

Key Findings of the Public Opinion Survey on 2015 Anti-drug Publicity Measures

Objectives

The objectives of the Public Opinion Survey on 2015 Anti-drug Publicity Measures (the 2015 Survey) are -

- a. to gauge public perception on 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 5.5 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 channels such as television (TV), radio 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 collect and validate the data, which forms the basis of the analyses and compilation of relevant reports.

Methodology

3. The methodology for the 2015 Survey was similar to those of previous exercises. The 2015 Survey was conducted between 25 November and 21 December 2015, 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 successfully enumerated 1 003 respondents by telephone interviews, with a cooperation rate of 34%. 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

¹ Excluding foreign domestic helpers.

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 adults³ (aged from 21 to 35); (iii) “high-risk” group (those who knew someone who were drug abusers and/or who had been offered drugs before); and (iv) parents. The responses from the four categories are as follows:

- a. 134 sets of responses were received from general youngsters;
- b. 285 sets of responses were received from young adults;
- c. 81 sets of responses were received from the “high-risk” group; and
- d. 478 sets of responses were received from parents.

5. Views from different categories have been specifically analysed to facilitate future publicity planning.

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 2015 maintained at a high level of 89%, which was the same as 2014. 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 1 003 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.

³ There was no such category of respondents in previous exercises. This category was created in the 2015 Survey as the proportion of newly reported drug-abusing young adults (aged 21-35) continued to increase in recent years. By creating this category, their views could be looked at more specifically.

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
<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>
All respondents	67%	85%	91%	90%	89%	89%
General youngsters	68%	88%	91%	92%	90%	90%
Young adults	NA	NA	NA	NA	NA	93%
High risk group	69%	85%	83%	94%	92%	90%
Parents	64%	83%	87%	88%	87%	86%

Remarks:

- NA means “Not Available”.

7. We have 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 (86%) of the respondents agreed that it was a suitable slogan for anti-drug publicity, with 10% found it not suitable. More notably, 91% and 90% of the “general youngsters” and “young adults” categories found the slogan suitable respectively. Among those who found the slogan suitable, the reasons most commonly quoted were “easy to understand (容易明白)” (94%) and “delivered anti-drug message directly (直接帶出抗毒信息)” (85%). 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	86% (85%)	91% (97%)	90%	77% (69%)	84% (82%)
<i>Reasons:</i>					
Easy to understand (容易明白)	94% (98%)	89% (98%)	95%	94% (100%)	95% (98%)
Delivered anti-drug message directly (直接帶出抗毒信息)	85% (91%)	88% (94%)	86%	77% (85%)	86% (90%)
Pandered to youth taste (迎合年青人口味)	79% (85%)	66% (77%)	78%	70% (86%)	87% (89%)
Permeated through the people (深入民心)	73% (80%)	71% (83%)	74%	66% (85%)	78% (82%)
The slogan is not suitable for anti-drug publicity*	10% (11%)	5% (3%)	9%	22% (25%)	10% (13%)

Remarks:

- Figures in brackets refer to result of the 2014 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.

8. It was noted that the awareness rate of the campaign slogan has maintained at a high level of awareness starting from the second year of its launch, suggesting that the slogan has quickly reached most members of the public after launched, and has since then taken root in the society. Such simple message has also helped to enhance the awareness and thus majority of the people continued to find it a suitable slogan.

II. Anti-drug Messages

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

Anti Drug Messages

Publicized
since

Drug Harms

- A. Ketamine can be addictive and harmful to your body
(索K會上癮同埋對身體造成禍害)

Dec 2011

<u>Anti Drug Messages</u>	<u>Publicized since</u>
B. Harm of abusing ice and cocaine (吸食冰毒和可卡因的禍害)	Jun 2011
C. Cannabis can be addictive and harmful to your body (吸食大麻會上癮同埋對身體造成禍害)	May 2013
<i>Friendship</i>	
D. Friendship and love should not be proved by taking drugs together (友情、愛情唔需要一齊吸毒去證明)	Jun 2013
<i>Seek Help Early</i>	
E. Encourage drug abusers to seek help early (鼓勵吸毒者及早求助)	Jun 2014
<i>186 186 Hotline and WhatsApp/WeChat 98 186 186</i>	
F. Drug abusers can call 186 186 for help (吸毒者可以打 186 186 尋求協助)	Jun 2012
G. The public can call 186 186 to help drug abusers seek treatment and rehabilitation (公眾人士可以打 186 186 協助吸毒者戒毒)	Jul 2012
H. Drug abusers can make use of WhatsApp/WeChat 98 186 186 anti-drug helpline to seek help (吸毒者可以使用WhatsApp / 微信 98 186 186 禁毒諮詢服務求助)	Jun 2014
<i>Quit Drugs Now</i>	
I. Encourage drug abusers to quit drugs now (鼓勵吸毒者立即戒甩毒品)	Jun 2015

10. The awareness rate for messages A, B, C and E (on drug harms and seek help early) were the highest (91%, 84%, 77% and 77% respectively), while that for messages F, G and H (all about 186 186 Hotline and WhatsApp/WeChat 98 186 186) were on the low side (49%, 39% and 19% respectively). A similar pattern was observed among different categories of respondents. The awareness rates of the nine messages listed at paragraph 9 above are at Table 3.

Table 3: Awareness of Anti-drug Messages

	Anti-drug Message								
	A Ketamine	B Ice & cocaine	C Cannabis	D Friendship	E Seek help early	F 186 186 (drug abusers)	G 186 186 (the public)	H WhatsApp/ WeChat 98 186 186	I Quit drugs now
All respondents	91% (92%)	84% (82%)	77% (78%)	58% (63%)	77% (81%)	49% (52%)	39% (43%)	19% (21%)	42%
General youngsters	88% (91%)	88% (84%)	89% (87%)	72% (75%)	74% (87%)	67% (72%)	55% (51%)	38% (40%)	41%
Young adults	92%	78%	72%	60%	77%	45%	38%	16%	40%
High risk group	83% (86%)	86% (73%)	80% (65%)	58% (69%)	83% (79%)	55% (44%)	44% (35%)	26% (12%)	49%
Parents	93% (93%)	85% (85%)	78% (78%)	53% (58%)	77% (82%)	49% (50%)	39% (46%)	16% (20%)	39%

Remarks:

Figures in brackets refer to result in the 2014 survey.

11. It was noted that those messages mentioning the harmful effects of drugs on human bodies were better recalled by all respondents, while those on hotline services recorded lower awareness rates. A possible reason was that people were in general more alert to health hazard messages, while they would not recall such messages if they considered themselves not the “targets” for the helpline services. Despite that the awareness rate among all respondents on various messages maintained stable in the 2015 Survey, the awareness rate had indeed risen among the high risk group, especially on the message regarding the instant messaging services (message H). This might be due to the continuous publicity effort targeting this group of people, as well as more reports on this service (which was only launched in mid-2014), thus enhancing their awareness.

III. APIs

12. In recent years, a new API is launched in about 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 three years, and they continued to appear on TV and radios at the time of the 2015 Survey –

	<i>Broadcast since</i>	<i>Months aired in 2015</i>
<i>Friendship</i>		
A. Anti-drug 2013 (Friends) 企硬2013 (朋友篇)	Jun 2013	12 months
<i>Seek Help Early</i>		
B. Anti-drug 2014 (Seek help early) 企硬2014 (及早求助篇)	Jun 2014	12 months
<i>Quit Drugs Now</i>		
C. Anti-drug 2015 (Quit drugs now) 企硬2015 (搵甩毒品篇)	Jun 2015	7 months

13. All respondents were asked about their impression on the above three APIs. Among those who were aware of the APIs, they were asked whether the APIs could convey the corresponding anti-drug messages. For those who affirmed reception of anti-drug messages from the APIs, they were asked if they agreed with the messages. The awareness, reception⁴ and acceptance⁵ rates for the three APIs are set out at Table 4.

Table 4: Awareness, Reception and Acceptance Rates for the Three APIs

	Anti-drug APIs		
	A. Friendship	B. Seek help early	C. Quit drugs now
Awareness rate among those responded			
All	81% (81%)	71% (65%)	48%
General youngsters	88%	75%	45%
Young adults	80%	68%	43%
High risk group	81%	79%	51%
Parents	79%	72%	51%

⁴ Reception rate refers to the proportion of respondents who reported that the API was able to promulgate the message among those who were aware of the API.

⁵ Acceptance rate refers to the proportion of respondents who agreed with the message among those who reported that the API was able to promulgate the message.

	Anti-drug APIs			
	A. Friendship	B. Seek help early	C. Quit drugs now	
Reception rate among those aware of the APIs				
		[1]	[2]	
All	88% (92%)	91% (93%)	56% (61%)	81%
General youngsters	92%	89%	65%	81%
Young adults	90%	94%	58%	83%
High risk group	74%	86%	51%	78%
Parents	88%	91%	54%	79%
Acceptance rate among those who affirmed reception of anti-drug messages from the APIs				
All	100% (99%)	99% (100%)	99% (99%)	99%
General youngsters	100%	100%	98%	100%
Young adults	100%	99%	100%	98%
High risk group	100%	98%	100%	92%
Parents	99%	99%	98%	97%

Remarks:

- Figures in brackets refer to result in the 2014 survey.
- [1] refers to the reception/acceptance rates on anti-drug message “encourage drug abusers to seek help early”.
- [2] refers to the reception/acceptance rates on anti-drug message “drug abusers can make use of WhatsApp/WeChat 98 186 186 anti-drug helpline to seek help”.

14. The awareness rate for the API carrying message A was the highest among the three (81%), while the newest API carrying message C recorded the lowest rate (48%). Here we saw a positive relation between the length of time that the API had been broadcast with the awareness rate, as there was also a rise recorded for the API carrying message B which was broadcast since 2014. On the other hand, it is encouraging to note that the newest API (message C) attained an awareness rate of nearly 50% for less than seven-month’s broadcast.

15. Among those respondents who were aware of the various APIs, very high reception rates were reported (ranging from 81% to 91%) for most of the messages promoted. Specifically, those who agreed that the APIs were successful in promulgating the messages also expressed a very high

acceptance rate (close to 100%) of the messages promulgated. These illustrated that the messages, once received by the audience, could secure their support and acceptance. The low reception rate on the message for WhatsApp/WeChat 98 186 186 helpline (56%) suggested that the API has yet to attain effective promulgation of the message, and this finding corresponded with the findings in paragraphs 10 and 11 above. Nevertheless for those who could comprehend this message, nearly all of them affirmed their acceptance.

IV. Penetration Rate of Different Media Channels

16. TV advertisement continued to be the most common media channel in receiving anti-drug messages across all sectors, while TV programme ranked second among most except general youngsters. Advertisements placed at public transports and on radio recorded similar penetration rates. The penetration rates of anti-drug messages in different media channels are at Table 5.

Table 5: Five Most Common Media Channels in Receiving Anti-drug Messages

	Ranking				
	1	2	3	4	5
All respondents	TV advertisement (95%) [95%]	TV programme (81%) [80%]	Bus stations/ bus body (62%) [59%]	MTR stations (58%) [57%]	Radio advertisement (57%) [59%]
General youngsters	TV advertisement (94%) [96%]	Schools/ housing estates/ govt. buildings (79%) [84%]	Bus stations/ bus body (77%) [70%]	TV programme (76%) [80%]	MTR stations (66%) [67%]
Young adults	TV advertisement (97%)	TV programme (81%)	Bus stations/ bus body (69%)	MTR stations (66%)	Radio advertisement (57%)
High risk group	TV advertisement (98%) [94%]	TV programme (87%) [80%]	Radio advertisement (67%) [64%]	MTR stations (66%) [63%]	Schools/ housing estates/ govt. buildings (65%) [61%]

	Ranking				
	1	2	3	4	5
Parents	TV advertisement (94%) [94%]	TV programme (83%) [84%]	Radio advertisement (60%) [63%]	Newspaper/ magazine (58%) [60%]	Radio programme (56%) [61%]

Remarks:

Figures in square brackets refer to result in the 2014 survey.

17. It is encouraging to note that majority of general youngsters had received anti-drug messages via “Schools/ housing estates/government buildings”, demonstrating that our efforts in organizing anti-drug publicity and education programmes at schools are yielding. It was noteworthy that the high risk groups ranked lower on this media channel, probably due to the reason that they were out of the school network. Yet they could still receive anti-drug messages via other common means.

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