



Public Opinion Programme The University of Hong Kong

LUA Foundation

Jointly conducted

Survey on Donation Culture and Policy Donation

Questionnaire

22 June 2016

The Public Opinion Programme (POP) was established in June 1991 at the Social Sciences Research Centre under the Faculty of Social Sciences of The University of Hong Kong. It was transferred to the Journalism and Media Studies Centre of The University of Hong Kong in May 2000, and then back to the Faculty of Social Sciences in January 2002.
香港大學民意研究計劃在一九九一年六月成立，初時隸屬香港大學社會科學學院的社會科學研究中心，二零零零年五月轉往香港大學新聞及傳媒研究中心，二零零二年一月再轉回香港大學社會科學學院管轄。

Part I Self-Introduction

Hello, sir/madam, my name is X, an interviewer from the Public Opinion Programme (POP) at The University of Hong Kong. We are conducting a survey on people's opinions towards donation culture and policy donation. I would like to invite you to participate in an interview which will take around few minutes, and you can choose to terminate the interview any time. I would like to stress that your number is randomly drawn from our database and your responses will be kept strictly confidential within the university's research team. All data collected will be used for aggregate analysis only. If you have any questions about the research, you can call xxxx-xxxx to talk to our supervisor. If you want to know more about the rights as a participant, please contact The University of Hong Kong (full name: Human Research Ethics Committee of The University of Hong Kong) at 2241-5267 during office hours. For quality control purpose, our conversation may be recorded and kept for 6 months at most and will be destroyed as soon as our quality control process is completed. Is it okay for us to start this survey?

Yes

No (Interview ends)

[S1] Is your telephone number xxxx xxxx?

Yes

No → Interview ends, thank you for your cooperation, bye-bye.

Part II Selection of Respondents

[S2] The target population of this survey is **Cantonese-speaking Hong Kong residents aged 18 or above**. May I know how many members in your household now belong to this group? [If there is no target respondents in the household, terminate the interview, thank respondent's cooperation.]

Yes, one → Start the interview 【If the eligible family member is not the one answering the phone, invite that member to answer and repeat self-introduction.】

Yes, more than one, ____ → Skip to S3

No → Interview ends, thank you for your cooperation, bye-bye.

Refuse to answer → Interview ends, thank you for your cooperation, bye-bye.

[S3] Since there is more than one available, we hope that all qualified family members have equal chance to be interviewed, I would like to speak to the one who will have his / her birthday next. (Interviewer can ask: "is there anyone whose birthday is in June or the coming three months?") Is it okay for us to start now?

Yes - The one answered the phone is the respondent → Start the interview

Yes - Another family member is the respondent【interviewer repeat self-introduction】→ Start the interview

The qualified family member is not at home / not available 【interviewer to make appointment for interview】

No - Family member refuses to answer → Interview ends, thank you for your cooperation, bye-bye

No - Respondent refuses to answer → Interview ends, thank you for your cooperation, bye-bye

Part III Survey Questions

Q1. In the past 12 months, have you made donation to any groups, such as charitable organizations, charitable foundations, education institutions, religious or professional bodies?

Yes

No (Skip to Q4)

Don't know / Hard to say/ Don't remember (Skip to Q4)

Refuse to answer (Skip to Q4)

Q2. How did you make donation to those groups? (Do not read out options, multiple answers allowed)

Buying flags

Buying charity raffle tickets / fundraising tickets

Donation boxes in shops / on streets

Fundraising TV / radio programmes

Internet / Credit card / Telephone transfer

Posted leaflets from charitable organizations

Regular automatic donation (such as monthly donation)

Charity bazaar

Fundraising events (such as Walkathon, Marathon, Famine)

Policy donation / Legacy donation

Others (please specify): _____

Don't know / Hard to say / Don't remember

Refuse to answer

Q3. Do you have the practice of making regular donation, for example, donating every month? If yes, how much would you donate in total for a year?

Yes, HK\$_____ for a year (Input exact figure, if the respondents cannot provide, interviewers can read out the following intervals)

Below HK\$1,000

HK\$1,000-4,999

HK\$5,000-9,999

HK\$10,000-49,999

HK\$50,000 or above

No

Don't know / Hard to say / Don't remember

Refuse to answer

Q4. In addition to making donation, have you considered donating your legacy to charity?

Yes

No

Don't know / Hard to say/ Not yet decide

Refuse to answer

Q5. If you have already bought a life insurance, except the designated beneficiary, will you consider donating a small proportion of the sum insured for charity purpose?

Yes

No

Don't know / Hard to say/ Not yet decide

Refuse to answer

Q6. Prior to this survey, have you heard of "Policy Donation"?

Yes

No (Skip to Q8)

Refuse to answer (Skip to Q8)

Q7. (Only ask respondents who answered "Yes" in Q6) Where did you learn about "Policy Donation"? (Do not read out options, multiple answers allowed)

Family members

Friends

Colleagues

Insurance company / Insurance agents

Promotional activities

Promotional leaflets / brochures

Outdoor posters / Print advertisements

Internet (including social media, insurance companies, LUAHK website, etc.)

TV (including promotional videos, special programmes, news reports, etc.)

Radio (including promotional clips, special programmes, news reports, etc.)

Newspaper / Magazines (including advertisements, articles, etc.)

Advertisements on public transport / Passenger information display system (i.e. "In-car TV", e.g.

Roadshow)

Others (please specify): _____

Don't know / Hard to say / Don't remember

Refuse to answer

【Interviewer read out: The concept of “Policy Donation” is that all holders of life insurance policy can consider donating a certain percentage of the sum insured for charity purpose, and the rest to the designated beneficiary. The advantage of “Policy Donation” is it is rather easy and simple to execute, it doesn’t cost the insured person in the lifetime, and can educate our next generation by extending our love and care to the society.】

Q8. Would you consider joining the “Policy Donation” in future?

Yes	(ask Q9)
Already joined the program	(ask Q9)
No	(Skip to Q10)
Don’t know / hard to say/ not yet decide	(Skip to Q11)
Refuse to answer	(Skip to Q11)

Q9. What would be the percentage of the sum insured you plan to donate?

_____ % (Input exact figure, if the respondents cannot provide, interviewers can read out the following intervals) (Skip to Q11)

0-9%

10-19%

20-29%

30-39%

40-49%

50-59%

60-69%

70-79%

80-89%

90-100%

Don’t know / Hard to say / Not yet decide / Don’t remember (Skip to Q11)

Refuse to answer (Skip to Q11)

Q10. (Only ask respondents who answered “No” in Q8) For what reason(s) you would not consider joining the “Policy Donation”? (Do not read out options, multiple answers allowed)

Did not (plan) to buy life insurance

Do not have extra money

Insurance agent did not introduce to me

Do not have time

Troublesome

Do not know the programme

Do not trust the programme

The interest of family members / beneficiary would be exploited

Fear that family members would not like it

Unnecessary

Already arranged for another donation programme

Others (please specify): _____

No reason

Don’t know / Hard to say

Refuse to answer

Q11. Will you encourage people around you, such as your family members and friends, to join the “Policy Donation”?

Yes

No

Don't know / Hard to say

Refuse to answer

Part IV Personal information

I would like to ask you some personal information for further analyses. Please rest assured that your information provided will be kept strictly confidential.

DM1 Gender

Male

Female

DM2 Age (Input exact figure)

Refuse to answer

[DM2b] (Only ask respondents who are not willing to disclose their exact age) Age interval
[Interviewer can read out the intervals]

18-19

20-24

25-29

30-34

35-39

40-44

45-49

50-54

55-59

60-64

65-69

70 or above

Refuse to answer

DM3 What is your marital status? Do you have any children?

Unmarried, no children

Unmarried, have children

Unmarried, refuse to answer whether have children or not

Married, no children

Married, have children

Married, refuse to answer whether have children or not

Divorced, no children

Divorced, have children

Divorced, refuse to answer whether have children or not

Widowed, no children

Widowed, have children

Widowed, refuse to answer whether have children or not

Refuse to answer

DM4 Education attainment

Primary or below
Secondary (Form 1-3)
Secondary (Form 4-5)
Matriculation / Diploma of Secondary Education (Form 6)
Matriculation (Form 7)
Tertiary, non-degree
Tertiary, degree (Bachelor's degree)
Master's degree
Doctoral degree or above
Refuse to answer

DM5 Monthly personal income

No income
Below HK\$5,000
HK\$5,000-7,099
HK\$7,100-7,499
HK\$7,500-9,999
HK\$10,000-12,499
HK\$12,500-14,999
HK\$15,000-19,999
HK\$20,000-24,999
HK\$25,000-29,999
HK\$30,000-39,999
HK\$40,000-49,999
HK\$50,000-69,999
HK\$70,000-99,999
HK\$100,000 or above
Unstable
Refuse to answer

DM6 Have you bought any life insurance?

Yes
No
Refuse to answer

- The End -