

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

Annual statistics on Public Opinion Survey 2020

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	Awareness rate : This refers to the rate of respondents who are aware of message/harm of drugs/help seeking hotlines and instant messaging services/Announcement in the Public Interest (API). Percentage of respondents : This refers to the percentage of respondents. Penetration rate : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. N/A : Not available. @ : Less than 0.5%.	All tables
Age group	Age group of respondents.	String	Age : Age is the number of complete years a person has passed since birth.	T3
Anti-drug APIs	Anti-drug APIs.	String		T6
Anti-drug message	Anti-drug message.	String		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T2 and T3
Media platforms and avenues considered effective in disseminating anti-drug messages	Media platforms and avenues considered effective in disseminating anti-drug messages.	String		T8
Ranking	Ranking.	String	N/A : Not available.	T2 and T8
Reasons of being aware of themed APIs	Reasons why the respondents were aware of the APIs.	String		T7
Respondents	Category of respondents.	String	(i) All respondents ; (ii) General youngsters refers to persons who aged from 11 to 20; (iii) Young adults refers to persons who aged from 21 to 35; (iv) High risk group refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (v) Parents .	T1, T2, T4, T5, T6, T7, T8, T9, T10, T11, T12 and T13

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Item	Description	Data Type	Remarks	Table reference
Year	Survey year.	Numeric		All tables
Drug type	Common drug type.	String		T4
Help seeking hotlines and instant messaging services	Whether respondents were aware of ND's 24-hour helpline "186 186" or the instant messaging service "98 186 186".	String		T5
Anti-drug messages that should be strengthened	Respondents' views on the anti-drug messages that should be strengthened.	String		T9
Most effective message to discourage drug taking	Respondents' views on the most effective message to discourage drug taking.	String		T10
Most common channels for receiving publicity messages	Respondents' views on the channels from which they mostly received publicity messages.	String		T11
Most commonly used social media platform	Respondents' views on the most commonly used social media platform.	String		T12
Views on most attractive publicity mode	Respondents' views on the most attractive publicity mode.	String		T13