

## 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 annual surveys on Public Awareness of Intellectual Property Right (IPR) Protection since 1999. Mercado Solutions Associates Ltd. (MSA) was commissioned to conduct the seventh round survey between 21<sup>st</sup> November and 30<sup>th</sup> November 2005. In total, 1 206 respondents aged 15 or above were successfully enumerated by telephone. The response rate achieved was 61.4%. This executive summary highlights the major findings of the survey.

### Knowledge and Attitudes toward IPR

The findings were consistent with the previous surveys, with more than two-fifths (45.2%) of the general public considered IPR as “copyright / copyright piracy”, followed by “patent” (15.5%), “invention or creation” (11.9%) and “trademark / trademark counterfeiting” (10.8%). However, still 28.7% claimed “don't know / hard to say”, demonstrating that more publicity about IPR should be done.

Majority (95.5%) of the people considered that it was very / quite necessary to protect the IP rights in Hong Kong with the main reason of “protecting the interest of inventors / encouraging creativity” (66.1%). Some people also mentioned “protecting the interests of manufacturers / genuine IP right owners” (33.2%) and “protecting private property” (11.8%). as reasons of considering necessary to protect the IP rights, which were similar as the findings in last year.

### 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起每年均會進行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）受委託於二零零五年十一月二十一日至三十日進行了第七次的公眾調查，透過電話成功訪問了 1 206 名 15 歲或以上人士，回應率達到 61.4%。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，有四成半 (45.2%) 的公眾人士認為知識產權所指的是「版權 / 盜版」，其次是「專利權」(15.5%)、「發明或創作」(11.9%) 及「商標 / 冒牌」(10.8%)。但仍有 28.7% 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。

大多數 (95.5%) 人士均認為知識產權在香港非常有需要 / 頗有需要受到保護，主要原因是需要「保護原創人利益 / 鼓勵創作」(66.1%)。與往年相若，有部份人士提及「保障生產商 / 正版商的利益」(33.2%) 及「保障私人財產」(11.8%) 為有需要保護知識產權的原因。

Similar to the previous studies, about three-quarters (76.0%) of the people considered the infringement of IP rights in Hong Kong was very / quite serious. Regarding the reasons for causing rampant IP infringement activities, about half (51.3%) considered that the reason was due to “cheaper price of pirated / counterfeit products / genuine goods being too expensive”, followed by “unethical businessmen reaping excessive profits” (14.9%), “inadequate enforcement of laws” (11.9%) and “greediness / improper public mentality / lack of self-discipline” (11.7%).

69.6% of the people were aware of the legislation on intellectual property in Hong Kong and 30.4% indicated “don’t know”.

Besides, as compared to previous years, more and more people considered that the most effective way to improve the situation of IP infringement in Hong Kong was “raising awareness of IP rights protection / strengthen education” (31.9% in 2005). Other ways with more people mentioned including “increase penalties” (25.8%), “lower price of genuine goods” (23.3%), and “Government should increase propaganda” (16.8%).

In terms of the dominant role in improving the situation of IP rights infringement in Hong Kong, 45.2% of the people considered the Government should play a dominant role.

Also, it was observed that some respondents considered that the general public should play a dominant role in improving the situation of IP rights infringement in Hong Kong, which was similar to that in last year (22.7% in 2005 and 23.4% in 2004 respectively).

與以往調查的結果相若，約四分之三 (76.0%) 的人士認為現時香港侵犯知識產權的情況非常 / 頗嚴重。至於造成侵犯知識產權活動猖獗的主要原因，有大約半數 (51.3%) 認為是由於「盜版及冒牌貨品價錢平 / 正版貨品太貴」，其次是「不道德商人謀取暴利」(14.9%)、「政府執法未夠嚴厲」(11.9%) 及「市民貪小便宜 / 社會風氣差 / 欠自律」(11.7%)。

有 69.6% 的人士表示知道在香港的法例內已經有包括知識產權的法例，而有 30.4% 表示「不知道」。

另外，與以往歷年比較，認為最有效改善香港侵犯知識產權情況的途徑是「提高保護知識產權意識 / 加強教育」的比例亦愈來愈高 (2005 年有 31.9%)。而其他有較多人提及的途徑包括「加重刑罰」(25.8%)、「正版貨品價錢下降」(23.3%) 及「政府要多做宣傳」(16.8%)。

對於認為在改善香港侵犯知識產權情況的最重要角色，有 45.2% 的人士認為政府應該擔當最重要的角色。

而且，與往年的比例相若，部份被訪者認為，如要改善香港侵犯知識產權的情況，市民自己應擔當最重要的角色 (分別是 2005 年的 22.7% 及 2004 年的 23.4%)。

### Behaviour of Buying Pirated / Counterfeit Goods

In this round of the survey, people were asked how often they infringed the copyright in their daily life and on work. Only about 7% or less of the people often / sometimes involve in the following three types of activities:

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

Conversely, each with more than 85% of the people claimed that they never involved in it.

Regarding the frequency of people buying pirated or counterfeit goods, 15.0% of the people claimed that they would often / sometimes buy pirated or counterfeit goods, 25.5% claimed they would seldom buy it and nearly three-fifths (58.4%) of the people had never bought pirated or counterfeit goods.

Of the people who had bought pirated or counterfeit goods, they were asked which pirated or counterfeit goods they bought the most. It was observed that majority (63.8%) of them claimed the pirated or counterfeit goods which they bought the most was “pirated music CD / movie DVD or VCD”, followed by “computer software” (14.1%) and “clothing & accessories” (12.3%).

While 65.8% of the public mentioned that people around had bought / used pirated or counterfeit goods, majority (83.0%) of them considered people around were somewhat not influencing or not

### 購買盜版或冒牌貨品的行爲

在今次調查中，市民會被問及他們在日常生活及工作中侵犯版權的頻密程度。只有約 7% 或更少人士表示他們有經常 / 間中參與以下三類活動：

- 在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後供人於網上下載 (6.8%)；
- 將整本參考書影印 (4.4%)；及
- 在網上社群或者未經授權的網頁下載 MP3 / 電影 / 電子書籍 / 遊戲，然後傳送給朋友一同分享 (1.7%)。

相反，每項都有多於 85% 的人士表示他們完全沒有參與。

就市民購買盜版或冒牌貨品的習慣，有 15.0% 的人士表示他們有經常 / 間中購買盜版或冒牌貨品；25.5% 的人士表示他們很少購買；而有近六成 (58.4%) 的人士表示他們從不購買盜版或冒牌貨品。

在那些曾購買盜版或冒牌貨品的人士中，他們會被問及哪樣盜版或冒牌貨是他們買得最多。結果發現，大部份 (63.8%) 的人士表示他們買得最多的是音樂 CD / 電影 DVD 或 VCD，其次是電腦軟件 (14.1%) 及衣服 / 手飾 (12.3%)。

而有 65.8% 的公眾提及他們身邊的人士有曾經購買 / 使用盜版或冒牌貨品，然而他們大部份 (83.0%) 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，這顯示購買 / 使

influencing at all to them in buying / using pirated or counterfeit goods. This illustrated that the behaviour of buying / using pirated or counterfeit goods was rather personal.

用盜版或冒牌貨品的行為是個人的取向。

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 12 months, about one-third (33.1%) of those who had bought pirated / counterfeit goods considered it the same as before, another 41.9% considered it more difficult, and only 10.0% thought it was easier. Among those who considered it was more difficult to buy pirated or counterfeit goods, more than half (51.0%) of them claimed the reason was due to “more eradication by the Government”, followed by “tighter enforcement of laws” (30.1%), “fewer locations for buying pirated / counterfeit goods” (29.4%) and “fewer retailers selling pirated / counterfeit goods” (12.5%).

對於現時較過去十二個月在香港市場購買盜版或冒牌貨品是更容易、差不多還是更困難，在有購買盜版 / 冒牌貨品的人士中約有三分之一 (33.1%) 認為情況與過去差不多；另有 41.9% 認為較困難；只有 10.0% 認為是更容易。在認為現時較難購買盜版或冒牌貨品的人士中，過半數 (51.0%) 表示原因是「政府的掃蕩工作增加了」，其次是「政府執法較之前嚴厲」(30.1%)、「售賣盜版 / 冒牌貨品的地方減少了」(29.4%) 及「售賣盜版 / 冒牌貨品的零售商減少了」(12.5%)。

When asked about whether the protection of IP rights could help the development of local creative industries and the overall development of HK's economy, 77.5% of the people considered the protection of IP rights could be very / quite helpful to the development of local creative industries and 70.5% of the people considered that it was very / quite helpful to the overall development of Hong Kong's economy. Furthermore, about two-thirds (67.6%) of the public thought that the Government's effort in developing a creative culture and creative industries in Hong Kong was very / quite helpful for Hong Kong people in creating wealth while more than four-fifths (85.8%) considered it definitely / quite necessary for the government to put more resources in developing creative culture and creative industries in the current situation.

當被問及認為保護知識產權對促進本地創意產業及香港整體經濟發展有否幫助，有 77.5% 的人士認為保護知識產權對促進本地創意產業發展非常有幫助 / 頗有幫助，以及有 70.5% 的人士認為對促進香港整體經濟發展非常有幫助 / 頗有幫助。除此之外，約三分之二 (67.6%) 的公眾認為政府推動創意文化及發展創意產業能非常 / 頗有助於香港人創造財富，而且超過八成半 (85.8%) 認為在現階段政府非常 / 頗應該投放更多資源在培養創意文化及創意產業上。

### Awareness of Intellectual Property Department and its promotional activities

It was observed that only 15.4% of the people could spontaneously recall the Intellectual Property Department (IPD) is the Government department which is responsible for promoting the protection of IP rights in Hong Kong.

While nearly half (48.8%) of the people did not know the duties of IPD, this proportion was lower as compared the previous years. Among those who could name the duties, more people were able to give correct answers such as “promoting awareness on IP rights protection” (26.7%), “registration of trademarks” (6.7%) and “registration of patents” (5.8%), yet still more than one-fifth (23.1%) of the people misunderstood that the IPD was responsible for “combating piracy and counterfeiting”.

The number one channel of awareness of IPD’s advertising or promotional activities was TV (64.5%), followed by radio (14.4%) and print ad / promotional materials (11.9%). Nevertheless, nearly three-tenths (29.9%) of the people claimed they had never seen / heard any IPD’s advertising or promotional activities in the past 12 months and 1.3% declared “do not remember”.

Quite consistent to previous surveys, close to three-fifths (59.4%) of the people considered the promotional activities held by the IPD were very / quite effective in raising the awareness of Hong Kong citizens on protecting IP rights. Moreover, still most of the people thought of TV was the most effective way to gather information from the IPD (79.6%).

### 對知識產權署及其宣傳活動的認知

調查發現只有 15.4% 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。

與歷年的調查結果相比，今年表示不知道知識產權署工作範圍的比例已有所減少，但仍近半數 (48.8%) 的人士表示不知道。在能給予答案的人士中，相對有較多人能給予「宣傳 / 推廣保護知識產權」(26.7%)、「商標註冊」(6.7%) 及「專利註冊」(5.8%) 等正確答案，不過仍有多於五分之一 (23.1%) 的人士誤以為知識產權署負責「打擊盜版 / 掃蕩冒牌」。

對於知識產權署的廣告或宣傳活動，電視 (64.5%) 是最高認知程度的渠道；其次是電台 (14.4%) 及印刷廣告 / 宣傳物品 (11.9%)。不過仍有近三成 (29.9%) 的人士表示在過去 12 個月沒有見過 / 聽過 / 接觸過任何知識產權署的廣告或宣傳活動，以及有 1.3% 表示「記不起」。

有接近六成 (59.4%) 的人士認為知識產權署的宣傳活動對提升香港市民保護知識產權的意識非常 / 頗有效，這與以往的調查結果頗一致。此外，仍然有最多人士認為電視是最有效的途徑去接收知識產權署的消息 (79.6%)。

## 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 the infringement of IP rights in Hong Kong was very / quite serious and thought that it was very / quite necessary to protect IP rights in Hong Kong.

Besides, more people considered that the reason of more difficult to buy pirated or counterfeit goods was “more eradication by the Government” this year.

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 developing creative culture / industries and public education in protecting IP rights, especially on TV, the public awareness and attitude towards the protection of IP rights was 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，但大部份公眾人士對知識產權均有認識，而且認為香港侵犯知識產權的情況非常 / 頗嚴重，及認為知識產權在香港非常 / 頗有需要受到保護。

此外，今年有更多人士認為現時較困難購買盜版或冒牌貨的原因是「政府的掃蕩工作增加了」。

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培養創意文化及創意工業上，以及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。