

Key Findings of the Public Opinion Survey on 2019 Anti-drug Publicity Measures

OBJECTIVES

The objectives of the Public Opinion Survey on 2019 Anti-drug Publicity Measures (the 2019 Survey) are to -

- (a) gauge the public perception of the key anti-drug publicity messages under the territory-wide publicity campaign as well as various Announcements in the Public Interest (APIs); and
- (b) 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 form the basis of the analyses and compilation of relevant reports.

METHODOLOGY

3. The methodology for the 2019 Survey was based on that of the 2018 Survey but with a widened scope in data sampling -- individuals with valid mobile telephone numbers¹ in Hong Kong were included in addition to those individuals from land-based domestic households that are installed with residential telephone lines. The 2019 Survey was conducted between 28 November 2019 and 15 January 2020, mainly between 2:00pm to 10:00pm. It covered Hong Kong residents² aged between 11 and 60 (both ages inclusive) who were able to speak and communicate in Chinese and either (i) belonged to households with a residential telephone line; or (ii) had a mobile telephone number. Through random sampling, the

¹ According to the latest information from the Office of the Communications Authority, as at January 2020, the mobile subscriber penetration rate in Hong Kong is 283.7% (which means on average there are more than two phone accounts per Hong Kong citizen). As at December 2019, the residential fixed line penetration rate in Hong Kong is 85.54%.

² Excluding foreign domestic helpers.

contractor successfully enumerated 1 212 respondents (1 008 from residential telephone lines and 204 from mobile telephone numbers) by telephone interviews, with an overall cooperation rate of 34%³. 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 with caution.

4. Respondents were mainly grouped into the following four categories⁴-
- (a) general youngsters (aged from 11 to 20) of which 125 (10% of total) sets of responses were received;
 - (b) young adults (aged from 21 to 35) of which 288 (24%) 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 104 (9%) sets of responses were received; and
 - (d) parents of which 600 (50%) sets of responses were received.

Views from the above four categories have been specifically analysed.

³ The cooperation rates of respondents from residential telephone lines and mobile telephone numbers were 31% and 56% respectively.

⁴ The total number of sets of responses received from the four categories of respondents do not add up to 1 212 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.

KEY FINDINGS

I. Awareness and Suitability of the Campaign Slogan

5. The overall awareness rate of the campaign slogan “Stand Firm! Knock Drugs Out (企硬!唔take嘢)” in 2019, albeit remains relatively high, has shown a declining trend over the past three years : 96% in 2017; 94% in 2018 and 90% in 2019. Except for the high risk group, the awareness rates across all other categories (in particular the general youngsters) have registered a decline. The awareness rates since its introduction are at Table 1.

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	2019
<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>	<i>(9.5 years)</i>
All respondents	67%	85%	91%	90%	89%	89%	94%	96%	94%	90%
General youngsters	68%	88%	91%	92%	90%	90%	97%	96%	96%	92%
Young adults*	N/A	N/A	N/A	N/A	N/A	93%	96%	98%	95%	92%
High risk group	69%	85%	83%	94%	92%	90%	96%	97%	92%	95%
Parents	64%	83%	87%	88%	87%	86%	92%	94%	90%	88%

Remarks:

* This category was added since the 2015 Survey. “N/A” means “Not Available”.

6. 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. 88% of the respondents agreed that it was a suitable slogan for anti-drug publicity, while 9% found it not 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)” (98%) and “concise/delivered anti-drug message directly (簡單清楚/能直接帶出抗毒訊息)” (97%). 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	88% (87%)	94% (96%)	92% (93%)	84% (80%)	84% (83%)
<i>Reasons:</i>					
Easy to understand/ easy to remember (容易明白/容易記得)	98% (92%)	96% (94%)	98% (91%)	98% (92%)	99% (90%)
Concise/delivered anti-drug message directly (簡單清楚/能直接帶出抗毒訊息)	97% (88%)	95% (93%)	99% (87%)	97% (87%)	96% (86%)
Permeated through the people (深入民心)	89% (71%)	88% (80%)	90% (69%)	83% (73%)	89% (70%)
Pandered to youth taste (能迎合年青人口味)	85% (70%)	85% (68%)	78% (64%)	83% (68%)	92% (74%)
The slogan is not suitable for anti-drug publicity	9% (8%)	6% (4%)	7% (4%)	12% (14%)	12% (10%)

Remark:

Figures in brackets refer to the results of the 2018 Survey.

II. Anti-drug Messages

7. 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. Cannabis is a drug

Cannabis is a drug

(大麻係毒品)

C. 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)

D. Peer Influence

Do not take drugs under peer influence

(唔好受朋輩嘅影響而吸毒)

E. 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)

F. 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)

G. 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)

8. The awareness rates of messages A and B (“Drug Harms” and “Cannabis is a drug”) were the highest (92% and 77% respectively), while message F (“Quit Drugs Now”) was on the low side (35%). It is worth mentioning that message B (“Cannabis is a drug”) was a newly publicised anti-drug message. A similar pattern was observed

among different categories of respondents except for general youngsters whose lowest awareness rate was over message E instead of message F. The awareness rates of the seven messages listed at paragraph 7 above are at Table 3.

Table 3: Awareness of Anti-drug Messages

	Anti-drug Message						
	A Drug harms	B Cannabis is a drug	C 186 186 and 98 186 186	D Peer influence	E Seek help early	F Quit drugs now	G Defeat drugs
All respondents	92% (94%)	77% (N/A)	59% (64%)	72% (75%)	60% (65%)	35% (40%)	59% (65%)
General youngsters	87% (96%)	78% (N/A)	70% (78%)	76% (86%)	47% (76%)	53% (47%)	56% (74%)
Young adults	95% (94%)	77% (N/A)	61% (67%)	71% (72%)	59% (62%)	28% (39%)	53% (56%)
High risk group	92% (91%)	81% (N/A)	59% (68%)	69% (75%)	60% (77%)	20% (46%)	48% (62%)
Parents	94% (94%)	79% (N/A)	56% (59%)	71% (73%)	66% (66%)	34% (40%)	62% (70%)

Remarks: Figures in brackets refer to the results of the 2018 Survey. “N/A” means “Not Available” because message B was a newly publicised anti-drug message.

9. Messages disseminating the harmful effects of drugs (i.e. message A) were best recalled by all groups of respondents, and this response had been consistent over the years. As a newly-publicised anti-drug message, message B (“Cannabis is a drug”) yielded a satisfactory result of an awareness rate at 77% among all respondents. It might be attributable to the new poster and pamphlet with the theme “Cannabis is a drug” produced in the first quarter of 2019 for wide display and dissemination to members of the public. This was aided by other enhancements in the publicity campaign against cannabis, including for example a 20-minute micro movie featuring popular YouTubers and focusing on fighting cannabis, which was released in August 2019; and two advertorials of interviews published on popular online parenting platforms in July and October 2019 respectively.

10. On the other hand, message F (“Quit Drugs Now”) had registered a lower awareness rate in the 2019 Survey, i.e. 35%, and particularly among young adults and high risk group (28% and 20% respectively). There have also been drops in awareness rates of message C (“186 186 and 98 186 186”), message E (“Seek Help Early”) and message G (“Defeat Drugs”). While this might be attributable to the focus and efforts of our publicity initiatives on other messages (such as “Cannabis is a drug”) along the

changing drug scene, it also shows that the messages concerned, commonly denoting a positive attitude and resilience in face of drugs, should be suitably enhanced.

III. APIs

11. Themed APIs below were broadcast in 2016 to 2019, and continued to appear on TV and radios at the time of the 2019 Survey –

	<i>Broadcast since</i>	<i>Months aired in 2019</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>Don't lose your life to drugs</i>		
C. Anti-drug 2018 (Don't lose your life to drugs) 企硬2018 (Take 到上癮，無咗人生)	Jun 2018	12 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

	Anti-drug APIs		
	A. Confidence defeats drugs	B. Positivity defeats drugs	C. Don't lose your life to drugs
All respondents	60% (55%)	62% (48%)	72% (63%)
General youngsters	68% (65%)	70% (50%)	78% (55%)
Young adults	58% (52%)	57% (43%)	68% (61%)
High risk group	53% (46%)	52% (40%)	65% (72%)
Parents	61% (52%)	62% (50%)	73% (66%)

Remark:

Figures in brackets refer to the results of the 2018 Survey.

13. The awareness rate of the API with theme C was the highest (72%), especially among general youngsters and parents. The APIs with themes A and B continued to attain reasonable awareness rates. The reason of higher awareness rates for themes C might be that it was a more recent API with stronger visual and audio impact.

14. As to the reasons why the respondents were aware of the API(s), the most commonly quoted ones were “slogans are simple/catchy (口號精簡/容易上口)” (88%) and “anti-drug messages delivered are clear (傳達嘅抗毒訊息明確清晰)” (88%). Details are set out at Table 5. An increase in quoting “slogans are simple/catchy” was observed, possibly due to the more precise messages delivered in the current API(s).

Table 5: Reasons of Being Aware of the Three APIs

	All respondents	General youngsters	Young adults	High risk group	Parents
Slogans are simple/catchy (口號精簡/容易上口)	88% (75%)	85% (76%)	88% (75%)	84% (69%)	91% (75%)
Anti-drug messages delivered are clear (傳達嘅抗毒訊息明確清晰)	88% (81%)	87% (93%)	88% (78%)	84% (74%)	91% (80%)
Plots are creative (橋段具有創意)	73% (63%)	82% (67%)	70% (64%)	76% (59%)	74% (62%)
Visual effects are rich, screens are colourful and eye-catching (視覺效果豐富，畫面鮮艷奪目)	64% (64%)	66% (70%)	65% (68%)	72% (55%)	66% (61%)

Remark:

Figures in brackets refer to the results of the 2018 Survey.

IV. Penetration Rates of Different Media Platforms and Avenues

15. 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 (i.e. MTR and bus). For general youngsters, apart from TV and public transport, social media and mobile apps are the most common avenues to receive anti-drug messages, ranking the third for general youngsters (behind TV and bus) and the fourth for young adults (behind TV, MTR and bus). 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 94% (95%)	MTR 65% (65%)	Bus 61% (63%*)	Radio 59% (60%)	Social media and mobile apps 49% (50%)
General youngsters	TV 93% (98%)	Bus 69% (67%*)	Social media and mobile apps 57% (69%)	MTR 55% (76%)	Anti-drug events 55% (73%)
Young adults	TV 94% (96%)	MTR 70% (67%)	Bus 68% (69%*)	Social media and mobile apps 66% (60%)	Radio 54% (53%)
High risk group	TV 98% (95%)	Bus 68% (61%*)	Radio 67% (60%)	MTR 67% (63%)	Government office and community centre 58% (55%)
Parents	TV 94% (95%)	Radio 67% (62%)	MTR 66% (61%)	Bus 59% (60%*)	External walls on buildings and banners on bridges 50% (47%)

Remarks:

Figures in brackets refer to the results of the 2018 Survey.

* The media platforms of “Bus/mini-bus/tram” in 2018 Survey have been revised to “Bus” in 2019 Survey.

16. The penetration rates of web-based 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) were high among young people and young adults, and there was a surge in the penetration rate among young adults, rising from 70% in the 2018 Survey to 75% in the 2019 Survey. At the same time, the penetration rates of radio were much lower than other platforms/avenues, particularly for the younger age groups. Details are at Table 7.

**Table 7: Penetration Rates of Various 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	93% (98%)	94% (96%)	94% (95%)
Radio	43% (58%)	54% (53%)	64% (65%)
Public transport	80% (85%)	84% (80%)	76% (74%)
Wed-based and mobile platforms	72% (82%)	75% (70%)	54% (51%)
Anti-drug activities and schools	72% (87%)	60% (60%)	45% (44%)

Remark:

Figures in brackets refer to the results of the 2018 Survey.

17. Since the 2017 Survey, respondents were asked of their views on the effectiveness of various platforms in disseminating anti-drug messages. The top five rankings of the media platforms and avenues for the 2019 Survey are the same of that in the previous year, which 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% (91%)	Social media, webpage, discussion forum and mobile app ads 88% (84%)	Public transport 86% (81%)	Webpage or app-version of newspaper and magazine 84% (77%)	Venue of entertainment 81% (76%)
General youngsters	TV 95% (94%)	Public transport 91% (78%)	Social media, webpage, discussion forum and mobile app ads 88% (92%)	Venue of entertainment 75% (67%)	Webpage or app-version of newspaper and magazine 70% (78%)
Young adults	TV 91% (89%)	Webpage or app-version of newspaper and magazine 87% (77%)	Social media, webpage, discussion forum and mobile app ads 87% (87%)	Public transport 83% (81%)	Venue of entertainment 82% (76%)
High risk group	Social media, webpage, discussion forum and mobile app ads 90% (69%)	Venue of entertainment 84% (70%)	TV 80% (79%)	Public transport 73% (78%)	Webpage or app-version of newspaper and magazine 72% (70%)
Parents	TV 92% (92%)	Public transport 87% (80%)	Social media, webpage, discussion forum and mobile app ads 87% (82%)	Webpage or app-version of newspaper and magazine 83% (79%)	Venue of entertainment 82% (78%)

Remark:

Figures in brackets refer to the results of the 2018 Survey.

V. Harm of Drugs

18. A new question was introduced in the 2019 Survey to gauge the respondents' awareness of the harm of several common drugs. The awareness rate was highest for ketamine, followed by "Ice". For general youngsters, the awareness rate was highest for "Ice", followed by ketamine. The awareness rate for cannabis was satisfactory (i.e. 82% among all respondents) but was comparatively lower than the other drugs.

Table 9: Awareness Rates of the Harm of Drugs

	Cannabis	Cocaine	"Ice"	Ketamine
All respondents	82%	86%	90%	91%
General youngsters	84%	87%	97%	92%
Young adults	84%	88%	91%	92%
High risk group	77%	90%	94%	96%
Parents	79%	84%	88%	90%

Remark:

This question was newly added in 2019.

Narcotics Division
June 2020