有較高比例認為保護知識產權對促進本地創意產業發展非常 / 頗有幫助。

With regard to the overall economic development of Hong Kong, relatively higher proportion of respondents with monthly personal income of \$20,000 or above (75.7%) considered the protection of IP rights to be very / quite helpful.

至於對香港整體經濟發展，發現個人每月收入在 \$20,000 或以上的受訪者有較高比例認為保護知識產權非常 / 頗有幫助 (75.7%)。

(表 47a – 48b)

(Tables 47a – 48b)

**Table 47a: Whether the protection of IP rights could help
the development of the local creative industries**

表 47a：認為保護知識產權對促進本地創意產業發展是否有幫助

	2014	2012	2010	2008	2005	2004	2003
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very helpful 非常有幫助	22.3	27.5	30.5	23.9	23.3	27.0	34.0
Quite helpful 頗有幫助	48.6	45.5	52.5	52.1	54.2	55.0	46.1
Average 一般	21.1	15.4	11.1	16.3	12.4	10.2	7.4
Not quite helpful 幫助不大	6.5	7.3	3.7	4.6	6.0	4.9	6.1
Not helpful at all 完全沒有幫助	0.3	2.4	0.4	1.0	1.4	1.7	1.3
Don't know / Hard to say 不知道 / 很難說	1.3	1.9	1.7	2.1	2.7	1.3	5.1
Very / quite helpful 非常有幫助 / 頗有幫助	70.9	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	6.8	9.7	4.1	5.6	7.3	6.5	7.4
Sample 樣本	1 005	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 47b: Whether the protection of IP rights could help
the overall economic development of Hong Kong**

表 47b：認為保護知識產權對促進香港整體經濟發展是否有幫助

	2014	2012	2010	2008	2005	2004	2003
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very helpful 非常有幫助	14.4	18.4	21.4	14.5	18.1	20.8	24.2
Quite helpful 頗有幫助	48.7	46.9	49.7	47.5	52.4	51.7	44.0
Average 一般	26.3	17.9	17.2	23.0	14.3	10.3	13.1
Not quite helpful 幫助不大	8.5	10.0	7.4	9.7	9.1	10.2	10.5
Not helpful at all 完全沒有幫助	0.5	3.0	0.7	1.1	2.4	3.4	1.3
Don't know / Hard to say 不知道 / 很難說	1.6	3.6	3.6	4.3	3.7	3.6	6.9
Very / quite helpful 非常有幫助 / 頗有幫助	63.1	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	9.0	13.0	8.1	10.8	11.4	13.5	11.7
Sample 樣本	1 005	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 48a: Whether the protection of IP rights could help

the development of the local creative industries – bivariate analysis

表 48a：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	70.9	72.5	54.3	78.1	74.9	72.5	69.8	75.3	71.5	72.1	71.0	66.7	81.1
Average 一般	20.5	22.1	41.3	13.9	18.0	19.2	24.5	15.7	21.7	21.0	22.3	26.6	12.7
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	8.6	5.4	4.3	8.0	7.1	8.3	5.7	9.0	6.8	6.9	6.7	6.7	6.1
Sample 樣本	453	539	208	361	423	120	600	267	529	463	421	327	212
χ^2	4.117		64.823**			11.109*			0.092		15.457**		

* 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 48b: Whether the protection of IP rights could help

the overall economic development of Hong Kong – bivariate analysis

表 48b：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	62.3	65.6	57.2	64.5	67.1	67.2	64.2	62.3	64.3	63.9	65.4	55.2	75.7
Average 一般	28.2	25.5	32.2	25.8	24.9	22.4	27.2	27.6	27.0	26.3	26.1	34.7	16.7
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	9.5	8.9	10.6	9.7	8.1	10.3	8.7	10.1	8.7	9.7	8.5	10.1	7.6
Sample 樣本	451	538	208	361	422	116	600	268	526	463	422	326	210
χ^2	1.186		6.258			1.809			0.297		25.102**		

* 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。

With regard to the areas to which the Government should devote more resources for IP rights protection, the result is similar to the previous surveys. Relatively speaking, a greater proportion of the respondents thought that more resources should be used on promotion through the mass media (42.5%). This was followed by taking more enforcement action (25.8%) and more promotion in schools (24.1%).

對於政府應該投放更多資源在哪方面以保護知識產權，結果與過往的調查相似。相對而言，較多比例的受訪者認為應投放更多資源加強媒體上的宣傳 (42.5%)，其次是加強巡查和掃蕩 (25.8%) 及加強在學校的宣傳 (24.1%)。

(表 49)

(Table 49)

Table 49: Areas to which the Government should devote more resources (Spontaneous mention)

表 49：認為政府應該投放更多資源在哪方面 (沒有提示下作答)

	2014 (%)	2012 (%)	2010 (%)	2008 (%)
More promotion through the mass media 加強在媒體上的宣傳	42.5	36.6	44.8	56.6
More enforcement action 加強巡查和掃蕩	25.8	22.1	27.9	17.6
More promotion in schools (incl. primary, secondary & tertiary) 加強在學校的宣傳 (包括大中小學)	24.1	32.3	46.8	50.1
Organise more activities for the general public 多舉辦市民可以參與的宣傳活動	15.9	9.8	7.6	10.5
Enhance penalties 加重刑罰	10.5	22.7	25.2	25.8
Amendment of the law 修改法例	7.4	-	-	-
Help the development of local creative industries 促進本地創意產業發展	1.8	1.0	1.6	0.1
Don't know / Hard to say 不知道 / 很難說	13.6	11.2	0.9	1.4
Considered not necessary to devote more resources 認為不需要投放更多資源	2.7	4.7	-	-
Sample 樣本	1 005	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 devote more resources in protecting IP rights in long term? [If definitely / quite necessary] What should the Government do?".

註：(1) 由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

(2) 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保護知識產權方面呢？[如果非常 / 幾應該] 咁政府應該喺邊方面做功夫呢？”。

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”, more than one-fifth of the respondents (23.8%) could spontaneously recall the Intellectual Property Department (IPD). The percentage which was slightly higher than 19.8% in the last survey. Nevertheless, most of the respondents (56.7%) declared “don’t know” and the remaining 19.5% misunderstood that it was other government departments 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受訪者超過兩成(23.8%)，百份比較上一次調查的 19.8% 略高。然而，多數受訪者 (56.7%) 表示「不知道」，餘下的 19.5% 則誤以為是由其他政府部門負責。

(表 50 – 51)

(Tables 50 – 51)

Table 50: The government department that is responsible for promoting the protection of IP rights in Hong Kong (Spontaneous mention)

表 50：香港負責推廣保護知識產權的政府部門（沒有提示下作答）

	2014 (%)	2012 (%)
Intellectual Property Department / IPD 知識產權署	23.8	19.8
Customs and Excise Department 香港海關	16.0	10.8
Hong Kong Police 香港警務處	2.8	0.4
Commerce and Economic Development Bureau 商務及經濟發展局	0.3	-
Trade & Industry Department 工業貿易處	0.2	-
Education Bureau 教育局	0.1	0.1
Hong Kong Trade Development Council 香港貿易發展局	-	0.3
Television & Entertainment Licensing Authority 影視處	-	0.2
Don't know 不知道	56.7	68.4
Sample 樣本	1 005	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 51: The government department that is responsible for promoting the protection of IP rights in Hong Kong (Spontaneous mention)

表 51：香港負責推廣保護知識產權的政府部門（沒有提示下作答）

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Intellectual Property Department / IPD 知識產權署	23.8	19.8	14.8	17.2	15.4	13.5	10.5
Other wrong answers 其他錯誤答案	19.5	11.8	15.7	11.2	14.1	15.8	9.5
Don't know 不知道	56.7	68.4	69.5	71.6	70.5	70.7	80.0
Sample 樣本	1 005	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 working persons (30.1%) and those with income of \$10,000 or above (over 25%) were aware that IPD was responsible for promoting the protection of IP rights in Hong Kong. Moreover, the younger the respondents and the higher the education level, the higher were the proportions of respondents who were aware of this (ranging from 12.2% for those aged 50 or above to 38.0% for those aged below 30; and from 4.0% for primary or below to 29.5% for tertiary or above).

以背景資料分析，發現有較高比例的在職 (30.1%) 及收入在 \$10,000 或以上 (超過 25%) 的受訪者知道知識產權署是香港負責推廣保護知識產權的政府部門。此外，年齡愈小及教育程度愈高的受訪者，表示知道的比例就愈高 (由 50 歲或以上的 12.2% 至 30 歲以下的 38.0%；及小學或以下的 4.0% 至大專或以上的 29.5%)。

(Table 52)

(Table 52)

Table 52: Awareness of the Intellectual Property Department – bivariate analysis

表 52：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 (%)	Non working 非在職 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
	Aware 知道	24.7	23.2	38.0	29.8	12.2	4.0	25.2	29.5	30.1	16.9	15.5	31.9
Not aware 不知道	75.3	76.8	62.0	70.2	87.8	96.0	74.8	70.5	69.9	83.1	84.5	68.1	71.4
Sample 樣本	458	547	208	362	435	125	607	268	531	474	432	329	213
χ^2	0.290		62.548**			32.535**			24.203**		30.952**		

* 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%。

Those who were aware that IPD is the department which was responsible for promoting the protection of IP rights were further asked about the scope of duties of IPD. About half (50.4%) were aware that IPD was responsible for “promoting awareness on IP rights protection”. It was followed by “registration of trade marks” (28.0%) and “registration of patents” (24.2%). Both findings were relatively higher than those in the last survey (15.8% and 12.0%). Nevertheless, some still (37.8%) mistook that “combating piracy and counterfeiting” was one of IPD’s duties, which was relatively higher than 27.3% in the last survey. Besides, 20.9% respondents indicated that they were not aware of the duties of the IPD.

When analysed by different sub-groups the responses were, no significant difference was observed.

(Tables 53 – 54)

知道推廣保護知識產權是知識產權署的受訪者進一步被問及對知識產權署工作範圍的認知。有半數上述的受訪者 (50.4%) 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」(28.0%) 及「專利註冊」(24.2%)，兩者比例較上一次調查的 15.8% 及 12.0% 為高。不過，部分受訪者 (37.8%) 誤以為「打擊盜版 / 掃蕩冒牌」是知識產權署的工作範圍之一，比例較上一次調查的 27.3% 相對為高。另外，20.9% 表示並不知道知識產權署工作的範圍。

以不同小組分析答覆，發現並沒有明顯差別。

(表 53 – 54)

Table 53: Awareness of the duties of IPD (Spontaneous mention)

表 53：對知識產權署工作範圍的認知 (沒有提示下作答)

	2014 (%)	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	50.4	52.0	37.9	44.5	53.4	38.9	22.5
Registration of trade marks 商標註冊	28.0	15.8	18.5	13.3	20.7	26.4	17.7
Registration of patents 專利註冊	24.2	12.0	15.3	10.4	15.3	18.4	12.8
Registration of designs 外觀設計註冊	6.2	4.5	5.9	0.6	-	-	5.8
Public education 公民教育	5.0	11.2	7.8	4.0	9.1	7.6	9.5
Government's intellectual property legal advisor 作為政府的知識產權法律顧問	4.2	2.5	-	2.3	0.4	1.0	1.1
Cooperate with Customs 與海關合作	2.5	6.2	3.7	1.2	4.8	4.4	6.2
Incorrect							
不正確							
Combat piracy and counterfeiting 打擊盜版 / 掃蕩冒牌	37.8	27.3	20.6	30.6	25.0	28.3	21.0
Investigate into infringing activities 調查侵權活動	11.2	9.1	6.3	3.5	5.7	8.7	3.5
Enact legislation 立法	9.5	9.9	6.8	6.4	4.5	6.9	2.2
Receiving complaints and reports of piracy 接受盜版及冒牌的投訴及舉報	3.7	3.0	4.4	4.0	4.7	3.7	9.5
Don't know 不知道	20.9	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	240	199	149	173	186	164	129

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 54: Awareness of the duties of IPD – bivariate analysis

表 54：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	Female	< 30	30 – 49	≥ 50	Primary or below	Sec	Tertiary or above	Working	Non working	< \$10,000	– \$19,999	≥ \$20,000
	男 (%)	女 (%)	(%)	(%)	(%)	小學或 以下 (%)	中學 (%)	大專或 以上 (%)	在職 人士 (%)	非在職 人士 (%)	(%)	(%)	(%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	43.3	44.4	46.8	44.4	39.5	11.1	45.0	43.2	47.5	37.2	37.3	45.5	51.1
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”)	56.7	55.6	53.2	55.6	60.5	88.9	55.0	56.8	52.5	62.8	62.7	54.5	48.9
Sample: Among all persons who were aware of IPD 樣本：以所有認知知識產權署的人士為基數	178	196	109	178	86	9 [#]	229	132	244	129	110	156	94
χ^2	0.048		1.051			4.050			3.656		4.032		

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

Respondents were asked whether they had encountered any IPD's advertising or promotional activities from different channels in the past two years. 42.0% of the respondents claimed that they had seen the advertising or promotional messages on television, followed by promotions on "No Fakes Pledge" Scheme (7.8%) and print advertisement / promotional materials (4.8%). Yet, more than two-fifths (48.6%) claimed that they did not remember or had never seen / heard / encountered any of IPD's advertising or promotional activities.

When comparing with the result of the last survey (57.7%), the awareness level of IPD's advertising or promotional activities (51.4%) had declined.

When analysed by demographics, it was observed that relatively higher proportions of working persons were aware of the advertising or promotional activities of IPD (55.9%). On the other hand, the younger the respondents and the higher the education level, the higher were the awareness proportions (ranging from 43.7% for those aged 50 or above to 69.1% for those aged below 30; and from 37.9% for primary or below to 57.1% for tertiary or above).

(Tables 55 – 57)

受訪者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。42.0% 的受訪者表示曾經從電視看過有關的廣告或宣傳訊息，其次是「正版正貨承諾」宣傳(7.8%) 及印刷廣告 / 宣傳物品 (4.8%)。不過，超過四成受訪者(48.6%) 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 (57.7%) 比較，對知識產權署的廣告或宣傳活動的認知程度 (51.4%) 下降了。

以背景資料分析，發現在職的受訪者相對有較高比例認知知識產權署的廣告或宣傳活動 (55.9%)。另一方面，年齡愈小及教育程度愈高的受訪者，認知的比例就愈高 (由 50 歲或以上的 43.7% 至 30 歲以下的 69.1%；由小學或以下的 37.9% 至大專或以上的 57.1%)。

(表 55 – 57)

Table 55: Awareness of the IPD's advertising and promotional activities (Spontaneous mention)

表 55：對知識產權署的廣告及宣傳活動的認知（沒有提示下作答）

	2014 (%)
Television	42.0
電視	
- "To get the real deal look for the 'No Fakes' logo" 認「正」字買「正」貨	10.2
- Look for the "No Fakes" sign and you can be confident of getting genuine goods 購物認「正」字 安心買「正」貨	9.9
- "Anti-camcording in Cinemas" (featuring Simon Yam) 反戲院盜錄宣傳片（由任達華主演）	4.6
- "Don't sell counterfeits and pirated goods over the Internet" 切勿在網上售賣冒牌或盜版貨品	2.4
- "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）	2.4
- "Differences between trade mark 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）	2.0
- "Let's be imaginative, creative; let's protect IP rights (McMug)" 《想像、創作、保護知識產權（麥嘜）》	1.4
- "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）	0.8
- Television, but cannot recall which advertisement / programme 電視見到，但記不起哪個廣告 / 特輯	17.3
Promotions on "No Fakes Pledge" Scheme	7.8
「正版正貨承諾」計劃宣傳	
- "No Fakes Pledge" advertisement in MTR stations 於港鐵內之「正版正貨承諾」廣告	2.6
- "No Fakes Pledge" advertisement on buses 於巴士內之「正版正貨承諾」廣告	1.7
- "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	1.4
- "No Fakes Pledge" stickers / tent cards / posters in retail shops 零售商戶展示「正版正貨承諾」標貼 / 座檯咭 / 海報	1.2
- "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）	1.1
- "No Fakes Pledge" advertisement in MTR stations (in platform / on the train) 於港鐵內播放的「正版正貨承諾」計劃電視宣傳片（列車月台 / 列車內）	1.0
- 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	0.9
- TV API of "Look for the "No Fakes" sign and you can be confident of getting genuine goods" 購物認「正」字 安心買「正」貨電視宣傳片	0.8
- "No Fakes Pledge" leaflets 「正版正貨承諾」宣傳單張	0.7
- "No Fakes Pledge" Scheme posters 「正版正貨承諾」計劃海報	0.1
Sample	1 005
樣本	

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 55: Awareness of the IPD's advertising and promotional activities (Spontaneous mention) (con't)

表 55：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)

	2014 (%)
Print advertisement / promotional materials	4.8
印刷廣告 / 宣傳物品	
- Booklet "Guidance Note on Prevention of End-User Piracy in Business" 《有關防止業務最終使用者盜版行為的指引》小冊子	0.4
- Booklet "Trade mark Protection in Hong Kong" 《香港的商標保護》小冊子	0.3
- Comic Series on "The Art of War and Intellectual Property Protection" 「孫子兵法與知識產權保護」漫話系列	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
- Booklet "Patent Protection in Hong Kong" 《香港的專利保護》小冊子	0.1
- Booklet "Design Protection in Hong Kong" 《香港的外觀設計保護》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
- Comics on Intellectual Property 漫「話」知識產權	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	3.8
Promotions on "Copyright (Amendment) Bill 2014" 《2014 年版權 (修訂) 條例草案》的宣傳	2.7
- Advertisements on internet 於互聯網上刊登之廣告	1.8
- Advertisements in newspaper 於報章刊登之廣告	1.2
Other promotion channels	1.4
其他宣傳渠道	
- IPD Website 知識產權署網頁	1.0
- World Intellectual Property Day "I Pledge" Original Movies and Music 世界知識產權日「我承諾」原創·電影·音樂	0.2
- Seminars in primary & secondary schools 中小學講座	0.2
- "I Pledge" Live Band Show 我承諾·原創 Live Band Festival	0.1
- Seminars in universities or tertiary educational institutions 大專院校講座	0.1
- Respect for Intellectual Property Rights on the Internet Drawing Competition 尊重互聯網上的知識產權繪畫比賽	0.1
Sample	1 005
樣本	

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 55: Awareness of the IPD's advertising and promotional activities (Spontaneous mention) (con't)

表 55：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)

	2014 (%)
Exhibitions	1.2
展覽活動	
- "Hong Kong Book Fair" 香港書展	0.3
- Business of IP Asia Forum 亞洲知識產權營商論壇	0.1
- "Hong Kong Computer & Communications Festival" 香港電腦通訊節	0.1
- Exhibitions, but cannot recall which one 展覽見到，但記不起是哪個展覽	0.7
Radio	1.2
電台	
None	36.7
沒有看過 / 聽過 / 接觸過任何宣傳	
Do not remember	11.9
記不起	
Sample	1 005
樣本	

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 56: Whether encountered IPD's advertising / promotional messages on television, radio or other channels in the past two years

表 56：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

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Television 電視	42.0	50.1	60.4	76.9	64.5	51.4	55.0
Promotions on "No Fakes Pledge" Scheme 「正版正貨承諾」宣傳	7.8	4.3	4.5	10.7	-	-	-
Print advertisement / promotional materials 印刷廣告 / 宣傳物品	4.8	5.3	9.2	9.6	11.9	7.3	7.8
Promotions on "Copyright (Amendment) Bill 2014" 《2014 年版權（修訂）條例草案》的宣傳	2.7	-	-	-	-	-	-
Other promotion channels 其他宣傳渠道	1.4	1.7	1.4	2.2	0.7	1.0	2.2
Radio 電台	1.2	8.2	13.4	13.1	14.4	9.9	10.0
Exhibitions 展覽活動	1.2	1.3	3.4	1.3	0.9	1.0	1.2
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	51.4	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	36.7	32.1	29.3	12.0	29.9	37.5	30.9
Do not remember 記不起	11.9	10.2	2.3	7.6	1.3	5.1	6.5
Sample 樣本	1 005	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) 由於受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 57: Awareness of the IPD's advertising and promotional activities – bivariate analysis

表 57：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		
											< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Aware 認知	48.9	53.6	69.1	50.8	43.7	37.9	52.2	57.1	55.9	46.5	48.0	51.7	58.2
Not aware (incl. "do not remember") 不認知 (包括 "記不起")	51.1	46.4	30.9	49.2	56.3	62.1	47.8	42.9	44.1	53.5	52.0	48.3	41.8
Sample 樣本	458	547	207	362	435	124	607	268	531	475	431	329	213
χ^2	2.164		36.339**			12.636**			8.880**		5.930		

* 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 the Hong Kong public 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

60.8% of the respondents considered that the promotional activities held by IPD were very / quite effective in raising the awareness of the Hong Kong public on protecting IP rights, which was slightly lower than the finding in last survey (63.4%). Conversely, 36.3% considered quite / very ineffective.

60.8%的受訪者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，較上一次的調查 (63.4%) 略低。相反地，36.3%認為不大有效 / 完全沒有效。

When analysed by different sub-groups the responses were, no significant difference was observed.

以不同小組分析答覆，發現並沒有明顯差別。

(Tables 58 – 59)

(表 58 – 59)

Table 58: Effectiveness of the promotional activities held by the IPD in raising the awareness of the Hong Kong public on protecting IP rights

表 58：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

	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very effective 很有效	5.3	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	55.5	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	30.9	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	5.4	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	3.0	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	60.8	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	36.3	32.8	32.9	26.9	35.5	35.6	38.0	38.0	36.7	36.8	33.6
Sample 樣本	1 005	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 59: Effectiveness of the promotional activities held by the IPD in raising the awareness of the Hong Kong public on protecting IP rights – bivariate analysis

表 59：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	Sec	Tertiary or above	Working	Non working	\$10,000		
						小學或 以下 (%)	中學 (%)	大專或 以上 (%)	在職 人士 (%)	非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Very / quite effective 很有效 / 頗有效	62.3	63.0	65.2	61.6	62.2	63.5	64.3	58.6	61.7	63.8	63.6	65.5	60.0
Quite / very ineffective 不大有效 / 完全沒有效	37.7	37.0	34.8	38.4	37.8	36.5	35.7	41.4	38.3	36.2	36.4	34.5	40.0
Sample 樣本	451	524	204	357	415	115	591	263	522	453	412	322	210
χ^2	0.047		0.765			2.604			0.462		1.681		

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, respondents were asked to give suggestions on the most effective channel to promote the protection of IP rights. Most of the respondents still considered that television was the most effective channel (70.9%). This was followed by newspaper / magazine (23.0%), Internet website (22.7%) and radio (20.4%). Despite the result, the trend of choosing television as the preferred channel has decreased (from 72% - 85% in 2002 – 2012 to 70.9% in 2014); whereas the trend for preferring Internet website has increased from 7% - 17% in 2002 – 2012 to 22.7% in 2014.

(Table 60)

最後，受訪者被問到認為宣傳知識產權的最有效途徑。大多數受訪者仍認為電視是最有效途徑 (70.9%)，其次是報章 / 雜誌 (23.0%)、互聯網頁 (22.7%) 及電台 (20.4%)。儘管結果如此，電視作為首選渠道的百分比則有下跌的趨勢 (由 2002 年 – 2012 年的 72% - 85% 至 2014 年的 70.9%)。反觀提出互聯網頁為最有效宣傳途徑的百分比則由 2002 年 – 2012 年的 7% - 17% 上升至 2014 年的 22.7%。

(表 60)

Table 60: Perceived most effective channel to place the advertisements

for promoting the protection of IP rights

表 60：認為宣傳知識產權的最有效途徑

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Television 電視	70.9	76.2	82.6	84.6	79.6	80.3	72.0	71.5	64.6	61.6	65.5
Newspaper / magazine 報章 / 雜誌	23.0	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	22.7	16.6	11.6	12.6	8.2	8.2	7.2	6.2	5.6	4.5	4.3
Radio 電台	20.4	16.4	23.6	20.8	27.6	30.2	19.9	15.9	14.3	12.7	13.3
School 學校	19.1	22.8	14.9	15.6	11.1	11.9	14.8	5.1	4.5	3.3	2.8
Poster & other promotional items 海報及其他宣傳品	7.9	5.0	7.9	6.8	7.4	8.0	9.7	4.7	4.8	4.1	5.7
Advertisements in MTR 港鐵廣告	5.9	5.5	7.0	7.1	5.6	4.4	3.9	-	-	-	-
Movie stars or singers 以電影明星或歌星宣傳	5.9	5.4	0.7	1.5	1.5	1.3	1.5	-	-	-	-
Email / website advertisement 電郵 / 網頁廣告	5.7	6.9	7.3	1.0	1.6	1.3	1.1	-	-	-	-
Advertisements on bus 巴士廣告	4.7	5.5	6.8	7.3	-	-	-	-	-	-	-
IPD's activities 知識產權署活動	3.7	2.9	2.8	1.0	2.9	3.2	2.5	1.0	1.5	1.2	1.0
Smartphone apps 智能手機應用程式	3.5	1.4	-	-	-	-	-	-	-	-	-
Append to genuine goods 附在正版商品上	2.1	1.3	0.6	1.3	0.8	1.1	0.1	-	-	-	-
Computer Expo 電腦展覽	1.3	0.4	0.2	0.6	0.2	-	0.5	-	-	-	-
Telephone hotline 設立電話熱線	1.2	1.7	-	0.1	0.1	-	0.3	-	-	-	-
Cinema / movie 戲院 / 電影	1.1	1.9	1.9	1.2	1.2	1.3	0.2	-	-	-	-
Workplace 工作地點	0.8	0.5	0.9	0.5	0.3	0.1	0.1	-	-	-	-
Recreation and cultural venues 文娛場地	0.4	-	0.7	-	-	-	-	-	-	-	-
Seminars / open forums 講座 / 公開論壇	0.2	0.3	0.1	-	-	1.0	0.3	-	-	-	-
Sample 樣本	1 005	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：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

**Table 60: Perceived most effective channel to place the advertisements
for promoting the protection of IP rights (con't)**

表 60：認為宣傳知識產權的最有效途徑 (續)

	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Shopping centres 商場	-	0.2	0.6	0.2	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-
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	3.4	0.3	0.3	2.4	7.6	6.1	13.1	16.8	19.1	25.1	19.8
Sample 樣本	1 005	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：由於受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 (1 005)	Successful enumerated 成功訪問	1 005	
Unsuccessful cases 不成功個案 (916)	Mid-way termination 中途拒絕	22	
	No answer 無人接聽	348	
	Busy line 對方通話中 / 未能打通	59	
	Selected person not at home 被抽中的受訪者不在家	62	
	Answer machine 電話留言	37	
	Spontaneous refusal 接通即拒絕	189	
	Refusal 讀出前言後拒絕接受訪問	172	
	Language problem 語言障礙	27	
	Invalid cases 非目標個案 (279)	No response after dialing 撥號後無聲無反應 / 需輸入密碼	203
		Non-residential number 非住宅號碼	47
Fax number 傳真號碼		18	
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		11	
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	30	3.0	194 400	3.0
20 – 24	36	3.6	215 800	3.4
25 – 29	34	3.4	224 100	3.5
30 – 39	73	7.3	462 300	7.2
40 – 49	81	8.1	500 300	7.8
50 – 59	94	9.4	605 200	9.4
60+	114	11.3	729 300	11.3
Subtotal 小計	462	46.0	2 931 400	45.5
Female 女性				
15 – 19	29	2.9	183 600	2.9
20 – 24	35	3.5	220 000	3.4
25 – 29	45	4.5	291 300	4.5
30 – 39	105	10.4	683 300	10.6
40 – 49	104	10.3	673 200	10.5
50 – 59	101	10.0	650 400	10.1
60+	124	12.3	804 500	12.5
Subtotal 小計	543	54.0	3 506 300	54.5
Total 總計	1 005	100.0	6 437 700	100.0