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

Annual statistics on Public Opinion Survey 2023

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of slogan/ambassadors/message/harm of drugs/help seeking hotlines and instant messaging services/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **N/A** : Not available.	All tables
Age group	Age group of respondents.	String	**Age** : Age is the number of complete years a person has passed since birth.	T4
Anti-drug APIs	Any one of the anti-drug APIs.	String		T7
Anti-drug message	Anti-drug message.	String		T2
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T3 and T4
Media platforms and avenues considered effective in disseminating anti-drug messages	Media platforms and avenues considered effective in disseminating anti-drug messages.	String		T9
Ranking	Ranking.	String	**N/A** : Not available.	T3 and T9
Reasons of being aware of themed APIs	Reasons why the respondents were aware of the APIs.	String		T8
Respondents	Category of respondents.	String	(i) **Target population**; (ii) **General youngsters** refers to persons who aged from 11 to 20; (iii) **Young adults** refers to persons who aged from 21 to 35; (iv) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (v) **Parents**.	T1, T2, T3, T5, T6, T7, T8, T9, T10, T11 and T12

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

Annual statistics on Public Opinion Survey 2023

Item	Description	Data Type	Remarks	Table reference
Year	Survey year.	Numeric		All tables
New Anti-drug Slogan and Ambassadors	Respondents' views on the brand-new anti-drug slogan and ambassadors.	String		T1
Drug type	Common drug type.	String		T5
Help seeking hotlines and instant messaging services	Whether respondents were aware of ND's 24-hour helpline "186 186" or the instant messaging service "98 186 186".	String		T6
Anti-drug messages that should be strengthened	Respondents' views on the anti-drug messages that should be strengthened.	String		T10
Most effective message to discourage drug taking	Respondents' views on the most effective message to discourage drug taking.	String		T11
Action taken to advise others not to take drugs or involve in drug trafficking	Whether respondents had advised others against drug abuse or drug trafficking after receiving anti-drug messages.	String		T12

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

Annual statistics on Public Opinion Survey 2022

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of slogan/ambassadors/message/harm of drugs/help seeking hotlines and instant messaging services/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **N/A** : Not available.	All tables
Age group	Age group of respondents.	String	**Age** : Age is the number of complete years a person has passed since birth.	T4
Anti-drug APIs	Any one of the anti-drug APIs.	String		T7
Anti-drug message	Anti-drug message.	String		T2
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T3 and T4
Media platforms and avenues considered effective in disseminating anti-drug messages	Media platforms and avenues considered effective in disseminating anti-drug messages.	String		T9
Ranking	Ranking.	String	**N/A** : Not available.	T3 and T9
Reasons of being aware of themed APIs	Reasons why the respondents were aware of the APIs.	String		T8
Respondents	Category of respondents.	String	(i) **Target population**; (ii) **General youngsters** refers to persons who aged from 11 to 20; (iii) **Young adults** refers to persons who aged from 21 to 35; (iv) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (v) **Parents**.	T1, T2, T3, T5, T6, T7, T8, T9, T10, T11 and T12

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

Annual statistics on Public Opinion Survey 2022

Item	Description	Data Type	Remarks	Table reference
Year	Survey year.	Numeric		All tables
New Anti-drug Slogan and Ambassadors	Respondents' views on the brand-new anti-drug slogan and ambassadors.	String		T1
Drug type	Common drug type.	String		T5
Help seeking hotlines and instant messaging services	Whether respondents were aware of ND's 24-hour helpline "186 186" or the instant messaging service "98 186 186".	String		T6
Anti-drug messages that should be strengthened	Respondents' views on the anti-drug messages that should be strengthened.	String		T10
Most effective message to discourage drug taking	Respondents' views on the most effective message to discourage drug taking.	String		T11
Action taken to advise others not to take drugs or involve in drug trafficking	Whether respondents had advised others against drug abuse or drug trafficking after receiving anti-drug messages.	String		T12

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

Annual statistics on Public Opinion Survey 2021

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of message/harm of drugs/help seeking hotlines and instant messaging services/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **N/A** : Not available. **@** : Less than 0.5%.	All tables
Age group	Age group of respondents.	String	**Age** : Age is the number of complete years a person has passed since birth.	T3
Anti-drug APIs	Anti-drug APIs.	String		T6
Anti-drug message	Anti-drug message.	String		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T2 and T3
Media platforms and avenues considered effective in disseminating anti-drug messages	Media platforms and avenues considered effective in disseminating anti-drug messages.	String		T8
Ranking	Ranking.	String	**N/A** : Not available.	T2 and T8
Reasons of being aware of themed APIs	Reasons why the respondents were aware of the APIs.	String		T7
Respondents	Category of respondents.	String	(i) **All respondents**; (ii) **General youngsters** refers to persons who aged from 11 to 20; (iii) **Young adults** refers to persons who aged from 21 to 35; (iv) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (v) **Parents**.	T1, T2, T4, T5, T6, T7, T8, T9, T10, T11, T12 and T13

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

Annual statistics on Public Opinion Survey 2021

Item	Description	Data Type	Remarks	Table reference
Year	Survey year.	Numeric		All tables
Drug type	Common drug type.	String		T4
Help seeking hotlines and instant messaging services	Whether respondents were aware of ND's 24-hour helpline "186 186" or the instant messaging service "98 186 186".	String		T5
Anti-drug messages that should be strengthened	Respondents' views on the anti-drug messages that should be strengthened.	String		T9
Most effective message to discourage drug taking	Respondents' views on the most effective message to discourage drug taking.	String		T10
Most common channels for receiving publicity messages	Respondents' views on the channels from which they mostly received publicity messages.	String		T11
Most commonly used social media platform	Respondents' views on the most commonly used social media platform.	String		T12
Views on most attractive publicity mode	Respondents' views on the most attractive publicity mode.	String		T13

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

Annual statistics on Public Opinion Survey 2020

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of message/harm of drugs/help seeking hotlines and instant messaging services/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **N/A** : Not available. **@** : Less than 0.5%.	All tables
Age group	Age group of respondents.	String	**Age** : Age is the number of complete years a person has passed since birth.	T3
Anti-drug APIs	Anti-drug APIs.	String		T6
Anti-drug message	Anti-drug message.	String		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T2 and T3
Media platforms and avenues considered effective in disseminating anti-drug messages	Media platforms and avenues considered effective in disseminating anti-drug messages.	String		T8
Ranking	Ranking.	String	**N/A** : Not available.	T2 and T8
Reasons of being aware of themed APIs	Reasons why the respondents were aware of the APIs.	String		T7
Respondents	Category of respondents.	String	(i) **All respondents**; (ii) **General youngsters** refers to persons who aged from 11 to 20; (iii) **Young adults** refers to persons who aged from 21 to 35; (iv) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (v) **Parents**.	T1, T2, T4, T5, T6, T7, T8, T9, T10, T11, T12 and T13

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

Annual statistics on Public Opinion Survey 2020

Item	Description	Data Type	Remarks	Table reference
Year	Survey year.	Numeric		All tables
Drug type	Common drug type.	String		T4
Help seeking hotlines and instant messaging services	Whether respondents were aware of ND's 24-hour helpline "186 186" or the instant messaging service "98 186 186".	String		T5
Anti-drug messages that should be strengthened	Respondents' views on the anti-drug messages that should be strengthened.	String		T9
Most effective message to discourage drug taking	Respondents' views on the most effective message to discourage drug taking.	String		T10
Most common channels for receiving publicity messages	Respondents' views on the channels from which they mostly received publicity messages.	String		T11
Most commonly used social media platform	Respondents' views on the most commonly used social media platform.	String		T12
Views on most attractive publicity mode	Respondents' views on the most attractive publicity mode.	String		T13

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

Annual statistics on Public Opinion Survey 2019

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of the slogan/message/Announcement in the Public Interest (API)/harm of drugs. **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **N/A** : Not available.	All tables
Age group	Age group of respondents.	String	**Age** : Age is the number of complete years a person has passed since birth.	T7
Anti-drug APIs	Anti-drug APIs.	String		T4
Anti-drug message	Anti-drug message.	String		T3
Launched for around in number of years	Number of years that the campaign slogan had been launched.	Numeric		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T6 and T7
Media platforms and avenues that respondents considered effective in disseminating anti-drug messages	Media platforms and avenues that respondents considered effective in disseminating anti-drug messages.	String		T8
Ranking	Ranking.	String	**N/A** : Not available.	T6 and T8
Reasons of having awareness of the APIs	Reasons of having awareness of the APIs.	String		T5
Respondents	Category of respondents.	String	(i) **All respondents**; (ii) **General youngsters** refers to persons who aged from 11 to 20; (iii) **Young adults** refers to persons who aged from 21 to 35; (iv) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (v) **Parents**.	T1, T2, T3, T4, T5, T6, T8 and T9
Campaign slogan	Campaign slogan.	String		T1

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

Annual statistics on Public Opinion Survey 2019

Item	Description	Data Type	Remarks	Table reference
The slogan is suitable or not and the reasons	The slogan is suitable or not and the reasons.	String		T2
Year	Survey year.	Numeric		All tables
Drug type	Common drug type.	String		T9

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

Annual statistics on Public Opinion Survey 2018

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of the slogan/message/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **N/A** : Not available.	All tables
Age group	Age group of respondents.	String	**Age** : Age is the number of complete years a person has passed since birth.	T7
Anti-drug APIs	Anti-drug APIs.	String		T4
Anti-drug message	Anti-drug message.	String		T3
Campaign slogan	Campaign slogan.	String		T1
Launched for around in number of years	Number of years that the campaign slogan had been launched.	Numeric		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T6 and T7
Media platforms and avenues that respondents considered effective in disseminating anti-drug messages	Media platforms and avenues that respondents considered effective in disseminating anti-drug messages.	String		T8
Ranking	Ranking.	String	**N/A** : Not available.	T6 and T8
Reasons of having awareness of the APIs	Reasons of having awareness of the APIs.	String		T5
Respondents	Category of respondents.	String	(i) **All respondents**; (ii) **General youngsters** refers to persons who aged from 11 to 20; (iii) **Young adults** refers to persons who aged from 21 to 35; (iv) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (v) **Parents**.	T1, T2, T3, T4, T5, T6 and T8

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

Annual statistics on Public Opinion Survey 2018

Item	Description	Data Type	Remarks	Table reference
The slogan is suitable or not and the reasons	The slogan is suitable or not and the reasons.	String		T2
Year	Survey year.	Numeric		All tables

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

Annual statistics on Public Opinion Survey 2017

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of the slogan/message/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **NA** : Not available.	All tables
Age group	Age group of respondents.	String	**Age** : Age is the number of complete years a person has passed since birth.	T7
Anti-drug APIs	Anti-drug APIs.	String		T4
Anti-drug message	Anti-drug message.	String		T3
Campaign slogan	Campaign slogan.	String		T1
Launched for around in number of years	Number of years that the campaign slogan had been launched.	Numeric		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T6 and T7
Media platforms and avenues that respondents considered effective in disseminating anti-drug messages	Media platforms and avenues that respondents considered effective in disseminating anti-drug messages.	String		T8
Ranking	Ranking.	String	**NA** : Not available.	T6 and T8
Reasons of having awareness of the APIs	Reasons of having awareness of the APIs.	String		T5
Respondents	Category of respondents.	String	(i) **All respondents**; (ii) **General youngsters** refers to persons who aged from 11 to 20; (iii) **Young adults** refers to persons who aged from 21 to 35; (iv) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (v) **Parents**.	T1, T2, T3, T4, T5, T6 and T8

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

Annual statistics on Public Opinion Survey 2017

Item	Description	Data Type	Remarks	Table reference
The slogan is suitable or not and the reasons	The slogan is suitable or not and the reasons.	String		T2
Year	Survey year.	Numeric		T1, T2, T3, T4, T5, T6 and T7

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

Annual statistics on Public Opinion Survey 2016

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of the slogan/message/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **NA** : Not available.	All tables
Age group	Age group of respondents.	String	**Age** : Age is the number of complete years a person has passed since birth.	T7
Anti-drug APIs	Anti-drug APIs.	String		T4
Anti-drug message	Anti-drug message.	String		T3
Campaign slogan	Campaign slogan.	String		T1
Launched for around in number of years	Number of years that the campaign slogan had been launched.	Numeric		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T6 and T7
Ranking	Ranking.	String		T6
Reasons of having awareness of the APIs	Reasons of having awareness of the APIs.	String		T5
Respondents	Category of respondents.	String	(i) **All respondents**; (ii) **General youngsters** refers to persons who aged from 11 to 20; (iii) **Young adults** refers to persons who aged from 21 to35; (iv) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (v) **Parents**.	T1, T2, T3, T4, T5 and T6
The slogan is suitable or not and the reasons	The slogan is suitable or not and the reasons.	String		T2
Year	Survey year.	Numeric		T1, T2, T3 and T4

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

Annual statistics on Public Opinion Survey 2015

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of the slogan/message/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **Reception rate** : This refers to the proportion of respondents who reported that the API was able to promulgate the message among those who were aware of the API. **Acceptance rate** : This refers to the proportion of respondents who agreed with the message among those who reported that the API was able to promulgate the message. **NA** : Not available.	All tables
Value of statistics	Value of statistics.	Numeric	The figures presented the rate of respondents.	T4
Anti-drug APIs	Anti-drug APIs.	String		T4
Anti-drug message	Anti-drug message.	String		T3
Campaign slogan	Campaign slogan.	String		T1
Launched for around in number of years	Number of years that the campaign slogan had been launched.	Numeric		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T5
Ranking	Ranking.	String	**NA** : Not available.	T5
Respondents	Category of respondents.	String	(i) **All/All respondents**; (ii) **General youngsters** refers to persons who aged from 11 to 20; (iii) **Young adults** refers to persons who aged from 21 to35; (iv) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (v) **Parents**.	All tables
The slogan is suitable or not and the reasons	The slogan is suitable or not and the reasons.	String		T2
Year	Survey year.	Numeric		All tables

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

Annual statistics on Public Opinion Survey 2014

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of the slogan/message/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **Reception rate** : This refers to the proportion of respondents who reported that the API was able to promulgate the message among those who were aware of the API. **Acceptance rate** : This refers to the proportion of respondents who agreed with the message among those who reported that the API was able to promulgate the message.	All tables
Value of statistics	Value of statistics.	Numeric	The figures presented the rate of respondents.	T4
Anti-drug APIs	Anti-drug APIs.	String		T4
Anti-drug message	Anti-drug message.	String		T3
Campaign slogan	Campaign slogan.	String		T1
Launched for around in number of months	Number of months that the campaign slogan had been launched.	Numeric		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T5
Ranking	Ranking.	String	**NA** : Not available.	T5
Respondents	Category of respondents.	String	(i) **All/All respondents**; (ii) **General youngsters** refers to persons who aged from 11 to 20; (iii) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (iv) **Parents**.	All tables
The slogan is suitable or not and the reasons	The slogan is suitable or not and the reasons.	String		T2
Year	Survey year.	Numeric		All tables

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

Annual statistics on Public Opinion Survey 2013

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of the slogan/message/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **Reception rate** : This refers to the proportion of respondents who reported that the API was able to promulgate the message among those who were aware of the API. **Acceptance rate** : This refers to the proportion of respondents who agreed with the message among those who reported that the API was able to promulgate the message.	All tables
Value of statistics	Value of statistics.	Numeric	The figures presented the rate of respondents.	T4
Anti-drug APIs	Anti-drug APIs.	String		T4
Anti-drug message	Anti-drug message.	String		T3
Campaign slogan	Campaign slogan.	String		T1
Launched for around in number of months	Number of months that the campaign slogan had been launched.	Numeric		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T5
Ranking	Ranking.	String		T5
Respondents	Category of respondents.	String	(i) **All/All respondents**; (ii) **General youngster** refers to persons who aged from 11 to 20; (iii) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (iv) **Parents**.	All tables
The slogan is suitable or not and the reasons	The slogan is suitable or not and the reasons.	String		T2
Year	Survey year.	Numeric		T1

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

Annual statistics on Public Opinion Survey 2012

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of the slogan/message/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **Reception rate** : This refers to the proportion of respondents who reported that the API was able to promulgate the message among those who were aware of the API. **Acceptance rate** : This refers to the proportion of respondents who agreed with the message among those who reported that the API was able to promulgate the message.	All tables
Value of statistics	Value of statistics.	Numeric	The figures presented the rate of respondents.	T4
Anti-drug APIs	Anti-drug APIs.	String		T4
Anti-drug message	Anti-drug message.	String		T3
Campaign slogan	Campaign slogan.	String		T1
Launched for around in number of months	Number of months that the campaign slogan had been launched.	Numeric		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T5
Ranking	Ranking.	String		T5
Public opinions	Public opinions.	String		T2
Respondents	Category of respondents.	String	(i) **All respondents**; (ii) **General youngster** refers to persons who aged from 11 to 20; (iii) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (iv) **Parents**.	All tables
The slogan is understandable or not and the reasons	The slogan is understandable or not and the reasons.	String		T2
Year	Survey year.	Numeric		T1 and T2

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

Annual statistics on Public Opinion Survey 2011

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Awareness rate** : This refers to the rate of respondents who are aware of the slogan/message/Announcement in the Public Interest (API). **Percentage of respondents** : This refers to the percentage of respondents. **Penetration rate** : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues. **Reception rate** : This refers to the proportion of respondents who reported that the API was able to promulgate the message among those who were aware of the API. **Acceptance rate** : This refers to the proportion of respondents who agreed with the message among those who reported that the API was able to promulgate the message.	All tables
Value of statistics	Value of statistics.	Numeric	The figures presented the rate of respondents.	T4
Anti-drug APIs	Anti-drug APIs.	String		T4
Anti-drug message	Anti-drug message.	String		T3
Campaign slogan	Campaign slogan.	String		T1
Launched for around in number of months	Number of months that the campaign slogan had been launched.	Numeric		T1
Media platforms and avenues for receiving anti-drug messages	Media platforms and avenues for receiving anti-drug messages.	String		T5
Ranking	Ranking.	String		T5
Public opinions	Public opinions.	String		T2
Respondents	Category of respondents.	String	(i) **All respondents**; (ii) **General youngster** refers to persons who aged from 11 to 20; (iii) **High risk group** refers to persons who knew someone was drug abuser and/or who had been offered drugs before; (iv) **Parents**.	All tables
The slogan is understandable or not and the reasons	The slogan is understandable or not and the reasons.	String		T2
Year	Survey year.	Numeric		T1

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

Annual statistics on Public Opinion Survey 2007

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Number** : This refers to the number of respondents. **Percentage of all respondents** : This refers to the percentage of all respondents.	All tables
Value of statistics	Value of statistics.	Numeric	1. The figures presented the rate of respondents or the percentage of respondents. 2. - not available	All tables
Age group	Age group of respondents.	String	**Age** : Age is the number of complete years a person has passed since birth.	T13 and T14
Drug risk group	Drug risk of respondents.	String	**Low drug risk**: refer to respondents who were neither acquainted with any drug abuser nor had been offered drugs by any person. **High drug risk**: refer to respondents who were acquainted with drug abusers or who had been offered drugs by another person.	T10, T12, T14, T15 and T16

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

Annual statistics on Public Opinion Survey 2006

Item	Description	Data Type	Remarks	Table reference
Statistical variable	Meaning of the value of statistics.	String	**Number** : This refers to the number of respondents. **Percentage of all respondents** : This refers to the percentage of all respondents.	All tables
Value of statistics	Value of statistics.	Numeric	1. The figures presented the rate of respondents or the percentage of respondents. 2. - not available	All tables
Age group	Age group of respondents.	String	**Age** : Age is the number of complete years a person has passed since birth.	T1