Public Opinion Survey on Anti-drug Publicity, 2008

Major Findings

Purpose

This paper presents the major findings of the Public Opinion Survey on Anti-drug Publicity (the survey) in 2008.

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 Regrets. Not Now, Not Ever" and "不可一，不可再。向毒品說不，向遺憾說不". 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. Data collection was performed by an outside contractor. Data analysis and report compilation were undertaken by the Security Bureau.

4. The survey was conducted from 1 to 14 December 2008 mainly during the time slots between 6:00 pm and 10:00 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. 1,052 persons aged 11 and above were successfully enumerated by telephone interviews during the period from 1 to 14 December 2008.

7. To better understand the impact of the publicity on various stakeholders, the interviewees were divided into four categories-

(a) young persons (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);
(c) parents; and
(d) teachers and social workers.

Major findings

Awareness of four key anti-drug messages

8. 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 are as follow-

(a)	Tackling drug abuse requires concerted efforts by different sections of the society (社會各階層人士應該一齊對抗吸毒問題)	64%
(b)	Drug prevention should start at home (禁毒工作應該由家庭開始)	64%
(c)	Schools should address any drug abuse issues (學校應該正視校園毒品問題)	71%
(d)	Drug abuse is harmful to health (吸毒會對身體造成損害)	84%

9. For youngsters (aged 11-20) and the high-risk group, the awareness rates for most messages (except for the message on"禁毒工作應該由家庭開始") are much higher than those for other people, suggesting effective publicity for them.

Awareness of slogan

10. The overall awareness rate of the theme "不可一，不可再" was 74%. The awareness rates of youngsters and the high-risk group are also higher than others, notably parents.

Penetration rate of anti-drug messages in different media channels

11. The most popular media channels are TV (78%), followed by radio (29%), TV APIs or posters in MTR stations or on MTR (17%), and advertisement on bus/taxi body (16%).

12. For youngsters and high-risk group, the penetration rates of advertisement on tram/bus stops and the Internet are higher than those of other media channels such as television and radio.

Impression on four APIs

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

(a) 向毒品說不 向遺憾說不 (API "A")
(Message targeting the community)

(b) 朱秀群醫生有關氯胺酮對泌尿系統的影響(一) (API "B")
(Doctor's Advice on harmful effect of ketamine on the urinary system)

(c) 一個母親對未能勸阻兒子吸毒的自白 (API "C")
(Confession by a mother who did not take proper action for her drug-abusing child)

(d) 一名少女陳述哥哥因吸毒而死亡 (API "D")
(A sister's mourning on the death of his brother)

14. The overall awareness rates for the four APIs range between 50% (for API "D") and 58% (for API "B").

15. The high-risk group generally has higher awareness rates for all APIs than other groups, suggesting that the APIs impressed them.

16. For youngsters, they generally have a higher awareness rate with respect to API "B" and API "C" than the other two APIs, implying the style of these two particular APIs impressed them more than the others.

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

17. After being asked to recall the four 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 are as follows-

(a)	Tackling drug abuse requires concerted efforts by different sections of the society (社會各階層人士應該一齊對抗吸毒問題)	55%
(b)	Drug prevention should start at home (禁毒工作應該由家庭開始)	53%
(c)	Schools should address any drug abuse issues (學校應該正視校園毒品問題)	60%
(d)	Drug abuse is harmful to health (吸毒會對身體造成損害)	91%
(e)	Parents should not merely provide pocket money (家長唔應該只係用金錢嚟關心子女)	73%
(f)	Teachers play a key role in anti-drug work in schools (教師喺校園禁毒工作嘅角色係好重要嘅)	76%
(g)	Social workers play an important role in anti-drug work in schools (社工喺校園禁毒工作嘅角色係好重要嘅)	75%

18. Compared with other groups, youngsters generally have higher affirmative rates for all APIs. The high-risk group generally has lower affirmative rates for the APIs conveying the four messages viz. "社會各階層人士應該一齊對抗吸毒問題", "禁毒工作應該由家庭開始", "家長唔應該只係用金錢嚟關心子女" and "社工喺校園禁毒工作嘅角色係好重要嘅", suggesting that for one reason or another, they are less receptive than other people to these four messages.

Whether agree with seven key anti-drug messages

19. Among the seven anti-drug messages, the one that most respondents agreed with is "吸毒會對身體造成損害"(88%), followed by "學校應該正視校園毒品問題"(74%) and "社會各階層人士應該一齊對抗吸毒問題"(73%). The lowest rate is "家長唔應該只係用金錢嚟關心子女"(65%).

20. Compared to other groups, a larger proportion of youngsters agreed with all the messages. In contrast, parents showed a lower tendency to agree with the messages. Compared with other groups, a smaller proportion of persons of the high-risk group agreed with the two messages "禁毒工作應該由家庭開始" and "家長唔應該只係用金錢嚟關心子女". This may indicate that different publicity strategies may be required to target at different groups of people in order to deliver the anti-drug messages more effectively.

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