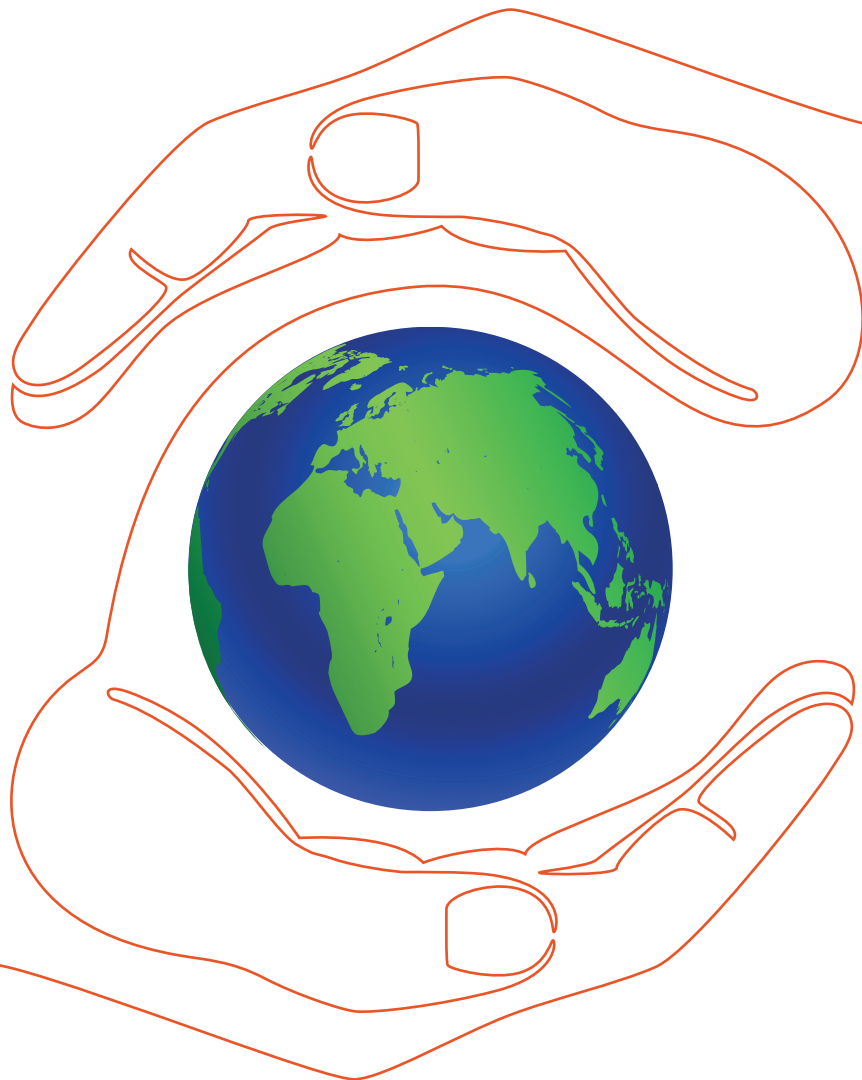


# WORLD GIVING INDEX 2013

*A global view of giving trends*

December 2013



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## *Foreword*

Though the global recession of 2009 is thankfully behind us, the world economy continues to suffer from low growth. But whilst analysts are somewhat circumspect in their assessment of the economic outlook, confidence in charitable giving seems to be on the rise.

Despite a slowdown in the global economy in the year that the survey took place, the 2013 World Giving Index has recorded a return to growth for charitable giving across all the areas we observe – helping a stranger, giving money, and volunteering time over the same period.

Using Gallup World Poll data collected annually since 2005/06, we are able to gain a unique understanding of charitable activity globally, revealing some interesting trends.

The United States of America once again tops the index, a position they last held in 2011 before losing out to Australia in 2012. But the relative stability at the top of the World Giving Index rankings belies a systemic shift taking place in global giving – rising engagement in developing nations.

Rising engagement across all three giving activities as well as growing populations sees India and China at, or near, the top of the rankings in terms of the actual number of people giving in each category. Populous developing economies such as Indonesia and Thailand feature strongly in the top 10 countries for the proportion of people giving money, while the presence of Sri Lanka and the Philippines in the top 10 for volunteering offers a glimpse into the potential future of global giving.

In light of this shift, CAF has launched a project entitled Future World Giving which will examine what governments can do to facilitate the development of a thriving culture of philanthropy as the global middle class expands and develops.

While a return to global growth in charitable giving is positive and the prospect of a growing culture of giving in emerging economies should be welcomed, this is not a time for complacency. Although giving levels have recovered, they are yet to reach their pre-recession heights.

I hope that this report helps to drive conversation about how we can create the conditions for all the people of the world to engage in, and benefit from giving.



**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<sup>1</sup>, as part of its World Poll initiative<sup>2</sup> that operates in 160 countries.

## *World Giving Index 2013*

This fourth edition of the World Giving Index again presents giving data from across the globe over a five year period (2008-2012). The World Giving Index 2013 includes data from 135 countries across the globe that was collected throughout the calendar year of 2012. 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.

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1 Gallup website: [www.gallup.com/home.aspx](http://www.gallup.com/home.aspx)

2 Gallup World Poll website: [www.gallup.com/strategicconsulting/worldpoll.aspx](http://www.gallup.com/strategicconsulting/worldpoll.aspx)

# *Key findings and conclusions*

## *The United States has reclaimed first place in the World Giving Index*

In 2012, proportionally more Americans gave in some way than in any other country. The United States has therefore risen again to first place in the rankings, a position it has traded with Australia since the World Giving Index was first published in 2010. The key reason for this rise is that a higher proportion of Americans helped a stranger than any other country in the world in 2012.

## *Giving has bucked a trend, growing in 2012*

The average percentage of people donating money, volunteering time, and helping a stranger globally all grew in 2012 in relation to 2011, despite a continued fall in the rate of growth of the global economy from 4.0% to 3.2%.

## *Helping a stranger is the key to the rise in giving to charity*

The overall rise in charitable activity has been driven by the increase in people helping a stranger (47% in 2012 vs. 45% in 2011). In particular, there has been a three percentage point increase in the proportion of men helping a stranger globally, up from 46% in 2011 to 49% in 2012.

## *The most substantial growth is in the number of people helping strangers*

The number of people who helped others grew by over 200 million in 2012; more than double the growth in the number of people donating money and volunteering. The use of such informal giving mechanisms, to help those in need within their community, shows the importance of personal interactions in philanthropy, especially in the developing world.

## *Global youth are driving the rise in volunteering*

Since 2011, the biggest increase in participation in volunteering has occurred among 15-24 year olds (from 18.4% in 2011 to 20.6% in 2012). This age group has gone from being the least likely to volunteer in 2008 to the second most likely to volunteer in 2012.

## *Levels of giving remain below those recorded five years ago*

Although there was an increase between 2011 and 2012 for each type of giving, the global level of engagement remains below the highest on record. For donating money in particular, the 2012 level is still behind the level seen in 2008. 2012 has been a good year for giving, but the hope must be for this reversal to evolve into a sustained, upward trend.

## *Philanthropically, India and China have different strengths*

More Indians donate money to charity in a typical month than anywhere else in the world. In 2011 this number had been measured at 163 million, in 2012 it stands at 244 million. India then has flexed its philanthropic muscles in 2012. This is not to say that China is not a generous place. China's strength however lies in the 373 million Chinese who help strangers in a typical month, more than any other country in the world.

### *Myanmar reminds us that giving is about more than just wealth*

With 85% of the adult population saying they had donated money to charity in 2012 in the month prior to being surveyed, Myanmar is in first place for participation in this behaviour. Indeed, the list of the Top 10 countries most likely to donate money to charity includes eight countries not in the G20. The World Giving Index continues to show that high incidences of giving – in all its forms – are to be found in countries not commonly associated with philanthropy.

### *Women are established as being more likely to give money than men*

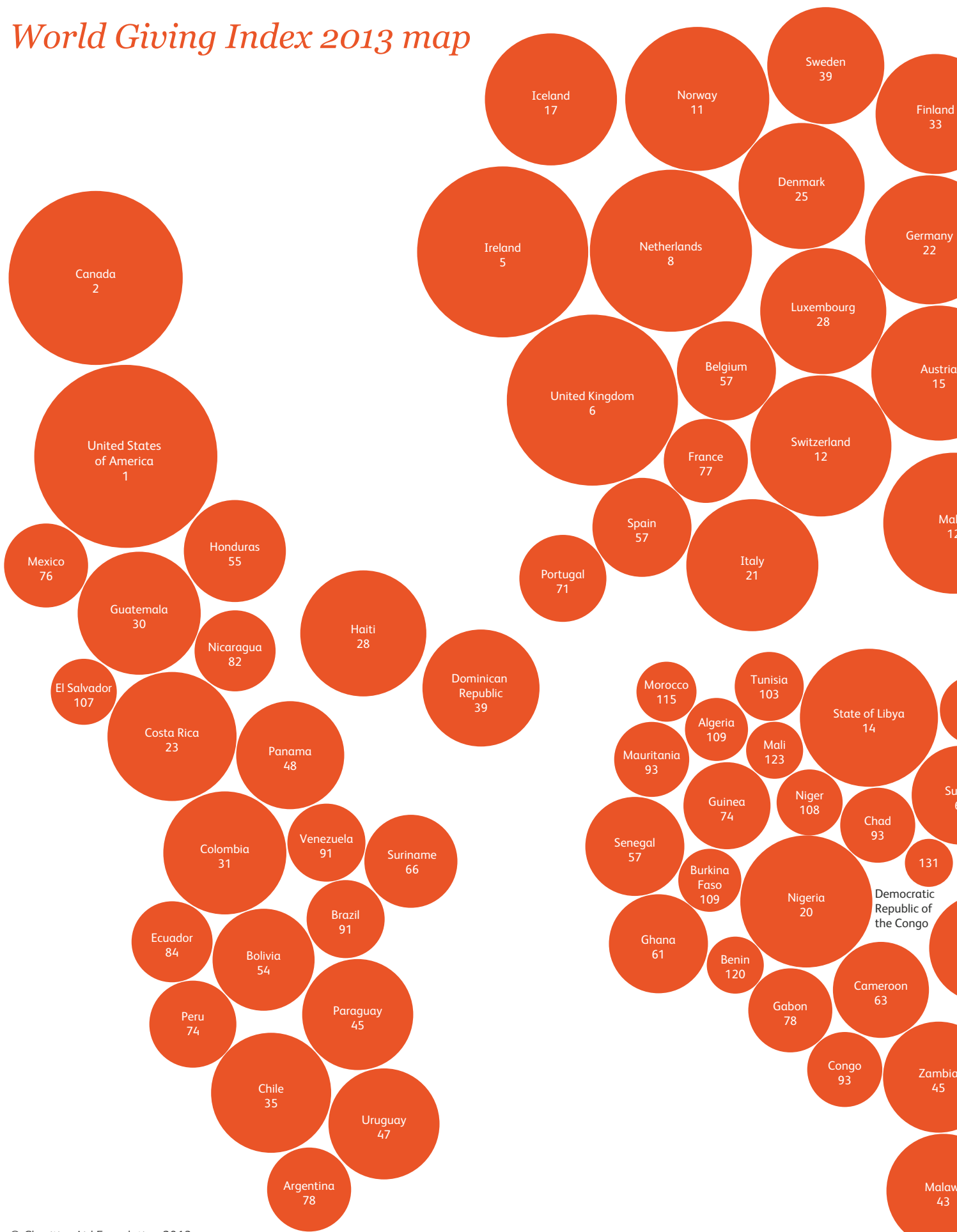
Since 2008, women have become more likely than men to donate money to charity at a global level. Meanwhile, the gap between the two genders in terms of propensity to volunteer remains the same as it was in 2008, at 2.7 percentage points. However, proportionally, more men are helping strangers than ever before.

## *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

# World Giving Index 2013 map



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Only includes countries surveyed in 2012. 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 is ranked first in this year's World Giving Index (Table 1), reclaiming a position it previously held in 2011. Its score of 61% is the highest on record.

The United States' return to the top of the World Giving Index is due mainly to the fact that helping a stranger is more commonplace here than in any other country in the world – when asked, 77% of Americans said they helped somebody they didn't know, up from 71% in 2011. The United States ranks third globally in terms of volunteering, and 13th in terms of donating money.

Unusually, three countries tie for second place this year: Canada, Myanmar, and New Zealand. Australia, which was the highest-ranked nation in both 2010 and 2012 reports, has dropped to seventh position in the rankings but has retained strong figures for giving.

Other countries featuring in the Top 10 are Ireland (5th), the United Kingdom (6th), the Netherlands (8th), Qatar (9th) and Sri Lanka (10th).

Myanmar, last surveyed in 2006, is the highest ranked new entrant this year in the World Giving Index Top 20. Its joint second place in the World Giving Index is mainly due to an extraordinarily high incidence of donating money – 85%.

A country where approximately nine out of ten people consider themselves Buddhist<sup>3</sup>, it is the only country surveyed where more than four out of every five people asked said they had given to a good cause within a month of the interview.

Another new entrant, the State of Libya, appears in the Top 20 for quite different reasons. In a typical month, almost three quarters (72%) of all Libyans helped somebody they did not know – the third highest level across all 135 countries surveyed. This echoes a pattern observed in previous World Giving Index reports for countries in a post-conflict phase, such as Sierra Leone and Liberia, to receive high scores on this measure.

Analysis of data covering the five-year period 2008 to 2012 (Table 2) shows that seven countries are included in the equivalent Top 20 that do not appear in the Top 20 for 2012 alone. These are: Denmark, Germany, Liberia, Luxembourg, Sierra Leone, Thailand and Turkmenistan. These countries have strong historical associations with giving, but either were not surveyed in 2012, were displaced by new entrants or were not found to have levels of engagement in 2012 in line with previous years.




Only five 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<sup>4</sup>.

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<sup>3</sup> CIA Factbook: <https://www.cia.gov/library/publications/the-world-factbook/geos/bm.html>

<sup>4</sup> 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 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 (%)
United States of America	1	61	77	62	45
Canada	2	58	64	68	42
Myanmar	2	58	46	85	43
New Zealand	2	58	67	67	40
Ireland	5	57	64	70	37
United Kingdom	6	57	65	76	29
Australia	7	55	64	67	34
Netherlands	8	54	57	69	37
Qatar	9	51	73	60	19
Sri Lanka	10	48	54	45	46
Norway	11	48	53	56	35
Malta	12	47	46	72	24
Switzerland	12	47	54	56	32
State of Libya	14	46	72	29	37
Austria	15	45	56	52	28
Philippines	16	45	60	31	43
Hong Kong	17	44	55	63	15
Iceland	17	44	45	63	25
Indonesia	17	44	40	63	30
Nigeria	20	44	66	30	36

Only includes countries surveyed in 2012.

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.

Table 2 Top 20 countries in the five-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	58	70	62	42	61	3
Australia	2	58	66	71	36	55	-3
New Zealand	3	57	67	66	40	58	1
Ireland	4	57	63	74	36	57	0
Canada	5	56	66	65	38	58	2
United Kingdom	6	54	60	74	28	57	2
Netherlands	7	54	51	74	37	54	1
Sri Lanka	8	49	52	48	46	48	0
Qatar	9	46	63	58	17	51	5
Hong Kong	10	46	56	68	14	44	-2
Malta	11	46	43	72	23	47	1
Turkmenistan	12	46	57	21	59	42	-4
Denmark	13	45	50	64	22	42	-3
Liberia	14	45	80	11	45	n/a	n/a
Thailand	15	45	43	76	16	40	-5
Austria	16	45	51	56	26	45	1
Germany	17	43	55	48	26	43	0
Luxembourg	18	42	43	55	29	42	-1
Sierra Leone	19	42	73	20	34	n/a	n/a
Philippines	20	42	56	30	40	45	3

Five-year score and averages: data represents average participation in countries surveyed in three or more different calendar years in the period 2008-2012.

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

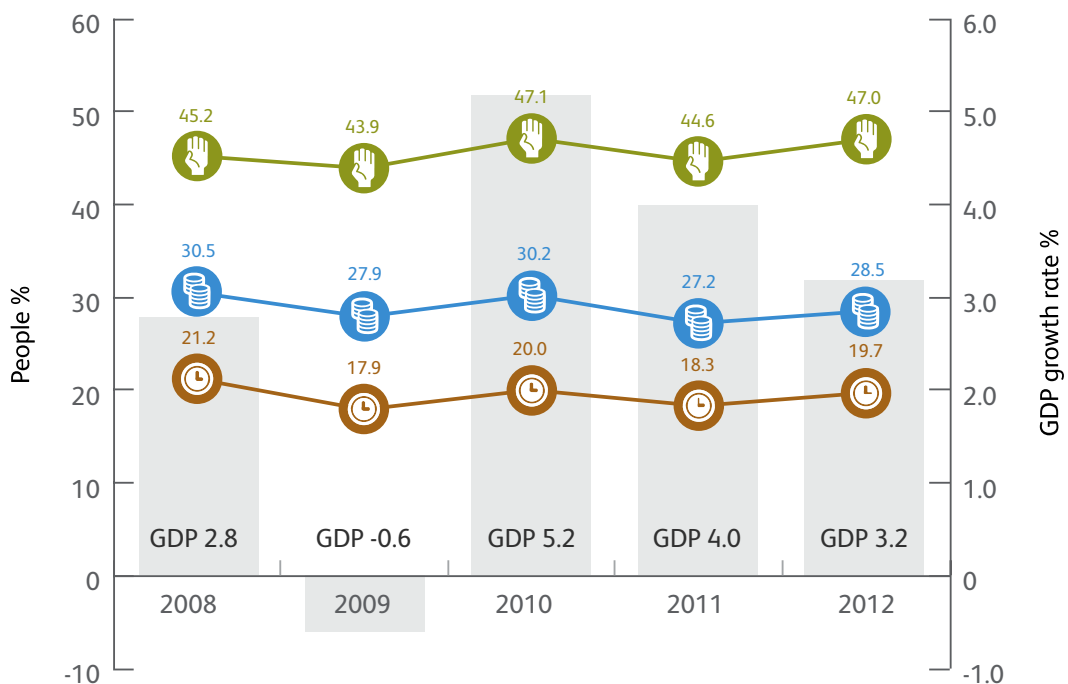
Figure 1 shows that the average percentage of people who donated money, who volunteered, and who helped a stranger, rose worldwide in 2012.

As in previous years, the three giving behaviours continue to tend to move in tandem. However, in contrast with previous years, giving levels and the global economy have moved in opposite directions. Giving levels rose between 2011 and 2012, while the global growth rate of GDP slowed from 4.0% to 3.2%.

The average proportion of people donating money in countries surveyed in 2012 was 28.5%, an increase of 1.3 percentage points over 2011. The next highest increase was in volunteering time, up by 1.4 percentage points, to 19.7%. But the largest increase was in the incidence of helping strangers, up by 2.4 percentage points.

Additional analysis has been done to understand how these fluctuations in percentages have affected actual population numbers (see Figure 2). Naturally, this data echoes these increases in percentages, with the number of people helping a stranger globally rising by around 200 million, and the number donating money and volunteering time both increasing by over 80 million.

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

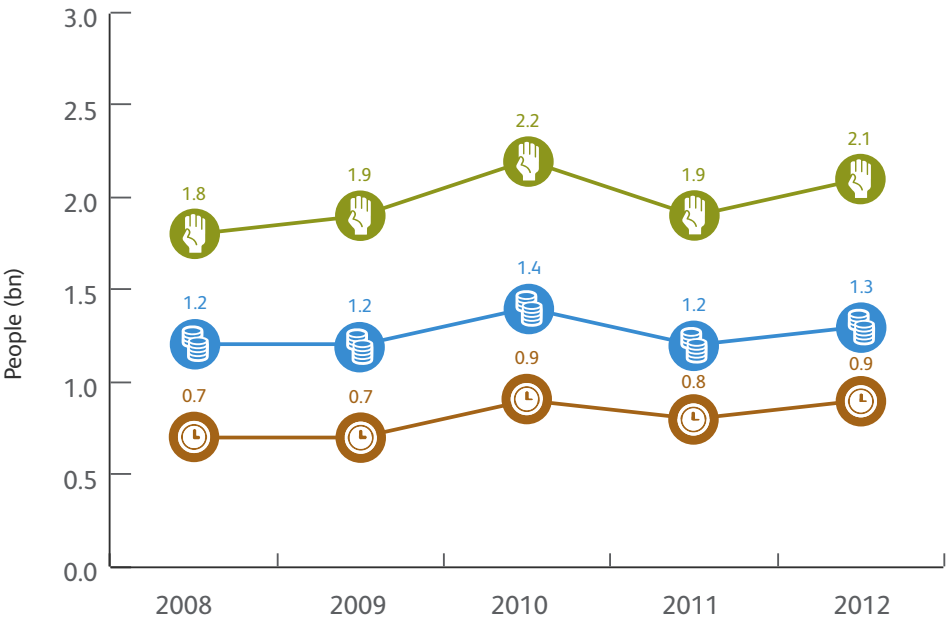


Data represents average participation in countries surveyed in three or more different calendar years in the period 2008-2012.

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.

Figure 2 Global number of people donating money, volunteering time and helping a stranger, over five years



Calculated using UN adult population numbers.

Data represents the number of people participating in giving behaviours in countries surveyed in three or more different calendar years in the period 2008-2012.

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.


Americans were more likely to help strangers than any other nationality in 2012, and the country also boasts the third highest number of people who do so.

This list of countries with the highest incidences of helping strangers (Table 3) is markedly different from the list in the 2012 report. Six of the ten countries were not in the Top 20 last year: Costa Rica, Nigeria, Senegal, Syria, the State of Libya, and the United Kingdom.

Libya and Syria's high ranking may of course reflect the impact of the civil wars they have endured (although Libya could not actually be surveyed in 2011). Senegal's rise in the rankings is the most remarkable, from 51st to 5th (from 50% to 68%). The United Kingdom is the only European country to be included in this Top 10 list.

China and India, the world's most populous countries, top the list of countries with the highest number of people helping strangers. The remaining two 'BRIC' countries – Brazil and Russia – are also in this year's Top 10 for helping strangers. Each month however, more people help strangers in China than do so in the three other BRIC countries combined.


Table 3 Top 10 countries by participation in helping a stranger

		
Helping a stranger country and ranking		People (%)
United States of America	1	77
Qatar	2	73
State of Libya	3	72
Colombia	4	70
Senegal	5	68
Cameroon	6	67
New Zealand		
Nigeria	8	66
Costa Rica	9	65
Kenya		
Syria		
United Kingdom		

Only includes countries surveyed in 2012.

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	373
India	2	253
United States of America	3	197
Indonesia	4	70
Brazil	5	63
Nigeria	6	62
Pakistan	7	60
Bangladesh	8	53
Germany	9	40
Russia	10	40

Calculated using UN adult population numbers.

Only includes countries surveyed in 2012.

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

### 2.1.2 Helping a stranger and gender

Between 2011 and 2012 there has been a marked increase in the likelihood of both men and women helping strangers. In both cases, the increase is in the region of two percentage points.

In the case of men, the current level of 48.6% is the highest score in the current five year view. In the case of women, the current figure is the same as the highest previously recorded figure, in 2010, of 45.8%.

Figure 3 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 the period 2008-2012. Data relate to participation in helping a stranger during one month prior to interview.



### 2.1.3 Helping a stranger and age

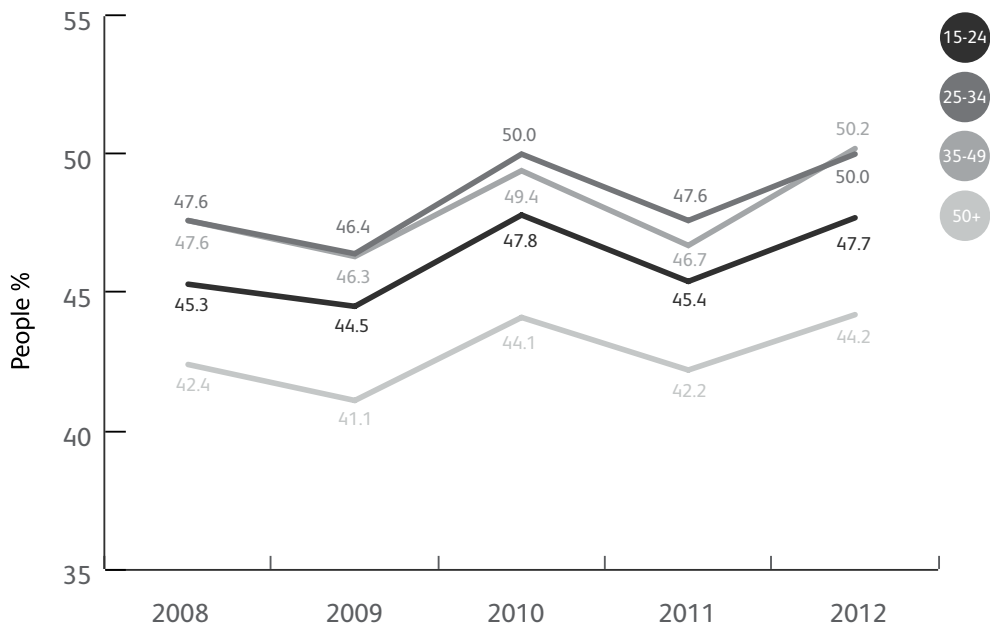
Figure 4 shows that between 2011 and 2012, all age groups enjoyed an increase in the proportion of people who have helped strangers in a typical month.

For three of the four age groups, the increase between 2011 and 2012 was around two percentage points.

For the 35-49 year age group the increase was even higher, at 3.5 percentage points.

Since 2008 the gap between the two 'middle' age bands of 25-34 and 35-49 has consistently been very narrow. For the first time since 2008, the percentage for the older 35-49 year old age group has surpassed that of the 25-34 year old group. Notably, this is the first time that any age group has surpassed 50% on any measure.

Figure 4 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 the period 2008-2012.

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



## 2.2 Donating money to 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 donate money to charity in a typical month, and Table 6 shows the ten countries with the largest actual number of people donating money.

The people of Myanmar are currently more likely to donate to charity than any other country in the world, with 85% of residents doing so in the month before interview. The incidence of donating money in Myanmar is nine percentage points higher than second-placed United Kingdom – which is one of only four G20 countries to appear in this Top 10. Malta, the Mediterranean island nation with a population of just over 360,000 adults, completes the Top 3. Although the United States stands at the top of the overall World Giving Index rankings, it does not feature in the list of ten countries with the highest incidence of donating money.

Table 6 shows that more people donate money to charity in India than anywhere else in the world. Although the country's adult population remains smaller than that of China (870 million vs. 1,100 million), more than double the actual number of people give in a typical month there, a difference of over 100 million people. The United States and China are the countries with the second and third largest numbers of people who said they had donated money.

**Table 5 Top 10 countries by participation in donating money**



Donating money by country and ranking		People (%)
Myanmar	1	85
United Kingdom	2	76
Malta	3	72
Ireland	4	70
Thailand		
Netherlands	6	69
Canada	7	68
Australia	8	67
New Zealand		
Hong Kong	10	63
Iceland		
Indonesia		

Only includes countries surveyed in 2012.  
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	244
United States of America	2	158
China	3	113
Indonesia	4	110
Pakistan	5	45
United Kingdom	6	39
Thailand	7	38
Brazil	8	34
Germany	9	34
Myanmar	10	34

Calculated using UN adult population numbers.  
Only includes countries surveyed in 2012.  
Data relate to participation in donating money during one month prior to interview.

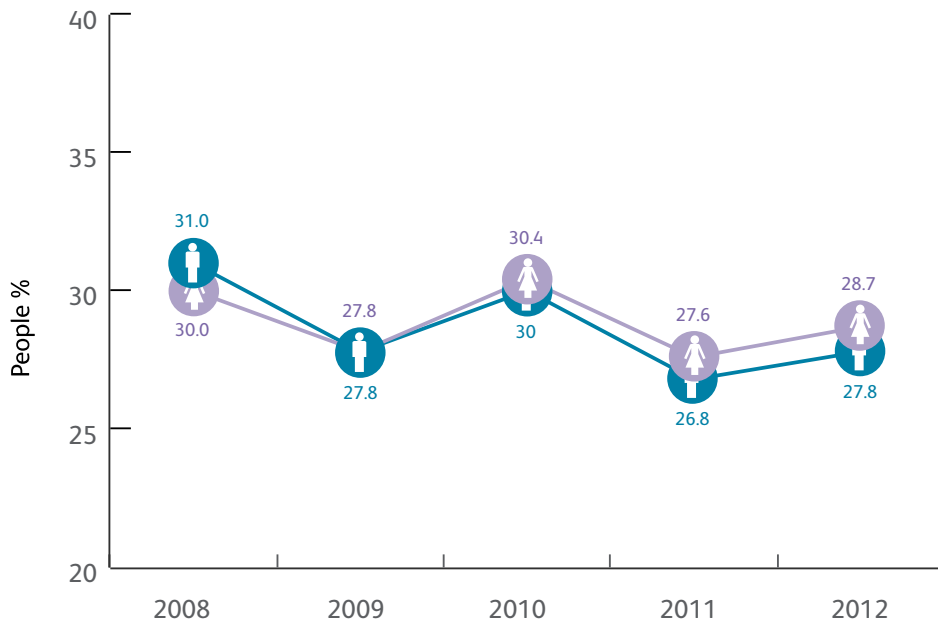
## 2.2.2 Donating money and gender

Since 2008, there has been a shift in the balance between men and women, and their propensity to donate money to charity.

Prior to 2009, more men gave money to charity than women. In 2009 the two genders were equally involved in giving to charity. Since then, proportionally more women have been found to give than men. This trend has continued into 2012, and with a marginally greater difference than was shown in the World Giving Index 2012 report. On average, 28.7% of women in a typical country give to charity in a typical month, 0.9 percentage points ahead of the equivalent figure for men (27.8%). Last year, the gap between the two genders stood at 0.8 percentage points.

This shift towards women being more likely to give than men comes despite a reported worsening of the imbalance between men and women in terms of global employment<sup>5</sup>.

Figure 5 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 2008-2012.

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

### 2.2.3 Donating money and age

At a global level, the older we are, the more likely we are to give money to charitable causes. This has been the case since the World Giving Index was first published in 2010.

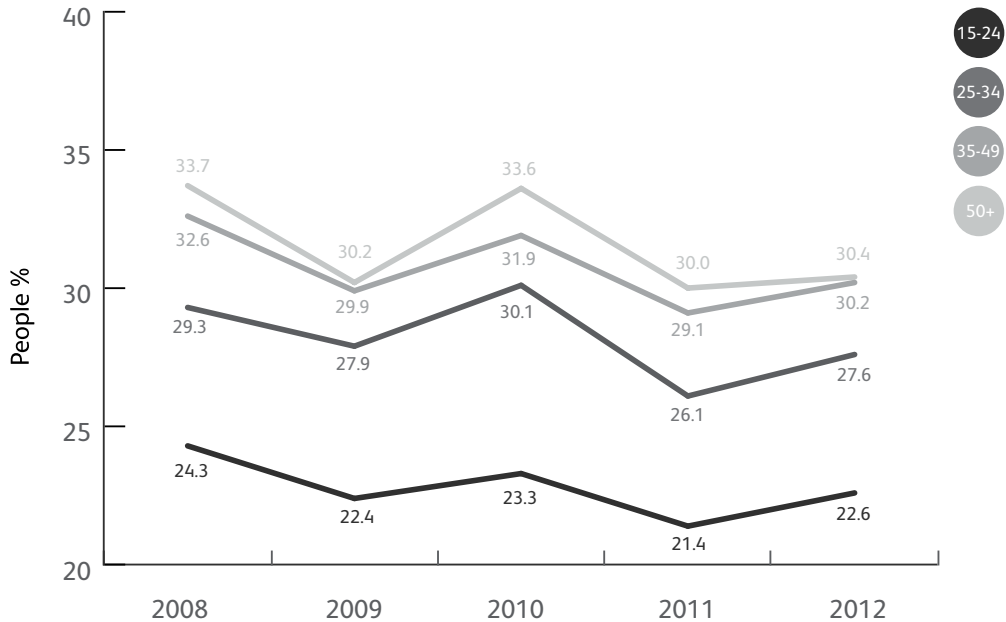
Although this remains true in 2012, the gap between the 50+ age group and the others has narrowed, as this age group experienced the slowest rate of increase in participation between 2011 and 2012. The average percentage of people aged 15-24, 25-34 and 35-49 donating money to good causes all rose by over one percentage point. In contrast, the increase for those aged 50+ was just 0.4 percentage points.

It will be interesting to see if the gap continues to narrow in future reports or if it once again widens, as has happened previously.

Although this increase in the incidence of donating money across all age groups is a positive finding, a sobering observation is that each age band's level of engagement in donating money remains between one to three percentage points lower than 2008.

Nonetheless, this analysis of the last five years paints the same picture – of younger people 'catching up' with their older peers. Since 2008 the average percentage of the over 50s donating money has fallen by 3.3 percentage points, but the fall for those aged 15-24 is only half as great, at 1.7 percentage points.

Figure 6 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 the period 2008-2012. Data relate to participation in donating money during one month prior to interview.



## 2.3 Volunteering time

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

The ten highest-ranked countries in terms of the proportion of people who volunteer time are shown in Table 7, alongside the equivalent Table 8 showing the ten countries with the highest number of people volunteering.


At 57%, Turkmenistan is the only country in the world where a majority of the population say they volunteer in a typical month. Two of Turkmenistan's neighbouring countries – Tajikistan (ranked 7th) and Uzbekistan (ranked 10th) feature in this year's Top 10 again, albeit with lower percentage scores than were observed in 2011.

The United States is the third-ranked country in terms of percentage, but second-ranked in terms of numbers, as shown in Table 8. In last year's World Giving Index 2012 report, the United States had ranked first in terms of numbers (106 million). A combination of India's vast and growing population, and a sharp increase in its proportion of people volunteering (from 10% to 18%) mean that India has surpassed the United States, with as many as 157 million people volunteering in a typical month.

Indonesia is ahead of China in terms of the number of people who volunteer in a typical month, despite its far smaller population.

Russia and Brazil, the other two BRIC countries, also appear in this Top 10 for volunteering by population, behind Nigeria, the Philippines and Mexico, but ahead of Germany.

**Table 7 Top 10 countries by participation in volunteering time**

		
Volunteering time country and ranking		People (%)
Turkmenistan	1	57
Sri Lanka	2	46
United States of America	3	45
Myanmar	4	43
Philippines		
Canada	6	42
Tajikistan	7	41
Guatemala	8	40
New Zealand		
Uzbekistan	10	38

Only includes countries surveyed in 2012. 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**

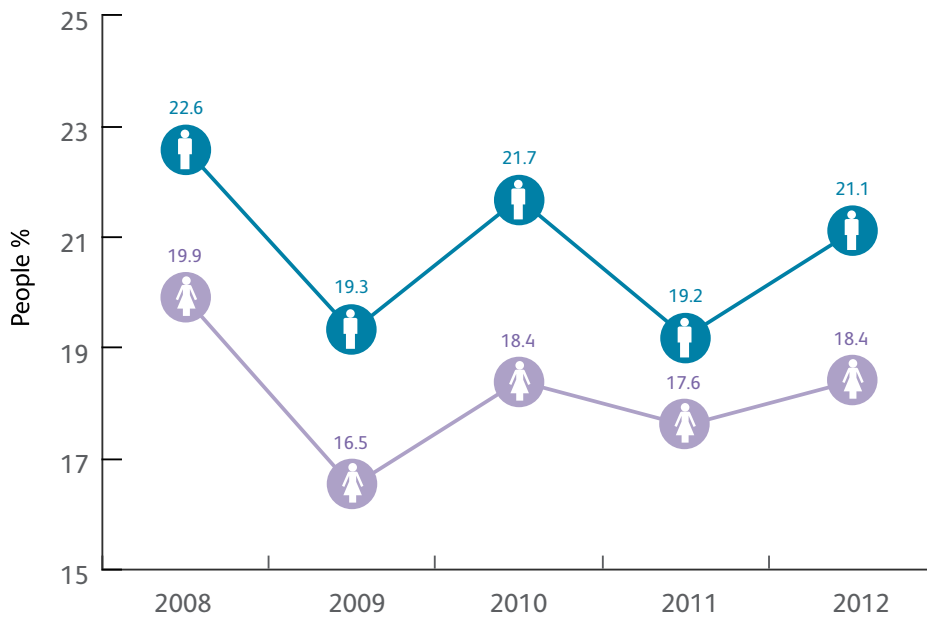
		
Volunteering time country and ranking		People (m)
India	1	157
United States of America	2	115
Indonesia	3	52
China	4	45
Nigeria	5	34
Philippines	6	27
Mexico	7	21
Russia	8	21
Brazil	9	19
Germany	10	19

Calculated using UN adult population numbers. Only includes countries surveyed in 2012. Data relate to participation in volunteering time during one month prior to interview.

### 2.3.2 Volunteering time and gender

Men remain more likely to volunteer time than women. The difference in the average percentage of women and men giving was precisely the same in 2012 as it was in 2008 – 2.7 percentage points.

Figure 7 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 the period 2008-2012. Data relate to participation in volunteering time during one month prior to interview.

### 2.3.3 Volunteering time and age

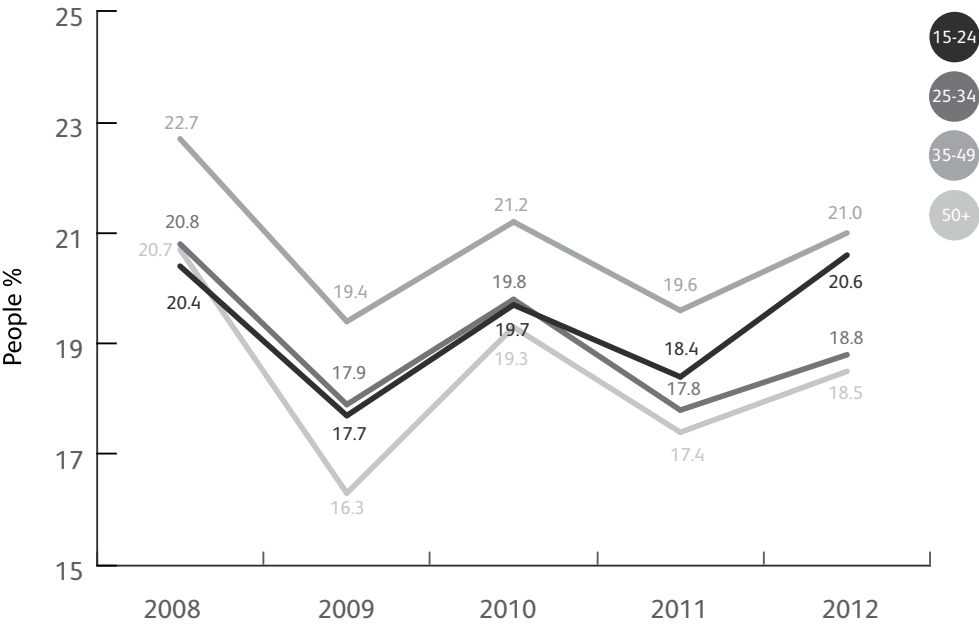
People aged 35-49 remain the most likely in the world to volunteer. A key finding this year however is that the youngest age group – 15-24 year olds – are now almost as likely to do so.

In 2008, 22.7% of 35-49 year olds in a typical country were found to have volunteered in the month prior to interview. All the other age groups lagged behind this figure by approximately two percentage points, and the percentage score for the youngest age group – 15-24 – was the lowest at 20.4%.

Since then however, the 15-24 year old group has risen to become the second most likely to volunteer, and is now only 0.4 percentage points less likely on average to volunteer than the 35-49 year old age group.

Unfortunately, the 15-24 age group is the only one in the world where a higher proportion of people now volunteer than was the case five years ago. All other age groups are now less likely to volunteer than in 2008, with all falling by approximately two percentage points.

Figure 8 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 the period 2008-2012. Data relate to participation in volunteering time during one month prior to interview.

## 3 Continental comparisons

### 3.1 Continental World Giving Index scores

Figure 9 contrasts the World Giving Index 2013 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 score is higher than the five-year score this suggests an increasingly positive giving environment, and vice versa.

For each continent, the one-year score is similar to the five-year score. However, given that even one per cent of the population of a continent represents millions of people, these small differences should still not be ignored.

The two continents that see a one percentage point drop in their one-year score over their five-year score are Oceania and Africa. These, then, are the continents where the giving environment may be said to be deteriorating. The other continents all saw increases. The one-year score in Asia was one percentage point higher than the five-year score there, while in the Americas and Europe, the score for 2012 was two percentage points higher than the five-year score.

Oceania remains by far the most generous continent. However, unlike the other continents, all of whom are comprised of at least twenty one nations, 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 relatively more closely bunched together; all continue to lie within a ten percentage point range. Echoing the conclusions in the 2012 World Giving Index report, it should be of concern that Africa, the continent with the lowest score, is one of only two that has a lower one-year score than its five-year score. Nonetheless, the situation in Africa can be said to have improved since the previous report, when the one-year score was a full three percentage points inferior to the five-year score.

Figure 9 Continental World Giving Index score and five-year score



World Giving Index one-year score: calculated using countries surveyed in 2012 only.

World Giving Index five-year score: data represents average participation in countries surveyed in three or more different calendar years in the period 2008-2012.

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



### 3.2 Continental giving behaviour scores

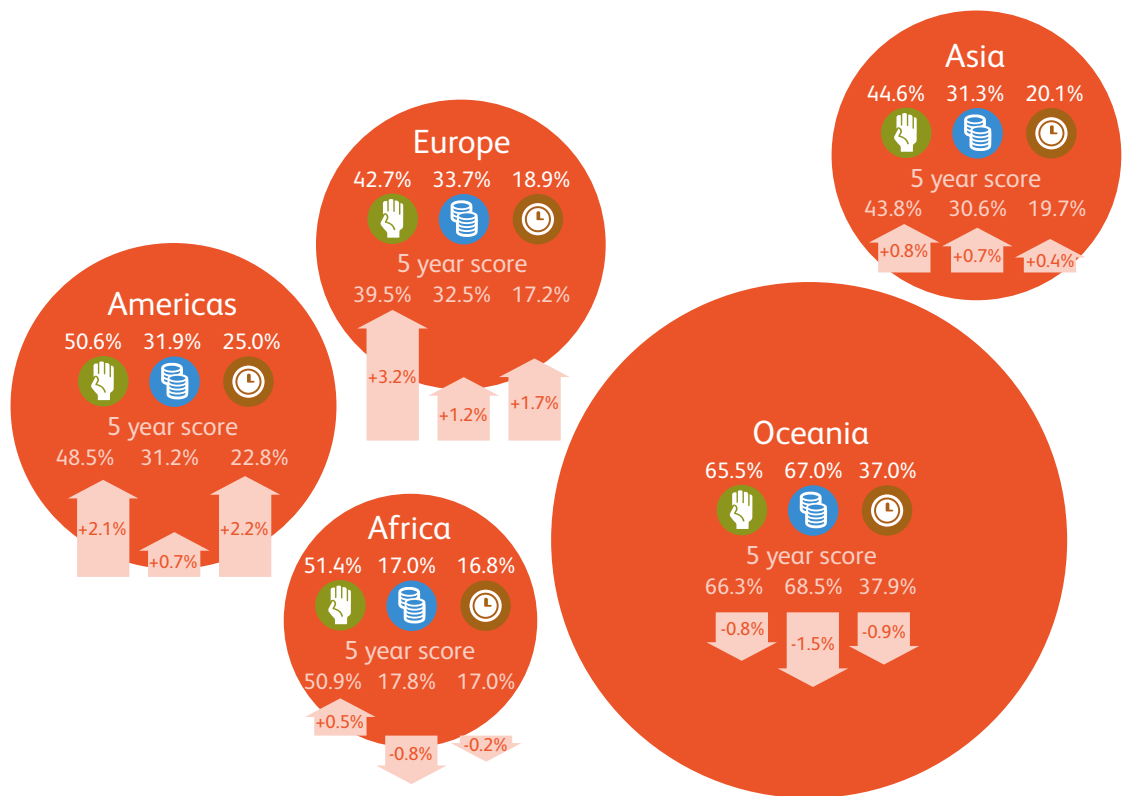
Figure 10 explains how the people of different continents are generous in different ways. Three continents have relatively similar profiles; the other two are unique in their own ways. In the Americas, Asia and Europe, helping a stranger is around twice as commonplace as volunteering, and donating money lies somewhere in between the two.

Africa is unique in that levels of volunteering and donating money are identical, meaning that the generosity in this continent is far more to do with helping one's community informally.

Oceania is unique in that it is the only continent where helping strangers is not the most common giving behaviour. Here, more people donate money in a typical month (67%) than help strangers (66%).

The incidence of donating money in Africa is around half of what it is in the Americas, Asia and Europe, and around a quarter of the level seen in Oceania.

Figure 10 Continental participation in donating money, volunteering time and helping a stranger, and five-year participation







Participation one-year score: calculated using countries surveyed in 2012 only.

Participation five-year score: data represents average participation in countries surveyed in three or more different calendar years in the period 2008-2012.


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



# Appendices

## 1 Alphabetical World Giving Index full table









	 Ranking	 Score (%)		 Ranking	 Score (%)
Afghanistan	35	40	Germany	22	43
Albania	132	16	Ghana	61	33
Algeria	109	21	Greece	135	13
Argentina	78	28	Guatemala	30	41
Armenia	113	21	Guinea	74	29
Australia	7	55	Haiti	28	42
Austria	15	45	Honduras	55	34
Azerbaijan	69	30	Hong Kong	17	44
Bangladesh	89	26	Hungary	78	28
Belarus	93	25	Iceland	17	44
Belgium	57	33	India	93	25
Benin	120	19	Indonesia	17	44
Bolivia	54	34	Iraq	89	26
Bosnia and Herzegovina	109	21	Ireland	5	57
Botswana	84	27	Israel	31	41
Brazil	91	26	Italy	21	44
Bulgaria	118	19	Jordan	120	19
Burkina Faso	109	21	Kazakhstan	66	31
Cambodia	93	25	Kenya	33	40
Cameroon	63	32	Kosovo	78	28
Canada	2	58	Kyrgyzstan	73	29
Chad	93	25	Lao People's Democratic Republic	41	39
Chile	35	40	Latvia	93	25
China	133	16	Lebanon	68	30
Colombia	31	41	Lithuania	120	19
Comoros	84	27	Luxembourg	28	42
Congo	93	25	Madagascar	113	21
Costa Rica	23	43	Malawi	43	38
Croatia	133	16	Malaysia	71	29
Cyprus	24	43	Mali	123	19
Czech Republic	103	23	Malta	12	47
Democratic Republic of the Congo	131	16	Mauritania	93	25
Denmark	25	42	Mexico	76	28
Dominican Republic	39	39	Mongolia	41	39
Ecuador	84	27	Montenegro	126	18
Egypt	105	23	Morocco	115	20
El Salvador	107	22	Myanmar	2	58
Estonia	93	25	Nepal	55	34
Ethiopia	109	21	Netherlands	8	54
Finland	33	40	New Zealand	2	58
France	77	28	Nicaragua	82	27
Gabon	78	28	Niger	108	22
Georgia	116	20	Nigeria	20	44

## 1 Alphabetical World Giving Index full table









	 Ranking	 Score (%)
Norway	11	48
Pakistan	53	35
Palestinian Territory	127	18
Panama	48	36
Paraguay	45	37
Peru	74	29
Philippines	16	45
Poland	84	27
Portugal	71	29
Qatar	9	51
Republic of Moldova	88	27
Romania	105	23
Russia	123	19
Rwanda	128	17
Saudi Arabia	57	33
Senegal	57	33
Serbia	123	19
Singapore	64	32
Slovakia	101	25
Slovenia	44	38
Somaliland (Region)	26	42
South Africa	69	30
Spain	57	33
Sri Lanka	10	48
State of Libya	14	46
Sudan	61	33
Suriname	66	31
Sweden	39	39
Switzerland	12	47
Syria	35	40
Taiwan	52	35
Tajikistan	64	32
Thailand	38	40
The former Yugoslav Republic of Macedonia	118	19
Tunisia	103	23
Turkey	128	17
Turkmenistan	26	42
Uganda	48	36
Ukraine	102	24
United Kingdom	6	57
United Republic of Tanzania	51	36
United States of America	1	61

	 Ranking	 Score (%)
Uruguay	47	37
Uzbekistan	50	36
Venezuela	91	26
Vietnam	116	20
Yemen	130	17
Zambia	45	37
Zimbabwe	82	27









## 2 World Giving Index full table

	 Ranking	 Score (%)	 Ranking	 Score (%)	 Ranking	 Score (%)	 Ranking	 Score (%)
United States of America	1	61	1	77	13	62	3	45
Canada	2	58	13	64	7	68	6	42
Myanmar	2	58	71	46	1	85	4	43
New Zealand	2	58	6	67	8	67	8	40
Ireland	5	57	13	64	4	70	11	37
United Kingdom	6	57	9	65	2	76	26	29
Australia	7	55	13	64	8	67	18	34
Netherlands	8	54	25	57	6	69	11	37
Qatar	9	51	2	73	14	60	60	19
Sri Lanka	10	48	37	54	30	45	2	46
Norway	11	48	42	53	15	56	16	35
Malta	12	47	71	46	3	72	47	24
Switzerland	12	47	37	54	15	56	20	32
State of Libya	14	46	3	72	54	29	11	37
Austria	15	45	26	56	22	52	30	28
Philippines	16	45	20	60	50	31	4	43
Hong Kong	17	44	30	55	10	63	82	15
Iceland	17	44	76	45	10	63	41	25
Indonesia	17	44	95	40	10	63	22	30
Nigeria	20	44	8	66	52	30	14	36
Italy	21	44	26	56	24	50	41	25
Germany	22	43	26	56	27	47	34	27
Costa Rica	23	43	9	65	41	37	34	27
Cyprus	24	43	37	54	27	47	34	27
Denmark	25	42	42	53	18	54	57	20
Somaliland (Region)	26	42	21	59	25	49	68	18
Turkmenistan	26	42	42	53	93	16	1	57
Haiti	28	42	83	44	30	45	14	36
Luxembourg	28	42	83	44	23	51	22	30
Guatemala	30	41	30	55	54	29	8	40
Colombia	31	41	4	70	54	29	47	24
Israel	31	41	58	49	20	53	54	21
Finland	33	40	30	55	37	39	34	27
Kenya	33	40	9	65	58	28	30	28
Afghanistan	35	40	18	62	33	41	75	17
Chile	35	40	42	53	18	54	90	13
Syria	35	40	9	65	35	40	82	15
Thailand	38	40	108	37	4	70	95	12
Dominican Republic	39	39	23	58	70	24	16	35
Sweden	39	39	47	51	20	53	90	13
Lao People's Democratic Republic	41	39	58	49	27	47	57	20
Mongolia	41	39	64	48	37	39	26	29
Malawi	43	38	26	56	54	29	22	30
Slovenia	44	38	76	45	43	35	18	34
Paraguay	45	37	98	39	25	49	47	24

## 2 World Giving Index full table

	 Ranking	 Score (%)	 Ranking	 Score (%)	 Ranking	 Score (%)	 Ranking	 Score (%)
Zambia	45	37	16	63	75	22	34	27
Uruguay	47	37	30	55	35	40	82	15
Panama	48	36	83	44	45	34	21	31
Uganda	48	36	19	61	65	25	51	23
Uzbekistan	50	36	51	50	84	20	10	38
United Republic of Tanzania	51	36	58	49	37	39	60	19
Taiwan	52	35	71	46	33	41	60	19
Pakistan	53	35	47	51	40	38	82	15
Bolivia	54	34	37	54	65	25	47	24
Honduras	55	34	51	50	72	23	30	28
Nepal	55	34	51	50	65	25	40	26
Belgium	57	33	98	39	43	35	41	25
Saudi Arabia	57	33	23	58	60	27	88	14
Senegal	57	33	5	68	93	16	82	15
Spain	57	33	51	50	47	32	75	17
Ghana	61	33	51	50	60	27	54	21
Sudan	61	33	16	63	93	16	60	19
Cameroon	63	32	6	67	87	17	90	13
Tajikistan	64	32	83	44	110	11	7	41
Singapore	64	32	134	24	17	55	75	17
Kazakhstan	66	31	64	48	87	17	26	29
Suriname	66	31	66	47	65	25	53	22
Lebanon	68	30	51	50	47	32	113	8
Azerbaijan	69	30	83	44	87	17	30	28
South Africa	69	30	37	54	100	14	54	21
Malaysia	71	29	120	33	42	36	60	19
Portugal	71	29	76	45	60	27	81	16
Kyrgyzstan	73	29	66	47	96	15	41	25
Guinea	74	29	47	51	87	17	68	18
Peru	74	29	76	45	80	21	57	20
Mexico	76	28	101	38	75	22	41	25
France	77	28	114	35	70	24	41	25
Argentina	78	28	71	46	84	20	75	17
Gabon	78	28	21	59	108	12	95	12
Hungary	78	28	46	52	80	21	107	10
Kosovo	78	28	76	45	52	30	113	8
Nicaragua	82	27	95	40	65	25	75	17
Zimbabwe	82	27	58	49	115	10	51	23
Botswana	84	27	47	51	110	11	60	19
Comoros	84	27	30	55	122	8	68	18
Ecuador	84	27	76	45	80	21	82	15
Poland	84	27	108	37	47	32	95	12
Republic of Moldova	88	27	98	39	75	22	60	19
Bangladesh	89	26	58	49	87	17	90	13
Iraq	89	26	90	42	64	26	102	11

## 2 World Giving Index full table



	 Ranking	 Score (%)	 Ranking	 Score (%)	 Ranking	 Score (%)	 Ranking	 Score (%)
Brazil	91	26	90	42	72	23	90	13
Venezuela	91	26	76	45	100	14	60	19
Belarus	93	25	116	34	110	11	22	30
Cambodia	93	25	135	21	30	45	111	9
Chad	93	25	51	50	102	13	95	12
Estonia	93	25	95	40	87	17	68	18
India	93	25	129	29	58	28	68	18
Latvia	93	25	114	35	50	31	111	9
Mauritania	93	25	90	42	80	21	95	12
Congo	93	25	30	55	115	10	107	10
Slovakia	101	25	126	30	46	33	102	11
Ukraine	102	24	112	36	122	8	26	29
Czech Republic	103	23	116	34	75	22	88	14
Tunisia	103	23	30	55	110	11	131	4
Egypt	105	23	66	47	96	15	121	7
Romania	105	23	101	38	72	23	113	8
El Salvador	107	22	101	38	110	11	68	18
Niger	108	22	58	49	130	6	102	11
Algeria	109	21	83	44	108	12	113	8
Bosnia and Herzegovina	109	21	120	33	60	27	131	4
Burkina Faso	109	21	71	46	115	10	113	8
Ethiopia	109	21	89	43	115	10	102	11
Armenia	113	21	66	47	129	7	113	8
Madagascar	113	21	132	25	115	10	34	27
Morocco	115	20	66	47	130	6	121	7
Georgia	116	20	101	38	135	3	68	18
Vietnam	116	20	101	38	102	13	113	8
Bulgaria	118	19	112	36	96	15	121	7
The former Yugoslav Republic of Macedonia	118	19	129	29	75	22	121	7
Benin	120	19	108	37	122	8	95	12
Jordan	120	19	101	38	102	13	127	6
Lithuania	120	19	108	37	122	8	95	12
Mali	123	19	90	42	122	8	127	6
Russia	123	19	120	33	130	6	75	17
Serbia	123	19	124	31	86	18	121	7
Montenegro	126	18	116	34	102	13	113	8
Palestinian Territory	127	18	101	38	122	8	121	7
Rwanda	128	17	131	27	96	15	107	10
Turkey	128	17	116	34	102	13	130	5
Yemen	130	17	94	41	134	5	131	4
Democratic Republic of the Congo	131	16	126	30	122	8	102	11
Albania	132	16	132	25	102	13	107	10
China	133	16	120	33	115	10	131	4
Croatia	133	16	124	31	115	10	127	6
Greece	135	13	126	30	130	6	131	4

### 3 Helping a stranger full table

	 Ranking	 Score (%)
United States of America	1	77
Qatar	2	73
State of Libya	3	72
Colombia	4	70
Senegal	5	68
Cameroon	6	67
New Zealand	6	67
Nigeria	8	66
Costa Rica	9	65
Kenya	9	65
Syria	9	65
United Kingdom	9	65
Australia	13	64
Canada	13	64
Ireland	13	64
Sudan	16	63
Zambia	16	63
Afghanistan	18	62
Uganda	19	61
Philippines	20	60
Gabon	21	59
Somaliland (Region)	21	59
Dominican Republic	23	58
Saudi Arabia	23	58
Netherlands	25	57
Austria	26	56
Germany	26	56
Italy	26	56
Malawi	26	56
Comoros	30	55
Finland	30	55
Guatemala	30	55
Hong Kong	30	55
Congo	30	55
Tunisia	30	55
Uruguay	30	55
Bolivia	37	54
Cyprus	37	54
South Africa	37	54
Sri Lanka	37	54
Switzerland	37	54
Chile	42	53
Denmark	42	53

	 Ranking	 Score (%)
Norway	42	53
Turkmenistan	42	53
Hungary	46	52
Botswana	47	51
Guinea	47	51
Pakistan	47	51
Sweden	47	51
Chad	51	50
Ghana	51	50
Honduras	51	50
Lebanon	51	50
Nepal	51	50
Spain	51	50
Uzbekistan	51	50
Bangladesh	58	49
Israel	58	49
Lao People's Democratic Republic	58	49
Niger	58	49
United Republic of Tanzania	58	49
Zimbabwe	58	49
Kazakhstan	64	48
Mongolia	64	48
Armenia	66	47
Egypt	66	47
Kyrgyzstan	66	47
Morocco	66	47
Suriname	66	47
Argentina	71	46
Burkina Faso	71	46
Malta	71	46
Myanmar	71	46
Taiwan	71	46
Ecuador	76	45
Iceland	76	45
Kosovo	76	45
Peru	76	45
Portugal	76	45
Slovenia	76	45
Venezuela	76	45
Algeria	83	44
Azerbaijan	83	44
Haiti	83	44
Luxembourg	83	44

### 3 Helping a stranger full table

	 Ranking	 Score (%)
Panama	83	44
Tajikistan	83	44
Ethiopia	89	43
Brazil	90	42
Iraq	90	42
Mali	90	42
Mauritania	90	42
Yemen	94	41
Estonia	95	40
Indonesia	95	40
Nicaragua	95	40
Belgium	98	39
Paraguay	98	39
Republic of Moldova	98	39
El Salvador	101	38
Georgia	101	38
Jordan	101	38
Mexico	101	38
Palestinian Territory	101	38
Romania	101	38
Vietnam	101	38
Benin	108	37
Lithuania	108	37
Poland	108	37
Thailand	108	37
Bulgaria	112	36
Ukraine	112	36
France	114	35
Latvia	114	35
Belarus	116	34
Czech Republic	116	34
Montenegro	116	34
Turkey	116	34
Bosnia and Herzegovina	120	33
China	120	33
Malaysia	120	33
Russia	120	33
Croatia	124	31
Serbia	124	31
Democratic Republic of the Congo	126	30
Greece	126	30
Slovakia	126	30
India	129	29

	 Ranking	 Score (%)
The former Yugoslav Republic of Macedonia	129	29
Rwanda	131	27
Albania	132	25
Madagascar	132	25
Singapore	134	24
Cambodia	135	21





#### 4 Donating money full table





	 Ranking	 Score (%)		 Ranking	 Score (%)
Myanmar	1	85	Slovenia	43	35
United Kingdom	2	76	Panama	45	34
Malta	3	72	Slovakia	46	33
Ireland	4	70	Lebanon	47	32
Thailand	4	70	Poland	47	32
Netherlands	6	69	Spain	47	32
Canada	7	68	Latvia	50	31
Australia	8	67	Philippines	50	31
New Zealand	8	67	Kosovo	52	30
Hong Kong	10	63	Nigeria	52	30
Iceland	10	63	Colombia	54	29
Indonesia	10	63	Guatemala	54	29
United States of America	13	62	State of Libya	54	29
Qatar	14	60	Malawi	54	29
Norway	15	56	India	58	28
Switzerland	15	56	Kenya	58	28
Singapore	17	55	Bosnia and Herzegovina	60	27
Chile	18	54	Ghana	60	27
Denmark	18	54	Portugal	60	27
Israel	20	53	Saudi Arabia	60	27
Sweden	20	53	Iraq	64	26
Austria	22	52	Bolivia	65	25
Luxembourg	23	51	Nepal	65	25
Italy	24	50	Nicaragua	65	25
Paraguay	25	49	Suriname	65	25
Somaliland (Region)	25	49	Uganda	65	25
Cyprus	27	47	Dominican Republic	70	24
Germany	27	47	France	70	24
Lao People's Democratic Republic	27	47	Brazil	72	23
Cambodia	30	45	Honduras	72	23
Haiti	30	45	Romania	72	23
Sri Lanka	30	45	Czech Republic	75	22
Afghanistan	33	41	Mexico	75	22
Taiwan	33	41	Republic of Moldova	75	22
Syria	35	40	The former Yugoslav Republic of Macedonia	75	22
Uruguay	35	40	Zambia	75	22
Finland	37	39	Ecuador	80	21
Mongolia	37	39	Hungary	80	21
United Republic of Tanzania	37	39	Mauritania	80	21
Pakistan	40	38	Peru	80	21
Costa Rica	41	37	Argentina	84	20
Malaysia	42	36	Uzbekistan	84	20
Belgium	43	35			

#### 4 Donating money full table



	 Ranking	 Score (%)
Serbia	86	18
Azerbaijan	87	17
Bangladesh	87	17
Cameroon	87	17
Estonia	87	17
Guinea	87	17
Kazakhstan	87	17
Senegal	93	16
Sudan	93	16
Turkmenistan	93	16
Bulgaria	96	15
Egypt	96	15
Kyrgyzstan	96	15
Rwanda	96	15
South Africa	100	14
Venezuela	100	14
Albania	102	13
Chad	102	13
Jordan	102	13
Montenegro	102	13
Turkey	102	13
Vietnam	102	13
Algeria	108	12
Gabon	108	12
Belarus	110	11
Botswana	110	11
El Salvador	110	11
Tajikistan	110	11
Tunisia	110	11
Burkina Faso	115	10
China	115	10
Croatia	115	10
Ethiopia	115	10
Madagascar	115	10
Congo	115	10
Zimbabwe	115	10
Benin	122	8
Comoros	122	8
Democratic Republic of the Congo	122	8
Lithuania	122	8
Mali	122	8
Palestinian Territory	122	8
Ukraine	122	8

	 Ranking	 Score (%)
Armenia	129	7
Greece	130	6
Morocco	130	6
Niger	130	6
Russia	130	6
Yemen	134	5
Georgia	135	3

## 5 Volunteering time full table

	 Ranking	 Score (%)		 Ranking	 Score (%)
Turkmenistan	1	57	Italy	41	25
Sri Lanka	2	46	Kyrgyzstan	41	25
United States of America	3	45	Mexico	41	25
Myanmar	4	43	Bolivia	47	24
Philippines	4	43	Colombia	47	24
Canada	6	42	Malta	47	24
Tajikistan	7	41	Paraguay	47	24
Guatemala	8	40	Uganda	51	23
New Zealand	8	40	Zimbabwe	51	23
Uzbekistan	10	38	Suriname	53	22
Ireland	11	37	Ghana	54	21
State of Libya	11	37	Israel	54	21
Netherlands	11	37	South Africa	54	21
Haiti	14	36	Denmark	57	20
Nigeria	14	36	Lao People's Democratic Republic	57	20
Dominican Republic	16	35	Peru	57	20
Norway	16	35	Botswana	60	19
Australia	18	34	Malaysia	60	19
Slovenia	18	34	Qatar	60	19
Switzerland	20	32	Republic of Moldova	60	19
Panama	21	31	Sudan	60	19
Belarus	22	30	Taiwan	60	19
Indonesia	22	30	United Republic of Tanzania	60	19
Luxembourg	22	30	Venezuela	60	19
Malawi	22	30	Comoros	68	18
Kazakhstan	26	29	El Salvador	68	18
Mongolia	26	29	Estonia	68	18
Ukraine	26	29	Georgia	68	18
United Kingdom	26	29	Guinea	68	18
Austria	30	28	India	68	18
Azerbaijan	30	28	Somaliland (Region)	68	18
Honduras	30	28	Afghanistan	75	17
Kenya	30	28	Argentina	75	17
Costa Rica	34	27	Nicaragua	75	17
Cyprus	34	27	Russia	75	17
Finland	34	27	Singapore	75	17
Germany	34	27	Spain	75	17
Madagascar	34	27	Portugal	81	16
Zambia	34	27	Ecuador	82	15
Nepal	40	26	Hong Kong	82	15
Belgium	41	25	Pakistan	82	15
France	41	25	Senegal	82	15
Iceland	41	25	Syria	82	15

## 5 Volunteering time full table

	 Ranking	 Score (%)
Uruguay	82	15
Czech Republic	88	14
Saudi Arabia	88	14
Bangladesh	90	13
Brazil	90	13
Cameroon	90	13
Chile	90	13
Sweden	90	13
Benin	95	12
Chad	95	12
Gabon	95	12
Lithuania	95	12
Mauritania	95	12
Poland	95	12
Thailand	95	12
Democratic Republic of the Congo	102	11
Ethiopia	102	11
Iraq	102	11
Niger	102	11
Slovakia	102	11
Albania	107	10
Hungary	107	10
Congo	107	10
Rwanda	107	10
Cambodia	111	9
Latvia	111	9
Algeria	113	8
Armenia	113	8
Burkina Faso	113	8
Kosovo	113	8
Lebanon	113	8
Montenegro	113	8
Romania	113	8
Vietnam	113	8
Bulgaria	121	7
Egypt	121	7
Morocco	121	7
Palestinian Territory	121	7
Serbia	121	7
The former Yugoslav Republic of Macedonia	121	7
Croatia	127	6
Jordan	127	6

	 Ranking	 Score (%)
Mali	127	6
Turkey	130	5
Bosnia and Herzegovina	131	4
China	131	4
Greece	131	4
Tunisia	131	4
Yemen	131	4

## *Methodology*

This report is primarily based upon data from Gallup's World View World Poll<sup>6</sup>, which is an ongoing research project carried out in 135 countries in 2012 that together represent around 94% of the world's population (around 4.9 billion people<sup>7</sup>). The survey asks questions on many different aspects of life today including giving behaviour. More detail on Gallup's methodology can be viewed online<sup>8</sup>.

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 155,000 people were interviewed by Gallup in 2012 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 World Giving Index and within this publication are all rounded to the nearest whole number. In reality though, for the analysis by CAF, 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.

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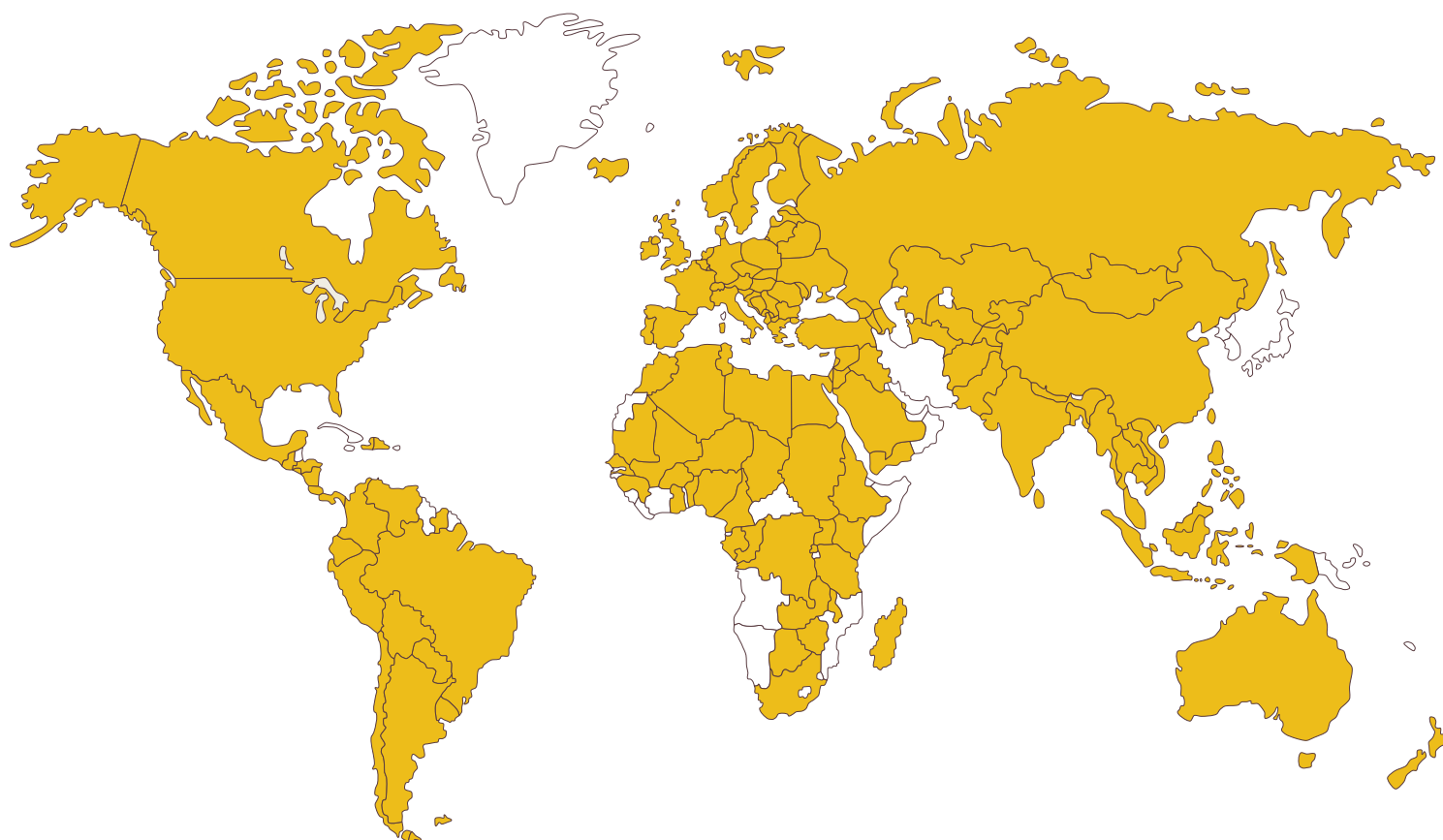
6 Gallup's website: <https://worldview.gallup.com/signin/login.aspx?ReturnUrl=%2f>

7 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 5.21 billion in 2012, for those aged 15 +

8 Gallup World Poll Methodology, accessed November 2012, Gallup WorldView: <https://worldview.gallup.com/content/methodology.aspx>

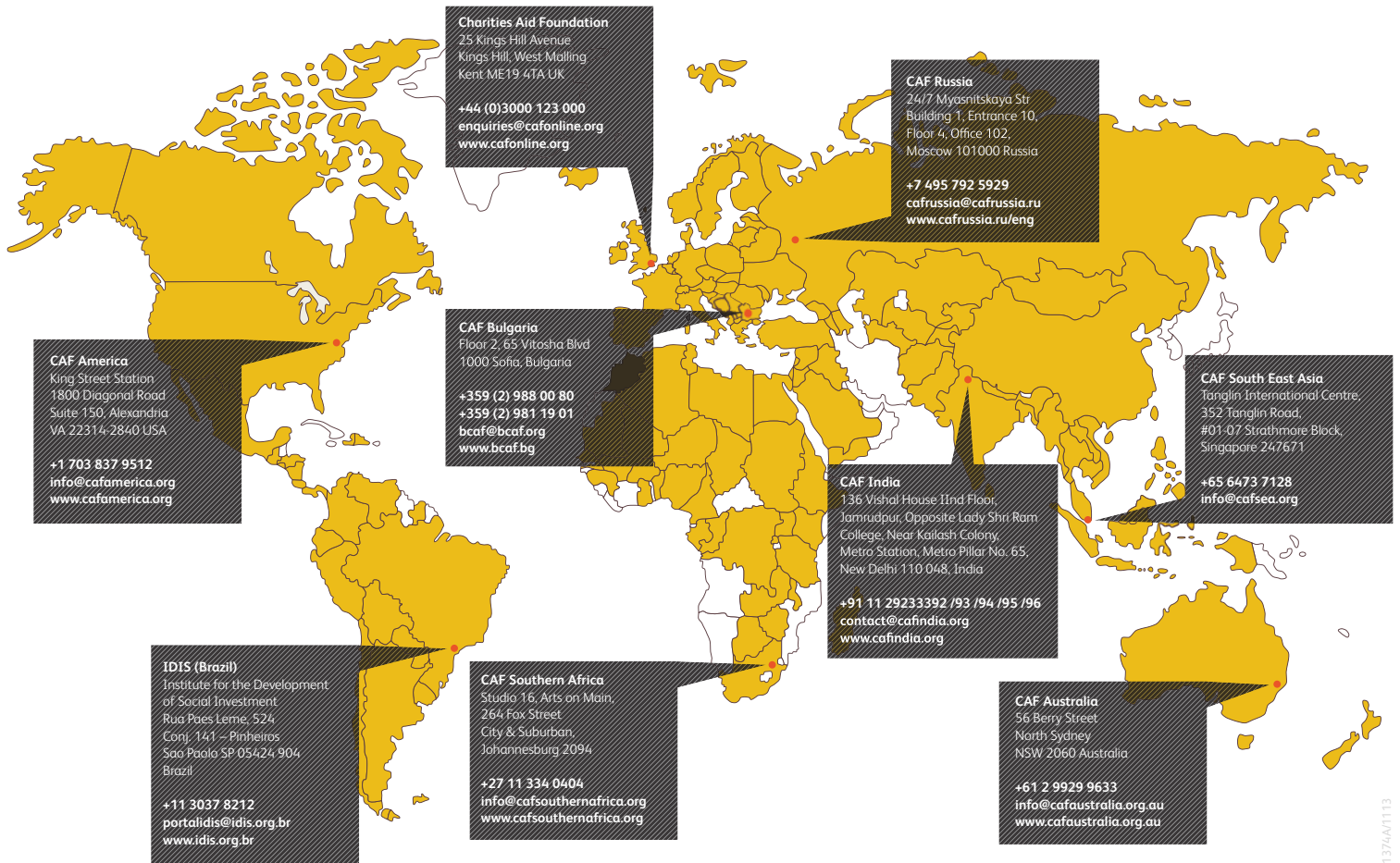
# World Giving Index 2013

## Surveyed countries



Afghanistan	China	Guatemala	Madagascar	Poland	Tajikistan
Albania	Colombia	Guinea	Malawi	Portugal	Thailand
Algeria	Comoros	Haiti	Malaysia	Qatar	The former Yugoslav Republic of Macedonia
Argentina	Congo	Honduras	Mali	Republic of Moldova	Tunisia
Armenia	Costa Rica	Hong Kong	Malta	Romania	Turkey
Australia	Croatia	Hungary	Mauritania	Russia	Turkmenistan
Austria	Cyprus	Iceland	Mexico	Rwanda	Uganda
Azerbaijan	Czech Republic	India	Mongolia	Saudi Arabia	Ukraine
Bangladesh	Democratic Republic of the Congo	Indonesia	Montenegro	Senegal	United Kingdom
Belarus	Denmark	Iraq	Morocco	Serbia	United Republic of Tanzania
Belgium	Dominican Republic	Ireland	Myanmar	Singapore	United States of America
Benin	Ecuador	Israel	Nepal	Slovakia	Uruguay
Bolivia	Egypt	Italy	Netherlands	Slovenia	Uzbekistan
Bosnia and Herzegovina	El Salvador	Jordan	New Zealand	Somaliland (Region)	Venezuela
Botswana	Estonia	Kazakhstan	Nicaragua	South Africa	Vietnam
Brazil	Ethiopia	Kenya	Niger	Spain	Yemen
Bulgaria	Finland	Kosovo	Nigeria	Sri Lanka	Zambia
Burkina Faso	France	Kyrgyzstan	Norway	State of Libya	Zimbabwe
Cambodia	Gabon	Lao People's Democratic Republic	Pakistan	Sudan	
Cameroon	Georgia	Latvia	Palestinian Territory	Suriname	
Canada	Germany	Lebanon	Panama	Sweden	
Chad	Ghana	Lithuania	Paraguay	Switzerland	
Chile	Greece	Luxembourg	Peru	Syria	
			Philippines	Taiwan	





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