



WARD RESEARCH
I N C O R P O R A T E D

A Report On Charitable Giving In Hawaii



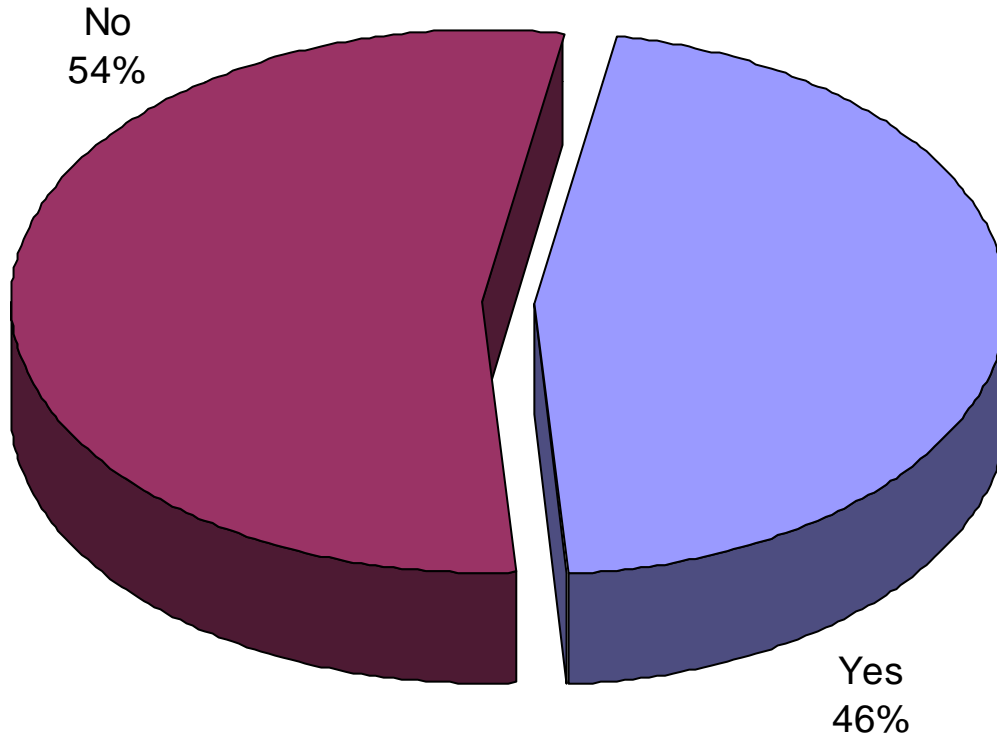
Prepared for:
Hawaii Community Foundation
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VOLUNTEER PROFILES

VOLUNTEERS

When asked if they have volunteered any time to charity in the past 12 months, just under half (46%) of those respondents surveyed indicated that they did volunteer. This was virtually the same as that reported in 2001 (47%).

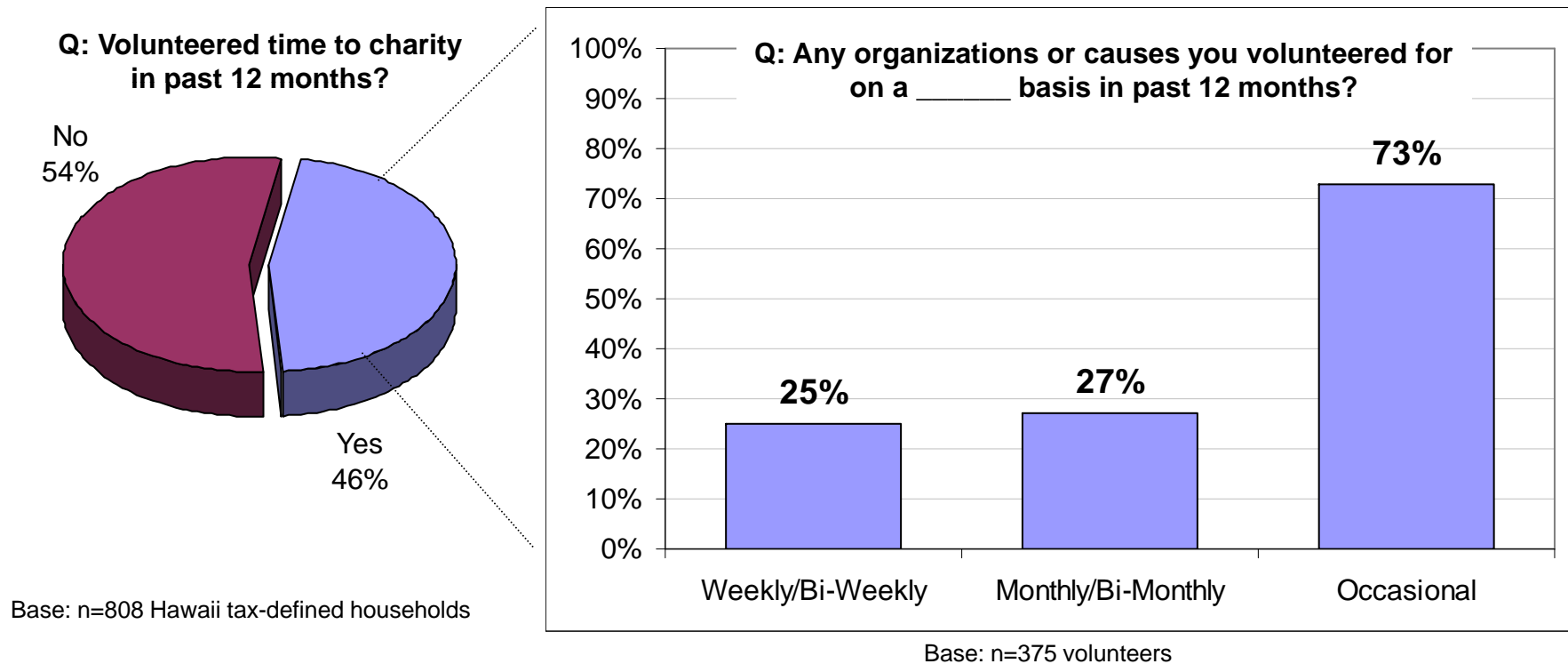
Q: Volunteered time to charity in past 12 months?



Base: n=808 Hawaii tax-defined households

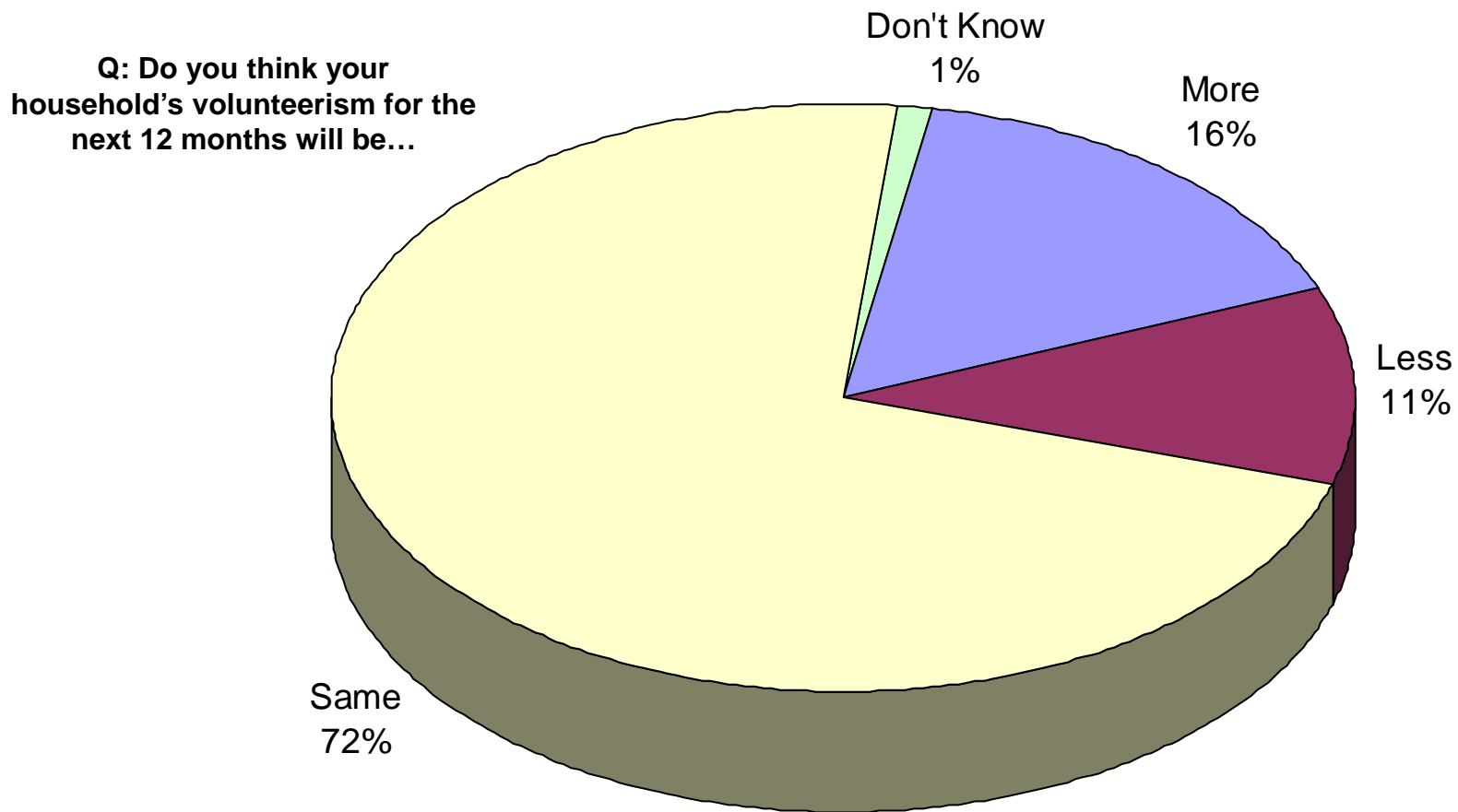
Among those who volunteered, one-fourth did so on a weekly or bi-weekly basis (25%; down 6 points since 2001), with only a slight increase when asked if they did so on a monthly or bi-monthly basis (27%; up 3 points). A majority of respondents, nearly three-fourths (73%; up 6 points), indicated that they volunteer on an occasional basis.

Figure 73: Volunteering (2009)



Overall, nearly 9 in 10 volunteers surveyed anticipated volunteering more often (16%) or the same amount of time (72%) in 2010 as they did in the past year. One in 10 expect that their household will volunteer less in the next 12 months than they did in the past year.

Figure 74: Anticipated Volunteering (2009)

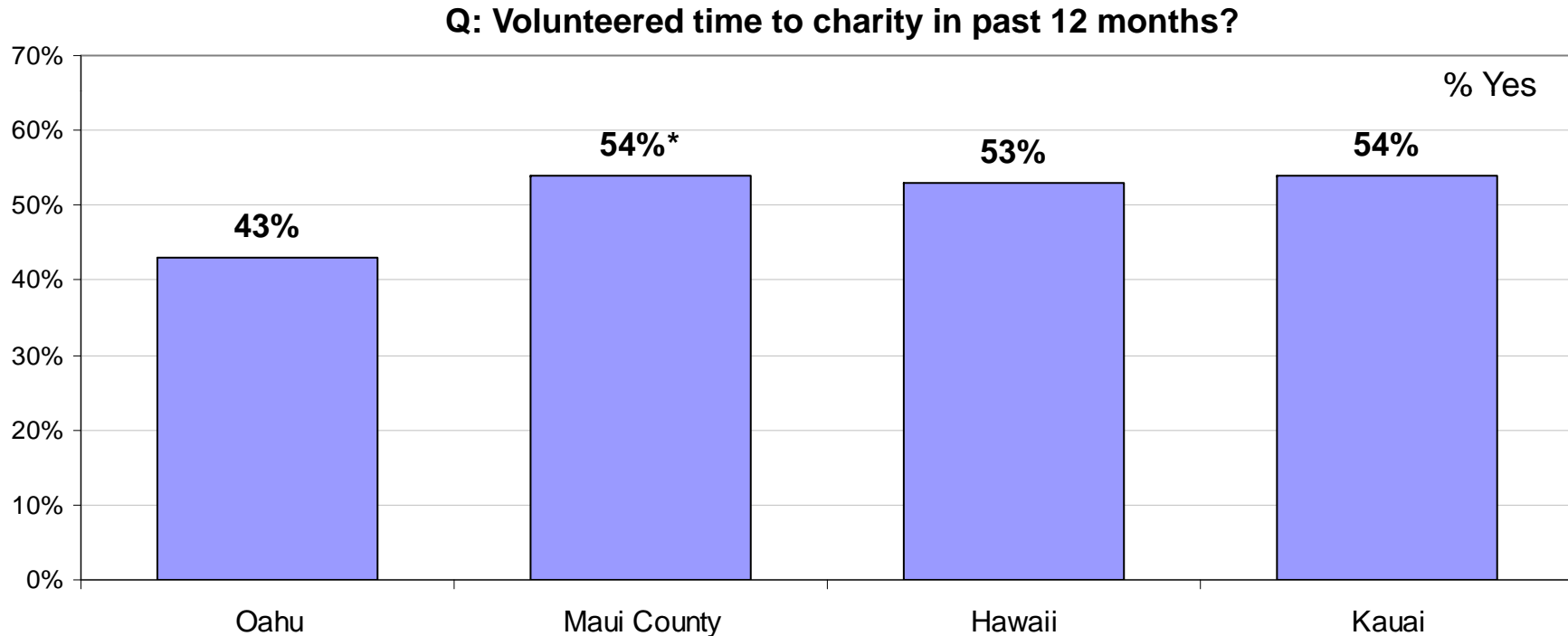


Base: n=375 Hawaii tax-defined households who indicated that they volunteer

PROFILE OF VOLUNTEERS

The proportion of respondents who indicated that they have volunteered time to charity in the past 12 months was significantly lower on Oahu (43%) as compared to Maui County (54%), Kauai (54%), and Hawaii (53%). The level of volunteerism was fairly consistent across the Neighbor Islands.

Figure 75: Volunteering By Island (2009)



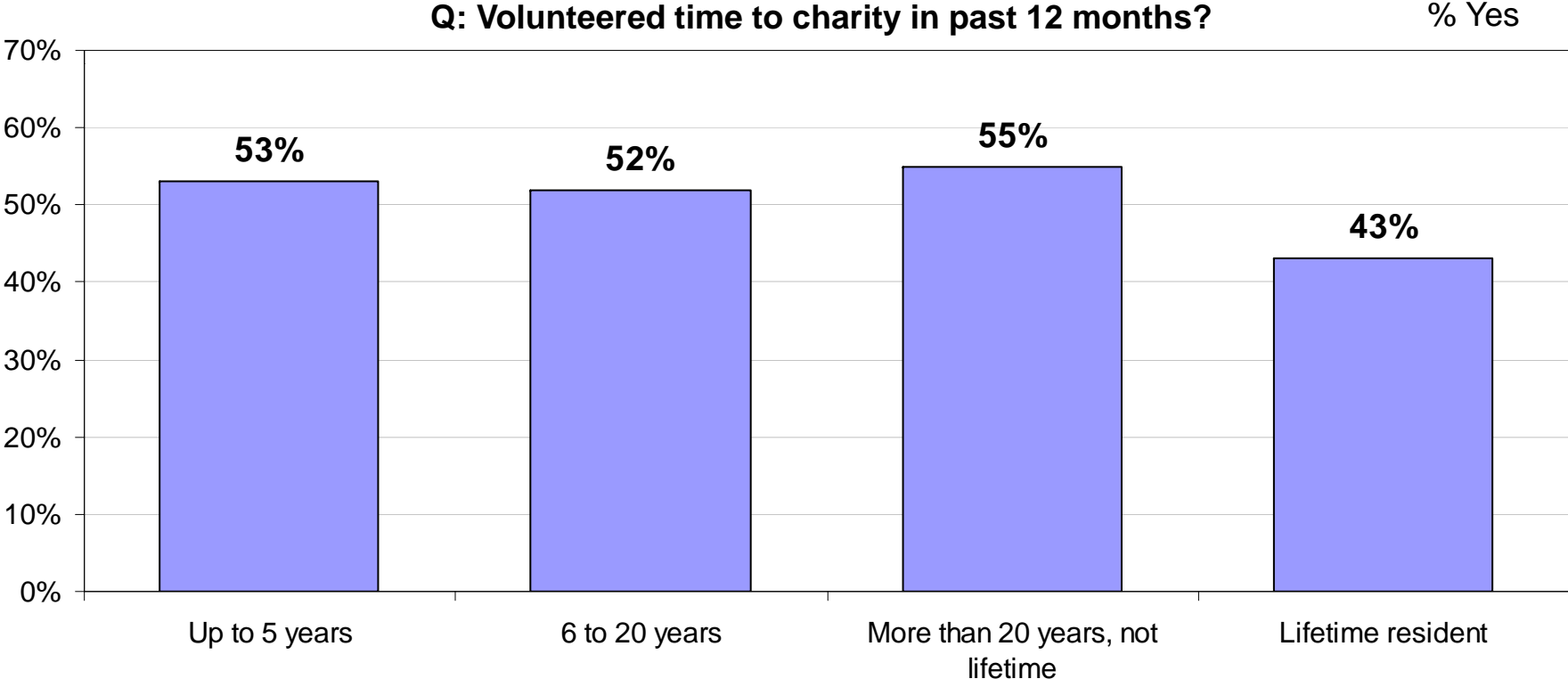
Base: Tax-defined households – Oahu (406); Maui County (147); Hawaii (186); Kauai (73)

Note: *Due to small sample sizes on Molokai and Lanai, Maui, Molokai, and Lanai have been combined into Maui County

Lifetime residents are the least likely to have volunteered time in the past 12 months, although this is likely related with age (as shown later in this report). Level of volunteerism was fairly equal across other segments tested --- 5 years or less (53%), between 6 to 20 years (52%), and more than 20 years but not lifetime residency (55%).



Figure 76: Volunteering By Length of Residency (2009)

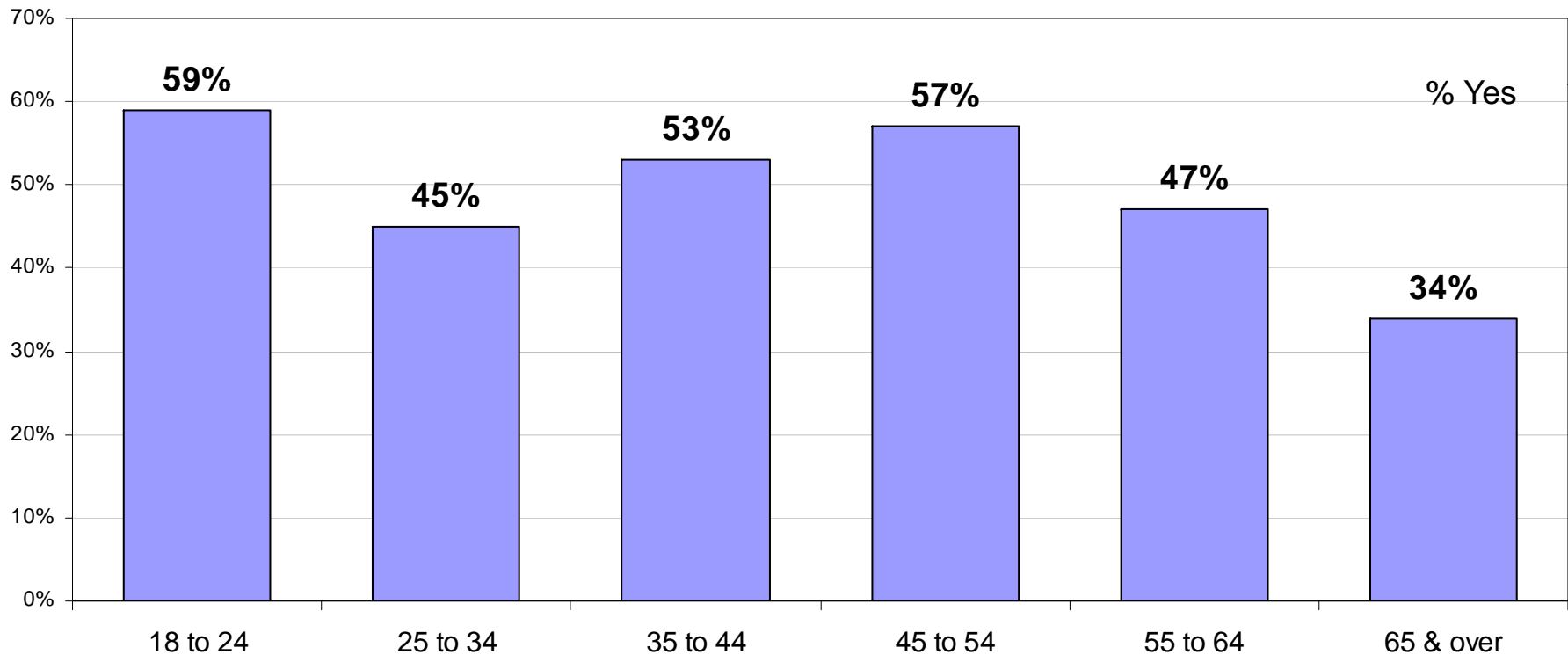


Base: Up to 5 years (55); 6 to 20 years (87); More than 20 years (126); Lifetime (538)

Younger residents between 18 to 24 years of age (59%), those between 45 to 54 years (57%), and those between 35 to 44 years (53%) were the most likely to have volunteered time to charity in the past 12 months. In comparison, those 65+ years of age (34%) were far less likely than others to have indicated likewise.

Figure 77: Volunteering By Age (2009)

Q: Volunteered time to charity in past 12 months?

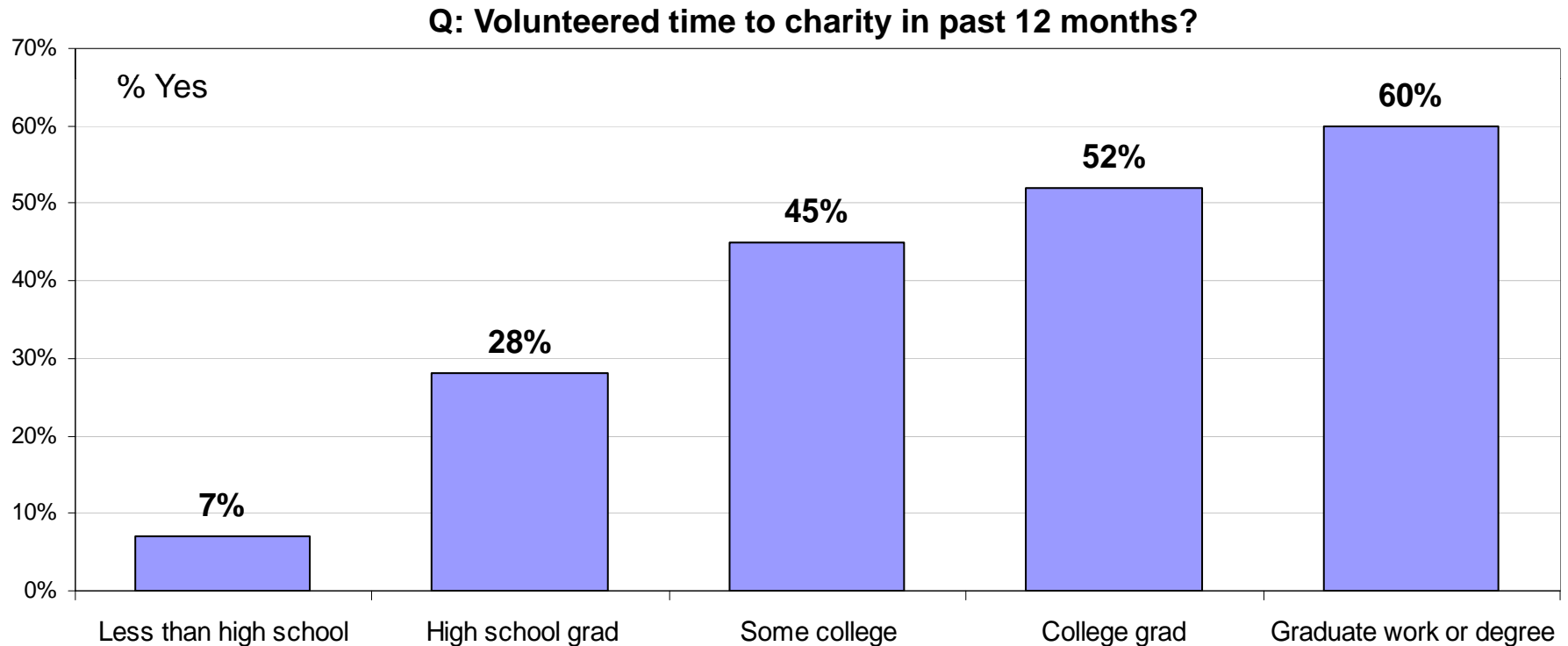


Base: 18 to 24 (39); 25 to 34 (179); 35 to 44 (98); 45 to 54 (134); 55 to 64 (167); 65+ (182)

The likelihood to volunteer increases directly with level of education. A relatively greater proportion of those with some graduate work or a graduate degree (60%) volunteered time to a charitable cause in the past 12 months, as compared to those with college degrees (52%), some college (45%), high school diplomas (28%), and less than high school backgrounds (7%).



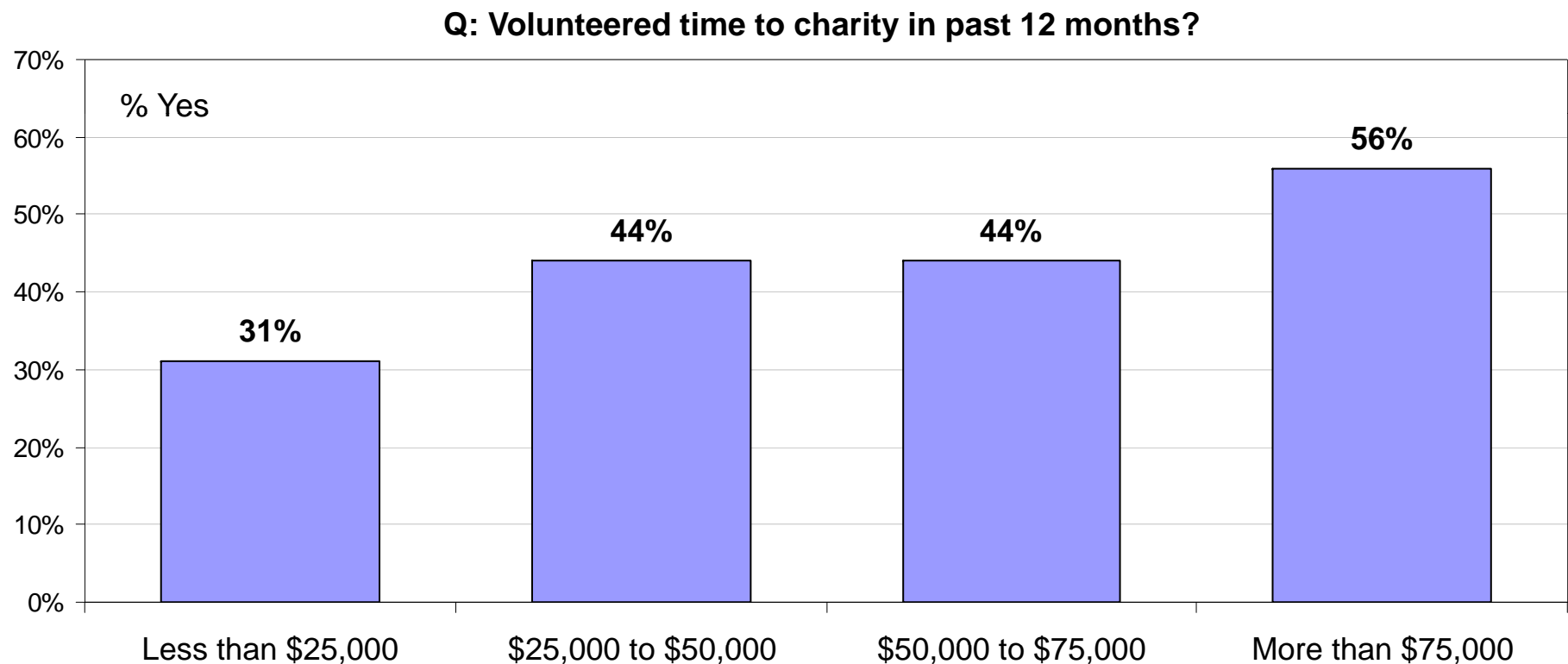
Figure 78: Volunteering By Level of Education (2009)



Base: n=794 Tax-defined households; Less than high school (15); High school grad (138); Some college (240); College grad (235); Graduate work or degree (166). Those who did not answer for level of education were removed.

Those from upper-income households of more than \$75,000 (56%) were the most likely to have volunteered in the past 12 months. A comparable proportion of those from households between \$50,000 to \$75,000 (44%) and those between \$25,000 and \$50,000 (44%) reportedly volunteered, while those from lower-income households of less than \$25,000 (31%) were the least likely to have volunteered.

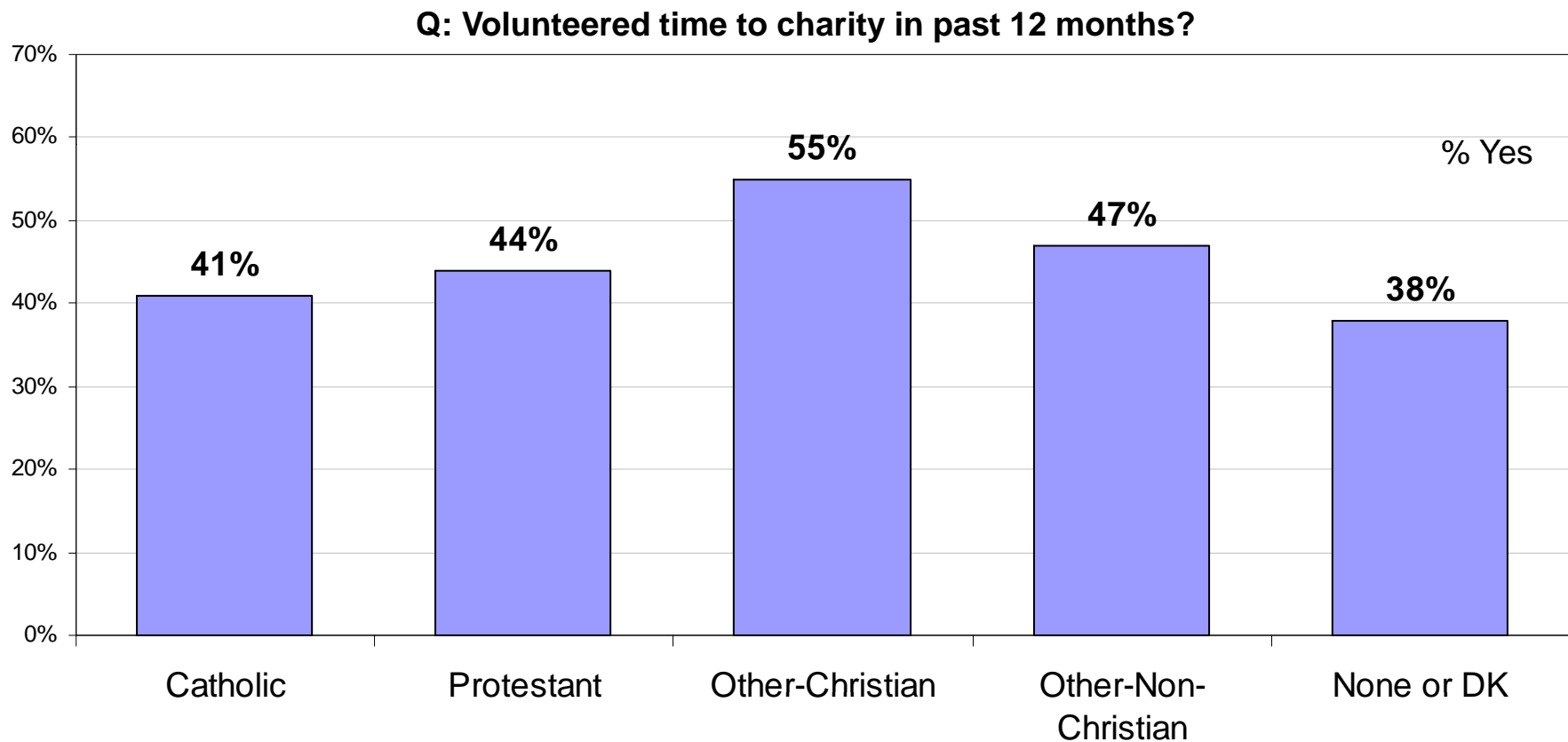
Figure 79: Volunteering By Household Income (2009)



Base: Less than \$25,000 (104); \$25,000 to \$50,000 (176); \$50,000 to \$75,000 (135); More than \$75,000 (282)
Those who refused to categorize their household income were removed.

Households affiliated with a Christian denominations other than Catholic or Protestant (55%) were the most likely to volunteer, followed by those affiliated with Non-Christian beliefs (47%). Those with no clear religious affiliation (38%) were the least likely to volunteer.

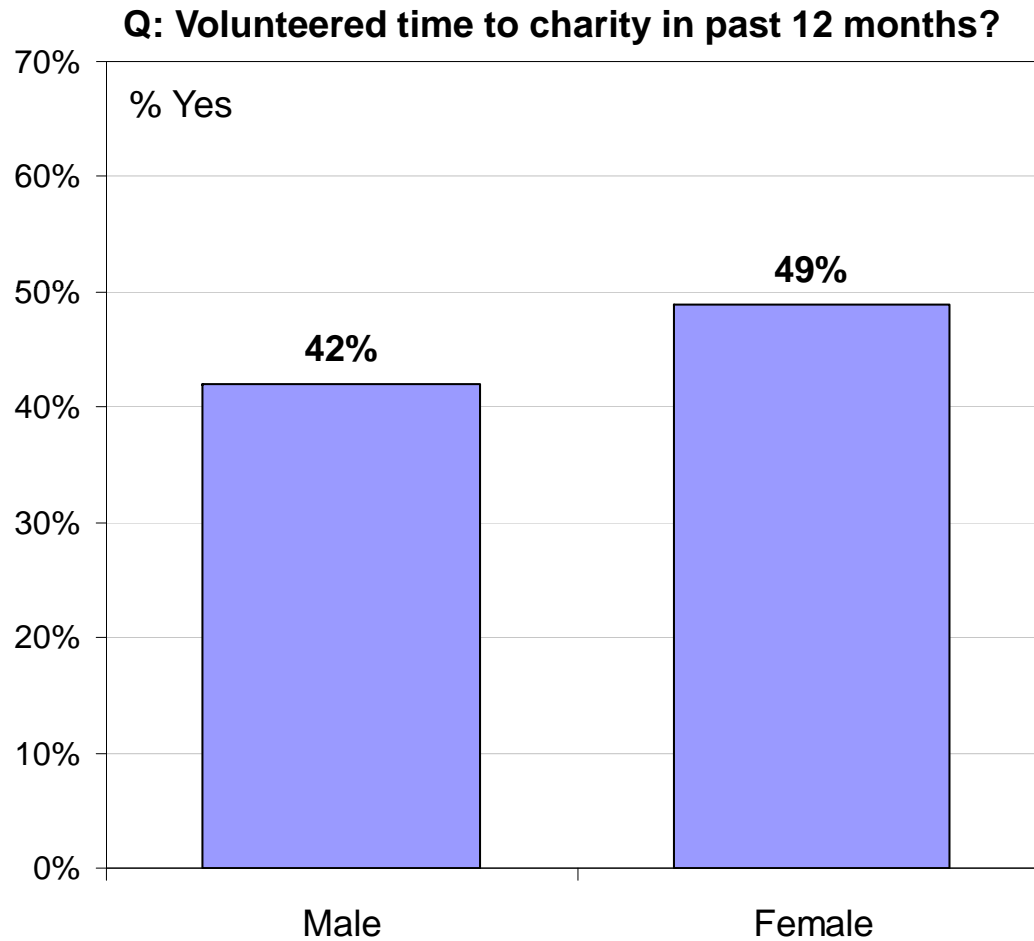
Figure 80: Volunteering By Religious Affiliation (2009)



Base: n=808 Tax-defined households; Catholic (162); Protestant (68); Other Christian (301); Other Non-Christian (94); None (183)

Relatively more females (49%) than males (42%) indicated that they volunteered time to a charitable cause in the past 12 months.

Figure 81: Volunteering By Gender (2009)



Base: n=808 Tax-defined households; Females (492), Males (316)

As shown below in Figure 82, volunteering households gave significantly more to charity than did non-volunteering households in 2009. [Note: This was also a consistent finding in previous tracking.] In 2009, volunteering households contributed an average of \$1,967 to charities in cash and/or goods, more than two times that reported for non-volunteering households (\$916)

Figure 82: Charitable Giving Among Volunteers and Non-Volunteers (2009)

Volunteering Status	Monetary Contribution	Average Goods Donation	Average Overall Giving
Volunteering Household	\$1,398	\$569	\$1,967
Non-Volunteering Household	\$654	\$262	\$916

Base: n=808 Tax-defined households; n=375 Volunteers, n=433 Non-Volunteers