

**Survey on Public Awareness of
Intellectual Property Right Protection 2008**

香港市民保護知識產權意識調查 2008

- Report -

- 報告 -

Prepared for 呈交 :



Intellectual Property Department

知識產權署

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1 Summary of Findings 調查結果摘要

Introduction

In order to keep track of the public's awareness of the intellectual property rights, the Intellectual Property Department (IPD) has been conducting surveys on Public Awareness of Intellectual Property Right (IPR) Protection since 1999. Mercado Solutions Associates Ltd. (MSA) was commissioned to conduct the survey among the general public between 30th October and 13th November 2008. In total, 1 003 respondents aged 15 or above were successfully enumerated by telephone. The response rate achieved was 51.5%. This executive summary highlights the major findings of the survey.

Knowledge and Attitudes toward IPR

The findings were consistent with the previous surveys, with 49.4% of the general public considered IPR as “copyright / copyright piracy”, some said “patent” (15.2%), “trademark / trademark counterfeiting” (13.1%) and “invention or creation” (12.8%). However, still 21.5% claimed “don't know / hard to say”, demonstrating that more publicity about IPR should be done.

When asked whether thought that “buying a genuine CD and then convert to MP3” and “someone copies part of books / newspapers / magazines for distribution to staff for internal reference” are infringement of IP rights, only 40.7% and 59.2% of people respectively claimed “yes”, while 44.6% and 29.0% considered not.

The majority of the public (96.3%) considered that it was very / quite necessary to protect the IP rights in Hong Kong. When asked for the reason, it was observed that the proportions who mentioned “protecting the interest of inventors / encouraging creativity” (74.6%) and “for the sake of morality / incorrect to

前言

為持續跟進公眾對保護知識產權的意識，知識產權署自一九九九年進行了多個公眾對保護知識產權意識的調查。米嘉道資訊策略有限公司（米嘉道）受委託於二零零八年十月三十日至十一月十三日進行了公眾調查，透過電話成功訪問了 1 003 名 15 歲或以上人士，回應率達到 51.5%。本摘要概述了主要的調查結果。

對知識產權的認識及觀念

調查發現結果與以往歷次相若，有 49.4% 的公眾人士認為知識產權所指的是「版權 / 盜版」，部分認為是「專利權」(15.2%)、「商標 / 冒牌」(13.1%) 及「發明或創作」(12.8%)。但仍有 21.5% 表示「不知道 / 很難說」，顯示政府需要舉辦更多有關知識產權的推廣活動。

當被問到是否認為「購買正版光碟，然後轉為 MP3」及「將參考書、報紙或雜誌影印一部份，在公司分發作業務之用」是侵犯知識產權的行為，分別只有 40.7% 及 59.2% 的人士認為「是」，而 44.6% 及 29.0% 則認為不是。

絕大部分的公眾 (96.3%) 均認為知識產權在香港非常有需要 / 頗有需要受到保護。被問及其原因時，發現提及需要「保護原創人利益 / 鼓勵創作」(74.6%) 及「基於道德上的原因 / 侵犯知識產權是不對的」(9.3%) 的比例較過去幾年的為高。

infringe IP rights” (9.3%) were higher than those of the previous surveys.

Regarding the reasons for IP infringement activities, many people (68.5%) considered that it was due to “cheaper price of pirated / counterfeit products / genuine goods being too expensive”, followed by “greediness / improper public mentality / lack of self-discipline” (26.4%) and “unethical businessmen reaping excessive profits” (19.6%).

In terms of the dominant role in improving the situation of IP rights infringement in Hong Kong, 34.4% of the people considered that “the Government” should play a dominant role, the proportion was relatively lower than those of the previous surveys (over 45%). It was followed by “the general public” (24.9%) and “education institutions” (20.5%).

More than four-fifths of the people were aware of the legislation on protecting copyright (87.4%), trademarks (84.9%) and patents (84.7%), while relatively fewer people were aware of the legislation on protecting designs in Hong Kong (46.0%).

56.1% of the people considered that the IP rights protection measures imposed by the Government in the past two years improved the IP rights infringement in Hong Kong a lot / a little, while 35.0% thought that there was no change.

Besides, as compared to previous surveys, more and more people considered that the most effective ways to improve the situation of IP infringement in Hong Kong were “raising awareness of IP rights protection / strengthen education” (40.7%; vs. 32% or below in past years) and “increase penalties” (32.9%; vs. 26% or below in past years). Other commonly mentioned ways include “lower price of genuine goods” (23.4%), and “government should increase propaganda” (20.3%).

至於造成侵犯知識產權活動的主要原因，很多人（68.5%）都認為是由於「盜版及冒牌貨品價錢便宜 / 正版貨品太貴」，其次是「市民貪小便宜 / 社會風氣差 / 欠自律」（26.4%）及「不道德商人謀取暴利」（19.6%）。

對於認為在改善香港侵犯知識產權情況的最重要角色，有 34.4% 的人士認為「政府」應該擔當最重要的角色，比例較以往幾年調查的（超過 45%）為低。其次是「市民自己」（24.9%）及「教育團體」（20.5%）。

超過八成人士均知道香港有保障版權（87.4%）、商標（84.9%）及專利權（84.7%）的法例，而較少人士知道香港有保障外觀設計的法例（46.0%）。

56.1% 的人士認為政府在過去兩年採取的知識產權保護措施使香港的侵權情況大有改善 / 有少許改善，而 35.0% 則認為情況沒有改變。

另外，與以往歷年比較，愈來愈多人認為最有效改善香港侵犯知識產權情況的方法是「提高保護知識產權意識 / 加強教育」（40.7%；對比歷年的 32% 或以下）和「加重刑罰」（32.9%；對比歷年的 26% 或以下）。而其他有較多人提及的方法包括「正版貨品價錢下降」（23.4%）及「政府要多做宣傳」（20.3%）。

Online behaviour and IP rights protection in digital environment

In this survey, people who used Internet were asked their preference of paying for downloading songs / movies / games / e-books from authorized websites. 78.6% of the people claimed that they probably / definitely will not, with the main reason “considered troublesome in purchasing online” (47.0%). On the other hand, 21.0% claimed that they definitely / probably will do so, with the main reason “respect IP rights” (62.9%).

Behaviour of Involving in Infringement of IP Rights

Only few people involve in the infringement of copyright:

- Visit newsgroup / unauthorized websites and download music / movies / games / e-books and share the files with friends (9.4%);
- Download music / movies / games / e-books and upload them to Internet for sharing purpose (5.0%);
- Visit websites that are not authorized by the copyright owner and download music / movies / games / e-books for own use (17.0%); and
- Photocopy of the whole book (13.4%).

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

It was also found that people aged below 30 tended to involve in the infringement of copyright, as compared to their counterparts.

In response to the question “do you agree that it is against morality for a person to visit newsgroup / unauthorized websites and download music / movies / games / e-books, knowing that he/she is infringing the IP rights of others”, 80.3% of those who use Internet “strongly agree / agree”, while 17.3% indicated “disagree / strongly disagree”.

網上活動情況及在數碼環境中的知識產權保護

在今次調查中，有上網習慣的人士均被問及他們對在合法網站付款下載歌曲 / 影片 / 遊戲 / 電子書的取向。有 78.6% 的人士表示未必會 / 絕對不會，主要原因是「網上購物太麻煩 / 複雜」(47.0%)。另一方面，有 21.0% 表示他們絕對會 / 可能會，主要原因是「尊重知識產權」(62.9%)。

參與侵權活動的行為

只有很少人士有參與侵犯版權活動：

- 在網上社群或未經授權的網站下載音樂 / 電影 / 遊戲 / 電子書，然後傳送給朋友一同分享 (9.4%)；
- 在網上下載音樂 / 電影 / 遊戲 / 電子書，然後放上網供他人下載 (5.0%)；
- 在未經版權擁有人授權的網站下載音樂 / 電影 / 遊戲 / 電子書自用 (17.0%)；及
- 將整本參考書影印 (13.4%)。

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

調查亦發現，30 歲以下的人士比其他組別人士較傾向有侵犯版權。

對於「是否同意一位市民在明知侵犯別人知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 遊戲 / 電子書是不道德的行為」這問題的回應，80.3% 有上網習慣的人士均「非常同意 / 同意」，而 17.3% 則對此表示「不同意 / 非常不同意」。

Regarding the frequency of people buying pirated or counterfeit goods, 8.6% of the people claimed that they would often / sometimes buy pirated or counterfeit goods, and 22.6% claimed that they would seldom buy it. 67.4% had never bought pirated or counterfeit goods. The percentage of people claimed that they would buy pirated or counterfeit goods (31.2%) was decreased (over 40% in past years).

Of the people who had bought pirated or counterfeit goods, they were asked which pirated or counterfeit goods they bought the most. Many of them (56.2%) claimed that they bought music CD / movie DVD or VCD the most, which was decreased when compared to the previous surveys (about 63%). It was followed by clothing & accessories (15.0%) and computer software (14.4%).

Regarding whether it was easier, the same or more difficult to buy pirated / counterfeit goods in the Hong Kong market as compared to the past two years, only 9.5% of those who had bought pirated / counterfeit goods considered that it was easier. 31.8% thought that it was more or less the same. 48.0% considered it more difficult, with the major reasons “fewer locations for buying pirated / counterfeit goods” (54.1%), “tighter enforcement of laws” (31.2%), “more eradication by the Government” (28.7%) and “fewer retailers selling pirated / counterfeit goods” (27.4%).

While 57.3% of the public mentioned that people around had bought / used pirated or counterfeit goods, the majority of them (86.1%) considered that people around were somewhat not influencing or not influencing at all on their decision of buying / using pirated or counterfeit goods. The situation was quite similar to the past years.

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”, 79.9% of

就市民購買盜版或冒牌貨品的習慣，有 8.6% 的人士表示他們有經常 / 間中購買盜版或冒牌貨品，另有 22.6% 表示很少購買。67.4% 則表示他們從不購買盜版或冒牌貨品。表示有購買盜版或冒牌貨品習慣的百分比 (31.2%) 有所下降 (以往幾年均超過 40%)。

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。很多 (56.2%) 都表示他們買得最多的是音樂 CD / 電影 DVD 或 VCD，百分比比較過去幾年 (約 63%) 已有所下降。其次是衣服 / 手飾 (15.0%) 及電腦軟件 (14.4%)。

就現在較過去兩年在香港市場購買盜版或冒牌貨品是更容易、差不多還是更困難而言，在有購買盜版 / 冒牌貨品的人士中，只有 9.5% 認為是更容易，31.8% 認為情況與過去差不多；另有 48.0% 認為較困難，主要原因是「售賣盜版 / 冒牌貨品的地方減少了」(54.1%)、「政府執法較之前嚴厲」(31.2%)、「政府的掃蕩工作增加了」(28.7%) 及「售賣盜版 / 冒牌貨品的零售商減少了」(27.4%)。

有 57.3% 的公眾提及他們身邊的人士有購買 / 使用盜版或冒牌貨品，然而他們大部分 (86.1%) 都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的影響不大 / 完全沒有影響。這情況與過去幾年的頗相似。

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為」這問題的回應，79.9% 的人士「非常同意 / 同意」，而 16.3% 則表示「不

the people “strongly agree / agree”, while 16.3% claimed “disagree / strongly disagree”. 同意 / 非常不同意」。

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

When asked whether ever heard of the “No Fakes Pledge” Scheme, 50.1% of the people said yes. The top channel of awareness was TV advertisements (84.5%), followed by newspapers / magazines (15.3%) and stickers / tent cards in shops (9.1%). 被問到有否聽過「正版正貨承諾」計劃，50.1% 的人士表示有。最主要認知的渠道是電視廣告 (84.5%)，其次是報紙 / 雜誌 (15.3%) 及商戶標貼 / 座檯咭 (9.1%)。

Among those who were aware of the scheme, more than four-fifths considered that the scheme could be very / quite helpful in building the confidence of consumers and tourists in shopping in Hong Kong, or consolidating the city’s status as a shoppers’ paradise (83.9%), and promoting the public to respect IP rights (80.7%). 在那些認知計劃的人士中，有超過八成均認為計劃對增加消費者及遊客在港購物的信心或鞏固香港購物天堂的美譽 (83.9%)，以及推動尊重知識產權的風氣 (80.7%) 非常有幫助 / 頗有幫助。

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

Regarding the public’s attitude towards long-term development for IP rights, most of the people considered that the protection of IP rights could be very / quite helpful to the development of local creative industries (76.0%) and the overall development of Hong Kong’s economy (62.0%). 就市民對保護知識產權長遠發展的意見，大多數人士均認為保護知識產權對促進本地創意產業發展 (76.0%) 及香港整體經濟發展 (62.0%) 非常有幫助 / 頗有幫助。

83.3% of the people considered definitely / quite necessary for the Government to put more resources in protecting IP rights in the long run. They thought that the Government should put more resources on promotion in mass media (56.6%) and in schools (50.1%), followed by increasing penalty (25.8%) and more enforcement action (17.6%). 83.3% 的人士認為長遠而言，政府非常應該 / 頗應該投放更多資源在保護知識產權方面。他們認為政府應該投放更多資源加強在媒體上的宣傳 (56.6%) 及學校的宣傳 (50.1%)，其次是加重刑罰 (25.8%) 及加強巡查和掃蕩 (17.6%)。

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

Although only 17.2% of the people could spontaneously recall the Intellectual Property Department (IPD) is the Government department which is responsible for promoting 雖然只有 17.2% 的人士能正確地說出知識產權署是負責在香港推廣保護知識產權的政府部門，但比例較以往幾年已有所增加 (往年有 15% 或以下)。

the protection of IP rights in Hong Kong, the proportion was increased (15% or below in past years).

Among them, 44.5% were aware that the IPD was responsible for “promoting awareness on IP rights protection”, followed by “registration of trademarks” (13.3%) and “registration of patents” (10.4%). On the other hand, still some people misunderstood that the IPD was responsible for “combating piracy and counterfeiting” (30.6%) and claimed that they did not know the duties of the IPD (27.7%).

76.9% of the people claimed that they had seen the advertising or promotional messages on TV, followed by radio (13.1%), promotions on “No Fakes Pledge” Scheme (10.7%) and print ad / promotional materials (9.6%). Yet, 19.6% claimed that they did not remember or had never seen / heard / encountered any IPD’s advertising or promotional activities.

When comparing with the past years, the awareness level of IPD’s advertising or promotional activities (80.4%) was increased (about 69% or below in past years).

71.1% 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, the proportion was increased when comparing to the past years (below 60%).

Moreover, still most of the people thought that TV (84.6%) was the most effective channel to place the advertisements for promoting the protection of IP rights.

在他們當中，44.5% 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」(13.3%) 及「專利註冊」(10.4%)。另一方面，仍有部分人士誤以為知識產權署負責「打擊盜版 / 掃蕩冒牌」(30.6%) 及不知道知識產權署工作的範圍 (27.7%)。

76.9% 的人士表示有從電視見過有關的廣告或宣傳訊息，其次是電台 (13.1%)、「正版正貨承諾」計劃宣傳 (10.7%) 及印刷廣告 / 宣傳物品 (9.6%)。不過，仍有 19.6% 表示記不起或沒有看過 / 聽過 / 接觸過任何知識產權署的廣告或宣傳活動。

與過去幾年比例，知識產權署的廣告或宣傳活動的認知程度 (80.4%) 有上升 (往年約有 69% 或以下)。

71.1% 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，比例較過去數年 (60% 以下) 有所上升。

此外，仍然有最多人士認為電視 (84.6%) 是宣傳知識產權的最有效途徑。

Conclusion

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

Besides, more people considered that it was more difficult to buy pirated or counterfeit goods.

In addition, most of the people have positive responses on the development of creative culture and creative industries. As a result, if the government can put more resources in public education in protecting IP rights, especially on TV, the public awareness and attitude towards the protection of IP rights is expected to improve in the near future.

總結

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

此外，有更多人士認為現時較困難購買盜版或冒牌貨。

進一步來說，市民大多對推動創意文化及發展創意產業有正面的回應。所以，若政府能投放更多資源在加強對保護知識產權的公眾教育，尤其透過電視作為推廣媒介，市民對保護知識產權的認知及態度可望在不久的將來有明顯的改善。

2 Introduction 前言

Background & Objectives

In order to keep track of the public's awareness of the intellectual property rights, the Intellectual Property Department (IPD) has been conducting surveys on Public Awareness of Intellectual Property Rights (IPR) Protection since 1999. Mercado Solutions Associates Ltd. (MSA) was commissioned to conduct the survey among the general public in 2008. The key objectives of the survey are:

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

背景及調查目的

為持續跟進公眾對保護知識產權的意識，知識產權署自一九九九年進行了多個公眾對保護知識產權意識的調查。米嘉道資訊策略有限公司（米嘉道）受委託於二零零八年進行公眾調查。調查目的的主要包括：

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

Survey Methodology

The survey was conducted by means of deploying the telephone interviewing method. In total, 1 003 individuals aged 15 or above were successfully enumerated between 30th October and 13th November 2008. The response rate of the survey was 51.5% (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 $\pm 3.1\%$ at 95% confidence level. Data collected from the survey were weighted to align with the sex-age distribution of the population (based on data of mid-2008 from Census and Statistics Department) such that findings of the survey were representative of the opinions / views of the whole population aged 15 or above. The sample and population distribution were summarized in Appendix 2.

Analysis of Survey Findings

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

Rounding of Figures

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

調查方法

是次調查於二零零八年十月三十日至十一月十三日期間以電話訪問形式進行，總計成功訪問了 1 003 位 15 歲或以上人士，回應率達到 51.5% (有關訪問結果詳情請參閱附錄一)。根據所得的樣本數量，在 95% 的置信度下估值的精確程度為 $\pm 3.1\%$ 。調查數據按照人口及年齡分佈 (根據政府統計處二零零八年中中期數據) 以加權方式倍大，故此，調查結果能有效地反映所有 15 歲或以上的整體人口的意見及觀點。樣本及總體人口分佈概列於附錄二。

分析調查的結果

本調查採用了卡方檢定來測試不同組別的人士在意見上有否明顯差別。

數據進位

由於進位關係，在本報告的表中，個別項目的小計 / 總和或會有輕微差異。

3 Detailed Findings 主要調查結果

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

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

Similar to the previous surveys, people were first asked about the rights that they thought IP rights referred to. It was observed that people mainly thought that IP rights referred to “copyright / copyright piracy” (49.4%), followed by “patent” (15.2%), “trademark / trademark counterfeiting” (13.1%) and “invention or creation” (12.8%). The findings were quite consistent with the previous surveys.

(Table 1)

與以往之調查相類似，市民首先被問及他們認為知識產權所指的權利。調查發現結果與過往相若，市民主要認為所指的是「版權 / 盜版」(49.4%)，其次是「專利權」(15.2%)、「商標 / 冒牌」(13.1%) 及「發明或創作」(12.8%)。

(表 1)

When analyzed by demographics, it was observed that people aged below 30 and 30 – 49 (both were 73.5%) and the working persons (73.7%) tended to be able to give correct answer. Furthermore, the higher the education level and monthly personal income, the higher the proportions of people who were able to give correct answer.

(Table 2)

以背景資料分析，發現年齡在 30 以下及 30 – 49 歲 (兩者均為 73.5%) 的人士和在職人士 (73.7%) 均較傾向能夠給予正確答案。此外，教育程度及個人每月收入愈高的人士，他們能給予正確答案的比例也愈高。

(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）

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Correct 正確								
Copyright / Copyright piracy 版權 / 盜版	49.4	45.2	48.6	42.7	41.3	41.3	32.8	31.1
Patent 專利權	15.2	15.5	15.7	10.4	5.9	10.8	9.2	6.4
Trademark / Trademark counterfeiting 商標 / 冒牌	13.1	10.8	12.0	7.7	3.3	2.2	3.4	3.1
Invention or creation 發明或創作	12.8	11.9	9.4	10.9	10.2	6.0	8.2	9.3
Design 外觀設計	1.1	1.3	1.2	1.8	0.5	0.6	0.6	0.7
Incorrect 不正確								
Privacy 私隱權	3.9	1.5	2.4	2.5	1.9	1.4	0.7	0.4
Right of production 產品製造權	3.0	1.5	0.6	1.5	-	-	-	-
Protection of culture 對知識和文化的保護	2.3	1.4	1.2	1.6	-	-	-	-
Self interest 個人利益	2.1	2.5	2.6	1.6	-	-	-	-
Property rights 收入 / 財產擁有權	1.7	2.1	2.6	0.6	0.6	0.9	2.3	0.7
Interest of publishers 出版商利益	1.3	2.6	2.5	1.5	-	-	-	-
Human rights / Civic rights 人權 / 公民權	0.9	1.3	2.1	1.2	1.9	1.3	2.0	1.9
Personality rights 個人肖像權	0.7	0.9	0.7	1.0	-	-	-	-
Consumer's rights 消費者權益	0.6	0.9	0.6	0.8	-	-	-	-
Rights of professionals 專業人士的權益	0.6	0.8	0.6	0.3	-	-	-	-
Compliance with the laws 遵守法律	0.4	0.9	1.3	0.2	-	-	-	-
Freedom of speech 言論自由權	0.3	0.3	0.4	0.3	0.8	0.1	0.4	0.4
Environment protection 保護自然	0.1	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	21.5	28.7	27.5	30.9	28.0	32.1	35.7	39.6
Sample 樣本	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 2: Knowledge about Intellectual Property Rights – Bivariate analysis

表 2：對知識產權的認識 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	69.5	70.4	73.5	73.5	63.4	54.2	67.4	84.6	73.7	66.0	64.9	72.5	85.0
Not aware (no correct answer or declared "don't know") 不知道 (沒有正確答案或表示 "不知道")	30.5	29.6	26.5	26.5	36.6	45.8	32.6	15.4	26.3	34.0	35.1	27.5	15.0
Sample 樣本	462	541	238	415	350	168	536	293	513	486	582	222	153
χ^2	0.106		11.019**			51.946**			6.923**		24.019**		

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

- Selling pirated CD/DVD/VCD or computer software;
- Buying pirated CD/DVD/VCD or computer software;
- Buying a genuine CD and then convert to MP3;
- Buying counterfeit goods;
- A businessman puts 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 copies part of books / newspapers / magazines for distribution to staff for internal reference;
- Someone downloads music / movies / e-books / games from the Internet and share the files with friends; and
- Someone downloads music / 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；
- 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；
- 將參考書、報紙或雜誌影印一部份，在公司分發作業務之用；
- 在網上下載音樂 / 電影 / 電子書籍 / 遊戲，然後給朋友用；及
- 在網上下載音樂 / 電影 / 電子書籍 / 遊戲，然後放上網讓他人下載。

It was observed that the findings were consistent with the previous surveys. The majority of people considered the acts of selling (98.2%) / buying (89.2%) pirated CD/DVD/VCD or computer software as an infringement of IP rights.

Furthermore, about 80% - 90% considered the following acts as infringement of IP rights:

- "buying counterfeit goods" (87.5%)
- "a businessman puts a famous foreign trademark on his product" (91.2%)
- "someone copies licensed software from his office and brings it home for use" (81.8%)
- "someone downloads music / movies e-books / games from the Internet and share the files with friends" (78.2%)
- "someone downloads music / movies e-books / games and upload them to Internet for sharing purpose" (85.1%)

On the other hand, fewer people considered the following acts as infringement of IP rights:

- "buying a genuine CD and then convert to MP3" (40.7%)
- "a student photocopies a whole reference book for the purpose of revision" (60.8%)
- "someone copies part of books / newspapers / magazines for distribution to staff for internal reference" (59.2%)

Overall speaking, the percentages of people whom were able to identify the situations have infringed the IP rights were increased steadily.

(Tables 3a – j)

結果發現與過去的調查相若，大部分市民認為售賣 (98.2%) 或購買 (89.2%) 盜版光碟或電腦軟件是侵犯知識產權的行為。

此外，約有八成至九成人土認為以下行為是侵犯知識產權：

- 「購買冒牌貨品或商品」(87.5%)
- 「商人將一個出名的外國商標放在自己的產品上」(91.2%)
- 「將公司正版軟件複製一套回家使用」(81.8%)
- 「在網上下載音樂 / 電影 / 電子書籍 / 遊戲，然後給朋友用」(78.2%)
- 「在網上下載音樂 / 電影 / 電子書籍 / 遊戲，然後放上網讓他人下載」(85.1%)

另一方面，較少人士認為以下行為是侵犯知識產權：

- 「購買正版光碟，然後轉為 MP3」(40.7%)
- 「學生將整本參考書影印，作為自己溫習之用」(60.8%)
- 「將參考書、報紙或雜誌影印一部份，在公司分發作業務之用」(59.2%)

總括而言，市民能夠分辨出侵犯知識產權情況的百分比均有穩定的上升。

(表 3a – j)

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

表 3a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	98.2	96.2	96.7	94.5	95.9	94.5	94.1	92.8
No 不是	1.1	2.1	1.3	1.7	2.7	1.9	1.5	3.0
Don't know / Hard to say 不知道 / 很難說	0.7	1.6	1.9	3.8	1.5	3.6	4.4	4.2
Sample 樣本	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3b: Whether consider buying pirated CD/DVD/VCD or computer software has infringed the IP rights

表 3b：是否認為購買盜版光碟或電腦軟件侵犯知識產權

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	89.2	88.0	88.7	82.1	80.3	76.8	70.5	61.4
No 不是	7.9	8.2	6.4	9.5	10.4	13.4	15.9	22.8
Don't know / Hard to say 不知道 / 很難說	2.9	3.9	4.9	8.3	9.3	9.7	13.5	15.8
Sample 樣本	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3c: Whether consider buying a genuine CD and then convert to MP3 has infringed the IP rights

表 3c：是否認為購買正版光碟，然後轉為 MP3 侵犯知識產權

	2008 (%)
Yes 是	40.7
No 不是	44.6
Don't know / Hard to say 不知道 / 很難說	14.8
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3d: Whether consider buying counterfeit goods has infringed the IP rights

表 3d：是否認為購買冒牌貨品或商品侵犯知識產權

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	87.5	86.2	85.7	83.7	80.3	73.0	71.2	63.8
No 不是	8.7	8.9	8.1	8.0	11.6	14.9	16.7	22.5
Don't know / Hard to say 不知道 / 很難說	3.8	4.8	6.2	8.3	8.1	12.1	12.1	13.7
Sample 樣本	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3e: Whether consider a businessman putting a famous foreign trademark on his product has infringed the IP rights

表 3e：是否認為一個商人將一個出名的外國商標放在自己的產品上侵犯知識產權

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	91.2	87.7	86.7	87.3	88.1	88.5	87.5	84.9
No 不是	4.1	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	4.7	6.7	7.2	8.5	7.5	7.3	8.2	8.6
Sample 樣本	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3f: Whether consider a student photocopying a whole reference book for the purpose of revision has infringed the IP rights

表 3f：是否認為一個學生將整本參考書影印，作為自己溫習之用侵犯知識產權

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	60.8	55.2	57.9	53.7	49.3	45.3	47.9	40.0
No 不是	31.3	35.9	33.5	34.1	37.3	42.3	37.2	48.8
Don't know / Hard to say 不知道 / 很難說	7.9	8.9	8.6	12.2	13.4	12.4	14.9	11.3
Sample 樣本	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3g: Whether consider someone copying licensed software from his office and brings it home for use has infringed the IP rights

表 3g：是否認為將公司一套正版軟件複製一套回家使用侵犯知識產權

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	81.8	74.7	73.3	68.4	71.0	64.6	64.5	61.2
No 不是	8.3	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	10.0	8.0	7.5	13.5	12.1	12.7	16.8	16.6
Sample 樣本	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3h: Whether consider someone copying part of books / newspapers / magazines for distribution to staff for internal reference has infringed the IP rights

表 3h：是否認為有人將參考書、報紙或雜誌影印一部份，在公司分發作業務之用侵犯知識產權

	2008 (%)
Yes 是	59.2
No 不是	29.0
Don't know / Hard to say 不知道 / 很難說	11.8
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 3i: Whether consider someone downloading music / movies / e-books / games from the Internet and share the files with friends has infringed the IP rights

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

	2008 (%)	2005 (%)	2004 (%)
Yes 是	78.2	73.2	71.5
No 不是	11.9	14.8	16.7
Don't know / Hard to say 不知道 / 很難說	10.0	12.0	11.8
Sample 樣本	1 003	1 206	1 214

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

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

	2008 (%)	2005 (%)	2004 (%)
Yes 是	85.1	81.8	79.4
No 不是	6.0	7.7	10.1
Don't know / Hard to say 不知道 / 很難說	8.9	10.6	10.6
Sample 樣本	1 003	1 206	1 214

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Demographics analysis:

- Virtually all people in different sub-groups considered that “selling pirated CD/DVD/VCD or computer software” as an infringement of IP rights, while slightly higher proportion of those who attained primary education level or below (2.4%) did not think so.
- When comparing with males, relatively higher proportions of females considered “buying pirated CD/DVD/VCD or computer software” (93.7%), “buying counterfeit goods” (93.4%) and “buying a genuine CD and then convert to MP3” (51.2%) had infringed IP rights.
- People aged below 50 tended to be aware that “photocopying a whole reference book” (over 66%) and “copying licensed software” (over 92%) had infringed IP rights. On the other hand, relatively higher proportions of people aged 30 or above considered that

背景資料分析:

- 不同背景的人士中，幾乎所有均認為「售賣盜版光碟或電腦軟件」是侵犯知識產權。而教育程度在小學或以下的人士認為不是的比例 (2.4%) 則較其他人士略高。
- 與男性比較，女性有較高比例認為「購買盜版光碟或電腦軟件」(93.7%)、「購買冒牌貨品或商品」(93.4%) 及「購買正版光碟，然後轉為 MP3」(51.2%) 侵犯了知識產權。
- 50 歲以下的人士較傾向知道「將整本參考書影印」(超過 66%) 及「將正版軟件複製一套」(超過 92%) 侵犯了知識產權。另一方面，30 歲或以上的人士相對有較高比例認為「購買正版光碟，然後轉為 MP3」(超過 47%) 及「將參考書、報紙或雜誌影印

“buying a genuine CD and then convert to MP3” (over 47%) and “copying part of books / newspapers / magazines for internal reference” (over 68%) as infringement of IP rights.

一部份作內部參考」(超過 68%) 是侵犯知識產權。

- The higher the education level, the higher the proportions of people who considered “photocopying a whole reference book” and “downloading music / movies / e-books / games and upload them to Internet for sharing purpose” as infringement of IP rights. Besides, relatively higher proportions of those who attained primary education level or below considered that “buying a genuine CD and then convert to MP3” (61.1%) and “copying part of books / newspapers / magazines for internal reference” (75.7%) had infringed IP rights.
- 教育程度愈高，認為「將整本參考書影印」及「在網上下載音樂 / 電影 / 電子書籍 / 遊戲，然後放上網讓他人下載」是侵犯知識產權的比例就愈高。另外，教育程度在小學或以下的人士則有較高比例認為「購買正版光碟，然後轉為 MP3」(61.1%) 及「將參考書、報紙或雜誌影印一部份作內部參考」(75.7%) 是侵犯知識產權。
- Relatively higher proportion of the non-working persons (54.4%) considered “buying a genuine CD and then convert to MP3” as infringement of IP rights.
- 在職人士 (54.4%) 相對有較高比例認為「購買正版光碟，然後轉為 MP3」侵犯了知識產權。

(表 4a – j)

(Tables 4a – j)

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

- bivariate analysis

表 4a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
	Yes 是	98.5	99.3	100.0	99.0	98.0	97.6	98.9	100.0	99.6	98.3	98.6	99.5
No 不是	1.5	0.7	-	1.0	2.0	2.4	1.1	-	0.4	1.7	1.4	0.5	-
Sample 樣本	460	536	238	413	345	166	531	293	512	480	577	222	153
χ^2	1.363		5.428			6.318*			4.042		3.240		

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

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered “don’t know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
(2) 撇除了回答“不知道 / 很難說”的個案。

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

- bivariate analysis

表 4b：是否認為購買盜版光碟或電腦軟件侵犯知識產權 - 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	<	\$10,000 -	≥
											\$10,000 (%)	\$19,999 (%)	\$20,000 (%)
Yes 是	89.8	93.7	92.4	92.1	91.3	95.6	90.5	92.4	91.8	91.9	92.3	92.2	92.0
No 不是	10.2	6.3	7.6	7.9	8.7	4.4	9.5	7.6	8.2	8.1	7.7	7.8	8.0
Sample 樣本	449	525	236	405	333	158	524	288	501	470	562	217	150
χ^2	5.090*		0.258			4.380			0.003		0.023		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Table 4c: Whether consider buying a genuine CD and then convert to MP3 has infringed the IP rights

- bivariate analysis

表 4c：是否認為購買正版光碟，然後轉為 MP3 侵犯知識產權 - 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	<	\$10,000 -	≥
											\$10,000 (%)	\$19,999 (%)	\$20,000 (%)
Yes 是	43.8	51.2	40.1	47.4	54.8	61.1	47.7	41.1	42.0	54.4	50.8	43.7	42.4
No 不是	56.3	48.8	59.9	52.6	45.2	38.9	52.3	58.9	58.0	45.6	49.2	56.3	57.6
Sample 樣本	400	455	227	369	259	113	472	265	455	397	480	197	139
χ^2	4.747*		10.555**			12.648**			13.129**		4.719		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Table 4d: Whether consider buying counterfeit goods has infringed the IP rights – bivariate analysis

表 4d：是否認為購買冒牌貨品或商品侵犯知識產權 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
Yes 是	88.1	93.4	91.0	91.3	90.6	92.2	90.8	91.3	90.8	91.6	92.1	90.7	89.3
No 不是	11.9	6.6	9.0	8.8	9.4	7.8	9.2	8.7	9.2	8.4	7.9	9.3	10.7
Sample 樣本	446	519	234	400	331	153	520	286	499	462	556	215	150
χ^2	8.315**		0.084			0.289			0.180		1.263		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Table 4e: Whether consider a businessman putting a famous foreign trademark on his product has infringed the IP rights – bivariate analysis

表 4e：是否認為一個商人將一個出名的外國商標放在自己的產品上侵犯知識產權 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
Yes 是	94.8	96.5	94.8	95.8	96.3	93.7	95.6	97.2	96.2	95.4	94.7	97.2	97.3
No 不是	5.2	3.5	5.2	4.2	3.7	6.3	4.4	2.8	3.8	4.6	5.3	2.8	2.7
Sample 樣本	439	517	232	401	323	143	521	288	496	457	548	215	149
χ^2	1.787		0.703			3.064			0.346		3.462		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

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

表 4f：是否認為一個學生將整本參考書影印，作為自己溫習之用侵犯知識產權 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Yes 是	63.4	68.3	74.1	66.2	59.8	58.3	64.4	73.0	66.1	66.4	65.9	67.5	67.1
No 不是	36.6	31.7	25.9	33.8	40.2	41.7	35.6	27.0	33.9	33.6	34.1	32.5	32.9
Sample 樣本	426	498	228	390	306	139	500	281	487	434	522	209	149
χ^2	2.450		11.946**			10.333**			0.006		0.196		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Table 4g: Whether consider someone copying licensed software from his office and brings it home for use has infringed the IP rights – bivariate analysis

表 4g：是否認為將公司一套正版軟件複製一套回家使用侵犯知識產權 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Yes 是	89.2	92.2	92.2	92.8	86.9	88.4	89.7	94.0	90.3	91.8	91.8	89.5	91.4
No 不是	10.8	7.8	7.8	7.2	13.1	11.6	10.3	6.0	9.7	8.2	8.2	10.5	8.6
Sample 樣本	418	485	231	389	283	121	497	281	487	413	499	210	151
χ^2	2.310		7.505*			4.853			0.549		0.949		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Table 4h: Whether consider someone copying part of books / newspapers / magazines for distribution to staff for internal reference has infringed the IP rights – bivariate analysis

表 4h：是否認為有人將參考書、報紙或雜誌影印一部份，在公司分發作業務之用侵犯知識產權 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Yes 是	66.2	67.9	60.6	70.1	68.4	75.7	66.6	63.6	66.7	67.8	69.2	66.8	63.9
No 不是	33.8	32.1	39.4	29.9	31.6	24.3	33.4	36.4	33.3	32.2	30.8	33.2	36.1
Sample 樣本	411	474	226	371	288	136	476	269	465	416	494	202	144
χ^2	0.306		6.016*			6.166*			0.125		1.556		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

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

表 4i：是否認為有人在網上下載音樂 / 電影 / 電子書籍 / 遊戲，然後給朋友用侵犯知識產權 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Yes 是	88.2	85.7	88.2	87.6	84.8	81.8	88.1	87.4	87.8	86.1	84.4	90.4	90.7
No 不是	11.8	14.3	11.8	12.4	15.2	18.2	11.9	12.6	12.2	13.9	15.6	9.6	9.3
Sample 樣本	408	495	228	386	289	132	495	270	475	424	514	208	140
χ^2	1.300		1.600			3.673			0.575		6.746*		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Table 4j: Whether consider someone downloading music / movies / e-books / games

and upload them to Internet for sharing purpose has infringed the IP rights – bivariate analysis

表 4j：是否認為有人在網上下載音樂 / 電影 / 電子書籍 / 遊戲，然後放上網讓他人下載侵犯知識產權 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	≥ \$19,999 \$20,000 (%)	
Yes 是	94.7	92.4	96.1	93.6	91.1	88.0	93.4	96.4	94.4	92.5	91.7	96.2	97.2
No 不是	5.3	7.6	3.9	6.4	8.9	12.0	6.6	3.6	5.6	7.5	8.3	3.8	2.8
Sample 樣本	415	499	233	388	293	133	497	278	484	426	519	210	142
χ^2	1.978		5.330			10.566**			1.397		8.571*		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

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

Similar to the previous surveys, The majority of the public (96.3%) considered that it was very / quite necessary to protect the IP rights in Hong Kong, while only 1.1% considered the opposite. 與過去幾年的調查相若，絕大部分的公眾 (96.3%) 認為知識產權在香港非常 / 頗有需要受到保護，只有 1.1% 的人士持相反意見。

No significant difference was observed between different sub-groups on this issue. 不同小組的人士在這問題的意見並沒有明顯差別。

(表 5 & 6)

(Tables 5 & 6)

Table 5: Whether consider necessary to protect IP rights

表 5：是否認為知識產權需要受到保護

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 6：是否認為知識產權需要受到保護 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或以下 (%)	Sec 中學 (%)	Tertiary or above 大專或以上 (%)	Working 在職 (%)	Non working 非在職 (%)	< \$10,000 (%)	\$10,000 - \$19,999 (%)	≥ \$20,000 (%)
Very / quite necessary 非常 / 頗有需要	98.9	98.9	99.2	98.8	98.8	98.0	98.7	99.7	99.4	98.3	98.4	100.0	99.3
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	1.1	1.1	0.8	1.2	1.2	2.0	1.3	0.3	0.6	1.7	1.6	-	0.7
Sample 樣本	452	525	237	406	334	153	530	291	506	468	562	220	152
χ^2	0.003		0.225			2.730			2.714		4.120		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Among those who considered necessary to protect the IP rights, nearly three-quarters of them (74.6%) claimed that the reason was to “protect the interest of inventors / encourage creativity”. Some quoted the reasons: “protecting the interests of manufacturers / genuine IP right owners” (28.4%), “protecting private property” (12.0%) and “for the sake of morality / incorrect to infringe IP rights” (9.3%).

在認為有需要保護知識產權的人士中，有接近四分之三 (74.6%) 表示原因是「保護原創人利益 / 鼓勵創作」，部份人士認為有需要「保障生產商 / 正版商的利益」(28.4%)、「保障私人財產」(12.0%) 及「基於道德上的原因 / 侵犯知識產權是不對的」(9.3%)。

When comparing with the findings of the previous surveys, it was observed that the proportions who mentioned “protecting the interest of inventors / encourage creativity” and “for the sake of morality / incorrect to infringe IP rights” were higher.

與過往幾年的調查結果比較，發現提及「保護原創人利益 / 鼓勵創作」和「基於道德上的原因 / 侵犯知識產權是不對的」的比例都上升了。

(Table 7)

(表 7)

Among the 1.1% of the people who considered not necessary to protect IP rights, when further asked their reasons of having such belief, relatively higher proportion (54.5%) claimed that it was because “genuine goods are too expensive”. 36.4% thought that “lower price of genuine goods will fight against the infringement”.

在 1.1% 認為不需要保護知識產權的人士中，當進一步問及認為不需要保護的原因時，發現有較高比例人士 (54.5%) 認為「正版貨品太貴」是主要原因，36.4% 認為「正版貨品減價自然能夠打擊盜版」。

(Table 8)

(表 8)

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

表 7：需要保護知識產權的原因 (沒有提示下作答)

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

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

表 8：不需要保護知識產權的原因 (沒有提示下作答)

	2008 (%)	2005 (%)	2004 (%)
Genuine goods are too expensive 正版貨品太貴	54.5	61.2	46.0
Lower price of genuine goods will fight against the infringement 正版貨品減價自然能夠打擊盜版	36.4	7.4	9.9
Hong Kong people don't know invention or creation 香港人根本不懂得創作	18.2	16.8	20.2
Manufacturers / Genuine IP right owners make too much money 生產商 / 正版商利潤太高	18.2	28.0	33.8
Sample: Among all persons who considered unnecessary 樣本：以所有認為不需要的人士為基數	11*	23*	25*

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

* Caution: Small sample base

* 注意：樣本數量較少

3.1.3 Perceived reasons for IP infringement activities

認為侵犯知識產權活動的成因

Regarding the reasons for IP infringement activities, many people (68.5%) considered that it was due to “cheaper price of pirated / counterfeit products / genuine goods being too expensive”, followed by “greediness / improper public mentality / lack of self-discipline” (26.4%) and “unethical businessmen reaping excessive profits” (19.6%).

有關認為侵犯知識產權活動的主要成因，很多人士 (68.5%) 都認為是由於「盜版及冒牌貨品價錢便宜 / 正版貨品太貴」，其次是「市民貪小便宜 / 社會風氣差 / 欠自律」(26.4%) 及「不道德商人謀取暴利」(19.6%)。

(表 9)

(Table 9)

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

表 9：認為侵犯知識產權活動的成因（沒有提示下作答）

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Cheaper price of pirated / counterfeit products / genuine goods being too expensive 盜版及冒牌貨品價錢便宜 / 正版貨品太貴	68.5	51.3	52.1	37.3	44.6	45.5	42.3	33.6
Greediness / improper public mentality / lack of self-discipline 市民貪小便宜 / 社會風氣差 / 欠自律	26.4	11.7	12.8	8.4	11.3	15.8	15.2	7.0
Unethical businessmen reaping excessive profits 不道德商人謀取暴利	19.6	14.9	16.4	24.9	16.3	26.0	13.8	18.1
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	8.8	6.9	5.8	5.7	4.5	1.2	2.6	1.3
Poor awareness of protection of IP rights / Inadequate education 保護知識產權意識薄弱 / 教育不足	7.8	8.4	8.2	8.8	10.7	9.0	10.8	6.7
Inadequate enforcement of laws 政府執法不夠嚴厲	4.2	11.9	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	3.9	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	2.3	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	1.8	3.2	1.3	0.2	-	-	-	-
Good quality and variety of pirated products 冒牌貨品品質不錯，產品種類亦多	1.6	1.8	2.1	1.3	-	-	-	-
Inadequacy of IP laws 知識產權法例不足	1.5	2.8	3.6	2.0	3.0	2.8	2.2	2.2
Difficult to find the genuine goods for some products 某些貨品的正版好難買到	0.6	0.3	-	-	-	-	-	-
Inadequate Government's propaganda 政府宣傳不足	0.3	2.1	2.3	2.8	-	-	-	-
Huge demand for pirated & counterfeit products 盜版及冒牌貨品需求太大	0.2	1.4	1.9	2.9	2.7	0.2	1.8	1.2
Involvement of gangster 黑社會介入	0.1	0.8	1.5	2.0	-	-	-	-
Others 其他	-	-	-	-	5.0	0.9	2.1	0.9
Don't know / Hard to say 不知道 / 很難說	2.4	7.6	5.8	12.8	11.8	12.4	14.1	15.4
Sample 樣本	1 003	1 206	1 214	1 231	1 005	1 005	999	1 002

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

In terms of the dominant role in improving the situation of IP rights infringement in Hong Kong, 34.4% of the people considered that “the Government” should play a dominant role, the proportion was relatively lower than those of the previous surveys. It was followed by “the general public” (24.9%) and “education institutions” (20.5%).

(Table 10)

對於認為在改善香港侵犯知識產權情況的最重要角色，有 34.4% 的人士認為「政府」應該擔當最重要的角色，比例較以往幾年調查的為低。其次是「市民自己」(24.9%) 及「教育團體」(20.5%)。

(表 10)

When analyzed by demographics, it was observed that people aged 50 or above (42.9%), those attained primary education level or below (45.2%) and those with monthly personal income of below \$10,000 (36.3%) tended to consider that “the Government” should play a dominant role in improving the situation of IP rights infringement, while people aged below 30 (39.1%) tended to consider that “the general public” should play the dominant role.

(Table 11)

以背景資料分析，發現 50 歲或以上 (42.9%)、教育程度在小學或以下 (45.2%) 及個人每月收入在 \$10,000 以下 (36.3%) 的人士較傾向認為「政府」應該在改善侵犯知識產權情況中擔當最重要的角色，而 30 歲以下的人士 (39.1%) 則傾向認為「市民自己」應該擔當最重要的角色。

(表 11)

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

表 10：改善香港侵犯知識產權情況的最重要角色

	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Government 政府	34.4	45.2	45.8	47.1
The general public 市民自己	24.9	22.7	23.4	18.7
Education institutions 教育團體	20.5	17.1	17.7	17.5
Retailer 零售商	10.2	5.2	5.2	6.7
Copyright owner 版權擁有者	10.0	9.8	7.8	10.0
Sample 樣本	1 003	1 206	1 214	1 231

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 11: Dominant role in improving the situation of IP rights infringement in HK – bivariate analysis

表 11：改善香港侵犯知識產權情況的最重要角色 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	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 (%)
Government 政府	33.1	35.5	27.7	31.1	42.9	45.2	32.1	32.1	32.7	36.2	36.3	32.4	31.4
The general public 市民自己	26.6	23.5	39.1	20.7	20.3	27.4	26.5	20.5	22.8	26.7	26.5	26.6	17.0
Education institutions 教育團體	19.3	21.6	19.3	23.1	18.3	11.3	19.4	28.3	23.4	17.7	17.2	23.0	28.1
Retailer 零售商	9.7	10.5	8.4	12.5	8.6	8.3	11.0	9.9	10.3	10.1	10.7	9.0	10.5
Copyright owner 版權擁有者	11.3	8.9	5.5	12.5	10.0	7.7	11.0	9.2	10.7	9.3	9.5	9.0	13.1
Sample 樣本	462	541	238	415	350	168	536	293	513	486	582	222	153
χ^2	3.651		50.620**			28.694**			6.914		16.317*		

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

People were asked whether they were aware that there is legislation on protecting IP rights in Hong Kong. While more than four-fifths of the people were aware of the legislation on protecting copyright (87.4%), trademarks (84.9%) and patents (84.7%), relatively fewer people were aware of the legislation on protecting designs in Hong Kong (46.0%).

當被問及是否知道在香港有保障知識產權的法例時，超過八成人士均知道香港有保障版權 (87.4%)、商標 (84.9%) 及專利權 (84.7%) 的法例，而較少人士知道香港有保障外觀設計的法例 (46.0%)。

No significant difference was observed between different sub-groups on this issue.

不同小組的人士在這問題的回應並沒有明顯差別。

(表 12 – 19)

(Tables 12 – 19)

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

表 12：是否知道香港有保障版權的法例

	2008 (%)
Yes 有	87.4
No 沒有	3.8
Don't know / Hard to say 不知道 / 很難說	8.8
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 13: Whether aware that there is legislation on protecting trademarks in HK

表 13：是否知道香港有保障商標的法例

	2008 (%)
Yes 有	84.9
No 沒有	3.7
Don't know / Hard to say 不知道 / 很難說	11.4
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 14: Whether aware that there is legislation on protecting patents in HK

表 14：是否知道香港有保障專利權的法例

	2008 (%)
Yes 有	84.7
No 沒有	3.8
Don't know / Hard to say 不知道 / 很難說	11.5
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 15: Whether aware that there is legislation on protecting designs in HK

表 15：是否知道香港有保障外觀設計的法例

	2008 (%)
Yes 有	46.0
No 沒有	13.5
Don't know / Hard to say 不知道 / 很難說	40.6
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 16：是否知道香港有保障版權商標的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Yes 有	96.3	95.5	97.2	96.2	94.4	96.6	94.6	97.5	96.3	95.3	95.4	95.7	97.3
No 沒有	3.7	4.5	2.8	3.8	5.6	3.4	5.4	2.5	3.7	4.7	4.6	4.3	2.7
Sample 樣本	428	487	218	393	304	147	485	280	482	429	518	207	149
χ^2	0.347		2.768			3.895			0.489		1.093		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

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

表 17：是否知道香港有保障商標的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下	Sec 中學	Tertiary or above 大專或 以上	Working 在職 人士	Non working 非在職 人士	< \$10,000	- \$10,000 -\$19,999	≥ \$20,000
						(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	96.2	95.5	95.3	96.3	95.7	94.9	94.8	98.2	96.6	94.9	95.2	96.1	97.2
No 沒有	3.8	4.5	4.7	3.7	4.3	5.1	5.2	1.8	3.4	5.1	4.8	3.9	2.8
Sample 樣本	423	466	213	375	301	137	478	272	472	414	502	203	144
χ^2	0.291		0.343			5.346			1.560		1.165		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

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

表 18：是否知道香港有保障專利權的法例 – 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 有	96.2	95.3	96.6	96.1	94.6	91.2	95.7	97.9	96.8	94.4	94.7	96.6	97.3
No 沒有	3.8	4.7	3.4	3.9	5.4	8.8	4.3	2.1	3.2	5.6	5.3	3.4	2.7
Sample 樣本	422	466	208	385	295	137	470	280	476	410	493	205	147
χ^2	0.467		1.505			6.822			3.243		2.363		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

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

表 19：是否知道香港有保障外觀設計的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下	Sec 中學	Tertiary or above 大專或 以上	Working 在職 人士	Non working 非在職 人士	< \$10,000	- \$10,000 -\$19,999	≥ \$20,000
						(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	79.9	75.1	78.5	79.0	74.4	74.7	74.6	83.6	77.3	77.6	75.5	77.8	81.4
No 沒有	20.1	24.9	21.5	21.0	25.6	25.3	25.4	16.4	22.7	22.4	24.5	22.2	18.6
Sample 樣本	279	317	144	257	195	87	331	177	322	272	335	135	97
χ^2	1.992		1.493			5.710			0.005		1.542		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

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

是否認為政府在過去兩年採取的知識產權保護措施使香港的侵權情況有所改善

More than half of the people (56.1%) considered that the IP rights protection measures imposed by the Government in the past two years improved the IP rights infringement in Hong Kong a lot / a little, while about one-third (35.0%) thought that there was no change. 過半數人士 (56.1%) 認為政府在過去兩年採取的知識產權保護措施使香港的侵權情況大有改善 / 有少許改善，而大約三分之一 (35.0%) 則認為情況沒有改變。

No significant difference was observed between different sub-groups on this issue. 不同小組的人士在這問題的回應並沒有明顯差別。

(表 20 & 21)

(Tables 20 & 21)

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

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

	2008 (%)
Improved a lot 大有改善	6.6
Improved a little 少許改善	49.5
No change 沒有改變	35.0
Don't know / Hard to say 不知道 / 很難說	9.0
Improved a lot / a little 大有改善 / 少許改善	56.1
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 21: Whether consider the IP rights protection measures imposed by the Government in the past two years improved the IP rights infringement in HK – bivariate analysis

表 21：是否認為政府在過去兩年採取的知識產權保護措施使香港的侵權情況有所改善 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或以下 (%)	Sec 中學 (%)	Tertiary or above 大專或以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 - \$19,999 (%)	≥ \$20,000 (%)
Improved a lot / a little 大有改善 / 少許改善	61.8	61.3	60.7	65.5	57.3	58.4	59.4	67.3	65.5	57.2	58.0	66.5	66.0
No change 沒有改變	38.2	38.7	39.3	34.5	42.7	41.6	40.6	32.7	34.5	42.8	42.0	33.5	34.0
Sample 樣本	424	489	219	380	314	149	490	269	478	432	522	206	144
χ^2	0.019		4.970			5.338			6.613		6.009		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

3.1.7 Perceived most effective ways to improve the situation of IP infringement 認為最有效改善侵犯知識產權情況的方法

Regarding the most effective ways to improve the situation of IP infringement in Hong Kong, relatively more people suggested “raising awareness of IP rights protection / strengthen education” (40.7%) and “increase penalties” (32.9%). The percentages were increased as compared to the previous surveys.

對於認為最有效改善香港侵犯知識產權情況的方法，較多人士建議「提高保護知識產權意識 / 加強教育」(40.7%) 及「加重刑罰」(32.9%)。百分比比較以往幾年調查的有所上升。

Other commonly mentioned suggestions were: “lower price of genuine goods” (23.4%), “government should increase propaganda” (20.3%) and “full-scale enforcement action against the sale of pirated and counterfeit goods” (13.0%).

其他普遍提及的建議有：「正版貨品價錢下降」(23.4%)、「政府要多做宣傳」(20.3%) 及「全力掃蕩銷售盜版及冒牌貨品」(13.0%)。

(表 22)

(Table 22)

Table 22: Perceived most effective ways to improve the situation of IP infringement (Spontaneous mention)

表 22：認為最有效改善侵犯知識產權情況的方法 (沒有提示下作答)

	2008 (%)	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	40.7	31.9	31.5	26.9	22.9	18.7	22.0	16.4
Increase penalties 加重刑罰	32.9	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	23.4	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	20.3	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	13.0	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	9.3	7.2	6.5	4.6	5.3	2.0	4.6	1.8
Regulated by market force 靠市場自己調節	2.4	1.8	2.1	0.9	-	-	-	-
No way to resolve the problem 根本沒有辦法解決	1.2	1.7	2.7	1.1	-	-	-	-
Increase the sales channel of genuine goods 正版貨品增加銷售渠道	0.5	0.6	-	-	-	-	-	-
Improve Hong Kong's economy 改善香港經濟	0.3	2.7	3.0	3.6	3.1	2.8	4.0	1.5
Encourage creativity and innovation 鼓勵創作	0.2	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	10.8	15.6	17.2	20.6	19.6	17.4	19.6	21.9
Sample 樣本	1 003	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%。

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

3.2.1 The habit of using Internet 上網的習慣

Nearly two-thirds of the respondents (66.4%) had the habit of using Internet. Among them, more than two-thirds (67.6%) used the Internet everyday, 27.9% used at least once a week and the remaining 4.6% used even less. Among those who did not use Internet, the major reason was “don’t know how to use Internet” (63.5%).

接近三分之二的被訪者 (66.4%) 有上網的習慣。在他們之中，超過三分之二 (67.6%) 每天都上網，27.9% 表示至少一星期一次，其餘 4.6% 則更少。而在那些沒有上網習慣的人士中，他們的主要原因是「不懂得上網」(63.5%)。

(表 23 – 25)

(Tables 23 – 25)

Table 23: Whether have the habit of using Internet

表 23：是否有上網的習慣

	2008 (%)	2005 (%)
Yes 有	66.4	51.3
No 沒有	33.6	48.7
Sample 樣本	1 003	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 24: Frequency of using the Internet

表 24：上網的習慣

	2008 (%)	2005 (%)
1 – 3 hours a day 每日 1 – 3 個小時	50.3	54.1
3 – 6 hours a day 每日 3 – 6 個小時	13.1	13.3
7 hours or more a day 每日 7 個小時或以上	4.2	4.3
A few times a week 一星期幾次	21.3	16.7
Once a week 一星期一次	6.6	4.5
A few times a month 一個月幾次	2.6	4.0
Once a month or less 一個月一次或更少	2.0	3.2
Sample 樣本：Among all persons who use Internet 以所有有上網習慣的人士為基數	666	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 25: Reasons of not having the habit of using Internet

表 25：沒有上網習慣的原因

	2008 (%)
Don't know how to use Internet 不懂得上網	63.5
No spare time 沒有時間	16.3
Not interested in the information on the Internet 網上內容 / 資訊不吸引	16.0
No installation / equipment for accessing the Internet 沒有上網的設備	11.3
Sample 樣本：Among all persons who did not use Internet 以所有沒有上網習慣的人士為基數	337

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.2.2 Preference of paying for downloading songs / movies / games / e-books from authorized websites

在合法網站付款下載歌曲 / 影片 / 遊戲 / 電子書的取向

People who used Internet were asked their preference of paying for downloading songs / movies / games / e-books from authorized websites. The survey revealed that relatively more people claimed that they probably / definitely will not (78.6%). Only 21.0% claimed that they definitely / probably will do so, such proportion was higher among those aged below 30 (27.8%).

有上網習慣的人士均被問及他們對在合法網站付款下載歌曲 / 影片 / 遊戲 / 電子書的取向。調查結果發現較多人表示未必會 / 絕對不會 (78.6%)。只有 21.0% 表示他們絕對會 / 可能會，這個比例尤其在 30 歲以下的人士中較高 (27.8%)。

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

- respect IP rights (62.9%),
- for better quality (25.7%) and
- give support to creative industries (21.4%).

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

- 尊重知識產權 (62.9%)、
- 爲了得到更佳質素 (25.7%) 及
- 支持創意工業 (21.4%)。

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

- considered troublesome in purchasing online (47.0%),
- too expensive (15.8%) and
- prefer buying CD / DVD / game disc / book instead of downloading the files (13.7%).

表示「未必會 / 絕對不會」的首三個最多提及的原因是：

- 網上購物太麻煩 / 複雜 (47.0%)、
- 價錢太貴 (15.8%) 及
- 較喜歡買 CD / DVD / 遊戲碟 / 書，不喜歡下載 (13.7%)。

(表 26 – 29)

(Tables 26 – 29)

Table 26: Preference of paying for downloading songs / movies / games / e-books from authorized websites

表 26：在合法網站付款下載歌曲 / 影片 / 遊戲 / 電子書的取向

	2008 (%)
Definitely will 絕對會	4.5
Probably will 可能會	16.5
Probably will not 未必會	17.6
Definitely will not 絕對不會	61.0
Don't know / Hard to say 不知道 / 很難說	0.5
Definitely / probably will 絕對會 / 可能會	21.0
Probably / definitely will not 未必會 / 絕對不會	78.6
Sample 樣本：Among all persons who use Internet 以所有有上網習慣的人士爲基數	666

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 27: Preference of paying for downloading songs / movies / games / e-books from authorized websites

- bivariate analysis

表 27：在合法網站付款下載歌曲 / 影片 / 遊戲 / 電子書的取向 - 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
	Definitely / probably will 絕對會 / 可能會	23.4	19.0	27.8	19.0	13.6	7.7	19.3	24.9	21.4	20.7	21.1	23.8
Probably / definitely will not 未必會 / 絕對不會	76.6	81.0	72.2	81.0	86.4	92.3	80.7	75.1	78.6	79.3	78.9	76.2	78.3
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的 人士為基數	320	343	230	315	118	26 [#]	367	269	401	261	323	172	138
χ^2	2.001		11.071**			5.817			0.054		0.513		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Caution: Small sample base

注意：樣本數量較少

Table 28: Reasons of definitely / probably will pay for downloading songs / movies / games / e-books from authorized websites

表 28：絕對會 / 可能會在合法網站付款下載歌曲 / 影片 / 遊戲 / 電子書的原因

	2008 (%)
Respect IP rights 尊重知識產權	62.9
For better quality 為了得到更佳質素	25.7
Give support to creative industries (artists, singers, etc.) 支持創意工業 (藝人及歌手等)	21.4
Convenient to find the required files 方便搜尋所需的檔案	5.7
Reasonable price 價錢合理	3.6
Fear of violation of IP laws 害怕觸犯法例	0.7
Sample: Among all persons who will pay for downloading from authorized websites 樣本：以所有會付款在合法網站下載的人士為基數	140

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 29: Reasons of probably / definitely will not pay for downloading songs / movies / games / e-books from authorized websites

表 29：未必會 / 絕對不會在合法網站付款下載歌曲 / 影片 / 遊戲 / 電子書的原因

	2008 (%)
Considered troublesome in purchasing online 網上購物太麻煩 / 複雜	47.0
Too expensive 價錢太貴	15.8
Prefer buying CD / DVD / game disc / book instead of downloading the files 較喜歡買 CD / DVD / 遊戲碟 / 書，不喜歡下載	13.7
Not aware of the authorized websites 不知道有經授權網站的存在	10.1
Could not find required files in authorized websites 不能在經授權網站內找到所需的檔案	8.9
Seldom / never downloading any type of files 很少 / 從不下載任何檔案	3.4
Considered uncomfortable in using online payment system 對網上付款沒有信心	1.9
Don't know how to download 不懂得下載	1.9
Don't like listening songs / watching movies / playing electronic games / reading 沒有聽歌 / 看電影 / 玩電子遊戲 / 看書的習慣	1.9
Worried that personal information will be disclosed 擔心洩露個人私隱	1.7
Other channels of free download are available 有其他途徑免費下載	0.8
Other channels for listening / watching online are available 有其他途徑可以在線聽 / 觀看	0.8
Other channels are available (e.g. TV, radio) 有其他途徑 (例如電視、電台)	0.6
Poor quality 質素差	0.4
Sample: Among all persons who will not pay for downloading from authorized websites 樣本：以所有不會付款在合法網站下載的人士為基數	526

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

3.3 Behaviour of Involving in Infringement of IP Rights 參與侵權活動的行為

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

People were asked how often they infringed the copyright. It was observed that only few people involve in the following activities:

- Visit newsgroup / unauthorized websites and download music / movies / games / e-books and share the files with friends (9.4%);
- Download music / movies / games / e-books and upload them to Internet for sharing purpose (5.0%);
- Visit websites that are not authorized by the copyright owner and download music / movies / games / e-books for own use (17.0%); and
- Photocopy of the whole book (13.4%).

市民被問及他們侵犯版權的頻密程度。調查發現只有很少人士有參與以下活動：

- 在網上社群或未經授權的網站下載音樂 / 電影 / 遊戲 / 電子書，然後傳送給朋友一同分享 (9.4%)；
- 在網上下載音樂 / 電影 / 遊戲 / 電子書，然後放上網供他人下載 (5.0%)；
- 在未經版權擁有人授權的網站下載音樂 / 電影 / 遊戲 / 電子書自用 (17.0%)；及
- 將整本參考書影印 (13.4%)。

For the activities mentioned above, each with more than 80% of the people claimed they never involved in it. The findings were similar to those of the previous surveys.

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

(表 30a – d)

(Tables 30a – d)

**Table 30a: Frequency of visiting newsgroup / unauthorized websites
and download music / movies / games / e-books and share the files with friends**

表 30a：在網上社群 / 未經授權的網站下載音樂 / 電影 / 遊戲 / 電子書，然後傳送給朋友一同分享的習慣

	2008 (%)	2005 (%)	2004 (%)
Often 經常	0.4	0.3	3.0
Sometimes 間中	2.4	1.4	7.0
Seldom 很少	6.6	1.4	5.6
Never 完全沒有	90.3	96.8	83.9
Don't know / can't remember 不知道 / 記不起	0.3	0.1	0.4
Often / sometimes / seldom 經常 / 間中 / 很少	9.4	3.1	15.6
Sample 樣本	1 003	1 206	1 214

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 30b: Frequency of downloading music / movies / games / e-books

and upload them to Internet for sharing purpose

表 30b：在網上下載音樂 / 電影 / 遊戲 / 電子書，然後放上網供他人下載的習慣

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 30c: Frequency of visiting websites that are not authorized by the copyright owner

and download music / movies / games / e-books for own use

表 30c：在未經版權擁有人授權的網站下載音樂 / 電影 / 遊戲 / 電子書自用的習慣

	2008 (%)
Often 經常	0.9
Sometimes 間中	7.0
Seldom 很少	9.1
Never 完全沒有	82.6
Don't know / can't remember 不知道 / 記不起	0.5
Often / sometimes / seldom 經常 / 間中 / 很少	17.0
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 30d: Frequency of photocopying the whole book

表 30d：將整本參考書影印的習慣

	2008 (%)	2005 (%)	2004 (%)
Often 經常	0.2	0.9	1.2
Sometimes 間中	3.1	3.5	3.8
Seldom 很少	10.1	9.9	10.0
Never 完全沒有	86.3	85.0	84.6
Don't know / can't remember 不知道 / 記不起	0.3	0.7	0.3
Often / sometimes / seldom 經常 / 間中 / 很少	13.4	14.3	15.0
Sample 樣本	1 003	1 206	1 214

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Demographics analysis:

- People aged below 30 tended to involve in the infringement of copyright, as compared to their counterparts.
- Relatively higher proportions of the non-working persons claimed that they downloaded files from unauthorized websites and share with friends (19.1%), downloaded files and uploaded them to Internet for sharing purpose (9.9%) and visited unauthorized websites and downloaded files for own use (30.2%).
- Those with monthly personal income of below \$10,000 tended to download files from unauthorized websites and share with friends (18.5%) and visit unauthorized websites and download files for own use (30.0%).
- Relatively higher proportions of those with secondary education level or above visited unauthorized websites and downloaded files for own use (more than 25%) and photocopied the whole book (more than 17%).

(Tables 31a – d)

背景資料分析：

- 30 歲以下的人士比其他組別人士較傾向有侵犯版權。
- 非在職人士有較高比例表示有在未經授權的網站下載檔案，然後傳送給朋友一同分享 (19.1%)、下載檔案，然後放上網供他人下載 (9.9%) 和在未經授權的網站下載檔案自用 (30.2%)。
- 個人每月收入在 \$10,000 以下的人士較傾向有在未經授權的網站下載檔案，然後傳送給朋友一同分享 (18.5%) 及在未經授權的網站下載檔案自用 (30.0%)。
- 中學程度或以上的人士有較高比例曾在未經授權的網站下載檔案自用 (超過 25%) 及將整本參考書影印 (超過 17%)。

(表 31a – d)

**Table 31a: Frequency of visiting newsgroup / unauthorized websites
and download music / movies / games / e-books and share the files with friends – bivariate analysis**
表 31a : 在網上社群 / 未經授權的網站下載音樂 / 電影 / 遊戲 / 電子書，然後傳送給朋友一同分享的習慣
– 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
	Often / sometimes / seldom 經常 / 間中 / 很少	13.8	14.5	29.1	6.7	5.1	3.8	13.6	16.0	11.0	19.1	18.5	11.7
Never 完全沒有	86.2	85.5	70.9	93.3	94.9	96.2	86.4	84.0	89.0	80.9	81.5	88.3	92.0
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的 人士為基數	319	344	230	315	118	26 [#]	367	269	400	262	324	171	138
χ^2	0.075		64.886**			3.091			8.492**		10.114**		

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

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

(2) Those answered "don't know / can't remember" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 記不起”的個案。

Caution: Small sample base

注意：樣本數量較少

**Table 31b: Frequency of downloading music / movies / games / e-books
and upload them to Internet for sharing purpose – bivariate analysis**

表 31b : 在網上下載音樂 / 電影 / 遊戲 / 電子書，然後放上網供他人下載的習慣 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
	Often / sometimes / seldom 經常 / 間中 / 很少	7.8	7.3	13.5	4.4	4.2	7.7	7.4	7.8	5.8	9.9	9.3	7.0
Never 完全沒有	92.2	92.7	86.5	95.6	95.8	92.3	92.6	92.2	94.3	90.1	90.7	93.0	95.7
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的 人士為基數	319	344	230	315	118	26 [#]	367	269	400	262	324	171	138
χ^2	0.077		17.807**			0.046			4.023*		3.438		

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

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

(2) Those answered "don't know / can't remember" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 記不起”的個案。

Caution: Small sample base

注意：樣本數量較少

Table 31c: Frequency of visiting websites that are not authorized by the copyright owner and download music / movies / games / e-books for own use – bivariate analysis

表 31c：在未經版權擁有人授權的網站下載音樂 / 電影 / 遊戲 / 電子書自用的習慣 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
	Often / sometimes / seldom 經常 / 間中 / 很少	28.0	23.6	47.8	15.6	10.2	3.8	25.4	28.4	22.9	30.2	30.0	29.8
Never 完全沒有	72.0	76.4	52.2	84.4	89.8	96.2	74.6	71.6	77.1	69.8	70.0	70.2	87.0
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的人士為基數	318	343	228	315	118	26 [#]	366	268	398	262	323	171	138
χ^2	1.651		90.193**			7.499*			4.389*		15.940**		

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

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

(2) Those answered "don't know / can't remember" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 記不起”的個案。

Caution: Small sample base

注意：樣本數量較少

Table 31d: Frequency of photocopying the whole book – bivariate analysis

表 31d：將整本參考書影印的習慣 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
	Often / sometimes / seldom 經常 / 間中 / 很少	18.8	21.5	31.7	14.9	11.9	7.7	17.7	24.9	18.5	22.9	21.0	18.1
Never 完全沒有	81.2	78.5	68.3	85.1	88.1	92.3	82.3	75.1	81.5	77.1	79.0	81.9	77.5
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的人士為基數	319	344	230	315	118	26 [#]	367	269	400	262	324	171	138
χ^2	0.750		29.519**			7.619*			1.899		0.962		

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

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

(2) Those answered "don't know / can't remember" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 記不起”的個案。

Caution: Small sample base

注意：樣本數量較少

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

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

In response to the question “do you agree that it is against morality for a person to visit newsgroup / unauthorized websites and download music / movies / games / e-books, knowing that he/she is infringing the IP rights of others”, the majority of those who use Internet (80.3%) strongly agree / agree, while 17.3% indicated “disagree / strongly disagree”.

對於「是否同意一位市民在明知侵犯別人知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 遊戲 / 電子書是不道德的行爲」這問題的回應，大部分有上網習慣的人士 (80.3%) 均非常同意 / 同意，而 17.3% 則對此表示「不同意 / 非常不同意」。

No significant difference was observed between different sub-groups on this issue.

不同小組的人士在這問題的回應並沒有明顯差別。

(表 32 & 33)

(Tables 32 & 33)

Table 32: Whether consider it is against morality for a person to visit newsgroup / unauthorized websites and download music / movies / games / e-books, knowing that he/she is infringing the IP rights of others

表 32：是否認為一位市民在明知侵犯別人知識產權的情況下，
仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 遊戲 / 電子書是「不道德」行爲

	2008 (%)
Strongly agree 非常同意	11.7
Agree 同意	68.6
Disagree 不同意	16.8
Strongly disagree 完全不同意	0.5
Don't know / Hard to say 不知道 / 很難說	2.4
Strongly agree / agree 非常同意 / 同意	80.3
Disagree / strongly disagree 不同意 / 完全不同意	17.3
Sample 樣本：Among all persons who use Internet 以所有有上網習慣的人士為基數	666

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 33: Whether consider it is against morality for a person to visit newsgroup / unauthorized websites and download music / movies / games / e-books, knowing that he/she is infringing the IP rights of others
- bivariate analysis

**表 33：是否認為一位市民在明知侵犯別人知識產權的情況下，
 仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 遊戲 / 電子書是「不道德」行為 - 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 - 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Strongly agree / agree 非常同意 / 同意	82.3	82.4	80.3	82.3	86.3	88.0	82.5	81.4	81.1	84.1	83.1	80.4	81.3
Disagree / strongly disagree 不同意 / 完全不同意	17.7	17.6	19.7	17.7	13.7	12.0	17.5	18.6	18.9	15.9	16.9	19.6	18.7
Sample: Among all persons who use Internet 樣本：以所有有上網習慣的 人士為基數	310	340	228	305	117	25 [#]	361	263	391	258	319	168	134
χ^2	0.001		1.951			0.729			0.982		0.593		

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

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
 (2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
 (2) 撇除了回答“不知道 / 很難說”的個案。

Caution: Small sample base

注意：樣本數量較少

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

As in the previous surveys, people were asked whether they would buy pirated or counterfeit goods, it was observed that 8.6% of the people claimed that they would often / sometimes buy pirated or counterfeit goods, and 22.6% claimed that they would seldom buy it. More than two-thirds (67.4%) had never bought pirated or counterfeit goods.

與過去幾年的調查一樣，市民都被問及他們有否購買盜版或冒版貨品。結果顯示，有 8.6% 的人士表示他們有經常 / 間中購買盜版或冒牌貨品，另有 22.6% 表示很少購買。超過三分之二 (67.4%) 則表示他們從不購買盜版或冒牌貨品。

When compared to the previous surveys, the percentage of people who claimed that they would buy pirated or counterfeit goods (31.2%) was decreased.

與過往幾年的調查相比，表示有購買盜版或冒版貨品習慣的百分比 (31.2%) 有所下降。

(表 34)

(Table 34)

Table 34: Frequency of buying pirated or counterfeit goods

表 34：購買盜版或冒牌貨品的習慣

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Often 經常	0.2	0.7	0.9	2.8	1.2	1.7	2.7	3.3
Sometimes 間中	8.4	14.3	16.6	17.5	17.0	19.0	23.3	21.4
Seldom 很少	22.6	25.5	27.3	30.2	30.9	32.8	35.9	34.6
Never 完全沒有	67.4	58.4	55.2	47.8	49.1	46.1	36.5	36.8
Don't know / can't remember 不知道 / 記不起	1.4	1.1	-	1.7	1.8	0.5	1.6	3.9
Often / sometimes / seldom 經常 / 間中 / 很少	31.2	40.5	44.8	50.5	49.1	53.5	61.9	59.3
Sample 樣本	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

When analyzed by demographics, it was observed that people aged below 50 (about 35% - 38%), those with secondary education level or above (about 32% - 36%) and the working people (36.4%) tended more to have bought pirated or counterfeit goods as compared to their counterparts.

以背景資料作分析，發現 50 歲以下 (約 35% - 38%)、中學程度或以上 (約 32% - 36%) 及在職 (36.4%) 的人士比其他組別有較高比例曾購買盜版或冒牌貨品。

(表 35)

(Table 35)

Table 35: Frequency of buying pirated or counterfeit goods – bivariate analysis

表 35：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 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	34.1	29.6	35.0	37.7	22.0	23.6	31.9	35.7	36.4	26.6	28.4	36.5	34.0
Never 完全沒有	65.9	70.4	65.0	62.3	78.0	76.4	68.1	64.3	63.6	73.4	71.6	63.5	66.0
Sample 樣本	455	534	237	411	341	165	527	291	508	477	574	219	153
χ^2	2.277		22.926**			7.161*			10.900**		5.554		

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

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered "don't know / can't remember" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
(2) 撤除了回答“不知道 / 記不起”的個案。

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 many of them (56.2%) claimed the pirated or counterfeit goods which they bought the most was music CD / movie DVD or VCD, followed by clothing & accessories (15.0%) and computer software (14.4%). The findings were similar to those in the last survey. Yet, it was noted that the percentage of those who bought pirated music CD / movie DVD or VCD was decreased, when comparing with the previous surveys.

在那些曾購買盜版或冒牌貨品的人士中，他們被問及那些盜版或冒牌貨品是他們買得最多。結果發現，很多 (56.2%) 都表示他們買得最多的是音樂 CD / 電影 DVD 或 VCD，其次是衣服 / 手飾 (15.0%) 及電腦軟件 (14.4%)，結果與上一次調查相若。然而，購買盜版音樂 CD / 電影 DVD 或 VCD 的百分比比較過去幾年已有所下降。

(表 36)

(Table 36)

Table 36: Pirated or counterfeit products which people bought the most

表 36：買最多的盜版或冒牌貨品

	2008 (%)	2005 (%)	2004 (%)
Music CD / movie DVD or VCD 音樂 CD / 電影 DVD 或 VCD	56.2	63.8	63.0
Clothing & accessories 衣服 / 手飾	15.0	12.3	7.7
Computer software 電腦軟件	14.4	14.1	15.2
Game (e.g. PS2) 遊戲 (例如：PS2)	7.3	6.7	8.1
Photocopy book 影印參考書	3.8	2.1	1.9
Toys / stationery / accessories 玩具 / 文具 / 精品	1.6	0.4	1.7
Watch 手錶	0.6	0.5	1.2
Others 其他	1.0	-	1.2
Sample: Among all persons who buy pirated / counterfeit products 樣本：以所有有買盜版 / 冒牌貨的人士為基數	313	488	544

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Of the people who had never bought pirated or counterfeit goods, they were asked the reasons for not buying them. Nearly half (47.9%) 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” (21.6%), “immoral / wrong to infringe others’ IP rights” (15.4%) and “genuine goods’ quality guaranteed” (13.3%). These findings were similar to the last survey.

在那些從不購買盜版或冒牌貨品的人士中，他們被問及不購買的原因。近半數 (47.9%) 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」(21.6%)、「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」(15.4%)及「正版貨品質素有保證」(13.3%)。這些結果與上一次調查的相若。

(表 37)

(Table 37)

Table 37: Reasons for not buying pirated or counterfeit goods (Spontaneous mention)

表 37：不購買盜版或冒牌貨品的原因 (沒有提示下作答)

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)
No need to buy / Not interested in pirated or counterfeit goods 沒有購買盜版或冒牌貨品的需要 / 對盜版或冒牌貨品沒有興趣	47.9	41.3	37.5	34.0	41.4	12.8
Poor quality of pirated or counterfeit goods 盜版或冒牌貨品質素差	21.6	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	15.4	11.3	14.4	11.1	14.2	14.8
Genuine goods’ quality guaranteed 正版貨品質素有保證	13.3	9.3	8.5	8.9	4.8	1.7
Seldom buy pirated / counterfeit goods as a habit 很少買盜版或冒牌貨品	10.9	4.0	3.0	3.4	6.9	10.0
Fear of violation of IP laws 害怕觸犯法例	6.8	5.6	6.4	2.9	8.5	7.3
Affect own image 影響自己形象	4.1	4.7	7.2	4.1	-	-
Genuine goods are in better quality 正版貨品質素較佳	4.0	3.9	4.8	6.0	-	-
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	3.1	1.1	0.4	2.2	0.6	3.7
Seldom use VCDs and software 很少用 VCD 及電腦軟件	1.6	7.6	9.5	12.3	-	-
No money to buy pirated / counterfeit goods 沒有錢購買盜版或冒牌貨品	1.3	2.6	1.3	1.4	5.0	1.4
Genuine goods have become cheaper 正版貨品價錢下跌	1.2	2.0	1.1	2.9	5.3	2.8
Detrimental to Hong Kong’s economy 會損害香港經濟	0.6	0.7	1.2	2.7	0.2	1.4
Detrimental to Hong Kong’s law and order 損害香港治安	0.3	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: Among all persons who did not buy pirated / counterfeit products 樣本：以所有沒有買盜版 / 冒牌貨的人士為基數	676	704	670	588	385	358

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

是否認為現時較過去兩年更容易或更困難在香港市場購買盜版或冒牌貨品

Among those who 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 two years. While nearly half of the people (48.0%) considered that it was more difficult to buy, about three-tenths (31.8%) thought that it was more or less the same. Only 9.5% considered it was easier.

在有購買盜版或冒牌貨品的人士中，他們均被問及認為現時較過去兩年在香港市場購買盜版或冒牌貨品是更容易、差不多還是更困難。接近一半人士 (48.0%) 認為現時較難購買，而大約三成 (31.8%) 則認為與之前差不多。只有 9.5% 認為更容易。

When compared to the previous surveys, the proportion of people who considered that it was more difficult to buy pirated or counterfeit goods in the Hong Kong market was increased.

與過去幾年的調查結果相比，認為在香港市場購買盜版或冒牌貨品是更困難的比例有所上升。

(表 38)

(Table 38)

Table 38: Whether consider it easier or more difficult to buy pirated or counterfeit goods in the HK market as compared to the past two years

表 38：認為現時較過去兩年在香港市場購買盜版或冒牌貨品是更容易抑或是更困難

	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Easier 更容易	9.5	10.0	12.0	16.1
The same 差不多	31.8	33.1	29.4	35.1
More difficult 更困難	48.0	41.9	42.6	32.1
Don't know / can't remember 不知道 / 記不起	10.7	15.0	16.0	16.7
Sample: Among all persons who buy pirated / counterfeit products 樣本：以所有有買盜版 / 冒牌貨的人士為基數	327	502	670	643

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 往年調查中的問題是：“比較過去十二個月”。

When analyzed by demographics, it was observed that relatively higher proportions of females (17.2%), non-working persons (17.6%) and those with monthly personal income of below \$10,000 (16.8%) considered that it was easier to buy pirated or counterfeit goods.

以背景資料作分析，發現相對有較高比例的女性 (17.2%)、非在職人士 (17.6%) 及個人每月收入在 \$10,000 以下的人士 (16.8%) 認為更容易購買盜版或冒牌貨品。

(表 39)

(Table 39)

Table 39: Whether consider it easier or more difficult to buy pirated or counterfeit goods in the HK market as compared to the past two years – bivariate analysis

表 39：認為現時較過去兩年在香港市場購買盜版或冒牌貨品是更容易抑或是更困難 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	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 (%)
Easier 更容易	4.1	17.2	10.0	8.3	16.2	20.0	11.9	6.0	5.8	17.6	16.8	4.1	4.0
The same 差不多	36.7	34.5	33.8	36.8	35.3	30.0	35.6	36.0	37.8	32.8	33.6	39.7	30.0
More difficult 更困難	59.2	48.3	56.3	54.9	48.5	50.0	52.5	58.0	56.4	49.6	49.7	56.2	66.0
Sample: Among all persons who buy pirated / counterfeit products 樣本：以所有有買盜版 / 冒 牌貨的人士為基數	147	145	80	144	68	30	160	100	172	119	149	73	50
χ^2	13.627**		3.324			5.407			10.350**		12.675*		

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

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered "don't know / can't remember" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
(2) 撇除了回答“不知道 / 記不起”的個案。

Among the people who considered that it was easier to buy pirated or counterfeit goods as compared to the past two years, about three-quarters (74.2%) claimed that the reason was “more locations for buying pirated / counterfeit goods”, which was relatively higher than those of the previous surveys. This was followed by “more retailers selling pirated / counterfeit goods” (22.6%), which was relatively lower than those of the previous surveys.

認為現時較過去兩年更容易購買盜版或冒牌貨品的人士中，有差不多四分之三 (74.2%) 認為原因是「售賣盜版 / 冒牌貨品的地方增加了」，比例較過去幾年上升了。其次是「售賣盜版 / 冒牌貨品的零售商增加了」(22.6%)，比例相對較過去幾年下降了。

(表 40)

(Table 40)

Table 40: Reasons for getting easier to buy pirated or counterfeit goods (Spontaneous mention)

表 40：更容易購買到盜版或冒牌貨品的原因 (沒有提示下作答)

	2008 (%)	2005 (%)	2004 (%)
More locations for buying pirated / counterfeit goods 售賣盜版 / 冒牌貨品的地方增加了	74.2	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	22.6	42.1	46.8
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	6.5	3.9	3.4
Looser enforcement of laws 政府執法較以前鬆懈	6.5	5.9	-
Fewer eradication by the Government 政府的掃蕩工作減少了	-	11.0	13.6
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	3.2	3.7	3.0
Sample: Among all persons who considered easier 樣本：以所有認為較容易的人士為基數	31	50	65

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

For those who considered that it was more difficult to buy pirated or counterfeit goods as compared to the past two years, many (54.1%) thought that it was due to “fewer locations for buying pirated / counterfeit goods”, the percentage was increased when compared with the previous surveys. It was followed by “tighter enforcement of laws” (31.2%), “more eradication by the Government” (28.7%) and “fewer retailers selling pirated / counterfeit goods” (27.4%).

認為現時較過去兩年更困難購買盜版或冒牌貨品的人士中，很多 (54.1%) 都認為原因是「售賣盜版 / 冒牌貨品的地方減少了」，比例較過去幾年為高。其次是「政府執法較之前嚴厲」(31.2%)、「政府的掃蕩工作增加了」(28.7%) 及「售賣盜版 / 冒牌貨品的零售商減少了」(27.4%)。

(表 41)

(Table 41)

Table 41: Reasons for getting more difficult to buy pirated or counterfeit goods (Spontaneous mention)

表 41：更難購買到盜版或冒牌貨品的原因 (沒有提示下作答)

	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Fewer locations for buying pirated / counterfeit goods 售賣盜版 / 冒牌貨品的地方減少了	54.1	29.4	26.4	14.9
Tighter enforcement of laws 政府執法較之前嚴厲	31.2	30.1	33.0	31.3
More eradication by the Government 政府的掃蕩工作增加了	28.7	51.0	45.4	58.8
Fewer retailers selling pirated / counterfeit goods 售賣盜版 / 冒牌貨品的零售商減少了	27.4	12.5	14.0	12.3
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	5.7	2.0	2.5	4.3
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	4.5	4.8	5.8	5.8
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	0.6	4.7	6.1	3.0
Sample: Among all persons who considered more difficult 樣本：以所有認為較難的人士為基數	157	210	232	206

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3.5 Whether 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 previous surveys, about half of the people (49.8%) claimed that their friends would buy / use pirated or counterfeit goods. Some mentioned that their colleagues / schoolmates (18.9%), relatives (9.8%) and family members (6.7%) would do so. 與過去幾年的調查相若，約有一半人士 (49.8%) 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 (18.9%)、親戚 (9.8%) 及家人 (6.7%) 有這樣做。

It is noteworthy that the proportion of those who claimed that people around would buy / use pirated or counterfeit goods (57.3%) was decreased, when comparing to the previous surveys. 值得注意的是，表示身邊的人有否購買 / 使用盜版或冒牌貨品的比例 (57.3%) 較過去幾年減少了。

(表 42)

(Table 42)

Table 42: Whether people around would buy / use pirated or counterfeit goods

表 42：身邊的人有否購買 / 使用盜版或冒牌貨品

	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Friends 朋友	49.8	53.2	56.3	53.7
Colleagues / schoolmates 同事 / 同學	18.9	23.2	26.0	21.8
Relatives (not living together) 親戚 (不同住)	9.8	11.1	13.4	15.5
Family members (living together) 家人 (同住)	6.7	9.2	11.5	10.7
Neighbours 鄰居	4.6	6.6	7.2	6.6
Staff 僱員	1.0	0.8	1.2	0.7
Employer 僱主	0.7	1.9	2.8	1.1
Don't know whether they buy / use 不知道是否有人購買 / 使用	28.6	24.6	22.2	25.0
Nobody buy / use 沒有人購買 / 使用	14.1	9.6	8.0	7.8
People around buy / use 身邊有人購買 / 使用	57.3	65.8	69.8	67.2
Sample 樣本	1 003	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 (about 64% - 68%), those with secondary education level or above (about 60% - 65%), working people (65.3%), and those with monthly personal income of \$10,000 or above (about 64% - 74%) tended more to claimed that the people around would buy / use pirated or counterfeit goods.

以背景資料作分析，發現 50 歲以下 (約 64% - 68%)、中學程度或以上 (約 60% - 65%)、在職人士 (65.3%) 及個人每月收入在 \$10,000 或以上的人士 (約 64% - 74%) 有較高比例表示身邊有人購買 / 使用盜版或冒牌貨品。

(表 43)

(Table 43)

Table 43: Whether people around would buy / use pirated or counterfeit goods – bivariate analysis

表 43：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 (%)	- \$10,000 - \$19,999 (%)	≥ \$20,000 (%)
People around bought / used 身邊有人購買 / 使用	57.4	57.3	67.6	63.9	42.6	35.7	60.4	64.8	65.3	49.4	51.5	64.4	73.9
Nobody / Don't know whether they use / buy 沒有 / 不知道是否有人購 買 / 使用	42.6	42.7	32.4	36.1	57.4	64.3	39.6	35.2	34.7	50.6	48.5	35.6	26.1
Sample 樣本	462	541	238	415	350	168	536	293	513	486	582	222	153
χ^2	0.000		48.743**			41.021**			25.890**		29.507**		

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Among those who know that the people around them would buy / use pirated or counterfeit goods, the majority (86.1%) 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 13.6% of them claimed that it was definitely influencing / somewhat influencing. The findings were also similar to the previous surveys.

在知道身邊有人購買 / 使用盜版或冒牌貨品的人士中，大部分 (86.1%) 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決定沒有太大影響 / 完全沒有影響，而 13.6% 則認為有很大影響 / 有些影響。結果與過去幾年的相若。

When analyzed by demographics, the younger the people, the higher the proportions of those who claimed that it was definitely influencing / somewhat influencing.

以背景資料作分析，發現年紀愈小，表示有很大影響 / 有些影響的比例就愈高。

(表 44 & 45)

(Tables 44 & 45)

Table 44: Whether the people around have the influence on buying/using pirated or counterfeit goods

表 44：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

	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Definitely influencing 有很大影響	1.9	2.8	3.6	4.3
Somewhat influencing 有些影響	11.7	13.3	12.3	11.6
Somewhat not influencing 沒有太大影響	42.6	46.2	46.3	48.0
Not influencing at all 完全沒有影響	43.5	36.8	36.4	35.2
Don't know / Hard to say 不知道 / 很難說	0.3	1.0	1.3	1.0
Definitely / somewhat influencing 有很大影響 / 有些影響	13.6	16.1	15.9	15.9
Somewhat / not influencing at all 沒有太大影響 / 完全沒有影響	86.1	83.0	82.7	83.2
Sample: Among all persons who know people around buy/use pirated / counterfeit products 樣本：以所有知道身邊有人購買/使用盜版 / 冒牌貨的人士為基數	575	794	847	827

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 45: Whether the people around have the influence on buying/using pirated or counterfeit goods

- bivariate analysis

表 45：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 (%)	-\$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Definitely / somewhat influencing 有很大影響 / 有些影響	11.4	15.5	19.9	13.3	7.4	6.8	13.0	16.9	12.0	15.9	14.4	11.9	14.2
Somewhat / not influencing at all 沒有太大 / 完全沒有影響	88.6	84.5	80.1	86.7	92.6	93.2	87.0	83.1	88.0	84.1	85.6	88.1	85.8
Sample: Among all persons who know people around buy/use pirated / counterfeit products 樣本：以所有知道身邊有人 購買/使用盜版 / 冒牌貨的 人士為基數	264	309	161	264	148	59	324	189	334	239	298	143	113
χ^2	2.106		10.206**			4.222			1.824		0.551		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

3.3.6 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”, nearly four-fifths of the people (79.9%) strongly agree / agree, while 16.3% claimed disagree / strongly disagree. 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，近八成人士 (79.9%) 非常同意 / 同意，而 16.3% 則表示不同意 / 非常不同意。

When compared to the previous surveys, the proportion of strongly agree / agree was increased. 與過去幾年的調查相比，非常同意 / 同意的比例上升了。

No significant difference was observed between different sub-groups on this issue. 不同小組的人士在這問題的回應並沒有明顯差別。

(Tables 46 & 47)

(表 46 & 47)

Table 46: 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 46：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

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Strongly agree 非常同意	13.7	14.0	15.2	11.6	7.4	7.1	10.3	6.3
Agree 同意	66.2	52.5	49.4	55.3	60.4	61.1	49.5	50.1
Disagree 不同意	15.6	22.9	25.1	20.4	22.0	23.1	29.5	28.4
Strongly disagree 完全不同意	0.7	1.5	1.7	2.1	1.1	0.9	1.6	2.1
Don't know / Hard to say 不知道 / 很難說	3.9	9.0	8.5	10.6	9.1	7.7	9.2	13.1
Strongly agree / agree 非常同意 / 同意	79.9	66.5	64.6	67.0	67.8	68.2	59.8	56.4
Disagree / strongly disagree 不同意 / 完全不同意	16.3	24.5	26.8	22.5	23.1	24.0	31.1	30.5
Sample 樣本	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 47: Whether consider it is against morality for a consumer to buy pirated / counterfeit goods, knowing that they are infringing the IP rights of others – bivariate analysis

表 47：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 – 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 (%)
Strongly agree / agree 非常同意 / 同意	83.5	82.8	83.5	82.2	83.8	84.1	82.6	83.5	81.3	84.9	84.2	78.9	83.7
Disagree / strongly disagree 不同意 / 完全不同意	16.5	17.2	16.5	17.8	16.2	15.9	17.4	16.5	18.7	15.1	15.8	21.1	16.3
Sample 樣本	448	516	237	394	333	157	516	285	491	469	564	213	147
χ^2	0.091		0.355			0.248			2.204		3.192		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

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

When asked whether ever heard of the “No Fakes Pledge” Scheme, about half of the people (50.1%) said yes. They were more likely to be people aged below 50 (about 55%), those with tertiary education level or above (59.7%), working persons (58.1%) and those with monthly personal income of \$10,000 or above (about 59%).

被問到有否聽過「正版正貨承諾」計劃，大約一半的人士 (50.1%) 表示有，他們較傾向是 50 歲以下 (約 55%)、大專程度或以上 (59.7%)、在職 (58.1%) 及個人每月收入在 \$10,000 或以上 (約 59%) 的人士。

The top channel of awareness was TV advertisements (84.5%), followed by newspapers / magazines (15.3%) and stickers / tent cards in shops (9.1%).

最主要認知的渠道是電視廣告 (84.5%)，其次是報紙 / 雜誌 (15.3%) 及商戶標貼 / 座檯咭 (9.1%)。

(表 48 – 50)

(Tables 48 – 50)

Table 48: Whether ever heard of the “No Fakes Pledge” Scheme

表 48：有否聽過「正版正貨承諾」計劃

	2008 (%)
Yes 有	50.1
No 沒有	49.9
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 49: Whether ever heard of the “No Fakes Pledge” Scheme – bivariate analysis

表 49：有否聽過「正版正貨承諾」計劃 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度		Working Status 就職狀況		Monthly Personal Income 個人每月收入			
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Yes 有	50.9	49.5	55.0	55.9	40.0	38.7	48.9	59.7	58.1	42.2	45.2	58.6	59.5
No 沒有	49.1	50.5	45.0	44.1	60.0	61.3	51.1	40.3	41.9	57.8	54.8	41.4	40.5
Sample 樣本	462	541	238	415	350	168	536	293	513	486	582	222	153
χ^2	0.176		22.197**			19.904**		25.266**		17.265**			

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 50: Channels of awareness (Spontaneous mention)

表 50：認知的渠道 (沒有提示下作答)

	2008 (%)
TV advertisements 電視廣告	84.5
Newspapers / magazines 報紙 / 雜誌	15.3
Stickers / tent cards in shops 商戶標貼 / 座檯咭	9.1
Radio programme 電台節目	6.0
MTR advertisements 港鐵廣告	2.0
Word of mouth by friends / relatives / colleagues 親友 / 同事提及	1.6
Advertisements on bus 巴士廣告	0.8
Internet 互聯網	0.6
In class / school activities 課堂 / 學校活動	0.6
Stickers on product 產品上的標貼	0.6
Advertisements in airport / trolleys 機場廣告 / 手推車廣告	0.2
Can't remember 記不起	0.4
Sample 樣本：Among all persons who were aware 以所有認知的人士為基數	503

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Among those who were aware of the “No Fakes Pledge” Scheme, more than four-fifths considered that the scheme could be very / quite helpful in building the confidence of consumers and tourists in shopping in Hong Kong, or consolidating the city’s status as a shoppers’ paradise (83.9%), and promoting the public to respect IP rights (80.7%). Only 14.3% and 18.1% respectively considered not quite helpful / not helpful at all.

在那些認知「正版正貨承諾」計劃的人士中，有超過八成均認為計劃對增加消費者及遊客在港購物的信心或鞏固香港購物天堂的美譽(83.9%)，以及推動尊重知識產權的風氣(80.7%)非常有幫助 / 頗有幫助。分別只有14.3%及18.1%認為幫助不大 / 完全沒有幫助。

When analyzed by demographics, it was observed that people aged 30 or above (over 83%) tended to consider the “No Fakes Pledge” Scheme could be very / quite helpful in promoting the public to respect IP rights.

以背景資料作分析，發現30歲或以上的人士(超過83%)較傾向認為「正版正貨承諾」計劃對推動尊重知識產權的風氣非常有幫助 / 頗有幫助。

(表 51a, b & 52a, b)

(Tables 51a, b & 52a, b)

Table 51a: Whether consider the “No Fakes Pledge” Scheme could help building the confidence of consumers and tourists in shopping in HK, or consolidating the city’s status as a shoppers’ paradise

表 51a：認為「正版正貨承諾」計劃對增加消費者及遊客在港購物的信心或鞏固香港購物天堂的美譽是否有幫助

	2008 (%)
Very helpful 非常有幫助	20.7
Quite helpful 頗有幫助	63.2
Not quite helpful 幫助不大	12.9
Not helpful at all 完全沒有幫助	1.4
Don't know / Hard to say 不知道 / 很難說	1.8
Very / quite helpful 非常有幫助 / 頗有幫助	83.9
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	14.3
Sample 樣本：Among all persons who were aware 以所有認知的人士為基數	503

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

註：由於進位關係，個別欄的百分比總和或不等於100%。

Table 51b: Whether consider the “No Fakes Pledge” Scheme could help promoting the public to respect IP rights

表 51b：認為「正版正貨承諾」計劃對推動尊重知識產權的風氣是否有幫助

	2008 (%)
Very helpful 非常有幫助	16.1
Quite helpful 頗有幫助	64.6
Not quite helpful 幫助不大	16.7
Not helpful at all 完全沒有幫助	1.4
Don't know / Hard to say 不知道 / 很難說	1.2
Very / quite helpful 非常有幫助 / 頗有幫助	80.7
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	18.1
Sample 樣本：Among all persons who were aware 以所有認知的人士為基數	503

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

註：由於進位關係，個別欄的百分比總和或不等於100%。

Table 52a: Whether consider the “No Fakes Pledge” Scheme could help building the confidence of consumers and tourists in shopping in HK, or consolidating the city’s status as a shoppers’ paradise – bivariate analysis

表 52a：認為「正版正貨承諾」計劃對增加消費者及遊客在港購物的信心或鞏固香港購物天堂的美譽是否有幫助 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	-\$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Very / quite helpful 非常有幫助 / 頗有幫助	83.1	87.5	85.2	82.9	89.9	90.5	84.2	85.3	83.9	87.6	86.9	84.3	83.3
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	16.9	12.5	14.8	17.1	10.1	9.5	15.8	14.7	16.1	12.4	13.1	15.7	16.7
Sample: Among all persons who were aware 樣本：以所有認知的人士為基數	231	263	128	228	138	63	260	170	292	202	259	127	90
χ^2	1.857		3.355			1.588			1.327		0.894		

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

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered “don’t know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
(2) 撇除了回答“不知道 / 很難說”的個案。

Table 52b: Whether consider the “No Fakes Pledge” Scheme could help promoting the public to respect IP rights – bivariate analysis

表 52b：認為「正版正貨承諾」計劃對推動尊重知識產權的風氣是否有幫助 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	-\$10,000 -\$19,999 (%)	≥ \$20,000 (%)
Very / quite helpful 非常有幫助 / 頗有幫助	80.3	83.0	74.4	83.4	85.6	87.3	83.5	76.7	82.0	81.3	82.0	83.6	78.9
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	19.7	17.0	25.6	16.6	14.4	12.7	16.5	23.3	18.0	18.7	18.0	16.4	21.1
Sample: Among all persons who were aware 樣本：以所有認知的人士為基數	233	264	129	229	139	63	261	172	294	203	261	128	90
χ^2	0.602		6.440*			4.719			0.038		0.796		

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

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered “don’t know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
(2) 撇除了回答“不知道 / 很難說”的個案。

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

Regarding the public's attitude towards long-term development for IP rights, more than three-quarters of the people (76.0%) considered that the protection of IP rights could be very / quite helpful to the development of local creative industries and more than three-fifths (62.0%) considered that it was very / quite helpful to the overall development of Hong Kong's economy. Only 5.6% and 10.8% respectively considered not quite helpful / not helpful at all.

The proportions of those who considered it very / quite helpful to the development of local creative industries were similar to the last survey, while the percentage of considering it very / quite helpful to the overall development of HK's economy was relatively lower.

No significant difference was observed between different sub-groups on this issue.

就市民對保護知識產權長遠發展的意見，有超過四分之三的人士 (76.0%) 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，有逾六成 (62.0%) 認為對促進香港整體經濟發展非常有幫助 / 頗有幫助。只有 5.6% 及 10.8% 的人士認為幫助不大 / 完全沒有幫助。

認為對促進本地創意產業發展非常有幫助 / 頗有幫助的比例與上一次調查的相若，而認為對促進香港整體經濟發展非常有幫助 / 頗有幫助的百分比則下降了。

不同小組的人士在這問題的回應並沒有明顯差別。

(Tables 53a, b & 54a, b)

(表 53a, b & 54a, b)

**Table 53a: Whether consider the protection of IP rights could help
the development of local creative industries**

表 53a：認為保護知識產權對促進本地創意產業發展是否有幫助

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

**Table 53b: Whether consider the protection of IP rights could help
the overall development of HK's economy**

表 53b：認為保護知識產權對促進香港整體經濟發展是否有幫助

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

**Table 54a: Whether consider the protection of IP rights could help
the development of local creative industries – bivariate analysis**

表 54a：認為保護知識產權對促進本地創意產業發展是否有幫助 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
	Very / quite helpful 非常有幫助 / 頗有幫助	77.7	77.7	78.1	77.6	77.5	72.6	78.2	80.1	79.1	76.6	76.7	80.3
Average 一般	16.1	17.0	15.6	17.3	16.5	21.7	16.7	13.4	15.0	17.9	18.2	15.1	14.4
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	6.2	5.3	6.3	5.1	6.0	5.7	5.1	6.5	5.9	5.5	5.1	4.6	6.5
Sample 樣本	453	529	237	411	334	157	528	292	508	470	566	218	153
χ^2	0.456		0.726			5.703			1.526		2.520		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

**Table 54b: Whether consider the protection of IP rights could help
the overall development of HK’s economy – bivariate analysis**

表 54b：認為保護知識產權對促進香港整體經濟發展是否有幫助 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 – \$19,999 (%)	≥ \$20,000 (%)
	Very / quite helpful 非常有幫助 / 頗有幫助	66.1	63.5	63.0	63.8	66.9	60.1	65.2	66.5	67.6	61.9	62.3	68.4
Average 一般	22.3	25.6	24.3	25.7	21.9	29.1	23.8	21.4	21.5	26.4	27.0	20.5	21.8
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	11.6	10.9	12.6	10.5	11.2	10.8	11.0	12.1	10.9	11.8	10.6	11.2	11.6
Sample 樣本	448	512	230	401	329	158	517	281	497	459	555	215	147
χ^2	1.402		2.070			3.467			3.716		4.413		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Regarding whether it was necessary for the Government to put more resources in protecting IP rights in the long run, the majority of the people (83.3%) considered definitely / quite necessary, while 12.6% considered the opposite. The findings were similar to the last survey.

就長遠而言，政府應否投放更多資源在保護知識產權方面，大部分人士 (83.3%) 均認為非常應該 / 頗應該，而 12.6% 則持相反意見。結果與上一次調查的相若。

When analyzed by demographics, the higher the education level, the higher the proportions of people who considered definitely / quite necessary.

以背景資料分析，教育程度愈高，認為非常應該 / 頗應該的比例就愈高。

(表 55 & 56)

(Tables 55 & 56)

Among those who considered definitely / quite necessary, many of them thought that the Government should put more resources on promotion in mass media (56.6%) and in schools (50.1%), followed by increasing penalty (25.8%) and more enforcement action (17.6%).

在那些認為非常應該 / 頗應該的人士中，很多都認為政府應該投放更多資源加強在媒體上的宣傳 (56.6%) 及學校的宣傳 (50.1%)，其次是加重刑罰 (25.8%) 及加強巡查和掃蕩 (17.6%)。

(表 57)

(Table 57)

Table 55: Whether it is necessary for the Government to put more resources in protecting IP rights in the long run

表 55：長遠而言，政府應否投放更多資源在保護知識產權方面

	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Definitely necessary 非常應該	24.7	26.4	24.2	27.3
Quite necessary 頗應該	58.6	59.5	61.2	49.6
Not quite necessary 頗不應該	11.1	8.4	10.1	10.2
Not necessary at all 非常不應該	1.5	1.4	1.5	2.7
Don't know / Hard to say 不知道 / 很難說	4.1	4.3	2.9	10.1
Definitely / quite necessary 非常應該 / 頗應該	83.3	85.8	85.5	77.0
Not quite / not necessary at all 頗不應該 / 非常不應該	12.6	9.8	11.6	13.0
Sample 樣本	1 003	1 206	1 214	1 231

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

(2) The question in the surveys of past years: "whether it is necessary for the Government to put more resources in developing creative culture and creative industries in the current situation".

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 往年調查中的問題是：“在現階段，政府應否投放更多資源在培養創意文化及創意產業上”。

**Table 56: Whether it is necessary for the Government to put more resources in protecting IP rights
in the long run – bivariate analysis**

表 56：長遠而言，政府應否投放更多資源在保護知識產權方面 – 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	86.7	87.1	89.3	85.6	86.9	80.0	87.3	90.1	87.4	86.2	86.3	87.6	89.0
Not quite / not necessary at all 頗不應該 / 非常不應該	13.3	12.9	10.7	14.4	13.1	20.0	12.7	9.9	12.6	13.8	13.7	12.4	11.0
Sample 樣本	444	518	233	402	327	155	519	283	500	458	553	218	145
χ^2	0.026		1.774			9.126*			0.279		0.839		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Table 57: Areas of work that the Government should put more resources (Spontaneous mention)

表 57：認為政府應該投放更多資源的地方 (沒有提示下作答)

	2008 (%)
More promotion in mass media 加強在媒體上的宣傳	56.6
More promotion in schools (incl. primary, secondary & tertiary) 加強在學校的宣傳 (包括大中小學)	50.1
Increase penalties 加重刑罰	25.8
More enforcement action 加強巡查和掃蕩	17.6
More promotion activities for the public to participate in 多舉辦市民可以參與的宣傳活動	10.5
Help the development of local creative industries 促進本地創意產業發展	0.1
Don't know / Hard to say 不知道 / 很難說	1.4
Sample 樣本：Among all persons who considered necessary 以所有認為應該的人士為基數	836

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

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

In response to the question “which government department is responsible for promoting the protection of IP rights in Hong Kong”, only 17.2% of the people could spontaneously recall the Intellectual Property Department (IPD), while the majority (71.6%) declared “don’t know” and the remaining 11.2% misunderstood that other government departments were responsible for it.

對於「香港哪一個政府部門負責推廣保護知識產權」這問題的回應，只有 17.2% 的人士能在沒有提示的情況下正確地說出是知識產權署，大部分 (71.6%) 表示「不知道」，餘下 11.2% 則誤以為是由其他政府部門負責。

When compared to the past years, the proportion of those who was able to recall the IPD was increased gradually.

與過往幾年的調查結果比較，能說出知識產權署的比例逐漸上升。

(Tables 58 & 59)

(表 58 & 59)

Table 58: The government department that is responsible for promoting the protection of IP rights in HK (Spontaneous mention)

表 58：香港負責推廣保護知識產權的政府部門 (沒有提示下作答)

	2008 (%)
Intellectual Property Department / IPD 知識產權署	17.2
Customs and Excise Department 香港海關	9.5
Leisure & Cultural Services Department 康樂及文化事務署	0.4
Hong Kong Police 香港警察	0.3
Television & Entertainment Licensing Authority 影視處	0.3
Education Bureau 教育局	0.3
Broadcasting Authority 廣管局	0.1
Trade & Industry Department 工業貿易署	0.1
Hong Kong Trade Development Council 香港貿易發展局	0.1
Consumer Council 消費者委員會	0.1
Don't know 不知道	71.6
Sample 樣本	1 003

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 59: The government department that is responsible for promoting the protection of IP rights in HK (Spontaneous mention)

表 59：香港負責推廣保護知識產權的政府部門 (沒有提示下作答)

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

When analyzed by demographics, it was observed that relatively higher proportions of the working people (22.0%) were aware that the IPD is responsible for promoting the protection of IP rights in Hong Kong. In addition, the younger the people, the higher the education level and monthly personal income, the higher the proportions of people who were aware.

以背景資料分析，發現有較高比例的在職人士 (22.0%) 認知知識產權署是負責在香港推廣保護知識產權的政府部門。此外，年紀愈小、教育程度及個人每月收入愈高，認知的比例就愈高。

(表 60)

(Table 60)

Table 60: Awareness of the Intellectual Property Department – bivariate analysis

表 60：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 (%)
						3.0	13.4	32.8	22.0	12.1	12.2	21.2	33.3
Aware 知道	19.7	15.2	27.7	17.1	10.3	3.0	13.4	32.8	22.0	12.1	12.2	21.2	33.3
Not aware 不知道	80.3	84.8	72.3	82.9	89.7	97.0	86.6	67.2	78.0	87.9	87.8	78.8	66.7
Sample 樣本	462	541	238	415	350	168	536	293	513	486	582	222	153
χ^2	3.598		30.217**			78.483**			17.118**		39.665**		

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Among those who were aware that the IPD is the department which was responsible for promoting the protection of IP rights, they were asked to name the duties of the IPD. More than two-fifths (44.5%) were aware that the IPD was responsible for “promoting awareness on IP rights protection”, followed by “registration of trademarks” (13.3%) and “registration of patents” (10.4%). The three percentages were lowered when comparing to the last survey. On the other hand, relatively more people misunderstood that the IPD was responsible for “combating piracy and counterfeiting” (30.6%). Still nearly three-tenths (27.7%) claimed that they did not know the duties of the IPD.

在那些知道推廣保護知識產權是知識產權署的人士中，他們繼續被問到對知識產權署工作範圍的認知。超過四成 (44.5%) 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」(13.3%) 及「專利註冊」(10.4%)，三個百分比均較上一次調查相對下降了。另一方面，相對地有較多人誤以為知識產權署負責「打擊盜版 / 掃蕩冒牌」(30.6%)。餘下仍有近三成 (27.7%) 並不知道知識產權署工作的範圍。

(表 61)

(Table 61)

Table 61: Awareness of the duties of IPD (Spontaneous mention)

表 61：對知識產權署工作範圍的認知 (沒有提示下作答)

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

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

When analyzed by demographics, it was observed that relatively higher proportions of those with tertiary education level or above (69.8%) were aware of the duties of the IPD. 以背景資料分析，發現大專程度或以上的人士 (69.8%) 有較高比例認知知識產權署的工作範圍。

(表 62)

(Table 62)

Table 62: Awareness of the duties of IPD – bivariate analysis

表 62：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 (at least one correct answer) 知道 (至少有一個正確答案)	60.4	56.1	53.0	62.0	61.1	40.0	44.4	69.8	56.6	61.0	60.6	44.7	68.6
Not aware (no correct answer or declared "don't know") 不知道 (沒有正確答案或表示 "不知道")	39.6	43.9	47.0	38.0	38.9	60.0	55.6	30.2	43.4	39.0	39.4	55.3	31.4
Sample: Among all persons who were aware of IPD 樣本：以所有認知知識產權署的人士為基數	91	82	66	71	36	5 [#]	72	96	113	59	71	47	51
χ^2	0.335		1.265			11.595**			0.306		5.979		

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Caution: Small sample base

注意：樣本數量較少

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

People were asked whether they had encountered any IPD's advertising or promotional activities from different channels in the past two years. 76.9% of the people claimed that they had seen the advertising or promotional messages on TV, followed by radio (13.1%), promotions on "No Fakes Pledge" Scheme (10.7%) and print ad / promotional materials (9.6%). Yet, about one-fifth (19.6%) claimed that they did not remember or had never seen / heard / encountered any IPD's advertising or promotional activities.

When comparing with the past years, the awareness level of IPD's advertising or promotional activities (80.4%) was increased.

When analyzed by demographics, it was observed that relatively higher proportions of people aged below 30 (86.1%) and those with tertiary education level or above (86.3%) were aware of the advertising or promotional activities of the IPD.

(Tables 63 – 65)

公眾被問及在過去兩年，有否從不同的渠道接觸過任何知識產權署的廣告或宣傳活動。76.9% 的人士表示有從電視見過有關的廣告或宣傳訊息，其次是電台 (13.1%)、「正版正貨承諾」計劃宣傳 (10.7%) 及印刷廣告 / 宣傳物品 (9.6%)。不過，仍有兩成 (19.6%) 表示記不起或沒有看過 / 聽過 / 接觸過任何知識產權署的廣告或宣傳活動。

與過去幾年比較，知識產權署的廣告或宣傳活動的認知程度 (80.4%) 有上升。

以背景資料分析，發現有較高比例的 30 歲以下人士 (86.1%) 及大專程度或以上的人士 (86.3%) 認知知識產權署的廣告或宣傳活動。

(表 63 – 65)

Table 63: Awareness of the IPD's advertising and promotional activities (Spontaneous mention)

表 63：對知識產權署的廣告及宣傳活動的認知（沒有提示下作答）

	2008 (%)
TV 電視	76.9
- "Copyright (Amendment) Ordinance 2007 – Anti-circumvention" (featuring Cheung Tat-ming) 《2007 年版權（修訂）條例 – 反規避科技措施》（由張達明主演）	6.5
- Anti-Internet Piracy "Parents Version" (featuring Jacky Cheung) 反網上侵權系列《父母篇（由張學友主演）》	3.2
- The API of anti-piracy (acted by Arnold Schwarzenegger & Jackie Chan) 反盜版宣傳短片（由阿諾舒華辛力加和成龍合演）	2.6
- "Don't use pirated software for business" 《僱主僱員勿用盜版》	2.0
- "Software Asset Management Consultancy Programme" (featuring Niki Chow) 《軟件資產管理諮詢計劃》（由周麗淇主演）	1.7
- "No illegal file-sharing" 《網上非法上下載》	1.1
- "Help creative industries prosper" 《創意工業》	0.8
- "Don't infringe copyright while photocopying" 《小心複印勿侵權》	0.8
- Anti-Internet Piracy "Teens Version" (featuring Simon Yam) 反網上侵權系列《青年篇（由任達華主演）》	0.8
- "Enhance your goodwill by registering your trademark" 《註冊商標更有保障》	0.7
- "Don't sell HK down the river. Keep away from pirated goods" 《售賣盜版，自取其獄》	0.6
- "Let's be imaginative, creative; let's protect IP rights (McMug)" 《想像、創作、保護知識產權（麥嘜）》	0.4
- "Creativity originates from daily life" 《發明從生活開始》	0.3
- "Trademark registration and company registration" 《商標註冊和公司註冊》	0.3
- "Keep your design confidential before registration" 《外觀設計保密知多少》	0.1
- "Keep your invention confidential" 《未註冊、勿披露》	0.1
- TV, but cannot recall which ad / programme 電視見到，但唔記得邊個廣告 / 特輯	54.9
Radio 電台	13.1
- Radio API "Software Asset Management Consultancy Programme" 《軟件資產管理諮詢計劃》宣傳聲帶	0.1
- Radio, but cannot recall which ad / programme 電台聽到，但唔記得邊個廣告 / 節目	13.0
Exhibitions 展覽活動	1.3
- "Hong Kong Book Fair" 香港書展	0.1
- "Hong Kong Computer & Communications Festival" 香港電腦通訊節	0.1
- Exhibitions, but cannot recall which one 展覽見到，但唔記得係邊個展覽	1.1
Sample 樣本	1 003

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

表 63：對知識產權署的廣告及宣傳活動的認知 (沒有提示下作答) (續)

	2008 (%)
Print ad / promotional materials 印刷廣告 / 宣傳物品	9.6
- Newspaper supplements about the "World IP Day" 於報章刊載「世界知識產權日」特約專輯	0.3
- Booklet "A Guide for Teachers and Students" 《教師與學生指南》小冊子	0.2
- Comics on Intellectual Property I or II 《漫「話」知識產權 I 或 II》	0.2
- Booklet "A Guide to Parallel Imports" 《平行進口物品指南》小冊子	0.1
- Booklet "Intellectual Property in Hong Kong" 《香港的知識產權》小冊子	0.1
- Booklet "Patent Protection in Hong Kong" 《香港的專利保護》小冊子	0.1
- Newspaper / magazine, but cannot recall which article / ad 報紙 / 雜誌見到，但唔記得邊個報導 / 廣告	8.6
Promotions on "No Fakes Pledge" Scheme 「正版正貨承諾」計劃宣傳	10.7
- TV API of "No Fakes Pledge" Scheme 2008 (featuring Hins Cheung) 「正版正貨承諾」計劃 2008 電視宣傳片 (由張敬軒主演)	8.3
- "No Fakes Pledge" stickers / tent cards / posters in shops 貨品或商戶展示「正版正貨承諾」標貼 / 座檯咭 / 海報	1.2
- TV API "Shop for Real" in airport 於香港機場離境大堂內播放之《愛正版 買正貨》粵港電視宣傳片	0.3
- "No Fakes Pledge" leaflets 「正版正貨承諾」宣傳單張	0.3
- 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	0.2
- "No Fakes Pledge" advertisement in MTR stations 於港鐵內之「正版正貨承諾」廣告	0.2
- Outdoor promotions of "No Fakes General" 「正版大將軍」戶外宣傳	0.1
- "No Fakes Pledge" Scheme 2008 posters 「正版正貨承諾」計劃 2008 海報	0.1
Outdoor advertisements / Other electronic media promotions 戶外廣告 / 其他電子媒體	1.4
- "Don't infringe copyright while photocopying" broadcast in bus 於巴士內播放《小心複印勿侵權》	0.3
- "Software Asset Management Consultancy Programme" advertisement on bus body 於巴士車身展示之《軟件資產管理諮詢計劃》廣告	0.3
- "No illegal file-sharing" broadcast in bus 於巴士內播放《網上非法上下載》	0.2
- "Software Asset Management Consultancy Programme" advertisement in MTR stations 於港鐵內展示之《軟件資產管理諮詢計劃》廣告	0.2
- "Don't use pirated software for business" broadcast in bus 於巴士內播放《僱主僱員勿用盜版》	0.1
- "Creativity originates from daily life" broadcast in bus 於巴士內播放《發明從生活開始》	0.1
- "Keep your design confidential before registration" broadcast in bus 於巴士內播放《外觀設計保密知多少》	0.1
- "Enhance your goodwill by registering your trademark" broadcast in bus 於巴士內播放《註冊商標更有保障》	0.1
Sample 樣本	1 003

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

表 63：對知識產權署的廣告及宣傳活動的認知 (沒有提示下作答) (續)

	2008 (%)
Other promotion channels 其他宣傳渠道	2.2
- School Tour / public event with the celebrity Leo Ku 飛躍校園 / 有古巨基出席的公開活動	0.5
- Secondary school visit 中學探訪計劃	0.4
- IPD Website 知識產權署網頁	0.3
- IP Tutor Programme in Schools 學校知識產權導師計劃	0.3
- API in cinema 戲院內的宣傳短片	0.3
- Scout Programme on Respect for Intellectual Property Rights 童軍尊重知識產權推廣計劃	0.2
- "I Pledge" Live Band Show 「我承諾」原創 Live Band Show	0.1
- Web-based "IP Interactive Zone" Teaching Kit & "Let's Protect Intellectual Property" Learning Guidebook 「IP 互動新地帶」網上教材套及「齊來保護知識產權 - 學習手冊」	0.1
None 沒有看過 / 聽過 / 接觸過任何宣傳	12.0
Do not remember 記不起	7.6
Sample 樣本	1 003

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

表 64：過去兩年，有否在電視、電台或其他渠道接觸過知識產權署的宣傳訊息

	2008 (%)	2005 (%)	2004 (%)	2003 (%)
TV 電視	76.9	64.5	51.4	55.0
Radio 電台	13.1	14.4	9.9	10.0
Print ad / promotional materials 印刷廣告 / 宣傳物品	9.6	11.9	7.3	7.8
Broadcasting on bus 巴士內播放	1.4	-	-	3.0
Exhibitions 展覽活動	1.3	0.9	1.0	1.2
Seminars 研討會	-	0.9	1.1	-
Other activities 其他活動	2.2	0.7	1.0	2.2
Aware of the promotions of IPD 認知該署的宣傳	80.4	68.8	57.4	62.6
Haven't seen / heard of any promotions of IPD 沒有見過 / 聽過任何該署的宣傳	12.0	29.9	37.5	30.9
Do not remember 記不起	7.6	1.3	5.1	6.5
Sample 樣本	1 003	1 206	1 214	1 231

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

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

註：(1) 由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

(2) 往年調查中的問題是：“比較過去十二個月”。

Table 65: Awareness of the IPD's advertising and promotional activities – bivariate analysis

表 65：對知識產權署的廣告及宣傳活動的認知 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	- \$19,999 (%)	≥ \$20,000 (%)
Aware 認知	81.2	80.4	86.1	79.8	78.3	78.6	78.7	86.3	81.1	80.2	79.6	84.7	81.0
Not aware (incl. "do not remember") 不認知 (包括 "記不起")	18.8	19.6	13.9	20.2	21.7	21.4	21.3	13.7	18.9	19.8	20.4	15.3	19.0
Sample 樣本	462	541	238	415	350	168	536	293	513	486	582	222	153
χ^2	0.093		6.070*			7.862*			0.114		2.748		

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

知識產權署的宣傳活動對提升香港市民保護知識產權意識的有效程度

More than seven-tenths of the people (71.1%) 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, the proportion was increased when comparing to the past years. Conversely, 26.9% considered quite / very ineffective.

超過七成的人士 (71.1%) 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，比例較過去幾年有所上升。相反地，有 26.9% 認為不大有效 / 完全沒有有效。

No significant difference was observed between different sub-groups on this issue.

不同小組的人士在這問題的回應並沒有明顯差別。

(Tables 66 & 67)

(表 66 & 67)

Table 66: Effectiveness of the promotional activities held by the IPD in raising the awareness of HK citizens on protecting IP rights

表 66：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

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 67: Effectiveness of the promotional activities held by the IPD in raising the awareness of HK citizens on protecting IP rights – bivariate analysis

表 67：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 (%)	Income	
												- \$19,999 (%)	≥ \$20,000 (%)
Very / quite effective 很有效 / 頗有效	70.0	74.7	70.2	71.0	76.0	72.5	73.1	71.6	73.3	71.7	71.1	76.4	70.6
Quite / very ineffective 不大有效 / 完全沒有效	30.0	25.3	29.8	29.0	24.0	27.5	26.9	28.4	26.7	28.3	28.9	23.6	29.4
Sample 樣本	453	530	235	410	338	160	528	289	505	474	564	220	153
χ^2	2.753		3.215			0.206			0.290		2.440		

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

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

Finally, people were asked to give suggestions on the most effective channel to place the advertisements for promoting the protection of IP rights. Quite consistent with the previous surveys, most of the people still thought that TV was the most effective channel (84.6%). This was followed by newspaper / magazine (29.0%) and radio (20.8%). Other common mentions included: school (15.6%) and Internet website (12.6%).

最後，市民被問到認為宣傳知識產權的最有效途徑。與以往幾年的調查結果頗一致，多數人士仍認為電視是最有效途徑 (84.6%)，其次是報章 / 雜誌 (29.0%) 及電台 (20.8%)。其他普遍提及的途徑包括：學校 (15.6%) 及電腦互聯網頁 (12.6%)。

(表 68)

(Table 68)

Table 68: Perceived most effective channel to place the advertisements for promoting the protection of IP rights

表 68：認為宣傳知識產權的最有效途徑

	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
TV 電視	84.6	79.6	80.3	72.0	71.5	64.6	61.6	65.5
Newspaper / magazine 報章 / 雜誌	29.0	23.9	23.3	19.4	18.5	21.9	21.0	30.0
Radio 電台	20.8	27.6	30.2	19.9	15.9	14.3	12.7	13.3
School 學校	15.6	11.1	11.9	14.8	5.1	4.5	3.3	2.8
Internet website 電腦互聯網頁	12.6	8.2	8.2	7.2	6.2	5.6	4.5	4.3
Advertisements on bus 巴士廣告	7.3	-	-	-	-	-	-	-
Advertisements in MTR 港鐵廣告	7.1	-	-	-	-	-	-	-
MTR / Bus advertisement 地鐵 / 巴士廣告	-	5.6	4.4	3.9	-	-	-	-
Poster & other promotional items 海報及其他宣傳品	6.8	7.4	8.0	9.7	4.7	4.8	4.1	5.7
Movie stars or singers 以電影明星或歌星宣傳	1.5	1.5	1.3	1.5	-	-	-	-
Append to genuine goods 附在正版商品上	1.3	0.8	1.1	0.1	-	-	-	-
Cinema / movie 戲院 / 電影	1.2	1.2	1.3	0.2	-	-	-	-
IPD's activities 知識產權署活動	1.0	2.9	3.2	2.5	1.0	1.5	1.2	1.0
Email / website advertisement 電郵 / 網頁廣告	1.0	1.6	1.3	1.1	-	-	-	-
Computer Expo 電腦展覽	0.6	0.2	-	0.5	-	-	-	-
Workplace 工作地點	0.5	0.3	0.1	0.1	-	-	-	-
Outdoor billboard 戶外大型廣告板	0.2	0.1	-	-	-	-	-	-
Shopping centres 商場	0.2	-	-	-	-	-	-	-
Telephone hotline 設立電話熱線	0.1	0.1	-	0.3	-	-	-	-
Airport 機場	0.1	-	-	-	-	-	-	-
Immigration control points 出入境關口	-	-	0.2	-	-	-	-	-
Seminars / open forums 講座 / 公開論壇	-	-	1.0	0.3	-	-	-	-
Community activities 社區活動	-	-	-	0.1	-	-	-	-
Home visits 家訪	-	-	0.1	-	-	-	-	-
Direct mail 直接郵寄	-	-	0.1	-	-	-	-	-
Others 其他	-	0.3	-	-	3.7	2.6	2.0	2.3
Don't know / Hard to say 不知道 / 很難說	2.4	7.6	6.1	13.1	16.8	19.1	25.1	19.8
Sample 樣本	1 003	1 206	1 214	1 231	1 003	1 016	1 002	1 009

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Appendix 1: Enumeration result

附錄一：訪問結果

CATEGORY 分類計算	CLASSIFICATION 類別	NUMBER 個案數目	
Successful cases 成功訪問個案 (1 003)	Successful enumerated 成功訪問	1 003	
Unsuccessful cases 不成功個案 (946)	Mid-way termination 中途拒絕	15	
	No answer 無人接聽	366	
	Busy line 對方通話中 / 未能打通	73	
	Selected person not at home 被抽中的受訪者不在家	57	
	Answer machine 電話留言	23	
	Spontaneous refusal 接通即拒絕	172	
	Refusal 讀出前言後拒絕接受訪問	228	
	Language problem 語言障礙	12	
	Invalid cases 非目標個案 (251)	No response after dialing 撥號後無聲無反應 / 需輸入密碼	153
		Non-residential number 非住宅號碼	54
Fax number 傳真號碼		28	
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		16	
	Overall 總計	2 200	

Appendix 2: Sample & population distribution

附錄二：樣本及人口分佈

年齡組別 Profile	Sample 樣本		Population 人口	
	No. of persons 人數	(%)	No. of persons 人數	(%)
Male 男性				
15 – 19	37	3.7	225 600	3.7
20 – 24	53	5.3	213 500	3.5
25 – 29	22	2.2	230 400	3.8
30 – 34	39	3.9	232 000	3.8
35 – 39	40	4.0	242 800	4.0
40 – 44	56	5.6	279 500	4.6
45 – 49	48	4.8	322 900	5.3
50 – 54	52	5.2	291 800	4.8
55 – 59	27	2.7	229 900	3.8
60 – 64	29	2.9	155 000	2.5
65 – 70	15	1.5	118 100	1.9
70+	44	4.4	291 600	4.8
Subtotal 小計	462	46.1	2 833 100	46.6
Female 女性				
15 – 19	38	3.8	213 700	3.5
20 – 24	54	5.4	237 000	3.9
25 – 29	34	3.4	300 600	4.9
30 – 34	45	4.5	315 000	5.2
35 – 39	66	6.6	337 100	5.5
40 – 44	64	6.4	346 800	5.7
45 – 49	57	5.7	350 100	5.8
50 – 54	57	5.7	297 500	4.9
55 – 59	28	2.8	229 300	3.8
60 – 64	50	5.0	147 400	2.4
65 – 70	19	1.9	106 800	1.8
70+	29	2.9	368 100	6.1
Subtotal 小計	541	53.9	3 249 400	53.4
Total 總計	1 003	100.0	6 082 500	100.0