

Survey on Volunteering in Hong Kong 2023
Summary of Survey Findings

Agency for Volunteer Service

Department of Marketing
School of Business, The Hang Seng University of Hong Kong

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Dr. Kenneth K. Kwong

Department of Marketing, School of Business, The Hang Seng University of Hong Kong

Background

The Hang Seng University of Hong Kong was commissioned by Agency for Volunteer Service (hereby known as AVS) to independently conduct a survey with the objectives to collect background, reasons and motivations behind the public to take part in volunteer work. The survey can help reflect the level of involvement and the number of hours Hong Kong people spent on volunteer work that can be used to estimate the economic values of volunteer work. Findings of the survey can further advance the public's understanding of the contributions of volunteer work to society. They also provide empirical support for AVS's endeavors in promoting volunteer work and encouraging more people to take part in it.

Methodology

The survey was conducted in early June 2023 by questionnaire via an online platform and fieldwork. A total of 611 valid responses were collected. The response rate for the online survey was 7.3% while the field survey was 29.8%. Hence, the effective response rate was close to ten percent. The precision of estimations was $\pm 3.10\%$ at a 95% confidence level. The ratio of male to female was 1:1.92, with the median age falling between 41-50 years old. The median monthly income was in the range from HK\$10,001 to \$20,000, and 53% of the respondents were currently employed, including both full-time and part-time jobs.

Key Findings

Over 90% of respondents took part in organized volunteer work or helped others spontaneously in the past five years (91.3%)¹. Besides, 76% of respondents had engaged in volunteer work without pay in the past year (75.9%). It appears that many Hongkongers are very willing to take part in volunteer work.

Not only were Hongkongers willing to take part in volunteer work, but their level of involvement was also quite high. On a scale of 1 to 10, with 10 representing a full participation. The average score that respondents perceived their involvement in volunteer work, including their time and effort, was 7.38. Respondents spent an average of 12.84 hours per month on volunteer work, approximately three hours per week. Age was found to significantly influence the level of involvement in volunteer work and volunteer hours, with both increasing as age increased. The average volunteer hours for respondents aged 51-64 and 65 or above were 13.64 and 22.59 hours, respectively, while the average volunteer hours for the younger age group (30 years old or below) were only 7.52 hours.

Based on the survey results and the labour and wage figures from the Census and Statistics Department in 2022², it was estimated that the monthly economic value of volunteer work to the society was about HK\$13 to HK\$22 billion, with an annual contribution of approximately HK\$210.6 billion. With reference to the Gross Domestic Product of HK\$2,827 billion in 2022³, the estimated economic value of volunteer work represented 7.45% of local GDP. This percentage reflects the economic contribution of volunteer work by Hongkongers was above the global average. According to the figure from the United Nations,

¹ Act spontaneously to help others can be assisting elders to cross the road, looking after children and buying goods for neighbors. Same as the other non-organized volunteer works it is free and without pay.

² See 2022 Report on Annual Earnings and Hours Survey, Census and Statistics Department, The HKSAR Government.

³ See 2022 Gross Domestic Product, Census and Statistics Department, The HKSAR Government.

there were one billion active volunteers globally and contributed 2.4% of the world GDP⁴. However, when it is to benchmark against the developed countries such as Australia whereas the volunteer work accounts for 14% of the GDP⁵, there is a room to further promote and develop volunteer work in Hong Kong.

In general, the most common way for respondents to take part in volunteer work is through institutions or organizations (80.8%). However, it is worth noting that among youngsters (aged 30 or below), nearly 40% often help others spontaneously but seldom take part in volunteer work organized by institutions or organizations (39.2%). They prefer volunteering with friends or classmates/teachers. In addition to receiving news from volunteer associations/social service organizations on recruiting volunteers, they also obtain such information from schools (17.5%) and friends (15.2%). In contrast, elderly groups aged 51-64 and 65 or above prefer volunteering themselves. They received news on volunteer work mainly from volunteer associations/social service organizations. Overall, volunteer associations/social service organizations are the major channels for respondents to receive news on recruiting volunteers (41.1%). The data showed that school is an important channel for young people to receive news on recruiting volunteers (17.5%).

Participating in local volunteer work is still the mainstream (52.9%), but it is worth noting that the data reflected an increasing number of Hongkongers who wish to take part in volunteer work in the Greater Bay Area or overseas, which are respectively 1.36 times and 1.98 times more than now. In particular, the increase in the age groups of 51-64 and 65 or above in the Greater Bay Area is even more significant, reaching 2.49 times and 4.20 times respectively.

The three most popular types of volunteer work that respondents interested in participating in are 1) supporting disadvantaged groups (e.g., elderly, grassroot, youth & disability) (16.3%), cultural, tourism and art events (12.9%), and 3) sport and recreation (9.7%). In addition, cultural, tourism and art events, conservation/environment, animal rights/protection, and international conferences are also volunteer work that respondents hope to participate in more in the future. Notably, among young people aged 30 or below, they are more interested in participating in animal welfare/protection (10.6%), compared to the older age group (51-64) who prefers sport and recreation (10.4%). Regardless of whether they are young or older, they express interest in international conference related volunteer work and hope to participate more in the future.

The reasons for respondents' participation in volunteer work vary, but the top three mostly mentioned reasons are 1) helping others (17.6%), 2) volunteering is meaningful (16.6%), and 3) making good use of spare time (10.4%). Notably, 10% of young people (aged 30 or below) participate in volunteer work in the hope of accumulating more work or social experience. Contrary, the slightly older age group (51-64) only had this idea at 5.5%, as they consider volunteering more as making good use of spare time (12.1%).

As for the top three factors limiting respondents' participation in volunteer work, they are 1) lack of time (28.4%), 2) difficulty finding suitable volunteer work (15.0%), and 3) lack of suitable skills (14.3%). Notably, 9% of youngsters (aged 30 or below) believed that without companions to volunteer work limits their involvement. These young people prefer to volunteer with companions (62.7%), representing the highest proportion across all age groups. The older age groups (51-64 and 65 years old or above) tend to believe that lacking suitable skills limits their involvement (15.6% and 20.7%), which is significantly higher than the young people of only 5% having this idea. Regardless of respondents' age group, lack

⁴ See United Nations Development Programme (2015). Human Development Report 2015: work for human development. New York.

⁵ See Occhipinti, JA., Buchanan, J., Hynes, W. *et al.* (2023). Estimating the Mental Wealth of Nations: valuing social production and investment. *Nature Mental Health* 1, 247-253.

of time and difficulty finding suitable volunteer work are the often-cited reasons that limit respondents to participate in volunteer work.

Using a rating scale of 1 to 5 to express the level of agreement, respondents agreed that they have a positive attitude all the time towards volunteering (4.41). They also agreed that they will continue to be a volunteer as per their experience (4.39) and that volunteering is something enjoyable (4.34). The findings revealed that Hongkongers not only maintain a positive attitude towards volunteer work but also find volunteering enjoyable and are willing to continue volunteering. Besides, respondents agreed that having recognition is very important for volunteers (4.23). This is particularly evident among the young people (aged 30 or below), who strongly agreed that recognition is very important to them (4.45) and believed that government and public recognition can help drive more people to do volunteer work (4.38). For respondents aged 51-64, they are relatively less concerned about whether volunteering can lead to recognition (4.02) and do not fully associate government and public recognition in driving more people to do volunteer work (4.07).

Summary

This survey is a pilot study for the subsequent large-scale research on “Hong Kong Volunteering Index”. Compared to similar surveys previously commissioned by AVS, this survey covers not only formal volunteer work organized by institutions or organizations, but also individuals help others spontaneously not through institutions or organizations. As such, the survey findings are more able to reflect the current situation of Hongkongers’ participation in volunteer work. The number of volunteer hours of Hongkongers has grown from 87.4 hours in the 2009 survey to 154.1 hours per year now, representing a rise of 76.32%. Results of this year’s survey are summarized as follows:

- Over 90% Hongkongers have taken part in organized volunteer work or spontaneously helped others in the past five years, spending an average of about 3 hours per week in volunteer work. The average score on the perceived involvement, including time and effort spent on volunteer work, was 7.38 on a 10-point scale.
- The estimation of the economic value of volunteer work in Hong Kong can be up to HK\$210.6 billion, representing 7.45% of 2022 GDP. Its contribution to Hong Kong’s economy is above the world average.
- An increasing number of Hongkongers hope to take part in volunteer work in the Greater Bay Area or overseas, which are respectively 1.36 times and 1.98 times more than now. Especially older groups aged 51 or above hope to continue volunteering in the Greater Bay Area.
- Nearly 40% of young people (aged 30 or below) often take part in volunteer work via helping others spontaneously. About 60% like volunteering with friends or classmates/teachers, with a higher proportion than other age groups. Apart from the reasons of helping others and being meaningful in volunteering, young people also think that they can accumulate more work or social experience through volunteering. What limits their participation is lacking time and not having companions in volunteer work.
- Nearly 60% of the older group (aged 51 or above) prefer volunteering themselves and spend more time and effort in volunteering than young people. They consider volunteering as making good use of spare time, but their participation is limited by lacking suitable skills.
- Hongkongers find volunteering enjoyable and are willing to continue participating. They agree that having recognition is very important for volunteers. This is particularly evident among the young people (aged 30 or below), who strongly agree that recognition is very important (4.45/

5.00). They believe that government and public recognition can help drive more people to do volunteer work (4.38/5.00).

References

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Remarks

Estimation of the Monthly Economic Contribution of Volunteer Work

Labour force (2022) x Adjusted volunteer participation rate x Adjusted monthly volunteer hours x
Median hourly wage (2022)
= 3,613,200 x 6.74 ^(Note 1) x 11.72 ^(Note 2) x 77.4
= \$22,091,259,155 (**\$22.1 billion**)

Note 1: Adjusted volunteer participation rate:
 $((399 \times 7.56) + (12 \times 0) + (159 \times 6.93) + (41 \times 0)) / 611 = 6.74$

Note 2: Adjusted monthly volunteer hours:
 $((399 \times 15.29) + (12 \times 0) + (159 \times 6.69) + (41 \times 0)) / 611 = 11.72$

Conservative Estimation based on the Public's Volunteer Participation Rate and Hours

Labour force (2022) x Volunteer participation rate of public x Monthly volunteer hours of public x
Median hourly wage (2022)
= 3,613,200 x 6.93 x 6.69 x 77.4
= \$12,965,590,909 (**\$13.0 billion**)

Based on the survey results, the estimated monthly economic value of volunteer work is about HK\$13 billion to HK\$22.1 billion. Taking an average, the annual contribution is approximately **HK\$210.6 billion**.

With reference to 2022 Gross Domestic Product (GDP) of HK\$2,827 billion in Hong Kong, the estimated economic value of volunteer work is **7.45%** of local GDP. A conservative estimation using the economic contribution of HK\$13 billion per month, it is **5.52%** of local GDP.

Appendices

Table 1

	30 years old or below (n = 117)	31 – 40 years old (n = 61)	41 – 50 years old (n = 125)	51 – 64 years old (n = 187)	65 years old or above (n = 118)	All (n = 611)
Gender						
Male	34.2 (40)	34.4 (21)	31.2 (39)	26.7 (50)	47.5 (56)	33.7 (206)
Female	65.8 (77)	65.6 (40)	66.4 (83)	71.7 (134)	50.5 (59)	64.8 (396)
Not answered	0.0 (0)	0.0 (0)	2.4 (3)	1.6 (3)	2.5 (3)	1.5 (9)
Employment status						
Full-time job	37.6 (44)	82.0 (50)	60.8 (76)	40.1 (75)	4.2 (5)	41.1 (251)
Part-time job	9.4 (11)	6.6 (4)	16.8 (21)	14.4 (27)	6.8 (8)	11.6 (71)
Housework	0.9 (1)	6.6 (4)	9.6 (12)	7.5 (14)	1.7 (2)	5.6 (34)
Studying	50.4 (59)	1.6 (1)	0.8 (1)	0.0 (0)	0.0 (0)	10.0 (61)
Retired	0.0 (0)	3.3 (2)	6.4 (8)	29.4 (55)	78.8 (93)	26.0 (159)
Not answered	1.7 (2)	0.0 (0)	5.6 (7)	8.6 (16)	8.5 (10)	5.7 (35)
Monthly income						
No income	29.9 (35)	3.3 (2)	8.8 (11)	23.5 (44)	42.4 (50)	23.6 (144)
\$10,000 or below	34.2 (40)	8.2 (5)	14.4 (18)	16.6 (31)	18.6 (22)	19.0 (116)
\$10,001 - \$20,000	17.1 (20)	19.7 (12)	28.8 (36)	21.4 (40)	19.5 (23)	21.4 (131)
\$20,001 - \$30,000	10.3 (12)	26.2 (16)	18.4 (23)	15.0 (28)	5.9 (7)	14.1 (86)
\$30,001 - \$40,000	5.1 (6)	14.8 (9)	8.0 (10)	7.0 (13)	5.9 (7)	7.4 (45)
\$40,001 - \$50,000	1.7 (2)	9.8 (6)	6.4 (8)	2.1 (4)	4.2 (5)	4.3 (26)
\$50,001 - \$60,000	0.9 (1)	13.1 (8)	5.6 (7)	4.8 (9)	0.8 (1)	4.3 (26)
\$60,001 - \$70,000	0.9 (1)	1.6 (1)	1.6 (2)	1.1 (2)	0.0 (0)	1.0 (6)
\$70,001 - \$80,000	0.0 (0)	0.0 (0)	1.6 (2)	1.6 (3)	0.0 (0)	0.8 (5)
\$80,001 or above	0.0 (0)	1.6 (1)	4.8 (6)	6.4 (12)	1.7 (2)	3.4 (21)
Not answered	0.0 (0)	1.6 (1)	1.6 (2)	0.5 (1)	0.8 (1)	0.8 (5)

Actual numbers are in parentheses, percentages are next to them.

Table 2

		30 years old or below (n = 117)	31 – 40 years old (n = 61)	41 – 50 years old (n = 125)	51 – 64 years old (n = 187)	65 years old or above (n = 118)	All (n=611)
Any volunteer work in the last year							
	Yes	54.7 (64)	77.0 (47)	73.6 (92)	80.7 (151)	90.7 (107)	75.9 (464)
	No	45.3 (53)	23.0 (14)	26.4 (33)	19.3 (36)	9.3 (11)	24.1 (147)
The last five years	Yes	71.7 (38)	57.1 (8)	69.7 (23)	50.0 (18)	63.6 (7)	63.9 (94)
	No	28.3 (15)	42.9 (6)	30.3 (10)	50.0 (18)	36.4 (4)	36.1 (53)

Actual numbers are in parentheses, percentages are next to them.

Table 3

	30 years old or below (n = 102)	31 – 40 years old (n = 55)	41 – 50 years old (n = 115)	51 – 64 years old (n = 169)	65 years old or above (n = 114)	All (n=558)
Level of participation in volunteer work¹	6.94	7.09	7.25	7.53	7.80	7.38
Volunteer hours in a month	7.52 hours	8.67 hours	8.80 hours	13.64 hours	22.59 hours	12.84 hours

¹ Level of participation in volunteer work from 0 – 10 (0 = Nil participation, 10 = Full participation).

Table 4

	30 years old or below (n = 102)	31 – 40 years old (n = 55)	41 – 50 years old (n = 115)	51 – 64 years old (n = 169)	65 years old or above (n = 114)	All (n=558)
Form of participation in volunteer work						
Organized volunteer work by institutions or organizations	60.8 (62)	81.8 (45)	77.4 (89)	86.4 (146)	93.9 (107)	80.8 (451)
Help others spontaneously not related to institutions or organizations	39.2 (40)	18.2 (10)	22.6 (26)	13.6 (23)	6.1 (7)	19.2 (107)

Actual numbers are in parentheses, percentages are next to them.

Table 5

	All	
Preferences in Participation		
Self	51.3 (286)	
With companions	48.7 (272)	
Family/Relatives		16.6
Friends		40.7
Employers/Colleagues		7.8
Neighbors		5.8
Religious group members		4.2
Classmates/Teachers		14.2
Social workers		7.0
Others		3.6

Actual numbers are in parentheses, percentages are next to them.

AVS (n = 399), Public (n = 159), All (n = 558).

Total count: AVS: 29, Public: 207, All: 499.

Table 5.1

	30 years old or below	31 – 40 years old	41 – 50 years old	51 – 64 years old	65 years old or above
Preferences in Participation					
	%	%	%	%	%
Self	37.3 (38)	54.5 (30)	45.2 (52)	58.6 (99)	57.0 (65)
With companions	62.7 (64)	45.5 (25)	54.8 (63)	41.4 (70)	43.0 (49)
Family/Relatives	12.5	17.8	18.9	19.1	15.4
Friends	41.7	31.1	45.0	41.2	38.5
Employers/Colleagues	5.8	11.1	9.9	7.6	6.6
Neighbors	2.5	6.7	6.3	5.3	9.9
Religious group members	2.5	2.2	4.5	6.1	4.4
Classmates/Teachers	27.5	22.2	8.1	10.7	5.5
Social workers	6.7	6.7	4.5	6.1	11.0
Others	0.8	2.2	2.7	3.8	8.8

Actual numbers are in parentheses, percentages are next to them.

30 years old or below (n = 102), 31-40 years old (n = 55), 41-50 years old (n = 115), 51-64 years old (n = 169), 65 years old or above (n = 114).

Total count: 30 years old or below: 120, 31-40 years old: 45, 41-50 years old: 111, 51-64 years old: 131, 65 years old or above: 91.

Table 6

	ALL	
	Present	Future
	%	
Place to participate in volunteer work		
Local (Hong Kong)	74.9	52.9
Great Bay Area	7.3	17.3
Mainland (Except for GBA)	12.6	14.2
Overseas	5.2	15.5

Total count: AVS: 474 (Present), 666 (Future), Public: 183 (Previously), 332 (In future), All: 657 (Previously), 998 (In future).

Table 6.1

	30 years old or below		31 – 40 years old		41 – 50 years old		51 – 64 years old		65 years old or above	
	Present	Future	Present	Future	Present	Future	Present	Future	Present	Future
	%		%		%		%		%	
Place to participate in volunteer work										
Local (Hong Kong)	46.7	37.9	72.5	47.2	80.9	53.8	83.6	57.7	83.1	63.7
Greater Bay Area	13.1	19.0	10.1	18.5	8.4	16.5	5.1	17.8	2.9	15.1
Mainland (Except for GBA)	32.0	27.2	11.6	12.0	6.1	9.9	8.2	10.7	8.1	12.3
Overseas	8.2	15.9	5.8	22.2	4.6	19.8	3.1	13.8	5.9	8.9

Total count: 30 years old or below: 122 (Present), 195 (Future), 31-40 years old: 69 (Present), 108 Future), 41-50 years old: 131 (Present), 212 (Future), 51-64 years old: 195 (Present), 298 (Future), 65 years old or above: 136 (Present), 179 (Future).

Table 7

	All
	%
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Channels getting news about recruiting volunteers	
Family members/relatives	5.0
Friends	15.4
Employers/colleagues	3.3
Social workers	4.2
Schools	5.2
Religious groups	4.1
Mass media	6.6
Social media	10.5
Volunteer associations/Social service organizations	41.1
Neighbors/Estate/Resident associations	4.2
Others	0.4

Total count: AVS: 990, Public: 392, All: 1,382.

Table 7.1

	30 years old or below	31 – 40 years old	41 – 50 years old	51 – 64 years old	65 years old or above
	%	%	%	%	%
Channels getting news about recruiting volunteers					
Family members/relatives	8.9	5.0	5.2	3.1	3.9
Friends	15.2	15.1	17.3	14.8	14.0
Employers/colleagues	5.9	5.0	3.1	2.6	1.2
Social workers	7.1	5.0	3.8	2.1	4.7
Schools	17.5	5.8	2.4	1.9	0.8
Religious groups	2.2	1.4	5.5	4.8	4.7
Mass media	6.3	5.0	7.3	6.2	7.8
Social media	12.6	10.1	12.8	10.7	5.8
Volunteer associations/Social service organizations	20.8	43.2	37.0	49.2	52.7
Neighbors/Estate/Resident associations	3.0	4.3	4.8	4.3	3.9
Others	0.4	0.0	0.7	0.2	0.8

Total count: 30 years old or below: 269, 31-40 years old: 139, 41-50 years old: 289, 51-64 years old: 419, 65 years old or above: 258.

Table 8

	All	
	Most often	Most interested
	%	
Volunteer work to participate in		
Household services	5.3	4.0
Homework/Tutoring	4.2	3.6
Education (e.g., mentorship)	6.8	6.3
Counselling	5.9	6.0
Animal rights/Protection	3.1	5.9
Conservation/Environment	8.1	8.6
Cultural, tourism and arts events	12.9	14.5
Sport and recreation	9.7	9.3
Professional services/supports	2.3	3.6
International conferences	1.4	3.6
Administration/Committee	1.7	3.0
Office and clerical works	3.3	3.8
Escorting services	2.4	2.0
Medical care services	2.9	4.1
Supporting disadvantaged groups (e.g., elderly, grassroots, youth & disability)	16.3	12.9
Fund raising activities	7.8	3.8
Promotion, advocacy and campaign	5.5	5.0
Others	0.4	0.0

Total count: AVS: 1,202 (Most Often), 1,557 (Most Interested), Public: 387 (Most Often), 577 (Most Interested), All: 1,589 (Most Often), 2,134 (Most Interested).

Table 8.1

	30 years old or below		31 – 40 years old		41 – 50 years old		51 – 64 years old		65 years old or above	
	Most often	Most interested	Most often	Most interested	Most often	Most interested	Most often	Most interested	Most often	Most interested
	%		%		%		%		%	
Volunteer work to participate in										
Household services	3.9	4.5	2.4	1.9	3.8	3.3	6.3	3.8	7.8	5.8
Homework/Tutoring	11.7	9.3	1.8	1.9	1.7	1.3	3.6	3.3	2.2	1.9
Education (e.g., mentorship)	9.2	9.3	5.5	7.0	6.8	5.0	6.9	6.0	5.6	5.0
Counselling	4.3	4.8	6.7	6.5	4.1	5.5	6.7	6.1	7.2	7.2
Animal rights/Protection	7.4	10.6	5.5	7.5	3.1	7.0	1.3	4.7	1.1	1.0
Conservation/Environment	10.3	9.3	9.8	9.3	7.5	9.0	7.3	8.2	7.2	7.7
Cultural, tourism and arts events	15.2	14.1	11.6	14.5	13.7	14.8	12.2	13.9	11.9	15.6
Sport and recreation	5.3	3.8	9.1	11.2	11.6	10.5	11.1	10.4	10.0	10.8
Professional services/supports	1.8	4.0	4.9	3.3	2.0	4.6	2.1	3.1	2.2	3.1
International conferences	0.4	3.5	1.8	4.7	1.4	4.1	1.0	3.5	2.2	2.6
Administration/Committee	0.7	2.5	1.8	2.8	2.0	3.3	1.7	3.3	2.2	2.4
Office and clerical works	2.5	3.8	1.8	3.3	2.0	3.5	3.8	3.6	5.3	5.0
Escorting services	0.4	3.0	2.4	3.3	1.7	0.9	3.6	2.8	2.8	0.5
Medical care services	2.1	2.3	4.3	4.7	1.4	3.1	3.4	4.4	3.1	6.0
Supporting disadvantaged groups (e.g., elderly, grassroot, youth & disability)	13.8	10.1	16.5	13.1	16.4	12.4	16.8	13.1	17.5	15.8
Fund raising activities	7.1	2.8	8.5	2.3	13.0	5.2	6.3	3.9	5.8	3.8
Promotion, advocacy and campaign	3.5	2.3	5.5	2.8	7.2	6.6	5.9	5.8	5.0	5.8
Others	0.4	0.0	0.0	0.0	0.7	0.0	0.2	0.0	0.8	0.0

Total count: 30 years old or below: 282 (most often), 397 (most interested), 31-40years old: 164 (most often), 214 (most interested), 41-50 years old: 293 (most often), 458 (most interested), 51-64 years old: 477 (most often), 635 (most interested), 65 years old or above: 360 (most often), 417 (most interested).

Table 9

	All
	%
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Reasons of the participation in volunteer work	
Help others	17.6
Volunteering is meaningful	16.6
Friends are volunteers	2.9
Make good use of spare time	10.4
Make use of my strengths	9.9
Change the world/community better	7.5
Make friends	7.9
Accumulate work or social experience	6.6
Enhance knowledge or skills	8.5
Religious beliefs	2.2
Make life more meaningful	9.7
Give back to society	0.1
Better to give than take/help others as help oneself	0.1

Total count: AVS: 2,006, Public: 512, All: 2,518.

Table 9.1

	30 years old or below	31 – 40 years old	41 – 50 years old	51 – 64 years old	65 years old or above
	%	%	%	%	%
Reasons of the participation in volunteer work					
Help others	21.6	17.4	18.5	16.1	16.5
Volunteering is meaningful	18.0	17.4	17.8	16.0	15.2
Friends are volunteers	2.1	1.4	3.7	3.0	2.6
Make good use of spare time	6.2	7.8	9.9	12.1	12.4
Make use of my strengths	7.2	10.6	8.3	10.9	11.6
Change the world/community better	8.7	6.4	6.9	8.3	6.5
Make friends	7.7	9.6	8.1	7.7	7.4
Accumulate work or social experience	10.0	10.6	6.5	5.5	4.4
Enhance knowledge or skills	8.0	7.8	8.5	7.4	10.9
Religious beliefs	2.3	0.5	3.0	2.2	2.1
Make life more meaningful	8.2	10.6	8.9	10.5	10.0
Give back to society	0.0	0.0	0.0	0.4	0.0
Better to give than take/help others as help oneself	0.0	0.0	0.0	0.0	0.5

Total count: 30 years old or below: 389, 31-40 years old: 218, 41-50 years old: 507, 51-64 years old: 820, 65 years old or above: 571.

Table 10

	All
	%
<hr/>	
Factors limiting the participation in volunteer work	
Lack of time	28.4
Lack of suitable skills	14.3
No companionship	4.6
Age issues	7.0
Physically unable to participate	6.1
Too much of a responsibility	4.1
Contribution and reward are not matched	1.8
No or a very small allowance for being a volunteer	2.1
Unaware of the opportunity in volunteering	7.3
Difficulty finding suitable volunteer work	15.0
Cannot find a suitable organization to join with its volunteer work	8.6
Others	0.6

Total count: AVS: 1,026, Public: 340, All: 1,366.

Table 10.1

	30 years old or below	31 – 40 years old	41 – 50 years old	51 – 64 years old	65 years old or above
	%	%	%	%	%
Factors limiting the participation in volunteer work					
Lack of time	37.1	28.2	31.1	28.3	18.5
Lack of suitable skills	5.0	12.0	15.2	15.6	20.7
No companionship	9.0	9.2	5.7	2.3	1.5
Age issues	3.6	2.1	1.8	6.8	17.7
Physically unable to participate	2.3	2.8	5.3	5.7	12.5
Too much of a responsibility	0.9	4.2	6.4	4.1	4.4
Contribution and reward are not matched	2.3	2.8	1.1	2.3	0.7
No or a very small allowance for being a volunteer	2.3	2.1	2.8	2.3	1.1
Unaware of the opportunity in volunteering	7.2	6.3	9.2	7.7	5.2
Difficulty finding suitable volunteer work	16.7	17.6	12.4	16.1	13.3
Cannot find a suitable organization to join with its volunteer work	12.2	12.0	8.5	8.8	4.1
Others	1.4	0.7	0.7	0.2	0.4

Total count: 30 years old or below: 221, 31-40 years old: 142, 41-50 years old: 283, 51-64 years old: 442, 65 years old or above: 271.

Table 11

	All (n = 611)
To individuals, volunteering can be highly satisfied	4.25
Volunteer work offers individuals an invaluable experience	4.29
I have always been interested in volunteer work	4.17
My attitude stays positive all the time towards volunteering	4.41
I do good by volunteering	4.28
Volunteering is something enjoyable	4.34
In the next six months, I will volunteer myself at least once	4.11
As per my experience, I will continue to be a volunteer	4.39
Overall, I am satisfied with the level of involvement on my volunteer work	4.11
Government and public recognition can help drive more people to do volunteer work	4.19
Having recognition is very important for volunteers	4.23

Figures are arithmetic mean (1 = Strongly disagree, 5 = Strongly agree).

Table 11.1

	30 years old or below (n = 117)	31 – 40 years old (n = 61)	41 – 50 years old (n = 125)	51 – 64 years old (n = 187)	65 years old or above (n = 118)
To individuals, volunteering can be highly satisfied	4.44	4.21	4.43	4.07	4.14
Volunteer work offers individuals an invaluable experience	4.53	4.18	4.34	4.14	4.26
I have always been interested in volunteer work	4.15	3.97	4.27	4.15	4.22
My attitude stays positive all the time towards volunteering	4.47	4.23	4.38	4.40	4.46
I do good by volunteering	4.48	4.21	4.30	4.19	4.20
Volunteering is something enjoyable	4.36	4.11	4.43	4.26	4.46
In the next six months, I will volunteer myself at least once	3.79	3.93	4.15	4.14	4.42
As per my experience, I will continue to be a volunteer	4.29	4.15	4.45	4.34	4.65
Overall, I am satisfied with the level of involvement on my volunteer work	3.92	3.93	4.12	4.09	4.40
Government and public recognition can help drive more people to do volunteer work	4.38	4.05	4.22	4.07	4.23
Having recognition is very important for volunteers	4.45	4.11	4.34	4.02	4.29

Figures are arithmetic mean (1 = Strongly disagree, 5 = Strongly agree).

Serial no.					
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市場學系
DEPARTMENT OF MARKETING
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

Survey on Volunteering in Hong Kong

The Department of Marketing at The Hang Seng University of Hong Kong is commissioned by the Agency for Volunteer Service (AVS) to conduct a territory-wide survey on volunteering in Hong Kong. It aims to collect the public opinion such as yourself on participations of volunteer work. Results of the survey will allow us to better understand the development of volunteer work in Hong Kong and promote the spirit of volunteerism to induce participation of volunteer work in our community. To remain anonymous, no contact number or home address of individuals will be collected in this survey. All data are aggregately analyzed. You could contact Dr. Kenneth Kwong at 3963-5588, the Principal Investigator, of this survey at The Hang Seng University of Hong Kong for any enquiry. Before we start, are you an individual member of AVS?

S1. Yes No

Let us first define the terms of organized and non-organized volunteer work before we proceed to the main questions. **Organized volunteer work** refers to the contribution of an individual's time and energy without monetary rewards solely for the betterment of society via institutions or organizations. Examples of these organized volunteer works can be visits, escorts, assistance on clerical works, and homework tutoring. Serving in neighbourhood or alumni associations are also regarded as an organized volunteer work.

There is a **spontaneous, non-organized, volunteer work** not offered by institutions or organizations in society. Examples of these non-organized voluntary works can be helping the elders to cross the road, looking after children and buying goods for neighbors, and others. In the same vein, all these works are unpaid and not for monetary rewards.

1. Have you participated in any volunteer work or helped others spontaneously without pay in **the last year**?

Yes

No → Have you participated in any volunteer work or helped others spontaneously in **the last five years**?

Yes → **Continue Q2**

No → **Proceed to Q10**

2. In what form do you **most often** take part in volunteer work? (Choose one only)

Take part in organized volunteer work by institutions or organizations

Help others spontaneously not related to institutions or organizations

3. Where have you **ever** volunteered? (Allow multiple options)

Local (Hong Kong)

Greater Bay Area

Mainland (Except for GBA)

Overseas

4. In general, would you prefer to participate in volunteer work **yourself only or with companions**?

Self

With companions → Who are they? (Allow multiple options)

Family/Relatives

Friends

Employers/Colleagues

Neighbors

Religious group members

Classmates/Teachers

Social workers

Others _____ (Please specify)

5. How much do you think **you have participated in volunteer works** including organized and non-organized volunteer works? Participation refers to your time and energy devoted to volunteer work. 10 represents a full participation while 0 denotes a nil participation.

Nil participation	0	1	2	3	4	5	6	7	8	9	10	Full participation
-------------------	---	---	---	---	---	---	---	---	---	---	----	--------------------

6. Which volunteer work do you do **most often**? (Allow multiple options)

- | | | | |
|---|---|--|--------------------------------------|
| <input type="checkbox"/> Household services | <input type="checkbox"/> Homework/Tutoring | <input type="checkbox"/> Education (e.g., mentorship) | <input type="checkbox"/> Counselling |
| <input type="checkbox"/> Animal rights/Protection | <input type="checkbox"/> Conservation/Environment | <input type="checkbox"/> Culture, tourism and art events | |
| <input type="checkbox"/> Sport and recreation | <input type="checkbox"/> Professional services/supports | <input type="checkbox"/> International conferences | |
| <input type="checkbox"/> Administration/Committee | <input type="checkbox"/> Office and clerical works | <input type="checkbox"/> Escorting services | |
| <input type="checkbox"/> Medical care services | <input type="checkbox"/> Supporting underprivileged groups (e.g., elderly, grassroot, teenager & disable) | | |
| <input type="checkbox"/> Fund raising activities | <input type="checkbox"/> Promotion, advocacy and campaign | | |
| <input type="checkbox"/> Others _____ | (Please specify) | | |

7. On average, how much time do you devote to volunteer work each month?
Including organized and non-organized volunteer works

Hours

8. From which **channels** do you get news about recruiting volunteers? (Allow multiple options)

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Family members/relatives | <input type="checkbox"/> Friends | <input type="checkbox"/> Employers/colleagues | <input type="checkbox"/> Social workers |
| <input type="checkbox"/> Schools | <input type="checkbox"/> Religious groups | <input type="checkbox"/> Mass media | <input type="checkbox"/> Social media |
| <input type="checkbox"/> Volunteer associations | <input type="checkbox"/> Social service organizations | <input type="checkbox"/> Neighbors/Estate/Resident associations | |
| <input type="checkbox"/> Others _____ | (Please specify) | | |

9. People have different reasons for volunteering. Please check below which are the **reasons for your participation** in volunteer work. (Allow multiple options)

- | | | |
|--|---|--|
| <input type="checkbox"/> Help others | <input type="checkbox"/> Volunteering is meaningful | <input type="checkbox"/> Friends are volunteers |
| <input type="checkbox"/> Make good use of spare time | <input type="checkbox"/> Make use of my strengths | <input type="checkbox"/> Change the world/community better |
| <input type="checkbox"/> Make friends | <input type="checkbox"/> Accumulate work or social experience | |
| <input type="checkbox"/> Enhance knowledge or skills | <input type="checkbox"/> Religious beliefs | <input type="checkbox"/> Make life more meaningful |
| <input type="checkbox"/> Others _____ | (Please specify) | |

10. What factors **limit** your participation in volunteer work? (Allow multiple options)

- | | | |
|--|---|---|
| <input type="checkbox"/> Lack of time | <input type="checkbox"/> Lack of suitable skills | <input type="checkbox"/> No companionship |
| <input type="checkbox"/> Age issue | <input type="checkbox"/> Physically unable to participate | <input type="checkbox"/> Too much of a responsibility |
| <input type="checkbox"/> Contribution and reward are not matched | <input type="checkbox"/> No or a very small allowance for being a volunteer | |
| <input type="checkbox"/> Unaware of the opportunity in volunteering | <input type="checkbox"/> Difficulty finding suitable volunteer work | |
| <input type="checkbox"/> Cannot find a suitable organization to join with its volunteer work | | |
| <input type="checkbox"/> Others _____ | (Please specify) | |

11. Which volunteer work **do you want and are most interested in** participating in? (Allow multiple options)

- | | | | |
|---|---|---|--------------------------------------|
| <input type="checkbox"/> Household services | <input type="checkbox"/> Homework/Tutoring | <input type="checkbox"/> Education (e.g., mentorship) | <input type="checkbox"/> Counselling |
| <input type="checkbox"/> Animal rights/protection | <input type="checkbox"/> Conservation/Environment | <input type="checkbox"/> Cultural, tourism and art events | |
| <input type="checkbox"/> Sport and recreation | <input type="checkbox"/> Professional services/supports | <input type="checkbox"/> International conferences | |
| <input type="checkbox"/> Administration/Committee | <input type="checkbox"/> Office and clerical works | <input type="checkbox"/> Escorting services | |
| <input type="checkbox"/> Medical care services | <input type="checkbox"/> Supporting disadvantaged groups (e.g., elderly, grassroot, youth & disability) | | |
| <input type="checkbox"/> Fund raising activities | <input type="checkbox"/> Promotion, advocacy and campaign | | |
| <input type="checkbox"/> Others _____ | (Please specify) | | |

12. Where would you like to **continue your volunteer work** in the future? (Allow multiple options)

- | | | | |
|--|---|--|-----------------------------------|
| <input type="checkbox"/> Local (Hong Kong) | <input type="checkbox"/> Greater Bay Area | <input type="checkbox"/> Mainland (Except for GBA) | <input type="checkbox"/> Overseas |
|--|---|--|-----------------------------------|

Below are statements commonly used in connection with volunteer work. To what extent would you agree with these statements? Please use the scale of 1 to 5 to indicate your views. **"1"** represents a strong disagreement on the statement and **"5"** means a strong agreement. The figure closer to 1 indicates that you tend to disagree with the statement while near 5 means the opposite. There is no right or wrong answer. We are only interested in your views. Please check (✓) the right box. (Choose one only)

	Strongly Disagree ← Strongly Agree				
	1	2	3	4	5
13. To individuals, volunteering can be highly satisfied	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Volunteer work offers individuals an invaluable experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. I have always been interested in volunteer work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. My attitude stays positive all the time towards volunteering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. I do good by volunteering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Volunteering is something enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
19. In the next six months, I will volunteer myself at least once	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. As per my experience, I will continue to be a volunteer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Overall, I am satisfied with the level of involvement on my volunteer work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Government and public recognition can help drive more people to do volunteer work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Having recognition is very important for volunteers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. Which age group below do you belong to? (Choose one only)

- 20 or below 21 – 30 31 - 40 41 - 50 51 - 64 65 or above

25. What is your current employment status? (Choose one only)

- Full-time job Part-time job Housework Studying Retired

26. On average how much do you make in a month? (Choose one only)

- No income \$10,000 or below \$10,001 - \$20,000 \$20,001 - \$30,000 \$30,001 - \$40,000
 \$40,001 - \$50,000 \$50,001 - \$60,000 \$60,001 - \$70,000 \$70,001 - \$80,000 \$80,001 or above

Gender (To be filled in by the interviewer)

- Male Female

This is the end of the survey. Thanks a lot for your time. We wish you a good day.

Contact & Inquiry

Dr. Kenneth K. Kwong
School of Business, The Hang Seng University of Hong Kong
Hang Shin Link, Siu Lek Yuen, Shatin,
New Territories, Hong Kong
Telephone: (852) 3963 5588
Email: kennethkwong@hsu.edu.hk

***All contents are from the research work of the investigator, and do not necessarily represent the views of The Hang Seng University of Hong Kong.**