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**“Activate Your Goodness” poll conducted by GfK Custom Research, commissioned by Arison Group.**

The results contained in this report are based on interviews conducted from January 25 – 27, 2013. A total of approximately 1,000 interviews were completed, with approximately 500 female adults and 500 male adults. The margin of error on weighted data is + 3 percentage points for the full sample.

- 1) Good deed doing is a two way street. Simply put, adult Americans are “good deed doers.”
  - One out of three adult Americans (32%) report doing a good deed for someone whom they did not know in the past day.
  - One out of three adult Americans (33%) report doing a good deed for someone whom they did not know in the last week.
  - One out of three adult Americans (31%) report someone did a good deed for them in the past day.
  - One out of three adult Americans (34%) report someone did a good deed for them in the last week.

The research firm feels that these frequency levels are higher than expected.

- In addition, adult Americans are more likely to do a good deed for people ages 18-34 (35%) and ages 35-49 (36%) versus people ages 50-64 (25%).
  - Adult Americans ages 35-49 are the most active good deed doers.
    - 41% (two out of five) report doing a good deed for someone whom they did not know in the past day.
- 2) Four of five adult Americans (82%) would definitely / probably participate in a day out of the year dedicated to doing good deeds.
    - Women (85%) are significantly more likely to participate than men (79%) in a good deeds day. This survey reinforces that women are a key demographic to target for good deeds day.
    - Nine out of ten adult Americans (91%) ages 35-49 would definitely / probably participate in a good deeds day. This age group reported the highest interest and should be viewed as another target demographic for us.
  - 3) The whole country is involved in good deed doing! There is not one region of the country that reported higher numbers on either giving or receiving good deeds.
  - 4) Half of adult Americans (52%) strongly agree that people coming together to do a good deed on one day out of the year can make a difference to society.
    - Women (59%) are more likely to strongly agree than men (44%) that people coming together to do a good deed on one day out of the year can make a difference to society.

Of note, adult Americans in lower income brackets are more likely to strongly agree that people coming together to do a good deed on one day out of the year can make a difference to society.

## **Methodology**

OMNITEL is a weekly national telephone omnibus service from GfK Roper, a division of GfK Custom Research North America. The sample for each week's OMNITEL wave consists of 1,000 completed interviews, made up of male and female adults (in approximately equal number), all 18 years of age and over.

All interviews are conducted by telephone from three GfK phone centers: Twin Falls & Rexburg, ID and Cebu, Philippines. Together, the three sites have a full-time capacity of 300 lines, and utilize an interviewing procedure known as CATI - Computer Assisted Telephone Interviewing. Interviewers have been professionally trained and are continuously monitored and supervised. Each OMNITEL study is based on a random digit dialing (RDD) probability sample of all telephone households in the continental United States. The RDD sampling system is totally computer based and provides an equal probability of selection for each and every telephone household. Thus, the sample represents telephone households with both listed and unlisted phones in their proper proportions. All sample numbers selected by this procedure are subject to an original and at least four follow-up attempts to complete an interview. All data are entered and cleaned through the CATI system during the interviewing process. Thus, this process eliminates the editing and keypunch operations. All completed interviews are weighted to ensure accurate and reliable representation of the total population, 18 years and older.

The raw data are weighted by a custom designed computer program, which automatically develops a weighting factor for each respondent. This procedure employs five variables: age, sex, education, race and geographic region. Each interview is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, education, race and geographic characteristics and the proportion in our sample that week. Tabular results show both weighted and unweighted bases for these demographic variables.