

GIVE



WIN

Worldwide
Independent Network
Of Market Research

NGO's and Voluntary Work

WWS 2020



WIN Worldwide
Independent Network
Of Market Research

FINDINGS



DURING THE LAST 12 MONTHS, DID YOU DO ANY VOLUNTARY WORK*?

Global results

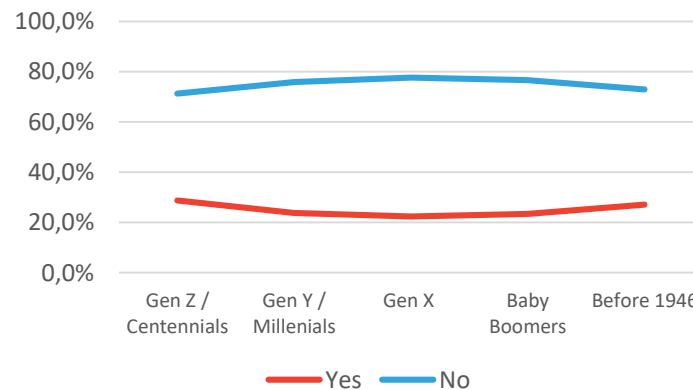
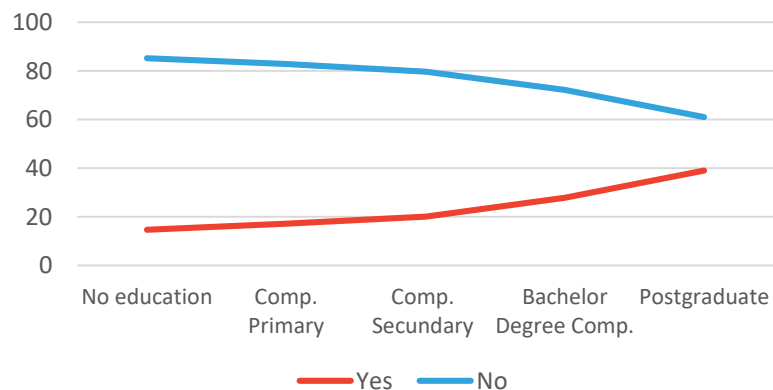
Only **23.7%** of respondents in participating countries **have done any volunteer work in the last 12 months**



31% of the students have done volunteer work, being the most willing group to do this type of work

People with **higher level of education** are more willing to do voluntary work

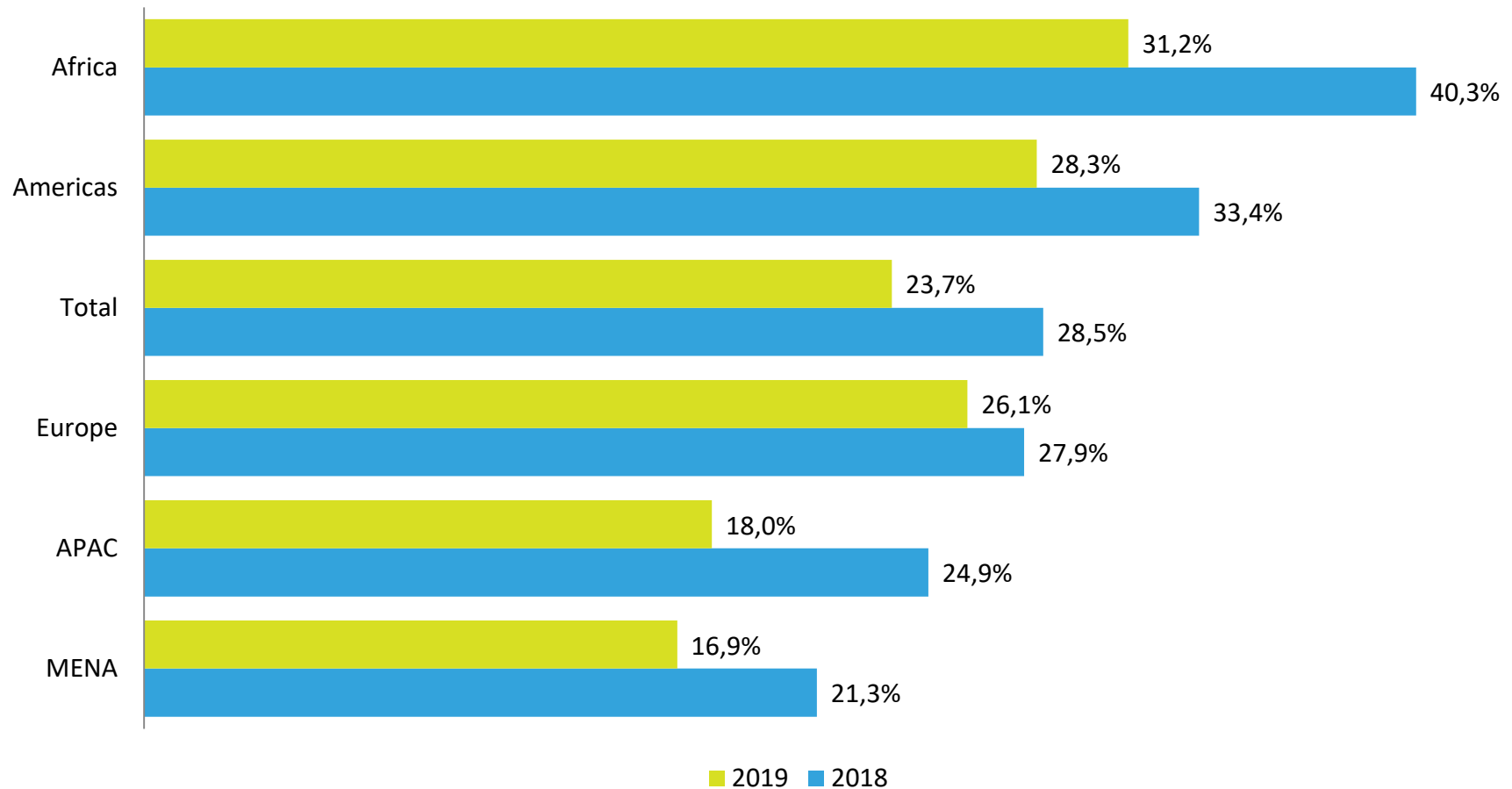
Gen Z and people born before 1946 are more willing to do voluntary work



Source: WIN 2019. Base: 29,368

DURING THE LAST 12 MONTHS, DID YOU DO ANY VOLUNTARY WORK*?

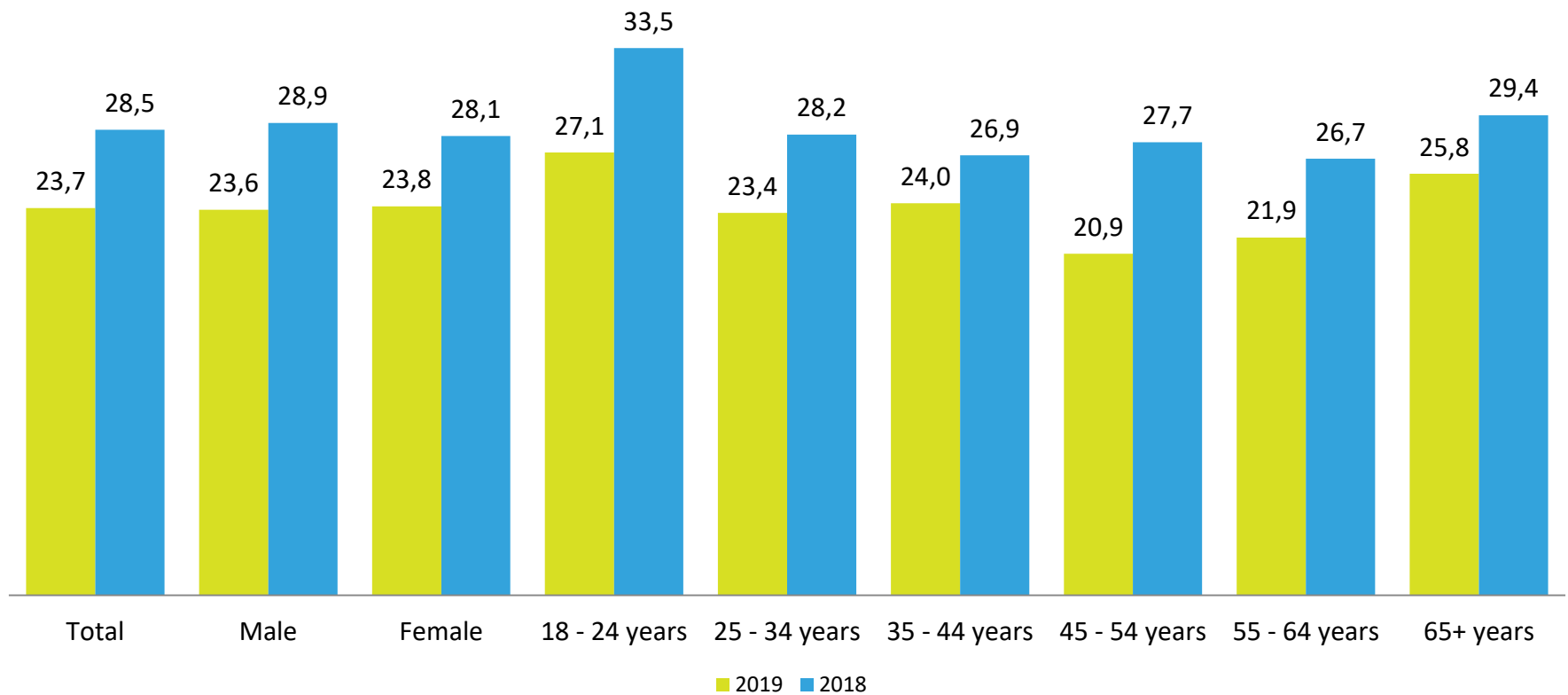
Global results by region – % of people that have done voluntary work



Source: WIN 2019. Base: 29,368 & WIN 2018 Base: 31,891

DURING THE LAST 12 MONTHS, DID YOU DO ANY VOLUNTARY WORK*?

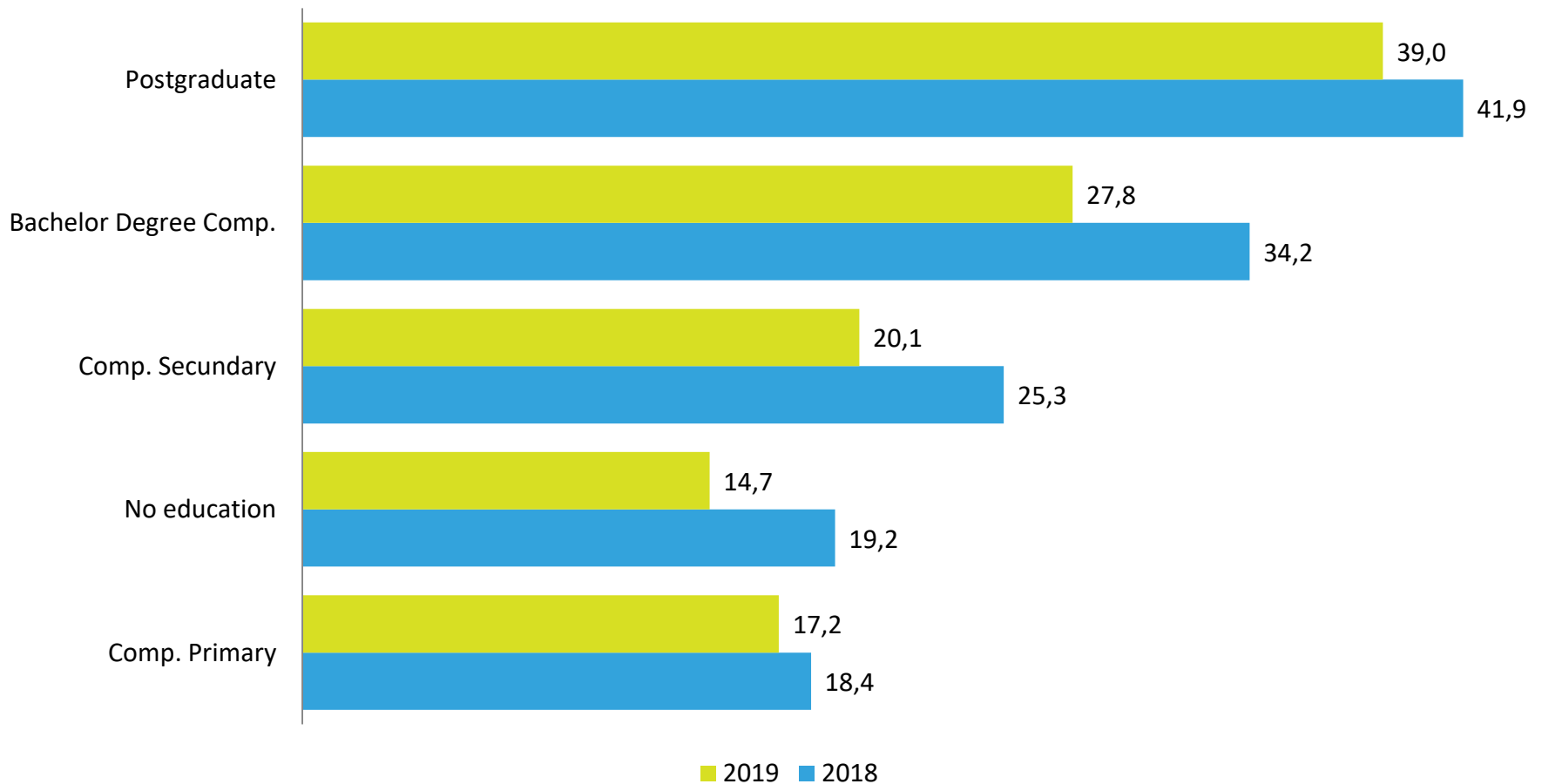
Global results by gender and age - % of people that have done voluntary work



Source: WIN 2019. Base: 29,368 & WIN 2018 Base: 31,891

DURING THE LAST 12 MONTHS, DID YOU DO ANY VOLUNTARY WORK*?

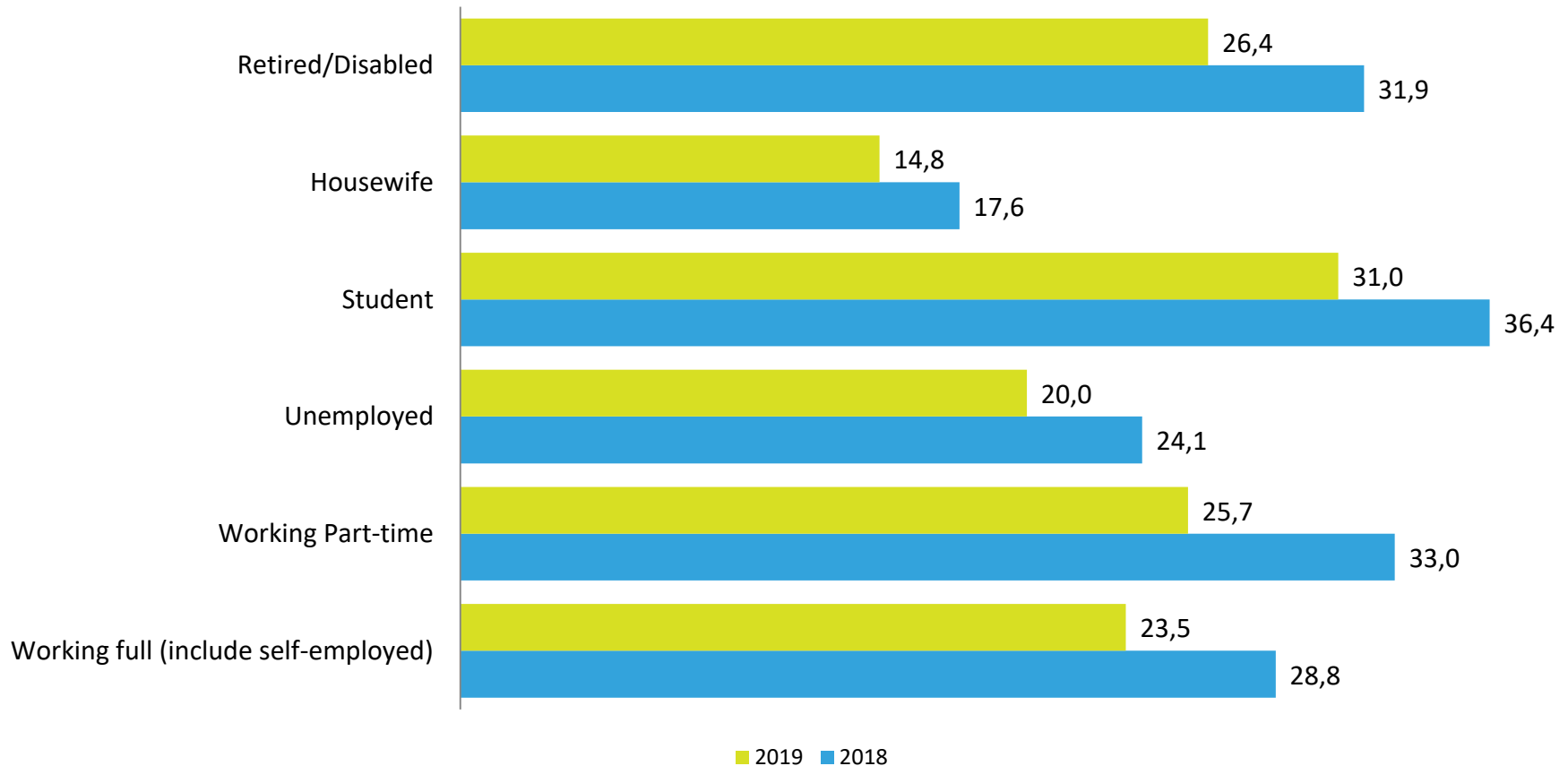
Global results by education level - % of people that have done voluntary work



Source: WIN 2019. Base: 29,368 & WIN 2018 Base: 31,891

DURING THE LAST 12 MONTHS, DID YOU DO ANY VOLUNTARY WORK*?

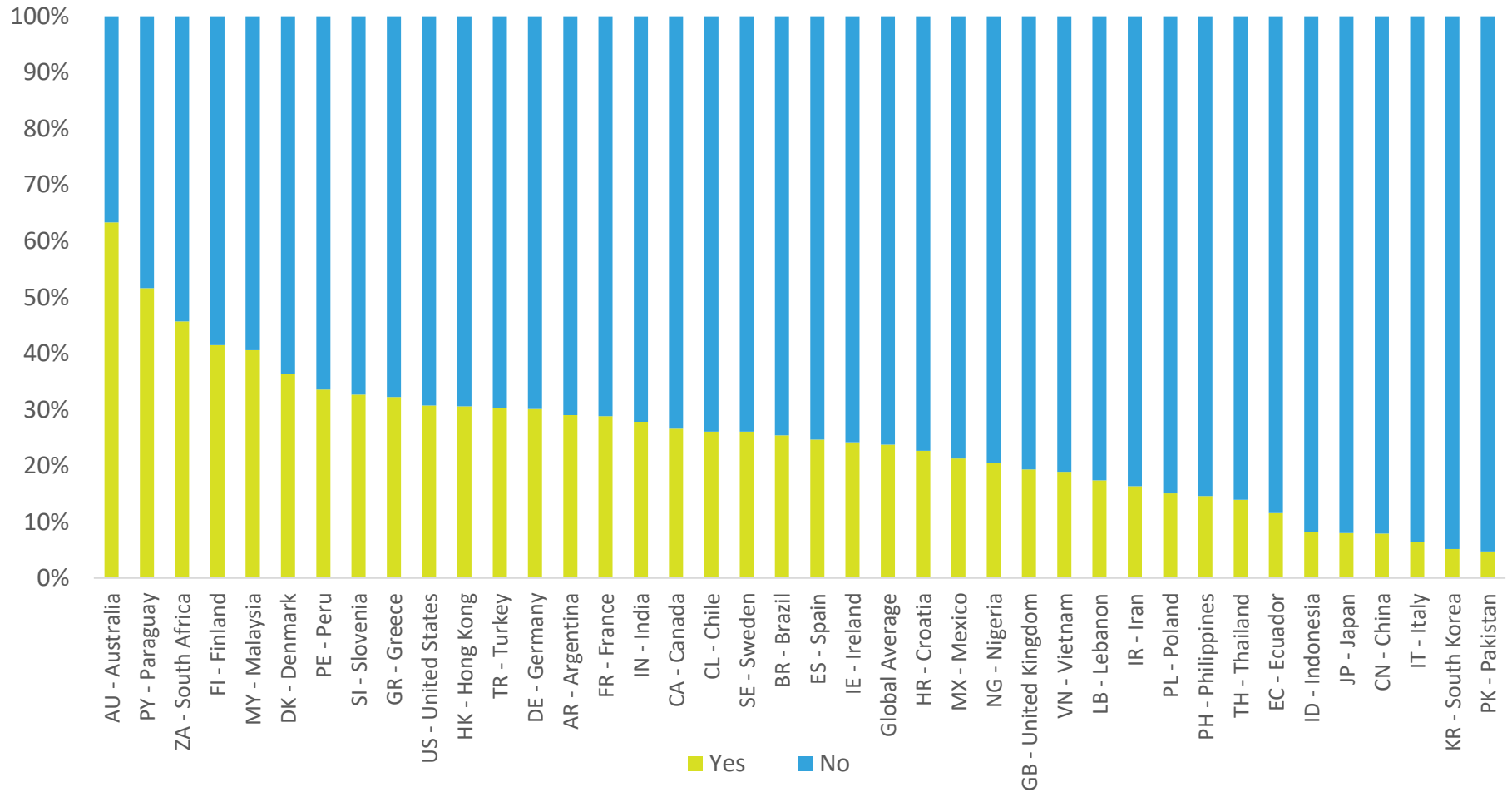
Global results by employment - % of people that have done voluntary work



Source: WIN 2019. Base: 29,368 & WIN 2018 Base: 31,891

DURING THE LAST 12 MONTHS, DID YOU DO ANY VOLUNTARY WORK?

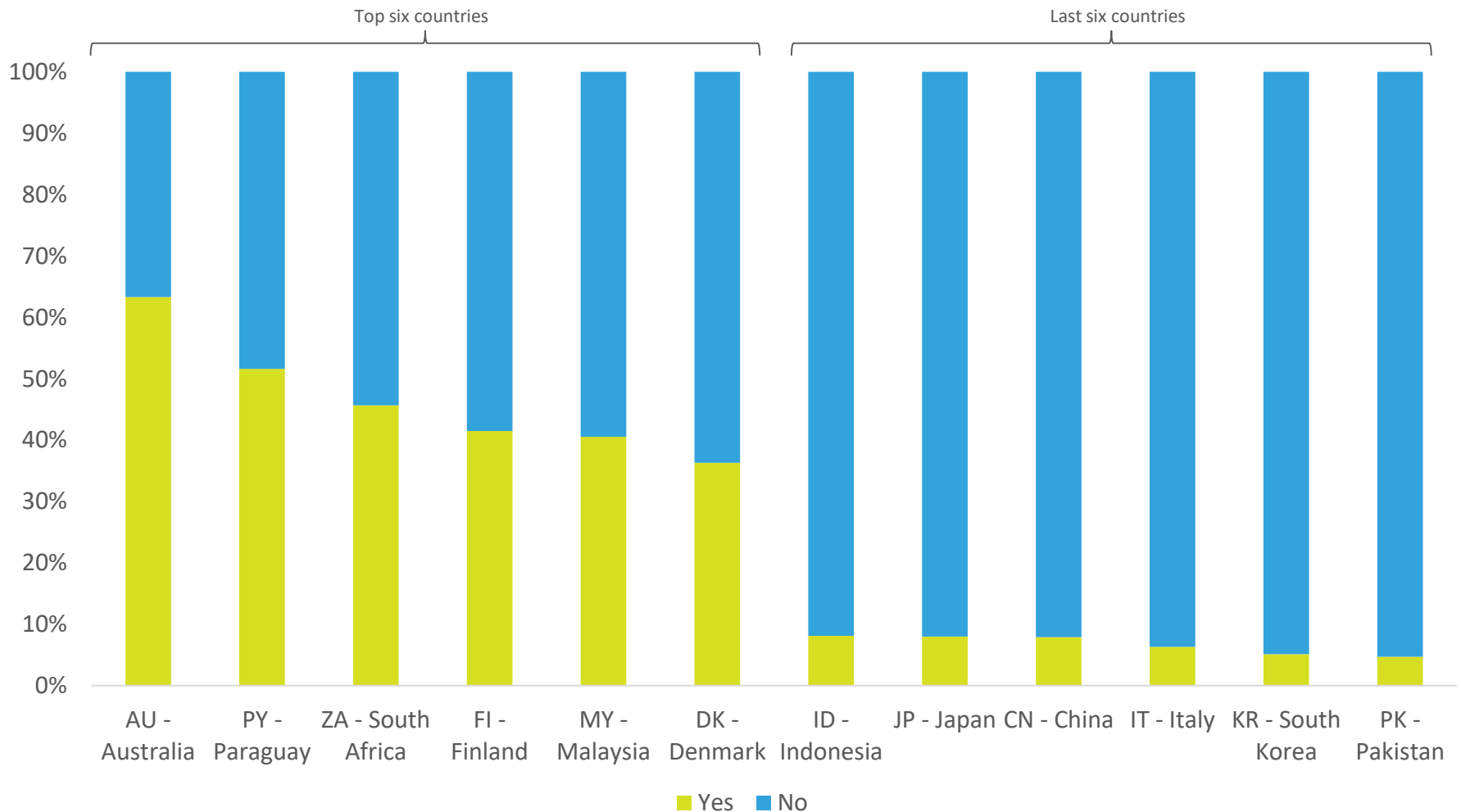
All participants countries



Source: WIN 2019. Base: 29,368

DURING THE LAST 12 MONTHS, DID YOU DO ANY VOLUNTARY WORK?

Top six and last six countries

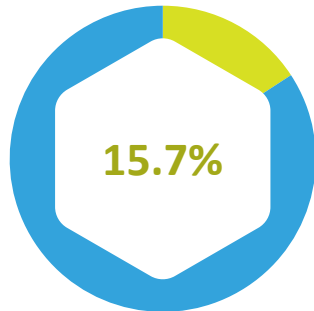


Source: WIN 2019. Base: 29,368

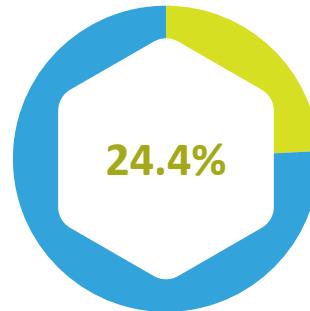
HAVE YOU MADE ANY DONATION TO NON-PROFIT ORGANIZATIONS / NGOS (NON-GOVERNMENTAL ORGANIZATIONS) FOR ONE OF THE FOLLOWING CAUSES?

Global results

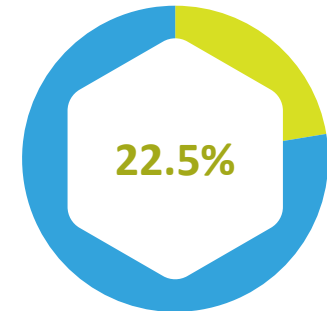
Scientific/medical research



Support for the development of the poorest countries and children aid



Environment (water, pollution, plastic, animals)



Yes



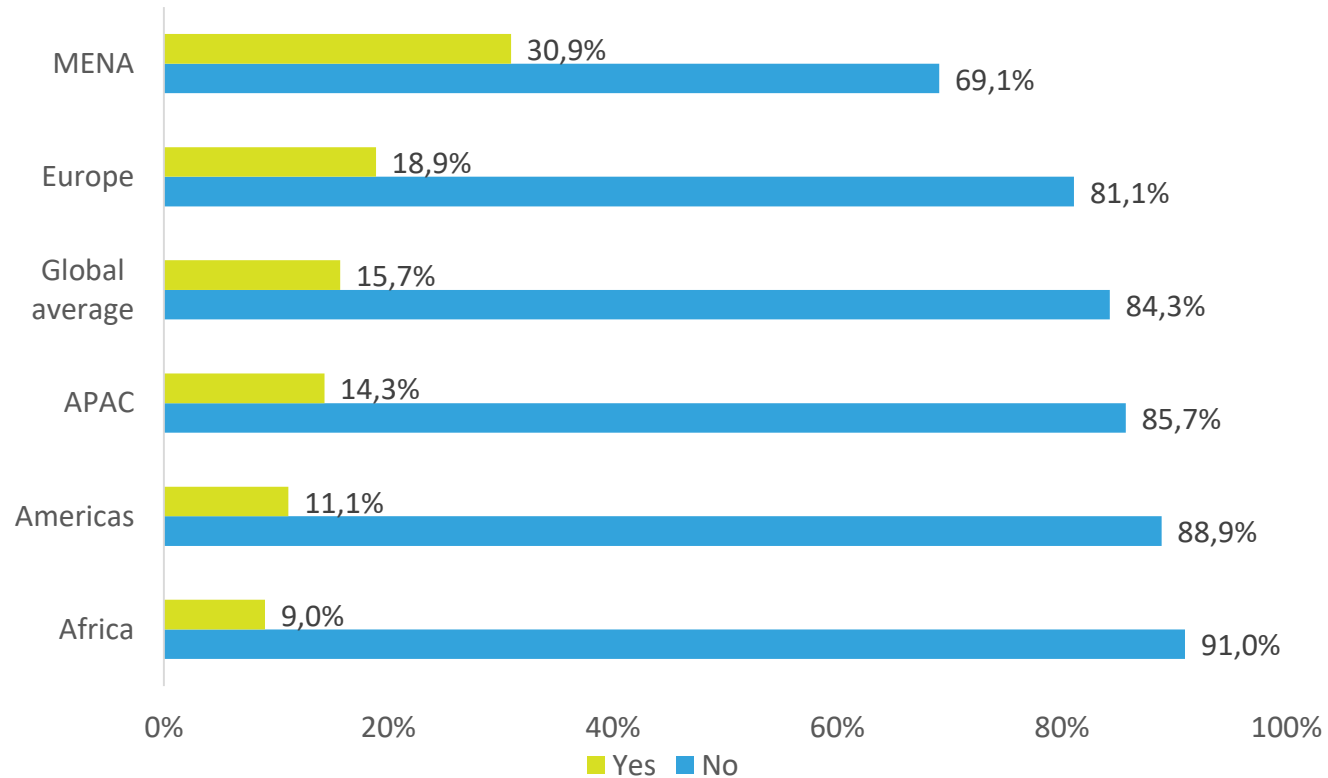
No



Source: WIN 2019. Base: 28,454

HAVE YOU MADE ANY DONATION TO NON-PROFIT ORGANIZATIONS / NGOS (NON-GOVERNMENTAL ORGANIZATIONS) FOR ONE OF THE FOLLOWING CAUSES?

Scientific/medical research

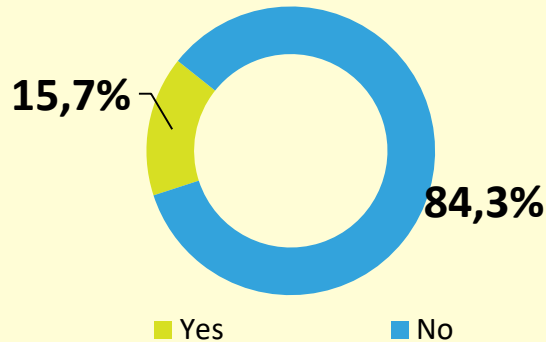


Source: WIN 2019. Base: 28,454

DONATION TO NON-PROFIT ORGANIZATIONS / NGOS FOR SUPPORT SCIENTIFIC / MEDICAL RESEARCH CAUSES

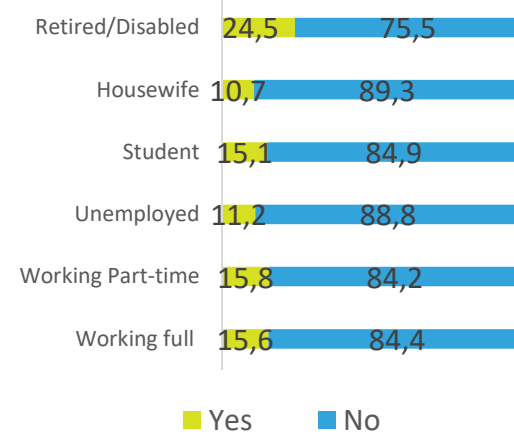
Total global results

% within total respondents



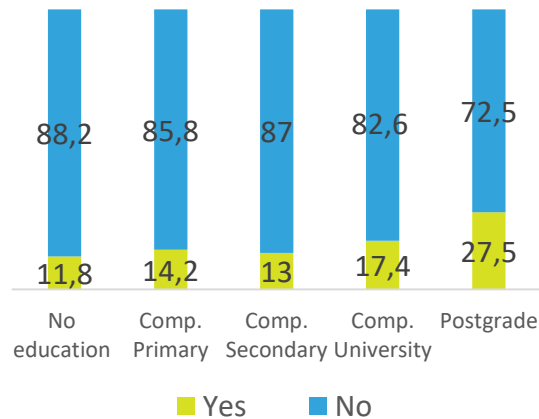
By employment

% within total respondents



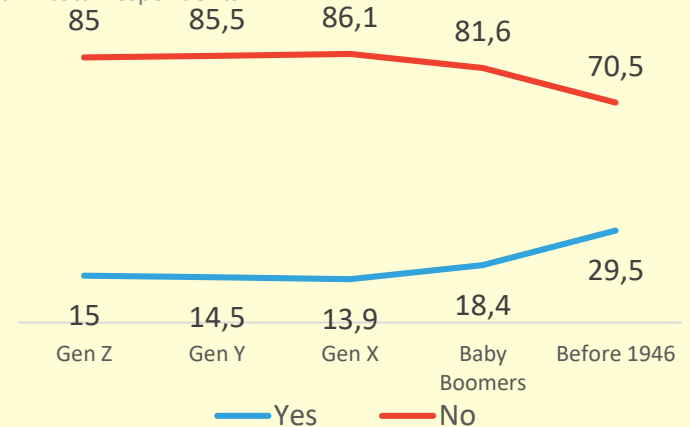
By education level

% within total respondents



By generations

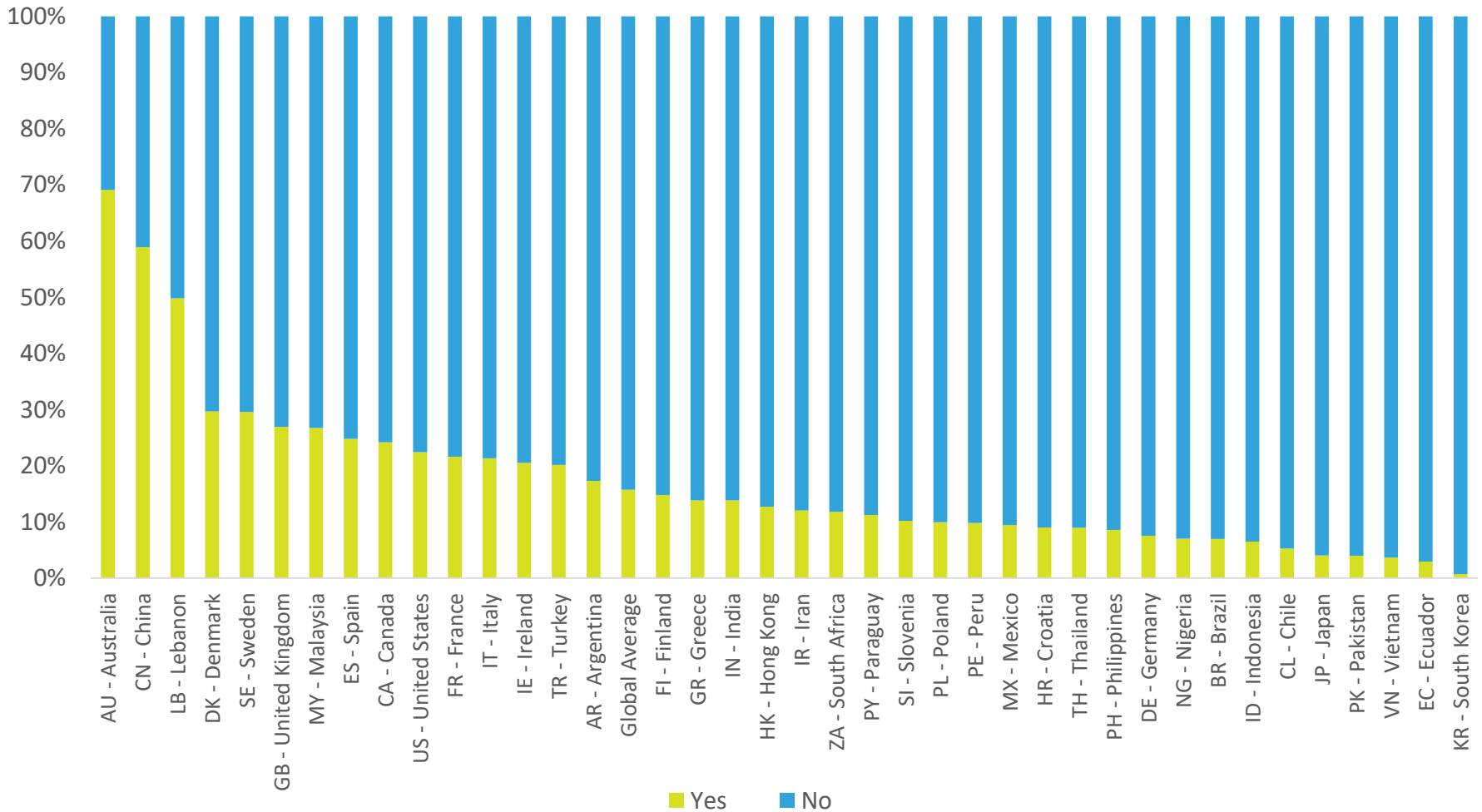
% within total respondents



Source: WIN 2019. Base: 28,454

DONATION TO NON-PROFIT ORGANIZATIONS / NGOS FOR SUPPORT SCIENTIFIC / MEDICAL RESEARCH CAUSES

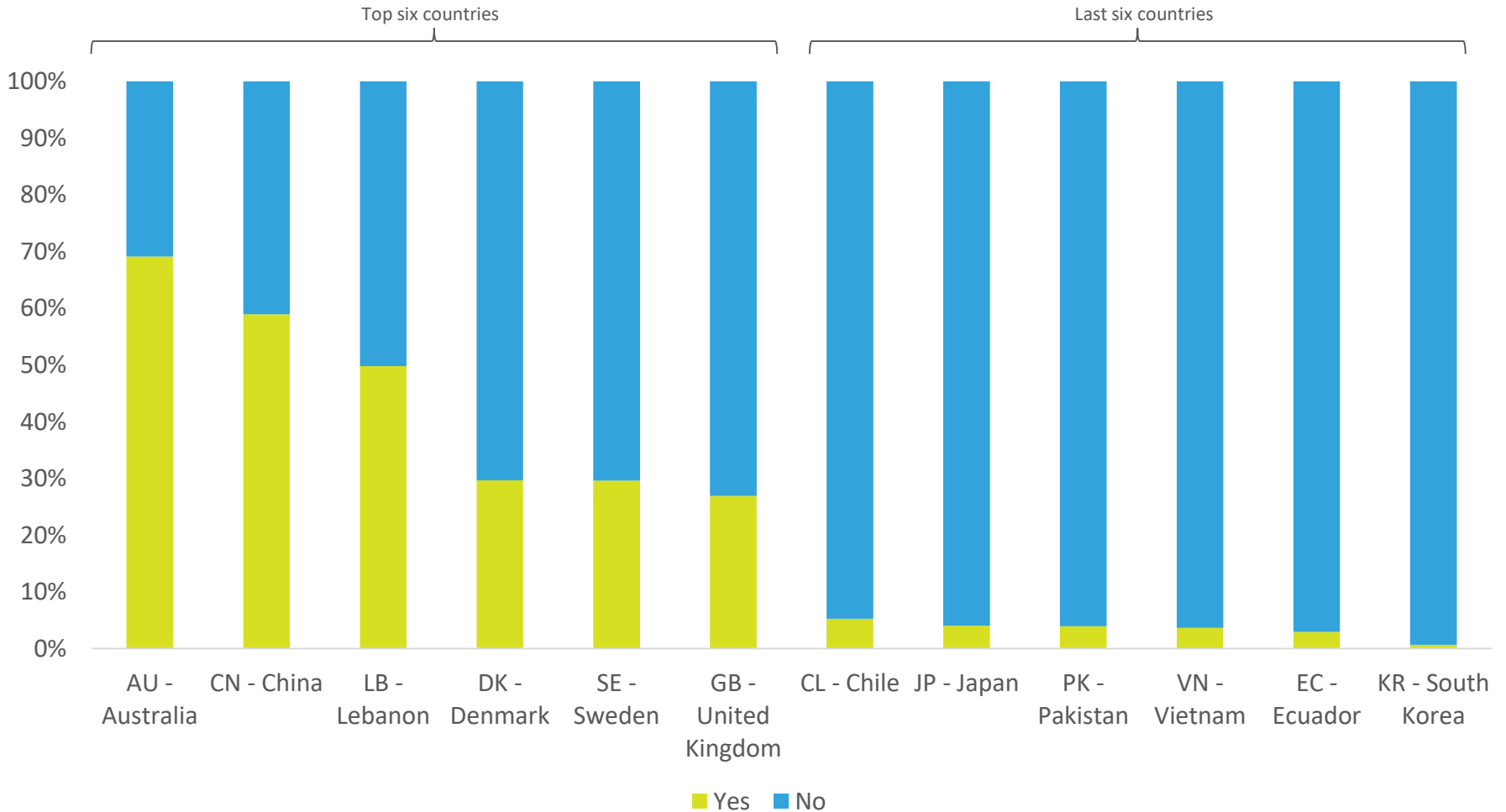
All participants countries



Source: WIN 2019. Base: 28,454

DONATION TO NON-PROFIT ORGANIZATIONS / NGOS FOR SUPPORT SCIENTIFIC MEDICAL RESEARCH CAUSES

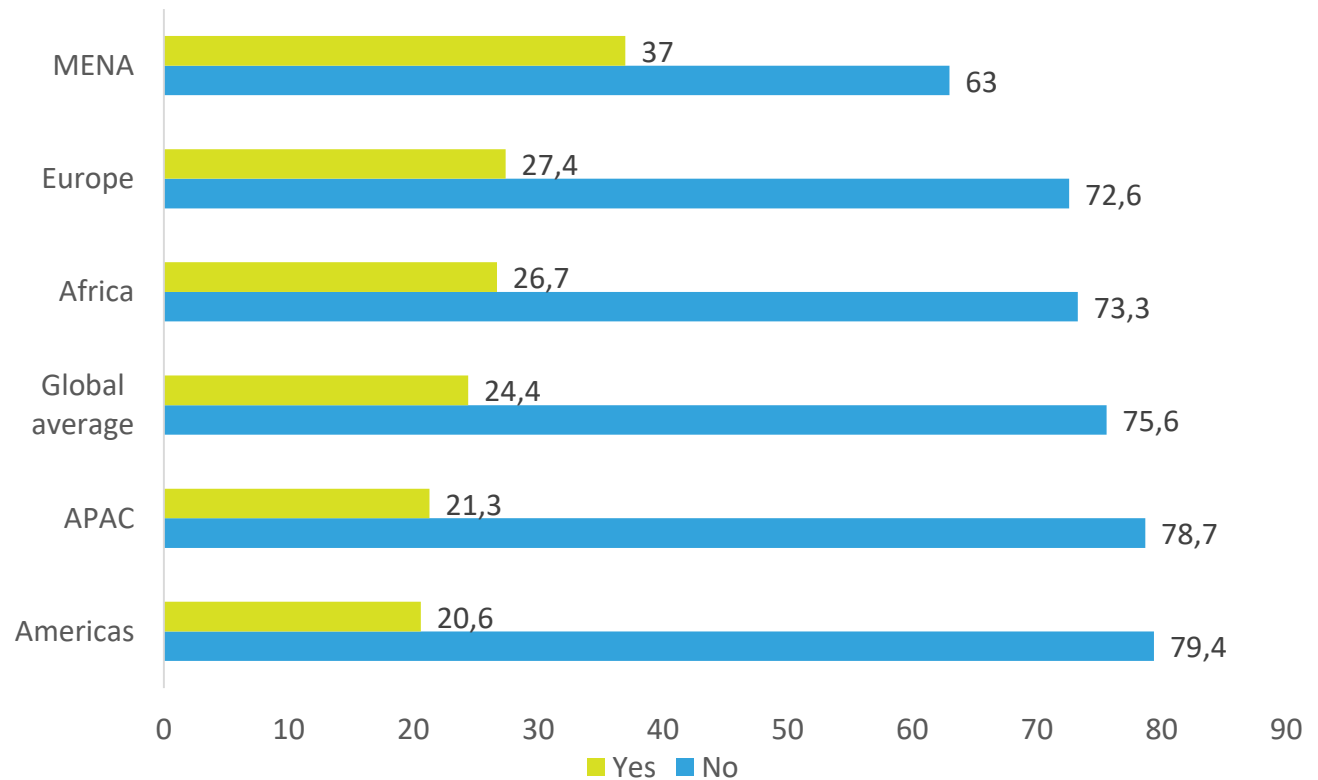
Top six and last six countries



Source: WIN 2019. Base: 28,454

HAVE YOU MADE ANY DONATION TO NON-PROFIT ORGANIZATIONS / NGOS (NON-GOVERNMENTAL ORGANIZATIONS) FOR ONE OF THE FOLLOWING CAUSES?

Support for the development of the poorest countries and children aid

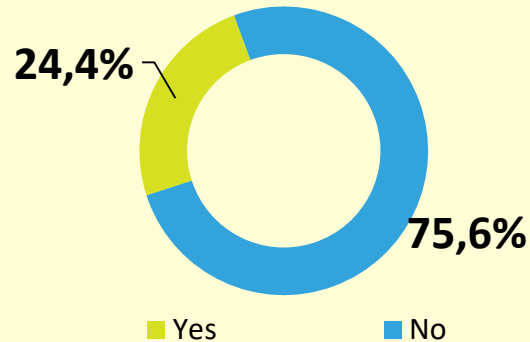


Source: WIN 2019. Base: 28,454

DONATION TO NON-PROFIT ORGANIZATIONS / NGOS FOR SUPPORT THE DEVELOPMENT OF THE POOREST COUNTRIES AND CHILDREN AID CAUSES

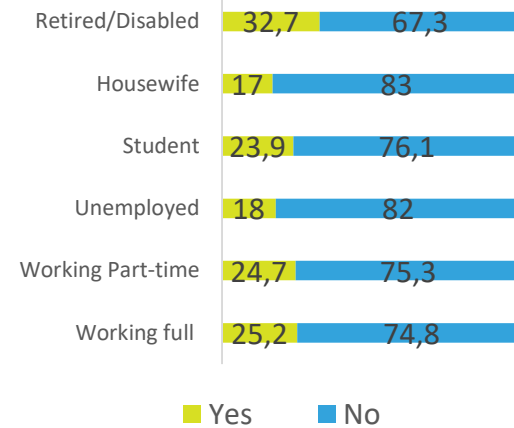
Total global results

% within total respondents



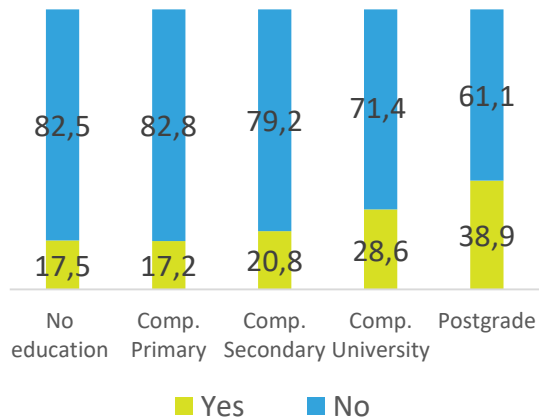
By employment

% within total respondents



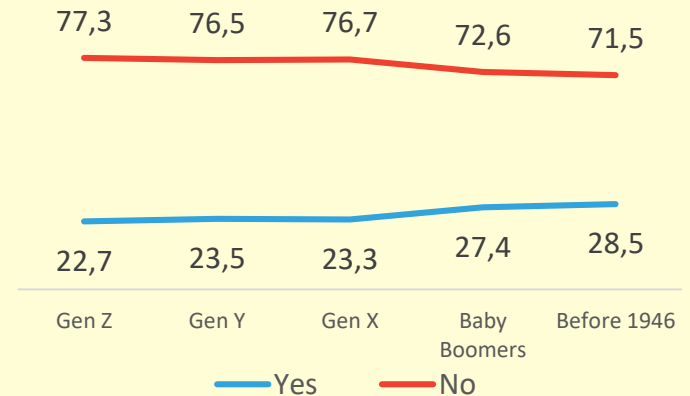
By education level

% within total respondents



By generations

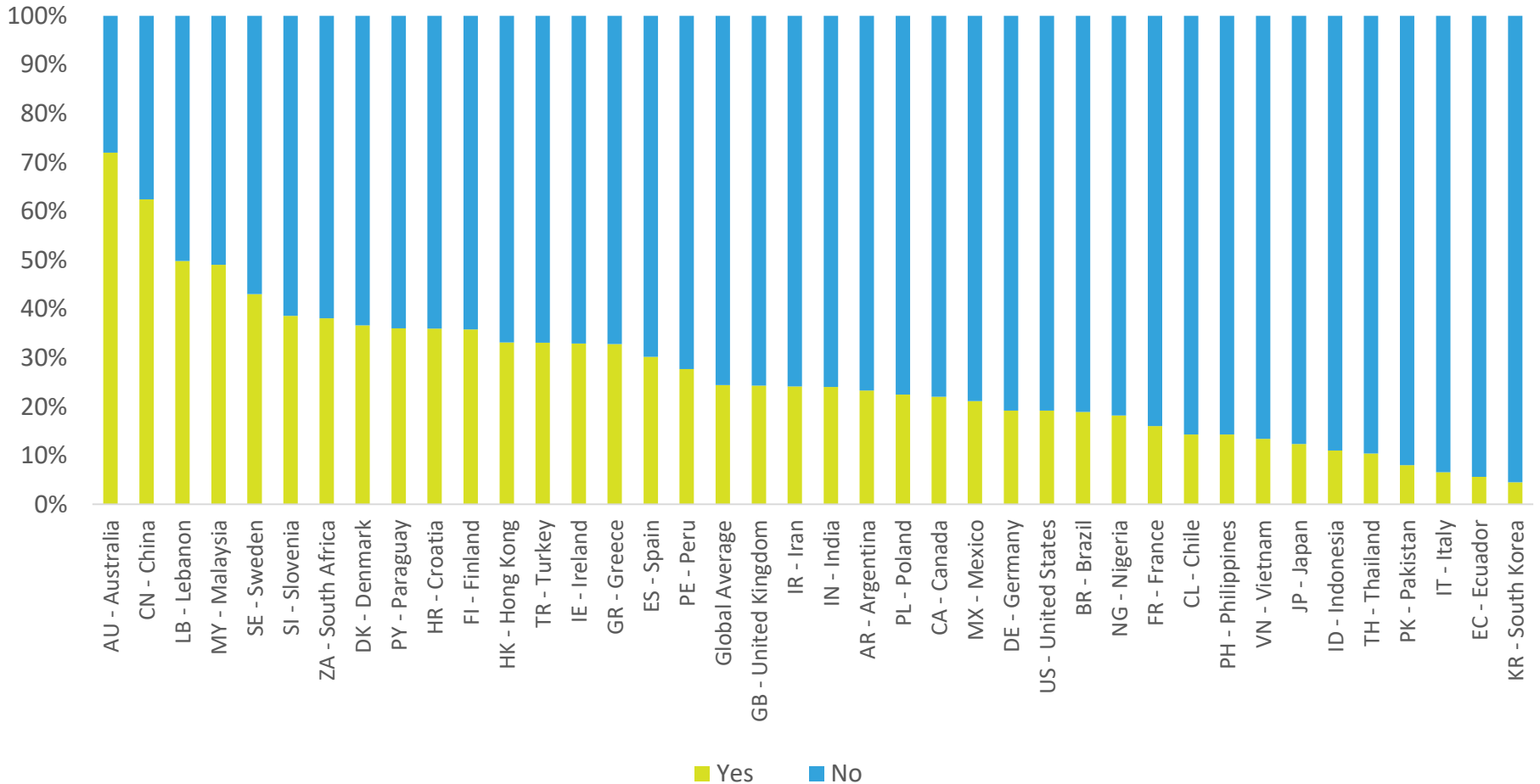
% within total respondents



Source: WIN 2019. Base: 28,454

DONATION TO NON-PROFIT ORGANIZATIONS / NGOS FOR SUPPORT THE DEVELOPMENT OF THE POOREST COUNTRIES AND CHILDREN AID CAUSES

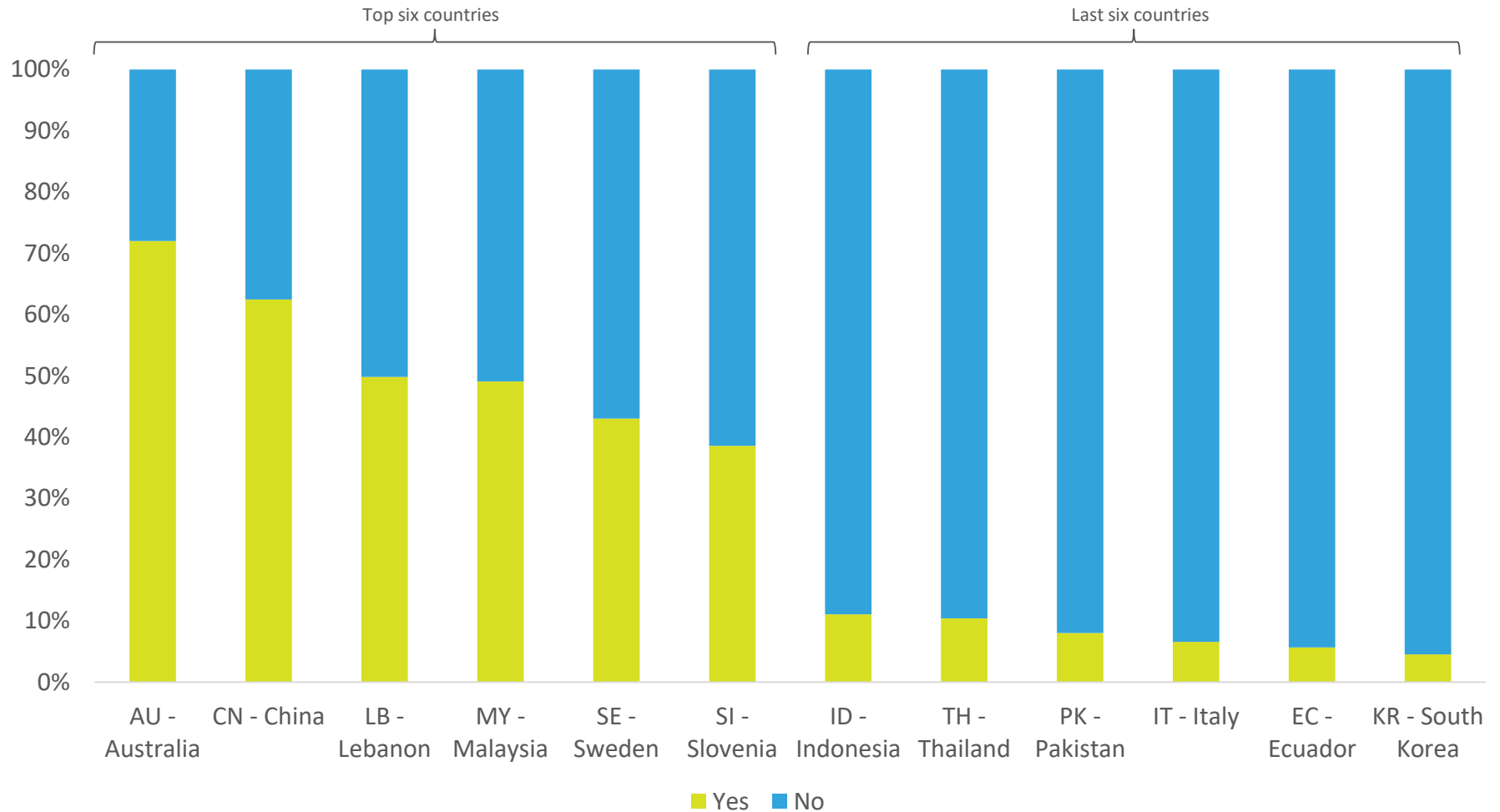
All participants countries



Source: WIN 2019. Base: 28,454

DONATION TO NON-PROFIT ORGANIZATIONS / NGOS FOR SUPPORT THE DEVELOPMENT OF THE POOREST COUNTRIES AND CHILDREN AID CAUSES

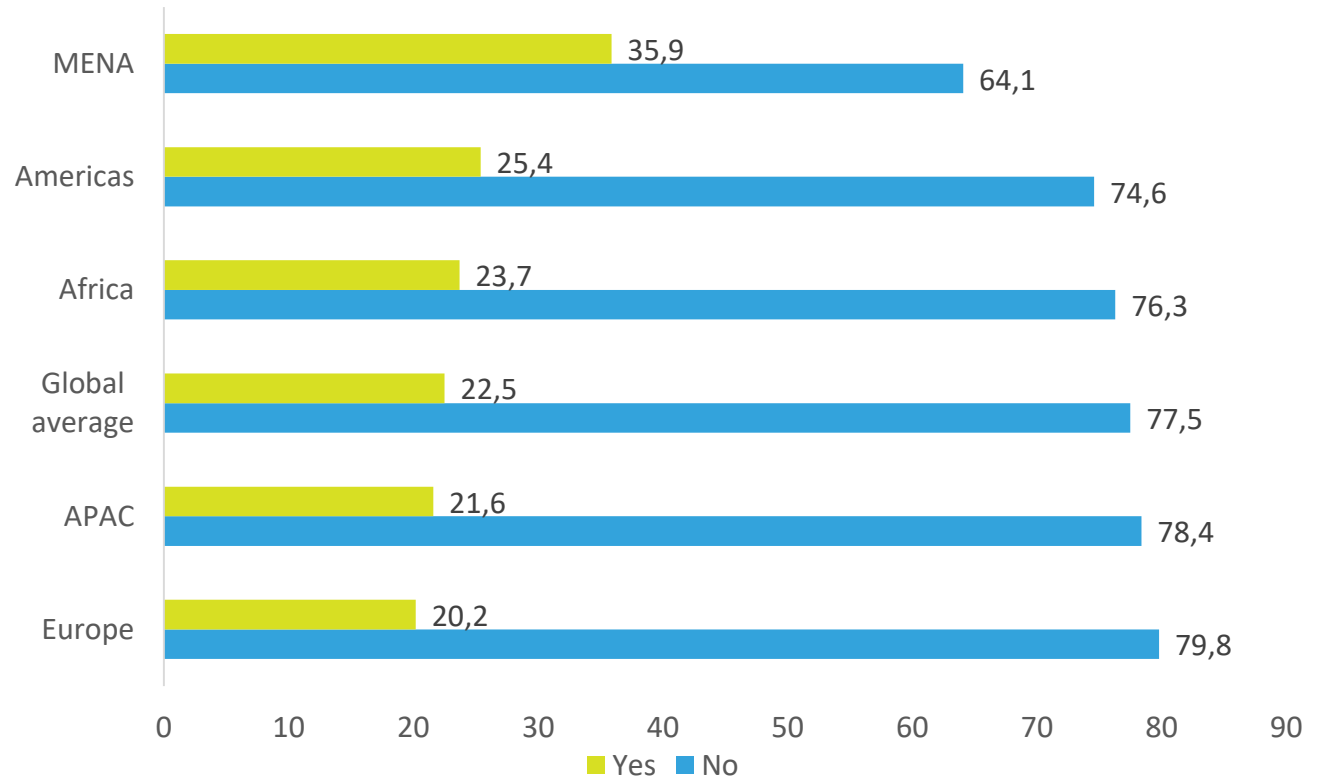
Top six and last six countries



Source: WIN 2019. Base: 28,454

HAVE YOU MADE ANY DONATION TO NON-PROFIT ORGANIZATIONS / NGOS (NON-GOVERNMENTAL ORGANIZATIONS) FOR ONE OF THE FOLLOWING CAUSES?

Environment (water, pollution, plastic, animals)

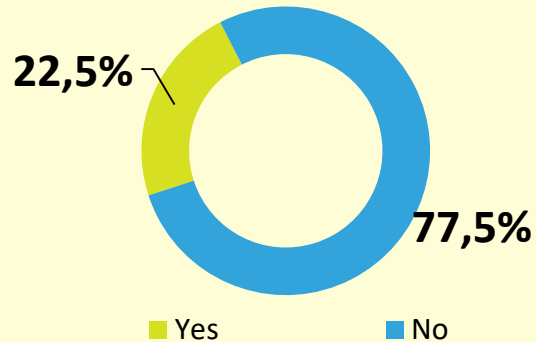


Source: WIN 2019. Base: 28,454

DONATION TO NON-PROFIT ORGANIZATIONS / NGOS FOR SUPPORT THE ENVIRONMENT (WATER, POLLUTION, PLASTIC, ANIMALS ...)

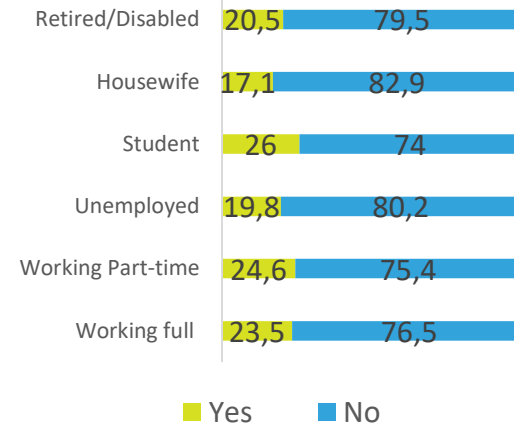
Total global results

% within total respondents



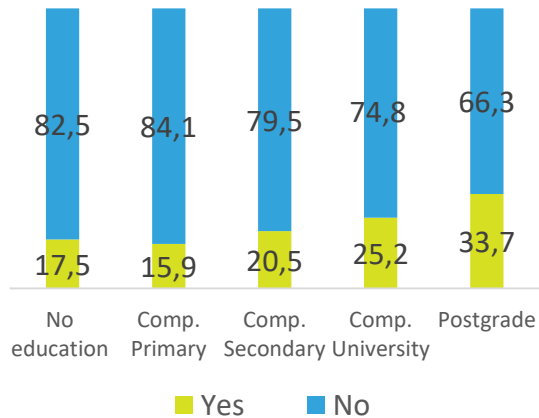
By employment

% within total respondents



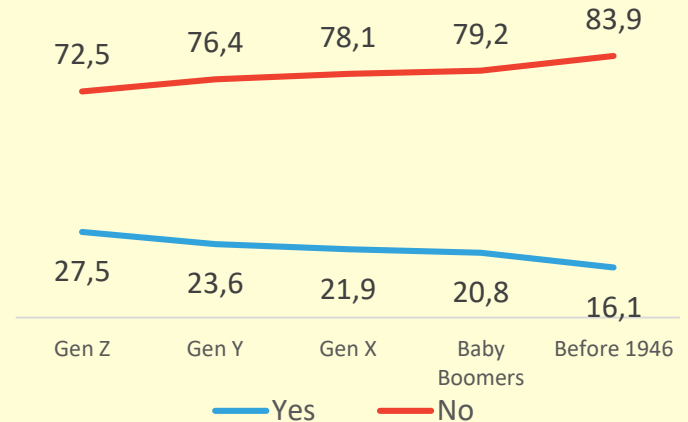
By education level

% within total respondents



By generations

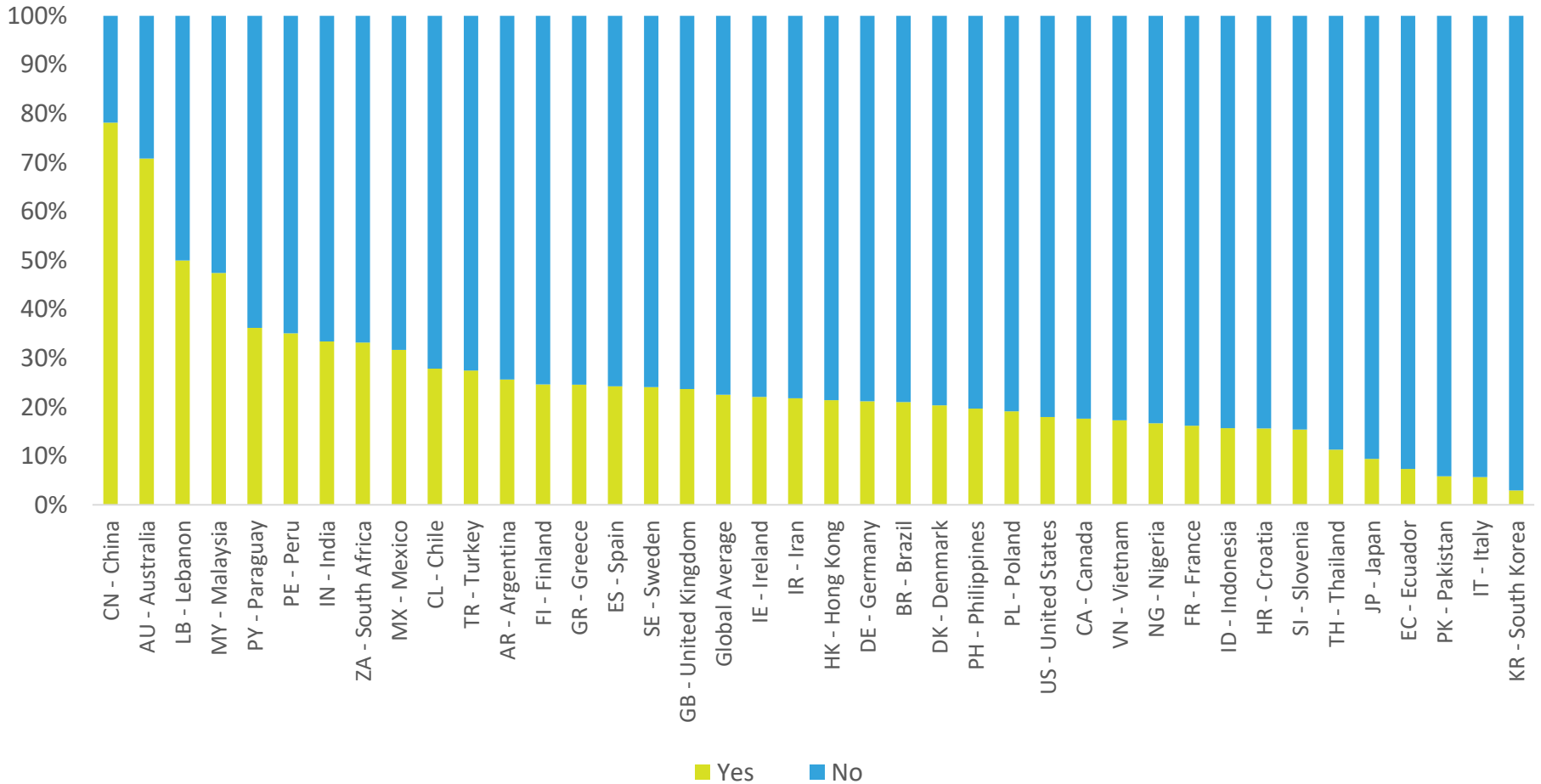
% within total respondents



Source: WIN 2019. Base: 28,454

DONATION TO NON-PROFIT ORGANIZATIONS / NGOS FOR SUPPORT THE ENVIRONMENT (WATER, POLLUTION, PLASTIC, ANIMALS ...)

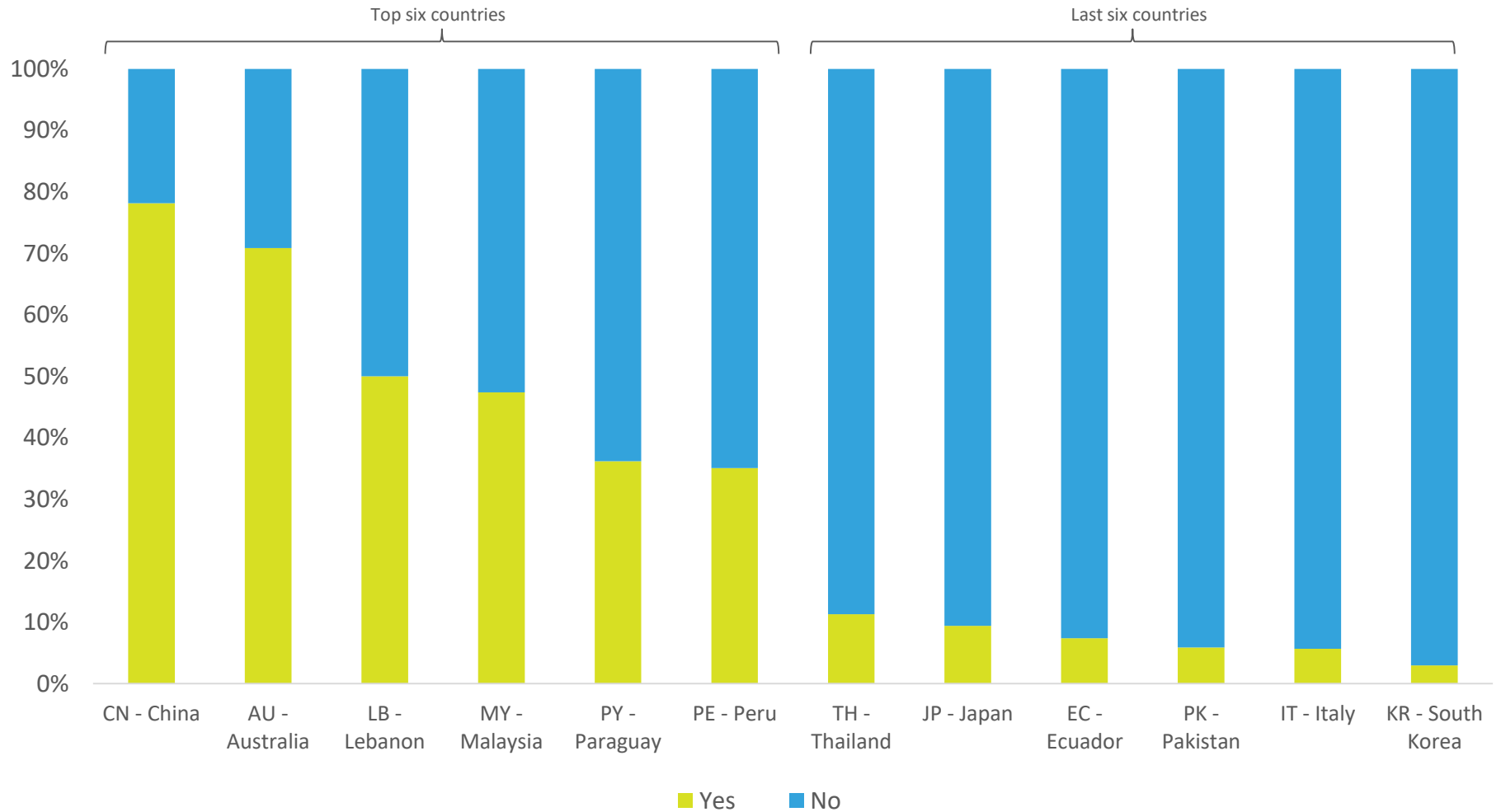
All participants countries



Source: WIN 2019. Base: 28,454

DONATION TO NON-PROFIT ORGANIZATIONS / NGOS FOR SUPPORT THE ENVIRONMENT (WATER, POLLUTION, PLASTIC, ANIMALS ...)

Top six and last six countries

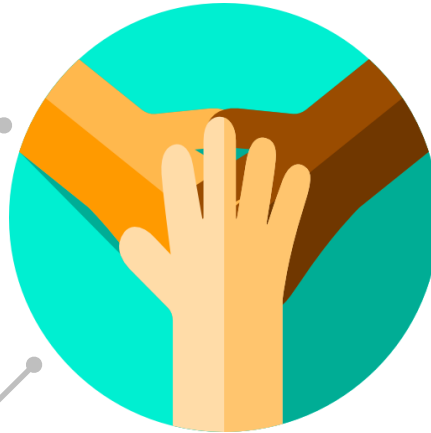


Source: WIN 2019. Base: 28,454

WOULD YOU SAY, YOU TRUST IN NON-PROFIT ORGANIZATION / NGOS (NON - GOVERNMENTAL ORGANIZATION)?

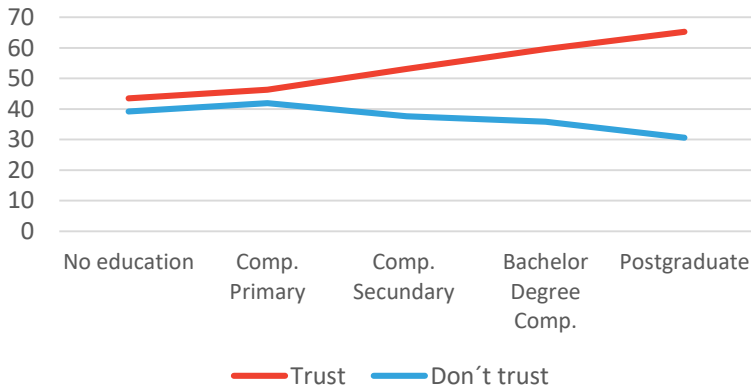
Global results

55.0% of interviewees in participating countries trust in NoN- Profit Organizations / NGO's

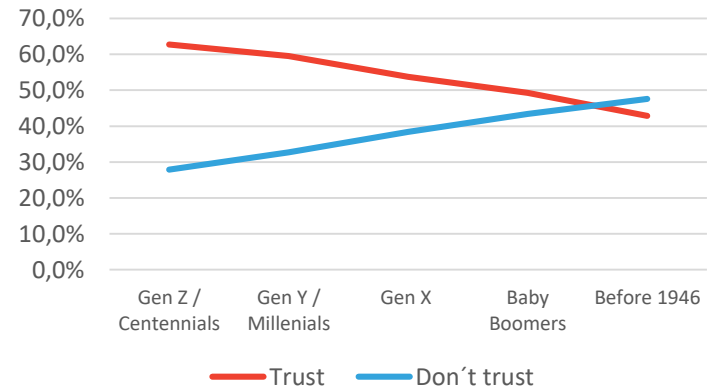


66.5% of the students trust the work of Non Profit Organizations / NGO's

People with higher education level show the highest trust rate



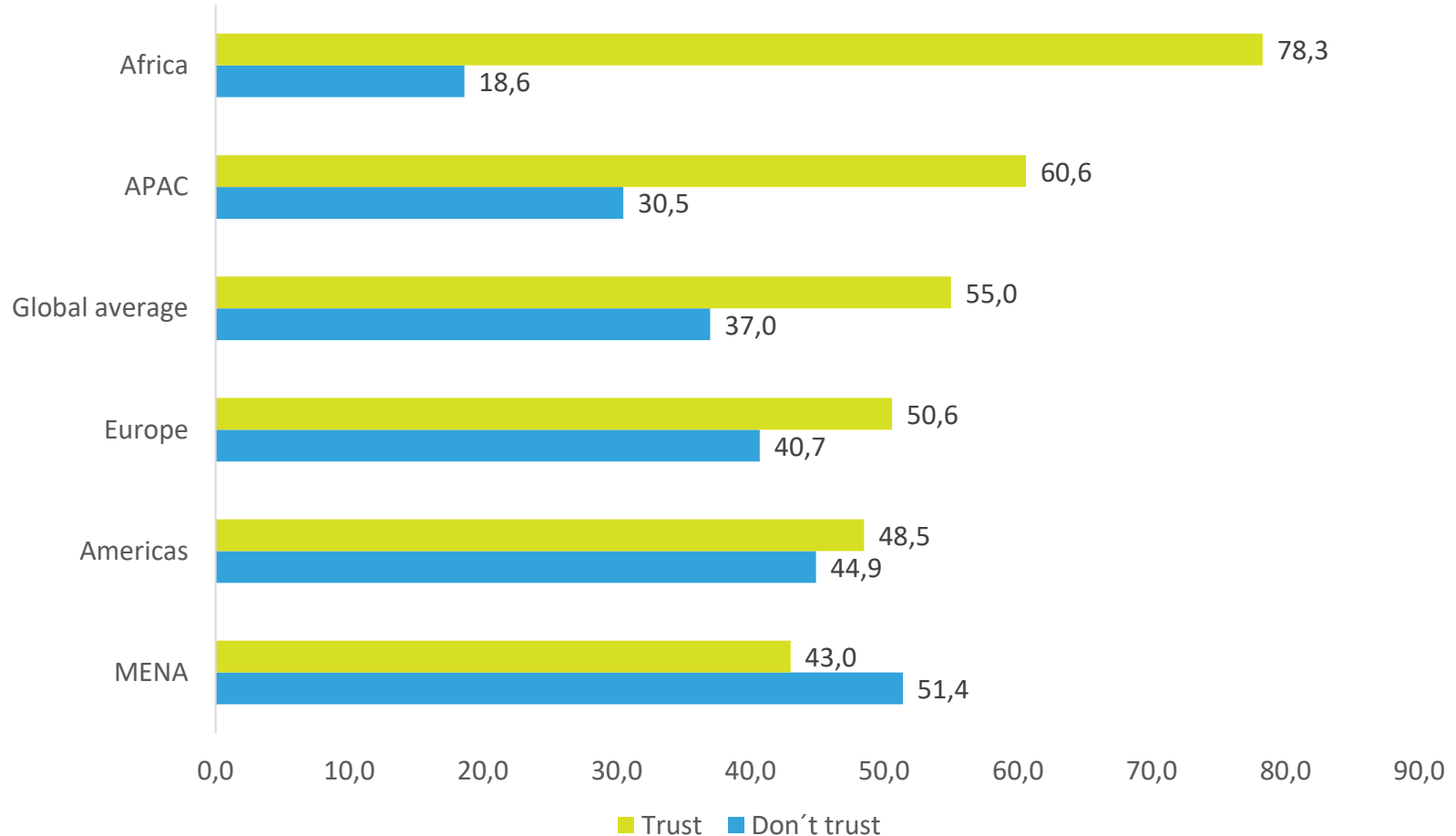
Younger generations like Gen Z and Gen X show more trust to the work of non Profit Organizations / NGO's



Source: WIN 2019. Base: 29,368

WOULD YOU SAY, YOU TRUST IN NON-PROFIT ORGANIZATION / NGOS (NON -GOVERNMENTAL ORGANIZATION)?

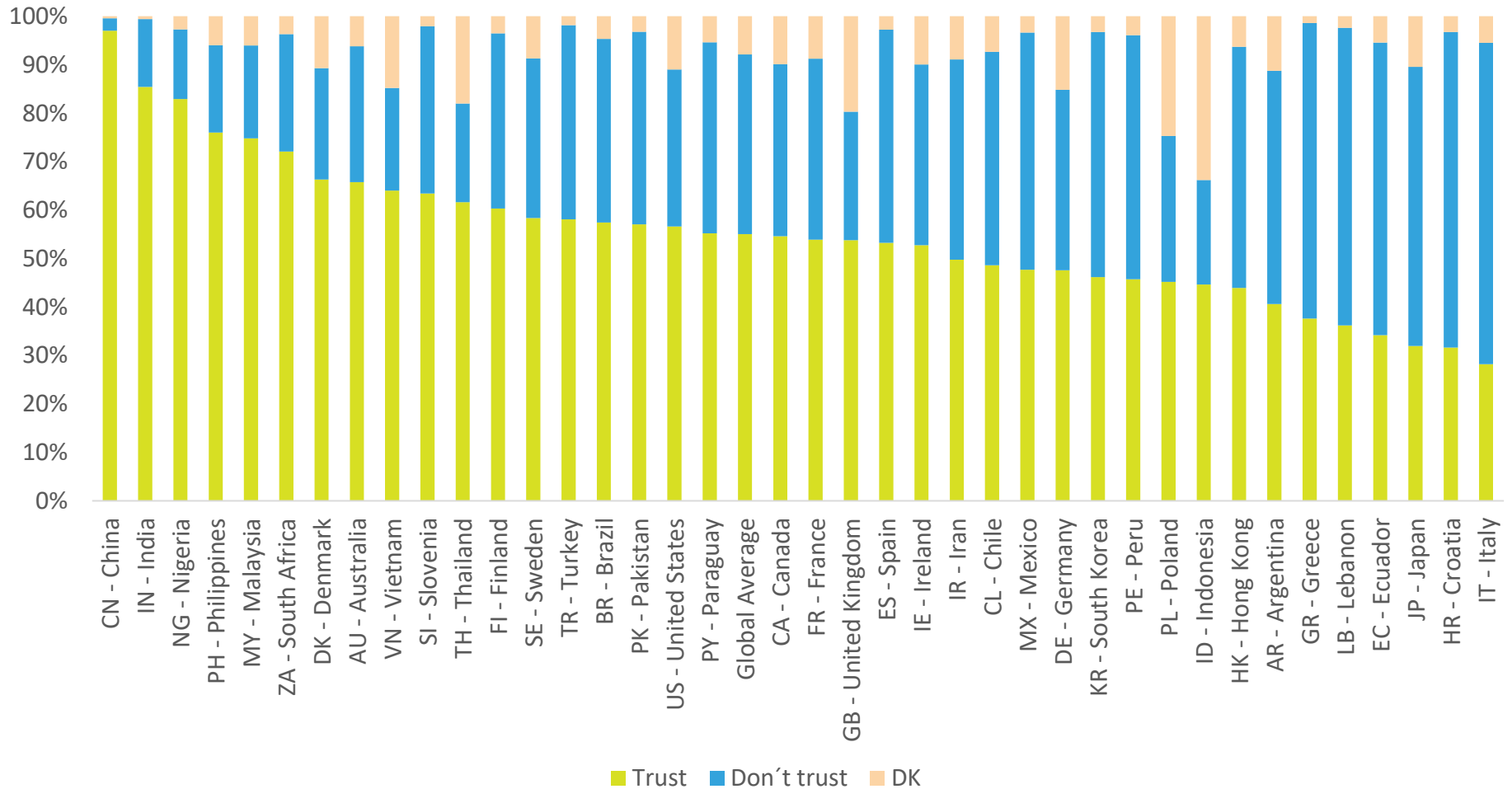
Regional results



Source: WIN 2019. Base: 29,368

WOULD YOU SAY, YOU TRUST IN NON-PROFIT ORGANIZATION / NGOS (NON -GOVERNMENTAL ORGANIZATION)?

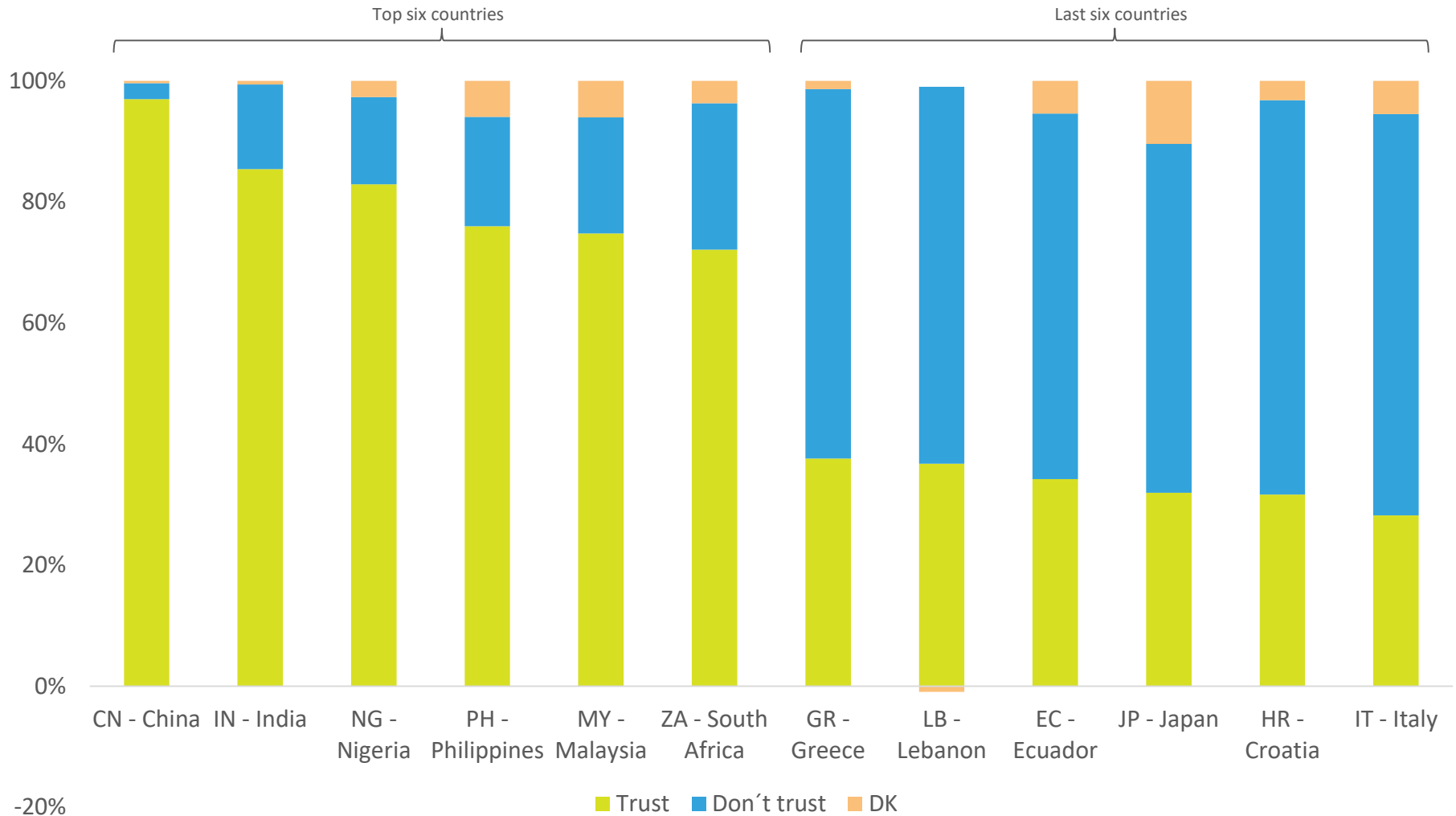
All participants countries



Source: WIN 2019. Base: 29,368

WOULD YOU SAY, YOU TRUST IN NON-PROFIT ORGANIZATION / NGOS (NON -GOVERNMENTAL ORGANIZATION)?

Top six and last six countries



Source: WIN 2019. Base: 29,368

WOULD YOU SAY, YOU TRUST IN NON-PROFIT ORGANIZATION / NGOS (NON-GOVERNMENTAL ORGANIZATION)?

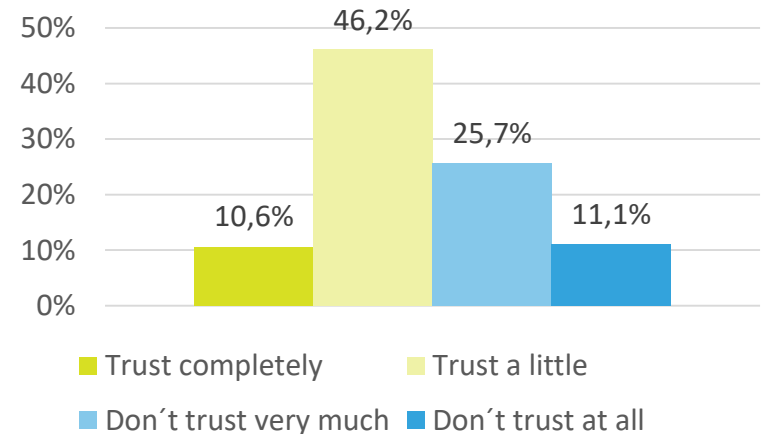
Trust in NGOs among the most aware group

38.7% of the citizens in participating countries agree all the statements* about global warming and climate change, being able to consider them the most aware group and willing to do something for these issues



*Statement 1: There is a climate change that leads to global warming
Statement 2: Global warming is a result of human activity
Statement 3: Global warming is a serious threat for mankind
Statement 4: It is already too late to curtail climate change

... and **56.8%** of this group of aware people trust in the work of non for Profit Organizations / NGOs



Source: WIN 2019. Base: 11,379

Source: WIN 2019. Base: 29,368

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	ARGENTINA	Voices! Research & Consultancy	CATI	519	8 MAIN CITIES	DEC 2019
2	AUSTRALIA	Bastion Latitude	CAWI	1000	NATIONAL	NOV 2019
3	BRAZIL	Market Analysis	CAWI	560	NATIONAL	NOV 2019
4	CANADA	Leger 360	ON LINE	500	NATIONAL	NOV 2019
5	CHILE	Activa Research	CAWI	1000	NATIONAL	DEC 2019
6	CHINA	Wisdom Asia	CAWI	1000	URBAN	NOV 2019
7	CROATIA	Mediana	CAWI	501	NATIONAL	NOV 2019
8	DENMARK	DMA Research A/S	CAWI	500	NATIONAL	NOV 2019
9	ECUADOR	CETADOS	CAPI	600	National TWO CITIES	DEC 2019
10	FINLAND	Taloustutkimus Oy	CAWI	1000	National Except Aland Islands	DEC 2019
11	FRANCE	BVA	CAWI	1000	NATIONAL	NOV 2019
12	GERMANY	Produkt + Markt	CAWI	1000	NATIONAL	OCT/NOV 2019
13	GREECE	Alternative Research Solutions	CAWI	500	NATIONAL	OCT 2019
14	HONG KONG	CSG (Consumer Search Group)	CAWI	537	NATIONAL	NOV 2019
15	INDIA	DataPrompt International	CAWI	500	NATIONAL	NOV 2019
16	INDONESIA	Deka International	CAPI	1032	5 MAIN CITIES	NOV/DIC 2019
17	IRAN	EMRC	CATI	700	URBAN	NOV/DIC 2019
18	IRELAND	RED C Research and Marketing Ltd	CAWI	1011	NATIONAL	OCT/NOV 2019
19	ITALY	BVA DOXA	CAPI	1000	NATIONAL	OCT 2019

20	JAPAN	NRC (Nippon Research Center)	CAWI	1000	NATIONAL	NOV 2019
21	LEBANON	REACH SAL	CATI	500	National	OCT/NOV 2019
22	MALAYSIA	Compass Insights	CAWI	502	URBAN PENINSULAR	OCT/NOV 2019
23	MEXICO	Brand Investigation S.A de C.V (Brain)	CAWI ON LINE	500	URBAN	NOV/DIC 2019
24	NIGERIA	MARKET TRENDS GROUP	CAWI	1000	NATIONAL	NOV 2019
25	PALESTINE	PCPO Palestinian Centre for Public Opinion	TAPI	120	NATIONAL	DEC 2019
26	PAKISTAN	Gallup Pakistan	CAPI FACE TO FACE	1000	NATIONAL	DEC 2019
27	PARAGUAY	ICA Consultoría Estratégica	CATI 25% CAWI 75%	500	NATIONAL	DEC 2019
28	PERU	DATUM Internacional	CAWI	1000	NATIONAL	DEC 2019
29	PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	NATIONAL	NOV 2019
30	POLAND	MARECO POLSKA	CAWI	500	NATIONAL	OCT 2019
31	SLOVENIA	Mediana	CAWI	511	NATIONAL	NOV 2019
32	SOUTH AFRICA	Freshly Ground Insights (FGI)	CAPI/CAWI	744	NATIONAL	DEC 2019
33	SOUTH KOREA	Gallup Korea	PAPI	1500	NATIONAL	NOV 2019
34	SPAIN	Instituto DYM	CAWI	1017	NATIONAL	NOV 2019
35	SWEDEN	Origo Group	CAWI	500	NATIONAL	DEC 2019
36	THAILAND	Infosearch co.ltd	F2F	600	NATIONAL	OCT/NOV 2019
37	TURKEY	Barem	CATI	601	NATIONAL	NOV/DEC 2019
38	UK	ORB International (Opinion Research Business)	CAWI	1000	NATIONAL	DEC 2019
39	USA	SSRS	CAWI	509	NATIONAL	NOV 2019
40	VIETNAM	Indochina Research	F2F	501	TWO PROVINCES	2019

Total of 29,368 interviews worldwide

Field dates: October - December 2019
