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Public Opinion Programme

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Tung Wah came first amongst charitable organizations in HKUPOP's survey

In May 2010, Public Opinion Programme (POP) at the University of Hong Kong conducted an opinion survey to gauge the general public's perception on various charitable organizations, measure the ratings of different services and examine factors affecting people when they make donations to charitable organizations. Commissioned by Tung Wah Group of Hospitals (TWGHs), the opinion survey successfully interviewed 1,008 local citizens aged 18 and above through telephone interviews. Findings showed that the majority of the respondents regarded TWGHs as the most well-known and trust-worthy charitable organization.

Without prompting, the majority of the respondents (46%) recalled the name of TWGHs, while most of them (37%) regarded TWGHs as one of the most trust-worthy organizations. Both have topped the list among all charitable organizations. When invited to give opinions on TWGHs' services, 24% of respondents who had heard of TWGHs considered TWGHs as having provided "high quality services", 11% considered TWGHs as having provided "services much-needed by the community", and 10% regarded TWGHs as providing "diversified services". In terms of general impression, most respondents (23%) concurred that TWGHs could "provide services that meet the needs of the community".

Amongst all TWGHs' services, the popularity of "Medical Services" ranked first in people's mind (65%), while "Education Services/ Schools" came next (39%) and "Elderly Services" came third (31%). Regarding the contributions of TWGHs' services to the society, "Chinese and Western Medical Services" scored the highest (average score: 7.27; full score: 10). This was followed by "Community Services" (average score: 7.12) and "Education Services" (average score: 7.06). Results revealed that respondents were confident in TWGHs in its appropriation of donations money (average score: 7.23; full score: 10). 17% of the respondents who had heard of TWGHs appreciated TWGHs for "providing various free medical services".

The survey also looked into factors affecting respondents when making donations to charitable organizations. Most respondents paid attention to whether "the donation can help the needy directly" (39%). Other important factors included "service scopes/service recipients" (22%) and "trust-worthiness" (19%) of the charity.

For details of the opinion survey, please visit HKU POP's website (<http://hkupop.hku.hk>).

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