Key Findings of the Public Opinion Survey on 2022 Anti-drug Publicity Measures

OBJECTIVES

The objectives of the Public Opinion Survey on 2022 Anti-drug Publicity Measures (the 2022 Survey) were to –

(a) gauge public perception on the effectiveness and the extent of penetration of current anti-drug publicity messages and measures under the Narcotics Division's (ND's) preventive education and publicity (PE&P) campaign;

(b) understand the public's preference on receiving anti-drug messages, including the effectiveness of different media platforms and avenues in disseminating anti-drug messages, anti-drug messages required to be strengthened, and the most effective messages that can discourage persons from taking drugs; and

(c) understand whether the public would take action to advise others not to take drugs or involve in drug trafficking after receiving anti-drug messages.

BACKGROUND

2. ND has since 2007 commissioned annual public opinion surveys on its anti-drug publicity messages. The Statistics Unit of the Security Bureau designs the survey questionnaire, and engages an outside contractor to refine the questionnaire and conduct the survey by telephone. The data so collected form the basis of the analyses and compilation of relevant reports.

METHODOLOGY

3. The methodology for the 2022 Survey was similar to that of the 2021 Survey. Same as the 2021 Survey, both individuals with valid mobile telephone numbers[1] and land-based domestic households with residential telephone lines were enumerated in the 2022 Survey, at the ratio of 60% : 40%.

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[1] According to information from the Office of the Communications Authority, as at December 2022, the mobile subscriber penetration rate in Hong Kong was 298.1% (which means on average there were about three phone accounts per Hong Kong resident). The corresponding residential fixed line penetration rate in Hong Kong was 74.2%.

4.   The 2022 Survey was conducted between 9 February 2023 and 24 March 2023, mainly between 2:00pm to 10:00pm. It covered Hong Kong residents[2] aged between 11 and 60 (both ages inclusive) who were able to speak and communicate in Cantonese or Chinese and either (a) belonged to households with a residential telephone line; or (b) had a mobile telephone number (target population). Through random sampling, the contractor successfully enumerated 1 208 respondents (484 from households with residential telephone lines and 724 with mobile telephone numbers) by telephone interviews, with an overall cooperation rate of 47%[3]. The sample size and cooperation rate were considered statistically sufficient for meaningful analyses.

5.   Respondents were categorised into the following four subgroups[4] for detailed analyses –

(a)   general youngsters (aged from 11 to 20) of which 202 (17% of total) sets of responses were received;

(b)   young adults (aged from 21 to 35) of which 341 (28%) sets of responses were received;

(c)   "high-risk" group (those who knew someone was drug abuser and/or who had been offered drugs before) of which 203 (17%) sets of responses were received; and

(d)   parents of which 546 (45%) sets of responses were received.

6.   The results pertaining to the target population and the four subgroups are estimated based on the views collected from the sampled respondents. The sampling error for all results (in percentages) using the total sample was less than plus/minus three percentage points at 95% confidence level. For subgroup analyses, the results (in percentages) of which were derived using smaller sample size, the sampling errors were larger and results may therefore need to be interpreted with caution.

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[2] Excluding foreign domestic helpers.

[3] The cooperation rates of respondents from residential telephone lines and mobile telephone numbers were 34% and 63% respectively.

[4] The total number of sets of responses received from the four subgroups of respondents do not add up to 1 208 because a respondent can fall under more than one subgroup. On the other hand, some of the respondents do not fall under any of the four subgroups.

KEY FINDINGS

I. **Effectiveness and Extent of Penetration of ND's Current Anti-drug Messages and Measures**

7.   In September 2022, the ND held a large-scale anti-drug publicity programme and launched the brand-new anti-drug slogan "Let's Stand Firm. Knock Drugs Out!", as well as the anti-drug ambassadors Beat Drugs Squad formed by Agent Don't and Agent Hope, which respectively means "don't take drugs" and the hope of a positive life.

8.   The awareness rate of the slogan was 91%, with that among general youngsters the highest, at 94%. For the ambassadors, the awareness rate was 38%, with that among high risk group the highest, at 42%. Details are given in Table 1. We expect that the public will need more time to get familiar with Agent Don't and Agent Hope, which is the first time for ND to engage cartoon ambassadors in anti-drug promotion.

Table 1: Awareness Rates of the New Anti-drug Slogan and Ambassadors

	Target population	General youngsters	Young adults	High risk group	Parents
Let's Stand Firm. Knock Drugs Out!	91%	94%	91%	92%	91%
Agent Don't and Agent Hope	38%	33%	41%	42%	38%

9.   All respondents were asked whether they had seen or heard about the following anti-drug messages and, if yes, the platform(s) they received the anti-drug messages.

Anti-drug Messages

A. **Drug harms**
Drugs can be addictive and harmful to your body
(吸食毒品會上癮同埋對身體造成傷害)

B. **Cannabis is a drug**
Cannabis is a drug
(大麻係毒品)

C. ***Easy to seek help***
Anyone suffering from drug problems can easily seek assistance, such as counselling services or drug rehabilitation services
(任何人就有關毒品問題都能夠容易尋求協助，例如諮詢或戒毒服務)

D. ***Enjoy healthy life***
Live a healthy life and stay away from drugs
(要過健康嘅生活，遠離毒品)

E. ***Drug trafficking is a serious offence***
Trafficking of drugs is a serious offence and will be fined and imprisoned
(販毒係嚴重罪行，會被罰款同監禁)

F. ***Harms of abusing ketamine***
Harms of ketamine abuse
(吸食氯胺酮(K仔)的禍害)

G. ***Cannabidiol (CBD) controlled as a dangerous drug***
Cannabidiol (CBD) has been listed as a dangerous drug
(大麻二酚，即係CBD，已被列為毒品)

10.　　　The awareness rate of message A (Drug harms) maintained at a high level, at 96% (97% in 2021). The awareness rates were also high across different subgroups, including general youngsters (95%), young adults (95%), high risk group (96%) and parents (97%).

11.　　　The awareness rate of message B (Cannabis is a drug), at 94%, was broadly similar to that in 2021 (93%). This might be attributable to the themed announcement in the public interest (API) on cannabis featuring a rehabilitated person "Ah Sze" since Feb 2022 and ND's highlight of the iconic message (Cannabis is a Drug 大麻係毒品) in a range of physical and online publicity initiatives (e.g. social media posts, external wall banners, public transport advertisements) over the past few years.

12.　　　The awareness rate of Message C (Easy to seek help) decreased slightly from 73% in 2021 to 68% in 2022. The drop was mild and this might possibly be caused by a higher frequency of publicising other anti-drug messages. ND would continue to place emphasis on the importance and ways to seek help in all suitable PE&P initiatives, and encourage grantees of Beat Drugs Fund (BDF) Regular Fund Scheme (RFS) to do the same.

13.　　　Messages D (Enjoy healthy life) decreased slightly from 90% in 2021 to 87% in 2022. Messages E (Drug trafficking is a serious offence) maintained at a high awareness rates of 95% (same as that in 2021). Yet, the awareness rate of Message F (Harms of abusing ketamine) decreased slightly from 91% in 2021 to 87% in 2022. In fact, the percentages in 2022 were around the same level as the ones in 2021. ND would continue with its publicity efforts on various anti-drug messages, and accord priority to promoting the dire consequences on drug trafficking.

14.　　　For the new anti-drug message G (Cannabidiol (CBD) controlled as a dangerous drug) publicised in November 2022, the awareness rate was 84%. This high awareness rate might be attributable to the wide range of publicity efforts made by ND, including the new themed API on CBD, aggressive online promotion and broad advertising in various physical avenues, such as public transport, cinemas, external walls on buildings and cross-harbour tunnels.

Table 2: Awareness of Anti-drug Messages

		Target population	General youngsters	Young adults	High risk group	Parents
A	Drug harms	96% (97%)	95% (97%)	95% (96%)	96% (100%)	97% (98%)
B	Cannabis is a drug	94% (93%)	93% (95%)	95% (91%)	94% (93%)	94% (92%)
C	Easy to seek help	68% (73%)	72% (79%)	63% (73%)	67% (76%)	67% (73%)
D	Enjoy healthy life	87% (90%)	85% (93%)	85% (88%)	88% (91%)	88% (91%)
E	Drug trafficking is a serious offence	95% (95%)	96% (95%)	94% (94%)	96% (94%)	94% (95%)
F	Harms of abusing ketamine	87% (91%)	87% (90%)	88% (88%)	89% (92%)	87% (92%)
G	Cannabidiol (CBD) controlled as a dangerous drug	84% (N/A)	80% (N/A)	85% (N/A)	88% (N/A)	82% (N/A)

Notes:　(1) Figures in brackets refer to the results of the 2021 Survey.
　　　　(2) "N/A" means "Not Available".

15.   As to the current platforms for receiving anti-drug messages, public transport (i.e. MTR and bus), TV and web-based and mobile platforms (i.e. social media platforms, webpages and mobile apps) received top rankings with 88% - 90%. In particular, public transport and web-based and mobile platforms had gained popularity compared with the previous year. This was specifically evident among general youngsters, where the effectiveness of these two platforms and avenue skyrocketed by over 30 percentage points. Year-to-year fluctuation is usually observed due to different promotion activities in each year and other factors (for example, it might be affected by suspension of in-person school classes due to COVID-19). Details are at Table 3.

Table 3: Top Five Media Platforms and Avenues for Receiving Anti-drug Messages

Ranking	Target population	General youngsters	Young adults	High risk group	Parents
1	Public transport 90% (75%)	Web-based and mobile platforms 92% (60%)	Public transport 92% (83%)	Web-based and mobile platforms 91% (63%)	TV 93% (93%)
2	TV 90% (91%)	Public transport 91% (59%)	Web-based and mobile platforms 91% (80%)	Public transport 91% (77%)	Public transport 88% (76%)
3	Web-based and mobile platforms 88% (65%)	TV 81% (78%)	TV 89% (94%)	TV 90% (91%)	Web-based and mobile platforms 84% (61%)
4	Government office and community centre 59% (53%)	External walls on buildings and banners on bridges 57% (20%)	External walls on buildings and banners on bridges 61% (65%)	Government office and community centre 62% (51%)	Government office and community centre 60% (56%)
5	External walls on buildings and banners on bridges 58% (52%)	Schools 53% (80%)	Government office and community centre 58% (64%)	External walls on buildings and banners on bridges 60% (48%)	Radio 58% (58%)

Notes: (1) Figures in brackets refer to the results of the 2021 Survey.
           (2) Multiple answers are allowed.

16.   The effectiveness of public transport and web-based and mobile platforms for all the age groups analysed increased significantly in 2022. As for anti-drug activities and schools, the percentage of young people and young adults to receive anti-drug messages via these platforms remained high, at 70% and 68% respectively. Details are at Table 4.

Table 4: Various Media Platforms and Avenues Used
among Different Age Groups in Receiving Anti-drug Messages

Media Platforms/Avenues	Age group		
	Aged 11-20	**Aged 21-35**	**Aged 36-60**
Public transport	91% (59%)	92% (83%)	89% (75%)
TV	81% (78%)	89% (94%)	93% (92%)
Web-based and mobile platforms	92% (60%)	91% (80%)	85% (59%)
Anti-drug activities and schools	70% (82%)	68% (70%)	66% (55%)
Radio	39% (26%)	53% (52%)	57% (57%)

Notes: (1) Figures in brackets refer to the results of the 2021 Survey.
           (2) Multiple answers are allowed.

17.   Awareness of the harms of several common drugs was also gauged. The awareness rate remained high for ketamine, heroin, cocaine, "Ice" and ecstasy (96%, 95%, 94%, 93% and 92% respectively). The awareness rate of harms of CBD was 75%, which is relatively lower. This may due to the fact that CBD is a newly-controlled dangerous drug and hence more time is needed for public awareness to build up.

18.   For general youngsters, the awareness rate of drug harms was the highest for ketamine, followed by heroin, cocaine and "Ice". The awareness rate of ecstasy improved from 88% in 2021 to 93% in 2022. Yet, it is noted that the awareness rate of cannabis dropped slightly from 94% in 2021 to 88% in 2022. The awareness rate of CBD was 73%. Details are given in Table 5.

Table 5: Awareness Rates of Drug Harms

	Target population	General youngsters	Young adults	High risk group	Parents
Ketamine	96% (96%)	99% (96%)	95% (95%)	97% (96%)	96% (96%)
Heroin	95% (96%)	94% (93%)	95% (95%)	97% (97%)	96% (97%)
Cocaine	94% (95%)	94% (95%)	93% (94%)	92% (95%)	94% (94%)
"Ice"	93% (96%)	94% (98%)	92% (95%)	93% (96%)	93% (97%)
Ecstasy	92% (91%)	93% (88%)	93% (92%)	97% (96%)	92% (92%)
Cannabis	90% (92%)	88% (94%)	91% (88%)	91% (92%)	92% (93%)
Cough Medicine	83% (87%)	87% (85%)	84% (86%)	86% (89%)	83% (87%)
CBD	75% (N/A)	73% (N/A)	74% (N/A)	73% (N/A)	76% (N/A)
Tranquillizers	74% (74%)	68% (61%)	75% (71%)	75% (81%)	75% (76%)
LSD	49% (57%)	43% (53%)	53% (57%)	52% (57%)	49% (56%)

Notes: (1) Figures in brackets refer to the results of the 2021 Survey.
(2) "N/A" means "Not Available".

19.	The awareness rate of ND's 24-hour helpline "186 186" or the instant messaging service "98 186 186" increased from 69% in 2021 to 71% in 2022. The awareness rate among general youngsters was the highest at 76%. Details are given in Table 6.

Table 6: Awareness Rates of the Help Seeking Hotlines and Instant Messaging Services

	Target population	General youngsters	Young adults	High risk group	Parents
Help seeking hotlines and instant message services	71% (69%)	76% (69%)	74% (73%)	74% (65%)	71% (66%)

Note: Figures in brackets refer to the results of the 2021 Survey.

20.	The general impression of ND's five TV APIs which were broadcast in 2022 was also gauged. The APIs were –

(a) CBD, Not for me! (CBD 唔啱我！)

(b) Let's Stand Firm. Knock Drugs Out! (一齊企硬 唔take嘢!)

(c) Cannabis is a drug (大麻係毒品)

(d) Don't be K.O.'d by Ketamine! (咪畀K仔K.O.你!)

(e) Drug trafficking ruins your life. Don't take the bait.
(販毒誘害 切勿上釣)

21.	As set out at Table 7, the awareness rate of any one of the five themed APIs broadcast increased from 94% in 2021 to 97% in 2022. The awareness rates also increased across different groups.

Table 7: Awareness Rate of Themed APIs

	Target population	General youngsters	Young adults	High risk group	Parents
Any one of the five themed APIs	97% (94%)	97% (95%)	96% (93%)	99% (96%)	97% (95%)

Note: Figures in brackets refer to the results of the 2021 Survey.

22. As to the reasons of why the themed APIs were being recalled, the most commonly quoted ones were "slogans are simple/catchy (口號精簡/容易上口)" (87%) and "anti-drug messages delivered are clear (傳達嘅抗毒訊息明確清晰)" (86%). Details are set out at Table 8.

Table 8: Reasons of Themed APIs Being Recalled

	Target population	General youngsters	Young adults	High risk group	Parents
Slogans are simple/catchy (口號精簡/容易上口)	87% (81%)	86% (78%)	89% (83%)	88% (82%)	87% (81%)
Anti-drug messages delivered are clear (傳達嘅抗毒訊息明確清晰)	86% (77%)	83% (56%)	87% (82%)	85% (80%)	87% (79%)
Plots are creative (橋段具有創意)	47% (47%)	49% (36%)	48% (48%)	48% (49%)	48% (50%)
Characters and plots are attractive (角色同情節吸引)	46% (38%)	37% (21%)	44% (43%)	45% (37%)	50% (43%)
Visual effects are rich, screens are colourful and eye-catching (視覺效果豐富，畫面鮮豔奪目)	42% (40%)	33% (32%)	47% (47%)	45% (43%)	42% (43%)
Background music is easy to remember (背景音樂令人容易記得)	36% (31%)	30% (30%)	35% (33%)	38% (32%)	38% (33%)
Plots have a fresh feeling (橋段有清新感覺)	35% (30%)	30% (20%)	36% (31%)	33% (30%)	36% (32%)

Notes: (1) Figures in brackets refer to the results of the 2021 Survey.
(2) Multiple answers are allowed.

II. **Preference on Receiving Anti-drug Messages**

23.   Views on the effectiveness and extent of penetration of ND's current anti-drug messages, as well as the preference on receiving anti-drug messages were collected.

24.   On the effectiveness of various platforms in disseminating anti-drug messages, web-based and mobile platforms (97%) were the most effective means, followed by TV (92%) and public transport (84%). Details are set out at Table 9.

Table 9: Top Five Media Platforms and Avenues
Considered Effective in Disseminating Anti-drug Messages

Ranking	Target population	General youngsters	Young adults	High risk group	Parents
1	Web-based and mobile platforms 97% (87%)	Web-based and mobile platforms 98% (88%)	Web-based and mobile platforms 99% (96%)	Web-based and mobile platforms 97% (87%)	Web-based and mobile platforms 96% (82%)
2	TV 92% (84%)	TV 94% (71%)	TV 93% (86%)	TV 93% (82%)	TV 90% (86%)
3	Public transport 84% (76%)	Public transport 86% (50%)	Public transport 85% (84%)	Public transport 85% (78%)	Public transport 85% (78%)
4	Venue of entertainment 77% (67%)	Venue of entertainment 74% (40%)	Venue of entertainment 78% (75%)	Venue of entertainment 81% (67%)	Venue of entertainment 77% (70%)
5	Radio 66% (54%)	Radio 61% (32%)	Radio 66% (57%)	Radio 66% (52%)	Radio 68% (59%)

Notes: (1) Figures in brackets refer to the results of the 2021 Survey.
              (2) Multiple answers are allowed.

25.   Views on the anti-drug messages that should be strengthened would be useful for ND to consider the anti-drug messages to be disseminated in future PE&P initiatives. In general, the target population would like the message "Drugs can be addictive and harmful to your body" and "Drug trafficking is a serious offence and will be fined and imprisoned" to be strengthened (both are 91%). Details are given in Table 10.

Table 10: Anti-drug Messages That Should Be Strengthened

	Target population	**General youngsters**	**Young adults**	**High risk group**	**Parents**
Drugs can be addictive and harmful to your body （吸食毒品會上癮同埋對身體造成傷害）	91% (83%)	86% (65%)	89% (82%)	91% (85%)	93% (88%)
Drug trafficking is a serious offence and will be fined and imprisoned （販毒係嚴重罪行，會被罰款同監禁）	91% (82%)	88% (61%)	88% (84%)	90% (83%)	91% (86%)
Live a healthy life and stay away from drugs （要過健康嘅生活，遠離毒品）	87% (74%)	86% (54%)	85% (71%)	86% (78%)	88% (80%)
Cannabidiol in cannabis, which is also known as CBD, may be harmful to health and has been classified as a drug （大麻中嘅大麻二酚，即係 CBD，有可能損害健康，已被列為毒品）	87% (N/A)	82% (N/A)	89% (N/A)	84% (N/A)	88% (N/A)
Cannabis is a drug （大麻係毒品）	86% (65%)	87% (40%)	81% (68%)	88% (66%)	87% (69%)
Drug users or people suffering from drug problems can easily seek assistance, such as counselling services or drug rehabilitation services （吸毒者或受毒品問題困擾嘅人能夠容易尋求協助，例如諮詢服務或戒毒服務）	84% (74%)	87% (54%)	83% (82%)	83% (71%)	85% (73%)

Notes: (1) Figures in brackets refer to the results of the 2021 Survey.
　　　　(2) Multiple answers are allowed.
　　　　(3) "N/A" means "Not Available".

26.　　Views on the most effective message to discourage drug taking would be useful for ND to consider key messages to be used in future PE&P. 40% of the target population opined that "Drugs can cause serious harm to your body" was the most effective message to discourage persons from taking drug. Details are given in Table 11.

Table 11: Most Effective Message to Discourage Drug Taking

	Target population	General youngsters	Young adults	High risk group	Parents
Drugs can cause serious harm to your body （吸毒會對身體造成嚴重損害）	40% (46%)	33% (32%)	38% (43%)	40% (47%)	40% (52%)
Drug taking or possession of drugs are serious offences （吸毒或管有毒品屬嚴重罪行）	20% (15%)	20% (13%)	19% (16%)	18% (17%)	20% (16%)
Drug addiction can cause physical and mental pain, drug rehabilitation can develop a healthy lifestyle （毒癮發作會造成身心痛苦，戒毒可以建立健康生活方式）	14% (12%)	13% (9%)	16% (12%)	20% (11%)	12% (11%)
Avoid worrying family （避免令家人擔心）	10% (9%)	10% (20%)	8% (6%)	5% (9%)	11% (8%)
Drugs do not help solving real problems （吸毒對解決現實問題沒有幫助）	9% (11%)	15% (13%)	10% (15%)	7% (9%)	8% (9%)
Drugs waste money （吸毒浪費金錢）	8% (6%)	10% (12%)	9% (7%)	9% (6%)	8% (4%)

Notes: (1) Figures in brackets refer to the results of the 2021 Survey.
　　　　(2) Only one answer is allowed.

III. <u>Action taken to advise others not to take drugs or involve in drug trafficking after receiving anti-drug messages</u>

27.　　A new question was added to estimate whether the target population would take action to advise others against drug abuse or drug trafficking after receiving anti-drug messages. This would be useful to evaluate the effect of anti-drug messages for PE&P initiatives.

28.　　37% of the target population had advised others against drug abuse or drug trafficking after receiving anti-drug messages. The percentage was highest among the high risk group (those who knew someone was drug abuser and/or who had been offered drugs before), in which 42% had taken actions. Details are given in Table 12.

<u>Table 12: Any Action to Advise Others</u>
<u>Against Drug Abuse and Drug Trafficking After Receiving Anti-drug Messages</u>

	Target population	**General youngsters**	**Young adults**	**High risk group**	**Parents**
Action taken	37%	40%	37%	42%	39%

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