

**Press Release For Immediate Dispatch**

**“Hong Kong Family Happiness Index Survey” Findings:  
Domestic Harmony and Volunteerism Bring Joy to Hong Kong Families**

**(June 29, 2008 – Hong Kong)** The “**Hong Kong Family Happiness Index Survey**”, a survey conducted by Public Opinion Programme of The University of Hong Kong and commissioned by The Boys’ and Girls’ Clubs Association of Hong Kong with support from Hong Kong Disneyland Resort, found that Hong Kong people consider family to be their major source of happiness and they believe **“The happier my family is, the happier I am”**. Hong Kong people also generally agreed that **“The more happiness I can bring to the others, the happier I am”**. The survey also found that children in Hong Kong are generally happier than young adults or parents.

Conducted in May and June this year, more than 1,500 Hong Kong citizens aged 9 and above were interviewed randomly on the phone. The interviewees were divided into three groups: children (aged 9 to 17); young adults (aged 18 to 34 with no children); and parents (aged 18 or above with at least one child aged below 17). This survey is the first of its kind to divide respondents into groups, a methodology that yields findings useful for comparative analysis.

**Dr Robert Chung Ting-yiu, Director of Public Opinion Programme of The University of Hong Kong** remarked, “The survey results demonstrated that domestic harmony is an essential factor that makes Hong Kong people happy. On the contrary, the interviewees believed that social conditions and materialism are only secondary happiness factors.”

**Lilian Law Shuk-kwan, Director of The Boys’ and Girls’ Clubs Association of Hong Kong** commented, “The findings show that Hong Kong citizens of different age groups and backgrounds consider family to be their major source of happiness. A positive relationship with ones family contributes more to a person’s happiness than affluence. The survey also illustrates the adage ‘happiness comes from helping others’. We can conclude that in the pursuit of happiness Hong Kong people should foster good relationships with their families and be willing to bring happiness to others to find happiness themselves.

“Parents nowadays spend much of their time on work, leaving them with few opportunities for family activities other than doing homework,” she added. “This impacts on the family’s role in bringing happiness to its members. The Boys’ and Girls’ Clubs Association of Hong Kong provides families with the chance to join voluntary activities in the hope that these pursuits can bring parents closer to their children. This not only gives joy to families, but also encourages children to share their happiness with others and **spread happiness through voluntary services**. This is very important for children’s

upbringings and will make Hong Kong a happier place in the future.”

**Lo Bing-chung, Vice President, Public Affairs, Hong Kong Disneyland Resort**, said that the Resort is delighted to support this survey and to learn more about children’s perception of happiness. “This is the first time that Hong Kong Disneyland Resort has worked with a well-respected organization that serves children, young adults and families. This survey has paved the way for us to develop and implement the “Disney Happy Family Volunteer Squad”, a new program that will unfold a series of community outreach activities.”

Wang Bei, who has been in Hong Kong for less than 3 years said, “After joining the activities organized by The Boys’ and Girls’ Clubs Association of Hong Kong with my daughter, we communicate better. We have learned things and made new friends together. Now we understand each other better and I get along with her just like one of her peers.” Her 10-year old daughter Ka-ming said, “I found myself when I started helping others. Taking part in these meaningful activities with my mum has brought us closer together and doubled our happiness.”

Andy Yip Yiu-keung, 28, is a shining example of finding happiness through helping others. Andy has volunteered for more than 13 years. “I dedicated 90 hours last year to voluntary services. I make an effort to help those in need through volunteering. Their laughter and smiles really touch my heart. I have learnt that being content is happiness and I treasure what I have now.” Andy concluded.

More than 60% of respondents believed that **engaging in leisure activities with their family** is the best way to make family members happy. **Miss Scarlet Fong, Clinical Psychologist of The Boys’ and Girls’ Clubs Association of Hong Kong**, commented that parents should **engage in different activities** with their children, such as talking to them, volunteering and attending hobby classes, rather than concentrating solely on school work and revision.

“Families should dedicate time to family activities so that they will learn how to get along with each other and enjoy memorable experiences together. This helps build positive relationships and enrich bonding within the family,” Miss Fong suggested.

#### Tips for parents

1. Communicate frequently with children, emphasizing on understanding, support and acceptance.
2. Take part in activities with children, such as voluntary work.
3. Take part in activities that appeal to children.
4. Lead a positive life to overcome challenges and difficulties.
5. Foster harmonious family relationship.

The “**Hong Kong Family Happiness Index Survey**” findings\*:

- About 90% of the respondents agreed that “The more happiness I can bring to the others, the happier I am”.
- **Children in Hong Kong are happier than adults.** The Happy Index for children, young adults and parents are 76.7, 67.2 and 74.8 respectively. The younger the child, the higher the Happy Index he or she has. (The respondents were asked to grade their own happiness from zero to 100. The higher the score, the higher the Happiness Index.)
- Over 90% of respondents from all three groups of respondents agreed that “The happier my family is, the happier I am”.
- Over 60% of respondents from the three groups of respondents believed that engaging in family leisure activities together is the best way to make their family members happy. Children (66%), young adults (83%) and parents (72%).
- **Less than 50% of respondents agreed that “Hong Kong is a place full of happiness”.** Children (57%), young adults (34%) and parents (42%)
- **Less than half agreed that “The richer I am, the happier I am”.**

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*\*Please refer to the Executive Summary of “Hong Kong Family Happiness Index Survey ” for more details of the results.*

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