

Key Findings of the Public Opinion Survey on 2025 Anti-drug Publicity Measures

OBJECTIVES

The objectives of the Public Opinion Survey on 2025 Anti-drug Publicity Measures (the 2025 Survey) were to –

- (a) gauge the public perception on the **effectiveness of current anti-drug publicity messages and services** under Narcotics Division (ND)'s preventive education and publicity (PE&P) campaign; and
- (b) understand the **public preference on receiving anti-drug messages**, including the most common media channels from which publicity messages were received as well as the effectiveness of different media platforms and avenues in disseminating anti-drug messages.

KEY FINDINGS

Effectiveness of Anti-drug Publicity Messages and Services

Awareness of anti-drug slogan and ambassadors

2. In 2022, the ND launched the brand-new anti-drug slogan “Let’s Stand Firm. Knock Drugs Out!”. Anti-drug ambassadors Beat Drugs Squad formed by Agent Don’t and Agent Hope, which meant “don’t take drugs” and the hope of a positive life respectively, were also introduced. Awareness rate of the anti-drug slogan has been high (above 90%) since its inception. Awareness rate in 2025 was 94%, with the highest awareness rate of 98% among general youngers and high risk group¹. As for awareness rate of Agent Don’t and Agent Hope, it increased from 61% in 2024 to 66% in 2025. It was the highest (74%) among general youngers. Details are given in Table 1.

¹ High-risk group refers to persons who knew someone was drug abuser or who had been offered drugs before.

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!	94% (93%)	98% (94%)	90% (94%)	98% (94%)	95% (92%)
Agent Don't and Agent Hope	66% (61%)	74% (64%)	66% (62%)	71% (58%)	65% (63%)

Note: Figures in brackets refer to the results of the 2024 Survey.

Awareness of etomidate and its publicity campaigns

3. With etomidate emerging as a significant and growing drug threat in Hong Kong throughout 2024, the ND has been working closely with schools and frontline social workers to raise the awareness of this emerging drug through various collaborations, including talks, seminars, prevention education programmes in schools, etc. Following the listing of etomidate and its three analogues under the Dangerous Drugs Ordinance (Cap. 134) in February 2025, the Government has launched multi-faceted PE&P campaigns targeting the general public and youths.

4. Awareness rate of etomidate was 86%, with that for subgroups ranging from 81% to 89%. 85% of the target population noted that etomidate had been legally listed as a dangerous drug. Awareness rate of etomidate was the highest (88%) among parents.

5. For the two anti-drug messages, “Etomidate - don't vape it or you'll die like a zombie!” and “Etomidate, Not for Me!”, awareness rates were 67% and 62% respectively. Regarding the advertising materials for etomidate, awareness rate was 76%. Details are given in Table 2.

Table 2: Awareness Rates of Etomidate and its Publicity Campaigns

	Target population	General youngsters	Young adults	High risk group	Parents
Etomidate	86%	83%	85%	81%	89%
Etomidate has been legally listed as a dangerous drug	85%	82%	84%	81%	88%
Anti-drug message “Etomidate - don’t vape it or you’ll die like a zombie!”	67%	58%	66%	57%	70%
Anti-drug message “Etomidate, Not for Me!”	62%	48%	60%	64%	67%
Advertising materials for etomidate (e.g. poster or television advertisement)	76%	77%	72%	70%	78%

Awareness of other anti-drug messages (except etomidate)

6. All respondents were also asked on whether they had seen or heard about the following anti-drug messages and the platform(s) that they received the anti-drug messages, if applicable.

Anti-drug Messages

- A. Cannabis is a drug**
Cannabis is a drug (大麻係毒品)
- B. CBD, Not for Me!**
CBD, Not for Me! (CBD 唔啱我!)
- C. Cocaine drags you down**
Cocaine drags you down (可卡因，越踩越深)
- D. Don't be K.O.'d by Ketamine!**
Don't be K.O.'d by Ketamine! (咪畀K仔K.O.你!)
- E. Don't lose your life to drugs**
Don't lose your life to drugs (Take到上癮，無咗人生)

7. Following the previous survey conducted in 2024, awareness rate of Message A and Message C were asked again in this round. Awareness rate of Message A (Cannabis is a drug) continued to be high at 93% for the target population. The rate has dropped from 95% to 82% for general youngsters. Awareness rate of Message C (Cocaine drags you down) decreased from 86% to 80%. These drops might be caused by a higher frequency of publicising other anti-drug messages.

8. Awareness of three messages (namely Message B, Message D and Message E) was added in this round. Awareness rate of Message B (CBD, Not for Me!) was 77%, with that for subgroups ranging from 73% to 80%. Awareness rate of Message D (Don't be K.O.'d by Ketamine!) was 76%, with that for subgroups ranging from 72% to 83%. Awareness rate of Message E (Don't lose your life to drugs) was 78%, with that the highest rate of 86% among high risk group.

Table 3: Awareness of Anti-drug Messages

		Target population	General youngsters	Young adults	High risk group	Parents
A	Cannabis is a drug	93% (95%)	82% (95%)	96% (97%)	97% (93%)	96% (94%)
B	CBD, Not for Me!	77% (N/A)	80% (N/A)	80% (N/A)	80% (N/A)	73% (N/A)
C	Cocaine drags you down	80% (86%)	81% (86%)	83% (87%)	82% (86%)	76% (85%)
D	Don't be K.O.'d by Ketamine!	76% (N/A)	72% (N/A)	79% (N/A)	83% (N/A)	77% (N/A)
E	Don't lose your life to drugs	78% (N/A)	68% (N/A)	77% (N/A)	86% (N/A)	79% (N/A)

Notes: (1) Figures in brackets refer to the results of the 2024 Survey.

(2) N/A means “Not Available”.

Awareness of harms of common drugs through the anti-drug messages

9. Awareness of the harms of several common drugs was also gauged. Awareness rates remained high for heroin, ecstasy, ketamine, cocaine, etomidate, “Ice” and cannabis, ranging from 90% to 96%.

10. As for general youngsters, awareness rate of drug harms was the highest for heroin (98%), followed by etomidate and “Ice” (both were 96%). Yet, it is noted that the awareness rate of CBD dropped from 79% in 2024 to 68% in 2025. Details are given in Table 4.

Table 4: Awareness Rates of Drug Harms

	Target population	General youngsters	Young adults	High risk group	Parents
Heroin	96% (96%)	98% (94%)	94% (95%)	93% (96%)	96% (96%)
Ecstasy (MDMA)	94% (92%)	95% (88%)	92% (92%)	93% (89%)	94% (93%)
Ketamine	93% (94%)	94% (94%)	92% (95%)	93% (95%)	93% (95%)
Cocaine	93% (93%)	93% (93%)	92% (94%)	95% (94%)	94% (93%)
Etomidate (“Space oil drug”)	92% (92%)	96% (89%)	92% (92%)	92% (88%)	92% (92%)
“Ice”	92% (92%)	96% (90%)	91% (93%)	92% (94%)	92% (92%)
Cannabis	90% (91%)	95% (88%)	91% (92%)	91% (89%)	89% (92%)
Cough medicine	83% (83%)	91% (81%)	80% (86%)	80% (87%)	81% (83%)
Tranquillizers	79% (77%)	82% (74%)	76% (76%)	82% (73%)	78% (77%)
CBD	76% (79%)	68% (79%)	82% (82%)	76% (76%)	76% (78%)
LSD	55% (54%)	47% (57%)	59% (56%)	57% (54%)	55% (53%)

Note: Figures in brackets refer to the results of the 2024 Survey.

Awareness of themed APIs and the reasons behind

11. General impression of the following TV APIs which were broadcast between 2022 and 2025 was also gauged. The APIs were –

- (a) Etomidate - don't vape it or you'll die like a zombie!
(依托咪酯——食咗變喪屍！死咗無人知！)
- (b) Cocaine drags you down (可卡因 越踩越深)
- (c) Cannabis is a drug (No doubt smoking weed hurts you)
(大麻係毒品 (遠離大麻使乜懷疑人生))
- (d) CBD, Not for me! (Commencement of Law)
(CBD 唔啱我！ (法例生效篇))
- (e) Let's Stand Firm. Knock Drugs Out (一齊企硬 唔take嘢)

12. Awareness rate of the themed APIs maintained at a high level of 98% in 2025. Awareness rate reached 100% for general youngsters.

Table 5: Awareness Rate of Themed APIs

	Target population	General youngsters	Young adults	High risk group	Parents
Any one of the five themed APIs	98% (99%)	100% (100%)	99% (100%)	98% (99%)	98% (100%)

Note: Figures in brackets refer to the results of the 2024 Survey.

13. 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)” (90%) and “anti-drug messages delivered are clear (傳達嘅抗毒信息明確清晰)” (83%). Details are given in Table 6.

Table 6: 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)	90% (89%)	91% (88%)	88% (88%)	82% (85%)	89% (89%)
Anti-drug messages delivered are clear (傳達嘅抗毒信息明確清晰)	83% (84%)	82% (83%)	80% (86%)	78% (81%)	86% (84%)
Styles are serious and deterrent, emphasize the seriousness of drug harms and drug offence * (風格嚴肅及具阻嚇性，強調毒害及毒品罪行嚴重性)	74% (N/A)	76% (N/A)	78% (N/A)	72% (N/A)	71% (N/A)
Plots are creative (橋段具有創意)	59% (59%)	62% (68%)	58% (58%)	53% (58%)	57% (57%)
Have visual impact, visual effects are rich, screens are colourful and eye-catching (具視覺衝擊力、視覺效果豐富，畫面鮮豔奪目)	55% (53%)	48% (53%)	55% (51%)	56% (50%)	60% (55%)
Characters and plots are attractive (角色同情節吸引)	51% (52%)	58% (48%)	52% (50%)	42% (48%)	50% (53%)
Styles are positive and encouraging, have a fresh feeling (風格正向、積極、具鼓勵性，有清新感覺)	47% (46%)	53% (45%)	47% (48%)	43% (42%)	48% (44%)
Background music is easy to remember (背景音樂令人容易記得)	40% (41%)	33% (43%)	42% (43%)	43% (41%)	44% (39%)

Notes: * A new option added in the 2025 Survey.

(1) Figures in brackets refer to the results of the 2024 Survey.

(2) Multiple answers are allowed.

(3) N/A means “Not Available”.

Responses after receiving the anti-messages

14. Views on whether the target population would take action to advise others against drug abuse or drug trafficking after receiving anti-drug messages were also gauged to evaluate the effect of anti-drug messages for PE&P initiatives. 43% of the target population had advised others against drug abuse or drug trafficking after receiving anti-drug messages. The percentage was highest in the young adults, high risk group and parents at 47%. Details are given in Table 7. In interpreting these results, it should be noted that some individuals might not encounter situations that required them to take action.

Table 7: 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	43% (45%)	33% (47%)	47% (48%)	47% (38%)	47% (42%)

Notes: (1) Figures in brackets refer to the results of the 2024 Survey.
(2) Only one answer is allowed.

Most effective messages that can discourage persons from taking drugs

15. Views on the most effective message to discourage drug taking were gauged to facilitate ND in considering key messages to be used in future PE&P. 37% 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 8.

Table 8: 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)	37% (35%)	36% (34%)	34% (36%)	40% (38%)	40% (35%)
Drug taking or possession of drugs are serious offences (吸毒或管有毒品屬嚴重罪行)	22% (22%)	16% (22%)	24% (22%)	19% (23%)	19% (22%)
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)	15% (14%)	31% (15%)	12% (10%)	16% (13%)	12% (14%)
Drugs do not help solving real problems (吸毒對解決現實問題沒有幫助)	10% (10%)	8% (10%)	11% (9%)	10% (9%)	11% (10%)
Drugs waste money (吸毒浪費金錢)	6% (5%)	5% (4%)	7% (9%)	6% (4%)	7% (5%)
Healthy living, positive emotions can resist the temptation of drugs (維持健康生活、正面情緒能抗拒毒品誘惑)	5% (7%)	3% (6%)	7% (5%)	4% (6%)	7% (6%)
Avoid worrying family (避免令家人擔心)	5% (6%)	2% (8%)	7% (7%)	5% (5%)	5% (5%)

Notes: (1) Figures in brackets refer to the results of the 2024 Survey.

(2) Only one answer is allowed.

Awareness of 24-hour helpline and instant messaging service

16. 24-hour helpline and instant messaging service are an important service to support anti-drug campaign. Awareness rate of ND’s 24-hour helpline “186 186” or the instant messaging service “98 186 186” increased slightly from 69% in 2024 to 71% in 2025. Awareness rates among young adults and parents were the highest, both at 72%. Details are given in Table 9.

Table 9: 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	71% (69%)	70% (72%)	72% (74%)	65% (69%)	72% (69%)

Note: Figures in brackets refer to the results of the 2024 Survey.

Preference on Receiving Anti-drug Messages

Most common media channels from which publicity messages were received

17. As to the current platforms for receiving anti-drug messages, public transport (e.g. MTR and bus), web-based and mobile platforms (i.e. social media platforms, webpages and mobile apps) as well as TV continued to be the top three common media across all subgroups. Advertisements placed on external walls on buildings and banners on bridges and roadsides, cross boundary control points as well as public housing estates and public markets were also common media to receive anti-drug messages. Details are given in Table 10.

Table 10: 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 96% (88%)	Public transport 95% (88%)	Public transport 97% (90%)	Public transport 98% (82%)	Public transport 96% (87%)
2	Web-based and mobile platforms 92% (84%)	Web-based and mobile platforms 84% (92%)	Web-based and mobile platforms 94% (89%)	Web-based and mobile platforms 95% (82%)	Web-based and mobile platforms 93% (82%)
3	TV 86% (87%)	TV 72% (86%)	TV 92% (88%)	TV 88% (84%)	TV 87% (88%)
4	External walls on buildings and banners on bridges and roadsides 68% (60%)	External walls on buildings and banners on bridges and roadsides 70% (71%)	External walls on buildings and banners on bridges and roadsides 67% (58%)	External walls on buildings and banners on bridges and roadsides 67% (54%)	External walls on buildings and banners on bridges and roadsides 68% (59%)
5	Cross boundary control points 63% (59%)	Public housing estates and public markets* 66% (N/A)	Cross boundary control points 65% (61%)	Cross boundary control points 63% (49%)	Cross boundary control points 66% (57%)

Notes: * A new option added in the 2025 Survey.

(1) Figures in brackets refer to the results of the 2024 Survey.

(2) Multiple answers are allowed.

(3) N/A means “Not Available”.

18. In terms of age group, effectiveness of public transport was very high across different age groups (95% to 97%). Effectiveness of web-based and mobile platforms was higher among persons aged 21-35 (94%) and aged 36-60 (93%). Effectiveness of TV was particularly high among persons aged 21-35 (92%). 50% of persons aged 11-20 received anti-drug messages at schools. Details are given in Table 11.

Table 11: 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	95% (88%)	97% (90%)	95% (87%)
Web-based and mobile platforms	84% (92%)	94% (89%)	93% (80%)
TV	72% (86%)	92% (88%)	87% (88%)
Radio	40% (61%)	53% (50%)	52% (53%)
Schools	50% (48%)	44% (41%)	40% (35%)
Anti-drug activities	32% (42%)	41% (45%)	42% (36%)

- Notes: (1) Figures in brackets refer to the results of the 2024 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;
 - district offices, home affairs enquiry centres, community halls and community centres;
 - external walls on buildings and banners on bridges and roadsides;
 - government offices, other government buildings and premises;
 - integrated family service centres and social security field units;
 - large outdoor TV screens;
 - newspapers and magazines;
 - parks and sport venues;
 - public housing estates and public markets;
 - shopfront TV of restaurants;
 - tunnels; and
 - the Hong Kong Jockey Club Drug InfoCentre.

Media platforms and avenues considered effective in disseminating anti-drug messages

19. Among the top five media platforms and avenues, web-based and mobile platforms (98%) were considered the most effective means, followed by schools (86%) and public transport (85%). Details are given in Table 12.

**Table 12: 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 98% (95%)	Web-based and mobile platforms 100% (96%)	Web-based and mobile platforms 99% (97%)	Web-based and mobile platforms 98% (93%)	Web-based and mobile platforms 97% (96%)
2	Schools 86% (88%)	Anti-drug activities 89% (84%)	Schools 89% (90%)	TV 87% (72%)	Cross boundary control points 85% (83%)
3	Public transport 85% (82%)	Large outdoor TV screens 87% (75%)	Public transport 89% (83%)	Schools 86% (92%)	Schools 85% (88%)
4	TV 85% (84%)	TV 86% (77%)	TV 87% (79%)	Cross boundary control points 86% (83%)	Public transport 85% (81%)
5	Cross boundary control points 84% (84%)	Cross boundary control points 85% (81%)	Venues of entertainment 86% (80%)	Public transport 85% (82%)	TV 83% (86%)

Notes: (1) Figures in brackets refer to the results of the 2024 Survey.
(2) Multiple answers are allowed.

BACKGROUND

20. Since 2027, ND has 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 forms the basis of the analyses and compilation of the annual report.

METHODOLOGY

21. The methodology for the 2025 Survey was same as that of the 2024 Survey. Individuals with valid mobile telephone numbers ² and land-based domestic households with residential telephone lines were enumerated at the ratio of 60% : 40%.

22. The 2025 Survey was conducted between 9 February and 19 March 2026, mainly between 2:00 pm to 10:00 pm. The target population was Hong Kong residents³ 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 1 210 respondents (i.e. 482 from households with residential telephone lines and 728 with mobile telephone numbers) by telephone interviews, with an overall cooperation rate of 49%⁴. The sample size and cooperation rate were considered statistically sufficient for meaningful analyses.

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

<u>Subgroup</u>	<u>No. of samples</u> ⁵
(a) General youngsters (aged from 11 to 20)	200 (17%)
(b) Young adults (aged from 21 to 35)	343 (28%)
(c) High-risk group (those who knew someone was drug abuser or who had been offered drugs before)	201 (17%)
(d) Parents	393 (32%)

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

² According to information from the Office of the Communications Authority, as at December 2025, the mobile subscriber penetration rate in Hong Kong was 442% (which means on average there were more than four phone accounts per Hong Kong resident). The corresponding residential fixed line penetration rate in Hong Kong was 58%.

³ Excluding foreign domestic helpers and imported workers.

⁴ The cooperation rates of respondents from residential telephone lines and mobile telephone numbers were 38% and 62% respectively.

⁵ The total number of sets of responses received from the four subgroups of respondents do not add up to 1 210 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.

24. The results pertaining to the target population and the four subgroups were 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.

Narcotics Division
Security Bureau
May 2026