



國際認可認證有限公司
Accredited Certification International Limited

ACI carried out a public opinion survey for the Hong Kong Observatory

In April, 2008, ACI was honored to be appointed by the Hong Kong Observatory (HKO) to carry out a public opinion survey on the accuracy of weather forecasts of the Hong Kong Observatory. The objectives of the survey are to gauge updated opinions in respect of the accuracy of weather forecasts and warnings issued by the Hong Kong Observatory, and to identify any changes in public perception and attitude over time.

The survey has been conducted to gauge public opinions in respect of the accuracy of weather forecasts and warnings issued twice in ever year by the HKO since 1989. It is an honor for Accredited Certification International Limited (ACI) to be commissioned by the HKO to carry out the two opinion surveys this year.

This study enhances a better understanding of how the general public access and use weather information and services, to know what they think of the accuracy of weather forecasts and the performance of the HKO. Furthermore, HKO can base on these results to find out areas that they can improve in order to meet the public expectations.

ACI is a listed contractor of both Census & Statistics Department and Hong Kong housing authority. ACI provides customer satisfaction measurement services which is customized to

meet your program structure and objectives. ACI welcomes all interested parties in enquiring for any market research or related services.



香港天文台

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国际认可认证有限公司为香港天文台进行民意调查

2008年4月，国际认可认证有限公司受香港天文台委托，对公众进行了一项有关天气预测准确度的意见调查。是次调查的目标为了解公众对香港天文台发出的天气预测及警告之准确程度的观感、认证以及市民对天文台所提供的气象服务的看法之转变。

自1989年起，香港天文台便每年定期举行两次意见调查以收集大众对天文台所发出的天气预测及警告准确度的看法。国际认可认证有限公司很荣幸地成为进行今年的两次意见调查的承办商。

统计测试的结果显示，问卷的反应与部分可变因素(如：习惯)有关连。调查更好地了解了普罗大众获取和利用天气信息和服务的方法途径，并倾听了他们对天气预报准确性和天文台表现的相关看法。天文台亦会根据问卷的结果，进行相应的改善工作，以符合大众的期望。

国际认可认证有限公司是政府统计处的盈记承辨商和香港房屋委员会承办商。我们的服务包括向顾客提供满意度统计服务，以满足企业进行客户调查的需要。国际认可认证有限公司欢迎所有感兴趣的人士索取更多相关的资料。



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