
Survey: Netizens Want More for China Philanthropy

2012/12/20 – SHANGHAI.

Netizens around China have strong interest to get involved in charity work, and believe that the government and businesses should do more to promote and develop the burgeoning social sector, according to a survey published recently. The survey, launched in the third quarter by philanthropy consulting firm Social Venture Group (SVG) and online market research firm Findoout, collected 1,032 valid questionnaires in under five days from netizens all over China, answering questions about their perspectives and behaviors regarding charity.

83% of interviewees stated they have been involved in charitable work, mostly in the forms of giving monetary donations (72%) and in-kind donations (40%). 26% had participated in volunteering, and 22% had supported causes through social media.

About 50% of interviewees said they do charitable work once or twice a year. 5% do charitable work often - every quarter or every month.

97% of interviewees who had done charitable work before said they wanted to do more, and 61% who had never done charitable work before said they would like to do so in the future. 95% of interviewees believe that philanthropy should be heavily promoted.

Indicative of the sector's early stage of development, satisfaction towards the current state of development of philanthropy in China received an average score of 3.64 (on a 10 point scale, where 10 means very satisfied, and 1 means very dissatisfied).

Interviewees said their personal income situation was the major reason they did not do more charity. Other reasons included time constraints, and distrust of or lack of information about charitable organizations. When asked how to encourage more participation, most suggestions included "more promotion in media", "greater transparency in charity work" and "develop the legal infrastructure".

Out of twelve philanthropy sectors, poverty alleviation, education, and the environment & animal care attracted the highest attention.

We also noticed some interesting findings from our data analysis:

Is charity work only for wealthy people? According to survey respondents, personal income is an important factor influencing charitable behavior. When we ran a correlation on "total family income" and "charitable participation", however, there was no correlation.

Who are the most trusted charity work organizers? Participants indicated they were most interested to participate in charity work organized by their schools, companies and residential complexes. We hope this finding encourages schools, companies and residential complexes to initiate more charity work and bring charity work to our daily lives.

Which kind of charitable activities are the most attractive to the public? While most people participate through donations (72%) and in-kind donations (40%), their favorite activity is volunteering (42.3%). Therefore, when planning a charitable activity, organizers could consider incorporating more personal experiences to promote active participation.

Karen Liu, managing director of SVG, said, "This survey has quantified and provided detailed information about peoples' growing interest in philanthropy. We've also noticed more and more local business leaders starting to participate in China's social sector, and we believe this survey will help companies devise their strategies."

Bowei Yu, a board member of Findoout, and Steve Wei, the general manager of Findoout, said, "Compared with western countries, the system and development of China's philanthropy are not mature, including study and research for the sector. We believe improvement starts from meeting a need. This survey began with exploring the public's needs regarding philanthropy, with a purpose to bridge both sides together. Even though they are not very satisfied, people are very active to express their thoughts regarding charitable work. There is a huge potential in this sector!"

SVG and Findoout intend to continue to partner together to produce additional surveys related to the philanthropy sector. For more information about the survey, please contact info@socialventuregroup.com or contact@findoout.com.

About Social Venture Group

Founded in 2006, Social Venture Group is a Shanghai based social enterprise with a vision to strengthen China's philanthropy sector. Our mission is to encourage, support and advise individuals, families, businesses and foundations to give effectively to Chinese charities and projects. SVG offers a range of services and programs designed to multiply the impact of private and corporate philanthropy, from research and project identification to strategic guidance and advice. For more information, please visit our website, www.socialventuregroup.com, or our blog, blog.socialventuregroup.com.

About Findoout

Findoout is a local marketing research company started by the China Marketing Research Center of Fudan University. Findoout provides customized online surveys, research and analyses for companies, professionals, scholars, etc.

This press release is sent out by SVG and Findoout. For more information please contact Karen Liu at Karen@socialventuregroup.com