

**Survey on Public Awareness of  
Intellectual Property Right Protection 2022  
- Report -**

**香港市民保護知識產權意識調查2022  
-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. Nielsen Media Hong Kong Limited was commissioned to conduct the latest round of the public survey between 18 November and 29 December 2022. A total of 1,001 respondents aged 15 or above were successfully enumerated by telephone. The response rate was 53.0%. This summary highlighted the major findings of the survey.

### 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。尼爾森媒體香港有限公司受委託於2022年11月18日至12月29日進行公眾調查，透過電話成功訪問 1,001名15歲或以上受訪者，回應率為 53.0%。本摘要概述主要的調查結果。

### Awareness of IP protection and IPD’s duties, and opinion towards the long-term development of IP protection

In terms of the awareness of the existence of legislation protecting IP rights in Hong Kong, significant improvement was observed. In particular, over 90% of respondents were aware of the existence of legislation protecting copyright (94.9%), trade marks (94.8%) and patents (93.2%). These results recorded the highest awareness level since 2008.

對保護知識產權和知識產權署工作的認知，以及對保護知識產權長遠發展的意見

受訪者對香港有保障知識產權法例的認知度有明顯增長。超過 90% 的受訪者知道香港有保障版權 ( 94.9% )、商標 ( 94.8% ) 和專利 ( 93.2% ) 的法例。這是自 2008 年以來的最高認知度。

Comparatively speaking, a lower proportion of respondents were aware of the existence of legislation protecting designs (57.7%), though it was significantly higher compared with the result in the 2020 survey (46.8%).

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 ( 57.7% )，然而這比例與 2020 年的調查結果 ( 46.8% ) 相比已有顯著增長。

In response to the question on which government department is responsible for registration of IP rights and promotion of awareness of IP protection in Hong Kong, nearly 80% of the respondents (78.6%) could identify

對於香港由哪個政府部門負責註冊知識產權及宣傳推廣對保護知識產權的認知，有近八成的受訪者 ( 78.6% ) 能正確指出知識產權署，有關認知率為比2020年的調查結果為高。

IPD, which was higher compared with the result in 2020.

In general, respondents were positive towards the long-term development of IP protection. Over 60% of the respondents considered that the protection of IP rights and developing Hong Kong as a regional IP trading centre would be helpful (“very helpful”/“quite helpful”) to the development of local arts, culture and creative industries (63.0%), the development of local innovation and technology (62.7%), promoting IP-related professional services in Hong Kong, such as legal and accounting services (61.7%), and attracting foreign investment and increasing the competitiveness of Hong Kong (60.0%).

整體而言，受訪者對保護知識產權的長遠發展感到相當正面。超過60%的受訪者認為保護知識產權及建設香港成為區域知識產權貿易中心，對本地創意產業和文化藝術的發展（63.0%）、本地創新科技的發展（62.7%）、推動香港有關知識產權的專業服務，例如法律及會計服務（61.7%），以及吸引外來資金及提升香港的競爭力（60.0%）有幫助（「非常有幫助」/「頗有幫助」）。

### **Behaviours and attitude towards IP protection in a digital environment**

在數碼環境中涉及保護知識產權保護的行為和態度

Majority of the respondents had uploaded, downloaded or played content from websites/streaming platforms using mobile phones/computers in the past year.

多數受訪者在過去一年內曾使用手機/電腦於網站/串流平台上載、下載或直接點播有關資訊。

Top three types of popular content were:

1. Video/movie/TV drama/documentary/live sports events (51.4%)
2. Music/concerts (32.3%)
3. Newspapers/magazines (28.7%)

最受歡迎的首三項資訊類型包括：

1. 影片/電影/電視劇/紀錄片/直播運動賽事（51.4%）
2. 音樂/演唱會（32.3%）
3. 報紙/雜誌（28.7%）

Among those who had uploaded, downloaded or played any type of content from websites/streaming platforms, only 13.4% of the respondents reported that they had uploaded, downloaded or played infringing content from unauthorised websites/streaming platforms in the past year.

在曾在網站/串流平台上載、下載或直接點播任何類型資訊的受訪者當中，只有13.4%的受訪者表示在過去一年內曾在未獲正式授權的網站/串流平台上載、下載或直接點播侵權的資訊。

In which, the top three reasons for not using authorised websites/streaming platforms to upload, download or play any content were:

1. Other channels for playing or download for free are available (42.9%);
2. More updated content (35.5%); and
3. Too expensive to use authorised websites (18.0%).

當中，不使用獲正式授權的網站 / 串流平台上載、下載或直接點播任何資訊的首三項原因為：

1. 有其他途徑免費點播 / 下載 ( 42.9% ) ；
2. 更新的資訊 ( 35.5% ) ；和
3. 使用獲正式授權的網站價錢太貴 ( 18.0% )

On the other hand, the top three reasons for using authorised websites/streaming platforms to upload, download or play different types of content were:

1. Convenient/can easily find the works/clear categorisation (26.0%);
2. Worry about getting infected by computer virus from illegal websites (22.9%); and
3. Comply with IP laws (17.5%).

另外，使用獲正式授權網站 / 串流平台上載、下載或直接點播不同類型資訊的首三項原因為：

1. 方便 / 可容易找到作品 / 分類清晰 ( 26.0% ) ；
2. 擔心在非法網站感染電腦病毒 ( 22.9% ) ；和
3. 遵守知識產權法例 ( 17.5% )

Compared with 2020 results, there were more responses being “cannot find required works from authorised websites” (2022, 14.1%; 2020, 2.7%) and “not aware of the authorised websites” (2022, 10.5%; 2020, 1.6%).

與 2020 年結果相比，有較多受訪者表示「在獲正式授權網站內找不到所需的作品」( 2022 年，14.1% ；2020 年，2.7% ) 和「不知道有獲正式授權網站的存在」( 2022 ， 10.5% ；2020 ， 1.6% ) 。

Most of the respondents (81.3%) agreed that “it is morally wrong to upload, download or play content from unauthorised websites/streaming platforms knowing that it is an infringement of IP rights”.

多數受訪者 ( 81.3% ) 同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站 / 串流平台上載、下載或直接點播有關資訊，是不道德的行為」。

### **Behaviours and attitude towards buying pirated/counterfeit goods**

### **購買盜版 / 冒牌貨品的行為和態度**

In the 2022 results, respondents who “seldom/never” bought pirated or counterfeit goods reached a new high (95.0%) since 1999. Only 3.7% of the respondents replied “yes” to whether they bought pirated/counterfeit goods, which was the same as the percentage of respondents who replied “often/sometimes” in 2020.

在是次2022年調查中，表示「很少 / 從來沒有」購買盜版 / 冒牌貨品的受訪者人數為自1999年以來的新高 ( 95.0% ) 。只有3.7% 的受訪者表示「有」購買盜版 / 冒牌貨品，與2020年回答「經常 / 有時」的人數百分比持平。

Pirated/counterfeit goods most commonly bought by respondents were “clothing and accessories (e.g. clothes, accessories, bags,

受訪者最常購買的盜版 / 冒牌貨品為「服飾 ( 例如衣服、配飾、袋、鞋 ) 」 ( 53.2% ) ，為自2004年以來最高。

shoes)” (53.2%) which was recorded at the highest since 2004.

The most frequent channel of buying pirated/counterfeit goods was “online shops/auction sites” (53.4%), followed by “physical shops/stores” (27.2%) and “social media” (10.8%).

An upward trend of buying pirated/counterfeit goods from “online shops/auction sites” (increased from 10.4% in 2016 to 53.4% in 2022) and “social media” (increased from 1.1% in 2016 to 10.8% in 2022) were observed while there was a downward trend for both buying from street stalls (decreased from 35.0% in 2016 to 5.6% in 2022) and from “physical shops/stores” (decreased from 47.3% in 2016 to 27.2% in 2022).

For those respondents who said they had bought pirated/counterfeit goods in the past year, the top three reasons were:

1. The genuine products were too expensive (79.7%);
2. At the point of purchase, not aware that the goods were pirated/counterfeit (9.4%); and
3. Other people use pirated/counterfeit goods too (4.8%)

On the other hand, for those respondents who said that they had not bought pirated/counterfeit goods in the past year, the top three reasons were:

1. No need to buy/not interested in pirated or counterfeit goods (37.6%);
2. Quality of genuine goods is guaranteed (36.3%); and
3. Respect and support IP rights/support genuine goods (19.8%)

The majority (84.1%) of the respondents agreed that “it is morally wrong to buy pirated/counterfeit goods knowing that it is an infringement of IP rights” which was at a similar

購買盜版 / 冒牌貨品最多用的途徑是「網絡商店 / 拍賣網站」( 53.4% )，其次是「實體商舖」( 27.2% ) 和「社交媒體」( 10.8% )。

經「網絡商店 / 拍賣網站」( 從 2016 年的 10.4% 上升至 2022 年的 53.4% ) 和「社交媒體」( 從 1.1% 上升至 2022 年的 10.8% ) 購買盜版 / 冒牌貨品的百分比有上升趨勢，而從「街上攤檔」( 從 2016 年的 35.0% 下降至 2022 年的 5.6% ) 和「實體商舖」購買 ( 從 2016 年的 47.3% 下降至 2022 年的 27.2% ) 則有下降趨勢。

受訪者在過去一年內有購買盜版 / 冒牌貨品的首三項原因為：

1. 正版貨品價錢太貴 ( 79.7% ) ；
2. 購買時不知道是盜版或冒牌貨品 ( 9.4% ) ；和
3. 人用我用 ( 4.8% ) 。

另一方面，受訪者在過去一年內沒有購買盜版 / 冒牌貨品的首三項原因為：

1. 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 ( 37.6% ) ；
2. 正版貨品質素有保證 ( 36.3% ) ；和
3. 尊重和支持知識產權 / 支持正版貨品 ( 19.8% )

多數受訪者 ( 84.1% ) 同意「在明知侵犯知識產權的情況下，仍然購買盜版 / 冒牌貨品是不道德的行為」，這與 2020 年的結果 ( 86.2% ) 相若。

level as that from the 2020 results (86.2%).

### **Opinion towards the “No Fakes Pledge” Scheme and ways to differentiate the lawfulness of a buying channel** 對「正版正貨承諾」計劃的意見及如何分辨購買途徑的合法性

The 2022 survey has recorded a high awareness of “No Fakes Pledge” Scheme similar to the 2020 results (76.4% in 2022; 77.3% in 2020). 2022 年的調查顯示，「正版正貨承諾」計劃的認知度維持與 2020 年相若的高水平 (2022 年，76.4%；2020 年，77.3%)。

The most frequently mentioned channels of acquaintance of “No Fakes Pledge” Scheme were “stickers/tent cards in shops” (2022, 82.6%; 2020, 72.1%) and “government advertisements on television” (2022, 75.3%; 2020, 73.1%), where both are of higher mention rates compared to those in 2020. 最普遍的認識「正版正貨承諾」計劃的途徑是「店舖內的標貼或座檯咭」(2022 年，82.6%；2020 年，72.1%) 和「電視上的政府宣傳片」(2022 年，75.3%；2020 年，73.1%)，兩者都比 2020 年有較高百份比。

Among those who were aware of the “No Fakes Pledge” Scheme, the majority (74.5%) 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 “Shopping Paradise”. 大部分 (74.5%) 對「正版正貨承諾」計劃有認識的受訪者認為「正版正貨承諾」計劃有助 (「非常有幫助」/「頗有幫助」) 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。

The top three ways used by respondents to differentiate whether a buying channel is legal/authorised or whether a buying channel is selling genuine goods or providing authorised uploading/downloading/streaming services were: 最多受訪者用來分辨一個購買途徑是否合法 / 獲正式授權的途徑，或購買途徑是否售賣正版貨品或提供獲正式授權的上載 / 下載 / 串流服務的首三種方法是：

1. Pay attention to the point of sales from advertisement (72.7%);
  2. Reference from someone I know (60.9%); and
  3. Whether the price is at genuine goods' price level (56%)
1. 留意廣告列出的銷售點 (72.7%) ;
  2. 認識的人介紹 (60.9%) ; 和
  3. 價格是否正版貨品的價錢 (56.0%)



## Effectiveness of different promotional channels in raising public awareness of IP protection

“Television/radio” (92.1%) was considered as the most effective channel to promote awareness of IP protection, followed by “internet/smartphone applications/social media /online forums” (85.1%), “schools” (84.5%) and “advertisements on public transport” (80.6%).

## Conclusion

The survey findings showed that most of the respondents had basic knowledge about IP rights, which was quite consistent with the findings of the previous rounds of survey. Most respondents knew the existence of legislation protecting copyright, trade marks and patents. Yet, their knowledge about protecting designs was not as strong as that of other IP rights.

The awareness of IPD’s duties was also quite high. Almost 80% of respondents were able to identify IPD among other government departments as being responsible for registration of IP rights and promotion of awareness of IP protection in Hong Kong.

Consistently a large proportion of respondents supported the long-term development of IP rights. Over 60% of respondents considered that the protection of IP rights and developing Hong Kong as a regional IP trading centre would be helpful to the development of local arts, culture and creative industries, the development of local innovation and technology, promoting IP-related professional services in Hong Kong, such as legal and accounting services, and attracting foreign investment and increasing the competitiveness of Hong Kong.

## 提升公眾對保護知識產權認知的有效宣傳途徑

受訪者認為「電視 / 電台」(92.1%)是推廣保護知識產權認知的最有效途徑，其次是「互聯網 / 智能手機應用程式 / 社交媒體 / 網上討論區」(85.1%)、「學校」(84.5%)和「公共交通工具廣告」(80.6%)。

## 總結

調查結果顯示大部分的受訪者對知識產權有基本的認識，與以往調查的整體結論一致。多數受訪者知道有法例保障版權、商標及專利。然而，他們對保護外觀設計的認識沒有如對其他知識產權般了解。

受訪者對知識產權署工作的認知度亦頗高，差不多80%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知識產權及宣傳推廣對保護知識產權的認知。

持續大比例的受訪者支持知識產權的長遠發展。超過60%受訪者認為保護知識產權及建設香港成為區域知識產權貿易中心，有助本地創意產業和文化藝術的發展，本地創新科技的發展，推動香港有關知識產權的專業服務，例如法律及會計服務，以及吸引外來資金及提升香港的競爭力。

With the popularity of conducting different activities in a digital environment, the majority of respondents had uploaded, downloaded or played content from websites/streaming platforms using mobile phones/computers in the past year.

隨著數碼環境的普及化，多數受訪者在過去一年內曾使用手機 / 電腦於網站 / 串流平台上載、下載或直接點播資訊。

Only 13.4% of the respondents reported that they had uploaded, downloaded or played infringing content from unauthorised websites/streaming platforms in the past year.

當中，只有13.4%的受訪者表示在過去一年內曾在任何未獲正式授權的網站 / 串流平台上載、下載或直接點播侵權的資訊。

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

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。而於網絡商店 / 拍賣網站購買盜版 / 冒牌貨品的百分比則有上升趨勢。

There were many more mentions of “respect and support IP rights/support genuine goods” as the reason for not buying pirated/counterfeit goods (19.8% in 2022; 2.3% in 2020).

更多受訪者因「尊重和支持知識產權 / 支持正版貨品」不購買盜版 / 冒牌貨品 ( 2022 年，19.8% ; 2020 年，2.3% ) 。

Price was a common consideration for buying both digital content and physical goods. It was also the key reason for buying pirated/counterfeit physical goods. On the other hand, “quality assurance”, “respect for IP” and “comply with IP laws” were the common reasons for buying legal/authorised digital content or physical goods.

價格是購買數碼內容和實體貨品的共同考慮因素，也是購買盜版 / 冒牌實體貨品的主要原因。另一方面，「質素保證」、「尊重知識產權」和「遵守知識產權法例」是購買合法 / 獲正式授權數碼內容或實體貨品的共同常見原因。

Majority of respondents agreed that “it is morally wrong to upload, download or play content from unauthorised websites/streaming platforms knowing that it is an infringement of IP rights” and “it is morally wrong to buy pirated/counterfeit goods knowing that it is an infringement of IP rights”. The results are similar to those in 2020.

多數受訪者同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站 / 串流平台上載、下載或直接點播有關資訊，是不道德的行為」及「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」，這與2020年的結果相若。

The awareness of “No Fakes Pledge” Scheme remained high, at a similar awareness level as 2020. Besides, a majority of the respondents considered “television/radio” (92.1%) was the most effective channel to promote awareness of IP protection.

大部分受訪者維持對「正版正貨承諾」計劃有高認知度，與2020年相若。此外，大多數受訪者認為「電視／電台」（92.1%）是推廣保護知識產權認知的最有效途徑。

## 2. INTRODUCTION

### 前言

#### 2.1. Background

In order to keep track of the public's awareness of IP rights, IPD has been conducting surveys on public awareness of intellectual property rights protection regularly since 1999. To evaluate the effectiveness of IPD's efforts in promoting awareness of IP protection among the general public, IPD has commissioned Nielsen Media Hong Kong Limited to conduct the new round of benchmarking survey in 2022 (the "Survey").

#### 2.2. Survey objectives

The objectives of the Survey are:

- To gauge the awareness of IP protection and IPD's duties, and opinion towards the long-term development of IP rights among general public;
- To understand the behaviours and attitude towards IP protection in a digital environment;
- To understand the behaviours and attitude towards buying pirated or counterfeit goods;
- To know the views of the public on "No Fakes Pledge" Scheme and their ways to differentiate the lawfulness of a buying channel;
- To evaluate the effectiveness of different IP promotional channels; and
- To assess the changes in public attitude towards IP protection over the past years since 1999.

#### 背景

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。尼爾森媒體香港有限公司受委託於2022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。

#### 調查目的

調查目的主要包括：

- 了解公眾對保護知識產權和知識產權署工作的認知，以及對知識產權長遠發展的意見；
- 了解公眾於數碼環境下對保護知識產權的行為和態度；
- 了解公眾對購買盜版或冒牌貨品的行為和態度；
- 了解公眾對「正版正貨承諾」計劃的看法以及如何分辨購買途徑的合法性；
- 評估不同的知識產權宣傳途徑的有效性；以及
- 比較自1999年以來公眾對保護知識產權的態度的轉變。

## 2.3. Survey methodology

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

The Survey was conducted with a random sample selected by a random sampling method. A total of 1,001 individuals aged 15 or above were successfully interviewed between 18 November, 2022 and 29 December, 2022. The response rate of the Survey was 53.0%. The interview results have been summarised in Annex 1.

Based on the achieved sample size, the degree of precision for the proportion estimation was  $\pm 3.1\%$  at the 95.0% confidence level. Data collected from the Survey were weighted to align with the sex-age distribution of the population (based on the data of the mid-2022 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 Annex 2.

## 調查方法

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。

調查以隨機抽樣方法抽取樣本，於2022年11月18日至12月29日期間，總計成功訪問了1,001名15歲或以上人士，回應率為53.0%。訪問結果概列於附錄一。

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2022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 and expected value  $\geq 5$ ” denoted that there were statistically significant differences between different sub-groups.

在列表中，「p-值 < 0.05 及預期值  $\geq 5$ 」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. Awareness of IP protection and IPD's duties, and opinion towards the long-term development of IP protection

對保護知識產權和知識產權署工作的認知，以及對保護知識產權長遠發展的意見

#### 3.1.1 Awareness of IP protection

對保護知識產權的認知

An increase of awareness of the existence of legislation protecting IP rights in Hong Kong was seen from the 2022 results. Over 90% of respondents were aware of the existence of legislation protecting copyright (94.9%), trade marks (94.8%) and patents (93.2%) in Hong Kong, which was the highest awareness level reported since 2008.

2022 年的調查結果顯示，受訪者對香港有保障知識產權法例的認知度有所提高。超過九成的受訪者知道香港有保障版權 (94.9%)、商標 (94.8%) 和專利 (93.2%) 的法例，這是自 2008 年以來的最高認知度。

A lower proportion of respondents were, however, aware of the existence of legislation protecting designs (57.7%) in Hong Kong. The result was similar to the findings in most of the previous surveys.

然而，知道香港有保障外觀設計法例的受訪者比例較低 (57.7%)。是次結果與以往大多數的調查結果相若。

(Tables 3.1.1a-d)

(表 3.1.1a-d)

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

表3.1.1a：是否知道香港有保障版權的法例

	2022	2020	2018	2016	2014	2012	2010	2008
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	94.9	89.6	84.6	85.8	89.9	85.4	89.3	87.4
No 沒有	3.8	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	1.3	7.2	10.2	9.5	5.7	6.5	6.3	8.8
Sample 樣本	1 001	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 3.1.1b: Whether aware of the existence of legislation protecting trade marks in Hong Kong**

**表3.1.1b : 是否知道香港有保障商標的法例**

	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	94.8	89.6	87.1	88.4	91.1	84.0	88.3	84.9
No 沒有	3.9	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	1.3	7.0	8.6	8.1	5.2	7.5	7.1	11.4
Sample 樣本	1 001	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 3.1.1c: Whether aware of the existence of legislation protecting patents in Hong Kong**

**表3.1.1c : 是否知道香港有保障專利的法例**

	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	93.2	87.4	89.4	87.6	88.3	85.3	86.4	84.7
No 沒有	4.5	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	2.3	8.4	6.0	9.9	4.2	7.2	9.6	11.5
Sample 樣本	1 001	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 designs in Hong Kong**

**表3.1.1d : 是否知道香港有保障外觀設計的法例**

	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	57.7	46.8	52.6	50.4	59.2	53.1	55.9	46.0
No 沒有	24.8	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	17.5	33.4	22.7	34.1	22.4	22.7	29.1	40.6
Sample 樣本	1 001	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 and patents in Hong Kong among respondents of different demographic characteristics. However, relatively higher proportions of working respondents (97.5%) and those who have a monthly household income of \$40,000 or above (97.8%) were aware of the existence of legislation protecting trade marks. More male respondents (74.4%) were aware of the existence of legislation protecting designs.

不同背景組別之間，對香港有保障版權及專利法例的認知比例沒有明顯差別。但是在職受訪者（97.5%）和家庭每月收入\$40,000或以上的受訪者（97.8%）知道有保障商標的法例的比例相對較高。另外男性受訪者（74.4%）相對有較高比例知道有保障外觀設計的法例。

(Tables 3.1.1e-h)

(表 3.1.1e-h)

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

**表 3.1.1e : 是否知道香港有保障版權的法例 – 雙變項分析**

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或 以上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes 有	96.6	95.8	98.6	96.4	95.2	88.0	95.5	97.8	97.2	94.8	94.8	96.8	97.4	94.0	96.7	96.8
No 沒有	3.4	4.2	1.4	3.6	4.8	12.0	4.5	2.2	2.8	5.2	5.2	3.2	2.6	6.0	3.3	3.2
Sample 樣本	453	536	189	339	461	66	392	528	554	433	471	129	356	202	279	422
χ <sup>2</sup>	0.370		3.706			16.855			3.536		3.950			3.413		

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 3.1.1f: Whether aware of the existence of legislation protecting trade marks in Hong Kong – Bivariate analysis**

**表 3.1.1f：是否知道香港有保障商標的法例– 雙變項分析**

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或以 上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes 有	95.3	96.7	98.4	96.7	95.0	86.3	95.6	97.8	97.5	94.3	94.3	97.5	98.0	92.5	96.4	97.8
No 沒有	4.7	3.3	1.6	3.3	5.0	13.7	4.4	2.2	2.5	5.7	5.7	2.5	2.0	7.5	3.6	2.2
Sample 樣本	452	537	188	339	462	65	396	526	552	435	474	126	356	203	281	422
χ <sup>2</sup>	1.232		4.289			22.658			6.759*		8.320			10.452*		

\*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。

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

**表 3.1.1g：是否知道香港有保障專利的法例– 雙變項分析**

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或以 上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes 有	95.0	95.7	96.6	97.0	93.9	88.2	95.1	96.9	96.2	94.6	94.5	95.9	96.2	93.4	96.0	96.1
No 沒有	5.0	4.3	3.4	3.0	6.1	11.8	4.9	3.1	3.8	5.4	5.5	4.1	3.8	6.6	4.0	3.9
Sample 樣本	445	533	185	331	462	67	393	515	545	431	468	128	350	202	278	414
χ <sup>2</sup>	0.311		4.880			11.594			1.349		1.319			2.652		

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 designs in Hong Kong – Bivariate analysis**

**表 3.1.1h : 是否知道香港有保障外觀設計的法例— 雙變項分析**

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或 以上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes 有	74.4	66.2	70.0	72.1	68.4	62.8	72.4	69.2	71.8	67.8	68.4	71.5	72.1	69.0	69.4	71.7
No 沒有	25.6	33.8	30.0	27.9	31.6	37.2	27.6	30.8	28.2	32.2	31.6	28.5	27.9	31.0	30.6	28.3
Sample 樣本	386	447	178	284	371	57	318	456	464	367	397	110	301	171	238	356
$\chi^2$	6.717*		1.065			2.604			1.515		1.209			0.570		

\*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。

### 3.1.2 Awareness of IPD and its duties

#### 對知識產權署及其工作的認知

Close to eight in ten (78.6%) respondents were able to identify IPD as the government department responsible for registration of IP rights and promotion of awareness of IP protection in Hong Kong. The awareness level was higher compared with the result in 2020. There were, however, 21.4% of the respondents who were not aware of IPD being responsible for these roles (any wrong answer/answered “don’t know”).

近八成（78.6%）的受訪者能夠正確地認出知識產權署是香港負責註冊知識產權及宣傳推廣對保護知識產權的認知的政府部門，比2020年的調查結果為高。然而，有21.4%的受訪者則不知道知識產權署是負責有關工作（任何錯誤答案/回答「不知道」）。

Analysis by demographic sub-groups showed that more educated respondents (tertiary or above) (84.0%) were more likely to be aware of the roles of IPD.

按背景資料分析，受較高教育程度的受訪者（大專或以上）（84.0%）相對有較高百分比知道知識產權署的職能。

(Tables 3.1.2a-b)

(表 3.1.2a-b)

**Table 3.1.2a: The government department that is responsible for registration of IP rights and promotion of awareness of IP protection in Hong Kong**

表3.1.2a：香港負責註冊知識產權及宣傳推廣對保護知識產權的認知的政府部門

	2022 (%)	2020 (%)
Intellectual Property Department/IPD 知識產權署	78.6	66.9
Customs and Excise Department 香港海關	15.1	19.8
Commerce and Economic Development Bureau 商務及經濟發展局	3.1	5.2
Innovative and Technology Commission 創新科技署	1.3	3.1
Hong Kong Police 香港警務處	-	-
Don't know 不知道	1.9	5.0
Aware (answered “Intellectual Property Department”/IPD) 知道 (回答 “知識產權署”)	78.6	66.9
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”)	21.4	33.1
Sample 樣本	1 001	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 3.1.2b: The government department that is responsible for registration of IP rights and promotion of awareness of IP protection in Hong Kong – Bivariate analysis**

**表 3.1.2b : 香港負責註冊知識產權及宣傳推廣對保護知識產權的認知的政府部門 – 雙變項分析**

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或以 上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Intellectual Property Department 知識產權署	78.0	81.7	86.2	79.9	78.4	75.1	76.3	84.0	81.9	77.9	77.0	84.2	82.9	76.6	80.7	81.5
Incorrect 任何錯誤答案	22.0	18.3	13.8	20.1	21.6	24.9	23.7	16.0	18.1	22.1	23.0	15.8	17.1	23.4	19.3	18.5
Sample 樣本	444	539	189	333	461	68	390	522	548	433	472	127	352	203	277	419
$\chi^2$	2.130		4.502			9.583*			2.430		5.937			2.273		

\*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" 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。

### 3.1.3 Opinion towards the long-term development of IP protection

#### 對保護知識產權長遠發展的意見

Over 60% of the respondents considered that the protection of IP rights and developing Hong Kong as a regional IP trading centre would be helpful (“very helpful”/“quite helpful”) to the development of local arts, culture and creative industries (63.0%), the development of local innovation and technology (62.7%), promoting IP-related professional services in Hong Kong, such as legal and accounting services (61.7%), and attracting foreign investment and increasing the competitiveness of Hong Kong (60.0%).

超過六成的受訪者認為保護知識產權及建設香港成為區域知識產權貿易中心，對本地創意產業和文化藝術的發展（63.0%）、本地創新科技的發展（62.7%）、推動香港有關知識產權的專業服務，例如法律及會計服務（61.7%），以及吸引外來資金及提升香港的競爭力（60.0%）有幫助（「非常有幫助」/「頗有幫助」）。

(Tables 3.1.3a–d)

(表 3.1.3a-d)

**Table 3.1.3a: Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help the development of local arts, culture and creative industries**

表3.1.3a：認為保護知識產權及建設香港成為區域知識產權貿易中心對促進本地創意產業及文化藝術發展是否有幫助

	2022	2020	2018	2016	2014	2012	2010	2008	2005	2004	2003
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Very helpful 非常有幫助	32.3	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	30.7	30.2	47.5	44.7	48.6	45.5	52.5	52.1	54.2	55.0	46.1
Average 一般	29.8	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	5.0	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	1.8	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	0.3	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	63.0	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	6.8	3.8	3.8	6.7	6.8	9.7	4.1	5.6	7.3	6.5	7.4
Sample 樣本	1 001	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. The question was amended in 2022.

(2) The original question asked in 2020 was “Whether the protection of IP rights can help the development of the local creative industries”.

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 2022 年作出修訂，本題在 2020 年為「認為保護知識產權對促進本地創意產業是否有幫助」。

**Table 3.1.3b: Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help the development of local innovation and technology**

表3.1.3b：認為保護知識產權及建設香港成為區域知識產權貿易中心對促進本地創新科技發展是否有幫助

	2022 (%)
Very helpful 非常有幫助	33.0
Quite helpful 頗有幫助	29.7
Average 一般	27.1
Not quite helpful 沒大幫助	7.7
Not helpful at all 完全沒有幫助	2.2
Don't know/hard to say 不知道 / 很難說	0.2
Very helpful/quite helpful 非常有幫助 / 頗有幫助	62.7
Not quite helpful/not helpful at all 沒大幫助 / 完全沒有幫助	9.9
Sample 樣本	1 001

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

**Table 3.1.3c: Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help promote IP-related professional services in Hong Kong, such as legal and accounting services**

表3.1.3c：認為保護知識產權及建設香港成為區域知識產權貿易中心對推動香港有關知識產權的專業服務，例如法律和會計等是否有幫助

	2022 (%)
Very helpful 非常有幫助	31.7
Quite helpful 頗有幫助	30.0
Average 一般	27.6
Not quite helpful 沒大幫助	8.0
Not helpful at all 完全沒有幫助	2.2
Don't know/hard to say 不知道 / 很難說	0.4
Very helpful/quite helpful 非常有幫助 / 頗有幫助	61.7
Not quite helpful/not helpful at all 沒大幫助 / 完全沒有幫助	10.2
Sample 樣本	1 001

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

**Table 3.1.3d: Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help attract foreign investment and increase Hong Kong's competitiveness**

表3.1.3d：認為保護知識產權及建設香港成為區域知識產權貿易中心對吸引外來投資及提升香港競爭力是否有幫助

	2022 (%)	2020 (%)
Very helpful 非常有幫助	29.7	48.7
Quite helpful 頗有幫助	30.3	30.6
Average 一般	24.4	12.5
Not quite helpful 沒大幫助	10.4	4.3
Not helpful at all 完全沒有幫助	4.7	1.5
Don't know/hard to say 不知道 / 很難說	0.4	2.5
Very helpful/quite helpful 非常有幫助 / 頗有幫助	60.0	79.3
Not quite helpful/not helpful at all 沒大幫助 / 完全沒有幫助	15.1	5.8
Sample 樣本	1 001	1 000

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

(2) The question was amended in 2022. The original question asked in 2020 was "Whether the protection of IP rights can help attract foreign investment to Hong Kong".

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2022年作出修訂，本題在2020年為「認為保護知識產權對吸引外來投資是否有幫助」。

More male respondents (66.8%), higher personal income respondents ( $\geq$ \$20,000 per month) (70.3%) and higher household income respondents ( $\geq$ \$40,000 per month) (68.8%) indicated that the protection of IP rights and developing Hong Kong as a regional IP trading centre can help the development of local arts, culture and creative industries. 較多男性受訪者 (66.8%)、較高個人收入受訪者 (每月\$20,000或以上) (70.3%) 和較高家庭收入受訪者 (每月\$40,000或以上) (68.8%) 表示，保護知識產權和發展香港成為區域知識產權貿易中心對發展本地創意產業和文化藝術有幫助。

More educated respondents (tertiary or above) (68.7%) and higher household income respondents ( $\geq$ \$40,000 per month) (67.2%) agreed that the protection of IP rights and developing Hong Kong as a regional IP trading centre would help the development of local innovation and technology. 較高教育程度的受訪者 (大專或以上) (68.7%) 和較高家庭收入受訪者 (每月\$40,000或以上) (67.2%) 認同保護知識產權和發展香港成為區域知識產權貿易中心對本地創新科技的發展有幫助。



On the other hand, more educated respondents (tertiary or above) (64.2%), more working respondents (63.5%), higher personal income respondents ( $\geq \$20,000$  per month) (66.0%) and higher household income respondents ( $\geq \$40,000$  per month) (64.8%) expressed a positive opinion towards the protection of IP rights and considered that developing Hong Kong as a regional IP trading centre can promote IP-related professional services in Hong Kong, such as legal and accounting services.

另一方面，較多受較高教育程度的受訪者（大專或以上）（64.2%）、在職的受訪者（63.5%）、較高個人收入受訪者（每月\$20,000或以上）（66.0%）和較高家庭收入受訪者（每月\$40,000或以上）（64.8%）對保護知識產權表示肯定，認為香港發展為區域知識產權貿易中心可促進香港與知識產權相關的專業服務，例如法律及會計服務。

(Tables 3.1.3e-h)

(表 3.1.3e-h)

**Table 3.1.3e: Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help the development of local arts, culture and creative industries – Bivariate analysis**

表3.1.3e：認為保護知識產權及建設香港成為區域知識產權貿易中心對促進本地創意產業及文化藝術發展是否有幫助 – 雙變項分析

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	$\geq 50$	Primary or below 小學或以下	Secondary 中學	Tertiary or above 大專或以上	Working Status 在職	Non working 非在職	No income 沒有收入/ \$10,000	\$10,000 - \$19,999	$\geq \$20,000$	<\$20,000	\$20,000 - \$39,999	$\geq \$40,000$
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very helpful/ quite helpful 非常有幫助 / 頗 有幫助	66.8	60.3	70.3	64.2	60.5	34.4	61.7	69.0	64.1	62.3	60.8	52.5	70.3	55.3	64.0	68.8
Average 一般	25.1	33.8	22.8	28.5	33.0	59.8	30.3	24.9	29.1	30.9	32.2	38.1	24.4	38.4	27.5	26.4
Not that helpful/ not helpful at all 沒大幫助 / 完全 沒有幫助	8.1	5.8	6.9	7.3	6.5	5.7	8.0	6.1	6.8	6.9	7.0	9.4	5.2	6.3	8.4	4.8
Sample 樣本	454	544	189	340	469	69	397	529	557	439	479	129	357	207	283	421
$\chi^2$	9.752*		6.445			41.582			0.381		15.357*			15.260*		

\*p-value < 0.05 and expected value  $\geq 5$

\*p-值 < 0.05 及 預期值  $\geq 5$

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。

**Table 3.1.3f: Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help the development of local innovation and technology – Bivariate analysis**

**表3.1.3f：認為保護知識產權及建設香港成為區域知識產權貿易中心對促進本地創新科技發展是否有幫助 – 雙變項分析**

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或以 上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very helpful/ quite helpful 非常有幫助 / 頗有幫助	63.5	62.4	65.3	62.1	62.7	48.1	58.3	68.7	63.3	62.4	62.0	52.7	66.2	56.3	62.9	67.2
Average 一般	25.7	28.4	27.6	28.2	26.4	37.5	31.5	22.3	27.7	26.7	27.2	34.9	25.6	32.9	25.7	26.0
Not that helpful/not helpful at all 沒大幫助/ 完全沒有幫 助	10.8	9.2	7.1	9.7	10.9	14.5	10.2	8.9	9.0	10.9	10.8	12.5	8.2	10.8	11.4	6.8
Sample 樣本	455	544	190	340	469	69	398	529	557	440	480	129	357	207	283	422
$\chi^2$	1.393		2.216			19.085*			0.964		7.966			10.419*		

\*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。

**Table 3.1.3g : Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help promote IP-related professional services in Hong Kong, such as legal and accounting services – Bivariate analysis**

表3.1.3g：認為保護知識產權及建設香港成為區域知識產權貿易中心對推動香港有關知識產權的專業服務，例如法律和會計等是否有幫助 – 雙變項分析

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或以 上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very helpful/ quite helpful 非常有幫助 / 頗 有幫助	61.8	62.2	60.4	61.1	63.1	43.5	62.8	64.2	63.5	60.3	60.5	56.1	66.0	59.7	60.0	64.8
Average 一般	28.5	27.0	30.9	28.2	26.5	37.6	25.1	28.5	28.6	26.7	26.8	31.3	28.2	25.4	30.9	28.5
Not that helpful/ not helpful at all 沒大幫助 / 完全 沒有幫助	9.7	10.7	8.7	10.8	10.4	18.9	12.1	7.4	8.0	13.0	12.7	12.6	5.8	14.8	9.1	6.7
Sample 樣本	454	543	190	339	468	69	397	528	557	438	478	129	357	207	282	421
$\chi^2$	0.460		1.507			19.670*			6.727*		13.090*			12.390*		

\*p-value < 0.05 and expected value  $\geq 5$

\*p-值 < 0.05 及 預期值  $\geq 5$

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。

**Table 3.1.3h: Whether the protection of IP rights and developing Hong Kong as a regional IP trading centre can help attract foreign investment and increase Hong Kong's competitiveness – Bivariate analysis**

表3.1.3h：認為保護知識產權及建設香港成為區域知識產權貿易中心對吸引外來投資及提升香港競爭力是否有幫助 – 雙變項分析

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或以 上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very helpful/ quite helpful 非常有幫助 / 頗有幫助	56.9	63.1	63.2	57.6	61.2	53.6	60.2	61.3	59.1	61.7	61.0	56.6	60.6	53.2	60.0	65.0
Average 一般	26.0	23.3	18.9	26.8	24.6	24.7	24.3	24.5	26.6	21.7	22.3	26.8	26.9	28.6	26.3	22.3
Not that helpful/not helpful at all 沒大幫助 / 完 全沒有幫助	17.1	13.6	17.9	15.6	14.2	21.7	15.5	14.1	14.2	16.5	16.6	16.7	12.6	18.1	13.7	12.7
Sample 樣本	455	542	190	339	468	69	397	528	556	439	478	129	357	206	283	421
$\chi^2$	4.234		4.415			3.179			3.612		4.767			8.866		

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 protection in a digital environment 在數碼環境中涉及保護知識產權的行為和態度

### 3.2.1. Types of content that had been uploaded, downloaded or played from websites/streaming platforms using mobile phones/computers in the past year 過去一年內使用手機 / 電腦於網站 / 串流平台上載、下載或直接點播的資訊類型

A majority of the respondents had uploaded, downloaded or played content from websites/streaming platforms using mobile phones/computers in the past year. “Video/movie/TV drama/documentary/live sports events” (51.4%) was the most popular content uploaded, downloaded or played from websites/streaming platforms in the past year, followed by “music/concerts” (32.3%) and “newspapers/magazines” (28.7%).

多數受訪者在過去一年內曾使用手機 / 電腦於網站 / 串流平台上載、下載或直接點播有關資訊。「影片 / 電影 / 電視劇 / 紀錄片 / 直播運動賽事」( 51.4% ) 是過去一年內在網站 / 直播平台上載、下載或直接點播最多的資訊，其次是「音樂 / 演唱會」( 32.3% ) 和「報紙 / 雜誌」( 28.7% )。

Only 10.8% of the respondents reported that they had not had a habit of using the internet and there were 18.3% who reported that they had not uploaded, downloaded or played any type of content from websites/streaming platforms using mobile phones/computers in the past year.

只有 10.8% 的受訪者表示沒有使用互聯網的習慣，以及 18.3% 的受訪者表示沒有在過去一年內使用手機 / 電腦於網站 / 串流平台上載、下載或直接點播任何類型的資訊。

(Table 3.2.1a)

(表 3.2.1a)

**Table 3.2.1a: Types of content that had been uploaded, downloaded or played from websites/streaming platforms using mobile phones/computers in the past year**

**表3.2.1a：過去一年內使用手機／電腦於網站／串流平台上載、下載或直接點播的資訊類型**

	2022 (%)
Video/movie/TV drama/documentary/live sports events 影片 / 電影 / 電視劇 / 紀錄片 / 直播運動賽事	51.4
Music/concert 音樂 / 演唱會	32.3
Newspaper/magazine 報紙 / 雜誌	28.7
Gaming software 遊戲軟件	24.1
Computer software 電腦軟件	22.7
Electronic book/audio book 電子書 / 有聲書	20.9
Textbook/examination paper/tutorial class notes/reference book 教科書 / 試題 / 補習社筆記 / 參考書	12.7
News and current affairs 新聞時事	0.7
Pictures 圖片	0.3
Others 其他	1.8
Had not uploaded, downloaded or played any content from websites/streaming platforms 沒有於網站 / 串流平台上載、下載或直接點播任何資訊	18.3
Had not had a habit of using the internet 沒有上網的習慣	10.8
Don't know/hard to say/can't remember 不知道 / 很難說 / 不記得	0.1
Sample 樣本	1 001

Notes: (1) Percentages may not add to 100 due to rounding of figures.  
(2) The sum of % may not add up to 100 as respondents could give multiple answers.  
註： (1) 由於進位關係，個別欄的百分比總和或不等於100%。  
(2) 由於受訪者可提供多於一個答案，百分比總和或不等於100%。

### 3.2.2 Whether uploaded, downloaded or played any infringing content from unauthorised websites/streaming platforms in the past year

過去一年內有否於未獲正式授權的網站 / 串流平台上載、下載或直接點播任何侵權的資訊

Among those who had uploaded, downloaded or played any type of content from websites/streaming platforms using mobile phones/computers in the past year, only 13.4% of the respondents reported that they had uploaded, downloaded or played infringing content from unauthorised websites/streaming platforms in the past year.

在過去一年內曾使用手機 / 電腦於網站 / 串流平台上載、下載或直接點播任何類型的資訊的受訪者當中，只有13.4%的受訪者表示在過去一年內曾在未獲正式授權的網站 / 串流平台上載、下載或直接點播侵權的資訊。

Analysis by demographic sub-groups reflected that more male respondents (18.7%) and younger respondents (aged below 30) (27.0%) had uploaded, downloaded or played infringing content from unauthorised websites/ streaming platforms.

按背景資料分析，較多男性受訪者 ( 18.7% ) 和較年輕受訪者 ( 30 歲以下 ) ( 27.0% ) 曾在任何未獲正式授權的網站 / 串流平台上載、下載或直接點播侵權的資訊。

Also, the younger the respondents, the higher the tendency of uploading, downloading or playing infringing content from unauthorised websites/streaming platforms (aged below 30, 27.0%; aged 30-49 , 14.2%; aged 50 or above, 8.1%).

另外，年紀愈輕的受訪者也愈傾向於未獲正式授權的網站 / 串流平台上載、下載或直接點播侵權的資訊 ( 30 歲以下，27.0% ; 30-49 歲，14.2% ; 50 歲或以上，8.1% ) 。

(Tables 3.2.3a-b)

(表 3.2.3a-b)

**Table 3.2.2a: Whether uploaded, downloaded or played any infringing content from unauthorised websites/streaming platforms in the past year**

表3.2.2a：過去一年內有否於未獲正式授權的網站 / 串流平台上載、下載或直接點播任何侵權的資訊

	2022 (%)
Yes 有	13.4
No 沒有	78.4
Don't know/hard to say/can't remember 不知道 / 很難說 / 不記得	8.1
Sample: Among respondents who had uploaded, downloaded or played any type of content from websites/streaming platforms in the past year 樣本：以所有過去一年內有於網站 / 串流平台上載、下載或直接點播任何類型的資訊的人士為基數	709
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 uploaded, downloaded or played any infringing content from unauthorised websites/ streaming platforms in the past year- Bivariate analysis**

表 3.2.2b：過去一年內於有否未獲正式授權的網站 / 串流平台上載、下載或直接點播任何侵權的資訊 – 雙變項分析

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或 以上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes 有	18.7	10.8	27.0	14.2	8.1	-	9.6	18.1	15.3	13.3	13.3	18.5	15.1	10.7	14.6	16.9
No 沒有	81.3	89.2	73.0	85.8	91.9	100.0	90.4	81.9	84.7	86.7	86.7	81.5	84.9	89.3	85.4	83.1
Sample 樣本	324	345	173	266	230	15	229	423	435	233	258	94	292	88	185	338
χ <sup>2</sup>	8.533*		26.208*			11.681			0.477		1.470			2.312		

\*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/can't remember" were excluded.  
註：(1) 由於進位關係，個別欄的百分比總和或不等於100%。  
(2) 撇除了回答「不知道 / 很難說 / 不記得」的個案。



### 3.2.3 Reasons for not using authorised websites/streaming platforms to upload, download or play any content

不使用獲正式授權的網站 / 串流平台上載、下載或直接點播任何資訊的原因

The top three reasons for not using authorised websites/streaming platforms to upload, download or play any content were:

1. Other channels for playing or download for free are available (42.9%);
2. More updated content (35.5%); and
3. Too expensive to use authorised websites (18.0%)

受訪者不使用獲正式授權的網站 / 串流平台上載、下載或直接點播任何資訊的首三項原因為：

1. 有其他途徑免費點播 / 下載 ( 42.9% ) ；
2. 更新的資訊 ( 35.5% ) ； 和
3. 使用獲正式授權的網站價錢太貴 ( 18.0% )

Compared with 2020 survey results, there were significant increases in the responses being “cannot find required works from authorised websites” (2022, 14.1%; 2020, 2.7%) and “not aware of the authorised websites” (2022, 10.5%; 2020, 1.6%).

與 2020 年調查結果相比，「在獲正式授權網站內找不到所需的作品」( 2022 年， 14.1% ; 2020 年， 2.7% ) 和「不知道有獲正式授權網站的存在」( 2022 年， 10.5% ; 2020 年， 1.6% ) 的百分比有顯著增加。

(Table 3.2.3a)

(表 3.2.3a)

**Table 3.2.3a: Reasons for not using authorised websites/streaming platforms to upload, download or play any content  
(Spontaneous mention)**

表3.2.3a：不使用獲正式授權的網站 / 串流平台上載、下載或直接點播任何資訊的原因（沒有提示作答）

	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Other channels for playing for free are available 有途徑免費點播		25.3	17.6	14.6	13.4	10.8	4.9	0.8
Other channels for free downloading are available 有途徑免費下載	42.9	9.2	11.3	10.3	17.8	14.0	10.9	0.8
More updated content 更新的資訊	35.5	-	-	-	-	-	-	-
Too expensive to use authorised websites 使用獲正式授權的網站價錢太貴	18.0	7.3	8.1	11.7	23.4	19.6	9.0	15.8
Cannot find required works from authorised websites 在獲正式授權網站內找不到所需的作品	14.1	2.7	-	1.6	0.9	1.3	2.0	8.9
Not aware it is an unauthorised website/platform at the point of use 使用時不知道該網站是未獲正式授權的網站 / 平台	11.7	-	-	-	-	-	-	-
Not aware of the authorised websites 不知道有獲正式授權網站的存在	10.5	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	4.0	1.3	-	-	-	-	-	-
Others/no specific reason 其他 / 沒有特定原因	18.2	1.4	-	1.6	-	0.2	0.3	-
Sample : Among all persons who had not used authorised websites/streaming platforms to upload, download or play any content in the past year 樣本: 以所有於過去一年沒有使用獲正式授權的網站 / 串流平台上載、下載或直接點播任何資訊的人士為基數	104	371	432	463	448	453	485	526
Notes:	(1) The sum of % may not add up to 100 as respondents could give multiple answers and options in previous surveys but no longer applied to the 2022 survey were removed.							
	(2) The question was amended in 2022. The original question asked in 2020 was "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.							
註:	(1) 由於受訪者可提供多於一個答案，及出現在之前的調查但不適用於2022調查的選項已被移除，百分比總和或不等於100%。							
	(2) 本題於2022年作出修訂，本題在2020年為「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」。							

### 3.2.4 Reasons for using authorised websites/streaming platforms to upload, download or play different types of content

使用獲正式授權的網站 / 串流平台上載、下載或直接點播不同類型資訊的原因

The top three reasons for using authorised websites/streaming platforms to upload, download or play different types of content were:

1. Convenient/can easily find the works/clear categorisation (26.0%);
2. Worry about getting infected by computer virus from illegal websites (22.9%); and
3. Comply with IP laws (17.5%).

受訪者會使用獲正式授權網站 / 串流平台上載、下載或直接點播不同類型資訊的首三項原因為：

1. 方便 / 可容易找到作品 / 分類清晰 ( 26.0% ) ；
2. 擔心在非法網站感染電腦病毒 ( 22.9% ) ；和
3. 遵守知識產權法例 ( 17.5% )

Compared with previous surveys, it is noteworthy that the percentages of the top three reasons above were all significantly higher.

與以往的調查比較，值得注意的是以上首三項原因於是次調查中的百分比均有顯著上升。

(Table 3.2.4a)

(表 3.2.4a)

**Table 3.2.4a: Reasons for using authorised websites/streaming platforms to upload, download or play different types of content (Spontaneous mention)**

表3.2.4a：使用獲正式授權的網站 / 串流平台上載、下載或直接點播不同類型資訊的原因（沒有提示下作答）

	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Convenient/can easily find the works/clear categorisation 方便 / 可容易找到作品 / 分類清晰	26.0	11.9	18.0	12.3	3.5	10.4	15.7	5.7
Worry about getting infected by computer virus from illegal websites 擔心在非法網站感染電腦病毒	22.9	4.1	-	-	0.4	0.8	1.6	-
Comply with IP laws 遵守知識產權法例	17.5	2.5	2.1	1.2	1.4	0.4	6.6	0.7
Better quality assurance 質素有保證	16.0	23.4	33.0	24.6	51.2	24.9	22.9	25.7
Respect and support IP rights 尊重和支持知識產權	12.1	35.9	29.3	35.7	32.0	52.7	48.0	62.9
Affordable/free of charge 經濟條件許可 / 免費	10.2	5.4	3.2	3.8	1.0	3.9	3.7	3.6
Give support to the creative industries (artists, singers, etc.) 支持創意工業（藝人及歌手等）	9.4	32.3	23.4	24.8	23.8	18.7	13.1	21.4
Personal preference 個人喜好	5.4	-	-	-	-	-	-	-
Exclusive on authorised websites/streaming platforms 只在獲正式授權的網站 / 串流平台才提供	4.4	-	-	-	-	-	-	-
In line with one's principle 符合個人原則	2.4	15.0	-	-	-	-	-	-
Cannot find required works from unauthorised websites 在未獲正式授權的網站找不到所需的作品	2.1	-	-	-	-	-	-	-
No/less advertisement 沒有 / 少廣告	2.0	-	-	-	-	-	-	-
Other websites do not offer such product/service 其他網站沒提供此產品 / 服務	-	9.9	-	-	-	-	-	-
Need the product/service 需要此產品 / 服務	-	2.1	18.3	-	-	-	-	-
Others 其他原因	4.9	-	-	-	-	-	-	-
Don't know/hard to say 不知道 / 很難說	9.8	-	-	-	-	-	-	-
Sample: Among all persons who had used authorised websites/streaming platforms to upload, download or play any content in the past year 樣本：以所有於過去一年有使用獲正式授權的網站 / 串流平台上載、下載或直接點播任何資訊的人士為基數	565	511	343	325	284	255	206	140

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

(2) The question was amended in 2022. The original question asked in 2020 was "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".

註：(1) 由於受訪者可提供多於一個答案，百分比總和或不等於 100%。

(2) 本題於 2022 年作出修訂，本題在 2020 年為「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」。

### 3.2.5 Whether agreeing that “it is morally wrong to upload, download or play content from unauthorised websites/streaming platforms 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，仍然在未獲正式授權的網站 / 串流平台上載、下載或直接點播有關資訊，是不道德的行為」

Most of the respondents (81.3%) agreed that “it is morally wrong to upload, download or play content from unauthorised websites/streaming platforms knowing that it is an infringement of IP rights”.

多數受訪者 ( 81.3% ) 同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站 / 串流平台上載、下載或直接點播有關資訊，是不道德的行為」。

Analysis by demographic sub-groups showed that more of the respondents who had attained higher education (attained secondary education (86.5%) and tertiary education (85.4%)) agreed that “it is morally wrong to upload, download or play content from unauthorised websites/streaming platforms knowing that it is an infringement of IP rights”.

按背景資料分析，接受過高等教育 ( 中學教育 ( 86.5% ) 和大專或以上 ( 85.4% ) ) 的受訪者較高百分比同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站 / 串流平台上載、下載或直接點播有關資訊，是不道德的行為」。

(Tables 3.2.5a-b)

( 表 3.2.5a-b )

**Table 3.2.5a: Whether agreeing that "It is morally wrong to upload, download or play content from unauthorised websites/streaming platforms knowing that it is an infringement of IP rights"**

表3.2.5a：是否同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站/串流平台上載、下載或直接點播有關資訊，是不道德的行為」

	2022	2020		2018		2016		2014		2012	2010	2008
	(a) (%)	(b) (%)	(a) (%)	(b) (%)	(a) (%)	(b) (%)	(a) (%)	(b) (%)	(a) (%)	(a) (%)	(a) (%)	
Agree 同意	81.3	86.4	80.1	80.8	70.2	77.3	64.5	69.5	59.4	72.3	76.1	80.3
Disagree 不同意	14.8	7.9	12.8	11.6	22.7	12.1	20.3	22.5	32.4	20.7	19.8	17.3
Don't know/hard to say 不知道/很難說	3.8	5.7	7.1	7.5	7.1	10.6	15.2	7.9	8.2	7.1	4.0	2.4
Sample (2022): All respondents Sample (prior to 2022): Among all persons who use the internet 樣本 (2022 年)：所有人 樣本 (2022 年前)：以所有有上網習慣的人士為基數	1 001	893	893	775	775	788	788	732	732	709	691	666

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

(a) The question was amended in 2022. The original question asked in 2020 was "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".

(b) The question was amended in 2022. The original question asked in 2020 was "Whether agreeing that "it is morally wrong to listen to music or watch movies/TV shows online knowing that they were pirated versions".

註：(1) 由於進位關係，個別欄的百分比總和或不等於100%。

(a) 本題於2022年作出修訂，本題在2020年為「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」。

(b) 本題於2022年作出修訂，本題在2020年為「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」。

**Table 3.2.5b: Whether agreeing that "It is morally wrong to upload, download or play content from unauthorised websites/streaming platforms knowing that it is an infringement of IP rights" – Bivariate analysis**

表 3.2.5b：是否同意「在明知侵犯知識產權的情況下，仍然在未獲正式授權的網站/串流平台上載、下載或直接點播有關資訊，是不道德的行為」- 雙變項分析

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或以 上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Agree 同意	82.9	86.0	81.1	86.1	84.6	69.3	86.5	85.4	83.7	85.6	84.9	78.3	87.1	81.4	85.2	86.4
Disagree 不同意	17.1	14.0	18.9	13.9	15.4	30.7	13.5	14.6	16.3	14.4	15.1	21.7	12.9	18.6	14.8	13.6
Sample 樣本	439	525	189	323	452	66	385	510	537	426	465	124	346	200	275	411
$\chi^2$	1.732		2.031			14.588*			0.703		5.442			2.731		

\*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。

### 3.3. Behaviours and attitude towards buying pirated/counterfeit goods

購買盜版 / 冒牌貨品的行為和態度

#### 3.3.1 Behaviours of buying pirated/counterfeit goods

購買盜版 / 冒牌貨品的行為

The behaviours of buying pirated/counterfeit goods had been closely studied since 1999 when the survey was first conducted. In 2022, the number of respondents who “seldom/never” bought pirated or counterfeit goods reached a new high (95.0%) since 1999. Only 3.7% of the respondents reported that they bought pirated/counterfeit goods which was the same as the percentage of respondents who replied “often/sometimes” in 2020.

No significant difference was found among different demographic sub-groups regarding their behaviours of buying pirated/counterfeit 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 2022年調查中，表示「很少 / 從來沒有」購買盜版 / 冒牌貨品的受訪者人數為自1999年以來的新高（95.0%）。只有3.7%的受訪者表示曾購買盜版 / 冒牌貨品，與2020年回答「經常 / 有時」的人數百分比持平。

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。

(Tables 3.3.1a-b)

(表 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**

	2022 (%)	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 有時	3.7	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 從來沒有	95.0	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	1.3	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes 有(2022)/ Often/sometimes 經常 / 有時	3.7	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
No 沒有(2022)/ Seldom/never 很少 / 從來沒有	95.0	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	1 001	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 answer options were changed from a rating scale of 1 (Never) to 4 points (Often) in 2020 to "Yes/No" answers in 2022.

(3) The question was amended in 2022. It was changed from "whether they had bought any pirated/counterfeit goods" in 2020 to "whether they had bought any pirated/counterfeit goods in the past year" in 2022.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 回答選項從 2020 年評分標準為 1 (完全沒有) 至 4 (經常) 分，更改為 2022 年的「有 / 沒有」選項。

(3) 本題於 2022 年作出修訂，本題在 2020 年由「有沒有購買盜版 / 冒牌貨品」改為 2022 年的「過去一年內有沒有購買盜版 / 冒牌貨品」。

**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**

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以下	Secondary 中學	Tertiary or above 大專或以上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000 0	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes 有	3.6	3.9	5.4	3.8	3.2	2.7	3.1	4.5	4.2	3.2	3.7	3.6	3.9	2.4	2.6	5.2
No 沒有	96.4	96.1	94.6	96.2	96.8	97.3	96.9	95.5	95.8	96.8	96.3	96.4	96.1	97.6	97.4	94.8
Sample 樣本	452	537	189	335	465	71	393	522	553	434	473	127	356	205	277	420
χ <sup>2</sup>	0.042		1.545			1.503			0.767		0.028			4.530		

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

(2) Those answered "don't know/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 / 拒絕回答」的個案。



Pirated/counterfeit goods most commonly bought by respondents were “clothing and accessories (e.g. clothes, accessories, bags, shoes)” (53.2%) which was recorded at the highest since 2004.

受訪者最常購買的盜版 / 冒牌貨品為「服飾（例如衣服、配飾、袋、鞋）」（53.2%），是自2004年以來最高。

It is noteworthy that -

值得注意的是——

- the percentages of buying pirated/counterfeit “sound recording/video discs (CD or DVD)/devices with pirated music/video, e.g. TV box” (from 63.0% in 2004 to 2.6% in 2022) and “computer accessories/ software” (from 15.2% in 2004 to 1.8% in 2022) were recorded at the lowest since 2004;
- the percentages of buying pirated/counterfeit “clothing and accessories (e.g. clothes, accessories, bags, shoes)” (from 7.7% in 2004 to 53.2% in 2022) and “toys/stationery/accessories” (from 1.7% in 2004 to 17.4% in 2022) were recorded at their highest since 2004.

- 購買盜版 / 冒牌「聲音 / 影片光碟 (CD / DVD) 或附有盜版音樂 / 影片的裝置如電視盒子」（從2004年的63.0%下降到2022年的2.6%）和「電腦配件 / 軟件」（從2004年的15.2%下降到2022年的1.8%）錄得自2004年以來最低；

- 購買盜版 / 冒牌「服飾（例如衣服、配飾、袋、鞋）」（從2004年的7.7%升至2022年的53.2%）和「玩具 / 文具 / 精品」（從2004年的1.7%升至2022年的17.4%）錄得自2004年以來的最高。

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

不同組別之間，在最常購買盜版 / 冒牌貨品的行為上沒有明顯差別。

(Tables 3.3.1c- d)

(表 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**

	2022	2020	2018	2016	2014	2012	2010	2008	2005	2004
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Clothing and accessories (e.g. clothes, accessories, bags, shoes) 服飾 (例如衣服、配飾、袋、鞋)	53.2	17.2	43.1	32.9	28.0	20.1	20.7	15.0	12.3	7.7
Toys/stationery/accessories 玩具 / 文具 / 精品	17.4	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	7.8	8.9	5.0	1.2	-	-	-	-	-	-
Small electrical appliances 小家電	5.2	4.2	-	-	-	-	-	-	-	-
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)	3.0	5.6	2.1	2.8	5.3	7.5	5.3	7.3	6.7	8.1
Watches/jewelry 手錶 / 珠寶	3.0	0.7	-	1.5	2.5	1.4	0.9	0.6	0.5	1.2
Sound recording/video discs (CD or DVD)/devices with pirated music / video, e.g. TV box 聲音 / 影片光碟 (CD / DVD) 或 附有盜版音樂 / 影片的裝置如電視盒子	2.6	25.8	27.9	32.2	35.8	51.3	57.8	56.2	63.8	63.0
Computer accessories/software 電腦配件 / 軟件	1.8	10.3	4.2	6.5	10.2	12.7	9.7	14.4	14.1	15.2
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
Household goods 家庭用品	-	2.9	-	2.3	-	-	-	-	-	-
Refusal 拒絕回答	-	2.5	-	-	-	-	-	-	-	-
Others 其他	5.9	2.3	-	-	-	-	-	1.0	-	1.2
Sample (2022): Among all persons who had bought any pirated/ counterfeit goods in the past year	38	307	186	258	284	288	294	313	488	544
Sample (prior to 2022): Among all persons who often/sometimes/ seldom bought pirated/counterfeit goods 樣本(2022) : 以所有過去一年內有購買任何盜版 / 冒牌貨品的人士為基數 樣本(2022前) : 以所有經常 / 有時 / 很少購買盜版 / 冒牌貨品的人士為基數										

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 3.3.1d: 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**

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或以 上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Clothing and accessories (e.g. clothes, accessories, bags, shoes) 服飾 (例如衣服、配飾、袋、鞋)	39.1	64.1	38.6	53.6	60.2	48.6	69.9	44.5	35.4	83.0	68.6	16.3	49.3	41.8	59.5	56.8
Toys/stationery/accessories 玩具 / 文具 / 精品	12.6	21.1	29.5	15.6	12.7	-	13.5	21.2	20.6	12.1	9.4	16.3	22.0	-	24.4	17.3
Mobile phone accessories 手機配件	11.8	4.8	23.5	7.7	-	-	-	12.9	12.5	-	-	20.1	14.4	-	-	13.5
Small electrical appliances 小家電	6.2	4.5	-	15.1	-	-	7.7	4.4	8.4	-	5.4	-	7.2	18.0	-	4.6
Game or game console that had pirated games or were rewired to run pirated games (e.g. Switch/Xbox/PlayStation/Wii) 遊戲軟件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)	6.9	-	-	-	6.9	-	8.9	-	4.8	-	-	24.6	-	20.9	-	-
Watches/jewelry 手錶 / 珠寶	6.9	-	-	-	6.9	51.4	-	-	4.8	-	6.2	-	-	-	-	4.6
Sound recording/video discs (CD or DVD)/devices with pirated music/video, e.g. TV box 聲音/影片光碟 (CD / DVD) 或附有盜版音樂 / 影片的裝置如電視盒子	6.1	-	-	-	6.1	-	-	4.4	4.2	-	-	-	7.1	-	-	3.2
Computer accessories/software 電腦配件 / 軟件	4.2	-	8.4	-	-	-	-	3.0	-	4.9	3.8	-	-	19.4	16.1	-
Others 其他	6.4	5.5	-	8.0	7.2	-	-	9.7	9.4	-	6.5	22.8	-	-	-	-
Sample 樣本	16	22	10	13	15	2	12	24	24	14	18	5	14	5	8	22
χ <sup>2</sup>	7.312		16.462			27.108			11.596		20.621			14.000		

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%。

“Online shops/auction sites” (53.4%) were the most frequent channel for buying pirated/counterfeit goods, followed by “physical shops/stores” (27.2%) and “social media” (10.8%).

「網絡商店 / 拍賣網站」(53.4%) 是最常用作購買盜版 / 冒牌貨品的途徑，其次是「實體商舖」(27.2%) 和「社交媒體」(10.8%)。

The proportion of “online shops/auction sites” reached the highest in 2022 (from 10.4% in 2016 to 53.4% in 2022), while buying from “street stalls” (from 35.0% in 2016 to 5.6% in 2022) and from “physical shops/stores” (from 47.3% in 2016 to 27.2% in 2022) were recorded at their lowest in 2022.

使用「網絡商店 / 拍賣網站」的百分比創新高（從 2016 年的 10.4% 上升至 2022 年的 53.4%），而從「街上攤檔」（從 2016 年的 35.0% 下降至 2022 年的 5.6%）和「實體商舖」購買（從 2016 年的 47.3% 下降至 2022 年的 27.2%）則創新低。

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

不同組別之間，最常用作購買盜版 / 冒牌貨品的途徑沒有明顯差別。

(Tables 3.3.1e-f)

(表 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途徑**

	2022 (%)	2020 (%)	2018 (%)	2016 (%)
Online shops/auction sites 網絡商店 / 拍賣網站	53.4	24.5	21.5	10.4
Physical shops/stores 實體商舖	27.2	32.9	39.7	47.3
Social media 社交媒體	10.8	6.5	3.7	1.1
Street stalls 街上攤檔	5.6	32.4	31.4	35.0
Others 其他	-	1.8	3.8	6.2
Don't know/refusal 不知道 / 拒絕回答	3.0	1.8	-	-
Sample (2022): Among all persons who had bought any pirated/counterfeit goods in the past year Sample (prior to 2022): Among all persons who often/sometimes/seldom bought pirated/counterfeit goods 樣本(2022)：以所有過去一年內有購買盜版 / 冒牌貨品的人士為基數 樣本(2022前)：以所有經常 / 有時 / 很少購買盜版 / 冒牌貨品的人士為基數	38	307	186	258

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 3.3.1f: 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途徑 – 雙變項分析**

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或 以上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 -\$19,999	≥\$20,000	<\$20,000	\$20,000 -\$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Online shops/auction sites 網絡商店 / 拍賣網站	45.0	62.2	80.7	69.4	28.8	100.0	31.8	65.7	51.3	61.0	50.9	32.6	64.1	26.4	33.7	71.4
Physical shops/stores 實體商舖	34.2	23.5	19.3	15.3	43.6	-	34.9	25.5	30.7	23.7	36.3	67.4	7.1	73.6	25.2	19.0
Social media 社交媒體	6.9	14.3	-	15.3	13.6	-	16.5	8.8	13.6	7.4	6.1	-	21.7	-	27.4	9.6
Street stalls 街上攤檔	13.9	-	-	-	14.0	-	16.9	-	4.4	8.0	6.7	-	7.1	-	13.7	-
Sample 樣本	15	22	10	13	14	1	12	24	23	14	17	5	14	4	8	22
χ <sup>2</sup>	4.291		9.996			7.348			0.797		8.340			11.896		

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

(2) Those answered "don't know/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 / 拒絕回答」的個案。

For those respondents who said they had bought pirated/counterfeit goods in the past year, the top three reasons were:

1. The genuine products were too expensive (79.7%);
2. At the point of purchase, not aware that the goods were pirated/counterfeit (9.4%); and
3. Other people use pirated/counterfeit goods too (4.8%)

受訪者在過去一年內有購買盜版 / 冒牌貨品的首三項原因為：

1. 正版貨品價錢太貴 (79.7%) ;
2. 購買時不知道是盜版或冒牌貨品 (9.4%) ; 和
3. 人用我用 (4.8%) 。

On the other hand, for those respondents who said that they had not bought pirated/counterfeit goods in the past year, the top three reasons were:

1. No need to buy/not interested in pirated or counterfeit goods (37.6%);
2. Quality of genuine goods is guaranteed (36.3%); and
3. Respect and support IP rights/support genuine goods (19.8%)

另一方面，受訪者在過去一年內沒有購買盜版 / 冒牌貨品的首三項原因為：

1. 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 (37.6%) ;
2. 正版貨品質素有保證 (36.3%) ; 和
3. 尊重和支持知識產權 / 支持正版貨品 (19.8%)

Compared with 2020 results, many more respondents indicated the reason of “respect and support IP rights/support genuine goods” (from 2.3% in 2020 to 19.8% in 2022). 與2020年的結果比較，更多的受訪者表示「尊重和支持知識產權 / 支持正版貨品」為其原因（從2020年的2.3%升至2022年的19.8%）。

(Tables 3.3.1g-h)

(表3.3.1g-h)

**Table 3.3.1g: Reasons for buying pirated/counterfeit goods (Spontaneous mention)**

**表3.3.1g：購買盜版 / 冒牌貨品的原因 (沒有提示下作答)**

	2022 (%)
The genuine products were too expensive 正版貨品價錢太貴	79.7
At the point of purchase, not aware that the goods were pirated/counterfeit 購買時不知道是盜版或冒牌貨品	9.4
Other people use pirated/counterfeit goods too 人用我用	4.8
The authorised goods are not available in Hong Kong 該正版貨品在香港找不到	4.6
Others 其他	26.7
Don't know/hard to say 不知道 / 很難說	2.8
Sample: Among all persons who had bought any pirated/counterfeit goods in the past year 樣本：以所有過去一年內有購買任何盜版 / 冒牌貨品的人士為基數	38
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，百分比總和不等於 100%。	

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

表3.3.1h：不購買盜版 / 冒牌貨品的原因 (沒有提示下作答)

	2022	2020	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
No need to buy/not interested in pirated or counterfeit goods 沒有購買盜版或冒牌貨品的需要 / 對盜版或冒牌貨品沒有興趣	37.6	29.9	46.2	42.1	33.8	37.5	48.4	47.9	41.3	37.5	34.0	41.4	12.8
Quality of genuine goods is guaranteed 正版貨品的質素有保證	36.3	42.8	41.9	42.9	54.2	42.0	42.0	38.9	43.3	48.8	46.4	23.0	25.6
Respect and support IP rights/support genuine goods 尊重和支持知識產權 / 支持正版貨品	19.8	2.3	-	-	-	-	-	-	-	-	-	-	-
Comply with IP laws 遵守知識產權法例	10.9	8.9	6.5	5.0	10.3	6.4	5.3	6.8	5.6	6.4	2.9	8.5	7.3
Not in line with one's principle 不符合個人原則	8.5	11.2	-	-	-	-	-	-	-	-	-	-	-
Affect own image 影響自己形象	4.7	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	5.5	4.2	-	-	-	-	-	-	-	-	-	-	-
Difficult to find pirated/counterfeit goods in market/ No pirated/counterfeit goods available 現時很難在市面上找到盜版 / 冒牌貨品 / 想購買的貨品並沒有盜版或冒牌貨	2.8	1.5	1.4	1.6	1.2	2.3	3.1	1.1	0.4	2.2	0.6	3.7	
Affordable 經濟條件許可	3.4	1.4	-	-	-	-	-	-	-	-	-	-	-
Worry about the safety of pirated/counterfeit goods 擔心盜版或冒牌貨品的安全性	3.2	-	-	-	-	-	-	-	-	-	-	-	-
Don't like shopping/only with limited shopping 少購物 / 不喜歡購物	3.9	-	-	-	-	-	-	-	-	-	-	-	-
Price of genuine goods and pirated/counterfeit goods are similar/genuine goods have become cheaper 正版貨品的價錢與盜版或冒牌貨品的價錢差不多 / 正版貨品的價錢下跌	3.0	1.9	2.1	1.3	2.4	4.2	0.8	1.2	2.0	1.1	2.9	5.3	2.8
Don't like to buy luxury brand 不喜歡買名牌	2.7	-	-	-	-	-	-	-	-	-	-	-	-
Immoral/wrong to infringe IP rights 侵犯別人知識產權，是不道德行為 / 覺得侵犯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
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	-	-
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	-	-	-	-	-	-	-	-	-
Others 其他	3.9	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/hard to say 不知道 / 很難說	2.8	-	-	-	-	-	-	-	-	-	-	-	-
Sample (2022): Among all persons who had not bought any pirated/counterfeit goods in the past year Sample (prior to 2022): Among all persons who had never bought pirated/counterfeit goods 樣本(2022)：以所有過去一年內沒有購買任何盜版 / 冒牌貨品的人士為基數 樣本(2022前)：以所有完全沒有購買盜版 / 冒牌貨品的人士為基數	951	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，百分比總和或不等於 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 / 冒牌貨品是不道德的行為」

The majority (84.1%) of the respondents agreed that “it is morally wrong to buy pirated/counterfeit goods knowing that it is an infringement of IP rights” which was at a similar level as that from 2020 results (86.2%).

多數受訪者 (84.1%) 同意「在明知侵犯知識產權的情況下，仍然購買盜版 / 冒牌貨品是不道德的行為」，這與 2020 年的結果 (86.2%) 相若。

While looking at the sub-group analysis, more respondents who had attained secondary education showed a higher level of agreement to “it is morally wrong to buy pirated/counterfeit goods knowing that it is an infringement of IP rights”.

不同組別中，較多受過中學教育的受訪者認同「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」。

(Tables 3.3.2a-b)

(表 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 / 冒牌貨品是不道德的行為」**

	2022	2020	2018	2016	2014	2012	2010	2008	2005	2004	2003	2002	2001	2000	1999
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Agree 同意	84.1	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	12.7	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	3.2	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	1 001	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/冒牌貨品是不道德的行為」－雙變項分析

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或 以上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Agree 同意	85.0	88.4	83.5	86.2	88.3	80.5	90.0	85.4	85.8	88.3	88.6	83.2	86.1	85.9	88.5	86.9
Disagree 不同意	15.0	11.6	16.5	13.8	11.7	19.5	10.0	14.6	14.2	11.7	11.4	16.8	13.9	14.1	11.5	13.1
Sample 樣本	443	527	189	326	455	67	390	510	541	428	466	124	350	203	276	411
χ <sup>2</sup>	2.438		2.437			6.971*			1.286		2.822			0.773		

\*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。

### 3.4. Opinion towards the “No Fakes Pledge” Scheme and ways to differentiate the lawfulness of a buying channel

對「正版正貨承諾」計劃的意見及如何分辨購買途徑的合法性

#### 3.4.1 Opinion towards the “No Fakes Pledge” Scheme

對「正版正貨承諾」計劃的意見

The awareness of “No Fakes Pledge” Scheme (the “Scheme”) has been one of the key study topics for this Survey since 2008. The 2022 Survey has recorded a high awareness of the Scheme similar to the results in 2020 (2022, 76.4%; 2020, 77.3%).

The analysis by demographic sub-groups showed significantly higher proportions among those aged 30-49 (84.0%), more educated respondents (tertiary or above) (79.7%), working respondents (81.0%), high personal income respondents (\$20,000 or above) (82.1%) and high household income respondents (\$40,000 or above) (80.7%) who were aware of the Scheme.

The most frequently mentioned channels of acquaintance of the Scheme were “stickers/tent cards in shops” (2022, 82.6%; 2020, 72.1%) and “government advertisements on television” (2022, 75.3%; 2020, 73.1%), of which both are of higher mention rates compared to those in 2020.

自 2008 年以來，「正版正貨承諾」計劃（簡稱「計劃」）的認知度一直是本調查的重點研究主題之一。2022 年的調查顯示，該計劃的高認知度與 2020 年的結果相若（2022 年，76.4%；2020 年，77.3%）。

根據背景資料分析，30-49 歲的受訪者（84.0%）、較高教育程度的受訪者（大專或以上）（79.7%）、在職受訪者（81.0%）、較高個人收入受訪者（每月 \$20,000 或以上）（82.1%）及較高家庭收入受訪者（每月 \$40,000 或以上）（80.7%）對該計劃的認知度明顯較高。

最普遍的認識該計劃的途徑是「店舖內的標貼或座檯咭」（2022 年，82.6%；2020 年，72.1%）和「電視上的政府宣傳片」（2022 年，75.3%；2020 年，73.1%），兩者都比 2020 年有較高百份比。

(Tables 3.4.1a-c)

(表 3.4.1a-c)

**Table 3.4.1a: Whether having ever heard of the “No Fakes Pledge” Scheme of IPD**

**表3.4.1a：有否聽過知識產權署的「正版正貨承諾」計劃**

	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Yes 有	76.4	77.3	60.3	56.2	48.7	42.5	34.5	50.1
No 沒有	23.3	20.2	39.7	43.8	51.3	57.5	65.5	49.9
Can't remember 不記得	0.3	2.4	-	-	-	-	-	-
Sample 樣本	1 001	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 3.4.1b: Whether having ever heard of the “No Fakes Pledge” Scheme of IPD – Bivariate analysis**

**表3.4.1b：有否聽過知識產權署的「正版正貨承諾」計劃 – 雙變項分析**

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男	Female 女	<30	30-49	≥50	Primary or below 小學或以 下	Secondary 中學	Tertiary or above 大專或 以上	Working Status 在職	Non working 非在職	No income 沒有收入/ <\$10,000	\$10,000 - \$19,999	≥\$20,000	<\$20,000	\$20,000 - \$39,999	≥\$40,000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes 有	75.3	77.8	75.5	84.0	72.1	66.4	75.0	79.7	81.0	71.2	72.0	78.0	82.1	71.2	77.9	80.7
No 沒有	24.7	22.2	24.5	16.0	27.9	33.6	25.0	20.3	19.0	28.8	28.0	22.0	17.9	28.8	22.1	19.3
Sample 樣本	454	544	190	339	469	71	396	528	555	441	480	129	356	208	283	421
$\chi^2$	0.905		16.030*			7.947*			13.219*		11.991*			7.474*		

\*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 "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 3.4.1c: Channels of acquaintance of the "No Fakes Pledge" Scheme**

表3.4.1c：認識「正版正貨承諾」計劃的途徑

	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Stickers/tent cards in shops 店舖內的標貼或座檯咭	82.6	72.1	46.3	34.0	16.3	13.9	13.5	9.1
Government advertisements on television 電視上的政府宣傳片	75.3	73.1	42.7	68.4	71.0	72.8	76.8	84.5
Advertisements on public transport 公共交通上的廣告	32.0	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	30.5	18.3	6.0	4.7	3.9	4.4	2.8	0.6
Exhibitions 展覽	20.4	12.8	0.3	0.5	0.2	0.2	0.6	-
Schools 學校	9.9	8.6	0.7	1.4	0.2	0.4	0.3	0.6
Newspapers/magazines 報紙 / 雜誌	3.8	1.9	9.8	16.8	15.3	14.4	14.1	15.3
Radio programmes 電台節目	2.3	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
Others 其他	2.6	-	-	-	-	-	-	-
Can't remember 不記得	0.6	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	767	773	605	565	490	426	347	503

Note: The sum of % may not add up to 100 as respondents could give multiple answers.  
註：由於受訪者可提供多於一個答案，百分比總和或不等於 100%。

The majority (74.5%) of the respondents who were aware of the Scheme considered that the 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 "Shopping Paradise".

大部分 (74.5%) 對該計劃有認識的受訪者認為該計劃有助 (「非常有幫助」/「頗有幫助») 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。

Analysis by demographic sub-groups showed that relatively larger proportions of female respondents (77%) and higher household income respondents (\$40,000 or above) (79.4%) indicated that the Scheme was helpful in the above mentioned context.

按背景資料分析，較多女性受訪者 (77%) 和較高家庭收入受訪者 (每月\$40,000或以上) (79.4%) 表示該計劃在上述情況下有幫助。

(Tables 3.4.1d-e)

(表 3.4.1d-e)

**Table 3.4.1d: Whether the "No Fakes Pledge" Scheme can help enhance confidence of consumers and tourists in shopping in Hong Kong, or strengthening the reputation of Hong Kong as a "Shopping Paradise"**

表3.4.1d：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

	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)
Very helpful 非常有幫助	43.4	58.4	39.4	31.8	22.1	24.6	28.9	16.1
Quite helpful 頗有幫助	31.1	29.3	48.5	52.2	64.9	56.9	54.5	64.6
Average 一般	20.0	-	-	-	-	-	-	-
Not quite helpful 沒大幫助	4.2	9.2	9.7	13.2	11.6	13.4	14.6	16.7
Not helpful at all 非常沒有幫助	1.4	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	74.5	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	5.6	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：以所有知道該計劃的人士為基數	767	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 from 1 (Not helpful at all) to 4 points (Very helpful) in 2020 to 5 points (Very helpful) in 2022.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 2022 年的評分標準由 2020 年使用的 1 (非常沒有幫助) 至 4 (非常有幫助) 分改為 1 (非常沒有幫助) 至 5 (非常有幫助) 分。

**Table 3.4.1e: Whether the "No Fakes Pledge" Scheme can help enhance confidence of consumers and tourists in shopping in Hong Kong, or strengthening the reputation of Hong Kong as a "Shopping Paradise" – Bivariate analysis**

表3.4.1e：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

	Gender 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			Monthly Household Income 家庭每月收入		
	Male 男 %	Female 女 %	<30 %	30-49 %	≥50 %	Primary or below 小學或以 下 %	Secondary 中學 %	Tertiary or above 大專或 以上 %	Working Status 在職 %	Non working 非在職 %	No income 沒有收入/ <\$10,000 %	\$10,000 - \$19,999 %	≥\$20,000 %	<\$20,000 %	\$20,000 - \$39,999 %	≥\$40,000 %
Average 一般	20.6	19.5	14.2	21.6	20.5	28.2	22.7	16.7	20.0	19.7	20.4	23.8	17.5	25.6	20.2	16.4
Not that helpful/not helpful at all 沒大幫助 / 完全沒有幫 助	8.2	3.5	10.2	4.9	4.7	4.2	4.4	6.7	5.8	5.2	5.3	8.1	5.5	9.2	4.4	4.2
Sample 樣本	341	426	142	285	340	47	297	421	451	314	346	101	293	149	220	339
$\chi^2$	8.700*		7.448			7.708			0.152		3.468			13.013*		

\*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。

### 3.4.2. Ways to differentiate the lawfulness of a buying channel

#### 如何分辨購買途徑是否合法

The top three ways used by respondents to differentiate whether a buying channel is legal/ authorised or whether a buying channel is selling genuine goods or providing authorised uploading/downloading/streaming services were:

1. Pay attention to the point of sales from advertisement (72.7%)
2. Reference from someone I know (60.9%)
3. Whether the price is at genuine goods' price level (56%)

受訪者用來分辨一個購買途徑是否合法 / 獲正式授權 · 或購買途徑是否售賣正版貨品或提供獲正式授權的上載 / 下載 / 串流服務的首三種方法是：

1. 留意廣告列出的銷售點 ( 72.7% )
2. 認識的人介紹 ( 60.9% )
3. 價格是否正版貨品的價錢 ( 56.0% )

(Table 3.4.2a)

( 表 3.4.2a )

**Table 3.4.2a: Ways to differentiate whether a buying channel (eg. physical/online shops etc.) is legal/authorised or whether a buying channel is selling genuine goods or providing authorised uploading/downloading/streaming services**

表3.4.2a：如何分辨一個購買途徑(例如實體或網絡商店等) 是否合法 / 獲正式授權的途徑  
或購買途徑是否售賣正版貨品或提供獲正式授權的上載 / 下載 / 串流服務

	2022 (%)
Pay attention to the point of sales from advertisement 留意廣告列出的銷售點	72.7
Reference from someone I know 認識的人介紹	60.9
Whether the price is at genuine goods' price level 價格是否正版貨品的價錢	56.0
Any bad comment from reviews 用家評價有沒有劣評	52.4
Any bad comments on forum or social platform 論壇或社交平台上有沒有劣評	49.5
Whether the seller's contact is available 有沒有賣家的聯繫方式	44.3
Show at the top of the search results 網站在搜索結果中排名較前	36.7
Show the logo of credit card and can use mainstream payment method 有顯示信用卡標誌或可以主流方式支付	36.6
Large organisations/mega shops 大集團 / 大型店舖	13.4
Product label/certificate 產品標籤 / 證書	1.7
Having government registration/business registration 政府註冊 / 商業登記	1.1
Whether advertisements were placed 有沒有廣告	1.0
Product quality 貨品質量	0.9
Others 其他	3.7
Don't know/hard to say 不知道 / 很難說	3.7
Sample 樣本	1 001

Notes: (1) Percentages may not add to 100 due to rounding of figures.  
(2) The sum of % may not add up to 100 as respondents could give multiple answers.  
註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。  
(2) 由於受訪者可提供多於一個答案，百分比總和或不等於 100%。



### 3.5 Effectiveness of different promotional channels in raising public awareness of IP protection

#### 提升公眾對保護知識產權認知的有效宣傳途徑

Respondents were asked to give suggestions on the most effective channel to promote awareness of IP protection. “Television/ radio” was opined by the largest proportion (92.1%) of the respondents to be the most effective channel for promoting awareness of IP protection, followed by “internet/smartphone applications/social media/online forums” (85.1%), “schools” (84.5%) and “advertisements on public transport” (80.6%).

當受訪者被問到要求建議最有效宣傳對保護知識產權認知的途徑，最多（92.1%）受訪者認為「電視 / 電台」是宣傳保護知識產權認知的最有效途徑，其次是「互聯網 / 智能手機應用程式 / 社交媒體 / 網上討論區」（85.1%）、「學校」（84.5%）和「公共交通工具廣告」（80.6%）。

(Table 3.5.1a)

(表 3.5.1a)

**Table 3.5.1a: Perceived most effective promotional channel  
to raise the awareness of IP protection**

表3.5.1a：認為對提升保護知識產權認知的最有效宣傳途徑

	2022 (%)	2020 (%)	2018 (%)	2016 (%)	2014 (%)	2012 (%)	2010 (%)	2008 (%)	2005 (%)	2004 (%)	2003 (%)	2002 (%)	2001 (%)	2000 (%)	1999 (%)
Television 電視	92.1	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			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	85.1	72.0	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	84.5	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			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	80.6	60.3	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 and printed promotional materials 海報及宣傳印刷品	71.3	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	69.9	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	65.3	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	-	-	-	-	-	-	-	-
Event 活動	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others 其他	3.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/hard to say 不知道 / 很難說	0.8	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	1 001	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

## Annex 1: Enumeration Results

### 附錄一：訪問結果

CATEGORY 分類計算	CLASSIFICATION 類別	NUMBER 個案數目
<b>Successful cases</b> 成功訪問個案 (1 001)	Successfully enumerated 成功訪問	1 001
	<b>Unsuccessful cases</b> 不成功個案 (889)	
	Mid-way termination 中途拒絕	27
	No contact 未能接觸	424
	Refusal 拒絕接受訪問	438
<b>Invalid cases</b> 非目標個案 (610)	Long tone 電話長響	301
	Non-residential telephone number 非住宅電話號碼	82
	Fax number 傳真號碼	79
	Wrong telephone number 不正確電話號碼	136
	Language problem 語言障礙	12
<b>Overall</b> 總計		<b>2 500</b>

## 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	132 600	2.0
20 – 24	30	3.0	146 800	2.3
25 – 29	35	3.5	205 900	3.2
30 – 39	70	7.0	452 400	6.9
40 – 49	70	7.0	468 100	7.2
50 – 59	80	8.0	511 100	7.8
≥60	141	14.1	1 014 700	15.6
<b>Subtotal</b> <b>小計</b>	<b>456</b>	<b>45.6</b>	<b>2 931 600</b>	<b>45.0</b>
Female 女性				
15 – 19	30	3.0	127 400	2.0
20 – 24	30	3.0	143 300	2.2
25 – 29	35	3.5	227 100	3.5
30 – 39	100	10.0	618 900	9.5
40 – 49	100	10.0	679 600	10.4
50 – 59	100	10.0	663 100	10.2
≥60	150	15.0	1 127 900	17.3
<b>Subtotal</b> <b>小計</b>	<b>545</b>	<b>54.4</b>	<b>3 587 300</b>	<b>55.0</b>
<b>Total</b> <b>總計</b>	<b>1 001</b>	<b>100.0</b>	<b>6 518 900</b>	<b>100.0</b>