

Key Findings of the Public Opinion Survey on 2016 Anti-drug Publicity Measures

OBJECTIVES

The objectives of the Public Opinion Survey on 2016 Anti-drug Publicity Measures (the 2016 Survey) are -

- a. to gauge the public perception of the key anti-drug publicity messages under the territory-wide publicity campaign – “Stand Firm! Knock Drugs Out (企硬!唔take嘢)” – which has been launched for 6.5 years (since July 2010), as well as various Announcements in the Public Interest (APIs); and
- b. to assess the extent of penetration of the publicity messages through different media platforms and avenues, such as television (TV), radio, public transport and the internet as reference for future publicity initiatives.

BACKGROUND

2. The Narcotics Division has since 2007 commissioned annual public opinion surveys on 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 to collect and validate the data, which forms the basis of the analyses and compilation of relevant reports.

METHODOLOGY

3. The methodology for the 2016 Survey was similar to those of previous exercises. The 2016 Survey was conducted between 1 December 2016 and 2 January 2017, mainly between 2:00 pm to 10:30 pm. It covered Hong Kong residents¹ aged between 11 and 60 (both ages inclusive) who were able to speak and communicate in Chinese and belonged to households with a domestic telephone line. Through random sampling, the outside contractor

¹ Excluding foreign domestic helpers.

successfully enumerated 1 004 respondents by telephone interviews, with a cooperation rate of 28%. The sample size and cooperation rate were considered statistically sufficient for meaningful analyses. The sampling error for all percentages using the total sample was less than plus/minus three percentage points at 95% confidence level. For subgroup analyses, the percentages of which were derived using smaller sample size, the sampling errors were larger and results may therefore need to be interpreted cautiously.

4. Respondents were grouped into four categories², namely (i) general youngsters (aged from 11 to 20); (ii) young adults (aged from 21 to 35); (iii) “high-risk” group (those who knew someone was drug abuser and/or who had been offered drugs before); and (iv) parents. The responses from the four categories are as follows:

- a. 129 sets of responses were received from general youngsters;
- b. 290 sets of responses were received from young adults;
- c. 70 sets of responses were received from the “high-risk” group;
and
- d. 459 sets of responses were received from parents.

5. Views from different categories have been specifically analysed.

KEY FINDINGS

I. Awareness and Suitability of the Campaign Slogan

6. The overall awareness rate of the campaign slogan “Stand Firm! Knock Drugs Out (企硬!唔take嘢)” in 2016 maintained at a high level of 94%, which was higher than that (89%) in 2015. The awareness rates since introduction are at Table 1.

² The total number of sets of responses received from the four categories of respondents does not add up to 1 004 because a high risk respondent can be a general youngster, young adult, parent, or neither of the three. Also, some of the respondents do not fall under any of the four categories.

Table 1: Overall Awareness Rate of the Campaign Slogan (since 2010)

	Stand Firm! Knock Drugs Out (企硬!唔 take 嘢)						
	2010	2011	2012	2013	2014	2015	2016
<i>(Launched for around)</i>	<i>(0.5 year)</i>	<i>(1.5 years)</i>	<i>(2.5 years)</i>	<i>(3.5 years)</i>	<i>(4.5 years)</i>	<i>(5.5 years)</i>	<i>(6.5 years)</i>
All respondents	67%	85%	91%	90%	89%	89%	94%
General youngsters	68%	88%	91%	92%	90%	90%	97%
Young adults*	NA	NA	NA	NA	NA	93%	96%
High risk group	69%	85%	83%	94%	92%	90%	96%
Parents	64%	83%	87%	88%	87%	86%	92%

Remark:

* This category was added since the 2015 Survey. “NA” means “Not Available”.

7. We also gauged the opinion of all respondents on whether they considered “Stand Firm! Knock Drugs Out (企硬!唔take嘢)” a suitable slogan for anti-drug publicity. A vast majority (87%) of the respondents agreed that it was a suitable slogan for anti-drug publicity, while 10% found it not suitable. More notably, 94% and 90% of the “general youngsters” and “young adults” respectively considered the slogan suitable. Among those who considered the slogan suitable, the reasons most commonly quoted were “easy to understand/ easy to remember (容易明白/容易記得)” (97%) and “concise/delivered anti-drug message directly (簡單清楚/能直接帶出抗毒信息)” (95%). Details of the views are set out at Table 2.

Table 2: Suitability of Campaign Slogan for Anti-drug Publicity

	All respondents	General youngsters	Young adults	High risk group	Parents
The slogan is suitable for anti-drug publicity	87% (86%)	94% (91%)	90% (90%)	87% (77%)	84% (84%)
<i>Reasons:</i>					
Easy to understand/ easy to remember (容易明白/容易記得)	97% (94%)	97% (89%)	98% (95%)	98% (94%)	97% (95%)
Concise/delivered anti-drug message directly (簡單清楚/能直接帶出 抗毒信息)	95% (85%)	96% (88%)	96% (86%)	90% (77%)	95% (86%)
Pandered to youth taste (能迎合年青人口味)	82% (79%)	80% (66%)	77% (78%)	79% (70%)	85% (87%)
Permeated through the people (深入民心)	80% (73%)	84% (71%)	81% (74%)	81% (66%)	78% (78%)
The slogan is not suitable for anti-drug publicity*	10% (10%)	6% (5%)	8% (9%)	13% (22%)	10% (10%)

Remarks:

Figures in brackets refer to the results of the 2015 Survey.

*Since percentages were relatively small, further analysis of the reasons would be more prone to sampling errors, hence not covered in detail in this paper.

II. Anti-drug Messages

8. All respondents were asked whether they had seen or heard about the following anti-drug messages via any media platforms, locations or anti-drug publicity initiatives –

Anti-drug Messages

A. Drug Harms

Drugs (such as ice and cannabis) can be addictive and harmful to your body

(吸食毒品 (例如：冰毒、大麻) 會上癮同埋對身體造成傷害)

B. 186 186 Hotline and WhatsApp/WeChat 98 186 186

Drug abusers and persons in need can call the hotline 186 186 or make use of WhatsApp/WeChat 98 186 186 to seek anti-drug counseling services or assistance

(吸毒者或有需要人士可以打熱線186 186或者使用WhatsApp/微信 98 186 186尋求禁毒諮詢服務或協助)

C. Peer Influence

Do not take drugs under peer influence

(唔好受朋輩嘅影響而吸毒)

D. Seek Help Early

Collaborate efforts to discover people with drug problems early and help them to quit drugs

(每個人都可以幫手及早發現身邊有冇人受吸毒問題困擾，幫助佢哋向毒品說不)

E. Quit Drugs Now

Do not battle against drugs alone, get help and quit drugs now

(唔好單打獨鬥，要主動求助，搵甩毒癮)

F. Defeat Drugs

Encourage young people to develop healthy interests, adopt positive attitudes and stand firm against drug temptation even in the face of setbacks

(青少年要建立健康嘅興趣，保持正面、自信，遇到挫折都要企硬唔take嘢)

9. The awareness rates of messages A, C and D (drug harms, peer influence and seek help early) were the highest (90%, 77% and 72% respectively), while those of messages B and E (186 186 Hotline and WhatsApp/WeChat 98 186 186 and quit drugs now) were on the low side (43% and 45% respectively). A similar pattern was observed among different categories of respondents. The awareness rates of the six messages listed at paragraph 8 above are at Table 3.

Table 3: Awareness of Anti-drug Messages

	Anti-drug Message					
	A Drug harms	B 186 186 and 98 186 186	C Peer influence	D Seek help early	E Quit drugs now	F Defeat drugs
All respondents	90%	43%	77% (58%)	72% (77%)	45% (42%)	60%
General youngsters	91%	59%	85% (72%)	76% (74%)	54% (41%)	61%
Young adults	89%	40%	74% (60%)	68% (77%)	41% (40%)	51%
High risk group	91%	36%	71% (58%)	81% (83%)	49% (49%)	64%
Parents	90%	43%	76% (53%)	76% (77%)	46% (39%)	66%

Remark:

Figures in brackets refer to the results of the 2015 Survey.

10. Messages disseminating the harmful effects of drugs were best recalled by all respondents. General youngsters had a higher awareness of different anti-drug messages, especially the hotline services. With more use of the new media and electronic platforms to disseminate anti-drug messages, as well as the continuous education and publicity efforts at schools by the Government and anti-drug sector, it is believed that youngsters had received anti-drug messages from the mass media and various avenues.

III. APIs

11. In recent years, a new API is launched in June/July every year to kick start the latest series of the annual publicity campaign. APIs carrying the below themes were broadcast in the past four years, and continued to appear on TV and radios at the time of the 2016 Survey –

	<i>Broadcast since</i>	<i>Months aired in 2016</i>
<i>Friendship</i>		
A. Anti-drug 2013 (Friends) 企硬2013 (朋友篇)	Jun 2013	6 months
<i>Quit Drugs Now</i>		
B. Anti-drug 2015 (Quit drugs now) 企硬2015 (戒甩毒品篇)	Jun 2015	9 months
<i>Defeats Drugs</i>		
C. Anti-drug 2016 (Confidence defeats drugs) 企硬2016 (自信抗毒篇)	Jun 2016	7 months
D. Anti-drug 2016 (Positivity defeats drugs) 企硬2016 (積極抗毒篇)	Jun 2016	7 months

12. All respondents were asked about their impression of the above four APIs. Their awareness of the APIs is set out at Table 4.

Table 4: Awareness Rates of the Four APIs

	Anti-drug APIs			
	A. Friends	B. Quit drugs now	C. Confidence defeats drugs	D. Positivity defeats drugs
All respondents	85% (81%)	49% (48%)	53%	40%
General youngsters	81% (88%)	54% (45%)	70%	41%
Young adults	88% (80%)	43% (43%)	48%	35%
High risk group	83% (81%)	60% (51%)	43%	40%
Parents	83% (79%)	52% (51%)	53%	44%

Remark:

Figures in brackets refer to the results of the 2015 Survey.

13. The awareness rate of the API with theme A was the highest (85%). The newest APIs with themes C and D respectively had attained quite acceptable overall awareness rates, noting that they had only been broadcast for six months at the time of the 2016 Survey. The API with theme C had in particular attained quite a high awareness rate among general youngsters, possibly because of the wider use of new media and electronic platforms in reaching out to this category of audience, and the style of the API might have suited their taste more.

14. As to the reasons why the respondents were aware of the API(s), the most commonly quoted reasons were “anti-drug messages delivered are clear (傳達嘅抗毒信息明確清晰)” (88%) and “slogans are simple/catchy (口號精簡/容易上口)” (86%). Details are set out at Table 5.

Table 5: Reasons of having Awareness of the Four APIs

	All respondents	General youngsters	Young adults	High risk group	Parents
Anti-drug messages delivered are clear (傳達嘅抗毒信息明確清晰)	88%	87%	87%	84%	88%
Slogans are simple/catchy (口號精簡/容易上口)	86%	88%	82%	82%	85%
Plots are creative (橋段具有創意)	68%	75%	64%	73%	72%
Visual effects are rich, screens are colourful and eye-catching (視覺效果豐富，畫面鮮艷奪目)	53%	57%	56%	54%	55%

IV. Penetration Rate of Different Media Platforms and Avenues

15. TV was the most common media for receiving anti-drug messages. Advertisements placed at public transports and on radio recorded similar penetration rates. Social media and mobile apps had higher penetration rates among general youngsters and young adults. “Schools” was the second most common avenue for general youngsters to receive anti-drug messages. The penetration rates of different media platforms and avenues are at Table 6.

Table 6: Top Five Media Platforms and Avenues
for Receiving Anti-drug Messages

	Ranking				
	1	2	3	4	5
All respondents	TV 96%	MTR 65%	Bus/mini- bus/tram 64%	Radio 60%	External walls on buildings and banners on bridges 52%
General youngsters	TV 97%	Schools 79%	MTR 74%	Bus/mini- bus/tram 69%	Social media and mobile apps 59%
Young adults	TV 97%	MTR 70%	Bus/mini- bus/tram 69%	Radio 58%	Social media and mobile apps 53%
High risk group	TV 93%	Bus/mini- bus/tram 77%	MTR 68%	Radio 66%	External walls on buildings and banners on bridges 56%
Parents	TV 95%	Radio 64%	Bus/mini- bus/tram 63%	MTR 60%	External walls on buildings and banners on bridges 51%

16. While conventional mass media platforms such as TV and radio continued to have the highest penetration rate, the findings reflected that the younger population (aged 35 below) were more exposed to advertisements on public transports, probably because they were daily commuters (such as students and working youth). New media and mobile platforms (such as mobile apps and social media platforms) were also more commonly used by them in receiving publicity messages. The penetration rates of popular media platforms and avenues among different age groups in receiving anti-drug messages are at Table 7.

**Table 7: Penetration Rates of Popular Media Platforms and Avenues
Among Different Age Groups in Receiving Anti-drug Messages**

Media Platforms/Avenues	Age group		
	Age 11-20	Age 21-35	Age 36-60
TV/radio	98%	98%	97%
Public transports	84%	82%	76%
New media and mobile platforms	69%	62%	42%
Anti-drug activities and schools	87%	50%	44%

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