

GOAT: search study

The kindest countries in the world: The world's top 50 GDP countries, ranked.

Below is the full table of results, ranking each of the world's top 50 GDP countries, in terms of 'Kindness Intent' score.

How is the kindness intent score calculated?

We worked out a scale for the countries based on (number of searches for helping people / number of internet users). We then worked out a scale for (% internet usage x GDP per capita). The first scale was then divided by the latter.

N.B. 'n/a' in the table below represent countries where no search data was available.

Position	Country	Helping people (or translation)	'Kindness Intent' score
1	Philippines	helping people	29.40
2	Pakistan	helping people	23.68
3	Indonesia	menolong orang	4.76
4	India	helping people	4.31
5	Bangladesh	helping people	3.91
6	South Africa	helping people	3.22
7	Australia	helping people	3.03
8	Thailand	helping people	2.61
9	Belgium	aider les gens	2.36
10	Malaysia	helping people	2.23
11	Vietnam	helping people	2.22
12	Canada	helping people	1.96
13	Sweden	helping people	1.90
14	United Kingdom	helping people	1.78
15	Brazil	ajudar pessoas	1.76
16	Austria	Menschen helfen	1.69
17	Ireland	helping people	1.52
18	United States	helping people	1.43

19	Singapore	helping people	1.36
20	Germany	Menschen helfen	1.34
21	Portugal	ajudar pessoas	1.02
22	Turkey	helping people	0.99
23	United Arab Emirates	helping people	0.93
24	Switzerland	Menschen helfen	0.92
25	Israel	לעזור לאנשים	0.79
26	Italy	aiutare le persone	0.76
27	Russia	помогать людям	0.74
28	Saudi Arabia	helping people	0.72
29	Nigeria	helping people	0.68
30	Colombia	ayudando gente	0.63
31	Netherlands	helping people	0.62
32	Chile	ayudando gente	0.60
33	Finland	helping people	0.59
34	France	aider les gens	0.58
35	Poland	pomaganie ludziom	0.58
36	Denmark	helping people	0.49
37	Qatar	helping people	0.46
38	Norway	helping people	0.35
39	Argentina	ayudando gente	0.32
40	Mexico	ayudando gente	0.20
41	Spain	ayudando gente	0.10
42	Kazakhstan		n/a
43	China		n/a
44	Hong Kong		n/a
45	Japan	人々を助けます	n/a
46	South Korea		n/a
47	Taiwan		n/a
48	Czech Republic		n/a
49	Iran		n/a
50	Greece		n/a

When referencing data - please cite GOAT www.workwithgoat.com