

Annual Survey on Public Awareness of Protection of Intellectual Property Rights

香港市民保護知識產權意識調查 – 2005

- Report -

- 報告 -

Prepared for 呈交 :



Intellectual Property Department

知識產權署

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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, November 2003 and 2004. The IPD had commissioned Mercado Solutions Associates Ltd. to conduct the seventh round survey among the general public in 2005. 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 six years.

The survey was conducted by means of deploying the telephone interviewing method. In total, 1 206 individuals aged 15 and above were successfully enumerated between 21st November and 30th November 2005. The response rate of the survey was 61.4% (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 $\pm 2.82\%$ 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-2005 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。第一至六次的調查分別於一九九九年六月、二零零零年、二零零一年和二零零二年八月、二零零三年及二零零四年十一月完成。米嘉道資訊策略有限公司（米嘉道）受委託於二零零五年進行了第七次的公眾調查。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六年的轉變。

是次調查於二零零五年十一月二十一日至三十日期間以電話訪問形式進行，總計成功訪問了 1 206 位 15 歲或以上人士，回應率達到 61.4% (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 $\pm 2.82\%$ 。調查數據按照人口及年齡分佈 (根據政府統計處二零零五年中期數據) 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” (45.2%), followed by “patent” (15.5%), “invention or creation” (11.9%) and “trademark / trademark counterfeiting” (10.8%). The findings were quite consistent with the previous surveys. (Table 1)

When analyzed by demographics, it was observed that males (75.8%), the working people (78.3%) and those with monthly personal income of \$10,000 or above (over 80%) tended more to be able to give an answer. Furthermore, the younger the people and the higher the education level, the more they were able to give an answer. (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」(45.2%)，其次是「專利權」(15.5%)、「發明或創作」(11.9%) 及「商標 / 冒牌」(10.8%)。(表 1)

以背景資料分析，發現男性 (75.8%)、在職 (78.3%) 及個人每月收入在 \$10,000 或以上 (超過 80%) 的人士均較傾向能夠給予答案。此外，年紀愈輕及教育程度愈高的人士，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）

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

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 2: Knowledge about Intellectual Property Rights – Bivariate analysis

表 2：對知識產權的認識 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 - \$19,999 (%)	≥ \$20,000 (%)
	Able to give answer 能夠給予答案	75.8	67.2	83.2	76.6	56.2	44.3	74.1	92.4	78.3	63.6	65.6	81.7
Don't know / hard to say 不知道 / 很難說	24.2	32.8	16.8	23.4	43.8	55.7	25.9	7.6	21.7	36.4	34.4	18.3	12.1
Sample 樣本	571	635	280	522	406	273	669	262	637	568	812	252	124
χ^2	10.838*		72.120**			156.702**			32.098**		42.921**		

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

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 (96.2%) / buying (88.0%) 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” (87.7%), “buying counterfeit goods” (86.2%), “someone visits newsgroup / websites and download MP3 / movies e-books / games and upload them to Internet for sharing purpose” (81.8%), “buying a genuine CD and then convert to MP3 for uploading to Internet for sharing with other people” (76.2%), “someone copies licensed software from his office and brings it home for use” (74.7%) and “someone visits newsgroup / websites and download MP3 / movies e-books / games and share the files with friends” (73.2%) 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” (55.2%) as an infringement of IP rights.

Overall speaking, the percentages of people whom were able to identify the situations have infringed the IP rights were increased steadily. (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 (96.2%) 或購買 (88.0%) 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」(87.7%)、「購買冒牌貨品或商品」(86.2%)、「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」(81.8%)、「購買正版光碟，然後轉為 MP3 並供人於網上下載」(76.2%)、「將公司正版軟件複製一套回家使用」(74.7%) 及「有人在網上下載 MP3 / 電影 / 電子書籍 / 遊戲，然後給朋友用」(73.2%) 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」(55.2%) 相對上則有較少人士認為是侵犯知識產權。

總括而言，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。(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

	2005 (%)	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	96.2	96.7	94.5	95.9	94.5	94.1	92.8
No 不是	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	1.6	1.9	3.8	1.5	3.6	4.4	4.2
Sample 樣本	1 206	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	88.0	88.7	82.1	80.3	76.8	70.5	61.4
No 不是	8.2	6.4	9.5	10.4	13.4	15.9	22.8
Don't know /Hard to say 不知道 / 很難說	3.9	4.9	8.3	9.3	9.7	13.5	15.8
Sample 樣本	1 206	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	76.2	77.2	66.3	-	-	-	-
No 不是	9.4	9.5	11.3	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	14.4	13.4	22.5	-	-	-	-
Sample 樣本	1 206	1 214	1 231	-	-	-	-
Buying counterfeit goods 購買冒牌貨品或商品							
Yes 是	86.2	85.7	83.7	80.3	73.0	71.2	63.8
No 不是	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	4.8	6.2	8.3	8.1	12.1	12.1	13.7
Sample 樣本	1 206	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)

	2005 (%)	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	87.7	86.7	87.3	88.1	88.5	87.5	84.9
No 不是	5.5	6.2	4.2	4.4	4.1	4.3	6.5
Don't know /Hard to say 不知道 / 很難說	6.7	7.2	8.5	7.5	7.3	8.2	8.6
Sample 樣本	1 206	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	55.2	57.9	53.7	49.3	45.3	47.9	40.0
No 不是	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	8.9	8.6	12.2	13.4	12.4	14.9	11.3
Sample 樣本	1 206	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	74.7	73.3	68.4	71.0	64.6	64.5	61.2
No 不是	17.3	19.2	18.0	16.9	22.8	18.7	22.2
Don't know /Hard to say 不知道 / 很難說	8.0	7.5	13.5	12.1	12.7	16.8	16.6
Sample 樣本	1 206	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)

	2005 (%)	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	73.2	71.5	-	-	-	-	-
No 不是	14.8	16.7	-	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	12.0	11.8	-	-	-	-	-
Sample 樣本	1 206	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	81.8	79.4	-	-	-	-	-
No 不是	7.7	10.1	-	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	10.6	10.6	-	-	-	-	-
Sample 樣本	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%。

Demographics analysis:

- All of those with monthly personal income \$10,000 - \$19,999 (100.0%) considered that “selling pirated CD / DVD / VCD or computer software / game” as an infringement of IP rights.
- Those working people tended more to consider “buying a genuine CD and then convert to MP3 for uploading to Internet for sharing with other people” (91.7%) and “someone visits newsgroup / websites and download MP3 / movies / e-books / games and uploads them to Internet for sharing purpose” (93.6%) as an infringement of IP rights. (Table 4)

背景資料分析:

- 所有個人每月收入介乎 \$10,000 - \$19,999 的人士 (100.0%) 均認為「售賣盜版光碟或電腦軟件」是侵犯知識產權。
- 在職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」(91.7%) 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」(93.6%) 是侵犯知識產權。(表 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

	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 (%)
Yes 是	98.2	97.6	96.8	97.7	98.7	98.8	98.2	96.2	98.1	97.7	97.9	100.0	93.5
No 不是	1.8	2.4	3.2	2.3	1.3	1.2	1.8	3.8	1.9	2.3	2.1	-	6.5
Sample 樣本	564	622	280	515	392	260	663	261	628	556	798	246	124
χ^2	0.584		2.949			5.181			0.261		16.384**		

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

**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)

Buying pirated CD/DVD/VCD or computer software/game

購買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	92.4	90.8	91.3	90.5	93.1	92.8	90.8	92.2	91.1	92.1	91.6	93.9	86.0
No 不是	7.6	9.2	8.7	9.5	6.9	7.2	9.2	7.8	8.9	7.9	8.4	6.1	14.0
Sample 樣本	553	606	277	504	378	250	649	257	616	542	773	246	121
χ^2	1.012		1.973			1.179			0.368		6.619		

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

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	86.6	91.4	84.5	91.4	89.3	86.5	89.6	89.2	91.7	85.6	87.9	91.3	91.2
No 不是	13.4	8.6	15.5	8.6	10.7	13.5	10.4	10.8	8.3	14.4	12.1	8.7	8.8
Sample 樣本	500	532	265	467	300	192	599	240	575	457	672	230	113
χ^2	5.973		8.305			1.521			9.624*		2.552		

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

**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	89.0	92.2	89.4	90.9	91.1	91.1	91.0	89.3	89.8	91.6	91.6	90.1
No 不是	11.0	7.8	10.6	9.1	8.9	8.9	9.0	10.7	10.2	8.4	8.4	9.9	15.5
Sample 樣本	547	600	273	505	370	248	645	252	610	537	772	242	116
χ^2	3.326		0.629			0.718			1.075		5.998		

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

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	92.4	95.6	93.0	94.2	94.7	93.5	93.9	95.2	93.6	94.8	94.1	93.4
No 不是	7.6	4.4	7.0	5.8	5.3	6.5	6.1	4.8	6.4	5.2	5.9	6.6	5.0
Sample 樣本	537	589	270	497	358	232	641	250	608	516	748	241	119
χ^2	5.207		0.845			0.719			0.705		0.385		

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

**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 (%)	– \$19,999 (%)	≥ \$20,000 (%)
	Yes 是	60.5	60.7	57.9	59.1	65.0	63.7	57.9	64.0	62.8	58.1	59.4	59.0
No 不是	39.5	39.3	42.1	40.9	35.0	36.3	42.1	36.0	37.2	41.9	40.6	41.0	29.7
Sample 樣本	529	570	261	489	349	234	611	250	586	511	736	227	118
χ^2	0.005		4.170			3.948			2.502		5.375		

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

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回家使用

	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	78.9	83.4	77.2	81.6	83.8	86.7	79.3	80.8	81.7	80.4	80.7	82.6
No 不是	21.1	16.6	22.8	18.4	16.2	13.3	20.7	19.2	18.3	19.6	19.3	17.4	18.2
Sample 樣本	535	573	272	490	346	225	632	250	608	501	731	241	121
χ^2	3.743		4.457			5.946			0.306		0.441		

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

**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	81.6	84.6	77.9	85.6	84.2	87.9	83.4	78.7	84.7	81.3	84.0	83.1	78.9
No 不是	18.4	15.4	22.1	14.4	15.8	12.1	16.6	21.3	15.3	18.7	16.0	16.9	21.1
Sample 樣本	515	547	272	472	317	199	615	244	581	481	701	236	109
χ^2	1.807		7.563			6.763			2.161		1.788		

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

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	92.0	91.0	88.7	92.3	92.6	91.2	92.0	90.4	93.6	88.7	90.8	95.0	87.2
No 不是	8.0	9.0	11.3	7.7	7.4	8.8	8.0	9.6	6.4	11.3	9.2	5.0	12.8
Sample 樣本	524	555	275	480	323	205	622	249	592	486	707	239	117
χ^2	0.341		3.566			0.599			8.122*		6.820		

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

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 (95.5%) of the people considered that it was very / quite necessary to protect the IP rights in Hong Kong, only 1.9% considered the opposite and 2.5% 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 (95.5%) 認為知識產權在香港非常 / 頗有需要受到保護，只有 1.9% 的人士持相反意見，以及有 2.5% 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

	2005 (%)	2004 (%)	2003 (%)
(a) Very necessary 非常有需要	37.6	44.0	38.9
(b) Quite necessary 頗有需要	57.9	51.7	53.3
(c) Quite unnecessary 頗不需要	1.6	1.7	1.5
(d) Not necessary at all 完全不需要	0.3	0.4	0.6
(e) Don't know /Hard to say 不知道 / 很難說	2.5	2.3	5.6
Very / quite necessary (a+b) 非常有需要 / 頗有需要	95.5	95.7	92.2
Quite unnecessary / not necessary at all (c+d) 頗不需要 / 完全不需要	1.9	2.1	2.1
Sample 樣本	1 206	1 214	1 231

Note: Percentages may not add to 100 due to rounding of figures.
 註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 6：是否認為知識產權需要受到保護 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 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	97.7	98.2	96.8	98.0	99.0	98.4	97.6	98.8	98.2	98.0	98.0	98.4	99.2
Quite unnecessary / Not necessary at all 頗不需要 / 完全不 需要	2.3	1.8	3.2	2.0	1.0	1.6	2.4	1.2	1.8	2.0	2.0	1.6	0.8
Sample 樣本	560	617	277	511	388	251	664	258	628	547	789	247	121
χ^2	0.426		4.147			1.727			0.107		0.917		

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

Among those who considered it was necessary to protect the IP rights, about two-thirds (66.1%) of them considered the reason of necessity to protect IP rights was to “protect the interest of inventors / encourage creativity”, followed by “protecting the interests of manufacturers / genuine IP right owners” (33.2%) and “protecting private property” (11.8%). These findings were consistent with the previous surveys’ results. (Table 7)

在認為有需要保護知識產權的人士中，有三分之二 (66.1%) 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」，其次是「保障生產商 / 正版商的利益」(33.2%) 及「保障私人財產」(11.8%)。而此結果亦同時與以往調查的結果相若。(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)

	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)
Protect the interest of inventors / Encourage creativity 保護原創人利益 / 鼓勵創作	66.1	68.2	55.1	53.0	54.7
Protect the interests of manufacturers/ genuine IP right owners 保障生產商 / 正版商的利益	33.2	34.3	26.9	17.0	10.1
Protect private property 保障私人財產	11.8	14.3	10.5	2.8	0.7
Ensure fairness 保障公平	5.6	8.4	5.3	-	-
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	4.9	4.6	4.4	3.5	5.0
Fight against those infringed the IP rights 打擊侵權者的不法行爲	4.6	4.0	2.2	-	-
So that people do not use pirated / counterfeit products 使人不再使用盜版或冒牌貨品	3.8	4.3	5.7	2.9	1.9
Protect Hong Kong's international image 保護香港的國際形象	3.7	3.7	2.7	4.0	7.5
Protect Hong Kong's film industry 保護香港電影業的發展	2.8	2.2	1.8	-	-
Protect Hong Kong's software industry 保護香港軟件業的發展	2.7	2.5	0.9	1.3	2.8
Enhance Hong Kong's long term economic development 有利香港長遠的經濟發展	2.2	2.0	3.0	2.7	3.3
Protect those who bought genuine goods 保障買正版貨品的市民之利益	1.9	1.9	1.0	-	-
Fight against crime / Safeguard law and order 打擊黑社會 / 維護治安	1.7	1.7	1.3	0.6	0.6
Protect Hong Kong's record industry 保護香港唱片業的發展	1.5	1.2	1.0	-	-
Ensure quality of products 保障市民所購買產品的質素	1.0	0.5	1.5	0.7	0.3
Protect living standard of the next generation 保障下一代的生活	0.4	0.7	1.1	-	-
The current situation of pirating is too serious 現時盜版情況太嚴重	-	2.0	0.8	-	-
Encourage foreign companies investing in HK 鼓勵外國公司在香港投資	-	0.1	-	-	-
Sample 樣本	1 153	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 1.9% of the people who were considered not necessary to protect IP rights, it was observed that relatively higher proportion (61.2%) considered “genuine goods too expensive” in this year when further asked their reasons of having such belief, whereas the proportions of those considered “manufacturers / genuine IP right owners make too much money” (28.0%), “Hong Kong people don’t know invention or creation” (16.8%) and “lower price of genuine goods will fight against the infringement” (7.4%) were relatively lower than year 2004. (Table 8)

在 1.9% 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。結果發現這年有較高比例人士 (61.2%) 認為「正版貨品太貴」是主要原因，而認為「生產商 / 正版商的利潤太高」(28.0%)、「香港人根本不懂得創作」(16.8%) 及「正版貨品減價自然能夠打擊盜版」(7.4%) 的比例則較上年度的調查結果為小。(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)

	2005 (%)	2004 (%)
Genuine goods too expensive 正版貨品太貴	61.2	46.0
Manufacturers / Genuine IP right owners make too much money 生產商 / 正版商利潤太高	28.0	33.8
Hong Kong people don't know invention or creation 香港人根本不懂得創作	16.8	20.2
Lower price of genuine goods will fight against the infringement 正版貨品減價自然能夠打擊盜版	7.4	9.9
Sample 樣本	23	25

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

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, while 16.8% 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，而 16.8% 則認為情況不嚴重 / 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

	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
(a) Very serious 非常嚴重	23.2	26.4	19.5	17.8	17.9	22.7	31.4
(b) Quite serious 頗嚴重	52.8	49.6	55.0	55.3	55.3	51.2	49.0
(c) Not serious 不嚴重	16.3	16.5	14.4	16.9	17.4	14.5	6.9
(d) Completely not serious 完全不嚴重	0.5	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	7.2	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	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	16.8	17.3	14.5	17.5	18.0	14.8	7.0
Sample 樣本	1 206	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 females (89.0%) and those with primary education level or below (90.1%) 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 (89.0%) 及小學程度或以下 (90.1%) 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	74.2	89.0	85.9	77.8	84.5	90.1	80.2	79.1	79.2	85.3	84.9	77.9
Not serious / completely not serious 不嚴重 / 完全不嚴重	25.8	11.0	14.1	22.2	15.5	9.9	19.8	20.9	20.8	14.7	15.1	22.1	23.6
Sample 樣本	539	581	270	499	349	223	635	258	612	505	736	244	123
χ^2	41.120**		10.331			12.895*			6.973		9.708		

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

In regarding the reasons for causing rampant IP infringement activities, about half (51.3%) of the people considered that it was due to “cheaper price of pirated / counterfeit products / genuine goods being too expensive”, followed by “unethical businessmen reaping excessive profits” (14.9%), “inadequate enforcement of laws” (11.9%) and “greediness / improper public mentality / lack of self-discipline” (11.7%). (Table 11)

至於造成侵犯知識產權活動猖獗的主要原因，大約半數 (51.3%) 人士認為是由於「盜版及冒牌貨品價錢便宜 / 正版貨品太貴」，其次是「不道德商人謀取暴利」(14.9%)、「政府執法未夠嚴厲」(11.9%) 及「市民貪小便宜 / 社會風氣差 / 欠自律」(11.7%)。(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）

	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Cheaper price of pirated / counterfeit products / Genuine goods being too expensive 盜版及冒牌貨品價錢便宜 / 正版貨品太貴	51.3	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	14.9	16.4	24.9	16.3	26.0	13.8	18.1
Inadequate enforcement of laws 政府執法不夠嚴厲	11.9	11.1	12.1	9.0	3.5	10.1	9.7
Greediness / Improper public mentality/Lack of self-discipline 市民貪小便宜 / 社會風氣差 / 欠自律	11.7	12.8	8.4	11.3	15.8	15.2	7.0
Poor awareness of protection of IP rights / Inadequate education 保護知識產權意識薄弱 / 教育不足	8.4	8.2	8.8	10.7	9.0	10.8	6.7
Too much supply on pirated / counterfeiting products / Easy to buy 盜版及冒牌貨品供應太多，容易買到	6.9	5.8	5.7	4.5	1.2	2.6	1.3
Poor economy / Lower living standard 經濟差 / 市民生活水平下降	6.1	8.4	9.5	9.5	4.7	4.3	3.8
Genuine goods are too easy to be pirated 正版貨品太容易被翻版	3.6	4.4	2.2	-	-	-	-
Enhanced technology of pirating, pirated goods often available in the market earlier than genuine goods 盜版技術進步，盜版貨品較正版貨品更快推出市場	3.2	1.3	0.2	-	-	-	-
Inadequacy of IP laws 知識產權法例不足	2.8	3.6	2.0	3.0	2.8	2.2	2.2
Inadequate Government's propaganda 政府宣傳不足	2.1	2.3	2.8	-	-	-	-
Good quality and variety of pirated products 冒牌貨品品質不錯，產品種類亦多	1.8	2.1	1.3	-	-	-	-
Huge demand for pirated & counterfeit products 盜版及冒牌貨品需求太大	1.4	1.9	2.9	2.7	0.2	1.8	1.2
Involvement of gangster 黑社會介入	0.8	1.5	2.0	-	-	-	-
Difficult to find the genuine goods for some products 某些貨品的正版好難買到	0.3	-	-	-	-	-	-
Others 其他	-	-	-	5.0	0.9	2.1	0.9
Don't know /Hard to say 不知道 / 很難說	7.6	5.8	12.8	11.8	12.4	14.1	15.4
Sample 樣本	1 206	1 214	1 231	1 005	1 005	999	1 002

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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. Close to seven-tenths (69.6%) of the people were aware of the legislation on intellectual property in Hong Kong, while 30.4% indicated “don’t know”. (Table 12)

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，近七成 (69.6%) 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，而 30.4% 則表示「不知道」。(表 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

	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 知道	69.6	71.2	71.5	73.5	74.3	65.5	55.2
No 不知道	30.4	28.8	28.5	26.5	25.7	34.5	44.8
Sample 樣本	1 206	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 aged below 50 (over 70%) and those working people (75.9%) tended more to aware that there is legislation on intellectual property in Hong Kong. Moreover, the higher the education level and monthly personal income, the more they were aware of the legislation. (Table 13)

以背景資料分析，發現 50 歲以下（超過 70%）及在職（75.9%）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。此外，教育程度及個人每月收入愈高，表示認知的比例亦愈高。（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 (%)	- \$19,999 (%)	≥ \$20,000 (%)
	Yes 知道	72.7	66.8	75.3	72.4	62.1	51.6	72.6	80.2	75.9	62.7	64.9	74.7
No 不知道	27.3	33.2	24.7	27.6	37.9	48.4	27.4	19.8	24.1	37.3	35.1	25.3	12.9
Sample 樣本	571	635	279	521	406	273	669	262	636	568	812	253	124
χ^2	4.957		16.987**			58.211**			25.000**		29.317**		

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

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, relatively more people suggested “raising awareness of IP rights protection / strengthen education” (31.9%). Other commonly mentioned suggestions were: “increase penalties” (25.8%), “lower price of genuine goods” (23.3%), “Government should increase propaganda” (16.8%) and “full-scale enforcement action against the sale of pirated and counterfeit goods” (14.5%).

As compared to the previous surveys, it was observed that 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，有較高比例的人士建議「提高保護知識產權意識 / 加強教育」(31.9%)。其他普遍提及的建議有：「加重刑罰」(25.8%)、「正版貨品價錢下降」(23.3%)、「政府要多做宣傳」(16.8%) 及「全力掃蕩銷售盜版及冒牌貨品」(14.5%)。

與以往的調查結果比較，發現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）

	2005 (%)	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	31.9	31.5	26.9	22.9	18.7	22.0	16.4
Increase penalties 加重刑罰	25.8	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	23.3	19.7	20.3	27.8	24.7	25.8	22.9
Government should increase propaganda 政府要多做宣傳	16.8	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品	14.5	13.1	16.2	13.2	12.8	14.3	8.2
End user liability 購買盜版 / 冒牌貨品者亦要遭檢控	7.2	6.5	4.6	5.3	2.0	4.6	1.8
Improve Hong Kong's economy 改善香港經濟	2.7	3.0	3.6	3.1	2.8	4.0	1.5
Regulated by market force 靠市場自己調節	1.8	2.1	0.9	-	-	-	-
No way to resolve the problem 根本沒有辦法解決	1.7	2.7	1.1	-	-	-	-
Increase the sales channel of genuine goods 正版貨品增加銷售渠道	0.6	-	-	-	-	-	-
Encourage creativity and innovation 鼓勵創作	0.5	0.8	0.6	0.2	0.4	0.2	0.3
Install anti-pirating function in genuine software 加裝防盜版功能於正版軟件	0.2	0.2	-	-	-	-	-
Others 其他	-	-	-	3.6	0.7	5.1	2.9
Don't know / Hard to say 不知道 / 很難說	15.6	17.2	20.6	19.6	17.4	19.6	21.9
Sample 樣本	1 206	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, 45.2% of the people considered that “the Government” should play a dominant role, followed by “the general public” (22.7%) and “education institutions” (17.1%). These findings were consistent with the previous surveys’ results. (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 45.2% 的人士認為「政府」應該擔當最重要的角色，其次是「市民自己」(22.7%) 及「教育團體」(17.1%)。而此結果亦同時與以往調查的結果相若。(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

	2005 (%)	2004 (%)	2003 (%)
Government 政府	45.2	45.8	47.1
The general public 市民自己	22.7	23.4	18.7
Education institutions 教育團體	17.1	17.7	17.5
Copyright owner 版權擁有者	9.8	7.8	10.0
Retailer 零售商	5.2	5.2	6.7
Sample 樣本	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%。

When analyzed by demographics, it was observed that the older the people 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. Relatively speaking, the younger the people, the higher was the proportion who considered that “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，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的比例亦愈高。相對地，年紀愈輕，認為「市民自己」應該擔當最重要角色的比例就愈高。(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	Sec	Tertiary or above	Working	Non working	< \$10,000	– \$19,999	≥ \$20,000
						以下 (%)	中學 (%)	以上 (%)	在職 人士 (%)	非在職 人士 (%)	(%)	(%)	(%)
Government 政府	44.5	46.0	31.5	44.0	56.4	58.2	42.8	37.8	42.3	48.5	46.5	44.8	37.1
Education institutions 教育團體	18.7	15.6	18.6	16.5	16.7	14.3	15.8	23.3	19.3	14.6	15.0	23.0	19.4
Copyright owners 版權擁有者	10.2	9.4	9.7	9.6	10.1	10.3	10.1	8.4	9.9	9.7	9.7	8.3	13.7
Retailers 零售商	4.9	5.4	4.7	6.5	3.7	5.9	5.2	4.6	5.5	4.7	5.0	4.8	4.8
The general public 市民自己	21.7	23.6	35.5	23.4	13.1	11.4	26.0	26.0	23.0	22.5	23.7	19.0	25.0
Sample 樣本	571	635	279	521	406	273	670	262	636	569	813	252	124
χ^2	2.648		64.052**			43.025**			6.910		14.334		

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

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

2.2.1 The habit of using Internet 上網的習慣

As in the last year 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. In this round, people were also asked about their habit of using Internet.

It was observed that half of the people (51.3%) had the habit of using Internet. Among them, about seven-tenths (71.7%) used the Internet everyday, 21.2% used at least once a week and the remaining 7.2% used even less. (Table 17 & 18)

如上年度的調查，市民都被問及他們侵犯版權的頻密程度，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。在今次調查中，市民亦被問及他們的上網習慣。

調查發現，半數市民 (51.3%) 有上網的習慣。在他們之中，約有七成 (71.7%) 每日上網，21.2% 表示至少一星期一次，其餘 7.2% 則更少。(表 17 及 18)

Table 17: Whether have the habit of using Internet

表 17：是否有上網的習慣

	Percent (%) 百分比
Yes 有	51.3
No 沒有	48.7
Sample 樣本	1 206

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 18: Frequency of using the Internet

表 18：上網的習慣

	Percent (%) 百分比
1 -3 hours a day 每日 1 - 3 個小時	54.1
3 - 6 hours a day 每日 3 - 6 個小時	13.3
Over 7 hours a day 每日 7 個小時或以上	4.3
A few times a week 一星期幾次	16.7
Once a week 一星期一次	4.5
A few times a month 一個月幾次	4.0
Once a month or less 一個月一次或更耐	3.2
Sample 樣本	619

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%。

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

People were asked how often they infringed the copyright. It was observed that only about 7% or less of the people often / sometimes involve in the following three types of activities:

- Visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and uploading them to Internet for sharing purpose (6.8%);
- Make photocopy of the whole book (4.4%); and
- Visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and share the files with friends (1.7%).

For the activities mentioned above, each with more than 85% of the people claimed they never involved in it. It was also noted that 96.8% mentioned that they had never visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and share the files with friends, which was relatively higher than that in 2004. (Table 19b)

市民被問及他們侵犯版權的頻密程度。調查發現，只有約 7% 或更少人士表示他們有經常 / 間中參與以下三類活動：

- 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 (6.8%)；
- 將整本參考書影印 (4.4%)；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，然後傳送給朋友一同分享 (1.7%)。

就上述所提及的活動而言，每項均有多於 85% 的人士表示他們完全沒有參與。同時也值得留意有 96.8% 的人士表示他們完全沒有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，比例較去年的為高。(表 19b)

Table 19a: Frequency of infringing the copyright in the work

(Those who had the habit of using internet)

表 19a：參與侵犯版權活動的習慣 (有上網習慣的人士)

	Percent (%) 百分比
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	2.7
(b) Sometimes 間中	10.6
(c) Seldom 很少	10.2
(d) Never 完全沒有	76.1
(e) Don't know 唔知道	0.4
Often / sometimes (a+b) 經常 / 間中	13.3
Sample (Those who had the habit of using internet) 樣本 (有上網習慣的人士)	619

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%。

	Percent (%) 百分比
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	0.6
(b) Sometimes 間中	2.8
(c) Seldom 很少	2.6
(d) Never 完全沒有	93.7
(e) Don't know 唔知道	0.3
Often / sometimes (a+b) 經常 / 間中	3.4
Sample (Those who had the habit of using internet) 樣本 (有上網習慣的人士)	619

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 19b: Frequency of infringing the copyright in the work

表 19b：參與侵犯版權活動的習慣

	2005 (%)	2004 (%)
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	0.3	3.0
(b) Sometimes 間中	1.4	7.0
(c) Seldom 很少	1.4	5.6
(d) Never 完全沒有	96.8	83.9
(e) Don't know 唔知道	0.1	0.4
Often / sometimes (a+b) 經常 / 間中	1.7	10.0
Sample 樣本	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 (%)
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	1.4	1.0
(b) Sometimes 間中	5.4	2.5
(c) Seldom 很少	5.2	1.4
(d) Never 完全沒有	87.8	95.1
(e) Don't know 唔知道	0.2	-
Often / sometimes (a+b) 經常 / 間中	6.8	3.5
Sample 樣本	1 206	1 214

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 19b: Frequency of infringing the copyright in the work (con't)

表 19b：參與侵犯版權活動的習慣 (續)

	2005 (%)	2004 (%)
Photocopy the whole book 將整本參考書影印		
(a) Often 經常	0.9	1.2
(b) Sometimes 間中	3.5	3.8
(c) Seldom 很少	9.9	10.0
(d) Never 完全沒有	85.0	84.6
(e) Don't know 唔知道	0.6	-
(f) Do not remember / refused to answer 記不起 / 拒絕回答	0.1	0.3
Often / sometimes (a+b) 經常 / 間中	4.4	5.0
Sample 樣本	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%。

Demographics analysis:

- Males (29.0%) and those with secondary education level or above (about 25%) tended more to visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and share the files with friends. Moreover, the younger the people and the lower the monthly personal income, the higher were the proportions who claimed so.
- Those aged below 30 (10.1%) tended more to visit newsgroup / unauthorized websites and download MP3 / movies / e-books / games and upload them to Internet for sharing purpose.
- Besides, the younger the people and the higher the education level, the higher were the proportions who claimed that they made photocopy of the whole book. (Table 20)

背景資料分析：

- 男性 (29.0%) 及中學程度或以上 (約 25%) 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。此外，年紀愈輕及個人每月收入愈低，表示有這樣做的比例亦愈高。
- 30 歲以下 (10.1%) 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。
- 另外，年紀愈輕及教育程度愈高，表示曾將整本參考書影印的比例亦愈高。(表 20)

Table 20: Frequency of infringing the copyright in the work – bivariate analysis

表 20：參與侵犯版權活動的習慣 – 雙變項分析

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	\$10,000 - \$19,999	≥ \$20,000
(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Have shared 曾經分享過	29.0	18.6	42.2	13.4	5.6	2.0	25.3	25.9	21.2	27.6	28.7	19.6	8.0
Never share 完全沒有分享	71.0	81.4	57.8	86.6	94.4	98.0	74.7	74.1	78.8	72.4	71.3	80.4	92.0
Sample 樣本	300	317	237	307	72	50	376	189	378	239	373	158	75
χ^2	9.208*		76.455**			14.093*			3.373		16.774**		

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

Table 20: Frequency of infringing the copyright in the work – bivariate analysis (con't)

表 20：參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 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 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 uploaded 曾經上載過	7.7	4.4	10.1	3.6	2.8	2.0	6.6	5.8	4.5	8.4	6.7	8.2
Never upload 完全沒有上載	92.3	95.6	89.9	96.4	97.2	98.0	93.4	94.2	95.5	91.6	93.3	91.8	100.0
Sample 樣本	300	317	238	306	72	50	376	189	378	239	374	158	75
χ^2	2.889		11.491*			1.705			3.892		6.166		

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

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	14.0	14.6	30.9	12.7	5.0	1.8	14.8	26.3	15.4	13.1	13.9	14.1
Never photocopy 完全沒有影印	86.0	85.4	69.1	87.3	95.0	98.2	85.2	73.7	84.6	86.9	86.1	85.9	80.5
Sample 樣本	565	631	275	518	403	273	663	259	630	565	807	249	123
χ^2	0.087		91.612**			64.925**			1.284		2.783		

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

2.2.3 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 15.0% of the people claimed that they would often / sometimes buy pirated or counterfeit goods, with 25.5% claimed that they would seldom buy it. Nearly three-fifths (58.4%) had never bought pirated or counterfeit goods.

When compared to the previous surveys, the percentage of people claimed that they used to buy pirated or counterfeit goods was decreased. (Table 21)

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 15.0% 的人士表示他們有經常 / 間中購買盜版或冒牌貨品，他們有 25.5% 表示很少購買。近六成 (58.4%) 則表示他們從不購買盜版或冒牌貨品。

與過往的調查相比，表示有購買盜版或冒版貨品習慣的百分比有所下降。(表 21)

Table 21: Frequency of buying pirated or counterfeit goods

表 21：購買盜版或冒牌貨品的習慣

	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
(a) Often 經常	0.7	0.9	2.8	1.2	1.7	2.7	3.3
(b) Sometimes 間中	14.3	16.6	17.5	17.0	19.0	23.3	21.4
(c) Seldom 很少	25.5	27.3	30.2	30.9	32.8	35.9	34.6
(d) Never 完全沒有	58.4	55.2	47.8	49.1	46.1	36.5	36.8
(e) Do not remember / refused to answer 記不起 / 拒絕回答	1.1	-	1.7	1.8	0.5	1.6	3.9
Often / sometimes (a+b) 經常 / 間中	15.0	17.5	20.3	18.2	20.7	26.0	24.7
Sample 樣本	1 206	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 males (47.5%), those aged below 50 (about 50%), those with secondary education level or above (over 40%) and the working people (47.9%) tended more to have bought pirated or counterfeit goods as compared to their counterparts. (Table 22)

以背景資料作分析，發現男性 (47.5%)、50 歲以下 (約 50%)、中學程度或以上 (超過 40%) 及在職 (47.9%) 的人士比其他組別有較高比例曾購買盜版或冒牌貨品。(表 22)

Table 22: Frequency of buying pirated or counterfeit goods – bivariate analysis

表 22：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 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Have bought pirated or counterfeit goods 曾購買盜版或冒牌貨品	47.5	35.0	51.4	48.4	23.6	24.4	44.1	49.2	47.9	33.0	38.1	48.6	45.5
Never buy pirated or counterfeit goods 從未購買盜牌或冒牌貨品	52.5	65.0	48.6	51.6	76.4	75.6	55.9	50.8	52.1	67.0	61.9	51.4	54.5
Sample 樣本	569	623	278	521	394	262	666	262	634	557	798	253	123
χ^2	19.094**		73.555**			39.836**			27.274**		9.874		

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

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 most (63.8%) 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” (14.1%). The findings were similar to those in last year. Yet, it was noted that the percentage of those who bought “clothing & accessories” was increased when compared with that in last year (12.3% vs 7.7%). (Table 23)

在那些曾購買盜版或冒牌貨品的人士中，他們會被問及那些盜版或冒牌貨品是他們買得最多。結果發現，多數 (63.8%) 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 (14.1%)，結果與去年相若。然而，購買盜版或冒牌衣服 / 手飾的百分比卻較去年有所上升 (12.3% vs 7.7%)。(表 23)

Table 23: Pirated or counterfeit products which people bought the most

表 23：買最多的盜版或冒牌貨品

	2005 (%)	2004 (%)
Pirated music CD / movie DVD or VCD 音樂 CD / 電影 DVD 或 VCD	63.8	63.0
Computer software 電腦軟件	14.1	15.2
Clothing & accessories 衣服 / 手飾	12.3	7.7
Game (e.g. PS2) 遊戲 (例如：PS2)	6.7	8.1
Photocopy book 影印參考書	2.1	1.9
Watch 手錶	0.5	1.2
Stationery 文具	0.2	1.4
Accessories 精品	0.2	-
Cigarette 香煙	-	0.8
Packaged food 包裝食品	-	0.4
Toys 玩具	-	0.3
Sample 樣本	488	544

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. About two-fifths (41.3%) quoted the reason “no need to buy / not interested in pirated or counterfeit goods”. Other common reasons included: “poor quality of pirated or counterfeit goods” (30.1%), “immoral / wrong to infringe others’ IP rights” (11.3%), “genuine goods’ quality guaranteed” (9.3%) and “seldom use VCDs and software” (7.6%). These findings were also similar to the previous surveys’ results. (Table 24)

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。約四成 (41.3%) 舉出「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」是其原因。其他普遍提及的原因包括：「盜版或冒牌貨品質素差」(30.1%)、「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」(11.3%)、「正版貨品質素有保證」(9.3%) 及「很少用 VCD 及電腦軟件」(7.6%)。這些結果亦與過往的調查結果相若。(表 24)

Table 24: Reasons for not buying pirated or counterfeit goods (Spontaneous mention)

表 24：不購買盜版或冒牌貨品的原因 (沒有提示下作答)

	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	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	30.1	35.5	31.5	18.2	23.9
Immoral / Wrong to infringe others' IP rights 侵犯別人知識產權，是不道德行爲 / 認為侵犯別人知識產權是不正確的	11.3	14.4	11.1	14.2	14.8
Genuine goods' quality guaranteed 正版貨品質素有保證	9.3	8.5	8.9	4.8	1.7
Seldom use VCDs and software 很少用 VCD 及電腦軟件	7.6	9.5	12.3	-	-
Fear of violation of IP laws 害怕觸犯法例	5.6	6.4	2.9	8.5	7.3
Affect own image 影響自己形象	4.7	7.2	4.1	-	-
Seldom buy pirated / counterfeit goods as a habit 很少買盜版或冒牌貨品	4.0	3.0	3.4	6.9	10.0
Genuine goods are in better quality 正版貨品質素較佳	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	2.6	1.3	1.4	5.0	1.4
Genuine goods have become cheaper 正版貨品價錢下跌	2.0	1.1	2.9	5.3	2.8
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	1.1	0.4	2.2	0.6	3.7
Detrimental to Hong Kong's economy 會損害香港經濟	0.7	1.2	2.7	0.2	1.4
Detrimental to Hong Kong's law and order 損害香港治安	0.6	0.9	2.1	-	5.2
To educate the young generation and to provide moral leadership 教育下一代，以身作則	0.1	-	-	-	-
Sample 樣本	704	670	588	385	358

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

2.2.4 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 (53.2%) of the people claimed that their "friends" had bought / used pirated or counterfeit goods. Some mentioned that their "colleagues / schoolmates" (23.2%), "relatives (not living together)" (11.1%) and "family members (living together)" (9.2%) did so. It is noteworthy that about one quarter (24.6%) of the people did not know whether the people around had bought / used pirated or counterfeit goods. (Table 25)

與往年的調查結果相若，逾半數 (53.2%) 的人士表示他們的「朋友」有購買 / 使用盜版或冒牌貨品，部份提到他們的「同事 / 同學」(23.2%)、「親戚 (不同住)」(11.1%) 及「家人 (同住)」(9.2%) 有這樣做。值得注意的是有約四分之一 (24.6%) 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 25)

Table 25: Whether people around would buy / use pirated or counterfeit goods

表 25：身邊的人有否購買 / 使用盜版或冒牌貨品

	2005 (%)	2004 (%)	2003 (%)
Friends 朋友	53.2	56.3	53.7
Colleagues / schoolmates 同事 / 同學	23.2	26.0	21.8
Relatives (not living together) 親戚 (不同住)	11.1	13.4	15.5
Family members (living together) 家人 (同住)	9.2	11.5	10.7
Neighbours 鄰居	6.6	7.2	6.6
Employer 僱主	1.9	2.8	1.1
Staff 僱員	0.8	1.2	0.7
Don't know whether they use / buy 不知道是否有人購買 / 使用	24.6	22.2	25.0
Nobody use / buy 沒有人購買 / 使用	9.6	8.0	7.8
People around bought / used 身邊有人購買 / 使用	65.8	69.8	67.2
Sample 樣本	1 206	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 aged below 50, those with secondary education level or above (both were about 70% - 80%), those working people (77.5%), and those with monthly personal income of \$10,000 or above (about 80% - 90%) tended more to claimed that the people around had bought / used pirated or counterfeit goods. (Table 26)

以背景資料作分析，發現 50 歲以下、中學程度或以上 (兩者均有約 70% - 80%)、在職 (77.5%) 及個人每月收入在 \$10,000 或以上 (約 80% - 90%) 的人士有較高比例表示身邊有人購買 / 使用盜版或冒牌貨品。(表 26)

Table 26: Whether people around would buy / use pirated or counterfeit goods – bivariate analysis

表 26 : 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 - \$20,000		
											< \$10,000 (%)	≥ \$19,999 (%)	≥ \$20,000 (%)
People around bought / used 身邊有人購買 / 使用	67.4	64.4	81.4	73.5	45.2	40.8	70.7	79.8	77.5	52.8	58.3	79.8	88.6
Nobody / Don't know whether they use / buy 沒有 / 不知道是否 有人購買 / 使用	32.6	35.6	18.6	26.5	54.8	59.2	29.3	20.2	22.5	47.2	41.7	20.2	11.4
Sample 樣本	571	635	279	521	405	272	669	262	636	568	812	253	123
χ^2	1.216		120.294**			105.529**			81.408**		71.362**		

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

Among those who were aware that the people around them had bought / used pirated or counterfeit goods, majority of them (83.0%) considered that people around them were somewhat not influencing or not influencing at all on their decision of buying / using pirated or counterfeit goods, while 16.1% of them claimed “definitely influencing / somewhat influencing”. The findings were also similar to the last year’s survey result. (Table 27)

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 (83.0%) 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 16.1% 則認為有很大影響 / 有影響。結果與往年的相若。(表 27)

Table 27: Whether the people around have the influence on buying/using pirated or counterfeit goods

表 27：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

	2005 (%)	2004 (%)	2003 (%)
(a) Definitely influencing 有很大影響	2.8	3.6	4.3
(b) Somewhat influencing 有影響	13.3	12.3	11.6
(c) Somewhat not influencing 沒有太大影響	46.2	46.3	48.0
(d) Not influencing at all 影響不大	36.8	36.4	35.2
(e) Don't know / do not remember 不知道 / 記不起	1.0	1.3	1.0
Definitely / somewhat influencing (a+b) 有很大影響 / 有影響	16.1	15.9	15.9
Somewhat / not influencing at all (c+d) 影響不大 / 完全沒有影響	83.0	82.7	83.2
Sample 樣本	794	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%。

2.2.5 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. While more than two-fifths (41.9%) of the people considered that it was more difficult to buy, about one-third (33.1%) thought that it was more or less the same. Only 10.0% considered it was easier and the rest 15.0% declared “don’t know / do not remember”.

When compared to the last year’s result, the proportion of people who considered that it was easier to buy pirated or counterfeit goods in the Hong Kong market as compared to the past 12 months was similar. (Table 28)

在有購買盜版或冒牌貨品的人士中，他們均被問及認為現時較過去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。逾四成 (41.9%) 人士認為現時較難購買，而大約三分之一 (33.1%) 則認為與之前差不多。只有 10.0% 認為更容易，其餘 15.0% 表示「不知道 / 記不起」。

與去年的調查結果相比，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的比例差不多。(表 28)

Table 28: 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 28：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

	2005 (%)	2004 (%)	2003 (%)
Easier 更容易	10.0	12.0	16.1
The same 差不多	33.1	29.4	35.1
More difficult 更困難	41.9	42.6	32.1
Don't know / do not remember 不知道 / 記不起	15.0	16.0	16.7
Sample 樣本	502	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, about two-thirds (64.2%) claimed that the reason was “more locations for buying pirated / counterfeit goods”, which was relatively higher than that of last year. This was followed by “more retailers selling pirated / counterfeit goods” (42.1%) and “fewer eradication by the Government” (11.0%). (Table 29)

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，有近三分之二 (64.2%) 表示原因是「售賣盜版 / 冒牌貨品的地方增加了」，比例較去年上升了。其次是「售賣盜版 / 冒牌貨品的零售商增加了」(42.1%) 及「政府的掃蕩工作減少了」(11.0%)。(表 29)

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

表 29：更容易購買到盜版或冒牌貨品的原因 (沒有提示下作答)

	2005 (%)	2004 (%)
More locations for buying pirated / counterfeit goods 售賣盜版 / 冒牌貨品的地方增加了	64.2	54.7
More retailers selling pirated / counterfeit goods 售賣盜版 / 冒牌貨品的零售商增加了	42.1	46.8
Fewer eradication by the Government 政府的掃蕩工作減少了	11.0	13.6
Looser enforcement of laws 政府執法較以前鬆懈	5.9	-
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	3.9	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	1.7
Don't know /Hard to say 不知道甚麼原因 / 很難說	3.7	3.0
Sample 樣本	50	65
Note: The sum of % may not add up to 100 as respondents could give multiple answers. 註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。		

For those who considered that it was more difficult to buy pirated or counterfeit goods as compared to the past 12 months, about half (51.0%) claimed that it was due to “more eradication by the Government”, followed by “tighter enforcement of laws” (30.1%), “fewer locations for buying pirated / counterfeit goods” (29.4%) and “fewer retailers selling pirated / counterfeit goods” (12.5%). The findings were similar to the last year’s survey result. (Table 30)

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，約有一半 (51.0%) 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」(30.1%)、「售賣盜版 / 冒牌貨品的地方減少了」(29.4%) 及「售賣盜版 / 冒牌貨品的零售商減少了」(12.5%)。結果與去年的調查結果相若。(表 30)

Table 30: Reasons for getting more difficult to buy pirated or counterfeit goods
(Spontaneous mention)

表 30：更難購買到盜版或冒牌貨品的原因 (沒有提示下作答)

	2005 (%)	2004 (%)	2003 (%)
More eradication by the Government 政府的掃蕩工作增加了	51.0	45.4	58.8
Tighter enforcement of laws 政府執法較之前嚴厲	30.1	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	29.4	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	12.5	14.0	12.3
As demand of pirated / counterfeit goods decreased, the supply has decreased as well 盜版 / 冒牌貨品的需求減少，引致供應亦減少了	4.8	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	2.0	2.5	4.3
Decreased number of pirated songs / software website 盜版歌曲 / 軟件網站減少咗	0.6	1.5	-
Don't know / Hard to say 不知道甚麼原因 / 很難說	4.7	6.1	3.0
Sample 樣本	210	232	206

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

2.2.6 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”, 66.5% of the people strongly agreed / agreed that it was against morality, while about one quarter (24.5%) indicated “disagree / strongly disagree”.

When compared to the previous surveys, the findings were quite similar. (Table 31)

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 66.5% 的人士非常同意 / 同意這是不道德的行爲，而大約四分之一 (24.5%) 則對此表示「不同意 / 非常不同意」。

與過往的調查相比，發現結果差不多。(表 31)

Table 31: 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 31：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

	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
(a) Strongly agree 非常同意	14.0	15.2	11.6	7.4	7.1	10.3	6.3
(b) Agree 同意	52.5	49.4	55.3	60.4	61.1	49.5	50.1
(c) Disagree 不同意	22.9	25.1	20.4	22.0	23.1	29.5	28.4
(d) Strongly disagree 完全不同意	1.5	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	9.0	8.5	10.6	9.1	7.7	9.2	13.1
Strongly agree / agree (a+b) 非常同意 / 同意	66.5	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	24.5	26.8	22.5	23.1	24.0	31.1	30.5
Sample 樣本	1 206	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 77.5% of the people considered that the protection of IP rights could be very / quite helpful to the development of local creative industries and 70.5% of the people considered that it was very / quite helpful to the overall development of Hong Kong's economy. Only 7.3% and 11.4% of the people considered that 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.

The proportions of those who considered it very / quite helpful to the overall development of HK's economy were similar to the last year's survey result, while the percentage of considering it very / quite helpful to the development of local creative industries was slightly lowered as compared to last year. (Table 32)

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 77.5% 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，70.5% 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 7.3% 及 11.4% 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。

認為對促進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，而認為對促進本地創意產業發展非常有幫助 / 頗有幫助的百分比則較去年稍微下跌了。(表 32)

Table 32: Attitudes towards long-term development for IP rights

表 32：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			
	2005 (%)	2004 (%)	2003 (%)
(a) Very helpful 非常有幫助	23.3	27.0	34.0
(b) Quite helpful 頗有幫助	54.2	55.0	46.1
(c) Average 一般	12.4	10.2	7.4
(d) Not quite helpful 幫助不大	6.0	4.9	6.1
(e) Not helpful at all 完全沒有幫助	1.4	1.7	1.3
(f) Don't know /Hard to say 不知道 / 很難說	2.7	1.3	5.1
Very / quite helpful (a+b) 非常有幫助 / 頗有幫助	77.5	82.0	80.1
Not quite / not helpful at all (d+e) 幫助不大 / 完全沒有幫助	7.3	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	18.1	20.8	24.2
(b) Quite helpful 頗有幫助	52.4	51.7	44.0
(c) Average 一般	14.3	10.3	13.1
(d) Not quite helpful 幫助不大	9.1	10.2	10.5
(e) Not helpful at all 完全沒有幫助	2.4	3.4	1.3
(f) Don't know /Hard to say 不知道 / 很難說	3.7	3.6	6.9
Very / quite helpful (a+b) 非常有幫助 / 頗有幫助	70.5	72.5	68.2
Not quite / not helpful at all (d+e) 幫助不大 / 完全沒有幫助	11.4	13.5	11.7
Sample 樣本	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%。

When analyzed by demographics, females (76.0%) tended more to consider that the protection of IP rights was very helpful / quite helpful to the overall development of Hong Kong's economy. (Table 33)

以背景資料分析，女性 (76.0%) 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。(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	70.4	76.0	72.1	74.9	72.0	72.7	74.6	70.8	72.4	74.3	73.8	71.2
Average 一般	14.4	15.2	14.5	12.6	18.0	19.9	12.8	14.6	14.1	15.8	15.5	13.6	14.5
Not quite helpful / not helpful at all 幫助不大 / 完全沒有幫助	15.2	8.8	13.4	12.5	10.1	7.4	12.6	14.6	13.5	9.9	10.7	15.2	13.7
Sample 樣本	561	600	276	506	378	256	650	253	615	544	782	243	117
χ^2	11.077*		6.253			12.932			3.789		4.073		

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

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. More than two-thirds (67.6%) of the people considered that it was very helpful / quite helpful and only 11.1% considered the opposite. (Table 34)

與往年的調查一樣，市民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。超過三分之二 (67.6%) 的人士認為非常有幫助 / 頗有幫助，只有 11.1% 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	2005 (%)	2004 (%)	2003 (%)
(a) Very helpful 非常有幫助	16.6	15.9	20.1
(b) Quite helpful 頗有幫助	51.0	52.4	46.6
(c) Average 一般	15.3	14.7	14.1
(d) Not quite helpful 幫助不大	9.5	10.3	9.8
(e) Not helpful at all 完全沒有幫助	1.6	2.0	2.3
(f) Don't know /Hard to say 不知道 / 很難說	6.0	4.5	7.0
Very / quite helpful (a+b) 非常有幫助 / 頗有幫助	67.6	68.4	66.7
Not quite / not helpful at all (d+e) 幫助不大 / 完全沒有幫助	11.1	12.4	12.2
Sample 樣本	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%。

When analyzed by demographics, those with secondary education level or above (more than 70%) tended more to consider that the Government's effort in developing a creative culture and creative industries in Hong Kong was very helpful / quite helpful to the Hong Kong people in creating wealth. (Table 35)

以背景資料分析，中學程度或以上 (75.6%) 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非常有幫助 / 頗有幫助。(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	71.8	72.1	71.7	71.0	73.8	64.5	75.6	70.5	70.8	73.3	71.8	74.6	65.8
Average 一般	16.4	16.1	15.4	16.1	16.9	23.1	14.4	13.6	15.7	16.9	18.1	12.3	14.2
Not quite helpful / not helpful at all 幫助不大 / 完全沒有幫助	11.8	11.8	12.9	12.9	9.4	12.4	10.0	15.9	13.5	9.9	10.1	13.1	20.0
Sample 樣本	549	584	272	497	362	234	639	258	616	516	751	244	120
χ^2	0.020		2.955			17.755*			3.511		14.028		

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

Regarding whether it was necessary for the Government to put more resources in developing creative culture and creative industries in the current situation, 85.8% of the people considered that it was definitely / quite necessary for the Government to put more resources in the current situation. Only 9.8% of them considered the opposite and the remaining 4.3% declared “don’t know / hard to say”. The findings were similar to the last year’s survey result. (Table 36)

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 85.8% 的人士認為政府在現階段非常應該 / 頗應該投放更多資源，只有 9.8% 持相反意見，其餘 4.3% 則表示「不知道 / 很難說」。結果與去年的相若。(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

	2005 (%)	2004 (%)	2003 (%)
(a) Definitely necessary 非常應該	26.4	24.2	27.3
(b) Quite necessary 頗應該	59.5	61.2	49.6
(c) Not quite necessary 頗不應該	8.4	10.1	10.2
(d) Not necessary at all 非常不應該	1.4	1.5	2.7
(e) Don't know / Hard to say 不知道 / 很難說	4.3	2.9	10.1
Definitely / quite necessary (a+b) 非常應該 / 頗應該	85.8	85.5	77.0
Not quite / not necessary at all (c+d) 頗不應該 / 非常不應該	9.8	11.6	13.0
Sample 樣本	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%。

When analyzed by demographics, males (13.2%) 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 (13.2%) 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 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Definitely / quite necessary 非常應該 / 頗應該	86.8	92.4	87.6	90.7	90.1	91.1	89.8	87.9	88.1	91.5	89.9	91.0	85.0
Not quite / not necessary at all 頗不應該 / 非常不 應該	13.2	7.6	12.4	9.3	9.9	8.9	10.2	12.1	11.9	8.5	10.1	9.0	15.0
Sample 樣本	561	593	275	505	373	247	648	257	621	532	771	245	120
χ^2	9.783*		1.870			1.387			3.701		3.325		

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

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 15.4% of the people could spontaneously recall the Intellectual Property Department (IPD), while the majority (70.5%) declared “don’t know” and the remaining 14.1% misunderstood that other government departments were 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 still high. (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 15.4% 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 (70.5%) 表示「不知道」，餘下 14.1% 則誤以為推廣保護知識產權是由其他政府部門負責。

與往年的調查結果比較，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仍然高。(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	15.4
Customs and Excise Department 香港海關	11.3
Leisure & Cultural Services Department 康樂及文化事務署	1.1
Hong Kong Police 香港警察	0.6
Consumer Council 消費者委員會	0.3
Education Department 教育署	0.3
Television & Entertainment Licensing Authority 影視處	0.2
Broadcasting Authority 廣管局	0.1
Commerce, Industry & Technology Bureau 工商及科技局	0.1
Legislative Council 立法會	0.1
Hong Kong Trade Development Council 香港貿易發展局	0.1
Don't know 不知道	70.5
Sample 樣本	1 206

	2005 (%)	2004 (%)	2003 (%)
Intellectual Property Department / IPD 知識產權署	15.4	13.5	10.5
Other wrong answers 其他錯誤答案	14.1	15.8	9.5
Don't know 不知道	70.5	70.7	80.0
Sample 樣本	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%。

When analyzed by demographics, it was observed that relatively higher proportions of females (90.1%), those non-working people (91.0%) and those with monthly personal income of below \$20,000 (about 81% - 88%) were not aware that the IPD is responsible for promoting the protection of IP rights in Hong Kong. In addition, the older the people and the lower the education level, the higher were the proportions of people who were not aware. (Table 39)

以背景資料分析，發現女性 (90.1%)、非在職 (91.0%) 及個人月入在 \$20,000 以下 (約 81% - 88%) 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。此外，年紀愈大及教育程度愈低，不認知的比例亦愈高。(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 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 – \$19,999 (%)	≥ \$20,000 (%)
Aware 知道	21.4	9.9	23.3	16.3	8.6	2.9	14.6	30.5	21.2	9.0	12.2	18.7	30.6
Not aware 不知道	78.6	90.1	76.7	83.7	91.4	97.1	85.4	69.5	78.8	91.0	87.8	81.3	69.4
Sample 樣本	571	635	279	522	405	273	669	262	637	569	812	252	124
χ^2	30.323**		27.952**			78.728**			34.462**		30.429**		

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

After prompting that the IPD is the department which was responsible for promoting the protection of IP rights, people were asked to name the duties of the IPD. More than one quarter (26.7%) of the people were aware that the IPD was responsible for “promoting awareness on IP rights protection”, followed by “registration of trademarks” (6.7%) and “registration of patents” (5.8%). On the other hand, relatively more people misunderstood that the IPD was responsible for “combating piracy and counterfeiting” (23.1%). Still about half (48.8%) claimed that they 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。超過四分之一 (26.7%) 的人士知道知識產權署是負責「宣傳 / 推廣保護知識產權」的，其次是「商標註冊」(6.7%) 及「專利註冊」(5.8%)。另一方面，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」(23.1%)。餘下仍有大約一半 (48.8%) 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)

	2005 (%)	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	26.7	23.8	20.3	10.8	9.5	11.7	6.8
Registration of trademarks 商標註冊	6.7	8.1	4.4	5.0	4.5	2.8	3.9
Registration of patents 專利註冊	5.8	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	4.4	3.8	3.1	1.4	0.7	0.6	0.4
Cooperate with Customs 與海關合作	2.3	1.8	2.0	-	-	-	-
Registration of designs 外觀設計註冊	0.5	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	0.3	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	23.1	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	2.7	3.5	4.4	-	-	-	-
Investigate into infringing activities 調查侵權活動	2.3	2.8	2.7	5.0	3.9	3.5	3.9
Enact legislation 立法	1.5	2.1	1.4	1.1	3.8	3.1	1.6
Don't know 不知道	48.8	50.1	62.3	68.9	70.8	66.6	74.6
Sample 樣本	1 206	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 relatively higher proportions of males (41.9%) and those with monthly personal income of \$20,000 or above (51.6%) were aware of the duties of the IPD. Moreover, the younger the people and the higher the education level, the higher were the proportions of people who were aware. (Table 41)

以背景資料分析，發現男性 (41.9%) 及個人每月收入在 \$20,000 或以上 (51.6%) 的人士有較高比例認知知識產權署的工作範圍。此外，年紀愈輕及教育程度愈高，認知的比例就愈高。(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 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
	Aware 知道	41.9	31.2	47.0	35.8	29.3	15.8	36.5	56.9	38.4	33.9	34.0	36.0
Not aware (including incorrect answers) 不知道 (包括不正確 的答案)	58.1	68.8	53.0	64.2	70.7	84.2	63.5	43.1	61.6	66.1	66.0	64.0	48.4
Sample 樣本	571	635	279	522	406	273	669	262	636	569	812	253	124
χ^2	14.829**		22.344**			97.904**			2.568		14.468*		

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

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. 64.5% of the people claimed that they had encountered the advertising or promotional messages on TV, followed by radio (14.4%) and print ad / promotional materials (11.9%). Yet, about three out of ten (29.9%) claimed that 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。64.5% 的人士表示有從電視接觸過有關的廣告或宣傳訊息，其次是電台 (14.4%) 及印刷廣告 / 宣傳物品 (11.9%)。不過，仍有三成 (29.9%) 表示沒有看過 / 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	64.5
- The API of anti-piracy (acted by Arnold Schwarzenegger and Jackie Chan) 反盜版宣傳短片 (由阿諾舒華辛力加和成龍合演)	13.2
- "Don't use pirated software today, not even once" 《勿用盜版軟件，一次都唔可以》	4.7
- "Let's be imaginative, creative; let's protect IP rights (McMug)" 《想像、創作、保護知識產權 (麥嘜)》	1.3
- "No Fakes Pledge - Shop For Real" 《愛正版 買正貨》	1.3
- "No Fakes General" 《正版大將軍》	1.2
- "Making Intellectual Property Your Business - Wealth Creation Series" 《知識產權與你息息相關 - 致富系列》	0.7
- Literary & Artistic Creation (Basic Law) 文學藝術創作 (基本法)	0.3
- "Piracy ruins your future. Say no to copyright pirates" 《參與售賣盜版光碟，損害一生前途》	0.2
- "Hong Kong - The Real Experience" - ATV (Documentary) 亞洲電視 - 《正貨之都@香港》電視特輯	0.2
- "Join the No Fakes Campaign " 《做個「真」「正」消費者，加入「我」承諾行動》	0.2
- "Acentury of Dream Factory" 百年夢工場	0.1
- TV, but cannot recall which ad / program 電視見到，但忘記了哪個廣告 / 特輯	41.1

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
Radio 電台	14.4
- "Keep away from Downloading Pirated MP3 and Pirated Music Recording" 《遠離盜版歌曲，切勿下載盜版 MP3》	0.6
- "World IP Day" 《世界知識產權日》	0.2
- "I-Pledge 6th Anniversary Concert" 《我承諾六週年音樂會》	0.1
- Radio, but cannot recall which ad / program 電台聽到，但忘記了哪個廣告 / 節目	13.6
Seminars 研討會	0.9
- "No Fakes IPR Protection Seminar" 「正版正貨」承諾保護知識產權講座	0.1
- Seminars, but cannot recall which one 研討會見到，但忘記了哪個研討會	0.8
Exhibitions 展覽活動	0.9
- "Hong Kong Book Fair 2005" 香港書展	0.2
- "Hong Kong Computer & Communications Festival" 香港電腦通訊節	0.1
- "Hong Kong Licensing Show" 香港專利授權展	0.1
- Exhibitions, but cannot recall which one 展覽見到，但忘記了哪個展覽	0.6
Print ad / promotional materials 印刷廣告 / 宣傳物品	11.9
- Booklet "Intellectual Property in Hong Kong" 「香港的知識產權」小冊子	0.8
- "No Fakes" Pledge labels in shops 商戶貼有「正版正貨承諾」的標籤	0.7
- No Fake Pledge ad in newspapers & magazines 於報章及雜誌內刊登之「正版正貨承諾」廣告	0.5
- "No Fakes Pledge Merchants Name List 2005" 「正版正貨承諾」商戶名冊 2005	0.4
- "No Fakes Pledge advertisement in MTR & KCR escalator crown" 於地鐵及九鐵內之「正版正貨承諾」廣告	0.3
- "Newspaper Supplements about the World IP Day" 於報章刊載「世界知識產權日」特約專輯	0.2
- No Fake Pledge ad on Tram 於電車車身之「正版正貨承諾」廣告	0.1
- Newspaper / magazine, but cannot recall which article / ad 報紙 / 雜誌見到，但忘記了哪個報導 / 廣告	8.7

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
Other activities 其他活動	0.7
- IPD Website 知識產權署網頁	0.3
- AIP Tutor Program 學校知識產權導師計劃	0.2
- Secondary school visit 中學探訪計劃	0.1
- I-Pledge 6th Anniversary Concert 《我承諾六週年音樂會》	0.1
None 沒有看過 / 聽過 / 接觸過任何宣傳	29.9
Do not remember 記不起	1.3
Sample 樣本	1 206

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%。

	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)
TV 電視	64.5	51.4	55.0	65.5	61.2	50.4
Radio 電台	14.4	9.9	10.0	32.6	26.4	20.6
Sample 樣本	1 206	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 the previous surveys, close to three-fifths (59.4%) of the people considered that the promotional activities held by the IPD were very / quite effective in raising the awareness of Hong Kong citizens on protecting IP rights, while 35.5% considered quite / very ineffective. The remaining 5.2% claimed “don’t know / hard to say”. (Table 43)

近六成 (59.4%) 的人士認為知識產權署的宣傳活動對提升香港市民保護知識產權意識非常有效 / 頗有效，而 35.5% 則認為不大有效 / 完全沒有效，其餘 5.2% 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

	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
(a) Very effective 非常有效	7.0	5.9	8.6	4.9	5.3	4.8	4.8
(b) Effective/Quite effective 頗有效	52.4	53.8	47.5	53.2	54.4	52.9	52.5
(c) Quite ineffective 不大有效	31.9	31.4	31.8	34.3	32.0	32.5	27.3
(d) Very ineffective 完全沒有效	3.6	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	5.2	4.6	5.9	3.8	3.6	5.5	9.1
Very / quite effective (a+b) 非常有效 / 頗有效	59.4	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	35.5	35.6	38.0	38.0	36.7	36.8	33.6
Sample 樣本	1 206	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 older the people and the lower the education level of the people, the more they considered that the promotional activities held by the IPD was very / quite effective in raising the awareness of Hong Kong citizen on protecting IP rights. (Table 44)

以背景資料分析，發現年紀愈大及教育程度愈低的人士，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 / 頗有效的比例就愈高。(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	61.0	64.2	55.5	61.8	69.0	74.9	61.4	54.1	59.6	66.0	63.4	59.4
Quite ineffective / Very ineffective 不大有效 / 完全無效	39.0	35.8	44.5	38.2	31.0	25.1	38.6	45.9	40.4	34.0	36.6	40.6	39.0
Sample 樣本	551	592	274	502	368	239	650	255	617	526	763	244	118
χ^2	1.256		12.576*			23.676**			4.851		1.358		

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

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, most of the people still thought that TV was the most effective way to gather information from the IPD (79.6%). This was followed by radio (27.6%) and newspaper / magazine (23.9%). Other common mentions included: “school” (11.1%), “Internet website” (8.2%) and “poster and other promotional items” (7.4%). (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，多數人士仍認為電視是接收知識產權署的消息最有效的途徑 (79.6%)，其次是電台 (27.6%) 及報章 / 雜誌 (23.9%)。其他普遍提及的途徑包括：「學校」(11.1%)、「電腦互聯網頁」(8.2%) 和「海報及其他宣傳品」(7.4%)。(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)

	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
TV 電視	79.6	80.3	72.0	71.5	64.6	61.6	65.5
Radio 電台	27.6	30.2	19.9	15.9	14.3	12.7	13.3
Newspaper / magazine 報章 / 雜誌	23.9	23.3	19.4	18.5	21.9	21.0	30.0
School 學校	11.1	11.9	14.8	5.1	4.5	3.3	2.8
Internet website 電腦互聯網頁	8.2	8.2	7.2	6.2	5.6	4.5	4.3
Poster & other promotional items 海報及其他宣傳品	7.4	8.0	9.7	4.7	4.8	4.1	5.7
MTR / Bus advertisement 地鐵 / 巴士廣告	5.6	4.4	3.9	-	-	-	-
IPD's activities 知識產權署活動	2.9	3.2	2.5	1.0	1.5	1.2	1.0
Email / website advertisement 電郵 / 網頁廣告	1.6	1.3	1.1	-	-	-	-
Movie stars or singers 以電影明星或歌星宣傳	1.5	1.3	1.5	-	-	-	-
Cinema / movie 戲院 / 電影	1.2	1.3	0.2	-	-	-	-
Append to genuine goods 附在正版商品上	0.8	1.1	0.1	-	-	-	-
Workplace 工作地點	0.3	0.1	0.1	-	-	-	-
Computer Expo 電腦展覽	0.2	-	0.5	-	-	-	-
Outdoor billboard 戶外大型廣告板	0.1	-	-	-	-	-	-
Telephone hotline 設立電話熱線	0.1	-	0.3	-	-	-	-
Seminars / open forums 講座 / 公開論壇	-	1.0	0.3	-	-	-	-
Immigration control points 出入境關口	-	0.2	-	-	-	-	-
Home visits 家訪	-	0.1	-	-	-	-	-
Direct mail 直接郵寄	-	0.1	-	-	-	-	-
Community activities 社區活動	-	-	0.1	-	-	-	-
Don't know / Hard to say 不知道 / 很難說	7.6	6.1	13.1	16.8	19.1	25.1	19.8
Sample 樣本	1 206	1 214	1 231	1 003	1 016	1 002	1 009

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

Appendix 1: Enumeration result

附錄一：訪問結果

CATEGORY 分類計算	CLASSIFICATION 類別	NUMBER 個案數目
Successful cases 成功訪問個案 (1 206)	Successful enumerated 成功訪問	1 206
	Unsuccessful cases 不成功個案 (757)	
	Mid-way termination 中途拒絕	38
	No answer 無人接聽	171
	Busy line 對方通話中 / 未能打通	11
	Selected person not at home 被抽中的受訪者不在家	81
	Answer machine 電話留言	21
	Spontaneous refusal 接通即拒絕	144
	Refusal 讀出前言後拒絕接受訪問	282
	Language problem 語言障礙	9
Invalid cases 非目標個案 (7 037)	No response after dialing 撥號後無聲無反應 / 需輸入密碼	5 831
	Non-residential number 非住宅號碼	840
	Fax number 傳真號碼	331
	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	35
	Overall 總計	9 000

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	52	4.3	224 700	3.8
20 – 24	47	3.9	223 300	3.8
25 – 29	54	4.5	223 500	3.8
30 – 34	42	3.5	247 200	4.2
35 – 39	57	4.7	264 300	4.5
40 – 44	87	7.2	325 000	5.5
45 – 49	47	3.9	324 500	5.5
50 – 54	50	4.1	255 700	4.3
55 – 59	32	2.7	201 500	3.4
60 – 64	35	2.9	125 700	2.1
65 – 70	29	2.4	126 400	2.1
70+	45	3.7	265 600	4.5
Subtotal 小計	577	47.8	2 807 400	47.4
Female 女性				
15 – 19	45	3.7	214 700	3.6
20 – 24	57	4.7	232 400	3.9
25 – 29	57	4.7	253 800	4.3
30 – 34	55	4.6	326 200	5.5
35 – 39	83	6.9	352 300	5.9
40 – 44	92	7.6	385 300	6.5
45 – 49	48	4.0	338 400	5.7
50 – 54	61	5.1	262 600	4.4
55 – 59	24	2.0	195 400	3.3
60 – 64	30	2.5	110 400	1.9
65 – 70	29	2.4	119 800	2.0
70+	48	4.0	330 200	5.6
Subtotal 小計	629	52.2	3 121 500	52.6
Total 總計	1 206	100.0	5 928 900	100.0