

# Rotary Family Service Centre

## Community Home Help Needs Survey

### Summary of Findings

#### Background

Rotary Family Service Centre (FSC) has been supporting low-income families in Clementi and West Coast for years. However, we consistently find a lack of flexible jobs within the community to allow them to juggle competing family needs such as childcare or eldercare. The goal of this survey was to find out if there was a need for home help services in the community so that it could inform the planning of Rotary FSC services.

#### Research Method

Two rounds of door-to-door surveys were conducted. The first round was led by Rotary FSC staff and volunteers in November 2016; while the second was conducted in collaboration with Yale-NUS College students in February 2017. The surveys were administered to residents of blocks of flats around Clementi Avenue 4 and 5. Any adult over the age of 18, who was at home at the time of survey, was interviewed.

All respondents were asked to indicate whether they needed home help services listed in the questionnaire, and whether they were interested in engaging FSC clients as service providers. In all, 448 people completed the questionnaires.

#### Findings from the Survey

##### A) Background of Respondents

- 1) Among the 448 respondents, 202 (46.4%) were male, and 233 (53.6 %) female. (Missing data = 13)
- 2) Majority of the respondents interviewed were between 30-39 years old and 60 years old or above. See table 1.

Table 1 – Age Range

Age Range	Frequency	Percentage
18-29	62	14.3
30-39	105	24.1
40-49	67	15.4
50-59	68	15.6
60 or above	133	30.6
Total	435	100

Missing data = 13

- 3) Most respondents were Chinese, with a small percentage of Indians, Malays and other ethnic groups. See table 2.

Table 2 – Ethnicity

Ethnic Group	Frequency	Percentage
Chinese	308	72.8
Malay	43	10.2
Indian	46	10.9

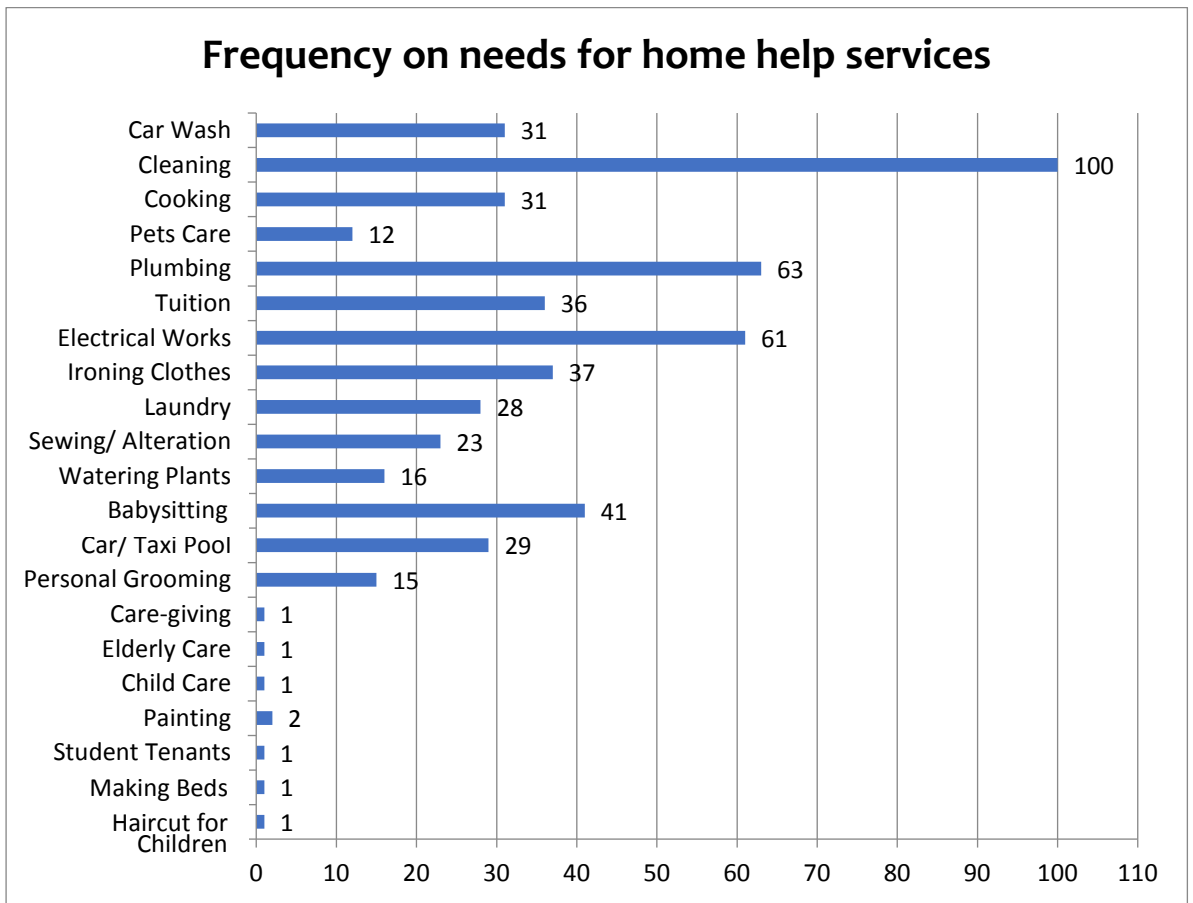
Others	26	6.1
Total	423	100

Missing data = 25

**B) Services needed and suggested costs**

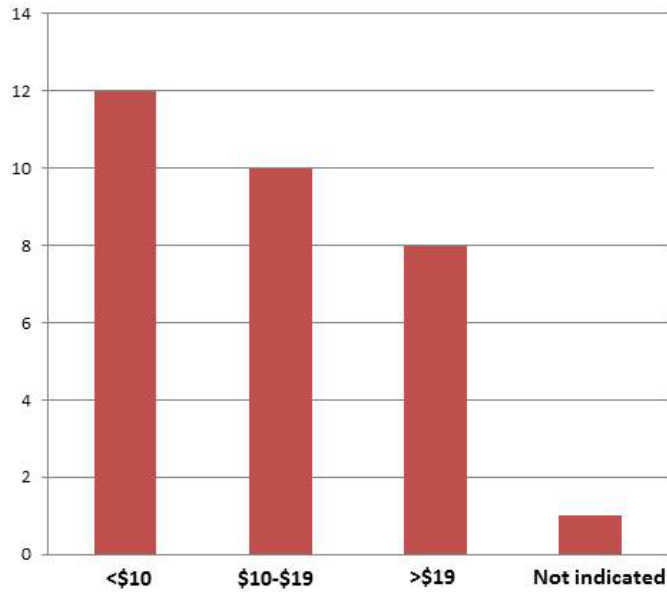
Interviewers went through a list of household tasks and services with the respondents and they were asked if they need these services. They were also asked the amount of money they are willing to pay for such services.

1. Among the respondents interviewed, 279 (62.3%) indicated that they did not need any of the listed services. For those respondents who expressed needs, below is a summary of the findings.



2. Refer to the following diagrams for the indicated cost of each household task by the respondents. A set of assumptions were made for each household task to standardise the unit of cost.

### Car Wash (per wash)



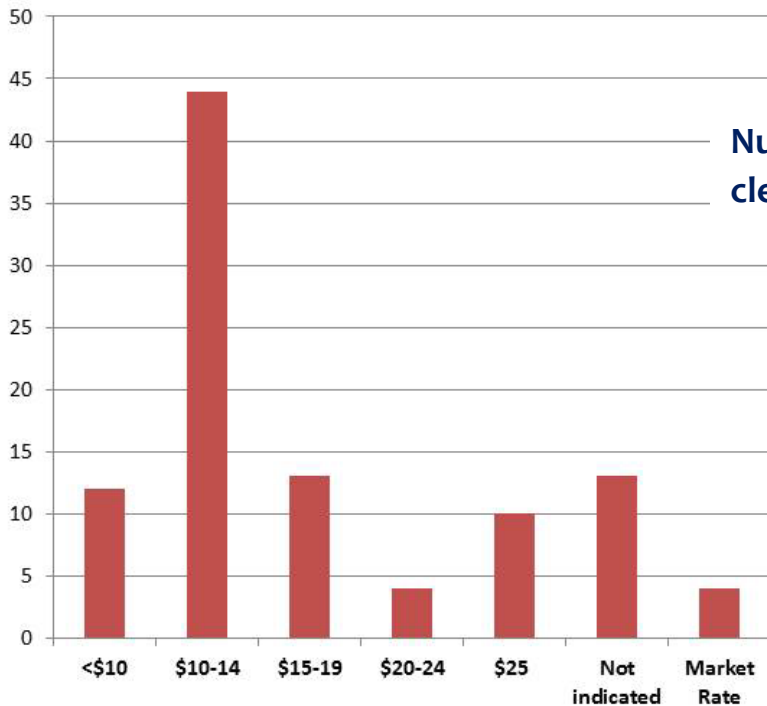
**Number of people needing car wash service: 31**

■ Number of people willing to pay that fee

**Assumptions:**

- 2 wash per month
- 2 hours per wash

### Cleaning (per hour)



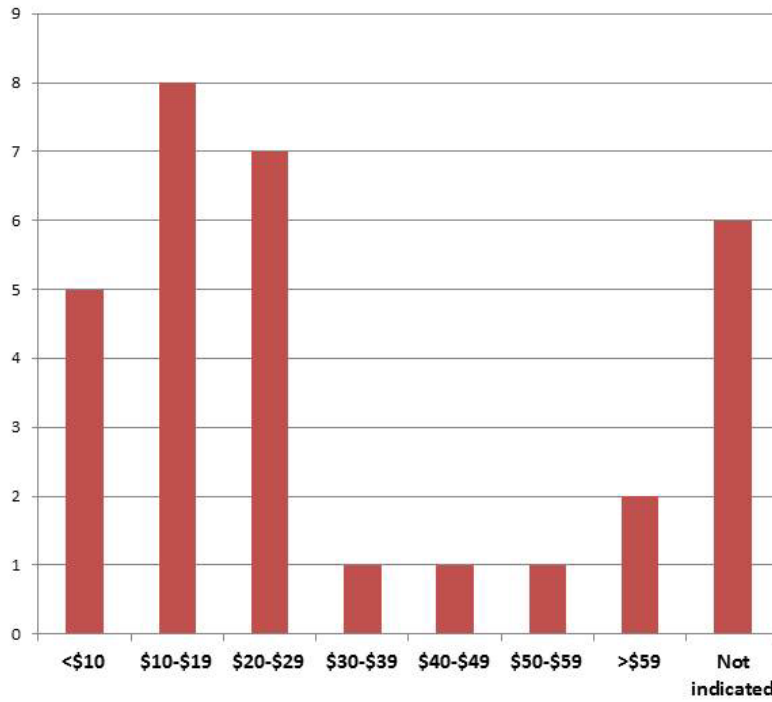
**Number of people needing cleaning service: 100**

■ Number of people willing to pay that fee

**Assumptions:**

- 4 hours per cleaning work
- Once a week
- If a range is given, take mid-point

### Cooking (per meal)



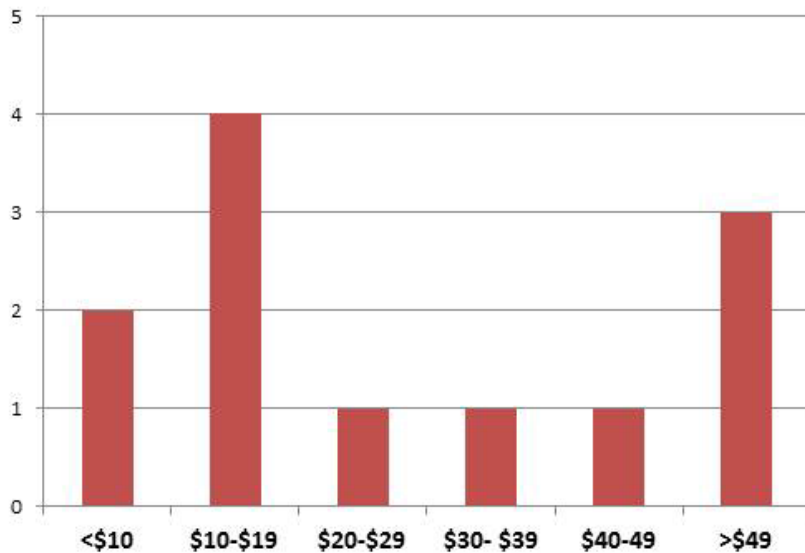
**Number of people needing cooking service: 31**

■ Number of people willing to pay that fee

**Assumptions:**

- 4 hours per meal
- 2 meals per day
- Family of 4
- If a range is given, take mid-point

### Pets Care (per day)



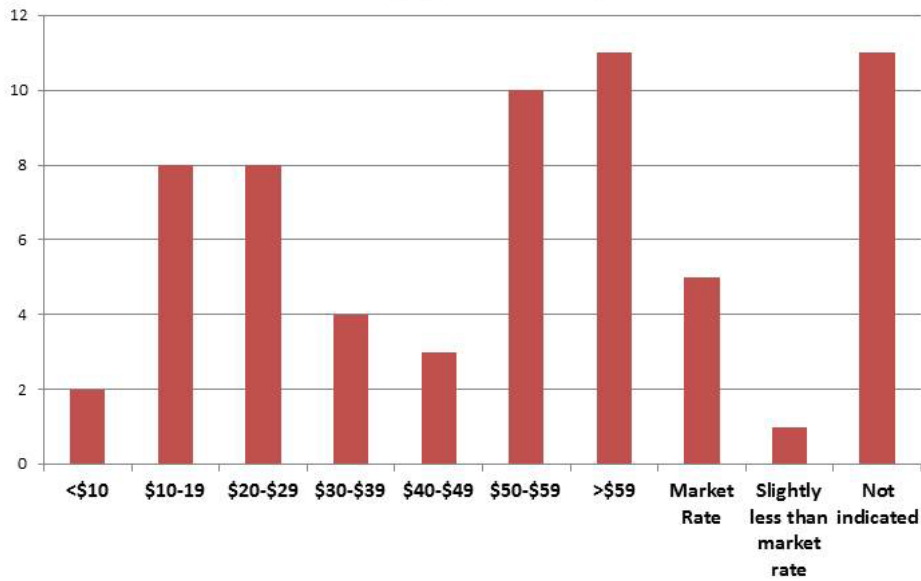
**Number of people needing pets care service: 12**

■ Number of people willing to pay that fee

**Assumptions:**

- 4 hours per day
- 4 times per month

### Plumbing (per service)



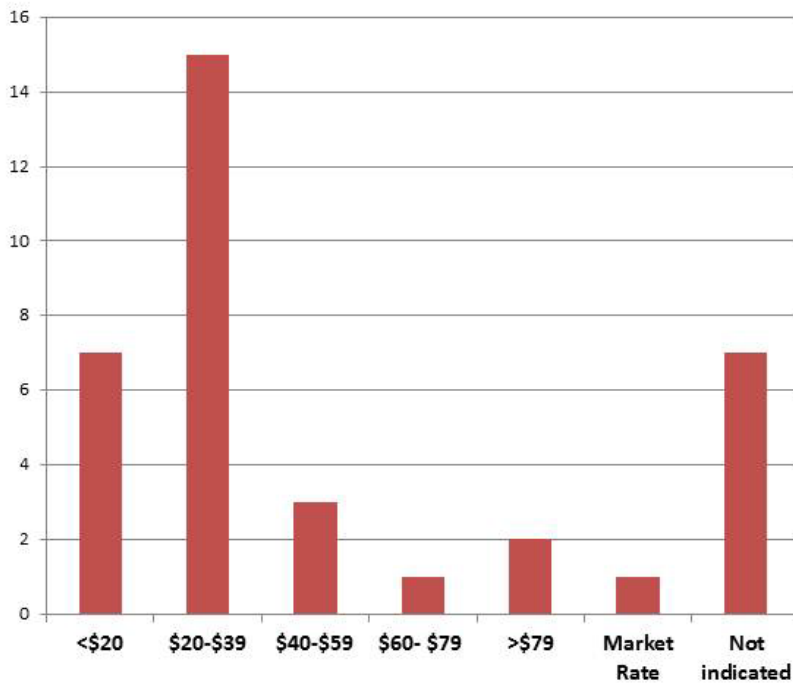
**Number of people needing plumbing service: 63**

■ Number of people willing to pay that fee

**Assumptions:**

- 1 hour per work
- If a range is given, take mid-point

### Tuition (per hour)



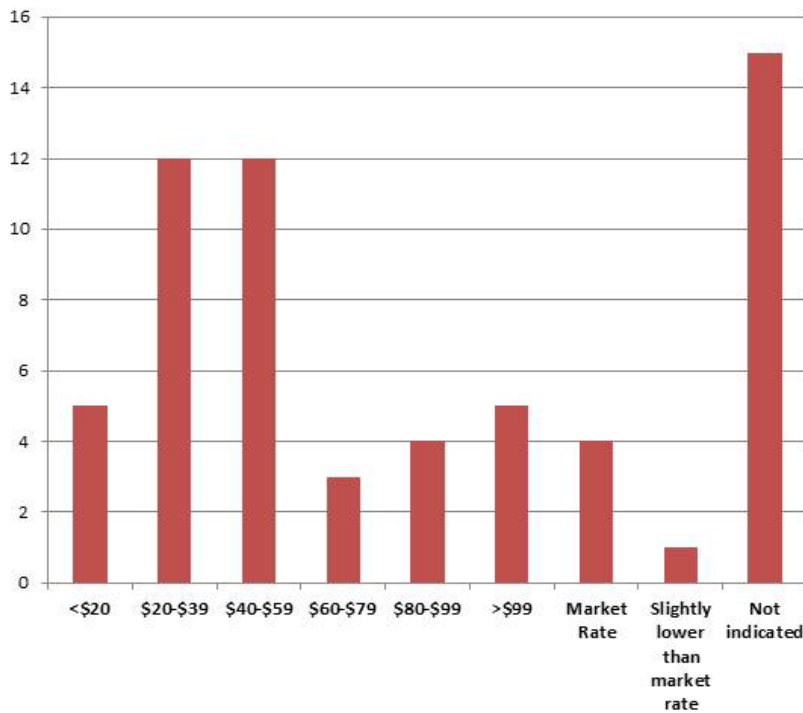
**Number of people needing tuition service: 36**

■ Number of people willing to pay that fee

**Assumptions:**

- 2 hours per session
- 1 session per week

### Electrical Works (per trip)

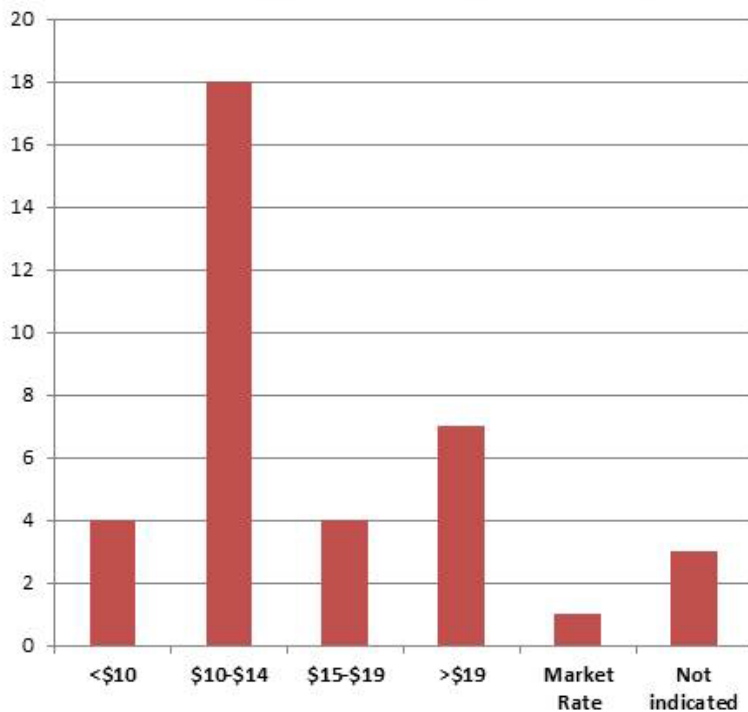


**Number of people needing electrical works service: 61**

■ Number of people willing to pay that fee

Assumptions:  
- 1 hour per trip

### Ironing Clothes (per hour)

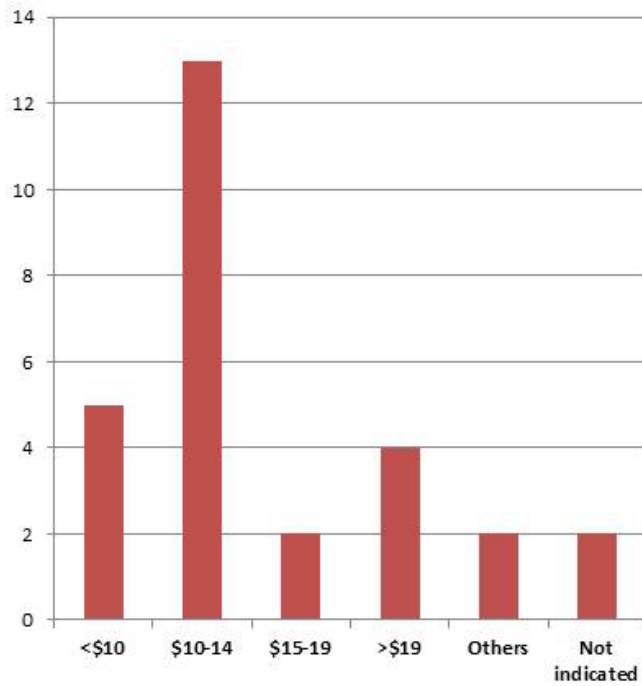


**Number of people needing ironing clothes service: 37**

■ Number of people willing to pay that fee

Assumptions:  
- 1 hour per service  
- 4 services per month  
- 15 pieces on average

## Laundry (per load)



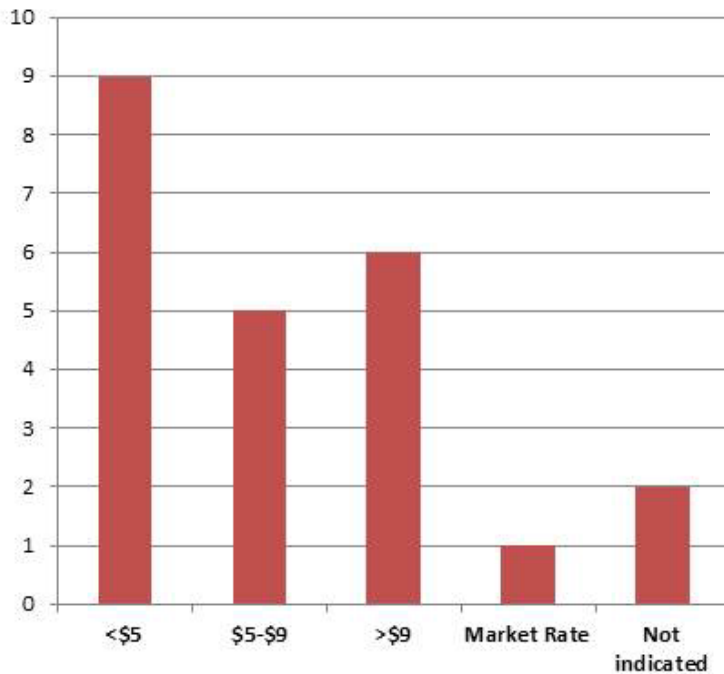
**Number of people needing laundry service: 28**

■ Number of people willing to pay that fee

Assumptions:

- 1 load is equivalent to about 5kg

## Sewing/ Alteration (per job)



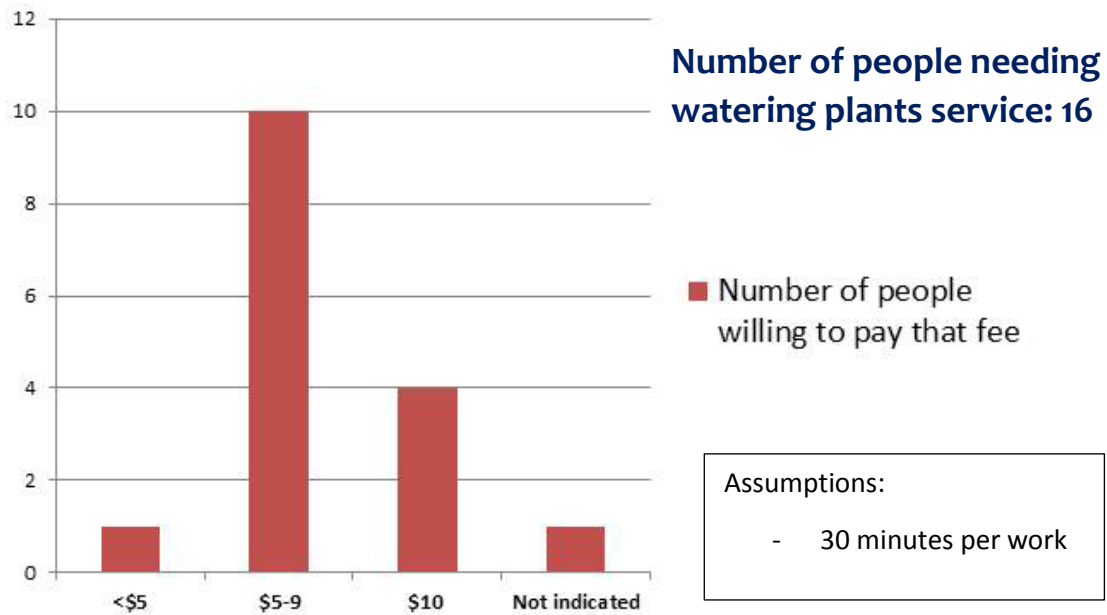
**Number of people needing sewing/ alteration service: 23**

■ Number of people willing to pay that fee

Assumptions:

- 1 hour per job

## Watering Plants (per work)



The following table summarises the number of respondents needing services wherein the range of fees is too diverse or limited to be standardised for comparison.

Types of service	No. of people needing service	How much they are willing to pay	No. of people willing to pay that fee
Babysitting	41	Less than \$10 per hour	4
		\$10-19 per hour	13
		\$20-29 per hour	6
		\$100 per half day	1
		Below \$500 per month	4
		\$500-700 per month	4
		Over \$700 per month	1
		Market Rate	1
		Not indicated	7
Car/Taxi Pool	29	<\$10	3
		\$10 per trip	6
		More than \$10	3
		\$30 per hour	1
		\$50 per hour	1
		\$150	1
		\$100 per month	1
		\$800 per month	1
		½ taxi rate	1
		Split cost	1
		Market Rate	4
		Depends, not indicated	1
Personal Grooming	15	\$8-10 per job	6
		\$15-20 per job	4



*Assumes 1 hour per job		\$60 per massage	1
		\$70 per job	1
		Not indicated	3
Care-giving	1	\$15	1
Elderly Care	1	Not indicated	1
Child Care	1	Not indicated	1
Painting	2	\$50 (Pipe Painting)	1
		\$600-700 (Wall Painting)	1
Student Tenants	1	\$500-550/person	1
Making Beds	1	Not indicated	1
Haircut for Children	1	Not indicated	1

**C) Interest in engaging services provided by FSC’s beneficiaries**

Out of 448 respondents, 91 (20.3%) indicated interest and provided their contact details.

**D) Interest in receiving a summary of the home help needs survey**

Out of 448 respondents, 75 (16.7%) indicated interest and provided their contact details.

**Conclusion**

- 1) Cleaning, Plumbing, Electrical Work and Babysitting were found to be the top 4 home help services needed by majority of the respondents.
- 2) One fifth of total respondents showed interest in engaging services from FSC’s beneficiaries.
- 3) Many of them were willing to pay fair market rate in exchange for service provision.
- 4) In addition, we found valuable untapped resources within the community that Rotary Family Service Centre can explore further; a retired seamstress willing to offer sewing lessons, retired teacher willing to give free tuition to needy students and a corporation willing to do voluntary community services.

Majority of the residents we interviewed were self-reliant and did not need external help in managing their families’ daily needs. Amongst those who needed home help services, majority of them were currently engaging professionals or licensed service providers to meet their needs. The remaining were, however, not having their needs met. A fraction of the residents who had hired help were willing to change their current service providers to engage the FSC’s beneficiaries in support of them.

**Follow Up**

The findings of this Community Home Help Needs Survey will be shared with interested residents and Rotary FSC clients, and taken into consideration when planning Rotary FSC services in future.

**Limitations**

The range of respondents we approached was limited by the day and the timing we chose to conduct this survey. We found that the biggest age group who were at home during the time of survey was the 60 years old or above group. Malay respondents were also under-represented compared to national ratio. These factors needed to be taken into consideration when interpreting the results.