

# **Public Opinion Survey on Anti-drug Publicity, 2009**

## **Major Findings**

### **Purpose**

This paper presents the major findings of the Public Opinion Survey on Anti-drug Publicity (the survey) in 2009.

### **Objective of the survey**

2. The main objective of the survey is to gauge public awareness of the anti-drug messages and Announcements in the Public Interest (APIs) with the theme “No Drugs, No Nightmares. Not Now, Not Ever” and “不可一，不可再。向毒品說不，向噩夢說不”. It also gauges the reach of different publicity channels.

### **Survey methodology**

3. The survey questionnaire was designed by the Statistics Unit of the Security Bureau in consultation with Narcotics Division. Data collection and validation was performed by an outside contractor. Data analysis and report compilation were undertaken by the Security Bureau.

4. The survey was conducted from 7 to 20 December 2009 mainly during the time slots between 1:00 pm and 9:30 pm.

### **Coverage**

5. The survey sampled Hong Kong residents aged 11 or above who were able to speak and communicate in Cantonese or Putonghua and were staying in households with a domestic telephone line during the survey period.

6. 1,012 persons aged 11 and above were successfully enumerated by telephone interviews during the period from 7 to 20 December 2009.

7. To better understand the impact of the publicity on various stakeholders, specific analysis on the following three categories of interviewees were also performed -

- (a) youngsters (i.e. aged from 11 to 20);
- (b) high-risk group (i.e. those who knew someone who were drug abusers or/and who had been offered drugs before); and
- (c) parents.

## Major findings

### Awareness of slogan

8. The overall awareness rate of the theme “不可一，不可再。向毒品說不，向噩夢說不” was 93%. The awareness rate of the youngsters, (96%), and the high-risk group, (98%) were higher than the overall rate.

### Awareness of four key anti-drug messages

9. The respondents were asked whether they had seen or heard of the four key anti-drug messages conveyed through various anti-drug publicity measures and the overall awareness rates were as follow-

- |  |     |
|--|-----|
| (a) Tackling drug abuse requires concerted efforts by different sections of the society<br>(社會各階層人士應該攜手對抗吸毒問題) | 68% |
| (b) Drug prevention should start at home<br>(禁毒工作應該由家庭開始)  | 69% |
| (c) Schools should address any drug abuse issues<br>(學校應正視校園毒品問題)  | 79% |
| (d) Drug abuse is harmful to health<br>(吸毒會對身體造成損害)  | 91% |

10. For the message on “吸毒會對身體造成損害”, the youngsters and the high-risk group displayed the higher than average awareness rates. Meanwhile, the parents and the high-risk group showed above average awareness rate on the message “禁毒工作應該由家庭開始”; and higher than normal awareness rate were also found at the youngsters on the message “學校應正視校園毒品問題”.

## Penetration rate of anti-drug messages in different media channels

11. The most popular media channels were TV (92%), followed by newspaper (46%), radio and MTR stations (both 41%), and bus/taxi body (39%).

12. For all the groups, the penetration rates of advertisement on TV were highest. However, the second most popular channel was different for different groups: Internet for the youngsters, radio for the high-risk group and newspaper for the parents.

## Impression on eight APIs

13. The respondents were asked about their impression on the following eight APIs-

- A 向毒品說不2009 (突然死亡「歌」)  
(A song about a girl nearly died from drug-abusing)
- B 向毒品說不2009 (突然死亡)  
(A girl telling her story on almost died from drug-abusing)
- C 向毒品說不2009 (愧對雙親)  
(Confession by a girl to her parents for her drug-abusing)
- D 向毒品說不2009 (法網難逃)  
(Drug trafficking lead to jail)
- E 向毒品說不2009 (向教育工作者致敬)  
(Paying respect to the teachers)
- F 向毒品說不2009 (魔鬼交易)  
(Don't trust drug dealers)
- G 向毒品說不2009 (愛不太遲)  
(A mother treasuring the time getting along with her rehabilitated son)
- H 向毒品說不2009 (瘡痕纍纍)  
(Outlook damage from drug-abusing)

14. The overall awareness rates for the eight APIs ranged between 48% (for API “F”) and 69% (for API “G”).

15. For the youngsters, they had a particular high awareness rate on API “H” and; for the high-risk group, they were particularly aware of API “C” which impressed them more than the others.

### **Perception of whether the APIs can relay key anti-drug messages**

16. After being asked to recall the eight APIs, the respondents were also asked whether the APIs could convey the following key anti-drug messages. The percentages of respondents affirming reception of the messages were as follows-

- |  |     |
|--|-----|
| (a) Tackling drug abuse requires concerted efforts by different sections of the society<br>(社會各階層人士應該一齊對抗吸毒問題) | 73% |
| (b) Drug prevention should start at home<br>(禁毒工作應該由家庭開始)  | 75% |
| (c) Schools should address any drug abuse issues<br>(老師喺校園預防吸毒及教育禁毒工作和幫助高危青少年嘅角色係好重要)                          | 66% |
| (d) Drug abuse is harmful to health<br>(吸毒會對身體造成損害，甚至會致命)  | 91% |

**Narcotics Division**

**Security Bureau**

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