

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 |