

# Tis The Season For Charity

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According to the latest survey by MasterCard Worldwide, some 61% of consumers in Malaysia are planning to make a charitable donation in the next six months.

Interestingly, a larger proportion of women in Malaysia (69%) are looking to donate than men (53%) in the coming 6 months.

Consumers between the age of 30-44 years (64%) and 18-29 years (60%) appear to be more generous as compared to their older counterparts aged 45 and above (57%).

Moreover, single consumers appear to be just as likely to donate to a worthy cause as married consumers (61%).

These were the findings from a bi-annual MasterCard consumer survey conducted between March and April 2010. A total of 10,920 consumers in 24 markets were surveyed on their plans to make a charitable donation in the following 6 months.

Other highlights from the survey include:

- \* Fewer Malaysian consumers are planning to make a charitable contribution in the next six months. 61% of Malaysian consumers plan to make a charitable contribution in the next six months, down from 65% six months ago.

- \* The majority of Malaysian consumers (28%) who plan to donate are looking to give between 1-2% of their annual income. 21% of consumers planning to donate are looking to give more than 5% of their annual income, the same as six months ago.

- \* A larger percentage of female consumers (69%) than male consumers (53%) are likely to donate to a worthy cause.

- \* In terms of age groups, those aged 30-44 years (64%) are the most generous, followed by consumers aged 18-29 years (60%) and 45 years and above (57%).

- \* Interestingly, a lower proportion of the affluent consumers in the top 20% (56%) are planning to make a charitable contribution in the next six months, compared to consumers in the remaining 80% (64%).

Across the Asia/Pacific, Middle East and Africa region, a trend of rising generosity is evident, as one in two respondents plan to donate in the six months ahead, with older and married consumers leading the pack.

The survey found that 58% of consumers above 45-years-old and 57% of married consumers in the region have plans to contribute towards a charitable cause in the six months ahead. This is compared with 55% of consumers aged between 30-44 years and 51% of consumers between the ages of 18-29 years.

Similarly 50% of single and divorced/widowed consumers are also looking to donate in the next 6 months.

Women are also slightly ahead of their male counterparts in the region as a whole with more female (56%) consumers planning to make donations than male (54%) consumers.

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