

Key Findings of the Public Opinion Survey on 2014 Anti-drug Publicity Measures

Objectives of the survey

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 54 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 as reference for future publicity initiatives.

Background of the survey

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

3. The methodology for the 2014 survey was similar to those of previous exercises. The 2014 survey was conducted from 1 December 2014 to 7 January 2015 mainly during the time slots between 6:30 pm and 10:30 pm on weekdays and between 2:00 pm to 10:30 pm on weekends; it covered Hong Kong residents¹ aged between 11 and 60 (both ages inclusive) who were able to speak and communicate in Chinese and belonged to households with a domestic telephone line. Through random sampling, the outside contractor successfully enumerated 1 002 respondents aged between 11 and 60 by telephone interviews, with a cooperation rate of 41%. The sample size and cooperation rate were considered statistically sufficient for meaningful analyses. The sampling error for all percentages using the total sample was less than plus/minus 3 percentage points at 95% confidence level. For subgroup analyses the percentages of which were derived using smaller sample size, the sampling errors were larger and results may therefore need to be interpreted cautiously.

¹ excluding foreign domestic helpers.

4. Similar to previous exercises, views of the following three categories of respondents² have been specifically analysed to facilitate our planning of publicity measures in future -

- (a) 140 sets of responses from general youngsters (i.e. those aged from 11 to 20);
- (b) 69 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) 471 sets of responses from parents.

Key findings of the survey

(a) Campaign slogan

5. The awareness rates on the current anti-drug slogan “Stand Firm! Knock Drugs Out (企硬!唔take嘢)” obtained from the surveys conducted from 2010 to 2014 were as follows-

	Stand Firm! Knock Drugs Out (企硬!唔take嘢)				
	2010	2011	2012	2013	2014
<i>(Launched for around)</i>	<i>(6 months)</i>	<i>(18 months)</i>	<i>(30 months)</i>	<i>(42 months)</i>	<i>(54 months)</i>
All respondents	67%	85%	91%	90%	89%
General youngsters	68%	88%	91%	92%	90%
High risk group	69%	85%	83%	94%	92%
Parents	64%	83%	87%	88%	87%

6. The overall awareness rate of the slogan “Stand Firm! Knock Drugs Out (企硬!唔take嘢)” in 2014 maintained at a high level of 89%. Although a numerical drop of 1% was noted when compared to the overall awareness rate of the slogan in 2013, this is likely due to sampling fluctuation and not considered as statistically significant.

² The total sets of responses from the three categories of respondents do not add up to 1002 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.

7. Apart from overall awareness rate, we have also gauged the opinion of respondents on whether they considered “Stand Firm! Knock Drugs Out (企硬! 唔take嘢)” as a suitable slogan for anti-drug publicity³. A vast majority (i.e. 85%) of the respondents agreed that it was a suitable slogan for anti-drug publicity, with only 11% found it not suitable. More notably, 97% of the group “general youngsters” found the slogan suitable. Similar patterns were observed among different categories of respondents. Details of their views are set out as follows -

	All respondents	General youngsters	High risk group	Parents
The slogan is suitable for anti-drug publicity	85% (87%)	97% (91%)	69% (83%)	82% (84%)
<i>Reasons:</i>				
Easy to understand (容易明白)	98% (95%)	98% (94%)	100% (97%)	98% (95%)
Delivered anti-drug message directly (直接帶出抗毒信息)	91% (89%)	94% (92%)	85% (90%)	90% (88%)
Pandered to youth taste (迎合年青人口味)	85% (81%)	77% (77%)	86% (85%)	89% (83%)
Permeated through the people (深入民心)	80% (71%)	83% (73%)	85% (69%)	82% (73%)
The slogan is not suitable for anti-drug publicity*	11% (9%)	3% (8%)	25% (10%)	13% (9%)

Notes: Figures in brackets refer to result in 2013 survey round.

* Since percentages were relatively small, further analysis of the reasons would be more prone to sampling errors, hence not covered in detail in this paper.

8. Among those who found the slogan suitable, the reasons most commonly quoted were “easy to understand (容易明白)” (98%) and “delivered anti-drug message directly (直接帶出抗毒信息)” (91%).

³ All respondents were asked these questions, regardless of whether they were aware of the slogan in the first place.

(b) Anti-drug messages

9. All respondents were asked whether they had seen or heard about the following anti-drug messages conveyed through various channels and anti-drug publicity initiatives –

	<i>Promulgated since</i>
<i>Drug Harms</i>	
A. Ketamine can be addictive and harmful to your body (索 K 會上癮同埋對身體造成禍害)	(Dec 2011)
B. Harm of abusing ice and cocaine (吸食冰毒和可卡因的禍害)	(Jun 2011)
C. Cannabis can be addictive and harmful to your body (吸食大麻會上癮同埋對身體造成禍害)	(May 2013)
<i>Friendship</i>	
D. Friendship and love should not be proved by taking drugs together (友情、愛情唔需要一齊吸毒去證明)	(Jun 2013)
<i>Seek Help Early</i>	
E. Encourage drug abusers to seek help early (鼓勵吸毒者及早求助)	(Jun 2014)
<i>186 186 Hotline and WhatsApp/WeChat 98 186 186</i>	
F. Drug abusers can call 186 186 for help (吸毒者可以打 186 186 尋求協助)	(Jun 2012)
G. Parents, families or the public can call 186 186 to help drug abusers seek treatment and rehabilitation (父母、家人或公眾人士可以打 186 186 協助吸毒者戒毒)	(Jul 2012)
H. Drug abusers can make use of WhatsApp/WeChat 98 186 186 anti-drug helpline to seek help (吸毒者可以使用 WhatsApp / 微信 98 186 186 禁 毒諮詢服務求助)	(Jun 2014)

10. The awareness rates of the above eight messages were as follows –

	Anti-drug Message							
	A Ketamine	B Ice & cocaine	C Cannabis	D Friendship	E Seek help early	F 186 186 (drug abusers)	G 186 186 (parents)	H WhatsApp/ WeChat 98 186 186
All respondents	92% (90%)	82% (87%)	78%	63% (53%)	81%	52% (49%)	43% (42%)	21%
General youngsters	91% (93%)	84% (92%)	87%	75% (71%)	87%	72% (66%)	51% (58%)	40%
High risk group	86% (91%)	73% (88%)	65%	69% (50%)	79%	44% (61%)	35% (49%)	12%
Parents	93% (89%)	85% (85%)	78%	58% (47%)	82%	50% (48%)	46% (42%)	20%

Note: Figures in brackets refer to result in 2013 survey round.

11. In descending order, the awareness rates for messages A, B and C on drug harms were 92%, 82% and 78%; that for messages E and D on seek help early and friendship were 81% and 63%; and that for messages F and G on the 186 186 hotline and message H on WhatsApp/WeChat 98 186 186 were 52%, 43% and 21% respectively. A similar pattern was observed among different categories of respondents.

12. The following are the six APIs broadcast recently –

<i>Drug Harms</i>	<i>Broadcasted since</i>	<i>Aired period in 2014</i>
A. Anti-drug 2011 (Harm of abusing ketamine) 企硬 2011 (吸食氯胺酮的禍害)	(Dec 2011)	(4 months)
B. Anti-drug 2011 (Harm of abusing ice and cocaine) 企硬 2011 (吸食冰毒和可卡因的禍害)	(Jun 2011)	(4 months)
 <i>Friendship</i>		
C. Anti-drug 2013 (Friends) 企硬 2013 (朋友篇)	(Jun 2013)	(12 months)
 <i>Seek Help Early</i>		
D. Anti-drug 2014 (Seek help early) 企硬 2014 (及早求助篇)	(Jun 2014)	(7 months)
 <i>186 186 Hotline</i>		
E. Anti-drug 2012 (Youngsters) 企硬 2012 (青少年篇)	(Jun 2012)	(6 months)
F. Anti-drug 2012 (Public and Parents) 企硬 2012 (公眾及家長篇)	(Jul 2012)	(6 months)

13. All respondents were asked about their impression on the six APIs. Among those who were aware of the APIs, they were asked whether the APIs could convey the corresponding anti-drug messages. For those who affirmed reception of anti-drug messages from the APIs, they were asked whether they agreed with the messages.

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

	Anti-drug APIs						
	A Ketamine	B Ice & cocaine	C Friendship	D Seek help early	E 186 186 (drug abusers)	F 186 186 (parents)	
Awareness rate among those responded							
All	79% (83%)	74% (79%)	81% (76%)	65%	63% (67%)	56% (69%)	
General youngsters	84%	72%	80%	74%	67%	60%	
High risk group	76%	79%	82%	65%	55%	55%	
Parents	79%	74%	80%	66%	65%	60%	
Reception rate among those aware of the API							
				[1]	[2]		
All	96% (98%)	98% (98%)	92% (90%)	93%	61%	89% (86%)	88% (86%)
General youngsters	98%	99%	97%	98%	76%	96%	92%
High risk group	97%	98%	93%	82%	42%	87%	81%
Parents	96%	97%	90%	93%	59%	87%	91%
Acceptance rate among those who affirmed reception of anti-drug messages from the API							
All	100% (100%)	100% (100%)	99% (100%)	100%	99%	99% (99%)	100% (99%)
General youngsters	100%	100%	100%	99%	100%	99%	100%
High risk group	100%	100%	98%	96%	100%	100%	100%
Parents	100%	100%	99%	100%	99%	100%	100%

Notes: Figures in brackets refer to result in 2013 survey round.

[1] Refer to the reception/acceptance rates on anti-drug message “encourage drug abusers to seek help early”.

[2] Refer to the reception/acceptance rates on anti-drug message “drug abusers can make use of WhatsApp/WeChat 98 186 186 anti-drug helpline to seek help”.

15. Awareness rates of 81%, 79% and 74% were achieved for the three APIs on C, A and B respectively. The awareness rates on the APIs D, E and F were relatively lower at 65%, 63% and 56%.

16. Among those who were aware of the various APIs, there were very high reception rates of the messages promoted (ranging from 88% to 98%) except the message for WhatsApp/WeChat 98 186 186 helpline (61%). Specifically, those perceived the APIs successful in promulgating the messages also expressed a very high acceptance rate (close to 100%) of the messages promulgated.

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

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

	Ranking of the top five most common media channels for receiving anti-drug messages				
	1	2	3	4	5
All responded	TV advertisement (95%) [91%]	TV program (80%) [82%]	radio advertisement (59%) [56%]	bus stations/ bus body (59%) [57%]	MTR stations (57%) [55%]
General youngsters	TV advertisement (96%) [96%]	schools/ housing estates/ govt. buildings (84%) [88%]	TV program (80%) [84%]	bus stations/ bus body (70%) [65%]	MTR stations (67%) [66%]
High risk group	TV advertisement (94%) [94%]	TV program (80%) [81%]	radio advertisement (64%) [52%]	MTR stations (63%) [55%]	bus stations/ bus body (63%) [71%]
Parents	TV advertisement (94%) [88%]	TV program (84%) [81%]	radio advertisement (63%) [55%]	radio program (61%) [56%]	newspaper/ magazine (60%) [60%]

Note : Figures in square brackets refer to result in 2013 survey round.

18. TV advertisement was universally the most common media channel in receiving anti-drug messages. High risk group and parents ranked TV programs second, while general youngsters preferred publicity materials

located at schools/housing estates/government buildings.

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