

Report on

Public Opinion Survey
on Anti-drug Publicity, 2006

Statistics Unit
Security Bureau
November 2006

EXECUTIVE SUMMARY

- 1 018 persons aged 11 and above were successfully enumerated by telephone interviews during the period from 13th to 18th September 2006.

“ADF Docudrama”

- About 21.6% (or 220 respondents) of all respondents had ever watched the “ADF Docudrama”. More than half of those respondents who had ever watched TV programmes when the Docudrama was broadcasted chose to watch it.
- The Docudrama had successfully conveyed important anti-drug messages to audiences. 21% of these 220 respondents considered all six anti-drug themes delivered by the Docudrama impressive, while 64% were impressed by three to five of the themes.
- Great majority (92%) of respondents who had watched the Docudrama agreed that it was capable of arousing public concern of drug problems in Hong Kong.

Overall anti-drug work in Hong Kong

- Drug preventive education and publicity programmes were successful in reaching the great majority of the Hong Kong population and conveying proper messages on drugs. The overall public satisfaction rate with the anti-drug work in Hong Kong was also high.
- The Survey revealed that almost all (or 97%) of the 1 018 respondents had ever heard of anti-drug messages via different channels, namely TV, radio, posters, promotional leaflets, newspapers and magazines.
- Again, almost all respondents were aware of at least one type of drug treatment services in Hong Kong and law enforcement work in combating against drugs.
- The great majority of the respondents highly agreed / agreed that abusing various types of psychotropic substances (84% - 96%) and heroin (97%) was harmful to one’s health.
- About four-fifths of the respondents were highly satisfied / satisfied with anti-drug work in Hong Kong.

Table of Contents

	<i>Page</i>
Executive Summary	2
1. Introduction	4
2. Survey Methodology	
<i>Objectives</i>	5
<i>Project team</i>	5
<i>Coverage</i>	5
<i>Questionnaire</i>	5
<i>Sample selection</i>	6
<i>Data collection method</i>	6
<i>Pilot test</i>	7
<i>Enumeration results</i>	7
3. Survey Findings	
<i>Demographic characteristics</i>	8
<i>Audience appreciation of the Docudrama</i>	9
<i>Perception on drugs</i>	10
<i>Awareness of anti-drug work</i>	11
<i>Satisfaction with anti-drug work</i>	12
Annex I. Statistical Tables	13
Annex II. Specimen of Questionnaire	19

1. INTRODUCTION

- 1.1 Preventive education and publicity is a very important strategy in combating drug abuse. The Narcotics Division and the Action Committee Against Narcotics hold a series of educational and publicity activities to raise public awareness of drug abuse problems to curb the trend in the year. The "Anti-Drug Files Docudrama", jointly produced with Radio Television Hong Kong, is a major component of the campaign in the year.
- 1.2 The "Anti-Drug Files" (「禁毒檔案 ADF」) TV series was broadcasted at 7 p.m. every Saturday during the period from 29th July to 23rd September 2006 on TVB Jade Channel. The nine-episode series, basing on genuine cases that occurred in Hong Kong, featured drug abuse and rehabilitation cases as well as joint operations with the Mainland and overseas law enforcement agencies in combating drug trafficking and manufacturing.
- 1.3 To gauge public views on "Anti-Drug Files Docudrama" and solicit their opinions on anti-drug publicity activities of the Government with a view to guiding further improvements, a telephone survey was specially designed and conducted in September 2006. This report presents key findings of the Survey results. Detailed tables are given at Annex I.

2. SURVEY METHODOLOGY

Objectives

- 2.1 The Survey has the following objectives:
- (a) to assess the extent of public penetration and audience appreciation of the “Anti-Drug Files Docudrama”;
 - (b) to assess public awareness of and satisfaction with local anti-drug work; and
 - (c) to obtain data regarding public perception on harmful effects of abusing drugs.

Project team

- 2.2 The Survey questionnaire was designed by the Statistics Unit, Security Bureau. Data collection was commissioned to and performed by the Hong Kong Polytechnic University Technology & Consultancy Co. Ltd. (the Contractor). Data analyses and report compilation were undertaken by staff of the Security Bureau.

Coverage

- 2.3 The Survey basically covered all Hong Kong residents aged 11 or above who were able to speak Cantonese and were staying in households with a domestic telephone line during the survey period.
- 2.4 Non-native speaking household members and children aged 10 or below in selected households were excluded from the coverage. Mobile telephone numbers and business telephone numbers were excluded. Since the Docudrama was only broadcasted in Cantonese, it was reasonably assumed that audiences of the program were dominated by Cantonese speaking people.

Questionnaire

- 2.5 The questionnaire, consisting of 16 questions, comprised the following four areas of questions:
- (a) audience appreciation level of the Docudrama (7 questions);
 - (b) perception on harmful effects of drugs (1 question with 6 subparts);
 - (c) awareness of and satisfaction with local anti-drug work (5 questions); and
 - (d) basic socio-demographic information (3 questions).
- 2.6 The questionnaire was prepared in Chinese only. A specimen of it is at Annex II.

Sample selection

- 2.7 The Survey was a voluntary telephone survey. It was conducted with Computer Aided Telephone Interview (CATI) technology.
- 2.8 A list of household telephone numbers were randomly sampled according to a latest telephone directory of local households maintained by the Contractor in the CATI system for the Survey.

Data collection method

- 2.9 The Survey was conducted during the period from 13th (Wednesday) to 18th (Monday) September 2006, including Saturday and Sunday. First attempts of telephone calls were mainly made in the evenings from 6:00pm to 10:00pm. Calls for unanswered telephone numbers were repeatedly made at other time slots where appropriate. Non-contact household members were re-interviewed by making prior appointments if necessary.
- 2.10 When a telephone call was successfully being answered, interviewers would select one of the household members according to a statistical technique called “Modified Kish Grid”. This is a commonly used technique to ensure all qualified respondents in a selected household would have equal chance of being selected for interview, thus to avoid

bias towards persons who were more likely to stay at homes (e.g. home-makers and children etc.) and pick up telephone calls¹.

2.11 According to the theory, data so collected need not necessarily be weighted inversely by the number of targeted household members. This is because the differences between weighted and unweighted estimates were insignificant². Thus the data presented in this report were unweighted for simplicity.

2.12 Telephone interviews were conducted by enumerators by going through the questions one by one. Choices for answers were read out to respondents one-by-one. Respondents' answers were entered into the CATI simultaneously by the interviewers during tele-conversation. Real-time logical validations of the answers were performed by CATI.

Pilot test

2.13 A pilot test was successfully completed on 7 September 2006. It confirmed that respondents were able to answer all the questions in reasonable time (6 minutes on average), and that children as young as 11 should be able to understand the question wordings.

Enumeration results

2.14 The Survey successfully interviewed 1 018 Cantonese speaking people aged 11 or above. The successful contact rate was 88% and cooperation rate was 75%.

¹ All qualified target respondents in selected households were listed according to their age in ascending order. The one corresponding to a pre-designed number (which has been randomly drawn) would be selected for interview.

² Reference: Kish, L. (1965) *Survey Sampling* (New York: John Wiley & Sons) pp.398-404.

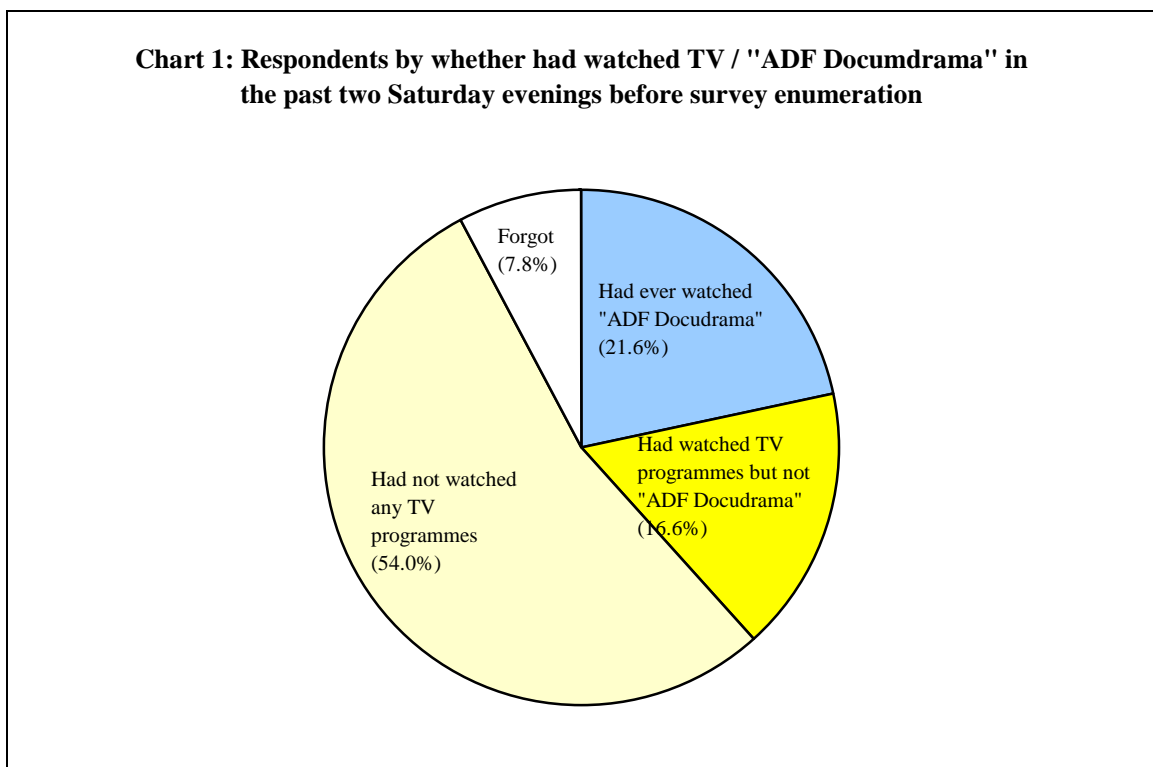
3. SURVEY FINDINGS

Demographic characteristics

- 3.1 Among the 1 018 respondents, 36% of them were of age 41-60, followed by 30% of age 21-40. Young persons of age 11 to 20 accounted for about 21%. About 55% of the respondents were females and 45% were males. (Tables 1 and 2 of Annex I)
- 3.2 In terms of occupation, a relatively larger proportion of the respondents were students (22%), retired persons (14%), home-makers (13%) and clerical workers (13%). (Table 3)
- 3.3 The above distributions of respondents were largely similar to the patterns of the overall population in Hong Kong, except that young persons aged 11 to 20 (or students) were slightly over represented in the Survey.

Audience appreciation of the Docudrama

3.4 About 38% (or 389 respondents) of the 1 018 respondents had ever watched TV programmes at 7 p.m. on the two Saturday evenings prior to the Survey. Specifically, 21.6% (or 220 respondents) of all respondents had ever watched “ADF Docudrama” and 16.6% had watched TV programmes other than the Docudrama. That means more than half of those respondents who had ever watched TV programmes when the Docudrama was broadcasted chose to watch it. (Table 4 and Chart 1)



3.5 Among the 220 respondents who had watched the Docudrama, 58% had watched one to two episodes, 28% had watched three to five episodes and 5% had watched more than five episodes. (Table 5)

3.6 By broadly listing the six main themes delivered by the Docudrama, respondents were requested to indicate whether they considered each of these themes impressive. 21% of respondents responded that they were impressed by all six main themes, followed by 64% of respondents being impressed by three to five of the anti-drug themes, and 10% by two themes. A very small proportion (or 5%) of them was impressed by only one or none of the themes. These indicate that the Docudrama had successfully conveyed some anti-drug messages to audiences. (Table 6)

- 3.7 Messages that could impress most audiences were: “drug abuse would damage family relationship” (88% of respondents found it impressive), “drug abuse would harm the health of abusers” (78%), “drug abuse would cause psychedelic problems” (77%), and “drug abuse could not help resolve daily problems / difficulties” (73%) in that order. (Table 7)
- 3.8 Great majority (or 92%) of respondents who had watched the Docudrama agreed that it was capable of arousing public concern of drug problems in Hong Kong. (Table 8)
- 3.9 There were 169 respondents who had watched other TV programmes but not the Docudrama in the past two Saturday evenings. Majority (or 83%) of them had not watched the Docudrama because they had not heard of it. Other reasons for not having watched the Docudrama included: they had no interests in reality drama or anti-drug programmes (7%) and they were more interested in TV programmes on other channels when the Docudrama was broadcasted (4%). (Table 9)

Perception on drugs

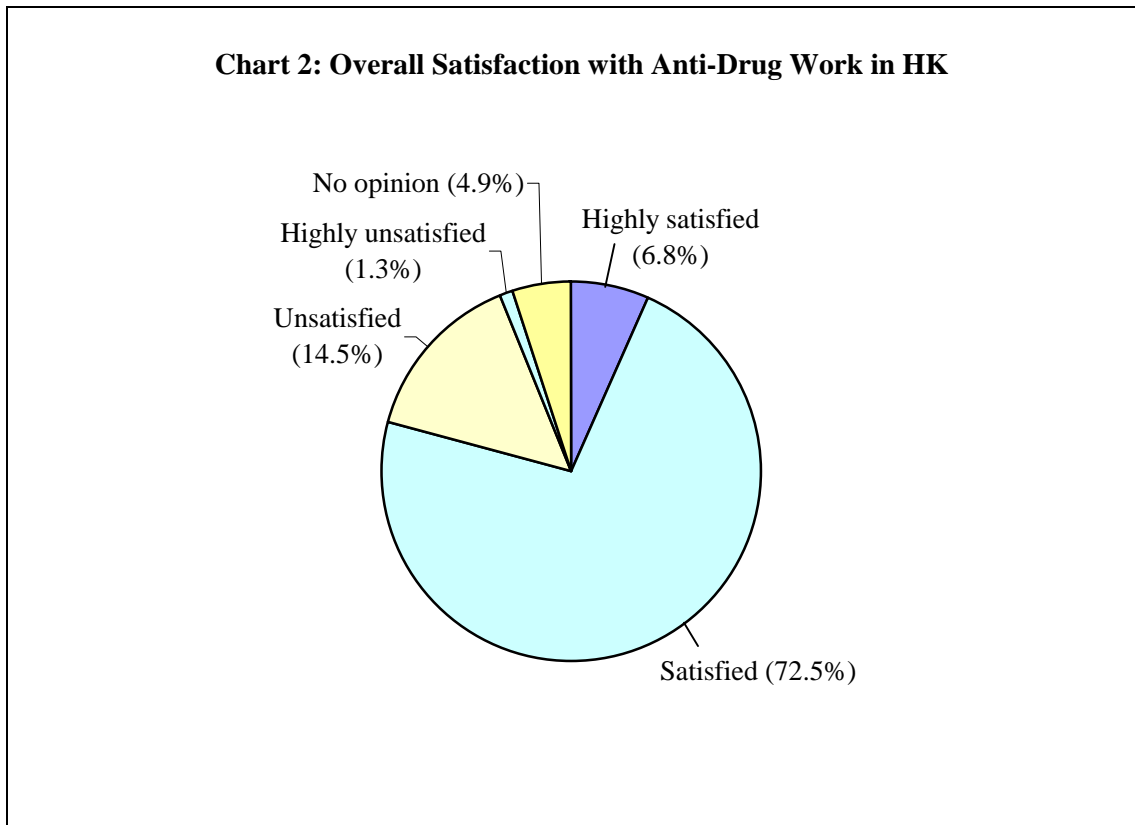
- 3.10 Regarding public’s perception on harmful effects of various kinds of drugs, great majority (over 97%) of the respondents highly agreed/agreed that abusing heroin was harmful to health. (Table 10)
- 3.11 As for psychotropic substances, about 93% to 96% of the respondents opined that abusing ketamine, cocaine, cannabis and ice was harmful to one’s health. Specifically, 66% to 71% of respondents highly agreed and 24% - 30% agreed with it. (Table 10)
- 3.12 However, it should be noted that relatively smaller proportions of the respondents agreed that cough mixture would harm abusers’ health. Only 40% of respondents highly agreed and 44% agreed with the statement that “abusing cough mixture is harmful to one’s health”. 11% considered the otherwise. (Table 10)

Awareness of anti-drug work

- 3.13 As regards public awareness of local anti-drug work, it revealed that great majority (over 97%) of the respondents had ever heard of anti-drug messages. The most popular channel was TV or radio broadcasting (chosen by 95% of the respondents), followed by posters or promotional leaflets (75%) and newspapers / magazines (61%). Relatively less respondents had ever heard of anti-drug messages through talks or exhibitions (38%) or the Internet (22%). (Table 11)
- 3.14 On the whole, respondents indicated that they would be more attracted to anti-drug messages publicized by replay of real cases (83%), followed by those publicized using medical approach (79%) and scary approach (58%). (Table 12)
- 3.15 Most respondents (95%) were aware of at least one type of drug treatment services in Hong Kong. About 90% of the respondents were aware of the methadone treatment programme offered by the Department of Health. This was followed by residential treatment programmes (55%) and counselling services for psychotropic substance abusers (50%). About one-sixth of the respondents were aware of the services provided by substance abuse clinics. (Table 13)
- 3.16 As for law enforcement work, essentially all respondents (99%) were aware of the work in this area. Majority of the respondents knew that the Police and Customs and Excise Department would inspect the entertainment venues for drugs regularly (96%), combat drug manufacturers / traffickers (93%), block inflow of drugs at control points (88%) and join investigations of international drug activities (80%). (Table 14)

Satisfaction with anti-drug work

3.17 On the whole, about four-fifths (79%) of the respondents were highly satisfied / satisfied with the anti-drug work in Hong Kong, while 16% were highly unsatisfied / unsatisfied. (Table 15 and Chart 2)



STATISTICAL TABLES**Annex I****Table 1 Respondents by age group**

Age group	No.	%	Overall population aged 10 and above * (%)
11-20	211	20.7	13.7
21-40	304	29.9	33.0
41-60	367	36.1	36.9
61 and over	125	12.3	16.4
Missing information	11	1.1	-
Total	1 018	100.0	100.0

Note *: Based on Hong Kong population aged 10 and above in mid-2006, including foreign domestic helpers.

Table 2 Respondents by sex

Sex	No.	%	Overall population aged 10 and above * (%)
Female	564	55.4	52.6
Male	454	44.6	47.4
Total	1 018	100.0	100.0

Note *: Based on Hong Kong population aged 10 and above in mid-2006, including foreign domestic helpers.

Table 3 Respondents by occupation

Occupation	No.	%	Overall population aged 10 and above * (%)
Student	225	22.1	14.3
Retired person	145	14.2	14.2
Home-maker	134	13.2	10.7
Clerical worker	128	12.6	8.5
Professional & managerial officer	127	12.5	9.2
Elementary occupation worker	86	8.4	18.1
Service worker & shop sales worker	64	6.3	8.1
Associate professional	51	5.0	10.5
Unemployed person	38	3.7	3.0
Missing information / Others	20	2.0	3.3
Total	1 018	100.0	100.0

Note *: Based on Hong Kong population aged 10 and above in mid-2006, including foreign domestic helpers.

Table 4 Audience penetration for the Docudrama in the past two weeks prior to survey enumeration

Audience penetration at 7 p.m. on the past two Saturday evenings prior to survey enumeration		
	No.	%
Had watched TV programmes	389	38.2
<i>Had ever watched the Docudrama</i>	220	21.6
<i>Had not watched the Docudrama</i>	169	16.6
Had not watched any TV programme	550	54.0
Forgot	79	7.8
Total	1 018	100.0

Table 5 Episode(s) that respondents ever watched

Episode(s) ever watched	No.	%
One to two	128	58.2
Three to five	62	28.2
More than five	10	4.5
Forgot	20	9.1
Total	220	100.0

Note: The figures were compiled based on the 220 respondents who had ever watched the Docudrama.

Table 6 Anti-drug message(s) that respondents found impressive

No. of anti-drug messages found impressive	No.	%
One message	6	2.7
Two messages	24	10.9
Three messages	35	15.9
Four messages	55	25.0
Five messages	50	22.7
Six messages	46	20.9
Missing information	4	1.8
Total	220	100.0

Note: The figures were compiled based on the 220 respondents who had ever watched the Docudrama.

Table 7 Anti-drug message(s) delivered by the Docudrama that respondents considered impressive

Anti-drug message	No.	%
Drug abuse would adversely affect one's family relationship	193	87.7
Drug abuse would harm one's health	172	78.2
Drug abuse would cause psychedelic problems	170	77.3
Drug abuse could not help resolve daily problems / difficulties	161	73.2
Drug trafficking/ manufacturing would result in serious consequences	121	55.0
Treatment agencies provide support services to abusers in various dimensions	88	40.0
Could not recall any of the above messages	4	1.8
Total	220	

Note: Respondents were allowed to choose more than one answer.

Table 8 Whether the Docudrama could arouse public concern of drug problems in HK

Opinion	No.	%
Agreed that the Docudrama could arouse public concern	202	91.8
Disagreed that the Docudrama could arouse public concern	14	6.4
Not sure	4	1.8
Total	220	100.0

Table 9 Reason(s) for not watching the Docudrama

Reason	No.	%
Never heard of the Docudrama	141	83.4
Had no interest in reality drama or anti-drug programmes	11	6.5
More interested in TV programmes on other channels when the Docudrama was broadcasted	7	4.1
Forgot	10	5.9
Total	169	100.0

Note: Figures were compiled based on the 169 respondents who had watched TV programmes in the past two Saturday evenings but not the Docudrama.

Table 10 Respondents' perception on the harmful effects of various kinds of drugs

Drug type	Whether agreed that "abusing the drug is harmful to one's health"					Total
	Highly agreed	Agreed	Disagreed	Highly disagreed	Not sure	
Heroin	755 (74.2%)	233 (22.9%)	3 (0.3%)	1 (0.1%)	26 (2.6%)	1 018 (100.0%)
Ketamine	718 (70.5%)	250 (24.6%)	3 (0.3%)	2 (0.2%)	45 (4.4%)	1 018 (100.0%)
Cocaine	721 (70.8%)	254 (25.0%)	6 (0.6%)	1 (0.1%)	36 (3.5%)	1 018 (100.0%)
Cannabis	668 (65.6%)	303 (29.8%)	14 (1.4%)	1 (0.1%)	32 (3.1%)	1 018 (100.0%)
Ice	698 (68.6%)	248 (24.4%)	7 (0.7%)	1 (0.1%)	64 (6.3%)	1 018 (100.0%)
Cough mixture	407 (40.0%)	445 (43.7%)	113 (11.1%)	0 (0.0%)	53 (5.2%)	1 018 (100.0%)

Note: Percentages in brackets represent the respective proportions to the total number of respondents successfully enumerated.

Table 11 Channels that respondents heard of anti-drug messages

Channel	No.	%
Ever heard of anti-drug messages through any of the following channels	992	97.4
<i>TV or radio broadcasting</i>	963	94.6
<i>Posters or promotion leaflets</i>	762	74.9
<i>Newspapers / magazines</i>	620	60.9
<i>Talks or exhibitions</i>	389	38.2
<i>Internet</i>	220	21.6
<i>Others</i>	98	9.6
Never heard of anti-drug messages through any of the above channels	26	2.6
Total	1 018	

Note: Respondents were allowed to choose more than one answer.

Table 12 Publicity approach that would better attract respondents' attention

Approach	No.	%
Replay of real cases	844	82.9
Medical approach	803	78.9
Scary approach	588	57.8
Publicity of anti-drug messages by movie stars	389	38.2
No idea	35	3.4
Total	1 018	

Note: Respondents were allowed to choose more than one answer.

Table 13 Whether respondents were aware of drug treatment services in Hong Kong

Drug treatment services	No.	%
Aware of any of the following services	968	95.1
<i>Methadone treatment programme (by the Department of Health)</i>	915	89.9
<i>Residential treatment programmes</i>	563	55.3
<i>Counselling services for psychotropic substance abusers</i>	504	49.5
<i>Substance abuse clinics (of Hospital Authority)</i>	171	16.8
Not aware of any of the above services	50	4.9
Total	1 018	

Note: Respondents were requested to indicate if they were aware of each of the sub-items above.

Table 14 Whether respondents were aware of law enforcement work by the Police and Customs and Excise Department

Law enforcement work	No.	%
Aware of any of the following work	1 003	98.5
<i>Inspecting the entertainment venues for drugs regularly</i>	972	95.5
<i>Combating drug manufacturers and traffickers</i>	948	93.1
<i>Blocking inflow of drugs at control points</i>	897	88.1
<i>Joint investigations of international drug activities</i>	812	79.8
Not aware of any of the above work	15	1.5
Total	1 018	

Note: Respondents were requested to indicate if they were aware of each of the sub-items above.

Table 15 Whether respondents were satisfied with anti-drug work in Hong Kong

Level of satisfaction	No.	%
Highly satisfied	69	6.8
Satisfied	738	72.5
Unsatisfied	148	14.5
Highly unsatisfied	13	1.3
No opinion	50	4.9
Total	1 018	100.0

香港理工大學
應用社會科學系 社會政策研究中心

禁毒處 - 禁毒宣傳工作意見調查

電話訪問問卷 (2006)

程序 A: 自我介紹

引言:

喂，你好，我地係香港理工大學社會政策研究中心打嚟嘅，而家幫緊政府嘅禁毒處進行一項研究，目的係了解你對政府嘅禁毒宣傳工作嘅意見。呢個訪問大約需要五分鐘時間，閣下所提供嘅意見，我地係會絕對保密嘅，請您放心。請問你府上有幾多位家庭成員係 11 歲以上，而又識廣東話嘅呢？

[如沒有，請多謝受訪者及結束訪問]

程序 B: 選出合適受訪者

V1: Telephone#

V2: Interviewer#

V3: 請問你府上有幾多位家庭成員係 11 歲以上嘅呢？

根據抽樣結果，按年齡排列由大到小，我地想邀請年齡排第____位嘅人士嚟聽電話...我想問下....

訪問員指引:

[如果受訪住戶只一人是 11 歲或以上，則不用抽樣]

[如果多過一個以上，訪問員請用 **Random Generator** 根據 **Kish Grid** 方法抽出一位合資格嘅最終受訪者。]

程序 C: 開始問卷

[v4] 受訪者性別: [由訪問員自行填寫]

1. 男
2. 女 (以下稱受訪者為“先生”或“小姐”)。

[v5] 請問你對上呢兩個星期六，夜晚七點左右有無睇電視？

1. 有 (請跳至第 v6 題)
2. 無 (請跳至第 v12a 題)
3. 唔知道/ 唔清楚/ 唔記得 (請跳至第 v12a 題)
4. 拒絕回答 (請跳至第 v12a 題)

以下幾個問題係有關一套名為「禁毒檔案 ADF」嘅電視實況劇嘅。呢套劇共有 9 集，由「香港電台」製作，而家逢星期六晚上七點，**嚟**無綫電視翡翠台播影，亦可以**嚟**網上收睇。

[v6] 請問你有無聽過呢個劇集呢？

1. 有 (請問第 v7 題)
2. 無 (請跳至第 v12a 題)
3. 唔知道/ 唔清楚/ 唔記得 (請跳至第 v12a 題)
4. 拒絕回答 (請跳至第 v12a 題)

[v7] 你曾經睇過幾多集呢？

1. 無睇過 (請問第 v8 題)
2. 一至兩集 (請跳至第 v9 題)
3. 三至五集 (請跳至第 v9 題)
4. 五集以上 (請跳至第 v9 題)
5. 唔知道/ 唔清楚/ 唔記得 (請跳至第 v9 題)
6. 拒絕回答 (請跳至第 v9 題)

[v8] 點解你唔睇呢？係唔係你... (可選多個答案。訪問員請讀出選項 1-5，追問: 仲有無其他?)

1. 對關於社會問題嘅節目無興趣 (請跳至第 v12a 題)
2. 對關於禁毒嘅節目無興趣 (請跳至第 v12a 題)
3. 唔鍾意睇實況劇 (請跳至第 v12a 題)
4. 其他，請註明: _____ (請跳至第 v12a 題)
5. 唔知道/ 唔清楚/ 唔記得 (請跳至第 v12a 題)
6. 拒絕回答 (請跳至第 v12a 題)

[v9] 你**嚟**電視定**嚟**網上睇過呢？

1. 電視
2. 網上
3. 電視及網上
4. 唔知道/ 唔清楚/ 唔記得
5. 拒絕回答

[v10] 你對劇集傳遞嘅邊**啲**禁毒訊息，印象比較深刻呢？ (可選多個答案。訪問員請讀出選項 1-6)

1. 販毒或製毒後果嚴重 Y / N
2. 濫藥會導致身體殘障 Y / N
3. 濫藥會損害腦部，可能引致精神病 Y / N
4. 濫藥會損害家庭關係 Y / N
5. 濫藥不能幫助解決生活難題 Y / N
6. 戒毒機構提供多方面支援 Y / N
8. 拒絕回答

[v11] 你認為呢套劇集可唔可以提高公眾對濫藥問題嘅關注？

1. 可以
2. 唔可以
3. 唔知道/ 唔清楚
4. 拒絕回答

以下幾個問題係有關你對香港禁毒工作嘅意見嘅。你認唔認同濫用以下嘅精神藥物，會損害身體？

[v12a] 海洛英

1. 十分認同
2. 認同
3. 不認同
4. 十分不認同
5. 唔知道/ 唔清楚
6. 拒絕回答

[v12b] K 仔

1. 十分認同
2. 認同
3. 不認同
4. 十分不認同
5. 唔知道/ 唔清楚
6. 拒絕回答

[v12c] 可卡因

1. 十分認同
2. 認同
3. 不認同
4. 十分不認同
5. 唔知道/ 唔清楚
6. 拒絕回答

[v12d] 大麻

1. 十分認同
2. 認同
3. 不認同
4. 十分不認同
5. 唔知道/ 唔清楚
6. 拒絕回答

[v12e] 冰

1. 十分認同
2. 認同
3. 不認同
4. 十分不認同
5. 唔知道/ 唔清楚
6. 拒絕回答

[v12f] 咳水

1. 十分認同
2. 認同
3. 不認同
4. 十分不認同
5. 唔知道/ 唔清楚
6. 拒絕回答

[v13] 你覺得用以下邊 d 手法推廣禁毒訊息，能夠吸引你嘅注意呢？（可選多個答案。訪問員請讀出選項 1-4）

1. 用驚嚇手法（例如：宣傳濫藥嘅恐怖後果） Y / N
2. 醫學角度（例如：濫藥會引致身心各種毛病） Y / N
3. 實例重演（例如：以濫藥人士親身經歷做主題） Y / N
4. 以明星作呼籲 Y / N
5. 拒絕回答

[v14] 你有無從以下途徑聽過禁毒訊息？（可選多個答案。訪問員請讀出選項 1-5，追問：仲有無其他？）

1. 電視或電台 Y / N
2. 報章雜誌 Y / N
3. 講座或展覽（包括禁毒處嘅「藥物資訊天地」） Y / N
4. 海報或宣傳品 Y / N
5. 互聯網 Y / N
6. 其他，例如：電影、話劇、綜藝表演或嘉年華會（請註明：_____） Y / N
7. 拒絕回答

[v15] 你知唔知香港有以下服務提供俾濫藥人士？（可選多個答案。訪問員請讀出選項 1-4）

1. 衛生署的美沙酮治療計劃 Y / N
2. 為濫用精神藥物者提供服務的輔導中心 Y / N
3. 住院式戒毒服務 Y / N
4. 醫管局轄下的物質誤用診所 Y / N
5. 拒絕回答

[v16] 你知唔知警方同海關有做以下嘅掃毒執法工作？（可選多個答案。訪問員請讀出選項 1-4）

1. 巡查娛樂場所 Y / N
2. 搗破製毒及販毒集團 Y / N
3. 在邊境堵截毒品流入 Y / N
4. 與國際執法機關合作，調查國際販毒活動 Y / N
5. 拒絕回答

[v17] 總括嚟講，你對香港嘅禁毒工作成效滿唔滿意？

1. 相當滿意
2. 滿意
3. 唔滿意
4. 相當唔滿意
5. 無意見/ 唔知道/ 唔清楚
6. 拒絕回答

最後兩個問題係有關你嘅年齡同職業。資料會絕對保密。

[v18] 請問你嘅年齡係…？(以上一次生日計算)

1. 15 歲或以下
2. 16-20 歲
3. 21-30 歲
4. 31-40 歲
5. 41-50 歲
6. 51-60 歲
7. 61 歲或以上
6. 拒絕回答

[v19] 請問你現時嘅職位係…？

- | | |
|-----------------|-----------------------|
| 1. 經理及行政級人員 | 10. 學生 |
| 2. 專業人員 | 11. 家務料理者 |
| 3. 輔助專業人員 | 12. 退休人士 |
| 4. 文員 | 13. 待業人士 |
| 5. 服務工作及商店銷售人員 | 14. 其他非在職人士，請註明：_____ |
| 6. 漁農業熟練工人 | 15. 拒絕回答 |
| 7. 工藝及有關人員 | |
| 8. 機台及機器操作員及裝配員 | |
| 9. 非技術工人 | |

多謝你接受訪問。我地會將你嘅意見轉交禁毒處，作為制訂禁毒宣傳策略嘅參考。
再見。