

# 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	<p><b>Awareness rate</b> : 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).</p> <p><b>Percentage of respondents</b> : This refers to the percentage of respondents.</p> <p><b>Penetration rate</b> : This refers to the rate of respondents who have received anti-drug messages through the media platforms/avenues.</p> <p><b>N/A</b> : Not available.</p>	All tables
Age group	Age group of respondents.	String	<b>Age</b> : 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	<b>N/A</b> : 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	<p>(i) <b>Target population</b>;</p> <p>(ii) <b>General youngsters</b> refers to persons who aged from 11 to 20;</p> <p>(iii) <b>Young adults</b> refers to persons who aged from 21 to 35;</p> <p>(iv) <b>High risk group</b> refers to persons who knew someone was drug abuser and/or who had been offered drugs before;</p> <p>(v) <b>Parents</b>.</p>	T1, T2, T3, T5, T6, T7, T8, T9, T10, T11 and T12

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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