

**Survey on Public Awareness of
Intellectual Property Right Protection 2018
香港市民保護知識產權意識調查 2018**

- Report -

- 報告 -

Prepared for 呈交 :



Intellectual Property Department

知識產權署

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1 Summary of Findings 調查結果摘要

Introduction

The Intellectual Property Department (IPD) has been conducting surveys on Public Awareness of Intellectual Property (IP) Right Protection regularly since 1999, in order to keep track of the public's awareness of the intellectual property rights. Mercado Solutions Associate Limited (MSA) was commissioned to conduct the public survey between 29th October and 28th November 2018. A total of 1,003 respondents aged 15 or above were successfully enumerated by telephone. The response rate was 50.8%. This summary highlights the major findings of the Survey.

Knowledge and Attitude toward IP Rights

In terms of the knowledge about IP rights, most of the respondents managed to associate with correct terms and concepts. About half of them mentioned “copyright / copyright piracy” (48.2%), followed by “trade mark / trade mark counterfeiting” (23.1%), “invention or creation” (22.4%) and “patent” (16.9%), whereas only 2.1% mentioned “design”. Besides, 18.9% declared “don't know / hard to say”. In overall, the findings were quite similar to the previous round of surveys.

With regard to respondents' judgement on the infringement of IP rights in different specified scenarios, majority of the respondents (about 80% - 96%) were able to identify the respective purchasing and selling acts as infringement of IP rights, which was consistently aligned with the findings of the previous rounds of surveys. Comparatively speaking, fewer respondents considered “using the cartoon character from movie / TV / publication / internet for design of food style in cooking class” (65.6%; increased

前言

為持續跟進公眾對保護知識產權的意識，知識產權署自 1999 年起定期進行了多個公眾對保護知識產權意識的調查。米嘉道資訊策略有限公司 (米嘉道) 受委託於 2018 年 10 月 29 日至 11 月 28 日進行公眾調查，透過電話成功訪問 1,003 名 15 歲或以上受訪者，回應率為 50.8%。本摘要概述重要的調查結果。

對知識產權的認識及觀念

對知識產權的認識方面，多數受訪者能聯想到正確的術語和概念，他們約有一半提及「版權 / 盜版」(48.2%)，其次是「商標 / 冒牌」(23.1%)、「發明或創作」(22.4%) 及「專利權」(16.9%)，而只有 2.1% 提及「外觀設計」。另外，有 18.9% 表示「不知道 / 很難說」。整體而言，結果與上一輪調查的相若。

對於受訪者就不同特定情況判斷是否侵犯知識產權方面，大部分受訪者 (約 80% - 96%) 能識別各個購買和售賣行為是侵犯知識產權，結果與過往調查的一致。相對而言，較少受訪者認為，在沒有獲授權的情況下，「使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為烹飪班食品款式的設計」(65.6%；較 2016 年的 51.6% 有增加) 及「一個學生將整本參考書影印作為自己溫習之用」(56.7%) 是侵犯知識產權。

as compared with 51.6% in 2016) and “a student photocopying a whole reference book for the purpose of self-study” (56.7%) without authorisation as infringement of IP rights.

Similar to the previous surveys, a predominately large proportion of respondents (96.1%) considered that it was very / quite necessary to protect IP rights in Hong Kong. The key reason was “to protect the interest of inventors / encourage creativity” (78.0%), followed by “to protect the interest of manufacturers / genuine IP rights owners” (20.0%), and “to protect private property” (9.4%).

The majority of respondents revealed their awareness of the existence of legislation in Hong Kong for protecting patents (89.4%), trade marks (87.1%) and copyright (84.6%). Similar to the previous rounds, the awareness levels were kept over 80%.

The awareness level of the existence of legislation protecting designs was relatively lower (52.6%), which remained stable when compared with the previous surveys.

Online behaviour and IP rights protection in a digital environment

Among the respondents having the habit of surfing the internet, the top three categories of frequently browsed websites were “search engines” (30.9%), “social networking” (23.9%) and “news websites” (17.3%).

Amongst these respondents, 44.3% had inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites. This proportion maintained an upward trend since 2008 (from 21.0% in 2008 to 44.3% in this round).

與過往的調查相若，絕大部分的受訪者 (96.1%) 認為知識產權在香港非常有需要 / 頗有需要受到保護。主要原因是「保護原創人利益 / 鼓勵創作」(78.0%)，其次是「保障生產商 / 正版商的利益」(20.0%) 及「保障私人財產」(9.4%)。

大部分受訪者知道香港有法例保障專利 (89.4%)、商標 (87.1%) 及版權 (84.6%)。與以往多次調查相似，認知程度維持在 80% 以上。

認知有法例保障外觀設計的比例相對較低 (52.6%)，而這個比例與以往調查的維持平穩。

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中，最常瀏覽的首三類網站是「網絡搜尋器」(30.9%)、「社交網站」(23.9%) 及「報紙網站」(17.3%)。

在這些受訪者中，44.3% 會付款在獲正式授權的網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書，這個比例自 2008 年持續上升 (由 2008 年的 21.0% 至這輪的 44.3%)。

The top three reasons for those who replied “definitely / possibly will” were “for better quality” (33.0%), “respect IP rights” (29.3%) and “give support to the creative industries” (23.4%). On the other hand, the top three reasons for those who replied “possibly / definitely will not” were “don’t have a habit of listening to songs / watching movies / playing electronic games / reading” (21.8%), “seldom / never download any files” (17.6%) and “other channels for listening / watching online are available” (17.6%).

Among the respondents who had the habit of online shopping, 67.0% said when they bought products with cartoon characters or logos of brand, they would pay attention if the products were genuine, pirated or counterfeit products, while 16.2% said they would not. The remaining 16.7% said they had never bought products with cartoon characters or logos of brand.

Behaviours involving infringement of IP Rights

Among the respondents who had the habit of using internet, the proportions of involvement in infringement of copyright were mostly similar to those in the last round:

- Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then uploading them to the internet for downloading by others (2.3%);
- 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 (5.4%);
- Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised

表示「絕對會 / 可能會」的首三個原因是「為了得到更佳質素」(33.0%)、「尊重知識產權」(29.3%)及「支持創意工業」(23.4%)。另一方面，表示「未必會 / 絕對不會」的首三個原因是「沒有聽歌 / 觀看電影 / 玩電子遊戲 / 閱讀的習慣」(21.8%)、「很少 / 從不下載任何檔案」(17.6%)及「有其他途徑可以網上收聽 / 觀看」(17.6%)。

有上網購物習慣的受訪者中，67.0% 表示在購買有卡通人物或品牌標誌的物品時，有留意貨品是正版、盜版或冒牌，而 16.2% 則表示不會留意，其餘 16.7% 表示他們不會上網購買有卡通人物/品牌標誌的物品。

參與侵權活動的行為

在有上網習慣的受訪者中，參與侵犯版權的比例大多與上一輪相近：

- 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 (2.3%)；
- 未經版權擁有人同意，擅自更改電影海報、漫畫或圖片等，然後上載至互聯網或社交網站與他人分享 (5.4%)；
- 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，然後轉發給朋友一同分享 (13.0%)；

- websites and then sharing the files with friends (13.0%);
- Listening to pirated music / watching pirated movies / TV shows online (30.4%); and
- Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites for one's own use (36.4%; dropped from 40.3% in 2016).

Among the respondents who had the habit of using internet, the majority (80.8%) agreed that "it is morally wrong to download music / movies / TV shows from online communities / unauthorised websites even knowing that it is an infringement of the IP rights". Such proportion was slightly higher than 77.3% in 2016.

Meanwhile, another large proportion (70.2%) of respondents agreed that "it is morally wrong to listen to the music or watch the movies / TV shows online even knowing that they were pirated versions". This revealed an increase from 64.5% in the 2016 survey.

Apart from the morality issues, some respondents were practically concerned about the possible risks to individuals or families involved in dealing with online pirated files and files downloaded from unauthorised websites. The top three risks mentioned were "computer may get virus" (26.2%), "violating the law" (22.7%) and "being prosecuted" (17.0%).

With respect to the habit of buying pirated or counterfeit goods, 18.5% of the respondents declared that they often / sometimes / seldom bought pirated or counterfeit goods, which was the lowest proportion since 1999. On the other hand, most of the respondents (75.8%) said they had never bought.

- 直接在網絡上收聽盜版音樂 / 觀看盜版電影 / 電視節目 (30.4%) ; 及
- 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 / 電子書供自用 (36.4% ; 較 2016 年的 40.3% 有所下降)。

在有上網習慣的受訪者中，大部分 (80.8%) 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」，這個比例較 2016 年的 77.3% 略高。

與此同時，另一大比例的受訪者 (70.2%) 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」，這顯示較 2016 年的 64.5% 有所上升。

除道德問題上的看法外，一些受訪者亦關注處理網上盜版和未經授權的網頁下載檔案可能涉及對個人或家人的風險。首三個最多提及的風險是「電腦或會中毒」(26.2%)、「違法」(22.7%) 及「被檢控」(17.0%)。

關於購買盜版或冒牌貨品的習慣，18.5% 的受訪者表示他們經常 / 間中 / 很少購買盜版或冒牌貨品，是自 1999 年以來最低的比例。另一方面，多數受訪者 (75.8%) 表示他們從來沒有買過。

Among those who bought pirated or counterfeit goods, the top three most purchased pirated or counterfeit goods remained the same as those in 2016. Relatively more respondents expressed that the items which they mostly bought were “clothing and accessories” (43.1%; increased from 7.7% in 2004), followed by “music CD / movie DVD or VCD” (27.9%; decreased from 63.0% in 2004) and “toys / stationery / accessories” (17.2%; increased from 1.7% in 2004).

The most frequent channel of buying pirated or counterfeit products was physical “shops / stores” (39.7%; decreased from 47.3% in 2016), followed by “stalls” (31.4%) and “online shops” (21.0%; increased from 9.4% in 2016).

Most of the respondents (78.1%) agreed that “it is morally wrong to buy pirated / counterfeit goods even knowing that it is an infringement of IP rights”. Such proportion was slightly higher than 74.0% in 2016.

Opinions towards the “No Fakes Pledge” Scheme

About three-fifths of the respondents (60.3%) have heard of the “No Fakes Pledge” Scheme, which achieved the highest proportion since 2008.

The major channels of acquaintance were “stickers / tent cards in shops” (46.3%) and “television advertisements” (42.7%), followed by “newspapers / magazines” (9.8%).

Among those who were aware of the scheme, the majority (87.9%) considered that the scheme was very / quite helpful for building the confidence of consumers and tourists in shopping in Hong Kong, or in strengthening the reputation of Hong Kong as a shoppers’ paradise. This proportion was slightly higher than 84.0% in the previous round.

曾購買盜版或冒牌貨品的受訪者當中，首三類購買得最多的盜版或冒牌貨品與 2016 年的相同。較多受訪者表示他們購買最多的盜版或冒牌貨品為「衣服 / 首飾」(43.1%；較 2004 年的 7.7% 有所增加)，其次是「聲音 / 影片光碟」(27.9%；較 2004 年的 63.0% 有所減少) 及「玩具 / 文具 / 精品」(17.2%；較 2004 年的 1.7% 有所增加)。

購買盜版或冒牌貨品最多用的渠道是實體「商舖」(39.7%；較 2016 年的 47.3% 有所減少)，其次是「街上攤檔」(31.4%) 及「網絡商店」(21.0%；較 2016 年的 9.4% 有所增加)。

多數受訪者 (78.1%) 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」，這個比例較 2016 年的 74.0% 略高。

對「正版正貨承諾」計劃的意見

大約六成的受訪者 (60.3%) 曾聽過「正版正貨承諾」計劃，是自 2008 年以來錄得最高的比例。

最主要認知此計劃的渠道是「商戶標貼 / 座檯咭」(46.3%) 及「電視廣告」(42.7%)，其次是「報紙 / 雜誌」(9.8%)。

在認知此計劃的受訪者當中，大部分 (87.9%) 認為計劃對增加消費者及遊客在香港購物的信心或鞏固香港購物天堂的美譽是非常有幫助 / 頗有幫助，這個比例較上次調查的 84.0% 稍微上升。

Opinion towards the long-term development of IP Rights

In view of the public 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 (79.9%; slightly higher than 75.4% in 2016) and the overall economic development of Hong Kong (69.1%).

With regard to the areas to which the Government should devote more resources to IP rights protection, relatively more respondents suggested “more promotion through the mass media” (37.8%), followed by “more enforcement action” (30.4%) and “more promotion in schools (incl. primary, secondary & tertiary)” (27.8%). These three aspects were consistent with the results in last survey.

Awareness of IPD and its promotional activities

Similar to the findings in the last round, 26.0% of the respondents 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. On the other hand, a considerable proportion (62.2%) still declared “don’t know”. The remaining 11.8% misunderstood that it was other government departments responsible for it.

For those who were aware that IPD is the department which was responsible for promoting the protection of IP rights, they were further asked about the scope of duties of IPD. Similar to the findings in the last round, relatively more respondents could correctly point out that IPD was responsible for “promoting awareness on IP rights protection” (47.9%), followed by “registration of trade

對保護知識產權長遠發展的意見

公眾對保護知識產權長遠發展的態度方面，多數受訪者認為保護知識產權對本地創意產業發展 (79.9%；較 2016 年的 75.4% 略高) 及香港的整體經濟發展 (69.1%) 非常有幫助 / 頗有幫助。

對於政府應該投放更多資源在哪方面以保護知識產權，較多受訪者建議「加強在媒體上的宣傳」(37.8%)，其次是「加強巡查和掃蕩」(30.4%) 及「加強在學校的宣傳 (包括大、中、小學)」(27.8%)。這三方面均與上次調查的結果一致。

對知識產權署及其宣傳活動的認知

與上一輪的結果相若，有 26.0% 的受訪者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。另一方面，仍有相當比例 (62.2%) 表示「不知道」，其餘 11.8% 則誤以為是由其他政府部門負責。

在認知知識產權署是負責推廣保護知識產權的受訪者中，他們被進一步問及對知識產權署工作範圍的認知。與上一輪調查的結果相若，較多受訪者能準確指出知識產權署負責「宣傳 / 推廣保護知識產權」(47.9%)，其次是「商標註冊」(22.4%) 及「專利註冊」(17.0%)。然而，仍有部分誤以為「打擊盜版 / 掃蕩冒牌」(18.8%) 是知識產權署的職務之一。

marks” (22.4%) and “registration of patents” (17.0%). However, still some mistakenly thought that “combating piracy and counterfeiting” (18.8%) was one of IPD’s duties.

Respondents were asked whether they had encountered any IPD’s advertising or promotional activities from different channels in the past two years. 51.1% of the respondents encountered IPD’s advertising or promotional activities. Such awareness level was similar to 50.2% in the last round.

Relatively more respondents expressed that they had seen the advertising or promotional messages on television (37.2%), followed by promotions on “No Fakes Pledge” Scheme (35.2%).

59.9% 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. Such proportion was similar to 58.2% in the last survey. On the contrary, 36.2% considered that the promotional activities were quite / very ineffective.

Finally, respondents were asked to give suggestions on the most effective channel to promote the protection of IP rights. Most of the respondents (66.9%) still considered that television was the most effective channel for promoting the protection of IP rights, followed by internet websites (30.1%), school (23.3%) and email / website advertisement (19.5%). Although television had been the most mentioned channel over all these years, it was noteworthy for the significant increase of internet websites and email / website advertisement (increased from 7.2% and 1.1% in 2003 to 30.1% and 19.5% in 2018 respectively).

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。51.1% 的受訪者接觸過知識產權署的廣告或宣傳活動，認知程度與上一輪調查的 50.2% 相若。

較多受訪者表示他們曾在電視上收看有關的廣告或宣傳訊息 (37.2%)，其次是「正版正貨承諾」宣傳 (35.2%)。

59.9% 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很有效 / 頗有效，這個比例與上一輪調查的 58.2% 相若。相反地，有 36.2% 認為宣傳活動不大有效 / 完全沒有效。

最後，受訪者被問到認為最有效宣傳知識產權的途徑。多數受訪者 (66.9%) 仍然認為電視是宣傳知識產權的最有效途徑，其次是互聯網頁 (30.1%)、學校 (23.3%) 及電郵 / 網頁廣告 (19.5%)。儘管電視在過往多年為最多人提及的渠道，但值得令人關注的是互聯網頁及電郵 / 網頁廣告的明顯增長 (分別由 2003 年的 7.2% 及 1.1% 上升至 2018 年的 30.1% 及 19.5%)。

Conclusion

The survey findings showed that most of the public had basic knowledge about IP rights, which was quite consistent with the previous rounds of survey. Many respondents knew that IP rights referred to copyright, trade marks and patent, and were aware of the existence of legislation in Hong Kong for protecting these IP rights. The majority of respondents were also able to identify various specified acts as infringement of IP rights. Yet, their knowledge about protecting designs was not as strong as the other IP rights.

Concerning the public's behaviour in protecting IP rights on the internet, more and more people would pay for listening / watching / downloading copyright works from authorised websites. Moreover, most of those who had the habit of online shopping would pay attention if the products were genuine, pirated or counterfeit products.

Amongst the various online activities which involved infringement of copyright, a slight decrease was found for the proportion of respondents who downloaded copyright works from online communities / unauthorised websites for own use, whilst the frequencies of involving in other activities remained stable.

In fact, most of the people were alerted to the risks in listening / watching / downloading pirated copyright works, and more people acknowledged that such acts are morally wrong.

The percentage of people who bought physical pirated or counterfeit goods continued to drop. Yet, the percentage of buying via "online shops" had increased.

總結

調查結果顯示公眾大多對知識產權有基本認識，這與過往的調查頗一致。很多受訪者都知道知識產權是指版權、商標及專利，也認知香港有法例保障這些知識產權。大部分受訪者亦能夠識別多項特定行為是侵犯知識產權。然而，他們對保護外觀設計的認識則沒有其他知識產權般強。

有關公眾在網上保護知識產權的行為，愈來愈多人會付款在獲正式授權的網站收聽 / 觀看 / 下載版權作品，而且有上網購物習慣的人士大多都會留意貨品是否正版、盜版或冒牌。

在多項涉及侵犯版權的網上活動中，在網上社群或未經授權的網站下載版權作品自用的受訪者比例有輕微減少，而有參與其他活動的比率則維持平穩。

事實上，多數人士均警覺到收聽 / 觀看 / 下載盜版版權作品的風險，亦有更多人認同這些行為是不道德的。

購買實體盜版或冒牌貨品的百分比繼續下降。然而，透過「網絡商店」購買的百分比卻有所增加。

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 Associate Limited (MSA) was commissioned to conduct the public survey in 2018. 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認知，知識產權署自 1999 年起定期進行了多個公眾對保護知識產權認知的調查。米嘉道資訊策略有限公司 (米嘉道) 受委託於 2018 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認知程度；
- 對知識產權署知識產權公眾教育工作的成效作出評估；及
- 比較今年公眾對知識產權的態度及模式與過去幾年的轉變。

Survey Methodology

The survey was conducted by deploying the telephone interviewing method. A total of 1,003 individuals aged 15 or above were successfully enumerated between 29th October and 28th November 2018. The response rate of the survey was 50.8% (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-2018 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 was significant difference between the opinions of respondents in different sub-groups.

In the tables, "p-value < 0.05 / 0.01 and expected value ≥ 5 " denoted that there was statistically significant difference between different sub-groups.

When conducting the statistical tests, those who "refused to answer" the respective demographic questions 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 2018 年 10 月 29 日至 11 月 28 日期間以電話訪問形式進行，總計成功訪問了 1,003 位 15 歲或以上人士，回應率為 50.8% (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 $\pm 3.1\%$ 。調查數據按照人口性別年齡分佈 (根據政府統計處 2018 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小組的受訪者在意見上有否明顯差別。

在列表中，「p-值 < 0.05 / 0.01 及預期值 ≥ 5 」代表在不同小組之間的統計數據有明顯差別。

在進行統計檢測時，「拒絕回應」個別背景資料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 / 總計或會有輕微差異。

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

In terms of the knowledge about IP rights, most of the respondents managed to associate with correct terms and concepts. About half of them mentioned “copyright / copyright piracy” (48.2%) which topped the list in Table 3.1.1a. It was followed by “trade mark / trade mark counterfeiting” (23.1%), “invention or creation” (22.4%) and “patent” (16.9%). Yet, only 2.1% mentioned “design”. Besides, nearly one-fifth (18.9%) declared “don’t know / hard to say”. In overall, the findings were quite similar to the previous survey.

(Table 3.1.1a)

With respect to the demographic sub-group analysis, the correct awareness of IP rights was associated significantly with the respondents’ gender, age, education attainment, working status and personal income. Relatively higher proportions of the male respondents (71.9%), those who were working (72.9%) and those with monthly personal income of \$10,000 or above (over 72%) were able to give correct answers. Furthermore, the younger the respondents and the higher the education levels, the higher the proportions of respondents who were able to give correct answers (ranging from 62.0% for those who aged 50 or above to 78.8% for those who aged below 30; and from 45.0% for those with education level of primary or below to 78.2% for those with education level of tertiary or above).

(Table 3.1.1b)

對知識產權的認識方面，多數受訪者能聯想到正確的術語和概念，他們約有半數提及「版權 / 盜版」(48.2%)，在表 3.1.1a 中排列首位。其次是「商標 / 冒牌」(23.1%)、「發明或創作」(22.4%) 及「專利權」(16.9%)。然而，只有 2.1% 提及「外觀設計」。另外，近兩成 (18.9%) 表示「不知道 / 很難說」。整體而言，結果與上一輪調查的相若。

(表 3.1.1a)

按背景資料分析，知識產權的正確認知與受訪者的性別、年齡、教育程度、工作狀況及個人收入有顯著相關。男性 (71.9%)、在職 (72.9%) 及個人每月收入在 \$10,000 或以上 (超過 72%) 的受訪者相對有較高比例能夠給予正確答案。此外，年齡愈小及教育程度愈高的受訪者，以能夠給予正確答案的百分比就愈高 (由 50 歲或以上人士的 62.0% 至小於 30 歲人士的 78.8%；以及由教育程度在小學或以下人士的 45.0% 至教育程度在大專或以上人士的 78.2%)。

(表 3.1.1b)

Table 3.1.1a: Knowledge about Intellectual Property Rights (Spontaneous mention)**表 3.1.1a：對知識產權的認識 (沒有提示下作答)**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Correct 正確													
Copyright / Copyright piracy 版權 / 盜版	48.2	49.1	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	23.1	20.7	27.8	14.0	15.3	13.1	10.8	12.0	7.7	3.3	2.2	3.4	3.1
Invention or creation 發明或創作	22.4	21.1	18.8	12.1	18.7	12.8	11.9	9.4	10.9	10.2	6.0	8.2	9.3
Patent 專利權	16.9	15.4	19.1	10.0	10.3	15.2	15.5	15.7	10.4	5.9	10.8	9.2	6.4
Design 外觀設計	2.1	2.7	6.6	3.8	2.3	1.1	1.3	1.2	1.8	0.5	0.6	0.6	0.7
Plant Varieties Protection 保護新植物品種	-	0.1	-	-	-	-	-	-	-	-	-	-	-
Incorrect 不正確													
Privacy 私隱權	2.3	0.6	2.8	4.0	2.9	3.9	1.5	2.4	2.5	1.9	1.4	0.7	0.4
Interest of publishers 出版商利益	1.6	1.3	5.0	1.1	0.8	1.3	2.6	2.5	1.5	-	-	-	-
Property rights 財產擁有權	1.4	0.7	3.1	2.2	2.8	1.7	2.1	2.6	0.6	0.6	0.9	2.3	0.7
Protection of culture 對知識和文化的保護	1.0	3.6	4.5	1.3	2.5	2.3	1.4	1.2	1.6	-	-	-	-
Self interest 個人利益	1.0	1.9	2.8	3.2	3.2	2.1	2.5	2.6	1.6	-	-	-	-
Right of production of goods 產品製造權	0.9	1.5	5.4	3.0	2.3	3.0	1.5	0.6	1.5	-	-	-	-
Compliance with the laws 遵守法律	0.8	0.5	1.5	1.7	0.3	0.4	0.9	1.3	0.2	-	-	-	-
Rights of professionals 專業人士的權益	0.3	0.5	0.4	0.3	0.3	0.6	0.8	0.6	0.3	-	-	-	-
Portrait rights 個人肖像權	0.3	0.3	1.7	1.4	0.7	0.7	0.9	0.7	1.0	-	-	-	-
Consumer's rights 消費者權益	0.2	0.1	2.8	1.0	0.4	0.6	0.9	0.6	0.8	-	-	-	-
Freedom of speech 言論自由權	0.1	0.4	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
Environment Protection 保護環境	-	0.4	-	-	-	-	-	-	-	-	-	-	-
Others 其他	-	1.0	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	18.9	25.1	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	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 3.1.1b: Knowledge about Intellectual Property Rights – Bivariate analysis**表 3.1.1b : 對知識產權的認識 – 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下	Sec 中學	Tertiary or above 大專或 以上	Working 在職 人士	Non working 非在職 人士	\$10,000		
						< \$10,000 (%)	\$10,000 – \$19,999 (%)	≥ \$20,000 (%)					
Aware (at least one correct answer) 知道 (至少有一個正確答案)	71.9	65.6	78.8	71.5	62.0	45.0	66.2	78.2	72.9	63.9	61.1	77.0	72.9
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」)	28.1	34.4	21.2	28.5	38.0	55.0	33.8	21.8	27.1	36.1	38.9	23.0	27.1
Sample 樣本	452	552	184	351	468	109	494	390	483	515	465	217	269
X ²	4.599*		19.748**			46.308**			9.303**		21.185**		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

The respondents were asked to judge whether the acts with respect to the following scenarios infringed IP rights:

受訪者被要求就下列情況作出的行為是否侵犯知識產權作出判斷：

- | | |
|--|---|
| a. Selling pirated CD/DVD/VCD or computer software; | a. 售賣盜版光碟或電腦軟件； |
| b. Buying pirated CD/DVD/VCD or computer software; | b. 購買盜版光碟或電腦軟件； |
| c. Buying counterfeit goods; | c. 購買冒牌貨品或商品； |
| d. Buying like real products (e.g. trainers, handbags); | d. 購買高仿貨或商品 (如波鞋、手袋)； |
| e. Using the cartoon character from movie / TV / publication / internet without authorisation for promotion purpose; | e. 在沒獲授權的情況下使用電影 / 電視 / 刊物 / 網絡的卡通人物造型，作為宣傳用途； |
| f. Using the cartoon character from movie / TV / publication / internet without authorisation for design of food style in cooking class; and | f. 在沒獲授權的情況下使用電影 / 電視 / 刊物 / 網絡的卡通人物造型，作為烹飪班食品款式的設計；及 |
| g. A student photocopying a whole reference book without authorisation for the purpose of self-study; | g. 學生在沒獲授權的情況下將整本參考書影印作為自己溫習之用。 |

The majority of respondents considered the acts of selling (96.3%) / buying (81.6%) pirated CD/DVD/VCD or computer software as infringements of IP rights.

Moreover, more than 80% of the respondents considered “using the cartoon character from movie / TV / publication / internet without authorisation for promotion purpose” (86.7%), “buying counterfeit goods” (85.9%) and “buying like real products (e.g. trainers, handbags)” (80.4%) as infringements of IP rights.

On the other hand, relatively fewer respondents considered “using the cartoon character from movie / TV / publication / internet without authorisation for design of food style in cooking class” (65.6%) and “a student photocopying a whole reference book without authorisation for the purpose of self-study” (56.7%) as infringements of IP rights.

On the whole, the findings were quite consistent with the previous surveys. It was noteworthy that a higher proportion of respondents considered “using the cartoon character from movie / TV / publication / internet without authorisation for design of food style in cooking class” (65.6%) to be an infringement of IP rights when compared with the last survey (51.6%).

大部分受訪者認為售賣 (96.3%) / 購買 (81.6%) 盜版光碟或電腦軟件是侵犯知識產權的行為。

此外，超過八成的受訪者認為「在沒獲授權的情況下使用電影 / 電視 / 刊物 / 網絡的卡通人物造型，作為宣傳用途」(86.7%)、「購買冒牌貨品或商品」(85.9%) 及「購買高仿貨或商品 (如波鞋、手袋)」(80.4%) 是侵犯知識產權。

另一方面，較少受訪者認為「在沒獲授權的情況下使用電影 / 電視 / 刊物 / 網絡的卡通人物造型，作為烹飪班食品款式的設計」(65.6%) 及「學生將整本參考書影印作為自己溫習之用」(56.7%) 是侵犯知識產權。

整體而言，結果與過去的調查相若。值得注意的是，認為「在沒獲授權的情況下使用電影 / 電視 / 刊物 / 網絡的卡通人物造型，作為烹飪班食品款式的設計」(65.6%) 是侵權行為的受訪者比例較上一次調查的 (51.6%) 為高。

(表 3.1.1c – i)

(Tables 3.1.1c – i)

Table 3.1.1c: Whether selling pirated CD/DVD/VCD or computer software is considered as an infringement of IP rights

表 3.1.1c : 是否認為售賣盜版光碟或電腦軟件是侵犯知識產權

	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	96.3	95.5	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	2.7	1.2	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	1.0	3.3	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	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.1.1d: Whether buying pirated CD/DVD/VCD or computer software is considered as an infringement of IP rights

表 3.1.1d : 是否認為購買盜版光碟或電腦軟件是侵犯知識產權

	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	81.6	83.5	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	13.1	6.5	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	5.3	9.9	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	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.1.1e: Whether buying counterfeit goods is considered as an infringement of IP rights

表 3.1.1e : 是否認為購買冒牌貨品或商品是侵犯知識產權

	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	85.9	81.4	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	10.7	9.4	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	3.4	9.2	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	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.1.1f: Whether buying like real products (e.g. trainers, handbags) is considered as an infringement of IP rights

表 3.1.1f : 是否認為購買高仿貨或商品(如波鞋、手袋)是侵犯知識產權

	2018	2016
	(%)	(%)
Yes 是	80.4	80.2
No 不是	12.5	9.7
Don't know / Hard to say 不知道 / 很難說	7.1	10.1
Sample 樣本	1 003	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 3.1.1g: Whether using the cartoon character from movie / TV / publication / internet without authorisation for promotion purpose is considered as an infringement of IP rights

表 3.1.1g : 是否認為在沒獲授權的情況下，使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為宣傳用途是侵犯知識產權

	2018	2016
	(%)	(%)
Yes 是	86.7	85.1
No 不是	7.7	8.3
Don't know / Hard to say 不知道 / 很難說	5.6	6.6
Sample 樣本	1 003	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 3.1.1h: Whether using the cartoon character from movie / TV / publication / internet without authorisation for design of food style in cooking class is considered as an infringement of IP rights

表 3.1.1h : 是否認為在沒獲授權的情況下，使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為烹飪班食品款式的設計是侵犯知識產權

	2018	2016
	(%)	(%)
Yes 是	65.6	51.6
No 不是	27.6	30.2
Don't know / Hard to say 不知道 / 很難說	6.8	18.2
Sample 樣本	1 003	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 3.1.1i: Whether a student photocopying a whole reference book without authorization for the purpose of self-study is considered as an infringement of IP rights

表 3.1.1i : 是否認為在沒獲授權的情況下，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

	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 是	56.7	53.1	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	35.7	34.8	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	7.6	12.1	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	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Demographics analysis:

Among different sub-groups for the perception of the acts, there were significant associations on the different demographic variables.

- Relatively higher proportions of the female respondents (98.9%) and those with monthly personal income of less than \$10,000 (98.5%) considered that “selling pirated CD/DVD/VCD or computer software” infringed IP rights.
- Relatively higher proportion of the females (89.5%) considered that “buying pirated CD/DVD/VCD or computer software” infringed IP rights.
- Relatively higher proportions of the females (92.4%) and those who aged below 30 (92.9%) considered that “buying pirated or counterfeit goods” infringed IP rights.
- Relatively higher proportion of the females (89.8%) considered that “buying like real products (e.g. trainers, handbags)” infringed IP rights.

背景資料分析:

不同背景的受訪者對各個行為的見解有顯著關連。

- 女性 (98.9%) 及個人每月收入低於 \$10,000 (98.5%) 的受訪者相對有較高比例認為「售賣盜版光碟或電腦軟件」是侵犯知識產權行為。
- 女性受訪者 (89.5%) 的相對有較高比例認為「購買盜版光碟或電腦軟件」是侵犯知識產權行為。
- 女性 (92.4%) 及 30 歲以下 (92.9%) 的受訪者相對有較高比例認為「購買冒牌貨品或商品」是侵犯知識產權行為。
- 女性 (89.8%) 相對有較高比例認為「購買高仿貨或商品 (如波鞋、手袋)」是侵犯知識產權行為。

- Relatively higher proportion of those with education level of primary or below (98.0%) considered that "using the cartoon character from movie / TV / publication / internet without authorisation for promotion purpose" infringed IP rights.
 - Relatively higher proportions of those who aged 50 or above (75.2%), those who were working (74.0%) and those with monthly personal income of \$10,000 – \$19,999 (75.7%) considered that "using the cartoon character from movie / TV / publication / internet without authorisation for design of food style in cooking class" infringed IP rights.
 - Relatively higher proportions of the females (64.9%), those with education level of tertiary or above (71.2%), those who were working (66.8%) and those with monthly personal income of \$20,000 or above (70.3%) considered that "a student photocopying a whole reference book without authorisation for the purpose of self-study" infringed IP rights.
- 教育程度在小學或以下的人士 (98.0%) 相對有較高比例認為「在沒獲授權的情況下使用電影 / 電視 / 刊物 / 網絡的卡通人物造型·作為宣傳用途」是侵犯知識產權行為。
 - 50 歲或以上 (75.2%)、在職 (74.0%) 及個人每月收入在 \$10,000 – \$19,999 (75.7%) 的人士相對有較高比例認為「在沒獲授權的情況下使用電影 / 電視 / 刊物 / 網絡的卡通人物造型·作為烹飪班食品款式的設計」是侵犯知識產權行為。
 - 女性 (64.9%)、教育程度在大專或以上 (71.2%)、在職 (66.8%) 及個人每月收入在 \$20,000 或以上 (70.3%) 的人士相對有較高比例認為「學生在沒獲授權的情況下將整本參考書影印·作為自己溫習之用」是侵犯知識產權行為。

(表 3.1.1j – p)

(Tables 3.1.1j – p)

Table 3.1.1j: Whether selling pirated CD/DVD/VCD or computer software is considered as an infringement of IP rights – bivariate analysis

表 3.1.1j：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 (%)	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	95.3	98.9	97.8	96.0	98.1	97.2	96.9	97.7	96.8	97.7	98.5	96.7	95.1
No 不是	4.7	1.1	2.2	4.0	1.9	2.8	3.1	2.3	3.2	2.3	1.5	3.3	4.9
Sample 樣本	447	546	182	348	463	108	485	390	474	514	463	215	267
χ^2	12.036**		3.476			0.499			0.639		7.035*		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.1k: Whether buying pirated CD/DVD/VCD or computer software is considered as an infringement of IP rights – bivariate analysis

表 3.1.1k：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 (%)	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	81.9	89.5	87.4	85.6	86.0	85.3	85.5	86.7	86.7	85.6	86.3	87.5	84.8
No 不是	18.1	10.5	12.6	14.4	14.0	14.7	14.5	13.3	13.3	14.4	13.7	12.5	15.2
Sample 樣本	426	524	174	334	442	102	461	377	459	485	437	208	257
χ^2	11.281**		0.297			0.319			0.258		0.701		

** p -value < 0.01 and expected value ≥ 5

** p -值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

**Table 3.1.1l: Whether buying counterfeit goods is considered as an infringement of IP rights
– bivariate analysis**

表 3.1.1l : 是否認為購買冒牌貨品或商品是侵犯知識產權 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 是	84.6	92.4	92.9	85.5	90.0	91.3	88.2	89.2	89.5	88.3	88.9	89.8	88.2
No 不是	15.4	7.6	7.1	14.5	10.0	8.7	11.8	10.8	10.5	11.7	11.1	10.2	11.8
Sample 樣本	429	540	183	346	440	103	475	380	477	486	441	216	262
χ^2	14.777**		7.469*			0.850			0.379		0.326		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

**Table 3.1.1m: Whether buying like real products (e.g. trainers, handbags)
is considered as an infringement of IP rights – bivariate analysis**

表 3.1.1m : 是否認為購買高仿貨或商品(如波鞋、手袋)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	82.2	89.8	85.5	85.5	87.6	88.2	84.7	87.8	87.4	85.4	84.0	89.6	86.5
No 不是	17.8	10.2	14.5	14.5	12.4	11.8	15.3	12.2	12.6	14.6	16.0	10.4	13.5
Sample 樣本	411	521	173	325	435	102	450	369	453	474	426	202	251
χ^2	11.317**		0.831			2.047			0.769		3.586		

** p -value < 0.01 and expected value ≥ 5

** p -值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.1n: Whether using the cartoon character from movie / TV / publication / internet without authorisation for promotion purpose is considered as an infringement of IP rights – bivariate analysis

表 3.1.1n：是否認為在沒獲授權的情況下，使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為宣傳用途是侵犯知識產權 – 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	90.2	93.3	90.6	91.8	92.5	98.0	89.4	93.0	90.5	93.1	92.7	92.8	90.0
No 不是	9.8	6.7	9.4	8.2	7.5	2.0	10.6	7.0	9.5	6.9	7.3	7.2	10.0
Sample 樣本	427	520	180	328	438	102	461	373	455	490	441	209	251
X ²	3.027		0.628			9.608**			1.989		1.836		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.1o: Whether using the cartoon character from movie / TV / publication / internet without authorization for design of food style in cooking class is considered as an infringement of IP rights – bivariate analysis

表 3.1.1o：是否認為在沒獲授權的情況下，使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為烹飪班食品款式的設計是侵犯知識產權 – 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	69.2	71.3	57.4	71.1	75.2	76.0	71.1	67.6	67.4	74.0	71.9	75.7	64.3
No 不是	30.8	28.7	42.6	28.9	24.8	24.0	28.9	32.4	32.6	26.0	28.1	24.3	35.7
Sample 樣本	429	506	176	336	423	96	457	374	460	470	424	202	255
X ²	0.497		19.013**			2.916			4.970*		7.792*		

* p-value < 0.05 and expected value ≥ 5; **p-value < 0.01 and expected value ≥ 5

*p-值 < 0.05 及預期值 ≥ 5；**p-值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.1p: Whether a student photocopying a whole reference book without authorization for the purpose of self-study is considered as an infringement of IP rights – bivariate analysis

表 3.1.1p : 是否認為在沒獲授權的情況下，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	57.1	64.9	56.2	63.6	61.7	62.5	53.4	71.2	66.8	56.8	55.2	62.3	70.3
No 不是	42.9	35.1	43.8	36.4	38.3	37.5	46.6	28.8	33.2	43.2	44.8	37.7	29.7
Sample 樣本	427	499	178	321	428	96	451	372	449	474	424	199	256
χ^2	5.884*		2.678			27.339**			9.878**		15.509**		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

3.1.2 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, a predominately large proportion of respondents (96.1%) considered that it was very / quite necessary to protect IP rights in Hong Kong. In contrast, only 1.2% perceived the opposite.

與過往的調查相若，絕大部分的受訪者 (96.1%) 認為知識產權在香港非常 / 頗有需要受到保護。相反，只有 1.2% 持相反意見。

As per the demographic sub-group analysis, it was discovered that a bit higher proportion of the respondents who aged 30 – 49 (100.0%) considered the protection of IP rights was very / quite necessary.

根據背景資料分析，發現 30 – 49 歲的受訪者 (100.0%) 認為知識產權非常 / 頗有需要受到保護的比例相對略高。

(表 3.1.2a 及 b)

(Tables 3.1.2a & b)

Table 3.1.2a: Whether it is considered necessary to protect IP rights

表 3.1.2a：是否認為知識產權需要受到保護

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Very necessary 非常有需要	37.6	33.1	31.7	31.4	37.4	36.6	37.6	44.0	38.9
Quite necessary 頗有需要	58.5	60.8	63.2	63.2	59.7	59.7	57.9	51.7	53.3
Quite unnecessary 頗不需要	1.2	3.0	4.0	3.3	0.9	0.8	1.6	1.7	1.5
Not necessary at all 完全不需要	-	0.7	-	1.3	0.3	0.3	0.3	0.4	0.6
Don't know / Hard to say 不知道 / 很難說	2.7	2.3	1.1	0.7	1.6	2.6	2.5	2.3	5.6
Very / quite necessary 非常 / 頗有需要	96.1	93.9	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	1.2	3.8	4.0	4.6	1.2	1.1	1.9	2.1	2.1
Sample 樣本	1 003	1 005	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 3.1.2b: Whether it is considered necessary to protect IP rights – bivariate analysis**表 3.1.2b : 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 (%)
Very / quite necessary 非常 / 頗有需要	98.4	99.1	98.3	100.0	98.0	98.1	98.1	99.7	99.1	98.4	98.7	98.6	98.9
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	1.6	0.9	1.7	-	2.0	1.9	1.9	0.3	0.9	1.6	1.3	1.4	1.1
Sample 樣本	443	532	179	341	456	106	472	388	466	504	446	210	267
X ²	0.815		6.618*			5.123			1.053		0.099		

* *p-value* < 0.05 and expected value ≥ 5**p-值* < 0.05 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Among those who considered it necessary to protect IP rights, the top three reasons were quite consistent as in the previous surveys. The key reason was “to protect the interest of inventors / encourage creativity” (78.0%), followed by “to protect the interest of manufacturers / genuine IP rights owners” (20.0%) and “to protect private property” (9.4%).

(Table 3.1.2c)

在認為有需要保護知識產權的人士中，首三個原因與以往調查的頗一致。主要原因是「保護原創人利益 / 鼓勵創作」(78.0%)，其次是「保障生產商 / 正版商的利益」(20.0%) 及「保障私人財產」(9.4%)。

(表 3.1.2c)

For the few respondents who did not find it necessary to protect IP rights, similar to the findings in 2016, relatively more stated the reasons “genuine goods are too expensive” (42.2%), “no effect on producers / genuine IP rights owners / manufacturers” (34.6%) and “manufacturers / genuine IP right owners make too much money” (16.3%).

(Table 3.1.2d)

至於在少數認為不需要保護知識產權的受訪者中，與 2016 年的結果相似，較多提到原因是「正版貨品太貴」(42.2%)、「不會影響作者 / 正版商 / 生產商」(34.6%) 及「生產商 / 正版商利潤太高」(16.3%)。

(表 3.1.2d)

Table 3.1.2c: Reasons why it is necessary to protect IP Rights (Spontaneous mention)**表 3.1.2c : 需要保護知識產權的原因 (沒有提示下作答)**

	2018 (%)	2016 (%)	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	78.0	78.4	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	20.0	18.0	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	9.4	14.1	10.7	11.2	15.6	12.0	11.8	14.3	10.5	2.8	0.7
For the sake of morality / Incorrect to infringe IP rights 基於道德上的原因 / 侵犯知識產權是不對的	6.1	4.9	8.9	6.6	8.0	9.3	4.9	4.6	4.4	3.5	5.0
Protect Hong Kong international image 保護香港的國際形象	5.4	3.0	7.0	5.5	2.8	3.1	3.7	3.7	2.7	4.0	7.5
So that people do not use pirated / counterfeit products 使人不再使用盜版或冒牌貨品	3.9	2.7	9.4	5.0	3.7	3.5	3.8	4.3	5.7	2.9	1.9
Fight against those infringed the IP rights 打擊侵權者的不法行為	3.3	3.8	8.7	6.1	4.1	3.1	4.6	4.0	2.2	-	-
Enhance Hong Kong long-term economic development 有利香港長遠的經濟發展	2.6	1.5	2.3	2.7	2.3	1.8	2.2	2.0	3.0	2.7	3.3
Ensure fairness 保障公平	2.2	5.1	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	1.4	1.4	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	0.9	0.8	4.0	0.9	0.8	0.5	1.0	0.5	1.5	0.7	0.3
Protect Hong Kong record industry 保護香港唱片業的發展	0.3	0.3	2.5	2.1	1.1	1.8	1.5	1.2	1.0	-	-
Protect Hong Kong film industry 保護香港電影業的發展	0.2	0.8	2.6	1.3	1.1	1.3	2.8	2.2	1.8	-	-
Protect living standard of the next generation 保障下一代的生活	0.2	0.7	0.7	0.9	0.6	0.6	0.4	0.7	1.1	-	-
Fight against crime / Safeguard law and order 打擊黑社會 / 維護治安	0.2	0.6	1.7	2.6	1.4	0.4	1.7	1.7	1.3	0.6	0.6
Protect Hong Kong software industry 保護香港軟件業的發展	-	0.3	1.4	0.8	0.7	0.8	2.7	2.5	0.9	1.3	2.8
The current situation of pirating is too serious 現時盜版情況太嚴重	-	-	-	-	-	-	-	2.0	0.8	-	-
Encourage foreign companies to invest in Hong Kong 鼓勵外國公司在香港投資	-	-	-	-	-	-	-	0.1	-	-	-
No specific reasons 沒有特定原因	-	1.7	-	-	-	-	-	-	-	-	-

Sample: Among all persons who considered necessary
樣本：以所有認為有需要的人士為基數

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 3.1.2d: Reasons why it is not necessary to protect IP rights (Spontaneous mention)**表 3.1.2d : 不需要保護知識產權的原因 (沒有提示下作答)**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Genuine goods are too expensive 正版貨品太貴	42.2	40.5	62.7	50.3	40.7	54.5	61.2	46.0
No effect on producers / Genuine IP rights owners / Manufacturers 不會影響到作者 / 正版商 / 生產商	34.6	31.9	7.5	-	-	-	-	-
Manufacturers / Genuine IP right owners make too much money 生產商 / 正版商利潤太高	16.3	17.8	7.4	21.3	8.4	18.2	28.0	33.8
Hong Kong people don't know how to create 香港人根本不懂得創作	6.8	12.2	10.1	-	-	18.2	16.8	20.2
Lowering the price of genuine goods will effectively combat infringement 正版貨品減價自然能夠打擊盜版	-	5.5	12.6	21.5	16.6	36.4	7.4	9.9
The quality of genuine good is better, thus consumers will make their own choice 正版貨質素較好，消費者會自行選擇	-	-	4.9	13.4	9.6	-	-	-
Consider that the current situation of IP rights infringement in HK is not serious 認為現時香港侵權情況不算嚴重	-	-	2.5	8.6	15.0	-	-	-
Hinder the transmission of information 阻礙資訊傳播	-	-	2.3	6.5	9.6	-	-	-
No specific reason 沒有特別原因	-	15.4	-	-	-	-	-	-
Sample: Among all persons who considered unnecessary 樣本：以所有認為不需要的人士為基數	12 [#]	40	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 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. The majority of them were aware of the existence of legislation protecting patents (89.4%), trade marks (87.1%) and copyright (84.6%). Similar to the previous rounds, the awareness levels were kept above 80%.

受訪者被問及是否知道在香港有保障知識產權的法例。他們大部分知道香港有保障專利 (89.4%)、商標 (87.1%) 及版權 (84.6%) 的法例。與以往多次調查相似，認知程度維持在 80% 以上。

Comparatively speaking, lower proportion of respondents were aware of the existence of legislation protecting designs (52.6%), which remained stable when compared with the previous surveys.

相對而言，認知香港有保障外觀設計的法例 (52.6%) 的受訪者比例較低，而這個比例與以往調查的維持平穩。

(表 3.1.3a – d)

(Tables 3.1.3a – d)

Table 3.1.3a: Whether aware of the existence of legislation protecting copyright in Hong Kong

表 3.1.3a：是否知道香港有保障版權的法例

	2018	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	84.6	85.8	89.9	85.4	89.3	87.4
No 沒有	5.2	4.7	4.4	8.1	4.4	3.8
Don't know / Hard to say 不知道 / 很難說	10.2	9.5	5.7	6.5	6.3	8.8
Sample 樣本	1 003	1 005	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 3.1.3b: Whether aware of the existence of legislation protecting trade marks in Hong Kong

表 3.1.3b：是否知道香港有保障商標的法例

	2018	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	87.1	88.4	91.1	84.0	88.3	84.9
No 沒有	4.3	3.5	3.8	8.5	4.6	3.7
Don't know / Hard to say 不知道 / 很難說	8.6	8.1	5.2	7.5	7.1	11.4
Sample 樣本	1 003	1 005	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 3.1.3c: Whether aware of the existence of legislation protecting patents in Hong Kong**表 3.1.3c : 是否知道香港有保障專利的法例**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	89.4	87.6	88.3	85.3	86.4	84.7
No 沒有	4.5	2.5	7.5	7.4	4.0	3.8
Don't know / Hard to say 不知道 / 很難說	6.0	9.9	4.2	7.2	9.6	11.5
Sample 樣本	1 003	1 005	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 3.1.3d: Whether aware of the existence of legislation protecting designs in Hong Kong**表 3.1.3d : 是否知道香港有保障外觀設計的法例**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	52.6	50.4	59.2	53.1	55.9	46.0
No 沒有	24.8	15.5	18.3	24.2	15.0	13.5
Don't know / Hard to say 不知道 / 很難說	22.7	34.1	22.4	22.7	29.1	40.6
Sample 樣本	1 003	1 005	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%。

In observing the differences amongst the demographic sub-groups, the following significant associations were found:

分析不同背景組別之間的差別，發現有以下顯著關連：

- Relatively higher proportions of the respondents who aged 30 – 49 (99.4%), those who were working (96.7%) and those with monthly personal income of \$10,000 or above (over 96%) were aware of the existence of legislation protecting copyright.
- 30 – 49 歲 (99.4%)、在職 (96.7%) 及個人每月收入在 \$10,000 或以上 (超過 96%) 的受訪者相對有較高比例知道香港有保障版權的法例。
- Relatively higher proportion of the male respondents (74.5%) were aware of the existence of legislation protecting designs.
- 男性受訪者 (74.5%) 相對有較高比例知道香港有保障外觀設計的法例。

(表 3.1.3e – h)

(Tables 3.1.3e – h)

Table 3.1.3e: Whether aware of the existence of legislation protecting copyright in Hong Kong**- bivariate analysis****表 3.1.3e：是否知道香港有保障版權的法例 - 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 有	94.7	93.8	87.6	99.4	92.7	89.5	94.1	95.3	96.7	91.8	91.1	96.5	96.9
No 沒有	5.3	6.2	12.4	0.6	7.3	10.5	5.9	4.7	3.3	8.2	8.9	3.5	3.1
Sample 樣本	416	485	170	333	398	86	443	364	450	451	404	199	255
χ^2	0.331		31.592**			4.263			9.826**		12.050**		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.3f: Whether aware of the existence of legislation protecting trade marks in Hong Kong**- bivariate analysis****表 3.1.3f：是否知道香港有保障商標的法例 - 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 有	95.3	95.3	97.6	95.2	94.5	91.9	94.9	96.5	95.1	95.5	94.9	96.6	95.3
No 沒有	4.7	4.7	2.4	4.8	5.5	8.1	5.1	3.5	4.9	4.5	5.1	3.4	4.7
Sample 樣本	428	489	164	333	420	86	454	367	448	464	412	205	253
χ^2	0.000		2.450			3.473			0.075		0.901		

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.3g: Whether aware of the existence of legislation protecting patents in Hong Kong**- bivariate analysis****表 3.1.3g : 是否知道香港有保障專利的法例 - 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 有	94.8	95.4	90.5	95.5	96.6	94.8	94.7	95.6	94.8	95.4	95.4	93.6	96.5
No 沒有	5.2	4.6	9.5	4.5	3.4	5.2	5.3	4.4	5.2	4.6	4.6	6.4	3.5
Sample 樣本	426	518	169	337	437	96	472	364	461	477	435	202	257
X ²	0.142		0.192			0.373			0.177		3.465		

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

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

註: (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.1.3h: Whether aware of the existence of legislation protecting designs in Hong Kong**- bivariate analysis****表 3.1.3h : 是否知道香港有保障外觀設計的法例 - 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 有	74.5	62.3	67.1	67.0	69.1	76.0	64.9	69.4	270	255	66.1	65.7	70.2
No 沒有	25.5	37.7	32.9	33.0	30.9	24.0	35.1	30.6	112	137	33.9	34.3	29.8
Sample 樣本	357	419	143	288	349	75	387	307	382	392	345	175	215
X ²	13.206**		0.361			4.192			2.810		1.266		

**p-value < 0.01 and expected value ≥ 5

p-值 < 0.01 及預期值 ≥ 5

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

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

註: (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

3.2 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 付款在獲正式授權網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向

IP rights protection in the fast-changing digital ecosystem has always been a hot topic over years. Since 2008, persistent rounds of survey were conducted to study the respondents' online behaviour and their perception regarding IP rights protection.

In this round, amongst the 775 interviewed respondents who regularly surfed on the internet, the top three categories of frequently browsed websites were reported to be “search engines” (30.9%), “social networking” (23.9%) and “news websites” (17.3%).

When analysed by demographics, relatively higher proportions of the females (35.6%) and those with monthly personal income of below \$10,000 (35.5%) browsed “search engines” most frequently. In addition, relatively higher proportion of those who aged below 30 (35.4%) browsed “social networking” most frequently.

(Tables 3.2.1a & b)

在瞬息萬變的數碼世界中，在互聯網保護知識產權多年來一直是一個熱門話題。自 2008 年起，已進行多輪調查研究受訪者的網上行為以及他們對知識產權保護的看法。

在這輪調查，從 775 名有上網習慣的受訪者中發現，首三類最常瀏覽的網站是「網絡搜尋器」(30.9%)、「社交網站」(23.9%) 及「報紙網站」(17.3%)。

以背景資料分析，女性 (35.6%) 及個人每月收入在 \$10,000 以下 (35.5%) 的人士相對有較高比例最常瀏覽「網絡搜尋器」。此外，30 歲以下人士 (35.4%) 最常瀏覽「社交網站」的比例也相對較高。

(表 3.2.1a 及 b)

Table 3.2.1a: Most frequently browsed website**表 3.2.1a : 最常瀏覽的網站**

	2018 (%)	2016 (%)	2014 (%)
Search engines (e.g. Yahoo, Google etc.) 網絡搜尋器 (如 Yahoo、Google 等)	30.9	29.9	32.2
Social networking (e.g. Facebook, Twitter etc.) 社交網站 (如 Facebook、Twitter 等)	23.9	22.1	32.5
News websites (e.g. Apple Daily, Ming Pao etc.) 報紙網站 (如蘋果日報、明報等)	17.3	29.4	22.0
Video sharing sites (e.g. YouTube) 影片分享網站 (如 YouTube)	11.7	9.5	2.2
Entertainment / Leisure websites 娛樂消閒網站	4.2	0.6	-
Discussion groups (e.g. Golden, Baby kingdom etc.) 討論區 (如高登、親子王國等)	4.1	4.3	11.0
Finance / stocks websites 金融 / 股票網站	3.7	0.7	-
e-Commerce websites (e.g. Taobao, Zalora, ASOS, Gmarket etc.) 網上購物網站 (如淘寶、Zalora、ASOS、GMarket 等)	2.3	1.7	-
Travel websites (e.g. Expedia, Agoda, hotel.com, Airbnb, etc.) 旅遊網站 (如 Expedia、Agoda、hotel.com、Airbnb, etc)	1.2	0.8	-
Email websites 電郵網站	0.7	0.1	-
Informational websites 資訊網站	-	0.9	-
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	775	788	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 3.2.1b: Most frequently browsed website – bivariate analysis**表 3.2.1b : 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 (%)
Search engines (e.g. Yahoo, Google, etc.) 網絡搜尋器 (如 Yahoo、Google 等)	25.8	35.6	31.5	30.2	31.6	33.3	31.4	30.4	28.3	34.9	35.5	25.8	29.7
Social networking (e.g. Facebook, Twitter etc.) 社交網站 (如 Facebook、Twitter 等)	21.8	25.7	35.4	21.1	19.5	9.5	22.9	26.3	24.7	21.8	22.3	17.6	28.2
News websites (e.g. Apple Daily, Ming Pao etc.) 報紙網站 (如蘋果日報、明報等)	18.3	16.3	6.2	20.5	20.7	33.3	17.6	15.2	18.0	16.2	14.9	20.3	17.4
Video sharing sites (e.g. YouTube) 影片分享網站 (如 YouTube)	12.9	10.6	19.7	4.5	15.0	9.5	13.0	10.6	10.2	14.0	14.2	19.8	3.5
Entertainment / Leisure websites 娛樂消閒網站	5.1	3.5	3.9	6.3	1.9	4.8	4.0	4.3	3.8	5.0	5.7	2.2	5.0
Discussion groups (e.g. Golden, Baby kingdom etc.) 討論區 (如高登、親子王國等)	7.0	1.5	1.1	9.1	-	-	4.5	4.1	5.8	1.9	2.1	4.9	5.0
Finance / stocks websites 金融 / 股票網站	4.6	3.0	-	4.2	5.6	9.5	2.7	4.6	4.0	3.4	2.8	2.7	6.2
e-Commerce websites (e.g. Taobao, Zalora, ASOS, Gmarket etc.) 網上購物網站 (如淘寶、Zalora、ASOS、GMarket 等)	3.0	1.7	1.1	3.0	2.3	-	2.4	2.4	3.1	1.2	1.4	1.6	4.2
Travel websites (e.g. Expedia, Agoda, hotel.com, Airbnb, etc.) 旅遊網站 (如 Expedia、Agoda、hotel.com, Airbnb, etc)	1.6	0.7	1.1	-	2.6	-	0.5	1.9	1.3	0.9	0.4	3.3	0.8
Email websites 電郵網站	-	1.2	-	0.9	0.8	-	1.1	0.3	0.7	0.6	0.7	1.6	-
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	372	404	178	331	266	21 [#]	376	369	449	321	282	182	259
X ²	32.508**		119.459**			18.541			16.723		66.379**		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Caution: Small sample base

注意：樣本數量較少

When it came to their inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites, 44.3% of the respondents who had the habit of using internet claimed that they definitely / possibly would pay. This proportion maintained an upward trend since 2008 (from 21.0% in 2008 to 44.3% in this round).

According to the analysis on the demographic sub-groups, it was found that relatively higher proportions of the respondents who aged below 50 (over 52%), those who were working (51.2%) and those with monthly personal income of \$10,000 or above (over 47%) were inclined to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites. Furthermore, the higher the education level, the higher the proportions of respondents who would do so (ranged from 19.0% for those with education level of primary or below to 52.4% for those with education level of tertiary or above).

(Tables 3.2.1c & d)

當受訪者被問及他們對付款在獲正式授權的網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向時，44.3% 有上網習慣的受訪者表示絕對會 / 可能會，這個比例自 2008 年持續上升 (由 2008 年的 21.0% 至這輪的 44.3%)。

根據背景資料分析，發現小於 50 歲 (超過 52%)、在職 (51.2%) 及個人每月收入在 \$10,000 或以上 (超過 47%) 的受訪者相對有較高比例傾向會付款在獲正式授權的網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書。此外，教育程度愈高，會這樣做的比例就愈高 (由教育程度在小學或以下的 19.0% 至教育程度在大專或以上的 52.4%)。

(表 3.2.1c 及 d)

Table 3.2.1c: Inclination to pay to listen to songs, watch movies online**or to download songs / movies / computer software / games / e-books from authorised websites****表 3.2.1c：付款在獲正式授權的網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Definitely will 絕對會	21.1	19.7	7.8	14.2	10.1	4.5
Possibly will 可能會	23.2	21.1	31.0	21.9	19.6	16.5
Possibly will not 未必會	11.6	20.4	37.6	18.2	27.1	17.6
Definitely will not 絕對不會	43.9	37.3	23.0	44.0	41.4	61.0
Don't know / Hard to say 不知道 / 很難說	0.3	1.5	0.7	1.7	1.7	0.5
Definitely / possibly will 絕對會 / 可能會	44.3	40.8	38.8	36.0	29.7	21.0
Possibly / definitely will not 未必會 / 絕對不會	55.5	57.7	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	775	788	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 3.2.1d: 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 3.2.1d：付款在獲正式授權的網站線上收聽歌曲、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 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Definitely / possibly will 絕對會 / 可能會	43.4	45.4	66.3	52.9	19.4	19.0	37.8	52.4	51.2	35.7	36.7	47.8	48.4
Possibly / definitely will not 未必會 / 絕對不會	56.6	54.6	33.7	47.1	80.6	81.0	62.2	47.6	48.8	64.3	63.3	52.2	51.6
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	371	403	178	327	268	21	376	368	447	322	283	182	258
X ²	0.317		111.988**			21.827**			18.227**		9.168**		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

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 (33.0%);
- respect IP rights (29.3%); and
- give support to the creative industries (artists, singers, etc.) (23.4%).

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 (33.0%) ;
- 尊重知識產權 (29.3%) ; 及
- 支持創意工業 (藝人及歌手等) (23.4%) 。

Comparing to the findings in 2016, the top three reasons stayed but were in different order.

與 2016 年的結果比較，首三個原因仍然一致，但比例大小的次序有所不同。

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

表示「未必會 / 絕對不會」的首三個原因是：

- don't have a habit of listening to songs / watching movies / playing electronic games / reading (21.8%);
- seldom / never download any files (17.6%); and
- other channels for listening / watching online are available (17.6%).

- 沒有聽歌 / 觀看電影 / 玩電子遊戲 / 閱讀的習慣 (21.8%) ;
- 很少 / 從不下載任何檔案 (17.6%) ; 及
- 有其他途徑可以網上收聽 / 觀看 (17.6%) 。

The above top three reasons and order were consistent when compared with the results in 2016.

上述首三個原因及比例的次序均與 2016 年的一致。

(表 3.2.1e 及 f)

(Tables 3.2.1e & f)

Table 3.2.1e: 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 3.2.1e：絕對會 / 可能會付款在獲正式授權的網站線上收聽歌曲、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)**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
For better quality 為了得到更佳質素	33.0	24.6	51.2	24.9	22.9	25.7
Respect IP rights 尊重知識產權	29.3	35.7	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)	23.4	24.8	23.8	18.7	13.1	21.4
Convenient to find / can find the required files on authorised websites 在獲正式授權網站方便搜尋 / 找到所需的檔案	18.0	12.3	3.5	10.4	15.7	5.7
Reasonable price 價錢合理	3.2	3.8	1.0	3.9	3.7	3.6
Fear of violating the law 害怕觸犯法例	2.1	1.2	1.4	0.4	6.6	0.7
Need / Availability Reasons 有需要 / 供求原因	-	18.3	-	-	-	-
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	-
No specific reason 沒有特定原因	-	0.6	-	-	-	-
Sample: Among all persons who will pay for downloading from authorised websites 樣本：以所有會在獲正式授權網站付款下載的人士為基數	343	325	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 3.2.f: 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 3.2.1f：未必會 / 絕對不會付款在獲正式授權的網站線上收聽歌曲、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)**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Don't have a habit of listening to songs / watching movies / playing electronic games / reading 沒有聽歌 / 觀看電影 / 玩電子遊戲 / 閱讀的習慣	21.8	23.4	6.7	7.8	26.0	1.9
Seldom / never download any files 很少 / 從不下載任何檔案	17.6	14.9	12.8	23.3	9.8	3.4
Other channels for listening / watching online are available 有其他途徑可以網上收聽 / 觀看	17.6	14.6	13.4	10.8	4.9	0.8
Other channels for free downloading are available 有其他途徑免費下載	11.3	10.3	17.8	14.0	10.9	0.8
Prefer buying CD / DVD / game disc / book instead of downloading the files 較喜歡買 CD / DVD / 遊戲碟 / 書，不喜歡下載	9.5	9.0	6.7	11.7	28.0	13.7
Too expensive 價錢太貴	8.1	11.7	23.4	19.6	9.0	15.8
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	8.1	5.3	10.4	6.6	6.1	3.6
Don't know how to download 不懂得下載	5.7	3.2	5.1	9.7	6.6	1.9
Too troublesome / complicated to purchase online 網上購物太麻煩 / 複雜	4.9	4.1	19.0	10.4	9.6	47.0
Other channels are available (e.g. Television, radio) 有其他途徑 (例如電視、電台)	4.8	13.1	5.8	4.0	0.9	0.6
No interest / time 沒興趣/時間	3.5	4.1	-	-	-	-
Poor quality 質素差	3.3	1.0	0.7	1.1	0.6	0.4
Not aware of the authorised websites 不知道有獲正式授權網站的存在	0.7	1.7	2.9	2.2	2.3	10.1
Cannot find required files on authorised websites 不能在獲正式授權網站內找到所需的檔案	-	1.6	0.9	1.3	2.0	8.9
No specific reason 沒有特定原因	-	1.6	-	0.2	0.3	-
Sample: Among all persons who will not pay for downloading from authorised websites 樣本：以所有不會在獲正式授權網站付款下載的人士為基數	432	463	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%。

3.2.2 Whether paid attention if the products are genuine, pirated or counterfeit products when shopping online

上網購物時會否留意貨品是正版、盜版或冒牌

Among the 331 interviewed respondents who had the habit of online shopping, most of them (67.0%) said when they bought products with cartoon characters or logos of brand, they would pay attention if the products were genuine, pirated or counterfeit products, while 16.2% said they would not. The remaining 16.7% said they had never bought products with cartoon characters or logos of brand.

在 331 名有上網購物習慣的受訪者中，他們多數 (67.0%) 均表示在購買有卡通人物或品牌標誌的物品時，有留意貨品是正版、盜版或冒牌，而 16.2% 則表示不會留意，其餘 16.7% 表示他們不會上網購買有卡通人物或品牌標誌的物品。

When analysed by demographics, it was observed that relatively higher proportions of respondents who aged below 30 (87.1%) and 50 or above (85.1%) claimed that they would pay attention if the products were genuine, pirated or counterfeit products when shopping online.

以背景資料分析，發現 30 歲以下 (87.1%) 及 50 歲或以上 (85.1%) 的受訪者相對有較高比例表示上網購物時會留意貨品是正版、盜版或冒牌。

(表 3.2.2a 及 b)

(Tables 3.2.2a & b)

Table 3.2.2a: Whether paid attention if the products are genuine, pirated or counterfeit products when shopping online for products with cartoon characters or logos of brand

表 3.2.2a：當上網購買有卡通人物或品牌標誌的物品時，會否留意貨品是正版、盜版或冒牌

	2018 (%)
Yes 有留意	67.0
No 冇留意	16.2
Never buy products with cartoon character or logos of brand 唔會上網買有卡通人物/品牌標誌嘅物品	16.7
Sample: Among all persons who have the habit of online shopping 樣本：以所有有上網購物習慣的人士為基數	331

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 3.2.2b: Whether paid attention if the products are genuine, pirated or counterfeit products when shopping online for products with cartoon characters or logos of brand – bivariate analysis

表 3.2.2b：當上網購買有卡通人物或品牌標誌的物品時，會否留意貨品是正版、盜版或冒牌 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 有留意	76.4	83.6	87.1	74.3	85.1	100.0	77.7	81.4	77.4	87.0	83.7	80.3	77.3
No 冇留意	23.6	16.4	12.9	25.7	14.9	-	22.3	18.6	22.6	13.0	16.3	19.7	22.7
Sample: Among all persons who have the habit of online shopping 樣本：以所有有上網購物習慣的人士為基數	110	165	93	136	47	2 [#]	103	167	195	77	86	61	119
X ²	2.244		6.565*			1.067			3.182		1.289		

*p-value < 0.05 and expected value ≥ 5

*p-值 < 0.0 及預期值 ≥ 5

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

(2) Those answered "Never buy products with cartoon character or logos of brand" 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「唔會上網買有卡通人物/品牌標誌嘅物品」的個案。

Caution: Small sample base

注意：樣本數量較少

3.3 Behaviours involving 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

Given the popularity of the internet nowadays, the survey persistently investigated the frequency of involving in the online infringement of copyright since 2004. In this round, among the 775 interviewed respondents who had the habit of using internet, the respective proportions of involvement in such activities (often / sometimes / seldom) were listed below:

有見現今使用互聯網的普遍性，本調查自 2004 年起持續研究參與網上侵犯版權活動的習慣。在這輪調查，從 775 名有上網習慣的受訪者發現，各項（經常 / 間中 / 很少）參與這些活動的比例如下：

- Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then uploading them to the internet for downloading by others (2.3%);
 - 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 (5.4%);
 - Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then sharing the files with friends (13.0%);
 - Listening to pirated music / watching pirated movies / TV shows online (30.4%); and
 - Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites for one's own use (36.4%).
- 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 (2.3%);
 - 未經版權擁有人同意，擅自更改電影海報、漫畫或圖片等，然後上載至互聯網或社交網站與他人分享 (5.4%);
 - 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，然後轉發給朋友一同分享 (13.0%);
 - 直接在網絡上收聽盜版音樂 / 觀看盜版電影 / 電視節目 (30.4%); 及
 - 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 / 電子書供自用 (36.4%)。

Comparing with the findings in 2016, there was a slight decrease in the proportion of respondents who downloaded files from online communities / unauthorised websites for self use, dropping from 40.3% to 36.4%.

與 2016 年的結果比較，在網上社群或未經授權的網站下載檔案自用的百分比有輕微下降，由 40.3% 下降至 36.4%。

Other activities were reported with more or less the same proportions of respondents as those in the previous surveys. 參與其他活動的受訪者比例與過往調查的大致相同。

(表 3.3.1a – e)

(Tables 3.3.1a – e)

Table 3.3.1a: Frequency of downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then sharing the files with friends

表 3.3.1a : 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

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Often 經常	1.5	0.2	3.0	1.4	0.3	0.6	1.4	3.0
Sometimes 間中	7.6	3.1	12.3	6.6	7.0	3.6	5.4	7.0
Seldom 很少	3.9	7.6	13.3	6.7	7.1	9.9	5.2	5.6
Never 完全沒有	86.9	88.6	70.6	84.8	85.3	85.4	87.8	83.9
Don't know / can't remember 不知道 / 記不起	0.1	0.5	0.7	0.6	0.3	0.5	0.2	0.4
Often / sometimes / seldom 經常 / 間中 / 很少	13.0	10.8	28.6	14.7	14.4	14.1	12.0	15.6
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	775	788	732	709	691	666	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%。

* 2005 & 2004 Sample: Among all persons

* 2005 及 2004 年樣本：以所有人士為基數

Table 3.3.1b: Frequency of downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then uploading them to the internet for people to download

表 3.3.1b : 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

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Often 經常	0.1	-	0.4	0.7	0.1	0.2	0.3	1.0
Sometimes 間中	0.1	0.7	3.1	1.2	0.8	1.7	1.4	2.5
Seldom 很少	2.1	1.8	6.1	5.6	4.2	5.7	1.4	1.4
Never 完全沒有	97.6	97.1	89.8	92.2	94.9	92.0	96.8	95.1
Don't know / can't remember 不知道 / 記不起	0.1	0.4	0.5	0.3	-	0.5	0.1	-
Often / sometimes / seldom 經常 / 間中 / 很少	2.3	2.5	9.6	7.5	5.1	7.5	3.1	4.9
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	775	788	732	709	691	666	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%。

* 2005 & 2004 Sample: Among all persons

* 2005 及 2004 年樣本：以所有人士為基數

Table 3.3.1c: Frequency of downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites for own use

表 3.3.1c : 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

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Often 經常	2.8	1.4	6.3	1.7	1.2	1.4
Sometimes 間中	17.3	19.3	18.5	13.3	14.9	10.5
Seldom 很少	16.3	19.6	15.1	14.1	12.2	13.7
Never 完全沒有	63.5	59.1	59.6	70.5	71.1	73.7
Don't know / can't remember 不知道 / 記不起	0.1	0.5	0.5	0.4	0.5	0.8
Often / sometimes / seldom 經常 / 間中 / 很少	36.4	40.3	39.9	29.1	28.3	25.5
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	775	788	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 3.3.1d: 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 3.3.1d : 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**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)
Often 經常	0.2	0.3	0.4	0.4
Sometimes 間中	1.5	2.5	3.1	4.2
Seldom 很少	3.7	2.8	5.0	6.0
Never 完全沒有	93.5	93.9	90.3	88.7
Don't know / can't remember 不知道 / 記不起	1.0	0.5	1.1	0.7
Often / sometimes / seldom 經常 / 間中 / 很少	5.4	5.6	8.5	10.6
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	775	788	732	709

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 3.3.1e: Frequency of listening to pirated music / watching pirated movies / TV shows online**表 3.3.1e : 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**

	2018 (%)	2016 (%)	2014 (%)
Often 經常	2.7	1.9	2.9
Sometimes 間中	16.4	11.2	12.4
Seldom 很少	11.3	14.6	22.5
Never 完全沒有	63.0	66.0	59.2
Don't know / can't remember 不知道 / 記不起	6.6	6.4	3.0
Often / sometimes / seldom 經常 / 間中 / 很少	30.4	27.6	37.8
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	775	788	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%。

The results of sub-group analysis revealed that the frequencies of various activities involving infringement of copyright were significantly associated to respondent's sex, age, working status and monthly personal income. 小組分析的結果顯示參與侵犯版權活動的習慣明顯與受訪者的性別、年齡、就職狀況及個人每月收入有關連。

- Relatively higher proportions of the male respondents (15.9%) and those who aged below 50 (over 15%) downloaded files from online communities / unauthorised websites and then shared the files with friends. - 男性 (15.9%) 及 50 歲以下 (超過 15%) 的受訪者相對有較高比例有在網上社群 / 未經授權的網站下載檔案，然後轉發給朋友一同分享。
- Slightly higher proportions of respondents who aged below 30 (5.1%), those who were not working (4.0%) and those with monthly personal income of below \$10,000 (5.0%) downloaded files from online communities / unauthorised websites and then uploaded them to the internet for downloading by others. - 30 歲以下 (5.1%)、非在職 (4.0%) 及個人每月收入在 \$10,000 以下 (5.0%) 的受訪者相對有略高比例有在網上社群 / 未經授權的網站下載檔案，然後上載至互聯網或社交網站與他人分享。
- Slightly higher proportions of respondents who aged below 30 (10.9%) and those with monthly personal income of below \$10,000 (9.3%) re-edited movie posters, comics or pictures and then uploaded them to the internet or social networking websites for sharing purpose. - 30 歲以下 (10.9%) 及個人每月收入在 \$10,000 以下 (9.3%) 的受訪者相對有略高比例有擅自更改電影海報、漫畫或圖片等，然後上載至互聯網或社交網站與他人分享。
- The younger the respondents, the higher the proportions of respondents who listened to pirated music / watched pirated movies / TV shows online (ranged from 24.5% for those who aged 50 or above to 41.5% for those who aged below 30), and downloaded files from online communities / unauthorised websites for own use (ranged from 21.3% for those who aged 50 or above to 59.3% for those who aged below 30). - 受訪者的年紀愈小，有直接在網絡上收聽盜版音樂 / 觀看盜版電影 / 電視節目的比例就愈高 (由 50 歲或以上人士的 24.5% 至 30 歲以下人士的 41.5%)，以及有在網上社群 / 未經授權的網站下載檔案自用的比例就愈高 (由 50 歲或以上人士的 21.3% 至 30 歲以下人士的 59.3%)。

(表 3.3.1f – j)

(Tables 3.3.1f – j)

Table 3.3.1f: Frequency of downloading music / movies / TV shows / computer software / games / e-books online communities / unauthorised websites and then sharing the files with friends
- bivariate analysis

表 3.3.1f：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		
						(%)	(%)	(%)	(%)	(%)	(%)	< \$10,000 (%)	- \$19,999 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	15.9	10.4	15.3	17.9	5.6	-	13.3	13.6	13.4	12.8	13.1	14.2	12.8
Never 完全沒有	84.1	89.6	84.7	82.1	94.4	100.0	86.7	86.4	86.6	87.2	86.9	85.8	87.2
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	370	404	177	330	267	21 [#]	376	368	448	321	282	183	257
X ²	5.243*		20.537**			3.261			0.063		0.186		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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

(2) Those answered "don't know / 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 3.3.1g: Frequency of downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then uploading them to the internet for downloading by others – bivariate analysis

表 3.3.1g : 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		
						(%)	(%)	(%)	(%)	(%)	(%)	(%)	< \$10,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	2.4	2.2	5.1	1.2	1.9	4.8	2.7	1.9	1.1	4.0	5.0	-	1.6
Never 完全沒有	97.6	97.8	94.9	98.8	98.1	95.2	97.3	98.1	98.9	96.0	95.0	100.0	98.4
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	371	403	177	330	267	21 [#]	377	368	448	321	282	183	258
X ²	0.032		7.974*			0.544			7.041**		12.725**		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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

(2) Those answered "don't know / 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 3.3.1h: Frequency of downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites for own use – bivariate analysis**表 3.3.1h : 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 < (%)	- \$19,999 (%)	≥ \$20,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	36.9	36.0	59.3	36.4	21.3	23.8	34.3	39.0	37.9	34.6	36.9	38.3	38.0
Never 完全沒有	63.1	64.0	40.7	63.6	78.7	76.2	65.7	61.0	62.1	65.4	63.1	61.7	62.0
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	371	403	177	330	267	21 [#]	376	369	448	321	282	183	258
X ²	0.075		66.274**			3.247			0.914		0.112		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
 (2) Those answered "don't know / 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 3.3.1i: 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 3.3.1i : 未得版權擁有人同意，將電影海報、漫畫或圖片等改圖，然後放上網或社交網站與他人分享的習慣 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	\$10,000		
						< \$10,000 (%)	\$10,000 – \$19,999 (%)	≥ \$20,000 (%)					
Often / sometimes / seldom 經常 / 間中 / 很少	6.8	4.5	10.9	4.0	3.8	-	4.8	6.6	4.7	6.9	9.3	3.3	3.2
Never 完全沒有	93.2	95.5	89.1	96.0	96.2	100.0	95.2	93.4	95.3	93.1	90.7	96.7	96.8
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	366	401	175	327	265	21 [#]	372	365	445	317	280	183	253
X ²	1.983		12.696**			2.329			1.715		11.932**		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

(2) Those answered “don’t know / 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 3.3.1j: Frequency of listening to pirated music / watching pirated movies / TV shows online
- bivariate analysis

表 3.3.1j: 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 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	32.5	32.7	41.5	33.4	24.5	27.8	32.4	33.6	35.4	28.7	32.6	34.9	35.8
Never 完全沒有	67.5	67.3	58.5	66.6	75.5	72.2	67.6	66.4	64.6	71.3	67.4	65.1	64.2
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	342	382	176	314	233	18 [#]	352	348	429	289	261	172	243
X ²	0.006		13.451**			0.338			3.533		0.617		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

(2) Those answered "don't know / 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 online communities / unauthorised websites even 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」

Among the 775 interviewed respondents who had the habit of using internet, the majority (80.8%) agreed that “it is morally wrong to download music / movies / TV shows from online communities / unauthorised websites even knowing that it is an infringement of the IP rights”. Such proportion was slightly higher than 77.3% in 2016. Conversely, 11.6% did not consider that such activities were immoral, which was recorded as the lowest proportion in this aspect since 2008.

在 775 名有上網習慣的受訪者中，大部分 (80.8%) 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」，這個比例較 2016 年的 77.3% 略高。反之，有 11.6% 並不認為該類行為是不道德，這是自 2008 年以來記錄得最低的百分比。

With regard to the analysis on the demographic subgroups, no significant difference was found between different sub-groups.

以背景資料分析，不同組別之間並沒有明顯差別。

(表 3.3.2a 及 b)

(Tables 3.3.2a & b)

Table 3.3.2a: Whether agreeing that “it is morally wrong to download music / movies / TV shows from online communities / unauthorised websites even knowing that it is an infringement of IP rights”

表 3.3.2a：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」

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Agree 同意	80.8	77.3	69.5	72.3	76.1	80.3
Disagree 不同意	11.6	12.1	22.5	20.7	19.8	17.3
Don't know / Hard to say 不知道 / 很難說	7.5	10.6	7.9	7.1	4.0	2.4
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	775	788	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 3.3.2b: Whether agreeing that “it is morally wrong to download music / movies / TV shows from online communities / unauthorised websites even knowing that it is an infringement of IP rights”
– bivariate analysis

表 3.3.2b：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 (%)
Agree 同意	88.4	86.5	85.8	89.5	86.2	85.0	89.1	85.5	86.5	88.2	87.2	85.2	88.8
Disagree 不同意	11.6	13.5	14.2	10.5	13.8	15.0	10.9	14.5	13.5	11.8	12.8	14.8	11.3
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	352	364	169	286	261	20 [#]	349	339	415	297	266	169	240
X ²	0.536		1.891			2.068			0.454		1.120		

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 even 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」

Nearly seven-tenths of the respondents (70.2%) agreed that “it is morally wrong to listen to the music or watch the movies / TV shows online even knowing that they were pirated versions”. This revealed an increase from 64.5% in the 2016 survey.

近七成的受訪者 (70.2%) 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」，這顯示較 2016 年的 64.5% 有所上升。

Analysing by demographic variables, it was observed that relatively higher proportions of the male respondents (79.1%) and those who aged below 30 (84.2%) agreed that the captioned behavior to be immoral.

以背景資料分析，男性 (79.1%) 及 30 歲以下 (84.2%) 的受訪者相對有較高比例同意所述的行為是不道德。

(表 3.3.3a 及 b)

(Tables 3.3.3a & b)

Table 3.3.3a: Whether agreeing that “it is morally wrong to listen to the music or watch the movies / TV shows online even knowing that they were pirated versions”

表 3.3.3a：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」

	2018 (%)	2016 (%)	2014 (%)
Agree 同意	70.2	64.5	59.4
Disagree 不同意	22.7	20.3	32.4
Don't know / Hard to say 不知道 / 很難說	7.1	15.2	8.2
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	775	788	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 3.3.3b: Whether agreeing that “it is morally wrong to listen to the music or watch the movies / TV shows online even knowing that they were pirated versions” – bivariate analysis**表 3.3.3b：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 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 (%)
Agree 同意	79.1	72.1	84.2	71.0	74.9	66.7	75.2	75.8	76.9	73.2	70.4	76.4	78.2
Disagree 不同意	20.9	27.9	15.8	29.0	25.1	33.3	24.8	24.2	23.1	26.8	29.6	23.6	21.8
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	354	366	171	303	247	18 [#]	339	355	424	291	257	165	252
X ²	4.726*		10.428**			0.765			1.267		4.340		

* p -value < 0.05 and expected value 5; ** p -value < 0.01 and expected value 5

* p -值 < 0.05 及預期值 5; ** p -值 < 0.01 及預期值 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

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

Apart from the morality issues, some respondents practically concerned the possible risks to individuals or families involved in dealing with online pirated files and files downloaded from unauthorised websites. The top three risks mentioned were “computer may get virus” (26.2%), “violating the law” (22.7%) and “being prosecuted” (17.0%).

除道德問題上的看法外，一些受訪者亦關注處理網上盜版和未經授權的網頁下載檔案可能涉及對個人或家人的風險。首三個最多提及的風險是「電腦或會中毒」(26.2%)、「違法」(22.7%)及「被檢控」(17.0%)。

(表 3.3.4)

(Table 3.3.4)

Table 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 (Spontaneous mention)

表 3.3.4 : 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 / 電視節目會可能遇到的風險 (沒有提示下作答)

	2018 (%)	2016 (%)	2014 (%)
Computer may get virus 電腦或會中毒	26.2	28.2	36.2
Violating the law 違法	22.7	26.0	12.1
Being prosecuted 被檢控	17.0	25.9	-
Computer may be hacked by hackers 電腦或會被駭客入侵	8.0	6.2	17.8
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)	4.1	1.2	8.3
Set a bad example to the young generation 教壞下一代	-	1.6	-
May be fined 可能會被罰款	-	-	0.5
Infringement of IP rights 侵犯知識產權	-	-	0.1
Don't know / Hard to say 唔知道 / 好難講	17.4	16.9	13.7
No risk at all 沒有任何風險	18.8	16.7	21.5
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	775	788	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 Frequency of buying pirated or counterfeit goods 購買盜版或冒牌貨品的習慣

Since 1999 when this survey was first conducted, the habit of buying pirated or counterfeit goods was closely studied. In this round, the proportion of respondents who often / sometimes / seldom bought these goods was 18.5%, hit the lowest record to date. On the other hand, most of the respondents (75.8%) said they had never bought.

自 1999 年首次進行這項調查已對購買盜版或冒牌貨品的習慣進行研究。在這一輪的調查中，經常 / 間中 / 很少購買這些貨品的受訪者比例是 18.5%，達歷年新低。另一方面，多數受訪者 (75.8%) 表示他們從來沒有買過。

When analysed by demographics, it appeared that the lower the monthly personal income, the higher the proportions of respondents who would buy pirated or counterfeit goods (ranged from 14.9% for those with monthly income of \$20,000 or above to 22.8% for those with income of below \$10,000).

以背景資料作分析，發現受訪者的個人每月收入愈低，會購買盜版或冒牌貨品的比例就愈高 (由個人每月收入在 \$20,000 或以上的 14.9% 至收入在 \$10,000 以下的 22.8%)。

(表 3.3.5a 及 b)

(Tables 3.3.5a & b)

Table 3.3.5a: Frequency of buying pirated or counterfeit goods

表 3.3.5a : 購買盜版或冒牌貨品的習慣

	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Often 經常	-	0.3	0.2	0.5	0.1	0.2	0.7	0.9	2.8	1.2	1.7	2.7	3.3
Sometimes 間中	4.6	6.8	7.2	8.0	8.3	8.4	14.3	16.6	17.5	17.0	19.0	23.3	21.4
Seldom 很少	13.9	18.4	20.8	20.3	20.9	22.6	25.5	27.3	30.2	30.9	32.8	35.9	34.6
Never 完全沒有	75.8	70.9	69.9	69.5	69.6	67.4	58.4	55.2	47.8	49.1	46.1	36.5	36.8
Don't know / can't remember 不知道 / 記不起	5.6	3.5	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	18.5	25.5	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	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.3.5b: Frequency of buying pirated or counterfeit goods – bivariate analysis**表 3.3.5b：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	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	17.2	21.6	15.7	23.5	18.2	23.8	19.0	19.5	17.3	22.1	22.8	19.5	14.9
Never 完全沒有	82.8	78.4	84.3	76.5	81.8	76.2	81.0	80.5	82.7	77.9	77.2	80.5	85.1
Sample 樣本	425	522	178	323	445	105	457	375	457	485	435	210	249
X ²	2.967		5.416			1.258			3.386		6.236*		

* p-value < 0.05 and expected value ≥ 5

*p-值<0.05 及預期值≥5

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

(2) Those answered “don’t know / 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 bought pirated or counterfeit goods, relatively more expressed that the items which they mostly bought were “clothing and accessories” (43.1%), followed by “music CD / movie DVD or VCD” (27.9%) and “toys / stationery / accessories” (17.2%). The top three most purchased pirated or counterfeit goods remained the same as those in 2016.

曾購買盜版或冒牌貨品的受訪者當中，較多表示他們購買最多的盜版或冒牌貨品為「衣服 / 首飾」(43.1%)，其次是「聲音 / 影片光碟」(27.9%) 及「玩具 / 文具 / 精品」(17.2%)。首三類購買得最多的盜版或冒牌貨品與 2016 年的相同。

The survey revealed that the percentage of buying pirated or counterfeit “music CD / movie DVD or VCD” decreased gradually (from 63.0% in 2004 to 27.9% in 2018), while the percentages of buying pirated or counterfeit “clothing and accessories” (from 7.7% in 2004 to 43.1% in 2018) and “toys / stationery / accessories” (from 1.7% in 2004 to 17.2% in 2018) increased.

調查顯示，購買盜版或冒牌「聲音 / 影片光碟」的百分比逐漸減少 (由 2014 年的 63.0% 至 2018 年的 27.9%)，而購買盜版或冒牌「衣服 / 首飾」(由 2014 年的 7.7% 至 2018 年的 43.1%) 及「玩具 / 文具 / 精品」(由 2014 年的 1.7% 至 2018 年的 17.2%) 的百分比則有所增加。

The most frequent channel of buying pirated or counterfeit products was physical “shops / stores” (39.7%), followed by “stalls” (31.4%) and “online shops” (21.0%).

購買盜版或冒牌貨品最多用的渠道是實體「商舖」(39.7%)，其次是「街上攤檔」(31.4%)及「網絡商店」(21.0%)。

Comparing with the findings in 2016, the proportion of buying via physical “shops / stores” decreased (from 47.3% in 2016 to 39.7% in 2018), whereas the proportion of buying via “online shops” increased (from 9.4% in 2016 to 21.0% in 2018).

與 2016 年的結果比較，透過實體「商舖」購買的比例有所減少 (由 2016 年的 47.3% 至 2018 年的 39.7%)，而透過「網絡商店」購買的比例則有所增加 (由 2016 年的 9.4% 至 2018 年的 21.0%)。

(表 3.3.5c 及 d)

(Tables 3.3.5c & d)

Table 3.3.5c: Most bought Pirated or counterfeit products

表 3.3.5c：最多買的盜版或冒牌貨品

	2018	2016	2014	2012	2010	2008	2005	2004
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Clothing & accessories 衣服 / 首飾	43.1	32.9	28.0	20.1	20.7	15.0	12.3	7.7
Music CD / movie DVD or VCD 聲音 / 影片光碟	27.9	32.2	35.8	51.3	57.8	56.2	63.8	63.0
Toys / stationery / accessories 玩具 / 文具 / 精品	17.2	13.1	15.8	0.4	0.9	1.6	0.4	1.7
Mobile phone accessories 手機配件	5.0	1.2	-	-	-	-	-	-
Computer software 電腦軟件	4.2	6.5	10.2	12.7	9.7	14.4	14.1	15.2
Game (e.g. PS2 / Wii) 遊戲 (例如：PS2 / Wii)	2.1	2.8	5.3	7.5	5.3	7.3	6.7	8.1
Photocopy book 影印參考書	1.0	7.5	2.5	6.6	4.7	3.8	2.1	1.9
Household goods 家庭用品	-	2.3	-	-	-	-	-	-
Watch 手錶	-	1.5	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	186	258	284	288	294	313	488	544
樣本：以所有有買盜版 / 冒牌貨的人士為基數								

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.3.5d: Most frequent channel of buying pirated or counterfeit products**表 3.3.5d : 購買盜版或冒牌貨最多用的渠道**

	2018 (%)	2016 (%)
Shops / stores 商舖	39.7	47.3
Stalls 街上攤檔	31.4	35.0
Online shops 網絡商店	21.0	9.4
Mainland China (Shops / stores) 中國大陸商舖	3.8	6.2
Social media 社交平台	3.7	1.1
Auction sites 拍賣網站	0.5	1.0

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

186 258

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

For those respondents who claimed that they had never bought pirated or counterfeit goods, their most stated reason was “no need to buy / not interested in pirated or counterfeit goods” (46.2%). It was followed by “poor quality of pirated or counterfeit goods” (24.8%) and “genuine goods’ quality guaranteed” (11.4%).

至於表示從不購買盜版或冒牌貨品的受訪者中，他們最多提及的原因是「沒有購買盜版或冒牌貨品的需要 / 對盜版或冒牌貨品沒有興趣」(46.2%)，其次是「盜版或冒牌貨品質素差」(24.8%) 及「正版貨品質素有保證」(11.4%)。

(表 3.3.5e)

(Table 3.3.5e)

Table 3.3.5e: Reasons for not buying pirated or counterfeit goods (Spontaneous mention)**表 3.3.5e : 不購買盜版或冒牌貨品的原因 (沒有提示下作答)**

	2018	2016	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	46.2	42.1	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	24.8	21.6	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	11.4	10.2	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	11.1	18.0	12.7	8.5	6.6	10.9	4.0	3.0	3.4	6.9	10.0
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	10.8	15.1	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	6.5	5.0	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	6.0	5.0	5.3	8.0	3.5	4.1	4.7	7.2	4.1	-	-
Genuine goods are in better quality 正版貨品質素較佳	5.7	11.1	10.7	5.4	5.2	4.0	3.9	4.8	6.0	-	-
No money to buy pirated / counterfeit goods 沒有錢購買盜版或冒牌貨品	2.3	0.6	2.0	1.7	1.3	1.3	2.6	1.3	1.4	5.0	1.4
Genuine goods have become cheaper 正版貨品價錢下跌	2.1	1.3	2.4	4.2	0.8	1.2	2.0	1.1	2.9	5.3	2.8
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	1.5	1.4	1.6	1.2	2.3	3.1	1.1	0.4	2.2	0.6	3.7
To educate the young generation and to act as moral role model 教育下一代，以身作則	1.3	0.1	-	-	-	-	0.1	-	-	-	-
Free download from other channels 有其他途徑免費下載	1.2	0.5	0.6	0.1	0.5	-	-	-	-	-	-
Detrimental to Hong Kong economy 損害香港經濟	0.4	0.4	0.3	2.2	0.6	0.6	0.7	1.2	2.7	0.2	1.4
Seldom use DVD / VCD and software 很少用 DVD / VCD 及電腦軟件	0.3	1.2	1.3	1.9	5.0	1.6	7.6	9.5	12.3	-	-
Detrimental to Hong Kong law and order 損害香港治安	0.3	0.6	0.1	0.8	0.6	0.3	0.6	0.9	2.1	-	5.2
No time to search for pirated or counterfeit goods 沒有時間去找 / 特地前往買冒牌貨	-	0.3	-	-	-	-	-	-	-	-	-
No specific reason 沒有特定原因	-	2.5	-	-	-	-	-	-	-	-	-
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	761	711	702	696	699	676	704	670	588	385	358

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3.6 Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods even 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」

Most of the respondents (78.1%) agreed that “it is morally wrong to buy pirated / counterfeit goods even knowing that it is an infringement of IP rights”. Such proportion was slightly higher than 74.0% in 2016.

多數受訪者 (78.1%) 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」，這個比例較 2016 年的 74.0% 略高。

As for the demographic sub-group analysis, it appeared that relatively higher proportions of respondents with monthly income of below \$20,000 (about 86%) agreed that the captioned behavior to be immoral.

以背景資料分析，發現個人每月收入在 \$20,000 以下的受訪者 (約 86%) 相對有較高比例同意所述的行為是不道德。

(表 3.3.6a 及 b)

(Tables 3.3.6a & b)

Table 3.3.6a: Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods even knowing that it is an infringement of IP rights”

表 3.3.6a : 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」

	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Agree 同意	78.1	74.0	67.4	70.8	74.2	79.9	66.5	64.6	67.0	67.8	68.2	59.8	56.4
Disagree 不同意	14.6	14.2	22.5	21.2	20.7	16.3	24.5	26.8	22.5	23.1	24.0	31.1	30.5
Don't know / Hard to say 不知道 / 很難說	7.4	11.7	10.1	8.1	5.0	3.9	9.0	8.5	10.6	9.1	7.7	9.2	13.1
Sample 樣本	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.3.6b: Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods even knowing that it is an infringement of IP rights” – bivariate analysis

表 3.3.6b : 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 (%)	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 (%)	
Agree 同意	81.8	86.4	88.4	83.2	83.5	83.2	86.1	81.8	82.0	86.3	86.0	86.3	78.6
Disagree 不同意	18.2	13.6	11.6	16.8	16.5	16.8	13.9	18.2	18.0	13.7	14.0	13.7	21.4
Sample 樣本	428	501	172	315	443	101	446	374	451	473	422	204	257
X ²	3.770		2.659			2.843			3.087		7.607*		

* p -value < 0.05 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5

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

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

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

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

The public awareness of “No Fakes Pledge” Scheme was one of the key study topics in this Survey since 2008. This round of survey has recorded the highest awareness to date – with about three-fifths of the respondents (60.3%) having heard of this scheme.

When analysed by demographics, relatively higher proportions of respondents who aged 30 – 49 (66.2%), those who were working (69.4%) and those with monthly personal income of \$10,000 or above (over 65%) were aware of the scheme. Moreover, the higher the education level, the higher the proportions of respondents who were aware of this scheme (ranged from 46.8% for those with education level of primary or below to 69.0% for those with education level of tertiary or above).

Regarding their acquainting channels, the most popular channels were “stickers / tent cards in shops” (46.3%) and “television advertisements” (42.7%), followed by “newspapers / magazines” (9.8%).

自 2008 年，公眾對「正版正貨承諾」計劃的認知是調查的其中一項重要課題。這輪的調查錄得歷年最高的認知程度，有大約六成的受訪者 (60.3%) 表示曾聽過此計劃。

以背景資料作分析，30 – 49 歲 (66.2%)、在職 (69.4%) 及個人每月收入在 \$10,000 或以上 (超過 65%) 的受訪者相對有較高比例認知此計劃。此外，受訪者的教育程度愈高，認知此計劃的比例就愈高 (由教育程度在小學或以下的 46.8% 至大專或以上程度的 69.0%)。

關於受訪者認知的渠道，最普遍的渠道是「商戶標貼 / 座檯咭」(46.3%) 及「電視廣告」(42.7%)，其次是「報紙/雜誌」(9.8%)。

(表 3.4a – c)

(Tables 3.4a – c)

Table 3.4a: Whether having ever heard of the “No Fakes Pledge” Scheme

表 3.4a：有否聽過「正版正貨承諾」計劃

	2018	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	60.3	56.2	48.7	42.5	34.5	50.1
No 沒有	39.7	43.8	51.3	57.5	65.5	49.9
Sample 樣本	1 003	1 005	1 005	1 001	1 005	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.4b: Whether having ever heard of the “No Fakes Pledge” Scheme – bivariate analysis**表 3.4b：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 (%)	- \$19,999 (%)	≥ \$20,000 (%)
						(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	61.9	59.0	61.6	66.2	55.3	46.8	56.1	69.0	69.4	51.5	53.1	66.7	65.4
No 沒有	38.1	41.0	38.4	33.8	44.7	53.2	43.9	31.0	30.6	48.5	46.9	33.3	34.6
Sample 樣本	452	551	185	352	468	109	494	390	483	515	465	216	269
X ²	0.911		10.047**			24.207**			33.316**		16.395**		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.4c: Channels of acquaintance (Spontaneous mention)**表 3.4c：認知的渠道 (沒有提示下作答)**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Stickers / tent cards in shops 商戶標貼 / 座檯咭	46.3	34.0	16.3	13.9	13.5	9.1
Television advertisements 電視廣告	42.7	68.4	71.0	72.8	76.8	84.5
Newspapers / magazines 報紙 / 雜誌	9.8	16.8	15.3	14.4	14.1	15.3
Internet 互聯網	5.0	4.3	3.7	4.4	2.8	0.6
MTR advertisements 港鐵廣告	4.7	1.5	12.2	3.4	2.1	2.0
Word of mouth by friends / relatives / colleagues 親友 / 同事提及	4.6	1.7	3.9	4.7	3.1	1.6
Advertisements on bus 巴士廣告	4.3	0.7	7.5	2.1	2.3	0.8
Advertisements on smartphone apps 智能手機應用程式廣告	1.0	0.4	0.2	-	-	-
In class / school activities 課堂 / 學校活動	0.7	1.4	0.2	0.4	0.3	0.6
Advertisements in airport / trolleys 機場廣告 / 手推車廣告	0.5	-	-	-	-	-
Exhibition / Seminars 展覽 / 講座	0.3	0.5	0.2	0.2	0.6	-
Radio programmes 電台節目	-	3.1	4.7	4.0	6.2	6.0
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	2.5	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	605	565	490	426	347	503

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Among the respondents who were aware of the scheme, the majority (87.9%) considered that the scheme was very / quite helpful in building the confidence of consumers and tourists in shopping in Hong Kong, or in strengthening the reputation of Hong Kong as a shoppers' paradise. This proportion was slightly higher than 84.0% in the previous round.

在認知此計劃的受訪者中，大部分 (87.9%) 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，這個比例較上次調查的 84.0% 稍微上升。

As per the observation from the demographic analysis, relatively higher proportions of the respondents with education level of secondary or below (over 91%) and those who were not working (91.6%) considered the scheme very / quite helpful in the above mentioned context.

根據背景資料分析，教育程度在中學或以下 (超過 91%) 及非在職 (91.6%) 的受訪者相對有較高比例認為此計劃對上述方面非常有幫助 / 頗有幫助。

(表 3.4d 及 e)

(Tables 3.4d & e)

Table 3.4d: Considering whether the “No Fakes Pledge” Scheme could help building the confidence of consumers and tourists in shopping in Hong Kong, or strengthening the reputation of Hong Kong as a shoppers' paradise

表 3.4d：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

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Very helpful 非常有幫助	39.4	31.8	22.1	24.6	28.9	16.1
Quite helpful 頗有幫助	48.5	52.2	64.9	56.9	54.5	64.6
Not quite helpful 幫助不大	9.7	13.2	11.6	13.4	14.6	16.7
Not helpful at all 完全沒有幫助	1.7	1.6	0.6	3.7	0.5	1.4
Don't know / Hard to say 不知道 / 很難說	0.7	1.2	0.8	1.4	1.5	1.2
Very / quite helpful 非常有幫助 / 頗有幫助	87.9	84.0	87.0	81.5	83.4	80.7
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	11.4	14.8	12.2	17.1	15.1	18.1
Sample : Among all persons who were aware 樣本：以所有認知的人士為基數	605	565	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 3.4e: Considering whether the “No Fakes Pledge” Scheme could help building the confidence of consumers and tourists in shopping in Hong Kong,

or strengthening the reputation of Hong Kong as a shoppers’ paradise – bivariate analysis

表 3.4e：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		
						(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very / quite helpful 非常有幫助 / 頗有幫助	86.2	90.4	90.3	85.0	91.3	94.1	91.6	83.8	86.1	91.6	91.8	85.4	86.1
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	13.8	9.6	9.7	15.0	8.7	5.9	8.4	16.2	13.9	8.4	8.2	14.6	13.9
Sample: Among all persons who were aware 樣本：以所有認知的人士為 基數	276	324	113	233	253	51	274	266	332	262	244	144	173
X ²	2.583		5.185			9.721**			4.304*		4.882		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

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

In view of the public 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 (79.9%; slightly higher than 75.4% in 2016) and the overall economic development of Hong Kong (69.1%).

When it came to studying the results by demographic groups, relatively higher proportions of the male respondents (83.3%), those who aged 50 or above (87.8%) and those who were not working (83.3%) considered that the protection of IP rights could be very / quite helpful to the development of the local creative industries.

Moreover, relatively higher proportions of respondents who aged 50 or above (80.1%) and those who were not working (75.9%) considered the same regarding the helpfulness to the overall economic development.

公眾對保護知識產權長遠發展的態度方面，多數受訪者認為保護知識產權對本地創意產業發展 (79.9%；較 2016 年的 75.4% 略高) 及香港的整體經濟發展 (69.1%) 非常有幫助 / 頗有幫助。

以背景資料分析，男性 (83.3%)、50 歲或以上 (87.8%) 及非在職 (83.3%) 的受訪者相對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。

此外，50 歲或以上 (80.1%) 及非在職 (75.9%) 的受訪者亦相對有較高比例認同此舉對整體經濟發展的幫助。

(表 3.5a – d)

(Tables 3.5a – d)

Table 3.5a: Whether the protection of IP rights could help the development of the local creative industries**表 3.5a：認為保護知識產權對促進本地創意產業發展是否有幫助**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Very helpful 非常有幫助	32.4	30.7	22.3	27.5	30.5	23.9	23.3	27.0	34.0
Quite helpful 頗有幫助	47.5	44.7	48.6	45.5	52.5	52.1	54.2	55.0	46.1
Average 一般	15.6	15.4	21.1	15.4	11.1	16.3	12.4	10.2	7.4
Not quite helpful 幫助不大	3.5	5.0	6.5	7.3	3.7	4.6	6.0	4.9	6.1
Not helpful at all 完全沒有幫助	0.3	1.7	0.3	2.4	0.4	1.0	1.4	1.7	1.3
Don't know / Hard to say 不知道 / 很難說	0.8	1.3	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	79.9	75.4	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	3.8	6.7	6.8	9.7	4.1	5.6	7.3	6.5	7.4
Sample 樣本	1 003	1 005	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 3.5b: Whether the protection of IP rights could help the overall economic development of Hong Kong**表 3.5b：認為保護知識產權對促進香港整體經濟發展是否有幫助**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Very helpful 非常有幫助	21.0	21.3	14.4	18.4	21.4	14.5	18.1	20.8	24.2
Quite helpful 頗有幫助	48.1	45.9	48.7	46.9	49.7	47.5	52.4	51.7	44.0
Average 一般	19.8	18.5	26.3	17.9	17.2	23.0	14.3	10.3	13.1
Not quite helpful 幫助不大	7.3	7.8	8.5	10.0	7.4	9.7	9.1	10.2	10.5
Not helpful at all 完全沒有幫助	0.3	2.2	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	3.6	4.3	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	69.1	67.2	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	7.6	10.0	9.0	13.0	8.1	10.8	11.4	13.5	11.7
Sample 樣本	1 003	1 005	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 3.5c: Whether the protection of IP rights could help the development of the local creative industries
- bivariate analysis

表 3.5c : 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 (%)	Sec 中學 (%)	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	83.3	78.2	78.4	71.9	87.8	83.0	79.1	81.0	77.4	83.3	79.5	81.4	79.9
Average 一般	11.6	19.0	15.1	23.3	10.2	15.1	16.7	15.2	17.2	14.4	18.1	14.0	14.5
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	5.1	2.7	6.5	4.8	2.0	1.9	4.3	3.9	5.4	2.4	2.4	4.7	5.6
Sample 樣本	449	546	185	352	459	106	492	389	482	508	458	215	269
X ²	13.194**		36.546**			1.854			8.262*		7.240		

* p-value < 0.05 and expected value ≥ 5; **p-value < 0.01 and expected value ≥ 5

*p-值 < 0.05 及預期值 ≥ 5 ; **p-值 < 0.01 及預期值 ≥ 5

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

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

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Table 3.5d: Whether the protection of IP rights could help the overall economic development of Hong Kong – bivariate analysis

表 3.5d : 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	72.3	71.1	60.6	66.2	80.1	79.4	72.6	67.4	66.9	75.9	73.1	68.6	71.5
Average 一般	20.5	20.5	30.3	23.7	14.3	12.7	20.8	22.8	22.4	18.8	21.1	20.5	20.2
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	7.3	8.4	9.1	10.1	5.6	7.8	6.7	9.8	10.7	5.3	5.8	11.0	8.4
Sample 樣本	440	526	175	346	447	102	481	377	468	494	446	210	263
X ²	0.410		32.609**			8.428			13.200**		5.527		

** p-value < 0.05 and expected value ≥ 5

** p-值 < 0.05 及預期值 ≥ 5

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

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

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

With regard to the areas to which the Government should devote more resources to IP rights protection, relatively more respondents suggested “more promotion through the mass media” (37.8%), followed by “more enforcement action” (30.4%) and “more promotion in schools (incl. primary, secondary & tertiary)” (27.8%). These three aspects were consistent with the results in last survey.

對於政府應該投放更多資源在哪方面以保護知識產權，較多受訪者建議「加強在媒體上的宣傳」(37.8%)，其次是「加強巡查和掃蕩」(30.4%)及「加強在學校的宣傳 (包括大、中、小學)」(27.8%)。這三方面均與上次調查的結果一致。

(表 3.5e)

(Table 3.5e)

Table 3.5e: Areas to which the Government should devote more resources (Spontaneous mention)

表 3.5e : 認為政府應該投放更多資源在哪方面 (沒有提示下作答)

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
More promotion through the mass media 加強在媒體上的宣傳	37.8	40.7	42.5	36.6	44.8	56.6
More enforcement action 加強巡查和掃蕩	30.4	29.3	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)	27.8	25.6	24.1	32.3	46.8	50.1
Amendment of the law 修改法例	16.5	16.7	7.4	-	-	-
Organise more activities for the general public 多舉辦市民可以參與的宣傳活動	7.3	7.4	15.9	9.8	7.6	10.5
Help the development of local creative industries 促進本地創意產業發展	3.0	5.2	1.8	1.0	1.6	0.1
Enhance penalties 加重刑罰	1.0	0.2	10.5	22.7	25.2	25.8
Don't know / Hard to say 不知道 / 很難說	11.8	14.4	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	1.5	1.6	2.7	4.7	-	-
Sample 樣本	1 003	1 005	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嚟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”, similar to the findings in the last round, more than one-quarter of the respondents (26.0%) could spontaneously recall the Intellectual Property Department (IPD). On the other hand, a considerable proportion (62.2%) still declared “don’t know”. The remaining 11.8% 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，與上一輪的結果相若，超過四分之一的受訪者 (26.0%) 能在沒有提示的情況下正確地說出知識產權署。另一方面，仍有相當比例 (62.2%) 表示「不知道」，其餘 11.8% 則誤以為是由其他政府部門負責。

(表 3.6.1a 及 b)

(Tables 3.6.1a & b)

Table 3.6.1a: The government department that is responsible for promoting the protection of IP rights in Hong Kong (Spontaneous mention)

表 3.6.1a : 香港負責推廣保護知識產權的政府部門 (沒有提示下作答)

	2018 (%)
Intellectual Property Department / IPD 知識產權署	26.0
Customs and Excise Department 香港海關	10.5
Commerce and Economic Development Bureau 商務及經濟發展局	1.0
Hong Kong Police 香港警務處	0.3
Don't know 不知道	62.2
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3.6.1b: The government department that is responsible for promoting the protection of IP rights in Hong Kong (Spontaneous mention)

表 3.6.1b : 香港負責推廣保護知識產權的政府部門 (沒有提示下作答)

	2018	2016	2014	2012	2010	2008	2005	2004	2003
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Intellectual Property Department / IPD 知識產權署	26.0	27.8	23.8	19.8	14.8	17.2	15.4	13.5	10.5
Other wrong answers 其他錯誤答案	11.8	13.8	19.5	11.8	15.7	11.2	14.1	15.8	9.5
Don't know 不知道	62.2	58.4	56.7	68.4	69.5	71.6	70.5	70.7	80.0
Sample 樣本	1 003	1 005	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%。

Based on the results of demographic sub-group analysis, it was discovered that relatively higher proportions of the male respondents (33.6%), those who aged 30 – 49 (40.5%) and those who were working (37.9%) were aware that IPD was responsible for promoting the protection of IP rights in Hong Kong. It was also found that the higher the education level and monthly personal income, the higher the proportions of respondents who were aware of IPD (ranged from 2.8% for those with education level of primary or below to 41.5% for those with education level of tertiary or above; and from 14.6% for those with income of below \$10,000 to 44.2% for those with income of \$20,000 or above).

根據背景資料分析，男性 (33.6%)、30 – 49 歲 (40.5%) 及在職 (37.9%) 的受訪者相對有較高比例知道知識產權署是負責推廣保護知識產權。同時亦發現，受訪者的教育程度和個人每月收入愈越高，認知知識產權署的比例就愈高 (由教育程度在小學或以下的 2.8% 至大專或以上的 41.5%；以及由收入在 \$10,000 以下的 14.6% 至 \$20,000 或以上的 44.2%)。

(表 3.6.1c)

(Table 3.6.1c)

Table 3.6.1c: Awareness of the Intellectual Property Department – bivariate analysis

表 3.6.1c : 對知識產權署的認知 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下	Sec 中學	Tertiary or above 大專或 以上	Working 在職 人士	Non working 非在職 人士	\$10,000		
						(%)	(%)	(%)	(%)	(%)	(%)	< \$10,000 (%)	- \$19,999 (%)
Aware 知道	33.6	19.7	21.7	40.5	16.9	2.8	19.4	41.5	37.9	14.4	14.6	26.3	44.2
Not aware 不知道	66.4	80.3	78.3	59.5	83.1	97.2	80.6	58.5	62.1	85.6	85.4	73.7	55.8
Sample 樣本	452	552	184	351	468	109	494	390	483	515	465	217	269
X ²	24.893**		60.056**			89.957**			72.108**		78.409**		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

For those who were aware that IPD is the department which was responsible for promoting the protection of IP rights, they were further asked about the scope of duties of IPD. Similar to the findings in the last round, relatively more respondents could correctly point out that IPD was responsible for “promoting awareness on IP rights protection” (47.9%), followed by “registration of trade marks” (22.4%) and “registration of patents” (17.0%). However, still some mistakenly thought that “combating piracy and counterfeiting” (18.8%) was one of IPD’s duties.

在認知知識產權署是負責推廣保護知識產權的受訪者中，他們被進一步問及對知識產權署工作範圍的認知。與上一輪調查的結果相若，較多受訪者能準確指出知識產權署負責「宣傳 / 推廣保護知識產權」(47.9%)，其次是「商標註冊」(22.4%) 及「專利註冊」(17.0%)。然而，仍有部分誤以為「打擊盜版 / 掃蕩冒牌」(18.8%) 是知識產權署的職務之一。

As per the demographic sub-group analysis, relatively higher proportions of the respondents who were working (76.5%) and those with monthly income of \$10,000 or above (over 73%) were aware of at least one of the IPD’s duties.

根據背景資料分析，在職 (76.5%) 及個人收入在 \$10,000 或以上 (超過 73%) 的受訪者相對有較高比例知道至少一個知識產權署的工作。

(表 3.6.1d 及 e)

(Tables 3.6.1d & e)

Table 3.6.1d: Awareness of the duties of IPD (Spontaneous mention)**表 3.6.1d : 對知識產權署工作範圍的認知 (沒有提示下作答)**

	2018	2016	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	47.9	49.4	50.4	52.0	37.9	44.5	53.4	38.9	22.5
Registration of trade marks 商標註冊	22.4	19.2	28.0	15.8	18.5	13.3	20.7	26.4	17.7
Registration of patents 專利註冊	17.0	15.2	24.2	12.0	15.3	10.4	15.3	18.4	12.8
Public education 公民教育	6.6	4.0	5.0	11.2	7.8	4.0	9.1	7.6	9.5
Cooperate with Customs 與海關合作	5.4	2.8	2.5	6.2	3.7	1.2	4.8	4.4	6.2
Government intellectual property legal advisor 作為政府的知識產權法律顧問	2.9	1.5	4.2	2.5	-	2.3	0.4	1.0	1.1
Registration of designs 外觀設計註冊	1.2	5.4	6.2	4.5	5.9	0.6	-	-	5.8
Incorrect									
不正確									
Combat piracy and counterfeiting 打擊盜版 / 掃蕩冒牌	18.8	20.0	37.8	27.3	20.6	30.6	25.0	28.3	21.0
Enact legislation 立法	11.2	6.2	9.5	9.9	6.8	6.4	4.5	6.9	2.2
Investigate into infringing activities 調查侵權活動	7.3	5.6	11.2	9.1	6.3	3.5	5.7	8.7	3.5
Receiving complaints and reports of piracy 接受盜版及冒牌的投訴及舉報	1.5	8.0	3.7	3.0	4.4	4.0	4.7	3.7	9.5
Don't know 不知道	18.5	20.1	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	261	240	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 3.6.1e: Awareness of the duties of IPD – bivariate analysis**表 3.6.1e：對知識產權署工作範圍的認知 – 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下	Sec 中學	Tertiary or above 大專或 以上	Working 在職 人士	Non working 非在職 人士	\$10,000		
						(%)	(%)	(%)	(%)	(%)	(%)	< \$10,000 (%)	- \$19,999 (%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	73.0	67.9	68.3	73.9	67.1	33.3	66.7	74.5	76.5	58.1	57.4	73.7	76.3
Not aware (no correct answer or declared “don’t know”) 不知道 (沒有正確答案或 表示 “不知道”)	27.0	32.1	31.7	26.1	32.9	66.7	33.3	25.5	23.5	41.9	42.6	26.3	23.7
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	152	109	41	142	79	3 [#]	96	161	183	74	68	57	118
X ²	0.811		1.330			3.929			8.696**		7.797*		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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. More than half of the respondents (51.1%) encountered IPD's advertising or promotional activities. Such awareness level was similar to 50.2% in the last round.

Relatively more respondents expressed that they had seen the advertising or promotional messages on television (37.2%), followed by promotions on "No Fakes Pledge" Scheme (35.2%).

When analysed by demographics, it was observed that relatively higher proportions of the respondents who aged 30 – 49 (56.4%), those who were working (59.2%) and those with monthly income of \$10,000 or above (over 59%) were aware of the advertising or promotional activities of IPD. Moreover, the higher the education level, the higher the awareness levels (ranged from 37.3% for those with education level of primary or below to 57.4% for tertiary or above).

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。過半數受訪者 (51.1%) 接觸過知識產權署的廣告或宣傳活動，認知程度與上一輪調查的 50.2% 相若。

較多受訪者表示他們曾在電視上收看有關的廣告或宣傳訊息 (37.2%)，其次是「正版正貨承諾」宣傳 (35.2%)。

以背景資料分析，發現 30 – 49 歲 (56.4%)、在職 (59.2%) 及每月收入在 \$10,000 或以上 (超過 59%) 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。此外，受訪者的教育程度愈高，認知程度愈高 (由教育程度在小學或以下的 37.3% 至大專或以上的 57.4%)。

(表 3.6.2a – c)

(Tables 3.6.2a – c)

Table 3.6.2a: Awareness of the IPD's advertising and promotional activities (Spontaneous mention)**表 3.6.2a : 對知識產權署的廣告及宣傳活動的認知 (沒有提示下作答)**

	2018 (%)
Television	37.2
電視	
- "Selling Infringing Goods on the Internet Ruins Your Prospect" (featuring Akina Fong) 網上侵權搵快錢 前途盡毀勿亂試 (由方健儀主演)	9.7
- "Intellectual Property Trading Services" (featuring Yuen Man Kit) 知識產權貿易服務 (由袁文傑主演)	1.9
- "Support creativity, respect copyright" (featuring Eric Chau Pak-ho) 支持創作 尊重版權 (由周柏豪主演)	0.5
- "Territorial limitation of IP protection" (featuring Lee Lik Chee) 知識產權保護的地域性限制 (由李力持主演)	0.1
- Television, but cannot recall which advertisement / programme 電視見到，但記不起哪個廣告 / 特輯	25.0
Promotions on "No Fakes Pledge" Scheme	35.2
「正版正貨承諾」計劃宣傳	
- 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	17.7
- "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	12.6
- "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	3.5
- "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)	1.2
- "No Fakes Pledge" advertisement on buses 於巴士內之「正版正貨承諾」廣告	1.1
- "No Fakes Pledge" advertisement in MTR stations 於港鐵內之「正版正貨承諾」廣告	1.0
- "No Fakes Pledge" Scheme posters 「正版正貨承諾」計劃海報	0.5
- "No Fakes Pledge" advertisement in airport (trolley / billboard) 香港機場內之「正版正貨承諾」廣告 (手推車 / 燈箱)	0.2
Print advertisement / promotional materials	1.7
印刷廣告 / 宣傳物品	
- Newspaper / magazine, but cannot recall which article / advertisement 報紙 / 雜誌見到，但記不起哪個報導 / 廣告	1.7
Sample	1 003
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 3.6.2a: Awareness of the IPD's advertising and promotional activities (Spontaneous mention) (con't)**表 3.6.2a : 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)**

	2018 (%)
Other promotion channels	1.7
其他宣傳渠道	
- IPD Website 知識產權網頁	1.0
- Seminars in primary & secondary schools 中小學講座	0.5
- Seminars in universities or tertiary educational institutions 大專院校講座	0.2
Exhibitions	0.9
展覽活動	
- "Hong Kong Book Fair" 香港書展	0.5
- Exhibitions, but cannot recall which one 展覽見到，但記不起是哪個展覽	0.4
None	39.5
沒有看過 / 聽過 / 接觸過任何宣傳	
Do not remember	9.4
記不起	
Sample 樣本	1 003

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 3.6.2b: Whether encountered IPD's advertising / promotional messages on television, radio or other channels in the past two years**表 3.6.2b：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**

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Television 電視	37.2	39.7	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	35.2	7.3	7.8	4.3	4.5	10.7	-	-	-
Print advertisement / promotional materials 印刷廣告 / 宣傳物品	1.7	6.0	4.8	5.3	9.2	9.6	11.9	7.3	7.8
Other promotion channels 其他宣傳渠道	1.7	4.4	1.4	1.7	1.4	2.2	0.7	1.0	2.2
Exhibitions 展覽活動	0.9	1.7	1.2	1.3	3.4	1.3	0.9	1.0	1.2
Radio 電台	-	1.4	1.2	8.2	13.4	13.1	14.4	9.9	10.0
Promotions on "Copyright (Amendment) Bill 2014" 《2014 年版權（修訂）條例草案》的宣傳	-	0.8	2.7	-	-	-	-	-	-
Broadcasting on bus 巴士內播放	-	-	-	-	-	1.4	-	-	3.0
Seminars 研討會	-	-	-	-	-	-	0.9	1.1	-
Aware of the promotions of IPD 認知該署的宣傳	51.1	50.2	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	39.5	39.3	36.7	32.1	29.3	12.0	29.9	37.5	30.9
Do not remember 記不起	9.4	10.6	11.9	10.2	2.3	7.6	1.3	5.1	6.5
Sample 樣本	1 003	1 005	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 2010 and 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) 2010 年及往年調查中的問題是：「比較過去十二個月」。

Table 3.6.2c: Awareness of the IPD's advertising and promotional activities – bivariate analysis**表 3.6.2c : 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 (%)
Aware 認知	54.4	48.4	50.0	56.4	47.5	37.3	49.2	57.4	59.2	42.9	43.3	60.6	59.5
Not aware (incl. "do not remember") 不認知 (包括 "記不起")	45.6	51.6	50.0	43.6	52.5	62.7	50.8	42.6	40.8	57.1	56.7	39.4	40.5
Sample 樣本	452	552	184	351	467	110	494	390	483	515	464	216	269
X ²	3.646		6.422*			15.403**			26.497**		26.495**		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

About three-fifths of the respondents (59.9%) 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. Such proportion was similar to 58.2% in the previous survey. On the contrary, 36.2% considered that the promotional activities were quite / very ineffective.

When analysed by demographics, relatively higher proportion of the respondents who aged 50 or above (69.8%), those who were not working (70.6%) and those with income of below \$10,000 (69.9%) considered that the promotional activities were very / quite effective. Moreover, the lower the education level, the higher the proportions of respondents who considered them very / quite effective (ranged from 55.9% for those with education level of tertiary or above to 70.0% for primary or below).

約有六成的受訪者 (59.9%) 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很有效 / 頗有效。這個比例與上一輪調查的 58.2% 相若。相反地，有 36.2% 認為宣傳活動不大有效 / 完全沒有效。

以背景資料作分析，50 歲或以上 (69.8%)、非在職 (70.6%) 及收入在 \$10,000 以下 (69.9%) 的受訪者相對有較高比例認為宣傳活動很有效 / 頗有效。此外，受訪者的教育程度愈低，認為很有效 / 頗有效的比例就愈高 (由教育程度在大專或以上的 55.9% 至小學或以下的 70.0%)。

(表 3.6.3a 及 b)

(Tables 3.6.3a & b)

Table 3.6.3a: Effectiveness of the promotional activities held by the IPD in raising the awareness of the Hong Kong public on protecting IP rights

表 3.6.3a : 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

	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very effective 很有效	6.7	7.3	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	53.2	50.9	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	31.4	31.7	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	4.8	4.8	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	3.9	5.3	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	59.9	58.2	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	36.2	36.5	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	512*	1 005	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%。

* 2018 Sample: Among all persons who ever encountered any IPD's advertising / promotional messages on TV, internet, exhibitions, promotional materials or other channels in the past 2 years

* 2018 年樣本：以所有睇過去兩年內有睇電視、網上、展覽活動、宣傳刊物或者其他渠道接觸過任何知識產權署嘅宣傳的人士為基數

Table 3.6.3b: 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 3.6.3b : 知識產權署的宣傳活動對提升香港市民保護知識產權意識的有效程度 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Sec 中學 (%)	Non Working 在職 人士 (%)	working 非在職 人士 (%)	\$10,000		
											< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Very / quite effective 很有效 / 頗有效	65.0	59.6	53.3	57.8	69.8	70.0	66.2	55.9	55.8	70.6	69.9	57.9	55.7
Quite / very ineffective 不大有效 / 完全沒有效	35.0	40.4	46.7	42.2	30.2	30.0	33.8	44.1	44.2	29.4	30.1	42.1	44.3
Sample 樣本	243	250	92	185	215	40	228	220	278	214	193	126	158
X ²	1.541		9.860**			6.271*			11.273**		8.727*		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Finally, respondents were asked to give suggestions on the most effective channel to promote the protection of IP rights. Most of the respondents (66.9%) still considered that television was the most effective channel for promoting the protection of IP rights, followed by internet websites (30.1%), school (23.3%) and email / website advertisement (19.5%). Although television had been the most mentioned channel over all these years, it was noteworthy for the significant increase of internet websites and email / website advertisement (increased from 7.2% and 1.1% in 2003 to 30.1% and 19.5% in 2018 respectively).

最後，受訪者被問到認為最有效宣傳知識產權的途徑。多數受訪者 (66.9%) 仍然認為電視是宣傳知識產權的最有效途徑，其次是互聯網頁 (30.1%)、學校 (23.3%) 及電郵 / 網頁廣告 (19.5%)。儘管電視在過往多年為最多人提及的渠道，但值得令人關注的是互聯網頁及電郵 / 網頁廣告的明顯增長 (分別由 2003 年的 7.2% 及 1.1% 上升至 2018 年的 30.1% 及 19.5%)。

(表 3.6.3c)

(Table 3.6.3c)

**Table 3.6.3c: Perceived most effective channel to place the advertisements
for promoting the protection of IP rights**

表 3.6.3c : 認為宣傳知識產權的最有效途徑

	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Television 電視	66.9	68.3	70.9	76.2	82.6	84.6	79.6	80.3	72.0	71.5	64.6	61.6	65.5
Internet website 互聯網頁	30.1	25.8	22.7	16.6	11.6	12.6	8.2	8.2	7.2	6.2	5.6	4.5	4.3
School 學校	23.3	26.6	19.1	22.8	14.9	15.6	11.1	11.9	14.8	5.1	4.5	3.3	2.8
Email / website advertisement 電郵 / 網頁廣告	19.5	17.3	5.7	6.9	7.3	1.0	1.6	1.3	1.1	-	-	-	-
Newspaper / magazine 報章 / 雜誌	13.4	28.4	23.0	20.9	25.8	29.0	23.9	23.3	19.4	18.5	21.9	21.0	30.0
Radio 電台	11.4	16.0	20.4	16.4	23.6	20.8	27.6	30.2	19.9	15.9	14.3	12.7	13.3
Poster & other promotional items 海報及其他宣傳品	6.9	11.2	7.9	5.0	7.9	6.8	7.4	8.0	9.7	4.7	4.8	4.1	5.7
Advertisements in MTR 港鐵廣告	5.5	5.3	5.9	5.5	7.0	7.1	5.6	4.4	3.9	-	-	-	-
Advertisements on bus 巴士廣告	5.1	4.4	4.7	5.5	6.8	7.3	-	-	-	-	-	-	-
Smartphone apps 智能手機應用程式	3.2	1.2	3.5	1.4	-	-	-	-	-	-	-	-	-
Movie stars or singers 以電影明星或歌星宣傳	1.7	0.5	5.9	5.4	0.7	1.5	1.5	1.3	1.5	-	-	-	-
IPD's activities 知識產權署活動	0.9	1.7	3.7	2.9	2.8	1.0	2.9	3.2	2.5	1.0	1.5	1.2	1.0
Cinema / movie 戲院 / 電影	0.6	1.4	1.1	1.9	1.9	1.2	1.2	1.3	0.2	-	-	-	-
Append to genuine goods 附在正版商品上	0.4	1.3	2.1	1.3	0.6	1.3	0.8	1.1	0.1	-	-	-	-
Computer Expo 電腦展覽	0.3	0.7	1.3	0.4	0.2	0.6	0.2	-	0.5	-	-	-	-
Community activities 社區活動	-	2.3	-	0.1	0.3	-	-	-	0.1	-	-	-	-
B2B events 商戶/公司活動	-	0.8	-	-	-	-	-	-	-	-	-	-	-
Workplace 工作地點	-	0.6	0.8	0.5	0.9	0.5	0.3	0.1	0.1	-	-	-	-
Marketing via social media 透過社交媒體營銷	-	0.4	-	-	-	-	-	-	-	-	-	-	-
Telephone hotline 設立電話熱線	-	0.1	1.2	1.7	-	0.1	0.1	-	0.3	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	3.9	11.9	3.4	0.3	0.3	2.4	7.6	6.1	13.1	16.8	19.1	25.1	19.8

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

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 (1 003)	Successful enumerated 成功訪問	1 003
successful cases 不成功個案 (971)	Mid-way termination 中途拒絕	34
	No answer 無人接聽	353
	Busy line 對方通話中 / 未能打通	57
	Answering machine 電話留言	15
	Selected person not at home 被抽中的受訪者不在家	82
	Refusal 拒絕接受訪問	411
	Language problem 語言障礙	19
	Invalid cases 非目標個案 (326)	No response after dialing / required password 撥號後無聲無反應 / 需輸入密碼
Non-residential number 非住宅號碼		63
Fax number 傳真號碼		17
	Overall 總計	2 300

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	23	2.3	151 900	2.3
20 – 24	34	3.4	205 900	3.1
25 – 29	36	3.6	230 000	3.5
30 – 39	74	7.4	463 700	7.0
40 – 49	70	7.0	471 400	7.1
50 – 59	80	8.0	578 600	8.8
60+	132	13.2	867 800	13.2
Subtotal 小計	449	44.8	2 969 300	45.0
Female 女性				
15 – 19	26	2.6	142 700	2.2
20 – 24	31	3.1	211 000	3.2
25 – 29	40	4.0	271 600	4.1
30 – 39	103	10.3	698 900	10.6
40 – 49	103	10.3	675 100	10.2
50 – 59	99	9.9	666 300	10.1
60+	152	15.2	958 800	14.5
Subtotal 小計	554	55.2	3 624 400	55.0
Total 總計	1 003	100.0	6 593 700	100.0