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# Australians and Giving – A Global Comparison

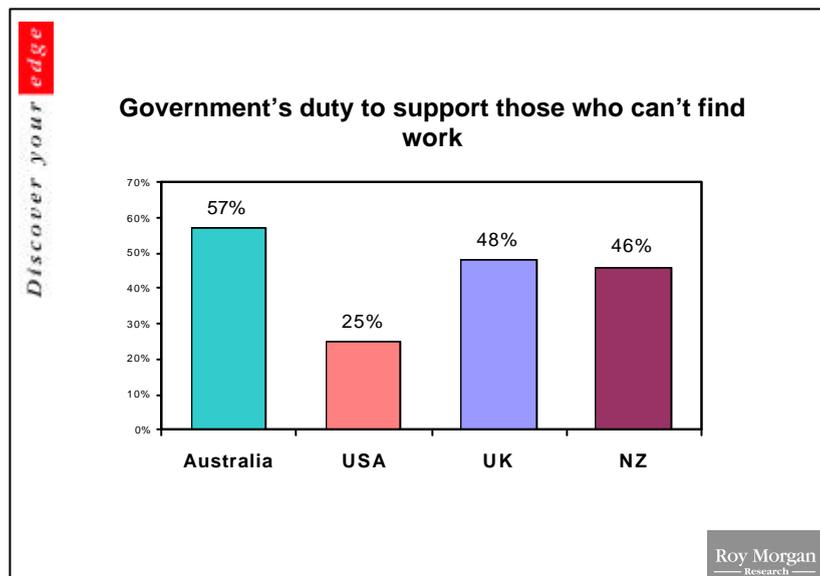
## Fundraising Institute – Australia Ltd

Presented by  
**Michele Levine, Chief Executive**  
**Roy Morgan Research Pty Ltd**

**Melbourne, Australia**  
**Wednesday, July 10, 2002**

Australians are wary about charity – both here and overseas. More than two-thirds of Australians (68%) believe charity money does not get to the people who need it and only 10 percent agree with an increase in Government foreign aid.

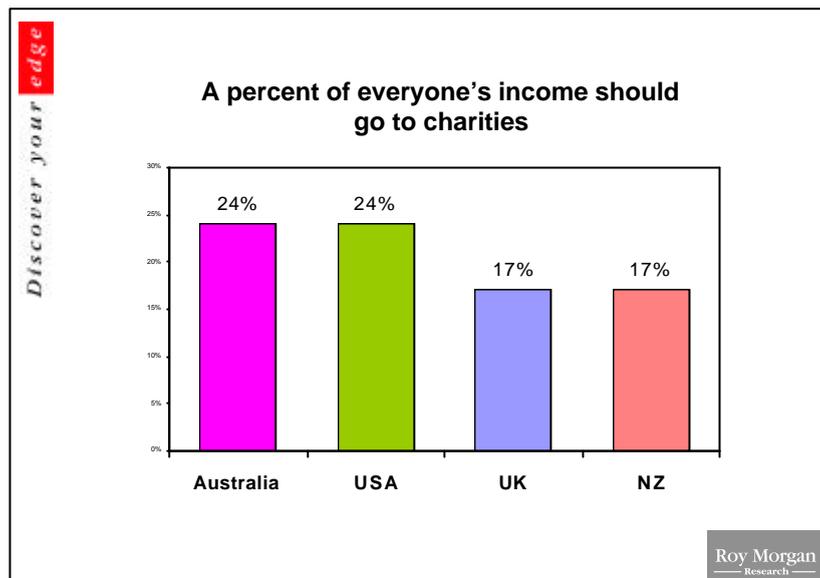
The latest Roy Morgan International research shows that a majority of Australians (57%) believe it is the Government’s duty to support those who can’t find work. This compares with 48% in the UK, 46% in NZ and only 25% in the USA.



However, only one-in-four Australians (24%) believe a percentage of everyone’s income should go to charities.

This is related to income, with as many as 1-in-3 Australians with income of \$80,000 or more supporting the notion of a percentage of income going to charity.

By comparison 24% of Americans and 17% of people in the UK and New Zealand believe a percentage of everyone's income should go to charities.



Interestingly the relationship with income is most marked in the US with support ranging from less than 20% among Americans in lower income groups and more than 40% among those in higher income groups.

In any discussion about charity or giving, the conversation invariably turns to a comparison between Australia and America. But did you know ...

More Americans watch Australian Rules Football than do Australians.<sup>1</sup>

Almost 8 million Americans (7,880,000) watch Australian Rules Football at least occasionally on television. This means Australian Rules Football is viewed by more Americans than Australians (5,328,000). More Democrats than Republicans watch Australian Rules, and yes, they are more likely to drink Foster's.

Some things are the same the world over – the trick is to know which ones.

But seriously, why is Bill Gates one of the wealthiest and arguably the most powerful man in the world when Professor Carl Wood and Professor Alan Trounson, who created life (Invitro

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<sup>1</sup> Roy Morgan Research International Press Releases, Article No. 4 "Formula 1 More Popular In Australia Than USA" <http://www.roymorgan.com/international/pressreleases/2001/article4.html>

Fertilisation), are for the most part unknown Australian scientists; and Fred Hollows, who restored sight to so many, a hero only in relatively narrow circles?

The answer has nothing to do with the often quoted Australian excuse of the tyranny of distance, or with excessive minimum wages in this country, or with taxation, immigration, or any of the other usually cited excuses.

The answer has more to do with Australia's poor performance in marketing and commercialisation, communications and public relations. This is rooted partly in a lack of vision, and partly a lack of confidence to have a vision, articulate it, and then single-mindedly focus on achieving it.

And why does America give more than Australia? While it is interesting to consider taxation issues, the role of Government (or lack of such a role), the larger number of very wealthy Americans than Australians, and the American tradition of philanthropy, finally these things are history – and they are history of another country.

I want to talk to you today about Australia, Australia now and into the future, and how Australians see charity and giving.

So first Australia, we can and should have vision in this country. This was once the richest country on earth; while it is acknowledged that it is still a wonderful place to live, we've been slipping down the comparative earnings and standard of living tables for decades. Our productivity in many areas is about half that of the USA, and our unemployment remains too high. Regardless of what our government statistics tell us, real unemployment is over 10%<sup>2</sup>. In the USA 46% of the population aged 14 and over are employed full time, this compares with 39% in Australia. We are under-funded for our ageing population's retirement - and we are seeing beggars on our streets.

Some argue that this situation has arisen ultimately because of increasing competition from developing economies. But this argument is not as persuasive as it initially appears. It is ultimately made on a zero-sum premise - that if country X increases its production of whatever, then country Y's production must decrease. If we think about it, however, it becomes blindingly obvious that there are billions of people in this world who want more consumer goods, more travel, more education - more everything.

This is what globalisation is all about. What does all this mean for Australia? What does it mean for Australian charity and giving?

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<sup>2</sup>Roy Morgan Research Paper by Gary Morgan and Michele Levine, "*Only Real Leadership Or A Crisis Can Save The L-NP Coalition*", May 2001 <http://www.roymorgan.com/papers/2001/2001MY1.html>

- *What will working in Australia be like in the global future?*
- *What will the companies look like?*
- *Where will we be in the global food chain?*
- *Will we be at all?*

At Roy Morgan Research these questions are part of our life.

For sixty years, with over 4 million interviews, more than 10,000 focussed discussion groups and in-depth interviews, Roy Morgan Research has been studying Australia.

In 1951 when asked whether “women should be able to wear shorts in the street when not at holiday resorts” 49% of Australians approved, 47% were opposed. The question tells as much as the answer about society in 1951.

In September 1956 Australia’s favourite Saturday evening leisure pursuits were: radio (26%); movies (19%); reading (17%); visiting (14%); cards (8%) and dancing (5%). The issues were about appropriate wear, appropriate behaviour, radio listening and movies, and early women’s issues.

Today some issues are the same, but some have moved on. Australians are facing an increasingly complex social environment that is changing both the level of demand for its products and services, and the climate of support for those products and services, and is changing the balance of power between different groups in society. The most significant changes include:

**Women in the workforce:** More women entering the workforce earlier, for longer periods of time and for greater number of hours per week directing pressure towards investment in child care, 24-hour support services, leisure facilities, flexible working conditions and equality of outcomes in employment. Women are emerging as integrative, situational leaders and are having much more effective power in community decisions.

**Changing role of marriage and redefinition of the family:** Women are making choices to marry or not, to have children or not, and when.

**Shifting image of beauty:** At a time when women supposedly have more freedom than ever before - many are still prisoners in their own bodies. We have seen this result in an increasing requirement for information, discussions about diet, surgery, health, natural remedies and human genetics mapping.

**Global communication:** The young in all societies have increasingly linked into global forms of communication. This has increased the gap between the older, dominant decision-makers and the younger, impatient workforce.

**Internationalisation:** Internationalisation of fashion, food preferences and leisure pursuits, has forced a greater diversity of products and services, and a shift to transnational franchise relationships in retail provision.

**Information demands:** The demand for better and quicker information access to supply insights based upon more global, more integrated, more relevant, more reliable and more timely sources of comprehensible data is framing a total shift in the use of intellectual property.

### **Australia is middle ageing:**

- **The end of the youth culture in the western world**
- **Australia is middle ageing:** 1-in-10 Australians are over the age of 65 years. The 24s and under will have shrunk from 4-in-10 to 2½-in-10 by the year 2030. By 2020 the aged will be the “post-war baby boomers”.
- **Time is increasingly valuable:** The middle-ageing nation will value time almost above all. Those in their middle ages will have substantial amounts of discretionary money but will not have substantial amounts of time - they will trade one for the other.
- **Quality:** They will want quality in everything from TV to bank service.
- **Security:** There will be more concern for security - investments become less risky and savings become more important. Personal comfort will be placed as a priority.
- **Health:** Their focus will be longevity and to prolong youth. They will spend more on health both for prevention and cure. Nutrition consciousness will grow. There will be less drastic dieting and more concern for healthy eating. There will be a growing market for “splurge” food. There will be more attention to labels, freshness, ingredients. There will be greater call for natural foods and an insatiable appetite for convenience.

**The middle class is shrinking,** and migrating toward income extremes, and it will continue to do so for the foreseeable future. The former mass market that was located in the centre is shrinking.

**Increased social disruption, alienation, conflict and violent crime:** The social disruption arising from long-term unemployment will lead to more social alienation. If there is a second generation of permanent unemployment then alienation can become complete. Los Angeles riot phenomena - this was symptomatic of alienation and frustration of a large

group of permanently unemployed, unskilled workers. The soccer riots in the north of England provide the same message.

We have also seen massive political and social turmoil and human suffering in Kosovo, East Timor, Afghanistan and the Middle East. We are now grappling with the difficult issue of how we deal with refugees in our own country.

**Privatisation:** The blurring between public and private accountability and privatisation/corporatisation as well as having ethical and equity considerations raise other issues, ie, marketing, evaluation of cost benefit and value for money for products and services that were previously commodities.

### **Technology and its implications:**

- Telecommuting
- The home of the future - big screen, high definition TV, videophones, shopping and banking from home, interactive educational programs, distance learning.
- Smart cards - Microchips capable of carrying pages of typed information, on a plastic card, ie, passport details, documents, financial transactions, medical history details, etc.
- Telecommunications and inter-organisational networks for data sharing. Information increasingly flows across national boundaries.
- Smart highways will offer intelligent traffic control, by warning drivers via car computers and/or using flexible roadside signage.
- The impact of “virtual reality” as a sensing technology - the use of computer graphics to stimulate convincingly real or fantasy environments eg remote surgery.

### **Consumer and marketing issues have seen an increasing market and customer focus:**

With a general increase in mistrust in organisations and products, people in Australia are becoming more isolated, regionalised, more fragmented, more individualistic, more demanding, more informed, more stressed, more discriminating. In a nutshell, harder to get.

So what does all this mean for those whose aim is to encourage Australians to give generously?

Successful companies identify their customers’ values and what they believe in. If our aim is to have Australians give more, then I believe we need to do the same. We need to understand Australians and the choices they make, and their view of the world.

If we want to know how Australians feel or think about anything, the best way to find out is to ask them. That's what we do.

Anyone here who has seen the weekly Roy Morgan Survey Questionnaire will likely say "I would never do it", "I wouldn't waste my time answering all those questions". So why are we still in business?

The answer is simple. Generally people aren't listened to. Few people have an opportunity to give their views to a captive listener for an uninterrupted half an hour. And that's a really important point!

So what have Australians told us about giving?

As mentioned earlier, Australians are wary about charity. According to a study on world issues and charities from Roy Morgan Single Source, 68 percent of Australians, aged 14 and over, agreed with the statement:

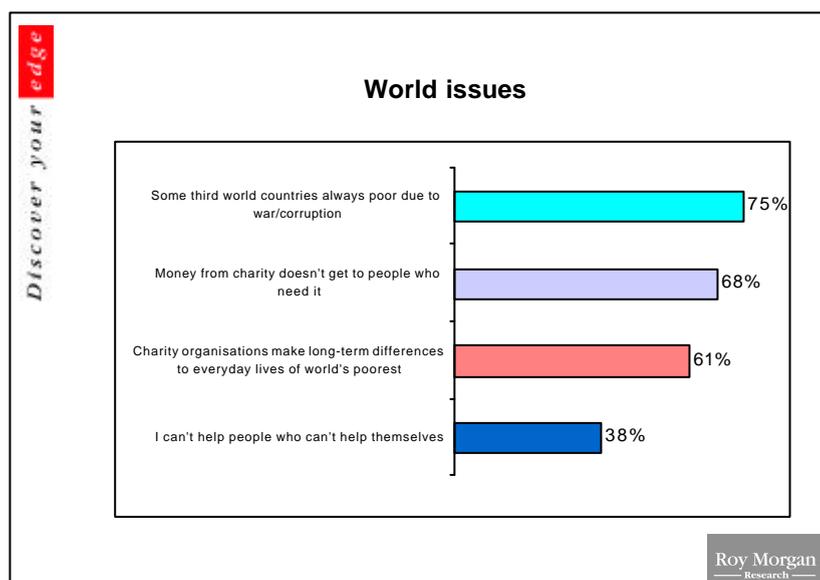
*"The trouble with giving to charity is that the money doesn't get to people who need it."*  
Only 14 percent disagreed.

More Australians agreed (38%) than disagreed (36%).with the statement:

*"There's nothing I can do to help people who can't work out how to help themselves"*

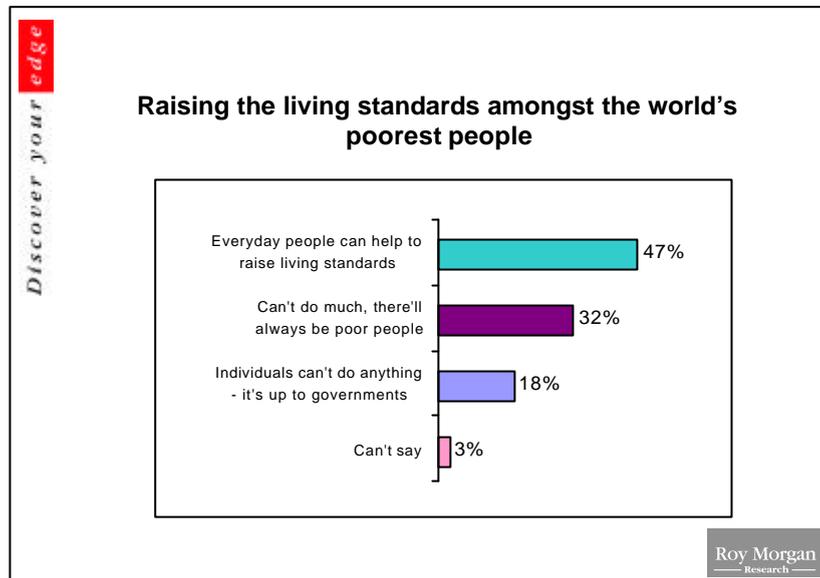
The study also found the majority of Australians (75%) agreed :

*"Some Third World countries will always be poor because of war and corruption."*



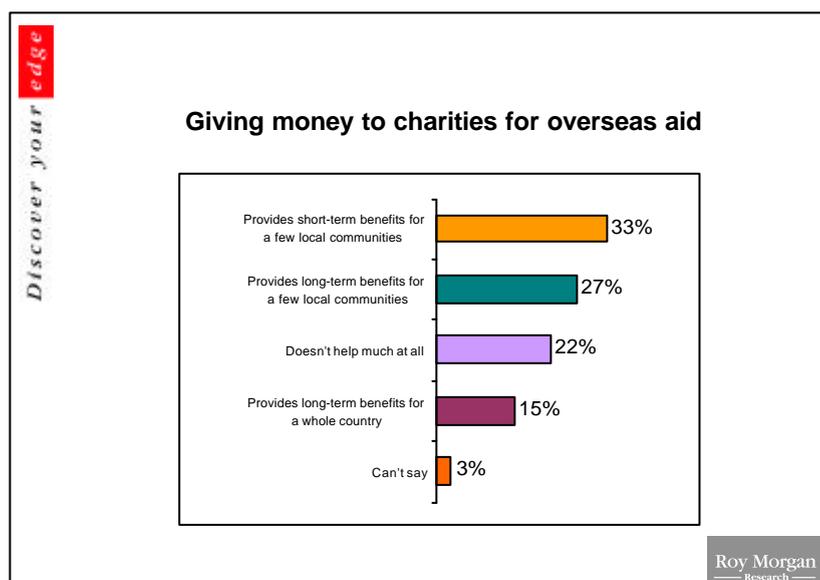
And when it comes to raising living standards among the world's poorest people:

- 47% of Australians were of the view that everyday people can help to raise living standards;
- 32% believe they can't do much, there will always be poor people;
- 18% believed individuals can't do anything – it's up to Governments.



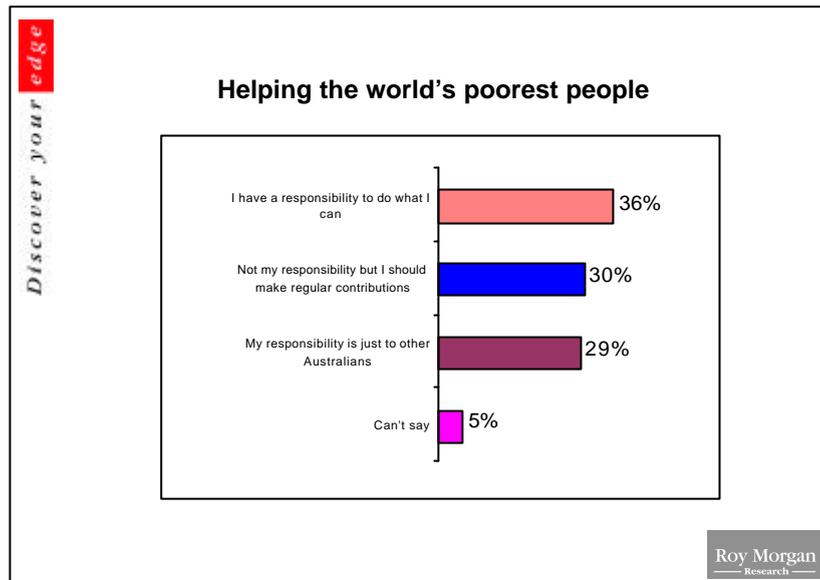
In terms of giving money to charities for overseas aid :

- 33% see this as providing short term benefits for a few local communities;
- 27% believe it provides long term benefits for a few local communities;
- 22% believe it doesn't help much at all;
- Only 15% see long-term benefits for a whole country.



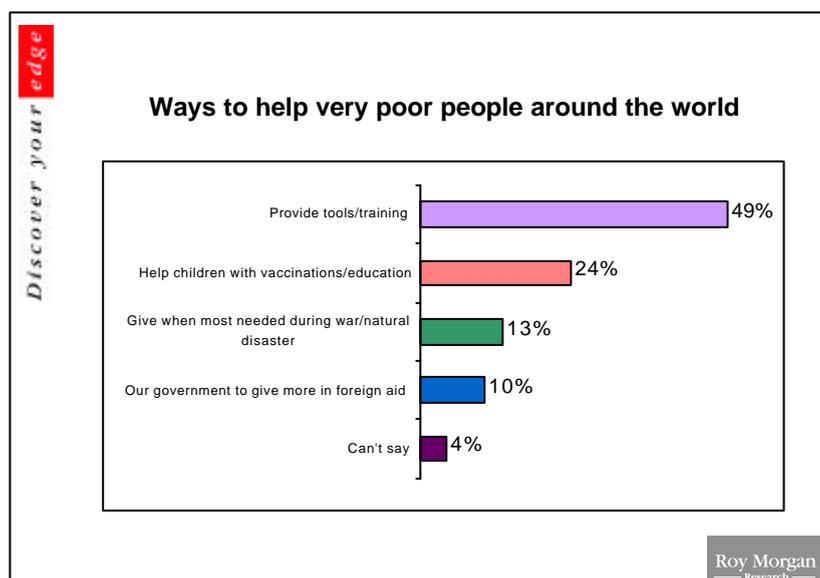
When it comes to responsibility for helping the world's poorest people, Australians are divided:

- 36% believe that they have a responsibility to do what they can;
- 30% did not believe it was their responsibility but still felt that they should make regular contributions;
- 29% believe their duty to help only extends as far as our shores, choosing the response *"My responsibility is just to other Australians"*.



When asked what can we do to help the very poor people around the world:

- One-in-two Australians chose the option *"To help provide tools and training to help people find solutions to their problems"*;
- 24% chose *"helping children with vaccinations and education"*;
- 13% said *"give when most needed during war or natural disaster"*; and
- 10% said our *"Federal Government should give more in foreign aid"*.



But let's look a bit deeper. I'm reminded of the aftermath of the Queensland election some years ago in which Pauline Hanson's One Nation Party was recognised as a growing force, there was much talk of **'listening to the people'**.

Somehow we are given the impression that the people that have to be listened to are a somewhat amorphous "mass" out there - people who are unlike "us", but otherwise relatively indistinguishable from each other.

The reality is of course quite different. There are all sorts of people, in different circumstances, with different backgrounds, beliefs and values. They have very different ways of viewing the world, and everything that goes on in the world.

While it is relatively easy to listen, if we really want to understand and make sense of what they say, and be able to communicate back, we need to see the world from their perspective.

Every one of us looks at the world through particular "windows" or mindsets, to help us make choices about our lives. We choose what we will do when we get up for the day, what we will wear, how and where we will travel, who we will talk to and what we hope to achieve by the end of the day.

Roy Morgan Research, in conjunction with Colin Benjamin of The Horizons Network, have developed a powerful values-based psychological instrument to understand the choices people make - in particular to provide a framework with which to understand people who are **not** just like us (see attachment).

Our insight into these Roy Morgan Values Segments draws on analysis of the Roy Morgan Single Source database which includes detailed personal interviews with close to a million people across Australia over almost two decades

Your handout today (see attached) is a map - a map with which to understand different people and ways of thinking. For instance if we consider the concept of technology:

- For the older "Basic Needs" segment, the concept of technology means medical technology, health monitoring and maintenance, security systems, and person-to-person contact. This is not surprising. From the Roy Morgan Political Issues Survey<sup>2</sup>, health and hospital issues are for these people second in importance only to issues about social welfare and the aged.
- For the young carefree "Look At Me" segment, technology means entertainment, sound systems, leisure, and on-line games.

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<sup>2</sup> Source: Bulletin Morgan Poll Finding No. 3073 April 1998

- For the disenfranchised “A Fairer Deal” segment technology means robotics, and fear of technology taking over jobs and controlling our lives.

If we consider the issue of politics for the two up-market segments:

- For the “Visible Achievement” segment, business is key, Government is too slow for the real world.
- For the “Socially Aware” segment, too much power is concentrated in the hands of large companies, global politics are of relevance.

The Values - Life Domain Map in all its richness enables us to listen carefully, and to communicate with people, even those who are different from us, about today’s and tomorrow’s issues in a way which resonates with their values.

So how do these different people see charities, and giving, and their responsibility?

For the older “**Basic Needs**” segment there is a fairly strong sense of resignation, a higher than average view that “*You can’t do much , there’ll always be poor*”. With little overseas or international perspective, these older Australians don’t have strong opinions about how overseas aid can be best applied, although they do see the need to help in times of war and disaster, when people’s basic needs have been threatened. They tend to believe that their responsibility is at home, and rely strongly on the Government to provide.

For the “**A fairer deal**” segment, there is a similar sense of resignation, or lack of optimism that anything much can be done. In line with their collectivist views, these people tend to see the Government being responsible. This segment has the highest expectation that the “*Government should support those who can’t find work*”. An interesting twist is their stated view that they “*can’t help people who can’t work out how to help themselves*”. Although this segment has a fairly local perspective, and little international perspective, children did seem to strike a chord. There was above average support for helping poorer nations by providing vaccinations and education for children.

For the family focused segments – the younger “**Conventional family life**”, and the older “**Traditional family life**” responses were very much middle Australia.

The two youngest segments “**Look at me**” and “**Young optimism**” were similar in their optimism, believing for instance that charities and overseas aid can make a long term difference. They also shared an absence of what may be called an “at home” focus. Neither saw their responsibility as focused on Australia, rather than other countries where the need might be greater. The two differed in their sense of responsibility, with “Young optimism” feeling more responsibility, and “Look at me” seeing a greater role for the Government.

The **“Real conservatism”** segment, showed similar patterns of resignation, and focus on “at home” as the first two segments (“Basic needs”, and “A fairer deal”). However, the “Real conservatism” people were even more negative about the possible advantages of charity, and more critical of charities getting money to those who need it. At the same time, they were less supportive of Government taking a larger role.

**“Something better”** as a segment displayed similar responses to the previous segment. However, given their views on life in general, and their focus on self-improvement and social/financial progress, this is interpreted as more a lack of concern for the plight of others, rather than the pessimistic resignation which characterises the “Real conservatism”.

The two affluent segments **“Socially aware”** and **“Visible achievement”** have most ability to give, so it’s fortunate that they also see themselves as having a role to play, and able to make a difference. These are most likely to believe that everyday people can help to raise living standards in the world’s poorest countries. The “Socially aware” segment is by far the most willing to voice a sense of personal responsibility, and to believe the Government should do more. It is important to realise that for the Socially aware, the desire for the Government to do more is not shifting responsibility to someone else’s shoulders. These people realise the Government paying means all Australians pay.

This has been a turbulent couple of years – not only for Australia where we had the added GST-induced turbulence, Tampa crisis, the “children overboard affair” as it’s being called, the collapse of HIH and Ansett – but indeed for the world – September 11 has shaken our view of ourselves. The rise and fall of the dot.com is part of our living memory and experience, and now Enron, Worldcom and Zerox. Many industries and countries have seen their fundamental way of operating, and their reason for being in business, called into question. Many countries are in deep financial trouble; the world itself including the USA is arguably on the brink of recession.

The world, or at least the developed world, has entered a new era. This new era is one which will be defined by globalisation, technology and communication, elimination of traditional boundaries, and a strategic focus on the global market place.

But finally, people are people, and the choices they make will stem from their values. People will continue to choose between spending money on sending their children to private schools, going on holiday, renovating or upgrading their house, buying clothes, shoes, or cars. They will make choices about doing something for society, or for their family, or for themselves. They will choose their relationships with brands, organisations, communities and people.

In order to encourage philanthropy, charity and giving, it is essential to understand those values to tap into them, and create opportunities to give, that resonate with those values, and create relationships that enhance the link between the values and giving.

*Discover your edge*

Life Satisfaction  
Individualism  
Quality Expectations

Roy Morgan Research  
**VALUES SEGMENTS**  
\*Devised by Michele Levine of Roy Morgan Research and Collin Benjamin of the Horizons Network.



Price Expectations  
Innovation  
Progressiveness

# Australasia 2000

Roy Morgan Values Segments (developed in conjunction with Colin Benjamin of The Horizons Network)

**S**  
social

**T**  
technology

**E**  
economics

**P**  
politics

	Basic Needs	A Fairer Deal	Traditional Family Life	Conventional Family Life	Look At Me	Something Better	Real Conservatism	Young Optimism	Visible Achievement	Socially Aware
	Ageing/ Illness/Care	Segmentation of lifestyles but increased awareness of gap between rich & poor	Increasing longevity and search for meaning	Educational concerns for their children	Credit access and alcohol/drug escapism increase crime rates at juvenile level	Reduced life satisfaction and increased family demands	Feelings of isolation and insecurity	Internationalised aspirations and religious orientation plus expressive action	Orientation to high degrees of turbulence "See you in Sydney for the Olympics"	Commitment to wide variety of social issues especially the environment
	Medical Technology	Robotics	Health/leisure integration	Home technology, sophistication	Entertainment/leisure systems	CAD/CAM Systems	Technological changes are seen as too much too fast and of doubtful value	Information technology and new generation systems	Management decisions support systems	Global intelligence access and integrated orgware
	Increasing anxiety over social security and transfer payment changes	Improved economic situation through tax, wage deals and productivity gains	Increasing conversion of home equity into cash flow and reinvestment in lifestyle and equities	Two income plus households will rise dramatically. Consumption will focus on price and quality leaders plus feeling of control	High level of commitment to on-job training and promotion opportunities, provided open to the peer group	Strong shift to incentive/reward systems and performance recognition	Increasing investment in property and franked dividend oriented companies	Career focus and willingness to defer consumption for long term benefit	Increased self-employment and entrepreneurial activity plus strong export orientation	Public sector focus on service delivering lead to greater devolution of economic activity through privatisation
	Increasing power as ageing issues become the prime focus of the middle income family	Reduced power of traditional organisations to mobilise an automised work force	The most rapidly growing force for conservatism and social control issues with strong pressure for government regulation and national security	Taxation levels and house disposable income will shape the direction of all major parties	The big losers in the ageing debate. Personal freedom and rights of the individual will emerge as issues	Freedom and control of big business, freedom to hire/fire will produce organisational tensions	As with TFL, these will be a strong push for greater political powers and law and order sanctions	Increasing emergence of single issue and specialist political concerns that express personal politics against party machines	Corporate power politics will be more significant than electoral concerns. Parliament will decline as a focus for national debate	Issue and media related political concerns will create short term constituencies and network issues

# Australasia 2010

Roy Morgan Values Segments (developed in conjunction with Colin Benjamin of The Horizons Network)

**S**  
social

**T**  
technology

**E**  
economics

**P**  
politics

	Basic Needs	A Fairer Deal	Traditional Family Life	Conventional Family Life	Look At Me	Something Better	Real Conservatism	Young Optimism	Visible Achievement	Socially Aware
	Super-annuation, insurance policy failures and public health provision and community safety concerns	Social equality. Access to Education. Control over immigration and population expansion	Safety Peace Law and Order Decency Self-Respect - oriented care for elderly Lifelong Education	Greater security of Employment Affordable Health, Housing and Education, Personal Safety. More Entertainment	An end to boredom and "schooling" more personal freedom. Greater range of "new" and "exciting" experiences	Conspicuous consumption. Material focus soft on social justice, liberal isolation. Arrogance, better than others. Disharmony, racial tensions	Fear of reduction of barriers. Fear of loss of any control. Maintenance of social stratification as "natural order". Have/Have Not conflict is productive	Safeguard opportunities for self-expression or personal quest. More emphasis on spiritual values. Independence. Choice in their lives	Speed of change. Working too hard. Indifference to social issues like Aboriginality and gender. Multicareer windows. Lifestyle impact of global business. Manage social issues, not solve	True multiculturalism . Frustration with yesterday and today's solution. Greater community rather than business orientation. Greater equity and anti-poverty concerns
	Person to person contact technologies, health monitoring and maintenance technologies and security systems	Fear of technology taking over jobs and controlling our lives. Access to technology. Better sports coverage. Technology doing menial work/drudgery	User supportive and friendly, not designed to trick people. Home delivered. Minimise fuss. Low charge.	Better home appliances and cars. Use of technology in leisure. Faster cheaper transport.	Better sound systems. Virtual reality. Faster cars Free to go. where want to go Online access to games and infomatics	Opportunity to make money, get ahead consumer goods lifestyle and entertainment. Improved productivity. Winners and losers / Capital and Labour	Technology for its own sake has no value. Technology requires evaluation. Only use is to increase comfort and income. Agent of change shouldn't provide the agenda	Mastery of technology essential to control their involvement with society at large and opportunities for earning a living	Business opportunities they represent. Global business. Privacy, security, time. Scepticism about speed of intro. Australia may be left out.	Smart medical solutions. Ownership of implementation of technological solutions. Technology = innovative solutions and expanded creativity supports
	"Silver hair power" focussing on income security and short term community jobs that maintain self-respect	Maintaining a small population to achieve "Australian Dream" "Eat the rich" Provide for the aged	Family needs focus. System doesn't reward bludgers. User pays for everything above the basics	Stable economic conditions. Low prices and taxation. Greater choice in consumables	Everyone has a job and a car. Money for leisure. No menial jobs	Free markets. Survival of the fittest. Reduced redistribution of income. More entrepreneurial support	Asset protection is essential for economic stability. Protection of personal wealth. Fair days work for fair days pay	Self-focussed. Rewards for merit and hard work. The successful will prosper, the others go under. Competence is everything	Travel infrastructure. More entrepreneurial. International finance/or small. Our people can't keep up. Not jobs for all Triad trade blocs	Tendency to cash out. Remove the "hour glass" structure. Learning and earning for everyone. Sustainable environment and controls
	"Grey Power" voting block of babyboomers restructures the political scene by electing networks of minority interests	Provision of medical services and education. Maintain separate entity from rest of world. Give everyone a say through computer polling	Politicians who tell the truth. Parties that represent conservative values. "Fear" driven vision seeking greater security	Stability, minimal change. Reduction of influence of politicians. Indifference to claims for diversity of representatives	Ability to influence local politics and greater freedom from the "Geriatrics" running the country	"Leave me alone to get on with it" "Not in my backyard" Class differences. Winners and Losers OK. Support for powerful leaders	Valueless Government should be entrusted to the few that we can influence. Increased impact of networking	Social order and regulation to preserve gains and protect territory. Strong, clean, non-interventionist politics. Somewhat naive.	Business is key disinterested politically. Government is too slow for real world. Increasing Asian influence in all political decisions	Too much power in the hands of large business. Greater participation. Pluralism. Global politics. Global issues and local service systems management