

Key Findings of the Public Opinion Survey on Anti-drug Publicity Measures - Tables

Annual statistics on Public Opinion Survey 2019

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	<p>Awareness rate : This refers to the rate of respondents who are aware of the slogan/message/Announcement in the Public Interest (API)/harm of drugs.</p> <p>Percentage of respondents : This refers to the percentage of respondents.</p> <p>Penetration rate : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues.</p> <p>N/A : Not available.</p>	All tables
Age group	Age group of respondents.	String	Age : Age is the number of complete years a person has passed since birth.	T7
Anti-drug APIs	Anti-drug APIs.	String		T4
Anti-drug message	Anti-drug message.	String		T3
Launched for around in number of years	Number of years that the campaign slogan had been launched.	Numeric		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T6 and T7
Media platforms and avenues that respondents considered effective in disseminating anti-drug messages	Media platforms and avenues that respondents considered effective in disseminating anti-drug messages.	String		T8
Ranking	Ranking.	String	N/A : Not available.	T6 and T8
Reasons of having awareness of the APIs	Reasons of having awareness of the APIs.	String		T5
Respondents	Category of respondents.	String	<p>(i) All respondents;</p> <p>(ii) General youngsters refers to persons who aged from 11 to 20;</p> <p>(iii) Young adults refers to persons who aged from 21 to 35;</p> <p>(iv) High risk group refers to persons who knew someone was drug abuser and/or who had been offered drugs before;</p> <p>(v) Parents.</p>	T1, T2, T3, T4, T5, T6, T8 and T9
Campaign slogan	Campaign slogan.	String		T1

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The slogan is suitable or not and the reasons	The slogan is suitable or not and the reasons.	String		T2
Year	Survey year.	Numeric		All tables
Drug type	Common drug type.	String		T9