

Generation GENerosity

Optus RockCorps research reveals **GENEROUS GEN YS** give more than **192 MILLION HOURS** of their time to charity each year, **WORTH A WHOPPING \$3.1 BILLION**

SELFLESS IS THE NEW SELFISH

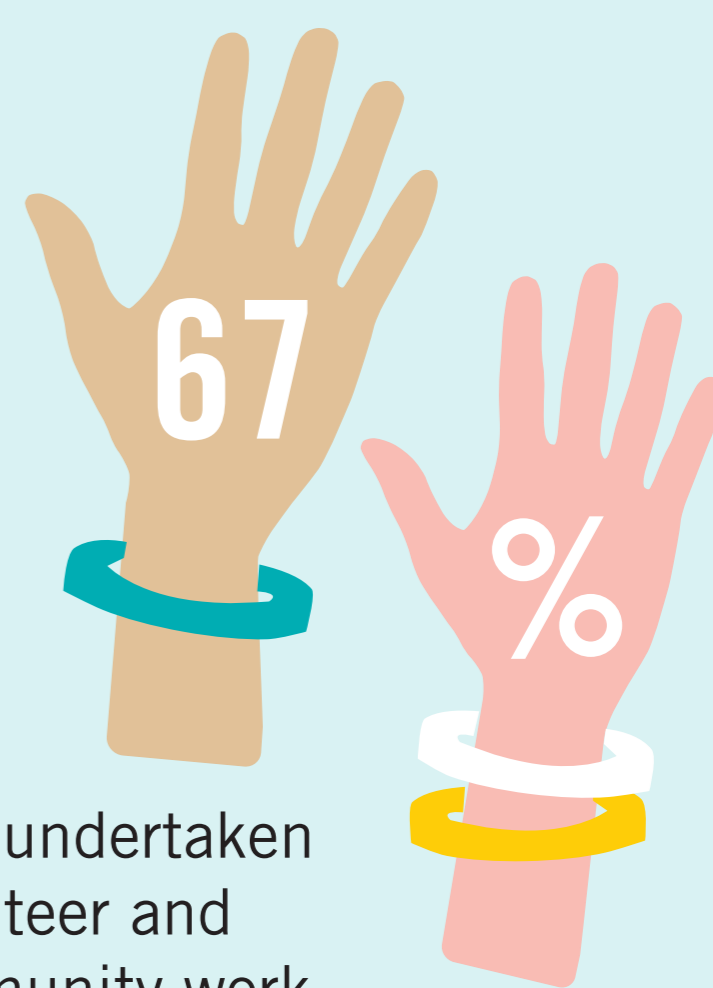
GEN Y IS THE NATION'S MOST CHARITABLE GENERATION



35% of those who volunteer do so at least **once a month**



1 in 5 Gen Ys plan to spend more time volunteering this year



have undertaken volunteer and community work

SHATTERING THE MISCONCEPTIONS

GEN YS ARE NOTORIOUSLY GIVEN A BAD RAP AND UNFAIRLY LABELLED



Self-centred
63%

VS

Charitable
96%



of Gen Xs and Baby Boomers view Gen Ys as **'self-centred'**

However they may need to take a closer look, as **96%** of Gen Ys consider it important to **actively contribute to society**

THE 'FEEL GOOD FACTOR'

THERE'S NO 'I' IN 'GEN Y'

- Most (**53%**) Gen Ys volunteer because it makes them feel good
- **52%** believe giving back to the community is important



DIGGING DEEP

GEN YS ARE ALSO GENEROUS WITH THEIR PERSONAL FINANCES

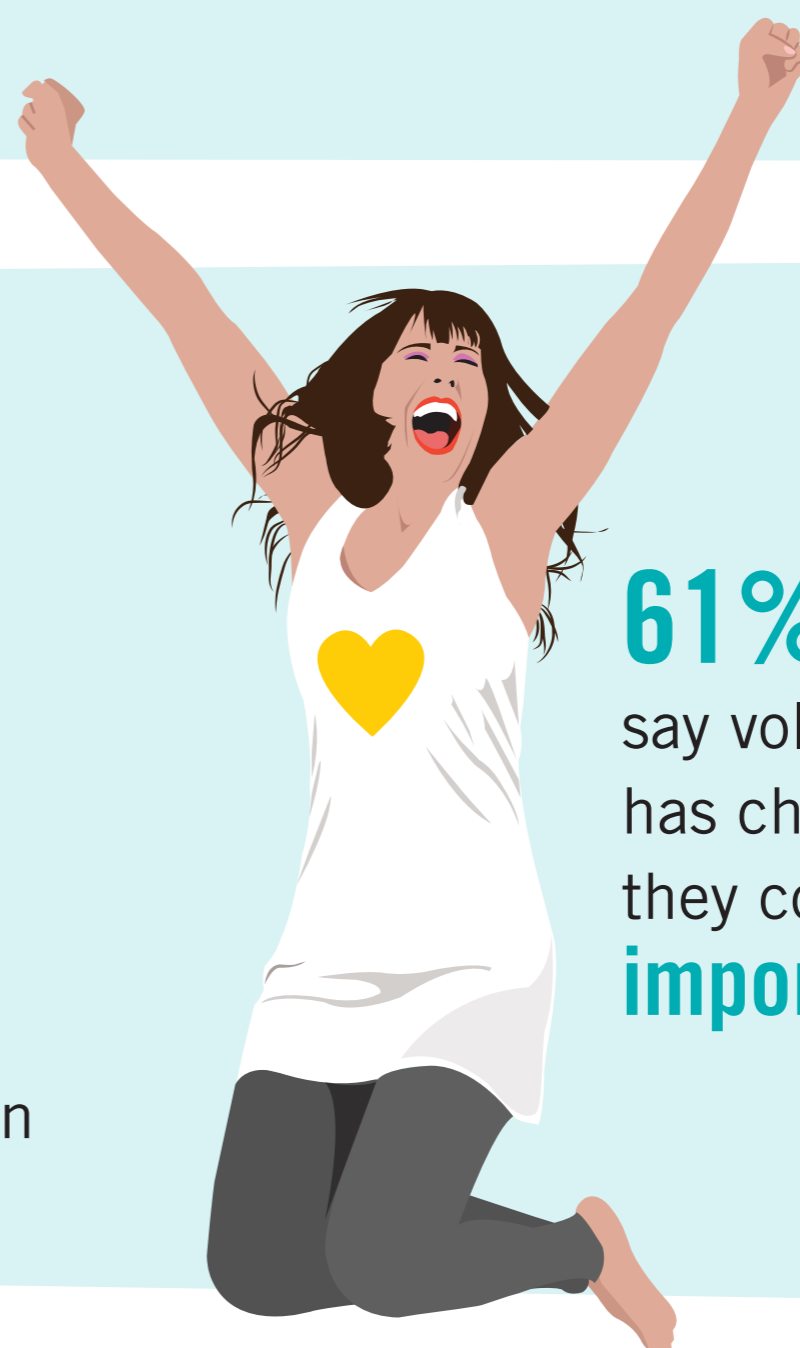
20% dig deep on a regular basis

THE BIGGER PICTURE

GEN YS BELIEVE THERE'S MORE TO LIFE THAN CLIMBING THE CORPORATE LADDER



53% say having their **personal and social values** reflected in their career is more important than earning a lot of money or a promotion



61% say volunteering has changed what they consider **important in life**

Optus RockCorps Collective gifts all volunteers who give 4 hours of their time to charity with a \$70 Ticketmaster voucher. Find out more and sign up at www.optusrockcorps.com.au/collective/opportunities

Notes to editors:

Galaxy Research survey of 1004 Gen Ys (18-34 years olds) and 504 respondents aged 35-67 distributed throughout Australia in July 2013. 192 million volunteering hours figure derived by multiplying the frequency of volunteering by the hours worked by Gen Y. Results weighted according to Australian Bureau of Statistics population estimates. \$3.1BN worth of time calculated by weighting these figures in accordance with the minimum wage.

67% of Gen Ys have undertaken volunteer and community work compared with 62% of Gen Xs and 64% of Baby Boomers