

**Annual Survey on Public Awareness of
Protection of Intellectual Property
Rights – 2004
- Final Report -**

**Prepared for:
Intellectual Property Department**

Prepared by:



Mercado Solutions Associates Ltd.

米嘉道資訊策略有限公司

Table of Contents

目錄

1. Introduction	1
前言	1
2. Detailed Findings	2
主要調查結果	2
2.1 Knowledge and Attitudes toward Intellectual Property Rights	2
對知識產權的認識及觀念	2
2.1.1 Knowledge about Intellectual Property Rights	2
對知識產權的認識	2
2.1.2 Whether consider necessary to protect Intellectual Property Rights	14
是否認為知識產權需要受到保護	14
2.1.3 Whether consider the current situation of IP Rights infringement in Hong Kong is serious	18
是否認為現時香港侵犯知識產權的情況嚴重	18
2.1.4 Whether aware that there is legislation on intellectual property in Hong Kong	21
是否知道在香港的法例內已經有包括知識產權的法例	21
2.1.5 Most effective way to improve the situation of IP infringement in Hong Kong	23
最有效改善香港侵犯知識產權情況的途徑	23
2.1.6 Dominant role in improving the situation of IP rights infringement in Hong Kong	25
改善香港侵犯知識產權情況的最重要角色	25
2.2 Behaviour of Buying Pirated or Counterfeit Goods	27
購買盜版或冒牌貨品的行為	27
2.2.1 Frequency of infringing the copyright	27
參與侵犯版權活動的習慣	27
2.2.2 Frequency of buying pirated or counterfeit goods	32
購買盜版或冒牌貨品的習慣	32
2.2.3 Whether people around would buy / use pirated or counterfeit goods and how are they influencing the people	36
身邊的人有否購買 / 使用盜版或冒牌貨品及他們對自己選擇是否購買盜版或冒牌貨品的影響	36
2.2.4 Whether consider it easier or more difficult to buy pirated or counterfeit goods in the Hong Kong market as compared to the past 12 months	40
是否認為現時較過去十二個月更容易或更困難在香港市場購買盜版或冒牌貨品	40
2.2.5 Whether consider it is against morality for a consumer to buy pirated / counterfeit goods knowing that they are infringing the IP rights of others	43
是否認為一個消費者在明知侵犯別人知識產權的情況下仍然購買盜版 / 冒牌貨品是「不道德」行為	43
2.3 Attitudes towards Long-term Development for IP Rights	44
對保護知識產權長遠發展的意見	44

2.4 Awareness of the Intellectual Property Department and its' promotional activities	52
對知識產權署及其宣傳活動的認知	52
2.4.1 Awareness of the IPD and its' duties	52
對知識產權署及其工作的認知	52
2.4.2 Awareness of the IPD's advertising and promotional activities	58
對知識產權署的廣告及宣傳活動的認知	58
2.4.3 Effectiveness of the promotional activities held by the IPD in raising the awareness of Hong Kong citizens on protecting IP rights	61
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	61
Appendix 1: Enumeration result	65
附錄一：訪問結果	65
Appendix 2: Sample & population distribution	66
附錄二：樣本及人口分佈	66

1. Introduction 前言

In order to keep track of the public's awareness of the intellectual property rights, the Intellectual Property Department (IPD) has been conducting annual surveys on Public Awareness of Intellectual Property Rights (IPR) Protection since 1999. The previous surveys were conducted in June 1999, August 2000, 2001, 2002 and November 2003. The IPD had commissioned Mercado Solutions Associates Ltd. to conduct the sixth round survey among the general public in 2004. The key objectives of the survey are:

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

The survey was conducted by means of deploying the telephone interviewing method. In total, 1 214 individuals aged 15 and above were successfully enumerated between 11 November and 20 November 2004. The response rate of the survey was 60.4% (details of the enumeration results were summarized in Appendix 1). Based on the achieved sample size, the degree of precision for the proportion estimation would be $\pm 2.81\%$ at 95% confidence level. Data collected from the survey were adjusted to align with the sex-age distribution of the population (based on data of mid-2003 from Census and Statistics Department) such that findings of the survey were representative of the opinions / views of the whole population aged 15 and above. The sample and population distribution were summarized in Appendix 2.

為持續跟進公眾對保護知識產權的意識，知識產權署自一九九九年每年均會進行公眾對保護知識產權意識的調查。第一至五次的調查分別於一九九九年六月、二零零零年八月、二零零一年、二零零二年及二零零三年十一月完成。米嘉道資訊策略有限公司（米嘉道）受委託於二零零四年進行了第六次的公眾調查。調查目的主要包括：

- 探討現時公眾對保護知識產權的意識及認知程度；
- 對知識產權署各項推廣保護知識產權公眾教育工作的成效作出評估；及
- 比較今年公眾保護知識產權的觀念和行為與過去五年的轉變。

是次調查於二零零四年十一月十一日至二十日期間以電話訪問形式進行，總計成功訪問了 1 214 位 15 歲或以上人士，回應率達 60.4% (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 $\pm 2.81\%$ 。調查數據按照人口及年齡分佈 (根據政府統計處二零零三年中期數據) 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。

2. Detailed Findings

主要調查結果

2.1 Knowledge and Attitudes toward Intellectual Property Rights

對知識產權的認識及觀念

2.1.1 Knowledge about Intellectual Property Rights

對知識產權的認識

Similar to the previous surveys, people were first asked about the rights they thought IP Rights referred to. It was observed that people mainly thought of IP Rights referred to “copyright / copyright piracy” (48.6%), followed by “patent” (15.7%), “trademark / trademark counterfeiting” (12.0%) and “invention or creation” (9.4%). The findings were quite consistent with the previous surveys. (Table 1)

When analyzed by demographics, it was observed that those aged below 50 (79.6%) and the working people (78.6%) tended more to be able to give an answer. Furthermore, the higher the education level and monthly personal income of the people, the more they were able to give an answer as well. (Table 2)

與以往之調查相類似，市民首先被問及他們認為知識產權所指的權利。調查發現結果與過往相若，市民主要認為所指的是「版權 / 盜版」(48.6%)，其次是「專利權」(15.7%)、「商標 / 冒牌」(12.0%) 及「發明或創作」(9.4%)。(表 1)

以背景資料分析，發現年齡在 50 歲以下 (79.6%) 及在職 (78.6%) 的人士均較傾向能夠給予答案。此外，教育程度及個人每月收入愈高的人士，他們能給予答案的比例也愈高。(表 2)

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

表 1：對知識產權的認識（沒有提示下作答）

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Copyright / Copyright piracy 版權 / 盜版	48.6	42.7	41.3	41.3	32.8	31.1
Patent 專利權	15.7	10.4	5.9	10.8	9.2	6.4
Trademark / Trademark counterfeiting 商標 / 冒牌	12.0	7.7	3.3	2.2	3.4	3.1
Invention or creation 發明或創作	9.4	10.9	10.2	6.0	8.2	9.3
Self interest 個人利益	2.6	1.6	-	-	-	-
Property rights 收入 / 財產擁有權	2.6	0.6	0.6	0.9	2.3	0.7
Interest of publishers 出版商利益	2.5	1.5	-	-	-	-
Privacy 私隱權	2.4	2.5	1.9	1.4	0.7	0.4
Human rights / Civic rights 人權 / 公民權	2.1	1.2	1.9	1.3	2.0	1.9
Compliance with the laws 遵守法律	1.3	0.2	-	-	-	-
Design 外觀設計	1.2	1.8	0.5	0.6	0.6	0.7
Protection of culture 對知識和文化的保護	1.2	1.6	-	-	-	-
Personality rights 個人肖像權	0.7	1.0	-	-	-	-
Right of production 產品製造權	0.6	1.5	-	-	-	-
Consumer's rights 消費者權益	0.6	0.8	-	-	-	-
Rights of professionals 專業人士的權益	0.6	0.3	-	-	-	-
Freedom of speech 言論自由權	0.4	0.3	0.8	0.1	0.4	0.4
Ownership 擁有權	0.1	-	-	-	-	-
Environment protection 保護自然	-	0.5	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	27.5	30.9	28.0	32.1	35.7	39.6
Sample 樣本	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 2: Knowledge about Intellectual Property Rights – Bivariate analysis

表 2：對知識產權的認識 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 – \$19,999 (%)	≥ \$20,000 (%)
	Able to give answer 能夠給予答案	73.1	71.8	79.6	79.6	57.1	49.8	73.1	90.7	78.6	64.9	67.7	77.2
Don't know / hard to say 不知道 / 很難說	26.9	28.2	20.4	20.4	42.9	50.2	26.9	9.3	21.4	35.1	32.3	22.8	9.3
Sample 樣本	581	634	289	539	385	237	707	269	665	550	777	302	129
χ^2	0.290		66.361**			106.089**			28.448**		33.710**		

* $p < 0.05$; ** $p < 0.01$

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

- Selling pirated CD / DVD / VCD or computer software / game;
- Buying pirated CD / DVD / VCD or computer software / game;
- Buying a genuine CD and then convert to MP3 for uploading to Internet for sharing with other people;
- Buying counterfeit goods;
- A businessman put a famous foreign trademark on his product;
- A student photocopies a whole reference book for the purpose of revision;
- Someone copies licensed software from his office and brings it home for use;
- Someone visits newsgroup / websites and download MP3 / movies / e-books / games and share the files with friends; and
- Someone visits newsgroup / websites and download MP3 / movies / e-books / games and upload them to Internet for sharing purpose.

市民會被要求對不同情況是否有侵犯知識產權作出判斷，這些情況包括：

- 售賣盜版光碟或電腦軟件；
- 購買盜版光碟或電腦軟件；
- 購買正版光碟，然後轉為 MP3 並供人於網上下載；
- 購買冒牌貨品或商品；
- 商人將一個出名的外國商標放在自己的產品上；
- 學生將整本參考書影印，作為自己溫習之用；
- 將公司正版軟件複製一套回家使用；
- 有人在網上下載 MP3 / 電影 / 電子書籍 / 遊戲，然後給朋友用；及
- 有人在網上下載 MP3 / 電影 / 電子書籍 / 遊戲，然後供人於網上下載。

It was observed that findings were consistent with the previous surveys, most of the people still considered the acts of selling (96.7%) / buying (88.7%) pirated CD / DVD / VCD or computer software / game as an infringement of IP rights. Furthermore, more than 70% considered the acts of “a businessman put a famous foreign trademark on his product” (86.7%), “buying counterfeit goods” (85.7%), “someone visits newsgroup / websites and download MP3 / movies e-books / games and upload them to Internet for sharing purpose” (79.4%), “buying a genuine CD and then convert to MP3 for uploading to Internet for sharing with other people” (77.2%), “someone copies licensed software from his office and brings it home for use” (73.3%) and “someone visits newsgroup / websites and download MP3 / movies e-books / games and share the files with friends” (71.5%) were infringement of IP rights. On the other hand, relatively few people considered “a student photocopies a whole reference book for the purpose of revision” (57.9%) as an infringement of IP rights.

When comparing with the previous survey findings, the percentages of people whom were able to identify the situations have infringed the IP rights were increased steadily, except for the situation of “a businessman put a famous foreign trademark on his product”. Also, it is noteworthy that more people considered “buying a genuine CD and then convert to MP3 for uploading to Internet for sharing with other people” as a situation has infringed the IP rights. (Table 3)

結果發現與過去的調查相若，仍然有最多市民認為售賣 (96.7%) 或購買 (88.7%) 盜版光碟或電腦軟件是侵犯知識產權的行為。此外，有超過七成的人士認為「將出名的外國商標放在自己的產品上」(86.7%)、「購買冒牌貨品或商品」(85.7%)、「有人在網上下載 MP3 / 電影 / 電子書籍 / 遊戲，然後供人於網上下載」(79.4%)、「購買正版光碟，然後轉為 MP3 並供人於網上下載」(77.2%)、「將公司正版軟件複製一套回家使用」(73.3%) 及「有人在網上下載 MP3 / 電影 / 電子書籍 / 遊戲，然後給朋友用」(71.5%) 是侵犯知識產權。另一方面，「學生將整本參考書影印，作為自己溫習之用」(57.9%) 相對上則有較少人士認為是侵犯知識產權。

與過往的調查相比，除了「將出名的外國商標放在自己的產品上」，市民能夠分辨出侵犯知識產權的情況之百分比均平穩上升。此外，值得注意的是有更多市民認為「購買正版光碟，然後轉為 MP3 並供人於網上下載」是侵犯知識產權。(表 3)

Table 3: Whether consider the following situations have infringed the IP rights

表 3：是否認為以下情況侵犯知識產權

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Selling pirated CD/DVD/VCD or computer software/game 售賣盜版光碟或電腦軟件						
Yes 是	96.7	94.5	95.9	94.5	94.1	92.8
No 不是	1.3	1.7	2.7	1.9	1.5	3.0
Don't know /Hard to say 不知道 / 很難說	1.9	3.8	1.5	3.6	4.4	4.2
Sample 樣本	1 214	1 231	1 006	1 018	1 007	1 009
Buying pirated CD/DVD/VCD or computer software/game 購買盜版光碟或電腦軟件						
Yes 是	88.7	82.1	80.3	76.8	70.5	61.4
No 不是	6.4	9.5	10.4	13.4	15.9	22.8
Don't know /Hard to say 不知道 / 很難說	4.9	8.3	9.3	9.7	13.5	15.8
Sample 樣本	1 214	1 231	1 006	1 018	1 007	1 009
Buying a genuine CD and then convert to MP3 for uploading to Internet for sharing with other people 購買正版光碟，然後轉為 MP3 供人於網上下載						
Yes 是	77.2	66.3	-	-	-	-
No 不是	9.5	11.3	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	13.4	22.5	-	-	-	-
Sample 樣本	1 214	1 231	-	-	-	-
Buying counterfeit goods 購買冒牌貨品或商品						
Yes 是	85.7	83.7	80.3	73.0	71.2	63.8
No 不是	8.1	8.0	11.6	14.9	16.7	22.5
Don't know /Hard to say 不知道 / 很難說	6.2	8.3	8.1	12.1	12.1	13.7
Sample 樣本	1 214	1 231	1 006	1 018	1 007	1 009

Table 3: Whether consider the following situations have infringed the IP rights (con't)

表 3：是否認為以下情況侵犯知識產權 (續)

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
A businessman put a famous foreign trademark on his product 一個商人將一個出名的外國商標放在自己的產品上						
Yes 是	86.7	87.3	88.1	88.5	87.5	84.9
No 不是	6.2	4.2	4.4	4.1	4.3	6.5
Don't know /Hard to say 不知道 / 很難說	7.2	8.5	7.5	7.3	8.2	8.6
Sample 樣本	1 214	1 231	1 006	1 018	1 007	1 009
A student photocopies a whole reference book for the purpose of revision 一個學生將整本參考書影印，作為自己溫習之用						
Yes 是	57.9	53.7	49.3	45.3	47.9	40.0
No 不是	33.5	34.1	37.3	42.3	37.2	48.8
Don't know /Hard to say 不知道 / 很難說	8.6	12.2	13.4	12.4	14.9	11.3
Sample 樣本	1 214	1 231	1 006	1 018	1 007	1 009
Someone copies licensed software from his office and brings it home for use 將公司一套正版軟件複製一套回家使用						
Yes 是	73.3	68.4	71.0	64.6	64.5	61.2
No 不是	19.2	18.0	16.9	22.8	18.7	22.2
Don't know /Hard to say 不知道 / 很難說	7.5	13.5	12.1	12.7	16.8	16.6
Sample 樣本	1 214	1 231	1 006	1 018	1 007	1 009

Table 3: Whether consider the following situations have infringed the IP rights (con't)

表 3：是否認為以下情況侵犯知識產權 (續)

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Someone visits newsgroup/websites and download MP3/movies/e-books/games and share the files with friends 有人在網上下載 MP3/電影/電子書籍/遊戲，然後給朋友用						
Yes 是	71.5	-	-	-	-	-
No 不是	16.7	-	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	11.8	-	-	-	-	-
Sample 樣本	1 214	-	-	-	-	-
Someone visits newsgroup/websites and download MP3/movies/e-books/games and upload them to Internet for sharing purpose 有人在網上下載 MP3/電影/電子書籍/遊戲，然後供人於網上下載						
Yes 是	79.4	-	-	-	-	-
No 不是	10.1	-	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	10.6	-	-	-	-	-
Sample 樣本	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%。

Demographics analysis:

- Those working people (99.5%) tended more to consider that “selling pirated CD / DVD / VCD or computer software / game” as an infringement of IP rights.
- Females (91.7%), those aged 30 – 49 (92.9%) and the working people (92.3%) tended more to consider “buying a genuine CD and then convert to MP3 for uploading to Internet for sharing with other people” as an infringement of IP rights.
- Females (93.6%) tended more to consider “buying counterfeit goods” as an infringement of IP rights.
- Females (95.0%) and those non-working people (95.0%) tended more to consider “a businessman put a famous foreign trademark on his product” as an infringement of IP rights.
- Those with monthly personal income of \$20,000 or above (81.4%) and the older the age of the people, the more they tended to consider “a student photocopies a whole reference book for the purpose of revision” as an infringement of IP rights.
- Females (82.2%), those aged 30 – 49 (83.2%), those with primary education level or below (86.3%) and the higher the monthly personal income of the people, the more they tended to consider “someone copies licensed software from his office and brings it home for use” as an infringement of IP rights.
- Those working people (83.3%), the lower the education level and the older the age of the people, the more they tended to consider “someone visits newsgroup / websites and download MP3 / movies / e-books / games and share the files with friends” as an infringement of IP rights.
- Those aged 30 or above (about 91% - 92%), the working people (93.2%) and those with monthly personal income of \$10,000 - \$19,999 (93.9%) tended more to consider “someone visits

背景資料分析:

- 在職人士 (99.5%) 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。
- 女性 (91.7%)、年齡介乎 30 – 49 歲 (92.9%) 及在職 (92.3%) 的人士有較高比例認為「購買正版光碟，然後轉為 MP3 並供人於網上下載」是侵犯知識產權。
- 女性 (93.6%) 有較高比例認為「購買冒牌貨品或商品」是侵犯知識產權。
- 女性 (95.0%) 及非在職 (95.0%) 的人士有較高比例認為「一個商人將一個出名的外國商標放在自己的產品上」是侵犯知識產權。
- 個人每月收入在 \$20,000 或以上 (81.4%) 及年紀愈大的人士，有較高比例認為「一個學生將整本參考書影印，作為自己溫習之用」是侵犯知識產權。
- 女性 (82.2%)、年齡介乎 30 – 49 歲 (83.2%)、小學程度或以下 (86.3%) 及個人每月收入愈高的人士有較高比例認為「將公司正版軟件複製回家使用」是侵犯知識產權。
- 在職人士 (83.3%)、年紀愈大及學歷程度愈低的人士，有較高比例認為「有人在網上下載 MP3 / 電影 / 電子書籍 / 遊戲，然後給朋友用」是侵犯知識產權。
- 年齡在 30 歲或以上 (約 91% - 92%)、在職 (93.2%) 及個人每月收入在 \$10,000 - \$19,999 (93.9%) 的人士，有較高比例認為「有人在網上下載 MP3 / 電影 / 電子書籍 / 遊戲，然後供人於網上下載」是侵犯知識產權。(表 4)

newsgroup / websites and download MP3 / movies / e-books / games and uploads them to Internet for sharing purpose” as an infringement of IP rights. (Table 4)

Table 4: Whether consider the following situations have infringed the IP rights – bivariate analysis

表 4：是否認為以下情況侵犯知識產權 – 雙變項分析

Selling pirated CD/DVD/VCD or computer software/game 售賣盜版光碟或電腦軟件													
	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Yes 是	99.1	98.2	97.9	99.1	98.6	98.7	98.8	98.1	99.5	97.6	98.2	100.0	98.4
No 不是	0.9	1.8	2.1	0.9	1.4	1.3	1.2	1.9	0.5	2.4	1.8	-	1.6
Sample 樣本	573	618	289	532	369	227	694	270	657	533	761	295	128
χ^2	1.847		1.823			0.718			8.718**		5.445		

* $p < 0.05$; ** $p < 0.01$

Buying a genuine CD and then convert to MP3 for uploading to Internet for sharing with other people 買正版光碟，然後轉為 MP3 供人於網上下載													
	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Yes 是	86.3	91.7	83.2	92.9	88.3	90.6	89.4	87.0	92.3	85.1	87.2	92.2	91.6
No 不是	13.7	8.3	16.8	7.1	11.7	9.4	10.6	13.0	7.7	14.9	12.8	7.8	8.4
Sample 樣本	518	533	273	478	300	180	625	246	594	457	658	268	119
χ^2	8.011**		17.131**			1.586			13.599**		5.654		

* $p < 0.05$; ** $p < 0.01$

**Table 4: Whether consider the following situations have infringed the IP rights
 – bivariate analysis (con't)**

表 4：是否認為以下情況侵犯知識產權 – 雙變項分析 (續)

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
	Yes 是	88.8	93.6	89.1	91.5	92.8	92.4	92.2	88.0	91.2	91.5	92.4	88.4
No 不是	11.2	6.4	10.9	8.5	7.2	7.6	7.8	12.0	8.8	8.5	7.6	11.6	9.3
Sample 樣本	545	594	285	507	347	223	666	250	622	517	739	285	108
χ^2	8.235**		2.710			4.424			0.039		4.165		

* $p < 0.05$; ** $p < 0.01$

A businessman put a famous foreign trademark on his product
 一個商人將一個出名的外國商標放在自己的產品上

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
	Yes 是	91.5	95.0	94.5	92.4	93.9	93.2	93.4	93.2	92.0	95.0	94.2	91.8
No 不是	8.5	5.0	5.5	7.6	6.1	6.8	6.6	6.8	8.0	5.0	5.8	8.2	8.5
Sample 樣本	530	596	274	511	342	207	668	251	623	504	722	281	117
χ^2	5.393*		1.546			0.014			4.214*		2.531		

* $p < 0.05$; ** $p < 0.01$

**Table 4: Whether consider the following situations have infringed the IP rights
 – bivariate analysis (con't)**

表 4：是否認為以下情況侵犯知識產權 – 雙變項分析 (續)

A student photocopies a whole reference book for the purpose of revision
 一個學生將整本參考書影印，作為自己溫習之用

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
	Yes 是	64.1	62.7	57.0	62.0	70.4	66.2	61.7	65.4	64.3	62.2	61.6	60.2
No 不是	35.9	37.3	43.0	38.0	29.6	33.8	38.3	34.6	35.7	37.8	38.4	39.8	18.6
Sample 樣本	538	571	270	505	335	216	637	257	613	497	706	279	118
χ^2	0.244		12.309**			1.959			0.522		18.579**		

* $p < 0.05$; ** $p < 0.01$

Someone copies licensed software from his office and brings it home for use
 將公司一套正版軟件複製一套返家用

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
	Yes 是	76.0	82.2	71.0	83.2	79.9	86.3	75.6	83.1	80.8	77.0	77.0	82.0
No 不是	24.0	17.8	29.0	16.8	20.1	13.7	24.4	16.9	19.2	23.0	23.0	18.0	13.8
Sample 樣本	551	573	279	501	343	205	663	255	635	488	704	289	123
χ^2	6.456*		16.500**			14.086**			2.338		7.127*		

* $p < 0.05$; ** $p < 0.01$

**Table 4: Whether consider the following situations have infringed the IP rights
 – bivariate analysis (con't)**

表 4：是否認為以下情況侵犯知識產權 – 雙變項分析 (續)

Someone visits newsgroup/websites and download MP3/movies/e-books/games and share the files with friends

有人在網上下載 MP3/電影/電子書籍/遊戲，然後給朋友用

	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	81.4	80.8	71.4	82.9	87.1	89.8	80.8	75.3	83.3	78.3	80.9	83.1
No 不是	18.6	19.2	28.6	17.1	12.9	10.2	19.2	24.7	16.7	21.7	19.1	16.9	20.6
Sample 樣本	517	553	280	473	317	186	641	243	599	471	685	272	107
χ^2	0.063		25.443**			14.517**			4.238*		0.897		

* $p < 0.05$; ** $p < 0.01$

Someone visits newsgroup/websites and download MP3/movies/e-books/games and upload them to Internet for sharing purpose

有人在網上下載 MP3/電影/電子書籍/遊戲，然後供人於網上下載

	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	90.3	87.3	80.6	91.4	92.1	89.9	89.7	85.7	93.2	83.0	86.5	93.9
No 不是	9.7	12.7	19.4	8.6	7.9	10.1	10.3	14.3	6.8	17.0	13.5	6.1	10.7
Sample 樣本	527	558	284	486	315	179	648	258	616	470	683	277	121
χ^2	2.521		25.523**			3.264			27.831**		10.624**		

* $p < 0.05$; ** $p < 0.01$

2.1.2 Whether consider necessary to protect Intellectual Property Rights 是否認為知識產權需要受到保護

Similar to the last year's study, a great majority (95.7%) of the people considered that it was very / quite necessary to protect the IP rights in Hong Kong, only 2.1% considered the opposite and 2.3% declared "don't know / hard to say" on this issue. (Table 5)

與往年的調查相若，絕大部份的公眾 (95.7%) 認為知識產權在香港非常 / 頗有需要受到保護，只有 2.1% 的人士持相反意見，以及有 2.3% 表示「不知道 / 很難說」。(表 5)

Table 5: Whether consider necessary to protect IP rights

表 5：是否認為知識產權需要受到保護

	2004 (%)	2003 (%)
(a) Very necessary 非常有需要	44.0	38.9
(b) Quite necessary 頗有需要	51.7	53.3
(c) Quite unnecessary 頗不需要	1.7	1.5
(d) Not necessary at all 完全不需要	0.4	0.6
(e) Don't know /Hard to say 不知道 / 很難說	2.3	5.6
Very / quite necessary (a+b) 非常有需要 / 頗有需要	95.7	92.2
Quite unnecessary / not necessary at all (c+d) 頗不需要 / 完全不需要	2.1	2.2
Sample 樣本	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%。

When analyzed by demographics, it was observed that those working people (98.8%), the older the age and the higher monthly personal income of the people, the more they tended to consider it very / quite necessary to protect IP rights in Hong Kong. (Table 6)

以背景資料分析，發現在職 (98.8%)、年紀愈大及個人每月收入愈高的人士，有較高比例認為知識產權在香港非常 / 頗有需要受到保護。(表 6)

Table 6: Whether consider necessary to protect IP rights – bivariate analysis

表 6：是否認為知識產權需要受到保護 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
Very / quite necessary 非常有需要 / 頗有 需要	97.9	97.9	95.1	97.9	100.0	98.7	97.1	98.9	98.8	96.8	97.1	99.0	100.0
Quite unnecessary / Not necessary at all 頗不需要 / 完全不 需要	2.1	2.1	4.9	2.1	-	1.3	2.9	1.1	1.2	3.2	2.9	1.0	-
Sample 樣本	565	622	287	528	371	223	699	266	653	533	760	291	129
χ^2	0.002		18.663**			3.616			5.488*		6.660*		

* $p < 0.05$; ** $p < 0.01$

Among those who considered it was necessary to protect the IP rights, close to 70% of them considered the reason of necessity to protect IP rights was to “protect the interest of inventors / encourage creativity” (68.2%), followed by “protecting the interests of manufacturers / genuine IP right owners” (34.3%) and “protecting private property” (14.3%). These findings were consistent with the previous surveys’ results.

在認為有需要保護知識產權的人士中，有接近七成人士認為有需要保護知識產權的原因是「保護原創人利益 / 鼓勵創作」(68.2%)，其次是「保障生產商 / 正版商的利益」(34.3%) 及「保障私人財產」(14.3%)。而此結果亦同時與以往調查的結果相若。

Furthermore, findings have shown that more people were able to mention the reasons why it is necessary to protect IP rights when compared with the previous surveys. (Table 7)

此外，與以往調查的結果比較，此結果顯示更多市民能夠提及有需要保護知識產權的原因。(表 7)

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

表 7：需要保護知識產權的原因 (沒有提示下作答)

	2004 (%)	2003 (%)	2002 (%)	2001 (%)
Protect the interest of inventors / Encourage creativity 保護原創人利益 / 鼓勵創作	68.2	55.1	53.0	54.7
Protect the interests of manufacturers/ genuine IP right owners 保障生產商 / 正版商嘅利益	34.3	26.9	17.0	10.1
Protect private property 保障私人財產	14.3	10.5	2.8	0.7
Ensure fairness 保障公平	8.4	5.3	-	-
For the sake of morality / Incorrect to infringe IP rights 基於道德上嘅原因 / 侵犯知識產權係唔啱嘅	4.6	4.4	3.5	5.0
So that people do not use pirated / counterfeit products 令人唔再用盜版或冒牌貨	4.3	5.7	2.9	1.9
Fight against those infringed the IP rights 打擊侵權者嘅不法行爲	4.0	2.2	-	-
Protect Hong Kong's international image 保護香港嘅國際形象	3.7	2.7	4.0	7.5
Protect Hong Kong's software industry 保護香港軟件業嘅發展	2.5	0.9	1.3	2.8
Protect Hong Kong's film industry 保護香港電影業嘅發展	2.2	1.8	-	-
Enhance Hong Kong's long term economic development 有利香港長遠嘅經濟發展	2.0	3.0	2.7	3.3
The current situation of pirating is too serious 現時盜版情況太嚴重	2.0	0.8	-	-
Protect those who bought genuine goods 保障買正版貨市民嘅利益	1.9	1.0	-	-
Fight against crime / Safeguard law and order 打擊黑社會 / 維護治安	1.7	1.3	0.6	0.6
Protect Hong Kong's record industry 保護香港唱片業嘅發展	1.2	1.0	-	-
Protect living standard of the next generation 保障下一代嘅生活	0.7	1.1	-	-
Ensure quality of products 保障市民所購買產品嘅質素	0.5	1.5	0.7	0.3
Encourage foreign companies investing in HK 鼓勵外國公司在香港投資	0.1	-	-	-
Sample 樣本	1 162	1 140	1 006	1 018

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Among the 2.1% of the people who were considered not necessary to protect IP rights, they were further asked their reasons of having such belief. It was observed that 46.0% of them considered “genuine goods too expensive”, about one-third (33.8%) considered “manufacturers / genuine IP right owners make too much money”, another one-fifth (20.2%) considered “Hong Kong people don’t know invention or creation” and one-tenth (9.9%) considered “lower price of genuine goods will fight against the infringement”. All these constituted to 1% or less of the general public. (Table 8)

在 2.1% 認為不需要保護知識產權的人士中，他們被進一步問及認為不需要保護的原因。結果發現他們之中有 46.0% 認為「正版貨品太貴」，大約三分之一 (33.8%) 認為「生產商 / 正版商的利潤太高」，另有五分之一 (20.2%) 認為「香港人根本不懂創作」及有十分之一 (9.9%) 認為「正版貨品減價自然能夠打擊盜版」。這些人士分別佔整體公眾百分之一或以下。(表 8)

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

表 8：不需要保護知識產權的原因 (沒有提示下作答)

	Among all persons who considered it is unnecessary 以認為不需要的人士為基數 (%)	Among all general public 以整體公眾為基數 (%)
Genuine goods too expensive 正版貨品太貴	46.0	1.0
Manufacturers / Genuine IP right owners make too much money 生產商 / 正版商利潤太高	33.8	0.7
Hong Kong people don’t know invention or creation 香港人根本不懂創作	20.2	0.4
Lower price of genuine goods will fight against the infringement 正版貨品減價自然能夠打擊盜版	9.9	0.2
Sample 樣本	25	1 214

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

2.1.3 Whether consider the current situation of IP Rights infringement in Hong Kong is serious 是否認為現時香港侵犯知識產權的情況嚴重

Similar to the previous studies, about three quarters (76.0%) of the people considered the infringement of IP rights in Hong Kong was very / quite serious. Only 17.3% of the people considered the situation not serious / completely not serious. (Table 9)

與以往調查相若，約有四分之三 (76.0%) 的人士認為現時香港侵犯知識產權的情況非常嚴重 / 頗嚴重。只有 17.3% 的人士認為情況不嚴重 / 完全不嚴重。(表 9)

Table 9: Whether consider the current situation of IP rights infringement in Hong Kong is serious

表 9：是否認為現時香港侵犯知識產權的情況嚴重

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
(a) Very serious 非常嚴重	26.4	19.5	17.8	17.9	22.7	31.4
(b) Quite serious 頗嚴重	49.6	55.0	55.3	55.3	51.2	49.0
(c) Not serious 不嚴重	16.5	14.4	16.9	17.4	14.5	6.9
(d) Completely not serious 完全不嚴重	0.8	0.2	0.6	0.6	0.3	0.1
(e) Don't know /Hard to say 不知道 / 很難說	6.7	10.9	9.2	8.8	11.3	12.6
Very / quite serious (a+b) 非常嚴重 / 頗嚴重	76.0	74.5	73.1	73.2	73.9	80.4
Not serious / completely not serious (c+d) 不嚴重 / 完全不嚴重	17.3	14.5	17.5	18.0	14.8	7.0
Sample 樣本	1 214	1 231	1 006	1 018	1 007	1 006

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%。

When analyzed by demographics, it was observed that those females (89.2%), those aged 50 or above (88.1%), those with primary education level or below (92.4%), those non-working people (86.9%) and those with monthly personal income below \$10,000 (85.3%) tended more to consider the current situation of IP rights infringement very / quite serious. (Table 10)

以背景資料作分析，發現女性 (89.2%)、年齡在 50 歲或以上 (88.1%)、小學程度或以下 (92.4%)、非在職 (86.9%) 及個人每月入在 \$10,000 以下 (85.3%) 的人士，有較高比例認為現時侵犯知識產權的情況非常嚴重 / 頗嚴重。(表 10)

Table 10: Whether consider the current situation of IP rights infringement in Hong Kong is serious – bivariate analysis

表 10：是否認為現時香港侵犯知識產權的情況嚴重 – 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 (%)
	Very serious / quite serious 非常嚴重 / 頗嚴重	73.0	89.2	85.7	75.0	88.1	92.4	78.4	80.8	77.2	86.9	85.3	74.6
Not serious / completely not serious 不嚴重 / 完全不嚴重	27.0	10.8	14.3	25.0	11.9	7.6	21.6	19.2	22.8	13.1	14.7	25.4	23.4
Sample 樣本	540	593	280	523	328	198	670	265	635	497	712	287	128
χ^2	49.393**		27.593**			20.041**			17.562**		17.908**		

* $p < 0.05$; ** $p < 0.01$

In regarding the reasons for causing rampant IP infringement activities, about half (52.1%) considered that the reason was due to “cheaper price of pirated / counterfeit products / genuine goods being too expensive”, followed by “unethical businessmen reaping excessive profits” (16.4%), “greediness / improper public mentality / lack of self-discipline” (12.8%) and “inadequate enforcement of laws” (11.1%). (Table 11)

至於造成侵犯知識產權活動猖獗的主要原因，有大約半數 (52.1%) 認為是由於「盜版及冒牌貨品價錢平 / 正版貨品太貴」，其次是「不道德商人謀取暴利」(16.4%)、「市民貪小便宜 / 社會風氣差 / 欠自律」(12.8%) 及「政府執法未夠嚴厲」(11.1%)。(表 11)

Table 11: Reasons for causing rampant IP infringement activities (Spontaneous mention)

表 11：造成侵犯知識產權活動猖獗的主要原因（沒有提示下作答）

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Cheaper price of pirated / counterfeit products /Genuine goods being too expensive 盜版及冒牌貨價錢平 / 正版貨太貴	52.1	37.3	44.6	45.5	42.3	33.6
Unethical businessmen reaping excessive profits 不道德商人謀取暴利	16.4	24.9	16.3	26.0	13.8	18.1
Greediness / Improper public mentality/Lack of self-discipline 市民貪小便宜 / 社會風氣差 / 唔自律	12.8	8.4	11.3	15.8	15.2	7.0
Inadequate enforcement of laws 政府執法不夠嚴	11.1	12.1	9.0	3.5	10.1	9.7
Poor economy / Lower living standard 經濟差 / 市民生活水平下降	8.4	9.5	9.5	4.7	4.3	3.8
Poor awareness of protection of IP rights / Inadequate education 保護知識產權意識薄弱 / 教育不足	8.2	8.8	10.7	9.0	10.8	6.7
Too much supply on pirated / counterfeiting products / Easy to buy 盜版及冒牌貨供應太多，容易買到	5.8	5.7	4.5	1.2	2.6	1.3
Genuine goods are too easy to be pirated 正版貨太容易被翻版	4.4	2.2	-	-	-	-
Inadequacy of IP laws 知識產權法例不足	3.6	2.0	3.0	2.8	2.2	2.2
Inadequate Government's propaganda 政府宣傳不足	2.3	2.8	-	-	-	-
Good quality and variety of pirated products 冒牌貨品質不錯，產品種類亦多	2.1	1.3	-	-	-	-
Huge demand for pirated & counterfeit products 盜版及冒牌貨需求太大	1.9	2.9	2.7	0.2	1.8	1.2
Involvement of gangster 黑社會介入	1.5	2.0	-	-	-	-
Enhanced technology of pirating, pirated goods often available in the market earlier than genuine goods 盜版技術進步，盜版貨通常比正版貨更快推出市場	1.3	0.2	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	5.8	12.8	11.8	12.4	14.1	15.4
Sample 樣本	1 214	1 231	1 005	1 005	999	1 002

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

2.1.4 Whether aware that there is legislation on intellectual property in Hong Kong

是否知道在香港的法例內已經有包括知識產權的法例

People were asked whether they were aware that there is legislation on intellectual property in Hong Kong. 71.2% of the people were aware of the legislation on intellectual property in Hong Kong and 28.8% indicated “don’t know”.

當被問及是否知道在香港的法例內已經有包括知識產權的法例時，有 71.2% 的人士表示知道在香港的法例內已經有包括知識產權的法例，以及有 28.8% 表示「不知道」。

(表 12)

(Table 12)

Table 12: Whether aware that there is legislation on intellectual property in Hong Kong

表 12：是否知道在香港的法例內已經有包括知識產權的法例

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 知道	71.2	71.5	73.5	74.3	65.5	55.2
No 不知道	28.8	28.5	26.5	25.7	34.5	44.8
Sample 樣本	1 214	1 231	1 006	1 018	1 007	1 009

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%。

When analyzed by demographics, it was observed that those males (75.6%), those aged below 50 (about 73% - 75%), those with secondary education level or above (about 73% - 77%), those working people (77.4%) and the higher the monthly personal income of the people, the more they tended to aware that there is legislation on intellectual property in Hong Kong. (Table 13)

以背景資料分析，發現男性 (75.6%)、50 歲以下 (約 73% - 75%)、中學程度或以上 (約 73% - 77%)、在職 (77.4%) 及個人每月收入愈高的人士，有較高比例知道在香港的法例內已經有包括知識產權的法例。(表 13)

**Table 13: Whether aware that there is legislation on intellectual property in Hong Kong
 – bivariate analysis**

表 13：是否知道在香港的法例內已經有包括知識產權的法例 – 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 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Yes 知道	75.6	67.2	75.4	73.1	65.2	59.5	73.0	77.0	77.4	63.8	66.2	76.2	88.4
No 不知道	24.4	32.8	24.6	26.9	34.8	40.5	27.0	23.0	22.6	36.2	33.8	23.8	11.6
Sample 樣本	581	634	289	539	385	237	707	269	664	549	777	302	129
χ^2	10.349**		10.230**			21.288**			27.352**		31.698**		

* $p < 0.05$; ** $p < 0.01$

2.1.5 Most effective way to improve the situation of IP infringement in Hong Kong 最有效改善香港侵犯知識產權情況的途徑

Regarding the most effective way to improve the situation of IP infringement in Hong Kong, it was observed that more people had suggested “raising awareness of IP rights protection / strengthen education” (31.5%) and “increase penalties” (25.0%). Other suggestions with more than 10% of the people mentioned were “lower price of genuine goods” (19.7%), “Government should increase propaganda” (18.6%) and “full-scale enforcement action against the sale of pirated and counterfeit goods” (13.1%).

As compared to the previous surveys, more and more people considered that the most effective way to improve the situation of IP infringement in Hong Kong was “raising awareness of IP rights protection / strengthen education”. (Table 14)

對於認為最有效改善香港侵犯知識產權情況的途徑，發現有較高比例的人士建議「提高保護知識產權意識 / 加強教育」(31.5%)及「加重刑罰」(25.0%)。而其他有逾一成的人士提及的建議有「正版貨品價錢下降」(19.7%)、「政府要多做宣傳」(18.6%)及「全力掃蕩銷售盜版及冒牌貨品」(13.1%)。

與以往的調查結果比較，認為最有效改善香港侵犯知識產權情況的途徑是「提高保護知識產權意識 / 加強教育」的比例亦愈來愈高。(表 14)

**Table 14: Most effective way to improve the situation of IP infringement in Hong Kong
 (Spontaneous mention)**

表 14：最有效改善香港侵犯知識產權情況的途徑（沒有提示下作答）

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Raising awareness of IP rights protection / Strengthen education 提高保護知識產權意識 / 加強教育	31.5	26.9	22.9	18.7	22.0	16.4
Increase penalties 加重刑罰	25.0	25.8	21.0	22.6	20.1	22.4
Lower price of genuine goods 正版貨品價錢下降	19.7	20.3	27.8	24.7	25.8	22.9
Government should increase propaganda 政府要多做宣傳	18.6	14.7	12.3	1.8	3.9	2.2
Full-scale enforcement action against the sale of pirated and counterfeit goods 全力掃蕩銷售盜版及冒牌貨	13.1	16.2	13.2	12.8	14.3	8.2
End user liability 購買盜版 / 冒牌貨者亦要遭檢控	6.5	4.6	5.3	2.0	4.6	1.8
Improve Hong Kong's economy 改善香港經濟	3.0	3.6	3.1	2.8	4.0	1.5
No way to resolve the problem 根本無辦法解決	2.7	1.1	-	-	-	-
Regulated by market force 靠市場自己調節	2.1	0.9	-	-	-	-
Encourage creativity and innovation 鼓勵創作	0.8	0.6	0.2	0.4	0.2	0.3
Install anti-pirating function in genuine software 在正版軟件加裝防盜版功能	0.2	-	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	17.2	20.6	19.6	17.4	19.6	21.9
Sample 樣本	1 214	1 231	1 005	1 005	999	999

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

2.1.6 Dominant role in improving the situation of IP rights infringement in Hong Kong

改善香港侵犯知識產權情況的最重要角色

In terms of the dominant role in improving the situation of IP rights infringement in Hong Kong, 45.8% of the people considered the Government should play a dominant role, followed by “the general public” (23.4%) and “education institutions” (17.7%).

When compared to last year, it was observed that more respondents considered that the general public should play a dominant role in improving the situation of IP rights infringement in Hong Kong (23.4% versus 18.7% in 2003). (Table 15)

對於認為在改善香港侵犯知識產權情況的最重要角色，有 45.8% 的人士認為政府應該擔當最重要的角色，其次是「市民自己」(23.4%) 及「教育團體」(17.7%)。

與往年相比，發現有較多被訪者認為，如要改善香港侵犯知識產權的情況，市民自己應擔當最重要的角色 (23.4% 相比在 2003 年有 18.7%)。 (表 15)

Table 15: Dominant role in improving the situation of IP rights infringement in Hong Kong

表 15：改善香港侵犯知識產權情況的最重要角色

	2004 (%)	2003 (%)
Government 政府	45.8	47.1
The general public 市民自己	23.4	18.7
Education institutions 教育團體	17.7	17.5
Copyright owner 版權擁有者	7.8	10.0
Retailer 零售商	5.2	6.7
Sample 樣本	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%。

When analyzed by demographics, it was observed that the older the age and the lower the education level of the people, the more they tended to consider the Government should play a dominant role in improving the situation of IP rights infringement in Hong Kong.

On the other hand, females (28.1%), those with secondary education level or above (about 25% - 29%), those with monthly personal income below \$10,000 (26.9%) and the younger the age of the people, the more they tended to consider the general public should play a dominant role. (Table 16)

以背景資料分析，發現年紀愈大及教育程度愈低的人士，有較高比例認為政府應該在改善香港侵犯知識產權情況中擔當最重要角色。

另外，女性 (28.1%)、中學程度或以上(約 25% - 29%)、個人每月收入在 \$10,000 以下 (26.9%) 及年紀愈輕的人士，有較高比例認為應該擔當最重要角色的是市民大眾。(表 16)

**Table 16: Dominant role in improving the situation of IP rights infringement in Hong Kong
– bivariate analysis**

表 16：改善香港侵犯知識產權情況的最重要角色 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 – \$19,999 (%)	≥ \$20,000 (%)
	Government 政府	47.3	44.3	25.2	45.8	61.3	60.1	44.1	37.8	43.9	48.3	44.2	49.3
Education institutions 教育團體	19.8	15.9	19.7	15.0	20.3	18.5	17.0	18.9	18.2	17.1	16.5	22.5	13.3
Copyright owners 版權擁有人	8.6	7.1	9.7	8.9	4.9	6.3	7.6	9.6	9.5	5.8	6.7	8.9	12.5
Retailers 零售商	6.0	4.6	6.2	6.9	2.1	3.8	5.9	4.8	5.9	4.4	5.7	3.6	3.9
The general public 市民自己	18.2	28.1	39.3	23.4	11.4	11.3	25.3	28.9	22.6	24.4	26.9	15.6	21.9
Sample 樣本	581	634	290	539	385	238	707	270	665	549	776	302	128
χ^2	17.773**		123.130**			38.286**			8.280		26.962**		

* $p < 0.05$; ** $p < 0.01$

2.2 Behaviour of Buying Pirated or Counterfeit Goods 購買盜版或冒牌貨品的行爲

2.2.1 Frequency of infringing the copyright 參與侵犯版權活動的習慣

In this round of the survey, people were asked how often they infringed the copyright by making photocopy of the whole book; visiting newsgroup / unauthorized websites and downloading MP3 / movies / e-books / games and sharing the files with friends and visiting newsgroup / unauthorized websites and download MP3 / movies / e-books / games and uploading them to Internet for sharing purpose.

It was observed that only 10% or less of the people often / sometimes involve in the following three types of activities:

- Make photocopy of the whole book (5.0%);
- Visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and share the files with friends (10.0%); and
- Visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and uploading them to Internet for sharing purpose (3.5%).

For the activities mentioned above, each with more than 80% of the people claimed they never involved in it. (Table 17)

在今次調查中，市民會被問及他們侵犯版權的頻密程度。當中包括將整本參考書影印、在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後傳送給朋友一同分享及在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後供人於網上下載。

調查發現，只有 10% 或以下的人士表示他們有經常 / 間中參與以下三類活動：

- 將整本參考書影印 (5.0%)；
- 在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後傳送給朋友一同分享 (10.0%)；及
- 在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後供人於網上下載 (3.5%)。

就上述所提及的活動，每項都有多於 80% 的人士表示他們完全沒有參與。(表 17)

Table 17: Frequency of infringing the copyright in the work

表 17：參與侵犯版權活動的習慣

	Percent (%) 百分比
Photocopy the whole book 將整本參考書影印	
(a) Often 經常	1.2
(b) Sometimes 間中	3.8
(c) Seldom 很少	10.0
(d) Never 完全沒有	84.6
(e) Do not remember / refused to answer 不記得 / 拒絕回答	0.3
 Often / sometimes (a+b) 經常 / 間中	 5.0
Sample 樣本	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%。

Visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and share the files with friends 在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後傳送給朋友一同分享	
(a) Often 經常	3.0
(b) Sometimes 間中	7.0
(c) Seldom 很少	5.6
(d) Never 完全沒有	83.9
(e) Do not remember / refused to answer 不記得 / 拒絕回答	0.4
 Often / sometimes (a+b) 經常 / 間中	 10.0
Sample 樣本	1 214

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 17: Frequency of infringing the copyright in the work (con't)

表 17：參與侵犯版權活動的習慣 (續)

Visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and upload them to Internet for sharing purpose 在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後供人於網上下載	
(a) Often 經常	1.0
(b) Sometimes 間中	2.5
(c) Seldom 很少	1.4
(d) Never 完全沒有	95.1
Often / sometimes (a+b) 經常 / 間中	3.5
Sample 樣本	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%。

Demographics analysis:

- Those working people (18.0%), those with monthly personal income of \$20,000 or above (26.4%), the younger the age and the higher the education level of the people, the more they tended to make photocopy of the whole book.
- Males (19.9%), those with monthly personal income below \$20,000 (about 16% - 18%), the younger the age and the higher the education level of the people, the more they tended to visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and share the files with friends.
- Males (7.8%), those with monthly personal income of \$10,000 - \$19,999 (7.6%), the younger the age and the higher education level of the people, the more they tended to visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and upload them to Internet for sharing purpose. (Table 18)

背景資料分析：

- 在職 (18.0%)、個人每月收入在 \$20,000 或以上 (26.4%)、年紀愈輕及教育程度愈高的人士，有較高比例曾將整本參考書影印。
- 男性 (19.9%)、個人月入在 \$20,000 以下 (約 16% - 18%)、年紀愈輕及教育程度愈高的人士，有較高比例曾在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後傳送給朋友一同分享。
- 男性 (7.8%)、個人每月收入在 \$10,000 - \$19,999 (7.6%)、年紀愈輕及教育程度愈高的人士，有較高比例曾在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後供人於網上下載。(表 18)

Table 18: Frequency of infringing the copyright in the work – bivariate analysis

表 18：參與侵犯版權活動的習慣 – 雙變項分析

Photocopy the whole book 將整本參考書影印	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	-\$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Have photocopied 曾經影印過	15.8	14.7	31.2	12.2	7.3	0.8	13.6	32.0	18.0	11.7	13.9	13.7	26.4
Never photocopy 完全沒有影印	84.2	85.3	68.8	87.8	92.7	99.2	86.4	68.0	82.0	88.3	86.1	86.3	73.6
Sample 樣本	577	634	285	539	386	237	707	266	660	549	777	299	129
χ^2	0.285		79.685**			97.666**			9.475**		14.000**		

* $p < 0.05$; ** $p < 0.01$

Table 18: Frequency of infringing the copyright in the work – bivariate analysis (con't)

表 18：參與侵犯版權活動的習慣 – 雙變項分析 (續)

Visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and share the files with friends

在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後傳送給朋友一同分享

	Sex		Age			Education Attainment			Working Status		Monthly Personal Income		
	性別		年齡			教育程度			就職狀況		個人每月收入		
	Male	Female	< 30	30 – 49	≥ 50	Primary or below	Sec	Tertiary or above	Working	Non working	< \$10,000	– \$19,999	≥ \$20,000
(%)	(%)	(%)	(%)	(%)	小學或以下	中學	大專或以上	在職人士	非在職人士	(%)	(%)	(%)	
Have shared 曾經分享過	19.9	11.9	42.9	11.9	0.8	-	18.3	22.2	15.5	16.0	17.5	16.2	4.7
Never share 完全沒有分享	80.1	88.1	57.1	88.1	99.2	100.0	81.7	77.8	84.5	84.0	82.5	83.8	95.3
Sample 樣本	578	631	287	539	383	234	704	270	665	545	772	302	129
χ^2	14.613**		230.095**			56.076**			0.051		13.750**		

* $p < 0.05$; ** $p < 0.01$

Visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and upload them to Internet for sharing purpose

在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後供人於網上下載

	Sex		Age			Education Attainment			Working Status		Monthly Personal Income		
	性別		年齡			教育程度			就職狀況		個人每月收入		
	Male	Female	< 30	30 – 49	≥ 50	Primary or below	Sec	Tertiary or above	Working	Non working	< \$10,000	– \$19,999	≥ \$20,000
(%)	(%)	(%)	(%)	(%)	小學或以下	中學	大專或以上	在職人士	非在職人士	(%)	(%)	(%)	
Have uploaded 曾經上載過	7.8	2.4	11.4	4.5	0.8	1.7	5.2	7.0	4.7	5.1	4.6	7.6	-
Never upload 完全沒有上載	92.2	97.6	88.6	95.5	99.2	98.3	94.8	93.0	95.3	94.9	95.4	92.4	100.0
Sample 樣本	580	634	289	539	386	238	707	270	664	549	777	302	129
χ^2	18.750**		40.330**			8.045*			0.121		11.581**		

* $p < 0.05$; ** $p < 0.01$

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

As in previous surveys, people were asked whether they would buy pirated or counterfeit goods, it was observed that 17.5% of the people claimed that they would often / sometimes buy pirated or counterfeit goods, 27.3% claimed they would seldom buy it and more than half (55.2%) of the people had never bought pirated or counterfeit goods.

When compared to the previous surveys, relatively less proportion of people claimed that they used to buy pirated or counterfeit goods. (Table 19)

與過去的調查一樣，市民會被問及他們有否購買盜版或冒版貨品。結果顯示，有 17.5% 的人士表示他們有經常 / 間中購買盜版或冒牌貨品；27.3% 的人士表示他們很少購買；而有逾半數 (55.2%) 的人士表示他們從不購買盜版或冒牌貨品。

與過往的調查相比，有相對較少比例的人士表示有購買盜版或冒版貨品的習慣。(表 19)

Table 19: Frequency of buying pirated or counterfeit goods

表 19：購買盜版或冒牌貨品的習慣

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
(a) Often 經常	0.9	2.8	1.2	1.7	2.7	3.3
(b) Sometimes 間中	16.6	17.5	17.0	19.0	23.3	21.4
(c) Seldom 很少	27.3	30.2	30.9	32.8	35.9	34.6
(d) Never 完全沒有	55.2	47.8	49.1	46.1	36.5	36.8
(e) Do not remember / refused to answer 不記得 / 拒絕回答	-	1.7	1.8	0.5	1.6	3.9
Often / sometimes (a+b) 經常 / 間中	17.5	20.3	18.2	20.7	26.0	24.7
Sample 樣本	1 214	1 231	1 006	1 018	1 004	1 004

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%。

When analyzed by demographics, it was observed that those males (53.7%), those aged below 50 (about 53% - 55%), those with secondary education level or above (about 48% - 50%), the working people (53.0%) and those with monthly personal income of \$10,000 - \$19,999 (53.3%) tended more to have bought pirated or counterfeit goods as compared to their counterparts. (Table 20)

以背景資料作分析，發現男性 (53.7%)、50歲以下 (約 53% - 55%)、中學程度或以上 (約 48% - 50%)、在職 (53.0%) 及個人每月收入在 \$10,000 - \$19,999 (53.3%) 的人士有較高比例曾購買盜版或冒牌貨品。(表 20)

Table 20: Frequency of buying pirated or counterfeit goods – bivariate analysis

表 20：購買盜版或冒牌貨品的習慣 – 雙變項分析

	Sex		Age			Education Attainment			Working Status		Monthly Personal Income		
	性別		年齡			教育程度			就職狀況		個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 - \$19,999 (%)	≥ \$20,000 (%)
Have bought pirated or counterfeit goods 曾購買盜版或冒牌貨品	53.7	36.8	55.4	53.2	25.2	25.2	50.2	48.1	53.0	34.9	41.8	53.3	44.2
Never buy pirated or counterfeit goods 從未購買盜牌或冒牌貨品	46.3	63.2	44.6	46.8	74.8	74.8	49.8	51.9	47.0	65.1	58.2	46.7	55.8
Sample 樣本	581	634	289	539	385	238	707	270	664	550	777	302	129
χ^2	35.212**		88.411**			46.520**			39.863**		11.624**		

* $p < 0.05$; ** $p < 0.01$

Of the people who had bought pirated or counterfeit goods, they were asked which pirated or counterfeit goods they bought the most. It was observed that majority (63.0%) of them claimed the pirated or counterfeit goods which they bought the most was “pirated music CD / movie DVD or VCD”, followed by “computer software” (15.2%) and “game” (8.1%). (Table 21)

在那些曾購買盜版或冒牌貨品的人士中，他們會被問及哪樣盜版或冒牌貨是他們買得最多。結果發現，大部份 (63.0%) 的人士表示他們買得最多的是音樂 CD / 電影 DVD 或 VCD，其次是電腦軟件 (15.2%) 及遊戲 (8.1%)。(表 21)

Table 21: Pirated or counterfeit products which people bought the most

表 21：買最多的盜版或冒牌貨品

	Among all persons who buy 以有買的人士為基數 (%)	Among all general public 以整體公眾為基數 (%)
Pirated music CD / movie DVD or VCD 音樂 CD / 電影 DVD 或 VCD	63.0	28.2
Computer software 電腦軟件	15.2	6.8
Game (e.g. PS2) 遊戲 (例如：PS2)	8.1	3.6
Photocopy book 影印參考書	1.9	0.9
Clothing & accessories 衣服 / 手飾	7.7	3.5
Watch 手錶	1.2	0.5
Stationery 文具	1.4	0.6
Cigarette 香煙	0.8	0.3
Packaged food 包裝食品	0.4	0.2
Toys 玩具	0.3	0.1
Sample 樣本	544	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%。

Of the people who had never bought pirated or counterfeit goods, they were asked the reasons for not buying them. More than one-third of them claimed that “no need to buy / not interested in pirated or counterfeit goods” (37.5%) and “poor quality of pirated or counterfeit goods” (35.5%). Other reasons mentioned including “immoral / wrong to infringe others’ IP rights” (14.4%), “seldom use VCDs and software” (9.5%) and “genuine goods’ quality guaranteed” (8.5%) etc. Also, these findings were similar to the previous surveys’ results. (Table 22)

在那些從不購買盜版或冒牌貨品的人士中，他們會被問及不購買的原因。當中有多過三分之一表示不購買的原因是「沒有購買盜版或冒牌貨品的需要 / 對盜版或冒牌貨品沒有興趣」(37.5%) 及「盜版或冒牌貨品質素差」(35.5%)。而其他有被提及的原因包括「侵犯別人知識產權，是不道德行為 / 覺得侵犯別人知識產權是不正確的」(14.4%)、「很少用 VCD 及電腦軟件」(9.5%) 及「正版貨品質素有保證」(8.5%) 等。而且，此結果亦與過往的調查結果相若。(表 22)

Table 22: Reasons for not buying pirated or counterfeit goods (Spontaneous mention)

表 22：不購買盜版或冒牌貨品的原因 (沒有提示下作答)

	2004 (%)	2003 (%)	2002 (%)	2001 (%)
No need to buy / Not interested in pirated or counterfeit goods 沒有購買盜版或冒牌貨品的需要 / 對盜版或冒牌貨品沒有興趣	37.5	34.0	41.4	12.8
Poor quality of pirated or counterfeit goods 盜版或冒牌貨品質素差	35.5	31.5	18.2	23.9
Immoral / Wrong to infringe others’ IP rights 侵犯別人知識產權，是不道德行為 / 覺得侵犯別人知識產權是不正確的	14.4	11.1	14.2	14.8
Seldom use VCDs and software 很少用 VCD 及電腦軟件	9.5	12.3	-	-
Genuine goods’ quality guaranteed 正版貨品質素有保證	8.5	8.9	4.8	1.7
Affect own image 影響自己形象	7.2	4.1	-	-
Fear of violation of IP laws 害怕觸犯法例	6.4	2.9	8.5	7.3
Genuine goods are in better quality 正版貨品質素較佳	4.8	6.0	-	-
Seldom buy pirated / counterfeit goods as a habit 很少買盜版或冒牌貨品	3.0	3.4	6.9	10.0
No money to buy pirated / counterfeit goods 沒有錢購買盜版或冒牌貨品	1.3	1.4	5.0	1.4
Detrimental to Hong Kong’s economy 會損害香港經濟	1.2	2.7	0.2	1.4
Genuine goods have become cheaper 正版貨品價錢下跌	1.1	2.9	5.3	2.8
Detrimental to Hong Kong’s law and order 損害香港治安	0.9	2.1	-	5.2
Difficult to find pirated / counterfeit goods on market 現時很難在市面上找到盜版或冒牌貨品	0.4	2.2	0.6	3.7
Sample 樣本	670	588	385	358

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

2.2.3 Whether people around would buy / use pirated or counterfeit goods and how are they influencing the people

身邊的人有否購買 / 使用盜版或冒牌貨品及他們對自己選擇是否購買盜版或冒牌貨品的影響

Similar to the last year's survey, more than half (56.3%) of the people claimed their friends had bought / used pirated or counterfeit goods, followed by "colleagues / schoolmates" (26.0%), "relatives (not living together)" (13.4%) and "family members (living together)" (11.5%). It is noteworthy that more than one-fifth (22.2%) of the people did not know whether the people around had bought / used pirated or counterfeit goods. (Table 23)

與往年的調查結果相若，有逾半數 (56.3%) 的人士表示他們的朋友有購買 / 使用盜版或冒牌貨品，其次是「同事 / 同學」(26.0%)、「親戚 (不同住)」(13.4%) 及「家人 (同住)」(11.5%)。值得注意的是有逾五分之一 (22.2%) 的人士並不知道身邊的人有否購買 / 使用盜版或冒牌貨品。(表 23)

Table 23: Whether people around would buy / use pirated or counterfeit goods

表 23：身邊的人有否購買 / 使用盜版或冒牌貨品

	2004 (%)	2003 (%)
Friends 朋友	56.3	53.7
Colleagues / schoolmates 同事 / 同學	26.0	21.8
Relatives (not living together) 親戚 (不同住)	13.4	15.5
Family members (living together) 家人 (同住)	11.5	10.7
Neighbours 鄰居	7.2	6.6
Employer 僱主	2.8	1.1
Staff 僱員	1.2	0.7
Don't know whether they use / buy 不知道是否有人購買 / 使用	22.2	25.0
Nobody use / buy 沒有人購買 / 使用	8.0	7.8
People around bought / used 身邊有人購買 / 使用	69.8	67.2
Sample 樣本	1 214	1 231

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

When analyzed by demographics, it was observed that those working people (79.7%), the younger the age and the higher the education level and the higher the monthly personal income of the people, the more they tended to know the people around had bought / used pirated or counterfeit goods. (Table 24)

以背景資料作分析，發現在職 (79.7%)、年紀愈輕、教育程度愈高及個人每月收入愈高的人士，有較高比例認識身邊有人購買 / 使用盜版或冒牌貨品。(表 24)

Table 24: Whether people around would buy / use pirated or counterfeit goods – bivariate analysis

表 24：身邊的人有否購買 / 使用盜版或冒牌貨品 – 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 (%)
						(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
People around bought / used 身邊有人購買 / 使用	70.7	68.9	86.5	74.4	50.8	50.2	72.2	80.4	79.7	57.8	62.8	79.8	88.4
Nobody / Don't know whether they use / buy 沒有 / 不知道是否 有人購買 / 使用	29.3	31.1	13.5	25.6	49.2	49.8	27.8	19.6	20.3	42.2	37.2	20.2	11.6
Sample 樣本	580	634	289	539	386	237	706	270	664	550	777	302	129
χ^2	0.446		109.863**			59.382**			68.096**		53.455**		

* $p < 0.05$; ** $p < 0.01$

Among those who were aware that the people around them had bought / used pirated or counterfeit goods, majority of them (82.7%) considered the people around them were somewhat not influencing or not influencing at all on their decision of buying / using pirated or counterfeit goods or not. Only 15.9% of them claimed “definitely influencing / somewhat influencing”. These findings were also similar to the last year’s survey result. (Table 25)

在知道身邊有人購買 / 使用盜版或冒牌貨品的人士中，大部份 (82.7%) 認為身邊的人對他們選擇是否購買 / 使用盜版或冒牌貨品的影響不大 / 完全沒有影響。而他們只有 15.9% 對此表示「有很大影響 / 有影響」。此結果亦與往年的調查結果相若。(表 25)

Table 25: Whether the people around have the influence on buying/using pirated or counterfeit goods

表 25：身邊的人對自己選擇是否購買 / 使用盜版或冒牌貨品的影響

	2004 (%)	2003 (%)
(a) Definitely influencing 有很大影響	3.6	4.3
(b) Somewhat influencing 有影響	12.3	11.6
(c) Somewhat not influencing 沒有太大影響	46.3	48.0
(d) Not influencing at all 影響不大	36.4	35.2
(e) Don't know / do not remember 不知道 / 不記得	1.3	1.0
Definitely / somewhat influencing (a+b) 有很大影響 / 有影響	15.9	15.9
Somewhat / not influencing at all (c+d) 影響不大 / 完全沒有影響	82.7	83.2
Sample 樣本	847	827

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%。

When analyzed by demographics, it was observed that those males (20.0%), those non-working people (22.0%), those with monthly personal income below \$10,000 (21.3%) and the younger the age of the people, the more they tended to consider that the people around them would definitely influence / somewhat influence them of buying / using pirated or counterfeit goods. (Table 26)

以背景資料分析，發現男性 (20.0%)、非在職 (22.0%)、個人每月收入在 \$10,000 以下 (21.3%) 及年紀愈輕的人士，有較高比例認為身邊的人士對他們選擇是否購買 / 使用盜版或冒牌貨品有很大影響 / 有影響。(表 26)

Table 26: Whether the people around have the influence on buying/using pirated or counterfeit goods – bivariate analysis

表 26：身邊的人對自己選擇是否購買 / 使用盜版或冒牌貨品的影響 – 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 influencing / somewhat influencing 有很大影響 / 有影響	20.0	12.7	22.9	15.7	8.3	10.0	16.4	18.6	12.6	22.0	21.3	9.5	9.8
Somewhat not influencing / not influencing at all 影響不大 / 完全沒 有影響	80.0	87.3	77.1	84.3	91.7	90.0	83.6	81.4	87.4	78.0	78.8	90.5	90.2
Sample 樣本	410	426	249	394	192	110	511	215	522	313	480	241	112
χ^2	8.227**		17.055**			4.061			12.759**		20.103**		

* $p < 0.05$; ** $p < 0.01$

2.2.4 Whether consider it easier or more difficult to buy pirated or counterfeit goods in the Hong Kong market as compared to the past 12 months 是否認為現時較過去十二個月更容易或更困難在香港市場購買盜版或冒牌貨品

Among those who had bought pirated or counterfeit goods, they were asked whether it was easier, the same or more difficult to buy pirated or counterfeit goods in the Hong Kong market as compared to the past 12 months. More than two-fifths (42.6%) of them considered that it was more difficult to buy pirated or counterfeit goods in the Hong Kong market, while about three-tenths (29.4%) considered more or less the same. Only 12.0% considered it was easier and the rest 16.0% claimed “don’t know / do not remember”.

When compared to the last year’s result, relatively higher proportion of people considered that it was more difficult to buy pirated or counterfeit goods in the Hong Kong market as compared to the past 12 months. (Table 27)

在有購買盜版或冒牌貨品的人士中，他們會被問及是否認為現時較過去十二個月在香港市場購買盜版或冒牌貨品是更容易、差不多還是更困難。有逾五分之二 (42.6%) 認為現時較難在香港市場購買盜版或冒牌貨品，而有約十分之三 (29.4%) 認為與之前差不多。只有 12.0% 的人士認為更容易，以及其餘 16.0% 則表示「不知道 / 記不起」。

與往年的調查結果相比，相對有較高比例認為現時較過去十二個月在香港市場購買盜版或冒牌貨品是更困難。(表 24)

Table 27: Whether consider it easier or more difficult to buy pirated or counterfeit goods in Hong Kong market as compared to the past 12 months

表 27：是否認為現時較過去十二個月在香港市場購買盜版或冒牌貨品是更容易抑或是更困難

	2004 (%)	2003 (%)
Easier 更容易	12.0	16.1
The same 差不多	29.4	35.1
More difficult 更困難	42.6	32.1
Don't know / do not remember 不知道 / 記不起	16.0	16.7
Sample 樣本	670	643

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%。

Among the people who considered that it was easier to buy pirated or counterfeit goods as compared to the past 12 months, more than half (54.7%) of them claimed the reason was “more locations for buying pirated / counterfeit goods”, followed by “more retailers selling pirated / counterfeit goods” (46.8%) and “fewer eradication by the Government” (13.6%). (Table 28)

認為現時較過去十二個月更容易購買盜版或冒牌貨品的人士中，有逾一半 (54.7%) 表示原因是「售賣盜版 / 冒牌貨品的地方增加了」，其次是「售賣盜版 / 冒牌貨品的零售商增加了」(46.8%) 及「政府的掃蕩工作減少了」(13.6%)。(表 28)

Table 28: Reasons for getting easier to buy pirated or counterfeit goods (Spontaneous mention)

表 28：更容易購買到盜版或冒牌貨品的原因 (沒有提示下作答)

	Among all persons who thought it is easier to buy 以認為現時買較容易的人士為基數 (%)
More locations for buying pirated / counterfeit goods 售賣盜版 / 冒牌貨品的地方增加了	54.7
More retailers selling pirated / counterfeit goods 售賣盜版 / 冒牌貨品的零售商增加了	46.8
Fewer eradication by the Government 政府的掃蕩工作減少了	13.6
As demand of pirated / counterfeit goods increased, the supply has increased as well 盜版 / 冒牌貨品的需求增加，引致供應亦增加了	3.4
More sources of website for downloading(e.g., more Internet community sharing songs / software) 從網上下載的途徑增加了 (例如網上社群共享歌曲 / 軟件)	1.7
Don't know /Hard to say 不知道甚麼原因 / 很難說	3.0
Sample 樣本	65
Note: The sum of % may not add up to 100 as respondents could give multiple answers. 註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。	

For those who considered it was more difficult to buy pirated or counterfeit goods as compared to the past 12 months, 45.4% of them claimed the reason was due to “more eradication by the Government”, followed by “tighter enforcement of laws” (33.0%), “fewer locations for buying pirated / counterfeit goods” (26.4%) and “fewer retailers selling pirated / counterfeit goods” (14.0%). Also, these findings were similar to the last year’s survey result. (Table 29)

認為現時較過去十二個月更困難購買盜版或冒牌貨品的人士中，45.4% 表示原因是「政府的掃蕩工作增加了」，其次是「政府執法較之前嚴厲」(33.0%)、「售賣盜版 / 冒牌貨品的地方減少了」(26.4%) 及「售賣盜版 / 冒牌貨品的零售商減少了」(14.0%)。而且，此結果與去年的調查結果相若。(表 29)

Table 29: Reasons for getting more difficult to buy pirated or counterfeit goods
(Spontaneous mention)

表 29：更難購買到盜版或冒牌貨品的原因 (沒有提示下作答)

	2004 (%)	2003 (%)
More eradication by the Government 政府的掃蕩工作增加了	45.4	58.8
Tighter enforcement of laws 政府執法較之前嚴厲	33.0	31.3
Fewer locations for buying pirated / counterfeit goods 售賣盜版 / 冒牌貨品的地方減少了	26.4	14.9
Fewer retailers selling pirated / counterfeit goods 售賣盜版 / 冒牌貨品的零售商減少了	14.0	12.3
As demand of pirated / counterfeit goods decreased, the supply has decreased as well 盜版 / 冒牌貨品的需求減少，引致供應減少了	5.8	5.8
As pirated / counterfeit goods traders became more careful, the procedure of buying became more complicated 盜版 / 冒牌商較以前小心，引致購買過程更困難	2.5	4.3
Decreased number of pirated songs / software website 盜版歌曲 / 軟件網站減少咗	1.5	-
Don't know / Hard to say 不知道甚麼原因 / 很難說	6.1	3.0
Sample 樣本	232	206

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

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

In response to the question “do you agree that it is against morality for a consumer to buy pirated / counterfeit goods knowing that they are infringing the IP rights of others”, 64.6% of the people strongly agreed / agreed that it was against morality while about one quarter (26.8%) indicated “disagree / strongly disagree”.

When compared to the previous surveys, relatively higher proportion of people strongly agreed that “it was against morality for a consumer to buy pirated / counterfeit goods knowing that they are infringing the IP rights of others”. (Table 30)

對於「是否同意當一個消費者在明知侵犯別人知識產權的情況下仍然購買盜版 / 冒牌貨品是不道德的行爲」這問題的回應，有 64.6% 的人士非常同意 / 同意這是不道德的行爲，而有約四分之一 (26.8%) 對此表示「不同意 / 非常不同意」。

與過往的調查相比，相對有較高比例表示非常同意「一個消費者在明知侵犯別人知識產權的情況下仍然購買盜版 / 冒牌貨品是不道德的行爲」。(表 30)

Table 30: Whether consider it is against morality for a consumer to buy pirated / counterfeit goods knowing that they are infringing the IP rights of others

表 30：是否認為一個消費者在明知侵犯別人知識產權的情況下仍然購買盜版 / 冒牌貨品是「不道德」行爲

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
(a) Strongly agree 非常同意	15.2	11.6	7.4	7.1	10.3	6.3
(b) Agree 同意	49.4	55.3	60.4	61.1	49.5	50.1
(c) Disagree 不同意	25.1	20.4	22.0	23.1	29.5	28.4
(d) Strongly disagree 完全不同意	1.7	2.1	1.1	0.9	1.6	2.1
(e) Don't know / Hard to say 不知道 / 很難說	8.5	10.6	9.1	7.7	9.2	13.1
Strongly agree / agree (a+b) 非常同意 / 同意	64.6	67.0	67.8	68.2	59.8	56.4
Disagree / strongly disagree (c+d) 不同意 / 完全不同意	26.8	22.5	23.1	24.0	31.1	30.5
Sample 樣本	1 214	1 231	1 006	1 018	1 007	1 007

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%。

2.3 Attitudes towards Long-term Development for IP Rights 對保護知識產權長遠發展的意見

Regarding the public's attitude towards long-term development for IP rights, people were asked whether they considered the protection of IP rights could help the development of local creative industries and the overall development of HK's economy. It was observed that 82.0% of the people considered the protection of IP rights could be very / quite helpful to the development of local creative industries and 72.5% of the people considered that it was very / quite helpful to the overall development of Hong Kong's economy. Only 6.5% and 13.5% of the people considered the protection of IP rights for the development of local creative industries and the overall development of HK's economy were not quite helpful / not helpful at all.

Although the proportions of people considered it very / quite helpful to the development of local creative industries and the overall development of HK's economy were similar to the last year's survey result, the proportions of people considered it very helpful were smaller as compared to last year. (Table 31)

就市民對保護知識產權長遠發展的意見，當中會問及他們認為保護知識產權對促進本地創意產業發展及香港整體經濟發展是否有幫助。結果發現，有 82.0% 的人士認為保護知識產權對促進本地創意產業發展非常有幫助 / 頗有幫助，以及有 72.5% 的人士認為對促進香港整體經濟發展非常有幫助 / 頗有幫助。只有分別 6.5% 及 13.5% 的人士認為保護知識產權對促進本地創意產業發展及香港整體經濟發展幫助不大 / 完全沒有幫助。

雖然，認為對促進本地創意產業發展及香港整體經濟發展非常有幫助 / 頗有幫助的比例與去年的調查結果相若。然而，認為非常有幫助的比例則較往年為小。(表 31)

Table 31: Attitudes towards long-term development for IP rights

表 31：對保護知識產權長遠發展的意見

The protection of IP rights could help the development of local creative industries 保護知識產權對促進本地創意產業發展有沒有幫助		
	2004 (%)	2003 (%)
(a) Very helpful 非常有幫助	27.0	34.0
(b) Quite helpful 頗有幫助	55.0	46.1
(c) Average 一般	10.2	7.4
(d) Not quite helpful 幫助不大	4.9	6.1
(e) Not helpful at all 完全沒有幫助	1.7	1.3
(f) Don't know /Hard to say 不知道 / 很難說	1.3	5.1
Very / quite helpful (a+b) 非常有幫助 / 頗有幫助	82.0	80.1
Not quite / not helpful at all (d+e) 幫助不大 / 完全沒有幫助	6.5	7.4
The protection of IP rights could help the overall development of HK's economy 保護知識產權對促進香港整體經濟發展有沒有幫助		
(a) Very helpful 非常有幫助	20.8	24.2
(b) Quite helpful 頗有幫助	51.7	44.0
(c) Average 一般	10.3	13.1
(d) Not quite helpful 幫助不大	10.2	10.5
(e) Not helpful at all 完全沒有幫助	3.4	1.3
(f) Don't know /Hard to say 不知道 / 很難說	3.6	6.9
Very / quite helpful (a+b) 非常有幫助 / 頗有幫助	72.5	68.2
Not quite / not helpful at all (d+e) 幫助不大 / 完全沒有幫助	13.5	11.7
Sample 樣本	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%。

When analyzed by demographics, those aged below 30 (10.5%) tended more to consider that the protection of IP rights was not quite helpful / not helpful at all to the overall development of Hong Kong's economy. (Table 32)

以背景資料分析，發現 30 歲以下 (10.5%) 的人士有較高比例認為保護知識產權對促進本地創意產業發展的幫助不大 / 完全沒有幫助。(表 32)

Table 32: Whether considered the protection of IP rights could help the development of local creative industries – bivariate analysis

表 32：是否認為保護知識產權對促進本地創意產業發展有幫助 - 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
	Very helpful / quite helpful 非常有幫助 / 頗有幫助	83.2	82.6	84.9	81.3	83.9	81.9	82.8	84.3	83.1	82.9	84.3	81.3
Average 一般	10.9	10.0	4.6	13.3	10.6	12.9	10.2	8.6	10.3	10.4	9.3	11.3	14.8
Not quite helpful / not helpful at all 幫助不大 / 完全沒有幫助	5.9	7.4	10.5	5.4	5.5	5.2	7.0	7.1	6.6	6.7	6.4	7.3	6.3
Sample 樣本	578	622	285	535	379	232	699	268	662	537	764	300	128
χ^2	1.291		22.339**			3.394			0.010		4.399		

* $p < 0.05$; ** $p < 0.01$

When analyzed by demographics, those females (78.6%) and the lower the education level of the people, the more they tended to consider the protection of IP rights was very helpful / quite helpful to the overall development of Hong Kong's economy. On the other hand, those with monthly personal income below \$20,000 (about 14% - 16%) tended more to consider "not quite helpful / not helpful at all". (Table 33)

以背景資料分析，發現女性 (78.6%) 及教育程度愈低的人士有較高比例認為保護知識產權對促進香港整體經濟發展非常有幫助 / 頗有幫助。另外，個人每月收入在 \$20,000 以下 (約 14% - 16%) 的人士有較高比例認為「幫助不大 / 完全沒有幫助」。 (表 33)

Table 33: Whether considered the protection of IP rights could help the overall development of HK's economy – bivariate analysis

表 33：是否認為保護知識產權對促進香港整體經濟發展有幫助 – 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 (%)	– \$19,999 (%)	≥ \$20,000 (%)
	Very helpful / quite helpful 非常有幫助 / 頗有幫助	71.7	78.6	71.7	75.2	78.0	78.4	75.9	70.5	74.0	76.7	76.2	72.3
Average 一般	12.0	9.5	9.4	10.9	11.3	12.5	8.5	15.1	11.0	10.3	9.4	11.3	18.1
Not quite helpful / not helpful at all 幫助不大 / 完全沒有幫助	16.3	12.0	18.9	13.8	10.7	9.1	15.6	14.3	15.0	13.1	14.4	16.4	6.9
Sample 樣本	569	602	286	521	363	232	686	251	634	536	756	292	116
χ^2	7.512*		8.977			14.987**			1.211		13.078*		

* $p < 0.05$; ** $p < 0.01$

As in the last year's survey, people were asked whether they thought the Government's effort in developing a creative culture and creative industries in Hong Kong could help Hong Kong people in creating wealth. About two-thirds (68.4%) of the people considered it very helpful / quite helpful and only 12.4% considered the opposite. (Table 34)

與往年的調查一樣，市民會被問及是否認為政府推動創意文化及發展創意產業能幫助香港人創造財富。他們之中約有三分之二(68.4%)認為非常有幫助 / 頗有幫助，只有12.4%持相反的意見。(表 34)

Table 34: Whether the Government's effort in developing a creative culture and creative industries in Hong Kong could help Hong Kong people in creating wealth

表 34：是否認為政府推動創意文化及發展創意產業能夠幫助香港人創造財富

The Government's effort in developing a creative culture and creative industries in Hong Kong could help Hong Kong people in creating wealth 你認為政府推動創意文化同發展創意產業對香港人創造財富有沒有幫助	2004 (%)	2003 (%)
(a) Very helpful 非常有幫助	15.9	20.1
(b) Quite helpful 頗有幫助	52.4	46.6
(c) Average 一般	14.7	14.1
(d) Not quite helpful 幫助不大	10.3	9.8
(e) Not helpful at all 完全沒有幫助	2.0	2.3
(f) Don't know / Hard to say 不知道 / 很難說	4.5	7.0
Very / quite helpful (a+b) 非常有幫助 / 頗有幫助	68.4	66.7
Not quite / not helpful at all (d+e) 幫助不大 / 完全沒有幫助	12.4	12.2
Sample 樣本	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%。

When analyzed by demographics, the higher the education level and monthly personal income of the people, the more they tended to consider that the Government's effort in developing a creative culture and creative industries in Hong Kong was not quite helpful / not helpful at all to the Hong Kong people in creating wealth. (Table 35)

以背景資料分析，教育程度及個人每月收入愈高的人士，有較高比例認為政府推動創意文化及發展創意產業對香港人創造財富的幫助不大 / 完全沒有幫助。(表 35)

Table 35: Whether the Government's effort in developing a creative culture and creative industries in Hong Kong could help Hong Kong people in creating wealth – bivariate analysis

表 35：是否認為政府推動創意文化及發展創意產業能夠幫助香港人創造財富 – 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 (%)
	Very helpful / quite helpful 非常有幫助 / 頗有幫助	73.1	70.2	73.8	70.6	71.5	65.0	74.9	69.1	69.6	74.0	72.2	69.7
Average 一般	15.3	15.5	11.1	15.9	18.2	25.2	14.1	10.6	15.5	15.4	16.9	14.6	9.6
Not quite helpful / not helpful at all 幫助不大 / 完全沒有幫助	11.6	14.2	15.1	13.5	10.3	9.7	11.1	20.4	14.9	10.6	10.9	15.6	19.2
Sample 樣本	554	605	279	510	369	226	668	265	639	520	734	294	125
χ^2	1.921		8.579			36.377**			4.854		11.813*		

* $p < 0.05$; ** $p < 0.01$

Regarding whether it was necessary for the Government to put more resources in developing creative culture and creative industries in the current situation, 85.5% of the people considered it definitely / quite necessary for the Government to put more resources in the current situation. Only 11.6% of them considered the opposite and the remaining 2.9% declared “don't know / hard to say”.

就政府應否在現階段投放更多資源在培養創意文化及創意產業上，有 85.5% 的人士認為政府在現階段非常應該 / 頗應該投放更多資源。當中只有 11.6% 持相反意見，而其餘 2.9% 則表示「不知道 / 很難說」。

For this year's survey findings, relatively higher proportion of people considered “quite necessary” as compared to last year. (Table 36)

對本次的調查結果與去年作比較，相對有較高比例的人士認為「頗應該」。(表 36)

Table 36: Whether it is necessary for the Government to put more resources in developing creative culture and creative industries in the current situation

表 36：政府應否在現階段投放更多資源在培養創意文化及創意產業上

	2004 (%)	2003 (%)
(a) Definitely necessary 非常應該	24.2	27.3
(b) Quite necessary 頗應該	61.2	49.6
(c) Not quite necessary 頗不應該	10.1	10.2
(d) Not necessary at all 非常不應該	1.5	2.7
(e) Don't know /Hard to say 不知道 / 很難說	2.9	10.1
Definitely / quite necessary (a+b) 非常應該 / 頗應該	85.5	77.0
Not quite / not necessary at all (c+d) 頗不應該 / 非常不應該	11.6	13.0
Sample 樣本	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%。

When analyzed by demographics, those males (15.4%) and those with secondary education level or above (about 13% - 14%) tended more to consider that the Government's effort to put more resources in developing creative culture and creative industries in the current situation was not quite helpful / not helpful at all in creating wealth for Hong Kong people. (Table 37)

以背景資料分析，發現男性 (15.4%) 及中學程度或以上 (約 13% - 14%) 的人士有較高比例認為政府在現階段推動創意文化及發展創意產業對香港人創造財富的幫助不大 / 完全沒有幫助。(表 37)

Table 37: Whether it is necessary for the Government to put more resources in developing creative culture and creative industries in the current situation – bivariate analysis

表 37：政府應否在現階段投放更多資源在培養創意文化及創意產業上- 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
	Definitely / quite necessary 非常應該 / 頗應該	84.6	91.3	84.9	89.3	88.6	93.5	87.3	85.6	86.4	90.1	88.5	87.8
Not quite / not necessary at all 頗不應該 / 非常不 應該	15.4	8.7	15.1	10.7	11.4	6.5	12.7	14.4	13.6	9.9	11.5	12.2	15.9
Sample 樣本	571	608	285	525	368	231	683	263	654	525	750	296	126
χ^2	12.533**		3.584			8.531*			3.794		1.968		

* $p < 0.05$; ** $p < 0.01$

2.4 Awareness of the Intellectual Property Department and its promotional activities

對知識產權署及其宣傳活動的認知

2.4.1 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”, only 13.5% of the people could spontaneously recall the Intellectual Property Department (IPD). Majority (70.7%) of the people declared “don’t know” and the remaining 15.8% misunderstood that there were some other government departments responsible for it.

When compared to the last year’s findings, relatively higher proportion of people was able to recall the IPD. However, the proportion of people who gave a wrong answer was also higher. (Table 38)

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，只有 13.5% 的人士能在沒有提示的情況下正確地說出是知識產權署。大部份 (70.7%) 表示「不知道」，以及餘下 15.8% 誤以為推廣保護知識產權是由其他政府部門負責。

與往年的調查結果相比，相對有較高比例的人士能說出是知識產權署。然而，提供錯誤答案的比例亦相對較高。(表 38)

Table 38: Awareness of the Intellectual Property Department (Spontaneous mention)

表 38：對知識產權署的認知 (沒有提示下作答)

	Percent (%) 百分比	
Intellectual Property Department / IPD 知識產權署	13.5	
Customs and Excise Department 香港海關	12.5	
Leisure & Cultural Services Department 康樂及文化事務署	0.6	
Hong Kong Trade Development Council 香港貿易發展局	0.5	
Commerce, Industry & Technology Bureau 工商及科技局	0.5	
ICAC 廉政工署	0.5	
Consumer Council 消費者委員會	0.3	
RTHK 香港電台	0.3	
Recreation & Sports Department 康體署	0.2	
Information & Technology Department 資訊科技署	0.2	
Hong Kong Police 香港警察	0.1	
Television & Entertainment Licensing Authority 影視處	0.1	
Don't know 不知道	70.7	
Sample 樣本	1 214	
	2004 (%)	2003 (%)
Intellectual Property Department / IPD 知識產權署	13.5	10.5
Other wrong answers 其他錯誤答案	15.8	9.5
Don't know 不知道	70.7	80.0
Sample 樣本	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%。

When analyzed by demographics, it was observed that those females (91.3%), those non-working people (93.6%), those with monthly personal income below \$20,000 (about 87% - 89%), the older the age and the lower the education level of the people, the more they tended to not aware that the IPD is responsible for promoting the protection of IP rights in Hong Kong. (Table 39)

以背景資料分析，發現女性 (91.3%)、非在職 (93.6%)、個人月入在 \$20,000 以下 (約 87% - 89%)、年紀愈大及教育程度愈低的人士，有較高比例對知識產權署是負責在香港推廣保護知識產權的政府部門沒有認知。(表 39)

Table 39: Awareness of the Intellectual Property Department – bivariate analysis

表 39：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	Female	< 30	30 - 49	≥ 50	Primary or below	Sec	Tertiary or above	Working	Non working	< \$10,000	\$10,000 - \$19,999	≥ \$20,000
	男 (%)	女 (%)	(%)	(%)	(%)	小學或 以下 (%)	中學 (%)	大專或 以上 (%)	在職 人士 (%)	非在職 人士 (%)	(%)	(%)	(%)
Aware 知道	18.6	8.7	20.4	13.2	8.6	4.6	11.6	25.9	19.4	6.4	10.6	12.9	31.8
Not aware 不知道	81.4	91.3	79.6	86.8	91.4	95.4	88.4	74.1	80.6	93.6	89.4	87.1	68.2
Sample 樣本	580	633	289	539	385	237	707	270	665	550	777	302	129
χ^2	25.667**		19.967**			54.059**			43.805**		43.024**		

* $p < 0.05$; ** $p < 0.01$

After prompting people that the IPD is the department responsible for promoting the protection of IP rights, they were asked to name the duties of the IPD. More than one-fifth (23.8%) of the people were aware that the IPD was responsible for “promoting awareness on IP rights protection”, followed by “registration of trademarks” (8.1%) and “registration of patents” (6.6%). Among those who could name the duties, relatively more people misunderstood that the IPD was responsible for “combating piracy and counterfeiting” (23.9%). However, still half (50.1%) of them did not know the duties of the IPD.

When compared to previous surveys, it was observed that relatively higher proportion of the people was able to name the duties of the IPD. (Table 40)

經提示過推廣保護知識產權是知識產權署的工作後，調查繼續探討他們對知識產權署工作範圍的認知。有逾五分之一 (23.8%) 的人士知道知識產權署負責「宣傳 / 推廣保護知識產權」，其次是「商標註冊」(8.1%) 及「專利註冊」(6.6%)。在能給予答案的人士中，相對地有較多人士誤以為知識產權署負責「打擊盜版 / 掃蕩冒牌」(23.9%)。然而，仍有半數 (50.1%) 的人士並不知道知識產權署工作的範圍。

與過往的調查相比，發現相對有較高比例的人士能說出知識產權署工作的範圍。(表 40)

Table 40: Awareness of the duties of the IPD (Spontaneous mention)

表 40：對知識產權署工作範圍的認知 (沒有提示下作答)

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Correct						
正確						
Promote awareness on IP rights protection 宣傳 / 推廣保護知識產權	23.8	20.3	10.8	9.5	11.7	6.8
Registration of trademarks 商標註冊	8.1	4.4	5.0	4.5	2.8	3.9
Registration of patents 專利註冊	6.6	3.8	1.4	2.7	3.0	2.0
Public education on the impact of intellectual property / public education 對知識產權影響的公民教育	3.8	3.1	1.4	0.7	0.6	0.4
Cooperate with Customs 與海關合作	1.8	2.0	-	-	-	-
Registration of designs 外觀設計註冊	0.7	1.6	0.1	0.3	0.1	0.1
Government's intellectual property legal advisor 作為政府的知識產權法律顧問	0.3	0.4	0.5	-	-	-
Encourage creativity 鼓勵創作	0.1	-	-	-	-	-
Incorrect						
不正確						
Combat piracy and counterfeiting 打擊盜版 / 掃蕩冒牌	23.9	15.3	5.3	3.9	6.3	4.9
Receiving complaints and reports of piracy 接受盜版及冒牌的投訴及舉報	3.5	4.4	-	-	-	-
Investigate into infringing activities 調查侵權活動	2.8	2.7	5.0	3.9	3.5	3.9
Enact legislation 立法	2.1	1.4	1.1	3.8	3.1	1.6
Don't know 不知道	50.1	62.3	68.9	70.8	66.6	74.6
Sample 樣本	1 214	1 231	1 004	1 018	1 007	1 009

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

When analyzed by demographics, it was observed that those with monthly personal income of \$20,000 or above (50.8%), the younger the age and the higher the education level of the people, they more they tended to aware of the duties of the IPD. (Table 41)

以背景資料分析，發現個人每月收入在 \$20,000 或以上 (50.8%)、年紀愈輕及教育程度愈高的人士，有較高比例認知知識產權署的工作範圍。(表 41)

Table 41: Awareness of the duties of the IPD – bivariate analysis

表 41：對知識產權署工作範圍的認知 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
	Aware 知道	35.2	31.9	42.6	32.8	27.7	15.1	32.0	54.1	34.0	32.9	32.4	29.1
Not aware (including incorrect answers) 不知道 (包括不正確 的答案)	64.8	68.1	57.4	67.2	72.3	84.9	68.0	45.9	66.0	67.1	67.6	70.9	49.2
Sample 樣本	580	633	289	539	386	238	707	270	664	550	777	302	128
χ^2	1.445		16.537**			88.009**			0.171		20.117**		

* $p < 0.05$; ** $p < 0.01$

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

People were asked whether they had encountered any IPD's advertising or promotional activities from different channels in the past 12 months. 51.4% of the people claimed they had encountered the advertising or promotional messages on TV, followed by radio (9.9%) and print ad / promotional materials (7.3%). However, more than one-third (37.5%) of the people claimed they had never seen / heard / encountered any IPD's advertising or promotional activities. (Table 42)

公眾被問及在過去十二個月，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。當中有 51.4% 的人士表示從電視接觸過有關的廣告或宣傳訊息，其次是電台 (9.9%) 及印刷廣告 / 宣傳物品 (7.3%)。然而，有逾三分之一 (37.5%) 的人士表示從來沒有看過 / 聽過 / 接觸過任何知識產權署的廣告或宣傳活動。(表 42)

Table 42: Awareness of the IPD's advertising and promotional activities (Spontaneous mention)

表 42：對知識產權署的廣告及宣傳活動的認知（沒有提示下作答）

	Percent (%) 百分比
TV 電視	51.4
- "Don't use pirated software today, not even once" 《勿用盜版軟件，一次都唔可以》	6.1
- "Let's be imaginative, creative; let's protect IP rights (McMug)" 《想像、創作、保護知識產權 (麥嘜)》	0.9
- "Making Intellectual Property Your Business - Wealth Creation Series" 《知識產權與你息息相關 – 致富系列》	0.7
- "No Fakes General" 《正版大將軍》	0.6
- Popular singers promoting the protection of IP Rights 明星推廣保護知識產權	0.2
- "Piracy ruins your future. Say no to copyright pirates" 《參與售賣盜版光碟，損害一生前途》	0.1
- "Hong Kong – The Real Experience" – ATV (Documentary) 亞洲電視 - 《正貨之都@香港》電視特輯	0.1
- Literary & Artistic Creation (Basic Law) 文學藝術創作 (基本法)	0.1
- Financial Report 財經透視	0.1
- TV, but cannot recall which ad / program 電視見到，但忘記了哪個廣告 / 特輯	42.6
Radio 電台	9.9
- "World IP Day" 《世界知識產權日》	0.2
- "Keep away from Downloading Pirated MP3 and Pirated Music Recording" 《遠離盜版歌曲，切勿下載盜版 MP3》	0.2
- Promo on the "Hong Kong – The Real Experience" Roadshow & Seminar 《正貨之都@香港》匯演暨展覽會及保護知識產權講座宣傳	0.2
- Radio, but cannot recall which ad / program 電台聽到，但忘記了哪個廣告 / 節目	9.3
Seminars 研討會	1.1
- "Hong Kong – The Real Experience" 《正貨之都@香港》保護知識產權講座	0.2
- Seminars, but cannot recall which one 研討會見到，但忘記了哪個研討會	0.9
Exhibitions 展覽活動	1.0
- Exhibitions, but cannot recall which one 展覽見到，但忘記了哪個展覽	1.0

Table 42: Awareness of the IPD's advertising and promotional activities (con't)

表 42：對知識產權署的廣告及宣傳活動的認知 (續)

	Percent (%) 百分比
Print ad / promotional materials 印刷廣告 / 宣傳物品	7.3
- Booklet "Intellectual Property in Hong Kong" 「香港的知識產權」小冊子	1.1
- "No Fakes Pledge Merchants Name List 2004" 「正版正貨承諾」商戶名冊 2004	0.6
- "No Fakes" Pledge labels in shops 商戶貼有「正版正貨承諾」的標籤	0.5
- Newspaper / magazine, but cannot recall which article / ad 報紙 / 雜誌見到，但忘記了哪個報導 / 廣告	5.2
Other activities 其他活動	1.0
- Ads before movie trailer 電影片頭宣傳片	0.3
- Secondary school visit 有知識產權署的人到訪中學舉辦講座	0.2
- I Pledge – Infernal Affairs II – Movie Activity 我承諾 – 《無間道二 – 電影優惠活動》	0.2
- Secondary school visit 中學探訪計劃	0.2
- IPD Website 知識產權署網頁	0.2
- Leaflets from school 從學校取得的宣傳單張	0.1
None 沒有看過 / 聽過 / 接觸過任何宣傳	37.5
Do not remember 記不起	5.1
Sample 樣本	1 214

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

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)
TV 電視	51.4	55.0	65.5	61.2	50.4
Radio 電台	9.9	10.0	32.6	26.4	20.6
Sample 樣本	1 214	1 231	1 006	1 018	1 007

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

2.4.3 Effectiveness of the promotional activities held by the IPD in raising the awareness of Hong Kong citizens on protecting IP rights 知識產權署的宣傳活動對提升香港市民保護知識產權意識的有效程度

Quite consistent to previous surveys, close to three-fifths (59.8%) of the people considered the promotional activities held by the IPD were very / quite effective in raising the awareness of Hong Kong citizens on protecting IP rights. While 35.6% considered quite / very ineffective and the remaining 4.6% claimed “don’t know / hard to say”. (Table 43)

有接近五分之三 (59.8%) 的人士認為知識產權署的宣傳活動對提升香港市民保護知識產權意識非常有效 / 頗有效。而有 35.6% 認為不大有效 / 完全沒有效，以及其餘 4.6% 表示「不知道 / 很難說」。這與以往的調查結果頗一致。(表 43)

Table 43: Effectiveness of the promotional activities held by the IPD in raising the awareness of Hong Kong

表 43：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

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
(a) Very effective 非常有效	5.9	8.6	4.9	5.3	4.8	4.8
(b) Effective/Quite effective 頗有效	53.8	47.5	53.2	54.4	52.9	52.5
(c) Quite ineffective 不大有效	31.4	31.8	34.3	32.0	32.5	27.3
(d) Very ineffective 完全沒有效	4.3	6.2	3.7	4.7	4.3	6.3
(e) Don't know /Hard to say 不知道 / 很難說	4.6	5.9	3.8	3.6	5.5	9.1
Very / quite effective (a+b) 非常有效 / 頗有效	59.8	56.1	58.1	59.7	57.7	57.3
Quite / very ineffective (c+d) 不大有效 / 完全沒有效	35.6	38.0	38.0	36.7	36.8	33.6
Sample 樣本	1 214	1 231	1 005	1 013	996	1 004

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%。

When analyzed by demographics, it was observed that the lower the education level of the people, the more they tended to consider that the promotional activities held by the IPD were very / quite effective in raising the awareness of Hong Kong citizen on protecting IP rights. (Table 44)

以背景資料分析，發現教育程度愈低的人士，有較高比例認為知識產權署的宣傳活動對提升香港市民保護知識產權意識非常有效 / 頗有效。(表 44)

Table 44: Effectiveness of the promotional activities held by the IPD in raising the awareness of Hong Kong – bivariate analysis

表 44：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	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 (%)
						(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very effective / quite effective 非常有效 / 頗有效	64.3	61.0	58.8	62.3	66.2	70.4	63.2	55.0	61.7	63.8	60.1	67.6	66.1
Quite ineffective / Very ineffective 不大有效 / 完全無效	35.7	39.0	41.2	37.7	33.8	29.6	36.8	45.0	38.3	36.2	39.9	32.4	33.9
Sample 樣本	563	595	284	520	355	213	685	260	643	516	740	290	121
χ^2	1.338		3.731			12.099**			0.498		5.640		

* $p < 0.05$; ** $p < 0.01$

Finally, people were asked to give suggestions on the most effective way(s) to gather information from the IPD. Quite consistent with the previous surveys, still most of the people thought of TV was the most effective way to gather information from the IPD (80.3%), followed by radio (30.2%) and newspaper / magazine (23.3%). Other ways mentioned including “school” (11.9%), “Internet website” (8.2%) and “poster and other promotional items” (8.0%) etc.(Table 45)

最後，市民被問到最有效接收知識產權署消息的途徑。與以往調查結果頗一致的是，仍然有最多人士認為電視是最有效的途徑去接收知識產權署的消息 (80.3%)，其次是電台 (30.2%) 及報章 / 雜誌 (23.3%)。而其他有被提及的途徑包括「學校」(11.9%)、「電腦互聯網頁」(8.2%) 和「海報及其他宣傳品」(8.0%) 等。(表 45)

Table 45: The most effective way(s) to gather information from the IPD (Spontaneous mention)

表 45：最有效接收知識產權署消息的途徑 (沒有提示下作答)

	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
TV 電視	80.3	72.0	71.5	64.6	61.6	65.5
Radio 電台	30.2	19.9	15.9	14.3	12.7	13.3
Newspaper / magazine 報章 / 雜誌	23.3	19.4	18.5	21.9	21.0	30.0
School 學校	11.9	14.8	5.1	4.5	3.3	2.8
Internet website 電腦互聯網頁	8.2	7.2	6.2	5.6	4.5	4.3
Poster & other promotional items 海報及其他宣傳品	8.0	9.7	4.7	4.8	4.1	5.7
MTR / Bus advertisement 地鐵 / 巴士廣告	4.4	3.9				
IPD's activities 知識產權署活動	3.2	2.5	1.0	1.5	1.2	1.0
Movie stars or singers 以電影明星或歌星宣傳	1.3	1.5				
Email / website advertisement 電郵 / 網頁廣告	1.3	1.1				
Cinema / movie 戲院 / 電影	1.3	0.2				
Append to genuine goods 附在正版商品上	1.1	0.1				
Seminars / open forums 講座 / 公開論壇	1.0	0.3				
Immigration control points 出入境關口	0.2					
Workplace 工作地點	0.1	0.1				
Home visits 家訪	0.1					
Direct mail 直接郵寄	0.1					
Computer Expo 電腦展覽		0.5				
Telephone hotline 設立電話熱線		0.3				
Community activities 社區活動		0.1				
Don't know / Hard to say 不知道 / 很難說	6.1	13.1	16.8	19.1	25.1	19.8
Sample 樣本	1 214	1 231	1 003	1 016	1 002	1 009

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

Appendix 1: Enumeration result

附錄一：訪問結果

CATEGORY 分類計算	CLASSIFICATION 類別	NUMBER 個案數目
Successful cases 成功訪問個案 (1 214)	Successful enumerated 成功訪問	1 214
	Unsuccessful cases 不成功個案 (795)	
	Mid-way termination 中途拒絕	29
	No answer 無人接聽	189
	Busy line 對方通話中 / 未能打通	15
	Selected person not at home 被抽中的受訪者不在家	89
	Answer machine 電話留言	28
	Spontaneous refusal 接通即拒絕	164
	Refusal 讀出前言後拒絕接受訪問	273
	Language problem 語言障礙	8
Invalid cases 非目標個案 (6 719)	No response after dialing 撥號後無聲無反應 / 需輸入密碼	5 464
	Non-residential number 非住宅號碼	876
	Fax number 傳真號碼	342
	No qualified respondent 沒有合適的受訪者	0
	Claimed wrong number 對方聲稱電話號碼錯誤	37
	Overall 總計	8 728

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	74	6.1	225 000	3.9
20 – 24	71	5.8	222 600	3.9
25 – 29	39	3.2	229 400	4.0
30 – 34	47	3.9	250 900	4.4
35 – 39	68	5.6	286 400	5.0
40 – 44	96	7.9	336 600	5.9
45 – 49	30	2.5	297 500	5.2
50 – 54	38	3.1	240 600	4.2
55 – 59	44	3.6	163 600	2.8
60 – 64	26	2.1	124 500	2.2
65 – 70	22	1.8	127 700	2.2
70+	40	3.3	241 600	4.2
Subtotal 小計	595	49.0	2 746 200	47.8
Female 女性				
15 – 19	56	4.6	212 800	3.7
20 – 24	85	7.0	218 300	3.8
25 – 29	49	4.0	260 600	4.5
30 – 34	60	4.9	336 900	5.9
35 – 39	93	7.7	364 200	6.3
40 – 44	83	6.8	370 400	6.4
45 – 49	51	4.2	307 500	5.4
50 – 54	58	4.8	237 800	4.1
55 – 59	12	1.0	152 200	2.6
60 – 64	14	1.2	108 200	1.9
65 – 70	26	2.1	122 300	2.1
70+	32	2.6	306 600	5.3
Subtotal 小計	619	51.0	2 997 800	52.2
Total 總計	1 214	100.0	5 744 200	100.0