

Individual Giving Survey 2010

Media Briefing

11 November 2010

Version Nov 2010

- In this document:
- Comparison with previous surveys is made where applicable. Percentages shown in the report are based on the weighted data while the sample sizes shown refer to the non-weighted sample count.
- The year shown refers to the year of survey unless otherwise stated.
- All figures, including percentages, are estimates. Percentages may not add up to 100% due to rounding or because multiple answers are allowed.
- “-” represents no respondents.
- “**” represents percentage below 1%.
- “#” represents sample size <30.

Agenda

- Background
- Executive summary
- Volunteerism
- Philanthropy
- Other topical issues
- Closing summary
- Q&A

Background

Research Background

- Developed by the National Volunteer & Philanthropy Centre (NVPC), the Individual Giving Survey (IGS) is a study of volunteerism and philanthropy in Singapore carried out every two years. The first volunteerism survey was carried out in 2000.
- Through the conduct of this research, NVPC aims to:
 - Determine the extent of individual giving of time and money at the national level
 - Profile givers and study their behaviors
 - Compare with past NVPC surveys
 - Inform policy

Research Design

- Sampling framework

- List of 4,928 households from Department of Statistics
- Sample households geographically spread and representative of house type

- Survey period: Apr to Aug 2010 (20 weeks)

- Respondents

- Individuals aged 15 years & above who are Singapore residents (i.e. Singapore citizens and permanent residents) and non residents (excluding tourists)
- Interviewed face to face at home
- Interviews completed: 1,815

- Statistics

- Weighting applied to sample data to arrive at national estimates
- Margin of error at 95% confidence level: +/- 2.3%

Demographic Profile of Respondents (Singapore Residents): Sample Distribution vs. National Distribution

	Sample (Unweighted)	Resident Population
Residents Only (Singapore Citizens and Permanent Residents)		
Gender		
Male	45%	49%
Female	55%	51%
Ethnic Group		
Chinese	75%	76%
Malay	13%	13%
Indian	10%	9%
Others	3%	3%
Age Group		
15 - 24 years	15%	17%
25 - 34 years	17%	19%
35 - 44 years	22%	21%
45 - 54 years	20%	20%
55 - 64 years	15%	13%
65 years and above	12%	11%
Housing Type		
HDB 1 - 3 rooms	28%	25%
HDB 4 rooms	36%	33%
HDB 5 rooms / Exec / HUDC / Exec condo	28%	27%
Condo / Private apartment	5%	9%
Landed property	4%	6%
Others (e.g. shophouses)	-	*

Survey respondents include both residents and non-residents. The above table shows the distribution of resident sample.

Executive summary

• VOLUNTEERISM

- Volunteer participation: risen from 16.9% to 23.3%
- Total volunteer hours doubled from 45 million hours to 89 million hours
- Occasional volunteers are here to stay
 - More than half (55%) of volunteers do so occasionally. Average hours volunteered (about 45 hours in the past 12 months) is over five working days

• PHILANTHROPY

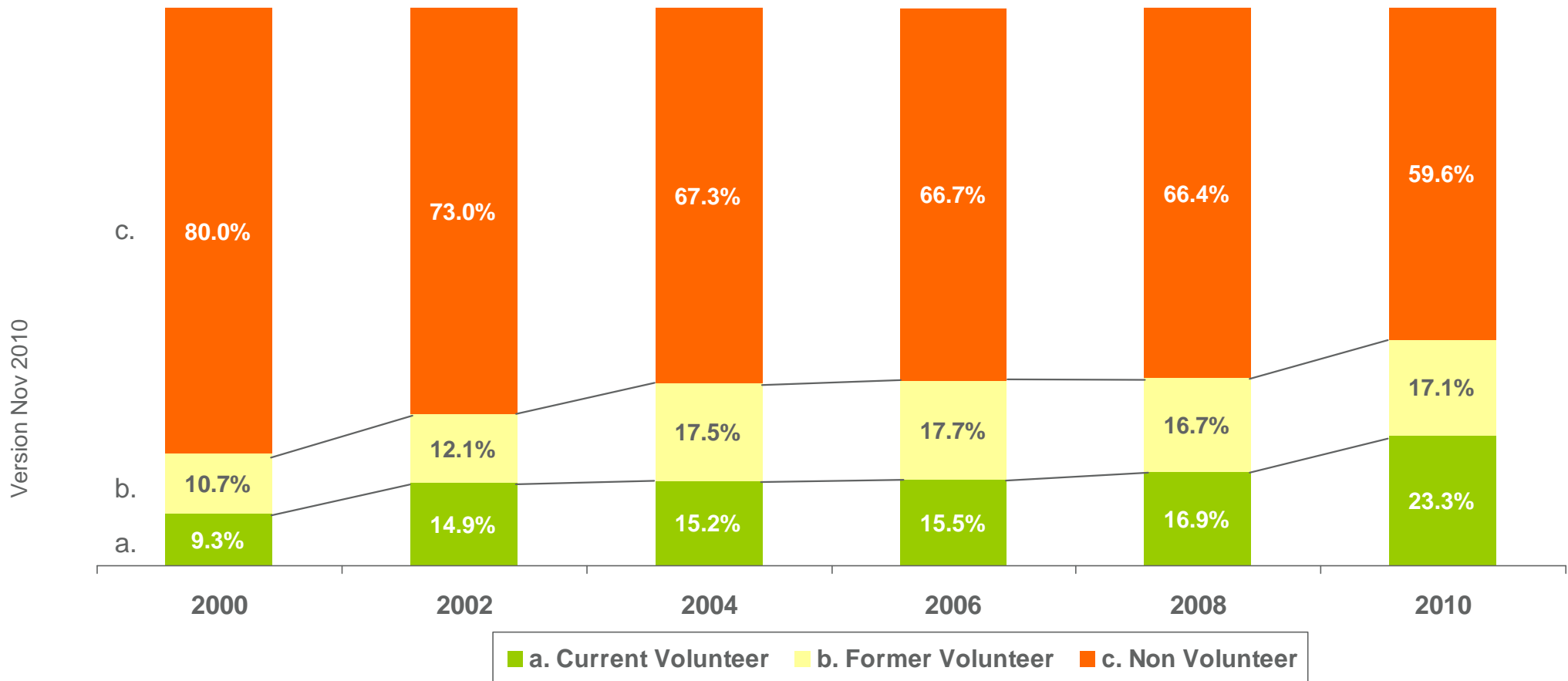
- Donor participation: fallen from 91% to 85%
- Donation amounts: risen from S\$0.96 billion to S\$1.07 billion
- 15% will consider donating online in the next 12 months
 - Proportion is 33% or higher among those with personal monthly income of S\$4,000 and above

Volunteerism

- One of the key objectives of the survey was to gauge the incidence, or proportion, in Singapore of:
 - i. Non volunteers;
 - ii. Former volunteers; and
 - iii. Current volunteers.
- Definitions:
 - i. Volunteering: activities done out of own free will to help others without expecting financial payment. Volunteering does not include compulsory community work such as Community Involvement Programme (CIP) in schools (except where it exceeded the compulsory hours) and Corrective Work Order (CWO).
 - ii. Non volunteers: respondents who had never volunteered before
 - iii. Former volunteers: respondents who had volunteered before, but did not do so in the past 12 months
 - iv. Current volunteers: respondents who had volunteered in the past 12 months

Volunteerism rate has risen above 20% for the first time

Volunteer participation has risen over the past 2 years, from 16.9% to 23.3%, the highest since research began in 2000, and the largest increase.



Q: Based on the above definition, have you volunteered in the past 12 months?

Base: All respondents

If Yes = Current Volunteer.

If No, Q: Have you ever volunteered before?

If Yes = Former volunteer, If No = Non volunteer.

Current Volunteers

Respondents who had volunteered in the past 12 months

Current Volunteers: Incidence within Sub-groups

Compared to 2008 survey, increase in volunteerism is evident amongst all demographics, except 65 year olds and above. Among age groups, the highest proportion of volunteers is among 15-24 year olds.

	2004	2006	2008	2010
All Respondents	15.2%	15.5%	16.9%	23.3%
Gender				
Male	16%	16%	15%	24%
Female	14%	15%	19%	22%
Ethnic Group				
Chinese	15%	15%	16%	23%
Malay	16%	14%	19%	24%
Indian	17%	25%	21%	24%
Others	9% [#]	3% [#]	15% [#]	25%
Age Group				
15 - 24 years	25%	28%	23%	36%
25 - 34 years	15%	11%	13%	21%
35 - 44 years	16%	14%	19%	23%
45 - 54 years	15%	14%	17%	23%
55 - 64 years	8%	13%	14%	22%
65 years and above	4%	11%	11%	10%
Housing Type				
HDB 1 - 3 rooms	9%	13%	11%	18%
HDB 4 rooms	16%	14%	16%	22%
HDB 5 rooms / Exec / HUDC / Exec Condo	19%	16%	24%	28%
Condo / Private apartment	21%	19%	19%	32%
Landed property	29%	40%	24%	25%
Others (e.g. shophouses)	15% [#]	-	-	-

For example, in the 2010 survey: Among individuals aged 15-24, 36% were volunteers.

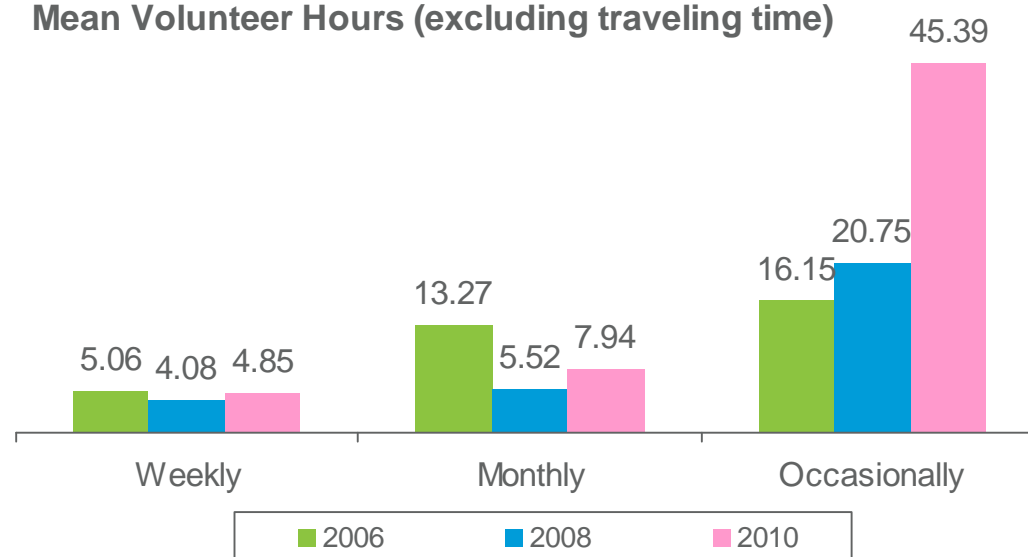
Total volunteer hours doubled

Total volunteer hours doubled from 45 million hours to 89 million hours.

Year	Incidence of Current Volunteers	Total Volunteer Hours (exclude travelling time)
2006	15.5%	49 million hours
2008	16.9%	45 million hours
2010	23.3%	89 million hours

Volunteer Frequency	% of Current Volunteers		
	2006	2008	2010
Weekly (per week)	21%	24%	22%
Monthly (per month)	25%	22%	22%
Occasionally (per year)	54%	54%	55%

Mean Volunteer Hours (excluding traveling time)



Weekly hours reflect mean number of hours spent volunteering per week.
 Monthly hours reflect mean number of hours spent volunteering per month.
 Occasional hours reflect mean number of hours spent volunteering per year.

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Former Volunteers

Respondents who had volunteered before but not in the past 12 months

“No time” remains biggest reason that stops volunteering

Other reasons may also be related to volunteer management eg volunteer overload.



1. No Time



2. Tired/burnout



3. Organisation stopped calling on my services



4. Too much responsibility



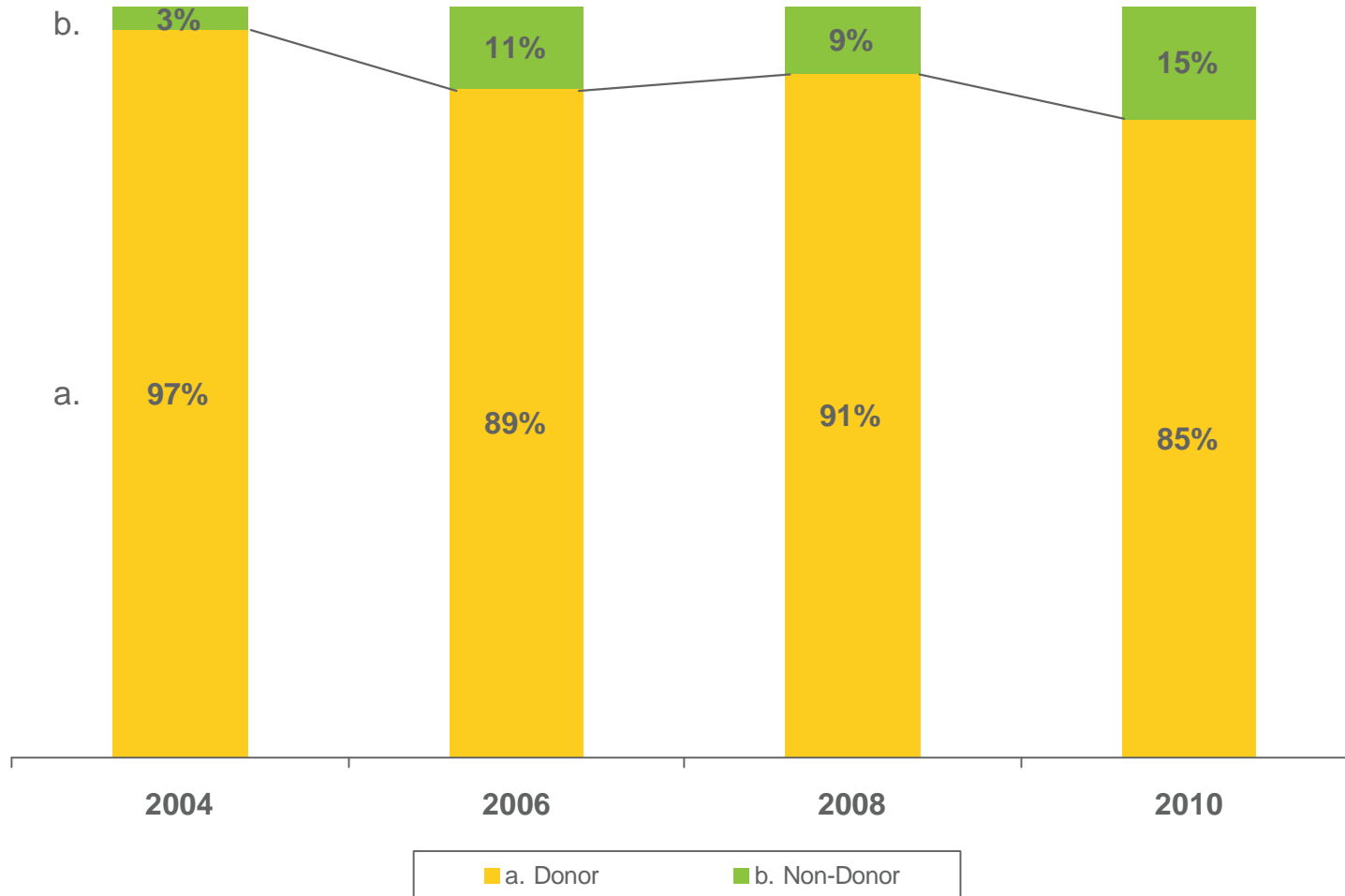
5. Inaccessible/ change in location

Philanthropy

- A key objective of the survey was to gauge the incidence in Singapore of:
 - i. Donors; and
 - ii. Non-donors.
- Definitions:
 - i. Donating: respondents were considered to have donated money if they had given money on their own free will. Excluded obligatory giving of money such as paying fines or taxes, or supporting family member(s).
 - ii. Donors: Respondents who had donated money in the past 12 months
 - iii. Non-donors: Respondents who had not donated money in the past 12 months

Donor incidence has fallen

This incidence is the lowest since NVPC's philanthropy research began in 2004.



Q: Based on the above definition, have you donated in the past 12 months?
 If Yes = Donor, If No = Non-donor.
 Base : All respondents

Percentages in 2010 survey are rounded from 1 decimal place.

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9 in 10 of those aged 35-44 and 45-54 have donated

Donor incidence is particularly low among condo/private apartment dwellers.

	2006	2008	2010
All Respondents	89.4%	91.1%	84.9%
Gender			
Male	88%	91%	82%
Female	91%	91%	88%
Ethnic Group			
Chinese	89%	90%	86%
Malay	94%	95%	92%
Indian	88%	95%	77%
Others	84% [#]	89%	78%
Age Group			
15 - 24 years	91%	89%	82%
25 - 34 years	87%	93%	85%
35 - 44 years	94%	96%	89%
45 - 54 years	91%	93%	90%
55 - 64 years	90%	85%	81%
65 years and above	80%	82%	77%
Housing Type			
HDB 1 - 3 rooms	85%	86%	83%
HDB 4 rooms	92%	92%	87%
HDB 5 rooms / Exec / HUDC / Exec Condo	91%	97%	87%
Condo / Private apartment	93%	90%	75%
Landed property	88%	91%	88%
Others (e.g. shophouses)	75% [#]	-	-

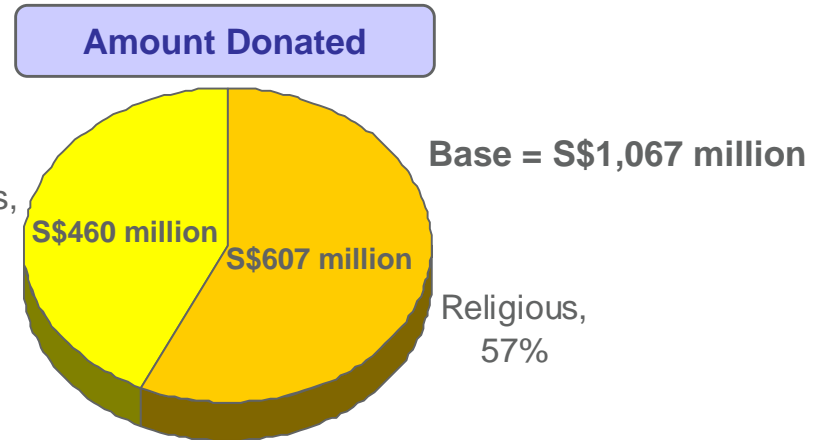
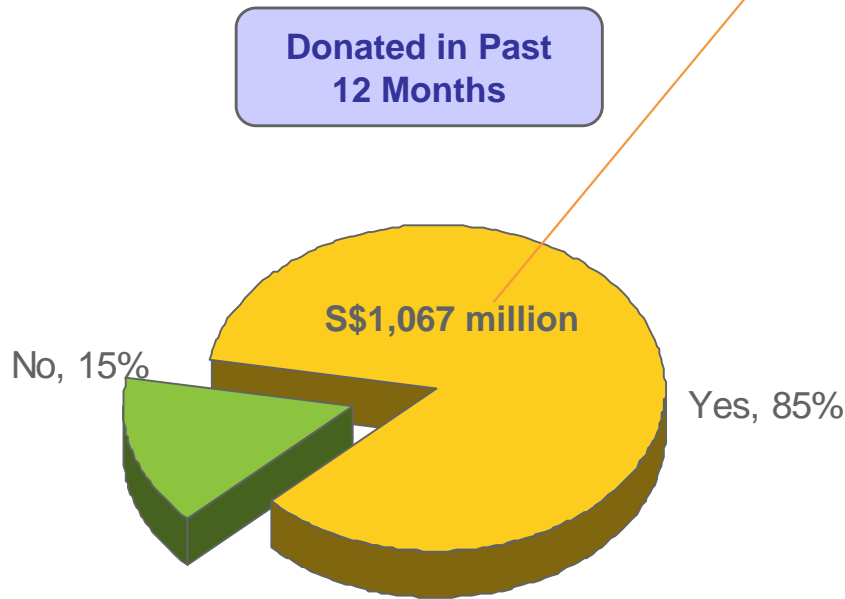
For example, in the 2010 survey: Among individuals aged 15-24, 82% were donors.

Total donations by individuals is over S\$1 billion

This is the first time since NVPC's philanthropy research began in 2004 that total donations by individuals (including non tax deductible) have crossed the S\$1 billion mark.

Among Donors

Year	Average Donation	Total Giving of Money by Individuals
2004	S\$155 per giver	S\$438 million
2006	S\$125 per giver	S\$341 million
2008	S\$300 per giver	S\$958 million
2010	S\$331 per giver	S\$1,067 million



Donations to non profit organisations (religious and non-religious, including Institutions of a Public Character) by individuals in 2010 survey: S\$1,067m

Donations to IPCs in 2009 (including donations by institutions such as companies, not just by individuals): S\$687m.

Donations for use outside of Singapore (e.g. for relief of earthquake or famine victims)

2010 survey: about S\$160 million

2008 survey: about S\$103 million

2006 survey: about S\$28 million

Percentages in 2010 survey are rounded from 1 decimal place.

Q: Approximately how much money to religious (e.g. churches, mosques, temples) and non-religious organisations IN TOTAL have you donated in the past 12 months?

Q: Of the total amount of donation, approximately how much money if any have you donated to religious organisations in the past 12 months?

Q: Of the total amount of donation, approximately how much money if any have you donated for use outside Singapore (e.g. for relief of earthquake or famine victims, to save wildlife) in the past 12 months?

Base: All donors

Future intention to donate online

Among all respondents, 15% will consider donating online in the next 12 months. Proportion is 33% or higher among those with personal monthly income of S\$4,000 and above.

	2010
All respondents	15.0%
Age Group	
15 - 24 years	17%
25 - 34 years	28%
35 - 44 years	17%
45 - 54 years	6%
55 - 64 years	6%
65 years and above	2%
Personal Monthly Income	
Below S\$1000	9%
S\$1000 to S\$1,999	7%
S\$2000 to S\$2,999	18%
S\$3000 to S\$3,999	24%
S\$4000 to S\$4,999	33%
S\$5000 to S\$9,999	44%
S\$10,000 or more [#]	45%
Working Status	
Working	19%
PMEBs	29%
Other white collar	9%
Blue collar	3%
National Service [#]	13%
Housewife/ Homemaker	7%
Student	15%
Unemployed	7%
Retired	3%

For example, in the 2010 survey: Among individuals aged 15-24, 17% would consider donating online in the next 12 months.

Percentages in 2010 survey are rounded from 1 decimal place.

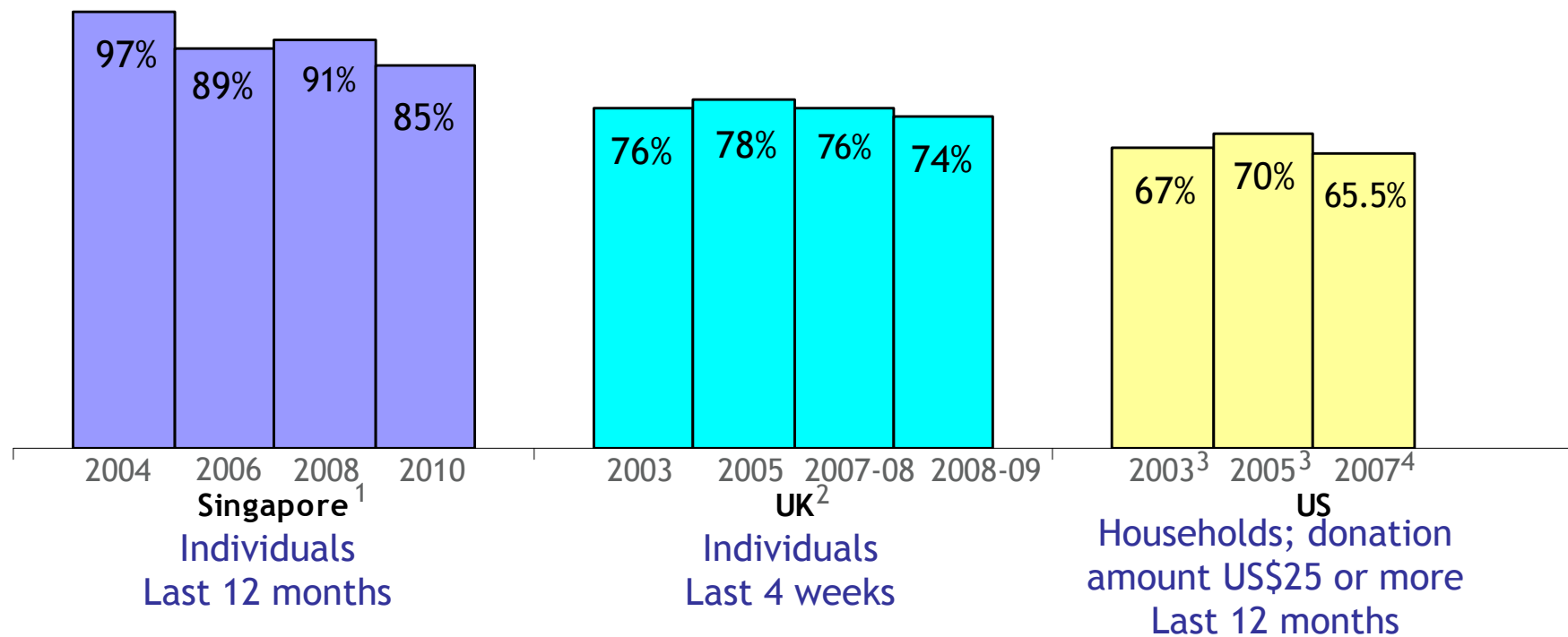
Q: Will you consider donating ONLINE in the next 12 months?
Base: All respondents

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Other Topical Issues

While not strictly comparable, Singapore led in giving money



Results among countries are not strictly comparable because of differences e.g. when fieldwork was carried out, survey methods, definitions of donating. Years stated in chart are the year(s) of fieldwork. For UK, the core sample comprised a representative sample of people aged 16 and over in England and Wales.

1 "Individual Giving Survey" (2004, 2006, 2008, 2010), National Volunteer & Philanthropy Centre, Singapore.

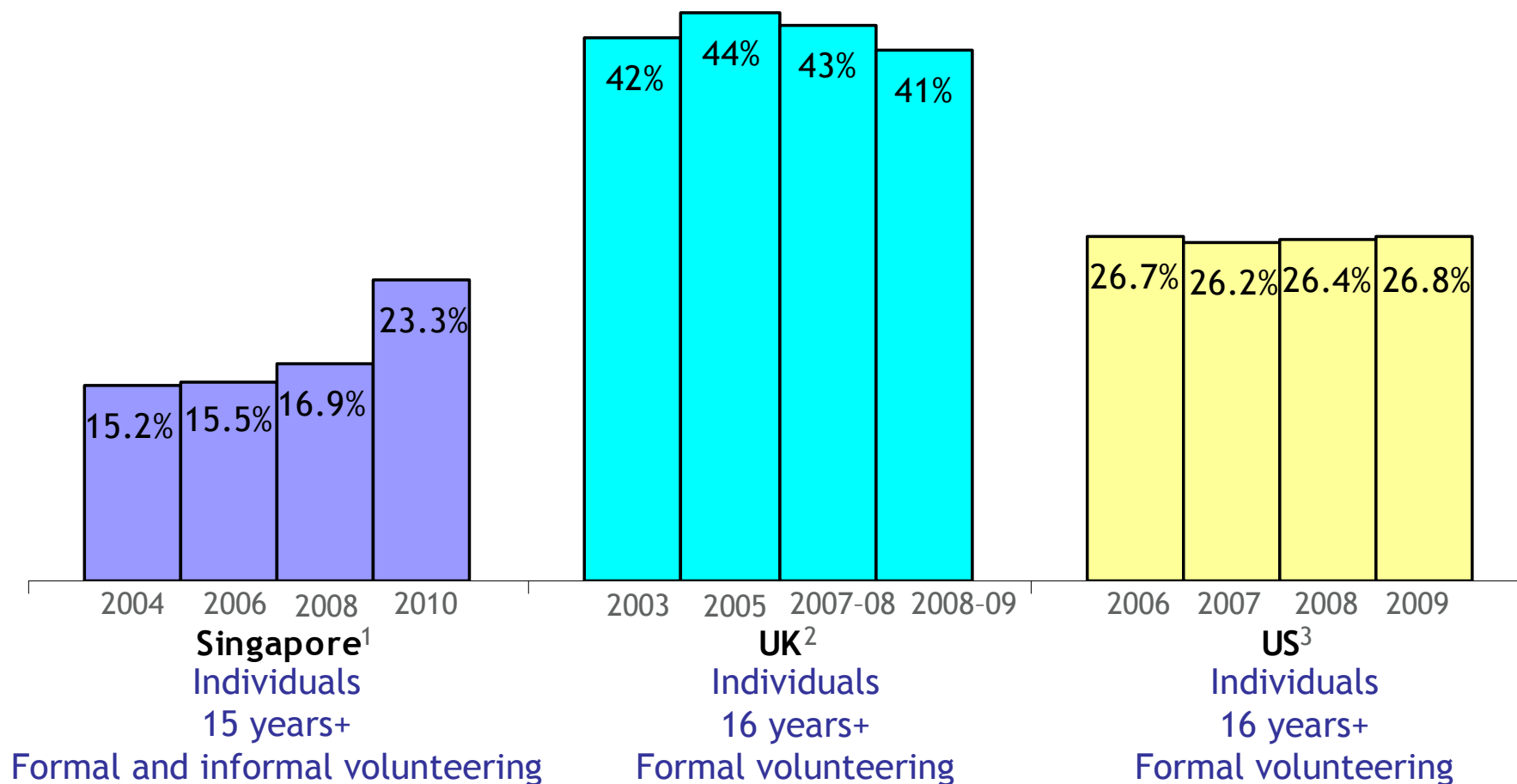
2 "2008-09 Citizenship Survey: Volunteering and Charitable Giving Topic Report" (2010), Department for Communities and Local Government, United Kingdom. Retrieved 27 September 2010 from <http://www.communities.gov.uk/documents/statistics/pdf/1547056.pdf>. UK information previously reported in IGS2008 results was from a different source: "Helping Out" (2007), Cabinet Office, United Kingdom.

3 "Center on Philanthropy Panel Study". (2003, 2005), The Center on Philanthropy at Indiana University, United States.

4 "Overview of Overall Giving: Based on data collected in 2007 about giving in 2006" (2010), The Center on Philanthropy at Indiana University, United States. Retrieved 28 September 2010 from http://www.philanthropy.iupui.edu/research/copps/docs/2007COPPS_KeyFindings.pdf.

While not strictly comparable, Singapore lagged in giving time

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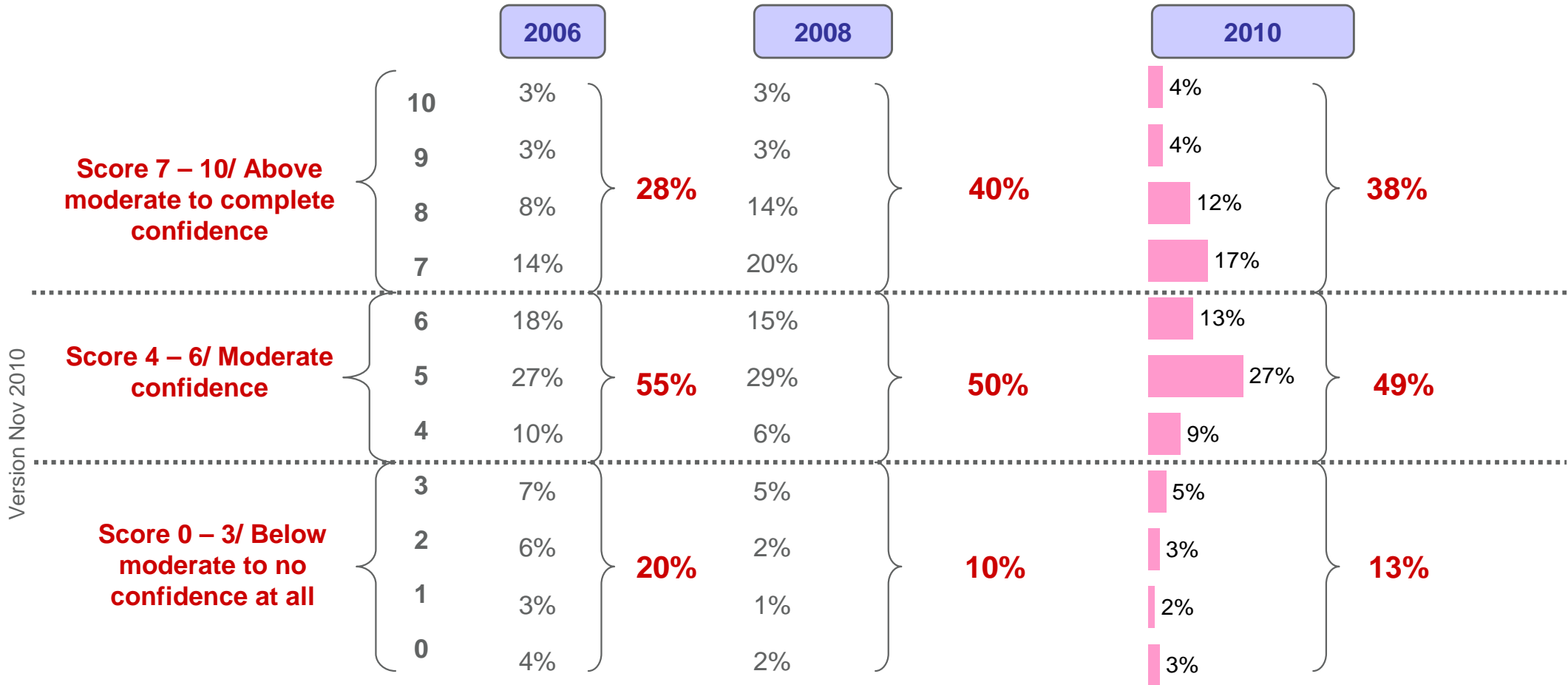
1 "Individual Giving Survey" (2004, 2006, 2008, 2010), National Volunteer & Philanthropy Centre, Singapore.

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3 "Volunteering in America" (2009), Corporation for National & Community Service. Retrieved 28 September 2010 from <http://www.volunteeringinamerica.gov/national>.

Public confidence in charities is similar to 2008 level

Nearly 2 in 5 had “above moderate to complete confidence” in charities.



Percentages in 2010 survey are rounded from 1 decimal place. Figures may not add up to total due to rounding.

Q: On a scale of 0 - 10 (where "0" means "Do not have confidence at all", while "10" means "Have complete confidence"), how much confidence do you have in charities?

The 2006 and 2008 figures are from 2008 survey:

Q: On a scale of 0-10 (where "0" means "Do not have confidence at all", while "10" means "Have complete confidence"), how much confidence do you have in charities?

Q: Using the same scale of 0-10, how would you rate your confidence in charities in 2006?

Base: All respondents

Closing summary

- VOLUNTEERISM

- Volunteer participation is at all-time high
 - Risen from 16.9% to 23.3%
 - Total volunteer hours doubled from 45 million hours to 89 million hours

- PHILANTHROPY

- Despite donor participation falling from 91% to 85%, donation amounts at all-time high: risen from S\$0.96 billion to S\$1.07 billion