

WIN World Survey (WWS) acknowledges all the volunteers around the world

WIN, the world's leading association in market research and polling, has today published Part 6 of the 2018 WIN World Survey (WWS) exploring the views and beliefs of 31,890 people from 41 countries across the globe. This survey reveals that more than one in four people around the world have devoted time to a not-for-profit organization without receiving any wages in the last 12 months.

HEADLINES

- 28.5% of all people surveyed have volunteered in the last 12 months
- Males and females volunteer at the same level
- The highest prevalence of volunteering is amongst the 18-24 years age group (33%) and the over 65 years (29%)
- Those who completed a higher level of education volunteer very highly (42%) whilst those with a primary education volunteer at a lower 18%
- Working status also has an influence on the prevalence of volunteering. Highest prevalence is amongst students (36%) and lowest amongst housewives (18%)
- People from Africa (40%) volunteer at a higher rate than people from MENA region (21%)
- The countries with the highest rate of volunteering are Paraguay (57%) and China (57%) whilst the countries with the lowest rate of volunteering are South Korea (6%) and Italy (7%)

COMMENTARY

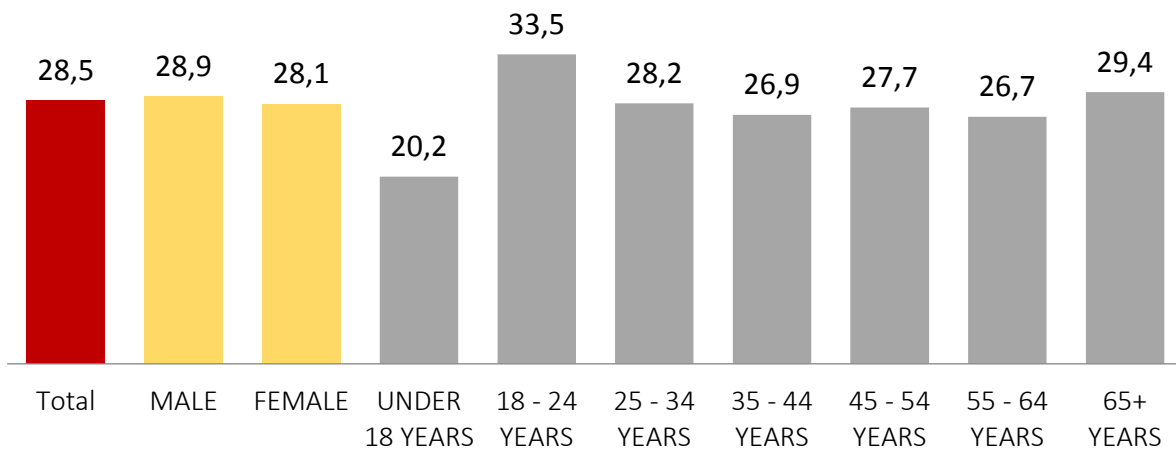
The United Nations marks the importance of volunteers on December the 5th each year. In 2018, the UN issued a State of the World's Volunteerism Report. This report was entitled "The thread that binds. Volunteerism and community resilience." In

Chapter 1 of this report it states that “Volunteerism forms part of the fabric of all societies. It can be a critical resource for peace and development.”

Clearly, volunteering is crucial to our societies today and into the future. This survey reveals that the level of volunteering (as defined by the question - *During the last 12 months, did you do any voluntary work; this is devoting time for a job for a non-for-profit organization without receiving any wage or salary in exchange?*) is 28.5% of people around the world.

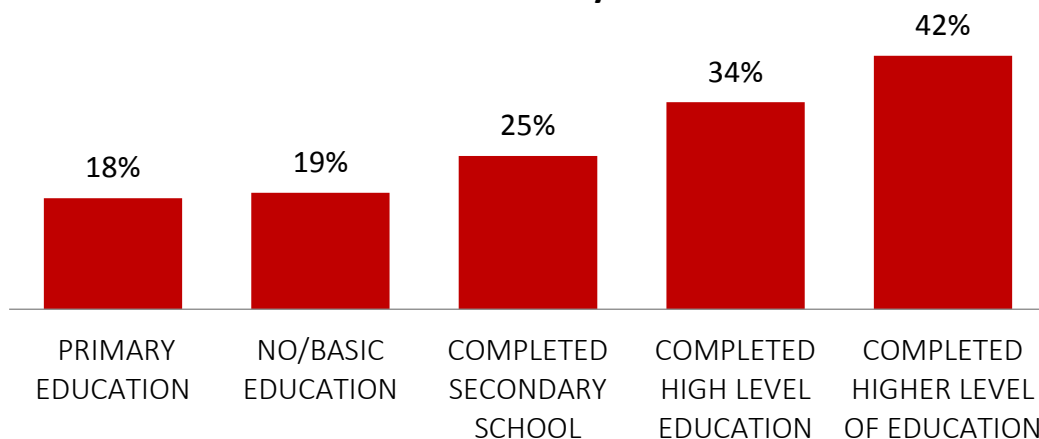
The survey found that the prevalence of volunteering is the same for men and women. However, it is highest in the 18 to 24 year age group (33.5%) and also high amongst people over the age of 65 (29.4%).

% who conduct voluntary work

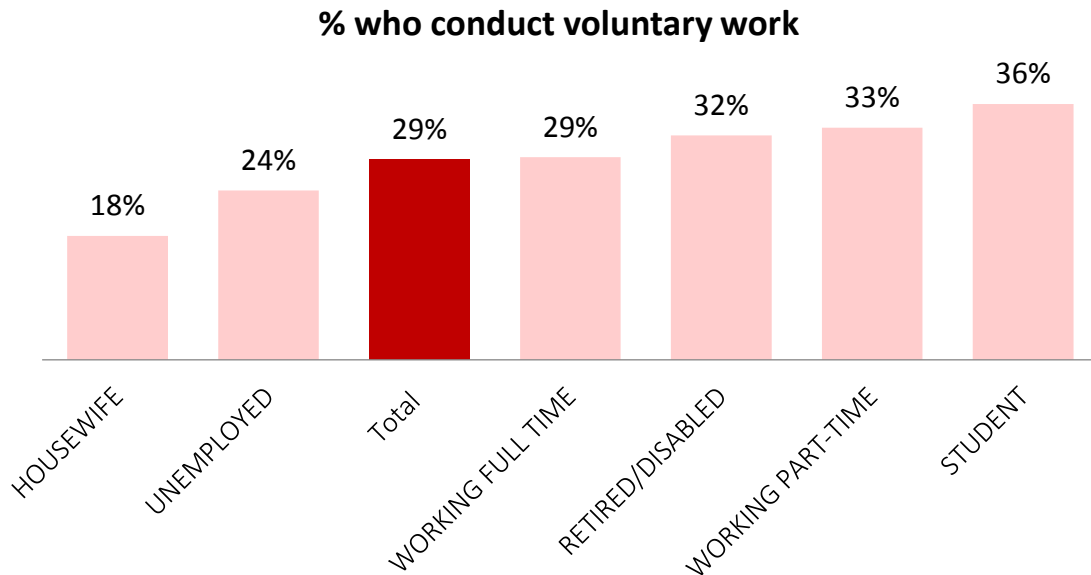


The prevalence of volunteering was seen to increase with the level of Education, starting at a lower 18% amongst those with Primary Education and rising to a high 42% amongst those with higher levels of Education.

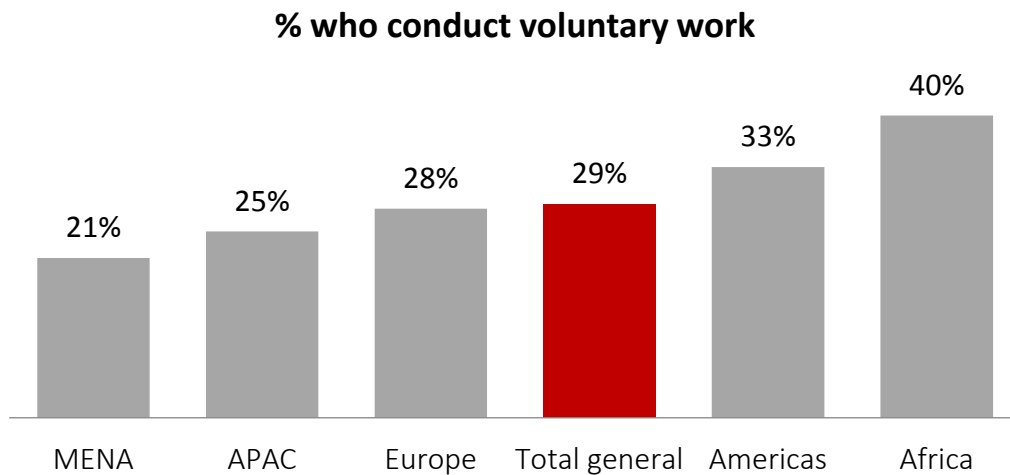
% who conduct voluntary work



Working status also has an influence on the prevalence of volunteering. Students (36%), part time workers (33%), retired/disabled (32%) all have higher prevalence than full time workers (29%), unemployed (24%) and housewives (18%).



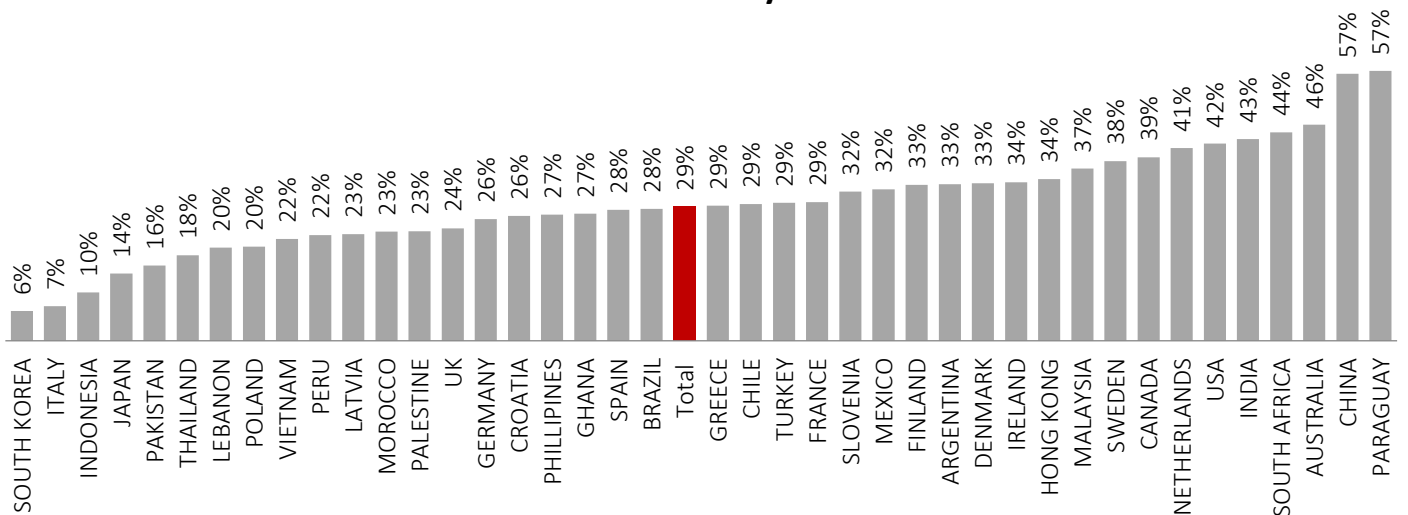
There are large differences between the regions and the countries. People from Africa (40%) volunteer at a higher rate than people from MENA region (21%).



The countries with the highest rate of volunteering are Paraguay (57%) and China (57%). Very high levels of volunteering also are registered in Australia (46%), South Africa (44%), India (43%) and the USA (42%).

Countries with the lowest rate of volunteering are South Korea (6%) and Italy (7%). Also low are Indonesia (10%), Japan (14%) and Pakistan (16%).

% who conduct voluntary work



Vilma Scarpino, President of the WIN Association, said:

“As our world is becoming more anxious and Happiness levels are dropping” (referring to WIN WWS Press Release on 20th March 2019 Global happiness declines from 57% in 2016 to 52% in 2018), “the role of volunteers becomes even more crucial to hold our societies together. It is important that our media, our governments and our institutions continue to reward and encourage volunteering. As well as helping others, volunteering has been shown to improve volunteers' wellbeing too. It’s human nature to feel good after helping someone out.

Our global survey with data from 31,890 people across 41 countries has also found that there are very large regional and country differences in the prevalence of volunteering. This survey flags the need around the world to encourage more volunteering in many countries. WIN is very pleased to make this contribution towards acknowledging the impact of more than a billion volunteers around the world”.

-ENDS-

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NOTES FOR EDITORS**Methodology:**

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 31,890 persons were interviewed globally. See below for sample details. The fieldwork was conducted during October 2018 – January 2019. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

About the WIN survey:

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	ARGENTINA	Voices! Research & Consultancy	CATI	520	National	December 6 th - December 18 th 2018
2	AUSTRALIA	Bastion Latitude	CAWI	715	National	November 20 th - 2 nd December 2018
3	BRAZIL	Market Analysis	CAWI	500	National	November 30 th - December 06 th 2018
4	CANADA	Leger 360	CAWI	500	National	November 10 th - November 19 th 2018
5	CHILE	Activa Research	CAWI	1032	National	November 7 th - November 11 th 2018
6	CHINA	Wisdom Asia	CAWI	1000	National/Urban	November 14 th - November 21 st 2018
7	CROATIA	Mediana	CAWI	508	National	November 6 th - November 8 th 2018
8	DENMARK	DMA Research A/S	CAWI	500	National	October 17 th - October 22 nd 2018
9	FINLAND	Taloustutkimus Oy	CAWI	500	National	October 16 th - October 22 nd 2018
10	FRANCE	BVA	CAWI	1000	National	November 23 rd - November 29 th 2018
11	GERMANY	Produkt + Markt	CAWI	1000	National	October 23 rd - November 6 th 2018
12	GHANA	Candino Global	CAPI	500	Urban	November 20 th - December 3 rd 2018
13	GREECE	Alternative Research Solutions	CAWI	500	National	October 26 th - November 4 th , 2018
14	HONG KONG	CSG (Consumer Search Group)	CAWI	505	National	October 28 th - November 21 st 2018
15	INDIA	DataPrompt International	CAWI	500	National	November 19 th - November 25 th 2018
16	INDONESIA	PT Deka Citra International	CAPI	1040	Urban	November 14 th - November 25 th 2018
17	IRELAND	RED C Research and Marketing Ltd	CAWI	1000	National	November 22 nd - November 27 th 2018
18	ITALY	DOXA	CAPI	1039	National	October 15 th - October 30 th 2018
19	JAPAN	NRC (Nippon Research Center)	CAWI	1000	National	November 15 th - November 20 th 2018
20	LATVIA	Research centre SKDS	CAWI	1005	National	October 24 th - October 31 st 2018
21	LEBANON	REACH SAL	CATI	500	National	October 12 th - November 10 th 2018
22	MALAYSIA	Compass Insights Sdn Bhd	CAWI	517	Urban	November 1 st - December 6 th 2018
23	MEXICO	Brand Investigation S.A de C.V (Brain)	CAWI	500	Urban	November 23 rd - December 3 rd 2018
24	MOROCCO	Top Level Mena		501		November - December 2018

25	NETHERLANDS	Motivaction International	CAWI	500	National	December 2018
26	PAKISTAN	Gallup Pakistan	PAPI	1000	National	October 20 th – October 26 th , 2018
27	PALESTINE	Palestinian Center for Public Opinion (PCPO)	TAPI	417	Urban/Rural	November 22 nd - December 2 nd 2018
28	PARAGUAY	ICA Consultoría Estratégica	CAWI	500	National	December 7 th - December 14 th 2018
29	PERU	DATUM Internacional	CAPI	1009	National	November 9 th – November 14 th 2018
30	PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	National	November 6 th – November 20 th 2018
31	POLAND	MARECO POLSKA	CAWI	500	National	October 11 th – October 20 th 2018
32	SLOVENIA	Mediana	CAWI	505	National	November 6 th – November 8 th 2018
33	SOUTH AFRICA	Freshly Ground Insights (FGI)	CAWI	1700	Urban	October 23 rd – November 29 th 2018
34	SOUTH KOREA	Gallup Korea	PAPI	1500	National	November 7 th – November 30 th 2018
35	SPAIN	Instituto DYM	CAWI	1010	National	November 6 th – November 14 th 2018
36	SWEDEN	Origo Group	CAWI	1000	National	November 15 th – November 25 th 2018
37	THAILAND	Infosearch co.ltd	Face to Face	600	National	November 5 th – November 30 th 2018
38	TURKEY	Barem	CATI	1000	National	November 1 st – November 28 th 2018
39	UK	ORB International (Opinion Research Business)	CAWI	1001	National	December 7 th - December 10 th 2018
40	USA	Leger	CAWI	500	National	November 10 th - November 19 th 2018
41	VIETNAM	Indochina Research	Face to Face	600	Urban	November 5 th – November 23 rd 2018