



**Public Opinion Programme, The University of Hong Kong**

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**Survey on Donation Culture  
and Policy Donation**

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# Survey Background

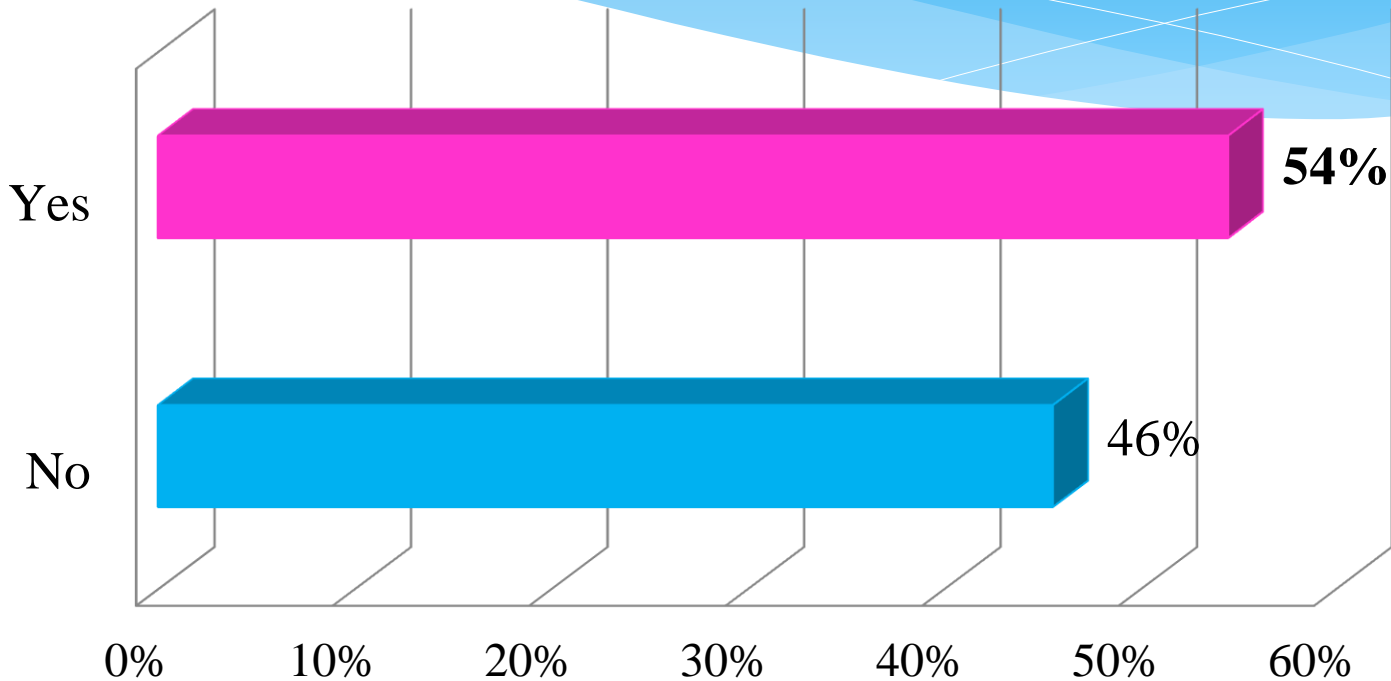
- \* In May 2016, **the LUA Foundation** commissioned Public Opinion Programme of The University of Hong Kong (POP) to conduct the “Survey on Donation Culture and Policy Donation”.
- \* The target population is **Cantonese-speaking Hong Kong citizens aged 18 or above**, and the goal of the survey is to gauge people’s views on donation culture and policy donation.
- \* The research instrument used was designed entirely by the POP Team after consulting the LUA Foundation. Fieldwork operations and data analysis were also conducted independently by the POP Team. POP would **take full responsibility** for all the findings reported herewith.
- \* Research methodology and results are **all open for public**.

# Contact Information

- Survey date : **11-18 July** 2016
- Target population : Cantonese-speaking Hong Kong citizens aged 18 or above
- Survey method : **Random telephone surveys conducted by real interviewers.**  
Upon reaching the target household, one eligible respondent would be chosen.
- Sample size : **508** successful cases
- Response rate : 72.4%
- Standard error : Less than 2.2% (i.e. at 95% confidence level, the maximum sampling error of all percentages should be no more than +/-4.4 percentage points)
- Weighting method : The raw data collected have been rim-weighted according to provisional figures obtained from the Census and Statistics Department regarding the gender-age distribution of the Hong Kong population in 2015 year-end and the educational attainment (highest level attended) distribution collected in the 2011 Census.

# Survey results

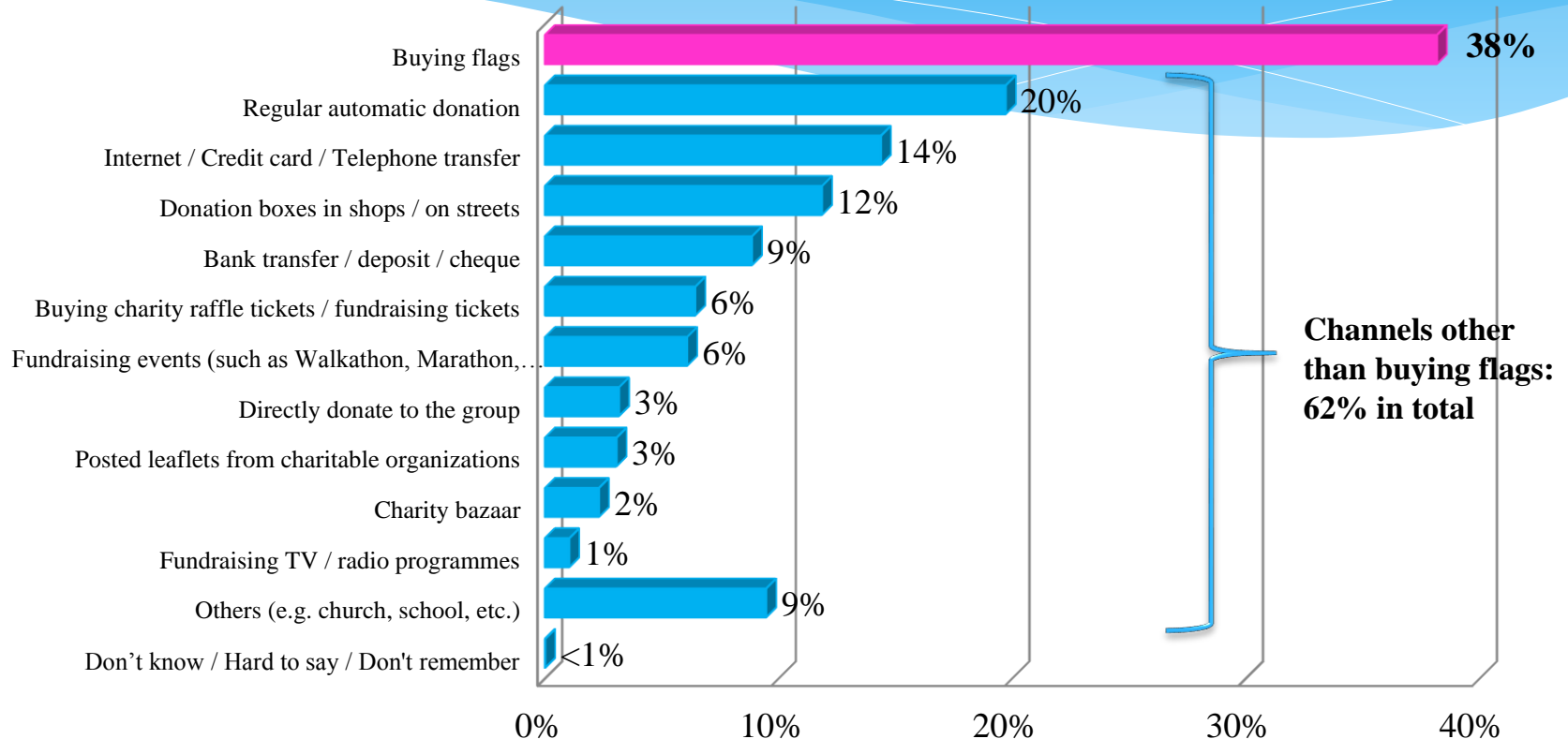
# More than half have made donations in the past 12 months



Base: 508

**[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?**

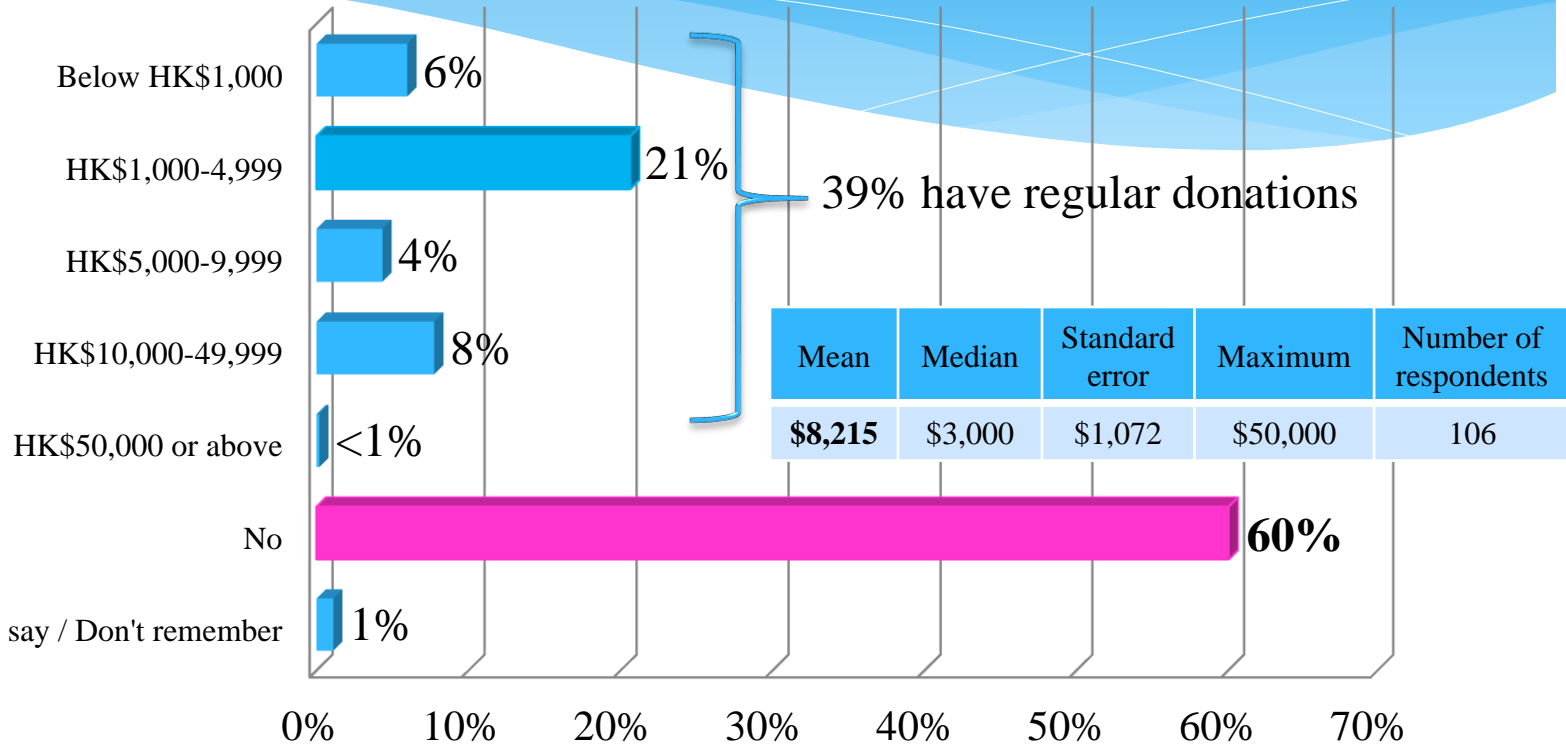
# Nearly 40% of donors make donations through buying flags, 60% through other channels



Base: 277

**[Q2] (Only ask respondents who answered “Yes” in Q1, Base=277) How did you make donation to those groups?**

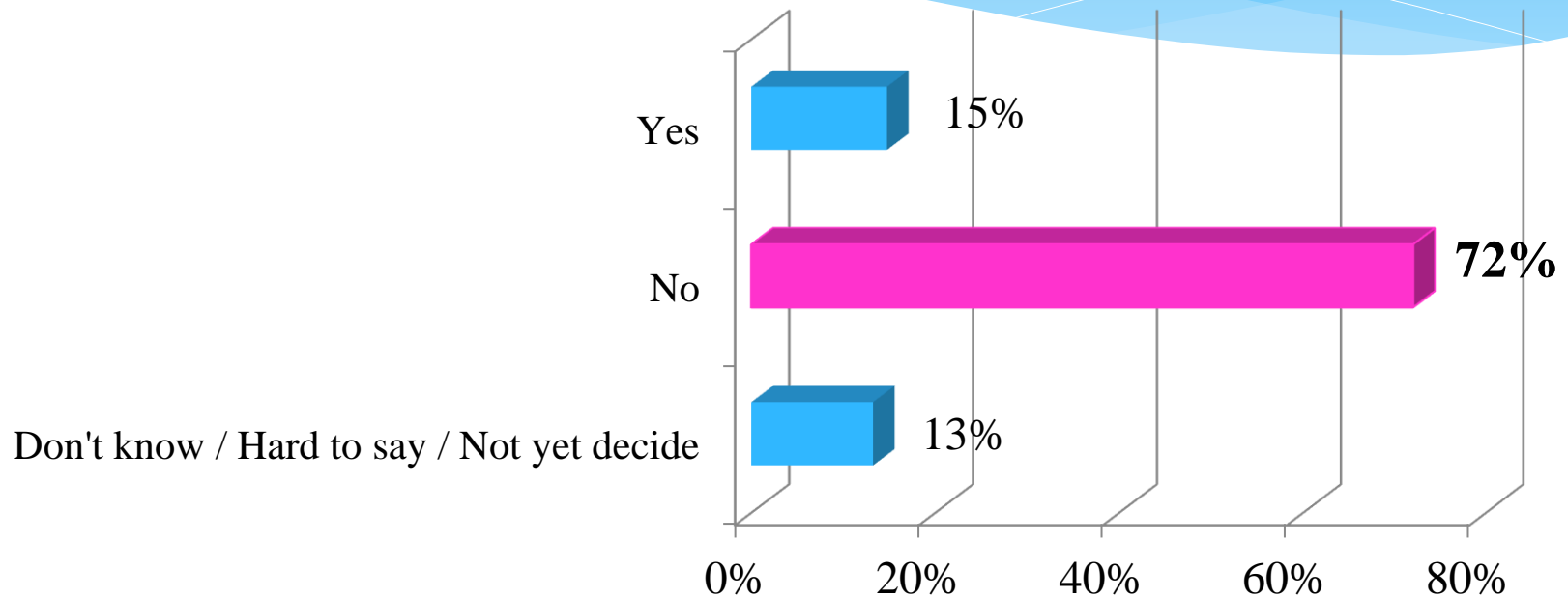
# 40% of donors make donations regularly, at about \$8,000 annually on average



Base: 277

**[Q3] (Only ask respondents who answered “Yes” in Q1, Base=277) 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?**

# Over 70% have not considered donating their legacy to charity

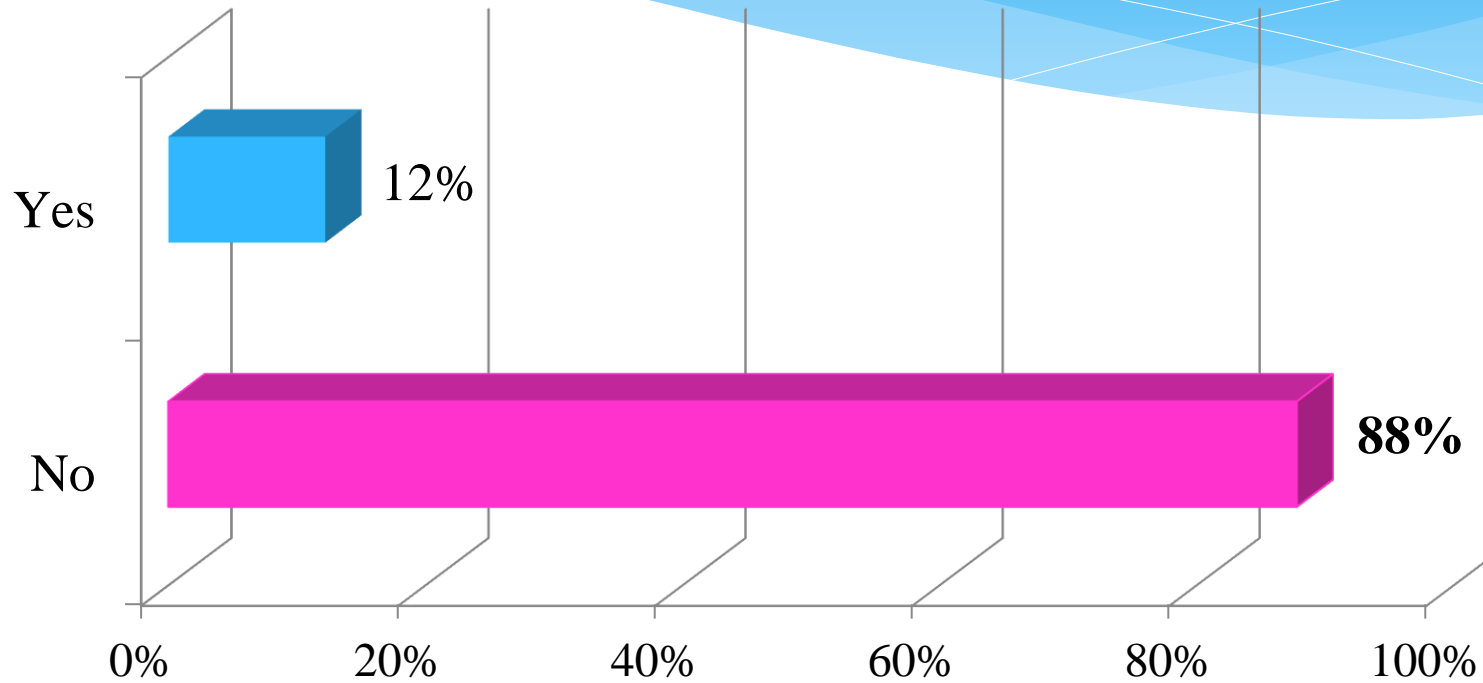


Base: 508

**[Q4] In addition to making donation, have you considered donating your legacy to charity?**



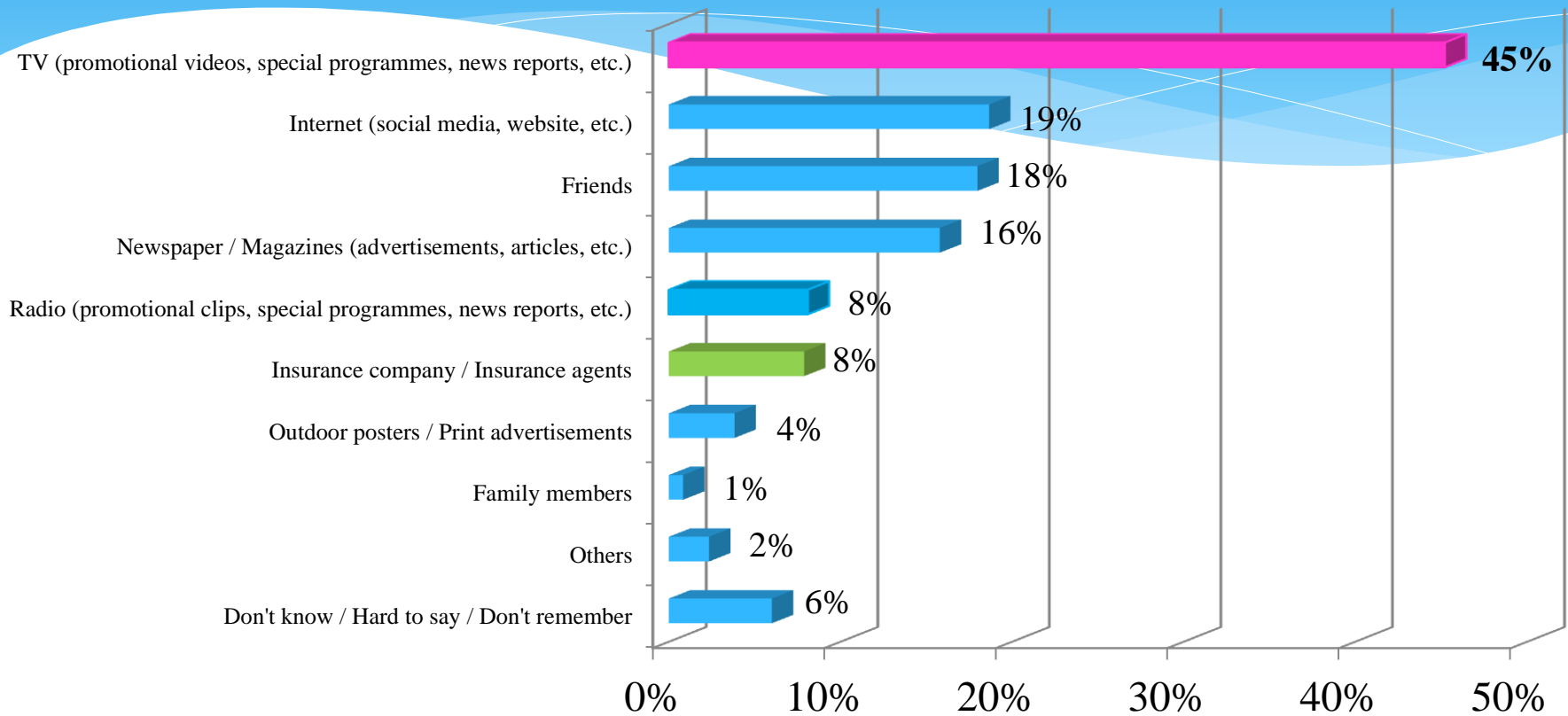
# About 90% never heard of “Policy Donation”



Base: 508

**[Q6] Prior to this survey, have you heard of “Policy Donation”?**

# Those who heard of “Policy Donation” mostly learn from TV



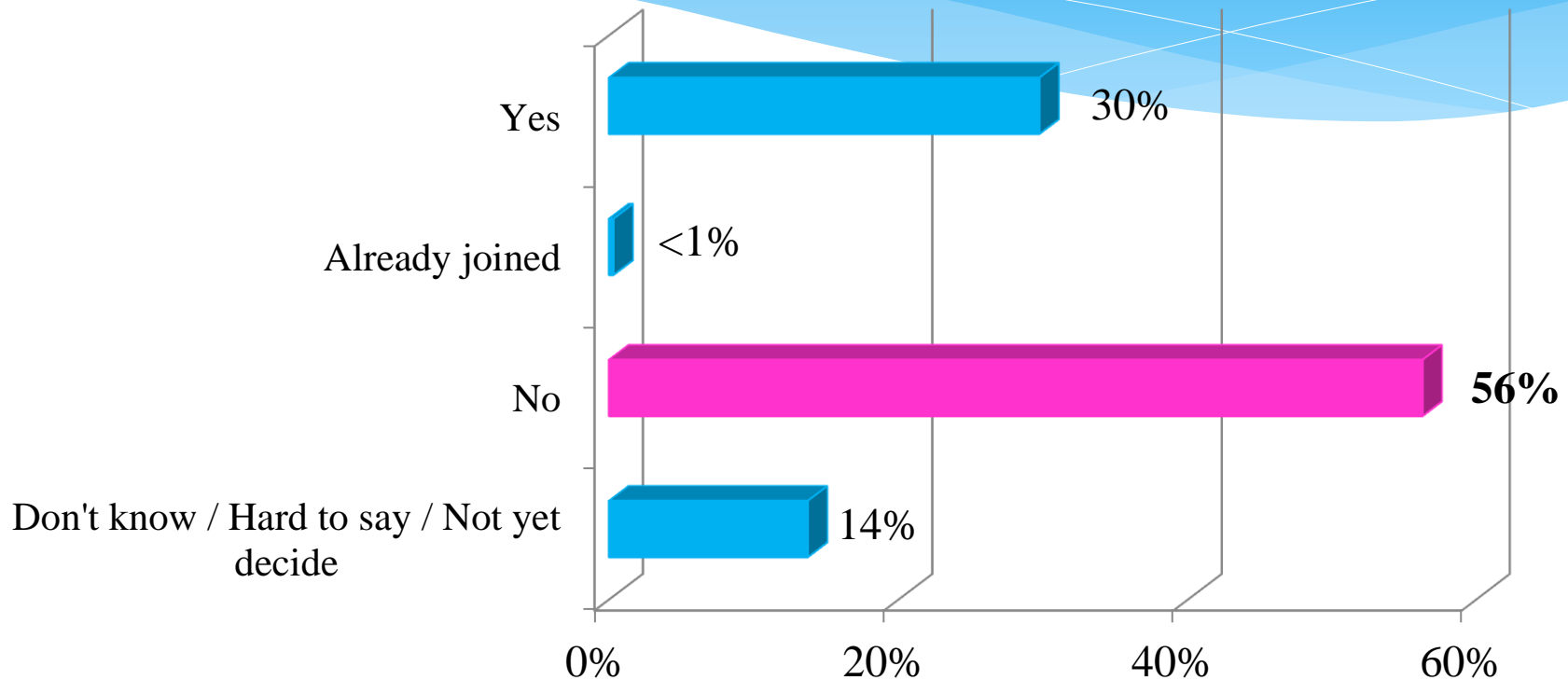
Base: 62

**[Q7] (Only ask respondents who answered “Yes” in Q6, Base =62) Where did you learn about “Policy Donation”?**

*Then interviewers read out an intro on “Policy Donation”:*

**“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.”**

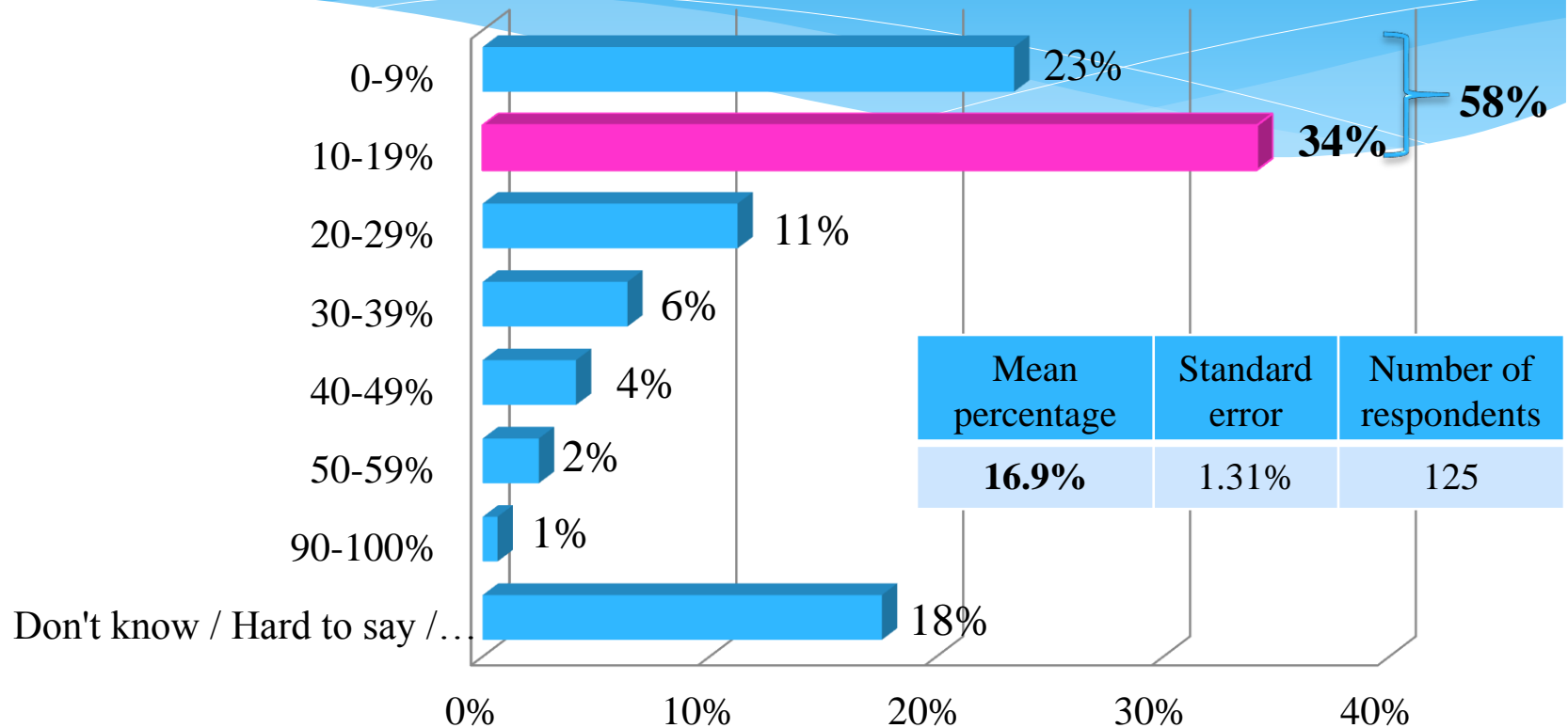
# More than half would not consider joining after learning the concept of “Policy Donation”



Base: 507

**[Q8] Would you consider joining the “Policy Donation” in future?**

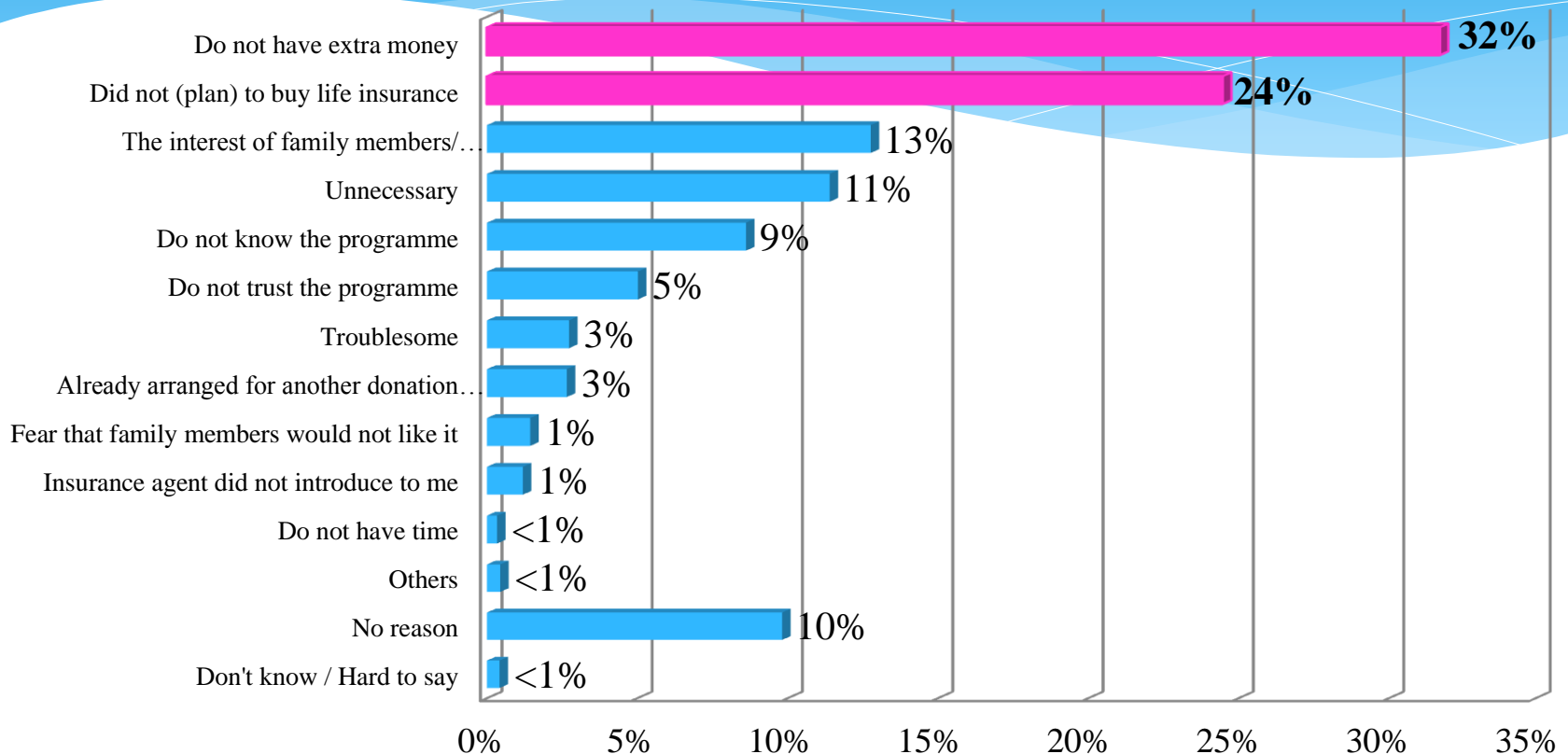
# Those who consider joining “Policy Donation” are willing to donate on average 17% of their sum insured



Base: 152

**[Q9] (Only ask respondents who answered “Yes” or “Already joined” in Q8, Base=152) What would be the percentage of the sum insured you plan to donate?**

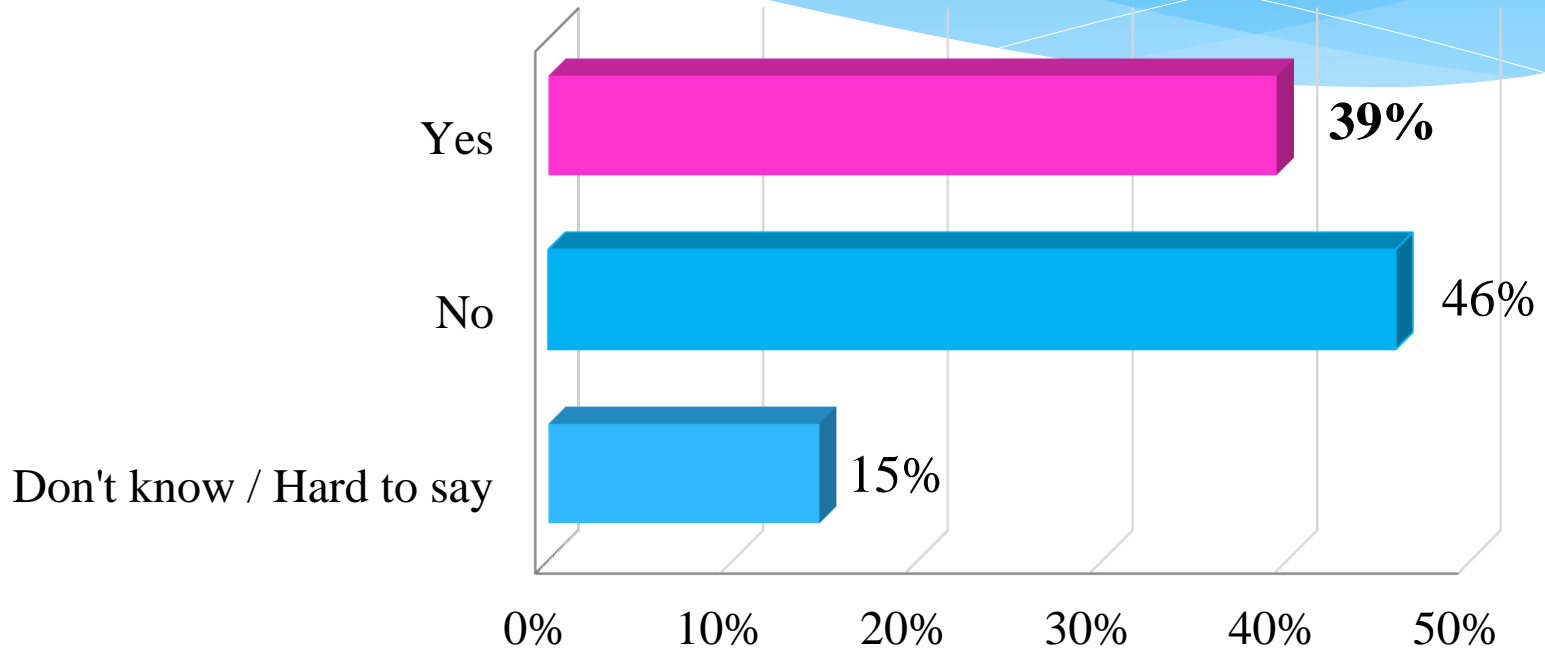
# The main reasons for not considering include: no extra money and not covered by life insurance



Base: 285

**[Q10] (Only ask respondents who answered “No” in Q8, Base=285) For what reason(s) you would not consider joining the “Policy Donation”?**

Nearly 40% would encourage family members and friends to join, while another 45% would not



Base: 508

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

In-depth analysis by age group :  
the younger the respondents the greater support for “Policy Donation”

		18-29	30-39	40-49	50-59	60+	Total
Q4 Have you considered donating part of your legacy to charity?***	Yes	30%	25%	10%	8%	5%	15%
	No	62%	65%	68%	82%	79%	72%
Q5 Would you donate part of the sum insured for charity purpose?***	Yes	64%	32%	31%	31%	24%	35%
	No	32%	46%	52%	52%	51%	47%
Q8 Would you consider joining the “Policy donation”?***	Yes / Already joined	55%	29%	24%	26%	19%	30%
	No	40%	50%	60%	62%	64%	56%
Q11 Will you encourage your family members and friends to join the “Policy Donation”?***	Yes	58%	47%	26%	30%	40%	40%
	No	36%	34%	57%	57%	44%	45%

\*\*\* figures tested to be statistically significant at p=0.01 level



# Conclusion

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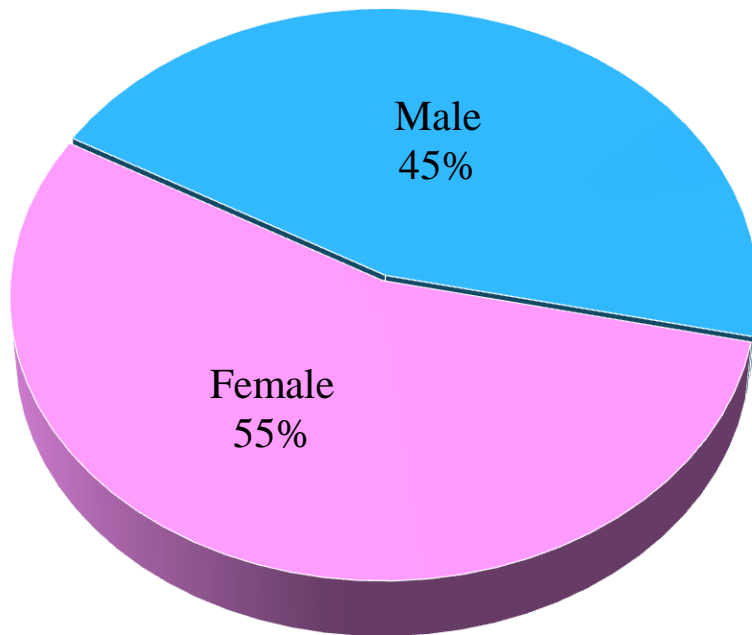
- Nearly 90% respondents had never heard of “Policy Donation”.
- After learning about the concept, more than half said they would not consider joining, while 30% would, and they are willing to donate 17% of the sum insured on average.
- Nearly 40% said they would encourage family members and friends to join the “Policy Donation” program in future.
- To sum up, although the concept of “Policy Donation” has not been widely accepted by Hong Kong citizens, those interested to join are quite generous. It is suggested that the society should strengthen the promotion and education, so that more needy people could be benefited.

# Appendix

## Demographic Profile of Respondents

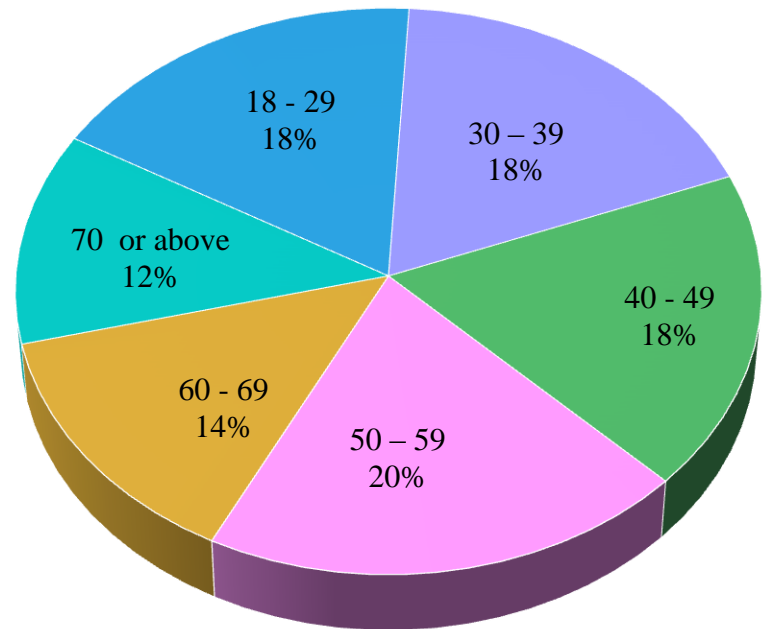
# Demographic Profile of Respondents

## Gender



Base: 508

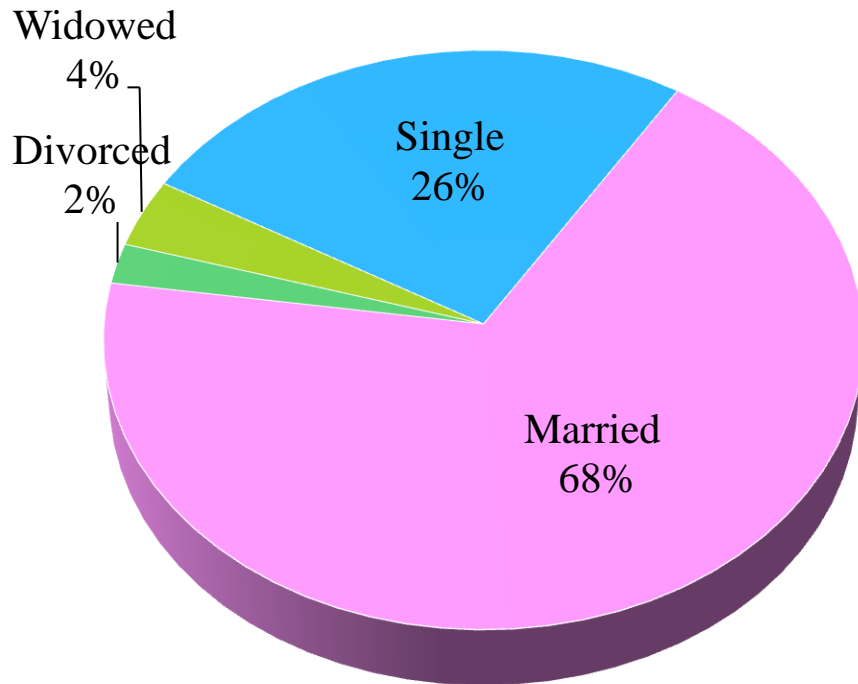
## Age



Base: 500

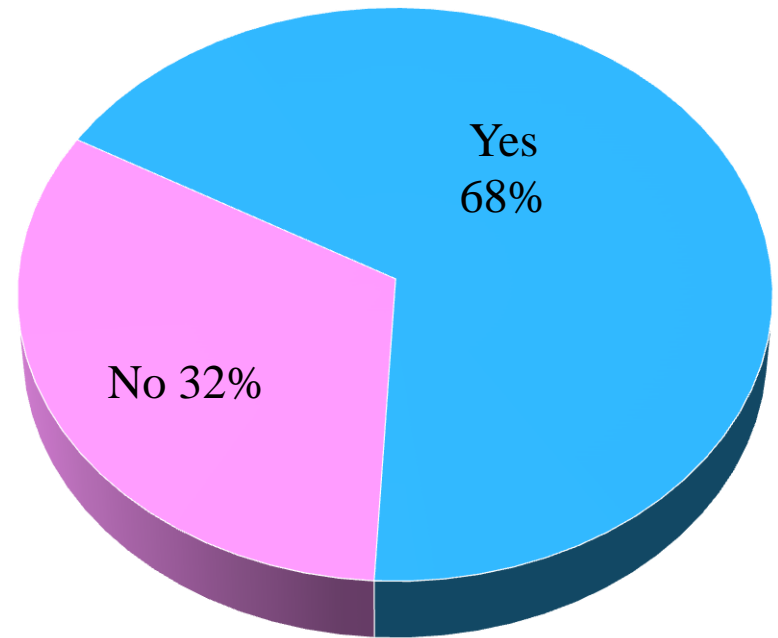
# Demographic Profile of Respondents

## Marital status



Base: 502

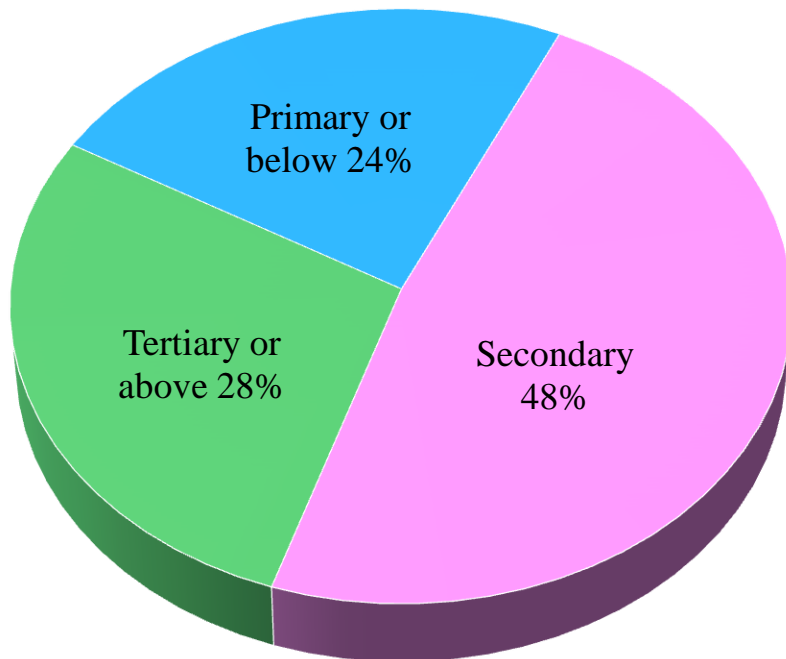
## Have children or not



Base: 501

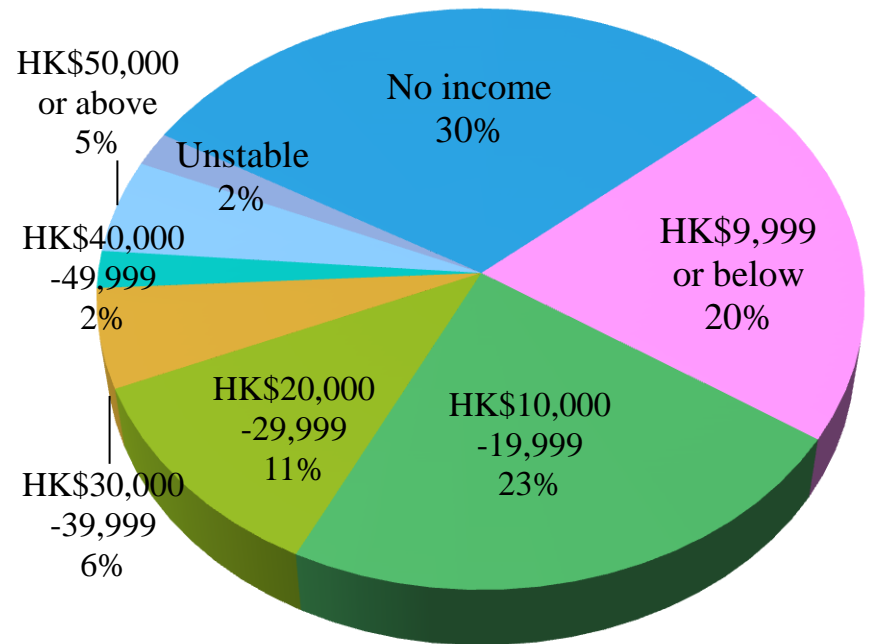
# Demographic Profile of Respondents

## Education attainment



Base: 499

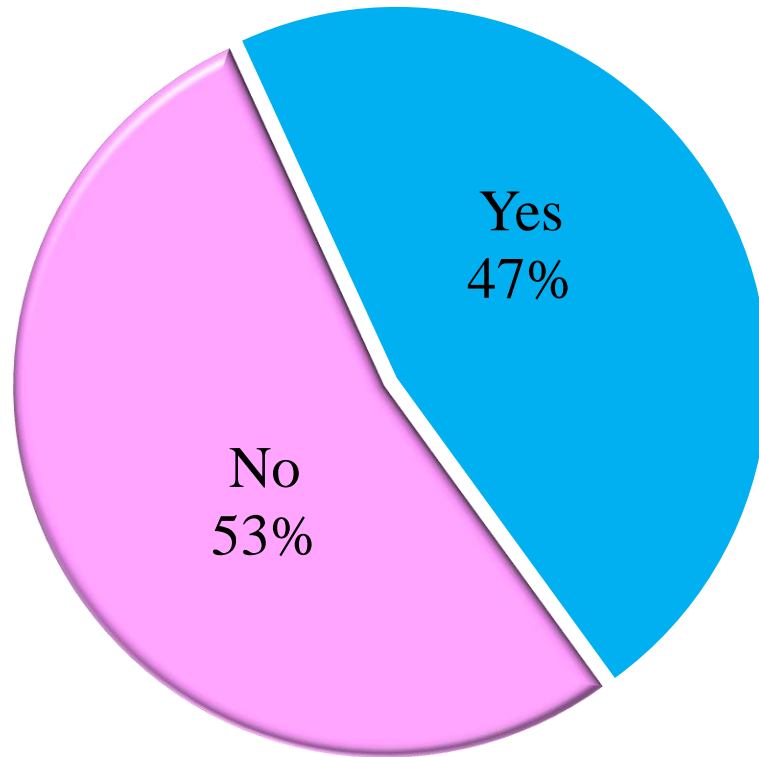
## Monthly personal income



Base: 474

# Demographic Profile of Respondents

Have you bought any life insurance?



Base: 500

# End of presentation

For details, please go to:

<http://hkupop.hku.hk>