

# Survey shows awareness of intellectual property rights protection remains high

The Intellectual Property Department (IPD) announced today (March 31) the results of the Survey on Public Awareness of Intellectual Property (IP) Right Protection 2024, which showed that the general public maintained a high level of awareness of IP rights protection.

A total of 1 002 members of the public responded to the survey. Over 90 per cent of them were aware that copyright, trade marks and patents are protected by dedicated ordinances in Hong Kong, maintaining the high level recorded in the 2022 survey results.

The Director of Intellectual Property, Mr David Wong, said, "The IP system has always been an important driving force for innovation and creativity. The survey results, which show that the awareness of IP rights protection remains high among the general public, notably the widespread public recognition of statutory protection of copyright, trade marks and patents, are encouraging."

Similar to the results of the last survey, this survey showed that over 60 per cent of the respondents were of the view that with Hong Kong being a regional IP trading centre, the protection of IP rights could facilitate the development of local arts, culture and creative industries as well as local innovation and technology, promote IP-related professional services in Hong Kong, attract foreign investment and strengthen the competitiveness of Hong Kong.

With regard to the use of copyright works in the digital environment, over 80 per cent of the respondents did not browse or use infringing content from unauthorised websites or mobile apps in the past year. The major reasons cited were "worry about getting infected by computer virus/being hacked by hackers/leaking personal information on illegal websites" (28.6 per cent), "better quality assurance from authorised websites/mobile apps" (17.7 per cent) and "comply with IP laws" (15.7 per cent).

The survey also showed that 90 per cent of the respondents had seldom or never bought pirated or counterfeit goods in the past year. The major reasons cited were "quality of genuine goods is guaranteed (38.8 per cent)", "no need to buy or not interested in pirated or counterfeit goods" (36.9 per cent), and "respect and support IP rights/support genuine goods/immoral or wrong to infringe IP rights" (16.9 per cent).

In terms of the attitude towards IP rights protection, over 80 per cent of the respondents agreed that "it is morally wrong to browse or use the content on unauthorised websites or mobile apps knowing that it is an

infringement of IP rights" (83.0 per cent), and that "it is morally wrong to buy pirated or counterfeit goods knowing that it is an infringement of IP rights" (85.9 per cent). Both percentages are similar to the results of the last survey, indicating that the respondents maintain a very positive attitude towards IP rights protection.

"Public education is crucial in promoting IP rights protection. The Government will continue to enhance public awareness of protecting and respecting IP rights, especially among the younger generation, through various educational and promotional activities," Mr Wong said.

To encourage the purchase of genuine goods, the "No Fakes Pledge" Scheme has been rolled out by the IPD alongside a number of retail and industry associations. "No Fakes" logos are displayed to help distinguish merchants that sell genuine goods. The survey revealed that 77.6 per cent of the respondents had heard of the Scheme, among which, most (75.0 per cent) considered the Scheme helpful in building confidence among consumers and tourists to shop in Hong Kong, and strengthening Hong Kong's reputation as a "shopping paradise".

Similar surveys have been commissioned by the IPD regularly since 1999, with the previous round conducted in 2022. The report of the latest survey is available on the [IPD's website](#).