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