

Report on the Key Findings of the Public Opinion Survey on 2011 Anti-drug Publicity Measures

Purpose

This paper presents the key findings of the Public Opinion Survey on 2011 Anti-drug Publicity Measures (the survey) and the Secretariat's observations on these key findings.

Objectives of the survey

2. The objectives of the 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 had been launched for around 18 months before the survey, 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.

Background of the survey

3. The Narcotics Division has since 2007 commissioned public opinion survey on anti-drug publicity messages on an annual basis. The Statistics Unit of the Security Bureau designs the survey questionnaire and engages an outsider contractor to collect and validate data which form the basis of the Statistics Unit's analyses and compilation of relevant reports.

4. In respect of the survey for 2011, it was conducted from 30 November to 13 December 2011 mainly during the time slots between 6:30 pm and 10:00 pm on weekdays and between 2:00 pm to 10:00 pm on weekends. The survey covered Hong Kong residents aged 11 or above who were able to speak and communicate in Cantonese or Putonghua and belonged to households with a domestic telephone line. Through random sampling, the outside contractor called 1,458 persons of whom 1,010 aged 11 and above were successfully enumerated by telephone interviews, representing a cooperation rate of about 69%. This sample size and cooperation rate were considered statistically sufficient for meaningful analyses.

5. To facilitate our planning for publicity measures in future, views of the following three categories of respondents¹ have been specifically analysed -

- (a) 173 sets of responses from general youngsters (i.e. aged from 11 to 20);
- (b) 67 sets of responses from the “high-risk” group (i.e. those who knew someone who were drug abusers and/or who had been offered drugs before); and
- (c) 610 sets of responses from parents.

¹ The total sets of responses from the three categories of respondents do not add up to 1,010 because a “high-risk” respondent can be a youngster, a parent, or neither of the two. Also, some of the respondents do not fall under any of the three categories.

Key findings of the survey & the Secretariat's observations

(a) Awareness of and public opinion on the campaign slogan

Findings

6. The awareness rates on the current anti-drug slogan “Stand Firm! Knock Drugs Out (企硬! 唔take嘢)” and the corresponding findings in the previous surveys are as follows-

	Not Now, Not Ever (不可一·不可再)		Stand Firm! Knock Drugs Out (企硬! 唔 take 嘢)	
	2008 (Launched for around 6 months)	2009 (Launched for around 18 months)	2010 (Launched for around 6 months)	2011 (Launched for around 18 months)
All respondents	74%	93%	67%	85%
General youngster	87%	96%	68%	88%
High risk group	84%	98%	69%	85%
Parents	70%	92%	64%	83%

7. The overall awareness rate of the slogan “Stand Firm! Knock Drugs Out (企硬! 唔 take 嘢)” was 85% while the awareness rate for the general youngsters at 88% was slightly higher than the overall rate.

8. The public opinions on the current anti-drug slogan “Stand Firm! Knock Drugs Out (企硬! 唔take嘢)” were as follows -

	Not difficult to understand	Difficult to understand	Permeated through the people (深入人心)	Pandered to youth taste (迎合年青人 口味)
All Respondents	77%	20%	65%	71%
General youngster	91%	7%	75%	75%
High risk group	82%	16%	67%	73%
Parents	71%	24%	62%	68%

9. 77% of the respondents indicated no difficulty in understanding the slogan. 65% found the slogan “permeated through the people (深入人心)”, while 24% found it not. 71% found the slogan “pandered to youth taste (迎合年青人口味)”, while 13% found it not.

Observations

10. Among the three groups of respondents, parents’ awareness of the two anti-drug slogans is relatively lower. This supports arguments for enhancing efforts in parental education in our fight against drug abuse in the territory.

11. The survey findings also show that general youngsters have a higher level of acceptance of the current slogan, with 91% of the relevant respondents indicating no difficulty to understand the slogan. Besides, 75% of them found it “permeated through the people” and “pandered to youth taste”. This suggests that the slogan could serve its intended purpose in reaching out to the general youngsters.

12. The awareness rate of the campaign themed “Stand Firm! Knock Drugs Out (企硬! 唔take嘢)” reached 85% after 18 months from its launch which was significantly higher than 67% when the last survey was conducted after the launch of the campaign for six months only. This confirms that the awareness of the campaign has built up over time. We see a strong case to continue to leverage on these two themes as “umbrella themes” for our anti-drug publicity as we work on other publicity initiatives with specific targets (e.g. the further promotion of the help line “186 186”).

(b) Anti-drug messages

Findings

13. The respondents were asked whether they had seen or heard of the following three key anti-drug messages conveyed through various anti-drug publicity initiatives -

- A. Harm of abusing thinner and cough medicine (since Dec 2010)
(吸天拿水和亂喝咳藥水的禍害)
- B. Harm of abusing ice and cocaine (since Jun 2011)
(吸食冰毒和可卡因的禍害)
- C. Support and accept drug treatment and rehabilitation services (since Jul 2011)
(支持及接納戒毒及康復設施)

14. The awareness rates of the above 3 messages were as follows -

	Anti-drug Message		
	A	B	C
All Respondents	81%	78%	63%
General youngster	84%	79%	68%
High risk group	85%	85%	69%
Parents	80%	77%	63%

Awareness rates of 81% and 78% were achieved for messages A and B respectively. On the other hand, the awareness rate on message C was relatively lower at 63%. Similar pattern was observed among different categories of respondents.

15. The following are the three APIs broadcasted recently -

- | | | |
|----|---|-------------------------------|
| A. | Anti-drug 2010
(Harm of abusing thinner and cough medicine)
企硬 2010 (吸天拿水和亂喝咳藥水的禍害) | (Broadcast
since Dec 2010) |
| B. | Anti-drug 2011
(Harm of abusing ice and cocaine)
企硬 2011 (吸食冰毒和可卡因的禍害) | (Broadcast
since Jun 2011) |
| C. | Anti-drug 2011
(Drug treatment and rehabilitation services)
企硬 2011 (戒毒治療和康復服務) | (Broadcast
since Jul 2011) |

16. The respondents were asked about their impression on the three APIs and whether the APIs could convey the corresponding anti-drug messages. Among those who affirmed reception of anti-drug messages from the APIs, they were also asked whether they agreed to the messages.

17. The awareness rates, reception rates and acceptance rates for the three APIs were set out below-

(A) Anti-drug 2010 (Harm of abusing thinner and cough medicine)
企硬 2010 (吸天拿水和亂喝咳藥水的禍害)

	Awareness rate	Reception rate	Acceptance rate
All respondents	90%	91%	98%
General youngster	90%	94%	99%
High risk group	84%	89%	96%
Parents	91%	91%	98%

(B) Anti-drug 2011 (Harm of abusing ice and cocaine)
企硬 2011 (吸食冰毒和可卡因的禍害)

	Awareness rate	Reception rate	Acceptance rate
All Respondents	75%	86%	98%
General youngster	69%	88%	97%
High risk group	80%	81%	98%
Parents	77%	86%	97%

(C) Anti-drug 2011 (Drug treatment and rehabilitation services)
企硬 2011 (戒毒治療和康復服務)

	Awareness rate	Reception rate	Acceptance rate
All Respondents	64%	70%	96%
General youngster	60%	76%	98%
High risk group	55%	61%	97%
Parents	70%	71%	96%

18. Awareness rates of 90% and 75% were achieved for APIs A and B. In addition, 91% and 86% of respondents affirmed their reception of the corresponding messages. The awareness rate on the API C on drug treatment and rehabilitation services is however much lower at 64%, ranging from 55% to 70% across the different groups of respondents.

19. Among those who affirmed reception of anti-drug messages from the APIs, most of them (over 95%) also agreed to those anti-drug messages.

Observations

20. Among the three anti-drug messages and APIs, the awareness, reception and acceptance rates of A and B appear to have effectively conveyed the messages to the target audience. As to C, the API has been intended to serve as part of our efforts to promote community acceptance of drug treatment and rehabilitation services, a subject which has to be tackled through different measures. The difference in focus compared with other APIs calling on people not to take drugs could be a reason for the lower awareness. We will continue to devise complementary initiatives to promote community support to treatment and rehabilitation services.

(c) Penetration rate of anti-drug messages in different media channels

Findings

21. The penetration rates of anti-drug messages in different media channels were as follows -

	Ranking of the five most popular media channels of anti-drug messages				
	1	2	3	4	5
All respondents	television (90%)	newspaper (45%)	anti-drug posters (45%)	bus stations/ bus body (37%)	MTR station (32%)
General youngster	television (86%)	anti-drug posters (56%)	internet (55%)	anti-drug activities (52%)	bus stations/ bus body (46%)
High risk group	television (94%)	anti-drug posters (45%)	newspaper (37%)	radio (36%)	bus stations/ bus body (34%)
Parents	television (90%)	newspaper (47%)	anti-drug posters (41%)	bus stations/ bus body (34%)	radio (33%)

22. TV was the most popular media channel in disseminating anti-drug messages. While different groups of respondents have shown different preference of media channel, general youngster is the only group who ranked internet on the top of their ranking list whereas newspaper, a traditional media channel, was distinctively popular among the parents.

Observations

23. TV remained the most popular channel for both young people and adults. In view of the general better receptiveness of this channel among different target groups, we shall continue to disseminate key anti-drug messages through this platform.

24. Specific to the general youngsters, new technological platforms such as internet and other web-based applications seem more effective although they may not be appropriate means for us to reach out to other target groups.

**Narcotics Division
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