

UnitedHealthcare / VolunteerMatch Do Good Live Well Study

Reviewing the benefits of volunteering

March 2010



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Background and Objectives

Background

- ❑ UnitedHealthcare (UHC) is dedicated to supporting volunteerism and the role it plays in leading a healthier life. In order to educate the public about volunteering and its associated benefits, the company commissioned Ogilvy PR to develop a survey to gather insights on the power of volunteering on personal well-being.

Study Objectives

- ❑ The main objectives of the study were to:
 - Assess current perceptions of Americans' own physical and emotional health and well-being
 - Determine attitudes and beliefs about volunteering, and its effect on the volunteer, those they serve, and general society
 - Measure incidence, frequency, nature, and motivation of volunteerism in the U.S.
 - Understand how volunteering is related to better self-esteem, better physical and emotional health, and longevity
 - Understand how volunteering influences the six signs of wellness, including happiness, life satisfaction, self-esteem, sense of control over life, and physical and emotional health
 - Gauge popularity of workplace volunteer opportunities, and their potential impact on expanding volunteerism
 - Highlight differences between seniors (age 65 and older) who volunteer and those who do not in terms of health, well-being, and lifestyle.

Research Method

- ❑ An online survey was conducted among a national sample of 4,582 American adults 18+.
 - The sampling plan was balanced and the data were weighted to reflect the demographic profile of the U.S. adult population online.
 - Demographic variables used for balancing and weighting include geographic region, age, gender, race/ethnicity, education, income.
- ❑ The study reached the following audiences:
 - Total Respondents: 4,582 (margin of error +/- 1.4%)
 - Volunteers: 1,889 (margin of error +/- 2.3%)
 - Non-Volunteers: 2,693 (margin of error +/- 1.9%)
 - Senior Volunteers (Americans ages 65+): 363 (margin of error +/- 5.1%)
 - Senior Non-Volunteers (Americans ages 65+): 467 (margin of error +/- 4.5%)
- ❑ The study was conducted using the services of TNS from February 25, 2010 to March 8, 2010.
- ❑ Throughout this report, an asterisk '*' next to a number indicates a significant difference from the corresponding audience at the 95% level of confidence.

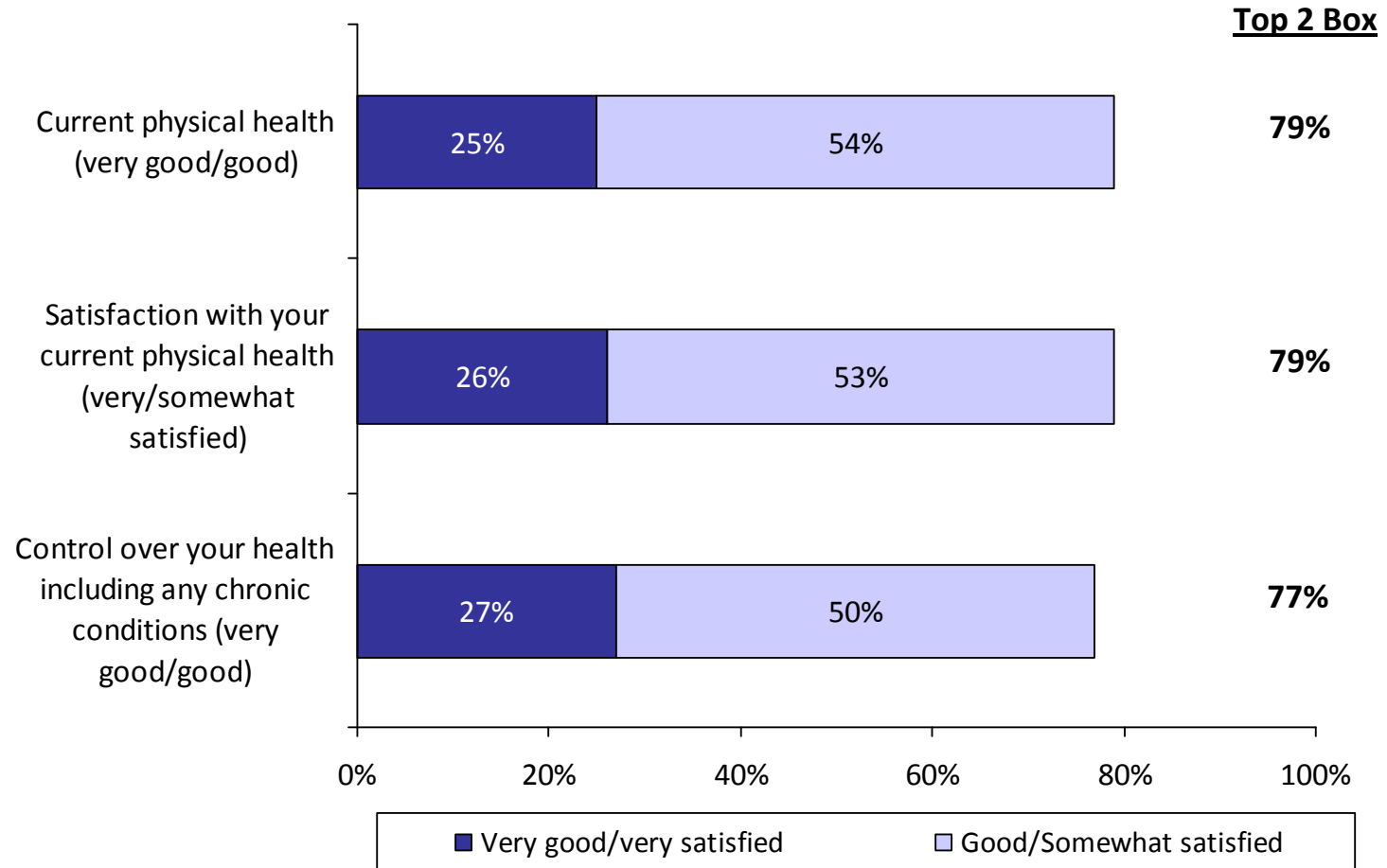
Key Takeaways

- *State of American Health and Well-Being:* While the majority of Americans give a positive assessment of their physical and emotional health, there is still room for improvement
- *Volunteering Behaviors and Attitudes:* Four in ten survey participants said they take part in volunteering activities, with the majority of Americans recognizing volunteerism's benefits to both the giver as well as the receiver.
- *Impact of Volunteering on Physical and Emotional Health & Well-Being:* Volunteering appears to have a powerful impact on the six signs of personal wellness, with those who participate in volunteering activities reporting higher levels of life satisfaction, sense of control over life and feeling physically and emotionally healthier.
- *Employer Involvement in Volunteer Activities:* Encouragement from the workplace strengthens volunteers' relationships with their employer and colleagues. This research shows that company involvement in employee volunteer opportunities can lead to employee well-being and positive attitudes towards employers.
- *Impact of Volunteering on Seniors:* Volunteering makes a difference in seniors' quality of life, with those who participate in volunteer activities maintaining more positive attitudes towards aging and control over their health.

Detailed Findings

State of American Health

The majority of Americans give a positive assessment of their overall physical health

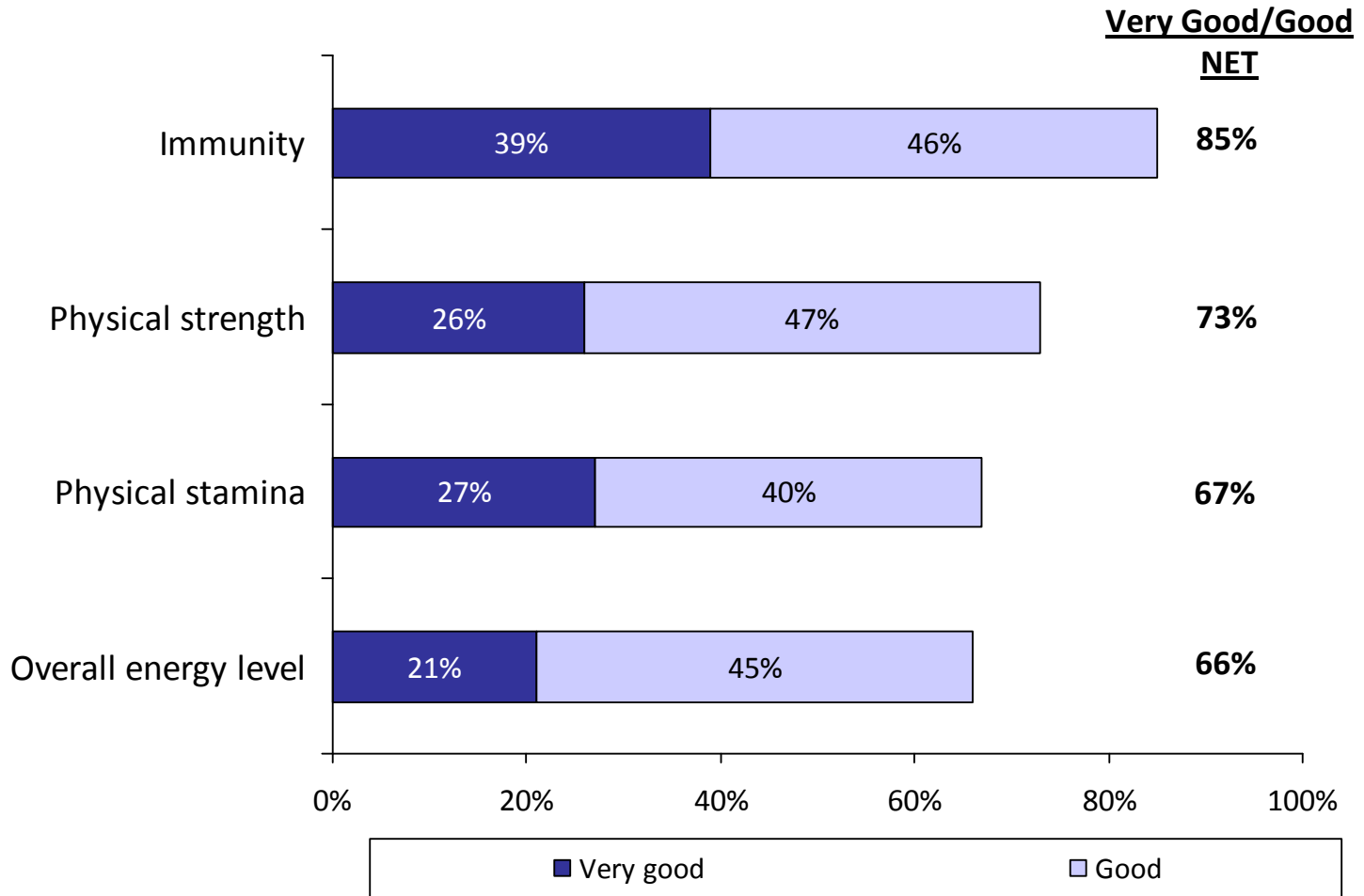


Base: Total Americans

Q7.How would you rate your current physical health overall?/ Q8.How satisfied are you with your current physical health?/ Q23h. Do you feel you have very good, good, fair or poor: Control over your health (including any chronic conditions that you have been diagnosed with)?



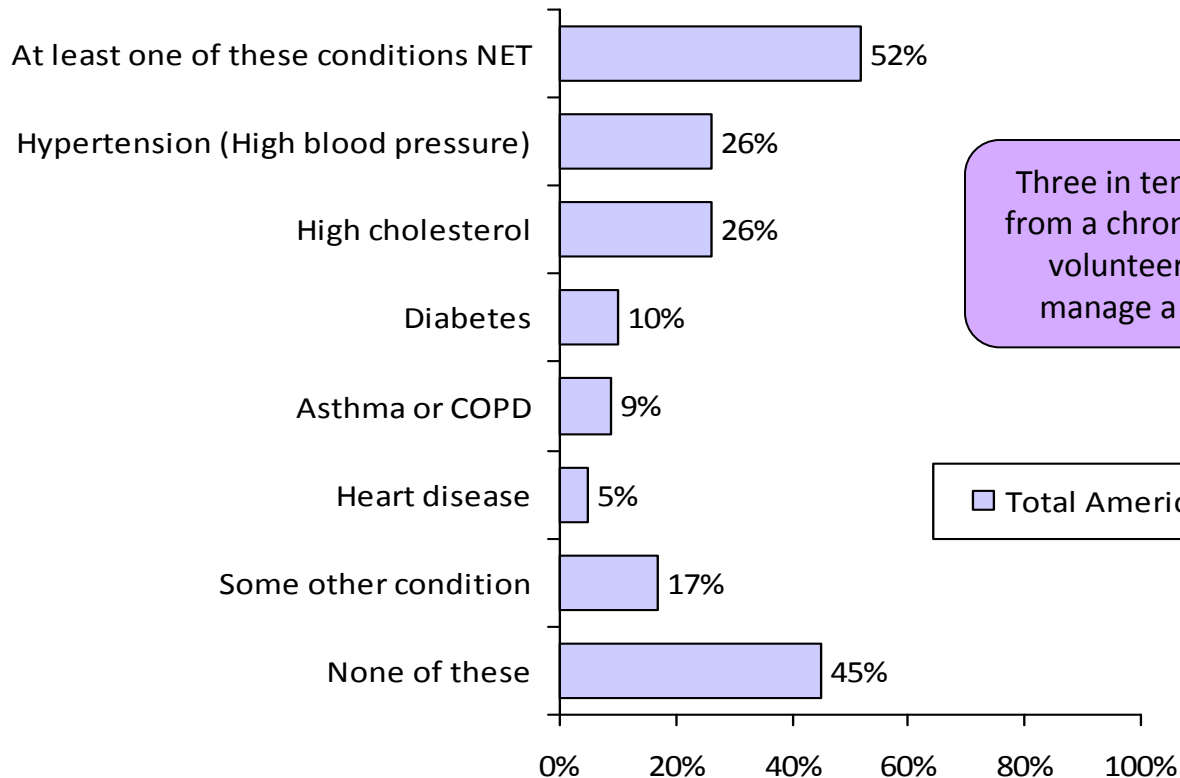
Americans also rate various components of their physical health favorably, including immunity and physical strength



Base: Total Americans

Still, over half report currently suffering from a chronic health condition, mainly high cholesterol or hypertension

Suffer From Any Chronic Conditions



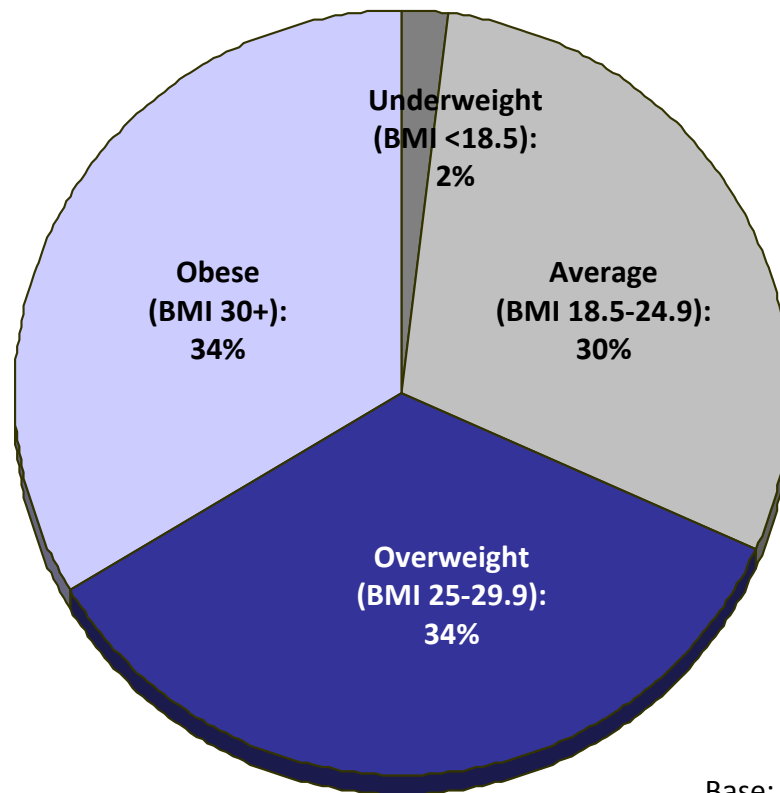
Three in ten volunteers who suffer from a chronic condition report that volunteering has helped them manage a chronic illness (29%).

Total Americans

“Don’t know” and “Prefer not to answer” responses not shown

Q11. Have you been diagnosed by a physician as currently suffering from any of the following chronic conditions?

Further, seven in ten Americans have an above average BMI, with over a third considered as obese



Base: Total Americans

On average, Americans take about two prescription medications daily, and visit any doctor five times per year

Total
Americans

2

Average number of prescription medications taken daily

4.5

Average number of doctor visits to any doctor in the past year

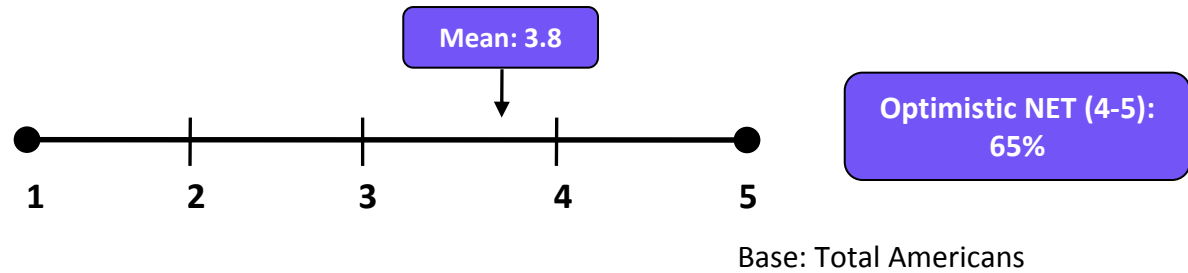
0.2

Average number of times hospitalized in the past year

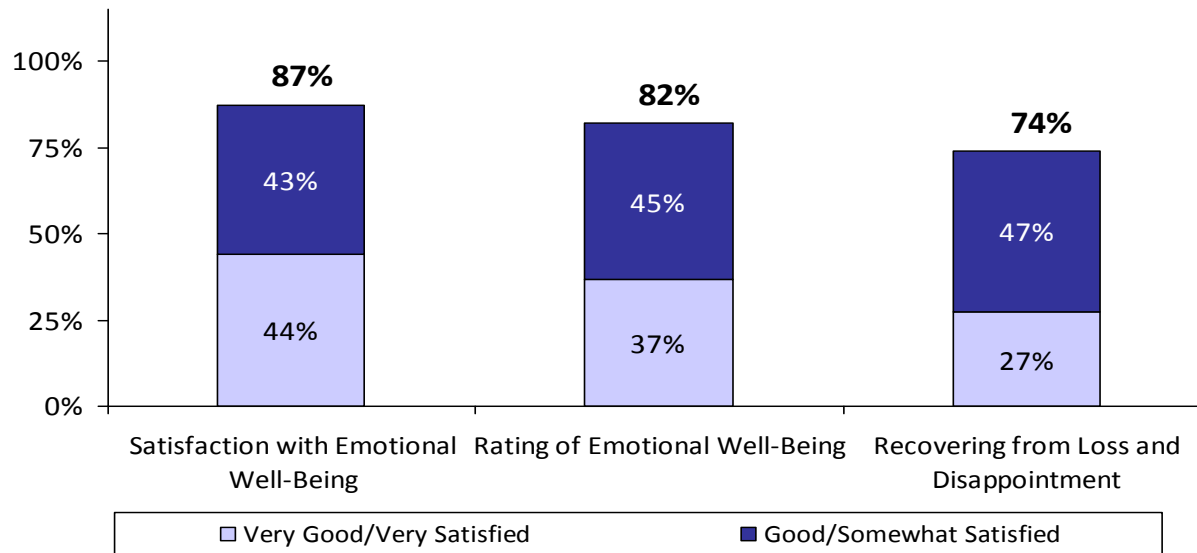
Q12. In a typical day, how many prescription medications do you take?/ Q13. In the past year, how many times have you been to the doctor (e.g., general practitioner, specialist, etc.)?/ Q14. In the past year, how many times have you been hospitalized?

State of Americans' Emotional Well-Being

Americans rate their emotional well-being favorably, with the majority having a generally positive outlook on life



Rating of Emotional Well-Being

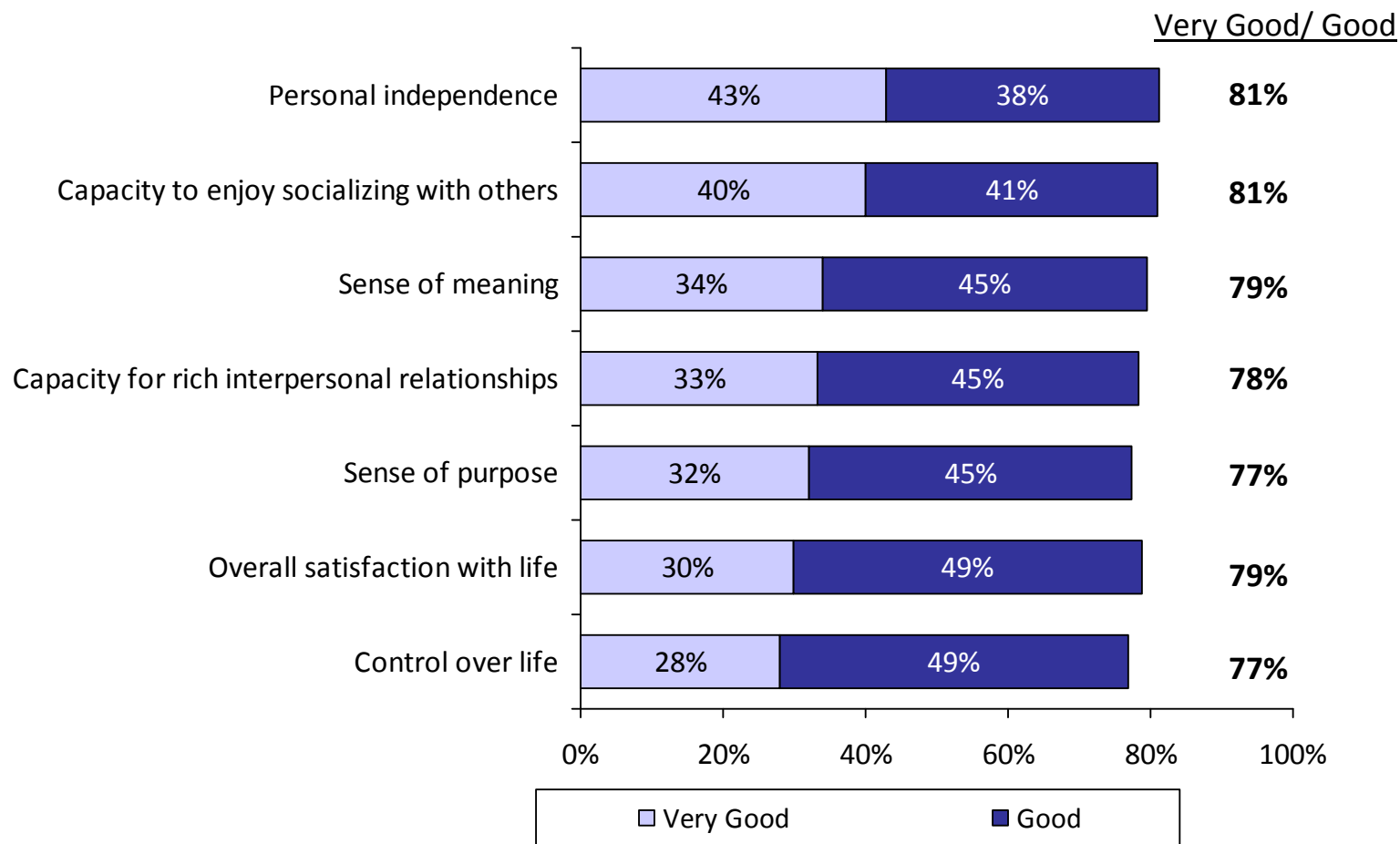


Base: Total Americans

Q22. How would you describe your general outlook on life? Please use a scale of 1 to 5, where 1 is "pessimistic" and 5 is "optimistic."/ Q18. How do you rate your emotional well-being?/ Q19. How satisfied are you with your current state of emotional well-being?/ Q20. How are you at recovering from experiences of loss and disappointment?

In fact, the vast majority of Americans are content with the level of control and satisfaction they have within their own lives

Rating of Various Aspects of Life



Base: Total Americans



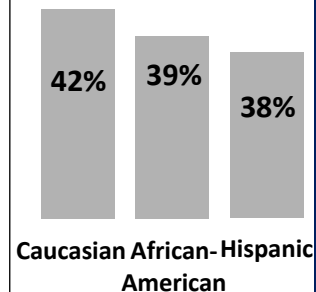
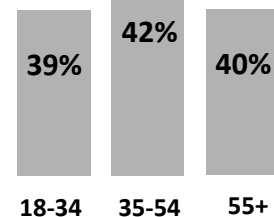
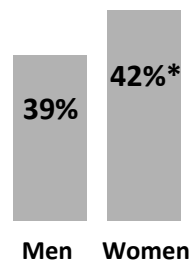
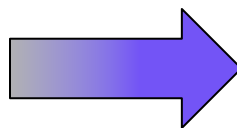
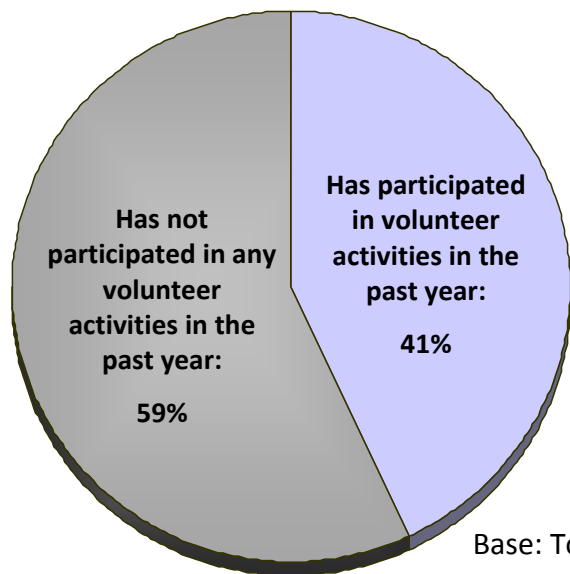
However, there is still room for improvement, as roughly half report experiencing trouble sleeping or anxiety more than a few times a month

Frequency Experiencing Various Emotional States	Audience
<i>(% A Few Times A Month or More Often)</i>	Total Americans
Trouble sleeping	53%
Anxiety	45%
Loneliness	24%
Helplessness	20%
Hopelessness	19%

Q16. Do you experience the following? Please indicate whether you experience these daily, a few times a week, a few times a month, a few times a year, or almost never./ Q21. How often do you experience any of the following feelings or emotional states? Do you experience them daily, a few times a week, a few times a month, a few times a year, or almost never?

Volunteering Behaviors & Attitudes

Four in ten survey participants report having participated in volunteering activities over the past year; no significant differences across generation or ethnicity

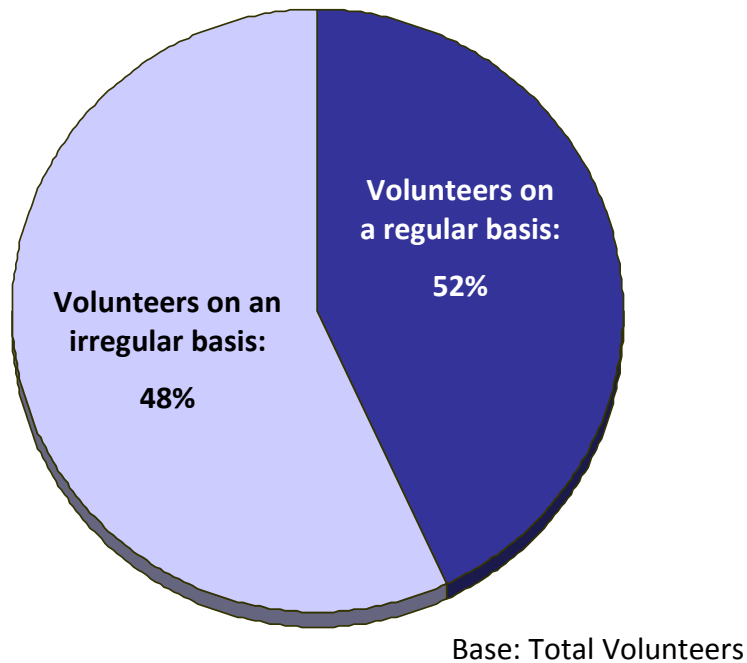


Seven in ten Americans (69%) report that they have donated money to an organization

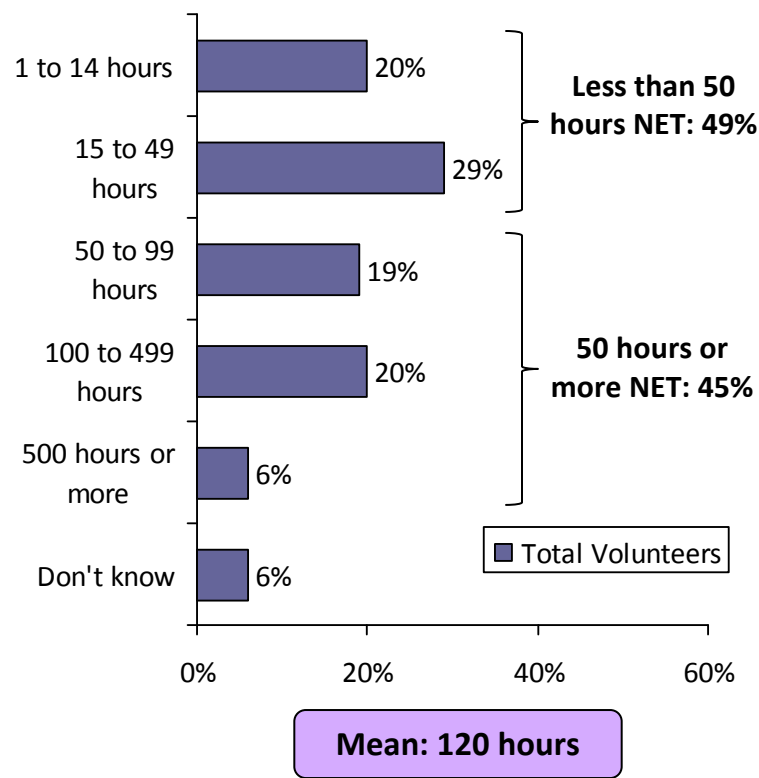
* Indicates significant difference to corresponding audience

Q24. Since January 1st of last year, have you done any volunteer activities through or for an organization? Volunteer activities are service activities that are unpaid (except perhaps expenses), and organizations can include religious, youth, sporting, cultural, and educational and community service organizations./ Q25. Since January 1st of last year, have you donated money to any organization, including religious, youth, sporting, cultural, educational, and community service organizations?

Over half of volunteers report doing so on a regular basis, with the average volunteer giving over 100 hours of their time last year



Number of Hours Spent Volunteering Last Year



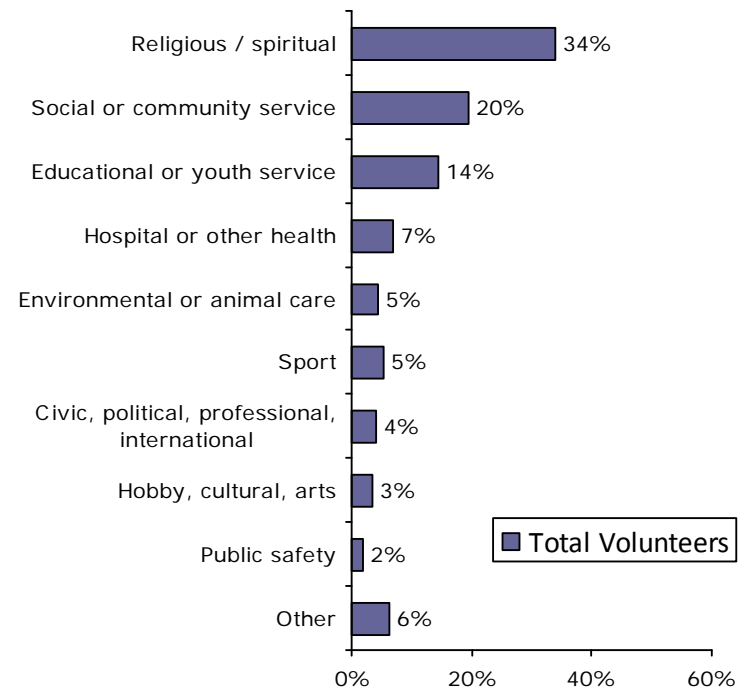
Q28. Do you volunteer on a regular basis (i.e., weekly, monthly) or at irregular times?/
 Q29. Since January 1st of last year, how many total hours do you estimate you spent volunteering?

Volunteers serve an average of two organizations each, with most involved mainly with religious/spiritual groups

1.9 Average number of organizations for which Americans volunteer

Base: Total Volunteers

Main Type of Volunteer Organization



Q30. How many organizations do you volunteer for? Remember, these can include religious, youth, sporting, cultural, and educational and community service organizations.

Q31. Which ONE of the following best describes the MAIN type of organization you volunteer with?

Most popular volunteer activities include fundraising, food collection/distribution, and tutoring

Activities Performed for Main Volunteer Organization	Audience
	Total Volunteers
Fundraise or sell items to raise money	26%
Collect, prepare, distribute or serve food	21%
Tutor or teach	20%
Provide professional or management assistance, including serving on a board or committee	18%
Mentor youth	17%
Engage in general labor, supply transportation to people	15%
Collect, make or distribute clothing , crafts or goods other than food	13%
Be an usher, greeter, or minister	13%
Provide general office services	13%
Engage in music, performance or other artistic activities	10%
Coach, referee or supervise sports teams	7%
Clean or renovate neighborhood facilities like parks	6%
Care for animals in need	5%
Provide counseling, medical care, fire/EMS or protective services	4%
Other	17%

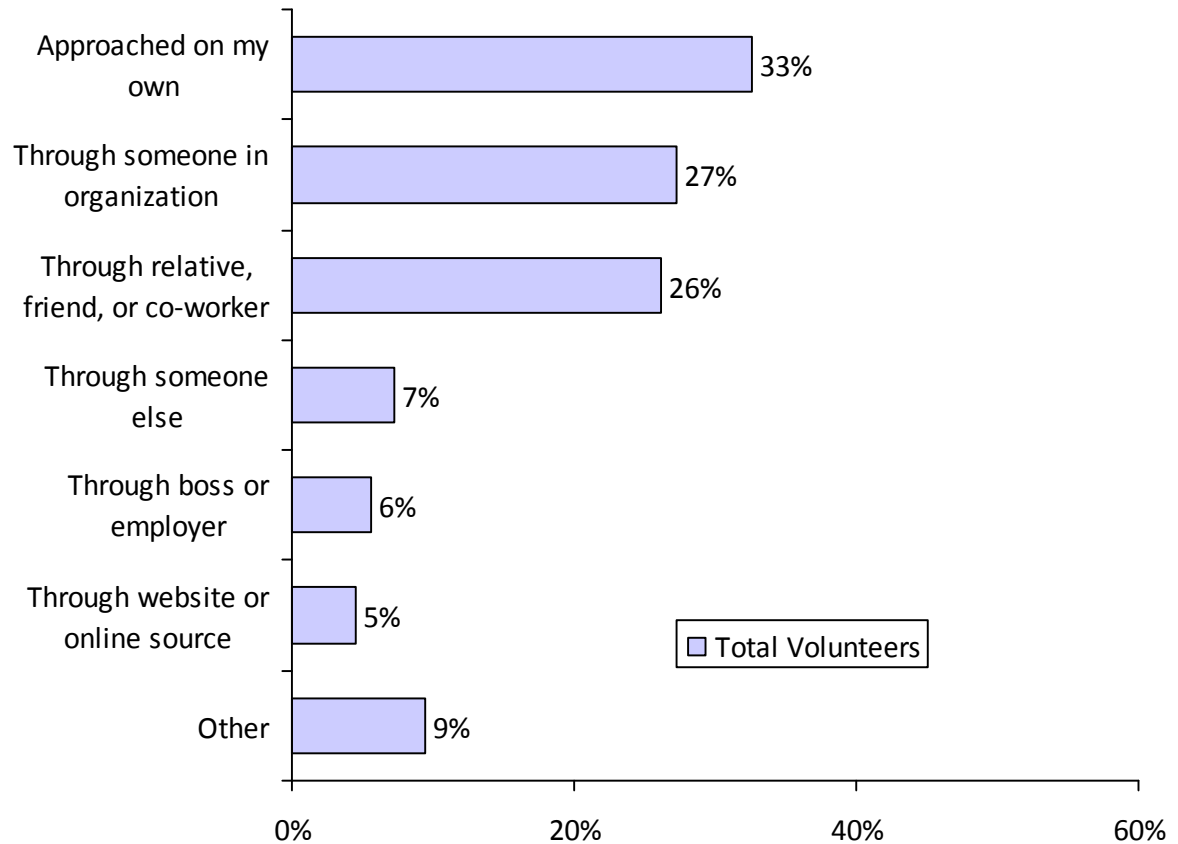
Coach/tutor/mentor NET: 35%
 Collect/distribute food or other items NET: 29%



Q32. What are the MAIN activities you perform for the MAIN organization you volunteer for?

While many volunteers approached the organization on their own or through someone associated with the company, one in twenty became involved through a website

How Became Involved in Main Volunteer Organization



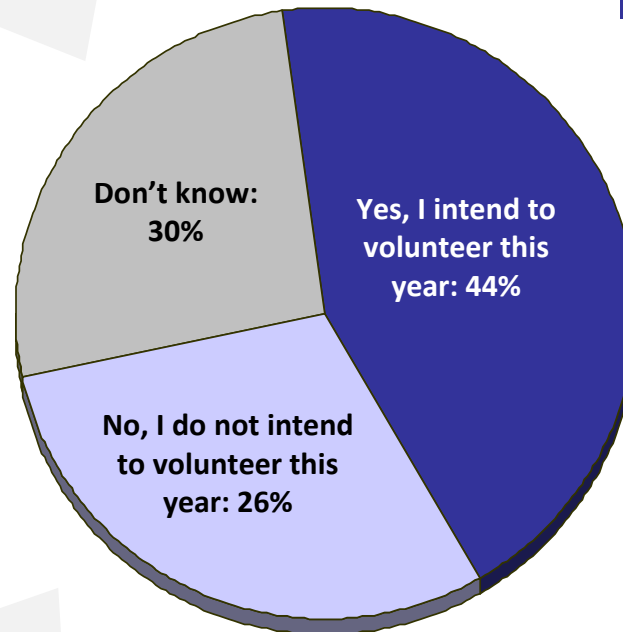
Nearly half of Americans commit to volunteering in 2010, with many citing “the opportunity to make a difference” as the motivation

“I typically intend to volunteer. It’s just that it never really happens for whatever reason. I think if it was easier to offer my time to some place (i.e. people openly solicited volunteers and I saw that more frequently) I would probably help more often”

“I have had a life full of success, including money, family and emotional well-being. As a good citizen, I should do all possible to help those in need.”

“I am not sure what I want to get involved with or where I want to volunteer”

“Volunteering gives me a sense of purpose, provides a sense of satisfaction that I have hopefully impacted a life or cause positively.”



“Because I enjoy giving my time to others and to help different organizations make a difference in the community and the lives of others”

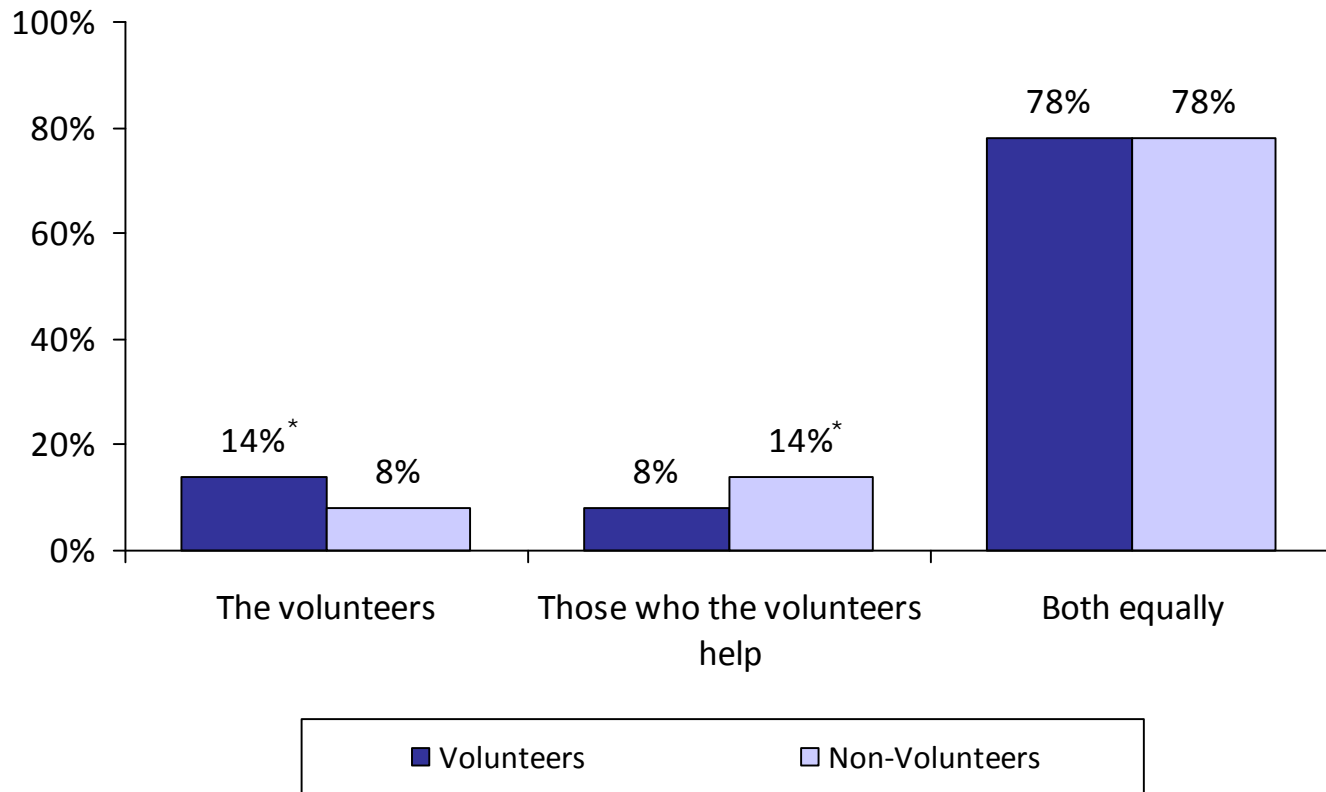
“I give money. With work and family I do not have time to donate time”

“I have always volunteered and will continue to do it, I get more good from it than I probably give. Always come home feeling how lucky I am”

Base: Total Americans

In fact, the majority of Americans recognize the benefits of volunteering to both the giver as well as the receiver

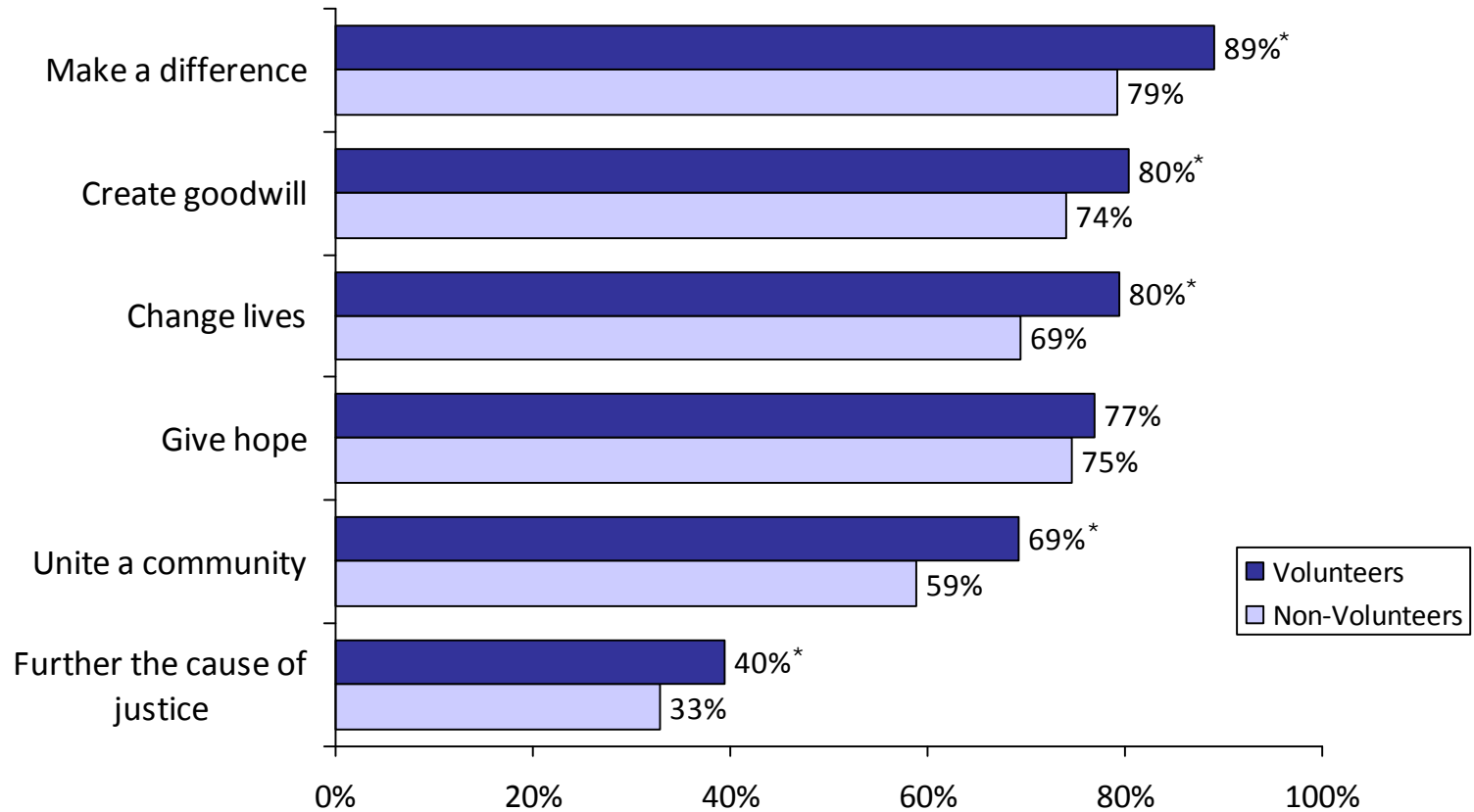
- ❑ Volunteers are significantly more likely than non-volunteers to report that “the volunteers” get the most out of volunteering.



* Indicates significant difference to corresponding audience

Volunteers are significantly more likely than non-volunteers to regard volunteering as a means to various positive outcomes

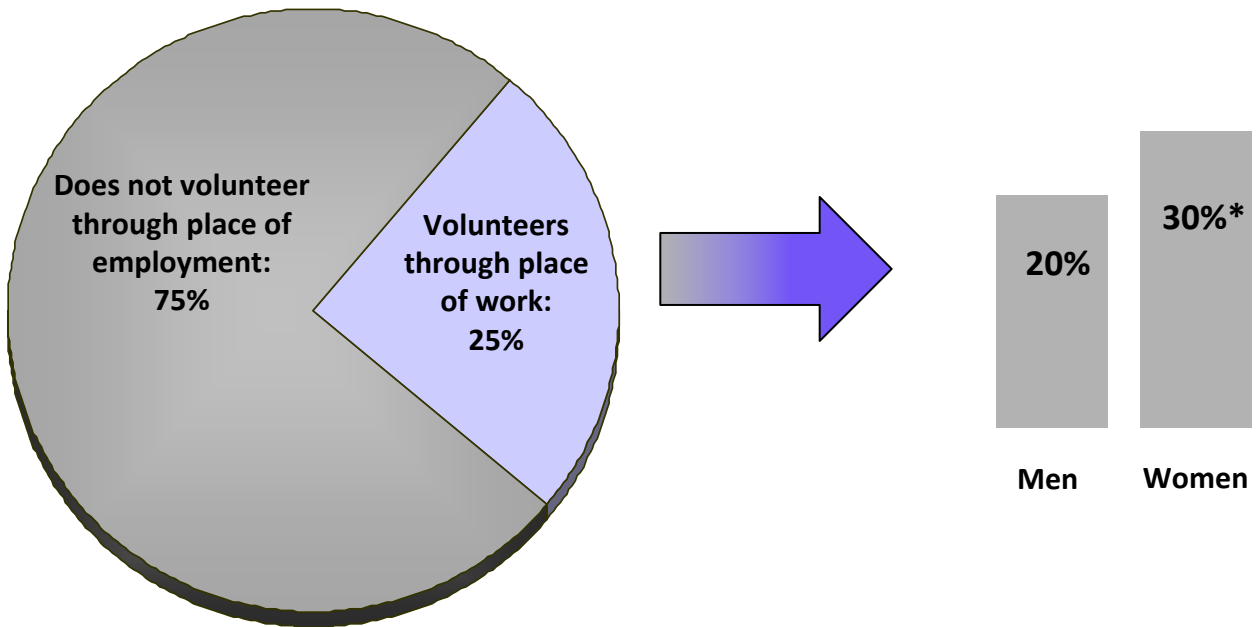
Beliefs About the Ability of Volunteering to Enable Positive Change



* Indicates significant difference to corresponding audience

Employer Involvement in Volunteer Activities

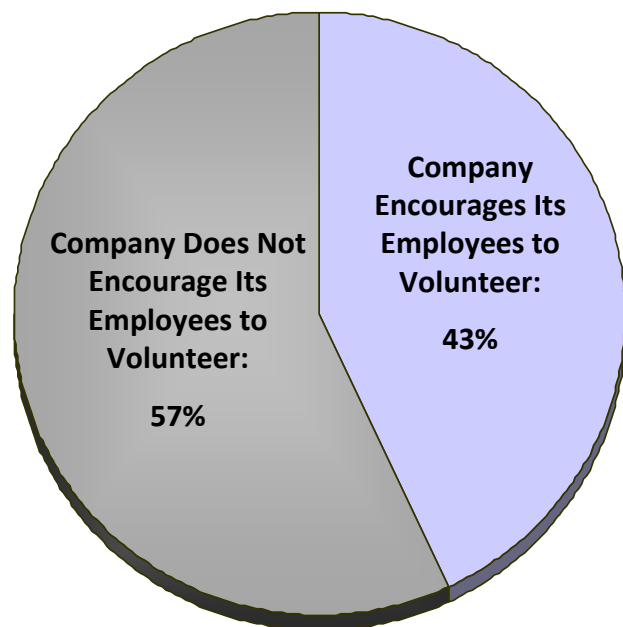
Full quarter of volunteers report doing so through their place of employment, with women more inclined than men to do so



Base: Employed Americans who volunteer

* Indicates significant difference to corresponding audience

However, the majority say that their employer does not promote volunteerism, and they believe that more Americans would get involved if their employers helped



Base: Employed Americans

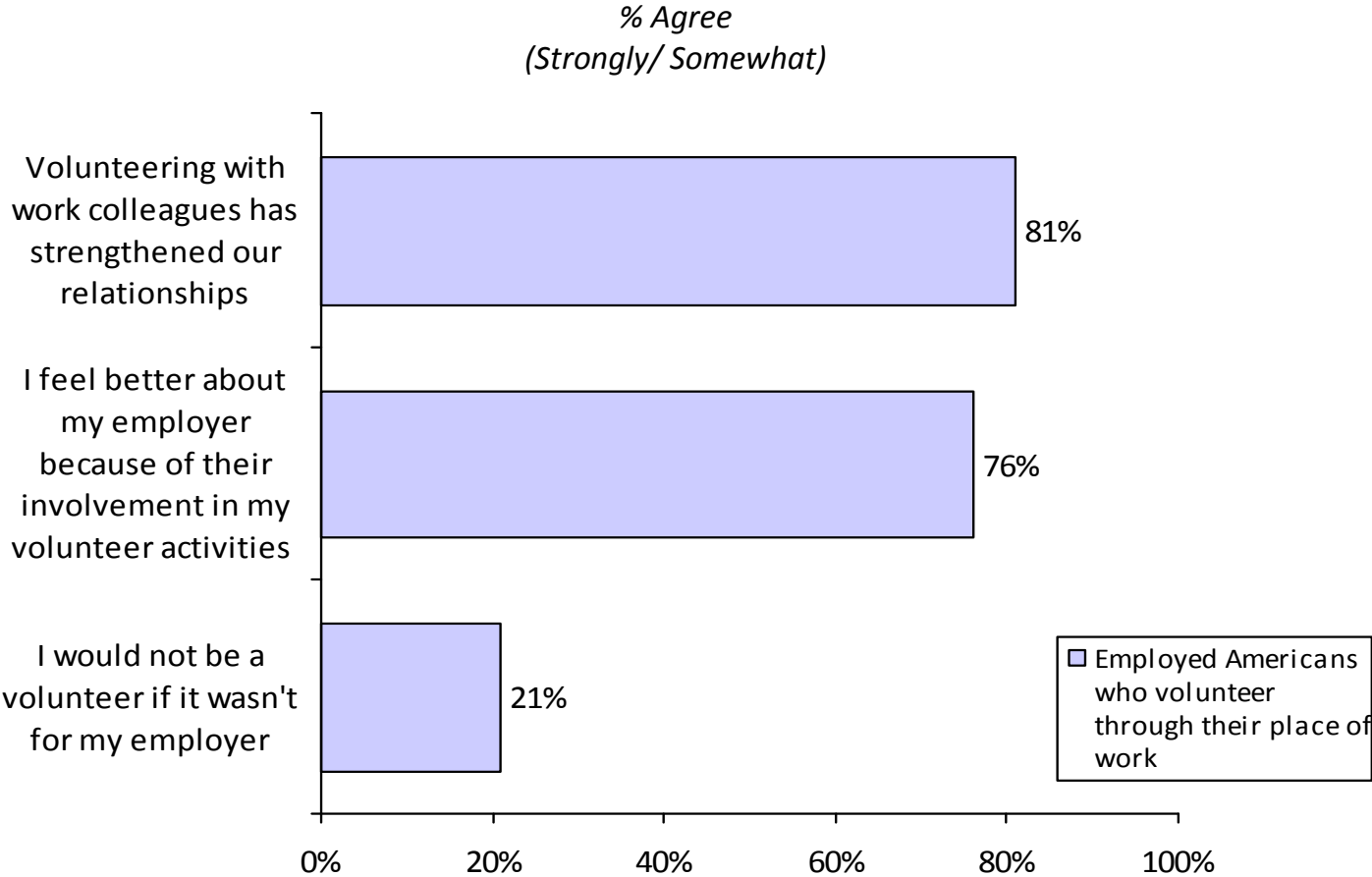
8 in 10 Americans

Agree that more people would volunteer if their employers helped provide the means and the motivations (84%)

Base: Employed Americans who volunteer through their place of work

Q34a. Does your company encourage its employees to take part in volunteering activities?
Q38c. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

Those who volunteer through their job report more positive attitudes towards their employer as well as colleagues



Q38. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement.

Further, Americans who volunteer through their job give higher ratings of their physical and emotional health

Volunteers
through job

Non-
volunteers

92% *

76%

Satisfaction with current physical health
(very/somewhat satisfied)

88% *

70%

Rating of physical strength (e.g., capacity to lift
objects) (very good/good)

84% *

71%

Ability to recover from experiences of loss and
disappointment (very good/good)

80% *

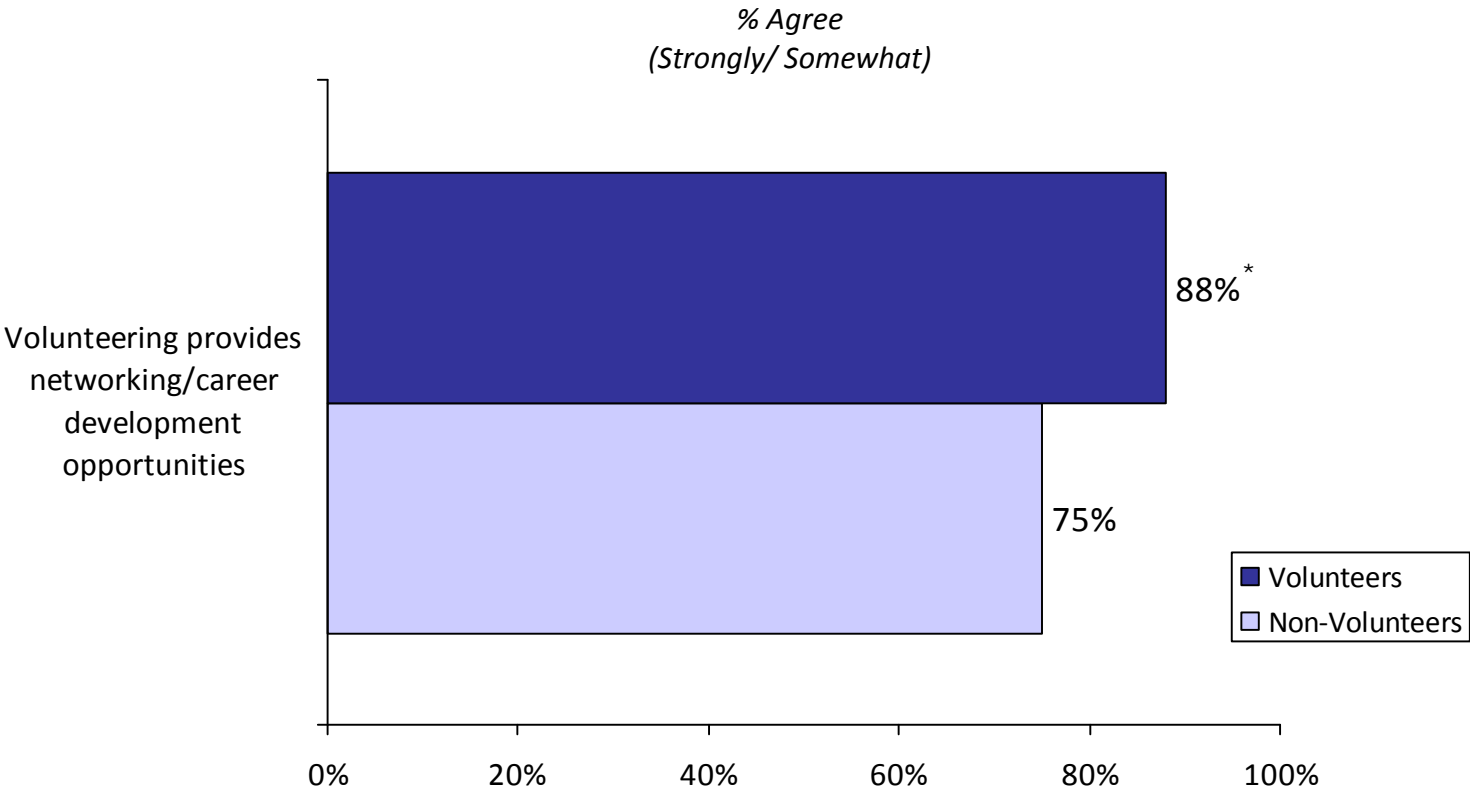
60%

Describe general outlook on life as optimistic
(rating of 4 or 5)

* Indicates significant difference
to corresponding audience

Q8. How satisfied are you with your current physical health?/ Q15. Please rate yourself on each of the following. Do you feel that (for your gender and age) you have very good, good, fair or poor...?/ Q20. How are you at recovering from experiences of loss and disappointment?/ Q22. How would you describe your general outlook on life?

Volunteers also are significantly more likely than non-volunteers to recognize the potential career development benefits to being a volunteer

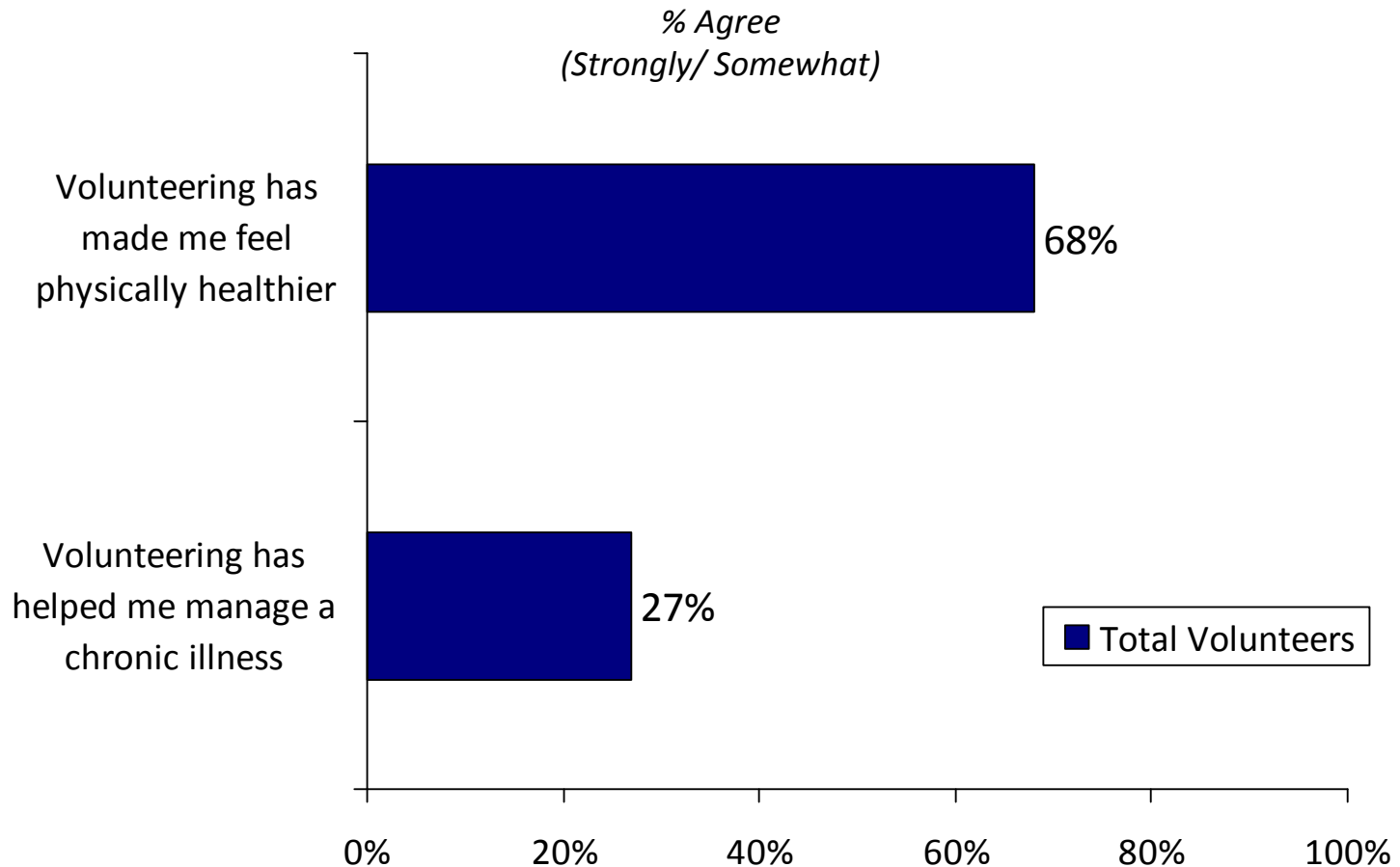


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Q35. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement.

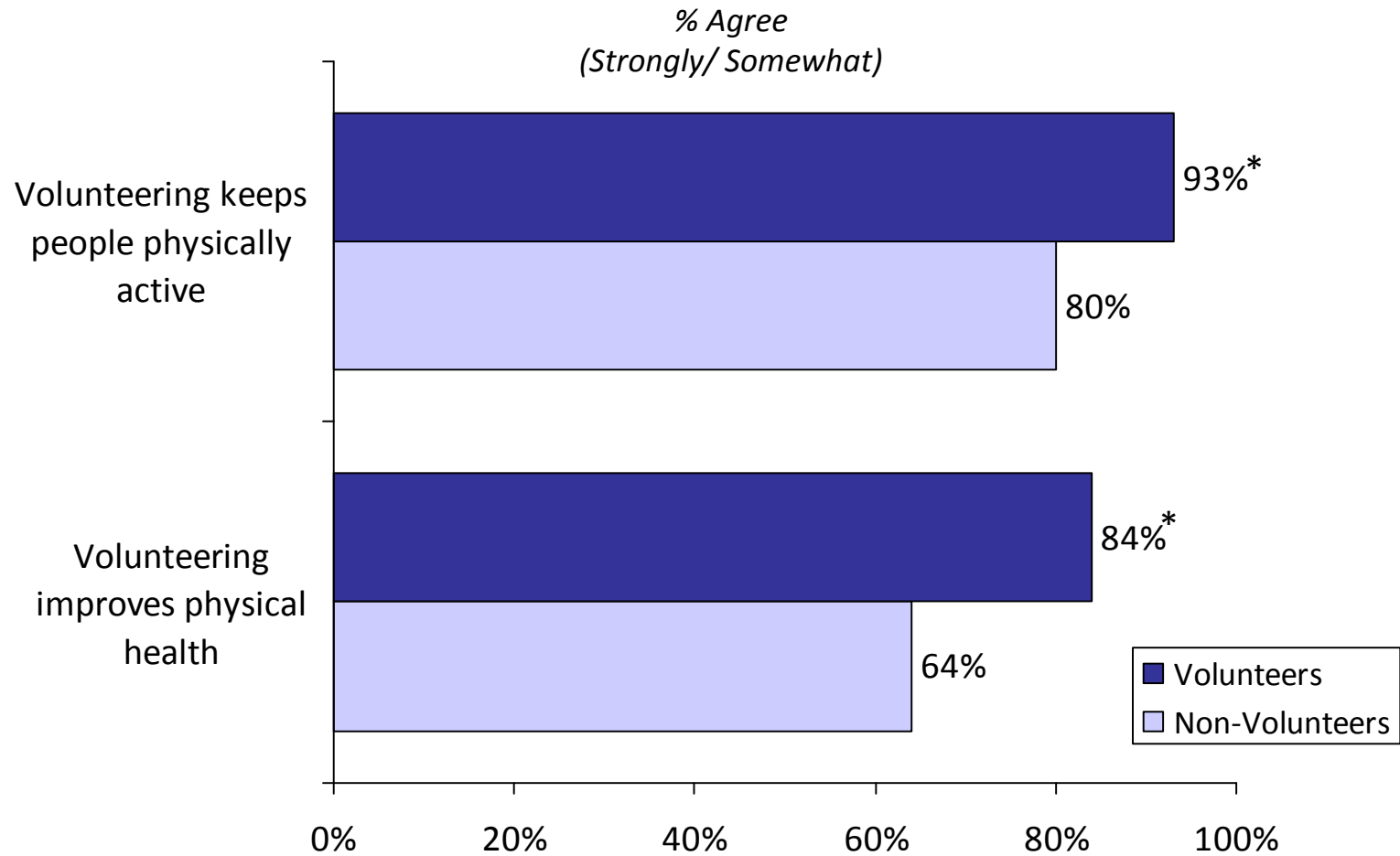
Impact of Volunteering on Physical Health

Volunteers agree that volunteering helps them lead healthier lives



Q37. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

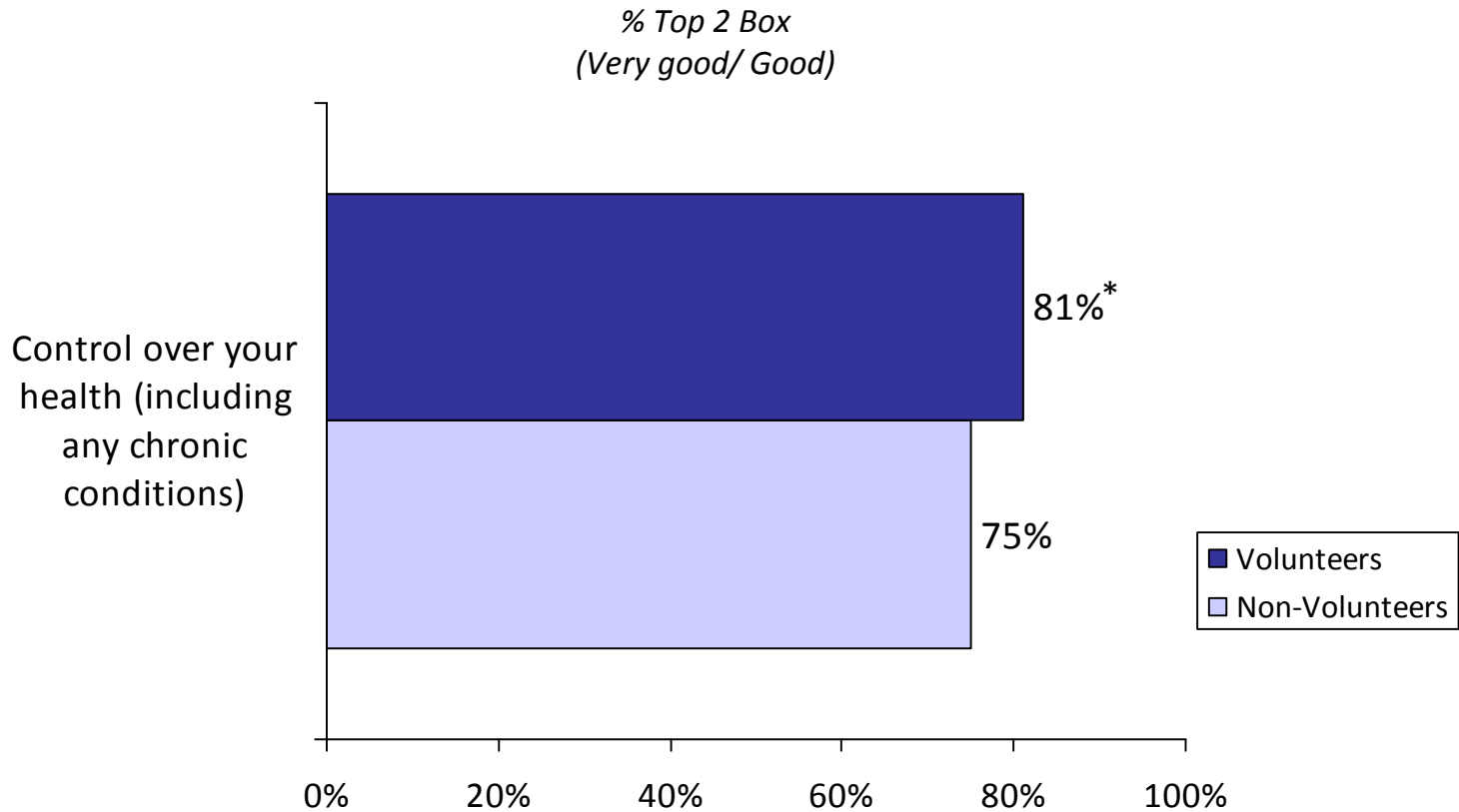
In fact, volunteers are significantly more likely than non-volunteers to link volunteerism to better physical health and higher activity levels



* Indicates significant difference to corresponding audience

Q35. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

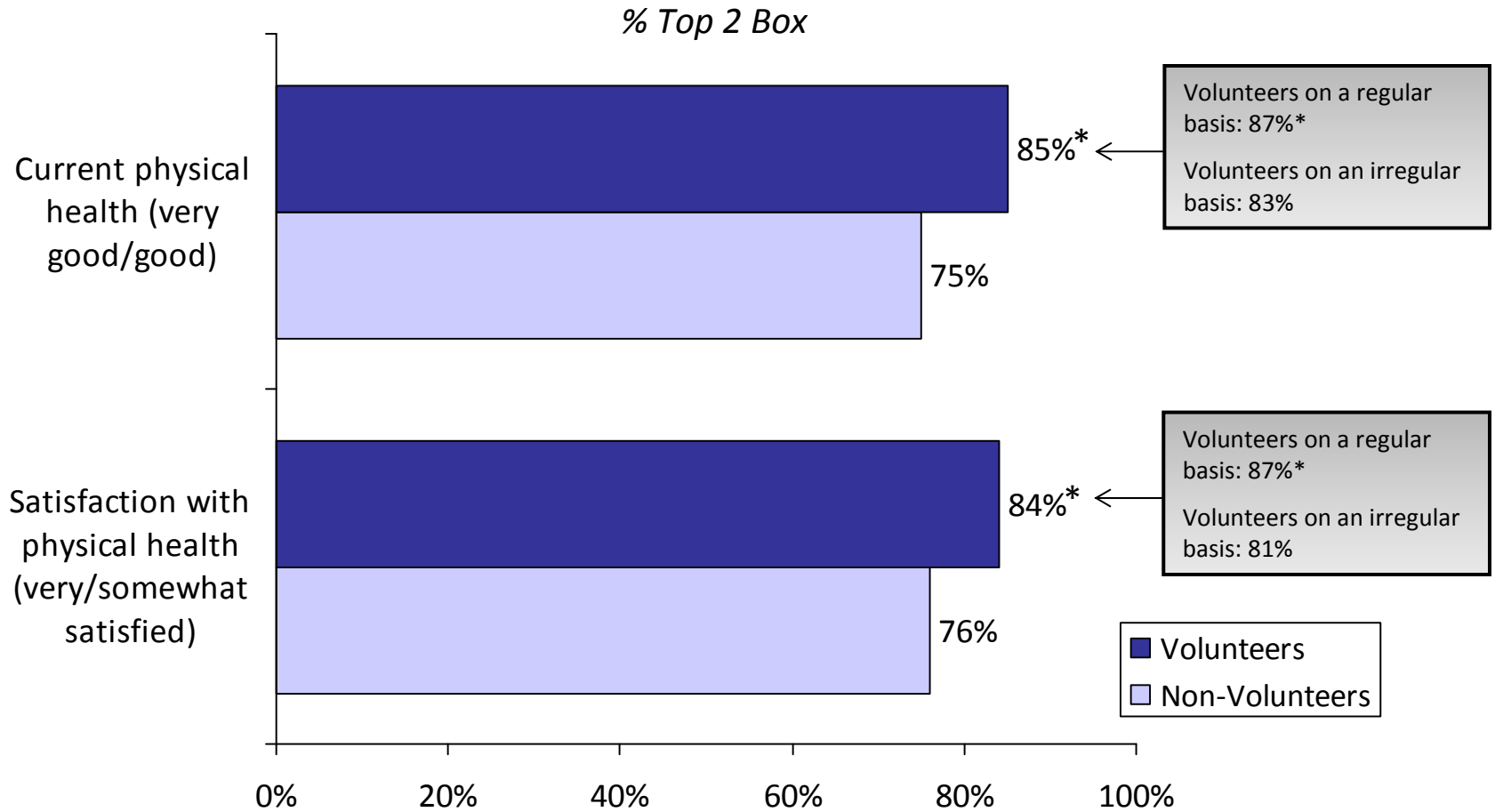
Volunteers also are significantly more likely to feel more in control of their own health, compared to those who do not participate in volunteer activities



* Indicates significant difference to corresponding audience

Volunteers rate their state of and satisfaction with their current physical health significantly higher than non-volunteers

- Notably, volunteering on a regular basis appears to correspond with even higher levels of satisfaction with physical health.

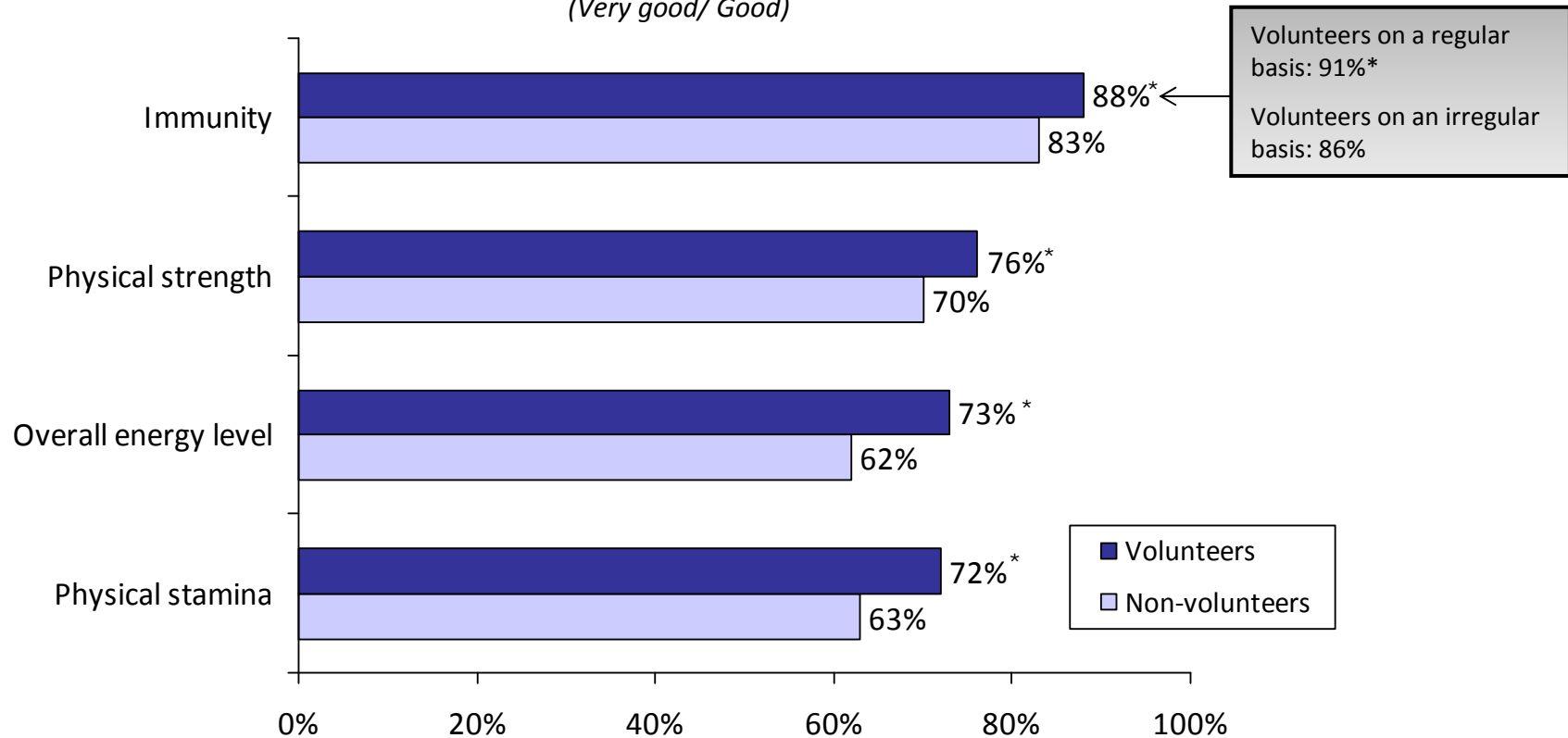


* Indicates significant difference to corresponding audience

In fact, Americans who volunteer tend to grade their physical abilities and thresholds significantly higher than people who don't

Rating of Various Aspects of Physical Health

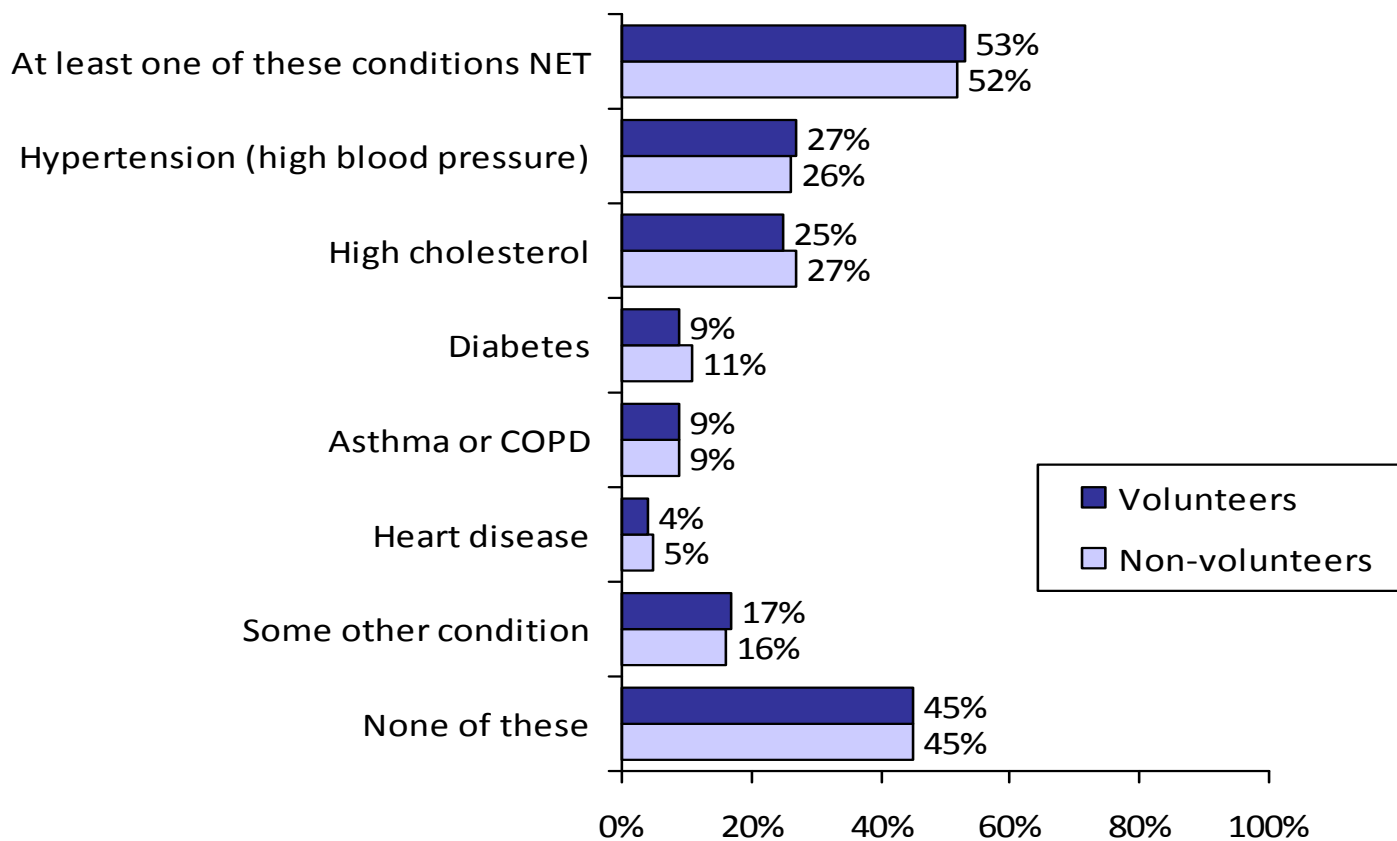
*Top 2 Box
(Very good/ Good)*



* Indicates significant difference to corresponding audience

Still, few differences exist in the presence or types of chronic medical conditions afflicting volunteers and non-volunteers

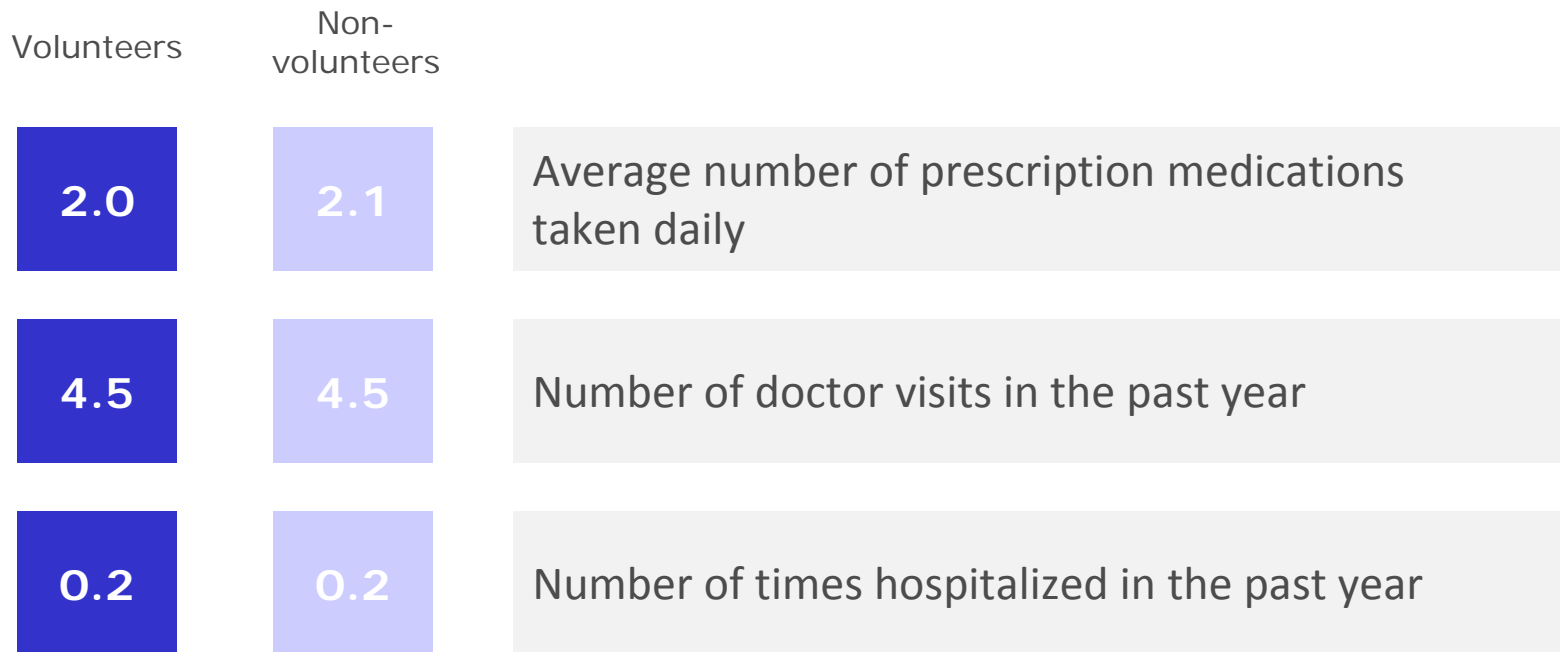
Suffer From Any Chronic Conditions



***“Don’t know” and “Prefer not to answer” responses not shown**

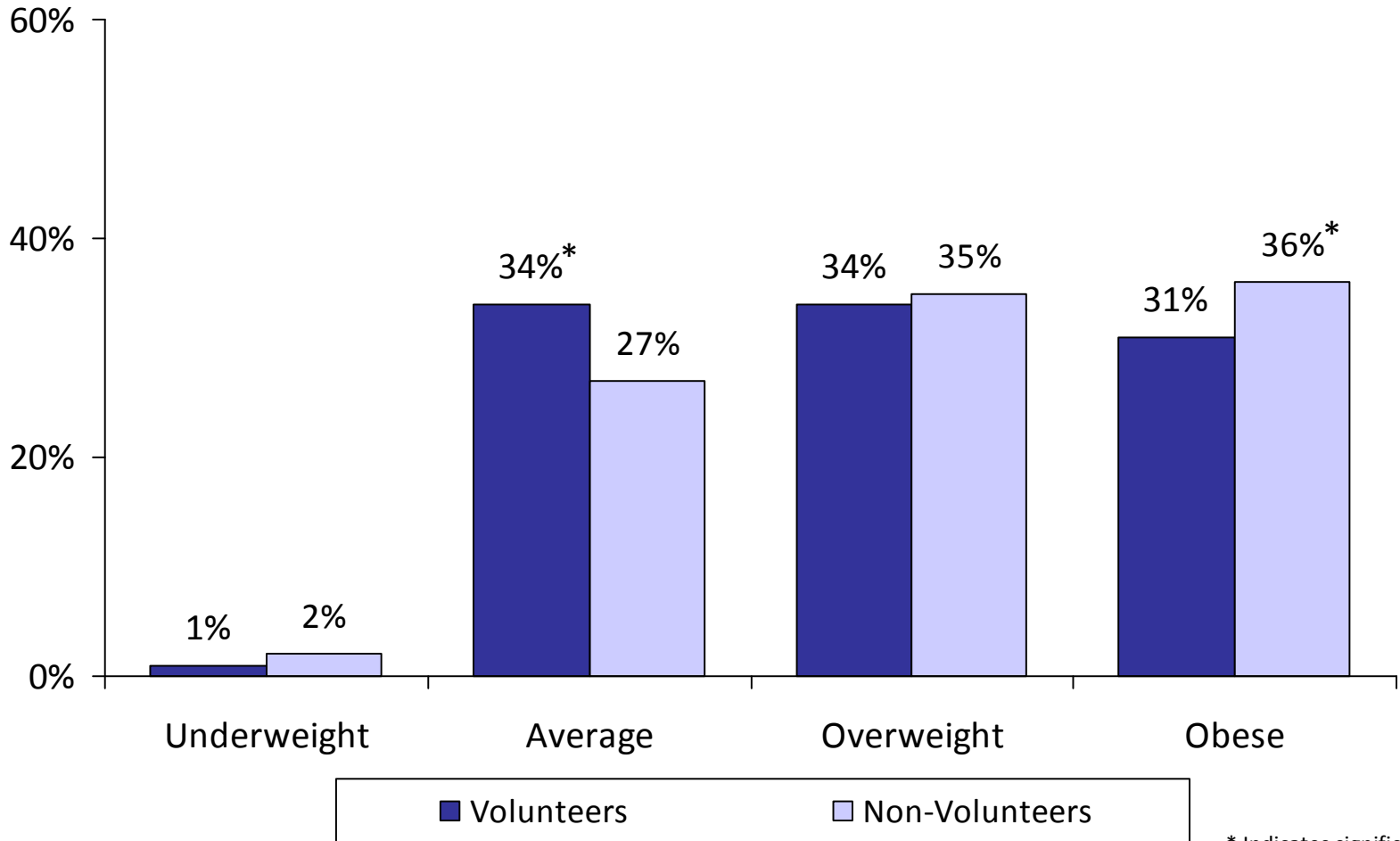
Q11. Have you been diagnosed by a physician as currently suffering from any of the following chronic conditions?

Volunteering also appears to have little to no impact on prescription medication usage, and number of doctor visits and hospitalizations



Q12. In a typical day, how many prescription medications do you take?/ Q13. In the past year, how many times have you been to the doctor (e.g., general practitioner, specialist, etc.)?/ Q14. In the past year, how many times have you been hospitalized?

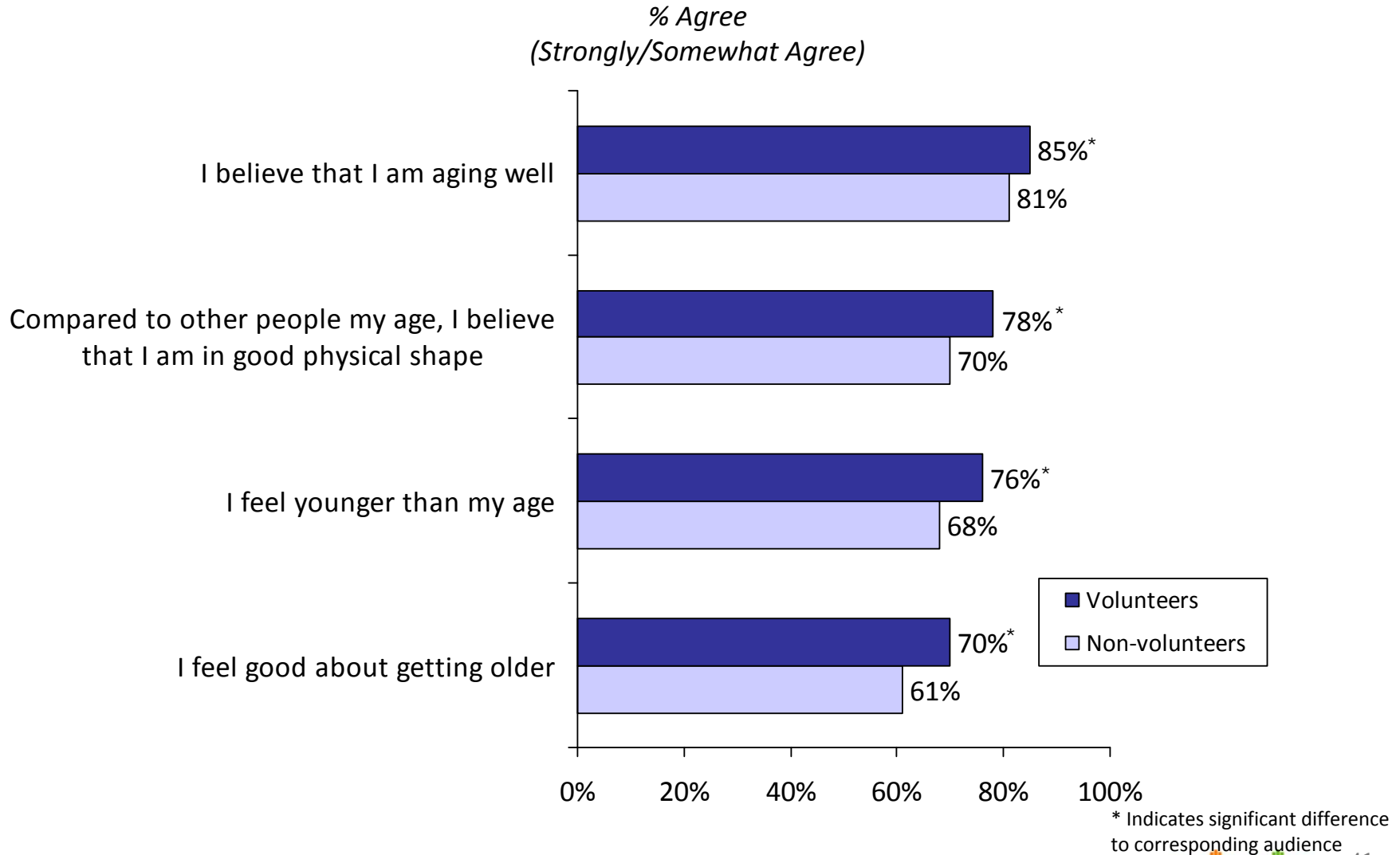
Volunteering appears to correspond to a healthier BMI, with a significantly lower proportion of volunteers identified as obese



* Indicates significant difference to corresponding audience

Q9. What is your height?/ Q10. What is your current weight?/ BMI (Weight in pounds X 703) / (Height in inches)²

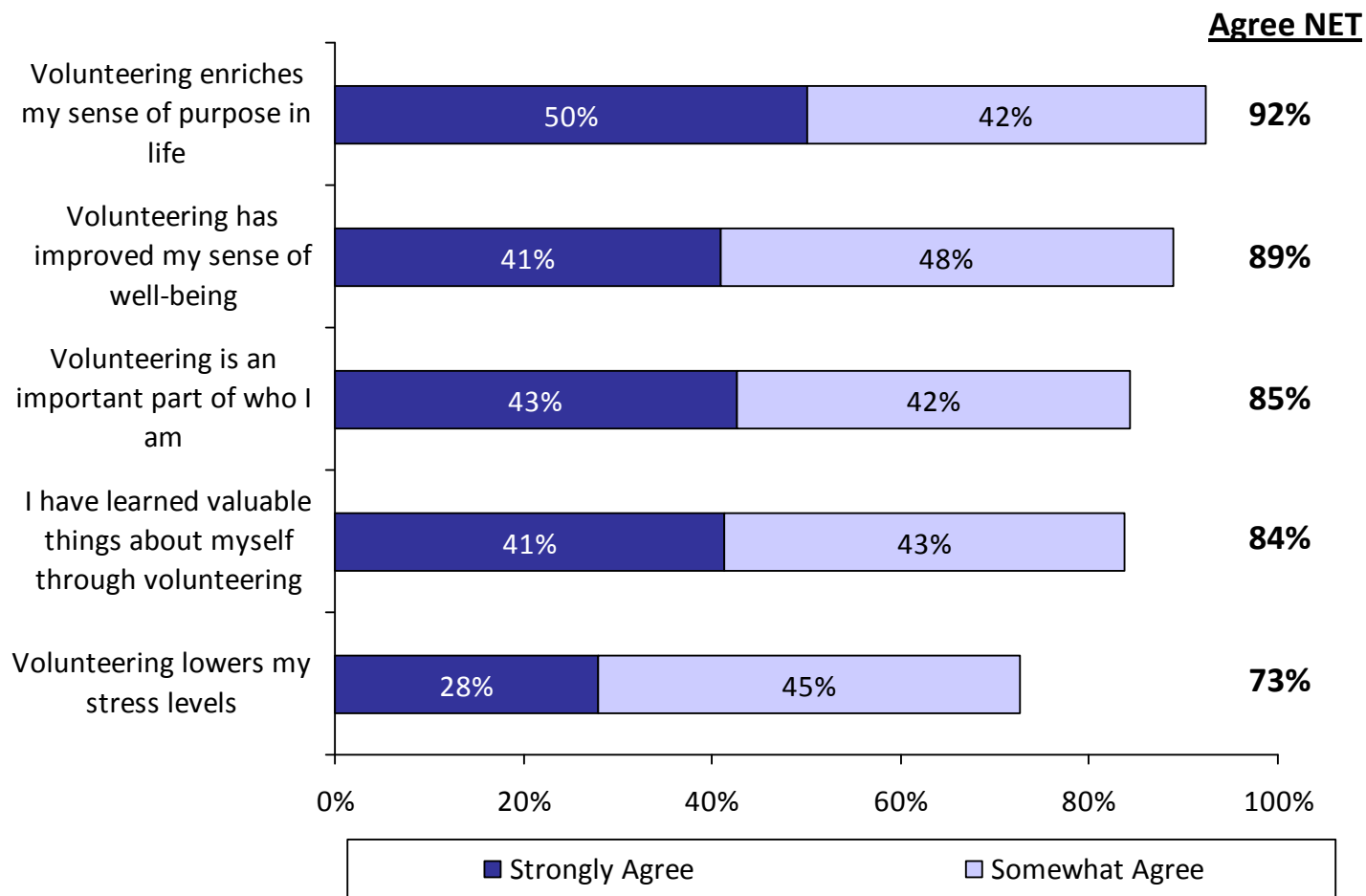
Overall, volunteers show higher levels of contentment with their physical condition, particularly when compared to others their age



Q17. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

Impact of Volunteering on Emotional Well-Being

The overwhelming majority of volunteers agree that volunteering has improved their well-being and deepened their sense of purpose in life

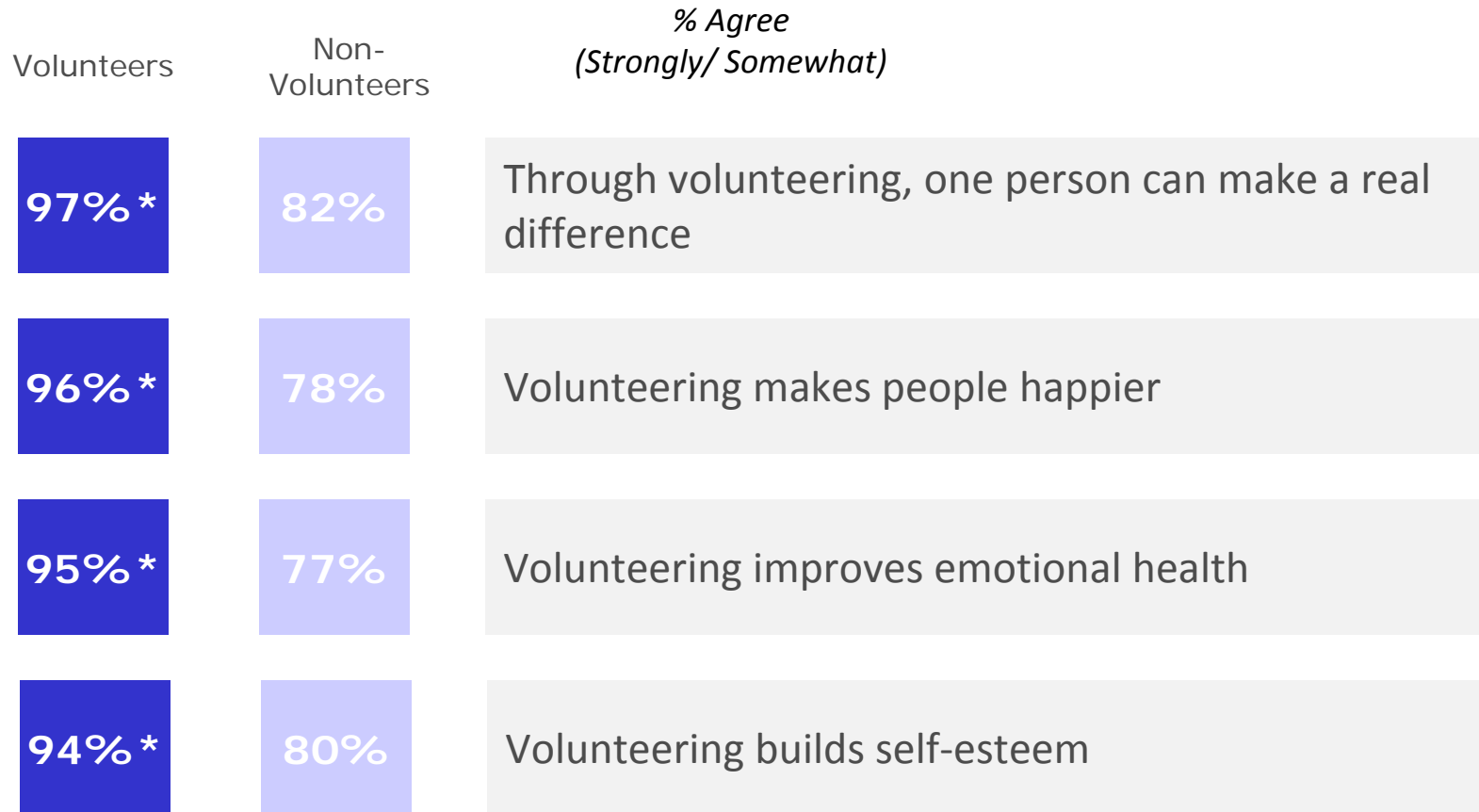


Base: Total Volunteers

Q37. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.



In fact, volunteers are significantly more likely than non-volunteers to link volunteerism to improvements in various positive emotional states

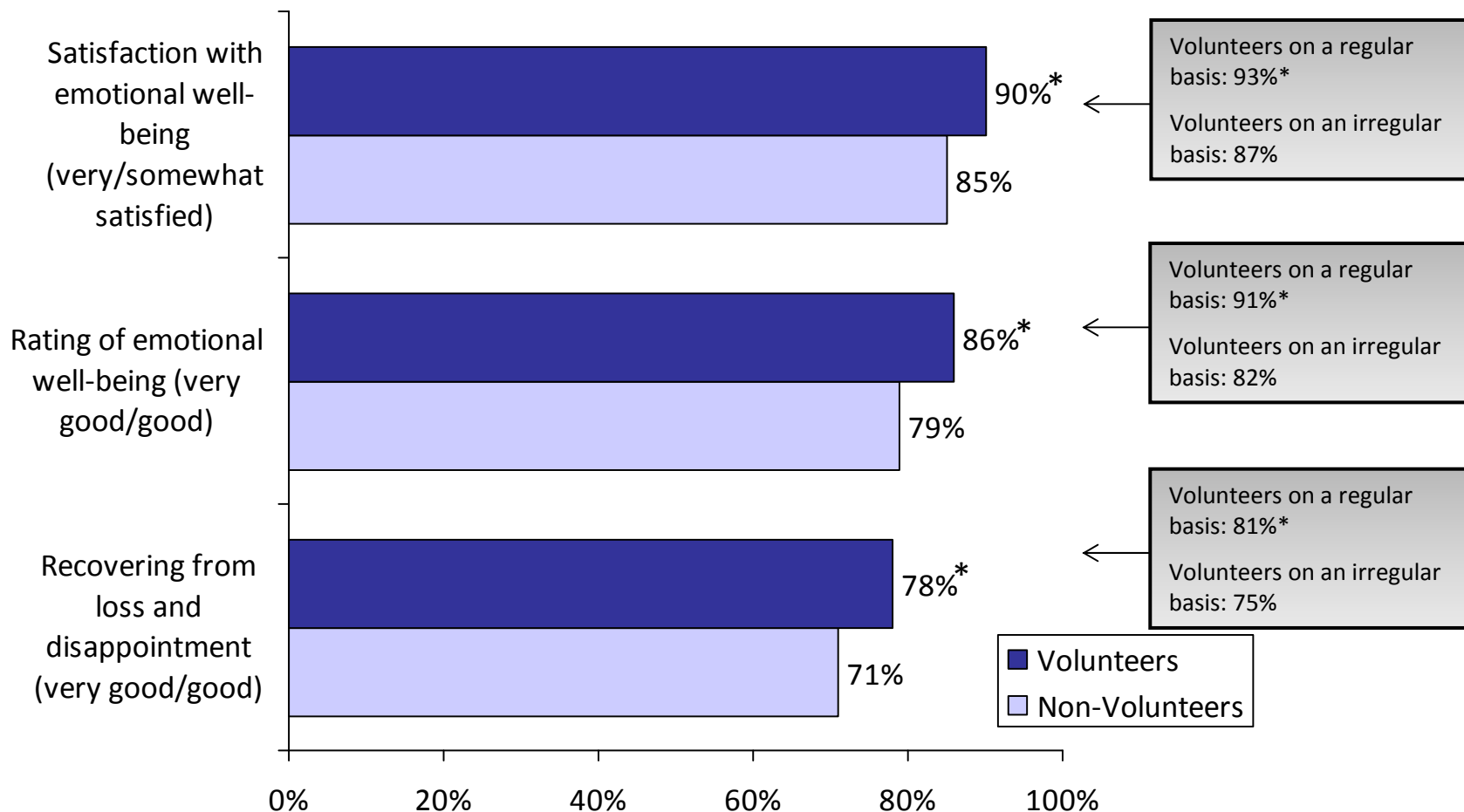


* Indicates significant difference to corresponding audience

Q35. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

Volunteers also are significantly more likely to rate their emotional well-being favorably

% Top 2 Box

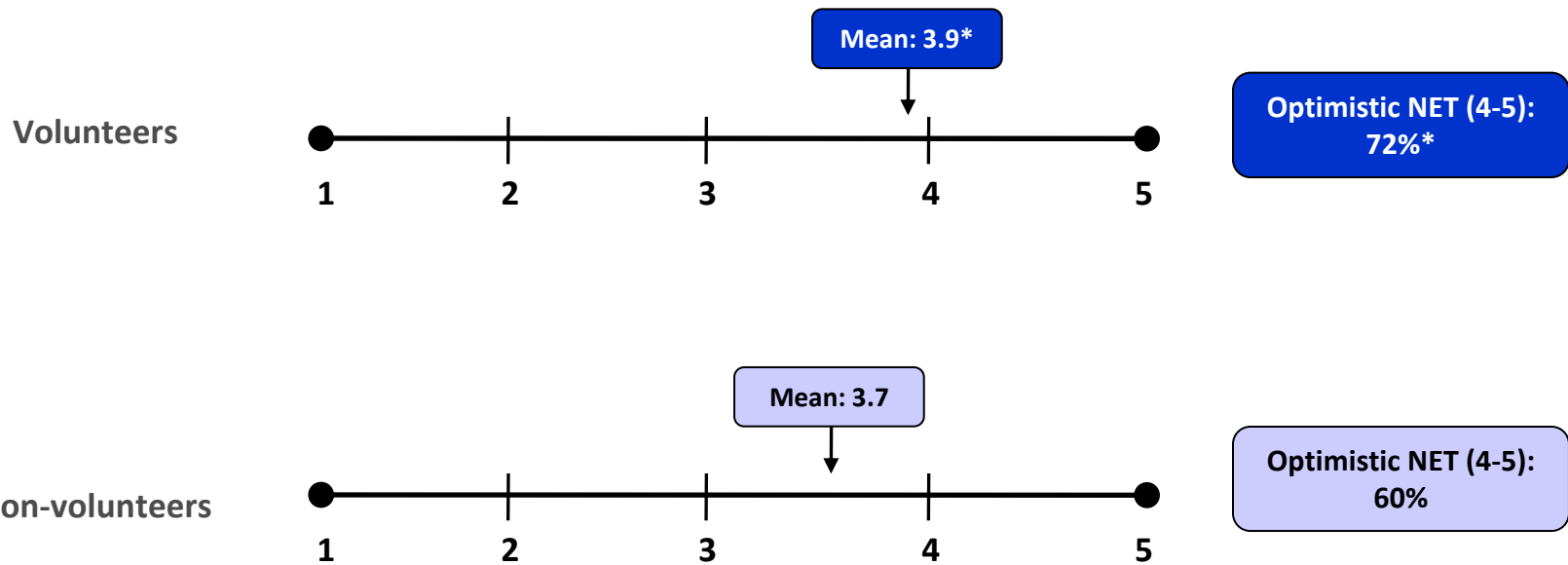


* Indicates significant difference to corresponding audience

Q18. How do you rate your emotional well-being?/ Q19. How satisfied are you with your current state of emotional well-being?/ Q20. How are you at recovering from experiences of loss and disappointment?

Americans who participate in volunteer activities are also more likely to have a brighter outlook on life

General Outlook on Life



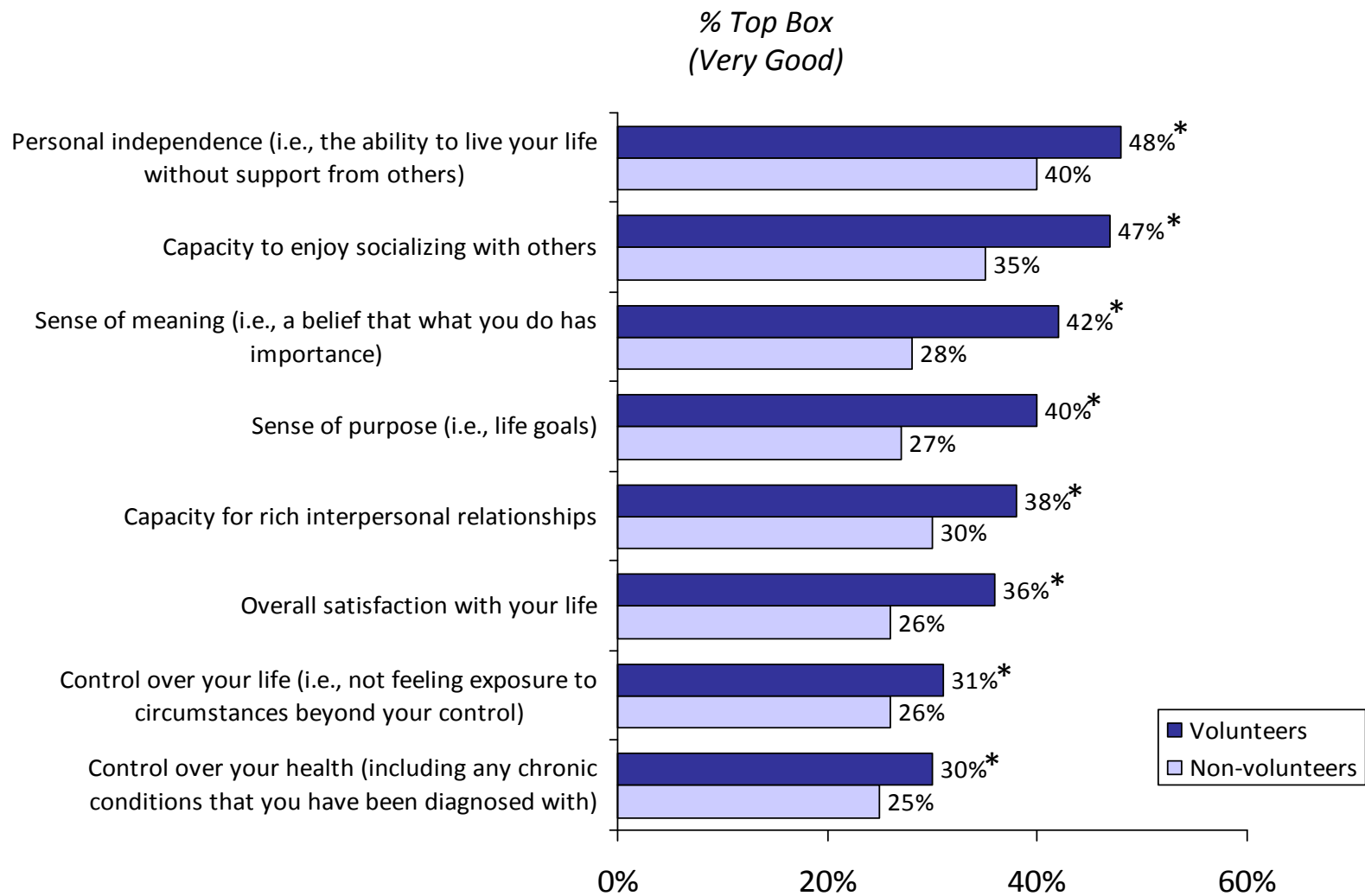
Americans who volunteer on a regular basis are significantly more likely than those who volunteer irregularly to have an optimistic outlook on life (77% vs. 67%).

Eight in ten Americans (78%) who volunteer 50 hours or more a year have an optimistic outlook on life, compared to only 67% of those who volunteer less than 50 hours a year.

* Indicates significant difference to corresponding audience

Q22. How would you describe your general outlook on life? Please use a scale of 1 to 5, where 1 is "pessimistic" and 5 is "optimistic."

Volunteering also appears to correspond with higher levels of life satisfaction – including a greater sense of meaning and purpose



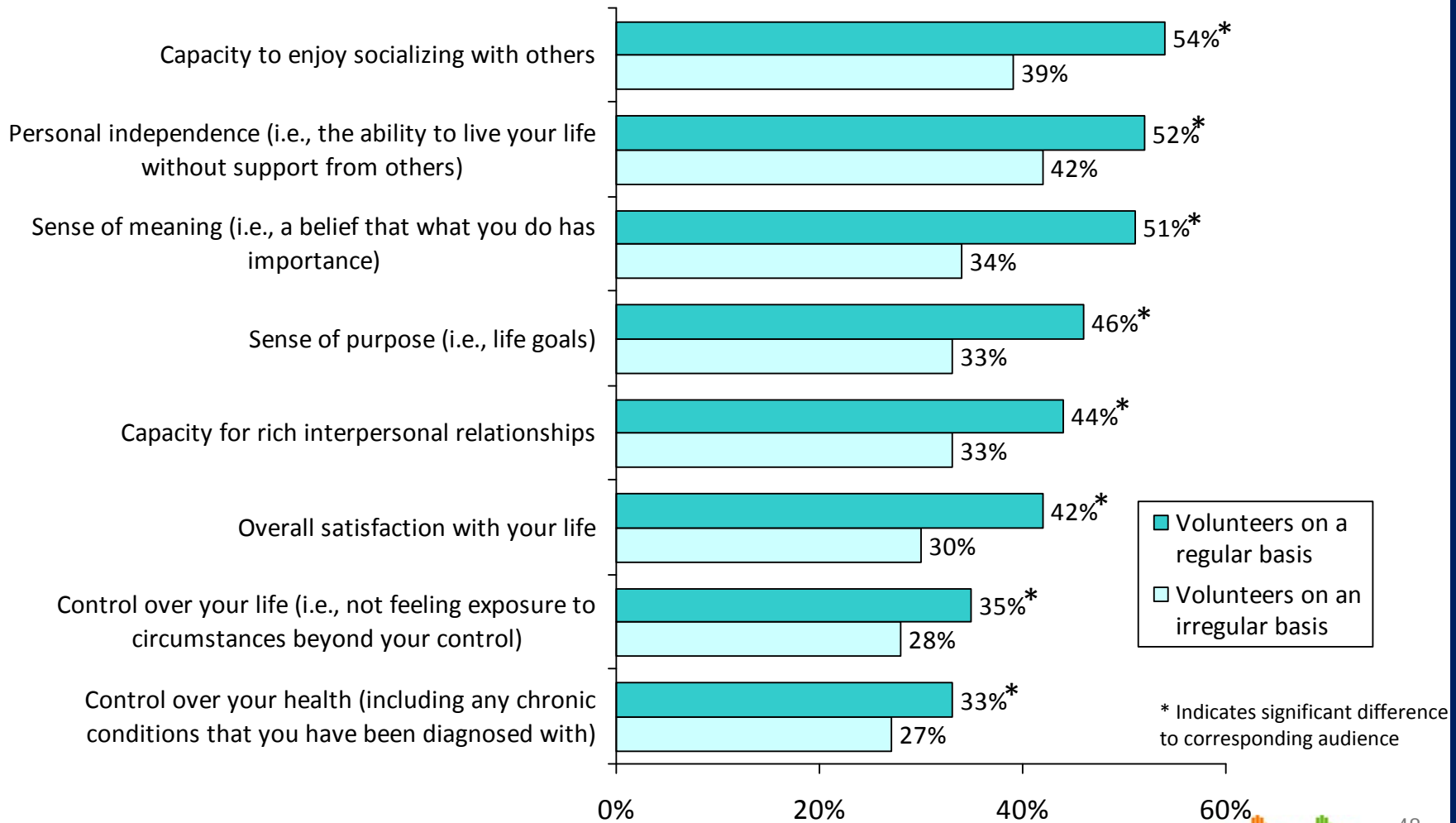
* Indicates significant difference to corresponding audience

Q23. Please rate yourself on each of the following. Do you feel you have very good, good, fair or poor...?



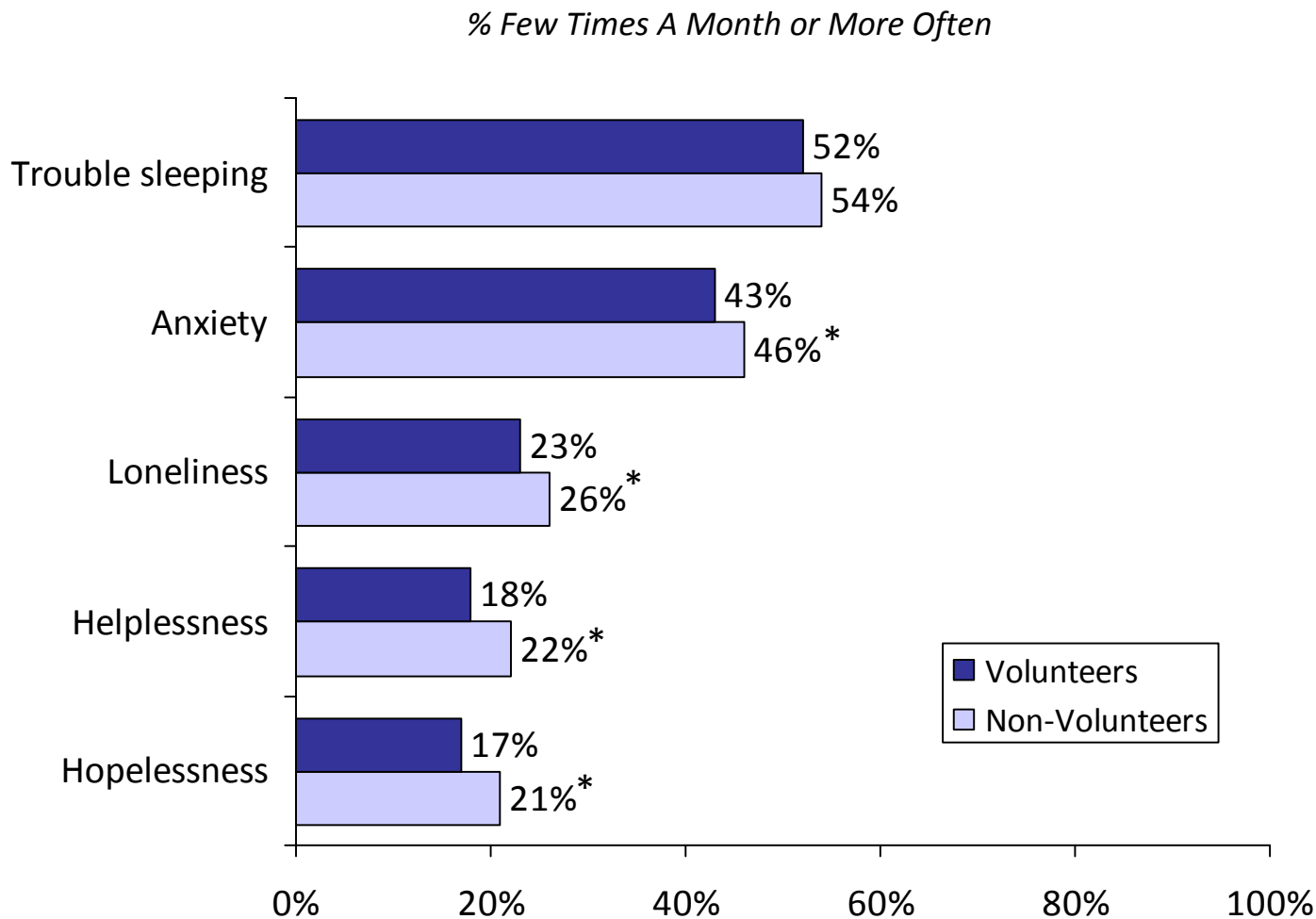
The positive effects are even more pronounced among those who volunteer on a regular basis

*% Top Box
(Very Good)*



Q23. Please rate yourself on each of the following. Do you feel you have very good, good, fair or poor...?

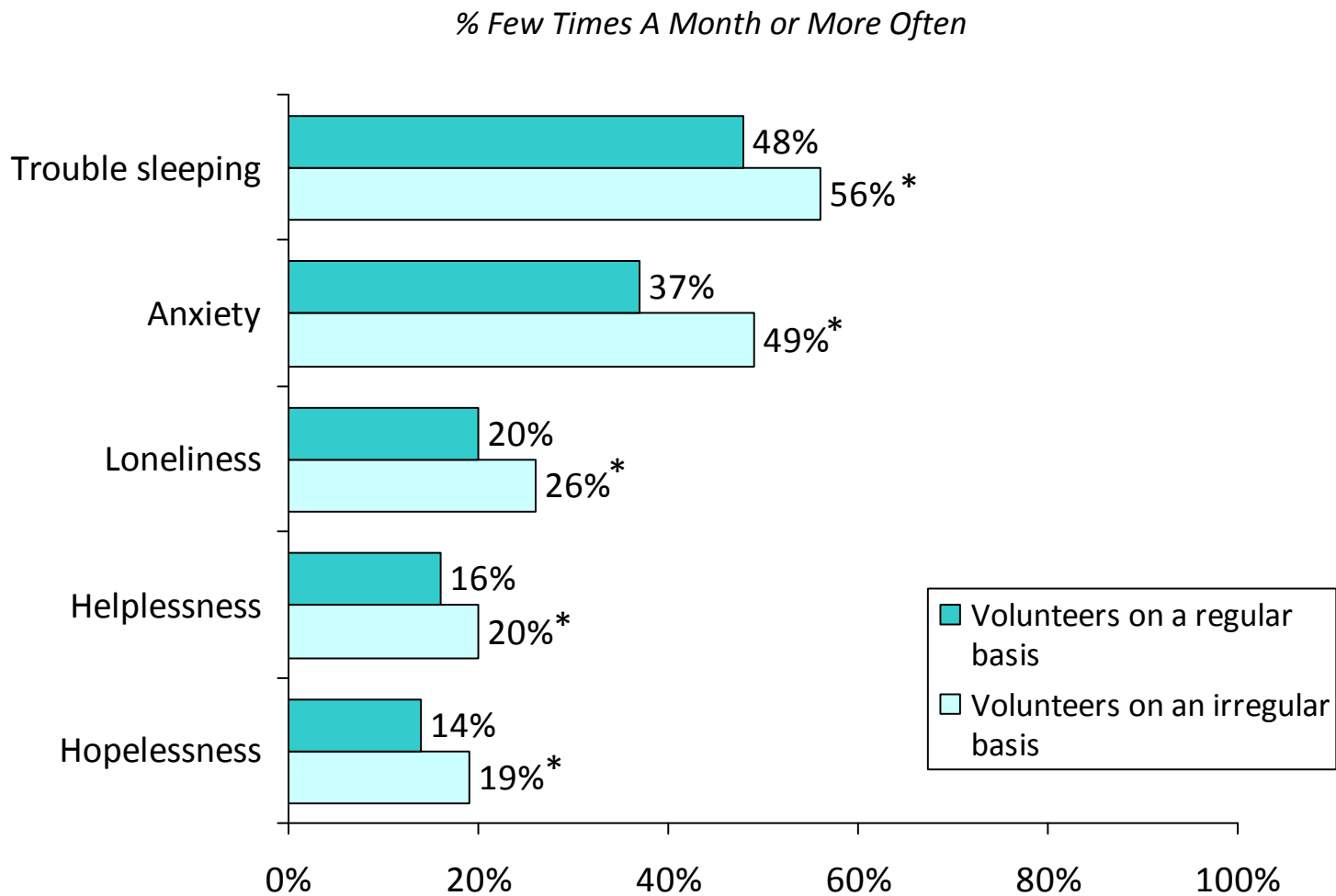
In addition, volunteers are less apt to experience periods of isolation and despair



* Indicates significant difference to corresponding audience

Q16. Do you experience the following? Please indicate whether you experience these daily, a few times a week, a few times a month, a few times a year, or almost never. Q21. How often do you experience any of the following feelings or emotional states? Do you experience them daily, a few times a week, a few times a month, a few times a year, or almost never?

These negative emotions occur less often among those who volunteer regularly

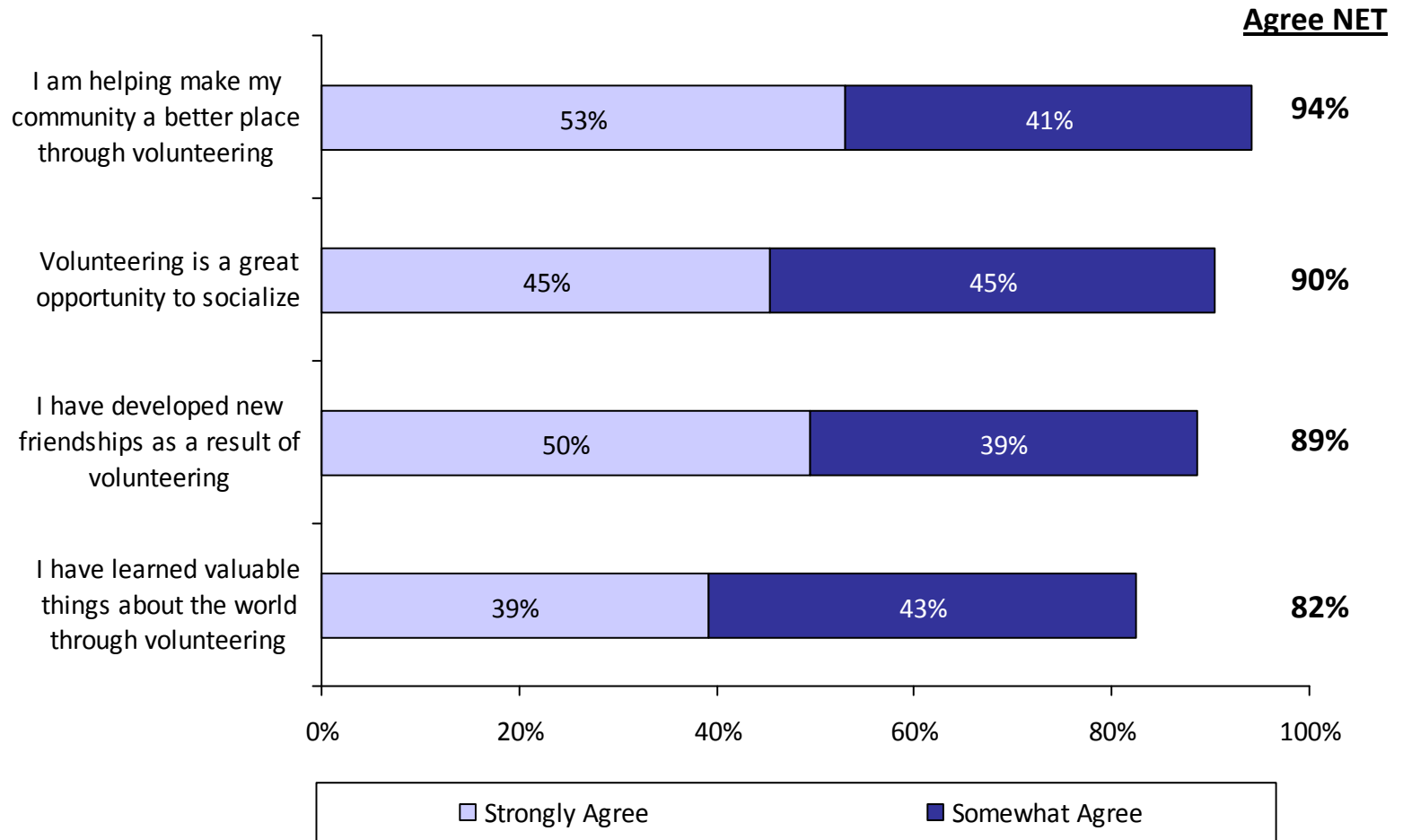


* Indicates significant difference to corresponding audience

Q16. Do you experience the following? Please indicate whether you experience these daily, a few times a week, a few times a month, a few times a year, or almost never. Q21. How often do you experience any of the following feelings or emotional states? Do you experience them daily, a few times a week, a few times a month, a few times a year, or almost never?

Impact of Volunteering on Americans' Sense of Community

The overwhelming majority of volunteers believe in the interpersonal and societal benefits of being a volunteer

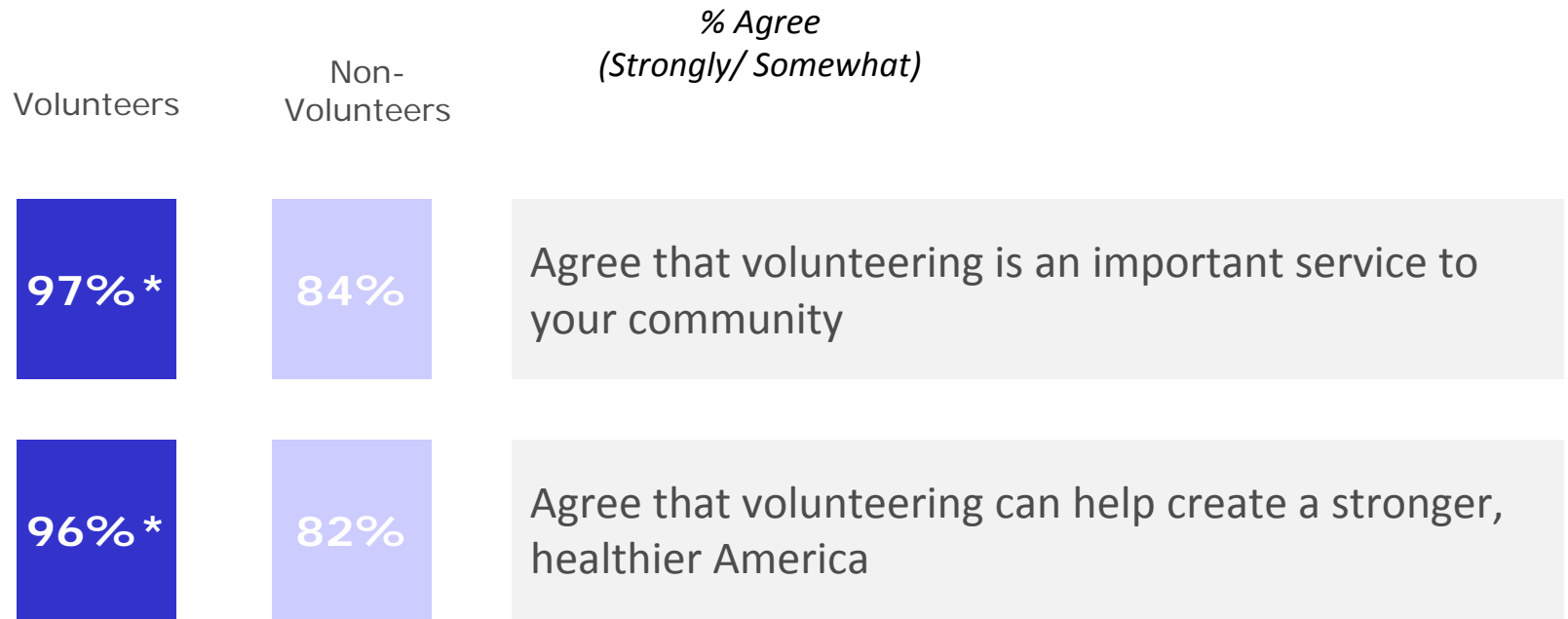


Base: Total Volunteers

Q37. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.



In fact, volunteers are significantly more likely to believe in volunteering ability to help strengthen their community on a local and national level

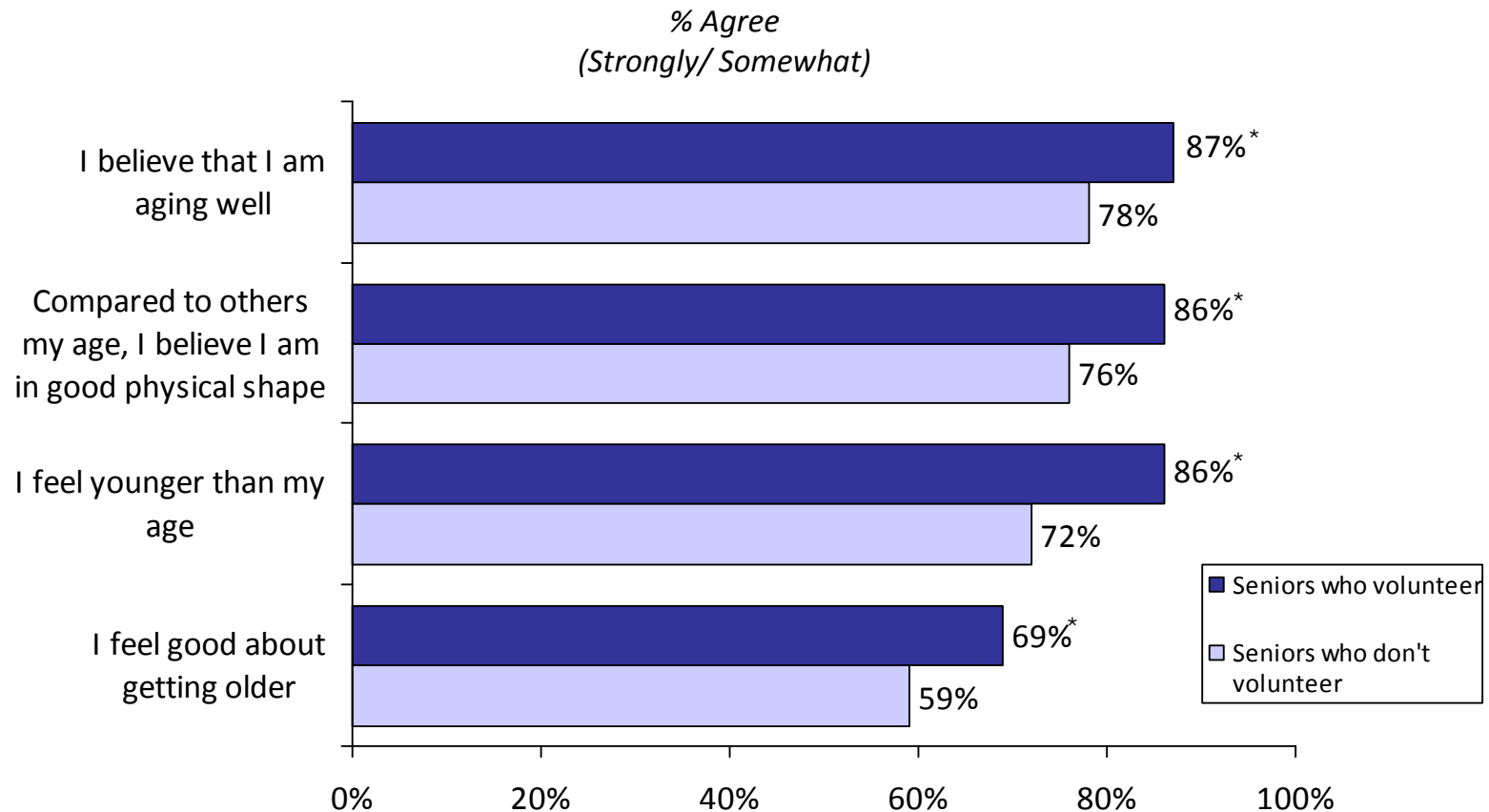


* Indicates significant difference to corresponding audience

Q35. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

Impact of Volunteering on Seniors (ages 65+)

Seniors who participate in volunteer activities maintain more positive feelings about getting older



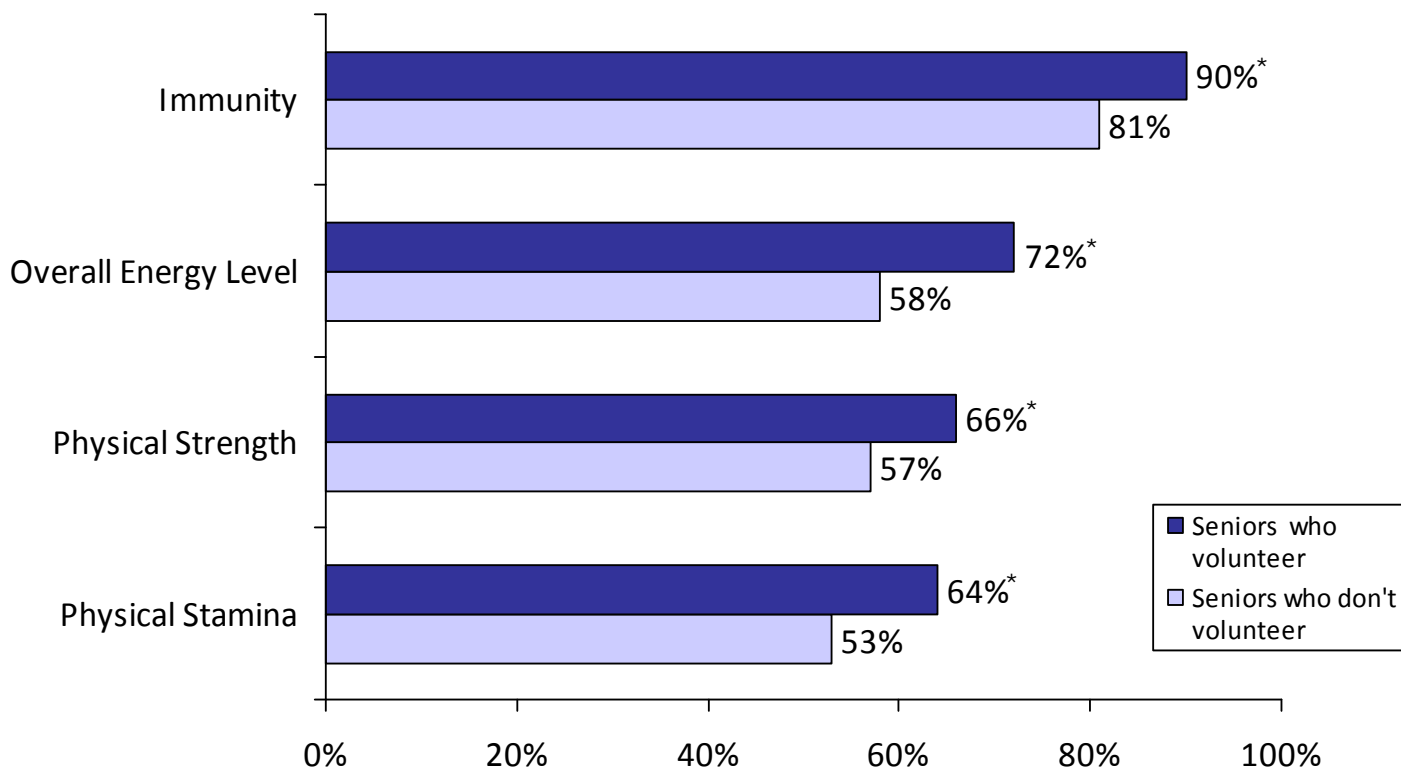
* Indicates significant difference to corresponding audience

Q17. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

Moreover, seniors who volunteer tend to grade their physical abilities and thresholds much higher compared to seniors who don't

Rating of Various Aspects of Physical Health

*Top 2 Box
(Very good/ Good)*



* Indicates significant difference to corresponding audience

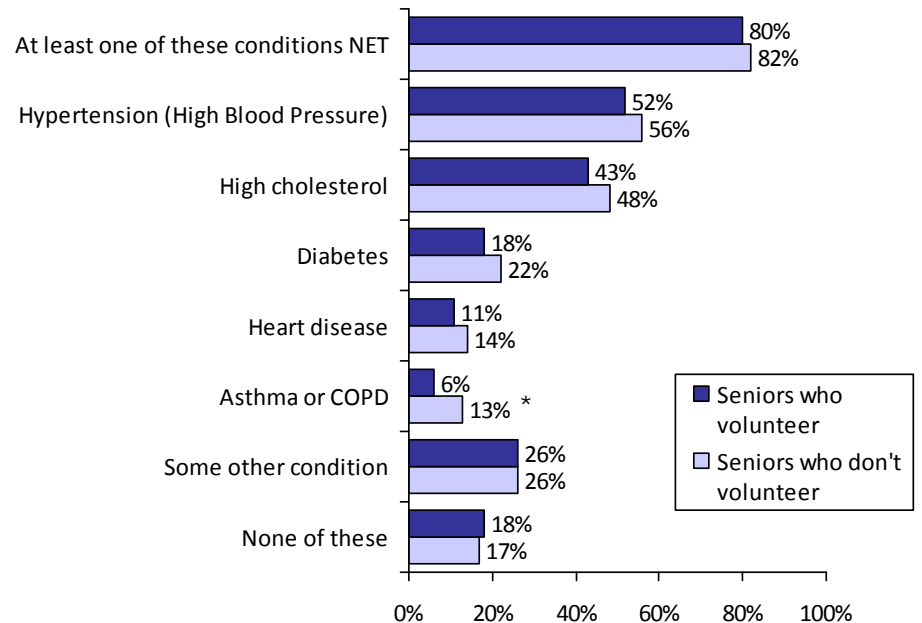
Q15. Please rate yourself on each of the following. Do you feel that (for your gender and age) you have very good, good, fair or poor...?

Seniors who volunteer are more inclined to feel control over their health, and less apt to suffer from a chronic condition especially asthma

❑ Seniors who don't volunteer are more than twice as likely than those who do volunteer to currently suffer from Asthma or COPD.

83% of seniors who volunteer report that they have very good/good control over their health (including any chronic conditions that they are diagnosed with), compared to 75% of seniors who don't volunteer

Suffers From Any Chronic Conditions

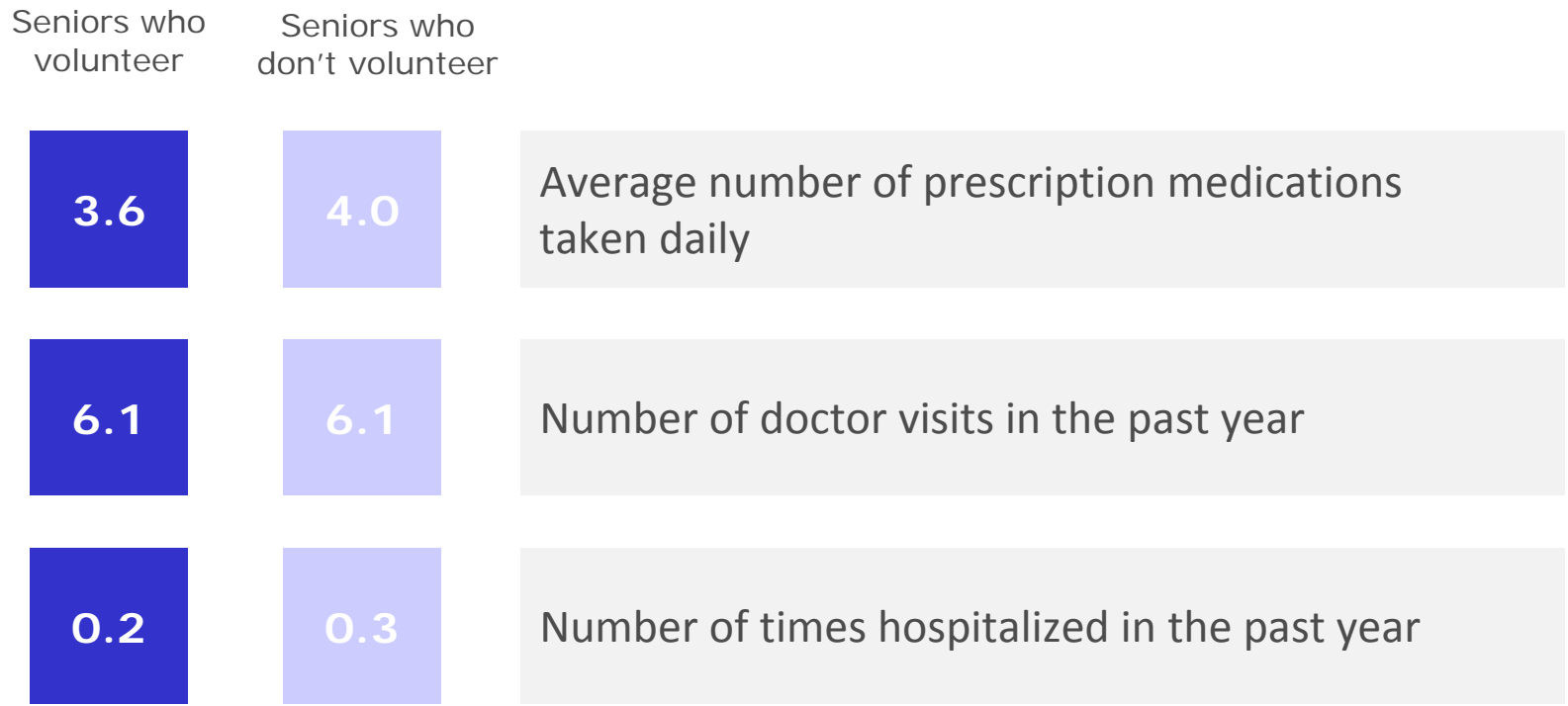


“Don't know” and “Prefer not to answer” responses not shown

* Indicates significant difference to corresponding audience

Q11. Have you been diagnosed by a physician as currently suffering from any of the following chronic conditions?/ Q23h. Do you feel you have very good, good, fair or poor control over your health (including any chronic conditions that you have been diagnosed with)?

No significant differences exist between volunteering and its impact on seniors' prescription medication usage, and number of doctor visits and hospitalizations



Q12. In a typical day, how many prescription medications do you take?/ Q13. In the past year, how many times have you been to the doctor (e.g., general practitioner, specialist, etc.)?/ Q14. In the past year, how many times have you been hospitalized?

Still, seniors who participate in volunteer activities are significantly more likely to express contentment with their emotional well-being

Seniors who volunteer

Seniors who don't volunteer

92%*

84%

Rating of emotional well-being (very good/good)

96%*

87%

Satisfaction with current state of emotional well-being (very/somewhat satisfied)

83%*

76%

Ability to recover from loss and disappointment (very good/good)

* Indicates significant difference to corresponding audience

Q18. How do you rate your emotional well-being?/ Q19. How satisfied are you with your current state of emotional well-being?/ Q20. How are you at recovering from experiences of loss and disappointment?

Seniors who volunteer are significantly less likely to experience negative sentiments like anxiety, helplessness, and hopelessness

Frequency Experiencing Various Emotional States	Audience	
	Seniors who volunteer	Seniors who don't volunteer
<i>(% A Few Times A Month or More Often)</i>		
Trouble sleeping	47%	49%
Anxiety	30%	37%*
Loneliness	17%	20%
Helplessness	11%	16%*
Hopelessness	8%	13%*

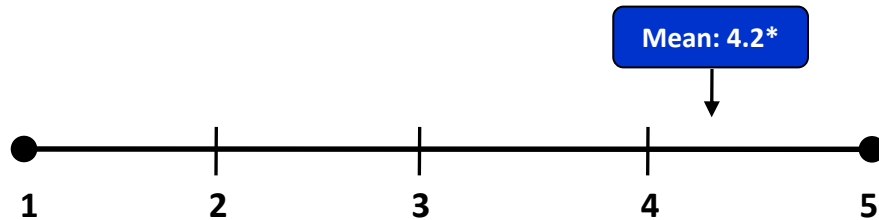
* Indicates significant difference to corresponding audience

Q16. Do you experience the following? Please indicate whether you experience these daily, a few times a week, a few times a month, a few times a year, or almost never. Q21. How often do you experience any of the following feelings or emotional states? Do you experience them daily, a few times a week, a few times a month, a few times a year, or almost never?

Seniors who participate in volunteering activities are significantly more likely to have an optimistic outlook on life

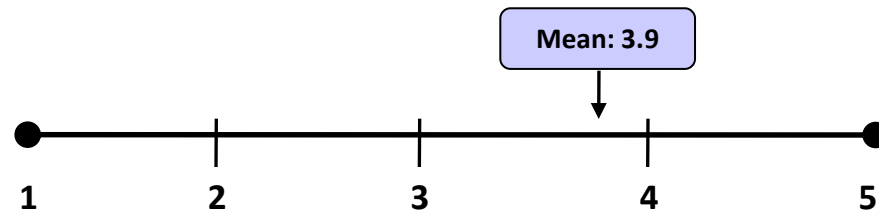
General Outlook on Life

Seniors who volunteer



Optimistic NET (4-5):
85%*

Seniors who don't volunteer



Optimistic NET (4-5):
65%

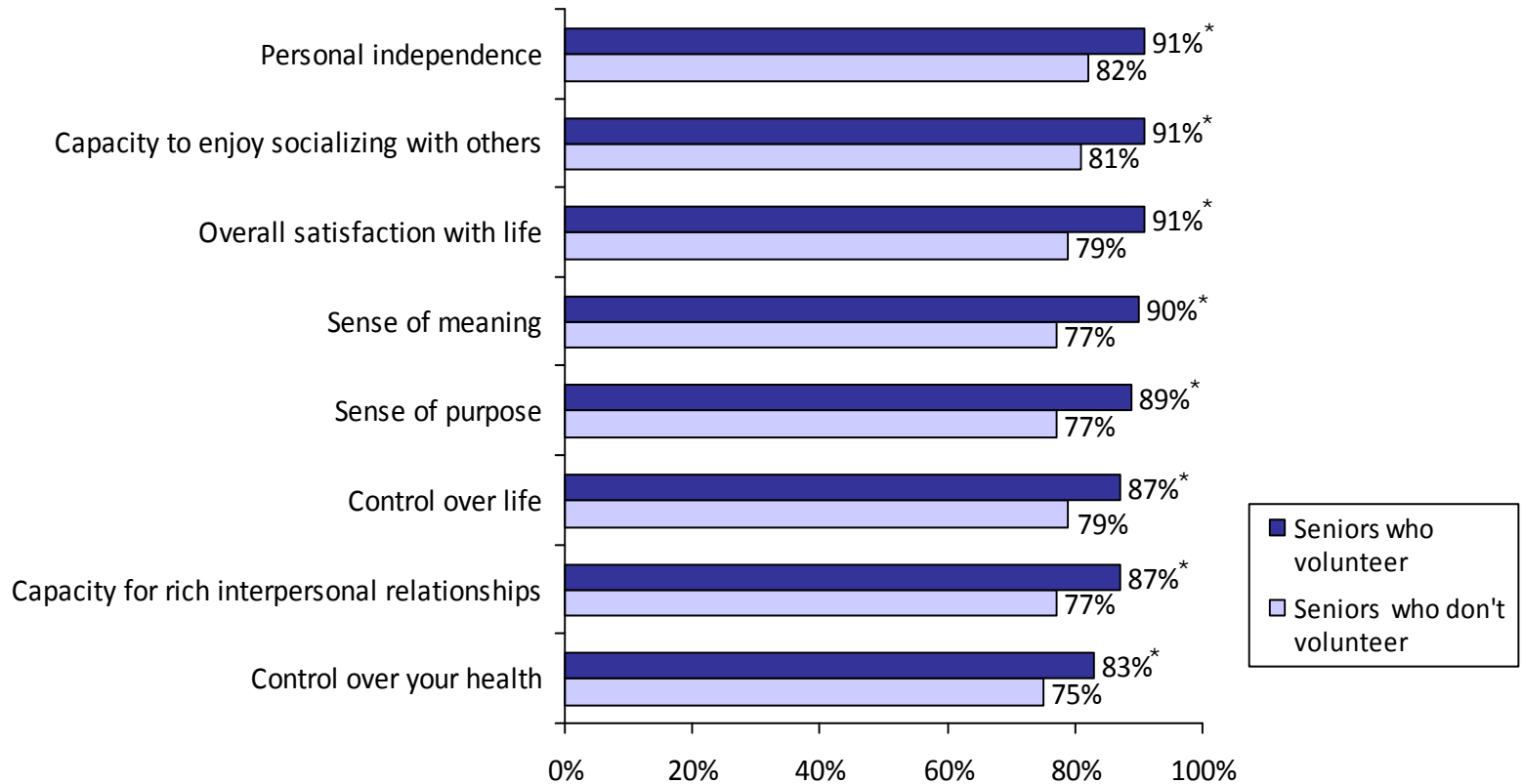
* Indicates significant difference to corresponding audience

Q22. How would you describe your general outlook on life? Please use a scale of 1 to 5, where 1 is "pessimistic" and 5 is "optimistic."

Seniors who volunteer are significantly more likely to exhibit a sense of life fulfillment and satisfaction than seniors who don't participate in volunteer activities

Rating of Various Aspects of Life

Top 2 Box
(Very good/ Good)



* Indicates significant difference to corresponding audience

Q23. Please rate yourself on each of the following. Do you feel you have very good, good, fair or poor...?

About the Survey

About the Survey

- **About This Study:** Respondents for the survey were selected among those who have chosen to participate in TNS online surveys and polls. A total of 4,582 surveys were completed between February 25 and March 8, 2010. The data have been weighted to reflect the demographic and regional composition of the U.S. adult online population.
- All sample surveys and polls are subject to multiple sources of error, including, but not limited to, sampling error, coverage error, and measurement error. Every effort is made to reduce the level and effects of such errors on the data. This survey sample is not a probability-based sample and by definition excludes those people in the population who do not access the Internet.
- The approximate margin of error estimate for the full survey sample is plus or minus 1.4%. This calculation assumes that the survey sample mimics a probability-based sample of the U.S. population in terms of sample composition and survey outcomes.

About TNS

- The study was conducted by TNS (Taylor Nelson Sofres) from Feb. 25 to March 8, 2010. TNS is the world's largest custom research agency. TNS provides comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 75 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit www.tns-global.com for more information.

About UnitedHealthcare

- UnitedHealth Group is a diversified health and well-being company dedicated to making health care work better. Headquartered in Minneapolis, Minn., UnitedHealth Group offers a broad spectrum of products and services through six operating businesses: UnitedHealthcare, Ovation, AmeriChoice, OptumHealth, Ingenix, and Prescription Solutions. Through its family of businesses, UnitedHealth Group serves more than 70 million individuals nationwide.

About VolunteerMatch

- VolunteerMatch is a national nonprofit dedicated to strengthening communities by helping good people and good causes to connect. Its award-winning online service, www.VolunteerMatch.org, makes it easy to find a way to make a difference by location, expertise, or availability, and is the #1 ranking for “volunteer” on Google, Yahoo! and Bing. In addition to its public Web site, VolunteerMatch provides many of the nation's most recognized businesses, campuses and organizations with Web-based solutions to facilitate and track their volunteer engagement. The VolunteerMatch network regularly welcomes more than 190,000 visitors each week and has become the preferred volunteer recruiting service for tens of thousands of participating nonprofits.