

Survey on Public Awareness of Intellectual Property Right Protection 2020

- Report -

香港市民保護知識產權意識調查2020

-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) Rights Protection regularly since 1999, in order to keep track of the public's awareness of IP rights. Consumer Search Hong Kong Limited (CSG) was commissioned to conduct the latest round of the public survey between 12 November and 17 December 2020. A total of 1,000 respondents aged 15 or above were successfully enumerated by telephone. The response rate was 54.3%. This summary highlighted the major findings of the Survey.

Knowledge and attitude towards IP rights

In terms of the knowledge about IP rights, most of the respondents managed to associate with correct terms and concepts. Respondents mostly mentioned “copyright / copyright piracy” (33.0%), followed by “invention / creation”, “patent” and “trade mark / trade mark counterfeiting” (26.2%, 13.1% and 11.2% respectively). Only 3.6% mentioned “design”. Besides, some (23.7%) declared “don't know / hard to say”.

The majority of the respondents were aware of the existence of legislation protecting copyright (89.6%), trade marks (89.6%) and patents (87.4%). Similar to the previous rounds, the awareness levels were kept above 80.0%.

Comparatively speaking, a lower proportion of respondents were aware of the existence of legislation protecting designs (46.8%), which remained stable when compared with the

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。精確市場研究中心 (CSG) 受委託於2020年11月12日至12月17日進行公眾調查，透過電話成功訪問 1,000名15歲或以上受訪者，回應率為 54.3%。本摘要概述主要的調查結果。

對知識產權的認識及態度

對知識產權的認識方面，多數受訪者能夠聯想到正確的術語和概念。最多受訪者提及「版權 / 盜版」(33.0%)，其次是「發明 / 創作」、「專利權」及「商標 / 冒牌」(分別為 26.2%、13.1% 及 11.2%)。只有 3.6% 提及「外觀設計」。另外有部分受訪者(23.7%) 表示「不知道 / 很難說」。

大部分受訪者知道香港有法例保障版權 (89.6%)、商標 (89.6%) 及專利 (87.4%)。認知程度與以往的調查相似，維持在 80.0% 以上。

相對而言，較少比例的受訪者知道香港有保障外觀設計的法例 (46.8%)，而這比例與以往的調查相比維持平穩。

previous surveys.

With regard to respondents' judgement on the infringement of IP rights in different specified scenarios, there were 70.3% of the respondents who considered "using a cartoon character without authorisation for designing and selling the cake" as an infringement of IP rights, which was a higher proportion compared with the previous surveys (2018, 65.6%; 2016, 51.6%).

On the other hand, relatively fewer respondents considered "a student photocopying a whole reference book without authorisation for the purpose of self-study" (58.5%) as an infringement of IP rights. The proportion was about the same as that of the previous surveys.

Similar to the previous surveys, a predominately large proportion of respondents (92.9%) considered that it was very / quite necessary to protect IP rights in Hong Kong. In contrast, only 5.5% perceived the opposite.

A majority of the respondents considered that the protection of IP rights would be very / quite helpful to the development of the local creative industries (77.7%) and attract foreign investments to Hong Kong (79.3%).

對於受訪者就不同特定情況判斷是否侵犯知識產權方面，有 70.3% 的受訪者認為「在沒獲授權的情況下使用卡通人物的造型，製作蛋糕出售」是侵犯知識產權，比例較以往的調查（2018 年，65.6%；2016 年，51.6%）為高。

另一方面，較少受訪者認為「學生在沒獲授權的情況下將全本參考書影印，作為溫習之用」（58.5%）是侵犯知識產權，比例與以往的調查相若。

與以往的調查相若，絕大部分的受訪者（92.9%）認為知識產權在香港非常 / 頗有需要受到保護。只有 5.5% 的受訪者持相反意見。

多數受訪者都認為保護知識產權對本地創意產業發展（77.7%）及吸引外來投資（79.3%）非常有幫助 / 頗有幫助。

Behaviours and attitude towards IP rights protection in a digital environment

在數碼環境中涉及的知識產權保護行為和態度

Among the respondents having the habit of surfing the internet, the top three categories of frequently browsed websites / smartphone applications were reported to be "social media" (34.3%), "audio-visual" (24.6%) and "search engines" (13.5%).

在有上網習慣的受訪者中，首三類最常瀏覽的網站 / 智能手機應用程式是「社交媒體」（34.3%）、「影音」（24.6%）及「網絡搜尋器」（13.5%）。

Among the respondents who had the habit of online shopping, most of them (83.9%) said when they bought products with logo(s) or

在有網上購物習慣的受訪者中，大部份（83.9%）都表示在購買有牌子的貨品時，會留意貨品是否

brand(s), they would pay attention to whether the products were genuine. 正版。

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, 57.2% of the respondents who had the habit of using the internet said that they definitely / possibly would pay. This proportion maintained an upward trend since 2008 (from 21.0% in 2008 to 57.2 % in 2020).

當受訪者被問及他們對在獲正式授權的網站線上收聽歌曲、觀看電影或下載歌曲 / 電影 / 電腦軟件 / 遊戲 / 電子書的付款取向時，57.2% 有上網習慣的受訪者表示一定會 / 可能會付款。這比例自2008年開始持續上升（由2008年的21.0%升至2020年的 57.2%）。

The top three reasons for “definitely / possibly will” pay were:

首三項「一定會 / 可能會」付款的原因是：

- Respect IP rights (35.9%)
- Give support to the creative industries (artists, singers, etc.) (32.3%)
- For better quality (23.4%)

- 尊重知識產權 (35.9%)
- 支持創意工業 (藝人及歌手等) (32.3%)
- 為了得到更佳質素 (23.4%)

Compared with previous surveys, it is noteworthy that “in line with one’s principle” (15.0%), the fourth top reason, was newly mentioned by respondents in this round of survey.

與以往的調查比較，值得注意的是「符合個人原則」(15.0%) 是今次調查中排名第四和受訪者新提及的原因。

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

首三項「未必會 / 一定不會」付款的原因是：

- Do not have a habit of listening to songs / watching movies / playing electronic games / reading (31.4%)
- Other channels for listening / watching online are available (25.3%)
- Not confident of online transaction / Worry about leakage of privacy (12.8%)

- 沒有聽歌 / 觀看電影 / 玩電子遊戲 / 閱讀的習慣 (31.4%)
- 有途徑免費在線聽 / 觀看 (25.3%)
- 對網上付費沒有信心 / 擔心洩露個人私隱 (12.8%)

Among the respondents who had the habit of using the internet, the respective proportions of involvement (often / sometimes) in copyright infringement activities were as follows:

在有上網習慣的受訪者中，經常 / 間中參與以下侵犯版權的活動的比例分別如下：

- Uploading / downloading / watching infringing items such as unauthorised / pirated TV shows, movies, music and e-books from / on online communities,

- 在群組、討論區或侵權網站上載、下載或直接點播各類侵權作品 (例如未經授權 / 盜版的電視節目、電影、音樂和電子書) (10.6%) ;

discussion groups or unauthorised websites (10.6%);

- Sharing website links with friends to download / watch infringing items such as unauthorised / pirated TV shows, movies, music and e-books (8.5%); and
 - Re-editing movie posters, comics or pictures without authorisation of copyright owner, and then uploading them to the internet for sharing purposes (2.8%).
- 和朋友分享網頁連結，以下載或直接點播各類的侵權作品（例如未經授權 / 盜版的電視節目、電影、音樂和電子書）(8.5%); 及
 - 未經版權擁有人同意，將電影海報、漫畫或圖片改圖，然後上載至互聯網與他人分享（2.8%）。

96.0% of the respondents seldom / never “re-edit movie posters, comics or pictures without authorisation of copyright owner, and then upload them to the internet for sharing purposes”. The percentage was more or less consistent with the findings of the previous surveys since 2012.

96.0% 的受訪者很少 / 從來沒有在「未經版權擁有人同意，將電影海報、漫畫或圖片改圖，然後放上網與他人分享」。這項百分比與以往自2012年以來調查所得的結果相若。

Among the respondents who had the habit of using the internet, the majority agreed that “it is morally wrong to upload or download music / movies / TV shows from online communities / unauthorised websites knowing that it is an infringement of IP rights” (86.4%) and “it is morally wrong to listen to music or watch movies / TV shows online knowing that they were pirated versions” (80.1%). Such proportions were higher than 80.8% and 70.2% in 2018 respectively.

在有上網習慣的受訪者中，大部分同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站上下載音樂 / 電影 / 電視節目是不道德的行為」（86.4%），以及「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」（80.1%）。這比例較2018年的80.8%及70.2%為高。

Behaviours and attitude towards purchasing pirated / counterfeit goods

購買盜版 / 冒牌貨品的行為和態度

In this round of survey, 3.7% of the respondents often / sometimes bought pirated / counterfeit goods, representing a continuing downward trend since 2012 (8.5%). On the other hand, the great majority of the respondents (92.8%) said they had seldom / never bought such items.

在是次調查中，3.7%的受訪者經常 / 間中購買盜版 / 冒牌貨品，顯示自2012年以來（8.5%）持續下降的趨勢。另一方面，絕大部分（92.8%）的受訪者表示他們很少 / 從來沒有購買盜版或冒牌貨品。

Among those who bought pirated / counterfeit goods, relatively more respondents expressed that the items which they mostly bought were “sound recording / video discs (CD / DVD) / devices with pirated music” (25.8%), followed by “clothing and accessories” (17.2%) and “pirated textbooks / exam questions / tutorial classes notes / reference books” (10.4%).

在曾購買盜版 / 冒牌貨品的受訪者當中，較多受訪者表示他們購買最多的盜版 / 冒牌貨品為「聲音 / 影片光碟 (CD / DVD) 或附有盜版音樂的裝置」(25.8%)，其次是「服飾」(17.2%) 及「盜版教科書 / 試題 / 補習社筆記 / 參考書」(10.4%)。

It was observed that -

調查結果顯示：

- The percentage of buying pirated / counterfeit “sound recording / video discs (CD / DVD)” decreased gradually (from 63.0% in 2004 to 25.8% in 2020).
 - The percentage of buying pirated / counterfeit “clothing and accessories” and “toys / stationery / accessories” decreased from 43.1% and 17.2% in 2018 to 17.2% and 9.1% in 2020.
 - The percentage of buying “pirated textbooks / exam questions / tutorial class notes / reference books” ranged from 1.0% to 7.5% between 2004 and 2018. The percentage in 2020 (10.4%) reached a new high since 2004.
 - The percentage of buying pirated / counterfeit “computer software” ranged from 4.2% to 15.2% between 2004 and 2018. The percentage in 2020 (10.3%) was higher than that in 2018 (4.2%).
- 購買盜版 / 冒牌「聲音 / 影片光碟 (CD / DVD)」的百分比逐漸減少 (由2004年的 63.0%跌至2020年的 25.8%)
 - 購買盜版 / 冒牌「服飾」及「玩具 / 文具 / 精品」的百分比，由2018年的 43.1%及 17.2%，下降至2020年的 17.2% 及 9.1%。
 - 購買「盜版教科書 / 試題 / 補習社筆記 / 參考書」的百分比，於2004 年至2018 年間介乎於 1.0% 至 7.5%。2020的百分比 (10.4%) 為自2004 年以來的新高。
 - 購買盜版 / 冒牌「電腦軟件」的百分比，於2004 年至2018 年間介乎於 4.2% 至 15.2%。2020年的百分比 (10.3%) 較2018 年的數字 (4.2%) 為高。

The most frequent channel of buying pirated / counterfeit goods was physical “shops / stores” (32.9%), followed by “stalls” (32.4%) and “online shops / auction sites” (24.5%).

購買盜版 / 冒牌貨品最多用的渠道是實體「商舖」(32.9%)，其次是「街上攤檔」(32.4%) 及「網絡商店 / 拍賣網站」(24.5%)。

Comparing with the findings in 2018, the proportion of buying pirated / counterfeit goods via physical “shops / stores” decreased (from 39.7% in 2018 to 32.9% in 2020), whereas the proportion of buying via “online shops / auction sites” increased (from 21.5% in 2018 to 24.5% in 2020).

與2018年的結果比較，透過實體「商舖」購買盜版 / 冒牌貨品的比例有所減少 (由2018年 39.7%跌至2020年 32.9%)，而透過「網絡商店 / 拍賣網站」購買的比例則上升 (由2018年 21.5%增至2020年 24.5%)。

For those respondents who said that they had never bought pirated / counterfeit goods, their most stated reason was “poor quality of pirated or counterfeit goods / genuine goods’ quality are guaranteed / genuine goods are in better quality” (42.8%). It was followed by “no need to buy / not interested in pirated or counterfeit goods” (29.9%) and “immoral / wrong to infringe others’ IP rights” (19.6%). Compared with the previous surveys, it is noteworthy that “not in line with one’s principle” (11.2%), the fourth top reason, was newly mentioned by respondents in this round of survey.

Most of the respondents (86.2%) agreed that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”. An increasing trend was observed for this proportion since 2014 (from 67.4% in 2014 to 86.2% in 2020).

Opinion towards the “No Fakes Pledge” Scheme

This round of survey recorded the highest awareness of the “No Fakes Pledge” Scheme since 2008 – with over three-quarters of the respondents (77.3%) having heard of the Scheme.

The major channels knowing the Scheme were “government advertisements on television” (73.1%) and “stickers / tent cards in shops” (72.1%), followed by “advertisements on public transport” (19.1%) and “social media / internet / online forums / smartphone applications” (18.3%).

Among the respondents who were aware of the Scheme, the majority (87.7%) considered that the Scheme was very / quite helpful in enhancing 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

表示從不購買盜版 / 冒牌貨品的受訪者中，最多提及的原因是「盜版或冒牌貨品質素差 / 正版貨品質素有保證 / 正版貨品質素較好」(42.8%)，其次是「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」(29.9%)及「侵犯別人知識產權，是不道德行為 / 覺得侵犯別人知識產權是不正確」(19.6%)。與以往的調查比較，值得注意的是「不符合個人原則」(11.2%)是今次調查中排名第四和受訪者新提及的原因。

大多受訪者 (86.2%) 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」，這比例從2014年起持續上升 (由2014年 67.4%增至2020年 86.2%)。

對「正版正貨承諾」計劃的意見

是次調查受訪者對「正版正貨承諾」的認知程度錄得自2008年以來最高，有超過四分之三的受訪者 (77.3%) 表示曾聽過此計劃。

受訪者最普遍的認知渠道是電視上的政府宣傳片 (73.1%) 及店舖內的標貼 / 座檯咭 (72.1%)，其次是透過公共交通上的廣告 (19.1%) 及社交媒體 / 互聯網 / 網上討論區 / 智能手機應用程式 (18.3%)。

在認知此計劃的受訪者中，大部分 (87.7%) 認為計劃對增加消費者及遊客在港購物的信心或鞏固香港購物天堂的美譽非常有幫助 / 頗有幫助。這比例與上次調查結果維持平穩。

remained stable comparing with the previous round.

Awareness of the IPD and its work

對知識產權處署及其工作的認識

Respondents were asked whether they had encountered any IP advertising or promotional messages from different channels in the past two years. A majority of the respondents (87.9%) had seen / heard of IP advertising or promotional messages.

受訪者被問及在過去兩年間有否在不同的渠道接觸過任何知識產權的宣傳。大多受訪者 (87.9%) 有見過或聽過有關知識產權的宣傳。

Relatively more respondents expressed that they had seen / heard of the advertising or promotional messages on television / radio (64.3%) and movie theatres (42.1%).

較多受訪者表示他們曾在電視 / 電台 (64.3%) 上及戲院 (42.1%) 收看 / 收聽有關宣傳。

Regarding whether the respondents had seen / heard of specific IP promotional videos, nearly half of the respondents (48.6%) had seen or heard of “Supporting Creativity Respect Copyright (featuring Pakho Chau)” / “Selling Infringing Goods on the internet Ruins Your Prospect (featuring Akina Fong)” / “Enforcement - Anti-camcording in Cinemas (featuring Simon Yam)”, followed by “No Fakes Pledge Scheme 2020 (featuring Priscilla Wong)” (34.0%), “Intellectual Property Trading Services (featuring Andrew Yuen)” (17.5%) and “IP Commercialisation (featuring Astrid Chan)” (11.8%). Only 3.8% respondents had seen or heard of “The New Patent System (featuring Professor Dennis Lo)”.

對於有否曾看過或聽過指定知識產權的宣傳短片，近一半的受訪者 (48.6%) 有看過或聽過「由周柏豪 / 方健儀 / 任達華主演有關版權 / 冒牌貨品 / 戲院盜錄的短片」，其次是「由黃翠如主演關於正版正貨承諾計劃 2020 的短片」 (34.0%) 、 「由袁文傑主演關於知識產權貿易的短片」 (17.5%) 及「由陳芷菁主持有關知識產權商品化成功故事的節目」 (11.8%) 。另有 3.8% 的受訪者曾看過或聽過「由盧煜明教授介紹關於新專利制度的短片」。

Most of the respondents (78.5%) considered that television / radio was the most effective channel for promoting IP rights, followed by social media / internet / online forums / smartphone applications (72.0%), schools (61.4%) and advertisements on public transport (60.3%).

大多數受訪者 (78.5%) 認為電視 / 電台是宣傳知識產權的最有效途徑，其次是社交媒體 / 互聯網 / 網上討論區 / 智能手機應用程式 (72.0%) 、 學校 (61.4%) 及公共交通上的廣告 (60.3%) 。

In response to the question on which government department is responsible for registration and promotion of IP rights in Hong

對於香港由哪個政府部門負責註冊及宣傳推廣知識產權，有三分之二的受訪者 (66.9%) 能正確認出知識產權署。而 33.1% 的受訪者則不知

Kong, two-thirds of the respondents (66.9%) could identify the IPD. On the other hand, 33.1% of the respondents were not aware of the IPD being responsible for such a role (misunderstood that it was other government departments responsible for the role or answered “don’t know”).

道知識產權署是負責此工作(誤以為是由其他政府部門負責或回答「不知道」)。

Conclusion

總結

The Survey findings showed that most of the public had basic knowledge about IP rights, which was quite consistent with the findings of the previous rounds of survey. Many respondents knew that IP rights referred to copyright, trade marks and patent, and were aware of the existence of legislation in Hong Kong for protecting these IP rights. The majority of respondents were also able to identify specific acts as an infringement of IP rights. Yet, their knowledge about protecting designs was not as strong as that for other IP rights.

調查結果顯示大部分的公眾對知識產權有基本的認識，與以往調查的整體結論一致。不少受訪者了解到知識產權是指版權、商標及專利，並認知香港有法例保障相關知識產權。大部分受訪者也能夠識別特定行為是侵犯知識產權。然而，他們對保護外觀設計的認識沒有如其他方面的知識產權般了解。

The proportion of respondents considering that it was necessary to protect IP rights in Hong Kong remained consistently high. They also agreed that the protection of IP rights would be helpful to the development of local creative industries and attract foreign investments to Hong Kong.

認同有需要去保障香港的知識產權的受訪者維持高的比例。他們認同保護知識產權將有助本地發展創意產業及吸引外來投資。

Concerning the public’s behaviour in protecting IP rights on the internet, more and more respondents would pay for listening / watching / downloading copyright works from authorised websites, following an upward trend over the years. Moreover, more respondents who had the habit of online shopping would pay attention to whether the products were genuine.

有關公眾在網上保護知識產權的行為，愈來愈多受訪者會向授權的網站付款以收聽 / 收看 / 下載版權作品，與多年來的上升趨勢一致。此外，愈來愈多有網上購物習慣的受訪者表示會留意貨品是否正版。

Similar to the previous surveys, the percentage of respondents who bought pirated / counterfeit goods via physical shops / stores continued to drop. Yet, the

跟以往的調查結果相近，從實體商鋪購買盜版或冒牌貨品的受訪者比例持續下降。相反，在網絡商店 / 拍賣網站購買盜版 / 冒牌貨品的百分比

percentage of buying via online shops / 則趨上升。
auction sites increased.

More respondents acknowledged that listening to / watching / uploading / downloading pirated copyright works, knowing that it is an infringement of IP rights, was morally wrong. There was a higher proportion of respondents considering that it was morally wrong to buy pirated / counterfeit goods knowing that it was an infringement of IP rights, following an upward trend over the years.

更多受訪者認同在明知侵犯知識產權的情況下，仍然收聽 / 收看 / 上載 / 下載侵權作品是不道德的行為。有較高比例的受訪者認同在明知侵犯知識產權的情況下，仍然購買盜版 / 冒牌貨品是不道德的行為，延續了多年來的升勢。

The awareness of IP advertising or promotional messages remained high. Over three-quarters of the respondents had heard of “No Fakes Pledge” Scheme, which is a new high. Besides, a majority of the respondents had encountered IP advertising or promotional messages from different channels.

受訪者對知識產權的宣傳維持高度的認知。超過四分之三的受訪者曾聽過「正版正貨承諾」計劃，是多年來最高。此外，大多數受訪者也在各種渠道接觸過有關知識產權的宣傳。

The awareness of the IPD was also quite high. Two-thirds of the respondents were able to identify the IPD among other government departments as responsible for registration and promotion of IP rights in Hong Kong.

公眾對知識產權署的認知度亦頗高，有三分之二的受訪者能夠從其他政府部門中指出知識產權署在香港負責註冊及宣傳推廣知識產權。

2. INTRODUCTION

前言

2.1. Background

背景

In order to keep track of the public's awareness of IP rights, the IPD has been conducting surveys on Public Awareness of Intellectual Property Rights Protection regularly since 1999. To evaluate the effectiveness of the IPD's efforts in promoting awareness of IP protection among the general public, the IPD has commissioned Consumer Search Hong Kong Limited (CSG) to conduct the new round of benchmarking survey in 2020 (the "Survey").

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。精確市場研究中心 (CSG) 受委託於2020年進行新一輪的公眾調查，以評估知識產權署對提升公眾對知識產權保護意識的有效性。

2.2. Survey objectives

調查目的

The objectives of the Survey are:

調查目的主要包括：

- To understand the level of awareness of protection of IP rights by the public;
 - To evaluate the IPD's efforts on public education related to IP protection; and
 - To assess the changes in public attitudes towards IP rights over the past years since 1999.
- 了解公眾對保護知識產權的認知程度；
 - 評估知識產權署的知識產權公眾教育工作的成效；及
 - 比較自1999年以來公眾對知識產權的態度轉變。

2.3. Survey methodology

調查方法

The Survey covered Hong Kong residents aged 15 or above, and the required information was collected through telephone interviews.

是次調查涵蓋了居住在香港15歲或以上的居民。所需資料以電話訪問方式收集。

The Survey was conducted with a random sample selected by a random sampling method. A total of 1,000 individuals aged 15 or above were successfully enumerated between 12 November and 17 December 2020. The response rate of the Survey was

調查以隨機抽樣方法抽取樣本，於2020年11月12日至12月17日期間，總計成功訪問了1,000名15歲或以上人士，回應率為54.3%。訪問結果概列於附錄一。

54.3%. The enumeration results were summarised in Annex 1.

Based on the achieved sample size, the degree of precision for the proportion estimation was $\pm 3.1\%$ at 95.0% confidence level. Data collected from the Survey were weighted to align with the sex-age distribution of the population (based on data of mid-2019 from the Census and Statistics Department) such that findings of the Survey were able to represent the opinions / views of the Hong Kong population aged 15 or above. The sample and population distribution were outlined in Appendix 2.

根據所得的樣本數量，在 95.0% 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 2019 年中期數據）進行加權，令調查結果能反映所有 15 歲或以上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。

2.4. Analysis of Survey findings

分析調查的結果

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

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。

In the tables, “p-value < 0.05 / 0.01 and expected value ≥ 5 ” denoted that there were statistically significant differences between different sub-groups.

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。

When conducting the statistical tests, respondents who “refused to answer” the respective demographic questions were excluded.

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。

2.5. Rounding of figures

數據進位

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

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 IP rights

對知識產權的認識和態度

3.1.1. Knowledge about IP rights

對知識產權的認識

In terms of the knowledge about IP rights, most of the respondents were able to associate IP rights with the correct terms and concepts. “Copyright / copyright piracy” (33.0%) was the most widely mentioned item by them, followed by “invention / creation” (26.2%), “patent” (13.1%) and “trade mark / trade mark counterfeiting” (11.2%).

There were, however, only 3.6% of the respondents who mentioned “design”. Moreover, some of the respondents (23.7%) were unable to provide any answer (“don’t know / hard to say”).

(Table 3.1.1a)

Analysis by demographic sub-groups showed that correct awareness of IP rights was associated significantly with respondents’ sex, education attainment, working status and monthly personal income.

- Relatively higher proportions of respondents who were males (73.4%) and who were working (75.3%) were able to give correct answers.
- The higher the education attainment and monthly personal income, the larger the proportions of respondents who were able to give correct answers (ranged from 27.2% for those with education level of primary or below to 78.6% of those with education level of tertiary or above; and from 55.5% of those with a monthly personal income of below \$10,000 to 79.8% of those with a monthly personal income of \$20,000 or above).

(Table 3.1.1b)

對知識產權的認識方面，多數受訪者均能聯想到正確的術語和概念，最多受訪者提及的是「版權 / 盜版」(33.0%)，其次是「發明 / 創作」(26.2%)、「專利權」(13.1%)及「商標 / 冒牌」(11.2%)。

然而，只有 3.6% 的受訪者提及「外觀設計」。另外，有部分受訪者 (23.7%) 表示「不知道 / 很難說」。

(表 3.1.1a)

按背景資料分析，知識產權的正確認知與受訪者的性別、教育程度、就職狀況及個人每月收入顯著相關。

- 男性 (73.4%)、在職 (75.3%) 的受訪者相對有較高比例能夠給予正確答案。
- 教育程度及個人每月收入愈高，能夠給予正確答案的受訪者的比例就愈高 (由教育程度在小學或以下的 27.2% 至教育程度在大專或以上的 78.6%；以及個人每月收入在 \$10,000 以下的 55.5% 至個人每月收入在 \$20,000 或以上的 79.8%)。

(表 3.1.1b)

Table 3.1.1a: Knowledge about IP rights (Spontaneous mention)

表3.1.1a：對知識產權的認識（沒有提示下作答）

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Correct 正確														
Copyright / Copyright piracy 版權 / 盜版	33.0	48.2	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 / Creation 發明 / 創作	26.2	22.4	21.1	18.8	12.1	18.7	12.8	11.9	9.4	10.9	10.2	6.0	8.2	9.3
Patent 專利權	13.1	16.9	15.4	19.1	10.0	10.3	15.2	15.5	15.7	10.4	5.9	10.8	9.2	6.4
Trade mark / Trade mark counterfeiting 商標 / 冒牌	11.2	23.1	20.7	27.8	14.0	15.3	13.1	10.8	12.0	7.7	3.3	2.2	3.4	3.1
Copying 抄襲	4.7	-	-	-	-	-	-	-	-	-	-	-	-	-
Design 外觀設計	3.6	2.1	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	0.2	-	0.1	-	-	-	-	-	-	-	-	-	-	-
Incorrect 不正確														
Income / Property rights 收入 / 財產擁有權	3.4	1.4	0.7	3.1	2.2	2.8	1.7	2.1	2.6	0.6	0.6	0.9	2.3	0.7
Protection of culture 對知識和文化的保護	3.0	1.0	3.6	4.5	1.3	2.5	2.3	1.4	1.2	1.6	-	-	-	-
Interest of publishers 出版商利益	2.1	1.6	1.3	5.0	1.1	0.8	1.3	2.6	2.5	1.5	-	-	-	-
Privacy 私隱權	2.1	2.3	0.6	2.8	4.0	2.9	3.9	1.5	2.4	2.5	1.9	1.4	0.7	0.4
Self interest 個人利益	1.2	1.0	1.9	2.8	3.2	3.2	2.1	2.5	2.6	1.6	-	-	-	-
Rights of production of goods 產品製造權	1.2	0.9	1.5	5.4	3.0	2.3	3.0	1.5	0.6	1.5	-	-	-	-
Compliance with the laws 遵守法律	0.9	0.8	0.5	1.5	1.7	0.3	0.4	0.9	1.3	0.2	-	-	-	-
Portrait rights 個人肖像權	0.6	0.3	0.3	1.7	1.4	0.7	0.7	0.9	0.7	1.0	-	-	-	-
Rights of professionals 專業人士的權益	0.4	0.3	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	0.1	0.4	1.3	2.2	0.7	0.3	0.3	0.4	0.3	0.8	0.1	0.4	0.4
Environmental protection 保護環境	0.2	-	0.4	-	-	-	-	-	-	-	-	-	-	-
Consumer's rights 消費者權益	0.1	0.2	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	-	-	-	0.7	1.7	1.3	0.9	1.3	2.1	1.2	1.9	1.3	2.0	1.9
Others 其他														
Don't know / Hard to say 不知道 / 很難說	23.7	18.9	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	1 000	1 003	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 3.1.1b: Knowledge about IP rights – Bivariate analysis

表 3.1.1b：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 (%)	Second-ary 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)	73.4	62.5	71.1	71.3	64.0	27.2	62.2	78.6	75.3	58.5	55.5	70.3	79.8
Not aware (no correct answer or answered "don't know / hard to say") 不知道 (沒有正確答案或表示「不知道 / 很難說」)	26.6	37.5	28.9	28.7	36.0	72.8	37.8	21.4	24.7	41.5	44.5	29.7	20.2
Sample 樣本	471	529	181	328	491	81	391	522	555	442	400	182	361
χ^2	13.652**		5.978			95.270**			31.768**		51.918**		

**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 whether they were aware of the existence of legislation protecting IP rights in Hong Kong. Close to nine in ten of them were aware of the existence of legislation protecting copyright (89.6%), trade marks (89.6%) and patents (87.4%) in Hong Kong. Similar to the previous surveys, the awareness levels of the three aspects were maintained at over 80.0%.

受訪者被問及是否知道在香港有保障知識產權的法例。接近九成的受訪者知道香港有保障版權 (89.6%)、商標 (89.6%) 及專利 (87.4%) 的法例。與以往的調查相似，對這三個範疇的認知程度均維持在80.0%以上。

A lower proportion of respondents were, however, aware of the existence of legislation protecting designs (46.8%) in Hong Kong. The result was similar to the findings in most of the previous surveys.

然而，認知香港有保障外觀設計的法例的受訪者比例較低 (46.8%)。是次結果與以往大多數的調查結果相若。

(表 3.1.1c-f)

(Tables 3.1.1c-f)

Table 3.1.1c: Whether aware of the existence of legislation protecting copyright in Hong Kong

表3.1.1c：是否知道香港有保障版權的法例

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	89.6	84.6	85.8	89.9	85.4	89.3	87.4
No 沒有	3.2	5.2	4.7	4.4	8.1	4.4	3.8
Don't know / Hard to say 不知道 / 很難說	7.2	10.2	9.5	5.7	6.5	6.3	8.8
Sample 樣本	1 000	1 003	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 3.1.1d: Whether aware of the existence of legislation protecting trade marks in Hong Kong

表3.1.1d：是否知道香港有保障商標的法例

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	89.6	87.1	88.4	91.1	84.0	88.3	84.9
No 沒有	3.3	4.3	3.5	3.8	8.5	4.6	3.7
Don't know / Hard to say 不知道 / 很難說	7.0	8.6	8.1	5.2	7.5	7.1	11.4
Sample 樣本	1 000	1 003	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 3.1.1e: Whether aware of the existence of legislation protecting patents in Hong Kong

表3.1.1e：是否知道香港有保障專利的法例

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	87.4	89.4	87.6	88.3	85.3	86.4	84.7
No 沒有	4.1	4.5	2.5	7.5	7.4	4.0	3.8
Don't know / Hard to say 不知道 / 很難說	8.4	6.0	9.9	4.2	7.2	9.6	11.5
Sample 樣本	1 000	1 003	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 3.1.1f: Whether aware of the existence of legislation protecting designs in Hong Kong

表3.1.1f：是否知道香港有保障外觀設計的法例

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	46.8	52.6	50.4	59.2	53.1	55.9	46.0
No 沒有	19.8	24.8	15.5	18.3	24.2	15.0	13.5
Don't know / Hard to say 不知道 / 很難說	33.4	22.7	34.1	22.4	22.7	29.1	40.6
Sample 樣本	1 000	1 003	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%。

There was not much difference on the awareness levels of the existence of legislation protecting copyright, trade marks and patents in Hong Kong among respondents of different demographic characteristics. However, relatively higher proportions of male respondents (74.6%) and those who were aged 50 or above (75.2%) were aware of the existence of legislation protecting designs.

不同背景組別之間，對香港有保障版權、商標及專利的法例的認知比例沒有明顯差別。但是男性（74.6%）及 50歲或以上（75.2%）的受訪者相對有較高比例知道香港有保障外觀設計的法例。

(表 3.1.1g-j)

(Tables 3.1.1g-j)

Table 3.1.1g: Whether aware of the existence of legislation protecting copyright in Hong Kong – Bivariate analysis

表 3.1.1g：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 (%)	Second- ary 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	97.3	96.0	96.6	97.3	96.1	85.2	96.0	98.6	97.3	95.8	95.6	95.8	98.1
No 沒有	2.7	4.0	3.4	2.7	3.9	14.8	4.0	1.4	2.7	4.2	4.4	4.2	1.9
Sample 樣本	437	491	174	312	442	65	358	502	530	396	355	171	347
χ^2	1.204		0.816			32.886			1.590		3.882		

Notes: (1) Percentages may not add 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 3.1.1h: Whether aware of the existence of legislation protecting trade marks in Hong Kong – Bivariate analysis

表 3.1.1h：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 (%)	Second-ary 中學 (%)	Tertiary or above 大專或以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 - \$19,999 (%)	≥ \$20,000 (%)
Yes 有	96.3	96.5	95.9	97.2	96.1	84.3	96.8	97.8	96.5	96.6	96.7	94.7	97.2
No 沒有	3.7	3.5	4.1	2.8	3.9	15.7	3.2	2.2	3.5	3.4	3.3	5.3	2.8
Sample 樣本	443	486	172	314	444	61	359	506	536	392	349	172	353
χ^2	0.024		0.916			29.655			<0.001		2.172		

Notes: (1) Percentages may not add 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 3.1.1i: Whether aware of the existence of legislation protecting patents in Hong Kong – Bivariate analysis

表 3.1.1i：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 (%)	Second-ary 中學 (%)	Tertiary or above 大專或以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 - \$19,999 (%)	≥ \$20,000 (%)
Yes 有	96.1	95.0	94.9	95.6	95.6	85.9	96.7	96.0	95.2	96.2	95.9	96.4	94.8
No 沒有	3.9	5.0	5.1	4.4	4.4	14.1	3.3	4.0	4.8	3.8	4.1	3.6	5.2
Sample 樣本	440	476	166	308	442	61	356	495	523	391	348	167	347
χ^2	0.644		0.146			14.817			0.521		0.805		

Notes: (1) Percentages may not add 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 3.1.1j: Whether aware of the existence of legislation protecting designs in Hong Kong – Bivariate analysis

表 3.1.1j：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 (%)	Second-ary 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	74.6	66.3	61.2	69.7	75.2	71.5	72.2	68.9	67.9	73.8	73.0	62.3	70.2
No 沒有	25.4	33.7	38.8	30.3	24.8	28.5	27.8	31.1	32.1	26.2	27.0	37.7	29.8
Sample 樣本	319	347	138	242	286	40	245	377	392	273	238	129	253
χ^2	5.382*		8.763*			0.817			2.608		4.668		

* p -value < 0.05 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add 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。

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

受訪者就兩個情況作出的行為是否侵犯知識產權作出判斷。

Scenario 1: Using a cartoon character without authorisation for designing and selling the cake

情況1：「在沒獲授權的情況下使用卡通人物的造型，製作蛋糕出售」

Scenario 2: A student photocopying a whole reference book without authorisation for the purpose of self-study

情況2：「學生在沒獲授權的情況下將全本參考書影印，作為溫習之用」

There were 70.3% of the respondents who considered "using a cartoon character without authorisation for designing and selling the cake" as an infringement of IP rights. The percentage has been rising when compared with the previous surveys (2018, 65.6%; 2016, 51.6%).

有 70.3% 的受訪者認為「在沒獲授權的情況下使用卡通人物的造型，製作蛋糕出售」侵犯了知識產權。與以往的調查比較，這項百分比持續上升（2018年，65.6%；2016年，51.6%）。

On the other hand, there were relatively fewer respondents who opined that "photocopying a whole reference book without authorisation for the purpose of self-study" (58.5%) was an infringement of IP rights. The percentage was more or less consistent with that of the previous surveys since 2003.

另一方面，較少受訪者認為「學生在沒獲授權的情況下將全本參考書影印，作為溫習之用」（58.5%）是侵犯知識產權，百分比與自2003年以來的調查結果相若。

(表 3.1.1k 及 l)

(Tables 3.1.1k & l)

Table 3.1.1k: Whether using a cartoon character without authorisation for designing and selling the cake is considered as an infringement of IP rights

表3.1.1k：是否認為在沒獲授權的情況下，使用卡通人物的造型，製作蛋糕出售是侵犯知識產權

	2020 (%)	2018 (%)	2016 (%)
Yes 是	70.3	65.6	51.6
No 不是	20.1	27.6	30.2
Don't know / Hard to say 不知道 / 很難說	9.6	6.8	18.2
Sample 樣本	1 000	1 003	1 005

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

(2) This question was amended in 2020. The original question in 2018 was "Using a cartoon character from movie / TV / publication / the internet without authorisation for design of food style in cooking class".

註：(1) 由於進位關係，個別欄的百分比總和或不等於100%。

(2) 本題於2020年作出修訂，本題在2018年為「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设计」。

Table 3.1.1l: Whether a student photocopying a whole reference book without authorisation for the purpose of self-study is considered as an infringement of IP rights

表3.1.1l：是否認為在沒獲授權的情況下，學生將全本參考書影印，作為溫習之用是侵犯知識產權

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Yes 是	58.5	56.7	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	35.7	35.7	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	5.8	7.6	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	1 000	1 003	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 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%。

Analysis by demographic sub-groups revealed that there were significant associations on the different demographic variables regarding the perception of the acts of the two scenarios.

背景資料分析顯示，不同背景的受訪者對兩個情況的見解有顯著關連。

- A relatively higher proportion of the respondents who were 30 years old or above (aged 30-49, 79.6%; aged 50 or above, 80.2%), who were working (81.8%), and who were with monthly personal income of \$20,000 or above (84.0%) considered that "using a cartoon character without authorisation for designing and selling the cake" infringed IP rights.
- 相對有較高比例的30歲以上（30-49歲，79.6%；50歲或以上，80.2%）、在職（81.8%）及個人每月收入在\$20,000或以上（84.0%）的受訪者認為「在沒獲授權的情況下使用卡通人物的造型，製作蛋糕出售」是侵犯知識產權。

- Relatively fewer respondents with secondary education attainment regarded “a student photocopying a whole reference book without authorisation for the purpose of self-study” (56.0%) as an infringement of IP rights.
- 較少中學教育程度的受訪者認為「學生在沒獲授權的情況下將全本參考書影印作為溫習之用」(56.0%)是侵犯知識產權。

(表 3.1.1 m 及 n)

(Tables 3.1.1m & n)

Table 3.1.1m: Whether using a cartoon character without authorisation for designing and selling the cake is considered as an infringement of IP rights – Bivariate analysis

表 3.1.1m：是否認為在沒獲授權的情況下，使用卡通人物的造型，製作蛋糕出售是侵犯知識產權 – 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 (%)	Second-ary 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	78.0	77.6	68.4	79.6	80.2	74.2	75.8	79.8	81.8	72.8	72.5	74.5	84.0
No 不是	22.0	22.4	31.6	20.4	19.8	25.8	24.2	20.2	18.2	27.2	27.5	25.5	16.0
Sample 樣本	428	476	172	310	423	64	350	486	507	395	356	162	339
χ^2	0.015		10.832**			2.402			10.529**		14.177**		

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

**p-值<0.01及預期值≥ 5

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 3.1.1n: Whether a student photocopying a whole reference book without authorisation for the purpose of self-study is considered as an infringement of IP rights – Bivariate analysis

表 3.1.1n：是否認為在沒獲授權的情況下，學生將全本參考書影印，作為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 男 (%)	Female 女 (%)	<30 (%)	30-49 (%)	≥50 (%)	Primary or below 小學或以下 (%)	Second-ary 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	60.2	63.9	58.5	62.3	63.4	66.8	56.0	65.9	62.0	62.2	60.9	59.5	63.5
No 不是	39.8	36.1	41.5	37.7	36.6	33.2	44.0	34.1	38.0	37.8	39.1	40.5	36.5
Sample 樣本	451	491	179	314	449	67	359	513	529	412	373	170	347
χ^2	1.329		1.311			9.562**			0.006		0.912		

**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%。

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

Similar to the previous surveys, an overwhelming majority (92.9%) of the respondents regarded that it was necessary (“very necessary” / “quite necessary”) to protect IP rights in Hong Kong. Only 5.5% of the respondents opined the otherwise.

與以往的調查相若，絕大部分的受訪者（92.9%）認為知識產權在香港有需要（「非常有需要」 / 「頗有需要」）受到保護。只有5.5%的受訪者持相反意見。

Analysed by demographic sub-groups, respondents with monthly personal income of \$20,000 or above (96.7%) were more prone to consider the protection of IP rights necessary.

背景資料分析顯示，個人每月收入在\$20,000或以上（96.7%）的受訪者較傾向認為知識產權有需要受到保護。

(表 3.1.2a 及 b)

(Tables 3.1.2a & b)

Table 3.1.2a: Whether it is considered necessary to protect IP rights

表3.1.2a：是否認為知識產權需要受到保護

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Very necessary 非常有需要	59.4	37.6	33.1	31.7	31.4	37.4	36.6	37.6	44.0	38.9
Quite necessary 頗有需要	33.5	58.5	60.8	63.2	63.2	59.7	59.7	57.9	51.7	53.3
Quite unnecessary 頗不需要	4.2	1.2	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	1.3	-	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	1.6	2.7	2.3	1.1	0.7	1.6	2.6	2.5	2.3	5.6
Very necessary / Quite necessary 非常 / 頗有需要	92.9	96.1	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	5.5	1.2	3.8	4.0	4.6	1.2	1.1	1.9	2.1	2.1
Sample 樣本	1 000	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231

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

(2) The rating scale was changed to 1 (Not necessary at all) to 4 points (Very necessary) in 2020.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 在 2020 年評分標準改為 1 (完全不需要) 至 4 (非常有需要) 分。

Table 3.1.2b: Whether it is considered necessary to protect IP rights – Bivariate analysis

表 3.1.2b：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 (%)	Second- ary 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 necessary / Quite necessary 非常 / 頗有需要	93.6	95.3	95.5	94.6	94.0	86.1	94.1	95.9	95.0	93.7	93.3	92.0	96.7
Quite unnecessary/ Not necessary at all 頗不需要 / 完全不需要	6.4	4.7	4.5	5.4	6.0	13.9	5.9	4.1	5.0	6.3	6.7	8.0	3.3
Sample 樣本	466	518	181	324	479	76	386	517	549	434	391	180	358
χ^2	1.339		0.569			12.400			0.744		6.368*		

* p -value < 0.05 and expected value ≥ 5

* p -值 < 0.05 及預期值 ≥ 5

Notes: (1) Percentages may not add 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。

3.1.3. Opinion towards the long-term development of IP rights

對保護知識產權長遠發展的意見

Over three-quarters of the respondents considered that the protection of IP rights would be helpful ("very helpful" / "quite helpful") to the development of the local creative industries (77.7%) and attract foreign investments to Hong Kong (79.3%).

超過四分之三的受訪者認為保護知識產權對本地創意產業發展 (77.7%) 及吸引外來投資 (79.3%) 有幫助 (「非常有幫助」 / 「頗有幫助」)。

There was no significant difference in opinion towards the long-term development of IP rights among respondents of different demographic characteristics.

不同背景的受訪者對保護知識產權長遠發展的意見沒有顯著差異。

(表 3.1.3a – d)

(Tables 3.1.3a – d)

Table 3.1.3a: Whether the protection of IP rights can help the development of the local creative industries

表3.1.3a：認為保護知識產權對促進本地創意產業發展是否有幫助

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Very helpful 非常有幫助	47.5	32.4	30.7	22.3	27.5	30.5	23.9	23.3	27.0	34.0
Quite helpful 頗有幫助	30.2	47.5	44.7	48.6	45.5	52.5	52.1	54.2	55.0	46.1
Average 一般	16.8	15.6	15.4	21.1	15.4	11.1	16.3	12.4	10.2	7.4
Not quite helpful 沒大幫助	2.5	3.5	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	1.3	0.3	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	1.8	0.8	1.3	1.3	1.9	1.7	2.1	2.7	1.3	5.1
Very helpful / Quite helpful 非常有幫助 / 頗有幫助	77.7	79.9	75.4	70.9	73.0	83.0	76.0	77.5	82.0	80.1
Not quite helpful / Not helpful at all 沒大幫助 / 完全沒有幫助	3.8	3.8	6.7	6.8	9.7	4.1	5.6	7.3	6.5	7.4
Sample 樣本	1 000	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231

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

(2) The rating scale was changed to 1 (Not helpful at all) to 5 points (Very helpful) in 2020.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 在 2020 年評分標準改為 1 (完全沒有幫助) 至 5 (非常有幫助) 分。

Table 3.1.3b: Whether the protection of IP rights can help attracting foreign investments to Hong Kong

表3.1.3b：認為保護知識產權對吸引外來投資是否有幫助

	2020 (%)
Very helpful 非常有幫助	48.7
Quite helpful 頗有幫助	30.6
Average 一般	12.5
Not quite helpful 沒大幫助	4.3
Not helpful at all 完全沒有幫助	1.5
Don't know / Hard to say 不知道 / 很難說	2.5
Very helpful / Quite helpful 非常有幫助 / 頗有幫助	79.3
Not quite helpful / Not helpful at all 沒大幫助 / 完全沒有幫助	5.8
Sample 樣本	1 000

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 3.1.3c: Whether the protection of IP rights can help the development of the local creative industries – Bivariate analysis

表 3.1.3c：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 (%)	Second- ary 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 helpful / Quite helpful 非常有幫助 / 頗有幫助	80.2	78.1	78.4	75.7	81.6	70.4	80.3	79.2	79.2	78.8	78.7	74.1	80.9
Average 一般	15.9	18.1	18.9	19.8	14.5	18.7	16.6	17.4	16.6	17.8	17.5	21.4	15.6
Not quite helpful / Not helpful at all 沒大幫助 / 完全沒有幫助	3.8	3.9	2.7	4.5	3.8	10.9	3.1	3.4	4.2	3.4	3.8	4.5	3.5
Sample 樣本	464	518	181	326	476	73	385	520	552	429	386	182	359
χ^2	0.801		5.398			11.196			0.564		3.342		

Notes: (1) Percentages may not add 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 3.1.3d: Whether the protection of IP rights can help attracting foreign investments to Hong Kong – Bivariate analysis

表 3.1.3d：認為保護知識產權對促進吸引外來投資是否有幫助 – 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 (%)	Second- ary 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 helpful / Quite helpful 非常有幫助 / 頗有幫助	83.0	79.8	78.2	80.3	83.2	80.0	81.1	81.7	81.4	81.2	80.5	78.2	83.4
Average 一般	11.0	14.5	15.2	12.9	11.9	10.7	12.5	13.4	12.8	12.9	13.4	14.8	11.5
Not quite helpful / Not helpful at all 沒大幫助 / 完全沒有幫助	6.0	5.7	6.6	6.8	4.9	9.4	6.3	4.9	5.8	6.0	6.2	7.0	5.1
Sample 樣本	466	508	181	325	469	72	381	518	547	426	382	178	358
χ^2	2.710		3.017			2.949			0.011		2.312		

Notes: (1) Percentages may not add 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. Behaviours and attitude towards IP rights protection in a digital environment

網上活動情況及在數碼環境中涉及的知識產權保護行為和態度

3.2.1 Most frequently browsed websites / smartphone applications

最常瀏覽的網站 / 智能手機應用程式

Among the 893 respondents in this round of survey who regularly surfed on the internet, the top three categories of the most frequently browsed websites / smartphone applications were “social media” (34.3%), “audio-visual” (24.6%) and “search engines” (13.5%).

在是次調查的 893 名有上網習慣的受訪者中，首三類最常瀏覽的網站 / 智能手機應用程式是「社交媒體」(34.3%)、「影音」(24.6%) 及「網絡搜尋器」(13.5%)。

There was no significant difference in the most frequently browsed websites / smartphone applications among respondents of different demographic sub-groups.

不同背景的受訪者最常瀏覽的網站 / 智能手機應用程式沒有顯著差異。

(表 3.2.1a 及 b)

(Tables 3.2.1a & b)

Table 3.2.1a: Most frequently browsed websites / smartphone applications

表3.2.1a：最常瀏覽的網站 / 智能手機應用程式

	2020 (%)	2018 (%)	2016 (%)	2014 (%)
Social media (e.g. Facebook, Instagram, Twitter, Weibo, WhatsApp, Telegram, WeChat etc.) 社交媒體 (如 Facebook、Instagram、Twitter、微博、WhatsApp、Telegram、微信等)	34.3	23.9	22.1	32.5
Audio-visual (e.g. YouTube, myTV Super, ViuTV, iTunes, Joox, KKBox, Netflix, Apple TV+, Amazon Prime etc.) 影音 (如 YouTube、myTV Super、ViuTV、iTunes、Joox、KKBox、Netflix、Apple TV+、亞馬遜 Prime 等)	24.6	15.9	10.1	2.2
Search engines (e.g. Google, Yahoo, Baidu etc.) 網絡搜尋器 (如 Google、Yahoo、百度等)	13.5	30.9	29.9	32.2
News (e.g. Ming Pao, Apple Daily, Headline Daily, Oriental Daily News, Bloomberg, BBC etc.) 報紙 / 新聞 (如明報、蘋果日報、蘋果動新聞、頭條日報、ON.CC 東網、彭博、英國廣播公司等)	10.8	17.3	29.4	22.0
E-Commerce (e.g. HKTVmall, Ztore, Amazon, Taobao, Carousell, Zalora, Selfridges, Net-a-Porter, ASOS, Gmarket etc.) 網上購物 (如 HKTVmall、士多、亞馬遜、淘寶、Carousell、Zalora、Selfridges、Net-a-Porter、ASOS、GMarket 等)	1.6	2.3	1.7	-
Banking / Finance / Stocks 銀行 / 金融 / 股票	1.1	3.7	0.7	-
Other informational websites / smartphone applications for daily life (e.g. Wikipedia, maps and weather forecast etc.) 其他生活資訊網站 / 智能手機應用程式 (如維基百科、地圖、天氣預告等)	0.9	-	0.9	-
Games 遊戲	0.7	-	-	-
Discussion groups (e.g. Discuss.com.hk, LIHKG, Golden, Baby kingdom etc.) 討論區 (如香港討論區 Discuss.com.hk、連登、高登、親子王國等)	0.6	4.1	4.3	11.0
Leisure and hobbies (e.g. ebook, photography, comics, novels, cooking etc.) 消閒及興趣 (如電子書、攝影、漫畫、小說、烹飪等)	0.6	-	-	-
Travel (e.g. Expedia, Agoda, hotel.com, Airbnb, etc.) 旅遊 (如 Expedia、Agoda、hotel.com、Airbnb 等)	0.4	1.2	0.8	-
Email / Meeting softwares (e.g. Gmail, Yahoo, Outlook, Zoom, Microsoft Teams etc.) 電郵 / 會議軟件 (如 Gmail、Yahoo、Outlook、Zoom、Microsoft Teams 等)	0.3	0.7	0.1	-
Sample: Among all persons who use the internet 樣本：以所有有上網習慣人士為基數	893	775	788	732
Notes: (1) Percentages may not add to 100 due to rounding of figures. (2) This question was amended in 2020. The original question in 2018 was "Most frequently browsed websites".				
註：(1) 由於進位關係，個別欄的百分比總和或不等於100%。 (2) 本題於2020年作出修訂，本題在2018年為「最常瀏覽的網站」。				

Table 3.2.1b: Most frequently browsed websites / smartphone applications – Bivariate analysis

表 3.2.1b : 最常瀏覽的網站 / 智能手機應用程式 – 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 (%)	Second-ary 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 (%)
Social media 社交媒體	35.1	41.3	51.4	42.1	29.3	35.1	30.9	43.5	42.1	32.4	34.4	40.4	42.3
Audio-visual 影音	31.1	24.3	33.1	21.9	29.6	35.5	34.3	22.5	24.0	33.0	30.7	31.2	23.2
Search engines 網絡搜尋器	14.7	15.5	7.6	18.2	16.1	11.8	13.3	16.4	13.2	18.2	18.3	13.1	13.5
News 報紙 / 新聞	12.3	11.9	1.0	10.8	18.3	11.8	13.0	11.6	12.5	11.5	11.1	8.6	12.7
E-Commerce 網上購物	0.9	2.6	0.5	2.9	1.5	-	2.8	1.2	2.2	1.1	1.0	1.1	2.9
Banking / Finance / Stocks 銀行 / 金融 / 股票	1.6	0.9	0.5	1.6	1.2	-	1.5	1.1	1.3	1.1	1.3	0.6	1.7
Other informational websites / smartphone applications for daily life 其他生活資訊網站 / 智能手機應用程式	0.9	1.1	2.2	0.4	1.0	-	0.8	1.2	1.0	1.1	1.2	0.6	0.9
Games 遊戲	0.7	0.8	1.1	0.6	0.7	2.9	1.2	0.4	0.7	0.8	1.0	1.7	0.3
Discussion groups 討論區	1.0	0.4	0.9	0.8	0.5	-	0.5	0.8	1.0	0.2	0.3	0.5	1.2
Leisure and hobbies 消閒及興趣	1.1	0.2	1.0	-	1.0	2.9	0.8	0.4	0.9	0.2	0.3	2.2	0.3
Travel 旅遊	-	0.9	0.6	0.3	0.5	-	0.6	0.4	0.6	0.3	0.6	-	0.3
Email / Meeting softwares 電郵 / 會議軟件	0.5	0.2	-	0.4	0.5	-	0.3	0.4	0.6	-	-	-	0.9
Sample: Among all persons who use the internet 樣本：以所有有上網習 慣人士為基數	471	529	181	328	491	81	391	522	555	442	400	182	361
χ^2	19.518		171.266			287.152			104.531		136.990		

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%。

3.2.2 Whether having the habit of online shopping

是否有網上購物的習慣

Among the 893 respondents who regularly surfed on the internet, over two-thirds (68.4%) reported that they had the habit of online shopping, which was significantly higher when compared to the 2018 survey (42.7%). The remaining 31.6% of the internet surfers did not have the habit of online shopping.

在893名有上網習慣的受訪者中，超過三分之二（68.4%）表示有網上購物習慣，這比例較2018年（42.7%）顯著增加。其餘31.6%表示他們沒有網上購物習慣。

Analysis by demographic sub-groups showed that respondents who were aged below 30 (85.1%) and 30-49 (79.4%), who were working (76.8%) and who were with monthly personal income of \$20,000 or above (81.0%) were more likely to have the habit of online shopping.

以背景資料分析，30歲以下（85.1%）和30 - 49歲（79.4%）、在職（76.8%）及個人每月收入為\$20,000或以上（81.0%）的受訪者較傾向有網上購物習慣。

The higher the education attainment (Primary or below, 25.6%; Secondary, 56.1%; Tertiary or above, 79.6%) of the respondents, the more likely they had the habit of online shopping.

另外，教育程度愈高的受訪者也愈傾向有網上購物習慣（小學或以下，25.6%；中學，56.1%；大專或以上，79.6%）。

(表 3.2.2a 及 b)

(Tables 3.2.2a & b)

Table 3.2.2a: Whether having the habit of online shopping

表3.2.2a：是否有網上購物的習慣

	2020 (%)	2018 (%)
Yes 有	68.4	42.7
No 沒有	31.6	57.3
Sample : Among all persons who use the internet 樣本：以所有有上網習慣人士為基數	893	775

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 3.2.2b: Whether having the habit of online shopping – Bivariate analysis

表 3.2.2b：是否有網上購物的習慣－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 (%)	Second-ary 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	67.8	69.0	85.1	79.4	51.9	25.6	56.1	79.6	76.8	55.5	57.9	63.3	81.0
No 沒有	32.2	31.0	14.9	20.6	48.1	74.4	43.9	20.4	23.2	44.5	42.1	36.7	19.0
Sample : Among all persons who use the internet 樣本：以所有有上網習慣人士為基數	424	469	180	321	393	33	347	512	540	352	308	175	355
χ^2	0.135		90.92**			82.026**			44.707**		44.074**		

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

**p-值<0.01及預期值≥ 5

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%。

3.2.3 Whether paying attention to whether the products are genuine when shopping online

網上購物時會否留意貨品是正版

There were 612 respondents who had the habit of online shopping. Among these online purchasers, over eight in ten (83.9%) reported that they would pay attention to whether the products were genuine when they bought products with brand(s) or logo(s), which revealed a significant increase of 16.9% when compared to the 2018 survey (67.0%). 10.9% of the respondents said they would not do so. The remaining 4.9% of the respondents had never bought products with brand(s) or logo(s) online.

有612名受訪者有網上購物習慣。在這些網上購物者中，超過八成（83.9%）表示在購買有牌子的貨品時，有留意貨品是否正版，這比例較2018年（67.0%）顯著增加了16.9%。10.9%的受訪者則表示不會留意。其餘4.9%的受訪者表示他們從未上網購買有牌子的貨品。

Analysis by demographic sub-groups showed that respondents who aged below 30 (93.3%) and 30-49 (92.1%), and who were with monthly personal income of \$20,000 or above (92.8%) were more likely to pay attention to whether the products with brand(s) or logo(s) were genuine when shopping online for such products.

以背景資料分析，30歲以下（93.3%）和30 - 49歲（92.1%）及個人每月收入為\$20,000或以上（92.8%）的受訪者較傾向網上購物時留意有牌子的貨品是否正版。

(表 3.2.3a 及 b)

(Tables 3.2.3a & b)

Table 3.2.3a: Whether paying attention to whether the products were genuine when shopping online for products with brand(s) or logo(s)

表3.2.3a：當上網購買有牌子的貨品時，會否留意貨品是正版

	2020 (%)	2018 (%)
Yes 有留意	83.9	67.0
No 沒有留意	10.9	16.2
Never buy products with brand(s) or logo(s) 不會上網買有牌子的貨品	4.9	16.7
Refusal 拒絕回答	0.3	-
Sample : Among all persons who have the habit of online shopping 樣本：以所有有網上購物習慣人士為基數	612	331

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

(2) This question was amended in 2020. The original question in 2018 was "Whether paid attention if the products are genuine, pirated or counterfeit goods when shopping online for products with cartoon characters or logos of brand".

註：(1) 由於進位關係，個別欄的百分比總和或不等於100%。

(2) 本題於2020年作出修訂，本題在2018年為「當上網購買有卡通人物或品牌標誌的物品時，會否留意貨品是正版、盜版或冒牌」。

Table 3.2.3b: Whether paying attention to whether the products were genuine when shopping online for products with brand(s) or logo(s) – Bivariate analysis

表 3.2.3b：當上網購買有牌子的貨品時，會否留意貨品是正版、盜版或冒牌 – 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 (%)	Second- ary 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 有留意	89.8	87.3	93.3	92.1	80.0	63.7	85.1	90.5	89.2	87.1	85.5	84.8	92.8
No 沒有留意	10.2	12.7	6.7	7.9	20.0	36.3	14.9	9.5	10.8	12.9	14.5	15.2	7.2
Sample : Among all persons who have the habit of online shopping 樣本：以所有有網上購 物習慣人士為基數	277	302	151	242	186	7 [#]	178	393	389	190	169	100	278
χ^2	0.902		19.952**			8.126			0.526		8.152*		

*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 to 100 due to rounding of figures.

(2) Those answered "Never buy products with brand(s) or logo(s)" or "Refusal" 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「不會上網買有牌子的貨品 / 拒絕回答」的個案。

Caution: Small sample base

注意：樣本數量較少

3.2.4 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、觀看電影或下載歌曲 / 電影 / 電腦軟件 / 遊戲 / 電子書的取向

Close to six in ten (57.2%) respondents who had the habit of using the internet said that they would pay (“definitely would pay” / “possibly would pay”) to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites.

Compared to the 2018 survey (44.3%), a significant increase of 12.9 percentage points was registered. The proportion of respondents with such inclination had been rising steadily since 2008, from 21.0% in the 2008 survey to 57.2 % in the 2020 survey.

Analysed by demographic sub-groups,

- respondents who were working (65.7%) and who were with monthly personal income of \$20,000 or above (69.8%) were more inclined to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites; and
- the younger the age (aged below 30, 86.1%; aged 30-49, 67.8%; aged 50 or above, 36.5%) and the higher the education attainment (tertiary or above, 69.9%; secondary, 44.2%; primary or below, 18.2%) of the respondents, the higher their inclination to pay to access to online entertainment / leisure from authorised websites.

(Tables 3.2.4a & b)

接近六成 (57.2%) 有上網習慣的受訪者表示會 (「一定會」 / 「可能會」) 付款在獲正式授權的網站線上收聽歌曲、觀看電影或下載歌曲 / 電影 / 電腦軟件 / 遊戲 / 電子書。

與2018年的調查 (44.3%) 相比，顯著增長了12.9個百分點。具這取向的受訪者的比例一直在穩步增長，從2008年的 21.0% 上升至2020年的 57.2%。

根據背景資料分析，

- 在職(65.7%)及個人每月收入在\$20,000或以上 (69.8%) 的受訪者相對較傾向會付款在獲正式授權的網站線上收聽歌曲、觀看電影或下載歌曲 / 電影 / 電腦軟件 / 遊戲 / 電子書；及
- 愈年輕 (30 歲以下，86.1% ; 30-49歲，67.8% ; 50 歲或以上，36.5%) 及教育程度愈高 (大專或以上，69.9% ; 中學，44.2% ; 小學或以下，18.2%) 的受訪者，會付款在獲正式授權的網站以取得網上娛樂 / 消閒的取向的比例愈高。

(表 3.2.4a 及 b)

Table 3.2.4a: Inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites

表 3.2.4a：付款在獲正式授權的網站線上收聽歌曲、觀看電影或下載歌曲 / 電影 / 電腦軟件 / 遊戲 / 電子書的取向

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Definitely will 一定會	28.5	21.1	19.7	7.8	14.2	10.1	4.5
Possibly will 可能會	28.7	23.2	21.1	31.0	21.9	19.6	16.5
Possibly will not 未必會	13.7	11.6	20.4	37.6	18.2	27.1	17.6
Definitely will not 一定不會	27.9	43.9	37.3	23.0	44.0	41.4	61.0
Don't know / Hard to say 不知道 / 很難說	1.3	0.3	1.5	0.7	1.7	1.7	0.5
Definitely will / Possibly will 一定會 / 可能會	57.2	44.3	40.8	38.8	36.0	29.7	21.0
Possibly will not / Definitely will not 未必會 / 一定不會	41.6	55.5	57.7	60.6	62.2	68.5	78.6
Sample: Among all persons who use the internet 樣本：以所有有上網習慣人士為基數	893	775	788	732	709	691	666

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

(2) The rating scale was changed to 1 (Definitely will not) to 4 points (Definitely will) in 2020.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 在 2020 年評分標準改為 1 (一定不會) 至 4 (一定會) 分。

Table 3.2.4b: Inclination to pay to listen to songs, watch movies online or to download songs / movies / computer software / games / e-books from authorised websites – Bivariate analysis

表 3.2.4b：付款在獲正式授權的網站線上收聽歌曲、觀看電影或下載歌曲 / 電影 / 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 (%)	Second- ary 中學 (%)	Tertiary or above 大專或 以上 (%)	Working 在職 人士 (%)	Non working 非在職 人士 (%)	< \$10,000 (%)	\$10,000 - \$19,999 (%)	≥ \$20,000 (%)
Definitely will / Possibly will 一定會 / 可能會	61.1	55.1	86.1	67.8	36.5	18.2	44.2	69.9	65.7	46.0	50.1	50.6	69.8
Possibly will not / Definitely will not 未必會 / 一定不會	38.9	44.9	13.9	32.2	63.5	81.8	55.8	30.1	34.3	54.0	49.9	49.4	30.2
Sample: Among all persons who use the internet 樣本：以所有有上網習 慣人士為基數	421	461	179	321	382	31	344	505	537	343	302	175	353
χ^2	3.213		143.113**			76.354**			33.292**		32.073**		

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

**p-值 < 0.01 及預期值 ≥ 5

Notes: (1) Percentages may not add 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。

The top three reasons for “definitely will” / “possibly will” pay in order of mentions were:

- Respect IP rights (35.9%);
- Give support to the creative industries (artists, singers, etc.) (32.3%); and
- For better quality (23.4%).

Although these three reasons were the same as the 2018 survey results, “respect IP rights” (2020, 35.9%; 2018, 29.3%) had overtaken “for better quality” (2020, 23.4%; 2018, 33.0%) to become the most widely mentioned reason in this year. Compared with previous surveys, it is noteworthy that “in line with one’s principle” (15.0%), the fourth top reason, was newly mentioned by respondents in this round of survey.

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

- Do not have a habit of listening to songs / watching movies / playing electronic games / reading (31.4%);
- Other channels for listening / watching online are available (25.3%); and
- Not confident in online transaction / worry about leakage of privacy (12.8%).

The first two reasons above were consistent when compared with the survey findings of 2018.

受訪者會 (「一定會」 / 「可能會」) 付款的首三個原因是：

- 尊重知識產權 (35.9%) ;
- 支持創意工業(藝人及歌手等) (32.3%) ; 及
- 為了得到更佳質素 (23.4%) 。

雖然這三個原因與2018年的調查結果相同，但「尊重知識產權」(2020年，35.9%; 2018年，29.3%) 超越了「為了得到更佳質素」(2020年，23.4%; 2018年，33.0%) 而成為是次調查被最廣泛提及的原因。與以往的調查比較，值得注意的是「符合個人原則」(15.0%) 是今次調查中排名第四和受訪者新提及的原因。

表示不會 (「未必會」 / 「一定不會」) 的首三個原因是：

- 沒有聽歌 / 觀看電影 / 玩電子遊戲 / 閱讀的習慣 (31.4%) ;
- 有途徑免費在線聽 / 觀看 (25.3%) ; 及
- 對網上付費沒有信心 / 擔心洩露個人私隱 (12.8%) 。

與 2018 年的調查結果比較，首兩位的原因維持不變。

(Tables 3.2.4c & d)

(表 3.2.4c 及 d)

Table 3.2.4c: 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3.2.4c：一定會 / 可能會付款在獲正式授權的網站線上收聽歌曲、觀看電影或下載歌曲 / 電影 / 電腦軟件 / 遊戲 / 電子書的原因
(沒有提示下作答)

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Respect IP rights 尊重知識產權	35.9	29.3	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)	32.3	23.4	24.8	23.8	18.7	13.1	21.4
For better quality 為了得到更好的質素	23.4	33.0	24.6	51.2	24.9	22.9	25.7
In line with one's principle 符合個人原則	15.0	-	-	-	-	-	-
Convenient / Can easily find the works 方便 · 可容易找到作品	11.9	18.0	12.3	3.5	10.4	15.7	5.7
Other websites do not offer such product / service 其他網站沒提供此產品 / 服務	9.9	-	-	-	-	-	-
Affordable 經濟條件許可	5.4	3.2	3.8	1.0	3.9	3.7	3.6
Worry about getting infected by computer virus from illegal websites 擔心在非法網站感染電腦病毒	4.1	-	-	0.4	0.8	1.6	-
Comply with IP laws / Fear of violating the law 守法 / 害怕觸犯法例	2.5	2.1	1.2	1.4	0.4	6.6	0.7
Need the product / service 需要此產品 / 服務	2.1	-	18.3	-	-	-	-
Peer pressure 朋輩壓力	0.2	-	-	-	-	-	-
No specific reason 沒有特定原因	1.3	-	0.6	-	-	-	-
Sample: Among all persons who will pay for downloading from authorised websites 樣本：以所有會在正式授權的網站付款下載的人士為基數	511	343	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 3.2.4d: 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3.2.4d：未必會／一定不會付款在獲正式授權的網站線上收聽歌曲、觀看電影或下載歌曲／電影／電腦軟件／遊戲／電子書的原因
(沒有提示下作答)

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Do not 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	31.4	21.8	23.4	6.7	7.8	26.0	1.9
Other channels for listening / watching online are available 有途徑免費在線聽／觀看	25.3	17.6	14.6	13.4	10.8	4.9	0.8
Not confident in online transaction / Worry about leakage of privacy 對網上付費沒有信心／擔心洩露個人私隱	12.8	8.1	5.3	10.4	6.6	6.1	3.6
Other channels for free downloading are available 有途徑免費下載	9.2	11.3	10.3	17.8	14.0	10.9	0.8
Do not know how to download 不懂下載	7.9	5.7	3.2	5.1	9.7	6.6	1.9
Too expensive 價錢太貴	7.3	8.1	11.7	23.4	19.6	9.0	15.8
Other offline channels are available (e.g. television, radio) 有非在線途徑聽／觀看（例如電視、電台）	7.1	4.8	13.1	5.8	4.0	0.9	0.6
Seldom / Never download any files 很少／從不下載任何檔案	6.5	17.6	14.9	12.8	23.3	9.8	3.4
Prefer buying CD / DVD / game disc / book instead of downloading the files 比較喜歡買實體 CD / DVD / 遊戲碟 / 書，不喜歡下載檔案	5.6	9.5	9.0	6.7	11.7	28.0	13.7
Cannot find required works on authorised websites 在經授權購買網站內找不到所需的作品	2.7	-	1.6	0.9	1.3	2.0	8.9
Too troublesome / complicated to purchase online 網上購物太麻煩／複雜	2.8	4.9	4.1	19.0	10.4	9.6	47.0
Poor quality 產品質素差	2.1	3.3	1.0	0.7	1.1	0.6	0.4
Not aware of the authorised websites 不知道有經授權購買網站的存在	1.6	0.7	1.7	2.9	2.2	2.3	10.1
No electronic payment account 沒有電子付款戶口	1.3	-	-	-	-	-	-
No specific reason 沒有特定原因	1.4	-	1.6	-	0.2	0.3	-
Sample : Among all persons who will not pay for downloading from authorised websites 樣本：以所有不會在正式授權的網站付款下載的人士為基數	371	432	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%。

3.2.5 Behaviours involving in the infringement of copyright

參與侵犯版權活動的行為

In view of the increasing popularity of the internet, the Survey has continued to investigate the behaviours involving in the online infringement of copyright since 2004. In 2020, among the 893 respondents who had the habit of using the internet, the respective proportions of involvement (often / sometimes) in copyright infringement activities were as follows:

- Around one in ten (10.6%) were often / sometimes involved in the uploading / downloading / watching infringing items such as unauthorised / pirated TV shows, movies, music and e-books from / on online communities, discussion groups or unauthorised websites;
 - 8.5% of them had often / sometimes shared website links with friends to download / watch infringing items such as unauthorised / pirated TV shows, movies, music and e-books; and
 - 2.8% of them had often / sometimes re-edited movie posters, comics or pictures without authorisation of the copyright owner, and then uploaded them to the internet for sharing purposes.
- 其中約十分之一 (10.6%) 經常 / 間中在群組、討論區或侵權網站上載、下載或直接點播各類侵權作品，例如未經授權 / 盜版的電視節目、電影、音樂和電子書；
 - 其中 8.5% 經常 / 間中和朋友分享網頁連結，以下載或直接點播各類的侵權作品，例如未經授權 / 盜版的電視節目、電影、音樂和電子書；及
 - 其中 2.8% 經常 / 間中未經版權擁有人同意，將電影海報、漫畫或圖片改圖，然後放上網與他人分享。

96.0% of the respondents seldom / never had re-edited movie posters, comics or pictures without authorisation of the copyright owner and then uploaded them to the internet for sharing purposes. The percentage was more or less consistent with the findings of the previous surveys since 2012.

有見於現今使用互聯網的普遍性，本調查自2004年起持續研究參與網上侵犯版權活動的行為。在是次調查中，893名有上網習慣的受訪者經常 / 間中參與以下侵犯版權的活動的比例分別如下：

96.0% 的受訪者很少 / 從來沒有在「未經版權擁有人同意，將電影海報、漫畫或圖片改圖，然後放上網與他人分享」。這項百分比與以往自2012年起調查所得的結果相若。

(表 3.2.5a – c)

(Tables 3.2.5a – c)

Table 3.2.5a: Behaviour of uploading / downloading / watching infringing items such as unauthorised / pirated TV shows, movies, music and e-books from / on online communities, discussion groups or unauthorised websites

表3.2.5a：在群組、討論區或侵權網站上載、下載或直接點播各類侵權作品（例如未經授權／盜版的電視節目、電影、音樂和電子書）的

行為

	2020 (%)
Often 經常	2.0
Sometimes 間中	8.6
Seldom 很少	32.8
Never 完全沒有	54.5
Don't know / Can't remember 不知道 / 不記得	2.0
Refusal 拒絕回答	0.1
Often / Sometimes 經常 / 間中	10.6
Seldom / Never 很少 / 完全沒有	87.3

Sample: Among all persons who use the internet

樣本：以所有有上網習慣的人士為基數

893

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

(2) The rating scale was changed to 1 (Never) to 4 points (Often) in 2020.

(3) The question was revised in view of the change of online behaviour in recent years.

註：(1) 由於進位關係，個別欄的百分比總和或不等於100%。

(2) 在2020年評分標準改為1（完全沒有）至4（經常）分。

(3) 題目因應近年網上行為的改變而作出修定。

Table 3.2.5b: Behaviour of sharing website links with friends to download / watch infringing items such as unauthorised / pirated TV shows, movies, music and e-books

表3.2.5b：和朋友分享網頁連結，以下載或直接點播各類的侵權作品（例如未經授權／盜版的電視節目、電影、音樂和電子書）的行為

	2020 (%)
Often 經常	1.3
Sometimes 間中	7.2
Seldom 很少	23.6
Never 完全沒有	65.6
Don't know / Can't remember 不知道 / 不記得	2.1
Refusal 拒絕回答	0.1
Often / Sometimes 經常 / 間中	8.5
Seldom / Never 很少 / 完全沒有	89.2

Sample: Among all persons who use the internet

樣本：以所有有上網習慣的人士為基數

893

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

(2) The rating scale was changed to 1 (Never) to 4 points (Often) in 2020.

(3) The question was revised in view of the change of online behaviour in recent years.

註：(1) 由於進位關係，個別欄的百分比總和或不等於100%。

(2) 在2020年評分標準改為1（完全沒有）至4（經常）分。

(3) 題目因應近年網上行為的改變而作出修定。

Table 3.2.5c: Behaviour of re-editing movie posters, comics or pictures without authorisation of copyright owner, and then uploading them to the internet for sharing purposes

表3.2.5c：未得版權擁有人同意，將電影海報、漫畫或圖片改圖，然後放上網與他人分享的行為

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)
Often 經常	0.7	0.2	0.3	0.4	0.4
Sometimes 間中	2.1	1.5	2.5	3.1	4.2
Seldom 很少	8.0	3.7	2.8	5.0	6.0
Never 完全沒有	88.0	93.5	93.9	90.3	88.7
Don't know / Can't remember 不知道 / 不記得	1.2	1.0	0.5	1.1	0.7
Refusal 拒絕回答	-	-	-	-	-
Often / Sometimes 經常 / 間中	2.8	1.7	2.8	3.5	4.6
Seldom / Never 很少 / 完全沒有	96.0	97.2	96.7	95.3	94.7
Sample: Among all persons who use the internet 樣本：以所有有上網習慣的人士為基數	893	775	788	732	709

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

(2) This question was amended in 2020. The original question in 2018 was "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 purposes".

(3) The rating scale was changed to 1 (Never) to 4 points (Often) in 2020.

註：(1) 由於進位關係，個別欄的百分比總和或不等於100%。

(2) 本題於2020年作出修訂，本題在2018年為「未得版權擁有人同意，將電影海報、漫畫或圖片改圖，然後放上網或社交網站與他人分享的習慣」。

(3) 在2020年評分標準改為1（完全沒有）至4（經常）分。

The results of demographic sub-group analysis revealed that the behaviours of various activities involving the infringement of copyright were significantly associated with respondent's sex, age, working status and monthly personal income:

背景資料分析的結果顯示參與侵犯版權活動的行為明顯與受訪者的性別、年齡、就職狀況及個人每月收入有關連：

- Higher proportions of respondents who aged below 50 (aged below 30: 13.5%; aged 30-49: 14.1%), who were working (13.8%) and who were with monthly personal income of \$10,000 or above (\$10,000-19,999, 15.0%; \$20,000 or above, 12.3%) had uploaded / downloaded / watched infringing items such as unauthorised / pirated TV shows, movies, music and e-books from / on online communities, discussion groups or unauthorised websites;
- 50歲以下（30歲以下：13.5%；30-49歲：14.1%）、在職（13.8%）及個人每月收入 \$10,000 或以上（\$10,000-19,999，15.0%；\$20,000或以上，12.3%）的受訪者有較高比例在群組、討論區或侵權網站上載、下載或直接點播各類侵權作品（例如未經授權 / 盜版的電視節目、電影、音樂和電子書）；
- Higher proportions of respondents who were males (5.1%) and who were working (3.8%) had re-edited movie
- 男性（5.1%）和在職（3.8%）受訪者有較高比例未經版權擁有人同意，將電影海報、漫畫或圖片改圖，然後放上網與

posters, comics or pictures without
authorisation of the copyright owner, and
then uploaded them to the internet for
sharing purposes.

他人分享。

(表 3.2.5d – f)

(Tables 3.2.5d – f)

Table 3.2.5d: Behaviour of uploading / downloading / watching infringing items such as unauthorised / pirated TV shows, movies, music and e-books from / on online communities, discussion groups or unauthorised websites – Bivariate analysis

表 3.2.5d：在群組、討論區或侵權網站上載、下載或直接點播各類侵權作品（例如未經授權／盜版的電視節目、電影、音樂和電子書）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 (%)	Second-ary 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 經常 / 間中	10.5	11.1	13.5	14.1	6.8	3.1	10.3	11.7	13.8	6.1	7.2	15.0	12.3
Seldom / Never 很少 / 完全沒有	89.5	88.9	86.5	95.9	93.2	96.9	89.7	88.3	86.2	93.9	92.8	85.0	87.7
Sample: Among all persons who use the internet 樣本：以所有有上網習慣的人士為基數	416	459	178	316	380	31	339	503	532	341	301	174	346
χ^2	0.092		11.455**			2.436			12.800**		7.934*		

*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 to 100 due to rounding of figures.

(2) Those answered "don't know / can't remember" or "refusal" 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 / 不記得」或「拒絕回答」的個案。

Table 3.2.5e: Behaviour of sharing website links with friends to download / watch infringing items such as unauthorised / pirated TV shows, movies, music and e-books – Bivariate analysis

表 3.2.5e：和朋友分享網頁連結，以下載或直接點播各類的侵權作品（例如未經授權／盜版的電視節目、電影、音樂和電子書）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 (%)	Second-ary 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 經常 / 間中	9.6	8.0	8.7	9.3	8.3	2.9	9.7	8.5	9.5	7.6	6.7	9.8	9.6
Seldom / Never 很少 / 完全沒有	90.4	92.0	91.3	90.7	91.7	97.1	90.3	91.5	90.5	92.6	93.3	90.2	90.4
Sample: Among all persons who use the internet 樣本：以所有有上網習慣的人士為基數	415	459	179	314	380	33	340	499	528	344	303	174	342
χ^2	0.719		0.200			1.829			0.897		2.159		

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

(2) Those answered "don't know / can't remember" or "refusal" 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／不記得」或「拒絕回答」的個案。

Table 3.2.5f: Behaviour of re-editing movie posters, comics or pictures without authorisation of copyright owner, and then uploading them to the internet for sharing purposes – Bivariate analysis

表 3.2.5f：未得版權擁有人同意，將電影海報、漫畫或圖片改圖，然後放上網與他人分享的行為 – 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 (%)	Second-ary 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 經常 / 間中	5.1	0.8	4.5	3.2	1.7	2.9	1.6	3.7	3.8	1.5	1.7	4.1	3.7
Seldom / Never 很少 / 完全沒有	94.9	99.2	95.5	96.8	98.3	97.1	98.4	96.3	96.2	98.5	98.3	95.9	96.3
Sample: Among all persons who use the internet 樣本：以所有有上網習慣的人士為基數	419	464	179	320	384	33	342	506	532	349	306	173	350
χ^2	14.203**		3.741			3.261			4.022*		3.121		

*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 to 100 due to rounding of figures.

(2) Those answered "don't know / can't remember" or "refusal" 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／不記得」或「拒絕回答」的個案。

3.2.6 Attitude towards actions involving in the infringement of copyright

對侵犯版權活動的態度

Among the 893 respondents who had the habit of using the internet, over eight in ten agreed that “it is morally wrong to upload or download music / movies / TV shows from online communities / unauthorised websites knowing that it is an infringement of IP rights” (86.4%) and “it is morally wrong to listen to music or watch movies / TV shows online knowing that they were pirated versions” (80.1%).

Both proportions were higher than those registered in 2018 (80.8% and 70.2% respectively).

Conversely, only 7.9% and 12.8% of the respondents did not consider such activities immoral respectively. Both percentages were a new low since the two questions were introduced in the 2008 and 2014 surveys respectively.

在 893 名有上網習慣的受訪者中，超過八成同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站上下載音樂 / 電影 / 電視節目是不道德的行為」(86.4%)，以及「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」(80.1%)。

兩個比例都較2018年的80.8%及70.2%為高。

反之，只有 7.9% 及 12.8% 的受訪者分別不認為該兩種行為是不道德，為該兩條問題分別自 2008 年及 2014 年新增以來記錄得最低的百分比。

(表 3.2.6a 及 b)

(Table 3.2.6a & b)

Table 3.2.6a: Whether agreeing that “it is morally wrong to upload or download music / movies / TV shows from online communities / unauthorised websites knowing that it is an infringement of IP rights”

表3.2.6a：是否同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站上下載音樂 / 電影 / 電視節目是不道德的行為」

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Agree 同意	86.4	80.8	77.3	69.5	72.3	76.1	80.3
Disagree 不同意	7.9	11.6	12.1	22.5	20.7	19.8	17.3
Don't know / Hard to say 不知道 / 很難說	5.7	7.5	10.6	7.9	7.1	4.0	2.4
Sample: Among all persons who use the internet 樣本：以所有有上網習慣的人士為基數	893	775	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 3.2.6b: Whether agreeing that “it is morally wrong to listen to music or watch movies / TV shows online knowing that they were pirated versions”

表3.2.6b：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」

	2020 (%)	2018 (%)	2016 (%)	2014 (%)
Agree 同意	80.1	70.2	64.5	59.4
Disagree 不同意	12.8	22.7	20.3	32.4
Don't know / Hard to say 不知道／很難說	7.1	7.1	15.2	8.2
Sample: Among all persons who use the internet 樣本：以所有有上網習慣的人士為基數	893	775	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%。

No significant difference was found among different demographic sub-groups regarding the views on “it is morally wrong to upload or download music / movies / TV shows from online communities / unauthorised websites knowing that it is an infringement of IP rights”.

不同組別之間，在「在明知侵犯知識產權的情況下，仍然在網上社群／未經授權網站上下載音樂／電影／電視節目是不道德的行為」的看法上沒有明顯差別。

However, it was observed that a relatively higher proportion of respondents who were 50 years old or above (90.5%) agreed that “it is morally wrong to listen to music or watch movies / TV shows online knowing that they were pirated versions”.

然而，50歲或以上（90.5%）的受訪者相對有較高比例同意「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」。

(表 3.2.6c 及 d)

(Tables 3.2.6c & d)

Table 3.2.6c: Whether agreeing that “it is morally wrong to upload or download music / movies / TV shows from online communities / unauthorised websites knowing that it is an infringement of IP rights” – Bivariate analysis

表 3.2.6c：是否同意「在明知侵犯知識產權的情況下，仍然在網上社群 / 未經授權網站上下載音樂 / 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 (%)	Second- ary 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	92.0	91.3	91.4	89.4	93.6	89.1	90.7	92.4	91.3	92.1	90.8	92.7	91.3
Disagree 不同意	8.0	8.7	8.6	10.6	6.4	10.9	9.3	7.6	8.7	7.9	9.2	7.3	8.7
Sample: Among all persons who use the internet 樣本：以所有有上網習 慣的人士為基數	400	442	170	300	373	29	331	481	504	338	293	164	334
χ^2	0.146		3.790			1.037			0.185		0.490		

Notes: (1) Percentages may not add 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 3.2.6d: Whether agreeing that “it is morally wrong to listen to music or watch movies / TV shows online knowing that they were pirated versions” – Bivariate analysis

表 3.2.6d：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」 – 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 (%)	Second- ary 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	87.8	84.7	82.8	82.8	90.5	75.1	89.6	84.7	86.9	85.1	85.0	86.8	86.4
Disagree 不同意	12.2	15.3	17.2	17.2	9.5	24.9	10.4	15.3	13.1	14.9	15.0	13.2	13.6
Sample: Among all persons who use the internet 樣本：以所有有上網習 慣的人士為基數	398	432	171	296	363	28	318	483	501	329	285	162	333
χ^2	1.758		10.067**			6.908			0.551		0.373		

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

**p-值 < 0.01 及預期值 ≥ 5

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於100%。

(2) 撇除了回答「不知道 / 很難說」的個案。

3.3. Behaviours involving purchasing pirated / counterfeit goods

購買盜版 / 冒牌貨品的情況

3.3.1 Behaviours of buying pirated or counterfeit goods

購買盜版 / 冒牌貨品的行為

The behaviours of buying pirated / counterfeit goods have been closely studied since 1999 when the survey was first conducted. In 2020, 3.7% respondents reported that they bought (often / sometimes) pirated / counterfeit goods, while the great majority (92.8%) of the respondents said they had seldom / never bought such goods.

自1999年首次進行本調查時，已對購買盜版 / 冒牌貨品的行為進行深入研究。在是次調查中，3.7%的受訪者經常 / 間中購買盜版 / 冒牌貨品。另一方面，絕大部分 (92.8%) 的受訪者表示他們很少 / 從來沒有買過該些貨品。

No significant difference was found among different demographic sub-groups regarding their behaviours of buying pirated / counterfeit goods.

不同組別之間，在購買盜版 / 冒牌貨品的行為上沒有明顯差別。

(表 3.3.1a 及 b)

(Tables 3.3.1a & b)

Table 3.3.1a: Behaviours of buying pirated / counterfeit goods

表3.3.1a：購買盜版 / 冒牌貨品的行為

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Often 經常	0.3	-	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	3.4	4.6	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	27.0	13.9	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	65.8	75.8	70.9	69.9	69.5	69.6	67.4	58.4	55.2	47.8	49.1	46.1	36.5	36.8
Can't remember / Hard to say 不記得 / 很難說	3.4	5.6	3.5	1.9	1.7	1.2	1.4	1.1	-	1.7	1.8	0.5	1.6	3.9
Refusal 拒絕回答	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-
Often / Sometimes 經常 / 間中	3.7	4.6	7.1	7.4	8.5	8.4	8.6	15.0	17.5	20.3	18.2	20.7	26.0	24.7
Seldom / Never 很少 / 完全沒有	92.8	89.7	89.3	90.7	89.8	90.5	90.0	83.9	82.5	78.0	80.0	78.9	72.4	71.4
Sample 樣本	1 000	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 006	1 018	1 007	1 009

Notes: (1) Percentages may not add to 100 due to rounding of figures.
(2) The rating scale was changed to 1 (Never) to 4 points (Often) in 2020.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
(2) 在 2020 年評分標準改為 1 (完全沒有) 至 4 (經常) 分。

Table 3.3.1b: Behaviours of buying pirated / counterfeit goods – Bivariate analysis

表3.3.1b：購買盜版／冒牌貨品的行為 – 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 (%)	Second-ary 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 經常 / 間中	4.2	3.5	2.3	3.4	4.7	6.4	4.5	2.9	3.5	4.2	3.1	6.2	3.3
Seldom / Never 很少 / 完全沒有	95.8	96.5	97.7	96.6	95.3	93.6	95.5	97.1	96.5	95.8	96.9	93.8	96.7
Sample 樣本	458	507	178	320	468	75	376	508	541	422	381	175	357
χ^2	0.284		2.360			2.954			0.266		3.566		

Notes: (1) Percentages may not add to 100 due to rounding of figures.
(2) Those answered "can't remember / hard to say" or "refusal" 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「不記得／很難說」或「拒絕回答」的個案。

Pirated / counterfeit goods that were most commonly purchased by respondents were “sound recording / video discs (CD / DVD) / devices with pirated music” (25.8%), followed by “clothing and accessories” (17.2%) and “pirated textbooks / examination questions / tutorial class notes / reference books” (10.4%).

受訪者購買最多的盜版／冒牌貨品為「聲音／影片光碟 (CD / DVD) 或附有盜版音樂的裝置」(25.8%)，其次是「服飾」(17.2%)及「盜版教科書／試題／補習社筆記／參考書」(10.4%)。

It is noteworthy that -

值得注意的是：

- the percentage of buying pirated / counterfeit “sound recording / video discs (CD / DVD)” decreased gradually over the years (from 63.0% in 2004 to 25.8% in 2020);
- the percentage of buying pirated / counterfeit “clothing and accessories” and “toys / stationery / accessories” dropped in 2020 (from 43.1% and 17.2% in 2018 to 17.2% and 9.1% in 2020);
- 購買盜版／冒牌「聲音／影片光碟 (CD / DVD)」的百分比在多年來逐漸減少 (由2004年的 63.0%至2020年的 25.8%)；
- 購買盜版／冒牌「服飾」及「玩具／文具／精品」的百分比有所下降 (由2018年的 43.1%及 17.2%·下跌至2020年的 17.2%及 9.1%)；

- The percentage of buying “pirated textbooks / exam questions / tutorial class notes / reference books ranged from 1.0% to 7.5% between 2004 and 2018. The percentage in 2020 (10.4%) reached a new high since 2004; and
- The percentage of buying pirated / counterfeit “computer software” from ranged from 4.2% to 15.2% between 2004 and 2018. The percentage in 2020 (10.3%) was higher than that in 2018 (4.2%).

購買「盜版教科書 / 試題 / 補習社筆記 / 參考書」的百分比，於2004年至2018年間介乎於 1.0%至 7.5%。2020年的百分比 (10.4%) 為自2004年以來的新高；及

購買盜版 / 冒牌「電腦軟件」的百分比，於2004年至2018年間介乎於 4.2%至 15.2%。2020年的百分比 (10.3%) 較2018年的數字 (4.2%) 為高。

No significant difference was found among different demographic sub-groups regarding the most commonly purchased pirated / counterfeit goods.

不同組別之間，在購買最多的盜版 / 冒牌貨品上沒有明顯差別。

(表 3.3.1c 及 d)

(Table 3.3.1c & d)

Table 3.3.1c: Most bought pirated / counterfeit goods

表3.3.1c：最多買的盜版／冒牌貨品

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)
Sound recording / video discs (CD / DVD) / devices with pirated music 聲音／影片光碟（CD / DVD）或附有盜版音樂的裝置	25.8	27.9	32.2	35.8	51.3	57.8	56.2	63.8	63.0
Clothing & accessories (e.g. clothes, hand accessories, bags, shoes) 服飾（例如衣服、手飾、袋、鞋）	17.2	43.1	32.9	28.0	20.1	20.7	15.0	12.3	7.7
Pirated textbooks / examination questions / tutorial class notes / reference books 盜版教科書／試題／補習社筆記／參考書	10.4	1.0	7.5	2.5	6.6	4.7	3.8	2.1	1.9
Computer software 電腦軟件	10.3	4.2	6.5	10.2	12.7	9.7	14.4	14.1	15.2
Toys / Stationery / Accessories 玩具／文具／精品	9.1	17.2	13.1	15.8	0.4	0.9	1.6	0.4	1.7
Mobile phone accessories 手機配件	8.9	5.0	1.2	-	-	-	-	-	-
Games or game consoles that had pirated games or were rewired to run pirated games (e.g. Switch / Xbox / PlayStation / Wii) 遊戲或附有盜版遊戲或已改裝可運行盜版遊戲的遊戲機（例如 Switch / Xbox / PlayStation / Wii）	5.6	2.1	2.8	5.3	7.5	5.3	7.3	6.7	8.1
Small electrical appliances 小家電	4.2	-	-	-	-	-	-	-	-
Household goods 家庭用品	2.9	-	2.3	-	-	-	-	-	-
Watches 手錶	0.7	-	1.5	2.5	1.4	0.9	0.6	0.5	1.2
Others 其他	2.3	-	-	-	-	-	1.0	-	1.2
Refusal 拒絕回答	2.5	-	-	-	-	-	-	-	-
Sample: Among all persons who buy pirated / counterfeit goods 樣本：以所有有買盜版／冒牌貨品的人士為基數	307	186	258	284	288	294	313	488	544

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

(2) The options of this question were amended in 2020 and included examination questions and tutorial class notes.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 本題選項於2020年作出修訂並包括了試題／補習社筆記。

Table 3.3.1d: Most bought pirated / counterfeit goods – Bivariate analysis

表3.3.1d：最多買的盜版 / 冒牌貨品 – 雙變項分析

	Sex 性別		Age 年齡			Education Attainment 教育程度			Working Status 就職狀況		Monthly Personal Income 個人每月收入		
	Male 男 (%)	Female 女 (%)	<30 (%)	30-49 (%)	≥50 (%)	Primary or below 小學或以下 (%)	Second-ary 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 (%)
Sound recording / video discs (CD / DVD) / devices with pirated music 聲音 / 影片光碟 (CD / DVD) 或 附有盜版音樂的裝置	24.4	27.4	9.0	20.4	38.9	25.1	26.7	25.4	25.3	26.8	22.2	21.0	29.4
Clothing & accessories (e.g. clothes, hand accessories, bags, shoes) 服飾 (例如衣服、手飾、袋、鞋)	13.7	21.1	11.5	13.9	23.0	25.0	24.7	12.2	16.8	17.9	17.6	27.2	12.8
Pirated textbooks / exam questions / Tutorial classes notes / reference books 盜版教科書 / 試題 / 補習社筆記 / 參考書	6.0	15.4	28.9	8.3	3.8	0.0	9.9	10.9	8.4	13.0	16.7	6.0	7.6
Computer software 電腦軟件	13.1	7.2	15.3	10.7	7.6	0.0	5.7	13.9	11.6	8.4	8.1	8.2	12.9
Toys / stationery / accessories 玩具 / 文具 / 精品	6.8	11.7	8.6	13.2	5.3	8.4	8.0	9.9	9.3	8.8	9.6	7.9	10.4
Mobile phone accessories 手機配件	11.6	5.8	11.8	11.9	4.6	8.2	6.7	10.3	11.1	5.3	4.1	12.7	10.5
Games or game consoles that had pirated games or were rewired to run pirated games (e.g. Switch / Xbox / PlayStation / Wii) 遊戲 或 附有盜版遊戲 或已改裝可運行盜版遊戲的遊戲機 (例如 Switch / Xbox / PlayStation / Wii)	10.5	0.0	9.7	7.0	2.3	0.0	6.6	5.4	6.0	5.1	7.0	6.2	5.0
Small electrical appliances 小家電	5.4	2.8	1.8	6.6	3.1	16.6	2.9	4.3	4.2	4.3	4.0	3.3	5.3
Household goods 家庭用品	2.4	3.5	1.7	1.8	4.6	8.4	2.7	2.7	2.7	3.4	4.3	1.5	3.0
Watches 手錶	1.3	0.0	0.0	1.0	0.8	0.0	0.9	0.7	0.5	1.1	1.3	0.0	0.0
Others 其他	2.3	2.3	1.7	2.7	2.3	0.0	2.6	2.3	2.2	2.6	2.1	3.1	2.3
Refusal 拒絕回答	2.4	2.7	0.0	2.5	3.8	8.4	2.7	2.1	2.0	3.4	3.1	3.0	0.7
Sample 樣本	164	143	59	123	125	12	111	184	192	114	95	68	130
χ^2	35.383		69.364			23.839			6.093		25.047		

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%。

Physical “shops / stores” (32.9%) was the most frequent channel for buying pirated / counterfeit goods, followed by “stalls” (32.4%) and “online shops / auction sites” (24.5%).

Comparing with the findings of the previous surveys, the proportion of respondents buying from “shops / stores” showed a declining trend (from 47.3% in 2016 to 32.9% in 2020), while that of buying via “online shops / auction sites” had been steadily increasing (from 10.4% in 2016 to 24.5% in 2020).

No significant difference was found among different demographic sub-groups regarding the most frequent channel for buying pirated / counterfeit goods.

最常用來購買盜版 / 冒牌貨品的渠道是實體「商舖」(32.9%)，其次是「街上攤檔」(32.4%)及「網絡商店 / 拍賣網站」(24.5%)。

與以往的調查結果比較，透過實體「商舖」購買的比例有減少的趨勢(由2016年的47.3%至2020年的32.9%)，而透過「網絡商店 / 拍賣網站」購買的比例則穩步上升(由2016年的10.4%至2020年的24.5%)。

不同組別之間，在購買盜版 / 冒牌貨品最經常用的渠道上沒有明顯差別。

(表 3.3.1e 及 f)

(Tables 3.3.1e & f)

Table 3.3.1e: Most frequent channel of buying pirated / counterfeit goods

表3.3.1e：購買盜版 / 冒牌貨品最經常用的渠道

	2020 (%)	2018 (%)	2016 (%)
Shops / Stores 商舖	32.9	39.7	47.3
Stalls 街上攤檔	32.4	31.4	35.0
Online shops / Auction sites 網絡商店 / 拍賣網站	24.5	21.5	10.4
Social media 社交媒體	6.5	3.7	1.1
Others 其他	1.8	3.8	6.2
Refusal 拒絕回答	1.8	-	-
Sample: Among all persons who buy pirated / counterfeit goods 樣本：以所有有買盜版 / 冒牌貨品的人士為基數	307	186	258

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

(2) The Chinese version of this question was amended in 2020.

註：(1) 由於進位關係，個別欄的百分比總和或不等於100%。

(2) 本題於2020年作出修訂。本題在2018年為「購買盜版或冒牌貨品最多用的渠道」。

Table 3.3.1f: Most frequent channel of buying pirated / counterfeit goods – Bivariate analysis

表3.3.1f：購買盜版 / 冒牌貨品最經常用的渠道 – 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 (%)	Second-ary 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 (%)
Shops / Stores 商舖	32.6	33.2	15.7	29.6	44.3	58.3	30.1	32.6	33.7	30.9	32.4	27.6	34.7
Stalls 街上攤檔	31.9	33.0	14.9	34.1	39.0	33.3	41.4	27.1	30.2	36.4	33.4	36.4	29.4
Online shops / Auction sites 網絡商店 / 拍賣網站	25.7	23.1	47.1	28.4	9.9	0.0	19.0	29.5	28.2	18.5	17.2	30.2	28.7
Social media 社交媒體	7.0	6.0	17.9	5.4	2.3	0.0	6.1	7.2	5.4	8.4	11.0	2.9	5.0
Others 其他	1.1	2.7	4.5	1.7	0.8	0.0	1.6	2.1	1.5	2.4	2.9	2.8	0.8
Refusal 拒絕回答	1.7	2.1	0.0	0.8	3.8	8.4	1.8	1.5	1.0	3.4	3.1	0.0	1.5
Sample 樣本	164	143	59	123	125	12	111	184	192	114	95	68	130
χ^2	1.538		64.675			16.859			7.217		13.722		

Notes: 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%。

For those respondents who said that they had never bought pirated / counterfeit goods, the most stated reason was “poor quality of pirated or counterfeit goods / genuine goods’ quality is guaranteed / genuine goods are in better quality” (42.8%), followed by “no need to buy / not interested in pirated or counterfeit goods” (29.9%) and “immoral / wrong to infringe others’ IP rights” (19.6%).

The first two reasons remained the same as that of 2018 survey results. Comparing with the findings of the previous survey, the proportion of respondents who considered “no need to buy / not interested in pirated or counterfeit goods” as their reason for not purchasing pirated / counterfeit goods dropped from 46.2% in 2018 to 29.9% in 2020, while that of “immoral / wrong to infringe others’ IP rights” increased from 10.8% in 2018 to 19.6% in 2020. Compared with the previous surveys, it is

表示從不購買盜版 / 冒牌貨品的受訪者中，他們最多提及的原因是「盜版或冒牌貨品質素差 / 正版貨品質素有保證 / 正版貨品質素較好」(42.8%)，其次是「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」(29.9%)及「侵犯別人知識產權，是不道德行為 / 覺得侵犯別人知識產權是不正確」(19.6%)。

首兩個原因與 2018 年的調查結果相同。比較以往的調查結果，以「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」為原因的比例由2018年的 46.2%下降至2020年的 29.9%。反之，因為「侵犯別人知識產權，是不道德行為 / 覺得侵犯別人知識產權是不正確」而從不購買盜版 / 冒牌貨品則由2018年的 10.8%增加至2020年的 19.6%。與以往的調查比較，值得注意的是「不符合個人原則」(11.2%)是今次調查中排名第四和受訪者新提及的原因。

noteworthy that “not in line with one’s principle” (11.2%), the fourth top reason, was newly mentioned by respondents in this round of survey.

(表 3.3.1g)

(Table 3.3.1g)

Table 3.3.1g: : Reasons for not buying pirated / counterfeit goods (Spontaneous mention)

表3.3.1g：不購買盜版 / 冒牌貨品的原因 (沒有提示下作答)

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)
Poor quality of pirated or counterfeit goods / Genuine goods' quality are guaranteed / Genuine goods are in better quality 盜版或冒牌貨品質素差 / 正版貨品質素有保證 / 正版貨品質素比較好	42.8	41.9	42.9	54.2	42.0	42.0	38.9	43.3	48.8	46.4	23.0	25.6
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	29.9	46.2	42.1	33.8	37.5	48.4	47.9	41.3	37.5	34.0	41.4	12.8
Immoral / Wrong to infringe others' IP rights 侵犯別人知識產權，是不道德行為 / 覺得侵犯別人知識產權是不正確的	19.6	10.8	15.1	10.4	11.9	19.6	15.4	11.3	14.4	11.1	14.2	14.8
Not in line with one's principle 不符合個人原則	11.2	-	-	-	-	-	-	-	-	-	-	-
Fear of violation of IP laws 害怕觸犯法例	8.9	6.5	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	6.0	5.0	5.3	8.0	3.5	4.1	4.7	7.2	4.1	-	-
Not knowing how / where to buy 不知道如何購買	4.2	-	-	-	-	-	-	-	-	-	-	-
Difficult to find pirated / counterfeit goods in market 現時很難在市面上找到盜版 / 冒牌貨品	2.8	1.5	1.4	1.6	1.2	2.3	3.1	1.1	0.4	2.2	0.6	3.7
Want to support genuine goods 想支持正版貨品	2.3	-	-	-	-	-	-	-	-	-	-	-
Genuine goods have become cheaper 正版貨品價錢下跌	1.9	2.1	1.3	2.4	4.2	0.8	1.2	2.0	1.1	2.9	5.3	2.8
Seldom use CD / DVD and software 一向少用 CD / DVD 光碟及電腦軟件	1.5	0.3	1.2	1.3	1.9	5.0	1.6	7.6	9.5	12.3	-	-
Affordable 經濟條件許可	1.4	-	-	-	-	-	-	-	-	-	-	-
Detrimental to Hong Kong's economy 損害香港經濟	1.2	0.4	0.4	0.3	2.2	0.6	0.6	0.7	1.2	2.7	0.2	1.4
Cannot afford to buy pirated / counterfeit goods 連盜版 / 冒牌貨品都負擔不起	0.6	2.3	0.6	2.0	1.7	1.3	1.3	2.6	1.3	1.4	5.0	1.4
Seldom buy pirated / counterfeit goods 很少買盜版 / 冒牌貨品	-	11.1	18.0	12.7	8.5	6.6	10.9	4.0	3.0	3.4	6.9	10.0
No specific reason 沒有特定原因	1.2	-	2.5	-	-	-	-	-	-	-	-	-
Sample: Among all persons who did not buy pirated / counterfeit goods 樣本：以所有沒有買盜版 / 冒牌貨品的人為基數	658	761	711	702	696	699	676	704	670	588	385	358

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

註：由於受訪者可提供多於一個答案，百分比總和或會大於 100%。

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

受訪者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

The great majority (86.2%) of the respondents agreed that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”. An increasing trend on the level of agreement since 2014 (from 67.4% in 2014 to 86.2% in 2020) was observed.

絕大多數受訪者 (86.2%) 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」。這比例從2014年起持續上升 (由2014年67.4%升至2020年86.2%)。

There was no significant difference observed in the views that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights” among respondents of different demographic characteristics.

不同組別之間，對「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」的看法沒有顯著差異。

(表 3.3.2a 及 b)

(Tables 3.3.2a & b)

Table 3.3.2a: Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”

表3.3.2a：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」

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Agree 同意	86.2	78.1	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	8.1	14.6	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	5.7	7.4	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	1 000	1 003	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 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 3.3.2b: Whether agreeing that “it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights” – Bivariate analysis

表3.3.2b：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 (%)	Second-ary 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	92.0	90.8	91.2	88.5	93.4	88.2	93.9	89.9	91.2	91.6	90.9	90.3	91.4
Disagree 不同意	8.0	9.2	8.8	11.5	6.6	11.8	6.1	10.1	8.8	8.4	9.1	9.7	8.6
Sample 樣本	454	489	176	305	462	75	367	496	523	418	376	167	343
χ^2	0.370		5.497			5.330			0.041		0.175		

Notes: (1) Percentages may not add 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 (the Scheme) has been one of the key study topics in this survey since 2008. The 2020 survey has recorded the highest awareness of the Scheme since 2008, with 77.3% of the respondents having heard of it.

The analysis by demographic sub-groups revealed that relatively higher proportions of respondents who were tertiary or above educated (81.8%), who were working (84.3%) and who had monthly personal income of \$10,000 or above (\$10,000-19 000, 81.9%; \$20,000 or above, 84%) were aware of the Scheme.

The most frequently mentioned channels of acquaintance were “government advertisements on television” (73.1%) and “stickers / tent cards in shops” (72.1%), followed at a far distance by “advertisements on public transport”

自2008年以來，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。是次調查受訪者對此計劃的認知程度錄得自2008年以來最高，有 77.3%的受訪者表示曾聽過此計劃。

根據背景資料作分析，教育程度在大專或以上（81.8%）、在職（84.3%）及個人每月收入 \$10,000 或以上（\$10,000-19,999，81.9%；\$20,000或以上，84.0%）的受訪者相對有較高比例認知此計劃。

最普遍的認知渠道是電視上的政府宣傳片（73.1%）及店舖內的標貼或座檯咭（72.1%），其次是百分比相對落後的公共交通上的廣告（19.1%）及社交媒體／互聯網／網上討論區／智能手機應用程式（18.3%）。
(表 3.4a – c)

(19.1%) and “social media / internet / online forums / smartphone applications” (18.3%).

(Tables 3.4a – c)

Table 3.4a: Whether having ever heard of the “No Fakes Pledge” Scheme of the IPD

表3.4a：有否聽過知識產權署的「正版正貨承諾」計劃

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	77.3	60.3	56.2	48.7	42.5	34.5	50.1
No 沒有	20.2	39.7	43.8	51.3	57.5	65.5	49.9
Can't remember 不記得	2.4	-	-	-	-	-	-
Sample 樣本	1 000	1 003	1 005	1 005	1 001	1 005	1 003

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

(2) This question was amended in 2020. The original question in 2018 was “Whether having ever heard of the “No Fakes Pledge” Scheme.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 本題於 2020 年作出修訂，本題在 2018 年為「有否聽過「正版正貨承諾」計劃」。

Table 3.4b: Whether having ever heard of the “No Fakes Pledge” Scheme of the IPD – Bivariate analysis

表3.4b：有否聽過知識產權署的「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 (%)	Second-ary 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	78.7	79.7	81.3	82.3	76.4	67.0	78.2	81.8	84.3	72.8	73.1	81.9	84.0
No 沒有	21.3	20.3	18.7	17.7	23.6	33.0	21.8	18.2	15.7	27.2	26.9	18.1	16.0
Sample 樣本	460	515	178	326	472	75	387	509	543	431	389	175	356
χ ²	0.140		4.713			9.052*			19.191**		14.379**		

*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 to 100 due to rounding of figures.

(2) Those answered “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「不記得」的個案。

Table 3.4c: Channels of acquaintance

表3.4c：認知的渠道

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Government advertisements on television 電視上的政府宣傳片	73.1	42.7	68.4	71.0	72.8	76.8	84.5
Stickers / Tent cards in shops 店舖內的標貼或座檯咭	72.1	46.3	34.0	16.3	13.9	13.5	9.1
Advertisements on public transport 公共交通上的廣告	19.1	9.0	2.2	19.7	5.7	4.4	2.8
Social media / Internet / Online forums / Smartphone applications 社交媒體 / 互聯網 / 網上討論區 / 智能手機應用程式	18.3	6.0	4.7	3.9	4.4	2.8	0.6
Exhibitions 展覽	12.8	0.3	0.5	0.2	0.2	0.6	-
Schools 學校	8.6	0.7	1.4	0.2	0.4	0.3	0.6
Newspapers / Magazines 報紙 / 雜誌	1.9	9.8	16.8	15.3	14.4	14.1	15.3
Radio programmes 電台節目	1.8	-	3.1	4.7	4.0	6.2	6.0
Word of mouth by friends / relatives / colleagues 親友 / 同事提及	0.7	4.6	1.7	3.9	4.7	3.1	1.6
Can't remember 不記得	1.5	0.2	2.5	0.2	0.5	0.6	0.4
Sample: Among all persons who were aware of the Scheme 樣本：以所有知道計劃的人士為基數	773	605	565	490	426	347	503

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

(2) The answer options were read out in 2020.

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) 在 2020 年讀出答案選項。

The great majority (87.7%) of the respondents who were aware of the Scheme considered that the “No Fakes Pledge” Scheme was helpful (“very helpful” / “quite helpful”) in enhancing the confidence of consumers and tourists in shopping in Hong Kong or in strengthening the reputation of Hong Kong as a shoppers’ paradise. The proportion remained stable when compared with the previous rounds of surveys.

在認知此計劃的受訪者中，絕大部分 (87.7%) 認為計劃對增加消費者及遊客在港購物的信心或鞏固香港購物天堂的美譽有幫助 (「非常有幫助」 / 「頗有幫助」) 。這比例與以往的調查結果維持平穩。

Analysis by demographic sub-groups showed that relatively larger proportions of respondents who were females (90.5%) and who were 50 years old or above (93.1%) opined that the Scheme was helpful in the above mentioned context.

根據背景資料分析，女性 (90.5%) 及50歲或以上 (93.1%) 的受訪者相對有較高比例認為此計劃對上述方面有幫助。

(表 3.4d 及 e)

(Tables 3.4d & e)

Table 3.4d: Considering whether the "No Fakes Pledge" Scheme can help enhancing the confidence of consumers and tourists in shopping in Hong Kong, or strengthening the reputation of Hong Kong as a shoppers' paradise
表3.4d：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

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Very helpful 非常有幫助	58.4	39.4	31.8	22.1	24.6	28.9	16.1
Quite helpful 頗有幫助	29.3	48.5	52.2	64.9	56.9	54.5	64.6
Not quite helpful 沒大幫助	9.2	9.7	13.2	11.6	13.4	14.6	16.7
Not helpful at all 非常沒有幫助	2.4	1.7	1.6	0.6	3.7	0.5	1.4
Don't know / Hard to say 不知道 / 很難說	0.6	0.7	1.2	0.8	1.4	1.5	1.2
Very helpful / Quite helpful 非常有幫助 / 頗有幫助	87.7	87.9	84.0	87.0	81.5	83.4	80.7
Not quite helpful / Not helpful at all 沒大幫助 / 完全沒有幫助	11.6	11.4	14.8	12.2	17.1	15.1	18.1
Sample: Among all persons who were aware of the Scheme 樣本：以所有知道計劃的人士為基數	773	605	565	490	426	348	503

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

(2) The rating scale was changed to 1 (Not helpful at all) to 4 points (Very helpful) in 2020.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 在 2020 年評分標準改為 1 (非常沒有幫助) 至 4 (非常有幫助) 分。

Table 3.4e: Considering whether the "No Fakes Pledge" Scheme can help enhancing 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3.4e：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 (%)	Second- ary 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 helpful / Quite helpful 非常有幫助 / 頗有幫助	85.8	90.5	80.5	86.2	93.1	94.4	90.4	86.2	86.5	91.0	90.1	88.5	86.7
Not quite helpful / Not helpful at all 沒大幫助 / 完全沒有幫助	14.2	9.5	19.5	13.8	6.9	5.6	9.6	13.8	13.5	9.0	9.9	11.5	13.3
Sample: Among all persons who were aware of the Scheme 樣本：以所有知道計劃的人士為基數	361	408	144	265	358	49	303	412	455	312	282	142	297
χ^2	4.109*		17.476**			4.877			3.708		1.630		

*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 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. Awareness of the IPD and its work

對知識產權署及其工作的認識

3.5.1. 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

Respondents were asked whether they had seen or heard of any IP advertising or promotional messages from different channels in the past two years. Close to nine in ten (87.9%) respondents had come across any IP advertising or promotional messages.

受訪者被問及在過去兩年間有否在不同的渠道見過或聽過任何知識產權的宣傳。接近九成 (87.9%) 的受訪者有接觸過有關知識產權的宣傳。

Most respondents had seen or heard of the advertising or promotional messages on television / radio (64.3%) and movie theatres (42.1%).

大部分受訪者表示他們曾在電視 / 電台 (64.3%) 和戲院 (42.1%) 收看 / 收聽過有關宣傳。

Analysis by demographic sub-groups 根據背景資料分析，中學或以上教育程度 (中

revealed that relatively higher proportions of the respondents who were with secondary education attainment or above (secondary, 88.8%; tertiary or above, 90.6%), who were working (91.3%) and who were with monthly personal income of \$10,000 or above (\$10,000-19,999, 90.2%; \$20,000 or above, 91.0%) were aware of IP advertising or promotional messages.

學，88.8%；大專或以上，90.6%）、在職（91.3%）及個人每月收入 \$10,000 或以上（\$10,000 - 19,999，90.2%；\$20,000 或以上，91.0%）的受訪者相對有較高比例知道知識產權的宣傳。

(表 3.5.1a 及 b)

(Tables 3.5.1a & b)

Table 3.5.1a: Channels of acquaintance of IP advertising / promotional messages in the past two years

表3.5.1a：過去兩年，有否在各種渠道接觸過知識產權的宣傳

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)
Television 電視	64.3	37.2	39.7	42.0	50.1	60.4	76.9	64.5	51.4	55.0
Radio 電台		-	1.4	1.2	8.2	13.4	13.1	14.4	9.9	10.0
Movie theatres 戲院	42.1	-	-	-	-	-	-	-	-	-
Posters & printed promotional materials 海報及宣傳印刷品	29.0	1.7	6.0	4.8	5.3	9.2	9.6	11.9	7.3	7.8
Newspapers / Magazines 報章 / 雜誌	26.3	-	-	-	-	-	-	-	-	-
Social media / Internet / Online forums / Smartphone applications 社交媒體 / 互聯網 / 網上討論區 / 智能手機應用程式	22.4	-	-	-	-	-	-	-	-	-
Advertisements on public transport 公共交通上的廣告	19.7	-	-	-	-	-	1.4	-	-	3.0
Primary & secondary schools 中小學	9.6	0.5	-	-	-	-	-	-	-	-
Universities or tertiary education institutions 大專院校		0.2	-	-	-	-	-	-	-	-
Shops 店舖	2.3	-	-	-	-	-	-	-	-	-
Other promotion channels 其他宣傳渠道	0.1	1.7	4.4	1.4	1.7	1.4	2.2	0.7	1.0	2.2
Had seen / heard of IP promotions 有見過 / 聽過知識產權的宣傳	87.9	51.1	50.2	51.4	57.7	68.4	80.4	68.8	57.4	62.6
Had not seen / heard of any promotions on IP 沒有見過 / 聽過任何知識產權的宣傳	12.1	39.5	39.3	36.7	32.1	29.3	12.0	29.9	37.5	30.9
Can't remember 不記得	0.2	9.4	10.6	11.9	10.2	2.3	7.6	1.3	5.1	6.5
Sample 樣本	1 000	1 003	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) This question was amended in 2020. The original question in 2018 was "Whether encountered the IPD's advertising / promotional messages on television, radio or other channels in the past two years".

(3) The answer options were read out in 2020.

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) 本題於 2020 年作出修訂，本題在 2018 年為「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」。

(3) 在 2020 年讀出答案選項。

Table 3.5.1b: Channels of acquaintance of IP advertising / promotional messages in the past two years – Bivariate analysis

表3.5.1b：過去兩年，有否在各種渠道接觸過知識產權的宣傳 – 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 (%)	Second-ary 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	89.6	86.4	89.9	89.9	85.9	67.7	88.8	90.6	91.3	83.9	83.6	90.2	91.0
Not aware (incl. "can't remember") 不認知 (包括「不記得」)	10.4	13.6	10.1	10.1	14.1	32.3	11.2	9.4	8.7	16.1	16.4	9.8	9.0
Sample 樣本	471	529	181	328	491	81	391	522	555	442	400	182	361
χ^2	2.444		3.812			35.479**			12.655**		11.136**		

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

**p-值<0.01及預期值≥ 5

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%。

Respondents were then asked about whether they had seen or heard of specific IP promotional videos.

受訪者接著被問及曾否看過或聽過指定知識產權的宣傳短片。

Nearly half (48.6%) of the respondents had seen or heard of "Supporting Creativity Respect Copyright (featuring Pakho Chau)" / "Selling Infringing Goods on the internet Ruins Your Prospect (featuring Akina Fong)" / "Enforcement - Anti-camcording in Cinemas (featuring Simon Yam)", while about one-third of the respondents had seen or heard of the promotional videos on "No Fakes Pledge Scheme 2020 (featuring Priscilla Wong)" (34.0%).

近一半的受訪者 (48.6%) 有看過或聽過「由周柏豪 / 方健儀 / 任達華主演有關版權 / 冒牌貨品 / 戲院盜錄的短片」，其次是「由黃翠如主演關於正版正貨承諾計劃 2020 的短片」(34.0%)。

"Intellectual Property Trading Services (featuring Andrew Yuen)" and "IP Commercialisation (featuring Astrid Chan)" were mentioned by 17.5% and 11.8% of the respondents respectively. There were 3.8% of the respondents who had seen or heard of "The New Patent System (featuring Professor Dennis Lo)".

有 17.5%及 11.8%的受訪者分別提到「由袁文傑主演關於知識產權貿易的短片」及「由陳芷菁主持有關知識產權商品化成功故事的節目」。另有 3.8% 的受訪者曾看過或聽過「由盧煜明教授介紹關於新專利制度的短片」。

(表 3.5.1c)

(Table 3.5.1c)

Table 3.5.1c: Awareness of specific IP promotional videos

表3.5.1c：對指定知識產權宣傳短片的認知

	2020 (%)
Supporting Creativity Respect Copyright (featuring Pakho Chau) / Selling Infringing Goods on the internet Ruins Your Prospect (featuring Akina Fong) / Enforcement - Anti-camcording in Cinemas (Simon Yam) 由周柏豪 / 方健儀 / 任達華主演有關版權 / 冒牌貨品 / 戲院盜錄的 短片	48.6
"No Fakes Pledge" Scheme 2020 (featuring Priscilla Wong) 由黃翠如主演關於正版正貨承諾計劃 2020 的短片	34.0
Intellectual Property Trading Services (featuring Andrew Yuen) 由袁文傑主演關於知識產權貿易的短片	17.5
IP Commercialisation (featuring Astrid Chan) 由陳芷菁主持有關知識產權商品化成功故事的節目	11.8
The New Patent System (featuring Professor Dennis Lo) 由盧煜明教授介紹關於新專利制度的短片	3.8
Others 其他	-
Had seen / heard of but can't recall which promotional video 有看過或者聽過，但不記得哪個宣傳短片 / 不記得	4.7
Sample 樣本	1 000

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%。

As a whole, 70.9% of the respondents had seen or heard of specific IP promotional videos. Such proportion was higher among those with secondary (71.9%) and tertiary or above (72.9%) education, who were working (76.3%) and with monthly personal income of \$10,000 - \$19,999 (76.5%) and \$20,000 or above (75.4%).

(Table 3.5.1d & e)

整體而言，有七成（70.9%）的受訪者曾看過或聽過指定知識產權的宣傳短片。其中，中學（71.9%）及大專或以上（72.9%）教育程度、在職（76.3%）及個人每月收入 \$10,000 - \$19,999（76.5%）和 \$20,000 或以上（75.4%）曾看過或聽過指定知識產權宣傳短片的比例較高。

(表 3.5.1d 及 e)

Table 3.5.1d: Awareness of the IPD's advertising and promotional videos

表3.5.1d：知識產權宣傳短片的認知

	2020 (%)
Yes 有留意	70.9
No 沒有留意	29.1
Sample 樣本	1 000

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 3.5.1e: Awareness of the IPD's advertising and promotional videos – Bivariate analysis

表 3.5.1e：知識產權宣傳短片的認知 – 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 (%)	Second-ary 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 有留意	72.4	69.5	72.6	74.9	67.5	54.7	71.9	72.9	76.3	64.1	63.9	76.5	75.4
No 沒有留意	27.6	30.5	27.4	25.1	32.5	45.3	28.1	27.1	23.7	35.9	36.1	23.5	24.6
Sample 樣本	471	529	181	328	491	81	391	522	555	442	400	182	361
χ^2	1.019		5.566			11.56**			17.686**		15.84**		

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

**p-值<0.01及預期值≥ 5

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%。

3.5.2. Effectiveness of the promotional channels in raising the awareness of the Hong Kong public on protecting IP rights

各途徑向香港市民宣傳知識產權的成效

Respondents were asked to give suggestions on the most effective channel to promote IP rights. Television / radio was opined by the largest proportion (78.5%) of the respondents to be the most effective channel for promoting IP rights, followed by internet / smartphone applications / social media / online forums (72.0%), schools (61.4%) and advertisements on public transport (60.3%).

受訪者被問到認為最有效宣傳知識產權的途徑。最大比例的受訪者（78.5%）認為電視 / 電台是宣傳知識產權的最有效途徑，其次是互聯網 / 智能手機應用程式 / 社交媒體 / 網上討論區（72.0%）、學校（61.4%）及公共交通上的廣告（60.3%）。

(表 3.5.2a)

(Table 3.5.2a)

**Table 3.5.2a: Perceived most effective channel to place the advertisements
for promoting the protection of IP rights**
表3.5.2a：認為宣傳知識產權的最有效途徑

	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Television 電視	78.5	66.9	68.3	70.9	76.2	82.6	84.6	79.6	80.3	72.0	71.5	64.6	61.6	65.5
Radio 電台		11.4	16.0	20.4	16.4	23.6	20.8	27.6	30.2	19.9	15.9	14.3	12.7	13.3
Internet 互聯網	72.0	30.1	25.8	22.7	16.6	11.6	12.6	8.2	8.2	7.2	6.2	5.6	4.5	4.3
Smartphone applications 智能手機應用程式		3.2	1.2	3.5	1.4	-	-	-	-	-	-	-	-	-
Social media / Online forums 社交媒體 / 網上討論區		-	0.4	-	-	-	-	-	-	-	-	-	-	-
Email / Website advertisements 電郵 / 網頁廣告	-	19.5	17.3	5.7	6.9	7.3	1.0	1.6	1.3	1.1	-	-	-	-
Schools 學校	61.4	23.3	26.6	19.1	22.8	14.9	15.6	11.1	11.9	14.8	5.1	4.5	3.3	2.8
Advertisements in MTR 港鐵廣告	60.3	5.5	5.3	5.9	5.5	7.0	7.1	5.6	4.4	3.9	-	-	-	-
Advertisements on bus 巴士廣告		5.1	4.4	4.7	5.5	6.8	7.3	-	-	-	-	-	-	-
Advertisements on other public transport 其他公共交通上的廣告		-	-	-	-	-	-	-	-	-	-	-	-	-
Posters & printed promotional materials 海報及宣傳印刷品	46.5	6.9	11.2	7.9	5.0	7.9	6.8	7.4	8.0	9.7	4.7	4.8	4.1	5.7
Newspapers / Magazines 報章 / 雜誌	44.8	13.4	28.4	23.0	20.9	25.8	29.0	23.9	23.3	19.4	18.5	21.9	21.0	30.0
Exhibitions 展覽	36.9	0.3	0.7	1.3	0.4	0.2	0.6	0.2	-	0.5	-	-	-	-
Movie theatres 戲院	1.1	0.6	1.4	1.1	1.9	1.9	1.2	1.2	1.3	0.2	-	-	-	-
Shops 店舖	0.8	-	-	-	-	0.7	-	-	-	-	-	-	-	-
Don't know / Hard to say 不知道 / 很難說	2.7	3.9	11.9	3.4	0.3	0.3	2.4	7.6	6.1	13.1	16.8	19.1	25.1	19.8
Sample 樣本	1 000	1 003	1 005	1 005	1 001	1 005	1 003	1 206	1 214	1 231	1 003	1 016	1 002	1 009

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

(2) The answer options were read out in 2020.

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) 在 2020 年讀出答案選項。

3.5.3. Awareness of the IPD and its duties

對知識產權署及其職責的認知

Around two-thirds (66.9%) of the respondents were able to identify the IPD as the government department that was responsible for registration and promotion of IP rights in Hong Kong. There were, however, 33.1% of the respondents who were not aware of the IPD being responsible for these roles (any wrong

約三分之二 (66.9%) 的受訪者能夠正確地認出知識產權署是負責註冊及宣傳推廣知識產權的政府部門，但有 33.1% 的受訪者不知道知識產權署負責有關工作 (任何錯誤的答案或回答「不知道」)。

answer / answered “don’t know”).

Analysis by demographic sub-groups showed that respondents who aged below 50 (aged below 30, 72.5%; aged 30-49, 70.3%), who were working (71.4%) and who were with monthly personal income of \$20,000 or above (73.3%) were more likely to be aware that the IPD carried out registration and promotion of IP rights in Hong Kong.

The higher the education attainment (Primary or below, 36.9%; Secondary, 63.6%; Tertiary or above, 74.5%) the higher the awareness that the IPD is the government department responsible for registration and promotion of IP rights.

根據背景資料分析，50歲以下（30歲以下，72.5%；30-49歲，70.3%）、在職（71.4%）及個人每月收入\$20,000或以上（73.3%）的受訪者相對有較高比例知道知識產權署在香港負責註冊及宣傳推廣知識產權工作。

教育程度愈高的受訪者（小學或以下，36.9%；中學，63.6%；大專或以上，74.5%），知道知識產權署是負責註冊及宣傳推廣知識產權的政府部門的百分比就愈高。

(表 3.5.3a 及 b)

(Tables 3.5.3a & b)

Table 3.5.3a: The government department that is responsible for registration and promotion of IP rights in Hong Kong

表3.5.3a：香港負責知識產權註冊及宣傳推廣的政府部門

	2020 (%)	2018 (%)
Intellectual Property Department / IPD 知識產權署	66.9	26.0
Customs and Excise Department 香港海關	19.8	10.5
Commerce and Economic Development Bureau 商務及經濟發展局	5.2	1.0
Innovative and Technology Commission 創新科技署	3.1	-
Hong Kong Police 香港警務處	-	0.3
Don't know 不知道	5.0	62.2
Aware (answered “Intellectual Property Department” / IPD) 知道 (回答 “知識產權署”)	66.9	26.0
Not Aware (any wrong answer or answered “don’t know”) 不知道 (沒有正確答案或表示「不知道」)	33.1	74.0
Sample 樣本	1 000	1 003

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

(2) This question was amended in 2020. The original question in 2018 was “The government department that is responsible for promoting the protection of IP rights in Hong Kong”.

(3) The answer options were read out in 2020.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 本題於 2020 年作出修訂，本題在 2018 年為「香港負責推廣保護知識產權的政府部門」。

(3) 在 2020 年起讀出答案選項。

Table 3.5.3b: The government department that is responsible for registration and promotion of IP rights in Hong Kong – Bivariate analysis

表 3.5.3b : 香港負責知識產權註冊及宣傳推廣的政府部門 – 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 (%)	Second-ary 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 (%)
Intellectual Property Department / IPD 知識產權署	68.1	65.8	72.5	70.3	62.6	36.9	63.6	74.5	71.4	61.5	61.8	65.6	73.3
Any wrong answers 任何錯誤答案	31.9	34.2	27.5	29.7	37.4	63.1	36.4	25.5	28.6	38.5	38.2	34.4	26.7
Sample 樣本	471	529	181	328	491	81	391	522	555	442	400	182	361
χ^2	0.581		8.318*			48.516**			10.947**		11.698**		

* 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 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」的個案。

Annex 1: Enumeration Results

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 (1 000)	Successful enumerated 成功訪問	1 000
Unsuccessful cases 不成功個案 (843)	Mid way termination 中途拒絕	20
	Non-contact 未能接觸	426
	Refusal 拒絕接受訪問	397
Invalid cases 非目標個案 (557)	Long tone 電話長響	242
	Non residential number 非住宅號碼	91
	Fax number 傳真號碼	94
	Claimed wrong number 不正確電話	123
	Language problem 語言障礙	7
Overall 總計		2 400

Annex 2: Sample and Population Distribution

附錄二：樣本及人口分佈

Profile 年齡組別	Sample 樣本		Population 人口	
	No. of person 人數	(%)	No. of person 人數	(%)
Male 男性				
15 – 19	30	3.0	146 400	2.3
20 – 24	33	3.3	204 200	3.2
25 – 29	34	3.4	226 200	3.6
30 – 39	60	6.0	465 100	7.4
40 – 49	75	7.5	468 100	7.4
50 – 59	94	9.4	560 500	8.9
≥60	148	14.8	899 100	14.3
Subtotal 小計	474	47.4	2 969 600	47.1
Female 女性				
15 – 19	21	2.1	139 200	2.2
20 – 24	28	2.8	197 800	3.1
25 – 29	41	4.1	226 300	3.6
30 – 39	75	7.5	546 300	8.7
40 – 49	91	9.1	589 400	9.3
50 – 59	107	10.7	643 500	10.2
≥60	163	16.3	993 300	15.8
Subtotal 小計	526	52.6	3 335 800	52.9
Total 總計	1 000	100.0	6 305 400	100.0