

## **Key Findings of the Public Opinion Survey on 2017 Anti-drug Publicity Measures**

### **OBJECTIVES**

The objectives of the Public Opinion Survey on 2017 Anti-drug Publicity Measures (the 2017 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 7.5 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 electronic platforms 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 2017 Survey was similar to those of previous exercises. The 2017 Survey was conducted between 20 November 2017 and 29 December 2017, mainly between 2:00pm to 10:30pm. It covered Hong Kong residents<sup>1</sup> 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 successfully enumerated 1 009 respondents by telephone interviews, with a cooperation rate of 39%. The sample size and

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<sup>1</sup> Excluding foreign domestic helpers.

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 with caution.

4. Respondents were grouped into four categories<sup>2</sup>, 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. 128 sets of responses were received from general youngsters;
- b. 295 sets of responses were received from young adults;
- c. 60 sets of responses were received from the “high-risk” group;  
and
- d. 490 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 2017 maintained at a high level of 96%, which was higher than that (94%) in 2016. The awareness rates since introduction are at Table 1.

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<sup>2</sup> The total number of sets of responses received from the four categories of respondents does not add up to 1 009 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)

	<b>Stand Firm! Knock Drugs Out</b> <b>(企硬!唔 take 嘢)</b>							
	2010	2011	2012	2013	2014	2015	2016	2017
<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>	<i>(7.5 years)</i>
<b>All respondents</b>	67%	85%	91%	90%	89%	89%	94%	96%
<b>General youngsters</b>	68%	88%	91%	92%	90%	90%	97%	96%
<b>Young adults*</b>	NA	NA	NA	NA	NA	93%	96%	98%
<b>High risk group</b>	69%	85%	83%	94%	92%	90%	96%	97%
<b>Parents</b>	64%	83%	87%	88%	87%	86%	92%	94%

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 (89%) of the respondents agreed that it was a suitable slogan for anti-drug publicity, while 9% found it not suitable. More notably, 97% and 92% 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)” (99%) and “concise/delivered anti-drug message directly (簡單清楚/能直接帶出抗毒信息)” (98%). Details of the views are set out at Table 2.

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

	<b>All respondents</b>	<b>General youngsters</b>	<b>Young adults</b>	<b>High risk group</b>	<b>Parents</b>
<b>The slogan is suitable for anti-drug publicity</b>	<b>89%</b> (87%)	<b>97%</b> (94%)	<b>92%</b> (90%)	<b>88%</b> (87%)	<b>85%</b> (84%)
<i>Reasons:</i>					
<b>Easy to understand/easy to remember</b> (容易明白/容易記得)	99% (97%)	97% (97%)	100% (98%)	98% (98%)	99% (97%)
<b>Concise/delivered anti-drug message directly</b> (簡單清楚/能直接帶出抗毒信息)	98% (95%)	95% (96%)	99% (96%)	95% (90%)	98% (95%)
<b>Permeated through the people</b> (深入民心)	86% (80%)	88% (84%)	83% (81%)	88% (81%)	88% (78%)
<b>Pandered to youth taste</b> (迎合年青人口味)	83% (82%)	75% (80%)	77% (77%)	71% (79%)	90% (85%)
<b>The slogan is not suitable for anti-drug publicity</b>	9% (10%)	3% (6%)	7% (8%)	9% (13%)	11% (10%)

Remarks:

Figures in brackets refer to the results of the 2016 Survey.

## 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 (93%, 74% and 70% 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 (55% and 42% 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					
	<b>A Drug harms</b>	<b>B 186 186 and 98 186 186</b>	<b>C Peer influence</b>	<b>D Seek help early</b>	<b>E Quit drugs now</b>	<b>F Defeats drugs</b>
<b>All respondents</b>	93% (90%)	55% (43%)	74% (77%)	70% (72%)	42% (45%)	62% (60%)
<b>General youngsters</b>	91% (91%)	68% (59%)	80% (85%)	68% (76%)	42% (54%)	66% (61%)
<b>Young adults</b>	93% (89%)	54% (40%)	74% (74%)	65% (68%)	41% (41%)	52% (51%)
<b>High risk group</b>	95% (91%)	47% (36%)	77% (71%)	69% (81%)	41% (49%)	57% (64%)
<b>Parents</b>	93% (90%)	53% (43%)	73% (76%)	72% (76%)	45% (46%)	66% (66%)

Remark:

Figures in brackets refer to the results of the 2016 Survey.

10. Messages disseminating the harmful effects of drugs were best recalled by all groups of respondents. The rise in the awareness of drug harms was believed to be attributable to the 2017 APIs with a focus on the drug harms of methamphetamine (commonly known as “Ice”) and a strong visual impact. It might also be the result of the enhanced content of the harms of “Ice” and cannabis in publications (e.g. posters) and in school education programmes. The awareness of the hotline services had also risen, as continuous promotion efforts had been undertaken. In particular, the hotline numbers were prominently read out at the end of the 2017 APIs, instead of just being shown in written form in previous APIs.

### 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 two years, and continued to appear on TV and radios at the time of the 2017 Survey –

<i>Defeats Drugs</i>	<i>Broadcast since</i>	<i>Months aired in 2017</i>
A. Anti-drug 2016 (Confidence defeats drugs) 企硬2016 (自信抗毒篇)	Jun 2016	12 months
B. Anti-drug 2016 (Positivity defeats drugs) 企硬2016 (積極抗毒篇)	Jun 2016	12 months
<i>"Ice" can dissolve your brain!</i>		
C. Anti-drug 2017 ("Ice" can dissolve your brain!) 企硬2017 (「冰」會溶咗你!)	Jun 2017	7 months

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

Table 4: Awareness Rates of the Three APIs

	<b>Anti-drug APIs</b>		
	<b>A. Confidence defeats drugs</b>	<b>B. Positivity defeats drugs</b>	<b>C. "Ice" can dissolve your brain!</b>
<b>All respondents</b>	55% (53%)	40% (40%)	70%
<b>General youngsters</b>	60% (70%)	47% (41%)	85%
<b>Young adults</b>	58% (48%)	37% (35%)	73%
<b>High risk group</b>	55% (43%)	41% (40%)	64%
<b>Parents</b>	55% (53%)	43% (44%)	67%

Remark:

Figures in brackets refer to the results of the 2016 Survey.

13. The awareness rate of the API with theme C, i.e. the latest API, was the highest (70%), especially among general youngsters and young adults. The APIs with themes A and B (broadcast since mid-2016) continued to attain satisfactory overall awareness rates. The higher awareness rates among general youngsters and young adults of the three APIs might be attributable to the wider and enhanced use of new media and electronic platforms in reaching out to this category of audience, and the style of the APIs might have relatively suited their taste.

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)” (89%) and “slogans are simple/catchy (口號精簡/容易上口)” (84%). Details are set out at Table 5. It is worth noting that compared to the previous survey, more respondents considered the APIs creative and commended the visual effects. The more colloquial slogans and special visual presentation of the harms of “Ice” abuse used in the recent APIs might have also helped raise awareness.

Table 5: Reasons of Having Awareness of the Three APIs

	All respondents	General youngsters	Young adults	High risk group	Parents
<b>Anti-drug messages delivered are clear</b> (傳達嘅抗毒信息明確清晰)	89% (88%)	93% (87%)	85% (87%)	89% (84%)	91% (88%)
<b>Slogans are simple/catchy</b> (口號精簡/容易上口)	84% (86%)	83% (88%)	84% (82%)	91% (82%)	88% (85%)
<b>Plots are creative</b> (橋段具有創意)	75% (68%)	75% (75%)	71% (64%)	75% (73%)	81% (72%)
<b>Visual effects are rich, screens are colourful and eye-catching</b> (視覺效果豐富，畫面鮮艷奪目)	66% (53%)	70% (57%)	64% (56%)	70% (54%)	68% (55%)

Remark:

Figures in brackets refer to the results of the 2016 Survey.

#### **IV. Penetration Rate of Different Media Platforms and Avenues**

15. TV continued to be the most common media for receiving anti-drug messages. Advertisements placed at public transport and on radio recorded similar penetration rates. “Schools” remained a common avenue for general



youngsters to receive anti-drug messages. Meanwhile, with the enhanced use of digital platforms (e.g. social media and mobile apps) and engagement of popular YouTubers to produce a YouTube video suiting the taste of youngsters, the relevant penetration rates had remained higher among general youngsters and young adults vis-à-vis other groups of respondents. 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
<b>All respondents</b>	TV 96% (96%)	MTR 66% (65%)	Bus/mini-bus/tram 63% (64%)	Radio 59% (60%)	External walls on buildings and banners on bridges 51% (52%)
<b>General youngsters</b>	TV 100% (97%)	Bus/mini-bus/tram 75% (69%)	Schools 73% (79%)	MTR 71% (74%)	Social media and mobile apps 71% (59%)
<b>Young adults</b>	TV 97% (97%)	MTR 74% (70%)	Bus/mini-bus/tram 68% (69%)	Radio 59% (58%)	Social media and mobile apps 55% (53%)
<b>High risk group</b>	TV 95% (93%)	MTR 70% (68%)	Radio 58% (66%)	Government office and community centre 57% (54%)	Bus/mini-bus/tram 54% (77%)
<b>Parents</b>	TV 94% (95%)	Radio 64% (64%)	MTR 62% (60%)	Bus/mini-bus/tram 62% (63%)	Newspaper and magazine 53% (47%)

Remark:

Figures in brackets refer to the results of the 2016 Survey.

16. While conventional mass media platforms such as TV and radio continued to have the highest penetration rates, a surge of penetration rates of new media and mobile platforms (e.g. mobile apps and social media platforms) among the youngest group of respondents was observed. It was also revealed that the younger population (aged 35 below) was more exposed and receptive to advertisements on public transport, probably because of their higher mobility or need to commute daily for work, study and social life. 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
<b>TV/radio</b>	100% (98%)	97% (98%)	96% (97%)
<b>Public transport</b>	86% (84%)	83% (82%)	74% (76%)
<b>New media and mobile platforms</b>	82% (69%)	63% (62%)	43% (42%)
<b>Anti-drug activities and schools</b>	85% (87%)	54% (50%)	44% (44%)

Remark:

Figures in brackets refer to the results of the 2016 Survey.

17. In the 2017 Survey, the respondents were also asked of their views on the effectiveness of various platforms in disseminating anti-drug messages. The results were consistent with the findings on popular media platforms and avenues for receiving anti-drug messages (paragraph 15 and 16 above). TV was regarded as the most effective means in disseminating anti-drug messages, followed by social media, webpage, discussion forum and mobile app ads and public transport. Details are set out at Table 8.

**Table 8: Top Five Media Platforms and Avenues  
that Respondents Considered Effective in Disseminating Anti-drug Messages**

	<b>Ranking</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>All respondents</b>	TV 94%	Social media, webpage, discussion forum and mobile app ads 86%	Public transport 83%	Venue of entertainment 80%	Webpage or app-version of newspaper and magazine 78%
<b>General youngsters</b>	TV 97%	Social media, webpage, discussion forum and mobile app ads 92%	Public transport 83%	Webpage or app-version of newspaper and magazine 79%	Venue of entertainment 75%
<b>Young adults</b>	TV 92%	Social media, webpage, discussion forum and mobile app ads 87%	Venue of entertainment 81%	Public transport 80%	Webpage or app-version of newspaper and magazine 76%
<b>High risk group</b>	Public transport 87%	TV 87%	Social media, webpage, discussion forum and mobile app ads 86%	Webpage or app-version of newspaper and magazine 75%	Venue of entertainment 73%
<b>Parents</b>	TV 94%	Social media, webpage, discussion forum and mobile app ads 86%	Public transport 86%	Venue of entertainment 82%	Webpage or app-version of newspaper and magazine 80%

**Narcotics Division  
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