

WORLD GIVING INDEX 2014

A global view of giving trends

November 2014



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Foreword

How can we make the world a more generous place; how can we encourage more people to give their time or money to help others, be it by supporting organisations to do good, or by a random act of kindness for a stranger?

When CAF first conceived the idea for the World Giving Index five years ago, we wanted to encourage people across the world to start asking these questions, and start thinking about creating the conditions that would make the world more charitable.

This year's index shows welcome increases in the numbers of people giving their money, volunteering their time and helping strangers. It shows the power of those three measures to look at generosity, with the United States, the world's philanthropic powerhouse, leading the index alongside Myanmar, a developing country that has endured many decades of isolation.

The index shows high levels of generosity in countries facing turmoil – reflecting a pattern of giving in post-conflict nations as people help others through the most difficult of times. And it shows people's innate desire to help others, even in nations which do not have anything like the standard of living enjoyed in the West.

But despite that, the proportion of people saying they have donated money in developed and developing countries has fallen slightly. There is also little correlation between a country's economic position and its place on the World Giving Index, showing once again that we must not take it for granted that economic prosperity will automatically equal a rise in generosity.

We have taken the World Giving Index as our starting point to explore what could happen if the world's rapidly-expanding middle classes come to give some of their newly-acquired disposable income to charitable causes like many countries in the developed world. If for example they give in line with the United Kingdom, the potential resources for good would be enormous.

As the world slowly pulls out of the economic crisis which has engulfed the global financial system and affected all of us over the past five years, we need to focus on how to build the emerging middle classes' confidence in an independent, trusted, robust and effective civil society that can harness people's enthusiasm to give and effect real change to transform the world for the better.



Dr John Low
Chief Executive
Charities Aid Foundation

About this report

Background

The aim of the World Giving Index is to provide insight into the scope and nature of giving around the world. In order to ensure that giving is understood in its various forms, the report looks at three aspects of giving behaviour. The questions that lie at the heart of the report are:

Have you done any of the following in the past month?



Donated money to a charity?



Volunteered your time to an organisation?



Helped a stranger, or someone you didn't know who needed help?

Fieldwork is conducted by the market research firm, Gallup,¹ as part of its World Poll initiative² that operates in more than 160 countries.

World Giving Index 2014

This fifth edition of the World Giving Index presents giving data from across the globe over a five year period (2009-2013). The World Giving Index 2014 includes data from 135 countries across the globe that was collected throughout the calendar year of 2013. A full explanation of the methodology used is included in the appendices.

World Giving Index ranking and scores

The method used to calculate World Giving Index scores remains identical to previous years. In order to establish a rounded measure of giving behaviour across the world, the World Giving Index relies on a simple averaging of the responses from the three key questions asked in each country. Each country is given a percentage score and countries are ranked on the basis of these scores.

About us

Charities Aid Foundation (CAF) is a leading international charity registered in the United Kingdom, with nine offices covering six continents. Our mission is to motivate society to give ever more effectively and help transform lives and communities around the world. We do this by working globally to increase the flow of funds to the charity and non-profit sectors through the provision of philanthropy advice and services.

¹ Gallup website: www.gallup.com/home.aspx

² Gallup World Poll website: www.gallup.com/strategicconsulting/worldpoll.aspx

Key findings and conclusions

The United States strengthens its reputation for charitable giving yet further

This year, the United States is the only country to be ranked in the Top 10 for all three of the charitable giving behaviours covered by the World Giving Index: helping a stranger (1st), volunteering time (joint 5th) and donating money (9th). This performance is reflected in a further rise in the country's overall World Giving Index, from a score of 61% last year to 64% this year.

First place in the World Giving Index is shared by Myanmar and the United States

Whilst America's strong performance across all forms of giving contributes to its top ranking, Myanmar's position is driven primarily by an incredibly high proportion of people donating money (91%). This reflects the strong Theravada Buddhist community within Myanmar, with its estimated 500,000 monks³ (the highest proportion of monks to population of any Buddhist country)⁴ receiving support from lay devotees. Indeed, the practice of charitable giving or *dana* is integral to religious observance amongst Theravada Buddhists, with it being one of the key paths to earning good merit. The position of Myanmar reminds us how important each country's distinctive culture is in the predilection of its people to be charitable.

Giving is about more than just existing wealth

Only five of the countries in this year's World Giving Index Top 20 are members of the G20,⁵ a group representing the world's largest economies. Indeed, eleven G20 countries are ranked outside of the Top 50, and three of these are even outside the Top 100. Of the fifteen countries showing the largest increase between their 2013 giving score and their five-year average score, only one is classified as a high income country by the World Bank,⁶ clearly demonstrating the greater potential for growth in nascent markets.

Disruptive events can impact giving behaviours significantly

Malaysia has experienced a significant improvement across all three ways of giving, resulting in a 26 percentage point increase in its World Giving Index and a move from seventy-first place to seventh. This behavioural change is likely to reflect the humanitarian effort undertaken following Typhoon Haiyan in the neighbouring Philippine archipelago, and is in line with giving uplifts recorded following other natural disasters in China and Japan. It is encouraging that, regardless of geography or culture, people universally appear to respond to those in need.

3 <http://www.nbcnews.com/id/21020964/>

4 Cone and Gombich (1977) *'Perfect Generosity of Prince Vessantara'* London: Oxford University Press

5 Members of the G20 are: Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, the Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Turkey, the United Kingdom, the United States of America plus the European Union

6 World Bank (2014) 'List of Economies'. Available: siteresources.worldbank.org/DATASTATISTICS/Resources/CLASS.XLS

As last year, the most substantial growth is in the number of people helping strangers

The number of people who helped others grew again by over 200 million in 2013, following a similar increase in 2012. This now equates to approximately 2.3 billion people worldwide having helped a stranger in the last month. Amongst the fifteen countries with the largest positive gap between their 2013 giving score and their five-year average score (many of them 'developing' economies), helping a stranger is the behaviour showing the greatest improvement, with an overall average increase of 12 percentage points. This emphasises the importance of personal interactions in philanthropy, especially in the developing world.

Youth unemployment worldwide may be impacting on an ability to donate money

Whilst the incidence of helping a stranger and volunteering time continue to grow, giving money has fallen marginally this year. The overall decline in giving money reflects a drop in the proportion of younger people participating in this behaviour, particularly those aged 15-29. In recent years, global youth unemployment has been high and continues to increase. It may be this and a corresponding reduction in disposable income that is contributing to a reduced participation in giving money amongst the young.

Women are established as being more likely to give money than men, but only in high income countries

Since 2009, women have become more likely than men to donate money to charity at a global level – this is despite the gap in economic participation that still exists between men and women worldwide. Reflecting this global disparity, women are only more likely to give money in high income countries; in middle and low income countries men are more likely to donate.⁷

⁷ Countries have been classified into income groups according to the World Bank (2014) 'List of Economies'. Available: siteresources.worldbank.org/DATASTATISTICS/Resources/CLASS.XLS

Recommendations

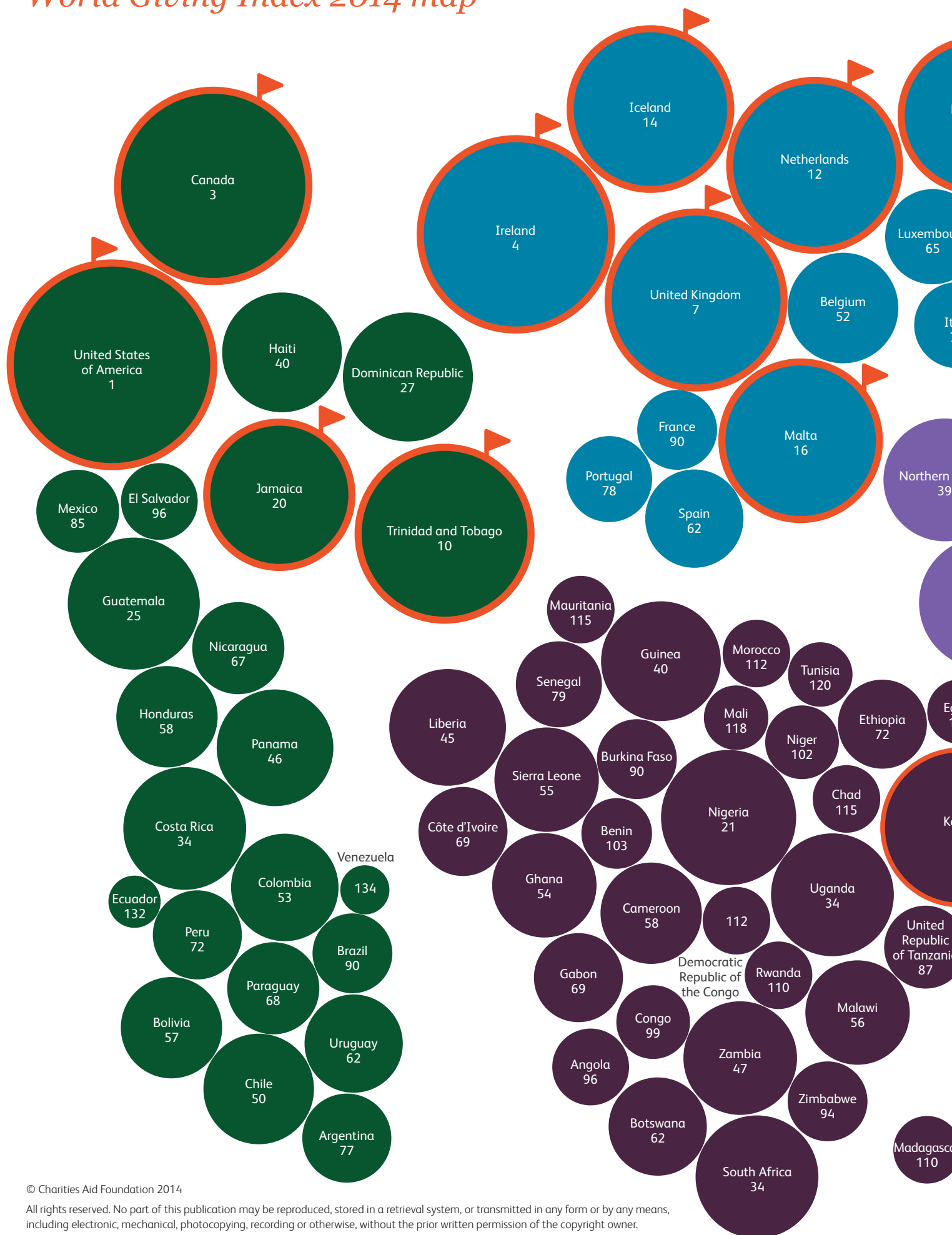
Governments around the world should:

- make sure not-for-profit organisations are regulated in a **fair, consistent and open way**
- **make it easy for people to give** and offer incentives for giving where possible
- **promote civil society** as an independent voice in public life and **respect the right** of not-for-profit organisations to campaign
- **ensure not-for-profit organisations are transparent** and inform the public about their work
- **encourage charitable giving** as nations develop their economies, taking advantage of the world's growing middle classes.

Through our Future World Giving programme, we have developed a framework of more detailed recommendations that, if followed by governments, should future proof the growth of generosity and provide an enabling environment for improved civil society.

Further information on CAF's Future World Giving programme can be found at:
<http://futureworldgiving.org>

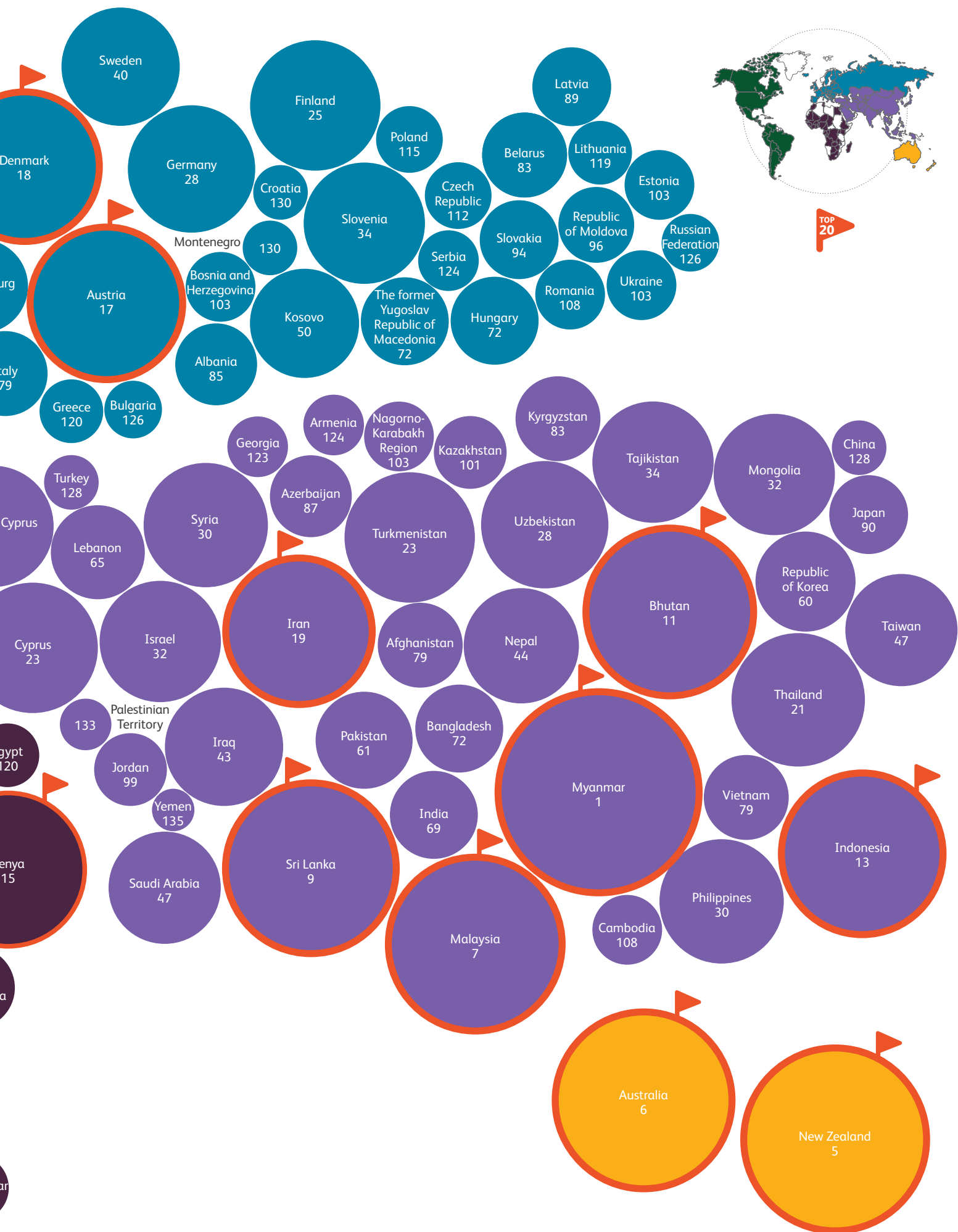
World Giving Index 2014 map



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Only includes countries surveyed in 2013. The size of each circle is proportional to the country's World Giving Index score.



1 Global view

1.1 The World Giving Index Top 20

The United States shares first place ranking in this year's World Giving Index with Myanmar (Table 1). The score of 64% achieved is the highest on record.

The United States is the only country to rank in the Top 10 for all three kinds of giving covered by the World Giving Index: helping a stranger (1st), volunteering time (joint 5th) and donating money (9th). Myanmar has improved on its joint second place reported in 2013, with an increase from 58% to 64% in the World Giving Index. As highlighted previously, Myanmar's lead ranking is mainly due to an extraordinarily high incidence of donating money, which has seen a further uplift this year to stand at 91% from 85% reported in last year's report.

Nine out of ten people within Myanmar follow the Theravada school of Buddhism,⁸ under which the lives of the *Sangha* (ordained monks and nuns) are supported by *dana* (charitable giving) by lay followers of the religion. This clearly translates into a strong culture of charity, with Myanmar ranked first for donating money and 13 percentage points ahead of the second placed country. Sri Lanka, another country with a strong Theravada Buddhist community,⁹ also ranked within the Top 10 of the World Giving Index (placed 9th).

The countries which comprise the Top 10 remain largely the same as those reported in 2013. Of most significance is the entrance of Malaysia in seventh place, from a 2013 reported ranking of seventy-one, reflecting a 26 percentage point increase in its World Giving Index score. This change is a broad based one, reflected in large increases across all three giving methods, and across all age groups and genders, suggesting a wholesale behavioural change within Malaysia.

In previous reports we have commented on changes in World Giving Index scores being related to particular events or circumstances. In this instance, Malaysia was surveyed in the period following Typhoon Haiyan which impacted the Philippine archipelago on 8 November 2013. Thus, the increases seen are likely to reflect the desire of the Malaysian people to help neighbours in need, whether that is through helping a stranger, donating money or volunteering.¹⁰

Another new entrant to the Top 10 is Trinidad and Tobago, ranked 10th with a World Giving Index score of 54%, a nine percentage point uplift since the last time it was surveyed in 2011. Increases have been experienced in all three types of giving, most notably helping a stranger, with a thirteen percentage point increase since the previous measure.

A number of other countries also joined (or rejoined) the Top 20 this year – Bhutan, Kenya, Denmark, Iran and Jamaica. Rankings resulted from a mix of improved performance (particularly Kenya which moved up eighteen places), countries new to the survey entering the index, and other countries not being surveyed this year.¹¹

8 CIA Factbook: <https://www.cia.gov/library/publications/the-world-factbook/geos/bm.html>

9 Approximately 69% of Sri Lankans follow Theravada Buddhism (<https://www.cia.gov/library/publications/the-world-factbook/geos/ce.html>)

10 Further discussion about the impact of events can be found in section 5

11 Countries in the Top 20 for the 2013 report that were not surveyed for the 2014 report are: Hong Kong, Norway, Qatar, State of Libya, Switzerland

Table 1 Top 20 countries in the World Giving Index, with score and participation in giving behaviours

	 World Giving Index ranking	 World Giving Index score (%)	 Helping a stranger score (%)	 Donating money score (%)	 Volunteering time score (%)
Myanmar	1	64	49	91	51
United States of America	1	64	79	68	44
Canada	3	60	66	71	44
Ireland	4	60	64	74	41
New Zealand	5	58	69	62	44
Australia	6	56	65	66	37
Malaysia	7	55	63	60	41
United Kingdom	7	55	61	74	29
Sri Lanka	9	54	56	56	50
Trinidad and Tobago	10	54	75	49	37
Bhutan	11	53	54	63	43
Netherlands	12	53	54	70	34
Indonesia	13	51	48	66	40
Iceland	14	50	52	70	29
Kenya	15	49	67	43	37
Malta	16	49	43	78	25
Austria	17	48	57	57	29
Denmark	18	47	55	62	23
Iran	19	46	62	52	24
Jamaica	20	45	73	26	35

Only includes countries surveyed in 2013.

Data relate to participation in giving behaviours during one month prior to interview.

World Giving Index scores are shown to the nearest whole number but the rankings are determined using two decimal points.

Analysis covering the five-year period 2009 to 2013¹² (Table 2) shows that eight countries are included in the five-year Top 20 that do not appear in this year's list: Cyprus, Finland, Germany, Hong Kong, Liberia, Qatar, Thailand and Turkmenistan. These countries were either not surveyed during 2013, were displaced by new entrants or were found not to have levels of engagement as high as in previous years.

Only six of the countries appearing in this Top 20 list are members of the Group of Twenty (G20), this group is made up of 19 of the world's largest economies plus a representative from the European Union.¹³

¹² Relates to the year that surveying took place – equates to 2010-2014 World Giving Index reports

¹³ Members of the G20 are; Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, the Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Turkey, the United Kingdom, the United States of America plus the European Union

Table 2 Top 20 countries in the 5 year World Giving Index, with score and participation in giving behaviours

	 World Giving Index 5 year ranking	 World Giving Index 5 year score (%)	 Helping a stranger 5 year average (%)	 Donating money 5 year average (%)	 Volunteering time 5 year average (%)	 World Giving Index 1 year score (%)	 Difference between 1 and 5 year score (%)
United States of America	1	59	73	62	43	64	4
Ireland	2	58	64	74	37	60	1
New Zealand	3	58	68	65	40	58	1
Australia	4	57	66	70	36	56	-1
Canada	5	57	66	66	39	60	3
United Kingdom	6	55	61	75	28	55	0
Netherlands	7	54	53	72	36	53	-1
Sri Lanka	8	51	54	51	47	54	3
Qatar	9	47	67	58	17	n/a	n/a
Hong Kong	10	47	57	68	15	n/a	n/a
Malta	11	46	44	70	24	49	3
Denmark	12	46	52	63	22	47	1
Thailand	13	45	43	77	16	44	-1
Turkmenistan	14	45	57	21	57	43	-2
Liberia	15	44	78	10	45	38	-6
Indonesia	16	44	38	63	30	51	7
Austria	17	44	51	54	26	48	4
Finland	18	43	55	45	29	43	0
Germany	19	42	55	46	26	42	-1
Cyprus	20	42	53	47	25	43	2

Five-year score and averages: data represents average participation in countries surveyed in three or more different calendar years in period 2009–2013.

One-year score: only includes countries surveyed in 2013.

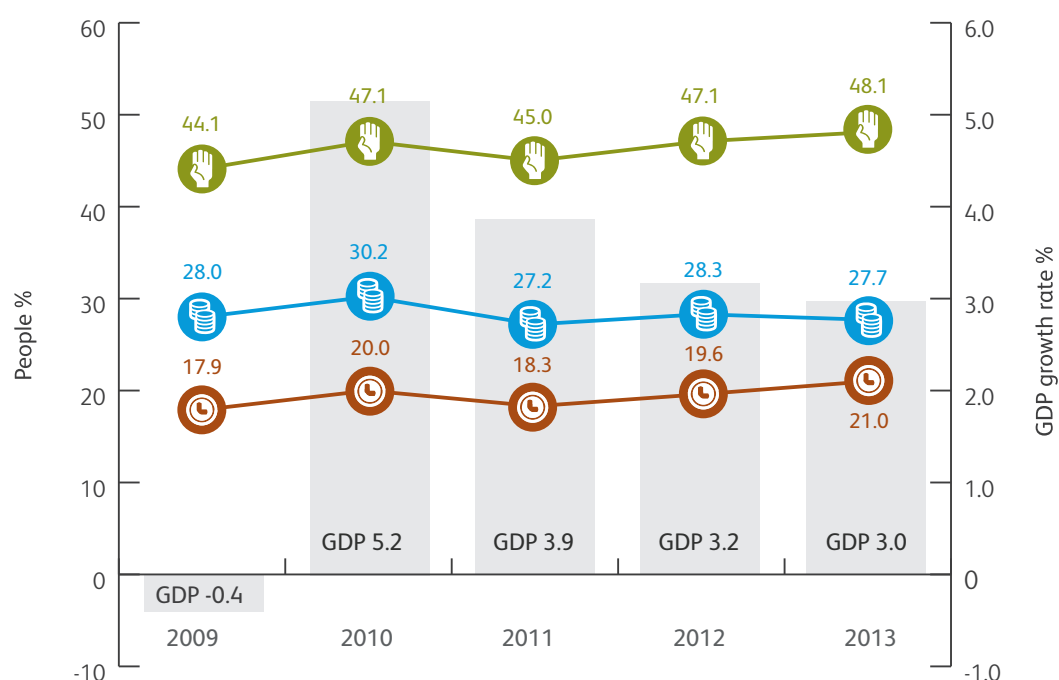
Data relate to participation in giving behaviours during one month prior to interview.

World Giving Index and difference scores are shown to the nearest whole number but the rankings are determined using two decimal points.

1.2 Global trends across behaviours

Globally, the average percentage of people who helped a stranger or volunteered time increased year-on-year, whilst the proportion of people donating money decreased slightly, down 0.6 percentage points (see Figure 1). This is of interest given that the three giving behaviours have previously tended to move up or down in unison.

Figure 1 Global gross domestic product (GDP) growth rate and global participation in donating money, volunteering time and helping a stranger, over 5 years



Data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013.

Data relate to participation in giving behaviours during one month prior to interview.

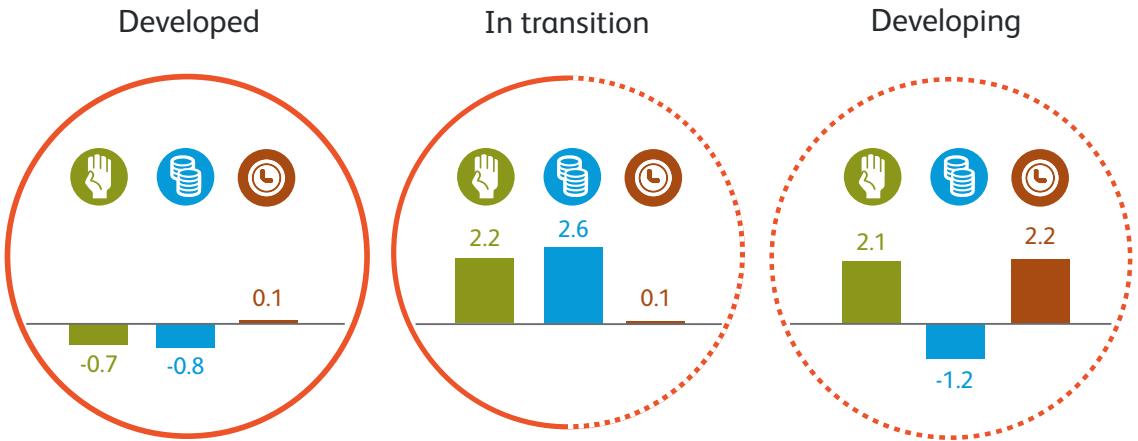
GDP data is sourced from the International Monetary Fund's World Economic Outlook database. Data is given in terms of constant year-on-year prices.

The fall in donating money appears to be more in tune with the slow down reported in GDP growth between 2012 and 2013 (down 0.2 percentage points). As last year, helping a stranger and volunteering time continue to run counter to GDP, with both kinds of giving showing an upward trend since 2011.

While both developed and developing economies¹⁴ have seen a decrease in donating money (by 0.8 and 1.2 percentage points respectively), transitioning economies have seen an increase in this behaviour (see Figure 2).

¹⁴ Based on UN classifications, countries are classified into three broad categories: developed economies, economies in transition and developing economies. These groups reflect basic economic conditions in the country and are mutually exclusive for the purposes of analysis. 'Developing' describes economies that are generally in the process of industrialisation with less infrastructure and lower living standards than a 'developed' economy. 'Transitioning' economies are those that, while they may also be looking to develop, are in the process of transitioning from a Soviet-style planned economy to a market economy. Full list available: http://www.un.org/en/development/desa/policy/wesp/wesp_current/2014wesp_country_classification.pdf

Figure 2 Percentage point changes in scores for each behaviour from 2012 to 2013, by economy status



Data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013.
Data relate to participation in giving behaviours during one month prior to interview.

Clearly, a prosperous economy does not guarantee higher levels of giving money – a fact that is further demonstrated by BRIC countries.¹⁵ Despite their expanding economies, only China has seen an increase in donating money to charity since last year, up from 10% to 13% (although all four countries have seen an increase in volunteering scores this year). Similarly, there is little consistency across another recognised group of emerging economies, MINT,¹⁶ with Indonesia the only one to have seen an increase in the proportion of its people donating money.

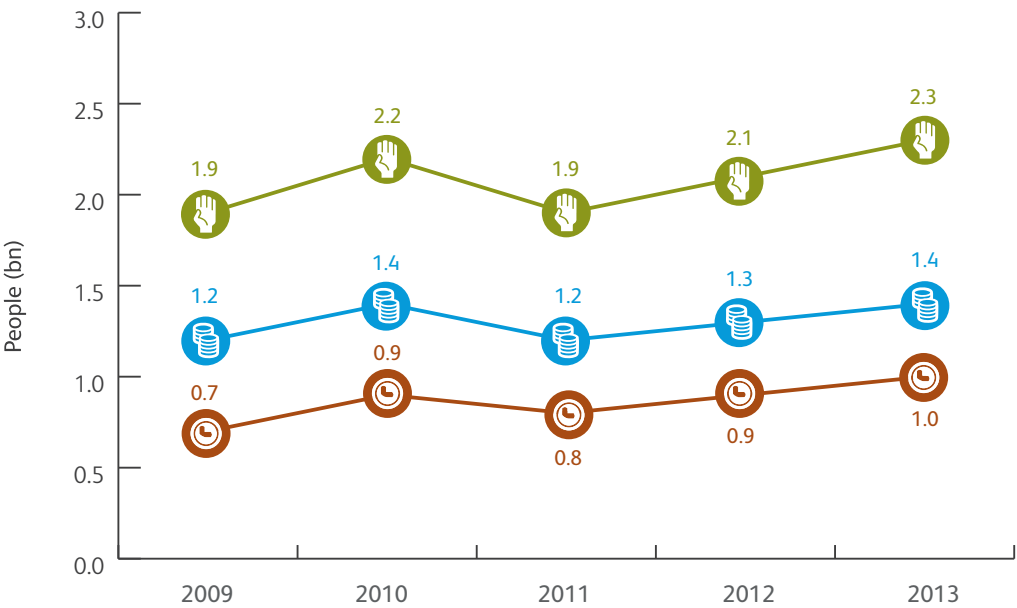
This illustrates how the individual nature of a country is central to driving charitable behaviour, with an uplift in giving often dependent on a country taking some positive action to encourage this behaviour.

Figure 3 shows how the fluctuations in participation percentages (as shown in Figure 1) affect actual population estimates for the numbers demonstrating each behaviour. Despite the slight fall in the percentage of people donating money, population growth means that the absolute number of people giving money rose by around 84 million people worldwide. The number volunteering time increased by over 132 million, whilst the number of people helping a stranger increased by a further 226 million year-on-year.

15 BRIC refers to a grouping of countries – Brazil, Russia, India and China – identified as a new generation of emerging economies

16 MINT refers to Mexico, Indonesia, Nigeria and Turkey – a more recent grouping of promising economies

Figure 3 Global number of people donating money, volunteering time and helping a stranger, over 5 years



Calculated using UN adult population numbers.

Data represents the number of people participating in giving behaviours in countries surveyed in every calendar year, in period 2009-2013.

Data relate to participation in giving behaviours during one month prior to interview.

2 Three giving behaviours



2.1 Helping a stranger

2.1.1 Top 10 countries for helping a stranger, by participation and population

The two tables below show the countries with the highest percentage of people helping strangers and the countries with the highest number doing so.

The United States is the only country to feature in both lists, with Americans more likely than any other nationality to help strangers, with approximately 203 million individuals doing so.

Only three of the countries ranked in the Top 10 for participation (Table 3) were also present last year: United States, New Zealand and Kenya. All Top 10 countries apart from Liberia have matched or exceeded their highest participation rates recorded previously. Liberia was last surveyed in 2011 when 81% helped a stranger and it was ranked top for this behaviour.

Iraq has experienced a significant increase in those helping a stranger, rising from ninetieth position with 42% participation last year, to now be placed joint second. Uplift in this way of giving also contributes to Iraq's rise in the overall World Giving Index, up from 89th to 43rd, with an increase in score of 13 percentage points. It is possible that the escalating violence of the Iraq insurgency during 2012-2013 has driven this change, with an increased need and desire to assist others who have been affected.

China and India, the world's most populous countries, continue to dominate the list of countries with the largest numbers of people helping strangers (see Table 4), despite their below average participation rates (36% and 39% respectively). The countries comprising this group remain as last year, with little movement recorded.

Table 3 Top 10 countries by participation in helping a stranger

		
Helping a stranger country and ranking		People (%)
United States of America	1	79
Iraq	2	75
Trinidad and Tobago		
Jamaica	4	73
Liberia		
Zambia	6	71
New Zealand	7	69
Saudi Arabia		
Uganda	9	68
Kenya	10	67

Only includes countries surveyed in 2013.
Data relate to participation in helping a stranger during one month prior to interview.

Table 4 Top 10 countries by the number of people helping a stranger

		
Helping a stranger country and ranking		People (m)
China	1	409
India	2	346
United States of America	3	203
Indonesia	4	85
Nigeria	5	61
Brazil	6	61
Bangladesh	7	59
Pakistan	8	58
Germany	9	42
Russian Federation	10	41

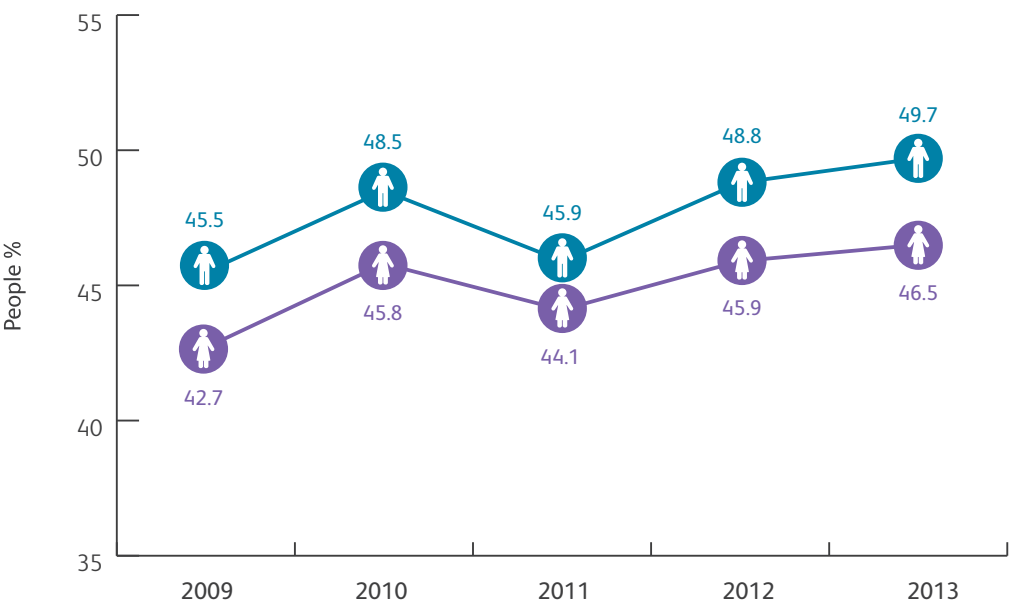
Calculated using UN adult population numbers.
Only includes countries surveyed in 2013.
Data relate to participation in helping a stranger during one month prior to interview.

2.1.2 Helping a stranger and gender

In line with the overall uplift, the likelihood of both men and women to help strangers has once again increased this year (see Figure 4). The participation rates of men at 49.7% and women at 46.5% are the highest levels recorded to date.

Whilst men have always reported higher participation in this behaviour, the gap between the genders appears to be growing once again, with 3.2 percentage points between men and women in 2013, compared to 2.9 percentage points in the 2012 survey year, and 1.9 percentage points in 2011.

Figure 4 Global participation in helping a stranger, by gender, over five years



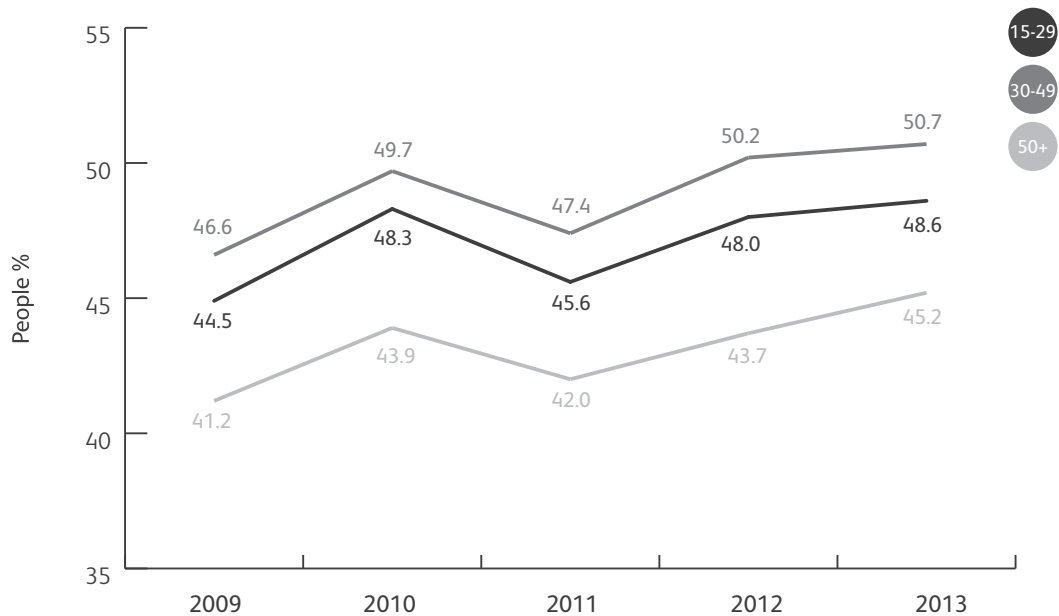
Data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013.
Data relate to participation in helping a stranger during one month prior to interview.

2.1.3 Helping a stranger and age

All age groups have experienced an increase in the proportion of people who helped a stranger in the month prior to interview (see Figure 5). However, the uplifts between the 2012 and 2013 surveys are not as notable as those experienced between 2011 and 2012, particularly amongst the two younger age groups (15-29s and 30-49s up by only 0.6 and 0.5 percentage points respectively). Despite this, these two groups still remain more likely to demonstrate this behaviour, with half of those aged 30-49 having done so.

Those aged 50 and over have experienced a 1.5 percentage point increase in the proportion of people who have helped strangers.

Figure 5 Global participation in helping a stranger, by age, over five years



Data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013. Data relate to participation in helping a stranger during one month prior to interview.



2.2 Donating money to a charity

2.2.1 Top 10 countries for donating money, by participation and population

Table 5 shows the ten highest ranked countries in terms of the percentage of people who donated money to charity in the last month, and Table 6 shows the countries with the largest actual number of people donating money to charity.

Five countries appear across both lists: Indonesia, Myanmar, Thailand, the United Kingdom and the United States. The United States is the only new entrant to the participation Top 10 (Table 5), having previously been ranked thirteenth in the 2012 survey. This improved placement means that the United States now appears in the Top 10 for participation and numbers of people across all three kinds of giving – the only country to do so.

Myanmar continues to top the participation table, with an incredible 91% of people (equating to 36 million individuals) having donated money, thirteen percentage points higher than second placed Malta. Thailand is placed third – as with Myanmar, a high proportion of Theravada Buddhists within Thailand¹⁷ practising *Sangha Dana* is likely to influence this participation rate.

In relation to the number of people donating money (see Table 6), the only new entrant to the Top 10 is Iran with 30.7 million individuals giving money in the month prior to interview. This is driven by a 52% participation rate with Iran ranked 20th in the world for giving money. Iran's performance remains similar to when the country was last surveyed in 2011.

Despite having smaller adult populations than China, both India and the United States have more individuals donating money to charity. The United States has just over a fifth of the total adult population of China (257 million vs. 1,135 million respectively)¹⁸, and yet the much higher proportion of Americans donating money (68% vs. 13% in China) results in a difference of approximately 27 million people.

Table 5 Top 10 countries by participation in donating money



Donating money by country and ranking		People (%)
Myanmar	1	91
Malta	2	78
Thailand	3	77
Ireland	4	74
United Kingdom		
Canada	6	71
Iceland	7	70
Netherlands		
United States of America	9	68
Australia	10	66
Indonesia		

Only includes countries surveyed in 2013.

Data relate to participation in donating money during one month prior to interview.

Table 6 Top 10 countries by the number of people donating money



Donating money by country and ranking		People (m)
India	1	249
United States of America	2	175
China	3	148
Indonesia	4	117
Thailand	5	42
Pakistan	6	39
United Kingdom	7	39
Myanmar	8	36
Brazil	9	33
Iran	10	31

Calculated using UN adult population numbers.

Only includes countries surveyed in 2013.

Data relate to participation in donating money during one month prior to interview.

¹⁷ Approximately 94% of the Thai population (<https://www.cia.gov/library/publications/the-world-factbook/geos/th.html>)

¹⁸ World Population Prospects, the 2012 Revision, June 2013, United Nations Department of Economic and Social Affairs: <http://esa.un.org/wpp/>

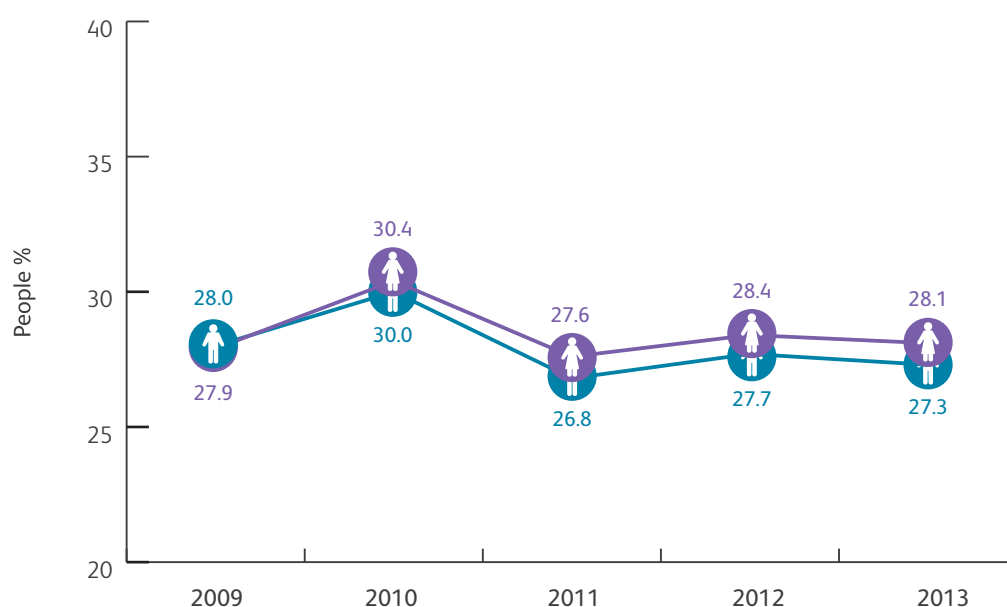
2.2.2 Donating money and gender

Women continue to be marginally more likely than men to give money to charity, with the differential of 0.8 percentage points remaining consistent over the last three years. In 2008, a higher proportion of men donated money, with the genders equalling in 2009.

The higher propensity of women to give money is particularly interesting given that the gap between men and women in economic participation around the world remains wide.¹⁹

Reflecting this global disparity, it is only in developed economies²⁰ that women are more likely to donate money than men (43.7% vs. 36.7% for men). In addition to economic participation, this is likely to reflect a broader gender equality within developed markets. Men are slightly more likely than women to donate money in transitioning (17.5% vs. 16.8% for women) and developing economies (25.1% vs. 23.2% for women).

Figure 6 Global participation in donating money, by gender, over five years



Data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013.

Data relate to participation in donating money during one month prior to interview.

¹⁹ Global Gender Gap Report 2013, World Economic Forum. http://www3.weforum.org/docs/WEF_GenderGap_Report_2013.pdf

²⁰ Based on UN classifications. 'Developing' describes economies that are generally in the process of industrialisation with less infrastructure and lower living standards than a 'developed' economy. 'Transitioning' economies are those that, while they may also be looking to develop, are in the process of transitioning from a Soviet-style planned economy to a market economy. Full list available: http://www.un.org/en/development/desa/policy/wesp/wesp_current/2014wesp_country_classification.pdf

2.2.3 Donating money and age

Worldwide, older people are more likely to give money to charitable causes, with this being constant since the World Giving Index was first published in 2010.

Whilst participation amongst those aged 50 and over has remained constant since 2012, the percentage of younger people donating money has declined, the larger fall of 2.2 percentage points being amongst those aged 15-29.

This fall may be a reflection of growing unemployment, and so reduced disposable income, amongst younger people worldwide. There were an estimated 201.8 million unemployed people around the world in 2013, with an increase of 4.9 million on the previous year, and equating to a total global unemployment rate of 6%. Young people, aged 15 to 24, are harder hit with an unemployment rate amongst this group of 13.1%.²¹

As a result of the declines recorded within the younger age groups, the participation gap between those aged 50+ and those under 50 has once again widened to the same level of differential seen prior to 2012.

Figure 7 Global participation in donating money, by age, over five years



Data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013. Data relate to participation in donating money during one month prior to interview.

21 International Labour Organisation, <http://www.ilo.org/global/research/global-reports/global-employment-trends/lang-en/index.htm>



2.3 Volunteering time

2.3.1 Top 10 countries for volunteering time, by participation and population

The Top 10 highest-ranked countries in terms of the proportion of people who volunteer time are shown in Table 7, whilst Table 8 shows the ten countries with the highest number of people volunteering.

The eight countries with the highest participation rates also all appeared in the Top 10 in last year's report. Turkmenistan retains its top position for the percentage of people volunteering time, although with a slight decline on the levels seen previously (53% vs. 57% in 2012). Uzbekistan and Tajikistan also appear in the Top 10 for volunteering. These former Soviet States all share a culture of 'subbotnik', the giving up of a Saturday to volunteer or perform unpaid labour. In some instances mandatory subbotniks have been introduced to fill a gap in services, and so it is possible that such instances inflate the 'volunteering' levels recorded in these countries.

Four countries featured in this year's Top 10 for volunteering time were not present last year. This year is the first time that Bhutan has been included in the World Giving Index, whilst volunteering in Ireland and Nigeria has increased by four and five percentage points respectively, lifting them from their most recent positions just outside the top 10 (ranked 11th and 14th in 2012). Most notable is the increase in volunteering recorded within Malaysia, from 19% in 2012 to 41% in 2013, and so rising fifty places in the volunteering rankings. As mentioned earlier (section 1.1), this may be due to their humanitarian response to Typhoon Haiyan.

As previously, India has the most people volunteering their time, with an estimated 186.5 million doing so (see Table 8). China only achieves fourth place on this list, even being surpassed by Indonesia despite having over six times as many citizens – this ranking is due to only 6% of the Chinese people surveyed volunteering time (although this does represent a slight increase on the 4% recorded in 2012).

Table 7 Top 10 countries by participation in volunteering time

		
Volunteering time country and ranking		People (%)
Turkmenistan	1	53
Myanmar	2	51
Sri Lanka	3	50
Uzbekistan	4	46
Canada	5	44
New Zealand		
Tajikistan		
United States of America		
Bhutan	9	43
Ireland	10	41
Malaysia		
Nigeria		

Only includes countries surveyed in 2013.
Data relate to participation in volunteering time during one month prior to interview.

Table 8 Top 10 countries by the number of people volunteering time

		
Volunteering time country and ranking		People (m)
India	1	186
United States of America	2	113
Indonesia	3	71
China	4	68
Nigeria	5	40
Japan	6	31
Philippines	7	25
Brazil	8	24
Russian Federation	9	22
Myanmar	10	20

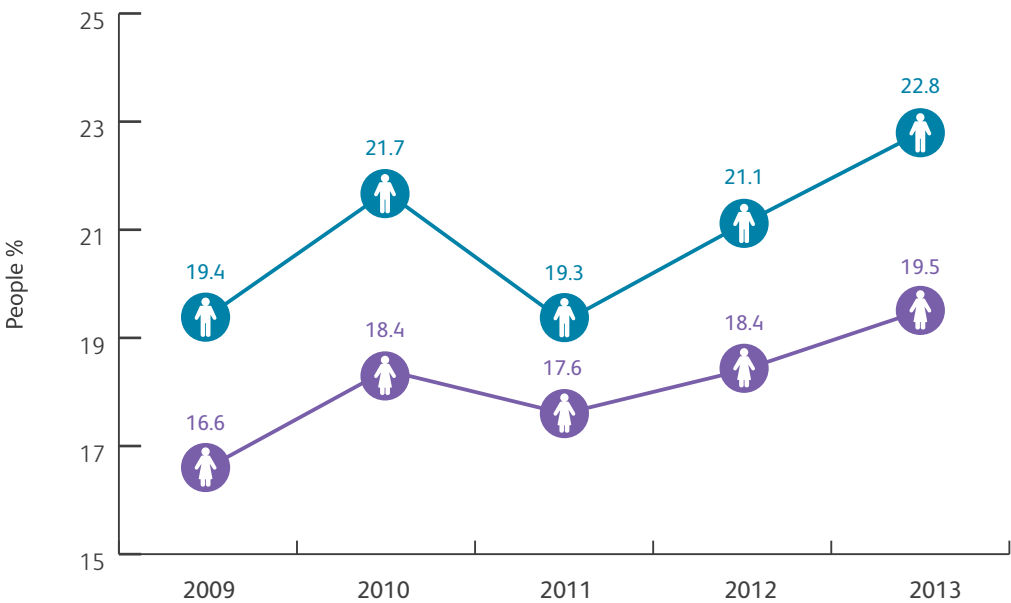
Calculated using UN adult population numbers.
Only includes countries surveyed in 2013.
Data relate to participation in volunteering time during one month prior to interview.

Myanmar is new to the Top 10 for the total number of people volunteering time, while Japan has re-entered, having not been surveyed for last year's report. Both countries have experienced uplifts in the percentage of people volunteering since the last time they were surveyed (plus eight and seven percentage points respectively),²² which, in combination with population increases, and the relative performance of other countries, sees them enter the Top 10. Japan is the only country where volunteering time is the most common of the three charitable activities.

2.3.2 Volunteering time and gender

In line with the overall uplift in giving time, both men and women record increased volunteering levels year-on-year. Men report an uplift of 1.7 percentage points and women 1.2 percentage points, with the differential between the two genders now at 3.3 percentage points – the widest gap since 2010.

Figure 8 Global participation in volunteering time, by gender, over five years



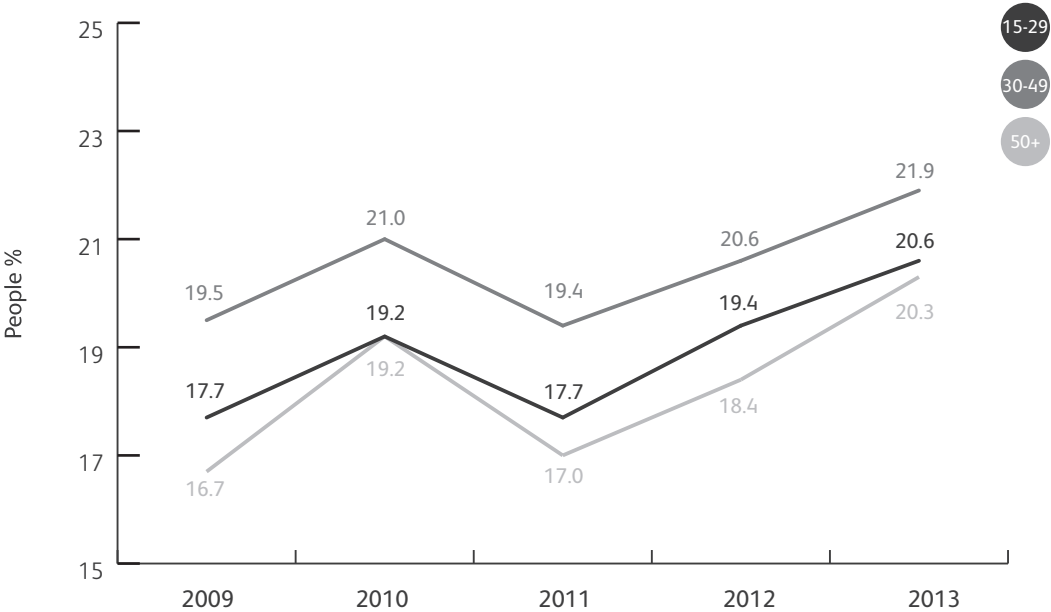
Data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013. Data relate to participation in volunteering time during one month prior to interview.

22 Prior to 2013, Japan was last surveyed in 2011, Myanmar was last surveyed in 2012

2.3.3 Volunteering time and age

Those aged 30-49 remain the most likely across the world to give their time, although the 50+ age group has seen the largest increase in volunteering participation year-on-year (up by 1.9 percentage points) to now almost be on a par with the youngest age group.

Figure 9 Global participation in volunteering time, by age, over five years



Data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013.
Data relate to participation in volunteering time during one month prior to interview.

3 Continental comparisons

3.1 Continental World Giving Index scores

Figure 10 contrasts this year's World Giving Index score for each continent with the average score over the past five years. The purpose of the chart is to expose any long-term trends. If the one-year view is higher than the five-year score this suggests an increasingly positive giving environment, and vice versa.

Oceania and Africa register no real difference in their one-year and five-year giving scores.²³ In 2012, these comparative measures had suggested a deteriorating picture for both continents, and so a more consistent picture actually suggests some improvement a year on.

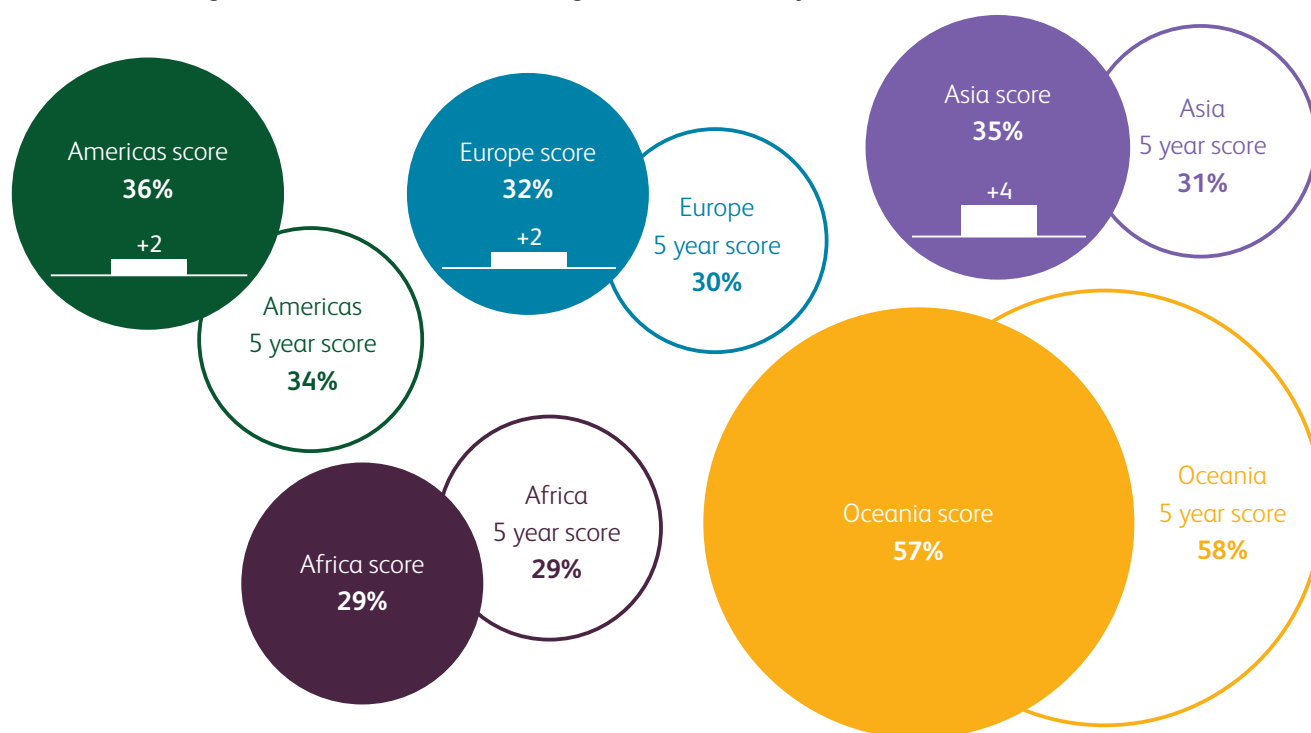
Europe and the Americas record a two percentage point positive differential. Although this may seem a small difference, given that even one per cent of the population of a continent represents millions of people, such differences should still not be ignored.

Asia sees the largest positive increase, with the one-year score being four percentage points higher than the five-year average score. The strongest performing sub-region within Asia is South Eastern Asia with a giving score of 44% and comprising Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Thailand and Vietnam, with five of these seven countries being ranked within the World Giving Index Top 30.

Oceania remains by far the most generous continent. However, unlike the other continents, all of whom are comprised of over twenty plus countries, only two (Australia and New Zealand) of the twenty-three countries and territories in Oceania are surveyed in a typical year. Nonetheless, this high figure of 57% stands as a compliment to the strength of civil society in these two countries.

The other continents are more closely bunched together; all lying within a seven percentage point range for this year's World Giving Index score.

Figure 10 Continental World Giving Index score and 5 year score



World Giving Index one-year score: calculated using countries surveyed in 2013 only.

World Giving Index five-year score: data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013. Data relate to participation in giving behaviours during one month prior to interview.

23 -0.33 and +0.37 differential respectively

3.2 Continental giving behaviour scores

Figure 11 explains how the people of different continents are generous in different ways.

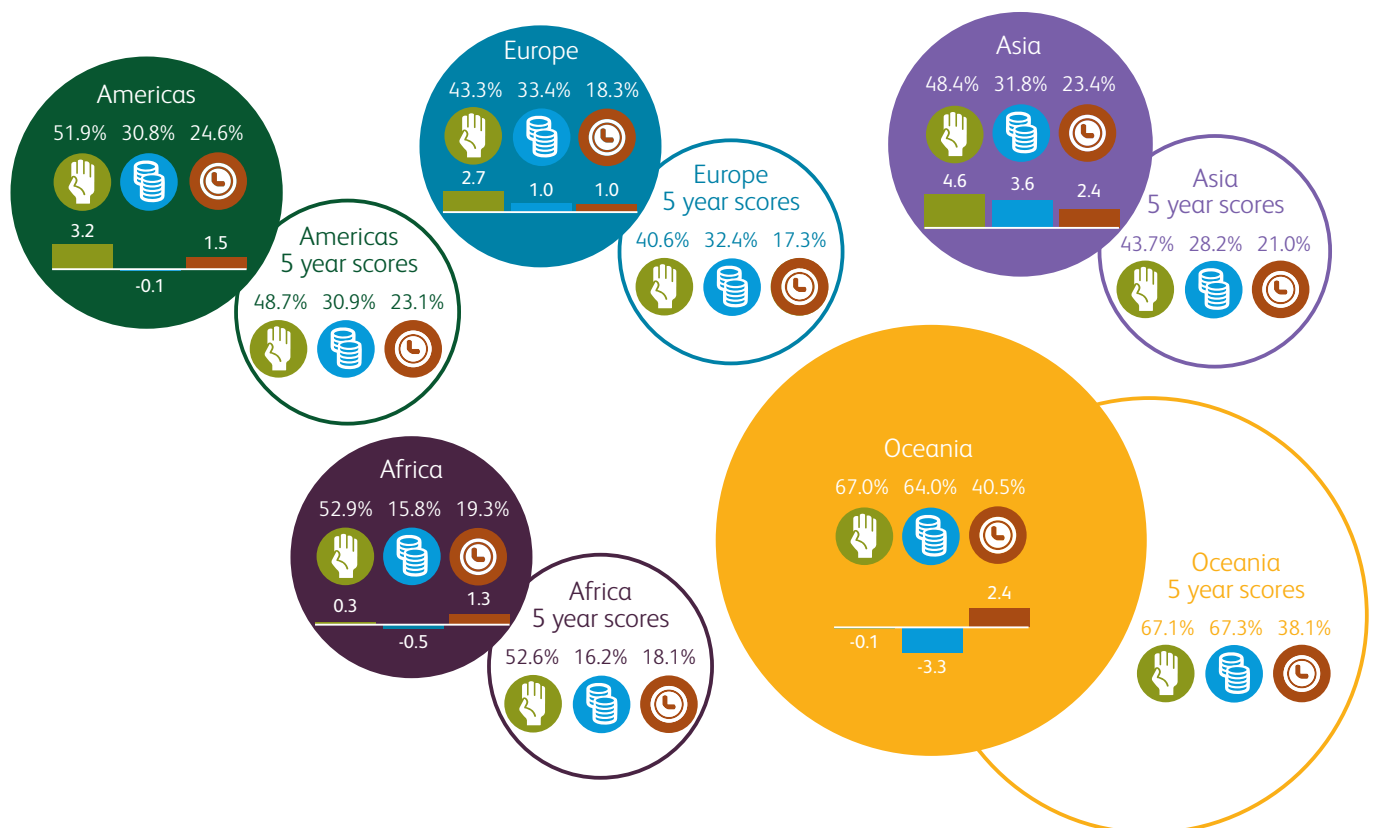
Across all continents, helping a stranger is the most common way of giving. Previously, donating money was the lead behaviour in Oceania, but a year-on-year fall in this (67% in 2012 to 64% in 2013) means that it now also conforms to the global picture.

However, even with consensus on the lead behaviour, the continents do differ in their giving patterns. In the Americas, Asia and Europe, helping a stranger is around twice as commonplace as volunteering, and donating money lies somewhere in between the two.

In Africa, helping a stranger is around three times as commonplace as both volunteering time to an organisation or donating money to a charity, suggesting that generosity in this continent is far more to do with 'informal' personal and community based assistance.

In Oceania, the proportions helping a stranger and donating money are much more even, with these ways of giving only one and a half times more commonplace than volunteering time. However, there is a negative differential between the one-year and five-year scores for donating money, suggesting that the giving environment in this area could be deteriorating and may be something to monitor for the future.

Figure 11 Continental participation in donating money, volunteering time and helping a stranger, and 5 year participation



Participation one-year score: calculated using countries surveyed in 2013 only.

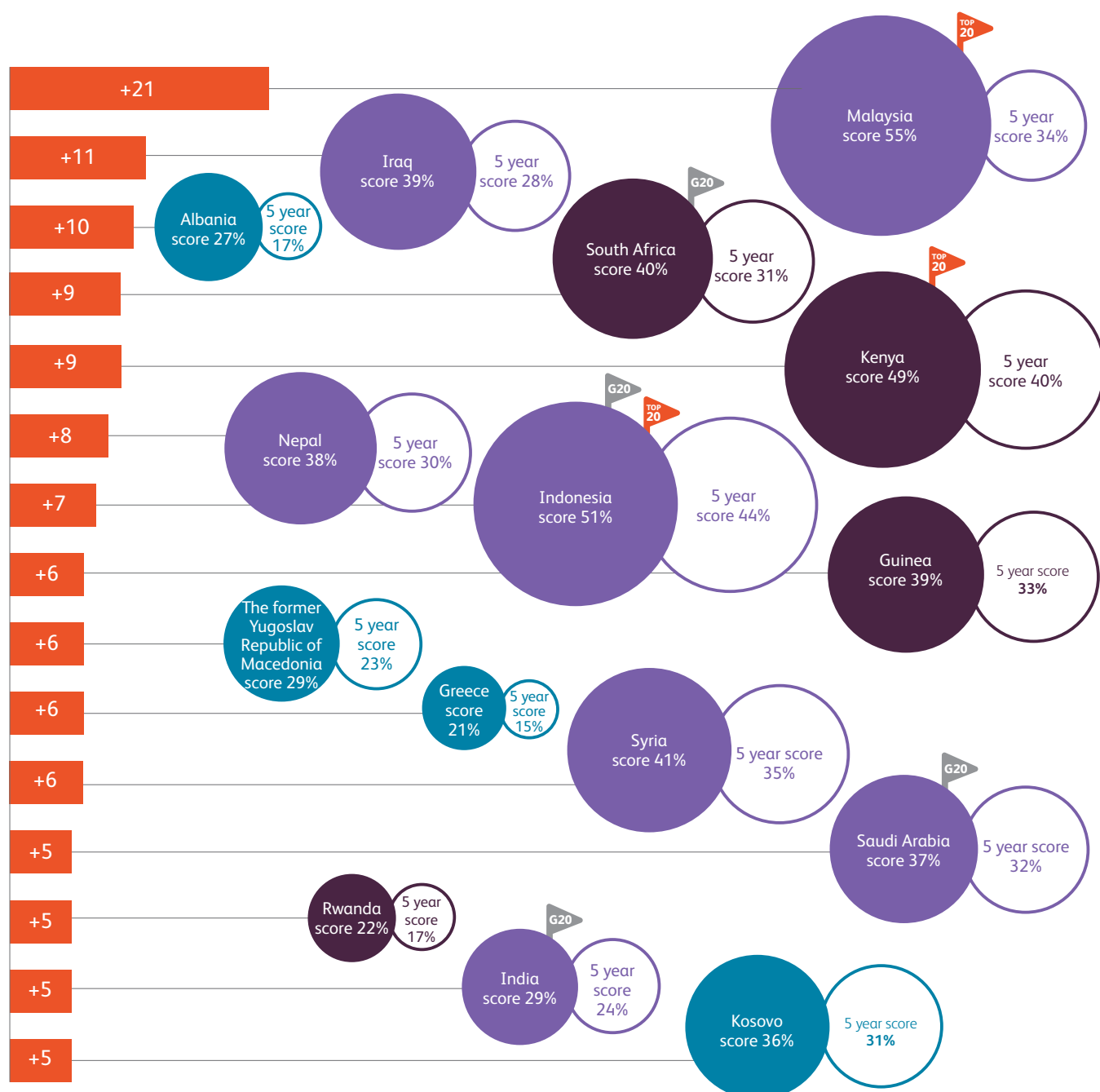
Participation five-year score: data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013.

Data relate to participation in giving behaviours during one month prior to interview.

4 Giving in developing countries

As already outlined, there is little consistency in giving participation within some of the commonly recognised emergent market groups, such as BRIC and MINT (see Section 1.2). Analysis does however show increasing engagement with giving in some developing economies. Fifteen countries have seen their 2013 score rise above their five-year average score by five percentage points or more and only one is classified by the World Bank as a high income country.²⁴ Indeed, all but one of these countries are classed as developing or transitioning economies by the UN,²⁵ and seven of the fifteen are in Asia.

Figure 12 Countries with a 2013 score at least 5 percentage points higher than average 5 year score



World Giving Index 2013 score: calculated using countries surveyed in 2013 only.

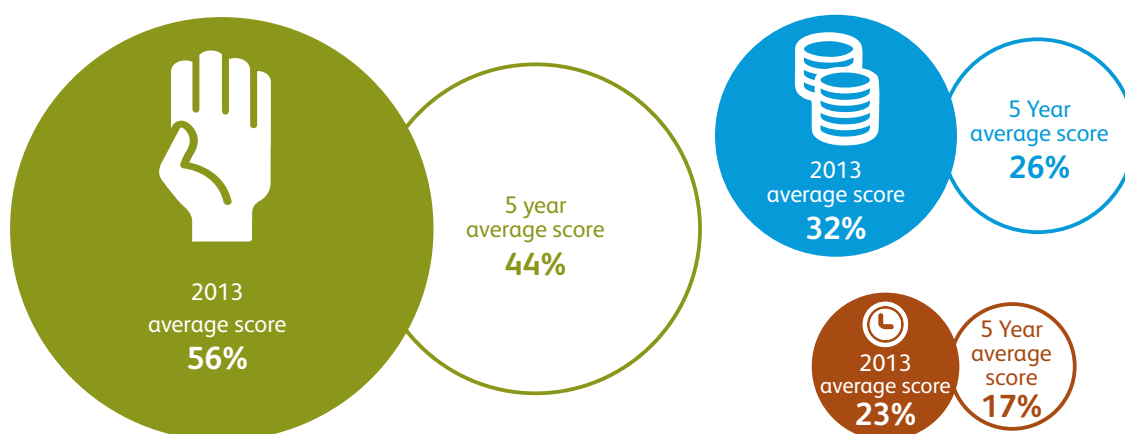
World Giving Index five-year score: data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013. Data relate to participation in giving behaviours during one month prior to interview.

²⁴ World Bank (2014) 'List of Economies'. Available: siteresources.worldbank.org/DATASTATISTICS/Resources/CLASS.XLS

²⁵ Based on UN classifications. 'Developing' describes economies that are generally in the process of industrialisation with less infrastructure and lower living standards than a 'developed' economy. 'Transitioning' economies are those that, while they may also be looking to develop, are in the process of transitioning from a Soviet-style planned economy to a market economy. Full list available: http://www.un.org/en/development/desa/policy/wesp/wesp_current/2014wesp_country_classification.pdf

Scores for Nepal, Guinea, Iraq, Malaysia, South Africa and Macedonia for all three types of giving are at least five percentage points above their five-year scores. While Malaysia has seen the biggest rise for each of the three activities, there have been notable improvements in a number of other countries. Helping a stranger is the activity that has seen the most improvement – on average the fifteen countries increased their participation by 12 percentage points (see Figure 13).

Figure 13 Average 2013 vs 5 year scores for the 15 most improved countries (%)



World Giving Index one-year score: calculated using countries surveyed in 2013 only.

World Giving Index five-year score: data represents average participation in countries surveyed in three or more different calendar years in period 2009-2013.

Data relate to participation in giving behaviours during one month prior to interview.

These countries demonstrate the potential for growth in the charitable sector in developing and emerging markets. CAF's Future World Giving programme reports how, if long term forecasts for economic growth and levels of individual wealth are borne out over the next twenty years, millions of people will be lifted from a subsistence lifestyle to one of having a disposable income. If levels of giving can reflect increases in disposable income, there is enormous potential to increase charitable donations, especially within emerging markets.²⁶

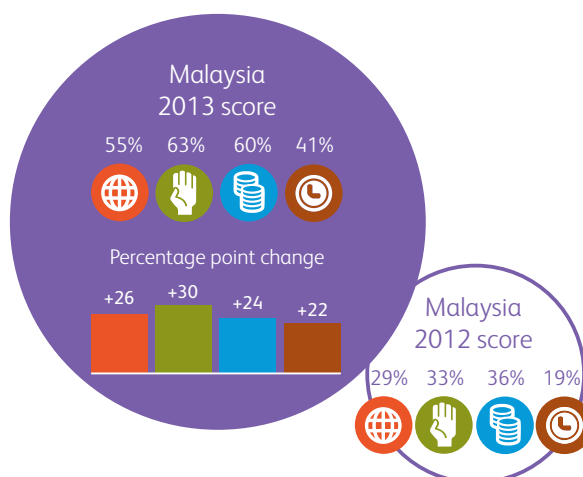
26 CAF Future World Giving – Unlocking the potential of global philanthropy (2013)
https://www.cafonline.org/pdf/Future_World_Giving_Report_250212.pdf

5 Events and their impact on giving

5.1 Impact of natural disasters

As highlighted previously, Malaysia has seen a significant change in its World Giving Index performance this year, with a 26 percentage point increase since the 2013 report and a move from 71st to joint 7th position on the overall index.

Figure 14
Malaysian World Giving
Index scores for
2012 and 2013



Data relate to participation in giving behaviours during one month prior to interview.

Data relate to participation in giving during one month prior to interview in the survey years of 2012 and 2013 (reporting years 2013 and 2014).

Malaysia was surveyed in the period following Typhoon Haiyan which impacted the neighbouring Philippine archipelago on 8 November 2013. This devastating super typhoon killed over 6,000 people, displaced more than 4 million people, and destroyed at least one million houses,²⁷ causing at least US\$14.5 billion in damage.²⁸

Similar uplifts in giving behaviours have been experienced following other natural disasters. For example, after severe flooding in China during 2010²⁹ which caused more than 1,500 deaths, affected more than 230 million people as well as causing over US\$20 billion in damage, there was a 13 percentage point increase in the proportion of people helping a stranger (28% in 2009 to 41% in the 2010 survey year). Previously in China, donating money participation peaked in 2008, the year of the devastating Sichuan earthquake, whilst in Japan, donating money peaked in 2011 following the catastrophic earthquake and tsunami in March of that year. From these examples, it is encouraging to see that across diverse cultures and geographical locations, people will respond to those in need, whether those people are compatriots or live in other nation states.

However, whether this behavioural change is maintained long-term is questionable. In China, the proportion donating money has tailed off since 2008, whilst helping a stranger initially declined in 2011 before increasing again in recent years, perhaps in response to the series of natural calamities that have occurred in China since this time (2012 and 2013 saw a number of serious floods, typhoons, landslides and earthquakes). Since 2011, Japan has experienced a decline in those donating money, but an increase in those volunteering time.

It may be that countries need to improve their ability to harness such 'emergency' generosity for the longer-term benefit of their people. Part of this is ensuring that the necessary infrastructures are in place to encourage individual giving, which often requires a broader development of civil society within a country.³⁰

27 http://www.usaid.gov/sites/default/files/documents/1866/philippines_ty_fs22_04-21-2014.pdf

28 <http://www.bloomberg.com/news/2013-11-17/haiyan-to-cost-insurers-silver-of-14-5-billion-damage-estimate.html>

29 <http://www.theguardian.com/world/2010/jul/21/china-flooding-worst-decade>

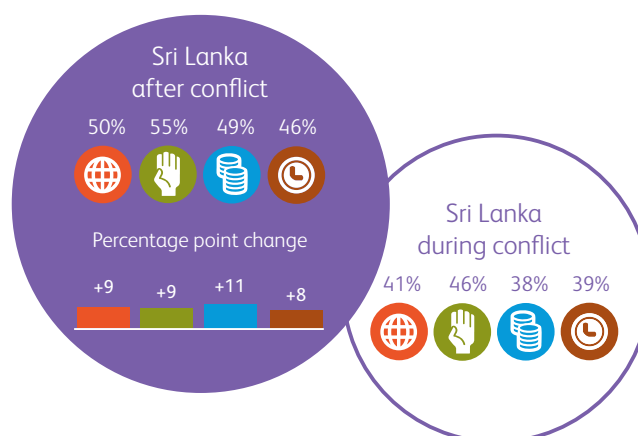
30 CAF Future World Giving – Enabling an Independent Not-for-Profit Sector (2014) <https://www.cafonline.org/pdf/CAF%20Independence%20Report-Web.pdf>

5.2 Impact of conflict and civil unrest

Unsurprisingly, conflict and civil unrest can also impact on a country's giving behaviours. This is often seen most clearly following the end of hostilities. Previous analysis of the World Giving Index has seen uplifts in helping a stranger for countries in a post-conflict phase such as Sierra Leone, Liberia and the State of Libya.

An over-time analysis of Sri Lanka's World Giving Index scores illustrates this pattern well. Sri Lanka's civil war which raged for 26 years killing an estimated 80,000-100,000 people ended in May 2009.³¹ Looking at the WGI data over the period 2006-2013 shows that engagement following the end of the civil war across all types of giving rose, by at least eight percentage points.

Figure 15 Average of World Giving Index behaviours during the civil conflict (2006–2008) and after (2010–2013)



Data relate to participation in giving behaviours during one month prior to interview.

It is possible that other non-conflict related events may have contributed to this uplift, for example, the impact of monsoonal flooding and any associated humanitarian response. However, monsoonal flooding also occurred during the conflict period, and no uplift in giving behaviours was recorded.

It is also normal when conflicts end for the economy of that country to improve, and a growing economy can enable more people to be charitable. In Sri Lanka, the initial increase in charitable behaviours occurred prior to the economy picking up, but continuing growth no doubt facilitates an environment for sustained giving.

The ending of civil conflict therefore appears to have a positive impact on people's social behaviours and levels of engagement, suggesting that people reach out to wider society as part of the post conflict repair process.

31 http://en.wikipedia.org/wiki/Sri_Lankan_Civil_War

Appendices

1 Alphabetical World Giving Index full table

Country	Region	 Ranking	 Score(%)
Afghanistan	Southern Asia	79	28 ▼
Albania	Southern Europe	85	27 ▲
Angola	Middle Africa	96	25
Argentina	South America	77	29
Armenia	Western Asia	124	20
Australia	Australia and New Zealand	6	56
Austria	Western Europe	17	48
Azerbaijan	Western Asia	87	27 ▼
Bangladesh	Southern Asia	72	29 ▲
Belarus	Eastern Europe	83	28 ▲
Belgium	Western Europe	52	36 ▲
Benin	Western Africa	103	23 ▲
Bhutan	Southern Asia	11	53
Bolivia	South America	57	33
Bosnia and Herzegovina	Southern Europe	103	23
Botswana	Southern Africa	62	32 ▲
Brazil	South America	90	26
Bulgaria	Eastern Europe	126	19
Burkina Faso	Western Africa	90	26 ▲
Cambodia	South Eastern Asia	108	23
Cameroon	Middle Africa	58	33
Canada	North America	3	60
Chad	Middle Africa	115	22 ▼
Chile	South America	50	36 ▼
China	Eastern Asia	128	18 ▲
Colombia	South America	53	35 ▼
Congo	Middle Africa	99	24
Costa Rica	Central America	34	40 ▼
Côte d'Ivoire	Western Africa	69	29
Croatia	Southern Europe	130	18
Cyprus	Western Asia	23	43
Czech Republic	Eastern Europe	112	22
Democratic Republic of the Congo	Middle Africa	112	22 ▲
Denmark	Northern Europe	18	47 ▲
Dominican Republic	Caribbean	27	42 ▲
Ecuador	South America	132	17 ▼
Egypt	Northern Africa	120	21
El Salvador	Central America	96	25
Estonia	Northern Europe	103	23
Ethiopia	Eastern Africa	72	29 ▲
Finland	Northern Europe	25	43 ▲
France	Western Europe	90	26

Country	Region	 Ranking	 Score(%)
Gabon	Middle Africa	69	29
Georgia	Western Asia	123	20
Germany	Western Europe	28	42
Ghana	Western Africa	54	34
Greece	Southern Europe	120	21 ▲
Guatemala	Central America	25	43
Guinea	Western Africa	40	39 ▲
Haiti	Caribbean	40	39
Honduras	Central America	58	33
Hungary	Eastern Europe	72	29
Iceland	Northern Europe	14	50 ▲
India	Southern Asia	69	29 ▲
Indonesia	South Eastern Asia	13	51 ▲
Iran	Southern Asia	19	46
Iraq	Western Asia	43	39 ▲
Ireland	Northern Europe	4	60 ▲
Israel	Western Asia	32	40
Italy	Southern Europe	79	28 ▼
Jamaica	Caribbean	20	45
Japan	Eastern Asia	90	26
Jordan	Western Asia	99	24 ▲
Kazakhstan	Central Asia	101	24 ▼
Kenya	Eastern Africa	15	49 ▲
Kosovo	Southern Europe	50	36 ▲
Kyrgyzstan	Central Asia	83	28
Latvia	Northern Europe	89	26
Lebanon	Western Asia	65	31
Liberia	Western Africa	45	38
Lithuania	Northern Europe	119	21
Luxembourg	Western Europe	65	31 ▼
Madagascar	Eastern Africa	110	22
Malawi	Eastern Africa	56	34 ▼
Malaysia	South Eastern Asia	7	55 ▲
Mali	Western Africa	118	21 ▲
Malta	Southern Europe	16	49
Mauritania	Western Africa	115	22 ▼
Mexico	Central America	85	27
Mongolia	Eastern Asia	32	40
Montenegro	Southern Europe	130	18
Morocco	Northern Africa	112	22
Myanmar	South Eastern Asia	1	64 ▲
Nagorno-Karabakh Region	Western Asia	103	23
Nepal	Southern Asia	44	38 ▲

1 Alphabetical World Giving Index continued

Country	Region	 Ranking	 Score(%)
Netherlands	Western Europe	12	53
New Zealand	Australia and New Zealand	5	58
Nicaragua	Central America	67	30 ▲
Niger	Western Africa	102	24
Nigeria	Western Africa	21	44
Northern Cyprus	Western Asia	39	40
Pakistan	Southern Asia	61	32 ▼
Palestinian Territory	Western Asia	133	17
Panama	Central America	46	38
Paraguay	South America	68	30 ▼
Peru	South America	72	29
Philippines	South Eastern Asia	30	41 ▼
Poland	Eastern Europe	115	22 ▼
Portugal	Southern Europe	78	28
Republic of Korea	Eastern Asia	60	33
Republic of Moldova	Eastern Europe	96	25
Romania	Eastern Europe	108	23
Russia	Eastern Europe	126	19
Rwanda	Eastern Africa	110	22 ▲
Saudi Arabia	Western Asia	47	37 ▲
Senegal	Western Africa	79	28 ▼
Serbia	Southern Europe	124	20
Sierra Leone	Western Africa	55	34
Slovakia	Eastern Europe	94	26
Slovenia	Southern Europe	34	40
South Africa	Southern Africa	34	40 ▲
Spain	Southern Europe	62	32
Sri Lanka	Southern Asia	9	54 ▲
Sweden	Northern Europe	40	39
Syria	Western Asia	30	41
Taiwan	Eastern Asia	47	37
Tajikistan	Central Asia	34	40 ▲
Thailand	South Eastern Asia	21	44 ▲
The former Yugoslav Republic of Macedonia	Southern Europe	72	29 ▲
Trinidad and Tobago	Caribbean	10	54
Tunisia	Northern Africa	120	21 ▼
Turkey	Western Asia	128	18
Turkmenistan	Central Asia	23	43
Uganda	Eastern Africa	34	40 ▲
Ukraine	Eastern Europe	103	23
United Kingdom	Northern Europe	7	55
United Republic of Tanzania	Eastern Africa	87	27 ▼

Country	Region	 Ranking	 Score(%)
United States of America	North America	1	64
Uruguay	South America	62	32 ▼
Uzbekistan	Central Asia	28	42 ▲
Venezuela	South America	134	16 ▼
Vietnam	South Eastern Asia	79	28 ▲
Yemen	Western Asia	135	14
Zambia	Eastern Africa	47	37
Zimbabwe	Eastern Africa	94	26

Countries' scores indicate a rise or fall in score of 3 percentage points or more since the 2012 survey.

▲ Scores have increased by at least three percentage points.

▼ Scores have decreased by at least three percentage points.

Scores in plain text have seen a change of less than three percentage points either way, or were not surveyed in 2012.

Only includes 2013 data.

World Giving Index scores are shown to the nearest whole number but the rankings are determined using two decimal points.

2 World Giving Index full table

Country								
	Ranking	Score (%)	Ranking	Score (%)	Ranking	Score (%)	Ranking	Score (%)
Myanmar	1	64	63	49	1	91	2	51
United States of America	1	64	1	79	9	68	5	44
Canada	3	60	11	66	6	71	5	44
Ireland	4	60	15	64	4	74	10	41
New Zealand	5	58	7	69	13	62	5	44
Australia	6	56	12	65	10	66	16	37
Malaysia	7	55	19	63	15	60	10	41
United Kingdom	7	55	24	61	4	74	33	29
Sri Lanka	9	54	40	56	17	56	3	50
Trinidad and Tobago	10	54	2	75	21	49	16	37
Bhutan	11	53	46	54	12	63	9	43
Netherlands	12	53	46	54	7	70	21	34
Indonesia	13	51	67	48	10	66	13	40
Iceland	14	50	52	52	7	70	33	29
Kenya	15	49	10	67	24	43	16	37
Malta	16	49	86	43	2	78	46	25
Austria	17	48	35	57	16	57	33	29
Denmark	18	47	44	55	13	62	52	23
Iran	19	46	22	62	20	52	50	24
Jamaica	20	45	4	73	58	26	20	35
Nigeria	21	44	19	63	50	29	10	41
Thailand	21	44	106	38	3	77	70	18
Cyprus	23	43	29	58	22	47	46	25
Turkmenistan	23	43	40	56	75	21	1	53
Finland	25	43	46	54	24	43	25	32
Guatemala	25	43	29	58	47	31	13	40
Dominican Republic	27	42	24	61	41	33	25	32
Germany	28	42	29	58	27	42	46	25
Uzbekistan	28	42	29	58	75	21	4	46
Philippines	30	41	35	57	56	27	15	38
Syria	30	41	12	65	37	36	60	21
Israel	32	40	98	40	19	53	39	28
Mongolia	32	40	86	43	27	42	19	36
Costa Rica	34	40	15	64	38	34	55	22
Slovenia	34	40	72	47	29	41	25	32
South Africa	34	40	15	64	68	23	23	33
Tajikistan	34	40	56	51	61	25	5	44
Uganda	34	40	9	68	71	22	30	30
Northern Cyprus	39	40	12	65	31	40	90	14
Guinea	40	39	22	62	58	26	30	30
Haiti	40	39	78	45	23	44	33	29
Sweden	40	39	56	51	18	55	104	12
Iraq	43	39	2	75	62	24	70	18
Nepal	44	38	52	52	38	34	33	29
Liberia	45	38	4	73	130	7	21	34
Panama	46	38	78	45	35	37	29	31

2 World Giving Index full table continued

Country								
	Ranking	Score (%)	Ranking	Score (%)	Ranking	Score (%)	Ranking	Score (%)
Saudi Arabia	47	37	7	69	47	31	107	11
Taiwan	47	37	62	50	31	40	60	21
Zambia	47	37	6	71	120	10	30	30
Chile	50	36	56	51	24	43	83	15
Kosovo	50	36	35	57	34	39	96	13
Belgium	52	36	86	43	29	41	50	24
Colombia	53	35	24	61	62	24	65	20
Ghana	54	34	24	61	93	16	43	26
Sierra Leone	55	34	19	63	120	10	33	29
Malawi	56	34	29	58	83	20	52	23
Bolivia	57	33	46	54	83	20	43	26
Cameroon	58	33	15	64	87	17	70	18
Honduras	58	33	76	46	75	21	25	32
Republic of Korea	60	33	86	43	41	33	55	22
Pakistan	61	32	67	48	45	32	78	16
Botswana	62	32	44	55	87	17	52	23
Spain	62	32	51	53	56	27	83	15
Uruguay	62	32	56	51	50	29	83	15
Lebanon	65	31	63	49	45	32	104	12
Luxembourg	65	31	126	31	31	40	55	22
Nicaragua	67	30	86	43	52	28	65	20
Paraguay	68	30	92	41	38	34	90	14
Côte d'Ivoire	69	29	28	60	85	19	114	9
Gabon	69	29	29	58	87	17	96	13
India	69	29	103	39	52	28	60	21
Bangladesh	72	29	46	54	85	19	90	14
Ethiopia	72	29	52	52	101	14	60	21
Hungary	72	29	56	51	62	24	104	12
Peru	72	29	78	45	68	23	68	19
The former Yugoslav Republic of Macedonia	72	29	98	40	41	33	90	14
Argentina	77	29	63	49	71	22	83	15
Portugal	78	28	76	46	62	24	83	15
Afghanistan	79	28	78	45	62	24	83	15
Italy	79	28	72	47	52	28	114	9
Senegal	79	28	35	57	101	14	96	13
Vietnam	79	28	52	52	71	22	108	10
Belarus	83	28	118	35	97	15	23	33
Kyrgyzstan	83	28	92	41	101	14	39	28
Albania	85	27	40	56	87	17	114	9
Mexico	85	27	83	44	93	16	55	22
Azerbaijan	87	27	92	41	101	14	46	25
United Republic of Tanzania	87	27	83	44	68	23	96	13
Latvia	89	26	106	38	52	28	96	13
Brazil	90	26	98	40	71	22	78	16
Burkina Faso	90	26	72	47	97	15	78	16

2 World Giving Index full table continued

Country								
	Ranking	Score (%)	Ranking	Score (%)	Ranking	Score (%)	Ranking	Score (%)
France	90	26	129	30	58	26	55	22
Japan	90	26	134	26	62	24	39	28
Slovakia	94	26	124	32	49	30	83	15
Zimbabwe	94	26	67	48	123	9	65	20
Angola	96	25	92	41	87	17	78	16
El Salvador	96	25	92	41	112	12	60	21
Republic of Moldova	96	25	113	36	75	21	76	17
Jordan	99	24	67	48	87	17	122	8
Congo	99	24	72	47	107	13	96	13
Kazakhstan	101	24	92	41	112	12	68	19
Niger	102	24	35	57	132	5	114	9
Benin	103	23	63	49	118	11	108	10
Bosnia and Herzegovina	103	23	126	31	41	33	129	6
Estonia	103	23	113	36	93	16	70	18
Ukraine	103	23	118	35	123	9	43	26
Nagorno-Karabakh Region	103	23	56	51	123	9	108	10
Cambodia	108	23	135	22	35	37	108	10
Romania	108	23	98	40	75	21	122	8
Madagascar	110	22	133	27	107	13	42	27
Rwanda	110	22	110	37	107	13	76	17
Czech Republic	112	22	126	31	75	21	90	14
Democratic Republic of the Congo	112	22	110	37	107	13	78	16
Morocco	112	22	40	56	132	5	132	5
Chad	115	22	103	39	112	12	90	14
Mauritania	115	22	113	36	93	16	96	13
Poland	115	22	118	35	75	21	114	9
Mali	118	21	78	45	112	12	125	7
Lithuania	119	21	106	38	112	12	96	13
Egypt	120	21	98	40	97	15	125	7
Greece	120	21	86	43	123	9	108	10
Tunisia	120	21	67	48	128	8	129	6
Georgia	123	20	103	39	134	4	70	18
Armenia	124	20	83	44	123	9	125	7
Serbia	124	20	118	35	75	21	134	4
Bulgaria	126	19	110	37	101	14	125	7
Russian Federation	126	19	122	34	131	6	70	18
China	128	18	113	36	107	13	129	6
Turkey	128	18	106	38	112	12	132	5
Croatia	130	18	131	29	101	14	108	10
Montenegro	130	18	131	29	97	15	114	9
Ecuador	132	17	124	32	118	11	114	9
Palestinian Territory	133	17	123	33	128	8	114	9
Venezuela	134	16	129	30	120	10	122	8
Yemen	135	14	113	36	134	4	135	3

Only includes countries surveyed in 2013.

World Giving Index scores are shown to the nearest whole number but the rankings are determined using two decimal points.

3 Helping a stranger full table

Country	Ranking	Score %
Afghanistan	78	45 ▼
Albania	40	56 ▲
Angola	92	41
Argentina	63	49 ▲
Armenia	83	44 ▼
Australia	12	65
Austria	35	57
Azerbaijan	92	41 ▼
Bangladesh	46	54 ▲
Belarus	118	35
Belgium	86	43 ▲
Benin	63	49 ▲
Bhutan	46	54
Bolivia	46	54
Bosnia and Herzegovina	126	31
Botswana	44	55 ▲
Brazil	98	40
Bulgaria	110	37
Burkina Faso	72	47
Cambodia	135	22
Cameroon	15	64 ▼
Canada	11	66
Chad	103	39 ▼
Chile	56	51
China	113	36 ▲
Colombia	24	61 ▼
Congo	72	47 ▼
Costa Rica	15	64
Côte d'Ivoire	28	60
Croatia	131	29
Cyprus	29	58 ▲
Czech Republic	126	31 ▼
Democratic Republic of the Congo	110	37 ▲
Denmark	44	55
Dominican Republic	24	61 ▲
Ecuador	124	32 ▼
Egypt	98	40 ▼
El Salvador	92	41 ▲
Estonia	113	36 ▼
Ethiopia	52	52 ▲
Finland	46	54
France	129	30 ▼
Gabon	29	58
Georgia	103	39
Germany	29	58
Ghana	24	61 ▲

Country	Ranking	Score %
Greece	86	43 ▲
Guatemala	29	58 ▲
Guinea	22	62 ▲
Haiti	78	45
Honduras	76	46 ▼
Hungary	56	51
Iceland	52	52 ▲
India	103	39 ▲
Indonesia	67	48 ▲
Iran	22	62
Iraq	2	75 ▲
Ireland	15	64
Israel	98	40 ▼
Italy	72	47 ▼
Jamaica	4	73
Japan	134	26
Jordan	67	48 ▲
Kazakhstan	92	41 ▼
Kenya	10	67
Kosovo	35	57 ▲
Kyrgyzstan	92	41 ▼
Latvia	106	38 ▲
Lebanon	63	49
Liberia	4	73
Lithuania	106	38
Luxembourg	126	31 ▼
Madagascar	133	27
Malawi	29	58
Malaysia	19	63 ▲
Mali	78	45 ▲
Malta	86	43 ▼
Mauritania	113	36 ▼
Mexico	83	44 ▲
Mongolia	86	43 ▼
Montenegro	131	29 ▼
Morocco	40	56 ▲
Myanmar	63	49 ▲
Nagorno-Karabakh Region	56	51
Nepal	52	52
Netherlands	46	54
New Zealand	7	69
Nicaragua	86	43 ▲
Niger	35	57 ▲
Nigeria	19	63 ▼
Northern Cyprus	12	65
Pakistan	67	48 ▼

3 Helping a stranger full table continued

Country	Ranking	Score %
Palestinian Territory	123	33 ▼
Panama	78	45
Paraguay	92	41
Peru	78	45
Philippines	35	57 ▼
Poland	118	35
Portugal	76	46
Republic of Korea	86	43
Republic of Moldova	113	36 ▼
Romania	98	40
Russian Federation	122	34
Rwanda	110	37 ▲
Saudi Arabia	7	69 ▲
Senegal	35	57 ▼
Serbia	118	35 ▲
Sierra Leone	19	63
Slovakia	124	32
Slovenia	72	47
South Africa	15	64 ▲
Spain	51	53 ▲
Sri Lanka	40	56
Sweden	56	51
Syria	12	65
Taiwan	62	50 ▲
Tajikistan	56	51 ▲
Thailand	106	38
The former Yugoslav Republic of Macedonia	98	40 ▲
Trinidad and Tobago	2	75
Tunisia	67	48 ▼
Turkey	106	38 ▲
Turkmenistan	40	56 ▲
Uganda	9	68 ▲
Ukraine	118	35
United Kingdom	24	61 ▼
United Republic of Tanzania	83	44 ▼
United States of America	1	79
Uruguay	56	51 ▼
Uzbekistan	29	58 ▲
Venezuela	129	30 ▼
Vietnam	52	52 ▲
Yemen	113	36 ▼
Zambia	6	71 ▲
Zimbabwe	67	48

Countries' scores indicate a rise or fall in score of 3 percentage points or more since the 2012 survey.

▲ Scores have increased by at least three percentage points.

▼ Scores have decreased by at least three percentage points.

Scores in plain text have seen a change of less than three percentage points either way, or were not surveyed in 2012.

Only includes countries surveyed in 2013.

Data relate to participation in helping a stranger during one month prior to interview.

4 Donating money full table

Country	 Ranking	 Score %
Afghanistan	62	24 ▼
Albania	87	17 ▲
Angola	87	17
Argentina	71	22
Armenia	123	9
Australia	10	66
Austria	16	57 ▲
Azerbaijan	101	14
Bangladesh	85	19
Belarus	97	15 ▲
Belgium	29	41 ▲
Benin	118	11 ▲
Bhutan	12	63
Bolivia	83	20 ▼
Bosnia and Herzegovina	41	33 ▲
Botswana	87	17 ▲
Brazil	71	22
Bulgaria	101	14
Burkina Faso	97	15 ▲
Cambodia	35	37 ▼
Cameroon	87	17
Canada	6	71 ▲
Chad	112	12
Chile	24	43 ▼
China	107	13 ▲
Colombia	62	24 ▼
Congo	107	13 ▲
Costa Rica	38	34
Côte d'Ivoire	85	19
Croatia	101	14 ▲
Cyprus	22	47
Czech Republic	75	21
Democratic Republic of the Congo	107	13 ▲
Denmark	13	62 ▲
Dominican Republic	41	33 ▲
Ecuador	118	11 ▼
Egypt	97	15
El Salvador	112	12
Estonia	93	16
Ethiopia	101	14 ▲
Finland	24	43 ▲
France	58	26
Gabon	87	17 ▲
Georgia	134	4
Germany	27	42 ▼
Ghana	93	16 ▼

Country	 Ranking	 Score %
Greece	123	9 ▲
Guatemala	47	31
Guinea	58	26 ▲
Haiti	23	44
Honduras	75	21
Hungary	62	24 ▲
Iceland	7	70 ▲
India	52	28
Indonesia	10	66 ▲
Iran	20	52
Iraq	62	24
Ireland	4	74 ▲
Israel	19	53
Italy	52	28 ▼
Jamaica	58	26
Japan	62	24
Jordan	87	17 ▲
Kazakhstan	112	12 ▼
Kenya	24	43 ▲
Kosovo	34	39 ▲
Kyrgyzstan	101	14
Latvia	52	28
Lebanon	45	32
Liberia	130	7
Lithuania	112	12 ▲
Luxembourg	31	40 ▼
Madagascar	107	13 ▲
Malawi	83	20 ▼
Malaysia	15	60 ▲
Mali	112	12 ▲
Malta	2	78 ▲
Mauritania	93	16 ▼
Mexico	93	16 ▼
Mongolia	27	42 ▲
Montenegro	97	15
Morocco	132	5
Myanmar	1	91 ▲
Nagorno-Karabakh Region	123	9
Nepal	38	34 ▲
Netherlands	7	70
New Zealand	13	62 ▼
Nicaragua	52	28 ▲
Niger	132	5
Nigeria	50	29
Northern Cyprus	31	40
Pakistan	45	32 ▼

4 Donating money full table continued

Country	 Ranking	 Score %
Palestinian Territory	128	8
Panama	35	37 ▲
Paraguay	38	34 ▼
Peru	68	23
Philippines	56	27 ▼
Poland	75	21 ▼
Portugal	62	24
Republic of Korea	41	33
Republic of Moldova	75	21
Romania	75	21
Russian Federation	131	6
Rwanda	107	13
Saudi Arabia	47	31 ▲
Senegal	101	14
Serbia	75	21 ▲
Sierra Leone	120	10
Slovakia	49	30
Slovenia	29	41 ▲
South Africa	68	23 ▲
Spain	56	27 ▼
Sri Lanka	17	56 ▲
Sweden	18	55
Syria	37	36 ▼
Taiwan	31	40
Tajikistan	61	25 ▲
Thailand	3	77 ▲
The former Yugoslav Republic of Macedonia	41	33 ▲
Trinidad and Tobago	21	49
Tunisia	128	8
Turkey	112	12
Turkmenistan	75	21 ▲
Uganda	71	22
Ukraine	123	9
United Kingdom	4	74
United Republic of Tanzania	68	23 ▼
United States of America	9	68 ▲
Uruguay	50	29 ▼
Uzbekistan	75	21
Venezuela	120	10 ▼
Vietnam	71	22 ▲
Yemen	134	4
Zambia	120	10 ▼
Zimbabwe	123	9

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Scores in plain text have seen a change of less than three percentage points either way, or were not surveyed in 2012.'

Only includes countries surveyed in 2013.

Data relate to participation in donating money during one month prior to interview.

5 Volunteering time full table

Country	Ranking	Score %
Afghanistan	83	15
Albania	114	9
Angola	78	16
Argentina	83	15
Armenia	125	7
Australia	16	37 ▲
Austria	33	29
Azerbaijan	46	25 ▼
Bangladesh	90	14
Belarus	23	33 ▲
Belgium	50	24
Benin	108	10
Bhutan	9	43
Bolivia	43	26
Bosnia and Herzegovina	129	6
Botswana	52	23 ▲
Brazil	78	16 ▲
Bulgaria	125	7
Burkina Faso	78	16 ▲
Cambodia	108	10
Cameroon	70	18 ▲
Canada	5	44
Chad	90	14
Chile	83	15
China	129	6
Colombia	65	20 ▼
Congo	96	13 ▲
Costa Rica	55	22 ▼
Côte d'Ivoire	114	9
Croatia	108	10 ▲
Cyprus	46	25
Czech Republic	90	14
Democratic Republic of the Congo	78	16 ▲
Denmark	52	23 ▲
Dominican Republic	25	32 ▼
Ecuador	114	9 ▼
Egypt	125	7
El Salvador	60	21 ▲
Estonia	70	18
Ethiopia	60	21 ▲
Finland	25	32 ▲
France	55	22 ▼
Gabon	96	13
Georgia	70	18
Germany	46	25
Ghana	43	26 ▲

Country	Ranking	Score %
Greece	108	10 ▲
Guatemala	13	40
Guinea	30	30 ▲
Haiti	33	29 ▼
Honduras	25	32 ▲
Hungary	104	12
Iceland	33	29 ▲
India	60	21 ▲
Indonesia	13	40 ▲
Iran	50	24
Iraq	70	18 ▲
Ireland	10	41 ▲
Israel	39	28 ▲
Italy	114	9 ▼
Jamaica	20	35
Japan	39	28
Jordan	122	8
Kazakhstan	68	19 ▼
Kenya	16	37 ▲
Kosovo	96	13 ▲
Kyrgyzstan	39	28 ▲
Latvia	96	13 ▲
Lebanon	104	12 ▲
Liberia	21	34
Lithuania	96	13
Luxembourg	55	22 ▼
Madagascar	42	27
Malawi	52	23 ▼
Malaysia	10	41 ▲
Mali	125	7
Malta	46	25
Mauritania	96	13
Mexico	55	22 ▼
Mongolia	19	36 ▲
Montenegro	114	9
Morocco	132	5
Myanmar	2	51 ▲
Nagorno-Karabakh Region	108	10
Nepal	33	29 ▲
Netherlands	21	34 ▼
New Zealand	5	44 ▲
Nicaragua	65	20 ▲
Niger	114	9
Nigeria	10	41 ▲
Northern Cyprus	90	14
Pakistan	78	16

5 Volunteering time full table continued

Country		
	Ranking	Score %
Palestinian Territory	114	9
Panama	29	31
Paraguay	90	14 ▼
Peru	68	19
Philippines	15	38 ▼
Poland	114	9 ▼
Portugal	83	15
Republic of Korea	55	22
Republic of Moldova	76	17
Romania	122	8
Russian Federation	70	18
Rwanda	76	17 ▲
Saudi Arabia	107	11 ▼
Senegal	96	13
Serbia	134	4 ▼
Sierra Leone	33	29
Slovakia	83	15 ▲
Slovenia	25	32
South Africa	23	33 ▲
Spain	83	15
Sri Lanka	3	50 ▲
Sweden	104	12
Syria	60	21 ▲
Taiwan	60	21
Tajikistan	5	44 ▲
Thailand	70	18 ▲
The former Yugoslav Republic of Macedonia	90	14 ▲
Trinidad and Tobago	16	37
Tunisia	129	6
Turkey	132	5
Turkmenistan	1	53 ▼
Uganda	30	30 ▲
Ukraine	43	26 ▼
United Kingdom	33	29
United Republic of Tanzania	96	13 ▼
United States of America	5	44
Uruguay	83	15
Uzbekistan	4	46 ▲
Venezuela	122	8 ▼
Vietnam	108	10
Yemen	135	3
Zambia	30	30 ▲
Zimbabwe	65	20 ▼

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▲ Scores have increased by at least three percentage points.

▼ Scores have decreased by at least three percentage points.

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Data relate to participation in volunteering time during one month prior to interview.

6 Methodology

This report is primarily based upon data from Gallup's World View World Poll,³² which is an ongoing research project carried out in more than 140 countries in 2013 that together represent around 94% of the world's population (around 4.96 billion people).³³ The survey asks questions on many different aspects of life today including giving behaviour. The countries surveyed and questions asked in each region varies from year to year and is determined by Gallup. More detail on Gallup's methodology can be viewed online.³⁴

In most countries surveyed, 1,000 questionnaires are completed by a representative sample of individuals living across the country. The coverage area is the entire country including rural areas. The sampling frame represents the entire civilian, non-institutionalised, aged 15 and older population of the entire country. In some large countries such as China and Russia samples of at least 2,000 are collected, while in a small number of countries, the poll covers 500 to 1,000 people but still features a representative sample. The survey is not conducted in a limited number of instances including where the safety of interviewing staff is threatened, scarcely populated islands in some countries, and areas that interviewers can reach only by foot, animal or small boat. In all, over 130,000 people were interviewed by Gallup in 2013 and samples are probability-based. Surveys are carried out by telephone or face-to-face depending on the country's telephone coverage.

There is of course a margin of error (the amount of random sampling error) in the results for each country, which is calculated by Gallup around a proportion at the 95% confidence level (the level of confidence that the results are a true reflection of the whole population). The maximum margin of error is calculated assuming a reported percentage of 50% and takes into account the design effect.

Calculation of World Giving Index ranking

The percentages shown in the index and within this publication are all rounded to the nearest whole number. In reality though, for our analysis, the percentage scores are all to two decimal points.

Due to rounding therefore, there are some occasions in the ranking of countries where two or more countries appear to have the same percentage, but are not placed equally. This is because there is a small amount of difference in the numbers to two decimal places. This also affects the calculation of percentage point change across years, which is based on the actual figure to decimal places, rather than the rounded number displayed.

In 2013, Gallup changed the way they group the age bands and this has been applied retrospectively to previous years' data. While the revision has affected historical numbers, the overall trends remain largely the same.

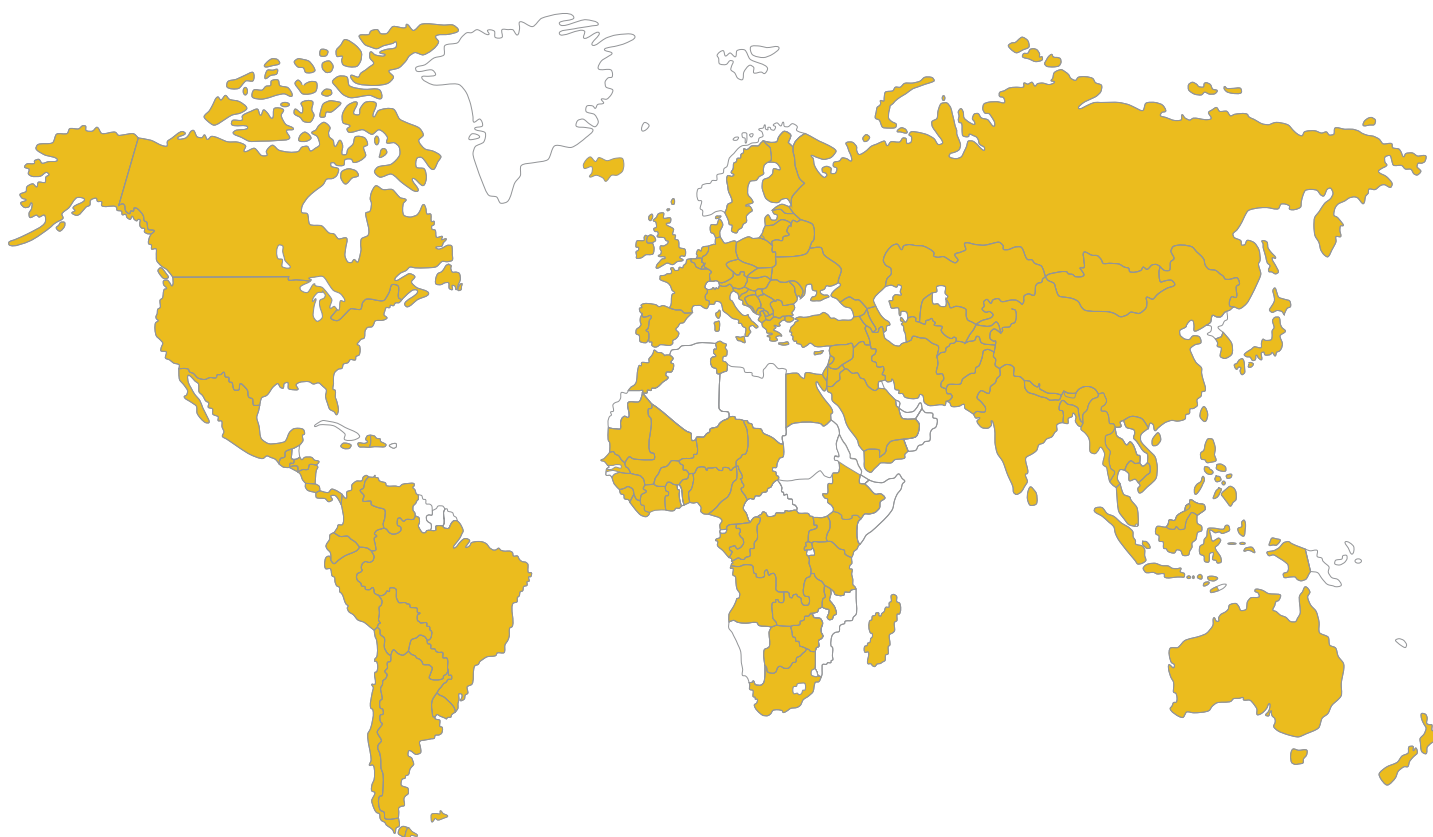
32 Gallup's website: <http://www.gallup.com/strategicconsulting/en-us/worldpoll.aspx>

33 World Population Prospects, the 2012 Revision, June 2013, United Nations Department of Economic and Social Affairs: <http://esa.un.org/wpp/> - The United Nations report a world population of 5.28 billion in 2013, for those aged 15 +

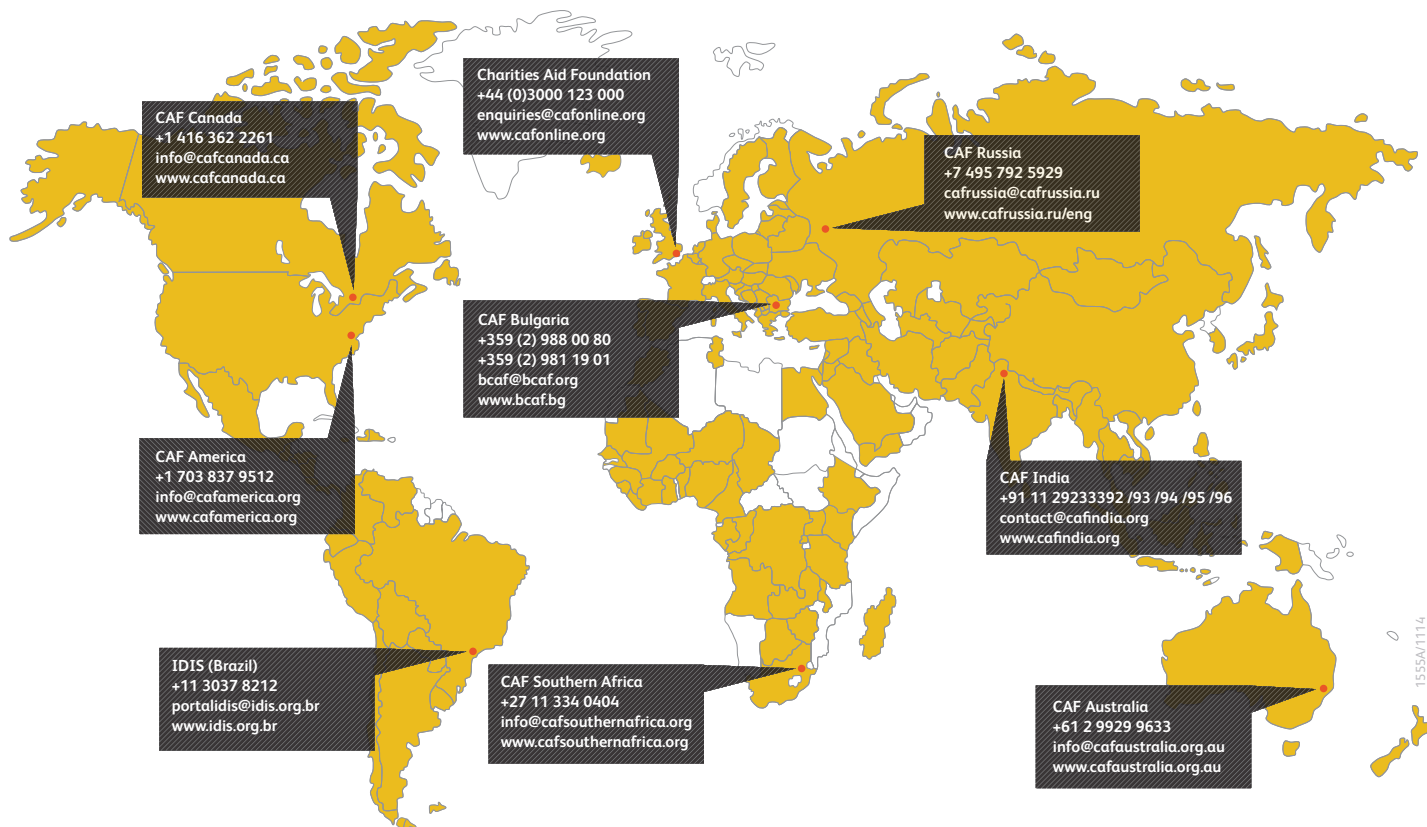
34 Gallup World Poll Methodology, accessed July 2014, Gallup WorldView: <http://www.gallup.com/poll/105226/world-poll-methodology.aspx>
Details of each country's dataset available: <http://www.gallup.com/strategicconsulting/128171/Country-Data-Set-Details-May-2010.aspx>

World Giving Index 2014

Surveyed countries



Afghanistan	Colombia	Haiti	Mali	Republic of Moldova	United Kingdom
Albania	Congo	Honduras	Malta	Romania	United Republic of Tanzania
Angola	Costa Rica	Hungary	Mauritania	Russian Federation	United States of America
Argentina	Côte d'Ivoire	Iceland	Mexico	Rwanda	Uruguay
Armenia	Croatia	India	Mongolia	Saudi Arabia	Uzbekistan
Australia	Cyprus	Indonesia	Montenegro	Senegal	Venezuela
Austria	Czech Republic	Iran	Morocco	Serbia	Vietnam
Azerbaijan	Democratic Republic of the Congo	Iraq	Myanmar	Sierra Leone	Yemen
Bangladesh	Denmark	Ireland	Nagorno-Karabakh Region	Slovakia	Zambia
Belarus	Dominican Republic	Israel	Nepal	Slovenia	Zimbabwe
Belgium	Ecuador	Italy	Netherlands	South Africa	
Benin	Egypt	Jamaica	New Zealand	Spain	
Bhutan	El Salvador	Japan	Nicaragua	Sri Lanka	
Bolivia	Estonia	Jordan	Niger	Sweden	
Bosnia and Herzegovina	Ethiopia	Kazakhstan	Nigeria	Syria	
Botswana	Finland	Kenya	Northern Cyprus	Taiwan	
Brazil	France	Kosovo	Pakistan	Tajikistan	
Bulgaria	Gabon	Kyrgyzstan	Palestinian Territory	Thailand	
Burkina Faso	Georgia	Latvia	Panama	The former Yugoslav Republic of Macedonia	
Cambodia	Germany	Lebanon	Paraguay	Trinidad and Tobago	
Cameroon	Ghana	Liberia	Peru	Tunisia	
Canada	Greece	Lithuania	Philippines	Turkey	
Chad	Guatemala	Luxembourg	Poland	Turkmenistan	
Chile	Guinea	Madagascar	Portugal	Uganda	
China		Malawi	Republic of Korea	Ukraine	
		Malaysia			



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