

Individual Giving Survey 2010 Supplement

Version Sep 2011

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.
- Mean values may be affected by outliers.

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 behaviours*
 - *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 e.g. 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%*




Executive Summary

VOLUNTEERISM

- Top 3 sectors (volunteer participation)
 -  Religious organisations
 -  Education
 -  Social service
- Top motivator of volunteerism with specific organisations: *Help a cause you personally believe in*
- 4 in 5 volunteers will continue to volunteer in the future



PHILANTHROPY

- Top 3 sectors (donor participation)
 -  Religious organisations
 -  Health
 -  Education
- Top motivator of philanthropy with specific organisations: *Help a cause you personally believe in*
- 4 in 5 donors will continue to donate in the future



Volunteerism

- A key objective of the survey was to gauge the incidence 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

Current volunteers: Incidence within sub-groups

In both 2010 and 2008 surveys, volunteer incidence is highest among those aged 15-19 while volunteer incidence among those aged 65 and above is particularly low.

	2008	2010
All Respondents	16.9%	23.3%
Age Group (five-year age band)		
15 - 19 years	31%	48%
20 - 24 years	18%	23%
25 - 29 years	11%	16%
30 - 34 years	15%	25%
35 - 39 years	17%	23%
40 - 44 years	21%	22%
45 - 49 years	20%	24%
50 - 54 years	14%	21%
55 - 59 years	17%	22%
60 - 64 years	10%	22%
65 years and above	11%	10%

For example, in the 2010 survey: Among individuals aged 15-19, 48% were volunteers.

Current volunteers: Incidence within sub-groups

Compared to 2008 survey, there is a general increase in volunteerism across most sub-groups in terms of highest educational level attained and income group, except for those who earn a monthly income of between S\$4,000 to S\$9,999.

	2008	2010
All Respondents	16.9%	23.3%
Highest Educational Level Attained		
No formal education	6%	17%
PSLE	15%	17%
Secondary/ GCE 'N'/ 'O' Level	15%	23%
College/ ITE/ Pre-U/ GCE 'A' Cert	20%	28%
Polytechnic Diploma or equivalent	20%	25%
University/ Degree or higher	21%	27%
Income Group (Personal Monthly Income)		
Lower than S\$1,000	16%	23%
S\$1,000 to S\$1,999	12%	17%
S\$2,000 to S\$2,999	17%	24%
S\$3,000 to S\$3,999	18%	30%
S\$4,000 to S\$4,999	27%	24%
S\$5,000 to S\$9,999	27%	25%
S\$10,000 or more [#]	30%	57%

For example, in the 2010 survey: Among individuals whose personal monthly income fell into the S\$3,000 - S\$3,999 income group, 30% were volunteers.

Current volunteers: Incidence within sub-groups

Compared to 2008 survey, there is a noticeably higher proportion of volunteers among part timers and self-employed.

	2008	2010
All Respondents	16.9%	23.3%
Occupational Status		
Full-time employed	16%	23%
Part-time employed	11%	30%
National Service [#]	29%	43%
Housewife/ Housemaker	12%	14%
Student	28%	40%
Unemployed	12%	10%
Retiree		16%
Industry		
Local private sector	12%	22%
Local public sector	27%	30%
Local non-profit organisation [#]	40%	20%
Multinational corporation	20%	21%
Self-Employed	18%	35%

For example, in the 2010 survey: Among individuals who were students, 40% were volunteers.

In 2008 survey, data for unemployed and retiree were grouped into one occupational status sub-group.

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

Base: All respondents (Occupational Status)

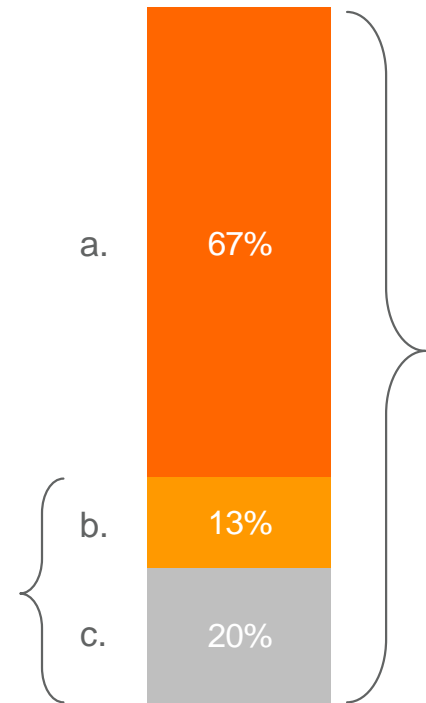
All employed (Industry)

Percentages in 2010 survey are rounded from 1 decimal place.

More volunteer through formal means

2 in 3 current volunteers engage in volunteer work only through formal means i.e. through organisations.

Means of volunteering



33% of current volunteers participate through informal means.

- a. Formal means
- b. Informal means
- c. Informal and formal means

Among current volunteers,

the top three types of volunteer work are

- human services (e.g. befriending, mentoring),
- fundraising and
- general services and administration.

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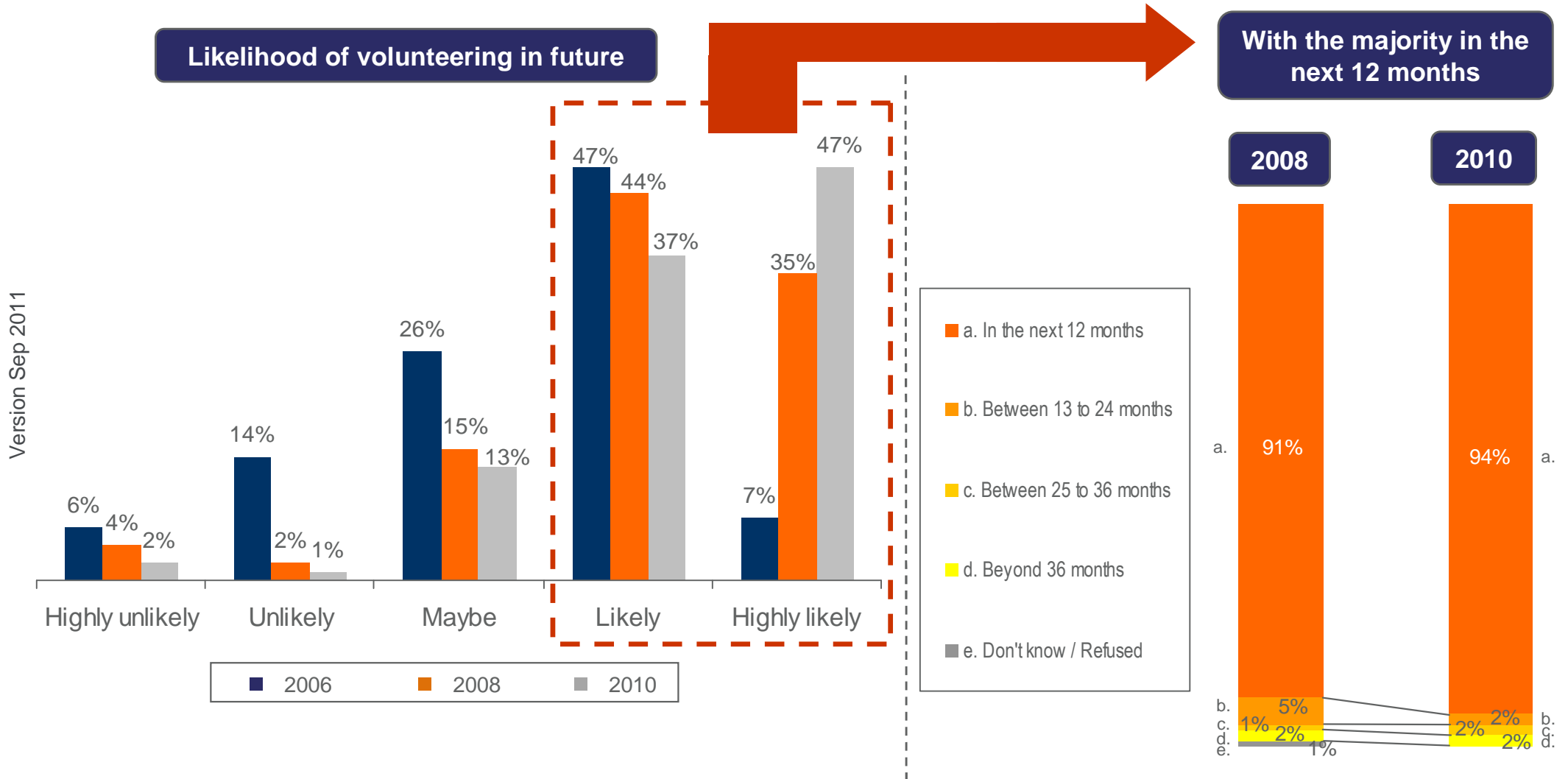
Q: This card shows different types of work volunteers do, such work may be done through organisations or informally such as helping neighbours. What type(s) of volunteer work have you done in the past 12 months? Base: All current volunteers

Q: In your volunteering, through what organisations did you volunteer? Base: All current volunteers

Percentages in 2010 survey are rounded from 1 decimal place.

4 in 5 volunteers will continue to volunteer

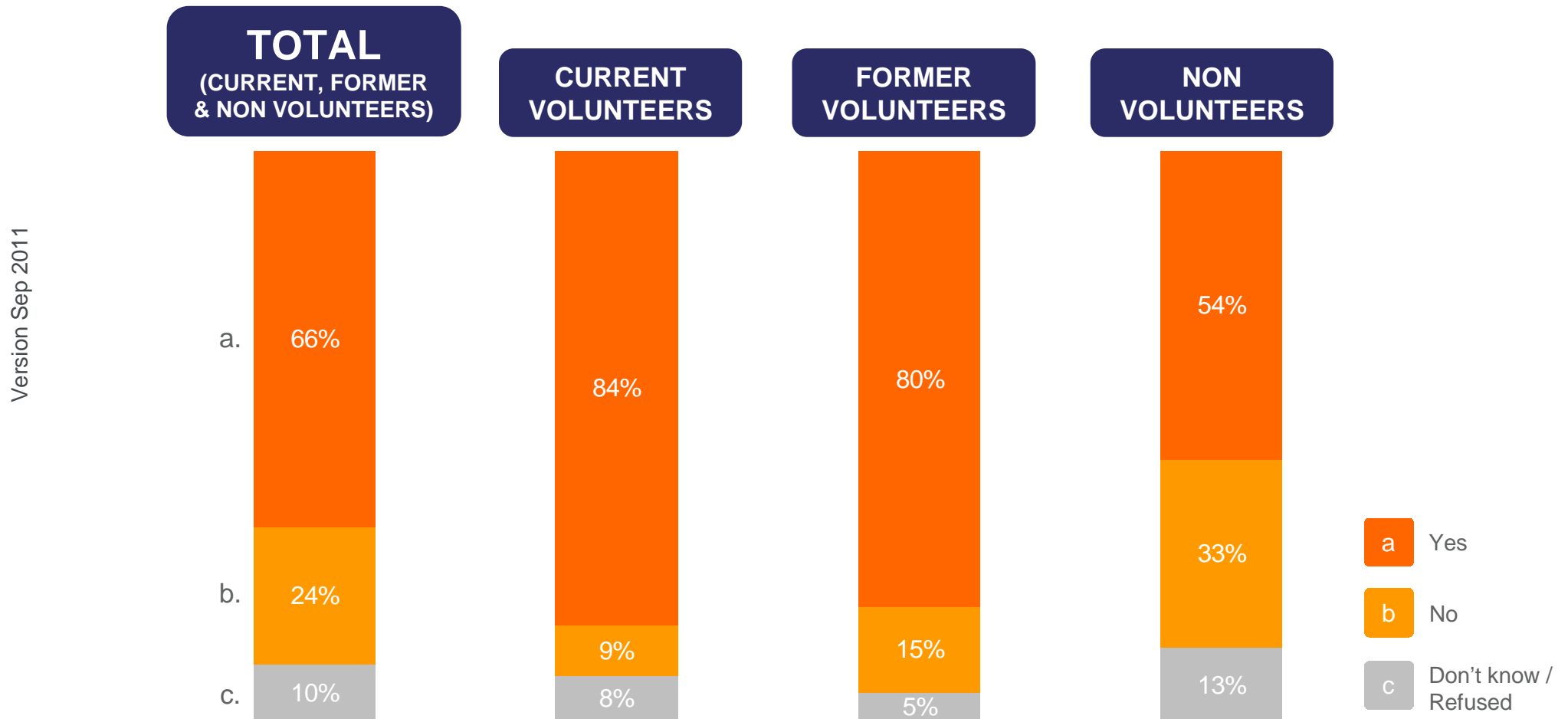
Similar to 2008 survey, 4 in 5 volunteers are likely or highly likely to volunteer again. Among such volunteers, 9 in 10 are likely to volunteer in the next 12 months.



Q: How likely are you to volunteer in future? Would you say you are ...?
 Base: All current volunteers
 Q: When do you see yourself volunteering?
 Base: All current volunteers who mentioned 'likely', 'highly likely' to volunteer in future
 Percentages in 2010 survey are rounded from 1 decimal place.

Volunteer activities organised by employers will attract former and non volunteers

However, a third of non volunteers remain closed to volunteering through companies.



Q: If your employer was to organise volunteering activities in the next 12 months, will you participate?

Base: All who are employed

Percentages in 2010 survey are rounded from 1 decimal place.

Individual Giving Survey 2010

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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

Donors: Incidence within sub-groups

In 2010 survey, donor incidence is highest among those aged 40-54. In both 2010 and 2008 surveys, donor incidence is the lowest among those aged 65 and above.

	2008	2010
All Respondents	91.1%	84.9%
Age Group (five-year age band)		
15 - 19 years	93%	82%
20 - 24 years	86%	83%
25 - 29 years	90%	86%
30 - 34 years	96%	83%
35 - 39 years	97%	87%
40 - 44 years	96%	91%
45 - 49 years	92%	90%
50 - 54 years	94%	90%
55 - 59 years	86%	79%
60 - 64 years	85%	84%
65 years and above	82%	77%

For example, in the 2010 survey: Among individuals aged 15-19, 82% were donors.

Q: Based on the above definition, have you donated in the past 12 months?
Base: All respondents

Percentages in 2010 survey are rounded from 1 decimal place.

Donors: Incidence within sub-groups

In 2010 survey, among income groups, donor incidence is highest among those who earn a monthly income of S\$3,000 or more.

	2008	2010
All Respondents	91.1%	84.9%
Highest Educational Level Attained		
No formal education	77%	71%
PSLE	88%	79%
Secondary/ GCE 'N'/ 'O' Level	92%	86%
College/ ITE/ Pre-U/ GCE 'A' Cert	89%	91%
Polytechnic Diploma or equivalent	92%	89%
University/ Degree or higher	97%	85%
Income Group (Personal Monthly Income)		
Lower than S\$1,000	88%	81%
S\$1,000 to S\$1,999	91%	86%
S\$2,000 to S\$2,999	96%	87%
S\$3,000 to S\$3,999	96%	90%
S\$4,000 to S\$4,999	98%	93%
S\$5,000 to S\$9,999	99%	90%
S\$10,000 or more [#]	95%	91%

For example, in the 2010 survey: Among individuals whose personal monthly income fell into the S\$3,000 - S\$3,999 income group, 90% were donors.

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

Base: All respondents

Percentages in 2010 survey are rounded from 1 decimal place.

Donors: Incidence within sub-groups

In 2010 survey, the highest donor incidence is among those who work in the local public sector or multinational corporations.

	2008	2010
All Respondents	91.1%	84.9%
Occupational Status		
Full-time employed	94%	88%
Part-time employed	89%	88%
National Service [#]	94%	76%
Housewife/ Housemaker	90%	83%
Student	89%	82%
Unemployed	81%	78%
Retiree		75%
Industry		
Local private sector	94%	86%
Local public sector	92%	94%
Local non-profit organisation [#]	100%	69%
Multinational corporation	96%	94%
Self-Employed	90%	83%

For example, in the 2010 survey: Among individuals who were students, 82% were donors.

In 2008 survey, data for unemployed and retiree were grouped into one occupational status sub-group.

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

Base: All respondents (Occupational Status)

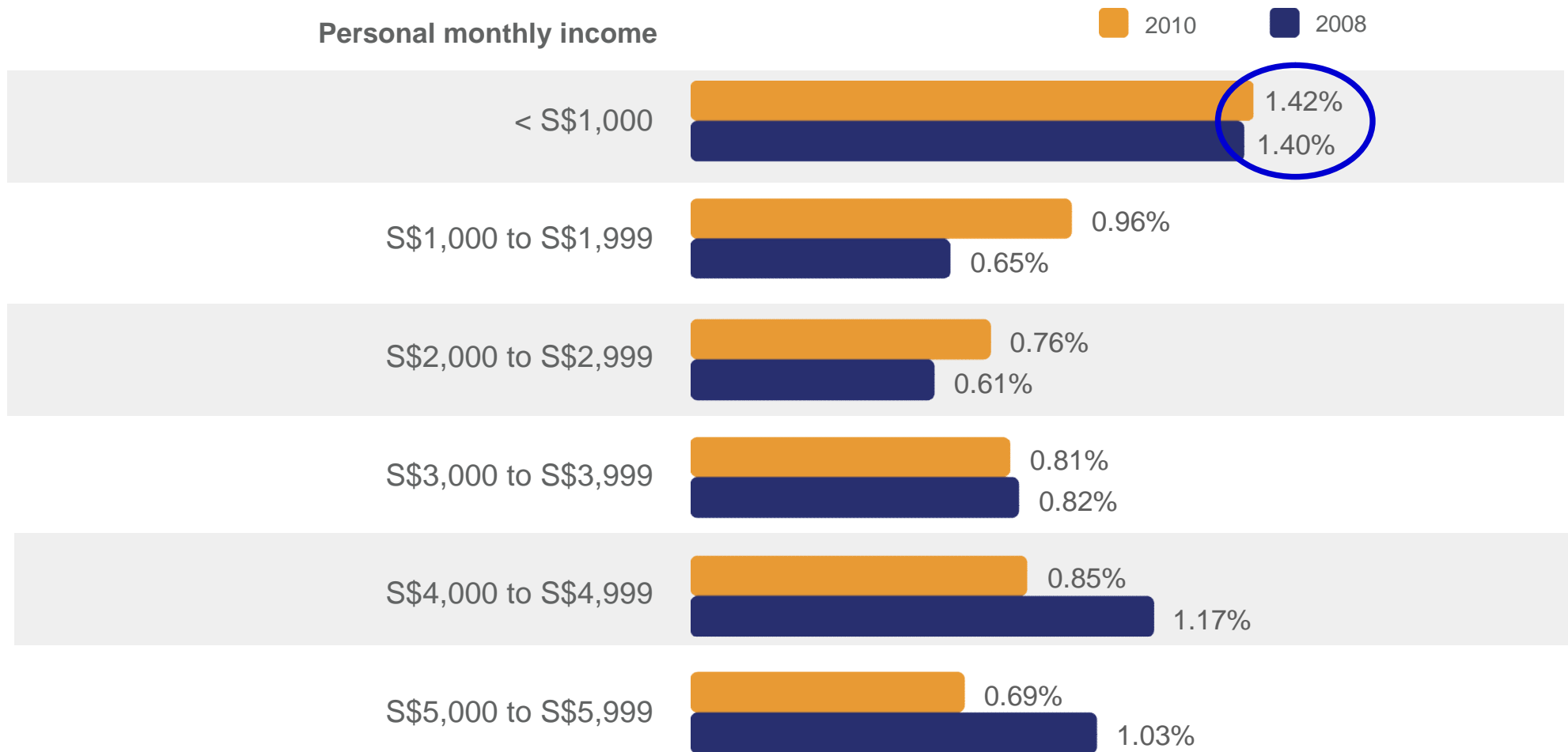
All employed (Industry)

Percentages in 2010 survey are rounded from 1 decimal place.

Donations as percentage of annual income

Similar to 2008 survey, those who earn below S\$1,000 per month tend to donate a higher percentage of their income.

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In 2009, median gross monthly income from work for all employed residents (excluding Full-Time National Servicemen) is S\$2,420.

Reference: Ministry of Manpower. (2010). *Report on Labour Force in Singapore, 2009*. Retrieved 19 August 2011 from http://www.mom.gov.sg/Documents/statistics-publications/manpower-supply/report-labour-2009/mrsd_2009LabourForce.pdf

n < 30 within each personal monthly income band from S\$6000 onwards for 2008 and S\$7000 onwards for 2010.

Donations as % of income = (Mean annual donation / annual income) x 100. Annual income = upper limit of personal monthly income band x 12.

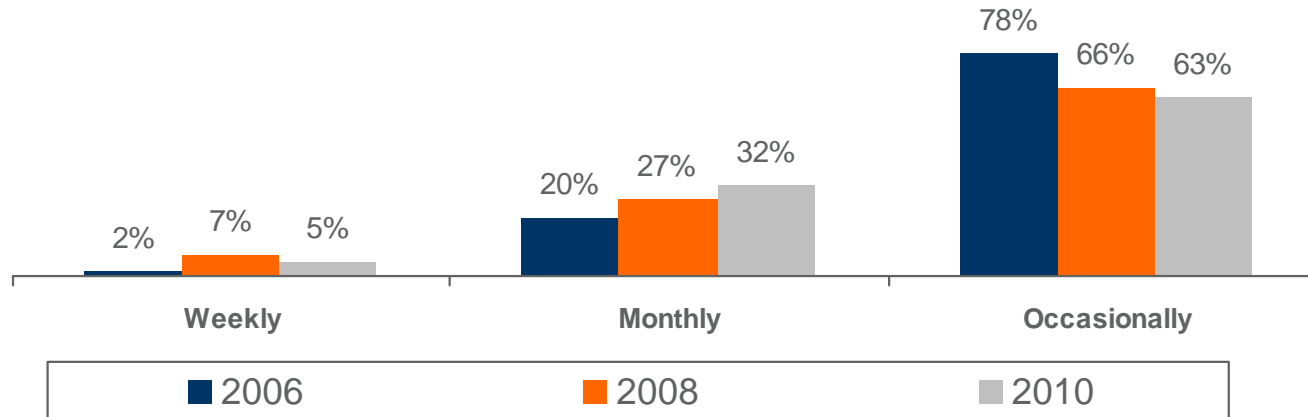
As in past years, most donors give occasionally

In 2010 survey, weekly donors gave about four times the amount given by occasional donors.

Frequency of giving	Mean amount donated in past 12 months (\$\$)		
	2006	2008	2010
Weekly (per week)	824	700	871
Monthly (per month)	211	605	494
Occasionally (per year)	85	134	202

Each figure refers to the mean amount donated in the past 12 months, whether weekly, monthly or occasionally. For example, in the 2010 survey, the mean amount donated in the past 12 months was \$871 among donors who gave weekly.

Proportion of donors by frequency of giving



Q: How often did you give money to charitable or non-profit organisations in the past 12 months? Was it weekly, monthly, occasionally?

Base: All donors

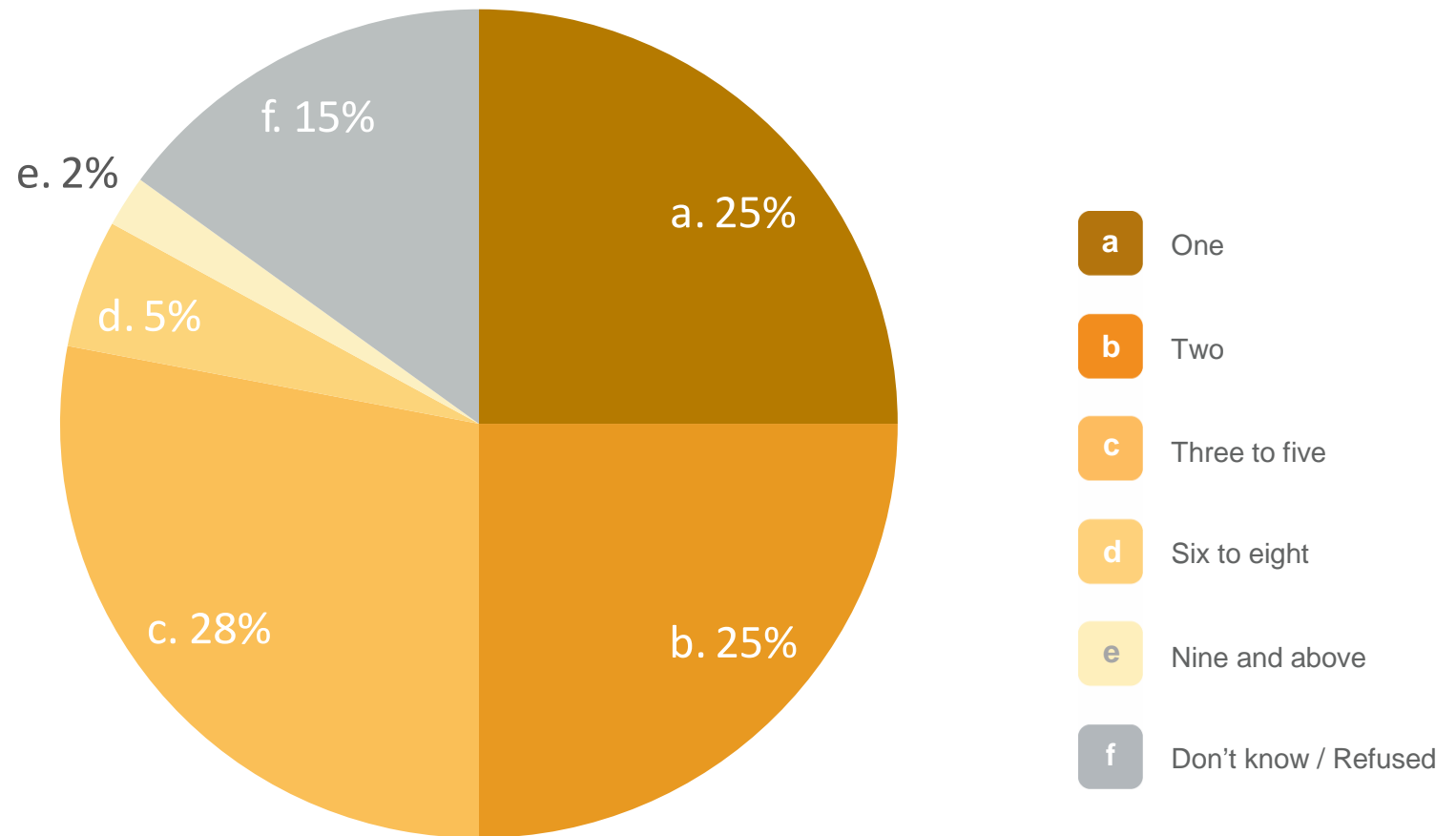
Q: Approximately how much money to religious (e.g. churches, mosques, temples) and non-religious organisations IN TOTAL have you donated in the past 12 months?

Base: All donors

Percentages in 2010 survey are rounded from 1 decimal place.

3 in 5 donors give to two or more charities

About half of donors give to between 2 to 5 charities.



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Q: How many charities did you donate to in the past 12 months?
Base: All donors

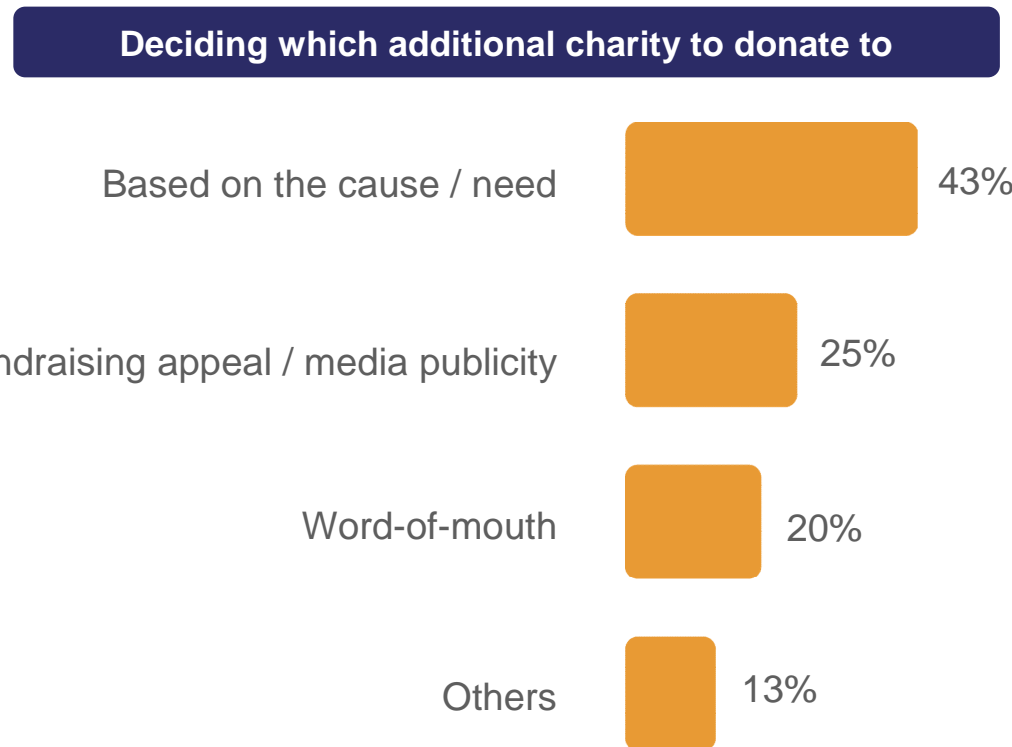
Percentages in 2010 survey are rounded from 1 decimal place.

Individual Giving Survey 2010

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Donors give to additional charities based on cause / need

Fundraising appeal / media publicity also matters when donors decide which additional charities to donate to.



Bar chart based on coding of answers to open-ended question.

Figures may not add up to 100% as multiple answers are allowed.

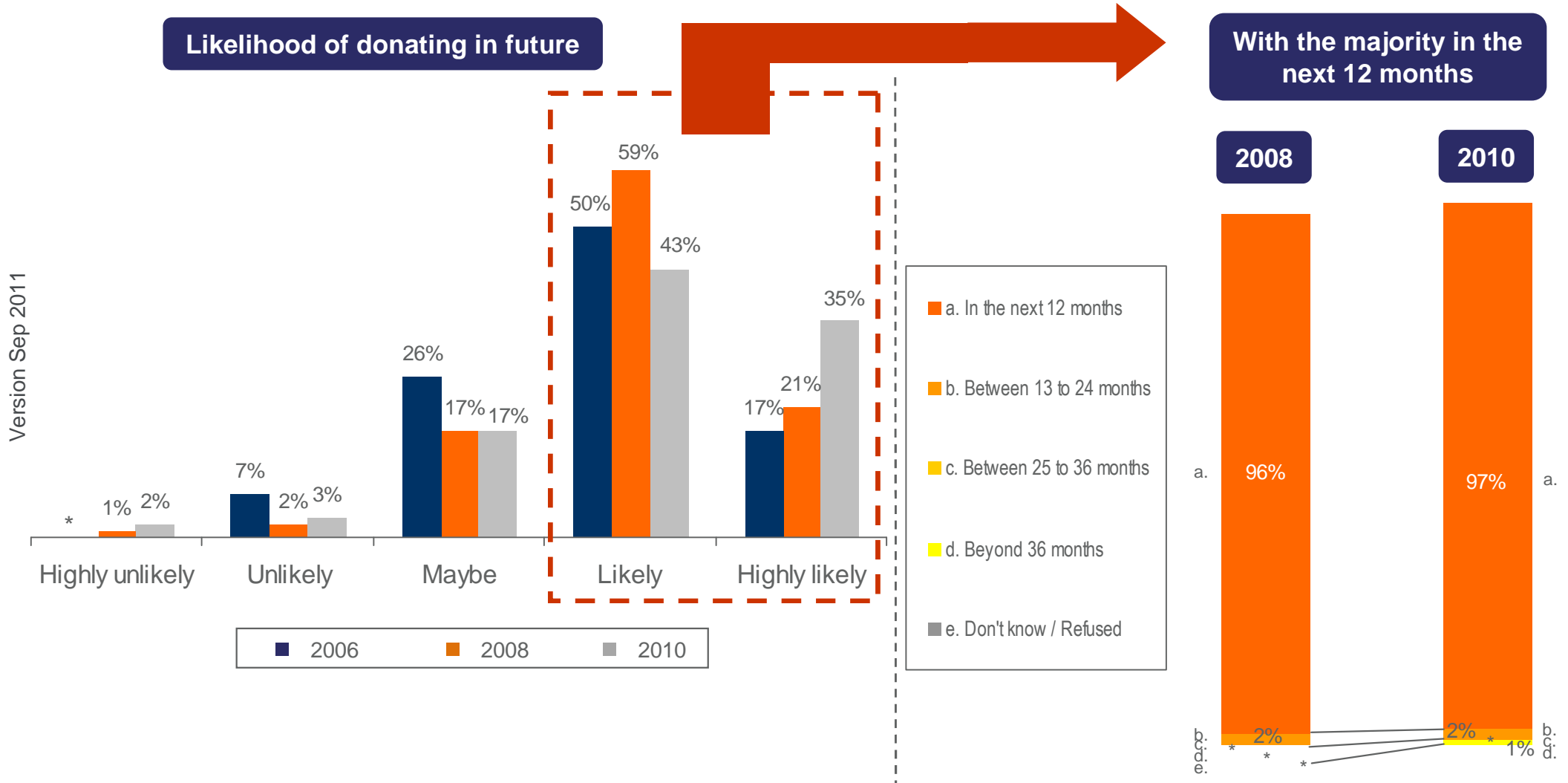
Q: How did you decide which additional charity to donate to?

Base: All donors who donated to more charities or substituted charities

Percentages in 2010 survey are rounded from 1 decimal place.

4 in 5 donors will continue to donate

Similar to 2008 survey, 4 in 5 donors are likely or highly likely to donate again. Among such donors, almost all are likely to donate in the next 12 months.



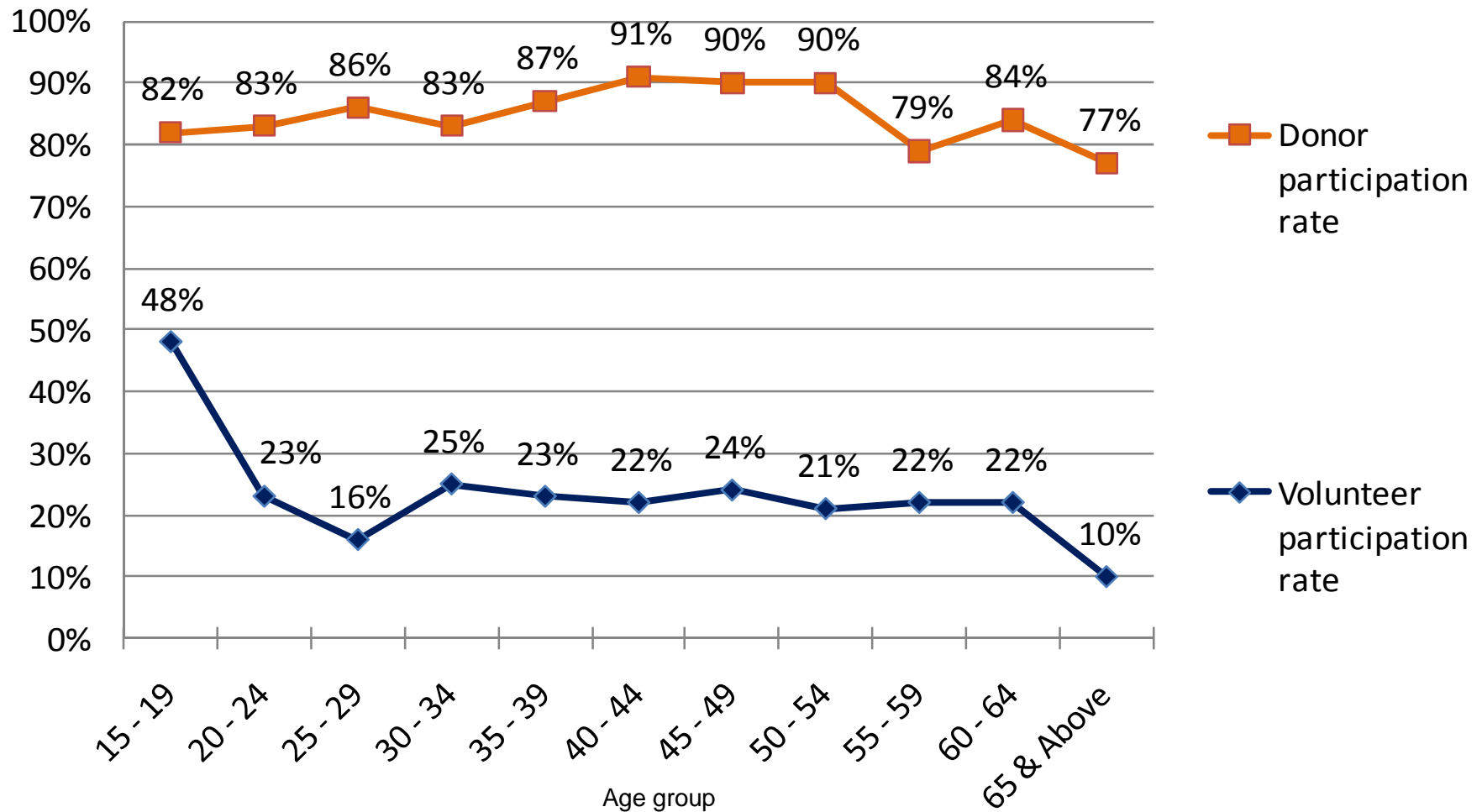
Q: How likely are you to donate in future? Would you say you are...?
 Base: All donors
 Q: When do you see yourself donating?
 Base: All donors who mentioned 'likely', 'highly likely' to donate in future
 Percentages in 2010 survey are rounded from 1 decimal place.

Volunteering vis-à-vis Donating

Among younger age groups, volunteer participation falls as age increases

Volunteer participation is at the highest among those aged 15-19 and falls as age increases to 25-29. Among persons aged 65 and above, volunteer and donor participation are lowest.

Volunteer and donor participation



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

Base: All respondents

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

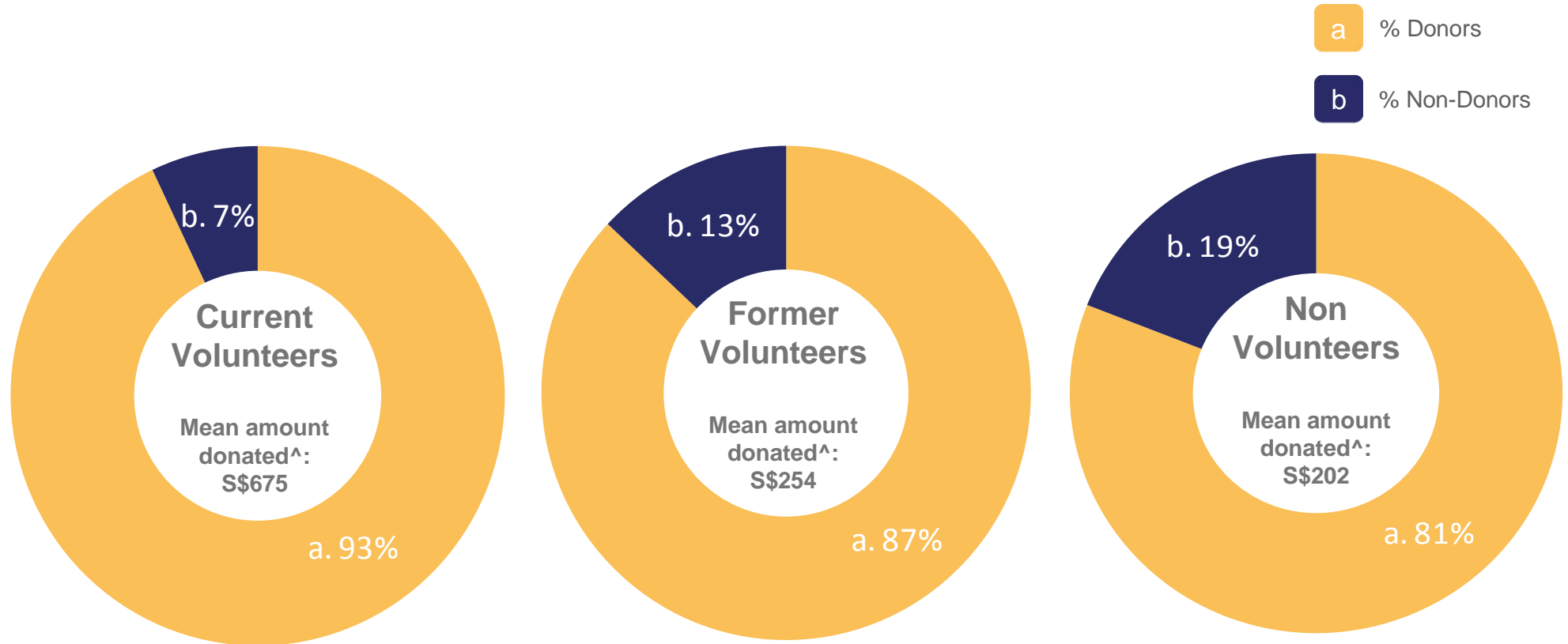
Base: All respondents

Percentages in 2010 survey are rounded from 1 decimal place.

Volunteering vis-à-vis Donating

Incidence of donors is highest among current volunteers. Current volunteers who donated gave on average three times the amount given by non volunteers who donated.

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^ Mean amount donated in the past 12 months.

For example, in the 2010 survey: Among current volunteers, 93% were donors; and mean amount donated in the past 12 months by current volunteers who donated was S\$675.

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

Q: Have you ever volunteered before? Base: All who have not volunteered in the past 12 months

Q: Based on the above definition, have you donated in the past 12 months? Base: All respondents

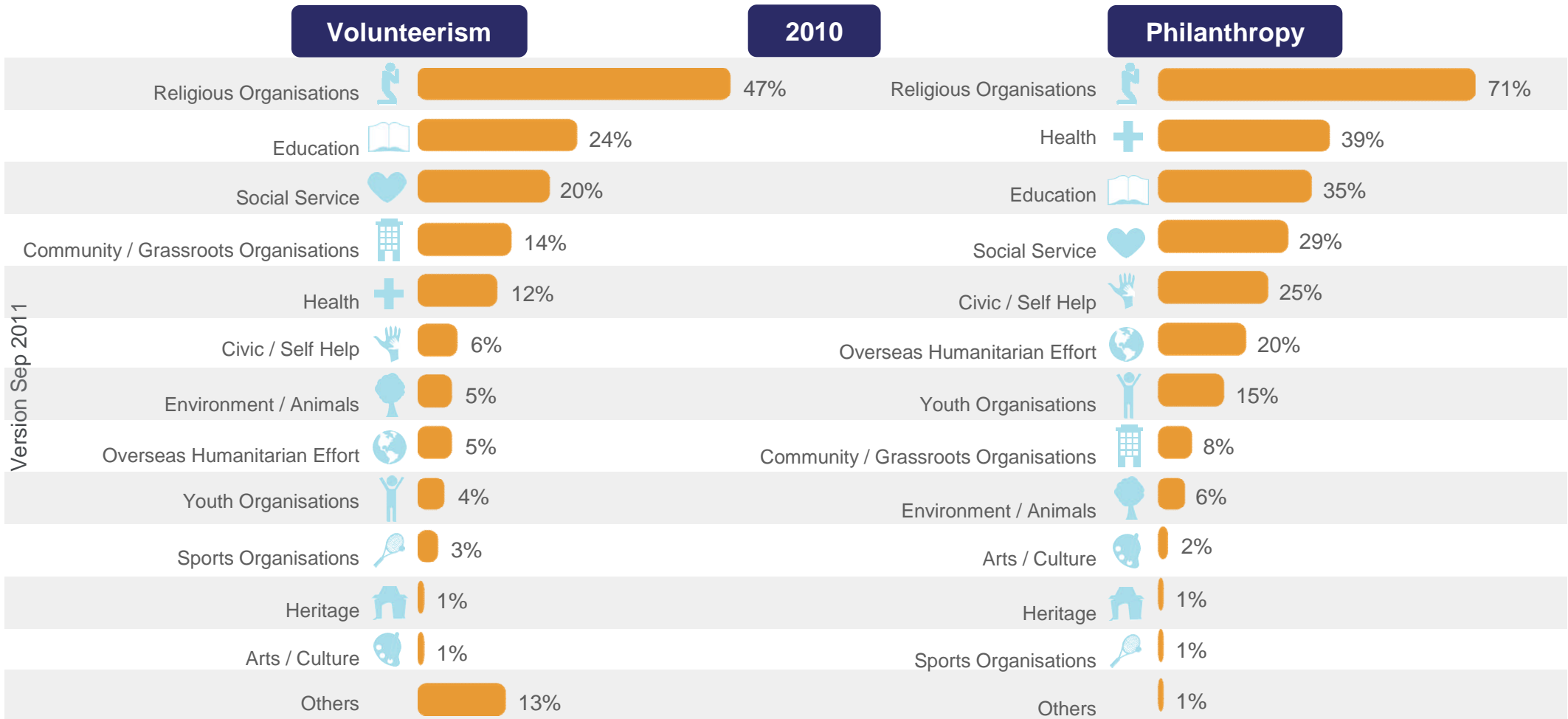
Q: Approximately how much money to religious (e.g. churches, mosques, temples) and non-religious organisations IN TOTAL have you donated in the past 12 months?

Base: All current volunteers, All former volunteers, All non volunteers

Percentages in 2010 survey are rounded from 1 decimal place.

Top sector for volunteer and donor participation was religious organisations

Education was also among the top three sectors for volunteer and donor participation.



Figures may not add up to 100% as multiple answers are allowed.

Q: Listed on this card are the different sectors which people volunteer in. In which of these sectors have you volunteered in the past 12 months? Sector refers to the type of organisation ultimately receiving the service of the volunteer. For example, if a volunteer is with a religious organisation and is involved with serving the children of an orphanage, the sector is "Social Service", NOT "Religious Organisations".

Base: All current volunteers

Q: Listed on this card are the different sectors which people donate money to. In which of these sectors have you donated money in the past 12 months? Sector refers to the type of organisation ultimately receiving the donation. For example, if a temple is collecting money for a hospital, the sector is "Health", NOT "Religious Organisations".

Base: All donors

Percentages in 2010 survey are rounded from 1 decimal place.

Helping a cause one believed in was the top motivator for both volunteerism and philanthropy

More than half of the current volunteers or donors are motivated to volunteer with or donate to specific organisations because they are helping a cause they personally believe in.



Q: What motivated you most to volunteer with specific organisations? Here is a list of possible reasons. Please state the top reason which is applicable to you.

Base: All current volunteers

Q: What motivated you most to donate to specific organisations? Here is a list of possible reasons. Please state the top reason which is applicable to you.

Base: All donors

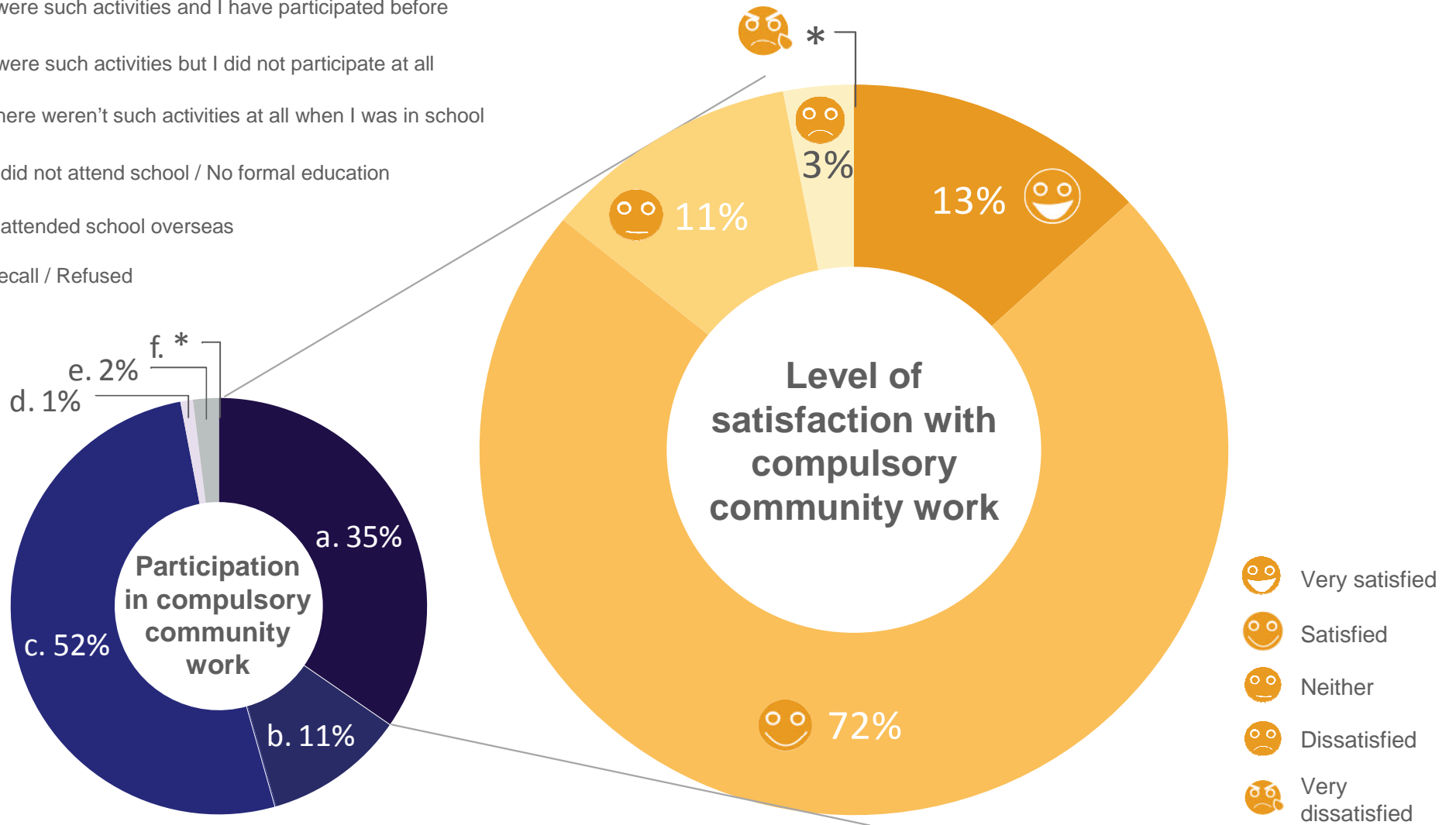
Percentages in 2010 survey are rounded from 1 decimal place.

Life Experiences

Compulsory community work in school

Over 4 in 5 are satisfied or very satisfied with their experience.

- a** There were such activities and I have participated before
- b** There were such activities but I did not participate at all
- c** N.A., there weren't such activities at all when I was in school
- d** N.A., I did not attend school / No formal education
- e** N.A., I attended school overseas
- f** Can't recall / Refused



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Q: Have you participated in any compulsory community work as part of your Singapore school curriculum? Base: All respondents

Q: How would you rate your level of satisfaction with the compulsory community work you participated as part of your Singapore school curriculum? Would you say you are...?

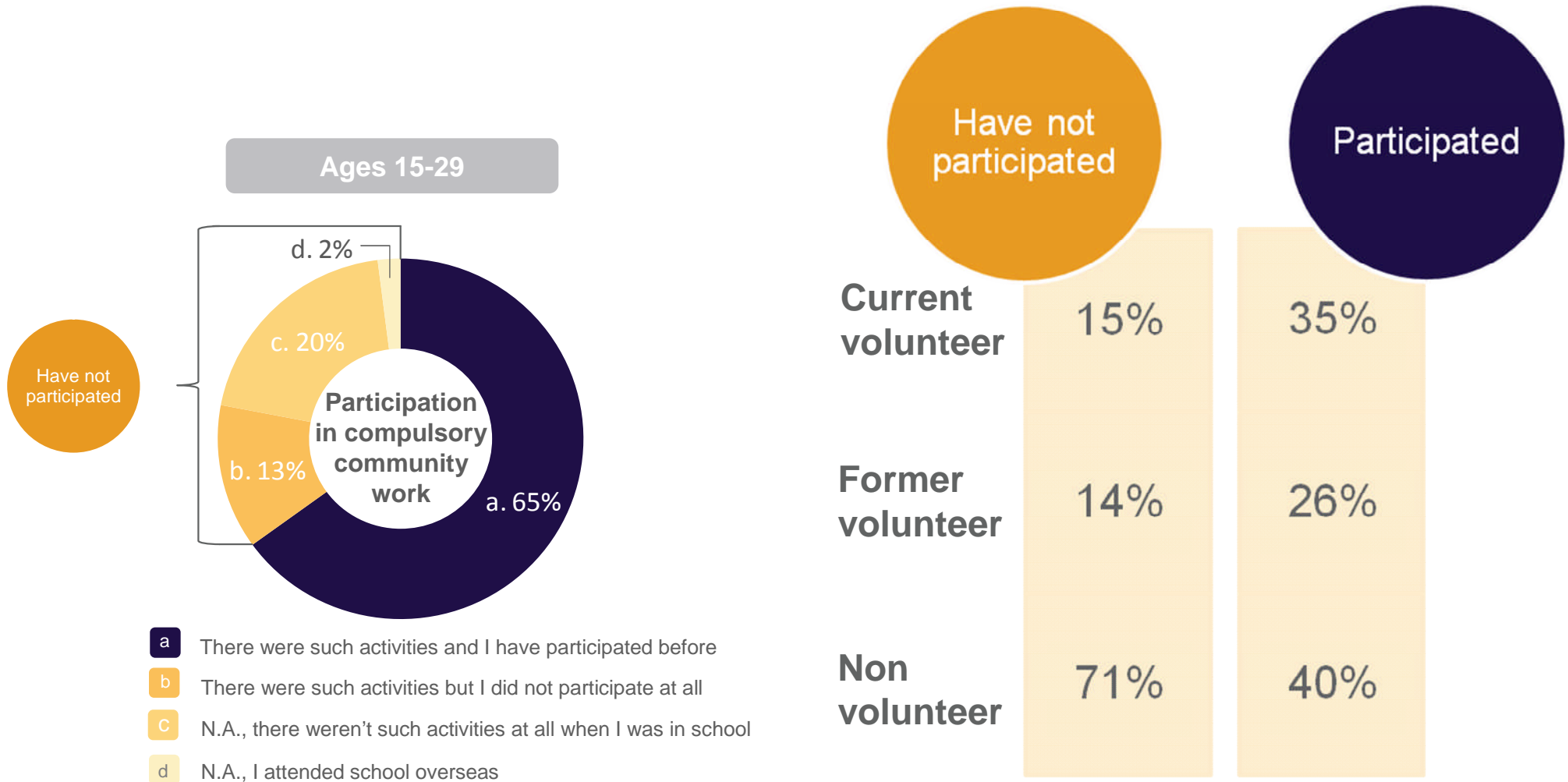
Base: All who have participated in compulsory community work as part of Singapore school curriculum

Percentages in 2010 survey are rounded from 1 decimal place.

Compulsory community work in school (among ages 15-29)

Volunteerism rate is higher among those who have participated compared to those who have not.

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Community Involvement Programme commenced in January 1998.

Reference: Ministry of Education. (1997). *Launch of the Community Involvement Programme*. Retrieved 19 August 2011 from <http://www.ne.edu.sg/speech-launchofcommunityinvolvement.htm>

Q: Have you participated in any compulsory community work as part of your Singapore school curriculum? Base: All respondents aged 15-29; none of these respondents had responses "N.A., I did not attend school / No formal education" or "Can't recall / Refused".

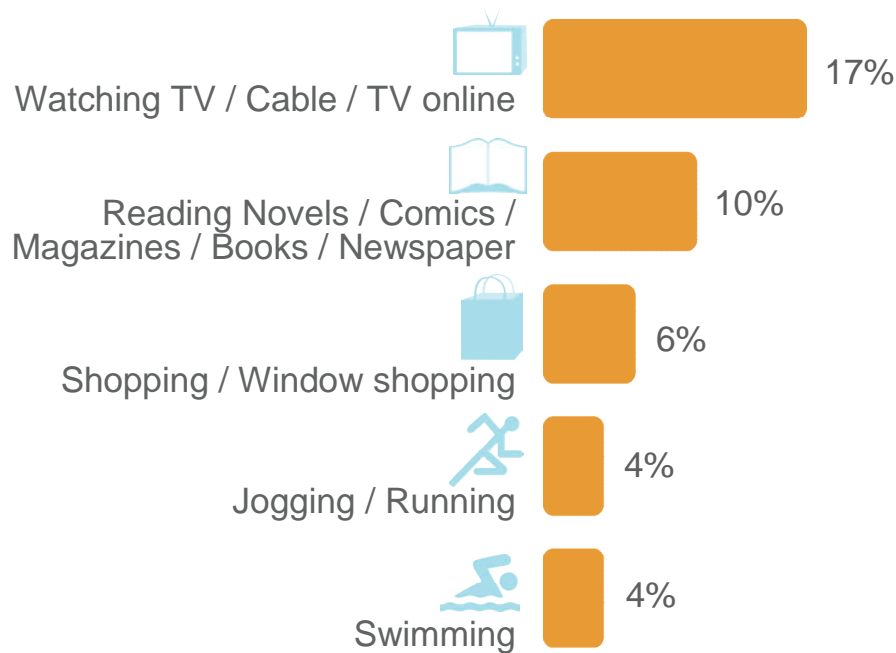
Q: Based on the above definition, have you volunteered in the past 12 months? Base: All respondents aged 15-29

Q: Have you ever volunteered before? Base: All respondents aged 15-29 who have not volunteered in the past 12 months.

Percentages in 2010 survey are rounded from 1 decimal place.

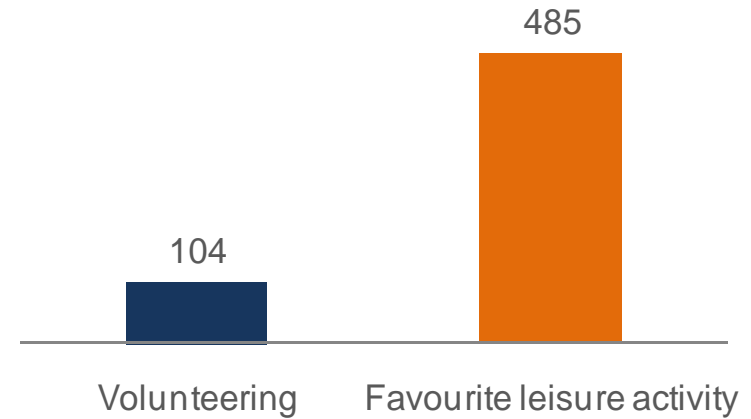
More time and money was spent on favourite leisure activity than on volunteering and donating

Top 5 Favourite Leisure Activities



The above shows only the top 5 favourite leisure activities.
 15% of individuals do not have a favourite leisure activity.
 Bar chart based on coding of answers to open-ended question.

Mean hours spent in past 12 months (excluding traveling time)



Hours spent refers to the mean number of hours spent in the past 12 months by current volunteers on volunteering and by individuals with favourite leisure activities on those activities.

Mean amount spent in past 12 months

Donation	Favourite leisure activity [^]
\$331	\$438

Amount spent refers to the mean amount of money spent in the past 12 months by donors on donation and by individuals with favourite leisure activities on those activities.

[^]Excluded those who did not spend money on their favourite leisure activities.

Q: What is your favourite leisure activity? Base: All respondents

Q: Approximately how much time did you spend on your favourite leisure activity in the past 12 months? Please note that the amount of time spent on the favourite leisure activity exclude traveling time to and from activity. Base: All with a favourite leisure activity

Q: Approximately how much money if any did you spend on your favourite leisure activity in the past 12 months?

Base: All with a favourite leisure activity

Percentages in 2010 survey are rounded from 1 decimal place.

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