

In this newsletter, we provide an update on our new survey cycle. We share some interesting findings from our survey on healthy consumption choices as well as volunteerism, alongside volunteering resources for you to start your own volunteering journey! Finally, we introduce you to three new members who have joined our ROSA team recently.

Updates on New Survey Cycle

From July 2025, we have shifted to a quarterly survey cycle for all respondents. As of August, 75.55% of respondents have consented to continue participating in our research study until June 2027.

Thank you for sharing your valuable feedback on our surveys. We note several common concerns regarding the increase in its length and the repetitive and tedious nature of some questions, such as those on personal finances. These expenditure questions are important for our analysis, and we thank you for your time and patience in answering these questions. We are committed to improve on the survey experience and will explore introducing new topics in subsequent surveys. Once again, we thank you for your continued support and look forward to sharing more of our research insights with you!

Research Snippets

Nutri-Grade Labelling and Consumption Choices

In the August 2025 survey, we explored the health behaviours of older adults, including how aware you are of the Nutri-Grade labelling system, which first came into effect in December 2022, as well as how it has influenced your consumption choices.

Majority of the respondents (82.36%) were aware of the Nutri-Grade labelling system and shared that the Nutri-Grade label has had some influence on their choice of beverage, suggesting its effectiveness in nudging healthier consumption choices.

Volunteering Patterns and Motivations

In February 2025, we conducted our annual survey on volunteering behaviours. We found that most respondents have never tried volunteering before and only slightly more than 1 in 10 respondents have volunteered within the past year.



Only 12.34% of older adults volunteered within the past 12 months.

13.27 % volunteered more than 12 months ago while 74.39% have never volunteered before.

Among the 869 older adults who volunteered in the past year, the most common companion for volunteering was friends.



35.03% of older adults volunteered with their friends.

This is followed by 29.87% who volunteer alone and 20.53% who volunteer with immediate family members.

The most common type of volunteering activity was Others (32.91%), with most respondents indicating that they participate in religious or grassroots activities. This was followed by Administrative services (27.27%) and Human services (24.28%).

Here are some of the common volunteering activities older adults participated in!

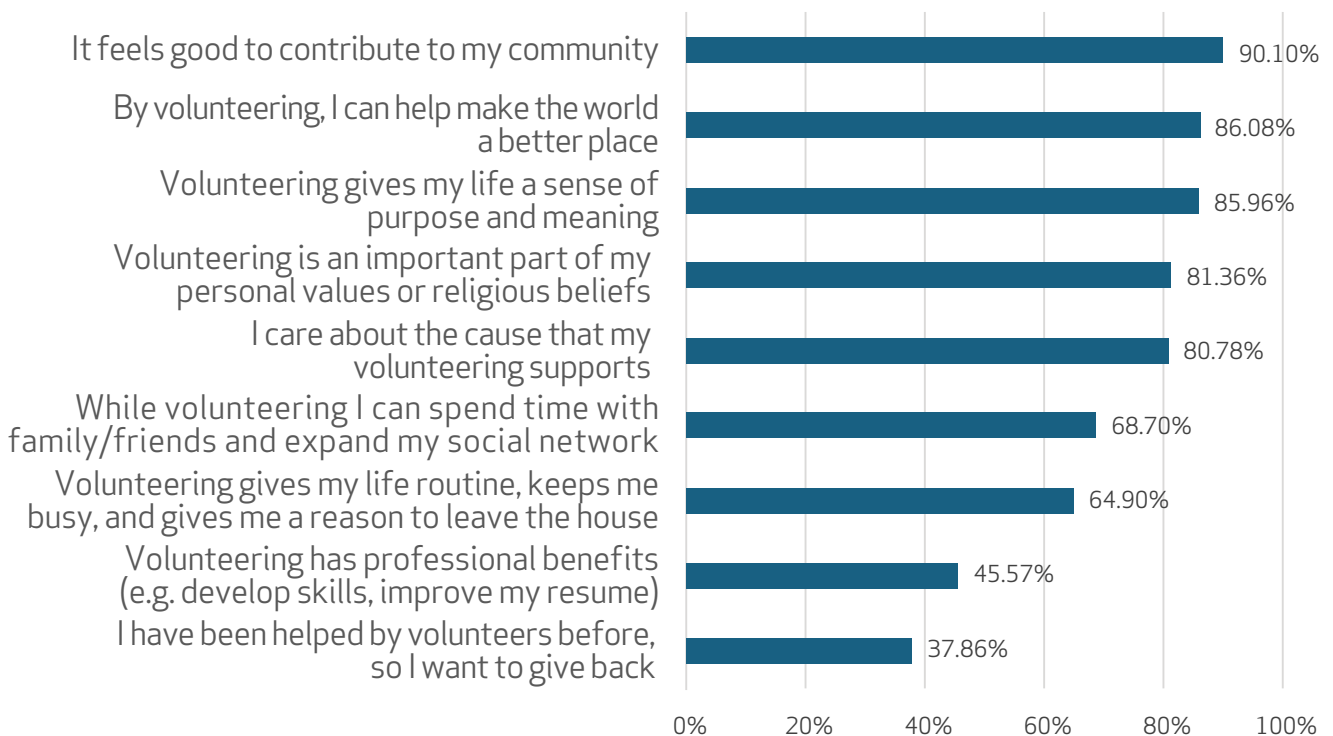
- Religious or grassroots activities
- Administrative: Volunteer coordination, event management
- Human Services: Befriending, escorting to medical appointments



Additionally, we asked current volunteers the extent to which they agreed or disagreed with various statements on potential reasons for volunteering. The top three motivations for volunteering were feeling good about contributing back to their communities, making the world a better place, and having a sense of meaning and purpose in life.

Figure 1: Proportion of respondents who agree or strongly agree that the factor motivates volunteering

Motivations for volunteering



Volunteering Resources

Volunteering offers many benefits for older adults, such as providing a sense of purpose and increasing social connectedness. Refer to the infographic below on some organisations you can consider volunteering with!

VOLUNTEERING RESOURCES

LET'S VOLUNTEER

START YOUR VOLUNTEERING JOURNEY HERE TODAY!

RSVP SINGAPORE THE ORGANISATION OF SENIOR VOLUNTEERS	SILVER GENERATION OFFICE (SGO)	ACTIVE AGEING CENTRES (AACS)
• Befriend socially isolated seniors, at-risk children from low income families, and mentally disadvantaged • Guide visitors at places of interests • Train others in IT skills and volunteering	Conduct home visits to: • Befriend seniors and understand their needs • Share government policies and grants • Connect seniors with active ageing programmes and care services	• Befriend seniors • Organise and conduct programmes at AACs • Support seniors with mobility conditions to medical appointments • Distribute food • Assist with day-to-day activities
• Half-day training • Regular volunteering ◦ Half a day per week • Ad hoc volunteering	• 15 hours training • 4 hours per volunteering session (based on your availability) • Weekdays & weekends	• Half-day training • 1-4 hours per volunteering session (based on your availability) • Weekdays
 Website: https://rsvp.org.sg/	 Website: https://www.aic.sg/community/be-a-volunteer/	 Website: https://www.agewellsg.gov.sg/senior-volunteerism/



ROSA Staff Feature

In this section, we are excited to introduce to you three valued members who joined ROSA recently.



Emi graduated from the National University of Singapore with a Bachelor of Social Sciences with Honours, majoring in psychology and minoring in sociology. Having volunteered with various social service agencies serving the elderly, she has developed a strong ground-up understanding of the challenges and needs of older adults in the community. At ROSA, Emi aims to develop her research interests in psychosocial factors that influence ageing, intergenerational relationships, and the mental health of older adults.

Cassandra graduated from the National University of Singapore with a Bachelor of Arts with Honours in Linguistics. Before joining ROSA, she worked in publishing, where she managed projects and contributed as a writer and editor across various publications. Her interest lies in how language, interaction, and discourse can shape ageing experiences. Cassandra hopes her work at ROSA can help inform ways to improve support for older adults and caregivers.



Shania recently completed a Master of Science in Comparative Public Policy at the University of Edinburgh and holds a Bachelor of Arts in Sociology from the University at Buffalo, SUNY. Her research interests lie in the intersection of older adults' lived experiences and the policy environments that shape them, such as understanding how policies influence health outcomes and opportunities for social and labour market participation in later life. Shania looks forward to further developing her skills in critical quantitative approaches to social research.

About the Singapore Life Panel

As a member of the Singapore Life Panel, you are part of a group of about 10,000 respondents who are contributing to our understanding of successful ageing in Singapore. About 73% of the SLP were recruited in 2015 and the remaining 27% were recruited in two refresh exercises in 2021 to 2023 and 2024 to 2025 respectively. We thank you for consistently taking our surveys and sharing your comments!

Contact Us

If you have changed your address or telephone number, need any form of assistance in completing the survey, or have any questions or feedback, please contact us on our Centre Hotline at 6808 7910 (10am to 5pm, Mondays to Fridays) or at slp@smu.edu.sg. We are always happy to hear from you.