

# **Survey on Public Awareness of Intellectual Property Right Protection 2010**

**香港市民保護知識產權意識調查 2010**

**- 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 1<sup>st</sup> and 28<sup>th</sup> November 2010. In total, 1 005 respondents aged 15 or above were successfully enumerated by telephone. The response rate achieved was 51.7%. This executive summary highlights the major findings of the survey.

### Knowledge and Attitudes toward IPR

The findings were consistent with the previous surveys, with 45.1% of the general public considered IPR as “copyright / copyright piracy”, some said “invention or creation” (18.7%), “trademark / trademark counterfeiting” (15.3%) and “patent” (10.3%). 25.3% claimed “don't know / hard to say”.

When asked on different situations that whether people thought that the act was an infringement of IP rights, overall speaking, the findings were quite similar to the previous surveys that most of the people could point out the acts which infringed IP rights. It was noted that the proportions of considering “buying a genuine CD and then convert to MP3” (34.2%) and “someone copies part of books / newspapers / magazines for distribution to staff for internal reference” (55.2%) as infringement of IP rights were decreased, as compared with the last survey (40.7% and 59.2% respectively).

Besides, 58.7% of the people considered that “using others' music / movies / TV programmes for re-editing to funny videos,

### 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）受委託於二零一零年十一月一日至二十八日進行了公眾調查，透過電話成功訪問了 1 005 名 15 歲或以上人士，回應率達到 51.7%。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 45.1% 的公眾人士認為知識產權所指的是「版權 / 盜版」，部分認為是「發明或創作」(18.7%)、「商標 / 冒牌」(15.3%) 及「專利權」(10.3%)。25.3% 表示「不知道 / 很難說」。

當被要求對不同情況是否有侵犯知識產權作出判斷時，整體而言，結果與過去的調查相若，多數人士都能指出侵犯了知識產權的行為。而認為「購買正版光碟，然後轉為 MP3」(34.2%) 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」(55.2%) 是侵權行為的比例則比上一次調查的（分別是 40.7% 及 59.2%）下降了。

另外，有 58.7% 的人士認為「將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享」是侵犯知識產權的行為，而 30.4%

and upload them to Internet for sharing purpose” as infringement of IP rights, while 30.4% considered not. 則認為不是。

The vast majority of the public (97.1%) considered that it was very / quite necessary to protect the IP rights in Hong Kong, which was similar to the previous surveys. The top three reasons of considering so were: “protect the interest of inventors / encouraging creativity” (75.3%), “protect the interests of manufacturers / genuine IP right owners” (16.2%) and “protect private property” (15.6%).

絕大部分的公眾 (97.1%) 均認為知識產權在香港非常有需要 / 頗有需要受到保護，結果與過去幾年的調查相若。首三項認為需要保護的原因是：「保護原創人利益 / 鼓勵創作」(75.3%)、「保障生產商 / 正版商的利益」(16.2%) 及「保障私人財產」(15.6%)。

Regarding the reasons for IP infringement activities, the common mentions were quite similar to the previous surveys. Many people (61.8%) considered that it was due to “cheaper price of pirated / counterfeit products / genuine goods being too expensive”, followed by “unethical businessmen reaping excessive profits” (19.4%) and “greediness / improper public mentality / lack of self-discipline” (18.1%).

至於造成侵犯知識產權活動的主要原因，普遍提及的跟過往幾年的調查相若。很多人士 (61.8%) 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「不道德商人謀取暴利」(19.4%) 及「市民貪小便宜 / 社會風氣差 / 欠自律」(18.1%)。

In terms of the dominant role in improving the situation of IP rights infringement in Hong Kong, 38.9% of the people considered that “the Government” should play a dominant role. While relatively higher proportion considered that “education institutions” (28.4%) should be the dominant role, as compared to the last survey (20.5%), relatively lower proportion considered that “the general public” (18.2%) should be the dominant role (vs. 24.9% in the last survey).

對於認為在改善香港侵犯知識產權情況的最重要角色，有 38.9% 的人士認為「政府」應該擔當最重要的角色。與上一次的調查 (20.5%) 比較，有較高比例認為「教育團體」(28.4%) 應擔當最重要的角色，而認為「市民自己」(18.2%) 是最重要角色的比例則下降了 (對比上一次調查的 24.9%)。

More than 85% of people were aware of the legislation on protecting copyright (89.3%), trademarks (88.3%) and patents (86.4%), which were slightly increased as compared with the last survey (87.4%, 84.9% and 84.7% respectively). Relatively fewer people were aware of the legislation on protecting designs in Hong Kong (55.9%), but such awareness level was higher than the last survey (46.0%).

超過 85% 的人士均知道香港有保障版權 (89.3%)、商標 (88.3%) 及專利 (86.4%) 的法例，較上一次的調查 (分別是 87.4%、84.9% 及 84.7%) 有輕微上升。較少人士知道香港有保障外觀設計的法例 (55.9%)，但認知程度已比上一次調查的 (46.0%) 為高。

52.8% 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 37.8% thought that there was no change. The findings were similar to the last survey.

### **Online behaviour and IP rights protection in digital environment**

Among the 68.7% of the people who used Internet, only 8.2% had the habit of downloading e-books.

When asked their preference of paying for downloading songs / movies / computer software / games / e-books from authorised websites, 68.5% of Internet users claimed that they probably / definitely will not, while 29.7% definitely / probably will do so, and such proportion was higher than that in the last survey (21.0%).

The main reason of doing so was “respect IP rights” (48.0%), followed by “for better quality” (22.9%). On the other hand, the major reasons for not doing so were “prefer buying CD / DVD / game disc / book instead of downloading the files” (28.0%) and “don’t have a habit of listening songs / watching movies / playing electronic games / reading” (26.0%).

### **Behaviour of involving in infringement of IP Rights**

Only few people involve in the infringement of copyright:

- Visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books and share the files with friends (10.0%);
- Download music / movies / computer software / games / e-books and upload them to Internet for sharing purpose (3.5%);
- Visit websites that are not authorised by the copyright owner and download music

52.8% 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 37.8% 則認為情況沒有改變。結果與上一次調查的相若。

### **網上活動情況及在數碼環境中的知識產權保護**

在 68.7% 有上網習慣的人士中，只有 8.2% 有下載電子書的習慣。

當被問及他們對在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向，有 68.5% 的互聯網使用者表示未必會 / 絕對不會，而 29.7% 則絕對會 / 可能會，這個比例較上一次調查的 (21.0%) 為高。

會這樣做的主要原因是「尊重知識產權」(48.0%)，其次是「為了得到更佳質素」(22.9%)。另一方面，不會這樣做的主要原因是「較喜歡買 CD / DVD / 遊戲碟 / 書，不喜歡下載」(28.0%) 及「沒有聽歌 / 看電影 / 玩電子遊戲 / 看書的習慣」(26.0%)。

### **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 / 電腦軟件 / 遊戲 / 電子書，然後傳送給朋友一同分享 (10.0%)；
- 在網上下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，然後放上網供他人下載 (3.5%)；
- 在未經版權擁有人授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書自用 (19.5%)；及
- 將整本參考書影印 (11.3%)。

/ movies / computer software / games / e-books for own use (19.5%); and

- Photocopy of the whole book (11.3%).

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.

In response to the question “do you agree that it is against morality for a person to visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books, knowing that he/she is infringing the IP rights of others”, 76.1% of those who use Internet strongly agreed / agreed (vs. 80.3% in the last survey), while 19.8% indicated “disagree / strongly disagree”.

Regarding the habit of buying pirated or counterfeit goods, 8.4% of the people claimed that they often / sometimes buy pirated or counterfeit goods, while 20.9% claimed that they seldom buy it, and 69.6% had never bought pirated or counterfeit goods. When compared to the previous surveys (over 31%), the percentage of people who claimed that they would buy pirated or counterfeit goods (29.3%) was decreased gradually.

Of the people who bought pirated or counterfeit goods, 57.8% claimed the pirated or counterfeit goods which they bought the most was music CD / movie DVD or VCD, followed by clothing & accessories (20.7%). The findings were similar to those in the last survey. Yet, it was noted that the percentage of those who bought pirated computer software (9.7%) was decreased, when comparing with the previous surveys (over 14%).

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, similar to the last survey, only 10.7% of those who bought pirated / counterfeit goods considered that it was easier; 32.2% thought that it was more or less

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。

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 / 電腦軟件 / 遊戲 / 電子書是不道德的行為」這問題的回應，有上網習慣的人士中有 76.1% 非常同意 / 同意 (對比上一次調查的 80.3%)，而 19.8% 則對此表示「不同意 / 非常不同意」。

就市民購買盜版或冒牌貨品的習慣，有 8.4% 的人士表示他們有經常 / 間中購買盜版或冒牌貨品，而 20.9% 則表示很少購買，69.6% 表示他們從不購買盜版或冒牌貨品。與過往幾年的調查相比 (超過 31%)，表示有購買盜版或冒牌貨品習慣的百分比 (29.3%) 正逐漸地下降。

在那些曾購買盜版或冒牌貨品的人士中，57.8% 表示他們買得最多的盜版或冒牌貨品是音樂 CD / 電影 DVD 或 VCD，其次是衣服 / 手飾 (20.7%)，結果與上一次調查相若。然而，購買盜版電腦軟件的百分比 (9.7%) 較過去幾年 (超過 14%) 已有所下降。

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，與上一次調查結果差不多，只有 10.7% 認為是更容易；32.2% 認為情況與過去差不多；49.0% 認為較困難。

the same; 49.0% considered it more difficult.

While 55.7% of the public mentioned that people around would buy / use pirated or counterfeit goods, 83.3% of them 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 previous surveys.

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”, 74.2% of the people strongly agreed / agreed (vs. 79.9% in the last survey), while 20.7% claimed “disagree / strongly disagree”.

### **Opinions towards the “No Fakes Pledge” Scheme**

When asked whether ever heard of the “No Fakes Pledge” Scheme, 34.5% of the people said “yes”, which was lowered than the last survey (50.1%). The top channel of awareness was TV advertisements (76.8%), followed by newspapers / magazines (14.1%) and stickers / tent cards in shops (13.5%).

Among those who were aware of the scheme, 83.4% 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, which was similar to the last survey.

### **Attitudes towards long-term development for IP Rights**

Regarding the public’s attitude towards long-term development for IP rights, the majority of people considered that the protection of IP rights could be very / quite helpful to the development of local creative industries (83.0%) and the overall development of Hong Kong’s economy (71.7%), such proportions were higher than

有 55.7% 的公眾提及他們身邊的人士有購買 / 使用盜版或冒牌貨品，然而他們當中有 83.3% 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調查頗相似。

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，74.2% 的人士非常同意 / 同意（對比上一次調查的 79.9%），而 20.7% 則表示「不同意 / 非常不同意」。

### **對「正版正貨承諾」計劃的意見**

被問到有否聽過「正版正貨承諾」計劃，34.5% 的人士表示「有」，比例較上一次調查 (50.1%) 下跌了。最主要認知的渠道是電視廣告 (76.8%)，其次是報紙 / 雜誌 (14.1%) 及商戶標貼 / 座檯咭 (13.5%)。

在那些認知計劃的人士中，有 83.4% 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非常有幫助 / 頗有幫助，比例與上一次調查的相若。

### **對保護知識產權長遠發展的意見**

就市民對保護知識產權長遠發展的意見，大部分人士均認為保護知識產權對促進本地創意產業發展 (83.0%) 及香港整體經濟發展 (71.1%) 非常有幫助 / 頗有幫助，比例較上一次調查的 (分別有 76.0% 及 62.0%) 為高。

those in the last survey (76.0% and 62.0% respectively).

88.0% of the people considered definitely / quite necessary for the Government to put more resources in protecting IP rights in the long run, which was slightly increased as compared with the previous surveys (below 86%). They thought that the Government should put more resources on promotion in schools (46.8%) and in mass media (44.8%), followed by more enforcement action (27.9%) and increasing penalty (25.2%).

### **Awareness of IPD and its promotional activities**

Similar to the previous surveys, not many people (14.8%) could spontaneously recall that the Intellectual Property Department (IPD) is the Government department which is responsible for promoting the protection of IP rights in Hong Kong.

Among them, 37.9% were aware that the IPD was responsible for “promoting awareness on IP rights protection”, followed by “registration of trademarks” (18.5%) and “registration of patents” (15.3%). On the other hand, still some people misunderstood that the IPD was responsible for “combating piracy and counterfeiting” (20.6%) and some did not know the duties of the IPD (34.7%).

60.4% of the people claimed that they had seen IPD’s advertising or promotional messages on TV, followed by radio (13.4%) and print advertisement / promotional materials (9.2%). Yet, 31.6% claimed that they did not remember or had never seen / heard / encountered any IPD’s advertising or promotional activities.

63.9% of the people considered that the promotional activities held by the IPD were very / quite effective in raising the awareness of Hong Kong citizens on protecting IP rights, while 32.9% considered the opposite. It was observed that the younger the people, the

88.0% 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，比例較過往幾年調查的 (86% 以下) 略有上升。他們認為政府應該投放更多資源加強在學校的宣傳 (46.8%) 及媒體上的宣傳 (44.8%)，其次是加強巡查和掃蕩 (27.9%) 及加重刑罰 (25.2%)。

### **對知識產權署及其宣傳活動的認知**

與過往幾年的調查差不多，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的人士並不多 (14.8%)。

在他們當中，37.9% 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」(18.5%) 及「專利註冊」(15.3%)。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」(20.6%) 及不知道知識產權署工作的範圍 (34.7%)。

60.4% 的人士表示有從電視見過知識產權署的廣告或宣傳訊息，其次是電台 (13.4%) 及印刷廣告 / 宣傳物品 (9.2%)。不過，仍有 31.6% 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。

63.9% 的人士認為知識產權署的宣傳活動對提升香港市民保護知識產權意識非常有效 / 頗有效，而 32.9% 則持相反意見。調查發現年紀愈小，認為不大有效 / 完全沒有有效的比例就愈高 (由 50 歲或以上的 27.8%；至 30 歲以下的 45.8%)。

higher the proportions who considered quite / very ineffective (ranged from 27.8% for those who aged 50 or above; to 45.8% for those who aged below 30).

Moreover, still most of the people thought that TV (82.6%) was the most effective channel to promote the protection of IP rights.

## **Conclusion**

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

Moreover, the percentage of people who would buy pirated or counterfeit goods was decreased gradually, and more people considered that it was more difficult to buy pirated or counterfeit goods.

In addition, more and more people were aware of the legislation on protecting IP rights, and most of the people have positive responses on the development of creative culture and creative industries.

Finally, the majority of the public considered that it was necessary for the Government to put more resources in public education in protecting IP rights in long run, especially in schools and mass media.

此外，仍然有最多人士認為電視 (82.6%) 是宣傳知識產權的最有效途徑。

## **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，有購買盜版或冒牌貨品習慣的百分比有逐漸下降，而且有更多人士認為現時購買盜版或冒牌貨較困難。

進一步來說，愈來愈多市民知道香港有保障知識產權的法例，而且市民大多對推動創意文化及發展創意產業有正面的回應。

最後，大部分市民均認為長遠而言政府應該投放更多資源在加強對保護知識產權的公眾教育方面，尤其透過學校及媒體推廣。

## 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 two surveys among the general public in 2008 and 2010. 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）受委託分別於二零零八年及二零一零年進行公眾調查。調查目的主要包括：

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

## **Survey Methodology**

The survey was conducted by means of deploying the telephone interviewing method. In total, 1 005 individuals aged 15 or above were successfully enumerated between 1<sup>st</sup> and 28<sup>th</sup> November 2010. The response rate of the survey was 51.7% (details of the enumeration results were summarised 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-2010 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 summarised 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.

In the tables, "p-value < 0.05 / 0.01" denotes that there is statistically significant difference between different sub-groups, while "p-value > 0.05 / 0.01" denotes that no statistically significant difference is found.

## **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**

是次調查於二零一零年十一月一日至二十八日期間以電話訪問形式進行，總計成功訪問了 1 005 位 15 歲或以上人士，回應率達到 51.7% (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 (根據政府統計處二零一零年中期數據) 以加權方式倍大，故此，調查結果能有效地反映所有 15 歲或以上的整體人口的意見及觀點。樣本及總體人口分佈概列於附錄二。

## **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。

在列表中，「p-value < 0.05 / 0.01」代表在不同小組之間的統計數據有明顯差別，而「p-value > 0.05 / 0.01」則表示檢測的結果是沒有明顯差別。

## **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” (45.1%), followed by “invention or creation” (18.7%), “trademark / trademark counterfeiting” (15.3%) and “patent” (10.3%). 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」(45.1%)，其次是「發明或創作」(18.7%)、「商標 / 冒牌」(15.3%) 及「專利權」(10.3%)。

(表 1)

When analysed by demographics, it was observed that people aged below 30 and 30 – 49 (64.2% and 60.5% respectively) 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 (ranged from 38.3% for those with education level of primary or below to 69.8% for tertiary or above; and from 52.7% for those with income of below \$10,000 to 68.4% for \$20,000 or above).

(Table 2)

以背景資料分析，發現年齡在 30 以下及 30 – 49 歲 (分別為 64.2% 及 60.5%) 的人士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 (由教育程度在小學或以下的 38.3% 至大專或以上的 69.8%；及由收入在 \$10,000 以下的 52.7% 至 \$20,000 或以上的 68.4%)。

(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）**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Correct</b><br><b>正確</b>                     |             |             |             |             |             |             |             |             |             |
| Copyright / Copyright piracy<br>版權 / 盜版         | 45.1        | 49.4        | 45.2        | 48.6        | 42.7        | 41.3        | 41.3        | 32.8        | 31.1        |
| Invention or creation<br>發明或創作                  | 18.7        | 12.8        | 11.9        | 9.4         | 10.9        | 10.2        | 6.0         | 8.2         | 9.3         |
| Trademark / Trademark counterfeiting<br>商標 / 冒牌 | 15.3        | 13.1        | 10.8        | 12.0        | 7.7         | 3.3         | 2.2         | 3.4         | 3.1         |
| Patent<br>專利權                                   | 10.3        | 15.2        | 15.5        | 15.7        | 10.4        | 5.9         | 10.8        | 9.2         | 6.4         |
| Design<br>外觀設計                                  | 2.3         | 1.1         | 1.3         | 1.2         | 1.8         | 0.5         | 0.6         | 0.6         | 0.7         |
| <b>Incorrect</b><br><b>不正確</b>                  |             |             |             |             |             |             |             |             |             |
| Self interest<br>個人利益                           | 3.2         | 2.1         | 2.5         | 2.6         | 1.6         | -           | -           | -           | -           |
| Privacy<br>私隱權                                  | 2.9         | 3.9         | 1.5         | 2.4         | 2.5         | 1.9         | 1.4         | 0.7         | 0.4         |
| Property rights<br>財產擁有權                        | 2.8         | 1.7         | 2.1         | 2.6         | 0.6         | 0.6         | 0.9         | 2.3         | 0.7         |
| Protection of culture<br>對知識和文化的保護              | 2.5         | 2.3         | 1.4         | 1.2         | 1.6         | -           | -           | -           | -           |
| Right of production of goods<br>產品製造權           | 2.3         | 3.0         | 1.5         | 0.6         | 1.5         | -           | -           | -           | -           |
| Human rights / Civic rights<br>人權 / 公民權         | 1.3         | 0.9         | 1.3         | 2.1         | 1.2         | 1.9         | 1.3         | 2.0         | 1.9         |
| Interest of publishers<br>出版商利益                 | 0.8         | 1.3         | 2.6         | 2.5         | 1.5         | -           | -           | -           | -           |
| Portrait rights<br>個人肖像權                        | 0.7         | 0.7         | 0.9         | 0.7         | 1.0         | -           | -           | -           | -           |
| Freedom of speech<br>言論自由權                      | 0.7         | 0.3         | 0.3         | 0.4         | 0.3         | 0.8         | 0.1         | 0.4         | 0.4         |
| Consumer's rights<br>消費者權益                      | 0.4         | 0.6         | 0.9         | 0.6         | 0.8         | -           | -           | -           | -           |
| Rights of professionals<br>專業人士的權益              | 0.3         | 0.6         | 0.8         | 0.6         | 0.3         | -           | -           | -           | -           |
| Compliance with the laws<br>遵守法律                | 0.3         | 0.4         | 0.9         | 1.3         | 0.2         | -           | -           | -           | -           |
| Others<br>其他                                    | -           | 0.1         | 0.1         | 0.1         | 0.5         | 5.9         | 3.3         | 4.7         | 6.4         |
| Don't know / Hard to say<br>不知道 / 很難說           | 25.3        | 21.5        | 28.7        | 27.5        | 30.9        | 28.0        | 32.1        | 35.7        | 39.6        |
| Sample<br>樣本                                    | 1 005       | 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                               |                   |
|---|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------------------|-------------------|
|   | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000<br>\$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Aware (at least one correct answer)<br>知道 (至少有一個正確答案)                           | 58.3             | 55.9               | 64.2        | 60.5           | 49.4        | 38.3                                    | 54.1             | 69.8                                     | 59.4                       | 54.4                               | 52.7                              | 58.5                          | 68.4              |
| Not aware (no correct answer or declared "don't know")<br>不知道 (沒有正確答案或表示 "不知道") | 41.7             | 44.1               | 35.8        | 39.5           | 50.6        | 61.7                                    | 45.9             | 30.2                                     | 40.6                       | 45.6                               | 47.3                              | 41.5                          | 31.6              |
| Sample<br>樣本  | 465              | 540                | 229         | 385            | 391         | 133                                     | 547              | 324                                      | 508                        | 496                                | 552                               | 248                           | 155               |
| $\chi^2$  | 0.565            |                    | 16.090**    |                |             | 42.257**                                |                  |  | 2.573                      |                                    | 12.508**                          |                               |                   |

\*  $p\text{-value} < 0.05$ ; \*\*  $p\text{-value} < 0.01$

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 that whether they thought the act was an infringement of IP rights. These situations included:

- a. Selling pirated CD/DVD/VCD or computer software;
- b. Buying pirated CD/DVD/VCD or computer software;
- c. Buying a genuine CD and then convert to MP3;
- d. Buying counterfeit goods;
- e. A businessman puts a famous foreign trademark on his product;
- f. A student photocopies a whole reference book for the purpose of revision;
- g. Someone copies licensed software from his office and brings it home for use;
- h. Someone copies part of books / newspapers / magazines for distribution to staff for internal reference;
- i. Someone downloads music / movies / computer software / e-books / games from the Internet and share the files with friends;
- j. Someone downloads music / movies / computer software / e-books / games and upload them to Internet for sharing purpose; and
- k. Using others' music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose.

The majority of people considered the acts of selling (98.0%) / buying (90.0%) pirated CD/DVD/VCD or computer software as an infringement of IP rights.

Furthermore, more than 75% of people considered the following acts as infringement of IP rights:

- "buying counterfeit goods" (89.3%);
- "a businessman puts a famous foreign

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：

- a. 售賣盜版光碟或電腦軟件；
- b. 購買盜版光碟或電腦軟件；
- c. 購買正版光碟，然後轉為 MP3；
- d. 購買冒牌貨品或商品；
- e. 商人將一個出名的外國商標放在自己的產品上；
- f. 學生將整本參考書影印，作為自己溫習之用；
- g. 將公司正版軟件複製一套回家使用；
- h. 將參考書、報紙或雜誌影印一部份，在公司分發作業務之用；
- i. 在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲，然後給朋友用；
- j. 在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲，然後放上網讓他人下載；及
- k. 將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享。

大部分市民認為售賣 (98.0%) 或購買 (90.0%) 盜版光碟或電腦軟件是侵犯知識產權的行為。

此外，超過七成半人士認為以下行為是侵犯知識產權：

- 「購買冒牌貨品或商品」(89.3%)；
- 「商人將一個出名的外國商標放在自己的產品上」(93.1%)；

- |  |   |
|--|---|
| trademark on his product” (93.1%);   | - 「將公司正版軟件複製一套回家使用」 (83.5%) ;                             |
| - “someone copies licensed software from his office and brings it home for use” (83.5%);   | - 「在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲, 然後給朋友用」(76.4%);       |
| - “someone downloads music / movies computer software / e-books / games from the Internet and share the files with friends” (76.4%); | - 「在網上下載音樂 / 電影 / 電腦軟件 / 電子書籍 / 遊戲, 然後放上網讓他人下載」 (87.4%) 。 |
| - “someone downloads music / movies computer software / e-books / games and upload them to Internet for sharing purpose” (87.4%).    |   |

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

另一方面, 較少人士認為以下行為是侵犯知識產權:

- |   |  |
|---|--|
| - “buying a genuine CD and then convert to MP3” (34.2%);  | - 「購買正版光碟, 然後轉為 MP3」 (34.2%) ;                 |
| - “a student photocopies a whole reference book for the purpose of revision” (60.9%);   | - 「學生將整本參考書影印, 作為自己溫習之用」 (60.9%) ;             |
| - “someone copies part of books / newspapers / magazines for distribution to staff for internal reference” (55.2%);                       | - 「將參考書、報紙或雜誌影印一部份, 在公司分發作業務之用」 (55.2%) ;      |
| - “using others’ music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose” (58.7%). | - 「將音樂、電影或電視片段重新剪輯成有趣短片, 然後放上網與別人分享」 (58.7%) 。 |

Overall speaking, the findings were quite consistent with the previous surveys. It was noteworthy that the proportions of considering “buying a genuine CD and then convert to MP3” (34.2%) and “someone copies part of books / newspapers / magazines for distribution to staff for internal reference” (55.2%) as infringement of IP rights were slightly decreased, as compared with the last survey (40.7% and 59.2% respectively).

整體而言, 結果與過去的調查相若。值得注意的是, 認為「購買正版光碟, 然後轉為 MP3」 (34.2%) 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」 (55.2%) 是侵權行為的比例較上一次調查的 (分別是 40.7% 及 59.2%) 略為下降了。

(表 3a – k)

(Tables 3a – k)

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

**表 3a：是否認為售賣盜版光碟或電腦軟件是侵犯知識產權**

|                                    | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Yes 是                              | 98.0        | 98.2        | 96.2        | 96.7        | 94.5        | 95.9        | 94.5        | 94.1        | 92.8        |
| No 不是                              | 1.5         | 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 | 0.5         | 0.7         | 1.6         | 1.9         | 3.8         | 1.5         | 3.6         | 4.4         | 4.2         |
| Sample 樣本                          | 1 005       | 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 IP rights**

**表 3b：是否認為購買盜版光碟或電腦軟件是侵犯知識產權**

|                                    | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Yes 是                              | 90.0        | 89.2        | 88.0        | 88.7        | 82.1        | 80.3        | 76.8        | 70.5        | 61.4        |
| No 不是                              | 7.7         | 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 | 2.4         | 2.9         | 3.9         | 4.9         | 8.3         | 9.3         | 9.7         | 13.5        | 15.8        |
| Sample 樣本                          | 1 005       | 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 IP rights**

**表 3c：是否認為購買正版光碟，然後轉為 MP3 是侵犯知識產權**

|                                    | 2010<br>(%) | 2008<br>(%) |
|------------------------------------|-------------|-------------|
| Yes 是                              | 34.2        | 40.7        |
| No 不是                              | 52.4        | 44.6        |
| Don't know / Hard to say 不知道 / 很難說 | 13.4        | 14.8        |
| Sample 樣本                          | 1 005       | 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 IP rights**

**表 3d：是否認為購買冒牌貨品或商品是侵犯知識產權**

|                                    | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Yes 是                              | 89.3        | 87.5        | 86.2        | 85.7        | 83.7        | 80.3        | 73.0        | 71.2        | 63.8        |
| No 不是                              | 7.5         | 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 | 3.2         | 3.8         | 4.8         | 6.2         | 8.3         | 8.1         | 12.1        | 12.1        | 13.7        |
| Sample 樣本                          | 1 005       | 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 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是侵犯知識產權**

|                                    | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Yes 是                              | 93.1        | 91.2        | 87.7        | 86.7        | 87.3        | 88.1        | 88.5        | 87.5        | 84.9        |
| No 不是                              | 3.4         | 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 | 3.5         | 4.7         | 6.7         | 7.2         | 8.5         | 7.5         | 7.3         | 8.2         | 8.6         |
| Sample 樣本                          | 1 005       | 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 IP rights**

**表 3f：是否認為一個學生將整本參考書影印，作為自己溫習之用是侵犯知識產權**

|                                    | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Yes 是                              | 60.9        | 60.8        | 55.2        | 57.9        | 53.7        | 49.3        | 45.3        | 47.9        | 40.0        |
| No 不是                              | 32.9        | 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 | 6.2         | 7.9         | 8.9         | 8.6         | 12.2        | 13.4        | 12.4        | 14.9        | 11.3        |
| Sample 樣本                          | 1 005       | 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 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是侵犯知識產權**

|                                    | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Yes 是                              | 83.5        | 81.8        | 74.7        | 73.3        | 68.4        | 71.0        | 64.6        | 64.5        | 61.2        |
| No 不是                              | 11.4        | 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 | 5.1         | 10.0        | 8.0         | 7.5         | 13.5        | 12.1        | 12.7        | 16.8        | 16.6        |
| Sample 樣本                          | 1 005       | 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 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是侵犯知識產權**

|                                    | 2010<br>(%) | 2008<br>(%) |
|------------------------------------|-------------|-------------|
| Yes 是                              | 55.2        | 59.2        |
| No 不是                              | 36.9        | 29.0        |
| Don't know / Hard to say 不知道 / 很難說 | 7.9         | 11.8        |
| Sample 樣本                          | 1 005       | 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 / computer software / e-books / games  
from the Internet and share the files with friends has infringed IP rights**

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

|                                    | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) |
|------------------------------------|-------------|-------------|-------------|-------------|
| Yes 是                              | 76.4        | 78.2        | 73.2        | 71.5        |
| No 不是                              | 15.2        | 11.9        | 14.8        | 16.7        |
| Don't know / Hard to say 不知道 / 很難說 | 8.4         | 10.0        | 12.0        | 11.8        |
| Sample 樣本                          | 1 005       | 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 / computer software / e-books / games  
and upload them to Internet for sharing purpose has infringed IP rights**

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

|                                    | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) |
|------------------------------------|-------------|-------------|-------------|-------------|
| Yes 是                              | 87.4        | 85.1        | 81.8        | 79.4        |
| No 不是                              | 7.1         | 6.0         | 7.7         | 10.1        |
| Don't know / Hard to say 不知道 / 很難說 | 5.5         | 8.9         | 10.6        | 10.6        |
| Sample 樣本                          | 1 005       | 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 3k: Whether consider "using others' music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose" has infringed IP rights**

**表 3k：是否認為將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享是侵犯知識產權**

|                                    |          |
|------------------------------------|----------|
|                                    | 2010 (%) |
| Yes 是                              | 58.7     |
| No 不是                              | 30.4     |
| Don't know / Hard to say 不知道 / 很難說 | 10.9     |
| Sample 樣本                          | 1 005    |

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:

### 背景資料分析:

Among various sub-groups, differences were mainly found between different groups of age and education attainment.

背景組別之間的主要差異出現在不同年齡組別及教育程度之間。

- Relatively higher proportions of people aged 30 or above considered that "buying a genuine CD and then convert to MP3" (over 40%) and "copying part of books / newspapers / magazines for internal reference" (over 60%) as infringement of IP rights.
- 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 40%) 及「將參考書、報紙或雜誌影印一部份作內部參考」(超過 60%) 是侵犯知識產權。
- Slightly higher proportions of people aged below 50 considered that "copying licensed software from office and brings it home for use" (over 89%) had infringed IP rights.
- 50 歲以下的人士有略高比例認為「複製公司的正版軟件回家使用」(超過 89%) 侵犯了知識產權。
- In addition, the older the people, the higher the proportion of people who considered that "using others' music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose" had infringed IP rights (ranged from 48.6% for people aged below 30 to 74.3% for those aged 50 or above).
- 此外，年紀愈大，認為「將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享」是侵犯知識產權的比例就愈高(由 30 歲以下的 48.6% 至 50 歲或以上的 74.3%)。
- The higher the education level, the higher the proportions of people who considered "putting a famous foreign trademark on own product" (ranged from 94.3% for those with education level of primary or below to 98.7% for tertiary or above), "photocopying a whole reference book" (from 51.3% to
- 教育程度愈高，認為「將一個出名的外國商標放在自己的產品上」(由教育程度在小學或以下的 94.3% 至大專或以上的 98.7%)、「將整本參考書影印」(由 51.3% 至 72.5%)、「複製公司的正版軟件」(由 79.6% 至 90.5%) 及「在網上下載檔案，然後放上網讓他人下載」(由 85.7% 至 95.8%) 是侵

72.5%), “copying licensed software from office and brings it home for use” (from 79.6% to 90.5%) and “downloading files and upload them to Internet for sharing purpose” (from 85.7% to 95.8%) as infringement of IP rights.

犯知識產權的比例就愈高。

- On the other hand, the lower the education level, the higher the proportions of people who considered “buying a genuine CD and then convert to MP3” (from 33.4% for tertiary or above to 54.1% for primary or below) and “using others’ music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose” (from 62.7% to 76.4%) had infringed IP rights.
- 另一方面，教育程度愈低，認為「購買正版光碟，然後轉為 MP3」(由大專或以上的 33.4% 至小學或以下的 54.1%) 及「將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與人分享」(由 62.7% 至 76.4%) 侵犯了知識產權的比例就愈高。
- Besides, relatively higher proportion of those who attained secondary education level considered that “copying part of books / newspapers / magazines for internal reference” (over 63%) as infringement of IP rights, as compared to their counterparts.
- 另外，與其他相對的組別比較，具中學教育程度的人士有較高比例認為「將參考書、報紙或雜誌影印一部份作內部參考」(超過 63%) 是侵犯知識產權。

(表 4a – k)

(Tables 4a – k)

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

**– bivariate analysis**

**表 4a：是否認為售賣盜版光碟或電腦軟件是侵犯知識產權 – 雙變項分析**

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |  |                  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                               |                   |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|--|------------------|----------------------------|------------------------------------|-----------------------------------|-------------------------------|-------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Sec<br>中學<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000<br>\$19,999<br>(%) | ≥ \$20,000<br>(%) |
|           |                  |                    |             |                |             |   |  |                  |                            |                                    |                                   |                               |                   |
| Yes 是     | 98.3             | 98.9               | 99.1        | 99.0           | 97.9        | 96.2                                    | 98.7                                     | 99.1             | 98.8                       | 98.4                               | 98.5                              | 98.4                          | 99.4              |
| No 不是     | 1.7              | 1.1                | 0.9         | 1.0            | 2.1         | 3.8                                     | 1.3                                      | 0.9              | 1.2                        | 1.6                                | 1.5                               | 1.6                           | 0.6               |
| Sample 樣本 | 462              | 538                | 229         | 383            | 388         | 131                                     | 544                                      | 324              | 508                        | 491                                | 547                               | 248                           | 155               |
| $\chi^2$  | 0.684            |                    | 2.042       |                |             | 5.644                                   |  |                  | 0.363                      |                                    | 0.746                             |                               |                   |

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 IP rights**

**– bivariate analysis**

**表 4b：是否認為購買盜版光碟或電腦軟件是侵犯知識產權 – 雙變項分析**

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |  |                  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|--|------------------|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Sec<br>中學<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|           |                  |                    |             |                |             |   |  |                  |                            |                                    |                                   |                      |                      |
| Yes 是     | 90.0             | 94.0               | 94.7        | 92.5           | 90.3        | 90.3                                    | 91.8                                     | 93.5             | 92.6                       | 91.7                               | 92.0                              | 91.8                 | 92.1                 |
| No 不是     | 10.0             | 6.0                | 5.3         | 7.5            | 9.7         | 9.7                                     | 8.2                                      | 6.5              | 7.4                        | 8.3                                | 8.0                               | 8.2                  | 7.9                  |
| Sample 樣本 | 452              | 529                | 226         | 375            | 380         | 124                                     | 534                                      | 321              | 498                        | 482                                | 539                               | 244                  | 152                  |
| $\chi^2$  | 5.143*           |                    | 3.963       |                |             | 1.441                                   |  |                  | 2.256                      |                                    | 0.015                             |                      |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 IP rights**

**– bivariate analysis**

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

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |  |                  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|--|------------------|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Sec<br>中學<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|           |                  |                    |             |                |             |   |  |                  |                            |                                    |                                   |                      |                      |
| Yes 是     | 39.2             | 39.8               | 31.9        | 40.2           | 44.3        | 54.1                                    | 40.3                                     | 33.4             | 38.2                       | 41.0                               | 39.4                              | 40.4                 | 37.4                 |
| No 不是     | 60.8             | 60.2               | 68.1        | 59.8           | 55.7        | 45.9                                    | 59.7                                     | 66.6             | 61.8                       | 59.0                               | 60.6                              | 59.6                 | 62.6                 |
| Sample 樣本 | 406              | 465                | 226         | 341            | 305         | 98                                      | 474                                      | 299              | 455                        | 415                                | 470                               | 218                  | 139                  |
| $\chi^2$  | 0.035            |                    | 8.485*      |                |             | 13.433**                                |  |                  | 0.673                      |                                    | 0.313                             |                      |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 IP rights – bivariate analysis**

**表 4d：是否認為購買冒牌貨品或商品是侵犯知識產權 – 雙變項分析**

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|           |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                      |                      |
| Yes 是     | 90.0             | 94.2               | 91.6        | 92.8           | 92.0        | 90.4                                    | 92.1             | 93.0                                     | 92.6                       | 92.0                               | 91.3                              | 93.9                 | 91.3                 |
| No 不是     | 10.0             | 5.8                | 8.4         | 7.2            | 8.0         | 9.6                                     | 7.9              | 7.0                                      | 7.4                        | 8.0                                | 8.7                               | 6.1                  | 8.7                  |
| Sample 樣本 | 452              | 520                | 225         | 374            | 375         | 125                                     | 531              | 315                                      | 497                        | 475                                | 531                               | 244                  | 150                  |
| $\chi^2$  | 5.952*           |                    | 0.326       |                |             | 0.860                                   |                  |  | 0.105                      |                                    | 1.545                             |                      |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 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是侵犯知識產權 – 雙變項分析**

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|           |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                      |                      |
| Yes 是     | 95.8             | 96.9               | 96.9        | 96.3           | 96.2        | 94.3                                    | 95.6             | 98.7                                     | 96.6                       | 96.2                               | 95.5                              | 96.7                 | 98.0                 |
| No 不是     | 4.2              | 3.1                | 3.1         | 3.7            | 3.8         | 5.7                                     | 4.4              | 1.3                                      | 3.4                        | 3.8                                | 4.5                               | 3.3                  | 2.0                  |
| Sample 樣本 | 450              | 521                | 227         | 378            | 366         | 122                                     | 526              | 319                                      | 499                        | 471                                | 531                               | 242                  | 152                  |
| $\chi^2$  | 0.921            |                    | 0.239       |                |             | 7.725*                                  |                  |  | 0.120                      |                                    | 2.310                             |                      |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 IP rights – bivariate analysis**

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

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                   |                   |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------|-------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Yes 是     | 62.3             | 67.2               | 69.9        | 65.9           | 60.7        | 51.3                                    | 63.2             | 72.5                                     | 65.2                       | 64.6                               | 63.2                              | 63.3              | 71.6              |
| No 不是     | 37.7             | 32.8               | 30.1        | 34.1           | 39.3        | 48.7                                    | 36.8             | 27.5                                     | 34.8                       | 35.4                               | 36.8                              | 36.7              | 28.4              |
| Sample 樣本 | 440              | 503                | 226         | 361            | 356         | 113                                     | 519              | 309                                      | 485                        | 457                                | 514                               | 237               | 148               |
| $\chi^2$  | 2.498            |                    | 5.450       |                |             | 17.596**                                |                  |  | 0.038                      |                                    | 3.792                             |                   |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 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是侵犯知識產權 – 雙變項分析**

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                   |                   |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------|-------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Yes 是     | 87.1             | 88.6               | 89.9        | 91.6           | 83.1        | 79.6                                    | 88.1             | 90.5                                     | 89.3                       | 86.5                               | 85.8                              | 89.0              | 92.7              |
| No 不是     | 12.9             | 11.4               | 10.1        | 8.4            | 16.9        | 20.4                                    | 11.9             | 9.5                                      | 10.7                       | 13.5                               | 14.2                              | 11.0              | 7.3               |
| Sample 樣本 | 443              | 511                | 227         | 371            | 355         | 113                                     | 523              | 316                                      | 494                        | 460                                | 513                               | 245               | 150               |
| $\chi^2$  | 0.515            |                    | 13.527**    |                |             | 9.299*                                  |                  |  | 1.699                      |                                    | 5.598                             |                   |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 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是侵犯知識產權 – 雙變項分析**

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                              |                   |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|------------------------------|-------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000 – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Yes 是     | 58.0             | 61.6               | 51.1        | 65.0           | 60.5        | 52.7                                    | 63.7             | 56.2                                     | 60.7                       | 59.3                               | 58.9                              | 65.1                         | 55.9              |
| No 不是     | 42.0             | 38.4               | 48.9        | 35.0           | 39.5        | 47.3                                    | 36.3             | 43.8                                     | 39.3                       | 40.7                               | 41.1                              | 34.9                         | 44.1              |
| Sample 樣本 | 431              | 495                | 223         | 360            | 344         | 110                                     | 509              | 306                                      | 484                        | 442                                | 501                               | 235                          | 145               |
| $\chi^2$  | 1.251            |                    | 11.104**    |                |             | 7.078*                                  |                  |  | 0.207                      |                                    | 3.849                             |                              |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 / computer software / e-books / games from the Internet and share the files with friends has infringed IP rights – bivariate analysis**

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

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                              |                   |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|------------------------------|-------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000 – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Yes 是     | 83.0             | 83.7               | 82.1        | 86.6           | 81.2        | 78.3                                    | 83.9             | 84.7                                     | 84.4                       | 82.6                               | 81.1                              | 89.5                         | 82.9              |
| No 不是     | 17.0             | 16.3               | 17.9        | 13.4           | 18.8        | 21.7                                    | 16.1             | 15.3                                     | 15.6                       | 17.4                               | 18.9                              | 10.5                         | 17.1              |
| Sample 樣本 | 418              | 503                | 223         | 357            | 340         | 115                                     | 503              | 301                                      | 473                        | 447                                | 502                               | 229                          | 146               |
| $\chi^2$  | 0.077            |                    | 4.080       |                |             | 2.666                                   |                  |  | 0.543                      |                                    | 8.234*                            |                              |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 / computer software / e-books / games and upload them to Internet for sharing purpose has infringed IP rights – bivariate analysis**

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

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                              |                   |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|------------------------------|-------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000 – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Yes 是     | 91.9             | 93.1               | 95.2        | 93.2           | 90.1        | 85.7                                    | 92.1             | 95.8                                     | 93.8                       | 91.1                               | 90.9                              | 94.5                         | 95.3              |
| No 不是     | 8.1              | 6.9                | 4.8         | 6.8            | 9.9         | 14.3                                    | 7.9              | 4.2                                      | 6.2                        | 8.9                                | 9.1                               | 5.5                          | 4.7               |
| Sample 樣本 | 442              | 507                | 227         | 368            | 354         | 119                                     | 520              | 309                                      | 487                        | 462                                | 519                               | 237                          | 150               |
| $\chi^2$  | 0.526            |                    | 5.489       |                |             | 12.855**                                |                  |  | 2.523                      |                                    | 4.983                             |                              |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 4k: Whether consider "using others' music / movies / TV programmes for re-editing to funny videos, and upload them to Internet for sharing purpose" has infringed IP rights – bivariate analysis**

**表 4k：是否認為將音樂、電影或電視片段重新剪輯成有趣短片，然後放上網與別人分享是侵犯知識產權 – 雙變項分析**

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                              |                   |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|------------------------------|-------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000 – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Yes 是     | 63.2             | 68.2               | 48.6        | 68.9           | 74.3        | 76.4                                    | 65.6             | 62.7                                     | 65.8                       | 66.0                               | 63.9                              | 71.4                         | 65.0              |
| No 不是     | 36.8             | 31.8               | 51.4        | 31.1           | 25.7        | 23.6                                    | 34.4             | 37.3                                     | 34.2                       | 34.0                               | 36.1                              | 28.6                         | 35.0              |
| Sample 樣本 | 410              | 485                | 220         | 344            | 331         | 110                                     | 482              | 303                                      | 465                        | 430                                | 490                               | 220                          | 143               |
| $\chi^2$  | 2.549            |                    | 41.007**    |                |             | 6.761*                                  |                  |  | 0.006                      |                                    | 3.864                             |                              |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 vast majority of the public (97.1%) considered that it was very / quite necessary to protect IP rights in Hong Kong, while only 1.2% considered the opposite. 與過去幾年的調查相若，絕大部分的公眾 (97.1%) 均認為知識產權在香港非常 / 頗有需要受到保護，只有 1.2% 的人士持相反意見。

When analysed by different sub-groups on this issue, no significant difference was observed. 以不同小組分析這問題，發現並沒有明顯差別。

(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**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|
| Very necessary 非常有需要                                 | 37.4        | 36.6        | 37.6        | 44.0        | 38.9        |
| Quite necessary 頗有需要                                 | 59.7        | 59.7        | 57.9        | 51.7        | 53.3        |
| Quite unnecessary 頗不需要                               | 0.9         | 0.8         | 1.6         | 1.7         | 1.5         |
| Not necessary at all 完全不需要                           | 0.3         | 0.3         | 0.3         | 0.4         | 0.6         |
| Don't know / Hard to say 不知道 / 很難說                   | 1.6         | 2.6         | 2.5         | 2.3         | 5.6         |
| Very / quite necessary 非常 / 頗有需要                     | 97.1        | 96.3        | 95.5        | 95.7        | 92.2        |
| Quite unnecessary/ not necessary at all 頗不需要 / 完全不需要 | 1.2         | 1.1         | 1.9         | 2.1         | 2.1         |
| Sample 樣本  | 1 005       | 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                                  |                      |
|---|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------------------|----------------------|
|   | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$10,000<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|   |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                                  |                      |
| Very / quite necessary<br>非常 / 頗有需要                         | 98.2             | 99.1               | 98.7        | 98.2           | 99.2        | 98.5                                    | 98.7             | 99.1                                     | 99.0                       | 98.6                               | 98.7                              | 99.6                             | 98.0                 |
| Quite unnecessary /<br>not necessary at all<br>頗不需要 / 完全不需要 | 1.8              | 0.9                | 1.3         | 1.8            | 0.8         | 1.5                                     | 1.3              | 0.9                                      | 1.0                        | 1.4                                | 1.3                               | 0.4                              | 2.0                  |
| Sample<br>樣本  | 456              | 532                | 228         | 379            | 382         | 130                                     | 535              | 321                                      | 498                        | 489                                | 546                               | 242                              | 153                  |
| $\chi^2$  | 1.255            |                    | 1.653       |                |             | 0.362                                   |                  |  | 0.375                      |                                    | 2.087                             |                                  |                      |

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 IP rights, similar to the previous surveys, the top three reasons of considering so were: “protect the interest of inventors / encourage creativity” (75.3%), “protect the interests of manufacturers / genuine IP right owners” (16.2%) and “protect private property” (15.6%).

(Table 7)

在認為有需要保護知識產權的人士中，與過往幾年的調查結果差不多，首三項認為需要保護的原因是：「保護原創人利益 / 鼓勵創作」(75.3%)、「保障生產商 / 正版商的利益」(16.2%) 及「保障私人財產」(15.6%)。

(表 7)

Among the 1.2% who considered not necessary to protect IP rights, when further asked their reasons of having such belief, relatively higher proportion (40.7%) claimed that it was because “genuine goods are too expensive”, followed by “lower price of genuine goods will fight against the infringement” (16.6%) and “consider that the current situation of IP rights infringement in HK is not serious” (15.0%).

(Table 8)

在 1.2% 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 (40.7%) 認為「正版貨品太貴」是主要原因，其次是認為「正版貨品減價自然能夠打擊盜版」(16.6%) 及「現時香港侵權情況不算嚴重」(15.0%)。

(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）**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Protect the interest of inventors / Encourage creativity<br>保護原創人利益 / 鼓勵創作          | 75.3        | 74.6        | 66.1        | 68.2        | 55.1        | 53.0        | 54.7        |
| Protect the interests of manufacturers/ genuine IP right owners<br>保障生產商 / 正版商的利益   | 16.2        | 28.4        | 33.2        | 34.3        | 26.9        | 17.0        | 10.1        |
| Protect private property<br>保障私人財產  | 15.6        | 12.0        | 11.8        | 14.3        | 10.5        | 2.8         | 0.7         |
| For the sake of morality / Incorrect to infringe IP rights<br>基於道德上的原因 / 侵犯知識產權是不對的 | 8.0         | 9.3         | 4.9         | 4.6         | 4.4         | 3.5         | 5.0         |
| Fight against those infringed the IP rights<br>打擊侵權者的不法行爲                           | 4.1         | 3.1         | 4.6         | 4.0         | 2.2         | -           | -           |
| So that people do not use pirated / counterfeit products<br>使人不再使用盜版或冒牌貨品           | 3.7         | 3.5         | 3.8         | 4.3         | 5.7         | 2.9         | 1.9         |
| Protect Hong Kong's international image<br>保護香港的國際形象                                | 2.8         | 3.1         | 3.7         | 3.7         | 2.7         | 4.0         | 7.5         |
| Enhance Hong Kong's long-term economic development<br>有利香港長遠的經濟發展                   | 2.3         | 1.8         | 2.2         | 2.0         | 3.0         | 2.7         | 3.3         |
| Ensure fairness<br>保障公平   | 1.8         | 5.8         | 5.6         | 8.4         | 5.3         | -           | -           |
| Fight against crime / Safeguard law and order<br>打擊黑社會 / 維護治安                       | 1.4         | 0.4         | 1.7         | 1.7         | 1.3         | 0.6         | 0.6         |
| Protect those who buy genuine goods<br>保障買正版貨品的市民之利益                                | 1.4         | 1.4         | 1.9         | 1.9         | 1.0         | -           | -           |
| Protect Hong Kong's film industry<br>保護香港電影業的發展                                     | 1.1         | 1.3         | 2.8         | 2.2         | 1.8         | -           | -           |
| Protect Hong Kong's record industry<br>保護香港唱片業的發展                                   | 1.1         | 1.8         | 1.5         | 1.2         | 1.0         | -           | -           |
| Ensure quality of products<br>保障市民所購買產品的質素  | 0.8         | 0.5         | 1.0         | 0.5         | 1.5         | 0.7         | 0.3         |
| Protect Hong Kong's software industry<br>保護香港軟件業的發展                                 | 0.7         | 0.8         | 2.7         | 2.5         | 0.9         | 1.3         | 2.8         |
| Protect living standard of the next generation<br>保障下一代的生活                          | 0.6         | 0.6         | 0.4         | 0.7         | 1.1         | -           | -           |
| The current situation of pirating is too serious<br>現時盜版情況太嚴重                       | -           | -           | -           | 2.0         | 0.8         | -           | -           |
| Encourage foreign companies investing in HK<br>鼓勵外國公司在香港投資                          | -           | -           | -           | 0.1         | -           | -           | -           |
| Sample: Among all persons who considered necessary<br>樣本：以所有認為有需要的人士為基數             | 976         | 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）**

|  | 2010<br>(%)     | 2008<br>(%)     | 2005<br>(%)     | 2004<br>(%)     |
|--|-----------------|-----------------|-----------------|-----------------|
| Genuine goods are too expensive<br>正版貨品太貴  | 40.7            | 54.5            | 61.2            | 46.0            |
| Lower price of genuine goods will fight against the infringement<br>正版貨品減價自然能夠打擊盜版                   | 16.6            | 36.4            | 7.4             | 9.9             |
| Consider that the current situation of IP rights infringement in HK is not serious<br>認為現時香港侵權情況不算嚴重 | 15.0            | -               | -               | -               |
| Hinder the transmission of information<br>阻礙資訊傳播   | 9.6             | -               | -               | -               |
| The quality of genuine good is better, thus consumers will make their own choice<br>正版貨質素較好，消費者會自行選擇 | 9.6             | -               | -               | -               |
| Manufacturers / Genuine IP right owners make too much money<br>生產商 / 正版商利潤太高                         | 8.4             | 18.2            | 28.0            | 33.8            |
| Hong Kong people don't know invention or creation<br>香港人根本不懂得創作                                      | -               | 18.2            | 16.8            | 20.2            |
| Sample: Among all persons who considered unnecessary<br>樣本：以所有認為不需要的人士為基數                            | 13 <sup>#</sup> | 11 <sup>#</sup> | 23 <sup>#</sup> | 25 <sup>#</sup> |

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%。

<sup>#</sup> 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, the top three mentions were quite similar to the previous surveys. More than three-fifths of people (61.8%) considered that it was due to “cheaper price of pirated / counterfeit products / genuine goods being too expensive”, followed by “unethical businessmen reaping excessive profits” (19.4%). and “greediness / improper public mentality / lack of self-discipline” (18.1%).

有關認為侵犯知識產權活動的主要成因，首三項市民提及的與過往幾年的調查相若，超過六成人士 (61.8%) 認為是由於「盜版及冒牌貨品價錢便宜 / 正版貨品太貴」，其次是「不道德商人謀取暴利」(19.4%) 及「市民貪小便宜 / 社會風氣差 / 欠自律」(18.1%)。

(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）**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Cheaper price of pirated / counterfeit products /<br>genuine goods being too expensive<br>盜版及冒牌貨品價錢便宜 / 正版貨品太貴                              | 61.8        | 68.5        | 51.3        | 52.1        | 37.3        | 44.6        | 45.5        | 42.3        | 33.6        |
| Unethical businessmen reaping excessive profits<br>不道德商人謀取暴利  | 19.4        | 19.6        | 14.9        | 16.4        | 24.9        | 16.3        | 26.0        | 13.8        | 18.1        |
| Greediness / improper public mentality / lack of<br>self-discipline<br>市民貪小便宜 / 社會風氣差 / 欠自律   | 18.1        | 26.4        | 11.7        | 12.8        | 8.4         | 11.3        | 15.8        | 15.2        | 7.0         |
| Too much supply on pirated / counterfeiting<br>products / Easy to buy<br>盜版及冒牌貨品供應太多，容易買到   | 11.6        | 8.8         | 6.9         | 5.8         | 5.7         | 4.5         | 1.2         | 2.6         | 1.3         |
| Poor awareness of protection of IP rights /<br>Inadequate education<br>保護知識產權意識薄弱 / 教育不足  | 8.6         | 7.8         | 8.4         | 8.2         | 8.8         | 10.7        | 9.0         | 10.8        | 6.7         |
| Genuine goods are too easy to be pirated<br>正版貨品太容易被翻版  | 5.8         | 2.3         | 3.6         | 4.4         | 2.2         | -           | -           | -           | -           |
| Too many sources / too convenience for<br>downloading<br>非法下載途徑多 / 太方便  | 3.6         | -           | -           | -           | -           | -           | -           | -           | -           |
| Inadequate enforcement of laws<br>政府執法不夠嚴厲  | 3.1         | 4.2         | 11.9        | 11.1        | 12.1        | 9.0         | 3.5         | 10.1        | 9.7         |
| Poor economy / Lower living standard<br>經濟差 / 市民生活水平下降  | 2.6         | 3.9         | 6.1         | 8.4         | 9.5         | 9.5         | 4.7         | 4.3         | 3.8         |
| Enhanced technology of pirating, pirated goods<br>often available in the market earlier than genuine<br>goods<br>盜版技術進步，盜版貨品較正版貨品更快<br>推出市場 | 1.3         | 1.8         | 3.2         | 1.3         | 0.2         | -           | -           | -           | -           |
| Inadequacy of IP laws<br>知識產權法例不足   | 1.2         | 1.5         | 2.8         | 3.6         | 2.0         | 3.0         | 2.8         | 2.2         | 2.2         |
| Good quality and variety of pirated products<br>冒牌貨品品質不錯，產品種類亦多   | 0.8         | 1.6         | 1.8         | 2.1         | 1.3         | -           | -           | -           | -           |
| Inadequate Government's propaganda<br>政府宣傳不足  | 0.7         | 0.3         | 2.1         | 2.3         | 2.8         | -           | -           | -           | -           |
| Huge demand for pirated & counterfeit products<br>盜版及冒牌貨品需求太大   | 0.5         | 0.2         | 1.4         | 1.9         | 2.9         | 2.7         | 0.2         | 1.8         | 1.2         |
| Difficult to find the genuine goods for some products<br>某些貨品的正版好難買到  | 0.4         | 0.6         | 0.3         | -           | -           | -           | -           | -           | -           |
| Involvement of gangster<br>黑社會介入  | 0.1         | 0.1         | 0.8         | 1.5         | 2.0         | -           | -           | -           | -           |
| Others<br>其他  | -           | -           | -           | -           | -           | 5.0         | 0.9         | 2.1         | 0.9         |
| Don't know / Hard to say<br>不知道 / 很難說   | 2.6         | 2.4         | 7.6         | 5.8         | 12.8        | 11.8        | 12.4        | 14.1        | 15.4        |
| Sample<br>樣本  | 1 005       | 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, 38.9% of the people considered that “the Government” should play a dominant role. While relatively higher proportion considered that “education institutions” (28.4%) should be the dominant role, as compared to the last survey (20.5%), relatively lower proportion considered that “the general public” (18.2%) should be the dominant role (vs. 24.9% in the last survey).

對於認為在改善香港侵犯知識產權情況的最重要角色，有 38.9% 的人士認為「政府」應該擔當最重要的角色。與上一次的調查 (20.5%) 比較，有較高比例認為「教育團體」(28.4%) 應擔當最重要的角色，而認為「市民自己」(18.2%) 是最重要角色的比例則下降了 (對比上一次調查的 24.9%)。

(表 10)

(Table 10)

When analysed by demographics, it was observed that people aged 50 or above (43.2%) and those with education level of primary or below (50.4%) tended to consider that “the Government” should play a dominant role in improving the situation of IP rights infringement, while people aged below 30 (25.2%) and those attained tertiary education level or above (22.7%) tended to consider that “the general public” should play the dominant role.

以背景資料分析，發現 50 歲或以上 (43.2%) 及教育程度在小學或以下 (50.4%) 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 (25.2%) 及教育程度在大專或以上 (22.7%) 的人士則傾向認為「市民自己」應該擔當最重要的角色。

(表 11)

(Table 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**

|                                    | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Government 政府                      | 38.9        | 34.4        | 45.2        | 45.8        | 47.1        |
| Education institutions 教育團體        | 28.4        | 20.5        | 17.1        | 17.7        | 17.5        |
| The general public 市民自己            | 18.2        | 24.9        | 22.7        | 23.4        | 18.7        |
| Retailer 零售商                       | 5.2         | 10.2        | 5.2         | 5.2         | 6.7         |
| Copyright owner 版權擁有者              | 4.8         | 10.0        | 9.8         | 7.8         | 10.0        |
| Family / Parents 家庭 / 家長           | 3.9         | -           | -           | -           | -           |
| Company / Employer 公司 / 僱主         | 0.6         | -           | -           | -           | -           |
| Don't know / Hard to say 唔知道 / 好難講 | 0.1         | -           | -           | -           | -           |
| Sample 樣本                          | 1 005       | 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                                  |                      |
|-----------------------------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------------------|----------------------|
|                             | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$10,000<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|                             |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                                  |                      |
| Government 政府               | 39.7             | 38.2               | 30.0        | 39.7           | 43.2        | 50.4                                    | 39.1             | 34.2                                     | 36.4                       | 41.4                               | 41.3                              | 36.3                             | 38.3                 |
| Education institutions 教育團體 | 28.3             | 28.4               | 25.7        | 26.8           | 31.6        | 26.3                                    | 28.3             | 29.2                                     | 29.4                       | 27.5                               | 25.5                              | 31.9                             | 33.1                 |
| The general public 市民自己     | 17.9             | 18.6               | 25.2        | 17.7           | 14.9        | 19.5                                    | 15.5             | 22.7                                     | 19.0                       | 17.6                               | 18.1                              | 17.3                             | 18.2                 |
| Retailer 零售商                | 5.2              | 5.2                | 7.0         | 6.2            | 3.1         | 1.5                                     | 6.9              | 3.7                                      | 5.1                        | 5.3                                | 5.4                               | 5.2                              | 3.9                  |
| Copyright owner 版權擁有者       | 4.1              | 5.4                | 5.2         | 5.2            | 4.1         | 2.3                                     | 5.1              | 5.3                                      | 4.9                        | 4.4                                | 5.1                               | 5.2                              | 2.6                  |
| Family / Parents 家庭 / 家長    | 3.7              | 4.1                | 5.2         | 4.2            | 2.8         | -                                       | 4.6              | 4.0                                      | 4.2                        | 3.6                                | 4.2                               | 3.2                              | 3.9                  |
| Company / Employer 公司/僱主    | 1.1              | 0.2                | 1.7         | 0.3            | 0.3         | -                                       | 0.5              | 0.9                                      | 1.0                        | 0.2                                | 0.4                               | 0.8                              | -                    |
| Sample 樣本                   | 463              | 542                | 230         | 385            | 389         | 133                                     | 548              | 322                                      | 506                        | 495                                | 552                               | 248                              | 154                  |
| $\chi^2$                    | 4.486            |                    | 32.395**    |                |             | 29.883**                                |                  |  | 5.138                      |                                    | 9.342                             |                                  |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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。

### 3.1.5 Whether aware that there is legislation 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. More than 85% of people were aware of the legislation on protecting copyright (89.3%), trademarks (88.3%) and patents (86.4%), which were slightly increased as compared with the last survey (87.4%, 84.9% and 84.7% respectively). Relatively fewer people were aware of the legislation on protecting designs in Hong Kong (55.9%), but such awareness level was higher than the last survey (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 85% 的人士均知道香港有保障版權 (89.3%)、商標 (88.3%) 及專利 (86.4%) 的法例，較上一次的調查 (分別是 87.4%、84.9% 及 84.7%) 有輕微上升。較少人士知道香港有保障外觀設計的法例 (55.9%)，但認知程度已比上一次調查的 (46.0%) 為高。

(表 12 – 15)

(Tables 12 – 15)

**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**

|                                    | 2010<br>(%) | 2008<br>(%) |
|------------------------------------|-------------|-------------|
| Yes 有                              | 89.3        | 87.4        |
| No 沒有                              | 4.4         | 3.8         |
| Don't know / Hard to say 不知道 / 很難說 | 6.3         | 8.8         |
| Sample 樣本                          | 1 005       | 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**

|                                    | 2010<br>(%) | 2008<br>(%) |
|------------------------------------|-------------|-------------|
| Yes 有                              | 88.3        | 84.9        |
| No 沒有                              | 4.6         | 3.7         |
| Don't know / Hard to say 不知道 / 很難說 | 7.1         | 11.4        |
| Sample 樣本                          | 1 005       | 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的法例**

|                                    | 2010<br>(%) | 2008<br>(%) |
|------------------------------------|-------------|-------------|
| Yes 有                              | 86.4        | 84.7        |
| No 沒有                              | 4.0         | 3.8         |
| Don't know / Hard to say 不知道 / 很難說 | 9.6         | 11.5        |
| Sample 樣本                          | 1 005       | 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**

|                                    | 2010<br>(%) | 2008<br>(%) |
|------------------------------------|-------------|-------------|
| Yes 有                              | 55.9        | 46.0        |
| No 沒有                              | 15.0        | 13.5        |
| Don't know / Hard to say 不知道 / 很難說 | 29.1        | 40.6        |
| Sample 樣本                          | 1 005       | 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%。

### Demographics analysis:

### 背景資料分析：

- The higher the education level and monthly personal income, the higher the proportions of people who were aware of the legislation on protecting trademarks in Hong Kong (ranged from 89.4% for primary or below to 97.7% for tertiary or above; and from 92.7% for income of below \$10,000 to 98.7% for \$20,000 or above). Moreover, relatively higher proportion of working (96.5%) than non-working (93.6%) persons were aware of the legislation.
- 教育程度及個人每月收入愈高的人士，知道香港有保障商標的法例的比例就愈高（由小學或以下的 89.4% 至大專或以上的 97.7%；及由收入在 \$10,000 以下的 92.7% 至 \$20,000 或以上的 98.7%）。此外，在職 (96.5%) 比非在職 (93.6%) 人士有較高比例認知有關法例。
- For the legislation on protecting designs in Hong Kong, relatively higher proportion of males (82.3%) were aware of it (vs. 76.1% of females). Moreover, the older the people, the higher the proportions who were aware of such legislation (ranged from 73.3% for those who aged below 30 to 83.7% for those who aged 50 or above).
- 就香港有保障外觀設計的法例方面而言，有較高比例的男性 (82.3%) 表示知道（對比女性的 76.1%）。此外，年紀愈大的人士，知道香港有此法例的比例也愈高（由 30 歲以下的 73.3% 至 50 歲或以上的 83.7%）。

- No significant difference was observed between different sub-groups on the awareness of legislation on protecting copyright and patents). - 不同小組在保障版權及專利法例的認知方面並沒有明顯差別。

(表 16 – 19)

(Tables 16 – 19)

**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的法例 – 雙變項分析**

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                               |                   |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------------------|-------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000<br>\$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Yes 有     | 96.8             | 94.0               | 94.9        | 95.6           | 95.6        | 94.7                                    | 94.4             | 97.4                                     | 96.1                       | 94.5                               | 94.1                              | 97.0                          | 98.0              |
| No 沒有     | 3.2              | 6.0                | 5.1         | 4.4            | 4.4         | 5.3                                     | 5.6              | 2.6                                      | 3.9                        | 5.5                                | 5.9                               | 3.0                           | 2.0               |
| Sample 樣本 | 439              | 503                | 217         | 364            | 360         | 114                                     | 514              | 311                                      | 488                        | 453                                | 511                               | 237                           | 149               |
| $\chi^2$  | 4.054*           |                    | 0.162       |                |             | 4.317                                   |                  |  | 1.392                      |                                    | 5.743                             |                               |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                               |                   |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------------------|-------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000<br>\$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Yes 有     | 96.3             | 93.9               | 93.1        | 95.6           | 95.5        | 89.4                                    | 94.6             | 97.7                                     | 96.5                       | 93.6                               | 92.7                              | 97.9                          | 98.7              |
| No 沒有     | 3.7              | 6.1                | 6.9         | 4.4            | 4.5         | 10.6                                    | 5.4              | 2.3                                      | 3.5                        | 6.4                                | 7.3                               | 2.1                           | 1.3               |
| Sample 樣本 | 438              | 495                | 218         | 362            | 354         | 104                                     | 517              | 311                                      | 482                        | 450                                | 505                               | 236                           | 150               |
| $\chi^2$  | 2.874            |                    | 2.037       |                |             | 12.086**                                |                  |  | 4.222*                     |                                    | 14.286**                          |                               |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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的法例 – 雙變項分析**

|           | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|           |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                      |                      |
| Yes 有     | 95.7             | 95.5               | 94.3        | 94.6           | 97.4        | 96.1                                    | 95.0             | 96.4                                     | 95.5                       | 95.7                               | 95.1                              | 95.7                 | 96.6                 |
| No 沒有     | 4.3              | 4.5                | 5.7         | 5.4            | 2.6         | 3.9                                     | 5.0              | 3.6                                      | 4.5                        | 4.3                                | 4.9                               | 4.3                  | 3.4                  |
| Sample 樣本 | 419              | 490                | 210         | 351            | 348         | 103                                     | 501              | 302                                      | 468                        | 440                                | 491                               | 233                  | 145                  |
| $\chi^2$  | 0.020            |                    | 4.440       |                |             | 0.889                                   |                  |  | 0.015                      |                                    | 0.570                             |                      |                      |

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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|           |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                      |                      |
| Yes 有     | 82.3             | 76.1               | 73.3        | 77.8           | 83.7        | 80.2                                    | 79.9             | 76.3                                     | 79.7                       | 77.8                               | 78.5                              | 81.3                 | 77.8                 |
| No 沒有     | 17.7             | 23.9               | 26.7        | 22.2           | 16.3        | 19.8                                    | 20.1             | 23.7                                     | 20.3                       | 22.2                               | 21.5                              | 18.7                 | 22.2                 |
| Sample 樣本 | 327              | 385                | 176         | 279            | 257         | 81                                      | 389              | 241                                      | 370                        | 343                                | 391                               | 171                  | 117                  |
| $\chi^2$  | 4.034*           |                    | 6.995*      |                |             | 1.273                                   |                  |  | 0.380                      |                                    | 0.698                             |                      |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 (52.8%) 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 nearly two-fifths (37.8%) thought that there was no change.

過半數人士 (52.8%) 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，而超過三分之一 (37.8%) 則認為情況沒有改變。

When analysed by demographics, it was observed that the younger the people, the higher the proportions who considered the situation did not change (ranged from 35.7% for those who aged 50 or above to 49.1% for those who aged below 30).

以背景資料分析，發現年紀愈輕的人士，認為情況沒有改變的比例就愈高 (由 50 歲或以上的 35.7% 至 30 歲以下的 49.1%)。

(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**

|                                       | 2010<br>(%) | 2008<br>(%) |
|---------------------------------------|-------------|-------------|
| Improved a lot 大有改善                   | 6.8         | 6.6         |
| Improved a little 少許改善                | 46.0        | 49.5        |
| No change 沒有改變                        | 37.8        | 35.0        |
| Don't know / Hard to say 不知道 / 很難說    | 9.5         | 9.0         |
| Improved a lot / a little 大有改善 / 少許改善 | 52.8        | 56.1        |
| Sample 樣本                             | 1 005       | 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|  |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                      |                      |
| Improved a lot / a little<br>大有改善 / 少許改善 | 61.2             | 55.9               | 50.9        | 56.7           | 64.3        | 62.7                                    | 59.0             | 55.1                                     | 57.2                       | 59.3                               | 56.7                              | 60.7                 | 57.2                 |
| No change<br>沒有改變                        | 38.8             | 44.1               | 49.1        | 43.3           | 35.7        | 37.3                                    | 41.0             | 44.9                                     | 42.8                       | 40.7                               | 43.3                              | 39.3                 | 42.8                 |
| Sample<br>樣本                             | 417              | 492                | 212         | 356            | 342         | 118                                     | 497              | 292                                      | 460                        | 450                                | 506                               | 224                  | 138                  |
| $\chi^2$                                 | 2.566            |                    | 10.181**    |                |             | 2.230                                   |                  |  | 0.436                      |                                    | 1.039                             |                      |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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。

## 3.2 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 and downloading e-books 上網及下載電子書的習慣

More than two-thirds of people (68.7%) had the habit of using Internet. Among them, nearly three-quarters (74.8%) used Internet everyday, 21.0% used at least once a week and the remaining 4.2% used even less. 超過三分之二的人士 (68.7%) 有上網的習慣。在他們之中，近四分之三 (74.8%) 每天都上網，21.0% 表示至少一星期一次，其餘 4.2% 則更少。

(表 22 – 23)

(Tables 22 – 23)

**Table 22: Whether have the habit of using Internet**

**表 22：是否有上網的習慣**

|           | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) |
|-----------|-------------|-------------|-------------|
| Yes 有     | 68.7        | 66.4        | 51.3        |
| No 沒有     | 31.3        | 33.6        | 48.7        |
| Sample 樣本 | 1 005       | 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 23: Frequency of using the Internet**

**表 23：上網的習慣**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) |
|---|-------------|-------------|-------------|
| 1 – 3 hours a day 每日 1 – 3 個小時                              | 50.3        | 50.3        | 54.1        |
| 3 – 6 hours a day 每日 3 – 6 個小時                              | 18.8        | 13.1        | 13.3        |
| 7 hours or more a day 每日 7 個小時或以上                           | 5.7         | 4.2         | 4.3         |
| A few times a week 一星期幾次                                    | 16.7        | 21.3        | 16.7        |
| Once a week 一星期一次   | 4.3         | 6.6         | 4.5         |
| A few times a month 一個月幾次                                   | 3.3         | 2.6         | 4.0         |
| Once a month or less 一個月一次或更少                               | 0.9         | 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 | 691         | 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%。

Among the Internet users, only 8.2% had the habit of downloading e-books.

在互聯網使用者之中，只有 8.2% 表示有下載電子書的習慣。

When analysed by demographics, it was observed that slightly higher proportion of those aged below 30 (12.7% and those with monthly personal income of below \$10,000 (10.2%) had the habit of downloading e-books.

以背景資料分析，發現 30 歲以下 (12.7%) 及個人每月收入在 \$10,000 以下(10.2%) 的人士有下載電子書習慣的比例稍高。

(表 24 – 25)

(Tables 24 – 25)

**Table 24: Whether have the habit of downloading e-books**

**表 24：是否有下載電子書的習慣**

|   |             |
|---|-------------|
|   | 2010<br>(%) |
| Yes 有   | 8.2         |
| No 沒有   | 91.8        |
| Sample 樣本：Among all persons who use Internet 以所有有上網習慣的人士為基數 | 691         |

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: Whether have the habit of downloading e-books – bivariate analysis**

**表 25：是否有下載電子書的習慣 – 雙變項分析**

|   | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                   |                   |
|---|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------|-------------------|
|   | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Yes 有   | 10.1             | 6.1                | 12.7        | 7.2            | 3.7         | -                                       | 6.5              | 10.5                                     | 7.7                        | 9.1                                | 10.2                              | 3.1               | 8.7               |
| No 沒有   | 89.9             | 93.9               | 87.3        | 92.8           | 96.3        | 100.0                                   | 93.5             | 89.5                                     | 92.3                       | 90.9                               | 89.8                              | 96.9              | 91.3              |
| Sample: Among all persons who use Internet<br>樣本：以所有有上網習慣的人士為基數 | 348              | 342                | 220         | 305            | 164         | 21 <sup>#</sup>                         | 372              | 295                                      | 415                        | 275                                | 324                               | 193               | 138               |
| $\chi^2$  | 3.549            |                    | 10.962**    |                |             | 5.564                                   |                  |  | 0.416                      |                                    | 8.637*                            |                   |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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。

<sup>#</sup> Caution: Small sample base

注意：樣本數量較少

### 3.2.2 Preference of paying for downloading songs / movies / computer software / games / e-books from authorised websites

#### 在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向

People who used Internet were asked their preference of paying for downloading songs / movies / computer software / games / e-books from authorised websites. The survey revealed that relatively more people claimed that they probably / definitely will not (68.5%), while about three-tenths (29.7%) claimed that they definitely / probably will do so, and such proportion was higher as compared with the last survey (21.0%).

When analysed by demographics, those aged below 50 (over 33%), with tertiary education level or above (36.9%) and working people (36.0%) were more likely to pay for downloading files from authorised websites.

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 (48.0%),
- for better quality (22.9%) and
- Convenient to find / could find the required files in authorised websites (15.7%).

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

- prefer buying CD / DVD / game disc / book instead of downloading the files (28.0%),
- don't have a habit of listening songs / watching movies / playing electronic games / reading (26.0%) and
- other channels of free download are available (10.9%).

(Tables 26 – 29)

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 / 電腦軟件 / 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 (68.5%)，而大約三成 (29.7%) 則表示他們絕對會 / 可能會，這個比例較上一次調查的 (21.0%) 為高。

以背景資料分析，50 歲以下 (超過 33%)、大專程度或以上 (36.9%) 及在職 (36.0%) 的人士較大機會會在合法網站付款下載檔案。

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 (48.0%)、
- 為了得到更佳質素 (22.9%) 及
- 在合法網站方便搜尋 / 找到所需的檔案 (15.7%)。

表示「未必會 / 絕對不會」的首三個最多提及的原因是：

- 較喜歡買 CD / DVD / 遊戲碟 / 書，不喜歡下載 (28.0%)、
- 沒有聽歌 / 看電影 / 玩電子遊戲 / 看書的習慣 (26.0%) 及
- 有其他途徑免費下載 (10.9%)。

(表 26 – 29)

**Table 26: Preference of paying for downloading songs / movies / computer software / games / e-books  
from authorised websites**

**表 26：在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向**

|   | 2010<br>(%) | 2008<br>(%) |
|---|-------------|-------------|
| Definitely will 絕對會   | 10.1        | 4.5         |
| Probably will 可能會   | 19.6        | 16.5        |
| Probably will not 未必會                                       | 27.1        | 17.6        |
| Definitely will not 絕對不會                                    | 41.4        | 61.0        |
| Don't know / Hard to say 不知道 / 很難說                          | 1.7         | 0.5         |
| Definitely / probably will 絕對會 / 可能會                        | 29.7        | 21.0        |
| Probably / definitely will not 未必會 / 絕對不會                   | 68.5        | 78.6        |
| Sample 樣本：Among all persons who use Internet 以所有有上網習慣的人士為基數 | 691         | 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 / computer software / games / e-books  
from authorised websites – bivariate analysis**

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

|  | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                   |                   |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------|-------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
|  |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                   |                   |
| Definitely / probably will<br>絕對會 / 可能會                                | 32.5             | 28.2               | 33.2        | 34.4           | 18.9        | 25.0                                    | 25.2             | 36.9                                     | 36.0                       | 21.9                               | 26.3                              | 31.7              | 36.1              |
| Probably / definitely will not<br>未必會 / 絕對不會                           | 67.5             | 71.8               | 66.8        | 65.6           | 81.1        | 75.0                                    | 74.8             | 63.1                                     | 64.0                       | 78.1                               | 73.7                              | 68.3              | 63.9              |
| Sample: Among all persons who<br>use Internet<br>樣本：以所有有上網習慣的<br>人士為基數 | 342              | 337                | 220         | 299            | 159         | 20 <sup>#</sup>                         | 365              | 293                                      | 408                        | 270                                | 319                               | 189               | 133               |
| $\chi^2$   | 1.462            |                    | 13.118**    |                |             | 10.734**                                |                  |  | 15.440**                   |                                    | 4.670                             |                   |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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。

<sup>#</sup> Caution: Small sample base

注意：樣本數量較少

**Table 28: Reasons of definitely / probably will pay for downloading  
songs / movies / computer software / games / e-books from authorised websites**  
**表 28：絕對會 / 可能會在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的原因**

|   | 2010<br>(%) | 2008<br>(%) |
|---|-------------|-------------|
| Respect IP rights<br>尊重知識產權   | 48.0        | 62.9        |
| For better quality<br>爲了得到更佳質素  | 22.9        | 25.7        |
| Convenient to find / could find the required files in authorised websites<br>在合法網站方便搜尋 / 找到所需的檔案          | 15.7        | 5.7         |
| Give support to creative industries (artists, singers, etc.)<br>支持創意工業 (藝人及歌手等)                           | 13.1        | 21.4        |
| Fear of violation of IP laws<br>害怕觸犯法例  | 6.6         | 0.7         |
| Reasonable price<br>價錢合理  | 3.7         | 3.6         |
| Not aware of the sources of illegal downloading<br>不知道非法下載的途徑   | 1.6         | -           |
| Worry of getting virus from illegal websites<br>擔心在非法網站感染電腦病毒   | 1.6         | -           |
| Sample: Among all persons who will pay for downloading from authorised websites<br>樣本：以所有會在合法網站付款下載的人士爲基數 | 206         | 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 / computer software / games / e-books from authorised websites**  
**表 29：未必會 / 絕對不會在合法網站付款下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的原因**

|   | 2010<br>(%) | 2008<br>(%) |
|---|-------------|-------------|
| Prefer buying CD / DVD / game disc / book instead of downloading the files<br>較喜歡買 CD / DVD / 遊戲碟 / 書，不喜歡下載                           | 28.0        | 13.7        |
| Don't have a habit of listening songs / watching movies / playing electronic games / reading<br>沒有聽歌 / 看電影 / 玩電子遊戲 / 看書的習慣            | 26.0        | 1.9         |
| Other channels of free download are available<br>有其他途徑免費下載  | 10.9        | 0.8         |
| Seldom / never downloading any type of files<br>很少 / 從不下載任何檔案   | 9.8         | 3.4         |
| Consider troublesome in purchasing online<br>網上購物太麻煩 / 複雜   | 9.6         | 47.0        |
| Too expensive<br>價錢太貴   | 9.0         | 15.8        |
| Don't know how to download<br>不懂得下載   | 6.6         | 1.9         |
| Considered uncomfortable in using online payment system / Worried that personal information will be disclosed<br>對網上付費沒有信心 / 擔心洩露個人私隱 | 6.1         | 3.6         |
| Other channels for listening / watching online are available<br>有其他途徑可以網上收聽 / 觀看  | 4.9         | 0.8         |
| Not aware of the authorised websites<br>不知道有經授權網站的存在  | 2.3         | 10.1        |
| Could not find required files in authorised websites<br>不能在經授權網站內找到所需的檔案  | 2.0         | 8.9         |
| Other channels are available (e.g. TV, radio)<br>有其他途徑 (例如電視、電台)  | 0.9         | 0.6         |
| Poor quality<br>質素差   | 0.6         | 0.4         |
| Don't know / Hard to say<br>不知道 / 很難說   | 0.3         | -           |
| Sample: Among all persons who will not pay for downloading from authorised websites<br>樣本：以所有不會在合法網站付款下載的人士為基數                        | 485         | 526         |
| Note: The sum of % may not add up to 100 as respondents could give multiple answers<br>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

Of the general public, only few people involved in the following activities of infringing copyright:

- Visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books and share the files with friends (10.0%);
- Download music / movies / computer software / games / e-books and upload them to Internet for sharing purpose (3.5%);
- Visit websites that are not authorised by the copyright owner and download music / movies / computer software / games / e-books for own use (19.5%); and
- Photocopy of the whole book (11.3%).

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.

(Tables 30a – d)

When analysed by demographics, it was observed that younger people who aged below 30 tended to involve in the above mentioned activities of infringing copyright (31.8%, 8.1%, 55.8% and 29.9% respectively). In addition, higher proportion of those with tertiary education level or above (24.7%) would photocopy the whole book. Moreover, the lower the monthly personal income, the higher the proportions of people who would download files from newsgroup / unauthorised websites and share the files with friends or for own use (ranged from 6.6% and 17.4% for \$20,000 or above to 19.4% and 36.8% for below \$10,000 respectively).

(Tables 31a – d)

市民當中，只有很少人士有參與以下的侵犯版權活動：

- 在網上社群或未經授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，然後傳送給朋友一同分享 (10.0%)；
- 在網上下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書，然後放上網供他人下載 (3.5%)；
- 在未經版權擁有人授權的網站下載音樂 / 電影 / 電腦軟件 / 遊戲 / 電子書自用 (19.5%)；及
- 將整本參考書影印 (11.3%)。

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)

以背景資料分析，發現 30 歲以下的年青人較傾向有參與以上提及的侵犯版權活動 (分別是 31.8%、8.1%、55.8% 及 29.9%)。此外，大專程度或以上的人士 (24.7%) 有較高比例會影印整本參考書。而且個人每月收入愈低，會在網上社群 / 未經授權的網站下載檔案，然後傳送給朋友或自用的比例就愈高 (分別由 \$20,000 或以上的 6.6% 及 17.4% 至 \$10,000 以下的 19.4% 及 36.8%)。

(表 31a – d)

**Table 30a: Frequency of visiting newsgroup / unauthorised websites  
and download music / movies / computer software / 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 / 電腦軟件 / 遊戲 / 電子書，  
然後傳送給朋友一同分享的習慣**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) |
|---|-------------|-------------|-------------|-------------|
| Often 經常                                | 0.2         | 0.4         | 0.3         | 3.0         |
| Sometimes 間中                            | 4.9         | 2.4         | 1.4         | 7.0         |
| Seldom 很少                               | 4.9         | 6.6         | 1.4         | 5.6         |
| Never 完全沒有                              | 89.9        | 90.3        | 96.8        | 83.9        |
| Don't know / can't remember 不知道 / 記不起   | 0.2         | 0.3         | 0.1         | 0.4         |
| Often / sometimes / seldom 經常 / 間中 / 很少 | 10.0        | 9.4         | 3.1         | 15.6        |
| Sample 樣本                               | 1 005       | 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 / computer software / games / e-books  
and upload them to Internet for sharing purpose**

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

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) |
|---|-------------|-------------|-------------|-------------|
| Often 經常                                | 0.1         | 0.1         | 1.4         | 1.0         |
| Sometimes 間中                            | 0.5         | 1.1         | 5.4         | 2.5         |
| Seldom 很少                               | 2.9         | 3.8         | 5.2         | 1.4         |
| Never 完全沒有                              | 96.5        | 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 | 3.5         | 5.0         | 12.0        | 4.9         |
| Sample 樣本                               | 1 005       | 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 authorised by the copyright owner  
and download music / movies / computer software / 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 / 電腦軟件 / 遊戲 / 電子書自用的習慣**

|   | 2010<br>(%) | 2008<br>(%) |
|---|-------------|-------------|
| Often 經常                                | 0.9         | 0.9         |
| Sometimes 間中                            | 10.2        | 7.0         |
| Seldom 很少                               | 8.4         | 9.1         |
| Never 完全沒有                              | 80.2        | 82.6        |
| Don't know / can't remember 不知道 / 記不起   | 0.4         | 0.5         |
| Often / sometimes / seldom 經常 / 間中 / 很少 | 19.5        | 17.0        |
| Sample 樣本                               | 1 005       | 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**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) |
|---|-------------|-------------|-------------|-------------|
| Often 經常                                | 0.1         | 0.2         | 0.9         | 1.2         |
| Sometimes 間中                            | 4.5         | 3.1         | 3.5         | 3.8         |
| Seldom 很少                               | 6.8         | 10.1        | 9.9         | 10.0        |
| Never 完全沒有                              | 88.6        | 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 | 11.3        | 13.4        | 14.3        | 15.0        |
| Sample 樣本                               | 1 005       | 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 31a: Frequency of visiting newsgroup / unauthorised websites and download**

**music / movies / computer software / 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 / 電腦軟件 / 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                                  |                      |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------------------|----------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$10,000<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|  |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                                  |                      |
| Often / sometimes / seldom<br>經常 / 間中 / 很少                             | 15.3             | 13.7               | 31.8        | 7.9            | 3.7         | 4.8                                     | 13.7             | 16.0                                     | 13.1                       | 16.7                               | 19.4                              | 13.5                             | 6.6                  |
| Never<br>完全沒有  | 84.7             | 86.3               | 68.2        | 92.1           | 96.3        | 95.2                                    | 86.3             | 84.0                                     | 86.9                       | 83.3                               | 80.6                              | 86.5                             | 93.4                 |
| Sample: Among all persons who<br>use Internet<br>樣本：以所有有上網習慣的<br>人士為基數 | 346              | 343                | 220         | 304            | 164         | 21 <sup>#</sup>                         | 372              | 294                                      | 413                        | 275                                | 324                               | 192                              | 137                  |
| $\chi^2$   | 0.362            |                    | 79.310**    |                |             | 2.325                                   |                  |  | 1.773                      |                                    | 12.972**                          |                                  |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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。

<sup>#</sup> Caution: Small sample base

注意：樣本數量較少

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

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

|  | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|  |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                      |                      |
| Often / sometimes / seldom<br>經常 / 間中 / 很少                             | 4.6              | 5.5                | 8.1         | 3.9            | 3.0         | 4.8                                     | 5.9              | 4.1                                      | 4.8                        | 5.5                                | 5.2                               | 7.3                  | 2.2                  |
| Never<br>完全沒有  | 95.4             | 94.5               | 91.9        | 96.1           | 97.0        | 95.2                                    | 94.1             | 95.9                                     | 95.2                       | 94.5                               | 94.8                              | 92.7                 | 97.8                 |
| Sample: Among all persons who<br>use Internet<br>樣本：以所有有上網習慣的<br>人士為基數 | 347              | 343                | 221         | 305            | 164         | 21 <sup>#</sup>                         | 373              | 296                                      | 415                        | 275                                | 324                               | 192                  | 137                  |
| $\chi^2$   | 0.309            |                    | 6.547*      |                |             | 1.170                                   |                  |  | 0.139                      |                                    | 4.219                             |                      |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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。

<sup>#</sup> Caution: Small sample base

注意：樣本數量較少

**Table 31c: Frequency of visiting websites that are not authorised by the copyright owner  
and download music / movies / computer software / 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 / 電腦軟件 / 遊戲 / 電子書自用的習慣 – 雙變項分析**

|  | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                   |                   |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------|-------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
|  |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                   |                   |
| Often / sometimes / seldom<br>經常 / 間中 / 很少                             | 29.6             | 27.3               | 55.8        | 19.3           | 9.7         | 14.3                                    | 27.6             | 30.5                                     | 26.9                       | 31.0                               | 36.8                              | 26.0              | 17.4              |
| Never<br>完全沒有  | 70.4             | 72.7               | 44.2        | 80.7           | 90.3        | 85.7                                    | 72.4             | 69.5                                     | 73.1                       | 69.0                               | 63.2                              | 74.0              | 82.6              |
| Sample: Among all persons who<br>use Internet<br>樣本：以所有有上網習慣的<br>人士為基數 | 345              | 341                | 217         | 305            | 165         | 21 <sup>#</sup>                         | 370              | 295                                      | 412                        | 274                                | 321                               | 192               | 138               |
| $\chi^2$   | 0.443            |                    | 120.234**   |                |             | 2.827                                   |                  |  | 1.342                      |                                    | 18.971**                          |                   |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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。

<sup>#</sup> 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|  |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                      |                      |
| Often / sometimes / seldom<br>經常 / 間中 / 很少                             | 14.4             | 18.7               | 29.9        | 12.5           | 6.1         | -                                       | 11.3             | 24.7                                     | 16.1                       | 17.5                               | 17.9                              | 16.1                 | 17.4                 |
| Never<br>完全沒有  | 85.6             | 81.3               | 70.1        | 87.5           | 93.9        | 100.0                                   | 88.7             | 75.3                                     | 83.9                       | 82.5                               | 82.1                              | 83.9                 | 82.6                 |
| Sample: Among all persons who<br>use Internet<br>樣本：以所有有上網習慣的<br>人士為基數 | 348              | 343                | 221         | 305            | 164         | 21 <sup>#</sup>                         | 373              | 296                                      | 415                        | 275                                | 324                               | 193                  | 138                  |
| $\chi^2$   | 2.309            |                    | 45.097**    |                |             | 25.675**                                |                  |  | 0.204                      |                                    | 0.289                             |                      |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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。

<sup>#</sup> 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 / unauthorised websites and download music / movies / computer software / 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 / 電腦軟件 / 遊戲 / 電子書是「不道德」行為

In response to the question “do you agree that it is against morality for a person to visit newsgroup / unauthorised websites and download music / movies / computer software / games / e-books, knowing that he/she is infringing the IP rights of others”, more than three-quarters of those who use Internet (76.1%) strongly agreed / agreed, which was slightly lowered as compared with the last survey (80.3%). On the contrary, 19.8% 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 / 電腦軟件 / 遊戲 / 電子書是不道德的行為」這問題的回應，超過四分之三有上網習慣的人士 (76.1%) 均非常同意 / 同意，比例較上一次調查的 (80.3%) 略低。相反地，有 19.8% 表示「不同意 / 非常不同意」。

When analysed by different sub-groups on this issue, no significant difference was observed.

以不同小組分析這問題，發現並沒有明顯差別。

(Tables 32 & 33)

(表 32 & 33)

**Table 32: Whether consider it is against morality for a person to visit newsgroup / unauthorised websites and download music / movies / computer software / 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 / 電腦軟件 / 遊戲 / 電子書是「不道德」行為

|   | 2010<br>(%) | 2008<br>(%) |
|---|-------------|-------------|
| Strongly agree 非常同意   | 17.4        | 11.7        |
| Agree 同意  | 58.7        | 68.6        |
| Disagree 不同意  | 18.2        | 16.8        |
| Strongly disagree 完全不同意                                     | 1.6         | 0.5         |
| Don't know / Hard to say 不知道 / 很難說                          | 4.0         | 2.4         |
| Strongly agree / agree 非常同意 / 同意                            | 76.1        | 80.3        |
| Disagree / strongly disagree 不同意 / 完全不同意                    | 19.8        | 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 | 691         | 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 / unauthorised websites and download music / movies / computer software / 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 / 電腦軟件 / 遊戲 / 電子書是「不道德」行為 – 雙變項分析

|  | Sex<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入   |                      |                      |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-------------------------------------|----------------------|----------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | \$10,000<br>-\$19,999<br>≥ \$20,000 |                      |                      |
|  |                  |                    |             |                |             |   |                  |  |                            |                                    | <<br>\$10,000<br>(%)                | -<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
| Strongly agree / agree<br>非常同意 / 同意                                    | 82.1             | 76.6               | 77.1        | 78.8           | 83.3        | 78.9                                    | 78.7             | 80.1                                     | 80.5                       | 77.6                               | 75.9                                | 79.2                 | 85.1                 |
| Disagree / strongly disagree<br>不同意 / 完全不同意                            | 17.9             | 23.4               | 22.9        | 21.2           | 16.7        | 21.1                                    | 21.3             | 19.9                                     | 19.5                       | 22.4                               | 24.1                                | 20.8                 | 14.9                 |
| Sample: Among all persons who<br>use Internet<br>樣本：以所有有上網習慣的<br>人士為基數 | 329              | 334                | 214         | 293            | 156         | 19 <sup>#</sup>                         | 362              | 281                                      | 395                        | 268                                | 315                                 | 183                  | 134                  |
| $\chi^2$   | 2.970            |                    | 2.216       |                |             | 0.175                                   |                  |  | 0.816                      |                                    | 4.794                               |                      |                      |

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。

<sup>#</sup> 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 8.4% of the people claimed that they often / sometimes buy pirated or counterfeit goods, while 20.9% claimed that they seldom buy it, and nearly seven-tenths (69.6%) 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 8.4% 的人士表示他們有經常 / 間中購買盜版或冒牌貨品，而 20.9% 則表示很少購買，接近七成 (69.6%) 表示他們從不購買盜版或冒牌貨品。

When compared to the previous surveys (over 31%), the percentage of people who claimed that they would buy pirated or counterfeit goods (29.3%) was decreased gradually.

與過往幾年的調查相比 (超過 31%)，表示有購買盜版或冒版貨品習慣的百分比 (29.3%) 正逐漸地下降。

(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**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Often<br>經常                                | 0.1         | 0.2         | 0.7         | 0.9         | 2.8         | 1.2         | 1.7         | 2.7         | 3.3         |
| Sometimes<br>間中                            | 8.3         | 8.4         | 14.3        | 16.6        | 17.5        | 17.0        | 19.0        | 23.3        | 21.4        |
| Seldom<br>很少                               | 20.9        | 22.6        | 25.5        | 27.3        | 30.2        | 30.9        | 32.8        | 35.9        | 34.6        |
| Never<br>完全沒有                              | 69.6        | 67.4        | 58.4        | 55.2        | 47.8        | 49.1        | 46.1        | 36.5        | 36.8        |
| Don't know / can't remember<br>不知道 / 記不起   | 1.2         | 1.4         | 1.1         | -           | 1.7         | 1.8         | 0.5         | 1.6         | 3.9         |
| Often / sometimes / seldom<br>經常 / 間中 / 很少 | 29.3        | 31.2        | 40.5        | 44.8        | 50.5        | 49.1        | 53.5        | 61.9        | 59.3        |
| Sample<br>樣本                               | 1 005       | 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 analysed by demographics, it was observed that relatively higher proportions of people aged below 50 (over 31%), those with tertiary education level or above (34.8%) and the working people (32.3%) would buy pirated or counterfeit goods, as compared to their counterparts.

以背景資料作分析，發現 50 歲以下（超過 31%）、大專程度或以上（34.8%）及在職（32.3%）的人士比其他組別有較高比例有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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                                  |                      |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------------------|----------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$10,000<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|  |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                                  |                      |
| Often / sometimes / seldom<br>經常 / 間中 / 很少 | 32.0             | 27.5               | 31.1        | 33.9           | 24.2        | 21.2                                    | 28.7             | 34.8                                     | 32.3                       | 26.6                               | 28.5                              | 30.9                             | 32.5                 |
| Never<br>完全沒有                              | 68.0             | 72.5               | 68.9        | 66.1           | 75.8        | 78.8                                    | 71.3             | 65.2                                     | 67.7                       | 73.4                               | 71.5                              | 69.1                             | 67.5                 |
| Sample<br>樣本                               | 460              | 534                | 225         | 384            | 384         | 132                                     | 540              | 319                                      | 504                        | 489                                | 544                               | 246                              | 154                  |
| $\chi^2$                                   | 2.327            |                    | 8.930*      |                |             | 8.785*                                  |                  |  | 3.954*                     |                                    | 1.109                             |                                  |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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。

Of the people who bought pirated or counterfeit goods, many (57.8%) claimed that the pirated or counterfeit goods which they bought the most was music CD / movie DVD or VCD, followed by clothing and accessories (20.7%). The findings were similar to those in the last survey. Yet, it was noted that the percentage of those who bought pirated computer software (9.7%) was decreased, when comparing with the previous surveys (over 14%).

在那些有購買盜版或冒牌貨品的人士中，很多 (57.8%) 都表示他們買得最多的盜版或冒牌貨品是音樂 CD / 電影 DVD 或 VCD，其次是衣服 / 首飾 (20.7%)，結果與上一次調查相若。然而，購買盜版電腦軟件的百分比 (9.7%) 較過去幾年 (超過 14%) 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**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) |
|--|-------------|-------------|-------------|-------------|
| Music CD / movie DVD or VCD 音樂 CD / 電影 DVD 或 VCD   | 57.8        | 56.2        | 63.8        | 63.0        |
| Clothing & accessories 衣服 / 首飾   | 20.7        | 15.0        | 12.3        | 7.7         |
| Computer software 電腦軟件   | 9.7         | 14.4        | 14.1        | 15.2        |
| Game (e.g. PS2 / Wii) 遊戲 (例如：PS2 / Wii)  | 5.3         | 7.3         | 6.7         | 8.1         |
| Photocopy book 影印參考書   | 4.7         | 3.8         | 2.1         | 1.9         |
| Toys / stationery / accessories 玩具 / 文具 / 精品   | 0.9         | 1.6         | 0.4         | 1.7         |
| Watch 手錶   | 0.9         | 0.6         | 0.5         | 1.2         |
| Others 其他  | -           | 1.0         | -           | 1.2         |
| Sample: Among all persons who buy pirated / counterfeit products<br>樣本：以所有有買盜版 / 冒牌貨的人士為基數 | 294         | 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 (48.4%) 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” (25.7%), “immoral / wrong to infringe others’ IP rights” (19.6%) and “genuine goods’ quality guaranteed” (11.1%). 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 (48.4%) 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」(25.7%)、「侵犯別人知識產權，是不道德行為 / 認為侵犯別人知識產權是不正確的」(19.6%) 及「正版貨品質素有保證」(11.1%)。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)**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| No need to buy / Not interested in pirated or counterfeit goods<br>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    | 48.4        | 47.9        | 41.3        | 37.5        | 34.0        | 41.4        | 12.8        |
| Poor quality of pirated or counterfeit goods<br>盜版或冒牌貨品質素差  | 25.7        | 21.6        | 30.1        | 35.5        | 31.5        | 18.2        | 23.9        |
| Immoral / Wrong to infringe others' IP rights<br>侵犯別人知識產權，是不道德行為 / 認為侵犯別人知識產權是不正確的                  | 19.6        | 15.4        | 11.3        | 14.4        | 11.1        | 14.2        | 14.8        |
| Genuine goods' quality guaranteed<br>正版貨品質素有保證  | 11.1        | 13.3        | 9.3         | 8.5         | 8.9         | 4.8         | 1.7         |
| Seldom buy pirated / counterfeit goods as a habit<br>很少買盜版或冒牌貨品                                     | 6.6         | 10.9        | 4.0         | 3.0         | 3.4         | 6.9         | 10.0        |
| Fear of violation of IP laws<br>害怕觸犯法例  | 5.3         | 6.8         | 5.6         | 6.4         | 2.9         | 8.5         | 7.3         |
| Genuine goods are in better quality<br>正版貨品質素較佳   | 5.2         | 4.0         | 3.9         | 4.8         | 6.0         | -           | -           |
| Seldom use DVDs / VCDs and software<br>很少用 DVD / VCD 及電腦軟件  | 5.0         | 1.6         | 7.6         | 9.5         | 12.3        | -           | -           |
| Affect own image<br>影響自己形象  | 3.5         | 4.1         | 4.7         | 7.2         | 4.1         | -           | -           |
| Difficult to find pirated / counterfeit goods in market<br>現時很難在市面上找到盜版或冒牌貨品                        | 2.3         | 3.1         | 1.1         | 0.4         | 2.2         | 0.6         | 3.7         |
| No money to buy pirated / counterfeit goods<br>沒有錢購買盜版或冒牌貨品   | 1.3         | 1.3         | 2.6         | 1.3         | 1.4         | 5.0         | 1.4         |
| Genuine goods have become cheaper<br>正版貨品價錢下跌   | 0.8         | 1.2         | 2.0         | 1.1         | 2.9         | 5.3         | 2.8         |
| Detrimental to Hong Kong's economy<br>會損害香港經濟   | 0.6         | 0.6         | 0.7         | 1.2         | 2.7         | 0.2         | 1.4         |
| Detrimental to Hong Kong's law and order<br>損害香港治安  | 0.6         | 0.3         | 0.6         | 0.9         | 2.1         | -           | 5.2         |
| Free download from other channels<br>有其他途徑免費下載  | 0.5         | -           | -           | -           | -           | -           | -           |
| To educate the young generation and to provide moral leadership<br>教育下一代，以身作則                       | -           | -           | 0.1         | -           | -           | -           | -           |
| Sample: Among all persons who did not buy pirated / counterfeit products<br>樣本：以所有沒有買盜版 / 冒牌貨的人士為基數 | 699         | 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 is 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 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 (49.0%) considered that it was more difficult to buy, about three-tenths (32.2%) thought that it was more or less the same. Only 10.7% considered that it was easier. The findings were similar to the last survey.

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 (49.0%) 認為現時較難購買，而大約三成 (32.2%) 則認為與之前差不多。只有 10.7% 認為更容易。結果與上一次調查的差不多。

(表 38)

(Table 38)

**Table 38: Whether consider it is 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**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|
| Easier 更容易   | 10.7        | 9.5         | 10.0        | 12.0        | 16.1        |
| The same 差不多   | 32.2        | 31.8        | 33.1        | 29.4        | 35.1        |
| More difficult 更困難   | 49.0        | 48.0        | 41.9        | 42.6        | 32.1        |
| Don't know / can't remember 不知道 / 記不起  | 8.1         | 10.7        | 15.0        | 16.0        | 16.7        |
| Sample: Among all persons who buy pirated / counterfeit products<br>樣本：以所有有買盜版 / 冒牌貨的人士為基數 | 306         | 327         | 502         | 670         | 643         |

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

(2) The question in the surveys until 2005: "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) 直至 2005 年，調查中的問題是：“比較過去十二個月”。

When analysed by demographics, it was observed that relatively higher proportions of males (62.9%), those with tertiary education level or above (64.5%) and those with monthly personal income of \$20,000 or above (72.9%) considered that it was more difficult to buy pirated or counterfeit goods.

以背景資料作分析，發現相對有較高比例的男性 (62.9%)、大專教育程度或以上 (64.5%) 及個人每月收入在 \$20,000 或以上 (72.9%) 的人士認為更困難購買盜版或冒牌貨品。

(表 39)

(Table 39)

**Table 39: Whether consider it is 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |  |                  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入   |                  |                   |
|--|------------------|--------------------|-------------|----------------|-------------|---|--|------------------|----------------------------|------------------------------------|-------------------------------------|------------------|-------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Sec<br>中學<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | \$10,000<br>-\$19,999<br>≥ \$20,000 |                  |                   |
|  |                  |                    |             |                |             |   |  |                  |                            |                                    | < \$10,000<br>(%)                   | -\$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Easier 更容易   | 9.8              | 13.8               | 9.7         | 8.3            | 17.8        | 24.0                                    | 14.3                                     | 5.5              | 9.1                        | 14.8                               | 16.2                                | 8.6              | 2.1               |
| The same 差不多   | 27.3             | 42.8               | 37.5        | 34.2           | 33.3        | 36.0                                    | 38.8                                     | 30.0             | 32.5                       | 38.3                               | 38.3                                | 37.1             | 25.0              |
| More difficult 更困難   | 62.9             | 43.5               | 52.8        | 57.5           | 48.9        | 40.0                                    | 46.9                                     | 64.5             | 58.4                       | 46.9                               | 45.5                                | 54.3             | 72.9              |
| Sample: Among all persons who buy pirated / counterfeit products<br>樣本：以所有有買盜版 / 冒牌貨的人士為基數 | 143              | 138                | 72          | 120            | 90          | 25 <sup>#</sup>                         | 147                                      | 110              | 154                        | 128                                | 154                                 | 70               | 48                |
| $\chi^2$   | 10.754**         |                    | 5.187       |                |             | 13.689**                                |  |                  | 4.408                      |                                    | 14.224**                            |                  |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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。

<sup>#</sup> Caution: Small sample base

注意：樣本數量較少

Among the people who considered that it was easier to buy pirated or counterfeit goods as compared to the past two years, half (50.0%) claimed that the reason was “more locations for buying pirated / counterfeit goods”, which was relatively lower than those of the previous surveys (about 55% - 74%). This was followed by “more retailers selling pirated / counterfeit goods” (26.9%), “as demand of pirated / counterfeit goods increased, the supply has increased as well” (16.3%) and “more websites for downloading pirated songs / softwares” (15.0%).

(Table 40)

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，有一半 (50.0%) 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 (約 55% - 74%) 下降了。其次是「售賣盜版 / 冒牌貨品的零售商增加了」(26.9%)、「盜版 / 冒牌貨品的需求增加，引致供應亦增加了」(16.3%) 及「盜版歌曲 / 軟件網站增加了」(15.0%)。

(表 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)**

|  | 2010-<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) |
|--|--------------|-------------|-------------|-------------|
| More locations for buying pirated / counterfeit goods<br>售賣盜版 / 冒牌貨品的地方增加了   | 50.0         | 74.2        | 64.2        | 54.7        |
| More retailers selling pirated / counterfeit goods<br>售賣盜版 / 冒牌貨品的零售商增加了   | 26.9         | 22.6        | 42.1        | 46.8        |
| As demand of pirated / counterfeit goods increased, the supply has increased as well<br>盜版 / 冒牌貨品的需求增加，引致供應亦增加了          | 16.3         | 6.5         | 3.9         | 3.4         |
| More websites for downloading pirated songs / software<br>盜版歌曲 / 軟件網站增加了   | 15.0         | -           | -           | -           |
| Looser enforcement of laws<br>政府執法較以前鬆懈  | 9.1          | 6.5         | 5.9         | -           |
| Fewer eradication by the Government<br>政府的掃蕩工作減少了  | 5.9          | -           | 11.0        | 13.6        |
| More sources of website for downloading(e.g., more newsgroups sharing songs / software)<br>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<br>不知道甚麼原因 / 很難說  | 3.3          | 3.2         | 3.7         | 3.0         |
| Sample: Among all persons who considered easier<br>樣本：以所有認為較容易的人士為基數   | 33           | 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 (55.9%) thought that it was due to “fewer locations for buying pirated / counterfeit goods”. It was followed by “tighter enforcement of laws” (27.1%), “more eradication by the Government” (26.0%) and “fewer retailers selling pirated / counterfeit goods” (19.4%).

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 (55.9%) 都認為原因是「售賣盜版 / 冒牌貨品的地方減少了」。其次是「政府執法較之前嚴厲」(27.1%)、「政府的掃蕩工作增加了」(26.0%) 及「售賣盜版 / 冒牌貨品的零售商減少了」(19.4%)。

(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)**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|
| Fewer locations for buying pirated / counterfeit goods<br>售賣盜版 / 冒牌貨品的地方減少了  | 55.9        | 54.1        | 29.4        | 26.4        | 14.9        |
| Tighter enforcement of laws<br>政府執法較之前嚴厲   | 27.1        | 31.2        | 30.1        | 33.0        | 31.3        |
| More eradication by the Government<br>政府的掃蕩工作增加了   | 26.0        | 28.7        | 51.0        | 45.4        | 58.8        |
| Fewer retailers selling pirated / counterfeit goods<br>售賣盜版 / 冒牌貨品的零售商減少了  | 19.4        | 27.4        | 12.5        | 14.0        | 12.3        |
| As demand of pirated / counterfeit goods decreased, the supply has decreased as well<br>盜版 / 冒牌貨品的需求減少，引致供應亦減少了                        | 6.9         | 4.5         | 4.8         | 5.8         | 5.8         |
| As pirated / counterfeit goods traders become more careful, the procedure of buying become more complicated<br>盜版 / 冒牌商較以前小心，引致購買過程更困難 | 0.6         | 5.7         | 2.0         | 2.5         | 4.3         |
| Decreased number of pirated songs / software website<br>盜版歌曲 / 軟件網站減少咗   | -           | -           | 0.6         | 1.5         | -           |
| Don't know / Hard to say<br>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<br>樣本：以所有認為較難的人士為基數  | 150         | 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, more than two-fifths of the people (46.2%) claimed that their friends would buy / use pirated or counterfeit goods, and some mentioned that their colleagues / schoolmates (17.8%), relatives (13.2%) and family members (8.1%) would do so.

與過去幾年的調查相若，超過四成的人士 (46.2%) 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 (17.8%)、親戚 (13.2%) 及家人 (8.1%) 有這樣做。

Moreover, the proportion of those who claimed that people around would buy / use pirated or counterfeit goods (55.7%) was similar to the last survey.

此外，表示身邊的人有購買 / 使用盜版或冒牌貨品的比例 (55.7%) 與上一次調查的相若。

(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**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|
| Friends 朋友                                       | 46.2        | 49.8        | 53.2        | 56.3        | 53.7        |
| Colleagues / schoolmates 同事 / 同學                 | 17.8        | 18.9        | 23.2        | 26.0        | 21.8        |
| Relatives (not living together) 親戚 (不同住)         | 13.2        | 9.8         | 11.1        | 13.4        | 15.5        |
| Family members (living together) 家人 (同住)         | 8.1         | 6.7         | 9.2         | 11.5        | 10.7        |
| Neighbours 鄰居                                    | 5.7         | 4.6         | 6.6         | 7.2         | 6.6         |
| Employer 僱主                                      | 1.3         | 0.7         | 1.9         | 2.8         | 1.1         |
| Staff 僱員   | 1.0         | 1.0         | 0.8         | 1.2         | 0.7         |
| Don't know whether they buy / use 不知道是否有人購買 / 使用 | 25.7        | 28.6        | 24.6        | 22.2        | 25.0        |
| Nobody buy / use 沒有人購買 / 使用                      | 18.6        | 14.1        | 9.6         | 8.0         | 7.8         |
| People around buy / use 身邊有人購買 / 使用              | 55.7        | 57.3        | 65.8        | 69.8        | 67.2        |
| Sample 樣本  | 1 005       | 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 analysed by demographics, it was observed that relatively higher proportions of those aged below 50 (about 62%), those with tertiary education level or above (64.4%), working persons (64.6%) and those with monthly personal income of \$10,000 or above (over 62%) 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 62%）、大專程度或以上（64.4%）、在職人士（64.6%）及個人每月收入在 \$10,000 或以上的人士（超過 62%）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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                               |                   |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------------------|-------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000<br>\$19,999<br>(%) | ≥ \$20,000<br>(%) |
| People around bought / used<br>身邊有人購買 / 使用                               | 56.3             | 55.3               | 62.6        | 62.1           | 45.3        | 41.7                                    | 54.1             | 64.4                                     | 64.6                       | 46.3                               | 49.0                              | 62.5                          | 69.0              |
| Nobody / Don't know whether<br>they use / buy<br>沒有 / 不知道是否有人購<br>買 / 使用 | 43.8             | 44.7               | 37.4        | 37.9           | 54.7        | 58.3                                    | 45.9             | 35.6                                     | 35.4                       | 53.7                               | 51.0                              | 37.5                          | 31.0              |
| Sample<br>樣本   | 464              | 541                | 230         | 385            | 391         | 132                                     | 547              | 323                                      | 509                        | 495                                | 553                               | 248                           | 155               |
| $\chi^2$   | 0.098            |                    | 28.034**    |                |             | 20.998**                                |                  |  | 34.316**                   |                                    | 25.862**                          |                               |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 (83.3%) 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 15.8% 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 (83.3%) 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 15.8% 則認為有很大影響 / 有些影響。結果與過去幾年的調查相若。

When analysed by demographics, the younger the people, the higher the proportions who claimed that it was definitely influencing / somewhat influencing (ranged from 8.7% for those who aged 50 or above to 24.3% for those who aged below 30).

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 (由 50 歲或以上的 8.7% 至 30 歲以下的 24.3%)。

(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**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|---|-------------|-------------|-------------|-------------|-------------|
| Definitely influencing 有很大影響  | 0.9         | 1.9         | 2.8         | 3.6         | 4.3         |
| Somewhat influencing 有些影響   | 14.9        | 11.7        | 13.3        | 12.3        | 11.6        |
| Somewhat not influencing 沒有太大影響   | 44.6        | 42.6        | 46.2        | 46.3        | 48.0        |
| Not influencing at all 完全沒有影響   | 38.7        | 43.5        | 36.8        | 36.4        | 35.2        |
| Don't know / Hard to say 不知道 / 很難說  | 0.8         | 0.3         | 1.0         | 1.3         | 1.0         |
| Definitely / somewhat influencing 有很大影響 / 有些影響  | 15.8        | 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                                       | 83.3        | 86.1        | 83.0        | 82.7        | 83.2        |
| Sample: Among all persons who know people around buy/use pirated / counterfeit products | 560         | 575         | 794         | 847         | 827         |

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

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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|  |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                      |                      |
| Definitely / somewhat influencing<br>有很大影響 / 有些影響  | 16.7             | 15.4               | 24.3        | 16.3           | 8.7         | 7.3                                     | 16.4             | 17.9                                     | 15.1                       | 17.5                               | 17.8                              | 15.0                 | 12.3                 |
| Somewhat / not influencing at all<br>沒有太大 / 完全沒有影響   | 83.3             | 84.6               | 75.7        | 83.7           | 91.3        | 92.7                                    | 83.6             | 82.1                                     | 84.9                       | 82.5                               | 82.2                              | 85.0                 | 87.7                 |
| Sample: Among all persons who<br>know people around buy/use<br>pirated / counterfeit products<br>樣本：以所有知道身邊有人<br>購買/使用盜版 / 冒牌貨的<br>人士為基數 | 257              | 299                | 144         | 239            | 172         | 55                                      | 293              | 207                                      | 325                        | 229                                | 269                               | 153                  | 106                  |
| $\chi^2$   | 0.186            |                    | 14.163**    |                |             | 3.683                                   |                  |  | 0.569                      |                                    | 1.893                             |                      |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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」行為

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 three-quarters of the people (74.2%) strongly agreed / agreed, while 20.7% 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為」這問題的回應，近四分之三的人士 (74.2%) 非常同意 / 同意，而 20.7% 則表示「不同意 / 非常不同意」。

When compared to the last survey (79.9%), the proportion of “strongly agree / agree” was slightly decreased.

與上一次的調查 (79.9%) 相比，「非常同意 / 同意」的比例輕微下跌了。

When analysed by demographics, it was observed that those with monthly personal income of \$20,000 or above (86.0%) tended to strongly agree / agreed with this statement.

以背景資料作分析，發現個人每月收入在 \$20,000 或以上的人士 (86.0%) 較傾向非常同意 / 同意此句子。

(表 46 & 47)

(Tables 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」行為**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Strongly agree 非常同意                         | 13.8        | 13.7        | 14.0        | 15.2        | 11.6        | 7.4         | 7.1         | 10.3        | 6.3         |
| Agree 同意                                    | 60.4        | 66.2        | 52.5        | 49.4        | 55.3        | 60.4        | 61.1        | 49.5        | 50.1        |
| Disagree 不同意                                | 18.6        | 15.6        | 22.9        | 25.1        | 20.4        | 22.0        | 23.1        | 29.5        | 28.4        |
| Strongly disagree 完全不同意                     | 2.1         | 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          | 5.0         | 3.9         | 9.0         | 8.5         | 10.6        | 9.1         | 7.7         | 9.2         | 13.1        |
| Strongly agree / agree<br>非常同意 / 同意         | 74.2        | 79.9        | 66.5        | 64.6        | 67.0        | 67.8        | 68.2        | 59.8        | 56.4        |
| Disagree / strongly disagree<br>不同意 / 完全不同意 | 20.7        | 16.3        | 24.5        | 26.8        | 22.5        | 23.1        | 24.0        | 31.1        | 30.5        |
| Sample<br>樣本                                | 1 005       | 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」行為**

**－ 雙變項分析**

|   | Sex<br>性別 |        | Age<br>年齡 |         |      | Education Attainment<br>教育程度 |        |                   | Working Status<br>就職狀況 |             | Monthly Personal Income<br>個人每月收入 |                |                |
|---|-----------|--------|-----------|---------|------|------------------------------|--------|-------------------|------------------------|-------------|-----------------------------------|----------------|----------------|
|   | Male      | Female | < 30      | 30 – 49 | ≥ 50 | Primary or below             | Sec    | Tertiary or above | Working                | Non working | \$10,000                          |                |                |
|   | 男 (%)     | 女 (%)  |           |         |      | 小學或以下 (%)                    | 中學 (%) | 大專或以上 (%)         | 在職人士 (%)               | 非在職人士 (%)   | < \$10,000 (%)                    | – \$19,999 (%) | ≥ \$20,000 (%) |
| Strongly agree / agree<br>非常同意 / 同意         | 79.5      | 77.1   | 74.6      | 79.6    | 79.0 | 73.0                         | 78.3   | 80.1              | 79.8                   | 76.6        | 74.9                              | 79.9           | 86.0           |
| Disagree / strongly disagree<br>不同意 / 完全不同意 | 20.5      | 22.9   | 25.4      | 20.4    | 21.0 | 27.0                         | 21.7   | 19.9              | 20.2                   | 23.4        | 25.1                              | 20.1           | 14.0           |
| Sample<br>樣本                                | 438       | 516    | 224       | 363     | 367  | 126                          | 526    | 301               | 480                    | 475         | 529                               | 234            | 150            |
| $\chi^2$                                    | 0.748     |        | 2.317     |         |      | 2.604                        |        |                   | 1.399                  |             | 9.132*                            |                |                |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 one-third of the people (34.5%) said “yes”, which was lowered than the last survey (50.1%). Those who were aware were more likely to be people aged 30 – 49 (41.8%), with secondary education level or above (over 35%), working persons (39.5%) and those with monthly personal income of \$10,000 or above (over 38%).

被問到有否聽過「正版正貨承諾」計劃，大約三分之一的人士 (34.5%) 表示「有」，比例較上一次調查 (50.1%) 下跌了。認知的人士較傾向是 30 - 49 歲 (41.8%)、中學程度或以上 (超過 35%)、在職 (39.5%) 及個人每月收入在 \$10,000 或以上 (超過 38%) 的人士。

The top channel of awareness was TV advertisements (76.8%), followed by newspapers / magazines (14.1%) and stickers / tent cards in shops (13.5%).

最主要認知的渠道是電視廣告 (76.8%)，其次是報紙 / 雜誌 (14.1%) 及商戶標貼 / 座檯咭 (13.5%)。

(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**

|           | 2010<br>(%) | 2008<br>(%) |
|-----------|-------------|-------------|
| Yes 有     | 34.5        | 50.1        |
| No 沒有     | 65.5        | 49.9        |
| Sample 樣本 | 1 005       | 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                      |                      |
|-----------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|----------------------|----------------------|
|           | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | <<br>\$10,000<br>(%)              | –<br>\$19,999<br>(%) | ≥<br>\$20,000<br>(%) |
|           |                  |                    |             |                |             |   |                  |  |                            |                                    |                                   |                      |                      |
| Yes 有     | 35.3             | 33.8               | 31.9        | 41.8           | 28.9        | 23.3                                    | 35.5             | 37.7                                     | 39.5                       | 29.4                               | 30.6                              | 38.3                 | 42.6                 |
| No 沒有     | 64.7             | 66.2               | 68.1        | 58.2           | 71.1        | 76.7                                    | 64.5             | 62.3                                     | 60.5                       | 70.6                               | 69.4                              | 61.7                 | 57.4                 |
| Sample 樣本 | 464              | 541                | 229         | 385            | 391         | 133                                     | 547              | 324                                      | 509                        | 496                                | 553                               | 248                  | 155                  |
| $\chi^2$  | 0.255            |                    | 15.241**    |                |             | 9.015*                                  |                  |  | 11.232**                   |                                    | 9.864**                           |                      |                      |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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)**

|   | 2010<br>(%) | 2008<br>(%) |
|---|-------------|-------------|
| TV advertisements 電視廣告                                      | 76.8        | 84.5        |
| Newspapers / magazines 報紙 / 雜誌                              | 14.1        | 15.3        |
| Stickers / tent cards in shops 商戶標貼 / 座檯咭                   | 13.5        | 9.1         |
| Radio programmes 電台節目                                       | 6.2         | 6.0         |
| Word of mouth by friends / relatives / colleagues 親友 / 同事提及 | 3.1         | 1.6         |
| Internet 互聯網  | 2.8         | 0.6         |
| Advertisements on bus 巴士廣告                                  | 2.3         | 0.8         |
| MTR advertisements 港鐵廣告                                     | 2.1         | 2.0         |
| Poster and other publicity materials 海報及其他宣傳品               | 1.1         | -           |
| Exhibition / Seminars 展覽 / 講座                               | 0.6         | -           |
| TV Programmes 電視節目  | 0.5         | -           |
| In class / school activities 課堂 / 學校活動                      | 0.3         | 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  | 0.6         | 0.4         |
| Sample 樣本：Among all persons who were aware 以所有認知的人士為基數      | 347         | 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 (83.4%) 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. Only 15.1% considered not quite helpful / not helpful at all. The findings were quite similar to the last survey.

在那些認知「正版正貨承諾」計劃的人士中，有超過八成 (83.4%) 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非常有幫助 / 頗有幫助。只有 15.1% 認為幫助不大 / 完全沒有幫助。結果與上一次調查的相若。

When analysed by different sub-groups on this issue, no significant difference was observed.

以不同小組分析這問題，發現並沒有明顯差別。

(表 51 & 52)

(Tables 51 & 52)

**Table 51: 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 51：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**

|  | 2010<br>(%) | 2008<br>(%) |
|--|-------------|-------------|
| Very helpful 非常有幫助                                     | 28.9        | 20.7        |
| Quite helpful 頗有幫助                                     | 54.5        | 63.2        |
| Not quite helpful 幫助不大                                 | 14.6        | 12.9        |
| Not helpful at all 完全沒有幫助                              | 0.5         | 1.4         |
| Don't know / Hard to say 不知道 / 很難說                     | 1.5         | 1.8         |
| Very / quite helpful 非常有幫助 / 頗有幫助                      | 83.4        | 83.9        |
| Not quite / not helpful at all 幫助不大 / 完全沒有幫助           | 15.1        | 14.3        |
| Sample 樣本：Among all persons who were aware 以所有認知的人士為基數 | 348         | 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 52: 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 52：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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                               |                   |
|---|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------------------|-------------------|
|   | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000<br>\$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Very / quite helpful<br>非常有幫助 / 頗有幫助                              | 82.7             | 86.7               | 83.3        | 82.5           | 89.1        | 83.9                                    | 87.4             | 80.2                                     | 85.4                       | 83.3                               | 86.4                              | 84.8                          | 79.1              |
| Not quite / not helpful at all<br>幫助不大 / 完全沒有幫助                   | 17.3             | 13.3               | 16.7        | 17.5           | 10.9        | 16.1                                    | 12.6             | 19.8                                     | 14.6                       | 16.7                               | 13.6                              | 15.2                          | 20.9              |
| Sample: Among all persons who<br>were aware<br>樣本：以所有認知的人士為<br>基數 | 162              | 181                | 72          | 160            | 110         | 31                                      | 191              | 121                                      | 199                        | 144                                | 169                               | 92                            | 67                |
| $\chi^2$  | 1.076            |                    | 2.347       |                |             | 3.008                                   |                  |  | 0.280                      |                                    | 1.950                             |                               |                   |

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, the majority of people considered that the protection of IP rights could be very / quite helpful to the development of local creative industries (83.0%) and the overall development of Hong Kong's economy (71.1%). Only 4.1% and 8.1% respectively considered not quite helpful / not helpful at all.

就市民對保護知識產權長遠發展的意見，大部分人士均認為保護知識產權對促進本地創意產業發展 (83.0%) 及香港整體經濟發展 (71.1%) 非常有幫助 / 頗有幫助。分別只有 4.1% 及 8.1% 認為幫助不大 / 完全沒有幫助。

The proportions of considering very / quite helpful were higher than those of the last survey (76.0% and 62.0% respectively).

認為非常有幫助 / 頗有幫助的比例較上一次調查的 (分別是 76.0% 及 62.0%) 為高。

When analysed by different sub-groups on this issue, no significant difference was observed.

以不同小組分析這問題，發現並沒有明顯差別。

(表 53a, b & 54a, b)

(Tables 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**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|
| Very helpful 非常有幫助                           | 30.5        | 23.9        | 23.3        | 27.0        | 34.0        |
| Quite helpful 頗有幫助                           | 52.5        | 52.1        | 54.2        | 55.0        | 46.1        |
| Average 一般                                   | 11.1        | 16.3        | 12.4        | 10.2        | 7.4         |
| Not quite helpful 幫助不大                       | 3.7         | 4.6         | 6.0         | 4.9         | 6.1         |
| Not helpful at all 完全沒有幫助                    | 0.4         | 1.0         | 1.4         | 1.7         | 1.3         |
| Don't know / Hard to say 不知道 / 很難說           | 1.7         | 2.1         | 2.7         | 1.3         | 5.1         |
| Very / quite helpful 非常有幫助 / 頗有幫助            | 83.0        | 76.0        | 77.5        | 82.0        | 80.1        |
| Not quite / not helpful at all 幫助不大 / 完全沒有幫助 | 4.1         | 5.6         | 7.3         | 6.5         | 7.4         |
| Sample 樣本                                    | 1 005       | 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**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|
| Very helpful 非常有幫助                           | 21.4        | 14.5        | 18.1        | 20.8        | 24.2        |
| Quite helpful 頗有幫助                           | 49.7        | 47.5        | 52.4        | 51.7        | 44.0        |
| Average 一般                                   | 17.2        | 23.0        | 14.3        | 10.3        | 13.1        |
| Not quite helpful 幫助不大                       | 7.4         | 9.7         | 9.1         | 10.2        | 10.5        |
| Not helpful at all 完全沒有幫助                    | 0.7         | 1.1         | 2.4         | 3.4         | 1.3         |
| Don't know / Hard to say 不知道 / 很難說           | 3.6         | 4.3         | 3.7         | 3.6         | 6.9         |
| Very / quite helpful 非常有幫助 / 頗有幫助            | 71.1        | 62.0        | 70.5        | 72.5        | 68.2        |
| Not quite / not helpful at all 幫助不大 / 完全沒有幫助 | 8.1         | 10.8        | 11.4        | 13.5        | 11.7        |
| Sample 樣本                                    | 1 005       | 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                   |                   |
|---|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------|-------------------|
|   | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Very / quite helpful<br>非常有幫助 / 頗有幫助            | 84.2             | 84.7               | 82.9        | 86.9           | 83.1        | 77.7                                    | 85.1             | 86.2                                     | 85.2                       | 83.7                               | 82.4                              | 86.9              | 89.0              |
| Average<br>一般                                   | 11.2             | 11.5               | 11.0        | 8.7            | 14.3        | 17.7                                    | 11.2             | 9.1                                      | 10.6                       | 12.1                               | 13.1                              | 10.6              | 6.5               |
| Not quite / not helpful at all<br>幫助不大 / 完全沒有幫助 | 4.6              | 3.8                | 6.1         | 4.5            | 2.6         | 4.6                                     | 3.7              | 4.7                                      | 4.2                        | 4.1                                | 4.4                               | 2.4               | 4.5               |
| Sample<br>樣本                                    | 456              | 531                | 228         | 381            | 378         | 130                                     | 537              | 318                                      | 500                        | 486                                | 540                               | 245               | 154               |
| $\chi^2$  | 0.444            |                    | 10.067      |                |             | 7.392                                   |                  |  | 0.581                      |                                    | 7.520                             |                   |                   |

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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                   |                   |
|---|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------|-------------------|
|   | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Very / quite helpful<br>非常有幫助 / 頗有幫助            | 72.3             | 75.0               | 68.3        | 76.1           | 74.9        | 73.3                                    | 75.6             | 70.9                                     | 72.4                       | 75.2                               | 73.9                              | 71.3              | 76.3              |
| Average<br>一般                                   | 17.6             | 18.1               | 21.9        | 15.5           | 17.6        | 17.5                                    | 16.9             | 19.5                                     | 18.5                       | 17.3                               | 18.8                              | 17.9              | 16.4              |
| Not quite / not helpful at all<br>幫助不大 / 完全沒有幫助 | 10.1             | 6.9                | 9.8         | 8.4            | 7.4         | 9.2                                     | 7.5              | 9.6                                      | 9.1                        | 7.6                                | 7.3                               | 10.8              | 7.2               |
| Sample<br>樣本                                    | 444              | 524                | 224         | 381            | 363         | 120                                     | 533              | 313                                      | 492                        | 475                                | 532                               | 240               | 152               |
| $\chi^2$  | 3.342            |                    | 5.443       |                |             | 2.465                                   |                  |  | 1.171                      |                                    | 3.392                             |                   |                   |

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 people (88.0%) considered definitely / quite necessary, which was slightly increased as compared with the previous surveys (below 86%). On the other hand, 8.2% considered the opposite.

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 (88.0%) 均認為非常應該 / 頗應該，比例較過往幾年調查的 (86% 以下) 略有上升。另一方面，有 8.2% 持相反意見。

When analysed by different sub-groups on this issue, no significant difference was observed.

以不同小組分析這問題，發現並沒有明顯差別。

(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 schools (46.8%) and in mass media (44.8%), followed by more enforcement action (27.9%) and increasing penalties (25.2%).

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學校的宣傳 (46.8%) 及媒體上的宣傳 (44.8%)，其次是加強巡查和掃蕩 (27.9%) 及加重刑罰 (25.2%)。

(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**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|---|-------------|-------------|-------------|-------------|-------------|
| Definitely necessary 非常應該                     | 27.1        | 24.7        | 26.4        | 24.2        | 27.3        |
| Quite necessary 頗應該                           | 60.9        | 58.6        | 59.5        | 61.2        | 49.6        |
| Not quite necessary 頗不應該                      | 7.2         | 11.1        | 8.4         | 10.1        | 10.2        |
| Not necessary at all 非常不應該                    | 1.0         | 1.5         | 1.4         | 1.5         | 2.7         |
| Don't know / Hard to say 不知道 / 很難說            | 3.8         | 4.1         | 4.3         | 2.9         | 10.1        |
| Definitely / quite necessary 非常應該 / 頗應該       | 88.0        | 83.3        | 85.8        | 85.5        | 77.0        |
| Not quite / not necessary at all 頗不應該 / 非常不應該 | 8.2         | 12.6        | 9.8         | 11.6        | 13.0        |
| Sample 樣本                                     | 1 005       | 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 before 2008: "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) 二零零八年之前的調查中，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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                   |                   |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------|-------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Definitely / quite necessary<br>非常應該 / 頗應該       | 90.8             | 92.1               | 90.6        | 91.6           | 91.9        | 93.8                                    | 91.0             | 91.5                                     | 91.6                       | 91.4                               | 90.6                              | 91.8              | 92.9              |
| Not quite / not necessary at all<br>頗不應該 / 非常不應該 | 9.2              | 7.9                | 9.4         | 8.4            | 8.1         | 6.3                                     | 9.0              | 8.5                                      | 8.4                        | 8.6                                | 9.4                               | 8.2               | 7.1               |
| Sample<br>樣本                                     | 446              | 520                | 224         | 371            | 372         | 128                                     | 521              | 316                                      | 491                        | 475                                | 534                               | 233               | 154               |
| $\chi^2$   | 0.529            |                    | 0.321       |                |             | 1.016                                   |                  |  | 0.025                      |                                    | 0.854                             |                   |                   |

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）**

|  | 2010<br>(%) | 2008<br>(%) |
|--|-------------|-------------|
| More promotion in schools (incl. primary, secondary & tertiary) 加強在學校的宣傳（包括大中小學） | 46.8        | 50.1        |
| More promotion in mass media 加強在媒體上的宣傳   | 44.8        | 56.6        |
| More enforcement action 加強巡查和掃蕩  | 27.9        | 17.6        |
| Increase penalties 加重刑罰  | 25.2        | 25.8        |
| More promotion activities for the public to participate 多舉辦市民可以參與的宣傳活動           | 7.6         | 10.5        |
| Help the development of local creative industries 促進本地創意產業發展                     | 1.6         | 0.1         |
| Don't know / Hard to say 不知道 / 很難說   | 0.9         | 1.4         |
| Sample 樣本：Among all persons who considered necessary 以所有認為應該的人士為基數               | 884         | 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”, not many people (14.8%) could spontaneously recall the Intellectual Property Department (IPD), while most of the people (69.5%) declared “don’t know” and the remaining 15.7% misunderstood that other government departments were responsible for it. The findings were quite similar to the previous surveys.

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，能在沒有提示的情況下正確地說出是知識產權署的人士並不多 (14.8%)，多數人士 (69.5%) 表示「不知道」，餘下 15.7% 則誤以為是由其他政府部門負責。結果與過往幾年的調查差不多。

(表 58 & 59)

(Tables 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）**

|  | 2010<br>(%) |
|--|-------------|
| Intellectual Property Department / IPD 知識產權署       | 14.8        |
| Customs and Excise Department 香港海關                 | 12.6        |
| Trade & Industry Department 工業貿易署                  | 0.7         |
| Hong Kong Police 香港警務處                             | 0.6         |
| Leisure & Cultural Services Department 康樂及文化事務署    | 0.5         |
| Television & Entertainment Licensing Authority 影視處 | 0.3         |
| Hong Kong Trade Development Council 香港貿易發展局        | 0.3         |
| Innovation and Technology Commission 創新科技署         | 0.2         |
| Home Affairs Department 民政事務總署                     | 0.2         |
| Education Bureau 教育局                               | 0.1         |
| Commerce and Economic Development Bureau 商務及經濟發展局  | 0.1         |
| Broadcasting Authority 廣管局                         | -           |
| Consumer Council 消費者委員會                            | -           |
| Don't know 不知道                                     | 69.5        |
| Sample 樣本  | 1 005       |

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）**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|
| Intellectual Property Department / IPD 知識產權署 | 14.8        | 17.2        | 15.4        | 13.5        | 10.5        |
| Other wrong answers 其他錯誤答案                   | 15.7        | 11.2        | 14.1        | 15.8        | 9.5         |
| Don't know 不知道                               | 69.5        | 71.6        | 70.5        | 70.7        | 80.0        |
| Sample 樣本                                    | 1 005       | 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 analysed by demographics, it was observed that relatively higher proportion of males (19.2%), those who aged below 50 (about 19%), with tertiary education level or above (28.1%), working persons (20.2%) and those with monthly personal income of \$10,000 or above (about 21%) were aware that IPD is responsible for promoting the protection of IP rights in Hong Kong.

以背景資料分析，發現有較高比例的男性 (19.2%)、50 歲以下 (約 19%)、大專程度或以上 (28.1%)、在職人士 (20.2%) 及個人每月收入在 \$10,000 或以上 (約 21%) 的人士知識產權署是負責在香港推廣保護知識產權的政府部門。

(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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                               |                   |
|---------------|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------------------|-------------------|
|               | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000<br>\$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Aware 知道      | 19.2             | 11.1               | 19.2        | 19.9           | 7.2         | 0.8                                     | 10.4             | 28.1                                     | 20.2                       | 9.5                                | 9.6                               | 21.4                          | 20.6              |
| Not aware 不知道 | 80.8             | 88.9               | 80.8        | 80.1           | 92.8        | 99.2                                    | 89.6             | 71.9                                     | 79.8                       | 90.5                               | 90.4                              | 78.6                          | 79.4              |
| Sample 樣本     | 464              | 541                | 229         | 386            | 390         | 132                                     | 547              | 324                                      | 509                        | 496                                | 553                               | 248                           | 155               |
| $\chi^2$      | 12.947**         |                    | 29.569**    |                |             | 74.090**                                |                  |  | 22.905**                   |                                    | 25.035**                          |                               |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 IPD is the department which was responsible for promoting the protection of IP rights, they were asked to name the duties of IPD. Nearly two-fifths (37.9%) were aware that IPD was responsible for “promoting awareness on IP rights protection”, followed by “registration of trademarks” (18.5%) and “registration of patents” (15.3%). On the other hand, about one-fifth of the people (20.6%) misunderstood that “combating piracy and counterfeiting” was one of IPD’s duties. Nevertheless, such proportion was decreased as compared with the previous surveys (about 21% - 31%). Still, one-third (34.7%) claimed that they did not know the duties of the IPD.

When analysed by different sub-groups on this issue, no significant difference was observed.

(Tables 61 & 62)

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。近四成 (37.9%) 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」(18.5%) 及「專利註冊」(15.3%)。另一方面，約有兩成人士 (20.6%) 誤以為「打擊盜版 / 掃蕩冒牌」是知識產權署的工作範圍之一，不過這個比例較過往幾年調查的 (約 21% - 31%) 下降了。餘下仍有三分之一 (34.7%) 並不知道知識產權署工作的範圍。

以不同小組分析這問題，發現並沒有明顯差別。

(表 61 及 62)

**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)**

|   | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|---|-------------|-------------|-------------|-------------|-------------|
| <b>Correct</b><br><b>正確</b>   |             |             |             |             |             |
| Promote awareness on IP rights protection<br>宣傳 / 推廣保護知識產權  | 37.9        | 44.5        | 53.4        | 38.9        | 22.5        |
| Registration of trademarks<br>商標註冊  | 18.5        | 13.3        | 20.7        | 26.4        | 17.7        |
| Registration of patents<br>專利註冊   | 15.3        | 10.4        | 15.3        | 18.4        | 12.8        |
| Public education which have an impact of intellectual property / public education<br>對知識產權影響的公民教育 | 7.8         | 4.0         | 9.1         | 7.6         | 9.5         |
| Registration of designs<br>外觀設計註冊   | 5.9         | 0.6         | -           | -           | 5.8         |
| Cooperate with Customs<br>與海關合作   | 3.7         | 1.2         | 4.8         | 4.4         | 6.2         |
| Government's intellectual property legal advisor<br>作為政府的知識產權法律顧問                                 | -           | 2.3         | 0.4         | 1.0         | 1.1         |
| <b>Incorrect</b><br><b>不正確</b>  |             |             |             |             |             |
| Combat piracy and counterfeiting<br>打擊盜版 / 掃蕩冒牌   | 20.6        | 30.6        | 25.0        | 28.3        | 21.0        |
| Enact legislation<br>立法   | 6.8         | 6.4         | 4.5         | 6.9         | 2.2         |
| Investigate into infringing activities<br>調查侵權活動  | 6.3         | 3.5         | 5.7         | 8.7         | 3.5         |
| Receiving complaints and reports of piracy<br>接受盜版及冒牌的投訴及舉報                                       | 4.4         | 4.0         | 4.7         | 3.7         | 9.5         |
| Don't know<br>不知道   | 34.7        | 27.7        | 17.0        | 26.5        | 38.6        |
| Sample: Among all persons who were aware of IPD<br>樣本：以所有認知知識產權署的人士為基數                            | 149         | 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%。

**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<br>性別        |                    | Age<br>年齡   |                |                 | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                               |                   |
|---|------------------|--------------------|-------------|----------------|-----------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------------------|-------------------|
|   | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%)     | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$10,000<br>\$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Aware (at least one correct answer)<br>知道 (至少有一個正確答案)                           | 51.7             | 55.0               | 45.5        | 53.2           | 64.3            | 100.0                                   | 49.1             | 54.9                                     | 55.3                       | 46.8                               | 43.4                              | 53.8                          | 62.5              |
| Not aware (no correct answer or declared "don't know")<br>不知道 (沒有正確答案或表示 "不知道") | 48.3             | 45.0               | 54.5        | 46.8           | 35.7            | -                                       | 50.9             | 45.1                                     | 44.7                       | 53.2                               | 56.6                              | 46.2                          | 37.5              |
| Sample: Among all persons who were aware of IPD<br>樣本：以所有認知知識產權署的人士為基數          | 89               | 60                 | 44          | 77             | 28 <sup>#</sup> | 1 <sup>#</sup>                          | 57               | 91                                       | 103                        | 47                                 | 53                                | 52                            | 32                |
| $\chi^2$  | 0.158            |                    | 2.439       |                |                 | 1.369                                   |                  |  | 0.942                      |                                    | 3.054                             |                               |                   |

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%。

<sup>#</sup> 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. 60.4% of the people claimed that they had seen the advertising or promotional messages on TV, followed by radio (13.4%) and print advertisement / promotional materials (9.2%). Yet, more than three-tenths (31.6%) claimed that they did not remember or had never seen / heard / encountered any IPD's advertising or promotional activities.

When comparing with the result of last survey (80.4%), the awareness level of IPD's advertising or promotional activities (68.4%) was relatively lower.

When analysed by demographics, it was observed that the higher the education level, the higher the proportions who were aware of the advertising or promotional activities of IPD (ranged from 58.3% for primary or below to 71.6% for tertiary or above).

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。60.4% 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 (13.4%) 及印刷廣告 / 宣傳物品 (9.2%)。不過，仍有超過三成 (31.6%) 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。

與上一次的調查 (80.4%) 比較，知識產權署的廣告或宣傳活動的認知程度 (68.4%) 相對下降了。

以背景資料分析，發現教育程度愈高，認知知識產權署的廣告或宣傳活動的比例就愈高 (由小學或以下的 58.3% 至大專或以上的 71.6%)。

(表 63 – 65)

(Tables 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）**

|   | 2010<br>(%)  |
|---|--------------|
| <b>TV</b>   | <b>60.4</b>  |
| <b>電視</b>   |              |
| - "Anti-camcording in Cinemas" (featuring Simon Yam)<br>反戲院盜錄宣傳片 (由任達華主演)   | 3.5          |
| - "Differences between trademark registration and company registration" (featuring Lee Lik Chee)<br>商標註冊和公司註冊的分別 (由李力持主演)       | 1.6          |
| - "No Fakes Pledge" Scheme 2008 (featuring Hins Cheung)<br>「正版正貨承諾」計劃 2008 (由張敬軒主演)   | 1.3          |
| - "Registered design protection in Hong Kong" (featuring Lee Lik Chee)<br>香港的註冊外觀設計保護 (由李力持主演)                                  | 1.0          |
| - "Respect intellectual property on the Internet"<br>尊重網上的知識產權  | 0.8          |
| - "Let's Protect Intellectual Property Rights"<br>齊來保護知識產權  | 0.7          |
| - Anti-Internet Piracy "Parents Version" (featuring Jacky Cheung)<br>反網上侵權系列《父母篇》(由張學友主演)                                       | 0.6          |
| - "Let's be imaginative, creative; let's protect IP rights (McMug)"<br>《想像、創作、保護知識產權 (麥嘜)》                                      | 0.5          |
| - The API of anti-piracy (acted by Arnold Schwarzenegger and Jackie Chan)<br>反盜版宣傳短片 (由阿諾舒華辛力加和成龍合演)                            | 0.3          |
| - "Keep away from pirated goods. Don't finance crime"<br>《咪幫罪犯・咪買盜版》  | 0.3          |
| - "Don't sell HK down the river. Keep away from pirated goods"<br>《售賣盜版，自取其獄》   | 0.2          |
| - "Don't use pirated software for business"<br>《僱主僱員勿用盜版》   | 0.2          |
| - "Territorial limitation of IP protection" (featuring Lee Lik Chee)<br>知識產權保護的地域性限制 (由李力持主演)                                   | 0.2          |
| - "Overview of Intellectual Capital Management" (featuring Lee Lik Chee)<br>知識資本管理概覽 (由李力持主演)                                   | 0.1          |
| - "Copyright (Amendment) Ordinance 2007 - Anti-circumvention" (featuring Cheung Tat-ming)<br>《2007 年版權(修訂)條例 - 反規避科技措施》(由張達明主演) | 0.1          |
| - "Software Asset Management Consultancy Programme" (featuring Niki Chow)<br>《軟件資產管理諮詢計劃》(由周麗淇主演)                               | 0.1          |
| - Anti-Internet Piracy "Teens Version" (featuring Simon Yam)<br>反網上侵權系列《青年篇》(由任達華主演)  | 0.1          |
| - TV, but cannot recall which advertisement / programme<br>電視見到，但記不起哪個廣告 / 特輯   | 50.9         |
| <b>Radio</b>  | <b>13.4</b>  |
| <b>電台</b>   |              |
| - Radio API "World Intellectual Property Day"<br>《世界知識產權日》宣傳聲帶  | 0.5          |
| - Radio, but cannot recall which advertisement / programme<br>電台聽到，但記不起哪個廣告 / 節目  | 12.8         |
| <b>Sample</b>   | <b>1 005</b> |
| <b>樣本</b>   |              |

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) (cont')**

**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）**

|  | 2010<br>(%)  |
|--|--------------|
| <b>Print advertisement / promotional materials</b>   | <b>9.2</b>   |
| <b>印刷廣告 / 宣傳物品</b>   |              |
| - Booklet "A Guide for Teachers and Students"<br>《教師與學生指南》小冊子  | 0.2          |
| - "Hong Kong's Amended Copyright Law - Copyright in Education in Hong Kong:"<br>《修訂後的香港版權法 - 教育與版權》  | 0.2          |
| - Newspaper supplements about the "World IP Day"<br>於報章刊載「世界知識產權日」特約專輯   | 0.1          |
| - Print advertisement on "Intellectual Capital Management Consultancy Programme" in newspapers/trade associations<br>magazines<br>於報章及商會雜誌刊登《知識資本管理顧問服務計劃》廣告 | 0.1          |
| - Booklet "A Guide to Parallel Imports"<br>《平行進口物品指南》小冊子   | 0.1          |
| - Booklet "Guidance Note on Prevention of End-User Piracy in Business"<br>《有關防止業務最終使用者盜版行為的指引》小冊子  | 0.1          |
| - Booklet "Intellectual Property in Hong Kong"<br>《香港的知識產權》小冊子   | 0.1          |
| - Booklet "Trademark Protection in Hong Kong"<br>《香港的商標保護》小冊子  | 0.1          |
| - Newspaper / magazine, but cannot recall which article / advertisement<br>報紙 / 雜誌見到，但記不起哪個報導 / 廣告   | 8.4          |
| <b>Promotions on "No Fakes Pledge" Scheme</b>  | <b>4.5</b>   |
| <b>「正版正貨承諾」計劃宣傳</b>  |              |
| - "No Fakes Pledge" stickers / tent cards / posters in shops<br>貨品或商戶展示「正版正貨承諾」標貼 / 座檯咭 / 海報   | 2.5          |
| - TV API of "No Fakes Pledge" Scheme 2008 (featuring Hins Cheung)<br>「正版正貨承諾」計劃 2008 電視宣傳片（由張敬軒主演）   | 1.3          |
| - TV API "Shop for Real" in airport<br>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   | 0.5          |
| - "No Fakes Pledge" advertisement in MTR stations<br>於港鐵內之「正版正貨承諾」廣告   | 0.4          |
| - "No Fakes Pledge" leaflets<br>「正版正貨承諾」宣傳單張   | 0.1          |
| <b>Exhibitions</b>   | <b>3.4</b>   |
| <b>展覽活動</b>  |              |
| - "Hong Kong Book Fair"<br>香港書展  | 0.2          |
| - "Hong Kong Computer & Communications Festival"<br>香港電腦通訊節  | 0.1          |
| - Exhibitions, but cannot recall which one<br>展覽見到，但記不起是哪個展覽   | 3.2          |
| <b>Sample</b>  | <b>1 005</b> |
| <b>樣本</b>  |              |

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) (cont')**

**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）**

|  | 2010<br>(%)  |
|--|--------------|
| <b>Other promotion channels</b>  |              |
| <b>其他宣傳渠道</b>  | <b>1.4</b>   |
| - API in cinema<br>戲院內的宣傳短片  | 1.0          |
| - IPD Website<br>知識產權署網頁   | 0.3          |
| - Interactive drama in primary / secondary school<br>中小學互動劇場   | 0.1          |
| <b>Non-IPD promotion activities</b>  |              |
| <b>非知識產權署的宣傳活動</b>   | <b>2.6</b>   |
| - Public event, Andy Lau participated<br>有劉德華參與的宣傳活動   | 0.7          |
| - "Piracy runs your future. Say no to Copyright Pirates" of Customs & Excise Department<br>海關《參與售賣盜版光碟，損害一生前途》 | 0.4          |
| - "HK Connection" of RTHK<br>港台《鏗鏘集》   | 0.4          |
| - TV news<br>電視新聞  | 0.3          |
| - "Literary & Artistic Creation" of Basic Law<br>基本法《文學藝術創作》   | 0.2          |
| - Public event, Alan Tam participated<br>有譚詠麟參與的宣傳活動   | 0.2          |
| - Public event, Leo Ku participated<br>有古巨基參與的宣傳活動   | 0.1          |
| - Public event, Miriam Yeung participated<br>有楊千嬅參與的宣傳活動   | 0.1          |
| - Public event, Charlene Choi participated<br>有蔡卓妍參與的宣傳活動  | 0.1          |
| - "News Magazine" of TVB<br>無線《新聞透視》   | 0.1          |
| - Public event, Joey Yung participated<br>有容祖兒參與的宣傳活動  | 0.1          |
| <b>None</b>  | <b>29.3</b>  |
| <b>沒有看過 / 聽過 / 接觸過任何宣傳</b>   |              |
| <b>Do not remember</b>   | <b>2.3</b>   |
| <b>記不起</b>   |              |
| <b>Sample</b>  | <b>1 005</b> |
| <b>樣本</b>  |              |

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**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|
| TV 電視  | 60.4        | 76.9        | 64.5        | 51.4        | 55.0        |
| Radio 電台   | 13.4        | 13.1        | 14.4        | 9.9         | 10.0        |
| Print advertisement / promotional materials 印刷廣告 / 宣傳物品        | 9.2         | 9.6         | 11.9        | 7.3         | 7.8         |
| Promotions on "No Fakes Pledge" Scheme 「正版正貨承諾」宣傳單張            | 4.5         | 10.7        | -           | -           | -           |
| Exhibitions 展覽活動   | 3.4         | 1.3         | 0.9         | 1.0         | 1.2         |
| Other activities 其他活動  | 1.4         | 2.2         | 0.7         | 1.0         | 2.2         |
| Broadcasting on bus 巴士內播放                                      | -           | 1.4         | -           | -           | 3.0         |
| Seminars 研討會   | -           | -           | 0.9         | 1.1         | -           |
| Non-IPD's promotions 非知識產權署的宣傳活動                               | 2.6         | -           | -           | -           | -           |
| Aware of the promotions of IPD 認知該署的宣傳                         | 68.4        | 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 | 29.3        | 12.0        | 29.9        | 37.5        | 30.9        |
| Do not remember 記不起  | 2.3         | 7.6         | 1.3         | 5.1         | 6.5         |
| Sample 樣本  | 1 005       | 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |                  |  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                   |                   |
|--|------------------|--------------------|-------------|----------------|-------------|---|------------------|--|----------------------------|------------------------------------|-----------------------------------|-------------------|-------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Sec<br>中學<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
| Aware<br>認知  | 67.9             | 68.9               | 73.4        | 69.2           | 64.6        | 58.3                                    | 68.9             | 71.6                                     | 70.9                       | 65.9                               | 66.4                              | 69.8              | 71.6              |
| Not aware (incl. "do not<br>remember")<br>不認知 (包括 "記不起") | 32.1             | 31.1               | 26.6        | 30.8           | 35.4        | 41.7                                    | 31.1             | 28.4                                     | 29.1                       | 34.1                               | 33.6                              | 30.2              | 28.4              |
| Sample<br>樣本   | 464              | 540                | 229         | 386            | 390         | 132                                     | 547              | 324                                      | 508                        | 495                                | 553                               | 248               | 155               |
| $\chi^2$   | 0.116            |                    | 5.295       |                |             | 7.797*                                  |                  |  | 2.908                      |                                    | 1.960                             |                   |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 three-fifths of the people (63.9%) considered that the promotional activities held by IPD were very / quite effective in raising the awareness of Hong Kong citizens on protecting IP rights, which was relatively lower than the last survey (71.1%). Conversely, one-third (32.9%) considered quite / very ineffective.

超過六成的人士 (63.9%) 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，與上一次的調查 (71.1%) 比較，比例相對較低。相反地，有三分之一 (32.9%) 認為不大有效 / 完全沒有效。

When analysed by demographics, it was observed that the younger the people, the higher the proportions who considered quite / very ineffective (ranged from 27.8% for those who aged 50 or above to 45.8% for those who aged below 30).

以背景資料分析，發現年紀愈小，認為不大有效 / 完全沒有效的比例就愈高 (由 50 歲或以上的 27.8% 至 30 歲以下的 45.8%)。

(表 66 & 67)

(Tables 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**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Very effective 很有效                       | 6.0         | 7.1         | 7.0         | 5.9         | 8.6         | 4.9         | 5.3         | 4.8         | 4.8         |
| Quite effective 頗有效                      | 57.9        | 64.0        | 52.4        | 53.8        | 47.5        | 53.2        | 54.4        | 52.9        | 52.5        |
| Quite ineffective 不大有效                   | 29.5        | 25.0        | 31.9        | 31.4        | 31.8        | 34.3        | 32.0        | 32.5        | 27.3        |
| Very ineffective 完全沒有效                   | 3.4         | 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       | 3.3         | 2.0         | 5.2         | 4.6         | 5.9         | 3.8         | 3.6         | 5.5         | 9.1         |
| Very / quite effective<br>很有效 / 頗有效      | 63.9        | 71.1        | 59.4        | 59.8        | 56.1        | 58.1        | 59.7        | 57.7        | 57.3        |
| Quite / very ineffective<br>不大有效 / 完全沒有效 | 32.9        | 26.9        | 35.5        | 35.6        | 38.0        | 38.0        | 36.7        | 36.8        | 33.6        |
| Sample<br>樣本                             | 1 005       | 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<br>性別        |                    | Age<br>年齡   |                |             | Education Attainment<br>教育程度            |  |                  | Working Status<br>就職狀況     |                                    | Monthly Personal Income<br>個人每月收入 |                   |                   |
|--|------------------|--------------------|-------------|----------------|-------------|---|--|------------------|----------------------------|------------------------------------|-----------------------------------|-------------------|-------------------|
|  | Male<br>男<br>(%) | Female<br>女<br>(%) | < 30<br>(%) | 30 – 49<br>(%) | ≥ 50<br>(%) | Primary<br>or below<br>小學或<br>以下<br>(%) | Tertiary<br>or above<br>大專或<br>以上<br>(%) | Sec<br>中學<br>(%) | Working<br>在職<br>人士<br>(%) | Non<br>working<br>非在職<br>人士<br>(%) | < \$10,000<br>(%)                 | – \$19,999<br>(%) | ≥ \$20,000<br>(%) |
|  |                  |                    |             |                |             |   |  |                  |                            |                                    |                                   |                   |                   |
| Very / quite effective<br>很有效 / 頗有效      | 67.6             | 64.7               | 54.2        | 66.9           | 72.2        | 73.4                                    | 66.4                                     | 62.2             | 65.0                       | 67.1                               | 64.9                              | 67.1              | 68.5              |
| Quite / very ineffective<br>不大有效 / 完全沒有效 | 32.4             | 35.3               | 45.8        | 33.1           | 27.8        | 26.6                                    | 33.6                                     | 37.8             | 35.0                       | 32.9                               | 35.1                              | 32.9              | 31.5              |
| Sample<br>樣本                             | 448              | 524                | 225         | 369            | 378         | 128                                     | 530                                      | 312              | 488                        | 483                                | 538                               | 240               | 146               |
| $\chi^2$                                 | 0.930            |                    | 20.588**    |                |             | 5.224                                   |  |                  | 0.487                      |                                    | 0.836                             |                   |                   |

\*  $p$ -value < 0.05; \*\*  $p$ -value < 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 promote the protection of IP rights. Quite consistent with the previous surveys, most of the people still thought that TV was the most effective channel (82.6%). This was followed by newspaper / magazine (25.8%) and radio (23.6%). Other common mentions included: school (14.9%) and Internet website (11.6%).

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 (82.6%)，其次是報章 / 雜誌 (25.8%) 及電台 (23.6%)。其他普遍提及的途徑包括：學校 (14.9%) 及互聯網頁 (11.6%)。

(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**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| TV<br>電視                                     | 82.6        | 84.6        | 79.6        | 80.3        | 72.0        | 71.5        | 64.6        | 61.6        | 65.5        |
| Newspaper / magazine<br>報章 / 雜誌              | 25.8        | 29.0        | 23.9        | 23.3        | 19.4        | 18.5        | 21.9        | 21.0        | 30.0        |
| Radio<br>電台                                  | 23.6        | 20.8        | 27.6        | 30.2        | 19.9        | 15.9        | 14.3        | 12.7        | 13.3        |
| School<br>學校                                 | 14.9        | 15.6        | 11.1        | 11.9        | 14.8        | 5.1         | 4.5         | 3.3         | 2.8         |
| Internet website<br>互聯網頁                     | 11.6        | 12.6        | 8.2         | 8.2         | 7.2         | 6.2         | 5.6         | 4.5         | 4.3         |
| Poster & other promotional items<br>海報及其他宣傳品 | 7.9         | 6.8         | 7.4         | 8.0         | 9.7         | 4.7         | 4.8         | 4.1         | 5.7         |
| Email / website advertisement<br>電郵 / 網頁廣告   | 7.3         | 1.0         | 1.6         | 1.3         | 1.1         | -           | -           | -           | -           |
| Advertisements in MTR<br>港鐵廣告                | 7.0         | 7.1         | 5.6         | 4.4         | 3.9         | -           | -           | -           | -           |
| Advertisements on bus<br>巴士廣告                | 6.8         | 7.3         | -           | -           | -           | -           | -           | -           | -           |
| IPD's activities<br>知識產權署活動                  | 2.8         | 1.0         | 2.9         | 3.2         | 2.5         | 1.0         | 1.5         | 1.2         | 1.0         |
| Cinema / movie<br>戲院 / 電影                    | 1.9         | 1.2         | 1.2         | 1.3         | 0.2         | -           | -           | -           | -           |
| Workplace<br>工作地點                            | 0.9         | 0.5         | 0.3         | 0.1         | 0.1         | -           | -           | -           | -           |
| Movie stars or singers<br>以電影明星或歌星宣傳         | 0.7         | 1.5         | 1.5         | 1.3         | 1.5         | -           | -           | -           | -           |
| Retail shops<br>零售店舖                         | 0.7         |             |             |             |             |             |             |             |             |
| Recreation and cultural venues<br>文娛場地       | 0.7         |             |             |             |             |             |             |             |             |
| Append to genuine goods<br>附在正版商品上           | 0.6         | 1.3         | 0.8         | 1.1         | 0.1         | -           | -           | -           | -           |
| Shopping centres<br>商場                       | 0.6         | 0.2         | -           | -           | -           | -           | -           | -           | -           |
| Outdoor billboard<br>戶外大型廣告板                 | 0.4         | 0.2         | 0.1         | -           | -           | -           | -           | -           | -           |
| Sample<br>樣本                                 | 1 005       | 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%。

**Table 68: Perceived most effective channel to place the advertisements  
for promoting the protection of IP rights (cont')**

**表 68：認為宣傳知識產權的最有效途徑 (續)**

|  | 2010<br>(%) | 2008<br>(%) | 2005<br>(%) | 2004<br>(%) | 2003<br>(%) | 2002<br>(%) | 2001<br>(%) | 2000<br>(%) | 1999<br>(%) |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Community activities<br>社區活動           | 0.3         | -           | -           | -           | 0.1         | -           | -           | -           | -           |
| Computer Expo<br>電腦展覽                  | 0.2         | 0.6         | 0.2         | -           | 0.5         | -           | -           | -           | -           |
| District offices of HAB<br>民政事務總署分區辦事處 | 0.2         |             |             |             |             |             |             |             |             |
| Immigration control points<br>出入境關口    | 0.2         | -           | -           | 0.2         | -           | -           | -           | -           | -           |
| Text books<br>教科書                      | 0.1         |             |             |             |             |             |             |             |             |
| Airport<br>機場                          | 0.1         | 0.1         | -           | -           | -           | -           | -           | -           | -           |
| Seminars / open forums<br>講座 / 公開論壇    | 0.1         | -           | -           | 1.0         | 0.3         | -           | -           | -           | -           |
| Telephone hotline<br>設立電話熱線            | -           | 0.1         | 0.1         | -           | 0.3         | -           | -           | -           | -           |
| Others<br>其他                           | -           | -           | 0.3         | 0.2         | -           | 3.7         | 2.6         | 2.0         | 2.3         |
| Don't know /Hard to say<br>不知道 / 很難說   | 0.3         | 2.4         | 7.6         | 6.1         | 13.1        | 16.8        | 19.1        | 25.1        | 19.8        |
| Sample<br>樣本                           | 1 005       | 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<br>分類計算                              | CLASSIFICATION<br>類別                          | NUMBER<br>個案數目 |
|---|---|----------------|
| <b>Successful cases</b><br>成功訪問個案<br>(1 005)  | Successful enumerated<br>成功訪問                 | 1 005          |
| <b>Unsuccessful cases</b><br>不成功個案<br>( 940 ) | Mid-way termination<br>中途拒絕                   | 21             |
|   | No answer<br>無人接聽                             | 374            |
|   | Busy line<br>對方通話中 / 未能打通                     | 68             |
|   | Selected person not at home<br>被抽中的受訪者不在家     | 49             |
|   | Answer machine<br>電話留言                        | 27             |
|   | Spontaneous refusal<br>接通即拒絕                  | 186            |
|   | Refusal<br>讀出前言後拒絕接受訪問                        | 197            |
|   | Language problem<br>語言障礙                      | 18             |
|   | No response after dialing<br>撥號後無聲無反應 / 需輸入密碼 | 177            |
|   | Non-residential number<br>非住宅號碼               | 46             |
|   | Fax number<br>傳真號碼                            | 22             |
|   | No qualified respondent<br>沒有合適的受訪者           | 0              |
| <b>Invalid cases</b><br>非目標個案<br>( 255 )      | Claimed wrong number<br>對方聲稱電話號碼錯誤            | 10             |
|   | <b>Overall</b><br>總計                          | <b>2 200</b>   |

## Appendix 2: Sample & population distribution

### 附錄二：樣本及人口分佈

| 年齡組別<br>Profile       | Sample<br>樣本         |              | Population<br>人口     |              |
|-----------------------|----------------------|--------------|----------------------|--------------|
|                       | No. of persons<br>人數 | (%)          | No. of persons<br>人數 | (%)          |
| Male<br>男性            |                      |              |                      |              |
| 15 – 19               | 44                   | 4.4          | 220 000              | 3.5          |
| 20 – 24               | 40                   | 4.0          | 215 900              | 3.5          |
| 25 – 29               | 42                   | 4.2          | 231 400              | 3.7          |
| 30 – 39               | 62                   | 6.2          | 465 900              | 7.5          |
| 40 – 49               | 88                   | 8.8          | 563 800              | 9.1          |
| 50 – 59               | 86                   | 8.6          | 556 300              | 9.0          |
| 60+                   | 93                   | 9.3          | 613 600              | 9.9          |
| <b>Subtotal</b><br>小計 | <b>455</b>           | <b>45.3</b>  | <b>2 866 900</b>     | <b>46.2</b>  |
| Female<br>女性          |                      |              |                      |              |
| 15 – 19               | 39                   | 3.9          | 208 000              | 3.4          |
| 20 – 24               | 45                   | 4.5          | 230 800              | 3.7          |
| 25 – 29               | 54                   | 5.4          | 310 000              | 5.0          |
| 30 – 39               | 91                   | 9.1          | 656 200              | 10.6         |
| 40 – 49               | 123                  | 12.2         | 693 600              | 11.2         |
| 50 – 59               | 92                   | 9.2          | 566 700              | 9.1          |
| 60+                   | 106                  | 10.5         | 674 700              | 10.9         |
| <b>Subtotal</b><br>小計 | <b>550</b>           | <b>54.7</b>  | <b>3 340 000</b>     | <b>53.8</b>  |
| <b>Total</b><br>總計    | <b>1 005</b>         | <b>100.0</b> | <b>6 206 900</b>     | <b>100.0</b> |