

Key Findings of the Public Opinion Survey on 2024 Anti-drug Publicity Measures

OBJECTIVES

The objectives of the Public Opinion Survey on 2024 Anti-drug Publicity Measures (the 2024 Survey) were to –

- (a) gauge public perception on the effectiveness and the extent of penetration of current anti-drug publicity messages and measures under Narcotics Division (ND)'s preventive education and publicity (PE&P) campaign;
- (b) understand the public's preference on receiving anti-drug messages, including the effectiveness of different media platforms and avenues in disseminating anti-drug messages, anti-drug messages required to be strengthened, and the most effective messages that can discourage persons from taking drugs; and
- (c) understand whether the public would take action to advise others not to take drugs or involve in drug trafficking after receiving anti-drug messages.

BACKGROUND

2. ND has since 2007 commissioned annual public opinion surveys on its 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 conduct the survey by telephone. The data so collected form the basis of the analyses and compilation of report.

METHODOLOGY

3. The methodology for the 2024 Survey was same as that of the 2023 Survey. Individuals with valid mobile telephone numbers¹ and land-based domestic households with residential telephone lines were enumerated in the 2024 Survey, at the ratio of 60% : 40%.

¹ According to information from the Office of the Communications Authority, as at December 2024, the mobile subscriber penetration rate in Hong Kong was 360% (which means on average there were about three phone accounts per Hong Kong resident). The corresponding residential fixed line penetration rate in Hong Kong was 62%.

4. The 2024 Survey was conducted between 20 February and 24 March 2025, mainly between 2:00 pm to 10:00 pm. The target population was Hong Kong residents² aged between 11 and 60 (both ages inclusive) who were able to speak and communicate in Cantonese or Chinese and either (a) belonged to households with a residential telephone line; or (b) had a mobile telephone number. Through random sampling, the contractor successfully enumerated 1 205 respondents (482 from households with residential telephone lines and 723 with mobile telephone numbers) by telephone interviews, with an overall cooperation rate of 49%³. The sample size and cooperation rate were considered statistically sufficient for meaningful analyses.

5. Respondents were categorised into the following four subgroups for detailed analyses –

<u>Subgroup</u>	<u>No. of samples⁴</u>
(a) General youngsters (aged from 11 to 20)	200 (17%)
(b) Young adults (aged from 21 to 35)	353 (29%)
(c) High-risk group (those who knew someone was drug abuser and / or who had been offered drugs before)	200 (17%)
(d) Parents	568 (47%)

Note: Figures in brackets refer to share to all samples.

6. The results pertaining to the target population and the four subgroups are estimated based on the views collected from the sampled respondents. The sampling error for all results (in percentages) using the total sample was within plus/minus 3% points at 95% confidence level. For subgroup analyses based on smaller sample size, the sampling errors would be larger and thus the results may need to be interpreted with caution.

KEY FINDINGS

I. Effectiveness and Extent of Penetration of ND's Current Anti-drug Messages and Measures

7. The ND held a large-scale anti-drug publicity programme in September 2022 to launch the brand-new anti-drug slogan “Let's Stand Firm. Knock Drugs Out!”, and the anti-drug ambassadors Beat Drugs Squad formed by Agent Don't and Agent Hope, which respectively means “don't take drugs” and the hope of a positive life.

² Excluding foreign domestic helpers.

³ The cooperation rates of respondents from residential telephone lines and mobile telephone numbers were 39% and 60% respectively.

⁴ The total number of sets of responses received from the four subgroups of respondents do not add up to 1 205 because a respondent can fall under more than one subgroup. On the other hand, some of the respondents do not fall under any of the four subgroups.

8. The awareness rate of the anti-drug slogan remained high, at 93%. The awareness rate of Agent Don't and Agent Hope in 2024 was 61%, similar to that in 2023 (59%). Yet, the awareness rate of the high risk group dropped slightly to 58%. Details are given in Table 1.

Table 1: Awareness Rates of the Anti-drug Slogan and Ambassadors

	Target population	General youngsters	Young adults	High risk group	Parents
Let's Stand Firm. Knock Drugs Out!	93% (92%)	94% (93%)	94% (94%)	94% (91%)	92% (92%)
Agent Don't and Agent Hope	61% (59%)	64% (61%)	62% (60%)	58% (69%)	63% (60%)

Note: Figures in brackets refer to the results of the 2023 Survey.

9. All respondents were asked whether they had seen or heard about the following anti-drug messages and, if yes, the platform(s) they received the anti-drug messages.

Anti-drug Messages

A. Cannabis is a drug

Cannabis is a drug (大麻係毒品)

B. CBD controlled as a dangerous drug

CBD has been listed as a drug (CBD已經被列為毒品)

C. Vaping "space oil" is same as taking drugs⁵

Vaping "space oil" is same as taking drugs (吸「太空油」等同吸毒)

D. Ketamine can harm your bladder

Ketamine can harm your bladder (K仔會令你膀胱受損)

E. Cocaine drags you down

Cocaine drags you down (吸食可卡因，令人越踩越深)

10. The awareness rate of Message A (Cannabis is a drug) continued to be high, at 95%. The awareness rates were also high across different subgroups. This reflected the ongoing efforts made over the past few years.

11. The awareness rate of Message B (CBD controlled as a dangerous drug) decreased from 86% in 2023 to 76% in 2024. This might possibly be caused by a higher frequency of publicising other anti-drug messages.

⁵ The Government has renamed "space oil" as "space oil drug" to make clear to the public its nature as a dangerous drug and its harmful effects. The main ingredient of "space oil drug", etomidate and its three analogues have been listed as dangerous drugs since 14 February, 2025.

12. Message C (Vaping “space oil” is same as taking drugs) is a new anti-drug message launched in December 2024 to enhance the public’s abilities to protect themselves against the emerging drug, “space oil drug”. The awareness rate was 81%, with that for subgroups ranged from 77% to 83%.

13. The awareness rate of Message D (Ketamine can harm your bladder) was 84%, broadly similar to that in 2023 (83%).

14. Message E (Cocaine drags you down) is another new message which was launched in January 2024 in view of the latest cocaine abuse situation. The awareness rate was 86%, with that for subgroups ranged from 85% to 87%

15. ND would continue with its publicity efforts on various anti-drug messages, and accord priority to promoting the dire consequences on drug trafficking.

Table 2: Awareness of Anti-drug Messages

		Target population	General youngsters	Young adults	High risk group	Parents
A	Cannabis is a drug	95% (95%)	95% (95%)	97% (95%)	93% (96%)	94% (95%)
B	CBD controlled as a dangerous drug	76% (86%)	78% (88%)	73% (89%)	75% (86%)	76% (84%)
C	Vaping “space oil” is same as taking drugs	81% (N/A)	78% (N/A)	81% (N/A)	77% (N/A)	83% (N/A)
D	Ketamine can harm your bladder	84% (83%)	83% (82%)	86% (84%)	82% (79%)	85% (82%)
E	Cocaine drags you down	86% (N/A)	86% (N/A)	87% (N/A)	86% (N/A)	85% (N/A)

Notes: (1) Figures in brackets refer to the results of the 2023 Survey.

(2) N/A means “Not Available”.

16. As to the current platforms for receiving anti-drug messages, public transport (e.g. MTR and bus), TV as well as web-based and mobile platforms (i.e. social media platforms, webpages and mobile apps) continued to be the top three common media across all subgroups. Advertisements placed on external walls on buildings and banners on bridges, cross boundary control points and large outdoor TV screens were also common media to receive anti-drug messages. Details are given in Table 3.

Table 3: Top Five Media Platforms and Avenues for Receiving Anti-drug Messages

Ranking	Target population	General youngsters	Young adults	High risk group	Parents
1	Public transport 88% (81%)	Web-based and mobile platforms 92% (75%)	Public transport 90% (83%)	TV 84% (74%)	TV 88% (79%)
2	TV 87% (80%)	Public transport 88% (80%)	Web-based and mobile platforms 89% (77%)	Web-based and mobile platforms 82% (74%)	Public transport 87% (82%)
3	Web-based and mobile platforms 84% (74%)	TV 86% (83%)	TV 88% (80%)	Public transport 82% (83%)	Web-based and mobile platforms 82% (73%)
4	External walls on buildings and banners on bridges 60% (35%)	External walls on buildings and banners on bridges 71% (34%)	Cross boundary control points 61% (20%)	External walls on buildings and banners on bridges 54% (34%)	External walls on buildings and banners on bridges 59% (36%)
5	Cross boundary control points 59% (19%)	Cross boundary control points 63% (15%)	Large outdoor TV screens 59% (N/A)	Large outdoor TV screens 53% (N/A)	Large outdoor TV screens 58% (N/A)

Notes: (1) Figures in brackets refer to the results of the 2023 Survey.
(2) Multiple answers are allowed.
(3) Large outdoor TV screens is a new option added in the 2024 Survey.
(4) N/A means “Not Available”.

17. The percentages of different age groups to receive anti-drug messages via web-based and mobile platforms ranged from 80% to 92%. The effectiveness of radio, schools and anti-drug activities for all the age groups analysed increased in 2024. Details are given in Table 4.

**Table 4: Selected Media Platforms and Avenues for Receiving Anti-drug Messages
– breakdowns by Different Age Groups**

Media Platforms/Avenues	Age group		
	Aged 11-20	Aged 21-35	Aged 36-60
Public transport	88% (80%)	90% (83%)	87% (81%)
TV	86% (83%)	88% (80%)	88% (80%)
Web-based and mobile platforms	92% (75%)	89% (77%)	80% (73%)
Radio	61% (46%)	50% (42%)	53% (46%)
Schools	48% (21%)	41% (24%)	35% (20%)
Anti-drug activities	42% (23%)	45% (34%)	36% (30%)

Notes: (1) Figures in brackets refer to the results of the 2023 Survey.

(2) Multiple answers are allowed.

(3) Other options of media platforms and avenues include the following:

- cinemas,
- commercial buildings and residential building lobbies,
- cross boundary control points,
- external walls on buildings and banners on bridges,
- government offices and community centres,
- large outdoor TV screens,
- newspapers and magazines,
- parks and sport venues,
- shopfront TV of restaurants,
- tunnels and
- The Hong Kong Jockey Club Drug InfoCentre.

18. Awareness of the harms of several common drugs was also gauged. The awareness rate was the highest for heroin (96%), followed by ketamine (94%) and cocaine (93%). The awareness rate of harms of the new drug, “space oil drug”, was high at 92%.

19. For general youngsters, the awareness rate of drug harms was the highest for heroin and ketamine (both were 94%), followed by cocaine (93%) and “space oil drug” (89%). Yet, it is noted that the awareness rate of cannabis dropped from 95% in 2023 to 88% in 2024. Details are given in Table 5.

Table 5: Awareness Rates of Drug Harms

	Target population	General youngsters	Young adults	High risk group	Parents
Heroin	96% (96%)	94% (95%)	95% (95%)	96% (92%)	96% (95%)
Ketamine	94% (97%)	94% (95%)	95% (96%)	95% (95%)	95% (98%)
Cocaine	93% (97%)	93% (86%)	94% (98%)	94% (93%)	93% (99%)
“Space oil drug”	92% (N/A)	89% (N/A)	92% (N/A)	88% (N/A)	92% (N/A)
“Ice”	92% (96%)	90% (94%)	93% (96%)	94% (94%)	92% (97%)
Ecstasy	92% (91%)	88% (89%)	92% (92%)	89% (92%)	93% (92%)
Cannabis	91% (95%)	88% (95%)	92% (95%)	89% (95%)	92% (95%)
Cough medicine	83% (90%)	81% (87%)	86% (90%)	87% (91%)	83% (90%)
CBD	79% (84%)	79% (83%)	82% (83%)	76% (84%)	78% (83%)
Tranquillizers	77% (74%)	74% (73%)	76% (66%)	73% (81%)	77% (77%)
LSD	54% (59%)	57% (59%)	56% (55%)	54% (62%)	53% (59%)

Notes: (1) Figures in brackets refer to the results of the 2023 Survey.
(2) N/A means “Not Available”.

20. The awareness rate of ND's 24-hour helpline "186 186" or the instant messaging service "98 186 186" increased from 61% in 2023 to 69% in 2024. The awareness rate among young adults was the highest at 74%. Details are given in Table 6.

Table 6: Awareness Rates of the Help Seeking Hotlines and Instant Messaging Services

	Target population	General youngsters	Young adults	High risk group	Parents
Help seeking hotlines and instant message services	69% (61%)	72% (57%)	74% (60%)	69% (57%)	69% (63%)

Note: Figures in brackets refer to the results of the 2023 Survey.

21. The general impression of ND's six TV APIs which were broadcast in 2024 was also gauged. The APIs were –

- (a) Let's Stand Firm. Knock Drugs Out! (一齊企硬 唔take嘢!)
- (b) Cannabis is a drug (大麻係毒品)
- (c) CBD, Not for me! (Commencement of Law)
(CBD 唔啱我! (法例生效篇))
- (d) Vaping "space oil" is same as taking drugs (吸「太空油」等同吸毒)
- (e) Don't be K.O.'d by Ketamine! (咪畀K仔K.O.你!)
- (f) Cocaine drags you down (可卡因 越踩越深)

22. As set out at Table 7, the awareness rate of any one of the six themed APIs broadcast maintained at a high level, at 99% in 2024. The awareness rates were high across different groups.

Table 7: Awareness Rate of Themed APIs

	Target population	General youngsters	Young adults	High risk group	Parents
Any one of the six themed APIs	99% (97%)	100% (96%)	100% (99%)	99% (99%)	100% (96%)

Note: Figures in brackets refer to the results of the 2023 Survey.

23. As to the reasons of why the themed APIs were being recalled, the most commonly quoted ones were “slogans are simple/catchy (口號精簡/容易上口)” (89%) and “anti-drug messages delivered are clear (傳達嘅抗毒訊息明確清晰)” (84%). Details are given in Table 8.

Table 8: Reasons of Themed APIs Being Recalled

	Target population	General youngsters	Young adults	High risk group	Parents
Slogans are simple/catchy (口號精簡/容易上口)	89% (78%)	88% (79%)	88% (78%)	85% (74%)	89% (77%)
Anti-drug messages delivered are clear (傳達嘅抗毒訊息明確清晰)	84% (72%)	83% (68%)	86% (74%)	81% (62%)	84% (71%)
Plots are creative (橋段具有創意)	59% (47%)	68% (42%)	58% (48%)	58% (48%)	57% (48%)
Visual effects are rich, screens are colourful and eye-catching (視覺效果豐富，畫面鮮豔奪目)	53% (37%)	53% (42%)	51% (36%)	50% (37%)	55% (36%)
Characters and plots are attractive (角色同情節吸引)	52% (38%)	48% (35%)	50% (39%)	48% (41%)	53% (37%)
Plots have a fresh feeling (橋段有清新感覺)	46% (29%)	45% (31%)	48% (28%)	42% (27%)	44% (33%)
Background music is easy to remember (背景音樂令人容易記得)	41% (10%)	43% (4%)	43% (10%)	41% (3%)	39% (11%)

Notes: (1) Figures in brackets refer to the results of the 2023 Survey.
(2) Multiple answers are allowed.

II. Preference on Receiving Anti-drug Messages

24. Views on the effectiveness and extent of penetration of ND's current anti-drug messages, as well as the preference on receiving anti-drug messages were collected.

25. On the effectiveness of various platforms in disseminating anti-drug messages, web-based and mobile platforms (95%) were considered the most effective means, followed by schools (88%) and TV (84%). Details are given in Table 9.

**Table 9: Top Five Media Platforms and Avenues
Considered Effective in Disseminating Anti-drug Messages**

Ranking	Target population	General youngsters	Young adults	High risk group	Parents
1	Web-based and mobile platforms 95% (90%)	Web-based and mobile platforms 96% (90%)	Web-based and mobile platforms 97% (93%)	Web-based and mobile platforms 93% (90%)	Web-based and mobile platforms 96% (89%)
2	Schools 88% (N/A)	Schools 91% (N/A)	Schools 90% (N/A)	Schools 92% (N/A)	Schools 88% (N/A)
3	TV 84% (81%)	Anti-drug activities 84% (N/A)	Cross boundary control points 85% (N/A)	Cross boundary control points 83% (N/A)	TV 86% (82%)
4	Cross boundary control points 84% (N/A)	Venues of entertainment 83% (64%)	Public transport 83% (66%)	Public transport 82% (64%)	Cross boundary control points 83% (N/A)
5	Public transport 82% (69%)	Public transport 82% (65%)	Venues of entertainment 80% (64%)	Anti-drug activities 79% (N/A)	Anti-drug activities 82% (N/A)

Notes: (1) Figures in brackets refer to the results of the 2023 Survey.
(2) Multiple answers are allowed.
(3) Schools, anti-drug activities and cross boundary control points are new options added in the 2024 Survey.
(4) N/A means "Not Available".

26. Views on the anti-drug messages that should be strengthened would be useful for ND to consider the anti-drug messages to be disseminated in future PE&P initiatives. In general, 92% of the target population would like the message “Drugs can be addictive and harmful to your body” to be strengthened, followed by “Drug trafficking is a serious offence and will be fined and imprisoned” (89%). Details are given in Table 10.

Table 10: Anti-drug Messages That Should Be Strengthened

	Target population	General youngsters	Young adults	High risk group	Parents
Drugs can be addictive and harmful to your body (吸食毒品會上癮同埋對身體造成傷害)	92% (75%)	91% (66%)	94% (76%)	87% (73%)	93% (78%)
Drug trafficking is a serious offence and will be fined and imprisoned (販毒係嚴重罪行，會被罰款同監禁)	89% (77%)	91% (70%)	89% (73%)	87% (74%)	89% (78%)
Cannabidiol in cannabis, which is also known as CBD, may be harmful to health and has been classified as a drug (大麻中嘅大麻二酚，即係CBD，有可能損害健康，已被列為毒品)	87% (63%)	87% (62%)	89% (61%)	78% (61%)	87% (62%)
Cannabis is a drug (大麻係毒品)	86% (63%)	89% (59%)	89% (62%)	78% (58%)	86% (67%)
Live a healthy life and stay away from drugs (要過健康嘅生活，遠離毒品)	85% (73%)	86% (70%)	85% (72%)	81% (69%)	84% (73%)
Drug users or people suffering from drug problems can easily seek assistance, such as counselling services or drug rehabilitation services (吸毒者或受毒品問題困擾嘅人能夠容易尋求協助，例如諮詢服務或戒毒服務)	83% (66%)	87% (60%)	85% (68%)	78% (58%)	81% (66%)

Notes: (1) Figures in brackets refer to the results of the 2023 Survey.

(2) Multiple answers are allowed.

27. Views on the most effective message to discourage drug taking would be useful for ND to consider key messages to be used in future PE&P. 35% of the target population opined that “Drugs can cause serious harm to your body” was the most effective message to discourage persons from taking drug. Details are given in Table 11.

Table 11: Most Effective Message to Discourage Drug Taking

	Target population	General youngsters	Young adults	High risk group	Parents
Drugs can cause serious harm to your body (吸毒會對身體造成嚴重損害)	35% (34%)	34% (38%)	36% (32%)	38% (33%)	35% (35%)
Drug taking or possession of drugs are serious offences (吸毒或管有毒品屬嚴重罪行)	22% (14%)	22% (10%)	22% (12%)	23% (10%)	22% (16%)
Drug addiction can cause physical and mental pain, drug rehabilitation can regain the freedom of health (毒癮發作會造成身心痛苦，戒毒可以重獲健康自由)	14% (15%)	15% (15%)	10% (12%)	13% (13%)	14% (14%)
Drugs do not help solving real problems (吸毒對解決現實問題沒有幫助)	10% (9%)	10% (8%)	9% (9%)	9% (11%)	10% (8%)
Healthy living, positive emotions can resist the temptation of drugs (健康生活、正面情緒能抗拒毒品誘惑)	7% (11%)	6% (11%)	5% (12%)	6% (15%)	6% (10%)
Avoid worrying family (避免令家人擔心)	6% (9%)	8% (8%)	7% (10%)	5% (8%)	5% (8%)
Drugs waste money (吸毒浪費金錢)	5% (6%)	4% (8%)	9% (6%)	4% (5%)	5% (6%)

Notes: (1) Figures in brackets refer to the results of the 2023 Survey.
(2) Only one answer is allowed.

III. Action taken to advise others not to take drugs or involve in drug trafficking after receiving anti-drug messages

28. A question was used to gauge whether the target population would take action to advise others against drug abuse or drug trafficking after receiving anti-drug messages. This would be useful to evaluate the effect of anti-drug messages for PE&P initiatives. Percentage of target population who had advised others against drug abuse or drug trafficking after receiving anti-drug messages increased, at 45%. The percentage was highest among the young adults group, in which 48% had taken actions. Details are given in Table 12.

**Table 12: Any Action to Advise Others
Against Drug Abuse and Drug Trafficking After Receiving Anti-drug Messages**

	Target population	General youngsters	Young adults	High risk group	Parents
Action taken	45% (31%)	47% (29%)	48% (35%)	38% (43%)	42% (31%)

Notes: (1) Figures in brackets refer to the results of the 2023 Survey.
(2) Only one answer is allowed.

**Narcotics Division
Security Bureau
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