

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

香港市民保護知識產權意識調查2022

-調查結果摘要-

Prepared for 呈交:



Intellectual Property Department

知識產權署

Prepared by 撰寫 :



Nielsen Media Hong Kong Limited

尼爾森媒體香港有限公司

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.

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.

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%).

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

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。

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。

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。

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。

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%).

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%).

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”.

Behaviours and attitude towards buying pirated/counterfeit goods

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.

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.

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%).

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%)

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%)。

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」。

購買盜版 / 冒牌貨品的行為和態度

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。

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。

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%)。

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

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。

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 年有較高百分比。

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。