

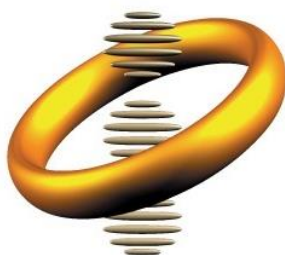
Survey on Public Awareness of Intellectual Property Right Protection 2016

香港市民保護知識產權意識調查 2016

- 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

The Intellectual Property Department (IPD) has been conducting surveys on Public Awareness of Intellectual Property (IP) Right Protection regularly since 1999, in order to keep track of the public's awareness of the intellectual property rights. Aristo Market Research and Consulting Company Limited (Aristo) was commissioned to conduct the public survey between 18th November and 9th December 2016. A total of 1,005 respondents aged 15 or above were successfully enumerated by telephone. The response rate was 50.1%. This summary highlights the major findings of the Survey.

Knowledge and Attitude toward IP Rights

In terms of IP rights, majority of respondents managed to associate with correct terms and concepts. About half of them mentioned "copyright / copyright piracy" (49.1%) followed by "invention or creation" (21.1%), "trade mark / trade mark counterfeiting" (20.7%) and "patent" (15.4%), whereas, one-quarter (25.1%) declared that they did not know or found it hard to associate with any term.

With regard to respondents' judgement on the infringement of IP rights in different specified scenarios, majority of the respondents were able to identify most purchasing and selling acts as infringement of IP rights which was consistently aligned with the findings of previous years. In addition, over half of respondents considered "a student photocopying a whole reference book for the purpose of self-study" (53.1%) and "using the cartoon character from movie / TV / publication / internet for design of food style in cooking class" (51.6%) without authorisation as infringement of IP rights.

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 1999 年起定期進行了多個公眾對保護知識產權意識的調查。珩峰市場研究有限公司 (珩峰) 受委託於 2016 年 11 月 18 日至 12 月 9 日進行公眾調查，透過電話成功訪問 1,005 名 15 歲或以上受訪者，回應率為 50.1%。本摘要概述重要的調查結果。

對知識產權的認識及觀念

就受訪者被問及知識產權時所聯想到的術語和概念，約半數受訪者表示知識產權是指「版權 / 盜版」(49.1%)，其次是「發明或創作」(21.1%)、「商標 / 冒牌」(20.7%)、「專利權」(15.4%) 及兩成半受訪者(25.1%) 表示不知道或有困難提出任何相關的術語。

受訪者在不同情況是否侵犯知識產權作出判斷時，大多數受訪者能指出購買和售賣冒牌 / 高仿貨貨品的行為識別為侵犯知識產權，結果與過往的調查相若。亦有過半數的受訪者認為，在沒有獲授權的情況下，「一個學生將整本參考書影印作為自己溫習之用」(53.1%)及「使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為烹飪班食品款式的設計」(51.6%)是侵犯知識產權。

Similar to the findings in previous years, a predominately large proportion of respondents (93.9%) considered that it was very / quite necessary to protect IP rights in Hong Kong. The top three reasons mentioned by the respondents, were to “protect the interest of inventors / encourage creativity” (78.4%), to “protect the interest of manufacturers / genuine IP rights owners” (18.0%), and to “protect private property” (14.1%).

Respondents had suggested the reasons for committing IP infringement activities which included “lower price of pirated / counterfeit products / genuine goods are too expensive” (43.1%), “unethical businessmen reaping excessive profits” (34.4%) and “greediness / improper public mentality / lack of self-discipline” (29.6%).

More than four-fifths of respondents revealed their awareness of the existence of legislation protecting IP rights in Hong Kong. Breaking down to each protection category, 85.8% of respondents noticed the protection of copyright; 88.4% noticed the same for trade marks and 87.6% for patents. Similar to the previous round, the awareness level was kept above 80%.

Relatively low proportion (50.4%) of respondents were aware of the existence of legislation protecting designs which remained stable when compared with the previous surveys.

與過往調查結果相若，絕大部分的受訪者 (93.9%)認為知識產權在香港非常有需要 / 頗有需要受到保護。受訪者認為需要保護知識產權的首三項主要因為：「保護原創人利益 / 鼓勵創作」(78.4%)、「保障生產商 / 正版商的利益」(18.0%) 及「保障私人財產」(14.1%)。

受訪者提及造成侵犯知識產權活動的主要原因包括「盜版及冒牌貨品價錢便宜 / 正版貨品太貴」(43.1%)、「不道德商人謀取暴利」(34.4%) 及「市民貪小便宜 / 社會風氣差 / 欠自律」(29.6%)。

逾八成受訪者知道香港有法例保障知識產權。當中包括保障版權、商標及專利分別佔 85.8%、88.4%及 87.6%。與上次的調查結果相若，均保持 80%以上。

較少受訪者(50.4%)得知香港有保障外觀設計的法例。儘管如此，仍與前數年的調查結果相若。

Online behaviour and IP rights protection in a digital environment

Among the respondents having the habit of surfing the Internet, the websites that they frequently browsed were “search engines” (29.9 %), “news websites” (29.4%) and “social networking” (22.1%).

Amongst these respondents, 40.8% of them had inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites. This proportion maintained an upward trend since 2008 (2012: 36.0% vs. 2014: 38.8%).

The main reasons quoted for their willingness to pay included “respect IP rights” (35.7%), “give support to the creative industries” (24.8%) and “for better quality” (24.6%). On the other hand, the major reasons given for not willing to pay tended to be need or desire driven. The top reason was “don’t have a habit of listening to songs / watching movies / playing electronic games / reading (23.4%), followed by “seldom / never download any files” (14.9%) and “other channels for listening / watching online are available” (14.6%).

網上活動情況及在數碼環境中的知識產權保護

有上網習慣的受訪者中，他們最常瀏覽的網站首三個為「網絡搜尋器」(29.9%)、「報紙網站」(29.4%)及「社交網站」(22.1%)。

有上網習慣的受訪者中，40.8% 的受訪者表示絕對會 / 可能會付款在獲正式授權網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書，自 2008 年開始保持上升趨勢 (2012: 36.0% vs. 2014: 38.8%)。

表示傾向付款的主要原因包括：「尊重知識產權」(35.7%)、「支持創意工業」(24.8%)及「為了得到更佳質素」(24.6%)。另一方面，未必會 / 絕對不會付款的主要原因建基於是否需要。最主要原因是「沒有聽歌 / 觀看電影 / 玩電子遊戲 / 閱讀的習慣」(23.4%)，其次是「很少 / 從不下載任何檔案」(14.9%)及「有其他途徑可以網上收聽/ 觀看」(14.6%)。

Behaviours involving in infringement of IP Rights

參與侵權活動的行為

Given the popularity of the internet nowadays, the Survey investigated the frequency of involving in the online infringement activities amongst the respondents who were active internet users. The respective proportions of respondents involved in a “often/ sometimes/ seldom” manner were listed below:

- Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then sharing the files with friends (10.8%);
- Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then uploading them to the Internet for downloading by others (2.5%);
- Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites for one's own use (40.3%);
- Without the authorisation of copyright owner, re-editing movie posters, comics or pictures and then uploading them to the Internet or social networking websites for sharing purpose (5.6%); and
- Listening to pirated music / watching pirated movies / TV shows online (27.6%).

When compared with last survey, there were significant drops in terms of the proportions of respondents who downloaded files from the internet for either sharing with others or others' downloading, dropping from 20.9% to 10.8% and from 7.1% to 2.5% respectively.

In spite of a high percentage of respondents downloading unauthorised files for own use, 77.3% of respondents agreed that “it is morally wrong to download music / movies / TV shows from online communities / unauthorised websites even knowing that it is an infringement of the IP rights” which was higher than the proportion (69.5%) found in the 2014

現今互聯網的普遍促使是次調查對有上網習慣的受訪者網上侵犯知識產權的活動作出研究，其習慣(經常/ 間中/ 很少)的百分比如下：

- 在網上社群或未經授權的網站下載音樂/ 電影/ 電視節目/ 電腦軟件/ 遊戲/ 電子書，然後傳送給朋友一同分享 (10.8%);
- 在網上社群或未經授權的網站下載音樂/ 電影/ 電視節目/ 電腦軟件/ 遊戲/ 電子書，然後放上網供他人下載 (2.5%);
- 在網上社群或未經授權的網站下載音樂/ 電影/ 電視節目/ 電腦軟件/ 遊戲/ 電子書自用 (40.3%) ;
- 未得版權擁有人同意，將電影海報、漫畫或圖片等改圖，然後放上網或社交網站與他人分享 (5.6%) ; 及
- 直接在網絡上收聽盜版音樂 / 觀看盜版電影/ 電視節目 (27.6%) 。

相比上次的調查，受訪者在網絡上下載檔案後，再與朋友一同分享或供他人下載的百分比有顯著下降，分別由 20.9%下降至 10.8%及 7.1%下降至 2.5%。

雖然有頗多受訪者會下載未經授權的檔案自用，但 77.3%受訪者認同「在明知侵犯知識產權的情況下，仍然在網上社群/ 未經授權網站下載音樂/ 電影 / 電視節目是不道德的行為」，較 2014 年的調查結果(69.5%)高。

survey.

Meanwhile, another large proportion (64.5%) of respondents revealed in agreeing with the statement - “it is morally wrong to listen to the music or watch the movies / TV shows online even knowing that they were pirated versions”. This was an obvious increase from 59.4% in the 2014 survey.

Apart from the morality issues, some respondents practically concerned the possible risks to individuals or families involved in dealing with online pirated files and files downloaded from unauthorised websites. The top three risks mentioned were “computer may get virus” (28.2%), “violating the law” (26.0%) and “being prosecuted” (25.9%).

With respect to the habit of buying pirated or counterfeit goods, 25.5% of the respondents declared that they often / sometimes / seldom bought pirated or counterfeit goods, which was the lowest proportion ever. Likewise, 70.9% of the respondents said they had never bought.

Among those who admitted that they had bought pirated or counterfeit goods, 32.9% expressed that the items which they mostly bought were “clothing and accessories”, followed by “music CD / movie DVD or VCD” (32.2%) and “toys / stationery / accessories” (13.1%). The top three most purchased pirated or counterfeit goods remained the same as those from the 2014 survey but the ranking had changed slightly. “Clothing and accessories” had taken over the place of “music CD / movie DVD or VCD” to become the most purchased categories in this regard.

The most frequent channel of buying pirated or counterfeit products was physical “shops / stores” (47.3%), followed by “stalls” (35.0%).

與此同時，有較多(64.5%)的受訪者表示同意「在網絡上收聽或觀看明知是盜版的音樂/ 電影/ 電視節目是不道德的行為」，較 2014 年顯著增加(59.4%)。

除道德問題上的看法外，一些受訪者亦關注處理線上盜版和未經授權的網頁下載檔案可能涉及對個人或家人的風險。首三個最多被提及的風險是「電腦或會中毒」(28.2%)、「違法」(26.0%)及「被檢控」(25.9%)。

關於購買盜版或冒牌貨品的習慣，經常 / 間中 / 很少購買盜版或冒牌貨品的受訪者持續減少達歷年新低(25.5%)；而受 70.9%的受訪者則表示他們從來沒有買過。

曾購買盜版或冒牌貨品的受訪者當中，32.9%表示他們買得最多的盜版或冒牌貨品為「衣服 / 手飾」，其次是「聲音/ 影片光碟」(32.2%)及「玩具/ 文具/ 精品」(13.1%)。首三類購買得最多的盜版或冒牌貨品與 2014 年調查相同，只是排序有少許改變。「衣服 / 首飾」於今年取代「聲音/ 影片光碟」成為最多人購買的盜版或冒牌貨品。

本次調查亦對最多購買盜版或冒牌貨品的渠道進行研究，發現實體「商舖」(47.3%)為最多人使用的渠道，其次是「街上攤檔」(35.0%)

74.0% of the respondents agreed that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights” which was higher than that of the 2014 survey (67.4%).

74.0%的受訪者同意「在明知侵犯知識產權的情況下仍然購買盜版 / 冒牌貨品是不道德行為」，較 2014 年為高(67.4%)。

Opinions towards the “No Fakes Pledge” Scheme

對「正版正貨承諾」計劃的意見

Over half (56.2%) of the respondents have heard of the “No Fakes Pledge” Scheme this year which achieved the highest proportion since 2008.

此次錄得過半數(56.2%)受訪者曾聽過「正版正貨承諾」計劃，自 2008 年以來為歷年新高。

The major channels of acquaintance were “television advertisements” (68.4%), “stickers / tent cards in shops” (34.0%) and “newspapers / magazines” (16.8%).

最主要認知此計劃的渠道分別是電視廣告 (68.4%)、商戶標貼 / 座檯咭 (34.0%) 及報紙 / 雜誌 (16.8%)。

Among those who were aware of the Scheme, 84.0% considered that the Scheme was very / quite helpful for building the confidence of consumers and tourists in shopping in Hong Kong, or in strengthening the reputation of Hong Kong as a shoppers’ paradise. This proportion was slightly lower than that of the previous round (87.0%).

認知此計劃的受訪者當中，有 84.0% 認為這計劃對增加消費者及遊客在香港購物的信心或鞏固香港購物天堂的美譽是非常有幫助/ 頗有幫助，較上次調查稍微下降(87.0%)。

Opinion towards the long-term development of IP Rights

對保護知識產權長遠發展的意見

Regarding the public’s view towards the long-term development of IP rights, most of the respondents considered that the protection of IP rights would be very / quite helpful to the development of the local creative industries (75.4%) and the overall economic development of Hong Kong (67.2%), which were higher than those in the last survey (70.9% and 63.1% respectively).

就市民對保護知識產權長遠發展的意見，大多數受訪者均認為保護知識產權對促進本地創意產業發展 (75.4%) 及香港整體經濟發展 (67.2%)非常有幫助/ 頗有幫助，較上一次的調查 (分別為 70.9%及 63.1%)略高。

Considering the areas to which the Government should devote more resources for IP rights protection, 40.7% of respondents suggested “more promotion through the mass media”, followed by “more enforcement action” (29.3%) and “more promotion in schools (incl. primary, secondary & tertiary)” (25.6%). These 3 aspects were consistent with the results in the

對於政府應該投放更多資源在哪方面以保護知識產權，40.7% 的受訪者建議「加強在媒體上的宣傳」，其次是「加強巡查和掃蕩」(29.3%) 及「加強在學校的宣傳(包括大、中、小學)」(25.6%)，這三方面均與過往的調查結果相近。

last survey.

Awareness of IPD and its promotional activities

The findings of this year showed a positive growth from 23.8% (2014) to 27.8% in the proportion of respondents being aware of the IPD and its role of promoting the protection of IP rights in Hong Kong. Nonetheless, still more than half (58.4%) of respondents did not know which government department was responsible for these.

Among those who were aware of IPD and its role, 49.4% could correctly point out that IPD was responsible for “promoting awareness on IP rights protection”, 19.2% mentioned “registration of trade marks” and 15.2% quoted “registration of patents”. However, some still mistakenly thought that “combating piracy and counterfeiting” (20.0%) was one of IPD’s duties which was dropped significantly when compared with the last survey (37.8%). Furthermore, 20.1% of the respondents were not aware of the exact duties of the IPD that was similar to the result in last survey (20.9%).

50.2% of the respondents encountered some IPD’s advertising or promotional activities from different channels in the past two years. 39.7% of the respondents expressed that they had seen the advertising or promotional messages on television, followed by promotions on “No Fakes Pledge” Scheme (7.3%) and print advertisement / promotional materials (6.0%).

58.2% of the respondents considered that the promotional activities held by IPD were very / quite effective in raising the awareness of the Hong Kong public on protecting IP rights. The percentage slightly declined when compared with the finding in last survey (60.8%), whereas, 36.5% considered the promotional activities were quite / very ineffective.

Finally, most of the respondents (68.3%) still considered that television was the most

對知識產權署及其宣傳活動的認知

受訪者在認知知識產權署及其負責推廣保護香港知識產權方面的工作，本年的調查錄得正面的增長，由 2014 年的 23.8% 上升至 27.8%。然而，亦有超過半數的受訪者(58.4%)仍不知道哪個政府部門負責此方面的工作。

在認知知識產權署的受訪者當中，49.4%能準確指出知識產權署是負責「宣傳/ 推廣保護知識產權」的，以及「商標註冊」(19.2%) 及「專利註冊」(15.2%)。然而，仍有兩成受訪者誤以為知識產權署負責「打擊盜版 / 掃蕩冒牌」(20.0%)，較上次的調查 (37.8%) 有顯著的下降。另外，20.1%的受訪者並不知道知識產權署的實際工作範圍，與上次調查結果(20.9%) 相若。

50.2%的受訪者在過去兩年中曾經從不同渠道認知知識產權署廣告或宣傳活動。39.7%的受訪者表示曾在電視上收看有關的廣告或宣傳訊息，其次是「正版正貨承諾」宣傳(7.3%)及印刷廣告 / 宣傳物品(6.0%)。

58.2%的受訪者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很有效 / 頗有效，較上一次的調查 (60.8%) 輕微下降。亦有 36.5%認為宣傳活動不大有效 / 完全沒有效。

最後，大多數受訪者仍然認為電視(68.3%)是宣傳知識產權的最有效途徑。其次是報紙/雜誌

effective channel for promoting the protection of IP rights, followed by newspaper / magazine (28.4%), school (26.6%) and internet websites (25.8%). Although television had been the most mentioned channel over all these years, it was worth noticing that the popularity of digital channel had increased significantly, (2002-2012: 7%-17% vs. 2014: 22.7%).

Conclusion

The Survey findings showed that the public possessed relatively limited knowledge about IPD and its work. The level of understanding measured was not too far different from the one measured in the last survey. Notwithstanding, the majority of the general public has a reasonable understanding of IP rights and the importance of protecting IP rights in the society.

Apart from downloading of unauthorised files for own use, the frequencies of involving in IP infringement activities such as sharing or redistributing unauthorised files downloaded from the Internet or buying pirated or counterfeit goods had undoubtedly dropped. It appeared that the general public morally acknowledged it was a wrong doing but at the same time still kept doing as part of a norm. On top of the knowledge level, changing their practice in this context might be of a higher priority in planning future promotional campaign.

It was worth noting the increased willingness in paying to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites. This reflected the public who respected intellectual property would continue to increase in the upcoming future.

(28.4%)、學校(26.6%)及互聯網(25.8%)。儘管電視在過往數年為最多人提及的渠道，仍值得關注數碼渠道的普及已有明顯的增長 (2002-2012 年 7% -17%; 2014 年: 22.7%)。

總結

此調查結果顯示香港居民對知識產權及其工作範疇的認知程度仍然有限，結果與上次調查並無太大差異。但公眾對知識產權和保護知識產權在社會中的重要性有合理的理解。

公眾涉及知識產權侵權活動如共享或轉發從互聯網下載的未經授權檔案或購買盜版或冒牌貨品的習慣無疑已減少，除下載未經授權的檔案自用。一般公眾承認侵犯版權是一個錯誤的做法，但同時仍然作為常規的一部分。建議未來的宣傳活動，應改變公眾的常規做法，而非增加公眾的知識水平為首要。

願意「付款在獲正式授權網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書」的人數上升是值得注意的，這可反映尊重知識產權的公眾人數會繼續上升。

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 Protection regularly since 1999. Aristo Market Research and Consulting Company Limited (Aristo) was commissioned to conduct the public survey in 2016. The key objectives of the survey were:

- 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認知，知識產權署自 1999 年起定期進行了多個公眾對保護知識產權認知的調查。珩峰市場研究有限公司 (珩峰) 受委託於 2016 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認知程度；
- 對知識產權署知識產權公眾教育工作的成效作出評估；及
- 比較今年公眾對知識產權的態度及模式與過去幾年的轉變。

Survey Methodology

The survey was conducted by deploying the telephone interviewing method. A total of 1,005 individuals aged 15 or above were successfully enumerated between 18th November and 9th December 2016. The response rate of the survey was 50.1% (details of the enumeration results were summarised in Appendix 1). Based on the achieved sample size, the degree of precision for the proportion estimation was $\pm 3.1\%$ at 95% confidence level. Data collected from the survey was weighted to align with the sex-age distribution of the population (based on data of mid-2016 from Census and Statistics Department), such that findings of the survey were representatives 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 was significant difference between the opinions of respondents in different sub-groups.

In the tables, "p-value < 0.05 / 0.01 and expected value ≥ 5 " denoted that there was statistically significant difference between different sub-groups.

When conducting the statistical tests, those who "refused to answer" the respective demographic questions were excluded.

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 2016 年 11 月 18 日至 12 月 9 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，回應率為 50.1% (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 $\pm 3.1\%$ 。調查數據按照人口性別年齡分佈 (根據政府統計處 2016 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小組的受訪者在意見上有否明顯差別。

在列表中，「p-值 < 0.05 / 0.01 及預期值 ≥ 5 」代表在不同小組之間的統計數據有明顯差別。

在進行統計檢測時，「拒絕回應」個別背景資料的受訪者並不包括在內。

數據進位

由於進位關係，在本報告的表中，個別項目的小計/ 總計或會有輕微差異。

3 Detailed Findings 主要調查結果

3.1 Knowledge and Attitude 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

In terms of IP rights, majority of respondents managed to associate with correct terms and concepts. About half of them mentioned “copyright / copyright piracy” (49.1%) which topped the list in Table 1. It was followed by “invention or creation” (21.1%), “trade mark / trade mark counterfeiting” (20.7%) and “patent” (15.4%). While there was a slight increase in the proportion of respondents answering “copyright / copyright piracy” and “invention or creation” when compared with 2014 results, some obvious drops were observed with incorrect mentions such as “right of production of goods” (1.5%), “interest of publishers” (1.3%) and others. Nonetheless, the proportion of declaring “don’t know / hard to say” reached 25.1%, which was higher than that of 2014 (13.1%) but consistent with those of the earlier years.

(Table 1)

With respect to the demographic sub-group analysis, the correct awareness of IP rights was associated significantly with the respondents’ gender, age, education attainment, working status and personal income. Amongst those respondents with correct awareness, there found relatively higher proportions of male respondents (77.1%), respondents aged under 30 (84.0%), tertiary or above educated (83.7%), working persons (80.5%) and those with monthly personal income of \$20,000 or above (83.0%). Furthermore, the higher the education level and monthly personal income, as well as the younger the age, the higher the proportions of respondents were able to give correct answers.

(Table 2)

就受訪者被問及知識產權時所聯想到的術語和概念，約半數的受訪者表示知識產權是指「版權 / 盜版」(49.1%)，其在表 1 中排列首位。其次是「發明或創作」(21.1%)、「商標 / 冒牌」(20.7%)及「專利權」(15.4%)。雖然較 2014 年的結果中回答「版權 / 盜版」及「發明或創作」的受訪者比例略有增加，而提出不正確的回答的受訪者有明顯的下降，如「產品製造權」(1.5%)、「出版商利益」(1.3%)及「其他」。至於回答「不知道 / 難以說」的百分比則達 25.1% 較 2014 年的 13.1%高，但與前幾年的百分比相若。

(表 1)

按背景資料分析，知識產權的正確認知與受訪者的性別，年齡，受教育程度，工作狀態和個人收入有顯著相關。在正確認知的受訪者中佔有較高比例的包括男性(77.1%)、30 歲以下(84.0%)、大專教育或以上(83.7%)、在職人士(80.5%)及個人每月收入 \$20,000 或以上(83.0%)。此外，教育水平和個人每月收入水平越高，以及年齡越小，受訪者傾向能夠給予正確答案的百分比亦越高。

(表 2)

Table 1: Knowledge about Intellectual Property Rights (Spontaneous mention)

表 1：對知識產權的認識（沒有提示下作答）

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Correct 正確												
Copyright / Copyright piracy 版權 / 盜版	49.1	46.7	49.4	45.1	49.4	45.2	48.6	42.7	41.3	41.3	32.8	31.1
Invention or creation 發明或創作	21.1	18.8	12.1	18.7	12.8	11.9	9.4	10.9	10.2	6.0	8.2	9.3
Trade mark / Trade mark counterfeiting 商標 / 冒牌	20.7	27.8	14.0	15.3	13.1	10.8	12.0	7.7	3.3	2.2	3.4	3.1
Patent 專利權	15.4	19.1	10.0	10.3	15.2	15.5	15.7	10.4	5.9	10.8	9.2	6.4
Design 外觀設計	2.7	6.6	3.8	2.3	1.1	1.3	1.2	1.8	0.5	0.6	0.6	0.7
Plant Varieties Protection 保護新植物品種	0.1	-	-	-	-	-	-	-	-	-	-	-
Incorrect 不正確												
Protection of culture 對知識和文化的保護	3.6	4.5	1.3	2.5	2.3	1.4	1.2	1.6	-	-	-	-
Self interest 個人利益	1.9	2.8	3.2	3.2	2.1	2.5	2.6	1.6	-	-	-	-
Right of production of goods 產品製造權	1.5	5.4	3.0	2.3	3.0	1.5	0.6	1.5	-	-	-	-
Interest of publishers 出版商利益	1.3	5.0	1.1	0.8	1.3	2.6	2.5	1.5	-	-	-	-
Property rights 財產擁有權	0.7	3.1	2.2	2.8	1.7	2.1	2.6	0.6	0.6	0.9	2.3	0.7
Privacy 私隱權	0.6	2.8	4.0	2.9	3.9	1.5	2.4	2.5	1.9	1.4	0.7	0.4
Compliance with the laws 遵守法律	0.5	1.5	1.7	0.3	0.4	0.9	1.3	0.2	-	-	-	-
Rights of professionals 專業人士的權益	0.5	0.4	0.3	0.3	0.6	0.8	0.6	0.3	-	-	-	-
Freedom of speech 言論自由權	0.4	1.3	2.2	0.7	0.3	0.3	0.4	0.3	0.8	0.1	0.4	0.4
Environment Protection 保護環境	0.4	-	-	-	-	-	-	-	-	-	-	-
Portrait rights 個人肖像權	0.3	1.7	1.4	0.7	0.7	0.9	0.7	1.0	-	-	-	-
Consumer's rights 消費者權益	0.1	2.8	1.0	0.4	0.6	0.9	0.6	0.8	-	-	-	-
Human rights / Civic rights 人權 / 公民權	0.0	0.7	1.7	1.3	0.9	1.3	2.1	1.2	1.9	1.3	2.0	1.9
Others 其他	1.0	0.2	0.8	-	0.1	0.1	0.1	0.5	5.9	3.3	4.7	6.4
Don't know / Hard to say 不知道 / 很難說	25.1	13.1	23.3	25.3	21.5	28.7	27.5	30.9	28.0	32.1	35.7	39.6
Sample 樣本	1 005	1 005	1 001	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：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 2: Knowledge about Intellectual Property Rights – Bivariate analysis

表 2：對知識產權的認識 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	77.1	66.0	84.0	82.7	58.2	33.8	68.9	83.7	80.5	61.9	60.1	80.9	83.0
Not aware (no correct answer or declared “don’t know”) 不知道 (沒有正確答案或表示「不知道」)	22.9	34.0	16.0	17.3	41.8	66.2	31.1	16.3	19.5	38.1	39.9	19.1	17.0
Sample 樣本	487	518	222	324	459	100	469	425	497	499	471	208	243
χ^2	17.998**		75.699**			105.110**			37.202**		49.023**		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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%。

The respondents were asked to judge whether the acts with respect to the following scenarios infringed IP rights.

- a. Selling pirated CD/DVD/VCD or computer software;
- b. Buying pirated CD/DVD/VCD or computer software;
- c. Buying counterfeit goods;
- d. Buying like real products (e.g. trainers, handbags);
- e. Using the cartoon character from movie / TV / publication / internet for promotion purpose ;
- f. Using the cartoon character from movie / TV / publication / internet for design of food style in cooking class; and
- g. A student photocopying a whole reference book for the purpose of self-study;

Majority of the respondents considered the acts of selling (95.5%) / buying (83.5%) pirated CD/DVD/VCD or computer software as infringements of IP rights.

Furthermore, more than 80% of the respondents considered “buying counterfeit goods” (81.4%), “buying like real products (e.g. trainers, handbags)” (80.2%) and “using the cartoon character from movie / TV / publication / internet for promotion purpose” (85.1%) as infringements of IP rights.

受訪者被要求對不同情況下作出的行為是否侵犯知識產權作出判斷的行為包括：

- 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. 購買冒牌貨品或商品；
- d. 購買高仿貨或商品(如波鞋、手袋)；
- e. 使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為宣傳用途；
- f. 使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為烹飪班食品款式的設計；及
- g. 學生將整本參考書影印作為自己溫習之用。

大部分受訪者認為售賣(95.5%) / 購買(83.5%) 盜版光碟或電腦軟件是侵犯知識產權的行為。

此外，超過八成的受訪者認為「購買冒牌貨品或商品」(81.4%)；「購買高仿貨或商品(如波鞋、手袋)」(80.2%)及「使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為宣傳用途」(85.1%)是侵犯知識產權。

On the other hand, over half of the respondents considered “using the cartoon character from movie / TV / publication / internet for design of food style in cooking class” (51.6%) and “a student photocopying a whole reference book for the purpose of self-study” (53.1%) as infringements of IP rights.

另一方面，有過半數的受訪者認為「使用電影 / 電視 / 刊物 / 網絡的卡通人物造型，作為烹飪班食品款式的設計」(51.6%)及「學生將整本參考書影印作為自己溫習之用」(53.1%)是侵犯知識產權。

On the whole, the findings were quite consistent with the previous surveys. It was worth noting that the proportions of considering the behaviour of "buying pirated CD/DVD/VCD or computer software", "buying counterfeit goods" and "a student photocopying a whole reference book for the purpose of self-study" infringements of IP rights were mostly dropped when compared with the results in 2014. Meanwhile, the proportions of “don’t know / hard to say” had increased in general, which might reflect that some respondents started concerning more on whether these acts were infringing IP rights.

整體而言，大部分結果與上一次的調查頗一致。值得留意的結果是，認為「購買盜版光碟或電腦軟件」、「購買冒牌貨品或商品」及「學生將整本參考書影印作為自己溫習之用」的行為不是侵犯知識產權的百分比比較 2014 年為低。而「不知道 / 很難說」的百分比則有所增加，這可能反映受訪者對這些行為是否侵犯知識產權的注意有所增加。

(表 3a – g)

(Tables 3a – g)

Table 3a: Whether selling pirated CD/DVD/VCD or computer software is considered an infringement of 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

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	95.5	99.2	98.1	98.0	98.2	96.2	96.7	94.5	95.9	94.5	94.1	92.8
No 不是	1.2	0.5	1.6	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	3.3	0.3	0.3	0.5	0.7	1.6	1.9	3.8	1.5	3.6	4.4	4.2
Sample 樣本	1 005	1 005	1 001	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 buying pirated CD/DVD/VCD or computer software is considered an infringement of 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

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	83.5	89.5	88.3	90.0	89.2	88.0	88.7	82.1	80.3	76.8	70.5	61.4
No 不是	6.5	8.2	8.5	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	9.9	2.3	3.2	2.4	2.9	3.9	4.9	8.3	9.3	9.7	13.5	15.8
Sample 樣本	1 005	1 005	1 001	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 buying counterfeit goods is considered an infringement of IP rights

表 3c：是否認為購買冒牌貨品或商品是侵犯知識產權

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	81.4	84.5	87.2	89.3	87.5	86.2	85.7	83.7	80.3	73.0	71.2	63.8
No 不是	9.4	12.4	9.5	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	9.2	3.1	3.3	3.2	3.8	4.8	6.2	8.3	8.1	12.1	12.1	13.7
Sample 樣本	1 005	1 005	1 001	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 3d: Whether buying like real products (e.g. trainers, handbags) is considered an infringement of IP rights

表 3d：是否認為購買高仿貨或商品(如波鞋、手袋)是侵犯知識產權

	2016 (%)
Yes 是	80.2
No 不是	9.7
Don't know / Hard to say 不知道 / 很難說	10.1
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 3e: Whether using the cartoon character from movie / TV / publication / internet for promotion purpose is considered an infringement of IP rights if without authorisation

表 3e：在沒獲授權的情況下，是否認為使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為宣傳用途是侵犯知識產權

	2016 (%)
Yes 是	85.1
No 不是	8.3
Don't know / Hard to say 不知道 / 很難說	6.6
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 3f: Whether using the cartoon character from movie / TV / publication / internet for design of food style in cooking class is considered an infringement of IP rights if without authorisation

表 3f：在沒獲授權的情況下，是否認為使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為烹飪班食品款式的設計是侵犯知識產權

	2016 (%)
Yes 是	51.6
No 不是	30.2
Don't know / Hard to say 不知道 / 很難說	18.2
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 3g: Whether a student photocopying a whole reference book for the purpose of self-study is considered an infringement of IP rights if without authorisation

表 3g：在沒獲授權的情況下，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

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	53.1	59.2	60.2	60.9	60.8	55.2	57.9	53.7	49.3	45.3	47.9	40.0
No 不是	34.8	35.5	32.3	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	12.1	5.3	7.6	6.2	7.9	8.9	8.6	12.2	13.4	12.4	14.9	11.3
Sample 樣本	1 005	1 005	1 001	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%。

Demographics analysis:

Amongst the interviewed respondents, some results were found associated with the respondents' age or education attainment or both.

- Relatively higher proportions of respondents aged 50 or above (75.6%) and primary or below educated (79.8%) considered that "using the cartoon character from movie / TV / publication / internet for design of food style in cooking class" infringed IP rights if without authorisation. The results showed that the younger the respondents; and the higher the respondents' education, the fewer the people were aware that this behavior infringed IP rights.
- In contrast, relatively higher proportions of respondents with tertiary or above education (65.3%) considered that "a student photocopying a whole reference book for the purpose of self-study" infringed IP rights if without authorisation.

No significant differences were observed among different sub-groups for the perception of the acts of "selling pirated CD/DVD/VCD or computer software", "buying pirated or counterfeit goods", "buying like real products (e.g. trainers, handbags)" and "using the cartoon character from movie / TV / publication / internet for promotion purpose if without authorisation".

(Tables 4a – g)

背景資料分析:

在受訪者當中，某些範疇的調查結果與年齡或受教育程度均有關連。

- 50 歲或以上(75.6%)及小學教育程度或以下(79.8%) 的受訪者較多認為「在沒獲授權的情況下，使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為烹飪班食品款式的設計」是侵犯知識產權行為。越年青的受訪者，以及教育程度越高的受訪者， 越少人認知此行為是侵犯知識產權。
- 相反，較多擁有大專教育程度或以上的受訪者認為「在沒獲授權的情況下，學生將整本參考書影印，作為自己溫習之用」是侵犯知識產權行為。

不同背景資料對「售賣盜版光碟或電腦軟件」、「購買盜版光碟或電腦軟件」、「購買盜版或冒牌貨品」、「購買高仿貨或商品(如波鞋、手袋)」及「在沒獲授權的情況下，使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為宣傳用途」之行為的理解上並沒有明顯差別。

(表 4a – g)

Table 4a: Whether selling pirated CD/DVD/VCD or computer software is considered an infringement of 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 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Yes 是	98.3	99.2	99.2	99.4	98.1	96.4	99.1	98.8	98.9	98.6	98.4	99.0	98.7
No 不是	1.7	0.8	0.8	0.6	1.9	3.6	0.9	1.2	1.1	1.4	1.6	1.0	1.3
Sample 樣本	475	499	222	322	430	86	462	420	495	470	442	208	243
χ^2	1.558		2.583			4.088			0.008		0.443		

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 buying pirated CD/DVD/VCD or computer software is considered an infringement of 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 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Yes 是	91.5	93.7	94.2	92.4	92.4	91.2	91.5	94.5	92.5	92.9	93.3	90.3	95.1
No 不是	8.5	6.3	5.8	7.6	7.6	8.8	8.5	5.5	7.5	7.1	6.7	9.7	4.9
Sample 樣本	430	475	208	287	410	81	421	396	450	448	416	192	224
χ^2	1.740		0.812			3.561			0.135		3.248		

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 buying counterfeit goods is considered an infringement of IP rights – bivariate analysis

表 4c：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 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Yes 是	88.7	90.4	84.4	90.2	91.4	95.3	89.0	89.3	87.8	91.6	91.7	90.1	88.3
No 不是	11.3	9.6	15.6	9.8	8.6	4.7	11.0	10.7	12.2	8.4	8.3	9.9	11.7
Sample 樣本	426	485	205	290	416	83	426	394	455	449	418	194	224
χ^2	0.614		7.172*			3.183			2.081		1.038		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

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 buying like real products (e.g. trainers, handbags) is considered an infringement of IP rights

– bivariate analysis

表 4d：是否認為購買高仿貨或商品(如波鞋、手袋)是侵犯知識產權 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Yes 是	88.1	90.2	85.2	89.1	91.0	96.4	88.7	88.2	87.4	90.9	90.4	88.5	88.1
No 不是	11.9	9.8	14.8	10.9	9.0	3.6	11.3	11.8	12.6	9.1	9.6	11.5	11.9
Sample 樣本	422	481	206	287	410	82	420	394	452	444	418	190	222
χ^2	1.244		4.349			4.816			1.974		0.447		

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 using the cartoon character from movie / TV / publication / internet for promotion purpose is considered an infringement of IP rights if without authorisation – bivariate analysis

表 4e：在沒獲授權的情況下，是否認為使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為宣傳用途是侵犯知識產權
— 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male	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 (%)
Yes 是	91.5	90.7	84.9	94.1	91.6	90.4	91.9	90.6	91.7	90.7	91.1	91.9	91.2
No 不是	8.5	9.3	15.1	5.9	8.4	9.6	8.1	9.4	8.3	9.3	8.9	8.1	8.8
Sample 樣本	460	480	210	311	419	85	447	399	469	463	434	196	230
χ^2	0.223		13.144**			0.286			0.560		0.299		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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 using the cartoon character from movie / TV / publication / internet for design of food style in cooking class is considered an infringement of IP rights if without authorisation – bivariate analysis

表 4f：在沒獲授權的情況下，是否認為使用電影/ 電視/ 刊物/ 網絡的卡通人物造型，作為烹飪班食品款式的設計是侵犯知識產權
— 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male	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 (%)
Yes 是	66.0	60.7	44.0	55.0	75.6	79.8	62.7	59.9	59.7	65.8	64.6	55.2	63.9
No 不是	34.0	39.3	56.0	45.0	24.4	20.2	37.3	40.1	40.3	34.2	35.4	44.8	36.1
Sample 樣本	385	438	194	238	391	74	377	365	389	427	396	158	205
χ^2	1.495		62.711*			10.919*			1.772		3.583		

*p-value < 0.05 and expected value ≥ 5

p-值 < 0.05 及預期值 ≥ 5

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 a student photocopying a whole reference book for the purpose of self-study is considered an infringement of IP rights if without authorisation – bivariate analysis

表 4g：在沒獲授權的情況下，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 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male	Female	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below	Sec	Tertiary or above	Working	Non working	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
	男 (%)	女 (%)				小學或 以下 (%)	中學 (%)	大專或 以上 (%)	在職 人士 (%)	非在職 人士 (%)			
Yes 是	60.1	60.7	65.5	60.1	58.6	53.9	57.1	65.3	62.2	59.0	59.4	59.4	62.3
No 不是	39.9	39.3	34.5	39.9	41.4	46.1	42.9	34.7	37.8	41.0	40.6	40.6	37.7
Sample 樣本	422	461	196	274	413	87	401	386	427	448	419	178	215
χ^2	0.001		2.833			7.297*			0.782		0.429		

* $p\text{-value} < 0.05$ and expected value ≥ 5

$p\text{-value} < 0.05$ 及預期值 ≥ 5

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 it is considered necessary to protect IP rights 是否認為知識產權需要受到保護

A predominately large proportion of respondents (93.9%) considered that it was very / quite necessary to protect IP rights in Hong Kong. In contrast, only 3.8% perceived the opposite. This finding was much aligned to the results in previous surveys.

與過去幾年的調查結果相若，絕大部分的受訪者 (93.9%) 均認為知識產權在香港非常 / 頗有需要受到保護；只有 3.8% 受訪者持相反意見。

As per the demographic sub-group analysis, it was discovered that relatively a bit higher proportion of primary or below (98.0%) and tertiary or above (97.5%) educated respondents considered the protection of IP rights was “very / quite necessary”.

根據背景資料分析，發現小學教育程度或以下 (98.0%) 及大專或以上 (97.5%) 的受訪者有相對略高的比例認為知識產權非常 / 頗有需要受到保護。

(表 5 – 6)

(Tables 5 – 6)

Table 5: Whether it is considered necessary to protect IP rights

表 5：是否認為知識產權需要受到保護

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Very necessary 非常有需要	33.1	31.7	31.4	37.4	36.6	37.6	44.0	38.9
Quite necessary 頗有需要	60.8	63.2	63.2	59.7	59.7	57.9	51.7	53.3
Quite unnecessary 頗不需要	3.0	4.0	3.3	0.9	0.8	1.6	1.7	1.5
Not necessary at all 完全不需要	0.7	-	1.3	0.3	0.3	0.3	0.4	0.6
Don't know / Hard to say 不知道 / 很難說	2.3	1.1	0.7	1.6	2.6	2.5	2.3	5.6
Very / quite necessary 非常 / 頗有需要	93.9	94.9	94.6	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	3.8	4.0	4.6	1.2	1.1	1.9	2.1	2.1
Sample 樣本	1 005	1 005	1 001	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 it is considered necessary to protect IP rights – bivariate analysis

表 6：是否認為知識產權需要受到保護 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Very / quite necessary 非常 / 頗有需要	95.2	96.9	96.3	95.1	96.7	98.0	94.6	97.5	95.7	96.5	96.8	96.1	96.0
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	4.8	3.1	3.7	4.9	3.3	2.0	5.4	2.5	4.3	3.5	3.2	3.9	4.0
Sample 樣本	478	504	220	318	444	93	460	420	491	482	453	207	241
χ^2	2.140		1.296			6.172*			0.344		0.171		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

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 it was necessary to protect IP rights, over three-quarters (78.4%) of respondents claimed that the reason was to “protect the interest of inventors / encourage creativity”, which was remarkably higher than the proportion (56.6%) recorded in 2014. The other reasons were “protect the interest of manufacturers / genuine IP rights owners” (18.0%) and “protect private property” (14.1%). The top three reasons were the same as those reported in 2014 even though some discrepancies were found on the corresponding proportions when compared with those in 2014.

(Table 7)

In view of those 3.8% respondents who did not find it was necessary to protect IP rights, the reasons they stated were “genuine goods are too expensive” (40.5%), “no effect on producers / genuine IP rights owners / manufacturers” (31.9%) and “Manufacturers / Genuine IP right owners make too much money” (17.8%). Consistent with 2014 findings, “genuine goods are too expensive” was also the key reason.

(Table 8)

在認為有需要保護知識產權的受訪者中，逾七成半(78.4%)聲稱主要原因為「保護原創人利益 / 鼓勵創作」較 2014 年(56.5%)為高。其次為「保障生產商 / 正版商的利益」(18.0%)及「保障私人財產」(14.1%)。儘管 2014 年與本年的百分比存有差異，但首三個原因則與 2014 年相同。

(表 7)

認為不需要保護知識產權的受訪者(3.8%)表示「正版貨品太貴」(40.5%)，「不會影響作者 / 正版商 / 生產商」(31.9%)及「生產商 / 正版商利潤太高」(17.8%)。與 2014 年報告比較，「正版貨品太貴」均被列為最主要因素。

(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)

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)
Protect the interest of inventors / Encourage creativity 保護原創人利益 / 鼓勵創作	78.4	56.5	66.2	75.3	74.6	66.1	68.2	55.1	53.0	54.7
Protect the interest of manufacturers/ genuine IP rights owners 保障生產商 / 正版商的利益	18.0	24.9	13.7	16.2	28.4	33.2	34.3	26.9	17.0	10.1
Protect private property 保障私人財產	14.1	10.7	11.2	15.6	12.0	11.8	14.3	10.5	2.8	0.7
Ensure fairness 保障公平	5.1	6.7	5.2	1.8	5.8	5.6	8.4	5.3	-	-
For the sake of morality / Incorrect to infringe IP rights 基於道德上的原因 / 侵犯知識產權是不對的	4.9	8.9	6.6	8.0	9.3	4.9	4.6	4.4	3.5	5.0
Fight against those infringed the IP rights 打擊侵權者的不法行為	3.8	8.7	6.1	4.1	3.1	4.6	4.0	2.2	-	-
Protect Hong Kong international image 保護香港的國際形象	3.0	7.0	5.5	2.8	3.1	3.7	3.7	2.7	4.0	7.5
So that people do not use pirated / counterfeit products 使人不再使用盜版或冒牌貨品	2.7	9.4	5.0	3.7	3.5	3.8	4.3	5.7	2.9	1.9
Enhance Hong Kong long-term economic development 有利香港長遠的經濟發展	1.5	2.3	2.7	2.3	1.8	2.2	2.0	3.0	2.7	3.3
Protect those who buy genuine goods 保障買正版貨品的市民之利益	1.4	5.9	1.5	1.4	1.4	1.9	1.9	1.0	-	-
Protect Hong Kong film industry 保護香港電影業的發展	0.8	2.6	1.3	1.1	1.3	2.8	2.2	1.8	-	-
Ensure the quality of products 保障市民所購買產品的質素	0.8	4.0	0.9	0.8	0.5	1.0	0.5	1.5	0.7	0.3
Protect living standard of the next generation 保障下一代的生活	0.7	0.7	0.9	0.6	0.6	0.4	0.7	1.1	-	-
Fight against crime / Safeguard law and order 打擊黑社會 / 維護治安	0.6	1.7	2.6	1.4	0.4	1.7	1.7	1.3	0.6	0.6
Protect Hong Kong software industry 保護香港軟件業的發展	0.3	1.4	0.8	0.7	0.8	2.7	2.5	0.9	1.3	2.8
Protect Hong Kong record industry 保護香港唱片業的發展	0.3	2.5	2.1	1.1	1.8	1.5	1.2	1.0	-	-
The current situation of pirating is too serious 現時盜版情況太嚴重	-	-	-	-	-	-	2.0	0.8	-	-
Encourage foreign companies to invest in Hong Kong 鼓勵外國公司在香港投資	-	-	-	-	-	-	0.1	-	-	-
No specific reasons 沒有特定原因	1.7									
Sample: Among all persons who considered necessary 樣本：以所有認為有需要的人士為基數	942	954	947	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：由於受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 it is 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)

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Genuine goods are too expensive 正版貨品太貴	40.5	62.7	50.3	40.7	54.5	61.2	46.0
No effect on producers / Genuine IP rights owners / Manufacturers 不會影響到作者 / 正版商 / 生產商	31.9	7.5	-	-	-	-	-
Manufacturers / Genuine IP right owners make too much money 生產商 / 正版商利潤太高	17.8	7.4	21.3	8.4	18.2	28.0	33.8
Hong Kong people don't know how to create 香港人根本不懂得創作	12.2	10.1	-	-	18.2	16.8	20.2
Lowering the price of genuine goods will effectively combat infringement 正版貨品減價自然能夠打擊盜版	5.5	12.6	21.5	16.6	36.4	7.4	9.9
No specific reason 沒有特別原因	15.4						
Sample: Among all persons who considered unnecessary 樣本：以所有認為不需要的人士為基數	40	40	46	13 [#]	11 [#]	23 [#]	25 [#]

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Caution: Small sample base

注意：樣本數量較少

3.1.3 Perceived reasons for committing IP rights infringement activities 認為侵犯知識產權活動的成因

When compared with the previous surveys, the top three reasons for committing IP rights infringement activities sustained. They were “lower price of pirated and counterfeit products / genuine goods are too expensive” (43.1%), “unethical businessmen reaping excessive profits” (34.4%) and “greediness / improper public mentality / lack of self-discipline” (29.6%).

有關造成侵犯知識產權活動的主要成因，首三項的原因與過往幾年的調查結果相若。其中最多被提及的原因為「盜版及冒牌貨品價錢便宜 / 正版貨品太貴」(43.1%)，其次是「不道德商人謀取暴利」(34.4%) 及「市民貪小便宜 / 社會風氣差 / 欠自律」(29.6%)。

(表 9)

(Table 9)

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

表 9：認為侵犯知識產權活動的成因（沒有提示下作答）

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Cheaper price of pirated / counterfeit products / genuine goods are too expensive 盜版及冒牌貨品價錢便宜 / 正版貨品太貴	43.1	41.9	48.0	61.8	68.5	51.3	52.1	37.3	44.6	45.5	42.3	33.6
Unethical businessmen reaping excessive profits 不道德商人謀取暴利	34.4	19.6	14.7	19.4	19.6	14.9	16.4	24.9	16.3	26.0	13.8	18.1
Greediness/ improper public mentality / lack of self-discipline 市民貪小便宜 / 社會風氣差 / 欠自律	29.6	25.4	17.8	18.1	26.4	11.7	12.8	8.4	11.3	15.8	15.2	7.0
Too much supply of pirated / counterfeit products, thus easy to buy 盜版及冒牌貨品供應太多，容易買到	6.9	15.6	11.1	11.6	8.8	6.9	5.8	5.7	4.5	1.2	2.6	1.3
Low awareness of protection of IP rights / Inadequate education 保護知識產權意識薄弱 / 教育不足	5.5	8.0	8.3	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 正版貨品太容易被翻版	4.8	6.5	5.7	5.8	2.3	3.6	4.4	2.2	-	-	-	-
Too many sources / too convenient for illegal internet downloading 非法下載途徑多 / 太方便	3.9	3.0	0.9	3.6	-	-	-	-	-	-	-	-
Enforcement of laws not sufficiently stringent 政府執法不夠嚴厲	3.7	7.7	6.0	3.1	4.2	11.9	11.1	12.1	9.0	3.5	10.1	9.7
Huge demand for pirated & counterfeit products 盜版及冒牌貨品需求太大	3.2	3.9	2.6	0.5	0.2	1.4	1.9	2.9	2.7	0.2	1.8	1.2
Adverse economy / Lower living standard 經濟差 / 市民生活水平下降	2.0	1.6	5.6	2.6	3.9	6.1	8.4	9.5	9.5	4.7	4.3	3.8
Inadequate Government advertising 政府宣傳不足	2.2	3.9	2.7	0.7	0.3	2.1	2.3	2.8	-	-	-	-
Inadequacy of IP laws 知識產權法例不足	2.0	3.1	2.6	1.2	1.5	2.8	3.6	2.0	3.0	2.8	2.2	2.2
Good quality and wide variety of pirated products 冒牌貨品品質不錯，產品種類亦多	1.4	5.4	3.1	0.8	1.6	1.8	2.1	1.3	-	-	-	-
Advanced technology of pirating, so pirated goods are even available in the market earlier than genuine goods 盜版技術進步，盜版貨品較正版貨品更快 推出市場	0.8	2.2	2.0	1.3	1.8	3.2	1.3	0.2	-	-	-	-
Difficult to find the real for some products 某些貨品的正版很難買到	0.5	2.2	1.2	0.4	0.6	0.3	-	-	-	-	-	-
Don't know / Hard to say 不知道 / 很難說	6.2	4.6	5.5	2.6	2.4	7.6	5.8	12.8	11.8	12.4	14.1	15.4
Sample 樣本	1 005	1 005	1 001	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：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

3.1.4 Whether aware of the existence of legislation protecting IP rights in Hong Kong 是否知道香港有保障知識產權的法例

In addition to individual's perception towards IP rights protection, respondents' awareness of the legislation protecting IP rights in Hong Kong was also studied in this Survey. More than 85% of them were aware of the existence of legislation protecting copyright (85.8%), trade marks (88.4%) and patents (87.6%). Similar to the previous rounds, the awareness level was kept above 85%.

除問及個人對知識產權保護的看法外，是次研究亦針對受訪者對香港有保障知識產權的法例的認知。超過八成半的受訪者知道香港有保障版權 (85.8%)、商標 (88.4%) 及專利 (87.6%) 的法例。數字與上次的調查相若，認知程度保持 85% 以上。

Relatively low proportion (50.4%) of respondents were aware of the existence of legislation protecting designs which remained stable when compared with the previous surveys.

較少受訪者(50.4%)得知香港有保障外觀設計的法例。儘管如此，仍與前數年的調查結果相若，均一致獲大約 50%。

(表 12 – 15)

(Tables 12 – 15)

Table 12: Whether aware of the existence of legislation protecting copyright in Hong Kong

表 12：是否知道香港有保障版權的法例

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	85.8	89.9	85.4	89.3	87.4
No 沒有	4.7	4.4	8.1	4.4	3.8
Don't know / Hard to say 不知道 / 很難說	9.5	5.7	6.5	6.3	8.8
Sample 樣本	1 005	1 005	1 001	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 of the existence of legislation protecting trade marks in Hong Kong

表 13：是否知道香港有保障商標的法例

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	88.4	91.1	84.0	88.3	84.9
No 沒有	3.5	3.8	8.5	4.6	3.7
Don't know / Hard to say 不知道 / 很難說	8.1	5.2	7.5	7.1	11.4
Sample 樣本	1 005	1 005	1 001	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 of the existence of legislation protecting patents in Hong Kong

表 14：是否知道香港有保障專利的法例

	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)
Yes 有	87.6	88.3	85.3	86.4	84.7
No 沒有	2.5	7.5	7.4	4.0	3.8
Don't know / Hard to say 不知道 / 很難說	9.9	4.2	7.2	9.6	11.5
Sample 樣本	1 005	1 005	1 001	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 of the existence of legislation protecting designs in Hong Kong

表 15：是否知道香港有保障外觀設計的法例

	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)
Yes 有	50.4	59.2	53.1	55.9	46.0
No 沒有	15.5	18.3	24.2	15.0	13.5
Don't know / Hard to say 不知道 / 很難說	34.1	22.4	22.7	29.1	40.6
Sample 樣本	1 005	1 005	1 001	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：

In observing the differences amongst the demographic sub-groups, the following significant associations were statistically found: 從背景資料分析，均有顯著關連如下：

- A relatively higher proportion of aged 30-49 respondents were found to be aware of the existence of legislation protecting copyright (98.4%).
- 大多數 30-49 歲的受訪者知道香港有保障版權之法例 (98.4%)。
- A relatively higher proportion of aged 30-49 respondents were discovered to be aware of the existence of legislation protecting designs (79.9%).
- 相對較多 30-49 歲的受訪者知道香港有保障外觀設計之法例 (79.9%)。

(表 16 – 19)

(Tables 16 – 19)

Table 16: Whether aware of the existence of legislation protecting copyright in Hong Kong

– bivariate analysis

表 16：是否知道香港有保障版權的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Yes 有	96.5	93.5	95.2	98.4	92.2	93.3	94.3	96.1	95.8	93.8	93.4	97.5	95.4
No 沒有	3.5	6.5	4.8	1.6	7.8	6.7	5.7	3.9	4.2	6.2	6.6	2.5	4.6
Sample 樣本	445	466	205	306	400	76	424	401	462	440	412	192	233
χ^2	5.113*		13.542**			2.149			1.907		4.643		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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 of the existence of legislation protecting trade marks in Hong Kong

– bivariate analysis

表 17：是否知道香港有保障商標的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Yes 有	97.2	95.4	97.6	97.1	95.0	94.8	95.4	97.6	96.1	96.4	96.3	96.8	95.6
No 沒有	2.8	4.6	2.4	2.9	5.0	5.2	4.6	2.4	3.9	3.6	3.7	3.2	4.4
Sample 樣本	456	470	210	313	403	74	433	410	481	436	408	202	236
χ^2	2.748		3.450			4.324			0.003		0.495		

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 of the existence of legislation protecting patents in Hong Kong – bivariate analysis

表 18：是否知道香港有保障專利的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Yes 有	97.4	97.0	96.9	97.6	97.1	98.7	97.5	96.8	97.6	96.7	96.7	95.9	98.6
No 沒有	2.6	3.0	3.1	2.4	2.9	1.3	2.5	3.2	2.4	3.3	3.3	4.1	1.4
Sample 樣本	445	462	201	290	416	77	424	397	456	442	411	189	233
χ^2	0.264		0.192			1.273			0.473		3.465		

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 of the existence of legislation protecting designs in Hong Kong – bivariate analysis

表 19：是否知道香港有保障外觀設計的法例 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Yes 有	79.3	74.0	65.2	79.9	78.7	88.6	75.9	74.4	75.5	77.3	76.1	81.4	73.9
No 沒有	20.7	26.0	34.8	20.1	21.3	11.4	24.1	25.6	24.5	22.7	23.9	18.6	26.1
Sample 樣本	332	333	147	227	291	54	316	288	343	314	291	136	174
χ^2	2.619		12.611**			5.592			0.139		2.755		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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 a 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 Inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites **付款在獲正式授權網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向**

IP rights protection in the fast-changing digital ecosystem has always been a hot topic over years. Since 2008, persistent surveys were conducted to study the respondents' online behaviour and their perception regarding IP rights protection.

在瞬息萬變的數碼世界中，在互聯網保護知識產權多年來一直是一個熱門話題。自 2008 年起已對受訪者的網上行為以及他們對知識產權保護的看法進行研究。

Amongst the 788 interviewed respondents who regularly surfed on the Internet, the top three categories of frequently browsed websites were reported to be “search engines” (29.9%), “news websites” (29.4%) and “social media networking sites” (22.1%).

從 788 名有上網習慣的受訪者中，首三類最常瀏覽的網站為「網絡搜尋器」(29.9%)、「報紙網站」(29.4%) 及「社交網站」(22.1%)。

(表 22 – 23)

(Tables 22 – 23)

Table 22: Most frequently browsed website

表 22：最常瀏覽的網站

	2016 (%)	2014 (%)
Search engines (e.g. Yahoo, Google etc.) 網絡搜尋器 (如 Yahoo、Google 等)	29.9	32.2
News websites (e.g. Apple Daily, Ming Pao etc.) 報紙網站 (如蘋果日報、明報等)	29.4	22.0
Social networking (e.g. Facebook, Twitter etc.) 社交網站 (如 Facebook、Twitter 等)	22.1	32.5
Video sharing sites (e.g. YouTube) 影片分享網站 (如 YouTube)	9.5	2.2
Discussion groups (e.g. Golden, Baby kingdom etc.) 討論區 (如高登、親子王國等)	4.3	11.0
e-Commerce websites (e.g. Taobao, Zalora, ASOS, Gmarket etc.) 網上購物網站 (如淘寶、Zalora、ASOS、GMarket 等)	1.7	-
Informational websites 資訊網站	0.9	-
Travel websites (e.g. Expedia, Agoda, hotel.com, Airbnb, etc.) 旅遊網站 (如 Expedia、Agoda、hotel.com, Airbnb, etc)	0.8	-
Finance / stocks websites 金融/股票網站	0.7	-
Entertainment / Leisure websites 娛樂消閒網站	0.6	-
Email websites 電郵網站	0.1	-
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	788	732

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: Most frequently browsed website – bivariate analysis

表 23：最常瀏覽的網站 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Search engines (e.g. Yahoo, Google etc.) 網絡搜尋器 (如 Yahoo、Google 等)	28.0	31.6	22.1	30.6	35.1	13.5	25.5	34.7	31.2	27.3	25.9	27.6	36.3
News websites (e.g. Apple Daily, Ming Pao etc.) 報紙網站 (如蘋果日報、明報等)	32.2	26.9	11.0	34.8	36.7	45.8	35.0	23.1	31.4	26.5	26.9	26.0	34.1
Social networking (e.g. Facebook, Twitter etc.) 社交網站 (如 Facebook、Twitter 等)	18.0	25.8	36.7	22.4	10.3	26.5	18.7	25.3	21.6	23.3	23.8	23.0	19.7
Video sharing sites (e.g. YouTube) 影片分享網站 (如 YouTube)	10.7	8.4	20.6	3.3	8.8	4.4	9.5	9.7	6.3	14.5	14.8	10.3	2.6
Discussion groups (e.g. Golden, Baby kingdom etc.) 討論區 (如高登、親子王國等)	6.7	2.1	6.0	5.3	1.7	4.9	4.7	4.0	5.0	3.3	3.6	7.1	3.6
e-Commerce websites (e.g. Taobao, Zalora, ASOS, Gmarket etc.) 網上購物網站 (如淘寶、Zalora、ASOS、GMarket 等)	1.4	1.9	1.4	1.9	1.6	0.0	2.2	1.3	2.0	1.3	1.6	1.7	1.7
Informational websites 資訊網站	0.8	1.0	0.8	0.4	1.6	0.0	1.7	0.2	0.9	0.6	1.0	1.0	0.6
Travel websites (e.g. Expedia, Agoda, hotel.com, Airbnb, etc.) 旅遊網站 (如 Expedia、Agoda、hotel.com, Airbnb, etc.)	0.2	1.3	1.0	1.0	.4	0.0	0.6	1.1	0.7	0.9	1.0	1.1	0.6
Finance / stocks websites 金融/股票網站	1.1	0.3	0.0	0.0	2.1	0.0	.9	0.5	0.2	1.3	1.1	0.0	0.5
Entertainment / Leisure websites 娛樂消閒網站	0.8	0.5	0.4	0.3	1.3	4.9	1.0	0.0	0.4	0.9	0.3	1.7	0.5
Email websites 電郵網站	0.0	0.3	0.0	0.0	0.4	0.0	0.3	0.0	0.2	0.0	0.0	0.6	0.0
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	401	387	222	324	242	22#	375	386	464	317	299	186	229
χ^2	23.831		152.126			40.803			27.561		50.062		

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Caution: Small sample base

注意：樣本數量較少

When it came to their inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites, as many as 40.8% of the respondents claimed that they definitely / possibly would pay. This proportion maintained an upward trend since 2008 (2012: 36.0% vs. 2014: 38.8%). Nevertheless, a larger proportion (57.7%) was still found with those who indicated that they possibly / definitely would not pay.

According to the analysis on the demographic sub-groups, it was found that the younger the respondents; and the higher the education level, the higher the proportions of respondents who would be inclined to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites (ranging from 34.8% of aged 50 or above to 61.3% of aged under 30; and from 27.3% of those primary or below educated to 53.9% of tertiary or above educated respondents).

當受訪者被問及他們對付款在獲正式授權的網站線上收聽歌曲、觀看影片或下載歌曲/ 影片/ 電腦軟件/ 遊戲/ 電子書的取向時，40.8%的受訪者聲稱絕對會 / 可能會付款，自 2008 年持續上升(2012: 36.0% vs. 2014: 38.8%)。至於表示可能不會 / 絕對不會付款的百分比則仍佔較大多數(57.7%)。

根據背景資料分析，付款在獲正式授權的網站線上收聽歌曲、觀看影片或下載歌曲/ 影片/ 電腦軟件/ 遊戲/ 電子書的受訪者當中，年齡越少以及教育程度越高的受訪者會這樣做的比例越高。(介乎 50 歲或以上的受訪者(34.8%)至 30 歲以下的受訪者(61.3%); 及 27.3%小學教育程度或以下的受訪者至 53.9%大專教育程度或以上的受訪者)。

(表 24 – 25)

(Tables 24 – 25)

Table 24: Inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites

表 24：付款在獲正式授權的網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Definitely will 絕對會	19.7	7.8	14.2	10.1	4.5
Possibly will 可能會	21.1	31.0	21.9	19.6	16.5
Possibly will not 未必會	20.4	37.6	18.2	27.1	17.6
Definitely will not 絕對不會	37.3	23.0	44.0	41.4	61.0
Don't know / Hard to say 不知道 / 很難說	1.5	0.7	1.7	1.7	0.5
Definitely / possibly will 絕對會 / 可能會	40.8	38.8	36.0	29.7	21.0
Possibly / definitely will not 未必會 / 絕對不會	57.7	60.6	62.2	68.5	78.6
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	788	732	709	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 25: Inclination to pay to listen songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites – bivariate analysis

表 25：付款在獲正式授權的網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的取向

– 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Definitely / possibly will 絕對會 / 可能會	41.6	42.1	61.3	33.6	34.8	27.3	30.1	53.9	42.0	40.8	41.6	37.3	45.3
Possibly / definitely will not 未必會 / 絕對不會	58.4	57.9	38.7	66.4	65.2	72.7	69.9	46.1	58.0	59.2	58.4	62.7	54.7
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	394	382	222	321	233	22	369	380	460	309	293	185	225
χ^2	0.022		48.050**			45.798**			.106		2.698		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Caution: Small sample base

注意：樣本數量較少

As for the reasons why respondents would pay or not, the top three reasons on each side were summarized as below:

1) Reasons for definitely / possibly paying

- Respect IP rights (35.7%),
- Give support to the creative industries (artists, singers, etc.) (24.8%).
- For better quality (24.6%),

2) Reasons for possibly / definitely will not

- Don't have a habit of listening to songs / watching movies / playing electronic games / reading (23.4%),
- Seldom / never download any files (14.9%), and
- Other channels for listening / watching online are available (14.6%).

Comparing to 2014 findings, the top three reasons stayed but were at different ranking order. It was worth noting that a decent proportion of respondents were willing to pay if there was a need (18.3%) in 2016.

On the other hand, it seemed “too expensive” was no longer the key reason amongst those who did not consider to pay when compared with the 2014 results (2016: 11.7% vs. 2014: 23.4%). It was more a lack of needs driven result in this round of Survey.

首三個受訪者傾向付款的原因如下：

1) 絕對會 / 可能會付款的原因

- 尊重知識產權(35.7%)、
- 支持創意工業 (藝人及歌手等) (24.8%)
- 為了得到更佳質素(24.6%)。

2) 未必會 / 絕對不會付款的原因

- 沒有聽歌 / 觀看電影 / 玩電子遊戲 / 閱讀的習慣 (23.4%)、
- 很少 / 從不下載任何檔案 (14.9%); 及
- 有其他途徑可以網上收聽 / 觀看 (14.6%)。

與 2014 年調查發現比較，首三項原因仍然一致，但排行有所不同。值得關注 2016 年有 18.3%受訪者因為需要而樂於支付。

另一方面，表示不會付款的受訪者當中，“價錢太貴”已再不是付款與否的最主要原因(2016: 11.7%; 2014: 23.4%)。此次調查中顯示沒有需要才是主因。

(Tables 26 – 27)

(表 26 – 27)

Table 26: Reasons for definitely / possibly paying to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites (Spontaneous mention)

表 26：絕對會 / 可能會付款在獲正式授權的網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的原因 (沒有提示下作答)

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Respect IP rights 尊重知識產權	35.7	32.0	52.7	48.0	62.9
Give support to the creative industries (artists, singers, etc.) 支持創意工業 (藝人及歌手等)	24.8	23.8	18.7	13.1	21.4
For better quality 為了得到更佳質素	24.6	51.2	24.9	22.9	25.7
Need / Availability Reasons 有需要 / 供求原因	18.3	-	-	-	-
Convenient to find / can find the required files on authorised websites 在獲正式授權網站方便搜尋 / 找到所需的檔案	12.3	3.5	10.4	15.7	5.7
Fear of violating the law 害怕觸犯法例	1.2	1.4	0.4	6.6	0.7
Reasonable price 價錢合理	3.8	1.0	3.9	3.7	3.6
No specific reason 沒有特定原因	0.6	-	-	-	-
Sample: Among all persons who will pay for downloading from authorised websites 樣本：以所有會在獲正式授權網站付款下載的人士為基數	325	284	255	206	140

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 27: Reasons for possibly / definitely not paying to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites

(Spontaneous mention)

表 27：未必會 / 絕對不會付款在獲正式授權的網站線上收聽歌曲、觀看影片或下載歌曲 / 影片 / 電腦軟件 / 遊戲 / 電子書的原因 (沒有提示下作答)

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Don't have a habit of listening to songs / watching movies / playing electronic games / reading 沒有聽歌 / 觀看電影 / 玩電子遊戲 / 閱讀的習慣	23.4	6.7	7.8	26.0	1.9
Seldom / never download any files 很少 / 從不下載任何檔案	14.9	12.8	23.3	9.8	3.4
Other channels for listening / watching online are available 有其他途徑可以網上收聽 / 觀看	14.6	13.4	10.8	4.9	0.8
Other channels are available (e.g. Television, radio) 有其他途徑 (例如電視、電台)	13.1	5.8	4.0	0.9	0.6
Too expensive 價錢太貴	11.7	23.4	19.6	9.0	15.8
Other channels for free downloading are available 有其他途徑免費下載	10.3	17.8	14.0	10.9	0.8
Prefer buying CD / DVD / game disc / book instead of downloading the files 較喜歡買 CD / DVD / 遊戲碟 / 書，不喜歡下載	9.0	6.7	11.7	28.0	13.7
Not confident of online transaction / Worry about leakage of privacy 對網上付費沒有信心 / 擔心洩露個人私隱	5.3	10.4	6.6	6.1	3.6
No interest / time 沒興趣/時間	4.1	-	-	-	-
Too troublesome / complicated to purchase online 網上購物太麻煩 / 複雜	4.1	19.0	10.4	9.6	47.0
Don't know how to download 不懂得下載	3.2	5.1	9.7	6.6	1.9
Not aware of the authorised websites 不知道有獲正式授權網站的存在	1.7	2.9	2.2	2.3	10.1
Cannot find required files on authorised websites 不能在獲正式授權網站內找到所需的檔案	1.6	0.9	1.3	2.0	8.9
No specific reason 沒有特定原因	1.6	-	-	-	-
Poor quality 質素差	1.0	0.7	1.1	0.6	0.4
Sample: Among all persons who will not pay for downloading from authorised websites 樣本：以所有不會在獲正式授權網站付款下載的人士為基數	463	448	453	485	526

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3 Behaviours 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

Given the popularity of the internet nowadays, the Survey investigated the frequency of involving in the online infringement activities amongst the respondents who were active internet users. The respective proportions of respondents involved in a “often/ sometimes/ seldom” manner were listed as below:

- Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then sharing the files with friends (10.8%);
- Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then uploading them to the Internet for people to download (2.5%);
- Downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites for one’s own use (40.3%);
- Without authorisation of copyright owner, re-editing movie posters, comics or pictures and then uploading them to the Internet or social networking websites for sharing purpose (5.6%); and
- Listening to pirated music / watching pirated movies / TV shows online (27.6%).

There were obvious drops in terms of the proportions of respondents who downloaded files from the internet for either sharing with others or others’ downloading, dropping from 20.9% to 10.8% and from 7.1% to 2.5% respectively. On the contrary, the proportion of respondents who downloaded files from online communities / unauthorised websites for self use had largely increased from 29.1% in the 2014 survey to 40.3% this time.

現今互聯網的普遍促使是次調查對受訪者網上侵犯知識產權的活動作出研究，其習慣(經常/間中/很少)的百分比如下：

- 在網上社群或未經授權的網站下載音樂 / 電影/ 電視節目/ 電腦軟件/ 遊戲/ 電子書，然後轉發給朋友一同分享 (10.8%)；
- 在網上社群或未經授權的網站下載音樂/ 電影/ 電視節目/ 電腦軟件/ 遊戲/ 電子書，然後再上載互聯網供他人下載 (2.5%)；
- 在網上社群或未經授權的網站下載音樂/ 電影/ 電視節目/ 電腦軟件/ 遊戲/ 電子書供自用 (40.3%)；
- 未經版權擁有人同意，擅自更改電影海報、漫畫或圖片等，然後上載至互聯網或社交網站與他人分享 (5.6%)；及
- 直接在網絡上收聽盜版音樂 / 觀看盜版電影/ 電視節目 (27.6%)。

受訪者在網絡上下載檔案後，再與朋友一同分享或供他人下載的百分比有顯著下降，分別由 20.9%下降至 10.8%及 7.1%下降至 2.5%。相反，受訪者在網上社群或未經授權的網站下載檔案自用則由 2014 年的 29.1%大幅增加至本年的 40.3%。

Only the other two activities namely “re-editing

當中只有「未得版權擁有人同意，將電影海報、

and publishing pictures without authorisation of copyright owner online” and “accessing pirated contents online” were reported with more or less the same proportions of respondents as those in the previous surveys.

漫畫或圖片等改圖，然後放上網或社交網站與他人分享的習慣」及「直接在網絡上收聽盜版音樂 / 觀看盜版電影 / 電視節目的習慣」與過往調查結果大致相同。

(Tables 28a – e)

(表 28a – e)

Demographic analysis:

背景資料分析

The results of sub-group analysis revealed that the frequencies of various activities involving infringement of copyright were significantly associated to respondent's gender, age and education attainment.

結果顯示涉及侵犯版權活動的頻率明顯與受訪者的性別，年齡和教育程度有關連。

- A relatively higher proportion of male respondents (46.7%) downloaded files from online communities / unauthorised websites for own use as compared to that of female respondents (34.9%).

- 從網上社群或未經授權的網站下載檔案自用的男性受訪者比例 (46.7%) 相比女性受訪者(34.9%)為高。

- The higher the education, the higher the proportions of respondents downloaded files from online communities / unauthorised websites for own use. They ranged from as low as 9.3% in the primary or below educated group to 43.3% of those tertiary or above educated.

- 教育程度越高的受訪者相對教育程度低的受訪者從網上社群 / 未經授權的網站下載檔案自用百分比較高。由小學教育程度或以下受訪者的 9.3%至大學教育程度或以上受訪者的 43.3%。

- The younger the respondents, the higher the proportions of respondents involved in any of the mentioned activities, namely

- 年齡越少，相對有較多受訪者參與所述活動：

1. Downloading files from online communities / unauthorised websites and then sharing them with friends (ranging from 2.9% of those aged 50 or above to 22.1% of those aged below 30).

1. 從網上社群或未經授權的網站下載檔案，然後傳送給朋友一同分享(由 50 歲或以上的 2.9%至 30 歲以下的 22.1%)

2. Downloading files from online communities / unauthorised websites and then uploading them to the Internet for people to download (ranging from 0.9% of those aged 50 or above to

2. 在網上社群或未經授權的網站下載檔案，然後放上網供他人下載 (由 50 歲或以上的 0.9%至 30 歲以下的 4.4%)

4.4% of those aged below 30).

- | | |
|--|--|
| <p>3. Downloading files from online communities / unauthorised websites for one's own use (ranging from 21.5% of those aged 50 or above to 59.9% of those aged below 30).</p> <p>4. Without authorisation of copyright owner, re-editing movie posters, comics or pictures and then uploading them to the Internet or social networking websites for sharing purpose (ranging from 1.6% of those aged 50 or above to 13.6% of those aged below 30).</p> <p>5. Listening to pirated music / watching pirated movies / TV shows online (ranging from 18.4% of those aged 50 or above to 49.6% of those aged below 30).</p> | <p>3. 從網上社群或未經授權的網網站下載檔案自用 (由 50 歲或以上的 21.5% 至 30 歲以下的 59.9%)</p> <p>4. 未得版權擁有人同意，將電影海報、漫畫或圖片等改圖，然後放上網或社交網站與他人分享 (由 50 歲或以上的 1.6%至 30 歲以下的 13.6%)</p> <p>5. 直接在網絡上收聽盜版音樂 / 觀看盜版電影/ 電視節目(由 50 歲或以上的 18.4%至 30 歲以下的 49.6%)</p> |
|--|--|

(表 29a – e)

(Tables 29a – e)

Table 28a: Frequency of downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then sharing the files with friends

表 28a：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書，然後傳送給朋友一同分享的習慣

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Often 經常	0.2	2.2	1.0	0.2	0.4	0.3	3.0
Sometimes 間中	3.1	9.0	4.6	4.9	2.4	1.4	7.0
Seldom 很少	7.6	9.8	4.8	4.9	6.6	1.4	5.6
Never 完全沒有	88.6	78.6	89.2	89.9	90.3	96.8	83.9
Don't know / can't remember 不知道 / 記不起	0.5	0.5	0.4	0.2	0.3	0.1	0.4
Often / sometimes / seldom 經常 / 間中 / 很少	10.8	20.9	10.4	10.0	9.4	3.1	15.6
Sample 樣本	788*	1 005	1 001	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%。

*2016 Sample: Among all persons who use the Internet

*2016 年樣本：以所有有上網習慣的人士為基數

Table 28b: Frequency of downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then uploading them to the Internet for people to download

表 28b：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書，然後放上網供他人下載的習慣

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Often 經常	0.0	0.3	0.5	0.1	0.1	1.4	1.0
Sometimes 間中	0.7	2.3	0.9	0.5	1.1	5.4	2.5
Seldom 很少	1.8	4.5	4.0	2.9	3.8	5.2	1.4
Never 完全沒有	97.1	92.5	94.4	96.5	94.7	87.8	95.1
Don't know / can't remember 不知道 / 記不起	0.4	0.4	0.2	-	0.3	0.2	-
Often / sometimes / seldom 經常 / 間中 / 很少	2.5	7.1	5.4	3.5	5.0	12.0	4.9
Sample 樣本	788*	1 005	1 001	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%。

*2016 Sample: Among all persons who use the Internet

*2016 年樣本：以所有有上網習慣的人士為基數

Table 28c: Frequency of downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites for own use

表 28c：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書作為自用的習慣

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Often 經常	1.4	4.6	1.2	0.9	0.9
Sometimes 間中	19.3	13.4	9.5	10.2	7.0
Seldom 很少	19.6	11.0	10.0	8.4	9.1
Never 完全沒有	59.1	70.5	79.1	80.2	82.6
Don't know / can't remember 不知道 / 記不起	0.5	0.4	0.3	0.4	0.5
Often / sometimes / seldom 經常 / 間中 / 很少	40.3	29.1	20.7	19.5	17.0
Sample 樣本	788*	1 005	1 001	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%。

*2016 Sample: Among all persons who use the Internet

*2016 年樣本：以所有有上網習慣的人士為基數

Table 28d: Frequency of re-editing movie posters, comics or pictures without authorisation of copyright owner, and then uploading them to the Internet or social networking websites for sharing purpose

表 28d：未得版權擁有人同意，將電影海報、漫畫或圖片等改圖，然後放上網或社交網站與他人分享的習慣

	2016 (%)	2014 (%)	2012 (%)
Often 經常	0.3	0.3	0.3
Sometimes 間中	2.5	2.3	2.9
Seldom 很少	2.8	3.7	4.3
Never 完全沒有	93.9	92.9	92.0
Don't know / can't remember 不知道 / 記不起	0.5	0.8	0.5
Often / sometimes / seldom 經常 / 間中 / 很少	5.6	6.3	7.5
Sample 樣本	788*	1 005	1 001

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%。

*2016 Sample: Among all persons who use the Internet

*2016 年樣本：以所有有上網習慣的人士為基數

Table 28e: Frequency of listening to pirated music / watching pirated movies / TV shows online

表 28e：直接在網絡上收聽盜版音樂 / 觀看盜版電影 / 電視節目的習慣

	2016 (%)	2014 (%)
Often 經常	1.9	2.1
Sometimes 間中	11.2	9.1
Seldom 很少	14.6	16.4
Never 完全沒有	66.0	70.2
Don't know / can't remember 不知道 / 記不起	6.4	2.2
Often / sometimes / seldom 經常 / 間中 / 很少	27.6	27.6
Sample 樣本	788*	1 005

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%。

*2016 Sample: Among all persons who use the Internet

*2016 年樣本：以所有有上網習慣的人士為基數

**Table 29a: Frequency of downloading music / movies / TV shows / computer software / games / e-books
online communities / unauthorised websites and then sharing the files with friends**

– bivariate analysis

**表 29a：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 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 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	9.5	12.2	22.1	10.3	2.9	0.0	9.2	13.3	12.6	8.6	10.4	11.2	11.8
Never 完全沒有	90.5	87.8	77.9	89.7	97.1	100.0	90.8	86.7	87.4	91.4	89.6	88.8	88.2
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	399	385	221	324	239	21 [#]	374	384	464	313	295	186	229
χ^2	0.935		45.456*			5.276			1.242		0.049		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 記不起」的個案。

Caution: Small sample base

注意：樣本數量較少

Table 29b: Frequency of downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites and then uploading them to the Internet for downloading by others – bivariate analysis

表 29b：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 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 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male	Female	< 30	30 – 49	≥ 50	Primary or below	Sec	Tertiary or above	Working	Non working	< \$10,000	– \$19,999	≥ \$20,000
	(%)	(%)				小學或以下	中學	大專或以上	在職人士	非在職人士			
Often / sometimes / seldom 經常 / 間中 / 很少	2.6	2.5	4.4	2.7	.9	0.0	2.5	2.5	3.0	1.7	2.1	1.6	4.0
Never 完全沒有	97.4	97.5	95.6	97.3	99.1	100.0	97.5	97.5	97.0	98.3	97.9	98.4	96.0
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	399	386	221	324	240	20 [#]	375	385	464	315	296	186	229
χ^2	0.021		6.044*			0.544			0.928		2.303		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

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

(2) Those answered “don’t know / can’t remember” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 記不起」的個案。

Caution: Small sample base

注意：樣本數量較少

Table 29c: Frequency of downloading music / movies / TV shows / computer software / games / e-books from online communities / unauthorised websites for own use – bivariate analysis

表 29c：在網上社群 / 未經授權的網站下載音樂 / 電影 / 電視節目 / 電腦軟件 / 遊戲 / 電子書作為自用的習慣 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	46.7	34.9	59.9	43.7	21.5	9.3	40.2	43.3	43.2	37.2	40.0	47.8	38.0
Never 完全沒有	53.3	65.1	40.1	56.3	78.5	90.7	59.8	56.7	56.8	62.8	60.0	52.2	62.0
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	401	383	221	322	241	22 [#]	374	383	463	314	296	186	228
χ^2	12.321**		73.419**			10.919**			2.258		3.501		

* p -value < 0.05 and expected value ≥ 5; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5; ** p -值 < 0.01 及預期值 ≥ 5

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

(2) Those answered “don’t know / can’t remember” were excluded.

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 記不起」的個案。

Caution: Small sample base

注意：樣本數量較少

Table 29d: Frequency of re-editing movie posters, comics or pictures without authorisation of copyright owner, and then uploading them to the Internet or social networking website for sharing purpose
– bivariate analysis

表 29d：未得版權擁有人同意，將電影海報、漫畫或圖片等改圖，然後放上網或社交網站與他人分享的習慣
– 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	\$10,000 -\$19,999 ≥ \$20,000		
											< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	6.2	5.1	13.6	4.0	1.6	3.5	4.5	6.9	6.7	4.0	5.7	6.2	5.9
Never 完全沒有	93.8	94.9	86.4	96.0	98.4	96.5	95.5	93.1	93.3	96.0	94.3	93.8	94.1
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	398	386	219	324	241	21 [#]	375	383	462	315	297	185	229
χ^2	0.648		31.309**			1.777			1.762		0.154		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

(2) Those answered “don’t know / can’t remember” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 記不起」的個案。

Caution: Small sample base

注意：樣本數量較少

Table 29e: Frequency of listening to pirated music / watching pirated movies / TV shows online

– bivariate analysis

表 29e：直接在網絡上收聽盜版音樂 / 觀看盜版電影 / 電視節目的習慣

– 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	33.5	25.9	49.6	25.8	18.4	28.5	27.6	31.8	32.7	25.0	27.9	33.8	31.7
Never 完全沒有	66.5	74.1	50.4	74.2	81.6	71.5	72.4	68.2	67.3	75.0	72.1	66.2	68.3
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的 人士為基數	374	364	210	307	221	21	355	358	441	291	279	178	215
χ^2	4.629*		53.064**			1.175			2.924		1.124		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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

(2) Those answered “don’t know / can’t remember” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 記不起」的個案。

Caution: Small sample base

注意：樣本數量較少

3.3.2 Whether agreeing that “it is morally wrong to download music / movies / TV shows from online communities / unauthorised websites even knowing that it is an infringement of IP rights”

是否同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電視節目是不道德的行為」

In spite of a high percentage of respondents downloading unauthorised files for own use, 77.3% of respondents agreed that “it is morally wrong to download music / movies / TV shows from online communities / unauthorised websites even knowing that it is an infringement of the IP rights” which was higher than the proportion (69.5%) found in the 2014 survey. Meanwhile, only 12.1% of the respondents did not consider such activities were immoral which was recorded as the lowest proportion on this aspect since 2008.

儘管有大多數的受訪者下載未經授權的文件自用，有 77.3% 的受訪者同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電視節目是不道德的行為」，較 2014 年調查的 69.5% 為高。只有 12.1% 的受訪者並不認為該類行為是不道德。自 2008 年以來記錄得最低的百分比。

With regard to the analysis on the demographic subgroups, no significant association was found between the agreement of the captioned statement and the demographic variables in this round of Survey.

以背景資料分析，當中並沒有明顯差別。

(表 30 – 31)

(Tables 30 – 31)

Table 30: Whether agreeing that “it is morally wrong to download music / movies / TV shows from online communities / unauthorised websites knowing that it is an infringement of IP rights”

表 30：是否同意「在明知侵犯知識產權的情況下，
仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電視節目是不道德的行為」

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Agree 同意	77.3	69.5	72.3	76.1	80.3
Disagree 不同意	12.1	22.5	20.7	19.8	17.3
Don't know / Hard to say 不知道 / 很難說	10.6	7.9	7.1	4.0	2.4
Sample 樣本：Among all persons who use the Internet 以所有有上網習慣的人士為基數	788	732	709	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 31: Whether agreeing that “it is morally wrong to download music / movies / TV shows from online communities / unauthorised websites knowing that it is an infringement of IP rights” – bivariate analysis

**表 31：是否同意「在明知侵犯知識產權的情況下，
仍然在網上社群 / 未經授權網站下載音樂 / 電影 / 電視節目是不道德的行為」 – 雙變項分析**

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Agree 同意	87.5	85.6	82.8	89.7	85.4	95.4	87.5	85.1	85.8	87.2	88.6	87.0	86.2
Disagree 不同意	12.5	14.4	17.2	10.3	14.6	4.6	12.5	14.9	14.2	12.8	11.4	13.0	13.8
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	361	344	203	285	217	21 [#]	331	348	416	283	270	164	207
χ^2	0.834		4.242			1.833			0.175		0.371		

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

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

Caution: Small sample base

注意：樣本數量較少

3.3.3 Whether agreeing that “it is morally wrong to listen to the music or watch the movies / TV shows online even knowing that they were pirated versions” 是否同意「在網絡上收聽或觀看明知是盜版的音樂 / 電影 / 電視節目是不道德的行為」

Almost two-thirds (64.5%) of respondents agreed that “it is morally wrong to listen to the music or watch the movies / TV shows online even knowing that they were pirated versions”. This revealed an obvious increase from 59.4% in the 2014 survey.

大概六成半的受訪者(64.5%)同意「在網絡上收聽或觀看明知是盜版的音樂/ 電影/ 電視節目是不道德的行為」，較 2014 年的 59.4%為高。

It was observed that when analyzing by different demographic variables, there was a higher proportion of primary education or below (95.2%), non-working persons (80.3%) and those with less than \$10,000 monthly personal income (82.6%) agreed that the captioned behavior to be immoral.

以背景資料分析，較高比例的小學或以下教育程度 (95.2%)、非在職人士 (80.3%)及個人每月收入低於\$10,000 (82.6%) 的受訪者同意所述的行為是不道德。

(Tables 32 – 33)

(表 32 – 33)

Table 32: Whether agreeing that “it is morally wrong to listen to the music or watch the movies / TV shows online knowing that they were pirated versions”

表 32：是否同意「在網絡上收聽或觀看明知是盜版的音樂 / 電影 / 電視節目是不道德行為」

	2016 (%)	2014 (%)
Agree 同意	64.5	59.4
Disagree 不同意	20.3	32.4
Don't know / Hard to say 不知道 / 很難說	15.2	8.2
Sample 樣本：Among all persons who use the Internet 以所有有上網習慣的人士為基數	788	732

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 agreeing that “it is morally wrong to listen to the music or watch the movies / TV shows online knowing that they were pirated versions” – bivariate analysis

表 33：是否同意「在網絡上收聽或觀看明知是盜版的音樂 / 電影 / 電視節目是不道德行為」 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Agree 同意	76.7	75.6	71.8	76.9	78.4	95.2	75.7	75.3	73.3	80.3	82.6	72.7	75.1
Disagree 不同意	23.3	24.4	28.2	23.1	21.6	4.8	24.3	24.7	26.7	19.7	17.4	27.3	24.9
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	340	328	190	267	211	20 [#]	317	327	384	279	264	153	197
χ^2	0.195		1.832			4.066			4.500*		6.132*		

* p -value < 0.05 and expected value ≥ 5

p -值 < 0.05 及預期值 ≥ 5

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

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

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

Caution: Small sample base

注意：樣本數量較少

3.3.4 Possible risks of listening to pirated music, watching pirated movies / TV shows online or downloading music / movies / TV shows from unauthorised websites 在網絡上收聽盜版音樂、觀看盜版電影 / 盜版電視節目或在未經授權的網頁下載音樂 / 電影 / 電視節目可能會遇到的風險

Apart from the morality issues, some respondents practically concerned the possible risks to individuals or families involved in dealing with online pirated files and files downloaded from unauthorised websites. The top three risks mentioned were “computer may get virus” (28.2%), “violating the law” (26.0%) and “being prosecuted” (25.9%).

除道德問題上的看法外，一些受訪者亦關注處理網上盜版和未經授權的網頁下載檔案可能涉及對個人或家人的風險。首三個最多被提及的風險是「電腦或會中毒」(28.2%)，「違法」(26.0%)及「被檢控」(25.9%)。

(表 34)

(Table 34)

Table 34: Possible Risks of listening to pirated music, watching pirated movies / TV shows online or downloading music / movies / TV shows from unauthorised websites (Spontaneous mention)

表 34：在網絡上收聽盜版音樂、觀看盜版電影 / 盜版電視節目或在未經授權的網頁下載音樂 / 電影 / 電視節目會可能遇到的風險 (沒有提示下作答)

	2016 (%)	2014 (%)
Computer may get virus 電腦或會中毒	28.2	36.2
Violating the law 違法	26.0	12.1
Being prosecuted 被檢控	25.9	-
Computer may be hacked by hackers 電腦或會被駭客入侵	6.2	17.8
Set a bad example to the young generation 教壞下一代	1.6	-
May encounter high risk advertisements (e.g. pornography / fraudulent advertisements) 或會面對高風險廣告(如色情廣告 / 詐騙廣告)	1.2	8.3
Don't know / Hard to say 唔知道 / 好難講	16.9	13.7
No risk at all 沒有任何風險	16.7	21.5
Sample: Among all persons who use the Internet 樣本：以所有有上網習慣的人士為基數	788	732

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

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

Since 1999 when this Survey was first conducted, the habit of buying pirated or counterfeit goods was closely studied. This year the proportion of those who bought these goods often / sometimes / seldom was 25.5%, hit the lowest record to date. Likewise, 70.9% of the respondents said they had never bought.

自 1999 年首次的調查已對「購買盜版或冒牌貨品」的習慣進行研究。經常 / 間中 / 很少購買盜版或冒牌貨品的受訪者達歷年新低 (25.5%)；亦有 70.9% 的受訪者則表示他們從來沒有買過。

(表 36)

(Table 36)

Table 36: Frequency of buying pirated or counterfeit goods

表 36：購買盜版或冒牌貨品的習慣

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Often 經常	0.3	0.2	0.5	0.1	0.2	0.7	0.9	2.8	1.2	1.7	2.7	3.3
Sometimes 間中	6.8	7.2	8.0	8.3	8.4	14.3	16.6	17.5	17.0	19.0	23.3	21.4
Seldom 很少	18.4	20.8	20.3	20.9	22.6	25.5	27.3	30.2	30.9	32.8	35.9	34.6
Never 完全沒有	70.9	69.9	69.5	69.6	67.4	58.4	55.2	47.8	49.1	46.1	36.5	36.8
Don't know / can't remember 不知道 / 記不起	3.5	1.9	1.7	1.2	1.4	1.1	-	1.7	1.8	0.5	1.6	3.9
Often / sometimes / seldom 經常 / 間中 / 很少	25.5	28.2	28.8	29.3	31.2	40.5	44.8	50.5	49.1	53.5	61.9	59.3
Sample 樣本	1 005	1 005	1 001	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%。

In the case of demographic sub-group analysis, it appeared that a relatively higher proportion of respondents with monthly income between \$10,000 and \$19,999 (32.3%) would buy pirated or counterfeit goods. Those with monthly income of \$20,000 or above (29%) come second.

以背景資料作分析，每月收入介乎\$10,000 及 \$19,999 之間的受訪者(32.3%)有較高的比例購買盜版或冒牌貨品，其次為月入超過\$20,000 的受訪者(29%)。

(表 37)

(Table 37)

Table 37: Frequency of buying pirated or counterfeit goods – bivariate analysis

表 37：購買盜版或冒牌貨品的習慣 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Often / sometimes / seldom 經常 / 間中 / 很少	28.5	24.7	29.4	24.3	26.7	19.2	27.5	27.5	29.7	23.3	23.4	32.3	29.0
Never 完全沒有	71.5	75.3	70.6	75.7	73.3	80.8	72.5	72.5	70.3	76.7	76.6	67.7	71.0
Sample 樣本	468	501	217	317	435	93	454	413	486	474	447	204	237
χ^2	1.866		1.584			2.889			4.419*		5.924		

* p -value < 0.05 and expected value ≥ 5

p -值<0.05 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答「不知道 / 記不起」的個案。

Among those who admitted that they had bought pirated or counterfeit goods, 32.9% expressed that the items which they mostly bought were “clothing and accessories”, followed by “music CD / movie DVD or VCD” (32.2%) and “toys / stationery / accessories” (13.1%).

曾購買盜版或冒牌貨品的受訪者當中，32.9%表示他們買得最多的盜版或冒牌貨品為「衣服 / 首飾」，其次是「聲音 / 影片光碟」(32.2%)及「玩具 / 文具 / 精品」(13.1%)。

The top three most purchased pirated or counterfeit goods remained the same as those from the 2014 survey but the ranking had changed slightly. “Clothing and accessories” had taken over the place of “music CD / movie DVD or VCD” to become the most purchased categories in this regard.

首三類購買得最多的盜版或冒牌貨品與 2014 年調查相同，只是排序有少許改變。「衣服 / 首飾」於今年取代「聲音 / 影片光碟」成為最多人購買的盜版或冒牌貨品。

The most frequent channel of buying pirated or counterfeit products was physical “shops / stores” (47.3%), followed by “stalls” (35.0%) following. “Online shops” (9.4%) ranked the third-most.

本次調查亦對最多購買盜版或冒牌貨品的渠道進行研究，發現實體「商舖」(47.3%)為最多人使用的渠道，其次是「街上攤檔」(35.0%)及「網絡商店」(9.4%)。

(表 38a-b)

(Table 38a-b)

Table 38a: Most bought Pirated or counterfeit products

表 38a：最多買的盜版或冒牌貨品

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Clothing & accessories 衣服 / 首飾	32.9	28.0	20.1	20.7	15.0	12.3	7.7
Music CD / movie DVD or VCD 聲音 / 影片光碟	32.2	35.8	51.3	57.8	56.2	63.8	63.0
Toys / stationery / accessories 玩具 / 文具 / 精品	13.1	15.8	0.4	0.9	1.6	0.4	1.7
Photocopy book 影印參考書	7.5	2.5	6.6	4.7	3.8	2.1	1.9
Computer software 電腦軟件	6.5	10.2	12.7	9.7	14.4	14.1	15.2
Game (e.g. PS2 / Wii) 遊戲 (例如：PS2 / Wii)	2.8	5.3	7.5	5.3	7.3	6.7	8.1
Household goods 家庭用品	2.3	-	-	-	-	-	-
Watch 手錶	1.5	2.5	1.4	0.9	0.6	0.5	1.2
Mobile phone accessories 手機配件	1.2	-	-	-	-	-	-

Sample: Among all persons who buy pirated / counterfeit products

258 284 288 294 313 488 544

樣本：以所有有買盜版 / 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 38b: Most frequent channel of buying pirated or counterfeit products

表 38b：購買盜版或冒牌貨最多用的渠道

	2016 (%)
Shops / stores 商舖	47.3
Stalls 街上攤檔	35.0
Online shops 網絡商店	9.4
Mainland China (Shops / stores) 中國大陸商舖	6.2
Social media 社交平台	1.1
Auction sites 拍賣網站	1.0

Sample: Among all persons who buy pirated / counterfeit products

258

樣本：以所有有買盜版 / 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%。

For those respondents who claimed that they had never bought pirated or counterfeit goods, their most stated reason was “no need to buy / not interested in pirated or counterfeit goods” (42.1%). It was followed by “poor quality of pirated or counterfeit goods” (21.6%) and “seldom buy pirated / counterfeit goods” (18.0%).

表示從不購買盜版或冒牌貨品的受訪者中，最多被提及的原因是「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」(42.1%)，其次是「盜版或冒牌貨品質素差」(21.6%) 及「很少買盜版或冒牌貨品」(18.0%)。

(表 39)

(Table 39)

Table 39: Reasons for not buying pirated or counterfeit goods (Spontaneous mention)

表 39：不購買盜版或冒牌貨品的原因 (沒有提示下作答)

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)
No need to buy / Not interested in pirated or counterfeit goods 沒有購買盜版或冒牌貨品的需要 / 對盜版或冒牌貨品沒有興趣	42.1	33.8	37.5	48.4	47.9	41.3	37.5	34.0	41.4	12.8
Poor quality of pirated or counterfeit goods 盜版或冒牌貨品質素差	21.6	22.5	22.6	25.7	21.6	30.1	35.5	31.5	18.2	23.9
Seldom buy pirated / counterfeit goods 很少買盜版或冒牌貨品	18.0	12.7	8.5	6.6	10.9	4.0	3.0	3.4	6.9	10.0
Immoral / Wrong to infringe others' IP rights 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	15.1	10.4	11.9	19.6	15.4	11.3	14.4	11.1	14.2	14.8
Genuine goods are in better quality 正版貨品質素較佳	11.1	10.7	5.4	5.2	4.0	3.9	4.8	6.0	-	-
Genuine goods' quality guaranteed 正版貨品質素有保證	10.2	21.0	14.0	11.1	13.3	9.3	8.5	8.9	4.8	1.7
Fear of violation of IP laws 害怕觸犯法例	5.0	10.3	6.4	5.3	6.8	5.6	6.4	2.9	8.5	7.3
Affect own image 影響自己形象	5.0	5.3	8.0	3.5	4.1	4.7	7.2	4.1	-	-
Difficult to find pirated / counterfeit goods in market 現時很難在市面上找到盜版或冒牌貨品	1.4	1.6	1.2	2.3	3.1	1.1	0.4	2.2	0.6	3.7
Genuine goods have become cheaper 正版貨品價錢下跌	1.3	2.4	4.2	0.8	1.2	2.0	1.1	2.9	5.3	2.8
Seldom use DVD / VCD and software 很少用 DVD / VCD 及電腦軟件	1.2	1.3	1.9	5.0	1.6	7.6	9.5	12.3	-	-
Detrimental to Hong Kong law and order 損害香港治安	0.6	0.1	0.8	0.6	0.3	0.6	0.9	2.1	-	5.2
No money to buy pirated / counterfeit goods 沒有錢購買盜版或冒牌貨品	0.6	2.0	1.7	1.3	1.3	2.6	1.3	1.4	5.0	1.4
Free download from other channels 有其他途徑免費下載	0.5	0.6	0.1	0.5	-	-	-	-	-	-
Detrimental to Hong Kong economy 損害香港經濟	0.4	0.3	2.2	0.6	0.6	0.7	1.2	2.7	0.2	1.4
No time to search for pirated or counterfeit goods 沒有時間去找 / 特地前往買冒牌貨	0.3	-	-	-	-	-	-	-	-	-
To educate the young generation and to act as moral role model 教育下一代，以身作則	0.1	-	-	-	-	0.1	-	-	-	-
No specific reason 沒有特定原因	2.5	-	-	-	-	-	-	-	-	-
Sample: Among all persons who did not buy pirated / counterfeit products	711	702	696	699	676	704	670	588	385	358

	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)

樣本：以所有沒有買盜版 / 冒牌貨
的人士為基數

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3.6 Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods even knowing that it is an infringement of IP rights”

是否同意「在明知侵犯知識產權的情況下仍然購買盜版 / 冒牌貨品是不道德行為」

74.0% of the respondents agreed that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights” which was higher than that of the 2014 survey (67.4%).

74.0%的受訪者同意「在明知侵犯知識產權的情況下仍然購買盜版 / 冒牌貨品是不道德行為」較 2014 年為高 (67.4%)。

As for the demographic sub-group analysis, there was no significant difference found between different demographic variables.

以背景資料分析，當中並沒有明顯差別。

(表 40 – 41)

(Tables 40 – 41)

Table 40: Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”

表 40：是否同意「在明知侵犯知識產權的情況下仍然購買盜版 / 冒牌貨品是不道德行為」

	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Agree 同意	74.0	67.4	70.8	74.2	79.9	66.5	64.6	67.0	67.8	68.2	59.8	56.4
Disagree 不同意	14.2	22.5	21.2	20.7	16.3	24.5	26.8	22.5	23.1	24.0	31.1	30.5
Don't know / Hard to say 不知道 / 很難說	11.7	10.1	8.1	5.0	3.9	9.0	8.5	10.6	9.1	7.7	9.2	13.1
Sample 樣本	1 005	1 005	1 001	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 41: Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights” – bivariate analysis

表 41：是否同意「在明知侵犯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 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Agree 同意	83.7	84.1	82.8	85.5	83.2	84.0	82.6	84.8	82.7	84.9	85.5	83.9	80.2
Disagree 不同意	16.3	15.9	17.2	14.5	16.8	16.0	17.4	15.2	17.3	15.1	14.5	16.1	19.8
Sample 樣本	433	454	198	277	412	86	405	387	438	441	421	177	221
χ^2	0.016		0.957			1.125			0.752		2.370		

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 Opinion towards the “No Fakes Pledge” Scheme

對「正版正貨承諾」計劃的意見

The public awareness of “No Fakes Pledge” Scheme was one of the key study topics in this Survey since 2008. This year Survey has recorded the highest awareness to date – with over half (56.2%) of respondents having heard of this Scheme.

Amongst these Scheme-aware respondents, relatively higher proportions of respondents aged 30-49 (66.8%) and working persons (62.0%) were observed. Moreover, the higher the monthly personal income, the higher the proportions of respondents were aware of the Scheme. These proportions ranged from 50.3% (of those with monthly income less than \$10,000) to 64.4% (of those with monthly income \$20,000 or over).

Regarding their acquainting channels, the most popular one was reported to be “television advertisements (68.4 %)”, followed by “stickers / tent cards in shops” (34.0%) and “newspapers / magazines” (16.8%).

自 2008 年，公眾對「正版正貨承諾」計劃的認知是調查的其中一項重要課題，本年錄得逾半受訪者 (56.2%) 表示曾聽過此計劃，為歷年新高。

表示知道此計劃的受訪者中，發現 30-49 歲 (66.8%) 及在職人士 (62.0%) 佔較高的百分比。而且個人每月收入越高，認知該計劃的受訪者越多。由個人每月收入低於 \$10,000 的 50.3% 至個人每月收入達 \$20,000 或以上的 64.4%。

關於受訪者的認知渠道，「電視廣告」(68.4%) 為最高，其次是「商戶標貼 / 座檯咭」(34.0%) 及「報紙/雜誌」(16.8%)。

(表 42 – 44)

(Tables 42 – 44)

Table 42: Whether having ever heard of the “No Fakes Pledge” Scheme

表 42：有否聽過「正版正貨承諾」計劃

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	56.2	48.7	42.5	34.5	50.1
No 沒有	43.8	51.3	57.5	65.5	49.9
Sample 樣本	1 005	1 005	1 001	1 005	1 003

Table 43: Whether having ever heard of the “No Fakes Pledge” Scheme – bivariate analysis

表 43：有否聽過「正版正貨承諾」計劃 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Yes 有	58.0	54.7	58.2	66.8	48.3	47.1	55.9	59.4	62.0	51.0	50.3	60.5	64.4
No 沒有	42.0	45.3	41.8	33.2	51.7	52.9	44.1	40.6	38.0	49.0	49.7	39.5	35.6
Sample 樣本	487	518	222	324	459	100	469	425	497	499	471	208	243
χ^2	1.689		26.757**			5.096			12.410**		16.082**		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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 44: Channels of acquaintance (Spontaneous mention)

表 44：認知的渠道（沒有提示下作答）

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Television advertisements 電視廣告	68.4	71.0	72.8	76.8	84.5
Stickers / tent cards in shops 商戶標貼 / 座檯咭	34.0	16.3	13.9	13.5	9.1
Newspapers / magazines 報紙 / 雜誌	16.8	15.3	14.4	14.1	15.3
Internet 互聯網	4.3	3.7	4.4	2.8	0.6
Radio programmes 電台節目	3.1	4.7	4.0	6.2	6.0
Word of mouth by friends / relatives / colleagues 親友 / 同事提 及	1.7	3.9	4.7	3.1	1.6
MTR advertisements 港鐵廣告	1.5	12.2	3.4	2.1	2.0
In class / school activities 課堂 / 學校活動	1.4	0.2	0.4	0.3	0.6
Advertisements on bus 巴士廣告	0.7	7.5	2.1	2.3	0.8
Exhibition / Seminars 展覽 / 講座	0.5	0.2	0.2	0.6	-
Advertisements on smartphone apps 智能手機應用程式廣告	0.4	0.2	-	-	-
Can't remember 記不起	2.5	0.2	0.5	0.6	0.4
Sample : Among all persons who were aware 樣本：以所有認知的人士為基數	565	490	426	347	503

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

More than four-fifths (84.0%) of the Scheme-aware respondents considered that the Scheme was very / quite helpful for building the confidence of consumers and tourists in shopping in Hong Kong, or in strengthening the reputation of Hong Kong as a shoppers' paradise. This proportion was slightly lower than that achieved in the previous round (87.0%).

As per the observation on the demographic analysis, a relatively higher proportion of aged 50 or above respondents (92.4%) was found to consider the Scheme very / quite helpful in the above mentioned context when compared with other age groups.

逾八成 (84.0%) 的受訪者認為「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非常有幫助 / 頗有幫助，較上次調查(87.0%)稍微下降。

根據背景資料分析，相比其他年齡的組群，有較高比例的 50 歲或以上的受訪者(92.4%)認為該計劃非常有幫助 / 頗有幫助。

(Tables 45 – 46)

(表 45 – 46)

Table 45: Considering whether the “No Fakes Pledge” Scheme could help building the confidence of consumers and tourists in shopping in Hong Kong, or strengthening the reputation of Hong Kong as a shoppers’ paradise

表 45：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

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Very helpful 非常有幫助	31.8	22.1	24.6	28.9	20.7
Quite helpful 頗有幫助	52.2	64.9	56.9	54.5	63.2
Not quite helpful 幫助不大	13.2	11.6	13.4	14.6	12.9
Not helpful at all 完全沒有幫助	1.6	0.6	3.7	0.5	1.4
Don't know / Hard to say 不知道 / 很難說	1.2	0.8	1.4	1.5	1.8
Very / quite helpful 非常有幫助 / 頗有幫助	84.0	87.0	81.5	83.4	83.9
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	14.8	12.2	17.1	15.1	14.3
Sample : Among all persons who were aware 樣本：以所有認知的人士為基數	565	490	426	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 46: Considering whether the “No Fakes Pledge” Scheme could help building the confidence of consumers and tourists in shopping in Hong Kong, or strengthening the reputation of Hong Kong as a shoppers’ paradise – bivariate analysis

表 46：認為「正版正貨承諾」計劃對增加消費者及遊客在港購物的信心或鞏固香港購物天堂的美譽是否有幫助

– 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 \$10,000 (%)	– \$19,999 \$19,999 (%)	≥ \$20,000 \$20,000 (%)
Very / quite helpful 非常有幫助 / 頗有幫助	84.3%	85.7%	82.0%	78.6%	92.4%	91.4%	86.9%	81.6%	82.4%	88.0%	88.4%	81.7%	82.7%
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	15.7%	14.3%	18.0%	21.4%	7.6%	8.6%	13.1%	18.4%	17.6%	12.0%	11.6%	18.3%	17.3%
Sample: Among all persons who were aware 樣本：以所有認知的人士為 基數	283	276	125	215	219	47	259	250	307	249	232	126	156
χ^2	0.333		16.614**			3.871			3.141		3.704		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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 Opinion towards the long-term development of IP Rights 對保護知識產權長遠發展的意見

In view of the public attitude towards the long-term development of IP rights over years, 75.4% of the respondents considered that the protection of IP rights would be very / quite helpful to the development of the local creative industries. More than two-thirds (67.2%) considered it would be very / quite helpful to the overall economic development of Hong Kong. Both results were higher than that of last survey.

When it came to studying the results by demographic groups, a relatively higher proportions of respondents with primary or below education (86.9%) and respondents aged 50 or over (82.6%) considered that the protection of IP rights could be very / quite helpful to the development of the local creative industries. In the meantime, a relatively higher proportion of respondents with primary or below education attainment (84.1%) considered the same regarding the helpfulness to the overall economic development.

這項調查多年來一直對公眾保護知識產權長遠發展的態度進行研究，75.4%的受訪者認為保護知識產權對本地創意產業發展非常有幫助 / 頗有幫助。亦有超過六成半的受訪者(67.2%)認為保護知識產權對香港的整體經濟發展非常有幫助 / 頗有幫助。兩項結果均較上次調查為高。

以背景資料分析，小學或以下教育程度的受訪者(86.9%) 及 50 歲或以上(82.6%)認為保護知識產權對促進本地創意產業發展非常 / 頗有幫助。與此同時，小學教育程度或以下(84.1%)的受訪者認為保護知識產權對整體經濟發展非常有 / 頗有幫助。

(Tables 47a – 48b)

(表 47a – 48b)

**Table 47a: Whether the protection of IP rights could help
the development of the local creative industries**

表 47a：認為保護知識產權對促進本地創意產業發展是否有幫助

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Very helpful 非常有幫助	30.7	22.3	27.5	30.5	23.9	23.3	27.0	34.0
Quite helpful 頗有幫助	44.7	48.6	45.5	52.5	52.1	54.2	55.0	46.1
Average 一般	15.4	21.1	15.4	11.1	16.3	12.4	10.2	7.4
Not quite helpful 幫助不大	5.0	6.5	7.3	3.7	4.6	6.0	4.9	6.1
Not helpful at all 完全沒有幫助	1.7	0.3	2.4	0.4	1.0	1.4	1.7	1.3
Don't know / Hard to say 不知道 / 很難說	1.3	1.3	1.9	1.7	2.1	2.7	1.3	5.1
Very / quite helpful 非常有幫助 / 頗有幫助	75.4	70.9	73.0	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	6.7	6.8	9.7	4.1	5.6	7.3	6.5	7.4
Sample 樣本	1 005	1 005	1 001	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 47b: Whether the protection of IP rights could help
the overall economic development of Hong Kong**

表 47b：認為保護知識產權對促進香港整體經濟發展是否有幫助

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Very helpful 非常有幫助	21.3	14.4	18.4	21.4	14.5	18.1	20.8	24.2
Quite helpful 頗有幫助	45.9	48.7	46.9	49.7	47.5	52.4	51.7	44.0
Average 一般	18.5	26.3	17.9	17.2	23.0	14.3	10.3	13.1
Not quite helpful 幫助不大	7.8	8.5	10.0	7.4	9.7	9.1	10.2	10.5
Not helpful at all 完全沒有幫助	2.2	0.5	3.0	0.7	1.1	2.4	3.4	1.3
Don't know / Hard to say 不知道 / 很難說	4.3	1.6	3.6	3.6	4.3	3.7	3.6	6.9
Very / quite helpful 非常有幫助 / 頗有幫助	67.2	63.1	65.3	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	10.0	9.0	13.0	8.1	10.8	11.4	13.5	11.7
Sample 樣本	1 005	1 005	1 001	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 48a: Whether the protection of IP rights could help
the development of the local creative industries – bivariate analysis**
表 48a：認為保護知識產權對促進本地創意產業發展是否有幫助 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Very / quite helpful 非常有幫助 / 頗有幫助	78.0	76.7	69.4	74.5	82.6	86.9	75.9	76.7	76.5	78.0	78.0	73.5	79.7
Average 一般	15.0	16.6	22.3	17.8	11.8	8.7	18.1	15.1	16.1	15.5	16.2	20.3	13.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	7.0	6.7	8.3	7.7	5.7	4.4	6.0	8.3	7.3	6.5	5.9	6.3	6.7
Sample 樣本	478	503	221	322	438	89	466	417	491	481	452	207	240
χ^2	0.276		16.019**			7.937			0.323		3.926		

** p -value < 0.01 and expected value ≥ 5

** p -值 < 0.01 及預期值 ≥ 5

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 48b: Whether the protection of IP rights could help
the overall economic development of Hong Kong – bivariate analysis**
表 48b：認為保護知識產權對促進香港整體經濟發展是否有幫助 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Very / quite helpful 非常有幫助 / 頗有幫助	73.3	67.6	62.6	69.4	74.1	84.1	69.4	67.9	70.6	69.8	69.6	70.7	70.1
Average 一般	17.0	21.3	24.9	19.9	16.5	9.2	21.5	19.5	18.3	20.3	20.6	21.0	18.3
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	9.7	11.1	12.5	10.6	9.4	6.8	9.1	12.6	11.1	9.9	9.8	8.3	11.6
Sample 樣本	468	495	219	320	424	88	457	410	484	470	441	207	235
χ^2	3.322		8.736			12.979*			1.019		1.317		

** p -value < 0.05 and expected value ≥ 5

** p -值 < 0.05 及預期值 ≥ 5

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。

With regard to the areas to which the Government should devote more resources for IP rights protection, 40.7% of the respondents suggested “more promotion through the mass media”, followed by “more enforcement action” (29.3%) and “more promotion in schools (incl. primary, secondary & tertiary)” (25.6%). These 3 aspects were consistent with the results in last survey.

(Table 49)

對於政府應該投放更多資源在哪方面以保護知識產權，40.7%的受訪者建議首要「加強在媒體上的宣傳」，其次是「加強巡查和掃蕩」(29.3%)及「加強在學校的宣傳(包括大、中、小學)」(25.6%)，均與過往的調查結果相近。

(表 49)

Table 49: Areas to which the Government should devote more resources (Spontaneous mention)

表 49：認為政府應該投放更多資源在哪方面（沒有提示下作答）

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
More promotion through the mass media 加強在媒體上的宣傳	40.7	42.5	36.6	44.8	56.6
More enforcement action 加強巡查和掃蕩	29.3	25.8	22.1	27.9	17.6
More promotion in schools (incl. primary, secondary & tertiary) 加強在學校的宣傳 (包括大中小學)	25.6	24.1	32.3	46.8	50.1
Amendment of the law 修改法例	16.7	7.4	-	-	-
Organise more activities for the general public 多舉辦市民可以參與的宣傳活動	7.4	15.9	9.8	7.6	10.5
Help the development of local creative industries 促進本地創意產業發展	5.2	1.8	1.0	1.6	0.1
Enhance penalties 加重刑罰	0.2	10.5	22.7	25.2	25.8
Don't know / Hard to say 不知道 / 很難說	14.4	13.6	11.2	0.9	1.4
Considered not necessary to devote more resources 認為不需要投放更多資源	1.6	2.7	4.7	-	-
Sample 樣本	1 005	1 005	1 001	884	836

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

(2) The question in the surveys before 2012: "Do you think it is necessary for the Government to devote more resources in protecting IP rights in long term? [If definitely / quite necessary] What should the Government do?".

註： (1) 由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

(2) 二零一二年之前的調查中，問題是：「你認為長遠嚟講，政府應唔應該投放更多資源嚟保護知識產權方面呢？[如果非常 / 幾應該] 咁政府應該喺邊方面做功夫呢？」。

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

The findings of this year showed a positive growth from 23.8% in 2014 to 27.8% in the proportion of respondents being aware of the IPD and its role of promoting the protection of IP rights in Hong Kong. Nonetheless, still more than half (58.4%) of respondents did not know which government department was responsible for these.

受訪者在認知知識產權署及其負責推廣保護香港知識產權方面的工作，本年的調查錄得正面的增長，由 2014 年的 23.8% 上升至 27.8%。然而，亦有超過半數的受訪者(58.4%)仍不知道哪個政府部門負責此方面的工作。

(Tables 50 – 51)

(表 50 – 51)

Table 50: The government department that is responsible for promoting the protection of IP rights in Hong Kong (Spontaneous mention)

表 50：香港負責推廣保護知識產權的政府部門（沒有提示下作答）

	2016 (%)	2014 (%)	2012 (%)
Intellectual Property Department / IPD 知識產權署	27.8	23.8	19.8
Customs and Excise Department 香港海關	10.2	16.0	10.8
Leisure & Cultural Services Department 康樂及文化事務署	0.6	-	-
Commerce and Economic Development Bureau 商務及經濟發展局	0.6	0.3	-
Trade & Industry Department 工業貿易處	0.4	0.2	-
Home Affairs Department 民政事務署	0.4	-	-
Innovation & Technology Bureau 創新及科技局	0.4	-	-
Hong Kong Police 香港警務處	0.3	2.8	0.4
Hong Kong Trade Development Council 香港貿易發展局	0.2	-	0.3
Environment Protection Department 環境保護署	0.1	-	-
Hong Kong Tourism Board 旅遊發展局	0.1	-	-
Inland Revenue Department 稅務局	0.1	-	-
Information Services Department 政府新聞處	0.1	-	-
ICAC 廉政公署	0.1	-	-
Don't know 不知道	58.4	56.7	68.4
Sample 樣本	1 005	1 005	1 001

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 51: The government department that is responsible for promoting the protection of IP rights in Hong Kong (Spontaneous mention)

表 51：香港負責推廣保護知識產權的政府部門（沒有提示下作答）

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Intellectual Property Department / IPD 知識產權署	27.8	23.8	19.8	14.8	17.2	15.4	13.5	10.5
Other wrong answers 其他錯誤答案	13.8	19.5	11.8	15.7	11.2	14.1	15.8	9.5
Don't know 不知道	58.4	56.7	68.4	69.5	71.6	70.5	70.7	80.0
Sample 樣本	1 005	1 005	1 001	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%。

Based on the results of demographic sub-group analysis, it was discovered that a relatively higher proportions of respondents aged 30-49 (41.3%), tertiary or above educated respondents (38.2%), working respondents (36.4%) and respondents with monthly income of \$20,000 or above (42.3%) were aware that IPD was responsible for promoting the protection of IP rights in Hong Kong. It was also found that the higher the education level; and the higher the monthly personal income, the higher the proportions of respondents were aware of IPD's role in promoting IP rights protection. (Table 52)

根據背景資料分析，較高比例的 30-49 歲 (41.3%)、大專教育程度或以上(38.2%)、在職人士(36.4%)及個人每月收入 \$20,000 以上 (42.3%) 的受訪者表示知道知識產權署是負責推廣保護知識產權。同時亦發現教育程度越高及個人每月收入越高的受訪者，表示知道知識產權署是負責推廣保護知識產權的百分比亦越高。

(表 52)

Table 52: Awareness of the Intellectual Property Department – bivariate analysis

表 52：對知識產權署的認知 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	\$10,000 < (%)	\$19,999 – (%)	\$20,000 ≥ (%)
Aware 知道	32.4	23.9	31.6	41.3	17.3	4.9	24.4	38.2	36.4	19.8	19.3	31.8	42.3
Not aware 不知道	67.6	76.1	68.4	58.7	82.7	95.1	75.6	61.8	63.6	80.2	80.7	68.2	57.7
Sample 樣本	487	518	222	324	459	100	469	425	497	499	471	208	243
χ^2	12.154**		56.056**			50.059**			33.582**		45.789**		

**p-value < 0.01 and expected value ≥ 5

**p-值 < 0.01 及預期值 ≥ 5

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 of IPD and its role, 49.4% could correctly point out that IPD was responsible for “promoting awareness on IP rights protection”, 19.2% mentioned “registration of trade marks” and 15.2% quoted “registration of patents”. However, some still mistakenly thought that “combating piracy and counterfeiting” (20.0%) was one of IPD’s duties which was dropped significantly when compared with the last survey (37.8%). Furthermore, 20.1% of the respondents were not aware of the exact duties of the IPD that was similar to the result in last survey (20.9%).

As per the demographic sub-group analysis, relatively a bit higher proportion of tertiary or above (75.1%) educated and monthly income of \$20,000 or above (76.0%) respondents were aware of at least one of the IPD’s duties. In addition, it was revealed that the higher the education level and monthly income, the higher the proportions of respondents who knew at least one of the IPD’s duties.

在認知知識產權署的受訪者當中，49.4%能準確指出知識產權署是負責「宣傳/ 推廣保護知識產權」的，以及「商標註冊」(19.2%) 及「專利註冊」(15.2%)。然而，仍有兩成受訪者誤以為知識產權署負責「打擊盜版 / 掃蕩冒牌」(20.0%)，較上次的調查 (37.8%) 有顯著的下降。另外，20.1%的受訪者並不知道知識產權署的實際工作範圍，與上次調查結果(20.9%) 相若。

根據背景資料分析，較高比例大專教育程度或以上(75.1%)及個人每月收入\$20,000 以上(76.0%)的受訪者知道至少一個知識產權署的工作。同時亦發現教育程度越高及個人每月收入越高的受訪者，知道至少一個知識產權署的工作的百分比亦越高。

(表 53 – 54)

(Tables 53 – 54)

Table 53: Awareness of the duties of IPD (Spontaneous mention)

表 53：對知識產權署工作範圍的認知（沒有提示下作答）

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Correct								
正確								
Promote awareness on IP rights protection 宣傳 / 推廣保護知識產權	49.4	50.4	52.0	37.9	44.5	53.4	38.9	22.5
Registration of trade marks 商標註冊	19.2	28.0	15.8	18.5	13.3	20.7	26.4	17.7
Registration of patents 專利註冊	15.2	24.2	12.0	15.3	10.4	15.3	18.4	12.8
Registration of designs 外觀設計註冊	5.4	6.2	4.5	5.9	0.6	-	-	5.8
Public education 公民教育	4.0	5.0	11.2	7.8	4.0	9.1	7.6	9.5
Cooperate with Customs 與海關合作	2.8	2.5	6.2	3.7	1.2	4.8	4.4	6.2
Government intellectual property legal advisor 作為政府的知識產權法律顧問	1.5	4.2	2.5	-	2.3	0.4	1.0	1.1
Incorrect								
不正確								
Combat piracy and counterfeiting 打擊盜版 / 掃蕩冒牌	20.0	37.8	27.3	20.6	30.6	25.0	28.3	21.0
Receiving complaints and reports of piracy 接受盜版及冒牌的投訴及舉報	8.0	3.7	3.0	4.4	4.0	4.7	3.7	9.5
Enact legislation 立法	6.2	9.5	9.9	6.8	6.4	4.5	6.9	2.2
Investigate into infringing activities 調查侵權活動	5.6	11.2	9.1	6.3	3.5	5.7	8.7	3.5
Don't know 不知道	20.1	20.9	16.4	34.7	27.7	17.0	26.5	38.6
Sample: Among all persons who were aware of IPD 樣本：以所有認知知識產權署的人士為基數	240	240	199	149	173	186	164	129

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 54: Awareness of the duties of IPD – bivariate analysis

表 54：對知識產權署工作範圍的認知 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	68.0%	72.4%	73.7%	71.8%	64.6%	60.4%	63.4%	75.1%	71.7%	66.8%	63.6%	68.2%	76.0%
Not aware (no correct answer or declared “don’t know”) 不知道 (沒有正確答案或表示 “不知道”)	32.0%	27.6%	26.3%	28.2%	35.4%	39.6%	36.6%	24.9%	28.3%	33.2%	36.4%	31.8%	24.0%
Sample: Among all persons who were aware of IPD 樣本：以所有認知知識產權署的人士為基數	163	122	68	136	81	5 [#]	117	163	183	101	93	66	106
χ^2	.143		2.748			1.860			1.664		9.435**		

** p -value < 0.01 and expected value ≥ 5

** p -值 < 0.01 及預期值 ≥ 5

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Caution: Small sample base

注意：樣本數量較少

3.6.2 Awareness of the IPD's advertising and promotional activities

對知識產權署的廣告及宣傳活動的認知

50.2% of the respondents encountered some IPD's advertising or promotional activities from different channels in the past two years. 39.7% of the respondents expressed that they had seen the advertising or promotional messages on television, followed by promotions on "No Fakes Pledge" Scheme (7.3%) and print advertisement / promotional materials (6.0%).

The awareness level of IPD's advertising or promotional activities (50.2%) was similar to the result of the last survey (51.4%).

It was reported that the awareness of IPD promotional campaign significantly associated with all the demographic variables in this study, namely gender, age, education attainment, working status and monthly personal income. Relatively higher proportions of respondents from the following groups were found amongst those who were aware of IPD promotional campaign:

- Male (53.0%)
- Aged 30-49 (62.4%)
- Secondary educated (53.1%)
- Working persons (55.9%)
- Monthly personal income of \$10,000 - \$19,999 (58.6%)

(Tables 55 – 57)

50.2%的受訪者在過去兩年中曾經從不同渠道認知知識產權署廣告或宣傳活動，39.7%的受訪者表示曾在電視上收看有關的廣告或宣傳訊息，其次是「正版正貨承諾」宣傳(7.3%)及印刷廣告/宣傳物品(6.0%)。

對知識產權署的廣告或宣傳活動的認知程度(50.2%)，與上一次的調查(51.4%)相約。

報告指出認知知識產權署的推廣活動明顯與背景資料相關，包括性別、年齡、教育程度、工作狀態及個人每月收入。對知道知識產權推廣活動的受訪者中，以下背景資料的分佈較高：

- 男性 (53.0%)
- 年齡 30-49 歲 (62.4%)
- 中學教育程度 (53.1%)
- 在職人士 (55.9%)
- 個人每月收入\$10,000 至\$19,999 (58.6%)

(表 55 – 57)

Table 55: Awareness of the IPD's advertising and promotional activities (Spontaneous mention)

表 55：對知識產權署的廣告及宣傳活動的認知（沒有提示下作答）

	2016 (%)	2014 (%)
Television	39.7	42.0
電視		
- "To get the real deal look for the 'No Fakes' logo" 認「正」字買「正」貨	4.7	10.2
- "Anti-camcording in Cinemas" (featuring Simon Yam) 反戲院盜錄宣傳片（由任達華主演）	2.9	4.6
- "Don't sell counterfeits and pirated goods over the Internet" 切勿在網上售賣冒牌或盜版貨品	0.5	2.4
- "Differences between trade mark registration and company registration" (featuring Lee Lik Chee) 商標註冊和公司註冊的分別（由李力持主演）	0.4	2.0
- "Territorial limitation of IP protection" (featuring Lee Lik Chee) 知識產權保護的地域性限制（由李力持主演）	0.3	0.8
- "Let's be imaginative, creative; let's protect IP rights (McMug)" 《想像、創作、保護知識產權（麥嘜）》	0.2	1.4
- "Support creativity, respect copyright" (featuring Eric Chau Pak-ho) 支持創作 尊重版權（由周柏豪主演）	0.1	-
- "Patent commercialisation improves our quality of life" (iDummy) 專利商品化 提升生活質素（iDummy）	0.1	-
- "Selling Infringing Goods on the Internet Ruins Your Prospect" (featuring Akina Fong) 網上侵權搵快錢 前途盡毀勿亂試（由方健儀主演）	0.1	-
- Mentioned in TV programmes 電視節目內提及	1.9	-
- Television, but cannot recall which advertisement / programme 電視見到，但記不起哪個廣告 / 特輯	30.3	17.3
Promotions on "No Fakes Pledge" Scheme	7.3	7.8
「正版正貨承諾」計劃宣傳		
- "No Fakes Pledge" stickers / tent cards / posters in retail shops 零售商店展示「正版正貨承諾」標貼 / 座檯咭 / 海報	4.4	1.2
- TV and Radio API of "No Fakes Pledge" Scheme 「正版正貨承諾」計劃電視及電台宣傳片	1.2	0.9
- "No Fakes Pledge" advertisement in MTR stations (in platform / on the train) 於港鐵內播放的「正版正貨承諾」計劃電視宣傳片（列車月台 / 列車內）	0.8	1.0
- "No Fakes Pledge" Scheme posters 「正版正貨承諾」計劃海報	0.5	0.1
- "No Fakes Pledge" leaflets 「正版正貨承諾」宣傳單張	0.4	0.7
- "No Fakes Pledge" advertisement in MTR stations 於港鐵內之「正版正貨承諾」廣告	0.2	2.6
- "No Fakes Pledge" advertisement on newspapers and magazines 於報章及雜誌內刊登之「正版正貨承諾」廣告	0.1	1.4
- TV API of "Look for the "No Fakes" sign and you can be confident of getting genuine goods" 購物認「正」字 安心買「正」貨電視宣傳片	0.1	0.8
- Have seen it somewhere but cannot remember 曾見過但不記得在哪裡	0.1	-
Sample	1 005	1 005
樣本		

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 55: Awareness of the IPD's advertising and promotional activities (Spontaneous mention) (con't)

表 55：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）

	2016 (%)	2014 (%)
Print advertisement / promotional materials	6.0	4.7
印刷廣告 / 宣傳物品		
- Newspaper supplements about the "World IP Day" 於報章刊載「世界知識產權日」特約專輯	0.3	0.1
- Government publication / poster 政府的刊物 / 海報	0.3	-
- Newspaper / magazine, but cannot recall which article / advertisement 報紙 / 雜誌見到，但記不起哪個報導 / 廣告	5.4	3.8
Other promotion channels	4.4	1.4
其他宣傳渠道		
- Radio 電台	1.4	1.2
- Library / School 圖書館/學校	0.5	-
- Family and friends 家人/朋友	0.5	-
- Internet 互聯網	0.5	-
- Seminars in primary & secondary schools 中小學講座	0.4	0.2
- Shops / Products 商鋪/商品	0.2	-
- Creativity • Innovation • Your Ideal Career Breakthrough seminar 創意 • 創新 • 闖出「你想」事業講座	0.1	-
- Others 其他	0.4	-
- Have heard or seen it but cannot remember where 有聽過/見過但不記得從哪裡	0.4	-
Sample	1 005	1 005
樣本		

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 55: Awareness of the IPD's advertising and promotional activities (Spontaneous mention) (con't)

表 55：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）

	2016 (%)	2014 (%)
Exhibitions		
展覽活動	1.7	1.2
- "Hong Kong Book Fair"	0.3	0.3
香港書展		
- Asia Art Expo	0.1	-
亞洲藝術博覽		
- Exhibitions, but cannot recall which one	1.3	0.7
展覽見到，但記不起是哪個展覽		
Promotions on "Copyright (Amendment) Bill 2014"	0.8	2.7
《2014 年版權（修訂）條例草案》的宣傳		
- Advertisements on internet	0.3	1.8
於互聯網上刊登之廣告		
- Advertisements in newspaper	0.4	1.2
於報章刊登之廣告		
- Have seen it somewhere but cannot remember	0.1	-
曾見過但不記得在哪裡		
None	39.3	36.7
沒有看過 / 聽過 / 接觸過任何宣傳		
Do not remember	10.6	11.9
記不起		
Sample	1 005	1 005
樣本		

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 56: Whether encountered IPD's advertising / promotional messages on television, radio or other channels in the past two years

表 56：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

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Television 電視	39.7	42.0	50.1	60.4	76.9	64.5	51.4	55.0
Promotions on "No Fakes Pledge" Scheme 「正版正貨承諾」宣傳	7.3	7.8	4.3	4.5	10.7	-	-	-
Print advertisement / promotional materials 印刷廣告 / 宣傳物品	6.0	4.8	5.3	9.2	9.6	11.9	7.3	7.8
Other promotion channels 其他宣傳渠道	4.4	1.4	1.7	1.4	2.2	0.7	1.0	2.2
Promotions on "Copyright (Amendment) Bill 2014" 《2014 年版權（修訂）條例草案》的宣傳	0.8	2.7	-	-	-	-	-	-
Exhibitions 展覽活動	1.7	1.2	1.3	3.4	1.3	0.9	1.0	1.2
Aware of the promotions of IPD 認知該署的宣傳	50.2	51.4	57.7	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	39.3	36.7	32.1	29.3	12.0	29.9	37.5	30.9
Do not remember 記不起	10.6	11.9	10.2	2.3	7.6	1.3	5.1	6.5
Sample 樣本	1 005	1 005	1 001	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) 由於受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 57: Awareness of the IPD's advertising and promotional activities – bivariate analysis

表 57：對知識產權署的廣告及宣傳活動的認知 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Sec 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$10,000 \$19,999 (%)	≥ \$20,000 (%)
Aware 認知	53.0	47.8	54.3	62.4	40.4	32.8	53.1	52.2	55.9	45.0	43.1	58.6	54.7
Not aware (incl. "do not remember") 不認知 (包括 "記不起")	47.0	52.2	45.7	37.6	59.6	67.2	46.9	47.8	44.1	55.0	56.9	41.4	45.3
Sample 樣本	487	518	222	324	459	100	469	425	497	499	471	208	243
χ^2	4.534*		38.830**			14.600**			11.723**		16.604**		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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 the Hong Kong public 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

58.2% of the respondents considered that the promotional activities held by IPD were very / quite effective in raising the awareness of the Hong Kong public on protecting IP rights. The percentage slightly declined when compared with the finding in last survey (60.8%), whereas 36.5% considered the promotional activities were quite / very ineffective.

58.2%的受訪者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很有效 / 頗有效，較上一次的調查 (60.8%)輕微下降。亦有 36.5%認為宣傳活動不大有效 / 完全沒有效。

Regarding the demographic sub-group analysis, the effectiveness of IP rights was associated significantly with the respondents' age and education attainment. The older the respondents and the lower the education level, the higher the proportion of respondents who considered the IPD promotional activities effective.

以背景資料分析，知識產權的有效程度與受訪者的年齡及受教育程度有密切相關。年齡越大及教育程度越低的受訪者，認為知識產權宣傳活動對提升香港市民保護知識產權意識的有效程度的百分比越高。

(表 58 – 59)

(Tables 58 – 59)

Table 58: Effectiveness of the promotional activities held by the IPD in raising the awareness of the Hong Kong public on protecting IP rights

表 58：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

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Very effective 很有效	7.3	5.3	7.8	6.0	7.1	7.0	5.9	8.6	4.9	5.3	4.8	4.8
Quite effective 頗有效	50.9	55.5	55.6	57.9	64.0	52.4	53.8	47.5	53.2	54.4	52.9	52.5
Quite ineffective 不大有效	31.7	30.9	28.1	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	4.8	5.4	4.7	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	5.3	3.0	3.8	3.3	2.0	5.2	4.6	5.9	3.8	3.6	5.5	9.1
Very / quite effective 很有效 / 頗有效	58.2	60.8	63.4	63.9	71.1	59.4	59.8	56.1	58.1	59.7	57.7	57.3
Quite / very ineffective 不大有效 / 完全沒有效	36.5	36.3	32.8	32.9	26.9	35.5	35.6	38.0	38.0	36.7	36.8	33.6
Sample 樣本	1 005	1 005	1 001	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 59: Effectiveness of the promotional activities held by the IPD in raising the awareness of the Hong Kong public on protecting IP rights – bivariate analysis

表 59：知識產權署的宣傳活動對提升香港市民保護知識產權意識的有效程度 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	< 30 (%)	30 – 49 (%)	≥ 50 (%)	Primary or below 小學或 以下 (%)	Tertiary or above 大專或 以上 (%)	Sec 中學 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	– \$19,999 (%)	≥ \$20,000 (%)
Very / quite effective 很有效 / 頗有效	62.4	60.7	53.5	61.8	64.6	79.1	62.6	56.6	60.6	63.1	62.2	63.6	59.5
Quite / very ineffective 不大有效 / 完全沒有效	37.6	39.3	46.5	38.2	35.4	20.9	37.4	43.4	39.4	36.9	37.8	36.4	40.5
Sample 樣本	461	492	214	317	422	85	454	408	484	461	435	202	239
χ^2	0.352		6.674*			15.374**			0.228		0.776		

* p -value < 0.05 and expected value ≥ 5 ; ** p -value < 0.01 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5 ; ** p -值 < 0.01 及預期值 ≥ 5

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, most of the respondents (68.3%) still considered that television was the most effective channel for promoting the protection of IP rights, followed by newspaper / magazine (28.4%), school (26.6%) and internet websites (25.8%). Although television had been the most mentioned channel over all these years, it was worth noticing that the popularity of digital channel had increased significantly, (2002-2012: 7%-17% vs. 2014: 22.7%).

最後，大多數受訪者仍然認為電視是宣傳知識產權的最有效途徑 (68.3%)，其次是報章 / 雜誌 (28.4%)、學校 (26.6%) 及互聯網頁 (25.8%)。儘管電視在過往數年為最多人提及的渠道，仍值得關注數碼渠道的普及已有明顯的增長 (2002-2012 年 7% -17%; 2014 年：22.7%)。

(表 60)

(Table 60)

**Table 60: Perceived most effective channel to place the advertisements
for promoting the protection of IP rights**

表 60：認為宣傳知識產權的最有效途徑

	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Television 電視	68.3	70.9	76.2	82.6	84.6	79.6	80.3	72.0	71.5	64.6	61.6	65.5
Newspaper / magazine 報章 / 雜誌	28.4	23.0	20.9	25.8	29.0	23.9	23.3	19.4	18.5	21.9	21.0	30.0
School 學校	26.6	19.1	22.8	14.9	15.6	11.1	11.9	14.8	5.1	4.5	3.3	2.8
Internet website 互聯網頁	25.8	22.7	16.6	11.6	12.6	8.2	8.2	7.2	6.2	5.6	4.5	4.3
Email / website advertisement 電郵 / 網頁廣告	17.3	5.7	6.9	7.3	1.0	1.6	1.3	1.1	-	-	-	-
Radio 電台	16.0	20.4	16.4	23.6	20.8	27.6	30.2	19.9	15.9	14.3	12.7	13.3
Poster & other promotional items 海報及其他宣傳品	11.2	7.9	5.0	7.9	6.8	7.4	8.0	9.7	4.7	4.8	4.1	5.7
Advertisements in MTR 港鐵廣告	5.3	5.9	5.5	7.0	7.1	5.6	4.4	3.9	-	-	-	-
Advertisements on bus 巴士廣告	4.4	4.7	5.5	6.8	7.3	-	-	-	-	-	-	-
Community activities 社區活動	2.3	-	0.1	0.3	-	-	-	0.1	-	-	-	-
IPD's activities 知識產權署活動	1.7	3.7	2.9	2.8	1.0	2.9	3.2	2.5	1.0	1.5	1.2	1.0
Cinema / movie 戲院 / 電影	1.4	1.1	1.9	1.9	1.2	1.2	1.3	0.2	-	-	-	-
Append to genuine goods 附在正版商品上	1.3	2.1	1.3	0.6	1.3	0.8	1.1	0.1	-	-	-	-
Smartphone apps 智能手機應用程式	1.2	3.5	1.4	-	-	-	-	-	-	-	-	-
B2B events 商戶/公司活動	0.8	-	-	-	-	-	-	-	-	-	-	-
Computer Expo 電腦展覽	0.7	1.3	0.4	0.2	0.6	0.2	-	0.5	-	-	-	-
Workplace 工作地點	0.6	0.8	0.5	0.9	0.5	0.3	0.1	0.1	-	-	-	-
Movie stars or singers 以電影明星或歌星宣傳	0.5	5.9	5.4	0.7	1.5	1.5	1.3	1.5	-	-	-	-
Marketing via social media 透過社交媒體營銷	0.4	-	-	-	-	-	-	-	-	-	-	-
Telephone hotline 設立電話熱線	0.1	1.2	1.7	-	0.1	0.1	-	0.3	-	-	-	-
Don't know / Hard to say 不知道 / 很難說	11.9	3.4	0.3	0.3	2.4	7.6	6.1	13.1	16.8	19.1	25.1	19.8

Survey on Public Awareness of Intellectual Property Right Protection 2016
香港市民保護知識產權意識調查 2016

Sample	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 003	1 016	1 002	1 009
樣本												

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

Appendix 1: Enumeration result

附錄一：訪問結果

CATEGORY 分類計算	CLASSIFICATION 類別	NUMBER 個案數目
Successful cases 成功訪問個案 (1 005)	Successful enumerated 成功訪問	1 005
successful cases 不成功個案 (1002)	Mid-way termination 中途拒絕	29
	No answer 無人接聽	413
	Busy line 對方通話中 / 未能打通	74
	Answer machine 電話留言	23
	Selected person not at home 被抽中的受訪者不在家	132
	Refusal 讀出前言後拒絕接受訪問	289
	Language problem 語言障礙	42
Invalid cases 非目標個案 (393)	No response after dialing 撥號後無聲無反應 / 需輸入密碼	276
	Non-residential number 非住宅號碼	81
	Fax number 傳真號碼	36
	Overall 總計	2 400

Appendix 2: Sample & population distribution

附錄二：樣本及人口分佈

年齡組別 Profile	Sample 樣本		Population 人口	
	No. of persons 人數	(%)	No. of persons 人數	(%)
Male 男性				
15 – 19	36	3.6	172 700	2.6
20 – 24	38	3.8	210 400	3.2
25 – 29	37	3.7	227 600	3.5
30 – 39	76	7.6	463 700	7.1
40 – 49	90	9.0	477 200	7.3
50 – 59	94	9.4	603 100	9.3
60+	111	11.0	793 700	12.2
Subtotal 小計	482	48.0	2 948 400	45.5
Female 女性				
15 – 19	34	3.4	161 600	2.5
20 – 24	37	3.7	216 600	3.3
25 – 29	40	4.0	284 000	4.4
30 – 39	84	8.4	695 100	10.7
40 – 49	105	10.4	667 100	10.2
50 – 59	100	10.0	670 500	10.3
60+	123	12.2	876 300	13.4
Subtotal 小計	523	52.0	3 571 200	54.5
Total 總計	1 005	100.0	6 519 600	100.0