



Survey on Public Awareness of Intellectual Property Right Protection

Gauging public awareness of intellectual property right protection since 1999

2022 Key Statistics



> 90%

were aware of the existence of legislation protecting IP rights (copyright, trade marks, patents)

78.6% IP

recognised IPD as the government department responsible for registration of IP rights and promotion of awareness of IP protection

76.4%

heard of the “No Fakes Pledge” Scheme



Facilitate the development of local arts, culture and creative industries



Attract foreign investment and increase Hong Kong's competitiveness



Enhance local innovation and technological development



Promote IP-related professional services



>60% agreed protecting IP rights and developing Hong Kong into a regional IP trading centre can...






Behaviours

Consumption of Digital Content*




78.4% respondents had not uploaded, downloaded or played any infringing content through unauthorised websites/streaming platforms in the past year

Top 3 reasons –

-  • With clear categorisation, it is convenient to find the works on authorised channels
-  • Worry about getting infected by computer virus from illegal websites
-  • Comply with IP laws

13.4% respondents had uploaded, downloaded or played infringing content through unauthorised websites/streaming platforms in the past year

Top 3 reasons –




-  • Unauthorised channels are free
-  • More updated content
-  • Too expensive to use authorised websites

*8.1% Don't know/hard to say/can't remember

Purchase of Physical Goods^




95.0% respondents seldom / had not bought pirated or counterfeit goods in the past year

Top 3 reasons –

-  • Do not need/ not interested in pirated or counterfeit goods
-  • Quality of genuine goods is guaranteed
-  • Respect IP rights/support genuine goods

3.7% respondents had bought pirated or counterfeit goods in the past year

Top 3 reasons –

-  • The genuine products were too expensive
-  • At the point of purchase, not aware that the goods were pirated or counterfeit
-  • Other people use pirated or counterfeit goods too

^1.3% Refuse to answer/hard to say/can't remember

Attitude

81.3% agreed

“It is morally wrong to upload, download or play content through unauthorised websites or streaming platforms knowing that it is an infringement of IP rights.”

84.1% agreed

“It is morally wrong to buy pirated or counterfeit goods knowing that it is an infringement of IP rights.”