

Press release

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Four in ten people help others at least once a month

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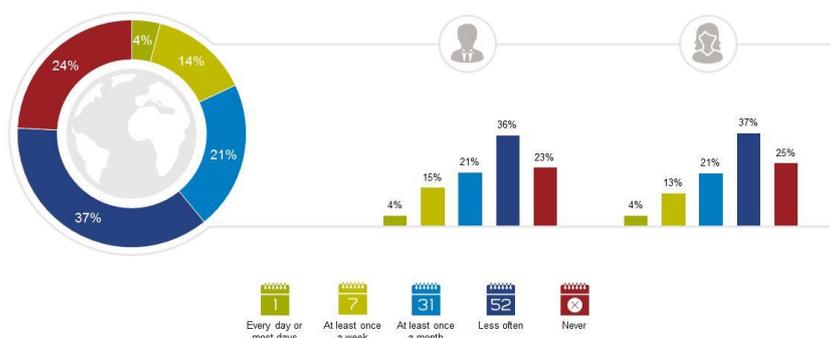
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- **Mexico, USA and Netherlands lead for populations who help others at least once a month or more**
- **Men slightly ahead of women overall**
- **20-29 year olds lead across age groups**

Nuremberg, November 30, 2016 – In the run up to Christmas, it is comforting to know that habits of generosity are still strong. Results just released by GfK show that, amongst the online population across 17 countries, four out of ten people help others or do volunteer work at least once a month or more. This is made up of four percent who help others ‘every or most days’, 14 percent who do so ‘at least once a week’ and 21 percent who help others ‘at least once a month’.

The results for men versus women in the [GfK survey](#) were very even across each category. However, men are slightly more likely than women to say they help others at least once a week – standing at 15 percent for men and 13 percent for women. And a quarter of women (25 percent) class themselves as never helping others or doing volunteer work, compared to 23 percent of men.

Frequency of helping others or doing volunteer work
Average across all 17 countries – Total plus breakdown by gender



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

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Similarly, the findings across different age groups were fairly even. However, those aged 20-29 years old are slightly more likely than the other age groups to help others daily (6 percent) and monthly (24 percent), while they come level with teenagers (15-19 year olds) for helping others at least once a week (17 percent).

Mexico, USA and Netherlands in the lead for helping monthly or more, followed by China, Brazil and Germany

Of the countries surveyed, Mexico comes out as having the highest percentage of online population who are regular volunteers. Looking at those who say they help others or do volunteer work monthly, weekly or daily, almost half of Mexicans (49 percent) fall into this category, followed by Americans at 46 percent and the Dutch at 45 percent. China, Brazil and Germany are also above the international average (39 percent) for this, standing at 44 percent, 43 percent and 40 percent respectively.

The countries where people appear less volunteer-minded are South Korea, Japan and France, where 52 percent, 45 percent and 38 percent respectively class themselves as never helping others or doing volunteer work.

These findings give national and global charities valuable insight into which audiences within each country may be most receptive to requests for volunteers – especially when combined with GfK data on people's personal values and behaviors across different countries, genders and age groups.

To download full findings for each of the 17 countries, please visit www.gfk.com/global-studies/global-study-overview/

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About the study

The survey question asked, 'Please indicate how often you do the following activity: Help others/volunteer work'. Possible answers were: Every day or most days / At least once a week / At least once a month / Less often / Never.

GfK conducted the online survey with over 22,000 consumers aged 15 or older across 17 countries. Fieldwork was completed in summer 2016. Data are weighted to reflect the demographic composition of the online population aged 15+ in each market. Countries covered are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Italy, Japan, Mexico, Netherlands, Russia, South Korea, Spain, UK and USA.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.



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