Committee on the Promotion of Civic Education

2010 Civic Awareness Study

Executive Summary

Prepared for
The Committee on the Promotion of Civic Education

Prepared by
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Hong Kong

Introduction

Background

1.　　This Study is commissioned by the Home Affairs Bureau under the auspices of the Committee on the Promotion of Civic Education (CPCE) which is an appointed body by the Government on the promotion of civic education. This survey is part of an on-going series of opinion surveys conducted by the CPCE on civic education. Ten surveys in the series have been conducted between 1986 and 2010. The objectives of the present survey are as follows:

  a) To assess the existing situation of civic awareness among the public in the following areas:

  i) social harmony in the contexts of family, school, workplace and community with respect to civility;
  ii) civic responsibility and community participation, including awareness of corporate citizenship and social justice;
  iii) national identity, national pride and sense of belonging to Hong Kong;

  b) To study the public's individual civic values in respect of items (a) above, in particular on the core values of "respect", "responsibility" and "love";;

  c) To conduct correlation analysis between (a) and (b);

  d) To construct relevant indices on items (a) and (b) above for trend analysis with previous surveys/future studies;

  e) To conduct trend analysis with previous surveys where appropriate; and

  f) To make recommendations based on results of the study for the promotion of civic values among the public.

2.　　It is inevitable and indeed desirable to have different emphasis for different rounds of survey, to take into account recent changes in the area of civic education and in line with civic education promotional programmes currently underway. In order to find out the existing situation of civic awareness among the public, the emphasis of the 2010 survey is to obtain information related to social harmony in the contexts of family, school, workplace and community with respect to civility in particular.

Enumeration results

3.　　Both quantitative and qualitative methods were adopted in the study with a view to developing comprehensive understanding of people's civic awareness, namely focus group discussions and a territory-wide household survey. Ten focus group discussions were conducted with participants who were elderly persons, middle-aged adults and youth. Information obtained from the focus group discussions was used to design the questionnaire for the household survey. For the territory-wide household survey, conducted through face-to-face interviews, a representative sample of 1 014 persons aged 15 - 69 were successfully enumerated during the period from December 2010 to February 2011, with a response rate of 71.5%. The summary results of the study are given in the ensuing paragraphs. There may be a slight discrepancy between the sum of individual items and the total as shown in some tables and charts owing to rounding.

The State of Social Harmony in Hong Kong

**Tolerance of uncivil behaviour**

4.   When asked about their reactions towards uncivil behaviour, most people (about 68% to 82%) tended to be less tolerant towards misbehaviour. For acts like "Jumping queue", "smoking in non-smoking areas" and "Polluting public areas", respondents would react by either speaking out immediately or ask security to stop the behaviour, would show disapproval or would leave immediately. For "Jumping queue", about 45% of respondents would speak up in 2010 while about 35% in 2007 and 40% in 2004. About 21% of respondents in 2004 and 17% in 2007 would speak up for smoking in non-smoking areas and the percentages were higher than that in 2010 (16%). And about 14% of respondents in 2010 would speak up for polluting public areas (13% in 2007 and 15% in 2004).

	Year	Speak up	Show disapproval but remain quiet	Leave	No reaction	No comment / refuse to answer
Polluting public areas	2004	15.3	44.9	7.4	30.1	2.2
	2007	12.5	46.2	24.1	12.6	4.7
	2010	13.7	43.0	11.1	29.4	2.6
Smoking in non-smoking areas	2004	21.3	44.6	9.3	23.3	1.5
	2007	17.1	40.2	26.5	11.2	4.9
	2010	16.0	36.1	21.6	23.3	2.8
Jumping queue	2004	39.8	39.8	1.6	17.2	1.6
	2007	34.6	44.4	7.7	9.8	3.5
	2010	44.9	33.2	4.3	15.2	2.3

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

5.   Answers to the 3 questions related to tolerance of uncivil behaviour may be used to compute an index to indicate people's tolerance of uncivil behaviour. Based on a Likert scale [1] of 4 with "1" denoting "Speak out immediately or ask those in charge to stop such behaviour" with statements included in the 3 questions and "4" denoting "Take no action", an index of tolerance of uncivil behaviour was computed. The frequency distribution of the tolerance index is shown below. It may be seen that more than half of respondents (52%) ranked quite low with index 1 – 2 and about 18% scored 3.01 - 4.

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1 Likert scale is widely used approach to scaling responses in survey research, such that the term is often used interchangeably with rating scale, or more accurately the **Likert-type scale**. Likert scale is various in different types of questionnaire and responses. Therefore, sometimes a 10-point Likert scale or a 4-point Likert scale will be used depending on the nature of question.

Distribution of respondents by index of tolerance*
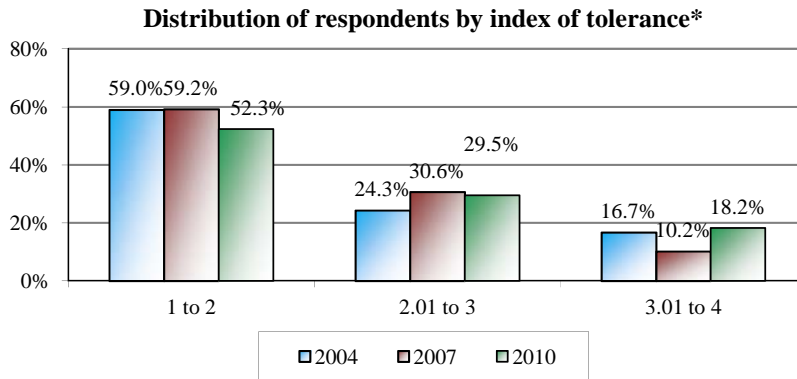
Remarks： 1 represents "Speak out immediately or ask those in charge to stop such behaviour"
2 represents" Show disapproval but remain silent"
3 represents" Leave immediately"
4 represents" Take no action"

6. Among the respondents who took no action towards misbehaviour, their reasons were that they were afraid of getting into trouble or resulting in reactions harmful to themselves (42%), it did not help to intervene (31%), and they should not intervene in the business of other people (15%).

Distribution of respondents by the reasons for no reactions to uncivil behaviour
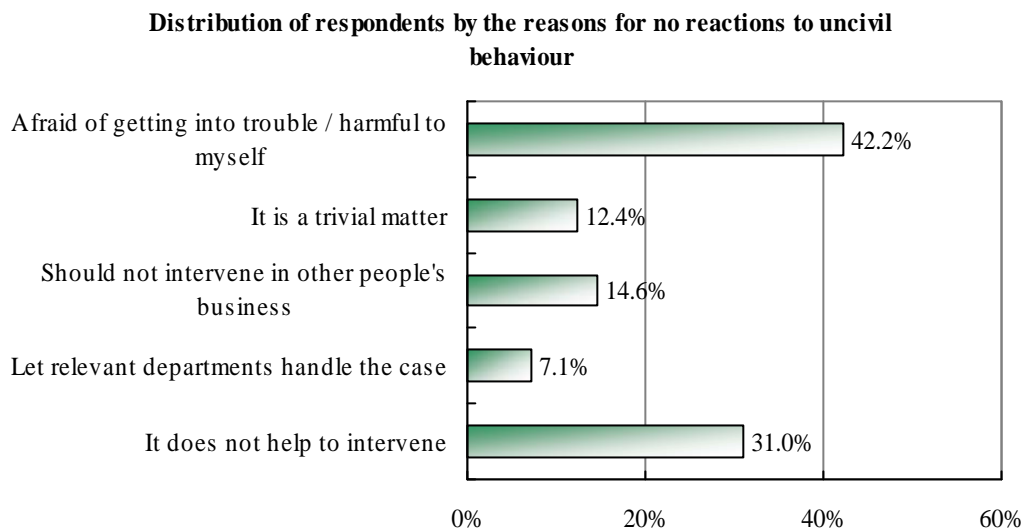
Base: Respondents who had taken no reaction to uncivil behavior (346)

*a. Perceived prevalence of uncivil behaviour*

7.   Five questions asked in the survey were related to uncivil behaviour causing nuisance to others or dirtying the environment. The percentage of respondents who indicated that they very often / often saw uncivil behaviour ranged from 16% for "talk on the phone in cinemas, concerts, etc." to as high as 22% for "Smoke in non-smoking areas in public places". The percentage in 2010 was higher than that in 2007 except "use foul language in public places"; and "talk on the phone in cinemas, concerts, etc"

	Year	Very often	Often	Sometimes	Seldom	Never	Don't know / no comment / refuse to answer
Use foul language in public places	2004	11.0	20.2	39.2	24.4	4.1	1.0
	2007	9.0	11.0	36.0	31.8	10.1	2.1
	2010	6.1	12.9	31.8	30.8	16.1	2.2
Pollute public places	2004	8.1	18.5	40.3	27.1	4.9	1.1
	2007	5.5	10.5	37.8	34.6	9.2	2.4
	2010	5.7	13.7	40.8	24.8	12.4	2.5
Talk on the phone in cinemas, concerts, etc.	2004	7.6	17.3	32.0	20.4	9.4	13.2
	2007	4.9	10.8	31.6	26.4	12.1	14.3
	2010	4.2	11.4	31.6	24.4	12.3	16.0
Smoke in non-smoking areas in public places	2004	9.1	15.4	39.6	29.1	5.0	1.7
	2007	5.7	11.7	35.4	32.4	12.1	2.8
	2010	6.7	15.6	34.1	25.8	15.3	2.5
Vying with others when boarding and alighting on public transport	2004	13.1	12.6	39.2	27.5	6.2	1.3
	2007	5.8	11.0	33.1	35.5	13.0	1.6
	2010	6.6	11.5	33.5	31.1	16.0	1.4

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

8.   Based on a Likert scale of 5 with "1" denoting "very often encounter such uncivil behaviours" in response to the 5 statements above and "5" denoting "never encounter such uncivil behaviours", an average score was computed for the 5 items. The frequency distribution of the average score of uncivil behaviours are shown in the chart below. By comparing the frequency distribution of indexes of perceived occurrence of uncivil behaviours in 2004, 2007 and 2010, perceived uncivil behaviour in 2010 and 2007 was lower than that in 2004, in general.

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Distribution of respondents by occurrence of uncivil behaviour encountered
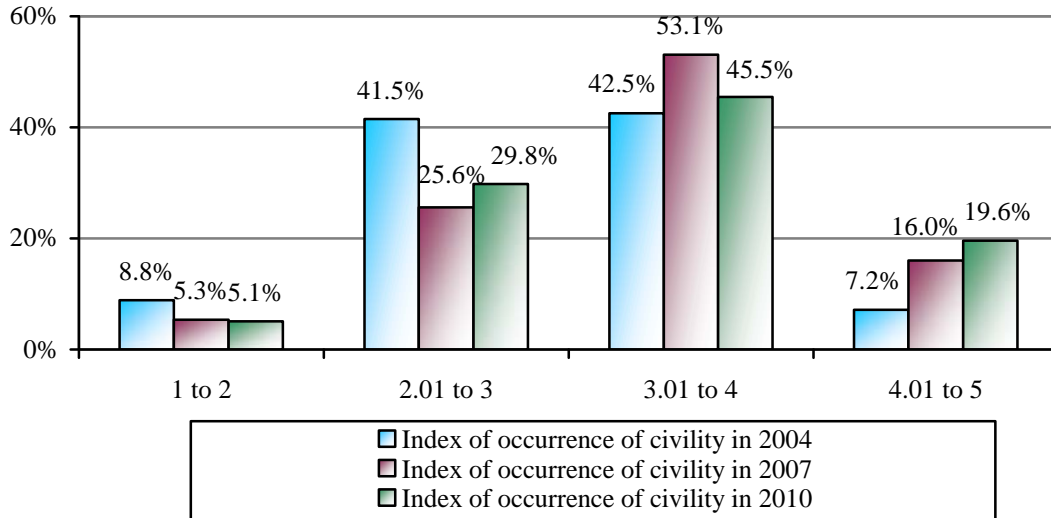
Remarks : 1 represents very often encounter such uncivil behaviours
2 represents often encounter such uncivil behaviours
3 represents sometimes encounter such uncivil behaviours
4 represents seldom encounter such uncivil behaviours
5 represents never encounter such uncivil behaviours

b. Perceived prevalence of civil behaviour

9.　　　Three questions asked in the 2010 survey were related to civil behaviour. The percentage of respondents who indicated that they always or most of the time saw such civil behaviour ranged from 42% for "Say sorry after calling the wrong number" to as high as 58% for "Happy to be of assistance when someone asks directions".

	Year	Very often	Often	Sometimes	Seldom	Never	Don't know / no comment / refuse to answer
Happy to be of assistance when someone asks directions	2007	8.0	29.2	42.2	14.5	2.7	3.3
	2010	15.3	42.9	29.4	7.0	1.8	3.7
Say sorry after calling the wrong number	2007	6.0	22.3	42.2	19.8	6.4	3.2
	2010	7.1	34.5	35.3	13.2	6.2	3.6
Saying sorry when people accidentally bump someone	2007	7.4	27.0	43.9	15.9	3.9	1.9
	2010	7.6	36.4	39.0	11.3	2.9	2.8

Base: All respondents in 2007 (1009) and in 2010 (1014)

* Those items above were not included in 2004 survey

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c. Social morality

10.   To obtain respondents' views on the overall social morality in Hong Kong, they were asked if they were satisfied with the present state of social morality. The opinion of respondents was mixed. More than half of respondents (57%) indicated that they were satisfied or very satisfied while another 27% indicated that they were very dissatisfied or dissatisfied. It may be worth noting that the percentage of respondents who were satisfied or very satisfied was higher in 2010 as compared with that in 2007 (52%) and 2004 (44%).

Percentage of respondents by whether satisfied with the state of social morality of Hong Kong people
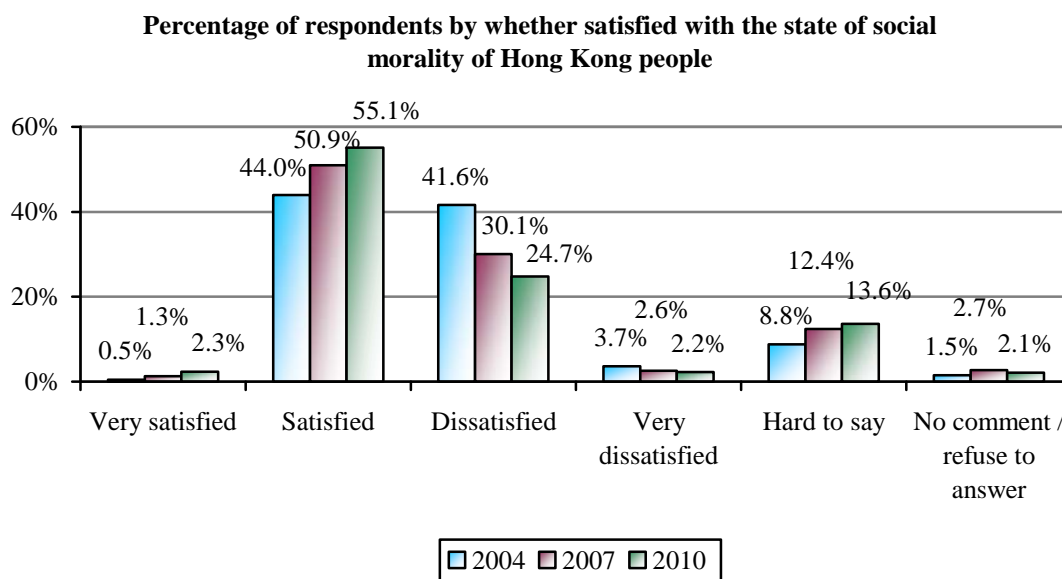
Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

11.   About 25% respondents of 2010 considered that on the whole the state of social morality in Hong Kong had improved or improved a lot in the past 12 months, which was lower than the correspondent percentage in 2007 (34%) and 2004 (54%). More than half of respondents (54%) indicated that there was no change. About 16% considered that the state of social morality in Hong Kong had worsened or worsened a lot.

Percentage of respondents by perceived changes in state of social morality in the past 12 months
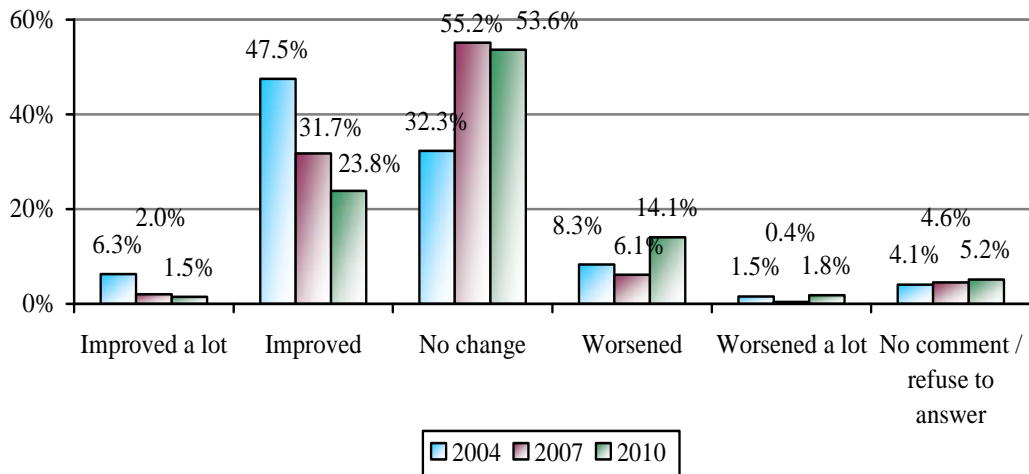
Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

d. Proper behaviour in resolving disputes or arguments

12.   The manner by which people resolve their conflicts reflects another dimension of civility. Five questions were posed to the respondents regarding their perceived prevalence of conflict resolution behaviour. The percentage of respondents who indicated that they often or very often encountered civil conflict resolution behaviour ranged from 8% for "The approach of the argumentation is issue-oriented and is not directed towards any individual" to 23% for "Observe the rule of the majority though not agree with the rationale or behaviour of the others".

13.   A majority (nearly 80% or above) indicated that they encountered that people used proper behaviour in resolving disputes or arguments. About 84% respondents encountered "Try to find a mutually acceptable solution though not agree with the rationale or behavior of the other party", which was slightly higher than the other items. Less respondents (79%) very often encountered "Seek advice from more individuals or resort to others for the dispute".

14.   Compare with 2007, all items of the respondents' perceived prevalence of proper behaviour in resolving disputes or arguments reported increased, except the item "The approach of the argumentation is issue-oriented and is not directed towards any individual", 23.3% respondents indicated that very often encountered or often encountered "Observe the rule of the majority though not agree with the rationale or behaviour of the others" is higher.

	Year	Very often	Often	Sometimes	Seldom	Never	Don't know / no comment / refuse to answer
Try to find a mutually acceptable solution though not agree with the rationale or behaviour of the other party	2007	3.1	9.3	35.0	26.4	14.3	11.9
	2010	1.4	15.5	46.0	21.1	9.0	7.1
Observe the rule of the majority though not agree with the rationale or behaviour of the others	2007	3.3	9.3	35.1	26.6	14.2	11.4
	2010	1.5	21.7	36.8	23.1	9.4	7.6
Remain polite though not agree with the rationale or behaviour of the others	2007	2.1	9.4	34.9	30.5	13.8	9.3
	2010	0.9	16.0	36.0	30.0	10.6	6.4
The approach of the argumentation is issue-oriented and is not directed towards any individual	2007	2.4	6.6	33.4	33.7	14.2	9.8
	2010	0.4	7.7	35.1	37.5	12.3	6.9
Seek advice from more individuals or resort to others for the dispute	2007	1.8	5.0	32.9	34.2	17.9	8.3
	2010	0.4	10.0	39.2	29.2	14.9	6.4

Base: All respondents in 2007 (1009) and in 2010 (1014)

* Those items above were not included in 2004 survey

e. Improper behaviour in resolving disputes or arguments

15.　　Another four questions were asked in the survey on the respondents' perceived prevalence of improper behaviour in resolving disputes or arguments. The percentage of respondents who indicated they often or very often encountered such behaviour ranged from 19% for "Use loud voice or rude language / behaviour to subdue the other party" to 31% for "Disregard the opinions of others and insist on own view".

16.　　The majority (over 80%) of respondents indicated that they had ever encountered disputes or arguments. The percentage was slightly higher for "Disregard the opinions of others and insist on own view" (86%) and lower for "Use loud voice or rude language / behaviours to subdue the other party" (82%).

	Year	Very often	Often	Sometimes	Seldom	Never	Don't know / no comment / refuse to answer
Speak without giving others a chance to speak	2007	3.7	8.1	40.8	24.0	14.5	8.8
	2010	3.8	19.2	37.6	23.6	9.2	6.6
Unreasonably shift responsibility onto the other party	2007	4.2	7.3	40.7	25.9	13.6	8.2
	2010	3.3	20.4	37.2	23.3	9.2	6.7
Use loud voice or use rude language / behaviour to subdue the other party	2007	3.7	11.3	38.8	26.9	13.0	6.2
	2010	3.7	15.5	37.1	26.1	12.0	5.5
Disregard the opinions of others and insist on own view	2007	5.2	10.0	43.0	20.7	13.9	7.2
	2010	3.1	27.7	35.0	20.6	7.6	6.0

Base: All respondents in 2007 (1009) and in 2010 (1014)

* Those items above were not included in 2004 survey

Social inclusion and social cohesion

a. Trust in people

17.　　　Two questions were related to "general trust". About 74% of respondents agreed that "In Hong Kong, do not easily trust other people" and about 56% agreed that "In general, Hong Kong people care only about their own matters and bother little with problems of others", which was 8.3 percentage point lower than that in 2007 and those disagreed increased by 10.3 percentage point.

	Year	Agree	Disagree	No comment / refuse to answer
In general, Hong Kong people care only about their own matters and bother little with problems of others.	2007	64.5	31.2	4.3
	2010	56.2	41.5	2.3
In Hong Kong, do not easily trust other people	2007	74.4	23.0	2.7
	2010	74.3	24.3	1.5

　　　Base: All respondents in 2007 (1009) and in 2010 (1014)
　　　* Those items above were not included in 2004 survey

b. Willingness to help

18.　　　Three questions were asked in the survey to find out respondents' "Willingness to help" others. While 69% of respondents agreed that "I'll use some of my spare time to help others", about 56% of respondents agreed that "If raising tax can increase social welfare, I am willing to pay more tax", which is increased by 10 percentage point compared with 2007. Besides, about half (50%) agreed that "I'd rather have my salary cut than see my colleagues lose their jobs", while about the same proportion of respondents disagreed.

	Year	Agree	Disagree	No comment / refuse to answer
I'd rather have my salary cut than see my colleagues lose their jobs	2007	42.2	46.1	11.7
	2010	50.0	43.7	6.4
If raising tax can increase social welfare, I am willing to pay more tax	2007	45.0	45.4	9.6
	2010	55.8	38.3	5.9
I'll use some of my spare time to help others	2007	54.4	41.1	4.4
	2010	68.7	28.9	2.3

　　　Base: All respondents in 2007 (1009) and in 2010 (1014)
　　　* Those items above were not included in 2004 survey

c. Indexes of trust and willingness to help

19.   Based on a Likert scale of 10 with "1" denoting "strongly disagree" with various statements stated in the 5 questions and "10" denoting "strongly agree", two indexes were compiled on general trust on people and willingness to help. For the index on general trust on people, reverse coding was used. In other words, the higher the index, the greater was the trust on people. It may be seen from the chart below, index on general trust on people and willingness to help of respondents has improved slightly.

Mean scores of the dimensions related to willingness to help and general trust
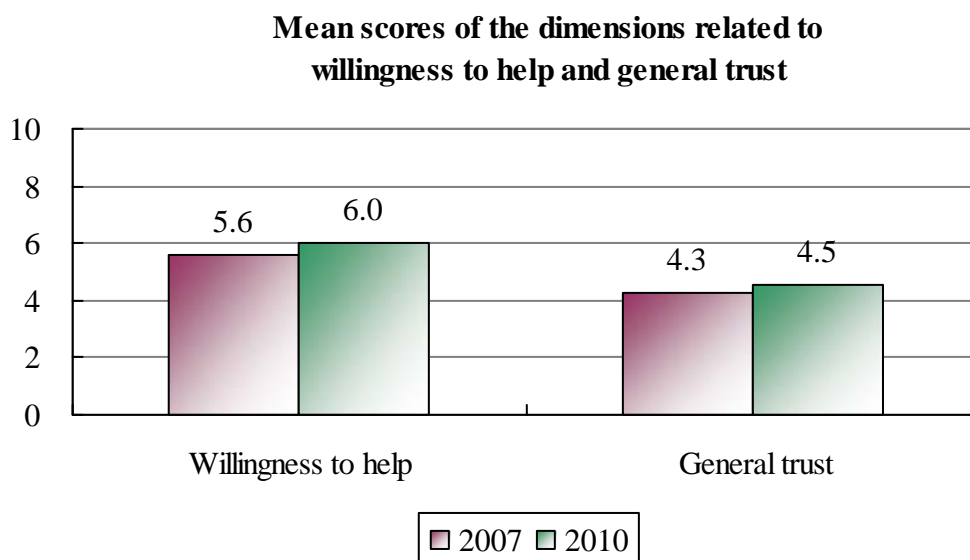
Those items above were not included in 2004 survey

20.   Only 8% of respondents indicated that they had often or sometimes helped with housework. About 10% of respondents had often or sometimes helped their friends or neighbours to handle emotional problems, which is lower than that in 2007. Besides, about 8% respondents had often or sometimes take personal care of others in the past 12 months respectively.

	Year	Often	Sometimes	Seldom	Never	No comment / refuse to answer
Doing housework	2007	4.0	15.4	23.8	55.0	1.9
	2010	0.7	7.4	10.0	81.1	0.8
Personal care	2010	1.0	7.3	9.8	81.1	0.8
Handling emotional problems	2007	8.6	29.1	20.1	40.0	2.2
	2010	0.8	9.2	13.3	75.8	0.9

Base: All respondents in 2007 (1009) and in 2010 (1014)
* Those items above were not included in 2004 survey
 # This is a new item.

d. Trust in institutions in Hong Kong

21.   Thirteen questions were asked in the survey to tap the views of respondents on the extent to which they trusted institutions in Hong Kong. Expressed as a Likert scale of 10, with "1" denoting "not trustful at all" and "10" denoting "totally trustful", an average score reflecting the level of trust for different institutions is compiled and shown in the chart below. Compared with 2007, the level of trust was lower for "One country, two systems", "The Executive Council", "The Chief Executive" and "Secretaries of Policy Bureaux".

	2007	2010
One country, two systems	6.5	5.7
The Judicial system	6.6	6.2
The Executive Council	6.2	5.4
The Chief Executive	6.8	5.6
Secretaries of Policy Bureaux	6.1	5.2
Senior civil servants	6.1	5.5
LegCo members returned by geographical constituencies	5.9	5.7
LegCo members returned by functional constituencies	5.8	5.1
The Police	7.1	6.8
Political parties	5.6	5.7
The ICAC	7.5	7.4
Office of the Ombudsman	6.9	6.9
The mass media	5.3	5.6

Base: All respondents in 2007 (1009) and in 2010 (1014)

* Those items above were not included in 2004 survey

22.   An overall index of trust in institutions may be compiled covering the 13 items above. In addition, three sub-indexes may also be compiled on the trust in the "Administration", "Law enforcement" and "Political institutions". It may be seen that the overall index, at 5.9 in a Likert scale of 10, was just above average of 5.5.

	2007	2010
Overall index of trust in institutions	6.3	5.9
Sub-inex on administration	6.4	5.6
Sub-index on law enforcement	7.1	7.0
Sub-index on political institutions	5.6	5.5

Trust in other social groups

23.   As an indicator of trust in other groups, eight questions were asked in the survey to tap respondents' views on whether they had confidence in promises made by other social groups. Expressed as a Likert scale of 10, with "1" denoting not confident at all and "10" denoting very confident, an average score may be computed to indicate the level of confidence if different segments of the community had made promises to the respondents. It may be seen from the table below that the trust in other social groups the respondents had in general was rather weak, with the average score below mid-point value of 5.5, which is similar to 2007 but the trust in CSSA recipients has improved. The level of trust was slightly lower for "South Asian ethnic minorities" at 4.7, which is slightly decreased compared with 2007 but higher for "Individuals coming from social classes higher than you", at 5.9.

	2007	2010
Individuals coming from social classes higher than you	5.8	5.9
Individuals coming from social classes lower than you	5.5	5.6
Individuals with different political views	5.1	5.2
Homosexuals	5.1	5.1
New arrivals from the Mainland	5.0	5.1
South Asian ethnic minorities	4.9	4.7
CSSA recipients	4.9	5.2
Europeans / Americans	5.5	5.5

Base: All respondents in 2007 (1009) and in 2010 (1014)

* Those items above were not included in 2004 survey

Social Harmony

24. The highest level of the Ladder is *Social Harmony*, which denotes an absence of fundamental disagreement in society and the presence of a clear and strong sense of affinity among its members.

Communication between social classes

25.   Four questions were asked in the survey to find out respondents' views on mutual understanding and integration between different groups. As shown in the table below, while about 60% of respondents agreed that "New arrivals from the Mainland and the local people can generally communicate and get along with each other", which is higher than that in 2007. Only about 35% agreed that "The rich and the poor can generally communicate and get along with each other", which was lower than that in 2007. Compared with 2007, the percentage of respondents who disagreed "Different races can generally communicate and get along with each other" and "The educated and the illiterate can generally communicate and get along with each other" also increased.

	Year	Agree	Disagree	No comment / refuse to answer
New arrivals from the Mainland and the local people can generally communicate and get along with each other	2007	50.1	46.1	3.8
	2010	59.7	39.1	1.2
Different races can generally communicate and get along with each other	2007	52.5	43.3	4.2
	2010	51.0	46.6	2.4
The educated and the illiterate can generally communicate and get along with each other	2007	48.9	47.1	4.0
	2010	44.4	54.1	1.5
The rich and the poor can generally communicate and get along with each other	2007	42.1	54.1	3.9
	2010	34.8	63.7	1.5

Base: All respondents in 2007 (1009) and in 2010 (1014)

* Those items above were not included in 2004 survey

# Civic engagement and civic responsibility

Civic engagement

a. Participation in clubs and associations

26.   About 24% of respondents had participated in activities of civic organizations in 2010. The organizations include Mutual aid committees/ Kai Fong associations/ owners' corporations, labour unions/ professional bodies/ trade associations, churches/ religious organizations, parent-teacher associations/ school boards/ alumni/ other educational bodies, cultural and recreational organizations/ fraternities/ clansmen's associations, social services organizations, concern groups/pressure groups/political parties, district Council members / District Councils and uniform organizations.

b. Informal social activities

27.   More than half of respondents had participated in informal social activities with friends such as meal gatherings (85%), cultural and recreational activities like playing mahjong, watching movies, etc. (68%) and physical exercises like hiking, ball games, etc. (61%). About 49% communicated via the Internet, while only 25% participated in community-related activities. Respondents indicated that their participation in informal social activities organized among friends showed an increase in all items, especially for "Community-related activities".

Distribution of respondents by whether participated in informal social activities organized among friends

Activity	2004	2007	2010
Physical exercises like hiking, ball games, etc.	61.0%	59.4%	61.3%
Meal gatherings*		81.0%	84.5%
Cultural and recreational activities like playing mahjong, watching movies, etc.	63.7%	60.5%	67.5%
Community-related activities	29.2%	13.8%	24.5%
Communication via the Internet	38.2%	39.6%	48.7%
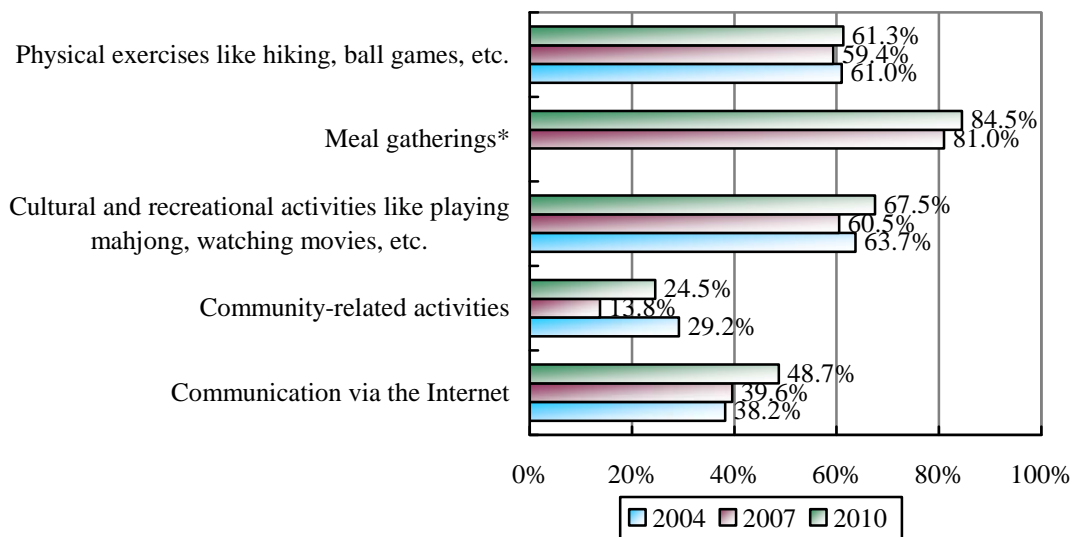
Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)
(No response category for "Meal gathering" in the 2004 survey)

*c. Staying in touch with the world around them*

28.　　The majority of respondents indicated that they obtained current news from the mass media such as television, radio and newspapers and the Internet. Television was the most common source of information, from which 95% of the respondents often or sometimes obtained news information. The corresponding figures were 83% for newspapers; 60% for radio; and 57% for the Internet. Compared with 2007, more respondents indicated that they often or sometimes obtained information from the internet, newspaper, radio and television, while for the internet, the increase in percentage was higher.

	Year	Often	Sometimes	Seldom	Never	No comment / refuse to answer
Internet	2007	21.1	22.1	20.5	34.3	2.1
	2010	40.6	16.4	13.4	28.8	0.8
Newspapers	2007	48.9	32.5	14.7	3.6	0.4
	2010	58.6	24.6	12.0	4.2	0.4
Radio	2007	25.8	31.7	30.6	11.2	0.7
	2010	38.7	21.7	26.8	12.3	0.4
Television	2007	66.9	25.7	6.1	0.9	0.3
	2010	80.3	14.2	4.3	0.7	0.4

Base: All respondents in 2007 (1009) and in 2010 (1014)

* Those items above were not included in 2004 survey

29.　　About 59% of respondents had often or sometimes discussed news with their friends, which was higher than that in 2007. It may be of interest to note that as high as 28% of respondents seldom discussed news with their friends and about 9% never did, which was lower than that in 2007.
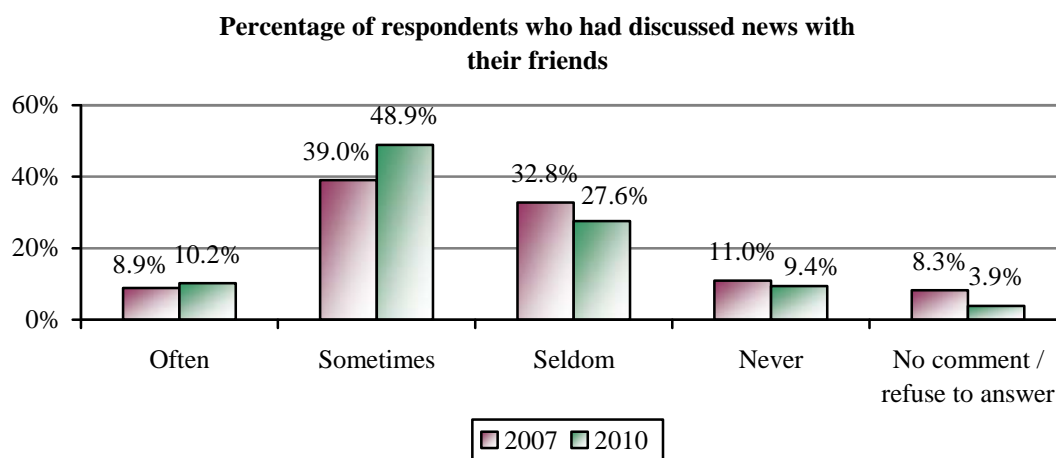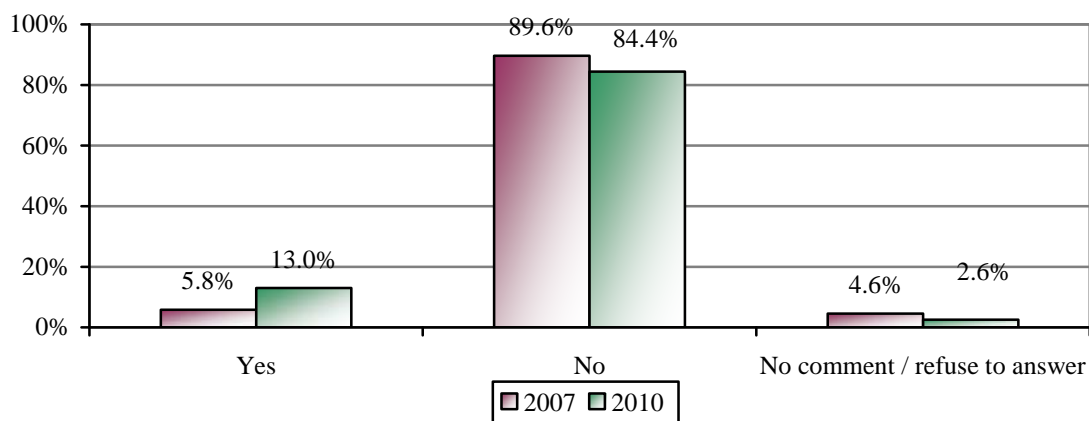
Percentage of respondents who had discussed news with their friends

Base: All respondents in 2007 (1009) and in 2010 (1014)

* Those items above were not included in 2004 survey

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30.   It may also be of interest to note that about 13% indicated that they had expressed their views on current or public affairs in the mass media in 2010. Among these respondents, 74% expressed their views through the Internet, 17% through radio and 8% through newspapers.

Percentage of respondents by whether they had expressed their views on news or public affairs in the mass media in the past 12 months by age group
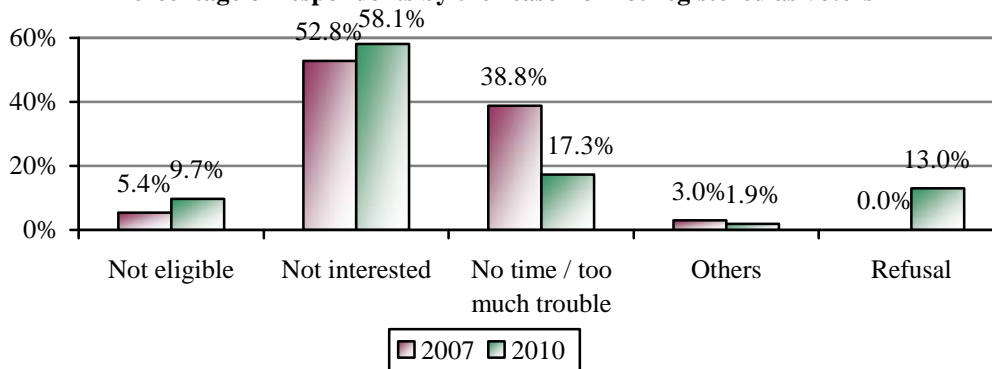

Base: All respondents in 2007 (1009) and in 2010 (1014)

* Those items above were not included in 2004 survey

d. Voter registration and voting

31.   Among the respondents aged 20 - 69, two-thirds of respondents (66%) had registered as voters in 2010. For respondents who had not registered as voters, the main reason was that they did not have any interest doing so (58%). A further 17% indicated that they had no time or considered it was troublesome to register. 10% explained that they were not eligible to register.
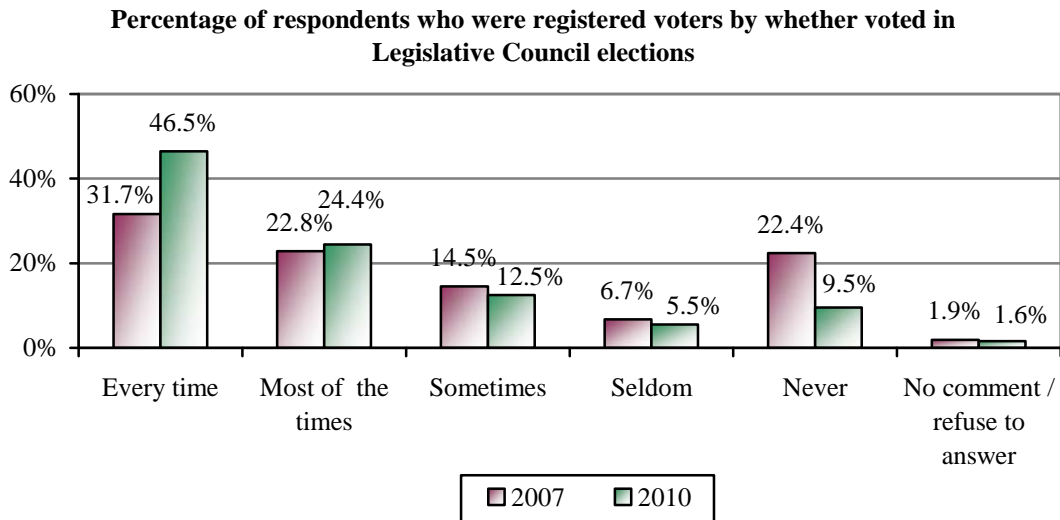
Percentage of respondents by the reason of not registered as voters

Base: All respondents who had not registered as voters in 2007 (452) and in 2010 (313)

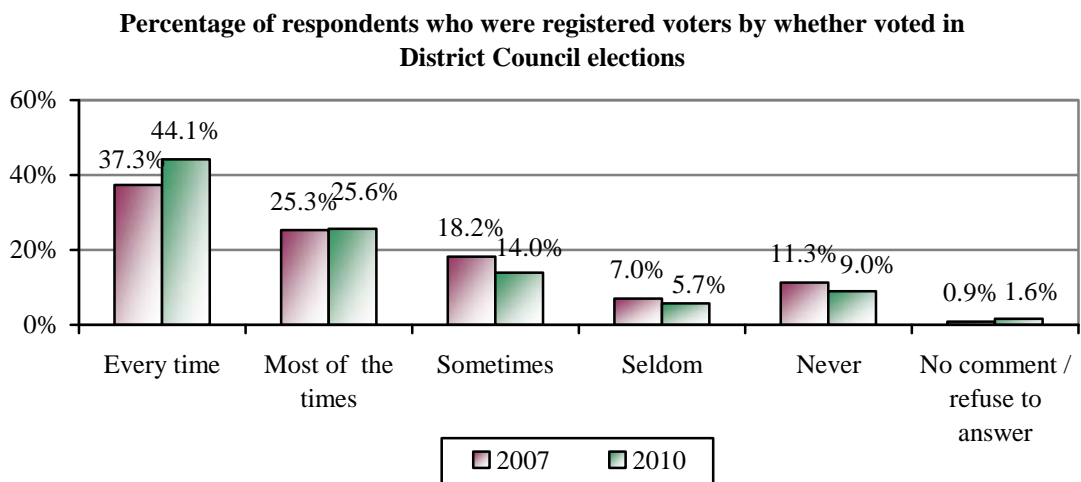*** Those items above were not included in 2004 survey**

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32.   For respondents who were registered voters, about 47% indicated that they had voted in every single Legislative Council election. The percentage increased when compared with 2007. About 10% of respondents had never voted in any Legislative Council, which was lower than that in 2007.

Percentage of respondents who were registered voters by whether voted in Legislative Council elections

Base: All respondents who had registered as voters in 2007 (479) and in 2010 (568)

* Those items above were not included in 2004 survey

33.   For respondents who were registered as voters, about 44% indicated that they had voted in every single District Council election, which increased when compared with 2007. About 9% of respondents had never voted in any District Council elections, which slightly decreased when compared with 2007.

Percentage of respondents who were registered voters by whether voted in District Council elections

Base: All respondents who had registered as voters in 2010 (568)

* Those items above were not included in 2004 survey

e. Political participation

34.   About 36% had taken part in at least one of the following activities including signature campaign, public assembly, rally or demonstration, or government consultation services in the past 12 months. When analyzed by different types of civic rallies participated by the respondents, about 33%, which was more than 2007, had taken part in signature campaign in the past 12 months while 5%, which was about the same level in 2010 as in 2007 in government consultation activities, 6% in rally or demonstration and 6% in public assembly, both increased when compared with 2007.

	Year	Yes	No	No comment / refuse to answer
Government consultation activities	2007	5.0	93.3	1.7
	2010	5.0	94.0	1.1
Rallies or demonstrations	2007	3.9	94.3	1.8
	2010	5.8	93.5	0.4
Public assemblies	2007	4.4	93.7	1.9
	2010	6.2	92.8	0.9
Signature campaigns	2007	21.4	77.2	1.4
	2010	33.0	66.0	0.9

Base: All respondents in 2007 (1009) and in 2010 (1014)

* Those items above were not included in 2004 survey

Civic responsibility
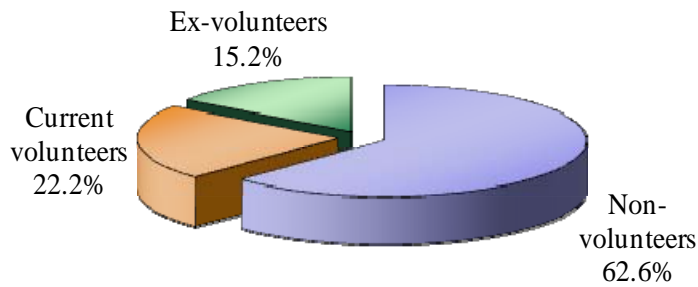
a. Volunteer work

35.   Our survey was mainly focused on formal volunteering, the definition of which mainly follows global practices. [2] Volunteering refers to any services provided by individuals who willingly contribute their time and effort without monetary or material returns. These services are offered through formal organizations.

36.   Current volunteers refer to persons who have volunteered in the past 12 months. Ex-volunteers refer to persons who have volunteered before, but not in the last 12 months. Non-volunteers refer to persons who have never volunteered at all.

37.   Close to two-thirds of the respondents (63%) had never volunteered before (non-volunteers). About 22% of the respondents indicated that they had volunteered in the past 12 months prior to enumeration (current volunteers). A further 15% of the respondents, who had volunteered before, indicated that they had not done so in the past 12 months (ex-volunteers). Apparently, the level of volunteering among members of the public is not high and there is definitely room for improvement in the area of volunteerism in Hong Kong.

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2 Agency for Volunteer Service, Volunteer Service in Hong Kong Report 2009, Page 14
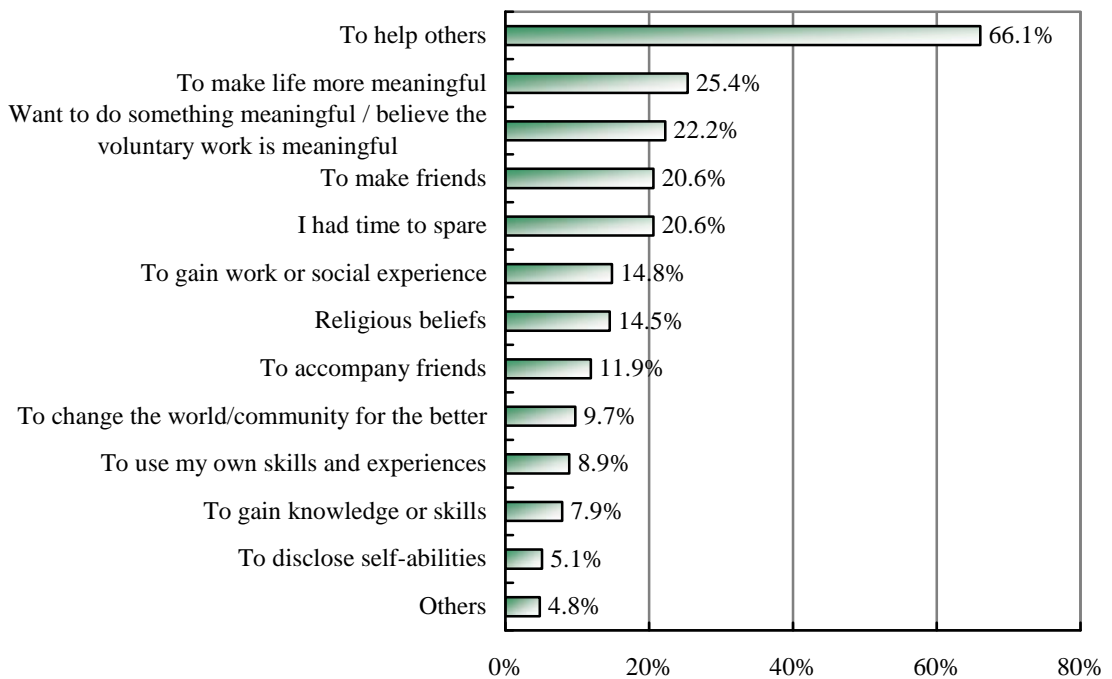
Level of participation in volunteer-work

Ex-volunteers
15.2%

Current
volunteers
22.2%

Non-
volunteers
62.6%

Base: All respondents in 2010 (1014)
 # This is a new item.

b. Current volunteers - Reasons for participation

38.   In the past 12 months, current volunteers on average spent 86 hours on volunteering. Most current volunteers participated in volunteer work because they wanted "To help others" (66%). Other reasons were "To make life more meaningful" (25%) and "Want to do something meaningful/believe the voluntary work is meaningful" (22%).

Percentage of current volunteers by reasons for volunteering

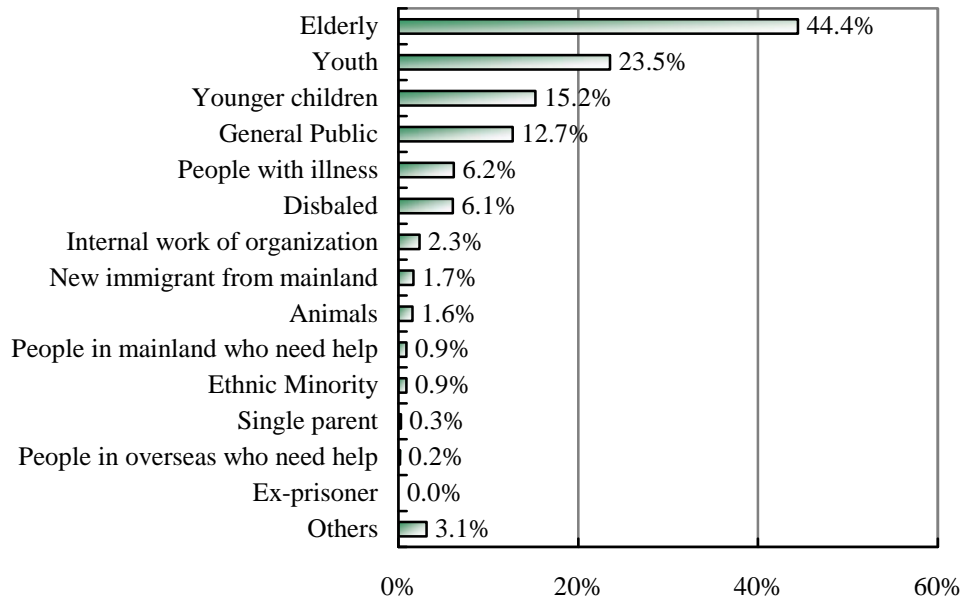| Reason	Percentage
To help others	66.1%
To make life more meaningful	25.4%
Want to do something meaningful / believe the voluntary work is meaningful	22.2%
To make friends	20.6%
I had time to spare	20.6%
To gain work or social experience	14.8%
Religious beliefs	14.5%
To accompany friends	11.9%
To change the world/community for the better	9.7%
To use my own skills and experiences	8.9%
To gain knowledge or skills	7.9%
To disclose self-abilities	5.1%
Others	4.8%

Base: All current volunteers in 2010 (214)

* This is a new item.

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c. Categories of clients served by volunteers

39. Among current and ex-volunteers, they mainly served the elderly (44%), the youth (24%), younger children (15%) and members of the public (13%).

Percentage distribution of categories of clients served by current and ex- volunteers

Category	Percentage
Elderly	44.4%
Youth	23.5%
Younger children	15.2%
General Public	12.7%
People with illness	6.2%
Disbaled	6.1%
Internal work of organization	2.3%
New immigrant from mainland	1.7%
Animals	1.6%
People in mainland who need help	0.9%
Ethnic Minority	0.9%
Single parent	0.3%
People in overseas who need help	0.2%
Ex-prisoner	0.0%
Others	3.1%

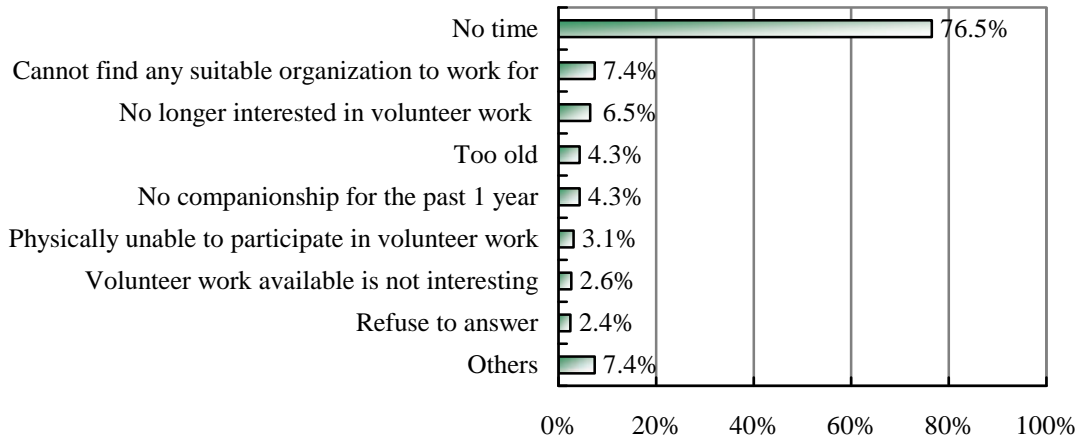**Base: All current volunteers in 2010 (214)**

* This is a new item.

 # This item included those people in nainland who need help, ethnic ,minority, single parent, people in overseas who need help, ex-prisoner and other clients

d. Ex-volunteers – Reasons for discontinue volunteering

40. Most of the ex-volunteers discontinued volunteering because they had "No time" (77%). Other reasons given were "Cannot find any suitable organization to work for" (7%) and "No longer interested in volunteer work" (7%).

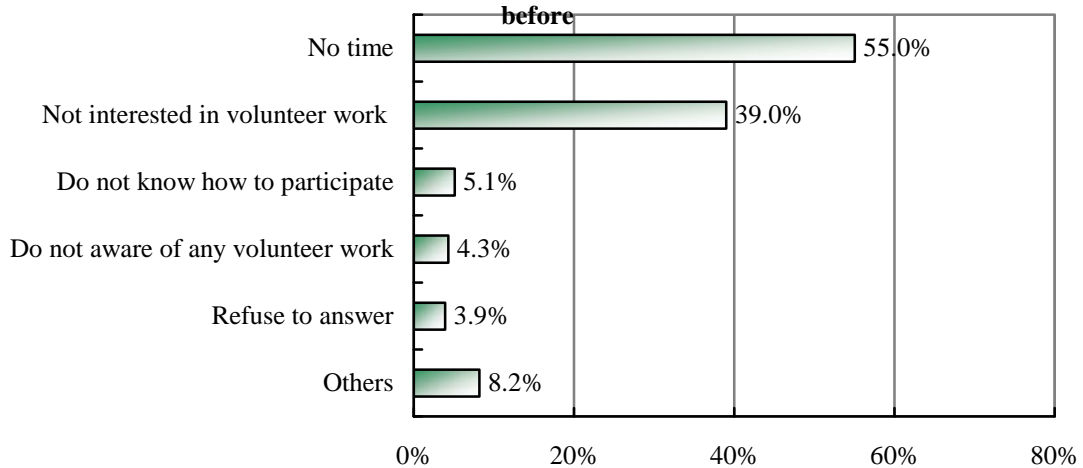**Percentage of reasons for ex-volunteers to discontinue volunteering**

Reason	Percentage
No time	76.5%
Cannot find any suitable organization to work for	7.4%
No longer interested in volunteer work	6.5%
Too old	4.3%
No companionship for the past 1 year	4.3%
Physically unable to participate in volunteer work	3.1%
Volunteer work available is not interesting	2.6%
Refuse to answer	2.4%
Others	7.4%

Base: All ex-current volunteers in 2010 (145)

* This is a new item.

e. Non-volunteers – Reasons for never volunteering

41.   Nearly two-third of the respondents (63%) had not volunteered in the past and their major reasons for never having been volunteer before were "No time" (55%) and "Not interested in volunteer work" (39%).

**Percentage of non-volunteers by reasons for never having been volunteers before**

Reason	Percentage
No time	55.0%
Not interested in volunteer work	39.0%
Do not know how to participate	5.1%
Do not aware of any volunteer work	4.3%
Refuse to answer	3.9%
Others	8.2%

Base: All non-volunteers in 2010 (655)
* This is a new item.
 # This item included too old, did not find suitable volunteer work, physically unable to participate in volunteer work, no companionship and other reasons.

42.　　　Only 6% of the respondents indicated that they considered participating in volunteer work in Mainland while the great majority of them (91%) did not.

Percentage of respondents who would consider participating in volutneer work in Mainland
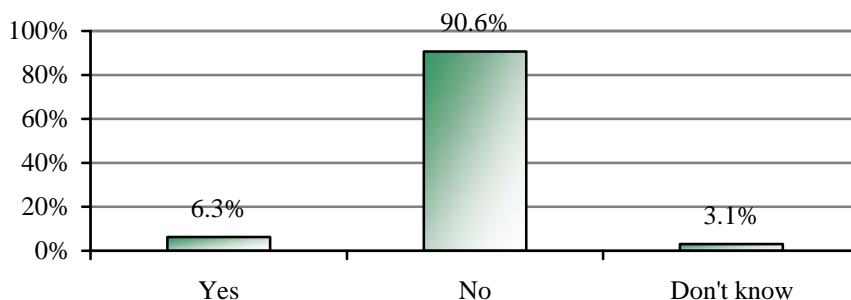
Base: All respondents in 2010 (1014)

* This is a new item.

43.　　　For those who considered participating in volunteering work in Mainland, their major reasons were "To help others" (36%), "To understand the situation in Mainland" (17%) and "Many poor areas need to receive help from volunteer work" (16%).

Reasons for considering participation of volunteering work in Mainland	%
To help others	36.4
To understand the situation in mainland	17.3
Many poor areas need to receive help from volunteer work	16.2
Have spare time	8.7
Church missionary work	4.6
Want to do something meaningful	4.0
To make friends	3.5
To gain knowledge or skills	3.5
No opinion/ Refuse to answer	5.8

Base: All respondents who would consider participation of volunteering work in Mainland (55)

* This is a new item.

44.   For those who did not consider participating in volunteering work in Mainland, their major reasons were "No time" (45%), "Not interested in volunteer work" (10%), "Too old" (7%) and "Schooling" (6%).

Reasons for NOT considering participation of volunteering work in Mainland	%
No time	45.3
Not interested in volunteer work	10.0
Too old	6.5
Schooling	6.2
Have to take care of family members	4.4
Too far away	3.9
Working	3.2
It is not safe to perform volunteer work in Mainland	3.1
Do not know the situation in Mainland well	3.1
Others [#]	6.9
No opinion/ Refuse to answer	7.5

Base: All respondents who would not consider participation of volunteering work in Mainland (930)

* This is a new item.

 # This item included the reasons for not considering participation of volunteering work in Mainland such as physically unable to participate in volunteer work, never thought of it, do not know the way, do not want to go to mainland, inconvenient, not able to handle due to lack of volunteer experience, would like to conduct volunteer work in Hong Kong, ban from family member, too much trouble, do not speak Mandarin and other reasons.

f. Donation

45.   About 46% had made donations to Social service/ charitable organizations. About 18% and 11% had made donations to Schools / school sponsoring bodies and religious organizations respectively. It is worth noting that all items were lower compared with 2007.
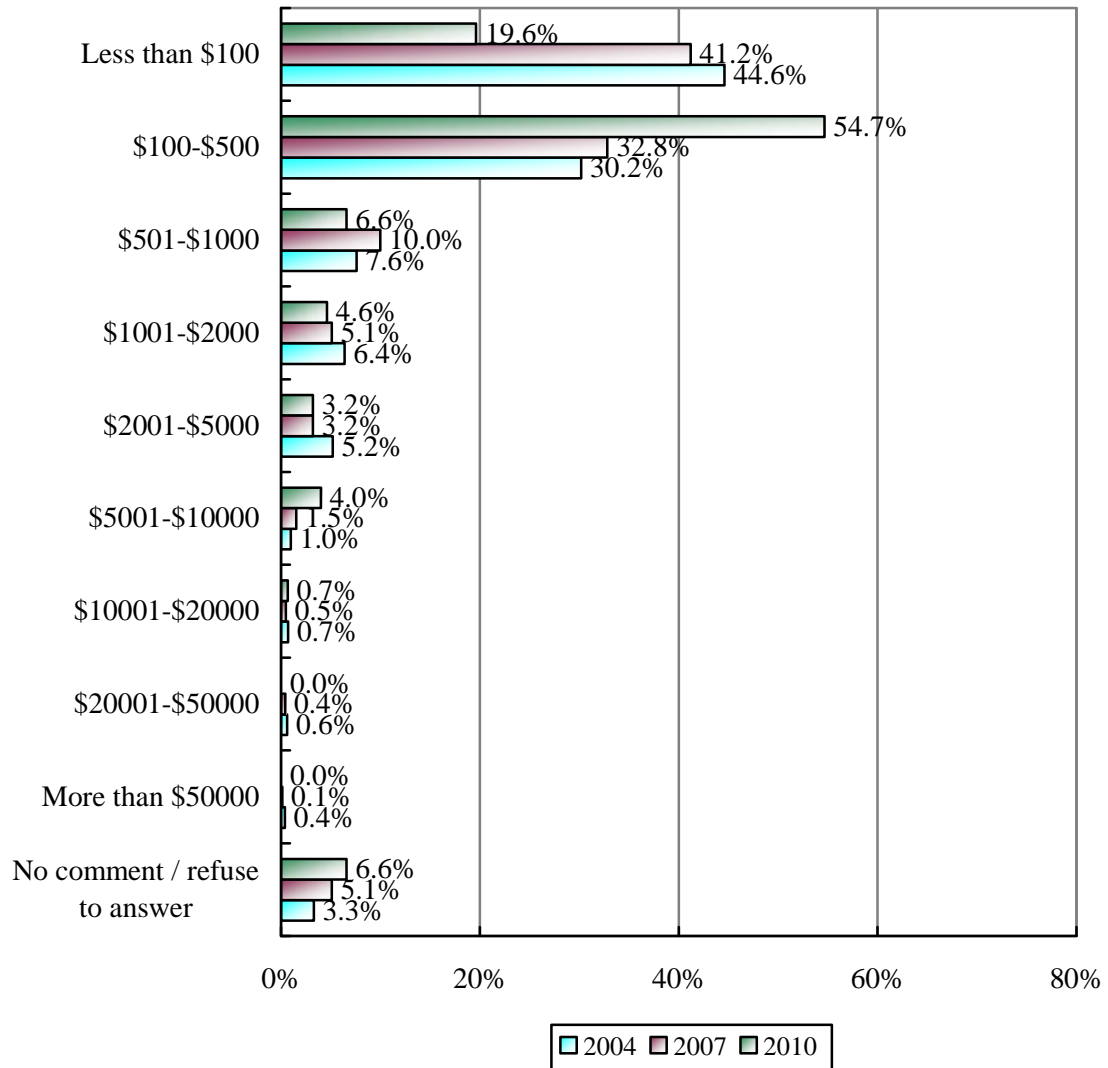
Percentage of respondents who had made donations in the last 12 months by recipient organizations
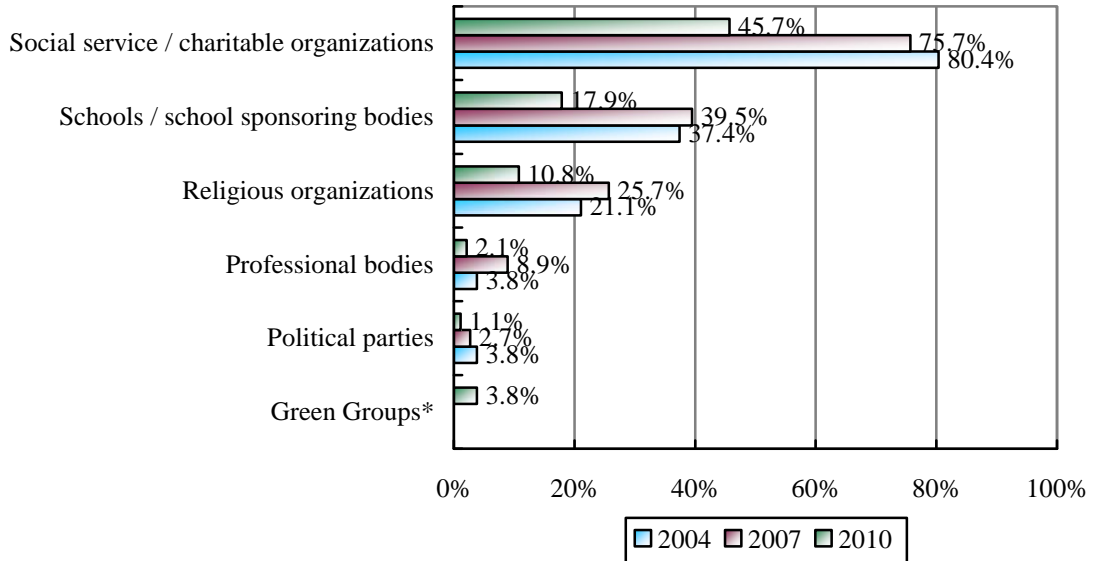
Base: All respondents in 2010 (1014), all respondents in 2007 (1009), all respondents in 2004 (1054)
(No response category for "Green Groups" in the 2004 and 2007 surveys)

46.   For those who had made donations in the last 12 months, about 20% had donated less than $100 and a further 55% donated $100 - $500.

Distribution of respondents who had made donations in the last 12 months by amount donated

Amount donated	2004	2007	2010
Less than $100	44.6%	41.2%	19.6%
$100-$500	30.2%	32.8%	54.7%
$501-$1000	7.6%	10.0%	6.6%
$1001-$2000	6.4%	5.1%	4.6%
$2001-$5000	5.2%	3.2%	3.2%
$5001-$10000	1.0%	1.5%	4.0%
$10001-$20000	0.7%	0.5%	0.7%
$20001-$50000	0.6%	0.4%	0.0%
More than $50000	0.4%	0.1%	0.0%
No comment / refuse to answer	3.3%	5.1%	6.6%

Legend: □ 2004 ■ 2007 ■ 2010

Base: All respondents who had made donations in the last 12 months (598)

47.   About 85% of respondents who had made donations in flag donation days in the past 1 year. For those who made flag donations, on average, they donated total $91 in the past 1 year.

Percentage of respondents who had made donations in flag donation days in the past 1 year
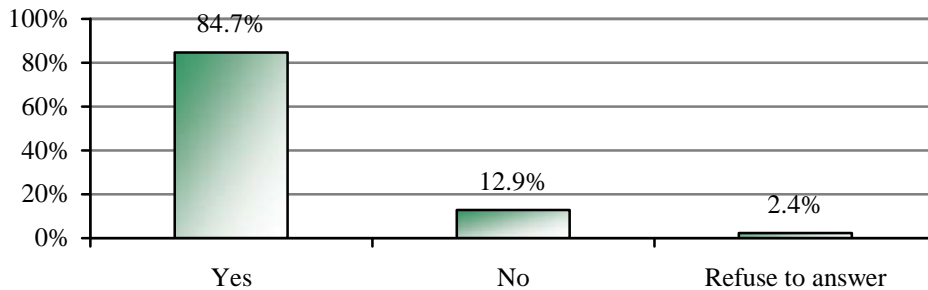
Base: All respondents in 2010 (1014)

* This is a new item.

Values

Measures of civic awareness values

48.   Different measures were used in the society to gauge people's perception of values important to a civil society. Respondents in general were more supportive of values that were considered as important in a civil society. More than half (58%) agreed or strongly agreed that "Family and friends are more important than career and money", which decreased gradually when compared with 2004 and 2007. About 44% respondents agreed that "Family and friends are equally important as career and money", which gradually increased when compared with 2004 and 2007.

49.   Compared with 2004 and 2007, in 2010, about 43% of respondents agreed or strongly agreed that "Environmental protection is more important than economic development", which was slightly higher than 2007 but lower than the level of 2004. About 44% of respondents indicated that both were the same important. The percentage was about the same level as in 2007 but increased when compared with 2004. Only 10% of respondents disagreed or strongly disagreed.

50.   Besides, about 31% of respondents agreed or strongly agreed "Heritage conservation is more important than economic development". Only 18% of respondents disagreed or strongly disagreed. The change was not large when compared with 2007.

51.   Only a few proportion of respondents (13%) agreed or strongly agreed "Material well-being is more important than spiritual well-being", which gradually decreased when compared with 2004 and 2007. However, the percentage of respondents indicating that both were important gradually increased.

	Year	Strongly agree	Agree	Equally important	Disagree	Strongly disagree	No Comment / refuse to answer
Family and friends are more important than career and money	2004	16.0	50.3	26.6	5.3	0.7	1.2
	2007	15.2	43.4	33.5	5.1	0.4	2.4
	2010	15.3	42.5	35.4	4.2	0.2	2.4
Environmental protection is more important than economic development	2004	6.3	41.9	37.4	11.5	0.8	2.2
	2007	6.2	32.8	44.7	11.0	0.9	4.4
	2010	7.3	35.5	43.6	9.7	0.1	3.8
Material well-being is more important than spiritual well-being	2004	2.0	17.1	34.3	41.2	2.1	3.3
	2007	2.3	16.4	42.1	27.7	5.9	5.6
	2010	0.9	12.2	44.6	34.1	5.1	3.2
Heritage conservation is more important than economic development	2007	4.7	25.9	47.7	15.7	1.0	5.0
	2010	4.6	26.4	46.1	17.3	0.8	4.8

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

 # The item "Heritage conservation is more important than economic development" was not included in 2004 survey

Traditional Chinese Core Values

52.   For 12 traditional Chinese core values studied in the survey, respondents were asked about their views on the importance of these values in Hong Kong. Higher percentages of respondents who indicated the importance was high or very higher were "Probity" (68%), "Rational" (65%) and "Love" (60%) but the corresponding percentages were lower for "Thrift (47%) and "Appreciate" (48%).
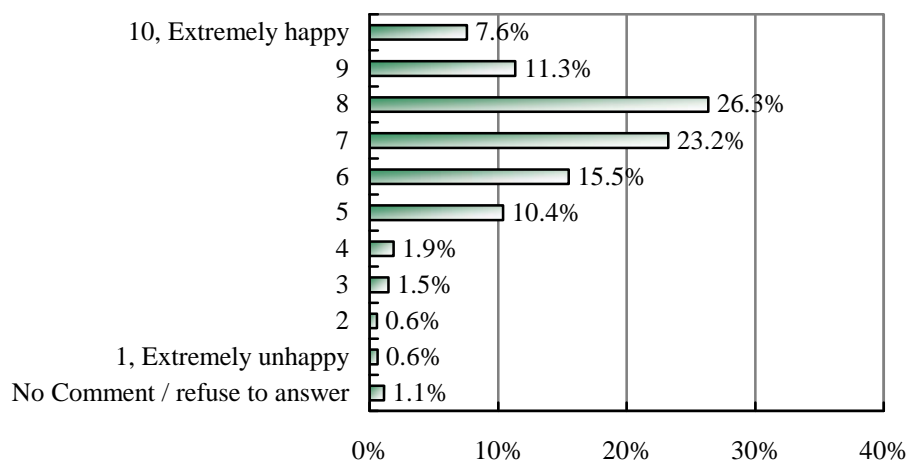
	Very low	Low	Average	High	Very High	No opinion/ Refuse to answer
Respect	0.8	4.4	34.1	42.2	17.6	0.9
Filial piety	0.9	6.4	33.9	39.4	18.7	0.7
Responsible	1.0	7.0	31.5	41.0	18.6	0.9
Honest	1.1	7.2	37.2	35.9	17.8	0.8
Love	1.2	6.0	31.4	40.8	19.6	0.9
Justice	1.6	6.5	31.5	40.1	19.1	1.2
Fair	1.9	8.3	29.3	38.7	21.0	0.8
Tolerate	1.5	6.9	35.3	36.6	18.6	1.1
Appreciate	1.5	9.3	39.8	33.1	14.9	1.5
Thrift	3.0	13.1	35.8	31.7	14.9	1.6
Probity	1.3	3.1	26.4	44.5	23.4	1.2
Rational	1.6	2.5	29.5	44.6	20.2	1.6

Base: All respondents in 2010 (1014)

* This is a new item.

53.   Data related to the happiness in general may be expressed in terms of a Likert scale of 10, with "1" denoting "Extremely unhappy" and "10" denoting to "Extremely happy". It may be seen that the greater majority (84%) had a score of 6 or above, indicating that they were happy in general.

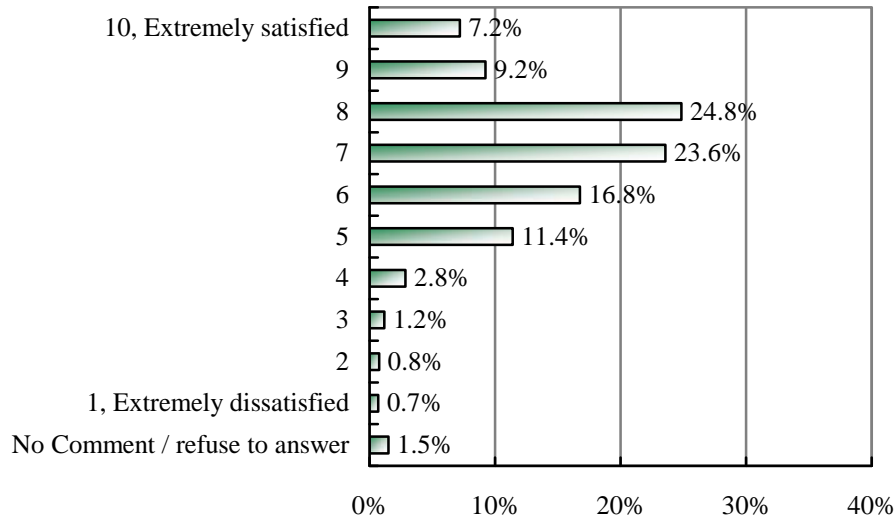**Distribution of respondents by in general, how happy they are**

Score	%
10, Extremely happy	7.6%
9	11.3%
8	26.3%
7	23.2%
6	15.5%
5	10.4%
4	1.9%
3	1.5%
2	0.6%
1, Extremely unhappy	0.6%
No Comment / refuse to answer	1.1%

Base: All respondents in 2010 (1014)

* This is a new item.

54.   Data related to the satisfaction of their lives in general may be expressed in terms of a Likert scale of 10, with "1" denoting "Extremely dissatisfied" and "10" denoting to "Extremely satisfied". It may be seen that the greater majority (82%) had a score of 6 or above, indicating that they were satisfied in general.

Distribution of respondents by in general, how satisfy they are with their lives

Scale	Percentage
10, Extremely satisfied	7.2%
9	9.2%
8	24.8%
7	23.6%
6	16.8%
5	11.4%
4	2.8%
3	1.2%
2	0.8%
1, Extremely dissatisfied	0.7%
No Comment / refuse to answer	1.5%

Base: All respondents in 2010 (1014)

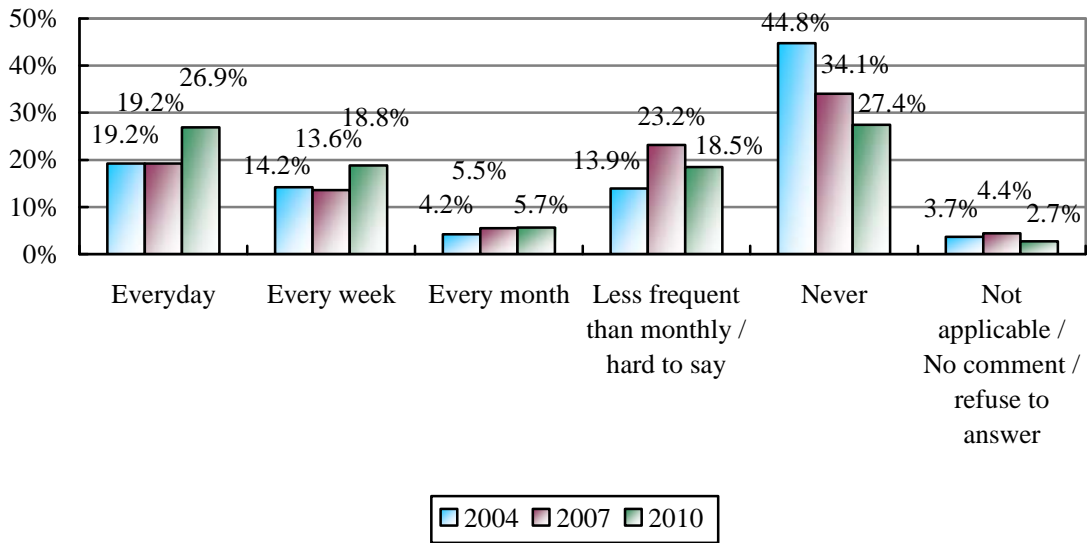*** This is a new item.**

Views towards the Mainland and Hong Kong

National identity

a. Connection with the Mainland

55.   Connection with the Mainland may be reflected by the extent to which people have come into contacts with the Mainland, either through watching the Mainland television or listening to the Mainland radio, and working in or visiting the Mainland. About 51% of respondents regularly watched news broadcasted in the Mainland television or listened to news broadcasted in the Mainland radio on a daily, weekly or monthly basis, and a further 19% did so less frequently or on an irregular basis. About 27% indicated that they had never done so, which was much lower than the corresponding percentage in 2004 and 2007. This is indicative of increased contacts through the mass media with the Mainland by Hong Kong people over the years, for those who previously did so at a less frequent interval.
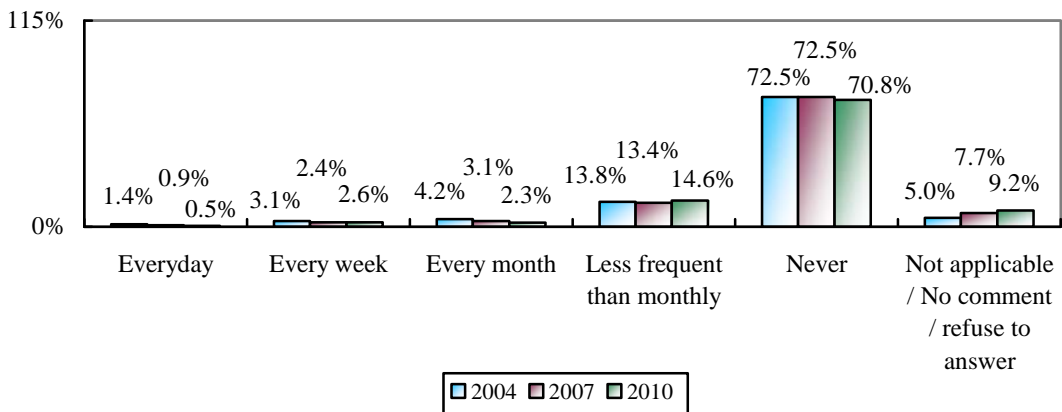
Distribution of respondents by whether watch the Mainland TV or listen to mainland radio

	2004	2007	2010
Everyday	19.2%	19.2%	26.9%
Every week	14.2%	13.6%	18.8%
Every month	4.2%	5.5%	5.7%
Less frequent than monthly / hard to say	13.9%	23.2%	18.5%
Never	44.8%	34.1%	27.4%
Not applicable / No comment / refuse to answer	3.7%	4.4%	2.7%

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

56.   For those who were employed, about 71% had not worked in the Mainland before. The percentage was similar as that in 2004 and 2007. About 15% went to work in the Mainland on a less frequent or irregular basis.

Distribution of respondents who were employed by whether worked in the Mainland

	2004	2007	2010
Everyday	1.4%	0.9%	0.5%
Every week	3.1%	2.4%	2.6%
Every month	4.2%	3.1%	2.3%
Less frequent than monthly	13.8%	13.4%	14.6%
Never	72.5%	72.5%	70.8%
Not applicable / No comment / refuse to answer	5.0%	7.7%	9.2%

Base: Respondents who were employed in 2004 (604), in 2007 (492) and in 2010 (500)

57.   Only about 13% had never toured or visited relatives in the Mainland before, which was lower than the corresponding percentages in 2007 and 2004. About 8% toured or visited relatives in the Mainland regularly, on a weekly or monthly basis. The majority toured or visited relatives in the Mainland on a less frequent or irregular basis (76%).

Distribution of respondents by whether had toured or visited relatives in the Mainland
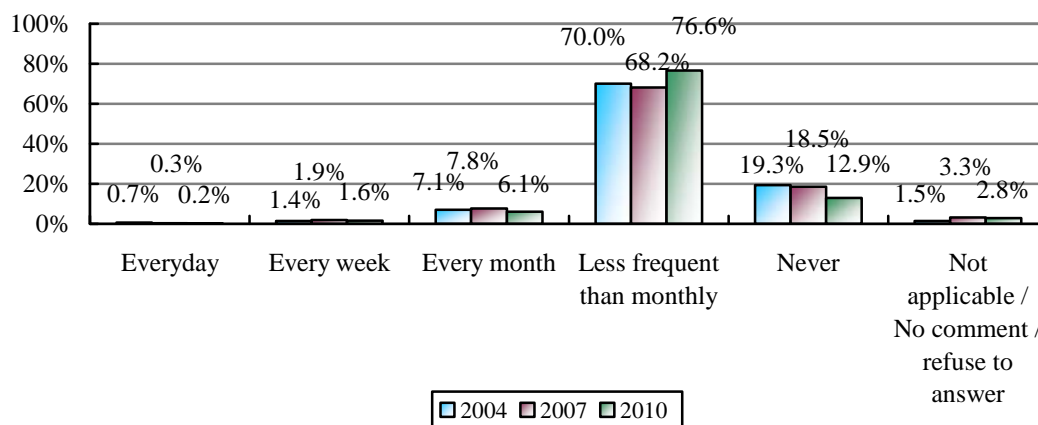
Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

58. Taking all activities together, 90% of respondents had connections with the Mainland, through viewing the Mainland television, listening to the Mainland radio, working or visiting the Mainland. Over half of those who had connections, or 54% of all respondents, maintained such contacts on a regular basis, daily, weekly or monthly, was higher than the corresponding percentages in 2007 (43%) and in 2004 (45%).

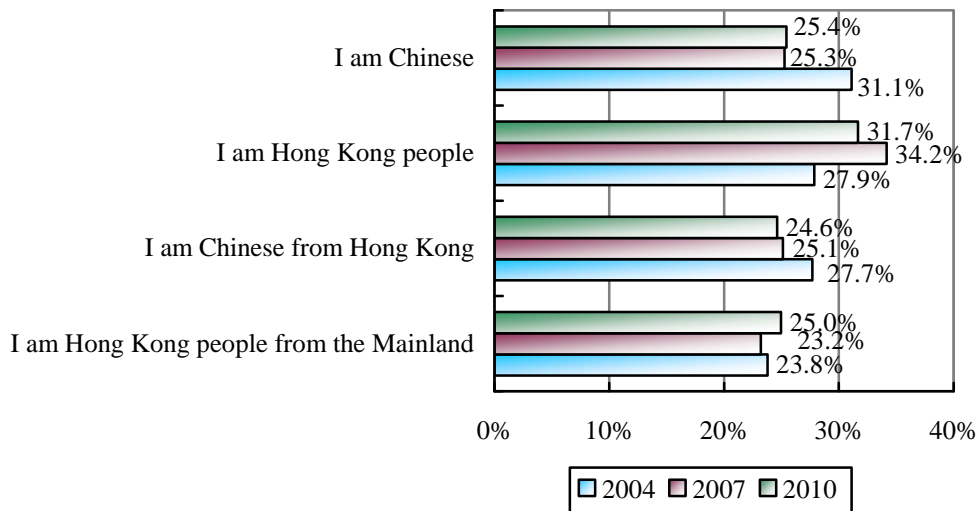**Distribution of respondents by whether having connections with the Mainland**
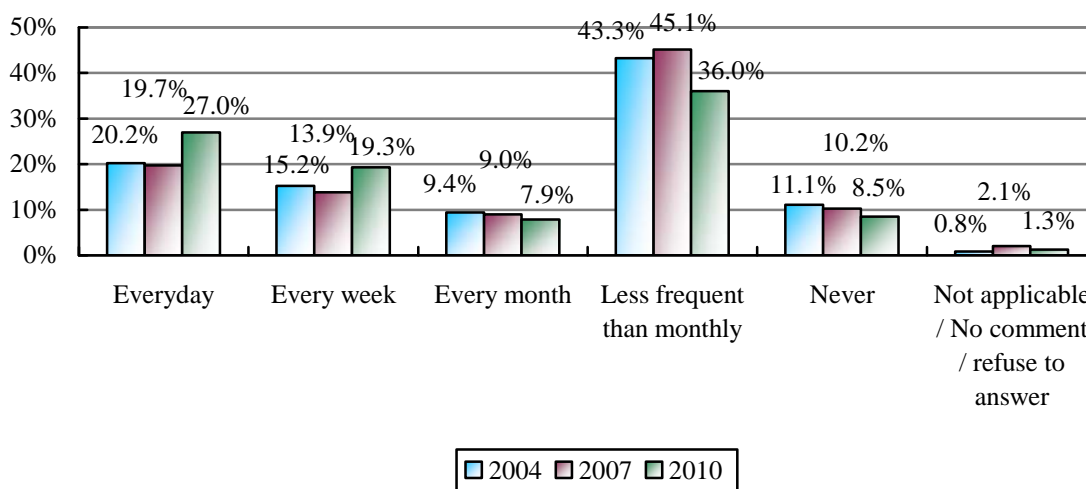
Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

b. Perceived self-identity

59. More than half (57%) of respondents identified themselves as Hong Kong people or Hong Kong people from the Mainland, which was more or less the same as the corresponding percentage in 2007 (57%) and 2004 (52%). Another 50% identified themselves as Chinese or Chinese from Hong Kong.[3]

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3 Respondents were allowed to choose 2 answers when answering this question but not restricted to choose one answer only.

Distribution of respondents by perceived self identity

Identity	2010	2007	2004
I am Chinese	25.4%	25.3%	31.1%
I am Hong Kong people	31.7%	34.2%	27.9%
I am Chinese from Hong Kong	24.6%	25.1%	27.7%
I am Hong Kong people from the Mainland	25.0%	23.2%	23.8%

0% 10% 20% 30% 40%

☐ 2004 ☐ 2007 ☐ 2010

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)
(Choosing 2 answers is allowed)

National pride
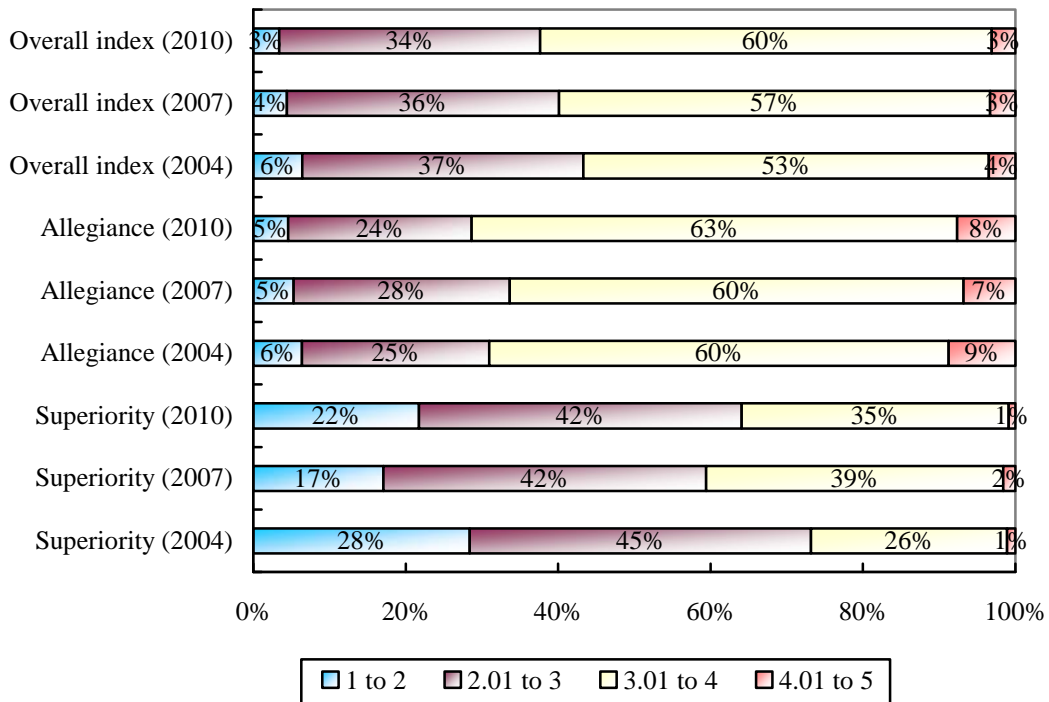
a. General national pride

60.   In the present study, eight items were used to gauge general national pride of respondents. Following the classification adopted in the 2004 and 2007 survey, one dimension of general national pride was related to the concept of "allegiance" and the other dimension could be considered as a domain related to "national superiority" and "whether ashamed some affairs in China".

61.   Based on a Likert scale of 5 with "1" denoting "Strongly disagree" with statements included in the 7 questions and "5" denoting "Strongly agree", a general national pride index was computed from the average score for the 7 items. Respondents with an average score, or general national pride index, of 5 for example were those who strongly agreed with all statements related to general national pride. Respondents with a general national pride index of 1 were those who strongly disagreed with all statements related to general national pride.

General national pride index and sub-indexes

6.2.   For all respondents, the average general national pride index was 3.19. The sub-index for the dimension of "Allegiance" was 3.45 which was higher than the sub-index for the dimension of "Superiority", at 2.86. The frequency distribution of the general national pride index and its sub-indexes are shown in the chart below. It may be seen that two-thirds of the respondents (71%) ranked quite high in the "Allegiance" dimension of general national pride, with the sub-index greater than 3.

33

Distribution of respondents of general national pride index and sub-indexes

	1 to 2	2.01 to 3	3.01 to 4	4.01 to 5
Overall index (2010)	3%	34%	60%	3%
Overall index (2007)	4%	36%	57%	3%
Overall index (2004)	6%	37%	53%	4%
Allegiance (2010)	5%	24%	63%	8%
Allegiance (2007)	5%	28%	60%	7%
Allegiance (2004)	6%	25%	60%	9%
Superiority (2010)	22%	42%	35%	1%
Superiority (2007)	17%	42%	39%	2%
Superiority (2004)	28%	45%	26%	1%

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

63.   As shown below, more than half of respondents agreed or strongly agreed that "I am more interested in the incidents in the Mainland than those in other countries" (76%), "I am proud of being Chinese" (70%), "I am glad that I am a citizen of China and not that of another country" (58%) and "I believe that my hard work will contribute to the development of China" (57%). Besides, the majority (79%) agreed or strongly agreed "Some incidents in China make me feel ashamed of China". While about 54% of respondents strongly agreed or agreed that "China is in general much better than other countries" and about 33% strongly agreed or agreed that "Even if we do not agree with the policy of our country, we should still support her". About 26% strongly agreed or agreed that "If peoples from other countries are like Chinese, the world would be much better".

	Year	Strongly agree	Agree	Disagree	Strongly disagree	No Comment / refuse to answer and hard to say
I am proud of being Chinese	2004	10.1	63.3	14.6	1.0	11.0
	2007	8.4	59.2	17.8	1.6	13.1
	2010	5.1	65.2	16.7	2.2	10.9
I believe that my hard work will contribute to the development of China	2004	4.0	46.8	22.1	2.0	25.1
	2007	3.6	46.0	21.4	3.5	25.5
	2010	2.6	54.1	22.4	6.4	14.5
I am more interested in the incidents in the Mainland than those in other countries	2004	7.1	59.1	19.9	1.3	12.6
	2007	6.9	57.6	16.3	2.2	16.9
	2010	10.0	65.9	13.0	3.7	7.3
I am glad that I am a citizen of China and not of another country	2004	5.2	45.6	25.1	2.2	21.8
	2007	3.5	43.5	25.0	1.7	26.4
	2010	3.1	55.0	21.5	2.9	17.4
Some incidents in China make me feel ashamed of China	2004	8.6	63.2	13.4	1.0	13.8
	2007	6.3	49.0	17.1	3.1	24.5
	2010	12.8	66.1	9.7	1.8	9.6
If people of other countries are like the Chinese, the world would be much better	2004	2.2	25.2	45.8	4.8	22.0
	2007	1.9	19.7	37.0	5.2	36.1
	2010	0.5	25.9	48.8	5.9	18.9
Even if we do not agree with the policy of our country, we should still support her	2004	1.0	14.3	60.0	10.8	13.9
	2007	1.9	32.9	34.1	5.6	25.5
	2010	0.7	31.8	41.0	11.9	14.6
China is in general much better than other countries	2004	3.1	38.0	33.4	4.1	21.4
	2007	3.2	47.9	23.0	2.9	23.1
	2010	2.2	51.4	27.3	3.1	16.0

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

National pride in specific achievements

64.   Ten items were used to measure national pride in specific achievements. Following the classification adopted in the 2004 and 2007 survey, there were two components, namely one related to "national pride in the state" which covered democracy, political influence in the world, social welfare system, economy, achievements in technology and the army. This dimension was represented by six items. The other was related to "national pride in the nation" including achievements in sports, achievements in literature and arts, history and culture and scenic beauty. It was represented by four items.

(i) National pride in specific achievements of the state

65.   More than half of respondents were very proud or quite proud of the Chinese achievements in science and technology, economic achievements, military and political influence in the world. However, only a small proportion (13%) was very proud or quite proud of the democratic conditions of the Mainland.

	Year	Strongly agree	Agree	Disagree	Strongly disagree	No Comment / refuse to answer and hard to say
China's democratic conditions	2004	2.1	20.6	49.7	13.3	14.3
	2007	1.3	19.6	38.0	18.9	22.2
	2010	0.5	12.7	46.5	25.3	9.5
China's political influence in the world	2004	8.7	54.8	22.0	2.4	12.1
	2007	6.7	46.9	24.6	4.5	17.3
	2010	4.2	49.7	30.5	4.2	7.0
China's economic achievements	2004	11.0	57.1	20.1	2.0	9.8
	2007	8.1	58.6	18.2	3.5	11.6
	2010	8.9	65.7	15.4	3.0	4.1
China's social welfare system	2004	1.1	16.3	45.2	16.8	20.6
	2007	1.4	17.0	37.8	19.1	24.7
	2010	1.6	25.5	39.5	18.7	8.4
China's achievements in science & technology	2004	11.8	58.0	20.8	2.2	7.2
	2007	7.5	54.5	21.0	3.3	13.7
	2010	8.6	58.6	22.5	3.2	3.9
The Chinese military	2004	13.0	45.1	22.7	2.8	16.4
	2007	6.4	39.7	26.6	5.7	21.6
	2010	6.9	51.4	24.9	4.3	6.5

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

(ii) National pride in specific achievements of the nation

66.   The majority of respondents were very proud or quite proud of entities related to the nation, including achievements in China's achievements in sports (85%), China's achievements in literature & arts (69%), and the history & culture of China (82%), as well as the China's scenic beauty (86%).

|	Year	Very proud	Quite proud	Not too proud	Not proud at all	No Comment / refuse to answer and hard to say
China's achievements in sports	2004	35.0	54.4	6.0	0.9	3.7
	2007	29.7	54.7	7.5	1.3	6.8
	2010	23.2	62.2	8.5	1.7	2.2
China's achievements in literature & arts	2004	20.4	52.5	13.6	1	12.4
	2007	15.5	50.5	17.3	2.7	14.1
	2010	11.0	58.3	18.7	2.3	4.8
The history & culture of China	2004	28.4	51.9	10.8	1.7	7.2
	2007	20.8	55.2	12.3	2.0	9.7
	2010	19.4	62.3	8.5	2.3	4.6
China's scenic beauty	2004	35.4	50.0	7.2	1.0	6.4
	2007	28.8	51.3	9.0	1.7	9.3
	2010	29.9	55.9	5.3	1.8	3.8

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

(iii) Overall national pride index in specific achievements and sub-indexes

67.   The 10 items may be used to compute an overall national pride index in specific achievements. The reliability of these 10 items, in terms of internal consistency, was quite high, with a Cronbach's alpha coefficient of 0.811. Based on a Likert scale of 5 with "1" denoting "not proud at all" with various specific achievements stated in the 10 questions and "5" denoting "very proud", a national pride index in specific achievements was computed from the average score for the 10 items. Respondents with an average score, or national pride index in specific achievements, of 5 for example were those who were very proud of all achievements stated in the 10 items. Respondents with a general national pride index of 1 were those who were not proud at all with all achievements stated in the 10 items.

68.　　　For all respondents, the average national pride index in specific achievements was 3.38. The sub-index for the dimension related to the state was 3.05 which was much lower than the sub-index for the dimension related to the nation, at 3.87. The frequency distribution of the national pride index in specific achievements and its sub-indexes are shown in the chart below. It may be seen that the majority of respondents (86%) ranked quite high in the dimension related to the nation, with the sub-index greater than 3. The corresponding percentage for the dimension related to the state was about 51%. Compared with 2004, the percentages of respondents with the overall index and sub-indexes were lower in 2010.

Distribution of respondents of national pride index in specific achievements and sub-indexes
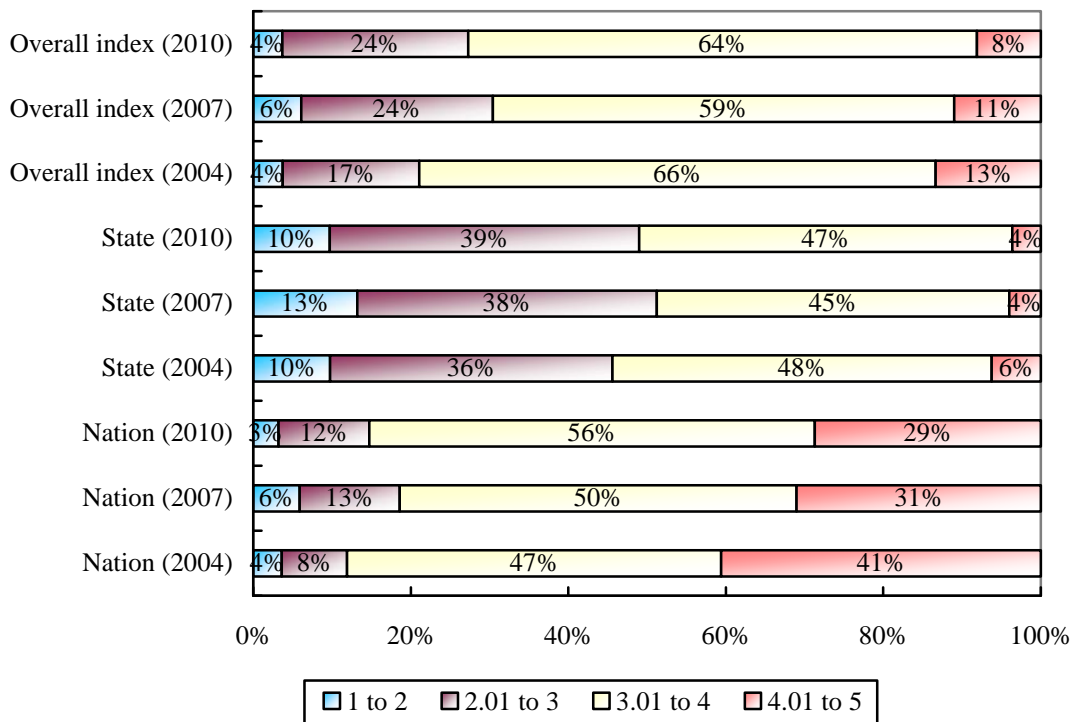
Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

Views about the Mainland

Views related to national identity

a. Actions to show allegiance to the Mainland

69.   About one third (37%) of respondents agreed or strongly agreed that "Hong Kong's public schools should perform national flag raising ceremony every day". About half (50%) agreed or strongly agreed that "If the Central Government's macro plan has an implication on Hong Kong, we should cooperate as best we could irrespective of whether the plan is beneficial to Hong Kong". The percentage was much higher, at 70%, for those who agreed or strongly agreed that Hong Kong's economic and political development should not jeopardize national interest.

	Year	Strongly agree	Agree	Disagree	Strongly disagree	No Comment / refuse to answer and hard to say
Hong Kong's public schools should perform national flag raising ceremony every day	2004	4.9	33.4	38.0	5.0	18.7
	2007	4.6	32.3	28.7	6.6	27.8
	2010	3.1	33.8	33.5	13.1	16.5
If the Central Government's macro plan has an implication on Hong Kong, we should cooperate as best we could irrespective of whether the plan is beneficial to Hong	2004	3.9	47.2	27.4	2.5	19.0
	2007	3.0	39.3	19.8	2.8	35.1
	2010	1.8	48.0	28.5	4.2	17.5
Hong Kong's economic and political development should not jeopardize national interest	2004	6.2	63.3	14.9	1.4	14.3
	2007	7.7	55.0	9.1	1.2	27.0
	2010	5.5	64.5	14.7	2.0	13.2

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

b. Actions that were considered as unpatriotic

70.   As regards actions that could be regarded as unpatriotic, only a small proportion (7%) agreed or strongly agreed that that criticizing the central government was not patriotic, was lower than the corresponding percentages in 2007 and 2004.

	Year	Strongly agree	Agree	Disagree	Strongly disagree	No Comment / refuse to answer and hard to say
Criticize central government	2004	0.8	12.2	64.6	7.6	14.7
	2007	1.9	13.2	53.0	8.5	23.4
	2010	0.4	7.0	67.4	13.0	12.2
Ask foreign countries to put pressure on the Mainland to promote democracy and human rights	2004	1.7	18.3	57.1	4.8	18.2
	2007	4.1	23.9	39.3	5.6	27.1
	2010	1.3	25.6	50.8	6.2	16.0

Base: All respondents in 2004 (1054), in 2007 (1009) and in 2010 (1014)

Sense of belonging to Hong Kong

71.   Two items were used to measure respondents' sense of belonging to Hong Kong. As shown in the chart below, the majority of respondents agreed or strongly agreed that "I am proud of being Hong Kong people" (81%) and "Although there are a lot of problems in Hong Kong, Hong Kong is still my home" (91%).

	Year	Strongly agree	Agree	Disagree	Strongly disagree	No Comment / refuse to answer and hard to say
I am proud of being Hong Kong people	2007	13.1	67.7	8.8	0.6	9.8
	2010	11.2	69.6	10.9	0.7	7.6
Although there are a lot of problems in Hong Kong, Hong Kong is still my home	2007	19.4	67.4	2.3	0.8	10.1
	2010	19.6	71.6	3.6	1.0	4.2

Base: All respondents in 2007 (1009) and in 2010 (1014)
* Those items above were not included in 2004 survey

72.　　Data related to the sense of belonging to Hong Kong may be expressed in terms of a Likert scale of 10, with "1" denoting "no sense of belonging at all" and "10" denoting to "have a very strong sense of belonging". It may be seen that the greater majority (85%) had a score of 6 or above, indicating that they had strong sense of belonging to Hong Kong. The average score of sense of belonging to Hong Kong was 7.6.

Distribution of respondents by in general, how strong their sense of belonging to Hong Kong
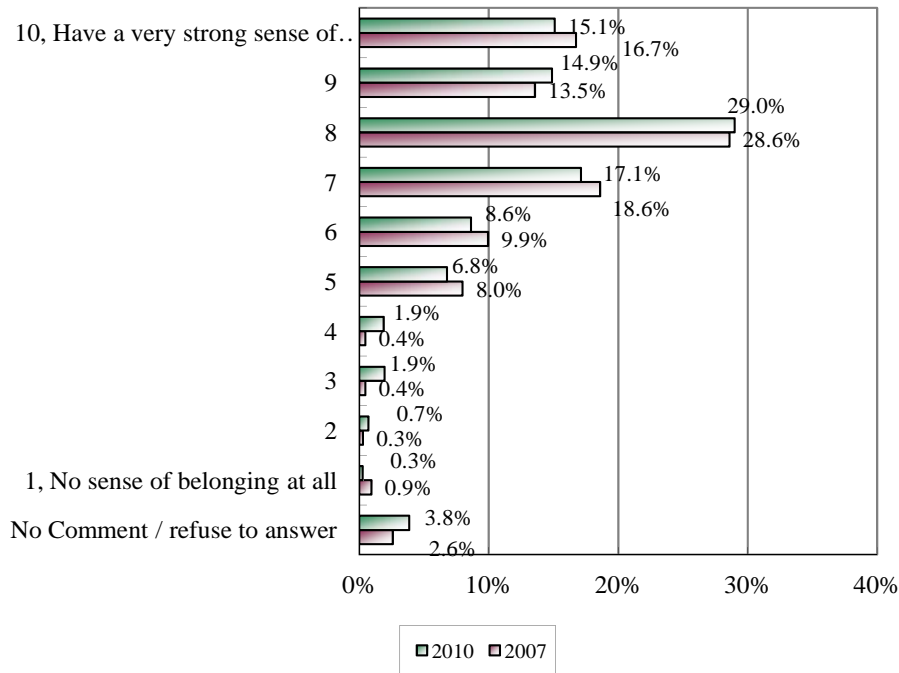
Base: All respondents in 2007 (1009) and in 2010 (1014)
* Those items are excluded in 2004 survey

Observations and Recommendations

Observations

73.   The CPCE engaged in independent surveys and research studies to identify priority areas for action and address matters of concern regarding to the civic education. Public attitude survey data such as this provided important input to the policy process, as one component of wider consultation and participation. This report presented the existing situations of civic awareness such as public's sense of national identity and pride, sense of belonging, civic behavior, civic engagement and volunteering. Besides, in this survey, civic engagement in volunteer works and traditional core values are also included.

Tolerance, civility, social cohesion and social harmony

74.   The survey advanced the knowledge on the concepts, attitudes and present situation towards tolerance, civility, social cohesion and social harmony. The presence of these aspects denoted different desirable features of a shared common life.

75.   Toleration refers to a person refraining from interfering with another person's conduct or social practice even though in his/her mind, the conduct or practice was ethically wrong or shameful. The findings reflected that Hong Kong people tended not to intervene when they encounter uncivil behaviour; rather, disapproval was shown through body language. It was nevertheless quite alarming that only 14% of the respondents said they would speak up for " Polluting public areas" and 16% for "Smoking in non-smoking areas". However, for acts like "Jumping queue", about 45% of the respondents would speak up to top the uncivil behaviour.

76.   Civility was to look at how people deal with disagreement. The manner by which people resolved their conflicts reflects another dimension of civility. The respondents indicated that in situations where there were disagreements, only occasionally did they come upon proper ways of resolving disagreement. Uncivil ways of handling disagreement such as disregarding the opinions of others and insisting on own view (31%) and unreasonably shifting responsibility onto the other party (24%) was found to be more often.

77.   Social cohesion was defined as a state of affairs involving interaction between the government and members of society, as well as among members of society. The survey showed that general trust among members of society was rather low (74% agreed that they should not trust people in Hong Kong). Besides, the trust in insinuations in Hong Kong varied such that a relatively higher level of trust on law enforcement institutions which lower level of trust on administration and political institutions. On the other hand, there was nevertheless a considerably high sense of belonging to Hong Kong, 91% of the respondents agreed that despite all its problems, Hong Kong was their home. People were eager to help others (69% agreed that they'll use some of their spare time to help others).

78.   As far as social harmony is concerned, a rather high percentage (over 40%) of respondents believed that different ethnic and social-economic groups were unable to understand and get along with each other.

Identification with the state and the nation in Hong Kong

79.   Identification with the state and the nation was studied with regard to national pride, national identity, state consciousness, and state superiority. The survey showed that respondents took pride in the nation. About two-thirds of the respondents admitted to caring more about what happened in the Mainland than in other countries and being proud of being Chinese.

80.   Consistent with previous research, a higher proportion of the respondents called themselves Hong Kong people (32%) than Chinese (25%). State consciousness had begun to develop, for about 70% agreed or strongly agreed that the development of Hong Kong should not harm the interests of the state.

81.   As regards actions that could be regarded as unpatriotic, only a small proportion (7%) agreed or strongly agreed that that criticizing the central government was not patriotic, was lower than the corresponding percentages in 2007 (15%) and 2004 (13%). About 27% agreed or strongly agreed that "Ask foreign countries to put pressure on China to promote democracy and human rights" was not patriotic, the corresponding percentage was higher as compared with those in 2004 (20%) but was lower as compared with those in 2007 (28%).

Civic engagement and civic responsibility

82.   Regards to the participation in formal associations, about 24% of the respondents had participated in activities of civic organizations in 2010. For the other forms of social activities, more than half of respondents had participated in informal social activities with friends such as meal gatherings (85%), cultural and recreational activities (68%) and sports (61%). About 36% had taken part in at least one of the political participation including signature campaign, public assembly, rally or demonstration, or government consultation services in the past 12 months.

83.   It might also be of interest to note that about 13% indicated that they had expressed their views on current or public affairs in the mass media in 2010. Among these respondents, 74% expressed their views through the Internet, 17% through radio and 8% through newspapers.

Volunteer Services

84.   Volunteerism nowadays harmonized many everyday activities. Volunteering referred to any services provided by individuals who willingly contribute their time and effort without monetary or material returns. These services were offered through formal organizations.[4] The findings reflected that about 22% of the respondents were current volunteers who have

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4 Agency for Volunteer Service, Volunteer Service in Hong Kong Report 2009, Page 14

volunteered in the past 12 months mainly served the elderly, the youth, younger children and members of the public. Apparently, the level of volunteering among members of the public is not high and there is definitely room for improvement in the area of volunteerism in Hong Kong. The reasons as current volunteers were "To help others" (66%), "To make life more meaningful" (25%) and "Want to do something meaningful/believe the voluntary work is meaningful" (22%).

85.　　About 15% of the respondents were ex-volunteers who had volunteered before, but had not done so in the past 12 months and they discontinued volunteering because they had "No time" (77%).

86.　　Nearly two-third of the respondents (63%) had not volunteered in the past and their major reasons for never having been volunteer before were "No time" (55%) and "Not interested in volunteer work" (39%).

Traditional Chinese Core values

87.　　Regards to the core values, higher percentages of respondents who indicated the importance was high or very higher were "Probity" (68%), "Rational" (65%) and "Love" (60%) but the corresponding percentages were lower for "Thrift" (47%) and "Appreciate" (48%).

88.　　The happiness level of people in general and satisfaction of their lives in general were expressed in a Likert scale of 10, with "1" denoting "Extremely unhappy" and "10" denoting to "Extremely happy". The greater majority (84%) had a score of 6 or above, indicating that they were happy in general. And the greater majority (82%) had a score of 6 or above, indicating that they were satisfied with their lives in general.

Recommendations

89.　　The survey findings would suggest that efforts are required to enhance tolerance, civility, social cohesion and social harmony. However, the concepts of desirable features of a shared common life require time and effort to burgeon in the society and no single policy or easy answer can achieve the improvement. Recommendations are advised to pave the ways for improvement instead of an instant solution.

90.　　Civic awareness requires continued supports and education on different levels of the Ladder of Shared Common Life (tolerance, civility, social cohesion and social harmony), identification with the state and the nation in Hong Kong, civic engagement and civic responsibility as well as Chinese core values. It is suggested to extend and continue the effort on promotion of the above concepts to young generations including teenagers and young adults. Besides, it is also suggested to strengthen the education of civic awareness in post-secondary education. General trust should be promoted for elder generation and others who are of lower educational attainment as their general trust is rather weak. Furthermore, promotion on different cultures and life-styles as well as teaching consideration and mutual respect are crucial in respect to the culture's mix of the territory.

91.　　In light of the increasing disputes and confrontations in the society in recent years, promotion of social harmony with rational and proper manners such as rational discussion on disputed issues rather than making personal attack, remaining polite manner despite

disagreement and seeking a mutually acceptable ground in dealing with disagreement among people are all vital and should be strengthened.

92. In respect to the promotion of volunteering, current volunteers tend to have a higher value of general trust and willingness to help than non-volunteers. Social participation and social responsibility are also higher for current volunteers. Promotion on these concepts would encourage the public to participate in volunteering. Besides, eliminating the hurdles and barriers of participation in volunteering work would promote volunteer work such as matching suitable organizations for volunteers to work for, enhancing the interest of being volunteers and rewarding civic engagement for ex-volunteers. For non-volunteers, promotion work can be done via enhancing interest of being volunteers, providing information about how to participate in volunteer work and where can access volunteer work. Besides, improving public awareness of volunteering and civic services is one of the critical components of healthy community.

93. Government may consider expanding the opportunities for development of civic awareness by supporting the project based or episodic programmes on promoting civic awareness. Some benchmark programmes with other local councils or communal organizations in relation with establishing new activities or experiences would be allowed in order to utilize the untapped resources and new connections in the community. Government may also try to develop a youth engagement strategy to assist organizations to attract, recruit and retain young people in volunteering work. Besides, more opportunities should be provided for people to communicate and interact with people from different backgrounds such as difficult culture, different ages, different social classes, etc. These experiences do not only broaden the horizons of the youth, but also enhance the social harmony through interaction and understanding with different people in the society.