

Key Findings of the Public Opinion Survey on 2018 Anti-drug Publicity Measures

OBJECTIVES

The objectives of the Public Opinion Survey on 2018 Anti-drug Publicity Measures (the 2018 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 8.5 years (since July 2010) by the time of the survey, 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. The data so collected forms the basis of the analyses and compilation of relevant reports.

METHODOLOGY

3. The methodology for the 2018 Survey was similar to those of previous exercises. The 2018 Survey was conducted between 20 November 2018 and 20 December 2018, mainly between 2:00pm to 10:30pm. 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 successfully enumerated 1 022 respondents by telephone interviews, with a cooperation rate of 22%. The sample size and cooperation rate were considered statistically sufficient for meaningful

¹ Excluding foreign domestic helpers.

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 categories², namely (a) general youngsters (aged from 11 to 20); (b) young adults (aged from 21 to 35); (c) the “high-risk” group (those who knew someone was drug abuser and/or who had been offered drugs before); and (d) parents. The responses from the four categories are as follows:

- (a) 125 sets of responses were received from general youngsters;
- (b) 296 sets of responses were received from young adults;
- (c) 58 sets of responses were received from the “high-risk” group; and
- (d) 509 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 2018 maintained at a high level of 94%, though slightly lower than the peak of 96% in 2017. The awareness rates since its 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 1 022 because a respondent from the high-risk group 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 introduction in 2010)

	Stand Firm! Knock Drugs Out (企硬!唔take嘢)								
	2010	2011	2012	2013	2014	2015	2016	2017	2018
<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>	<i>(8.5 years)</i>
All respondents	67%	85%	91%	90%	89%	89%	94%	96%	94%
General youngsters	68%	88%	91%	92%	90%	90%	97%	96%	96%
Young adults*	N/A	N/A	N/A	N/A	N/A	93%	96%	98%	95%
High risk group	69%	85%	83%	94%	92%	90%	96%	97%	92%
Parents	64%	83%	87%	88%	87%	86%	92%	94%	90%

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 8% found it not suitable. More notably, 96% and 93% 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)” (92%) and “concise/delivered anti-drug message directly (簡單清楚/能直接帶出抗毒信息)” (88%). 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% (89%)	96% (97%)	93% (92%)	80% (88%)	83% (85%)
<i>Reasons:</i>					
Easy to understand/easy to remember (容易明白/容易記得)	92% (99%)	94% (97%)	91% (100%)	92% (98%)	90% (99%)
Concise/delivered anti-drug message directly (簡單清楚/能直接帶出抗毒信息)	88% (98%)	93% (95%)	87% (99%)	87% (95%)	86% (98%)
Permeated through the people (深入民心)	71% (86%)	80% (88%)	69% (83%)	73% (88%)	70% (88%)
Pandered to youth taste (能迎合年青人口味)	70% (83%)	68% (75%)	64% (77%)	68% (71%)	74% (90%)
The slogan is not suitable for anti-drug publicity	8% (9%)	4% (3%)	4% (7%)	14% (9%)	10% (11%)

Remark:

Figures in brackets refer to the results of the 2017 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”, cocaine and cannabis) can be addictive and harmful to your body

(吸食毒品 (例如：冰毒、可卡因、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 and C (drug harms and peer influence) were the highest (94% and 75% respectively), while message E (quit drugs now) was on the low side (40%). 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 Defeats drugs
All respondents	94% (93%)	64% (55%)	75% (74%)	65% (70%)	40% (42%)	65% (62%)
General youngsters	96% (91%)	78% (68%)	86% (80%)	76% (68%)	47% (42%)	74% (66%)
Young adults	94% (93%)	67% (54%)	72% (74%)	62% (65%)	39% (41%)	56% (52%)
High risk group	91% (95%)	68% (47%)	75% (77%)	77% (69%)	46% (41%)	62% (57%)
Parents	94% (93%)	59% (53%)	73% (73%)	66% (72%)	40% (45%)	70% (66%)

Remark:

Figures in brackets refer to the results of the 2017 Survey.

10. Messages disseminating the harmful effects of drugs were best recalled by all groups of respondents, and this response had been consistent over the years. The increased awareness of drug harms might be attributable to the use of strong visual and audio effects in recent APIs (broadcast in 2017 and 2018) in presenting the dire consequences of cocaine and methamphetamine (commonly known as “Ice”) abuse, the engagement of popular YouTubers (in 2017 and 2018) to produce anti-drug videos on “Ice” and cannabis abuse, as well as the efforts of anti-drug partners in enhancing the emphasis on the drug harms of “Ice”, cocaine and cannabis through school education programmes, media partnership and other initiatives.

11. The awareness of the hotline services had also risen, amid continuous promotion efforts having been undertaken. In particular, the hotline numbers were prominently read out and displayed at the end of recent APIs and YouTuber videos; and the hotline operator (a non-governmental organisation (NGO) providing anti-drug services) was required to publicise the hotline services through suitable events and their own network.

III. APIs

12. Themed APIs below were broadcast in 2016 to 2018, and continued to appear on TV and radios at the time of the 2018 Survey –

	<i>Broadcast since</i>	<i>Months aired in 2018</i>
<i>Defeat Drugs</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	6 months
<i>Don't lose your life to drugs</i>		
D. Anti-drug 2018 (Don't lose your life to drugs) 企硬2018 (Take 到上癮，無咗人生)	Jun 2018	7 months

13. 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. Confidence defeats drugs	B. Positivity defeats drugs	C. "Ice" can dissolve your brain!	D. Don't lose your life to drugs
All respondents	55% (55%)	48% (40%)	80% (70%)	63%
General youngsters	65% (60%)	50% (47%)	90% (85%)	55%
Young adults	52% (58%)	43% (37%)	82% (73%)	61%
High risk group	46% (55%)	40% (41%)	76% (64%)	72%
Parents	52% (55%)	50% (43%)	76% (67%)	66%

Remark:

Figures in brackets refer to the results of the 2017 Survey.

14. The awareness rate of the API with theme C was the highest (80%), especially among general youngsters and young adults. The awareness rate of the latest API (theme D) was higher than those of themes A and B (which also attained reasonable awareness rates), especially in the high-risk group. As mentioned at paragraph 10 above, the higher awareness rates for themes C and D might be attributable to the visual and audio effects of the APIs. The wider and enhanced use of new media and electronic platforms also assisted in message dissemination.

15. As to the reasons why the respondents were aware of the API(s), the most commonly quoted ones were “anti-drug messages delivered are clear (傳達嘅抗毒信息明確清晰)” (81%) and “slogans are simple/catchy (口號精簡/容易上口)” (75%). Details are set out at Table 5. A decrease in quoting “slogans are simple/catchy” was observed, possibly due to the more in-depth messages delivered in the latest API.

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)	81% (89%)	93% (93%)	78% (85%)	74% (89%)	80% (91%)
Slogans are simple/catchy (口號精簡/容易上口)	75% (84%)	76% (83%)	75% (84%)	69% (91%)	75% (88%)
Visual effects are rich, screens are colourful and eye-catching (視覺效果豐富，畫面鮮艷奪目)	64% (66%)	70% (70%)	68% (64%)	55% (70%)	61% (68%)
Plots are creative (橋段具有創意)	63% (75%)	67% (75%)	64% (71%)	59% (75%)	62% (81%)

Remark:

Figures in brackets refer to the results of the 2017 Survey.

IV. Penetration Rates of Different Media Platforms and Avenues

16. TV continued to be the most common media for receiving anti-drug messages across all groups of respondents, followed by advertisements placed at public transport. “Schools” and “anti-drug events” were the most common avenues for general youngsters to receive anti-drug messages, reflecting the concerted efforts made by the school sector, NGOs and ND in delivering school education programmes. “Social media and mobile apps” was ranked the fifth, and continued to be more popular among general youngsters and young adults. Details 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 95% (96%)	MTR 65% (66%)	Bus/mini-bus/tram 63% (63%)	Radio 60% (59%)	Social media and mobile apps 50% (43%)
General youngsters	TV 98% (100%)	Schools 77% (73%)	MTR 76% (71%)	Anti-drug events 73% (68%)	Social media and mobile apps 69% (71%)
Young adults	TV 96% (97%)	Bus/mini-bus/tram 69% (68%)	MTR 67% (74%)	Social media and mobile apps 60% (55%)	Government office and community centre 53% (47%)
High risk group	TV 95% (95%)	External walls on buildings and banners on bridges 65% (45%)	MTR 63% (70%)	Bus/mini-bus/tram 61% (54%)	Radio 60% (58%)
Parents	TV 95% (94%)	Radio 62% (64%)	MTR 61% (62%)	Bus/mini-bus/tram 60% (62%)	Newspaper and magazine 50% (53%)

Remark:

Figures in brackets refer to the results of the 2017 Survey.

17. The continued surge of penetration rates of new media and mobile platforms (e.g. social media platforms, webpages and mobile apps, engagement of popular YouTubers to produce anti-drug videos, and publicity on popular parenting websites) was evident among all age groups, especially the youngest respondents. Details 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% (100%)	98% (97%)	97% (96%)
Public transport	85% (86%)	80% (83%)	74% (74%)
New media and mobile platforms	82% (82%)	70% (63%)	51% (43%)
Anti-drug activities and schools	87% (85%)	60% (54%)	44% (44%)

Remark:

Figures in brackets refer to the results of the 2017 Survey.

18. Since the 2017 Survey, respondents were asked of their views on the effectiveness of various platforms in disseminating anti-drug messages. The results were consistent with the above findings (paragraphs 16 and 17 above). TV was regarded as the most effective means, 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**

	Ranking				
	1	2	3	4	5
All respondents	TV 91% (94%)	Social media, webpage, discussion forum and mobile app ads 84% (86%)	Public transport 81% (83%)	Webpage or app-version of newspaper and magazine 77% (78%)	Venue of entertainment 76% (80%)
General youngsters	TV 94% (97%)	Social media, webpage, discussion forum and mobile app ads 92% (92%)	Public transport 78% (83%)	Webpage or app-version of newspaper and magazine 78% (79%)	Venue of entertainment 67% (75%)
Young adults	TV 89% (92%)	Social media, webpage, discussion forum and mobile app ads 87% (87%)	Public transport 81% (80%)	Webpage or app-version of newspaper and magazine 77% (76%)	Venue of entertainment 76% (81%)
High risk group	TV 79% (87%)	Public transport 78% (87%)	Venue of entertainment 70% (73%)	Webpage or app-version of newspaper and magazine 70% (75%)	Social media, webpage, discussion forum and mobile app ads 69% (86%)
Parents	TV 92% (94%)	Social media, webpage, discussion forum and mobile app ads 82% (86%)	Public transport 80% (86%)	Webpage or app-version of newspaper and magazine 79% (80%)	Venue of entertainment 78% (82%)

Remark:

Figures in brackets refer to the results of the 2017 Survey.

**Narcotics Division
Security Bureau
June 2019**