

Part IV Frequency Tables

Table 3 [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?

	Frequency	Percentage (Base=508)
Yes	277	54.5%
No (Skip to Q4)	231	45.5%
Total	508	100.0%

[Q2-Q3, only ask respondents who answered “Yes” in Q1, base=277]

Table 4 [Q2] How did you make donation to those groups? (Do not read out options, multiple answers allowed)

	Freq.	% of responses (Base=345)	% of sub-sample (Base=277)
Buying flags	106	30.6%	38.2%
Regular automatic donation (such as monthly donation)	55	15.8%	19.7%
Internet / Credit card / Telephone transfer	40	11.5%	14.4%
Donation boxes in shops / on streets	33	9.5%	11.9%
Bank transfer / deposit / cheque	24	7.1%	8.9%
Buying charity raffle tickets / fundraising tickets	18	5.2%	6.4%
Fundraising events (such as Walkathon, Marathon, Famine)	17	4.9%	6.1%
Directly donate to the groups	9	2.5%	3.2%
Posted leaflets from charitable organizations	8	2.5%	3.1%
Charity bazaar	6	1.8%	2.3%
Fundraising TV / radio programmes	3	0.8%	1.0%
Others (See below)	26	7.6%	9.5%
Don't know / Hard to say / Don't remember	<1	<0.1%	0.1%
Total	345	100.0%	
<i>Other responses</i>			
Church	15		
School	9		
Company	2		
Family members	<1		
Sub-total	26		

Table 5 [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?

	Frequency	Percentage (Base=274)
Below HK\$1,000 for a year	16	6.0%
HK\$1,000-4,999 for a year	56	20.6%
HK\$5,000-9,999 for a year	12	4.3%
HK\$10,000-49,999 for a year	21	7.7%
HK\$50,000 or above for a year	1	0.8%
No	164	60.0%
Don't know / Hard to say / Don't remember	3	1.1%
Total	274	100.0%
Missing	3	
Mean#	\$8,215	
Median	\$3,000	
Standard error	\$1,072	
Maximum	\$50,000	
Base	106	

Two outlier values \$80,000 and \$100,000, have been excluded according to normal statistical standards.

Table 6 [Q3gp] Do you have the practice of making regular donation, for example, donating every month? – **Aggregated figures**

	Frequency	Percentage (Base=274)
Yes	106	38.9%
No	164	60.0%
Don't know / Hard to say / Don't remember	3	1.1%
Total	274	100.0%
Missing	3	

Table 7 [Q4] In addition to making donation, have you considered donating your legacy to charity?

	Frequency	Percentage (Base=508)
Yes	75	14.8%
No	366	72.0%
Don't know / Hard to say / Not yet decide	67	13.2%
Total	508	100.0%

Table 8 [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?

	Frequency	Percentage (Base=508)
Yes	180	35.4%
No	238	46.8%
Don't know / Hard to say / Not yet decide	90	17.8%
Total	508	100.0%

Table 9 [Q6] Prior to this survey, have you heard of "Policy Donation"?

	Frequency	Percentage (Base=508)
Yes	62	12.2%
No (Skip to Q8)	446	87.8%
Total	508	100.0%

Table 10 [Q7] (Only ask respondents who answered "Yes" in Q6, base =62) Where did you learn about "Policy Donation"? (Do not read out options, multiple answers allowed)

	Freq.	% of responses (Base=78)	% of sub-sample (Base=61)
TV (including promotional videos, special programmes, news reports, etc.)	28	35.7%	45.2%
Internet (including social media, insurance companies, LUAHK website, etc.)	12	14.7%	18.7%
Friends	11	14.2%	18.0%
Newspaper / Magazines (including advertisements, articles, etc.)	10	12.5%	15.8%
Radio (including promotional clips, special programmes, news reports, etc.)	5	6.4%	8.1%
Insurance company / Insurance agents	5	6.2%	7.9%
Outdoor posters / Print advertisements	2	3.0%	3.8%
Family members	1	0.7%	0.8%
Others (See below)	1	1.9%	0.8%
Don't know / Hard to say / Don't remember	4	4.7%	2.3%
Total	78	100.0%	
<i>Missing</i>	<i>1</i>		
<i>Other responses</i>			
Already joined	1		
Charitable organizations	<1		

[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.]

Table 11 [Q8] Would you consider joining the “Policy Donation” in future?

	Frequency	Percentage (Base=507)
Yes (Ask Q9)	151	29.7%
Already joined the program (Ask Q9)	1	0.3%
No (Skip to Q10)	285	56.3%
Don’t know / Hard to say / Not yet decide (Skip to Q11)	70	13.7%
Total	507	100.0%
Missing	1	

Table 12 [Q9] (Only ask respondents who answered “Yes” or “Already joined the programme” in Q8, base=152) What would be the percentage of the sum insured you plan to donate?

	Frequency	Percentage of sub-sample (Base=152)
0-9%	36	23.4%
10-19%	52	34.1%
20-29%	17	11.2%
30-39%	10	6.4%
40-49%	6	4.1%
50-59%	4	2.5%
90-100%	1	0.7%
Don’t know / Hard to say / Not yet decide / Don’t remember	27	17.6%
Total	152	100.0%
Mean	16.9%	
Median	14.5%	
Standard error	1.31%	
Base	125	

Table 13 [Q10] (Only ask respondents who answered “No” in Q8, base=285) For what reason(s) you would not consider joining the “Policy Donation”? (Do not read out options, multiple answers allowed)

	Freq.	% of responses (Base=321)	% of sub-sample (Base=284)
Do not have extra money	90	28.1%	31.7%
Did not (plan) to buy life insurance	69	21.6%	24.5%
The interest of family members / beneficiary would be exploited	36	11.3%	12.8%
Unnecessary	32	10.1%	11.4%
Do not know the programme	24	7.6%	8.6%
Do not trust the programme	14	4.4%	5.0%
Troublesome	8	2.4%	2.7%
Already arranged for another donation programme	8	2.3%	2.7%
Fear that family members would not like it	4	1.3%	1.4%
Insurance agent did not introduce to me	3	1.1%	1.2%
Do not have time	1	0.3%	0.3%
Other – Legal issue	1	0.4%	0.4%
No reason	28	8.7%	9.8%
Don't know / Hard to say	1	0.4%	0.4%
Total	321	100.0%	
<i>Missing</i>	<i>1</i>		

Table 14 [Q11] Will you encourage people around you, such as your family members and friends, to join the “Policy Donation”?

	Frequency	Percentage (Base=508)
Yes	200	39.4%
No	233	45.9%
Don't know / Hard to say	75	14.7%
Total	508	100.0%