

Individual Giving Survey 2012 Media Briefing

31 January 2013

Background

Year shown refers to year of survey unless otherwise stated. Percentages shown are based on weighted data while the sample sizes shown refer to non-weighted sample count. All figures, including percentages, are estimates. Mean values may be affected by outliers. Percentages may not add up to 100% due to rounding or because multiple answers are allowed. All percentages are rounded from 2 decimal places except 2010 survey, which was rounded from 1 decimal place.

[&]quot;-" represents no respondents.

[&]quot;*" represents percentage below 1%.

[&]quot;#" represents sample size <30.

Research purpose

- 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 volunteerism survey started in 2000, with philanthropy added in 2004.
- Through this research, NVPC aims to:
 - Determine the extent of individual giving of time and money at the national level
 - Profile and study behavior of givers, former givers and non givers
 - Compare with past surveys
 - Represents statistically significant <u>increase</u> in 2012 compared to 2010 at 5% significance level
 - Represents statistically significant decrease in 2012 compared to 2010 at 5% significance level
 - Inform and influence policy, strategy and behaviour

Executive summary

VOLUNTEERISM

- Volunteer participation at record high of 32.3% (23.3% in 2010)
- Total volunteer hours: 91 million (89 million in 2010)
 - Average volunteer hours fell to 72 (104 in 2010)
- A major reason for volunteer growth was the large increase in informal volunteers
 - 1 in 3 volunteers served informally only (1 in 10 in 2010)
- Volunteers continued to prefer occasional volunteering
 - 7 in 10 volunteers volunteered occasionally (1 in 2 in 2010)
- Recommendation
 - Volunteer host organisations to deepen volunteer engagement, train and encourage occasional volunteers to serve regularly

PHILANTHROPY

- Donor participation rose to 91% (85% in 2010)
- Total donation amounts rose marginally to \$\$1.10 billion (\$\$1.07 billion in 2010)
- Donors continued to prefer occasional giving
 - Regular donors gave 2-3 times more money than occasional donors
- Those who earn below \$\$1,000 gave highest proportion of income: 1.8%
 - Those who earned \$\$5,000 to \$\$5,999 donated lowest proportion: 0.5%
- Recommendation
 - Higher income earners to follow lead of lowest income earners, give 1% or more of income

Volunteerism

Volunteerism definitions

Volunteering

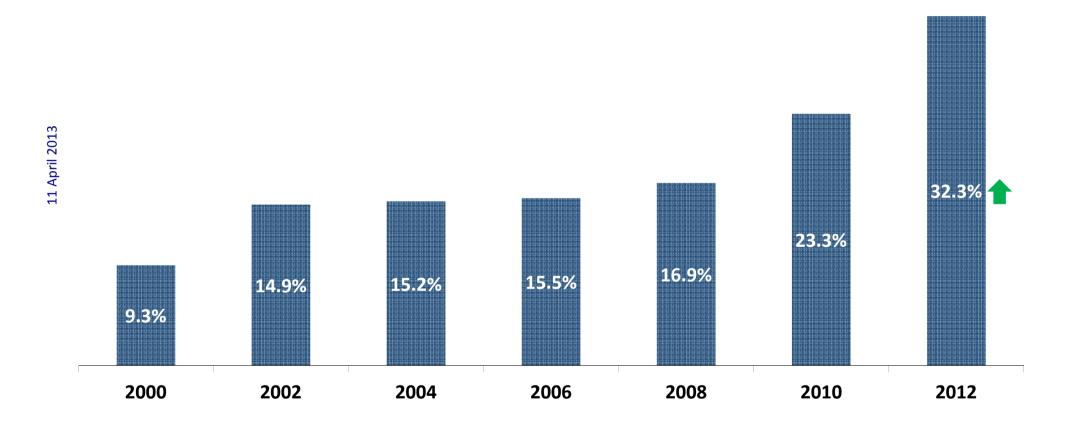
- Activities done out of your own free will without expecting financial payment to help others outside your household, family or relatives
- May be formal through organisations (e.g. charities) or informal without going through any organisation
- Excludes compulsory community work such as Community Involvement Programme (CIP) in schools (except where it exceeded the compulsory hours) and Corrective Work Order (CWO)

Current volunteers

- Individuals who had volunteered in the past 12 months
- Former volunteers
 - Individuals who had volunteered before, but did not do so in the past 12 months
- Non volunteers
 - Individuals who had never volunteered before

Volunteerism rate rose above 30% for the first time

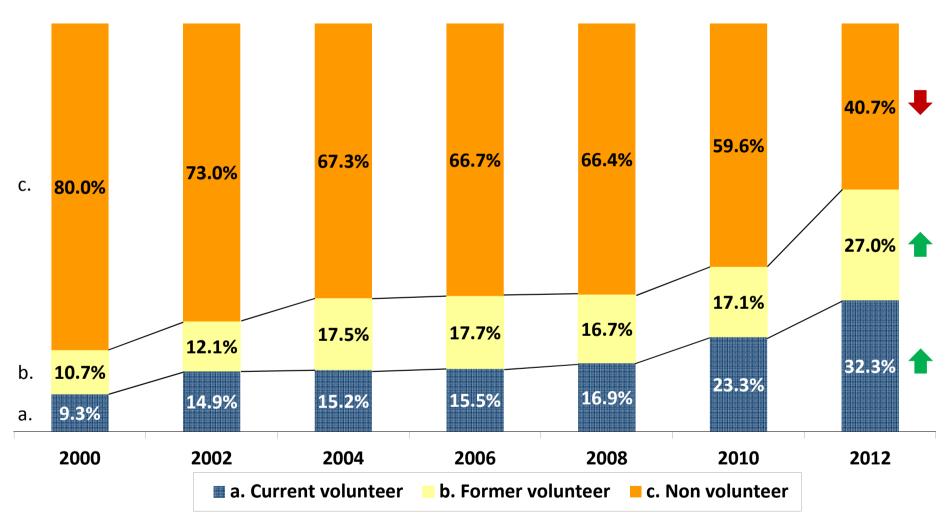
Growth in volunteer participation: highest since research began in 2000



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

Proportion of non volunteers at all time low

3 in 5 volunteered or had volunteered before



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

Base: All respondents

11 April 2013

If Yes = Current volunteer.

If No, Q: Have you ever volunteered before?

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

Current volunteers

Volunteerism grew significantly among those aged 35 to 44

Increase in volunteerism was evident across most demographic groups compared to 2010

	2004	2006	2008	2010	2012
All Respondents	15.2%	15.5%	16.9%	23.3%	32.3% 👚
Gender					
Male	16%	16%	15%	24%	31% 👚
Female	14%	15%	19%	22%	33% 👚
Ethnic Group					
Chinese	15%	15%	16%	23%	31% 👚
Malay	16%	14%	19%	24%	36%
Indian	17%	25%	21%	24%	35% 👚
Others	9%#	3%#	15%	25%	33%
Age Group					
15 - 24 years	25%	28%	23%	36%	43%
25 - 34 years	15%	11%	13%	21%	28%
35 - 44 years	16%	14%	19%	23%	42%
45 - 54 years	15%	14%	17%	23%	30%
55 - 64 years	8%	13%	14%	22%	25%
65 years and above	4%	11%	11%	10%	17% 👚
Housing Type					
HDB 1 - 3 rooms	9%	13%	11%	18%	26%
HDB 4 rooms	16%	14%	16%	22%	33% 👚
HDB 5 rooms / Exec / HUDC / Exec Condo	19%	16%	24%	28%	38% 👚
Condo / Private apartment	21%	19%	19%	32%	37%
Landed property	29%	40%	24%	25%	33%
Others (e.g. shophouses)	15%#	-	-	-	-
		-			

For example, in the 2012 survey: Among individuals aged 35 to 44, 42% were volunteers.

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

Volunteerism grew significantly among \$\$5,000 to \$\$9,999 and low-income earners

Volunteerism increased across most educational levels

	2008	2010	2012
All Respondents	16.9%	23.3%	32.3%
Highest Educational Level Attained			
No formal education	6%	17%	12%
PSLE	15%	17%	24%
Secondary/ GCE 'N'/ 'O' Level	15%	23%	35% 👚
College/ITE/Pre-U/GCE 'A' Cert	20%	28%	39%
Polytechnic Diploma or equivalent	20%	25%	36%
University/ Degree or higher	21%	27%	34%
Income Group (Personal Monthly Income	ome)		
Lower than S\$1,000	16%	23%	33% 👚
S\$1,000 to S\$1,999	12%	17%	27% 👚
S\$2,000 to S\$2,999	17%	24%	32%
S\$3,000 to S\$3,999	18%	30%	34%
S\$4,000 to S\$4,999	27%	24%	33%
S\$5,000 to S\$9,999	27%	25%	41% 👚
S\$10,000 or more	30%#	57% [#]	31%

For example, in the 2012 survey: Among individuals with personal monthly income of \$\$3,000 to \$\$3,999, 34% were volunteers.

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

Volunteerism increased in local private sector, MNCs

Volunteerism grew generally across occupational status, with a jump for homemakers

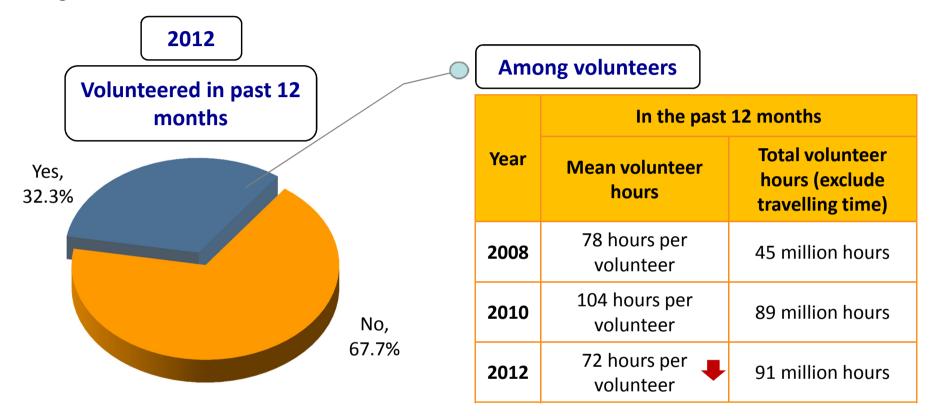
	2008	2010	2012
All Respondents	16.9%	23.3%	32.3% 👚
Occupational Status			
Full-time employed	16%	23%	31% 👚
Part-time employed	11%	30%	34%
National Service [#]	29%	43%	34%
Homemaker	12%	14%	34% 👚
Student	28%	40%	48%
Unemployed	12%	10%	23% 👚
Retiree	12/0	16%	19%
Industry			
Local private sector	12%	22%	28% 👚
Local public sector	27%	30%	34%
Local non-profit organisation [#]	40%	20%	55%
Multinational corporation	20%	21%	35% 👚
Self-Employed	18%	35%	39%

For example, in the 2012 survey: Among individuals who were students, 48% 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)

Total volunteer hours: 91 million

Average volunteer hours fell to 72 from 104 in 2010



Among current volunteers, top three types of volunteer work

- Human services (e.g. befriending, mentoring, running errands)
- General services and administration (e.g. cooking, cleaning, clerical)
- Fundraising

Base: All current volunteers

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

Q: How much time did you spend on volunteering in the past 12 months a week, a month, a year? Please note that volunteer hours exclude travelling time.

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?

INDIVIDUAL GIVING SURVEY 2012

Big jump in occasional volunteering

7 in 10 volunteered occasionally; their average hours served fell to 17 from 45 in 2010

Volunteer frequency	% of C	% of Current volunteers		
volunteer frequency	2008	2010	2012	
Weekly (per week)	24%	22%	16%	•
Monthly (per month)	22%	22%	11%	•
Occasionally (per year)	54%	55%	73%	1



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

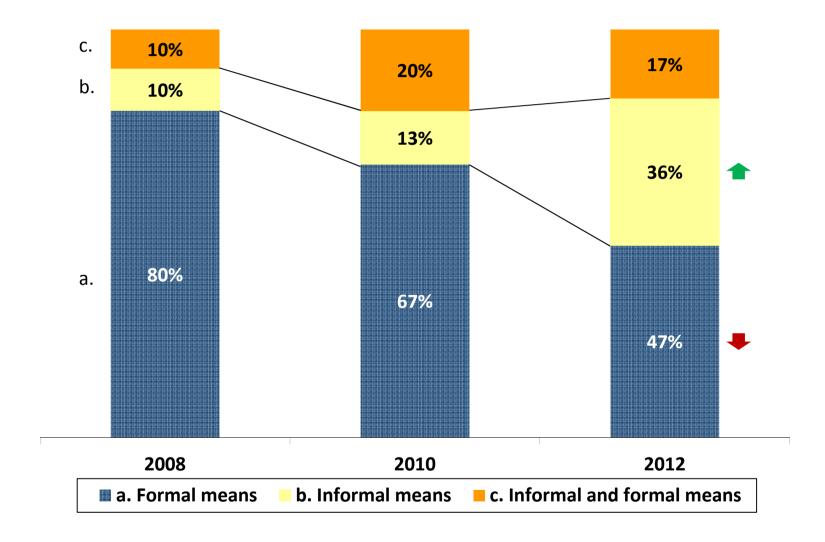
Q: How often did you volunteer in the past 12 months? Was it weekly, monthly, occasionally?

Q: How much time did you spend on volunteering in the past 12 months a week, a month, a year? Please note that volunteer hours exclude travelling time.

Base: All current volunteers

More volunteering through informal means

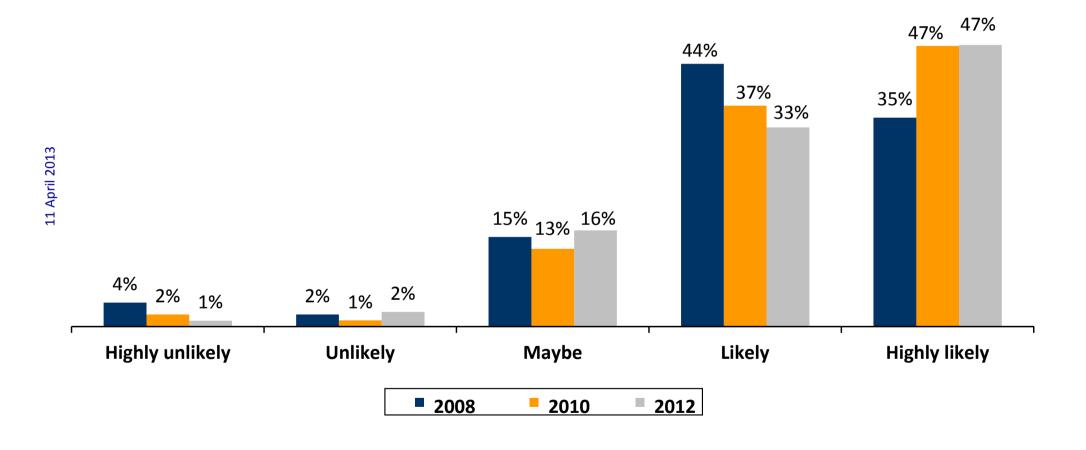
A major reason for volunteer growth was the large increase in informal volunteers



Q: In your volunteering in the past 12 months, through what organisation(s) did you volunteer? Base: All current volunteers

4 in 5 volunteers likely or highly likely to volunteer in future

Continued growth in volunteering is expected

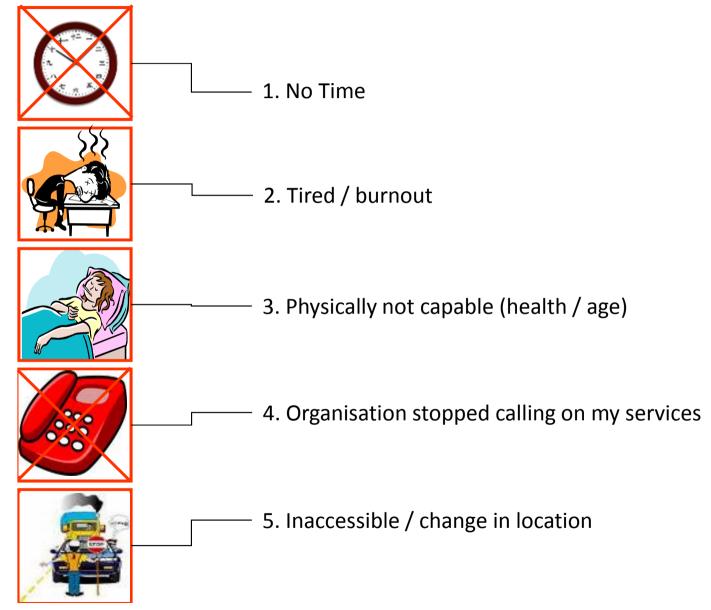


Q: How likely are you to volunteer in future? Would you say you are ...? Base: All current volunteers

Former volunteers

"No time": biggest reason that stopped volunteering

Other reasons may be related to volunteer management e.g. volunteer overload

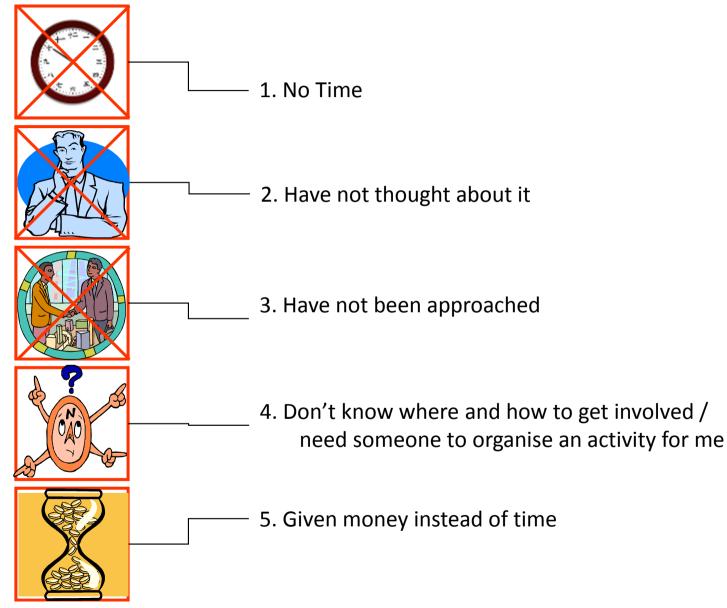


Q: You volunteered more than 12 months ago, but have stopped doing so now. What were the reasons that you stopped volunteering? Base: All former volunteers

Non volunteers

"No time": biggest reason for not volunteering

Other reasons may be volunteer management related e.g. recruitment



Q: What are the reasons why you have not volunteered before? Base: All non volunteers

Philanthropy

Philanthropy definitions

Donating

- Giving of money out of your own free will to help others outside your household, family or relatives
- May be giving of money to organisations (e.g. charities) or giving of money directly to others (e.g. neighbours) without going through any organisation
- Excludes compulsory payment of money such as paying fines or taxes

Donors

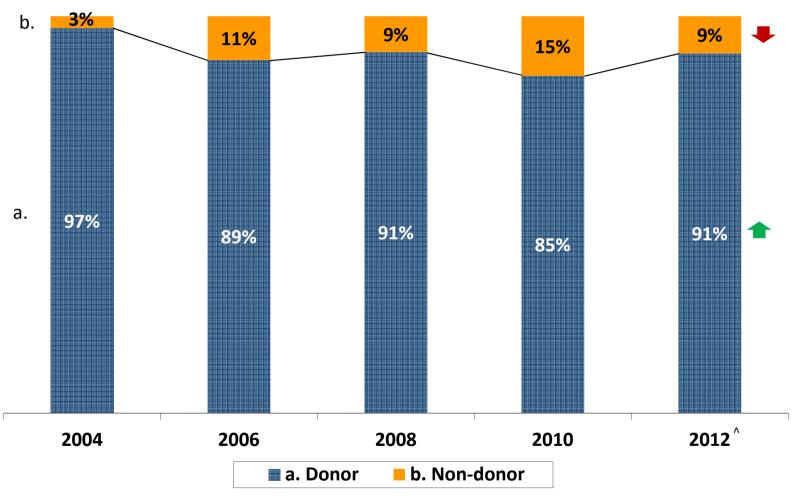
Individuals who had donated money in the past 12 months

Non-donors

Individuals who had not donated money in the past 12 months

9 in 10 people donated

Highest growth in donor participation rate since philanthropy research began in 2004



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

Base: All respondents

If Yes = Donor, If No = Non-donor.

^In 2012, besides donations to organisations, the definition of donating was revised to include, for the first time, giving of money directly to others without going through any organisation. Without the revision, donor participation rate would be 89%.

Donors

Donor participation grew across most demographic groups

Donor participation among those aged 55 to 64 showed largest increase among age groups

	2006	2008	2010	2012
All Respondents	89.4%	91.1%	84.9%	90.6% 👚
Gender				
Male	88%	91%	82%	89% 👚
Female	91%	91%	88%	92% 👚
Ethnic Group				
Chinese	89%	90%	86%	90% 👚
Malay	94%	95%	92%	94%
Indian	88%	95%	77%	92% 👚
Others	84%#	89%	78%	93% 👚
Age Group				
15 - 24 years	91%	89%	82%	89% 👚
25 - 34 years	87%	93%	85%	92% 👚
35 - 44 years	94%	96%	89%	93%
45 - 54 years	91%	93%	90%	92%
55 - 64 years	90%	85%	81%	92% 👚
65 years and above	80%	82%	77%	81%
Housing Type				
HDB 1 - 3 rooms	85%	86%	83%	90% 👚
HDB 4 rooms	92%	92%	87%	92% 👚
HDB 5 rooms / Exec / HUDC / Exec	91%	97%	87%	94%
Condo	91/0	9776	67/0	34/6
Condo / Private apartment	93%	90%	75%	84%
Landed property	88%	91%	88%	90%
Others (e.g. shophouses)	75% [#]	-	-	100%#

For example, in the 2012 survey: Among individuals aged 15 to 24, 89% were donors.

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

Donor participation grew among \$\$2,000 to \$\$2,999 and lowest-income earners

General increase in donor participation across most educational levels

	2008	2010	2012
All Respondents	91.1%	84.9%	90.6% 👚
Highest Educational Level Attained			
No formal education	77%	71%	71%
PSLE	88%	79%	92% 👚
Secondary/ GCE 'N'/ 'O' Level	92%	86%	91% 👚
College/ ITE/ Pre-U/ GCE 'A' Cert	89%	91%	92%
Polytechnic Diploma or equivalent	92%	89%	95% 👚
University/ Degree or higher	97%	85%	91% 👚
Income Group (Personal Monthly Income)			
Lower than S\$1,000	88%	81%	88% 👚
S\$1,000 to S\$1,999	91%	86%	89%
S\$2,000 to S\$2,999	96%	87%	97% 👚
S\$3,000 to S\$3,999	96%	90%	96%
S\$4,000 to S\$4,999	98%	93%	92%
S\$5,000 to S\$9,999	99%	90%	92%
S\$10,000 or more	95% [#]	91%#	100%

For example, in the 2012 survey: Among individuals with personal monthly income of \$\$2,000 to \$\$2,999, 97% were donors.

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

Donor participation grew among those in local private sector

General increase in donor participation across occupational status

	2008	2010	2012
All Respondents	91.1%	84.9%	90.6% 👚
Occupational Status			
Full-time employed	94%	88%	93% 👚
Part-time employed	89%	88%	91%
National Service [#]	94%	76%	90%
Homemaker	90%	83%	89% 👚
Student	89%	82%	88%
Unemployed	81%	78%	85%
Retiree	81%	75%	80%
Industry			
Local private sector	94%	86%	92% 👚
Local public sector	92%	94%	97%
Local non-profit organisation [#]	100%	69%	100%
Multinational corporation	96%	94%	95%
Self-Employed	90%	83%	94%

For example, in the 2012 survey: Among individuals who were students, 88% 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?

Total amount donated to organisations rose marginally to S\$1.10 billion

Among donors who gave to organisations

	In the	past 12 months
Year	Mean donations to organisations	Total donations to organisations
2008	S\$300 per giver	S\$958 million
2010	S\$331 per giver	S\$1,067 million
2012	S\$312^ per giver	S\$1,103 million

Donations to non profit organisations [including Institutions of a Public Character (IPCs)] by individuals in 2012 survey: \$\$1,103 million Tax deductible donations to IPCs in 2011: S\$896 million (S\$292 million by individuals; S\$605 million by corporates) Reference: Commissioner of Charities (2012). Commissioner of Charities Annual Report for the year ended 31 December 2011. Retrieved 18 January 2013 from https://www.charities.gov.sg/charity/charity/charity/CMSFileDownload.do?id=177

Q: Approximately how much money in total have you donated to organisations in the past 12 months? Organisations include religious (e.g. churches, mosques, temples) and non-religious organisations, and organisations inside and / or outside Singapore.

Base: All donors who donated to organisations and stated donation amount.

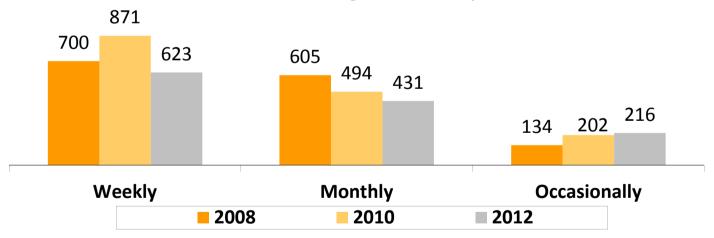
^S\$312 per giver is based on all donors who gave to organisations and who stated their donation amount. If the base included all donors (including those who did not give to organisations) who stated their donation amount, the mean donation would be \$\$305.

Most donors who donated to organisations gave occasionally

Occasional donors gave about half the amount given by monthly donors

Fraguency of giving	% of Donors		
Frequency of giving	2008	2010	2012
Weekly (per week)	7%	5%	6%
Monthly (per month)	27%	32%	34%
Occasionally (per year)	66%	63%	61%

Mean donation amount to organisations in past 12 months (S\$)



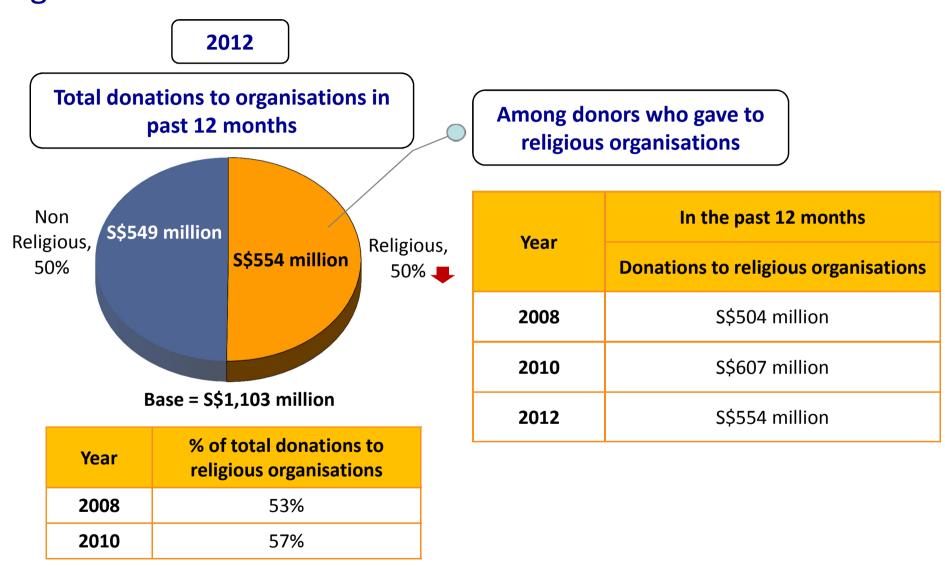
Each figure refers to the mean amount donated to organisations in the past 12 months, whether weekly, monthly or occasionally. For example, in the 2012 survey, mean amount donated to organisations in the past 12 months was \$\$623 among donors who gave weekly.

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 who donated to organisations

Q: Approximately how much money in total have you donated to organisations in the past 12 months? Organisations include religious (e.g. churches, mosques, temples) and non-religious organisations, and organisations inside and / or outside Singapore.

Base: All donors who donated to organisations and stated donation amount

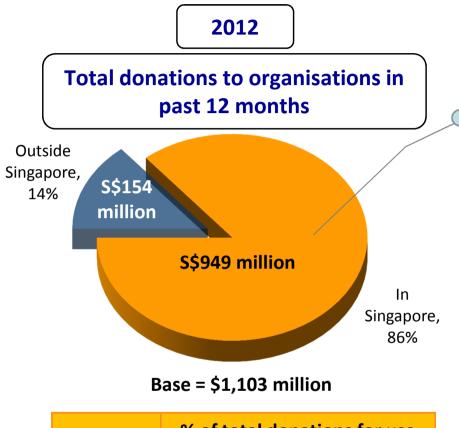
Half of all donation dollars to organisations was for religious organisations



Q: Of the total amount donated to organisations, approximately how much money if any have you donated to religious organisations (e.g. churches, mosques, temples) in the past 12 months? Organisations may be inside and / or outside Singapore.

Base: All donors who donated to religious organisations and stated donation amount

14% of donation dollars to organisations was for use outside Singapore



Year	% of total donations for use outside Singapore
2008	11%
2010	15%

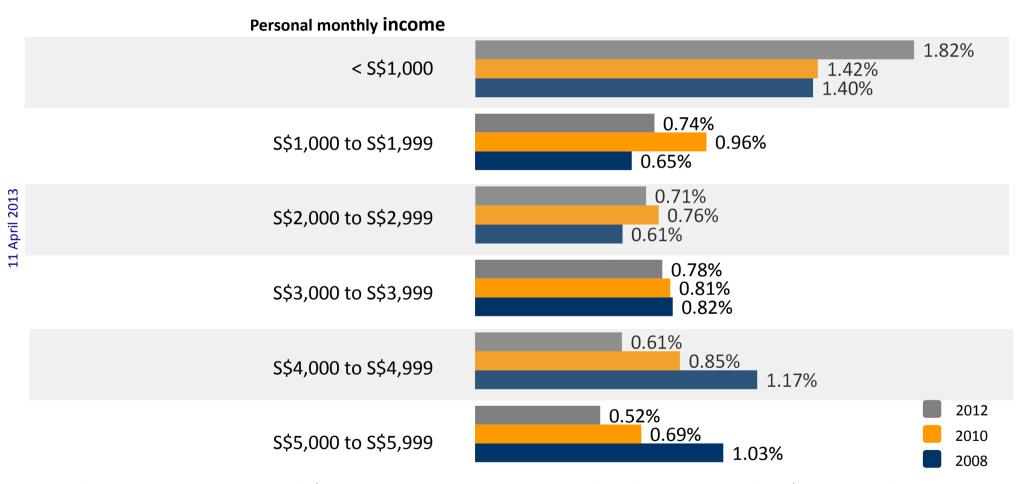
Among donors who gave for use outside Singapore

Year	In the past 12 months
	Donations for use outside Singapore
2008	S\$103 million
2010	S\$160 million
2012	S\$154 million

Q: Of the total amount donated to organisations, approximately how much money if any have you donated for use outside Singapore (e.g. for religious causes, relief of earthquake or famine victims, to save wildlife) in the past 12 months? Organisations may be religious and / or non-religious. Base: All donors who donated for use outside Singapore and stated donation amount

Those earning below \$\$1,000 per month donated highest proportion of income to organisations

S\$5,000 to S\$5,999 earners gave the lowest proportion of income



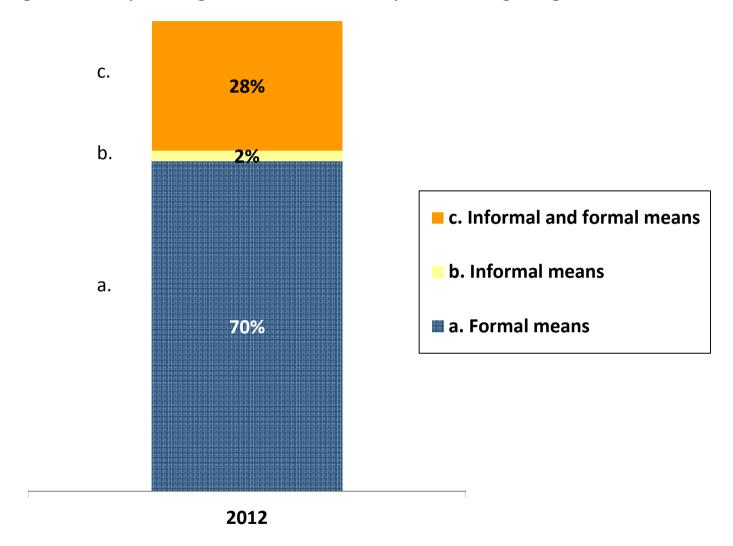
Data for personal monthly income band of \$\$6,000 and above excluded; small sample sizes (n < 30) within each band from \$\$6,000 onwards for 2008 and 2012 and S\$7,000 onwards for 2010.

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

In 2011, median gross monthly income from work for all employed residents (excluding Full-Time National Servicemen) is \$\$3,249. Reference: Ministry of Manpower (2012). Report on Labour Force in Singapore, 2011. Retrieved 18 January 2013 from http://www.mom.gov.sg/Documents/statistics-publications/manpower-supply/report-labour-2011/mrsd 2011LabourForce.pdf

Most donors gave through formal means

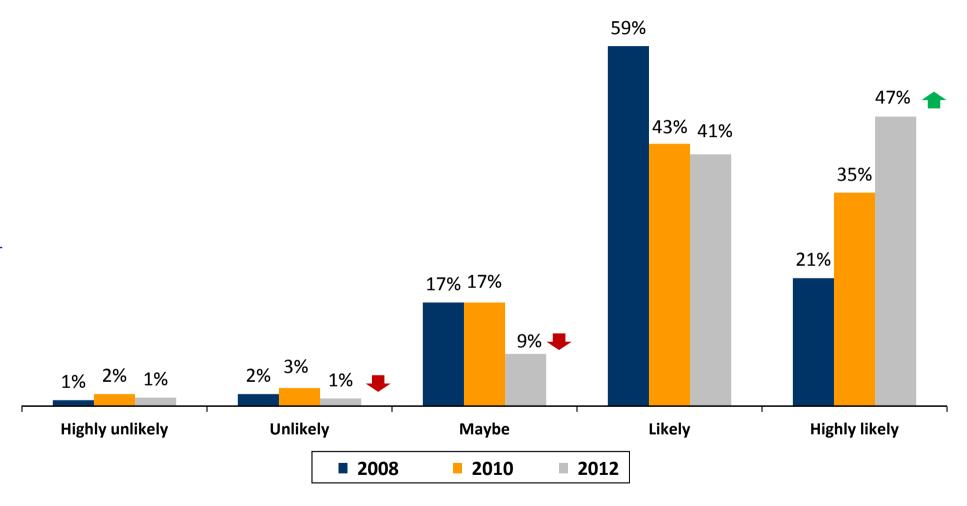
7 in 10 donors gave money through formal means only, i.e. through organisations



Q: In your giving of money in the past 12 months, through what organisation(s) did you give? Base: All donors

9 in 10 donors likely or highly likely to donate in future

Significant increase in donors who are "highly likely" to donate in future



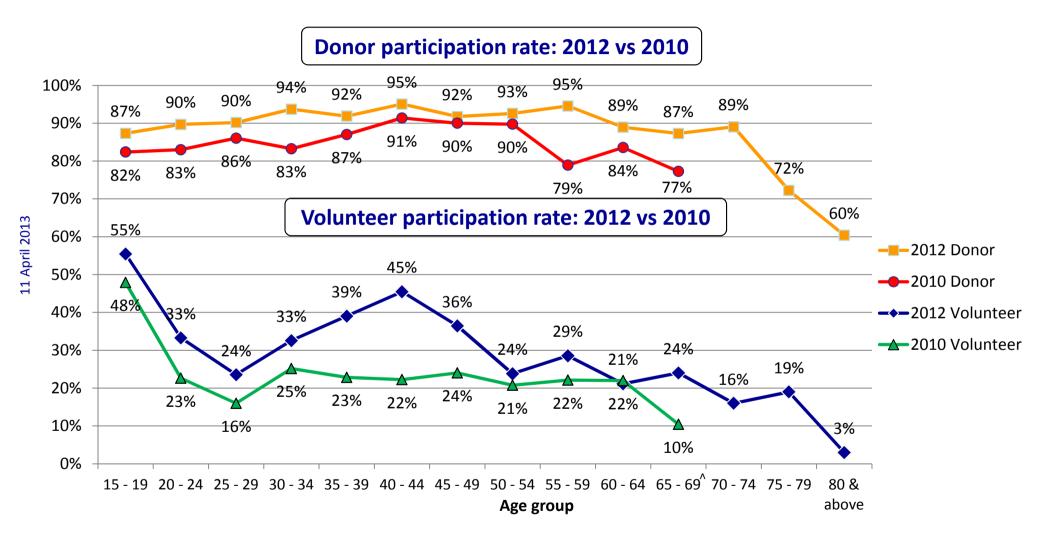
Q: How likely are you to donate in future? Would you say you are...?

Base: All donors

Volunteering vis-à-vis Donating

Generally, volunteer and donor participation fell with age

Volunteer participation highest among those aged 15 to 19



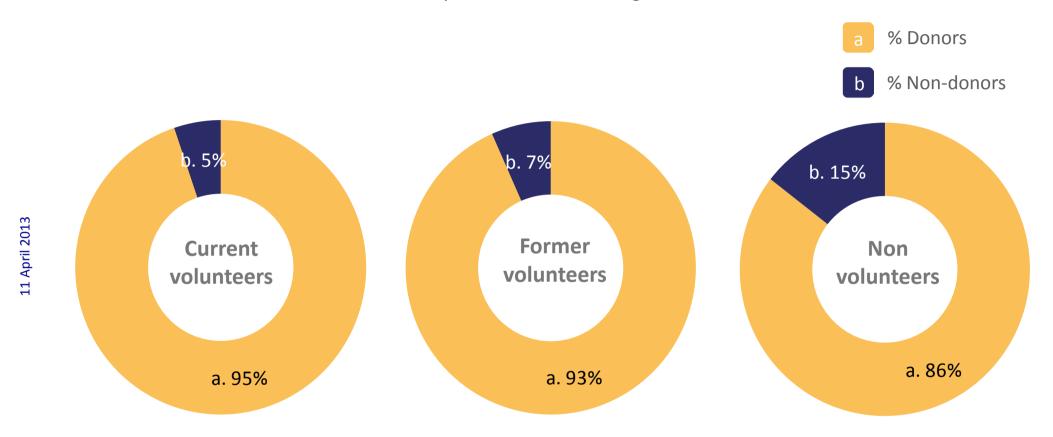
Q: Based on the above definition, have you volunteered in the past 12 months?

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

[^] In IGS 2010, the last age group was "65 and above", instead of "80 and above". In the above chart, 2010 data for "65 to 69" refers to "65 and above".

Incidence of donors highest among current volunteers

95% of current volunteers donated compared to 86% among non volunteers



For example, in the 2012 survey: Among current volunteers, 95% were donors.

Q: Based on the above definition, have you donated in the past 12 months? Base: All current volunteers, all former volunteers, all non volunteers

Current volunteers gave the highest amounts on average to organisations

Current volunteers who donated gave on average about 2x amount given by non volunteers



Current volunteers Mean amount donated^ **S\$413**



Former volunteers Mean amount donated^ **S\$271**



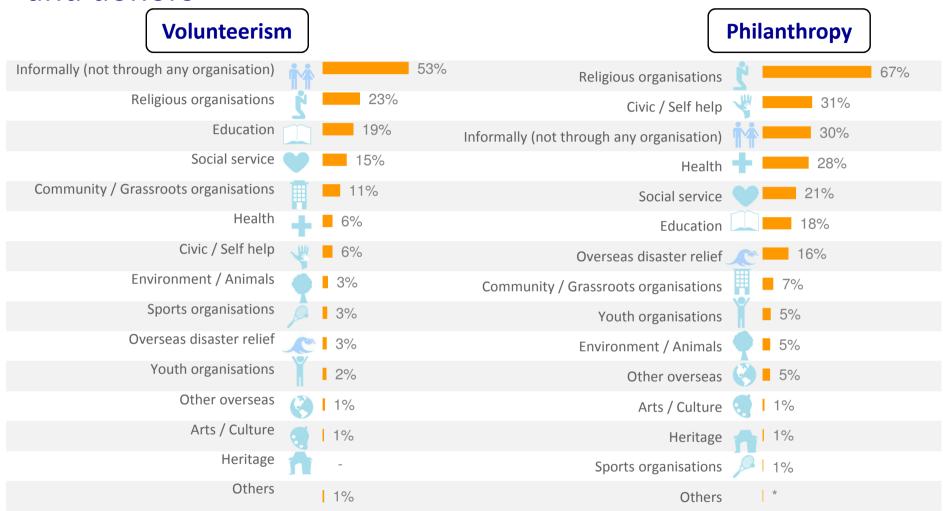
Non volunteers Mean amount donated^ **S\$253**

For example, in the 2012 survey, mean amount donated to organisations in the past 12 months by current volunteers who donated to organisations was \$\$413.

Q: Approximately how much money in total have you donated to organisations in the past 12 months? Organisations include religious (e.g. churches, mosques, temples) and non-religious organisations, and organisations inside and / or outside Singapore. Base: All current volunteers, all former volunteers, all non volunteers who donated to organisations and stated donation amount

[^]Mean amount donated to organisations in the past 12 months.

Religious and informal giving ranked high for volunteers and donors



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 poor, 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

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Technical Notes

Research design

- Sampling framework
 - List of 5,000 households from **Department of Statistics**
 - Sample households geographically spread and representative of house type
- Fieldwork: Jul to Sep 2012 (12 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: 1,512

Statistics

- Weighting applied to sample data to arrive at national estimates
- Margin of error at 95% confidence level: +/- 2.5%
- **Donation amounts**
 - In past IGS, when donation amounts were missing, they were substituted with cell means by age group and race
 - In IGS 2012, some donors could not remember how much they donated. Instead of substitution, we only considered donors who stated donation amounts and applied weights to calculate national estimates (more conservative approach)

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	73%	76%			
Malay	13%	13%			
Indian	11%	9%			
Others	3%	3%			
Age group					
15 - 24 years	14%	16%			
25 - 34 years	14%	17%			
35 - 44 years	22%	20%			
45 - 54 years	19%	20%			
55 - 64 years	17%	15%			
65 years and above	15%	12%			
Housing type					
HDB 1 - 2 rooms	6%	5%			
HDB 3 rooms	25%	20%			
HDB 4 rooms	33%	32%			
HDB 5 rooms / Exec / HUDC / Exec condo	22%	25%			
Condo / Private apartment	12%	11%			
Landed property	2%	6%			
Others (e.g. shophouses)	*	1%			

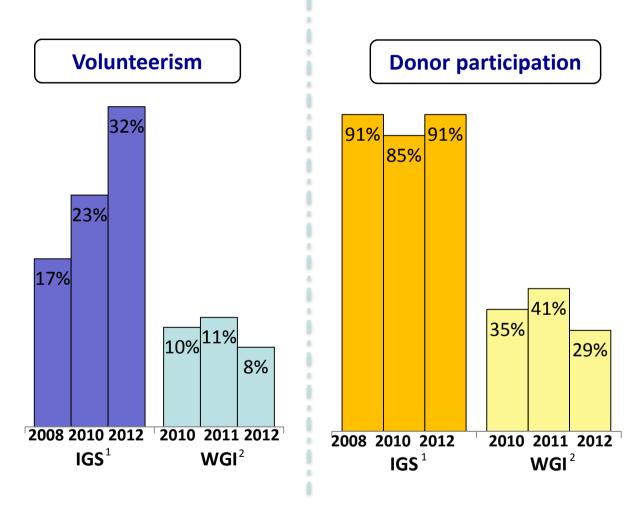
Survey respondents include both residents and non-residents. The above table shows the distribution of resident sample.

Resident population distribution of gender, ethnic group and age group are as of June 2012 and housing type is as of 2011, derived from Population Trends 2012, Department of Statistics Singapore.

Comparisons

Individual Giving Survey (IGS) and World Giving Index (WGI)

Results for Singapore are compared but are not strictly comparable because of differences e.g. in definitions



¹ National Volunteer & Philanthropy Centre (2012). Individual Giving Survey, 2008, 2010, 2012, Singapore.

² Charities Aid Foundation (2012). World Giving Index, 2010, 2011, 2012, United Kingdom. Retrieved 18 January 2013 from https://www.cafonline.org/publications/2012-publications/world-giving-index-2012.aspx

Differences between IGS and WGI

	IGS ¹	WGI ²
Period of giving	Past 12 months	Past month
Whether volunteering, donating is through organisation	,	Through an organisation ("donated money to a charity", "volunteered your time to an organisation")
Fieldwork method	Interviewed face to face at home	Telephone or face-to-face depending on the country's telephone coverage
Sample size	1,512	In most countries surveyed 1,000
	Individuals aged 15 years & above who are Singapore residents (i.e. Singapore citizens and permanent residents) and non residents (excluding e.g. tourists).	Sampling frame represents the entire civilian, non-institutionalised, aged 15 and older population of the entire country.
Sampling frame	Sampling frame based on household list from Department of Statistics. Demographic distribution of resident population in sample representative of national distribution. Weighting applied to sample data to arrive at national estimates.	,

¹ National Volunteer & Philanthropy Centre (2012). Individual Giving Survey, 2008, 2010, 2012, Singapore.

² Charities Aid Foundation (2012). World Giving Index, 2010, 2011, 2012, United Kingdom. Retrieved 18 January 2013 from https://www.cafonline.org/publications/2012-publications/world-giving-index-2012.aspx