

Individual Volunteering and Giving in Hong Kong




Danny Lam and Elaine Chan
University of Hong Kong
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Why should we care about
volunteering and giving?

Volunteers and donors are more socially and publicly engaged



















Participation in civic organizations	 >  > 
Voting	 >  > 
Political actions	 >  > 

All chi-squares are significant at .05 or lower
 Data came from the 2013 Hong Kong Citizenship Survey

-  Volunteer
-  Donor
-  Neither

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Volunteers & donors have more of civic attributes

General trust	 >  > 
Particularized trust	 >  > 
Social connectedness	 >  > 
Confidence in political establishment	 >  > 
Social inclusion	 >  > 
Life satisfaction	 >  > 

All chi-squares are significant at .05 or lower
 Data came from the 2013 Hong Kong Citizenship Survey

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Definitions: Donors

- Donors: Individuals who give money out of their own free will to charities
- Current donors: Individuals who donated to charities in the last 12 months

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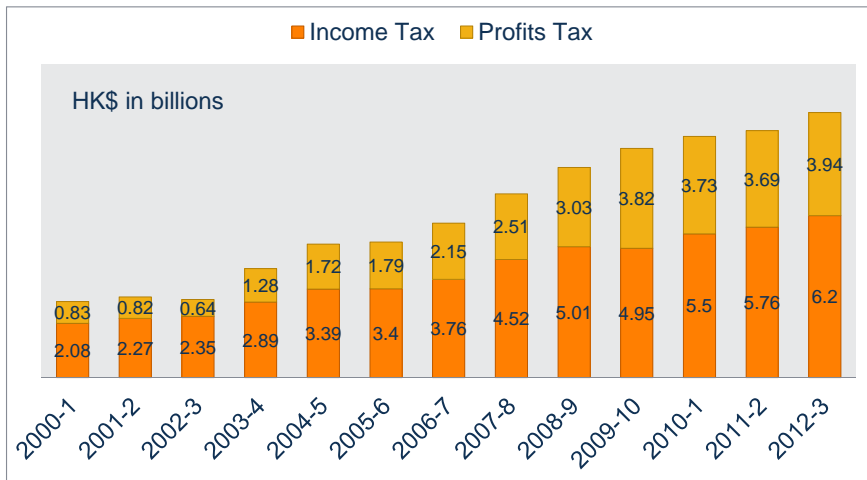
Definitions: Volunteers

- Volunteering: Activities aiming to help people other than one's family and relatives, and done out of a person's own freewill without expecting financial or material payment.
- Formal volunteering: Volunteering activities carried out in formal organizations
- Current volunteers: Individuals who volunteered in formal organizations in the past 12 months
- Former volunteers: Individuals who had volunteered before, but not in the last 12 months
- Non-volunteers: Individuals who have never taken part in volunteering activities.

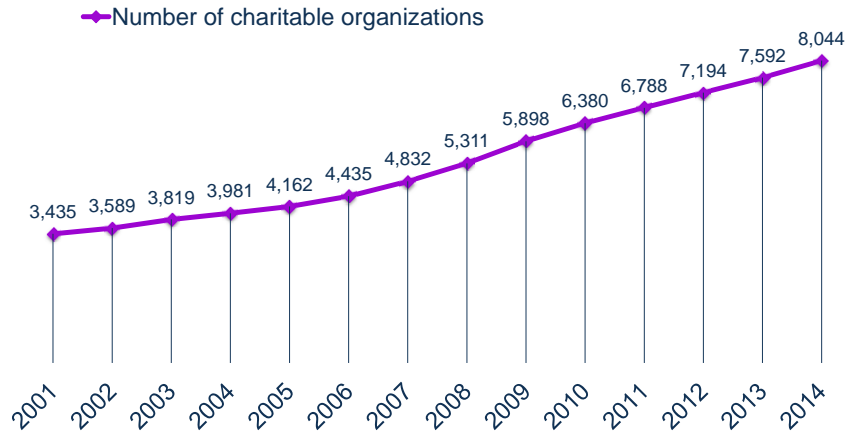
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Trend of Giving & Volunteering

Approved charitable donations under Income/Profits tax (IRD)



Number of charitable organizations registered with IRD



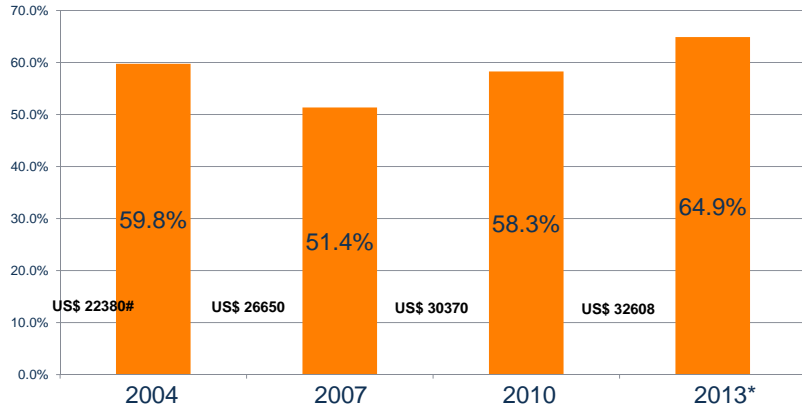
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Data for individual giving and volunteering came from 4 surveys:

Year	Title	Target respondent	Data collection method	No. of respondents	Response rate
2004	Biennial Opinion Survey on Civic Education	Hong Kong people aged 15 to 69	Household face-to-face interviews	1054	70.2%
2007	Opinion Survey on Civic Awareness	Hong Kong people aged 15 to 69	Household face-to-face interviews	1009	70.6%
2010	Civic Awareness Study	Hong Kong people aged 15 to 69	Household face-to-face interviews	1014	71.5%
2013	Hong Kong Citizenship Survey	Hong Kong people aged 18 or above	Household face-to-face interviews	1006	60.5%

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More people have donated



*If buying flags is included, donor is 80.6%

#GDP per capita at constant prices in 2003, 2006, 2009, 2012

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Biggest increase in the \$1001-\$5000 categories

Amount of donation in the past 12 months:

	2004	2007	2010	2013
\$100 or lower	44.6%	41.2%	19.6%	28.2%
\$101-\$500	30.2%	32.8%	54.7%	31.4%
\$501-\$1000	7.6%	10.0%	6.6%	11.6%
\$1001-\$2000	6.4%	5.1%	4.6%	10.6%
\$2001-\$5000	5.2%	3.2%	3.2%	10.4%
\$5001-\$10000	1.0%	1.5%	4.0%	3.7%
\$10001-\$20000	0.7%	0.5%	0.7%	1.5%
\$20001-\$50000	0.6%	0.4%	0.0%	0.6%
More than \$50000	0.4%	0.1%	0.0%	0.0%
No answer	3.3%	5.1%	6.6%	2.1%

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Over the years, donors gave to similar causes

- The 3 most popular causes remained the same:
- In recent years, more people have given to green groups

1.



2.



3.



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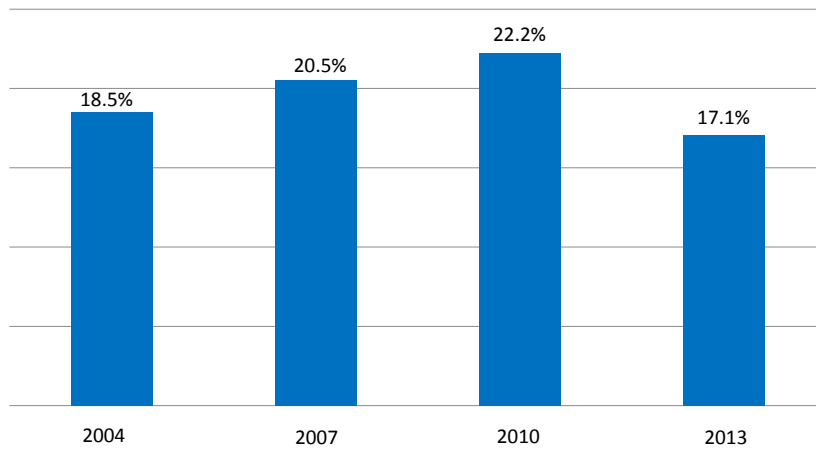
Changes in donor profile

	Donor concentration	Plausible trend
Gender	Female	-----
Age	30 – 49	50 & above ↑
Educational attainment	Upper secondary & Matriculation	-----
Economic activities	Employed; Homemakers	Retired; Homemakers ↑

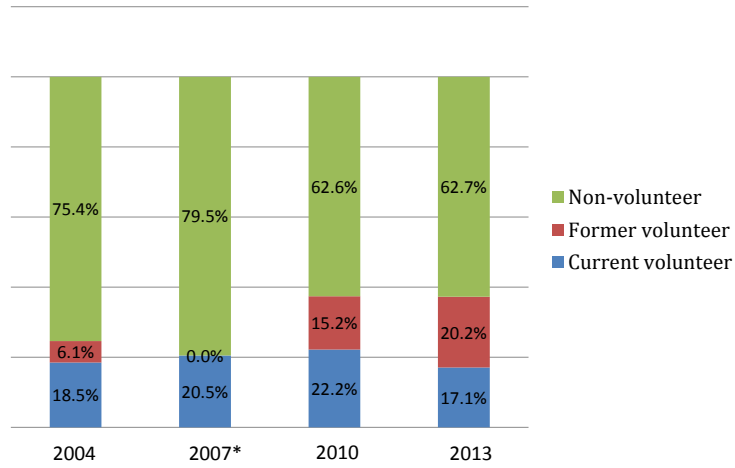
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Trend of Volunteering

Volunteerism rates have remained stable



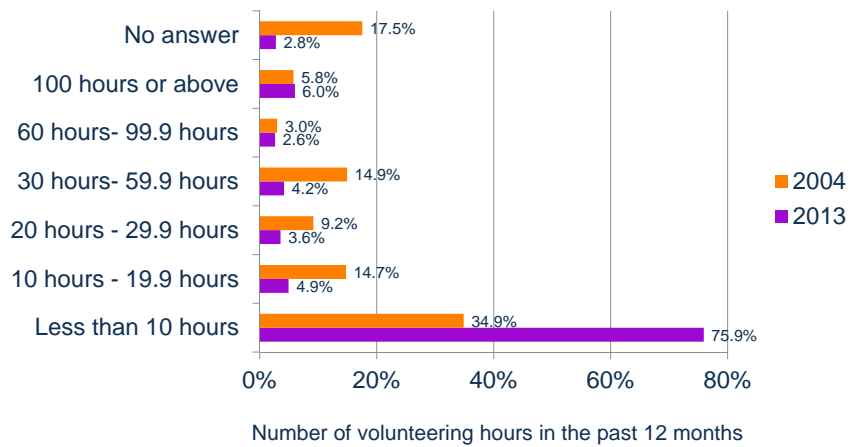
Proportion of former-volunteer has increased



*Did not include Former Volunteer category

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Volunteers served less hours



Number of volunteering hours in the past 12 months

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Changes in volunteer profile

	Volunteer concentration	Plausible trend
Gender	Female	-----
Age	30 — 49	Over 50 ↑
Educational attainment	Secondary & Matriculation	Tertiary & above ↑
Economic activities	Employed	Homemakers ↑

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Giving in 2013

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Giving in 2013

Donors*	64.9%
Non-donors	35.1%

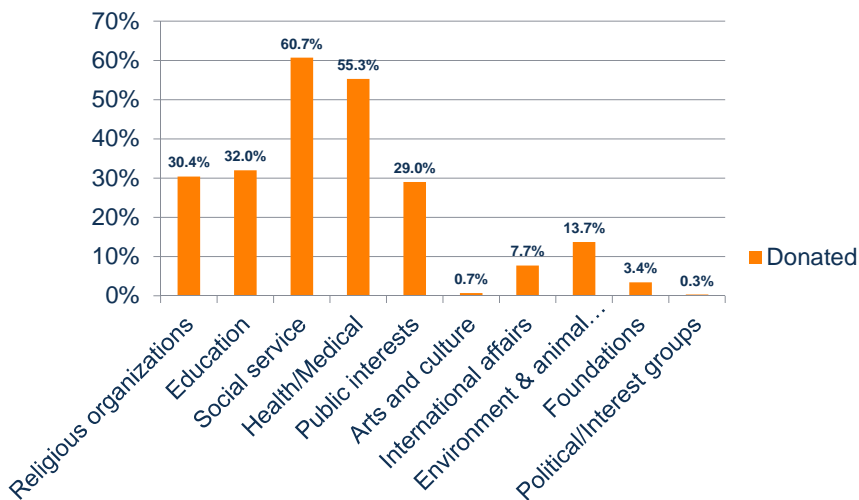
Average donations per month	HK\$170
Average donations per year	HK\$1420

*not including only buying flags

Reasons for not giving (multiple-response)	
No extra money	39.3%
Did not receive appeal from charitable organizations	5.8%
Donations may not be aptly used	4.9%
Too busy	4.5%
Charitable work should be government responsibility	4.4%

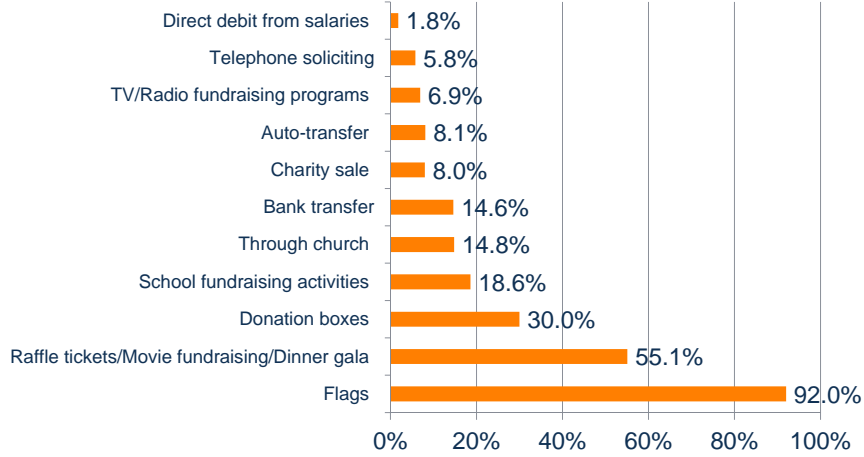
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Organizations given to:



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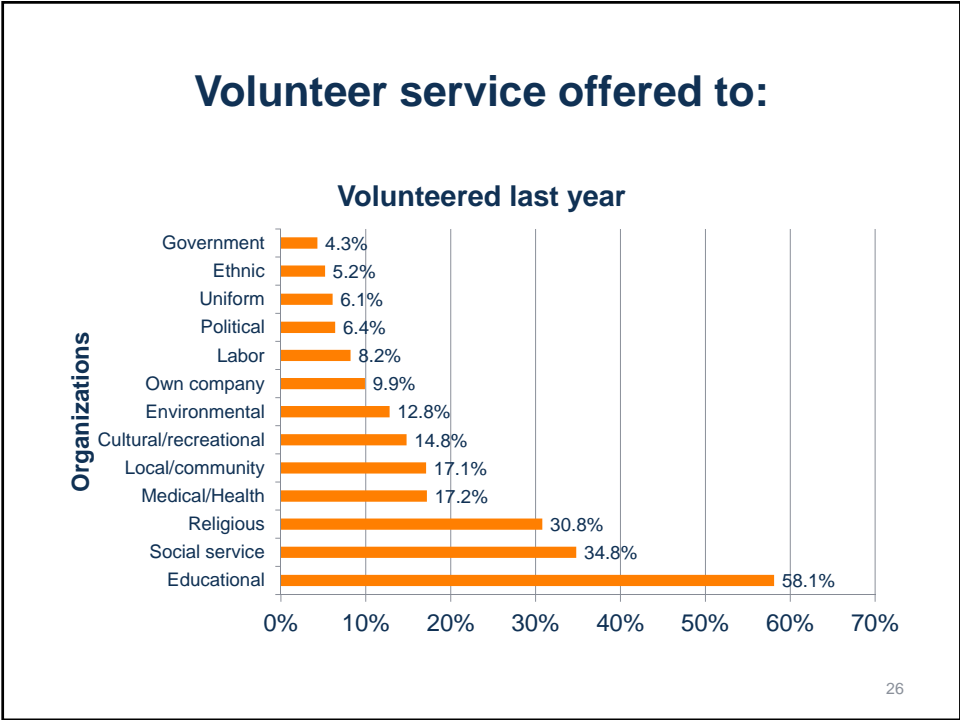
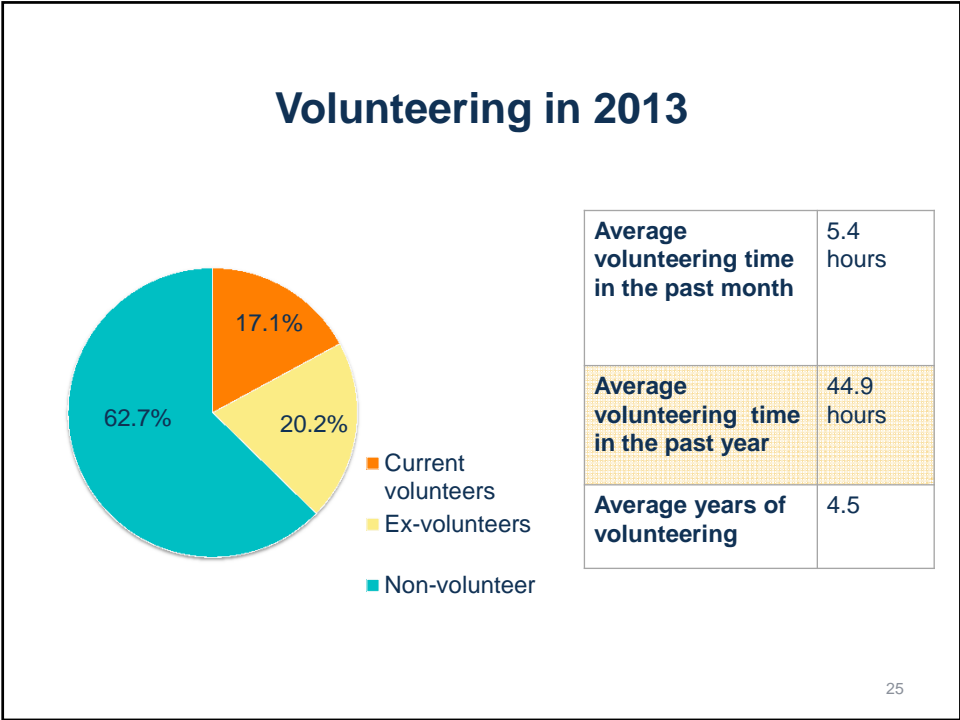
Channels of giving

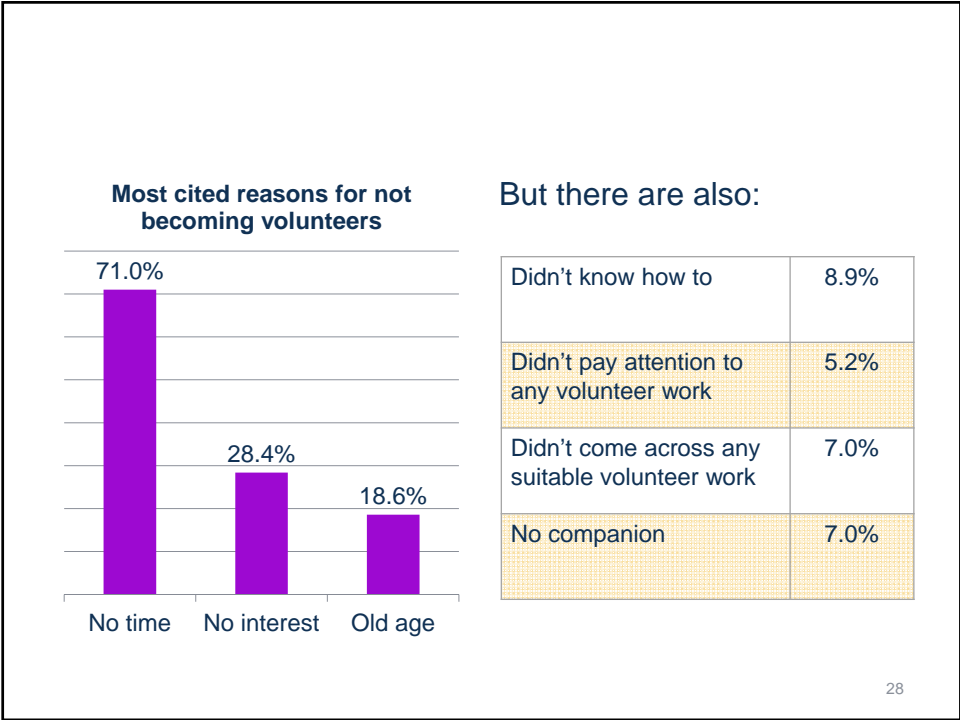
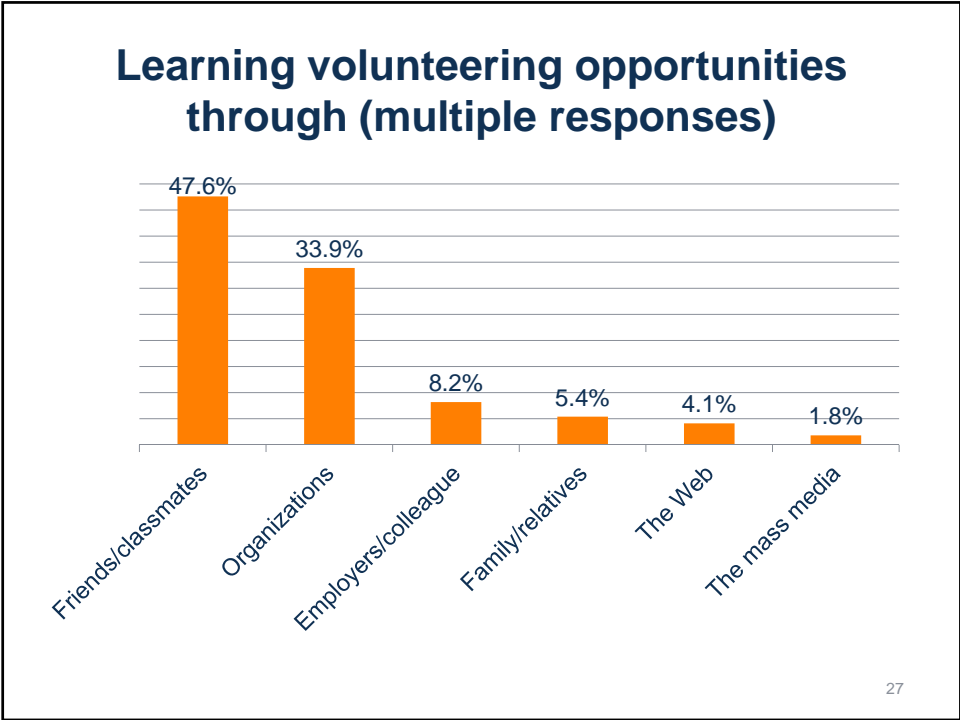


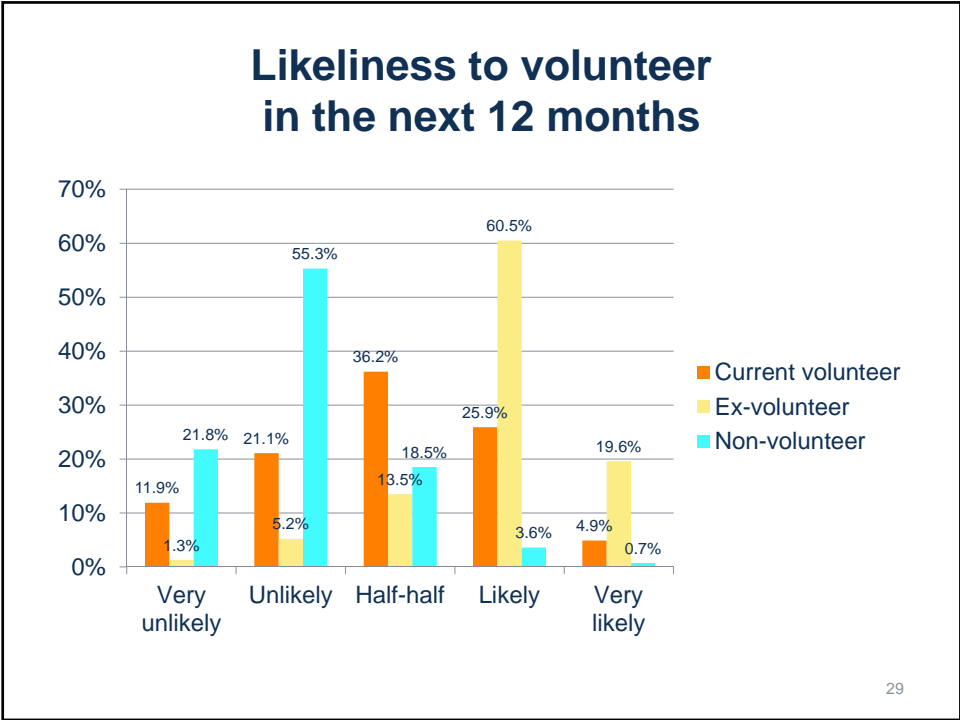
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Volunteering in 2013

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The 3 Most Popular Causes

- Donation

- Volunteering

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Suggestions

1. Encourage the “young” old to volunteer

30-39	0.5%
40-49	1.1%
50-59	11.4%
60-65	11.5%
66-69	8.5%
70 or above	67.0%

Percentage of not volunteering due to Old Age

2. Make better use of the Web for volunteer recruitment
3. Make the variety of volunteer work known to potential volunteers
4. Encourage volunteers to bring friends
5. Raise volunteer commitment
6. Donor education

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We welcome comments &
questions

THANK YOU!

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