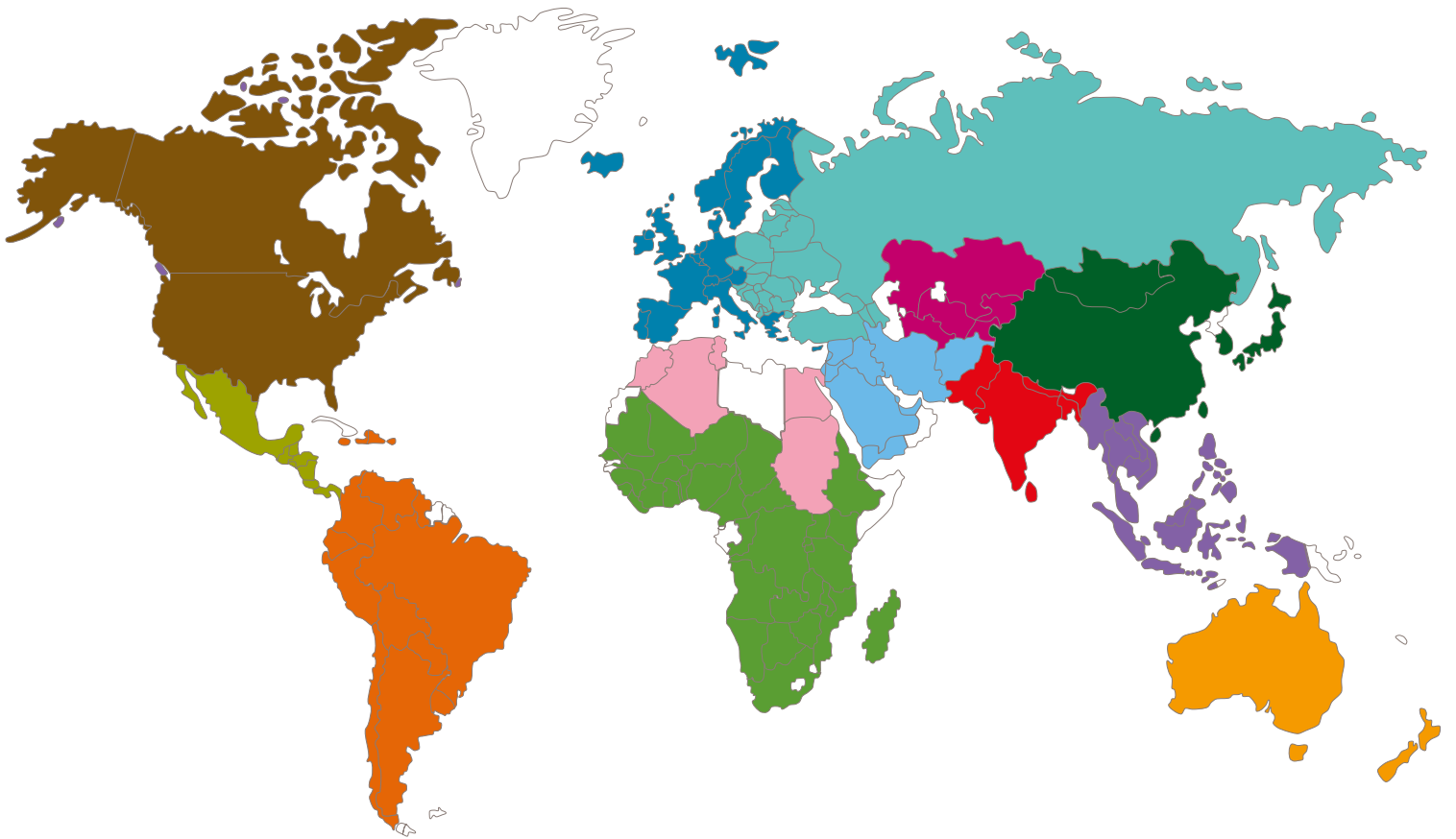


The World Giving Index 2010



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Foreword

Giving time or money voluntarily to help others is seen by sociologists as a marker of cohesiveness in a society. Almost all countries, cultures and faiths have their own traditions of giving which are complex and shaped by their history, customs and religion. The level of giving in a country indicates something about the strength of civil society – the extent to which individuals are willing and able to contribute towards addressing the needs of others both in their own localities and across borders.

As an international charity that encourages cultures of giving and is renowned for its research on the latest philanthropic trends, we are frequently asked for up to date statistics on how societies donate to charity across the globe. Up until now very little data on this topic has existed, and certainly nothing on the scale of this report, which is the largest project of its kind, analysing the charitable behaviour of 95% of the world's population as part of an ongoing survey by Gallup. This allows us to observe, for the first time, how charitable behaviour differs around the world not only from global region to region but from country to country.

In an international report it is important to recognise both giving of time as well as money since a simple measure of financial donations would, on the whole, make the wealthiest nations appear most charitable. For this reason we have developed our World Giving Index to reflect the often diverse and unique nature of charitable behaviour and to transcend cultural and regional differences.

We hope that this report will be used by governments, charities, grant makers and researchers to advance philanthropy and motivate individuals around the world to give more generously.

Finally, I would like to thank Gallup for allowing use of their WorldView data, without which this project would not have been possible.

A handwritten signature in black ink, appearing to read 'John Low'. The signature is fluid and cursive, with the first name 'John' and the last name 'Low' clearly distinguishable.

Dr John Low
Chief Executive
Charities Aid Foundation

Methodology

This report is primarily based upon data from Gallup's WorldView World Poll (worldview.gallup.com) which is an ongoing research project carried out in 153 countries that together represent around 95% of the world's population. The survey asks questions on many different aspects of life today including charitable behaviour.

In most countries surveyed 1,000 questionnaires are completed by a representative sample of individuals living in urban centres. In some large countries such as China and Russia samples of at least 2,000 are collected, while in a small number of countries, where polling is difficult, the poll covers 500 – 1,000 people but still features a representative sample.

Respondents are over 15 years old and samples are probability-based. Surveys are carried out by telephone or face-to-face depending on the country's telephone coverage.

Gallup aim to update each country's survey once a year and Charities Aid Foundation (CAF) worked with data downloaded in March 2010.

Survey questions

Gallup asks people which of the following three charitable acts they have undertaken in the past month:

- donated money to an organisation?
- volunteered time to an organisation?
- helped a stranger, or someone they didn't know who needed help?

It should be noted that giving money or time to an organisation could include political parties/organisations as well as registered charities, community organisations, and places of worship.

World Giving Index

No single method to evaluate the contribution of individuals to society can be perfect. Different stakeholders will have different views on what data should be included and how it should be treated. The aim of this report has been to bring to light, for the first time, a truly global and credible dataset that gives an understanding of this vital subject in a robust, yet straightforward way.

In order to establish a rounded measure of charitable behaviour across the world, CAF has created a World Giving Index which takes into account all three charitable behaviours in the survey. This has been achieved by calculating an average of the three measures in order to come up with an overall country score.

Gross Domestic Product

GDP data is taken from the IMF's World Economic Outlook Programme and GDP is based on purchasing-power parity (PPP) per capita. CAF used this data to cross-reference a population's likelihood to give with their country's wealth.

Wellbeing

Gallup's WorldView also measures how people feel about their lives by asking the following:

"Please imagine a ladder with steps numbered from zero at the bottom to ten at the top. Suppose we say that the top of the ladder represents the best possible life for you, and the bottom of the ladder represents the worst possible life for you. On which step of the ladder would you say you personally feel you stand at this time, assuming that the higher the step the better you feel about your life, and the lower the step the worse you feel about it? Which step comes closest to the way you feel?"

Data was available for 153 countries and this question was asked in the same month as the charitable behaviour questions.

This data is cross-referenced with data on giving money to charity.

Regional breakdown

To fully examine the data CAF has broken the world into 13 global regions. These have been formed based on the UN's regional breakdown (available from www.un.org/depts/dhl/maplib/worldregions.htm) geographical reality and some acceptance of contemporary political norms.

Key findings

Nations 'give' in very different ways

This report reveals the sheer variety and complexity of ways in which individuals contribute to their communities in 153 countries around the world. Enormous variation is seen in how countries and regions 'give'. The incidence of giving money to charity ranges from as low as 4% in Lithuania to as high as 83% in Malta. Incidence of volunteering lies in a range from 2% in Cambodia to 61% in Turkmenistan. Each country has its own unique footprint and its own way to give. In Liberia, less than one tenth (8%) of the population give money to charity every month. Yet over three-quarters (76%) of Liberians help a stranger every month, more than any other country in the world.

Helping strangers is the main way that the world gives

Overall, 20% of the world's population had volunteered time in the month prior to interview, 30% of the world's population had given money to charity, and 45% of the world's population had helped a stranger. Australia and New Zealand are, jointly, the most 'giving' countries in the world. These countries both boast a World Giving Index score (the average of their scores on 'giving money', 'giving time', and 'helping a stranger') of 57%. Eight other countries from three regions also have a World Giving Index score of over 50%.

Happy nations are more likely to give than wealthy nations

The link between the giving of money and happiness is stronger (a coefficient of 0.69) than the link between the giving of money and the GDP of a nation (0.58). It would be reasonable to conclude that giving is more an emotional act than a rational one.

When giving is thought of as more than just money, a new order of global generosity emerges

The ranking of the countries in the World Giving Index underlines that the countries whose citizens 'give' the most are not necessarily the countries that might have been expected. Based on an average of their giving of money, volunteering and helping strangers, around half of the 20 most charitable countries might be seen as traditional economic 'powerhouses', but around half (countries such as Guinea, Guyana and Turkmenistan) almost certainly would not.

Globally, the older we get the more we give money to charity

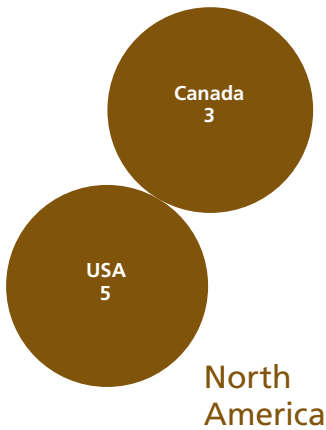
The demographic trends unearthed from this data are compelling. The data shows that globally, the older we are, the more we tend to give (although this trend is reversed in some specific emerging and developing countries). However, in most regions, we are least likely to help a stranger when over 50. Global patterns in volunteering vary greatly by region and by country. For example, volunteering soars in North America through the lifestages; 34% of North Americans aged 15-24 had volunteered in the previous month, but almost double that number – 76% of those aged over 50 – had done so. In terms of gender, women are marginally more likely to give money than men (30% versus 29%). Men, however, are marginally more likely to volunteer, and to help a stranger.

Section 1

World Giving Index

The World Giving Index allows us to establish a rounded view of charitable behaviour worldwide reflecting the fact that being charitable is about more than simply giving money.

The Index is based upon the three charitable behaviours – giving money to an organisation, volunteering time to an organisation and helping a stranger. The map below reflects the way the world looks based upon the charitable behaviour of each country's population and shows their ranking in the Index. The size of the circle reflects the World Giving Index percentage score and the number is its ranking on the World Giving Index.



North America



Central America

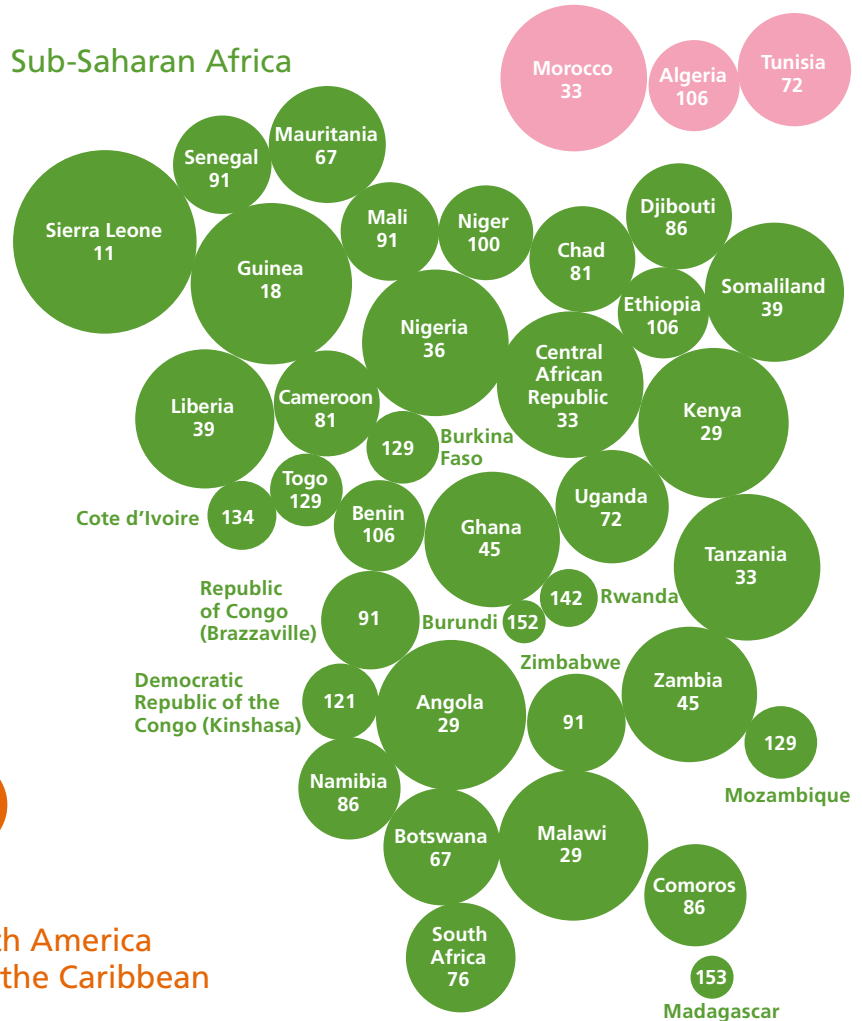


South America and the Caribbean

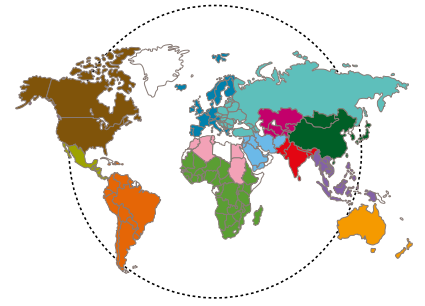
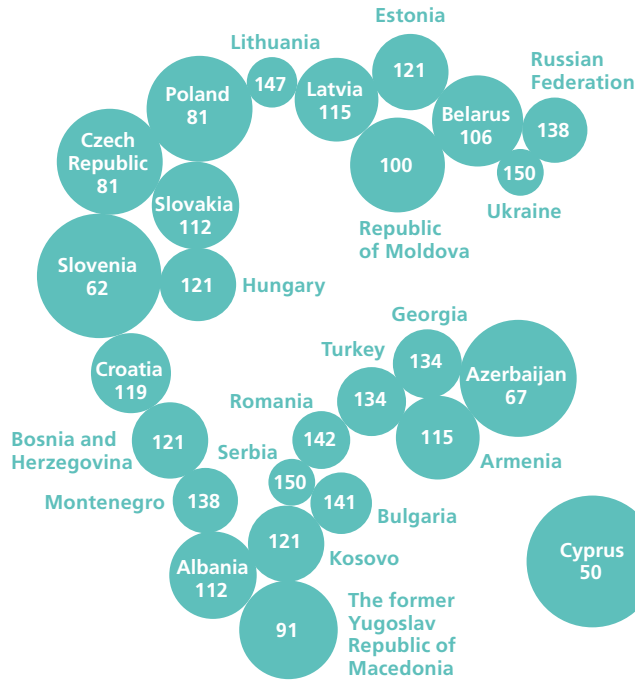
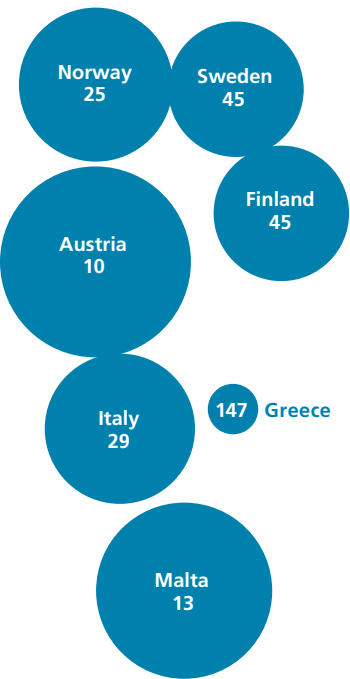


Northern Africa

Sub-Saharan Africa

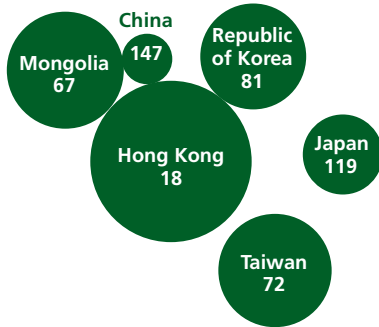
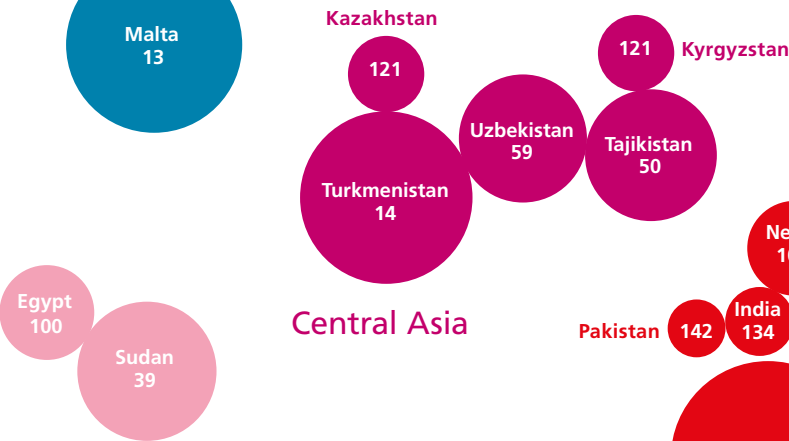


Western and Southern Europe



Central and Eastern Europe

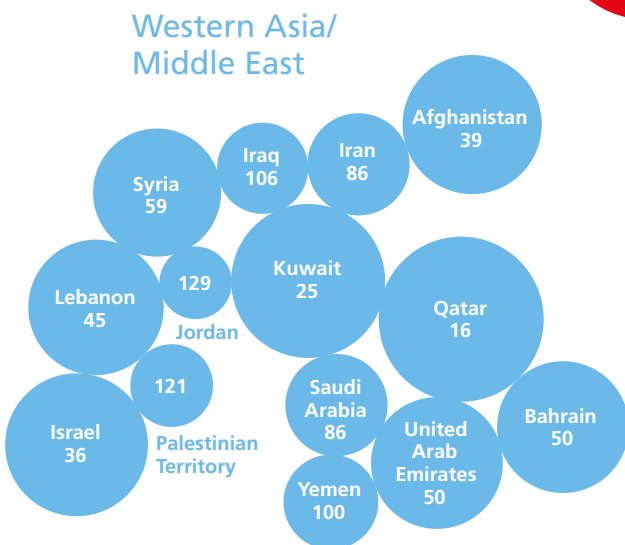
Eastern Asia



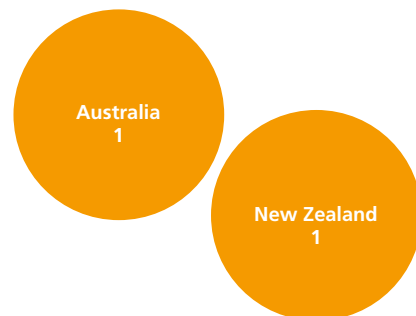
Central Asia

Southern Asia

Western Asia/Middle East



South Eastern Asia



Australasia

The CAF World Giving Index is an average of three measures; the proportion of the public in each of the 153 countries who had, in the previous month, given money to charity, given time to those in need and helped a stranger. Find a full table of all these scores for each individual country on page 32.

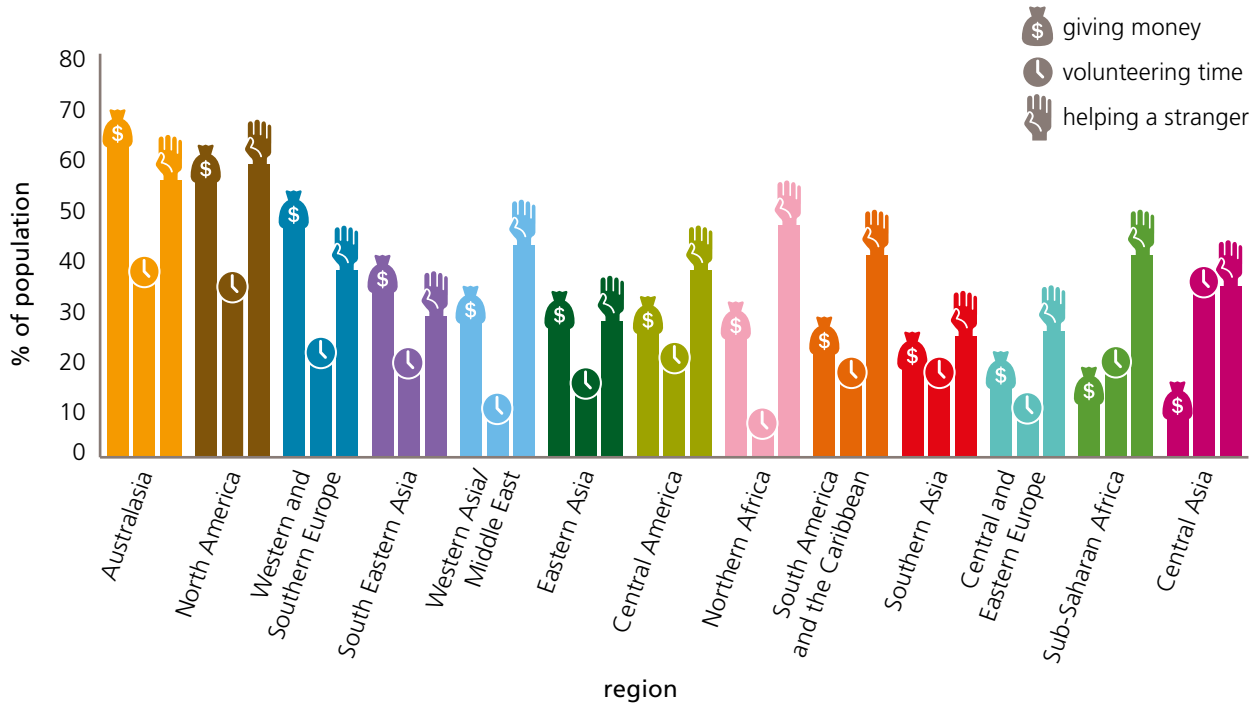
The table below shows the 21 countries who have achieved the highest World Giving Index score. Countries from across the globe appear in this table; indeed countries from 10 of the 13 global regions fall into the 'Top 21'. This first glimpse unearths an important finding; when 'generosity' is assessed in broader terms than money alone, the countries who come to the fore are not necessarily the same ones who are most commonly thought to be the most 'philanthropic'.

Table 1 Top 21 countries in the World Giving Index

World Giving Index	Country	World Giving Index % score
1	Australia	57%
1	New Zealand	57%
3	Ireland	56%
3	Canada	56%
5	Switzerland	55%
5	USA	55%
7	Netherlands	54%
8	United Kingdom	53%
8	Sri Lanka	53%
10	Austria	52%
11	Lao People's Democratic Republic	50%
11	Sierra Leone	50%
13	Malta	48%
14	Iceland	47%
14	Turkmenistan	47%
16	Guyana	45%
16	Qatar	45%
18	Hong Kong	44%
18	Germany	44%
18	Denmark	44%
18	Guinea	44%

'the most common way to give is to help a stranger'

Figure 1 Regional variation in the giving of money, time and helping a stranger

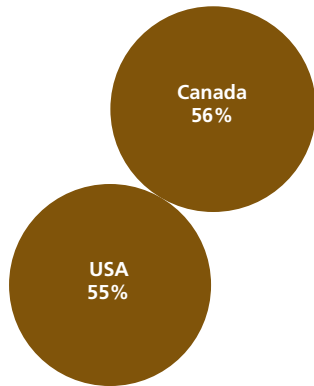


In ten of the thirteen global regions, the most common way to 'give' is to help a stranger. This is true in Northern and Sub-Saharan Africa, Western Asia/Middle East, Eastern, Central and Southern Asia as well as North and Central America and South America and the Caribbean. The giving of money is the most common way to 'give' in Australasia, Western and Southern Europe and South Eastern Asia.

Section 2

Regional comparisons

In this section we break each region down into its member countries to allow a more detailed look at how the three charitable behaviours and World Giving Index scores differ, not only across the regions but also between countries in those regions.



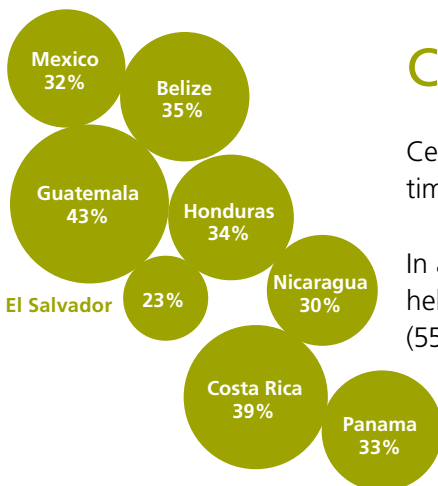
World Giving Index % score

North America

North America shows the highest level of helping behaviour in the world with an average of 67% having helped a stranger. The region ranked second highest for the percentage of people giving money and third for volunteering time.

Both of the countries in this region finished high up the World Giving Index with Canada at number three on the list and the USA number five.

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Canada	3	64%	35%	68%
USA	5	60%	39%	65%



World Giving Index % score

Central America

Central America comes fifth out of the thirteen regions for volunteering time and seventh for both giving money and helping a stranger.

In all Central American countries around a half of the population had helped a stranger in the past month. Over half had done so in Costa Rica (55%) and Guatemala (51%).

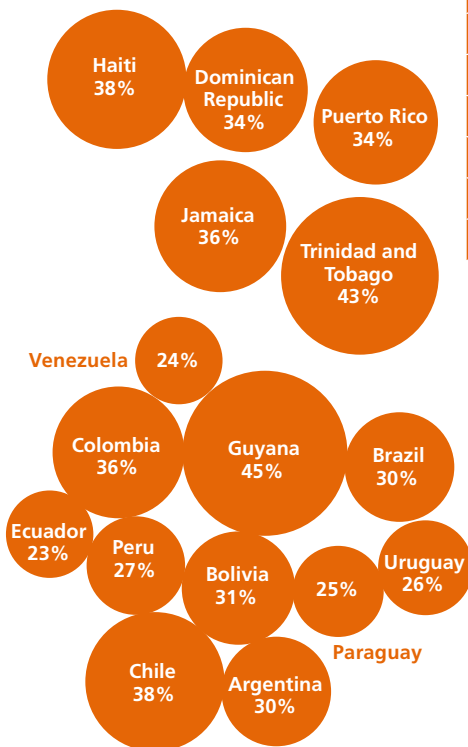
	World Giving Index	% giving money	% volunteering time	% helping a stranger
Guatemala	22	46%	33%	51%
Costa Rica	36	38%	23%	55%
Belize	59	28%	27%	50%
Honduras	62	35%	27%	41%
Panama	66	35%	21%	43%
Mexico	67	25%	20%	50%
Nicaragua	76	30%	20%	39%
El Salvador	115	15%	12%	42%

South America and the Caribbean

South America and the Caribbean has one of the highest levels of helping behaviour in the developing world ranking it fifth out of the thirteen regions. Guyana comes fifth for helping a stranger worldwide.

Three countries in this region stand out for having populations who are particularly likely to give money; Haiti (40%), Trinidad and Tobago (45%) and Chile (48%).

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Guyana	16	36%	33%	67%
Trinidad and Tobago	22	45%	25%	60%
Chile	39	48%	16%	49%
Haiti	39	40%	38%	35%
Colombia	50	24%	20%	63%
Jamaica	50	28%	18%	61%
Puerto Rico	62	30%	18%	55%
Dominican Republic	62	25%	25%	52%
Bolivia	72	22%	20%	50%
Argentina	76	21%	16%	52%
Brazil	76	25%	15%	49%
Peru	91	20%	19%	42%
Uruguay	100	20%	15%	43%
Paraguay	106	31%	17%	28%
Venezuela	112	19%	15%	37%
Ecuador	115	18%	16%	35%



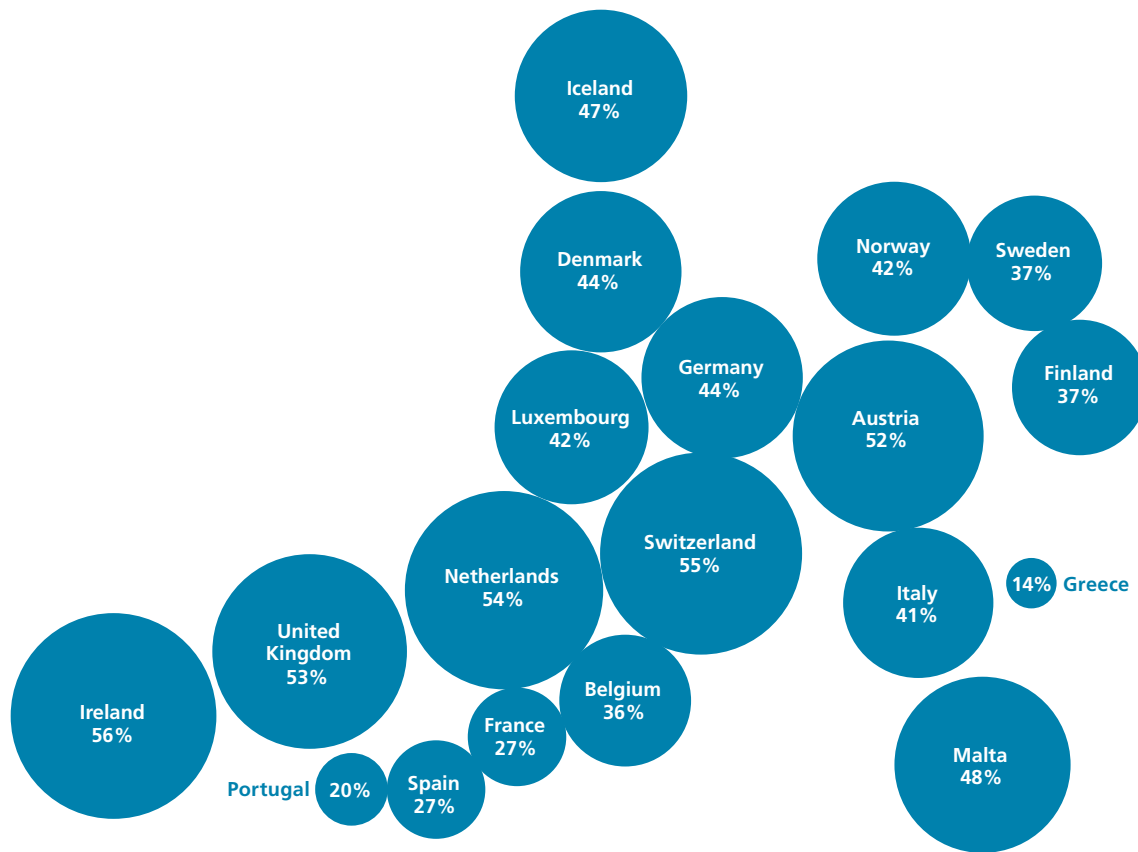
World Giving Index % score

Western and Southern Europe

Western and Southern Europe has the third highest average level of giving money in the world, making it one of only three regions where, on average, over half the population gave money in the last month. The region also shows the greatest variation of all regions between countries in percentage of population giving money – from 8% (Greece) to 83% (Malta).

At 24% the average level of volunteering in Western and Southern Europe is much lower than in Australasia, Central Asia or North America, although it still ranks as the fourth highest region globally.

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Ireland	3	72%	35%	60%
Switzerland	5	71%	34%	60%
Netherlands	7	77%	39%	46%
United Kingdom	8	73%	29%	58%
Austria	10	69%	30%	58%
Malta	12	83%	21%	40%
Iceland	14	67%	26%	47%
Germany	18	49%	28%	56%
Denmark	18	67%	20%	45%
Luxembourg	25	58%	28%	41%
Norway	27	43%	38%	45%
Italy	29	62%	16%	45%
Finland	45	42%	28%	42%
Sweden	45	52%	12%	47%
Belgium	50	40%	24%	45%
Spain	91	25%	13%	44%
France	91	31%	22%	28%
Portugal	129	15%	11%	33%
Greece	147	8%	5%	28%



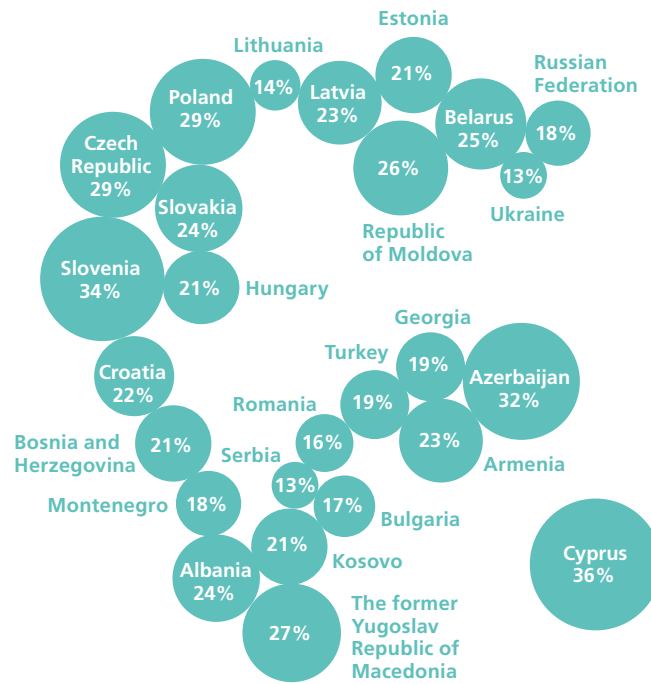
World Giving Index % score

Central and Eastern Europe

Most countries in Central and Eastern Europe fall into the lower half of the World Giving Index. In five of the twenty six countries in the region less than 10% of the population had given money to charity in the previous month, contributing to the region ranking eleventh out of thirteen globally in terms of the giving of money. Nonetheless in most countries in the region, more than one third of the population engaged in one of the three forms of 'giving'. Armenia is noteworthy in that whilst only 6% of the population had given money to those in need in the previous month (one of the lowest scores), the country can claim the highest likelihood to help a stranger in the region, at 51%.

Central and Eastern Europe continued

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Cyprus	50	42%	22%	45%
Slovenia	62	35%	27%	40%
Azerbaijan	67	22%	27%	48%
Poland	81	42%	9%	35%
Czech Republic	81	31%	18%	37%
The former Yugoslav Republic of Macedonia	91	38%	9%	34%
Republic of Moldova	100	17%	20%	42%
Belarus	106	11%	32%	32%
Slovakia	112	29%	13%	31%
Albania	112	27%	15%	31%
Armenia	115	6%	12%	51%
Latvia	115	16%	18%	34%
Croatia	119	26%	6%	34%
Estonia	121	12%	15%	37%
Kosovo	121	35%	9%	20%
Hungary	121	22%	9%	32%
Bosnia and Herzegovina	121	29%	4%	29%
Georgia	134	5%	15%	37%
Turkey	134	14%	7%	35%
Montenegro	138	18%	6%	31%
Russian Federation	138	6%	20%	29%
Bulgaria	141	18%	3%	30%
Romania	142	14%	5%	28%
Lithuania	147	4%	6%	33%
Serbia	150	14%	5%	21%
Ukraine	150	5%	14%	19%



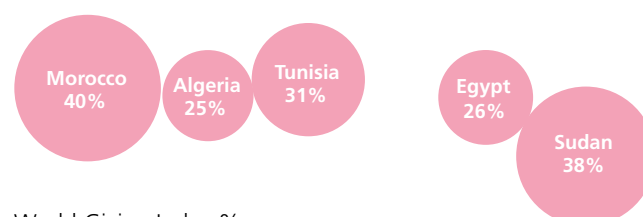
World Giving Index % score

Northern Africa

Northern Africa ranks third out of the thirteen regions for helping a stranger but fares less well in terms of volunteering time with two of the five countries in the region (Egypt and Morocco) coming in the bottom ten countries in the world on this measure.

In a country breakdown, Morocco appears in the top five countries in the world for giving money and Sudan is third in the world in terms of likelihood to help a stranger.

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Morocco	33	72%	4%	44%
Sudan	39	26%	20%	69%
Tunisia	72	19%	12%	61%
Egypt	100	19%	6%	52%
Algeria	106	17%	9%	50%



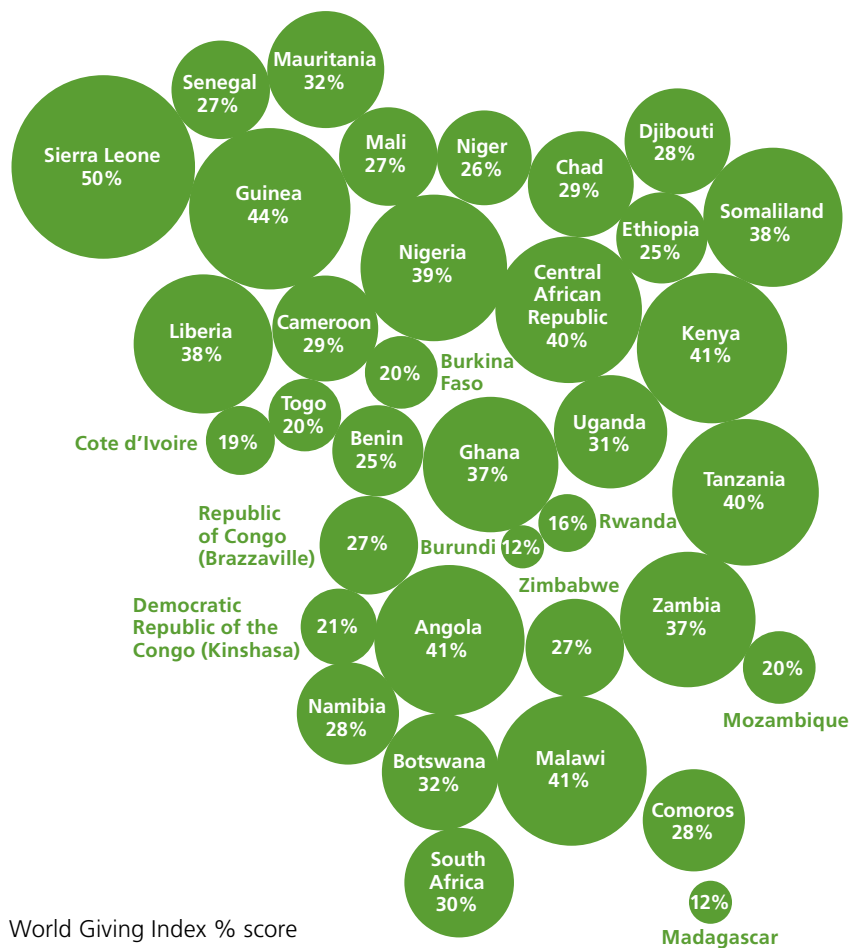
World Giving Index % score

Sub-Saharan Africa

Similar to the Central and South America and the Caribbean regions, the people living in Sub-Saharan African are around twice as likely on average to offer help to a stranger than to give money to an organisation. In fact, at 49%, Sub-Saharan Africa has the fifth highest helping propensity of all regions. The region contains the top two countries in the world for helping a stranger – Liberia and Sierra Leone.

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Sierra Leone	11	29%	45%	75%
Guinea	18	28%	42%	61%
Angola	29	24%	39%	61%
Kenya	29	30%	28%	64%
Malawi	29	29%	35%	58%
Tanzania	33	42%	26%	51%
Central African Republic	33	24%	47%	48%
Nigeria	36	29%	28%	61%
Somaliland	39	35%	23%	56%
Liberia	39	8%	30%	76%
Zambia	45	25%	27%	59%
Ghana	45	22%	31%	57%
Mauritania	67	27%	15%	55%
Botswana	67	15%	19%	62%
Uganda	72	13%	22%	59%
South Africa	76	15%	19%	57%
Chad	81	22%	27%	38%
Cameroon	81	18%	12%	56%
Djibouti	86	20%	16%	49%
Comoros	86	12%	21%	51%
Namibia	86	17%	17%	49%
Senegal	91	16%	13%	52%
Mali	91	16%	21%	44%
Zimbabwe	91	9%	19%	53%
Republic of Congo (Brazzaville)	91	11%	18%	51%
Niger	100	11%	11%	57%
Ethiopia	106	24%	13%	38%
Benin	106	19%	19%	37%

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Democratic Republic of the Congo (Kinshasa)	121	12%	18%	32%
Mozambique	129	12%	14%	35%
Burkina Faso	129	6%	14%	41%
Togo	129	8%	19%	33%
Cote d'Ivoire	134	6%	7%	45%
Rwanda	142	15%	11%	21%
Burundi	152	9%	7%	21%
Madagascar	153	6%	11%	18%



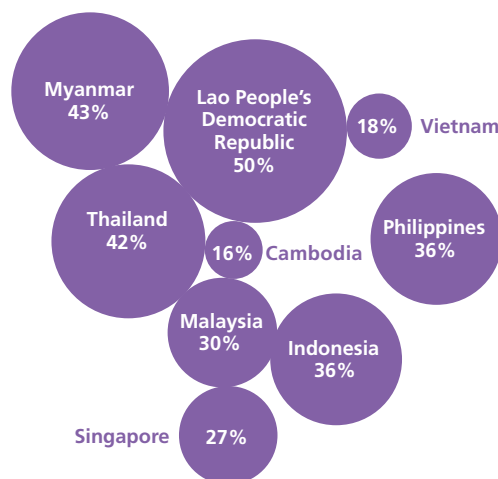
South Eastern Asia

South Eastern Asia scores highest of the Asian regions for giving money and is fourth in the world overall. The region ranked sixth globally for volunteering time and tenth for helping a stranger.

Only Lao People's Democratic Republic appears in the top twenty countries in the World Giving Index, however, Thailand comes joint third in the list of countries giving money to charity.

The region contains the country with the lowest level of volunteering in the world – Cambodia, where only 2% of the population have volunteered time.

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Lao People's Democratic Republic	11	64%	32%	53%
Myanmar	22	36%	40%	52%
Thailand	25	73%	18%	36%
Indonesia	50	25%	36%	48%
Philippines	50	45%	27%	35%
Malaysia	76	32%	29%	30%
Singapore	91	35%	10%	35%
Vietnam	138	17%	6%	32%
Cambodia	142	34%	2%	13%



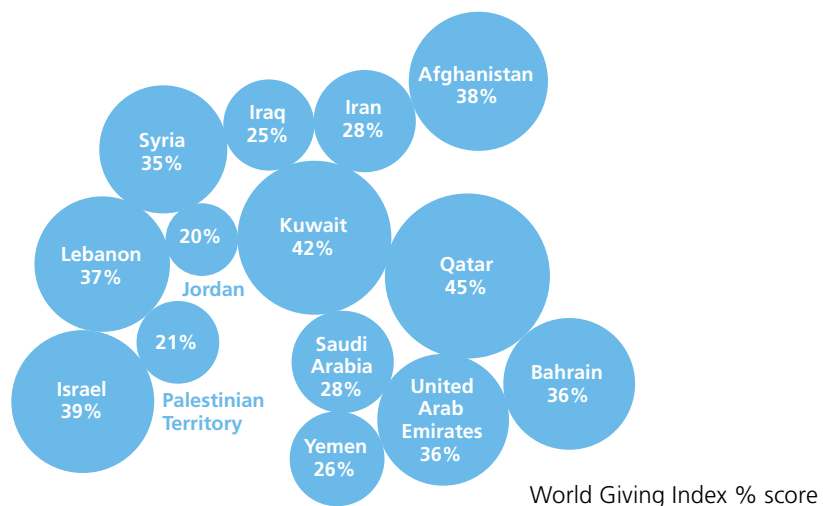
World Giving Index % score

Western Asia/Middle East

This region contains a number of the world's most oil-rich economies, however, giving money is less prevalent on average than helping a stranger – by around 20% of the population. This region also has one of the lowest average proportions for volunteering time at 13% of the population.

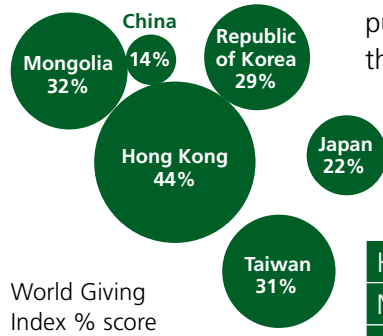
Qatar comes twelfth in the world for giving money with nearly two-thirds (64%) of the population having given to charity. Interestingly, Iraq displayed some of the lowest levels of giving money and volunteering time in the world, however the country came in the top twenty for helping a stranger.

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Qatar	16	64%	18%	53%
Kuwait	25	41%	19%	67%
Israel	36	51%	18%	47%
Afghanistan	39	35%	23%	55%
Lebanon	45	40%	13%	57%
Bahrain	50	43%	18%	48%
United Arab Emirates	50	40%	14%	54%
Syria	59	33%	9%	62%
Iran	86	35%	12%	38%
Saudi Arabia	86	27%	12%	45%
Yemen	100	17%	7%	53%
Iraq	106	7%	6%	61%
Palestinian Territory	121	14%	10%	39%
Jordan	129	22%	4%	33%



Eastern Asia

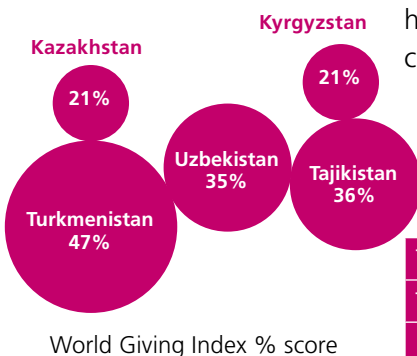
Regionally, Eastern Asia ranks sixth out of thirteen for giving money, tenth for volunteering time and eleventh for helping a stranger. Hong Kong has the highest level of giving money in the region – nearly double that of the closest country, Taiwan. It is also the only country where at least half the public have helped a stranger in the past month. China came in the bottom three of the World Giving Index with a score of just 14%.



	World Giving Index	% giving money	% volunteering time	% helping a stranger
Hong Kong	18	70%	13%	50%
Mongolia	67	33%	31%	32%
Taiwan	72	37%	15%	41%
Republic of Korea	81	27%	22%	38%
Japan	119	17%	23%	25%
China	147	11%	4%	28%

Central Asia

The Central Asian region collectively exhibits the lowest average percentage of giving money in the world (15%). However the region shows the second highest level of volunteering time in the world (38%) and Turkmenistan has the highest level of volunteering of all countries surveyed, 61% of the population having done so. The region also has relatively high levels of helping behaviour (43%) underlining that charitable behaviour is about more than money.

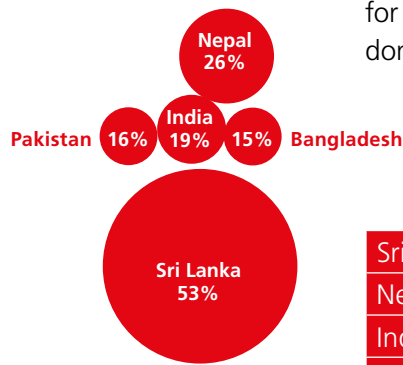


	World Giving Index	% giving money	% volunteering time	% helping a stranger
Turkmenistan	14	17%	61%	62%
Tajikistan	50	17%	42%	48%
Uzbekistan	59	24%	39%	41%
Kazakhstan	121	8%	22%	34%
Kyrgyzstan	121	8%	25%	31%

Southern Asia

On average, a third (33%) of the population of Southern Asia helped a stranger in the last month – the lowest regional level found. The region came higher up in terms of giving money (tenth) and volunteering time (ninth).

There are some positives for the region, Sri Lanka ranks second in the world for volunteering time with just over half of the population, 52%, having done so and appears at number eight on the World Giving Index.



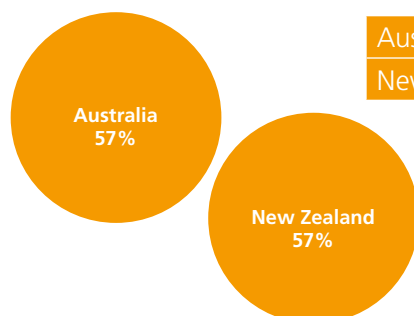
World Giving Index % score

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Sri Lanka	8	58%	52%	50%
Nepal	100	22%	21%	36%
India	134	14%	12%	30%
Pakistan	142	20%	8%	20%
Bangladesh	146	12%	5%	29%

Australasia

Australasia is the region with the highest incidence of giving money, highest for volunteering time, and the second highest for helping a stranger. Overall giving money outstripped helping behaviour by an average of 5%.

Australia and New Zealand jointly topped the World Giving Index with a score of 57% and both countries appear in the top twenty for all three behaviours.



World Giving Index % score

	World Giving Index	% giving money	% volunteering time	% helping a stranger
Australia	1	70%	38%	64%
New Zealand	1	68%	41%	63%

Section 3 Giving money, wealth and satisfaction with life

In this section we explore how strong the relationship is between the likelihood to give money and two other key perspectives; the wealth (GDP) of a nation and the satisfaction with life of its population. The aim was to address profound questions; are we more likely to give if we live in an affluent country or are we more likely to give if we feel happy?

Wealth and giving money

Statistical analysis was carried out using the Gallup data on the giving of money and comparing it with GDP data obtained from the IMF's World Economic Outlook. Such a calculation produces a measure of the strength of relationship between the two variables which is expressed as a number, or correlation coefficient, between 0 and 1. The closer the figure is to 1, the stronger the relationship between the variables. The data in figure 2 shows that there is a correlation between the percentage of people giving and GDP, with a 0.58 correlation coefficient.

Figure 2 Correlation between GDP and % of population giving money

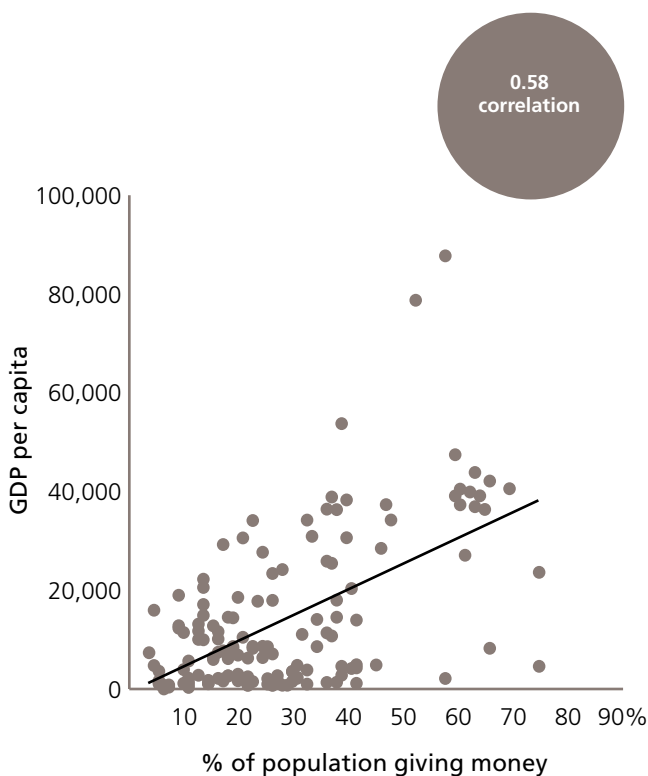
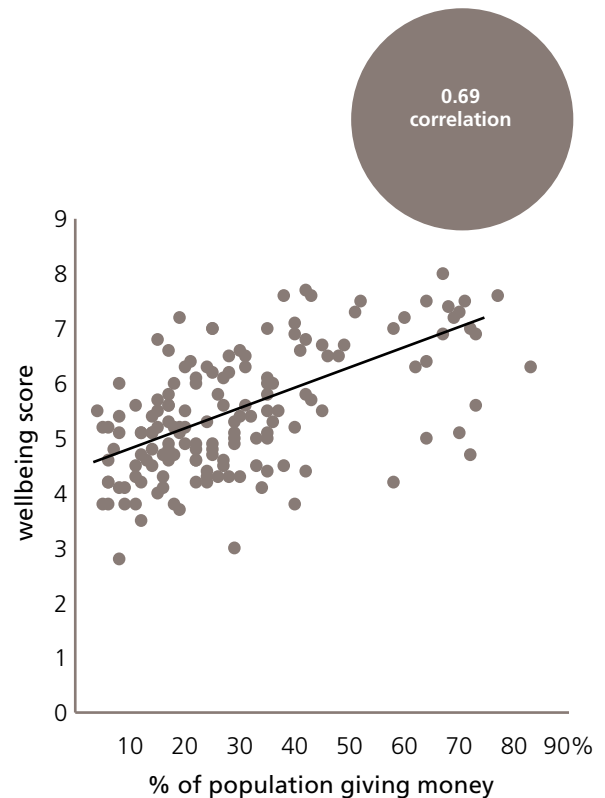


Figure 3 Correlation between wellbeing score and % of population giving money



Satisfaction with life and giving money

Aside from the wealth of a country CAF also considered whether people's satisfaction with life played any role in a country's propensity to give money. Gallup's survey of wellbeing asked people about satisfaction with life today. This information was correlated with the data on giving globally and this made it possible to explore the strength of the relationship between happiness and giving. As figure 3 shows there is a 0.69 correlation between those countries whose population are more satisfied with life and the percentage of those in a country giving to charity.

Significantly, the correlation between happiness and giving is stronger than the correlation between wealth and giving. This means that an individual is more likely to give to charity if they live in a 'happy' country, than if they live in a 'wealthy' country.

Section 4 Age and gender compared

In this section we look at how the three elements of giving vary in terms of two key demographics; age and gender.

Giving by age

Figure 4 demonstrates that globally giving money to charity increases with age. 24% of 15-24 year olds around the world had given money to charity in the previous month, 29% of 25-34 year olds, 32% of 35-49 year olds and 33% of those aged 50 or over. This trend is generally considered to correspond to increasing disposable income.

Figure 4 How giving money varies with age – world population

'globally giving money to charity increases with age'

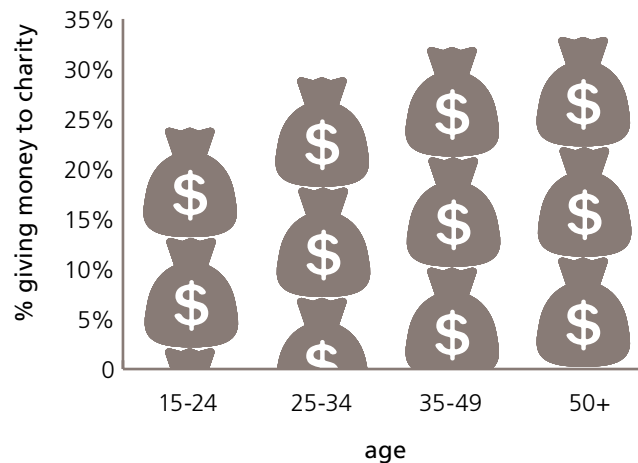
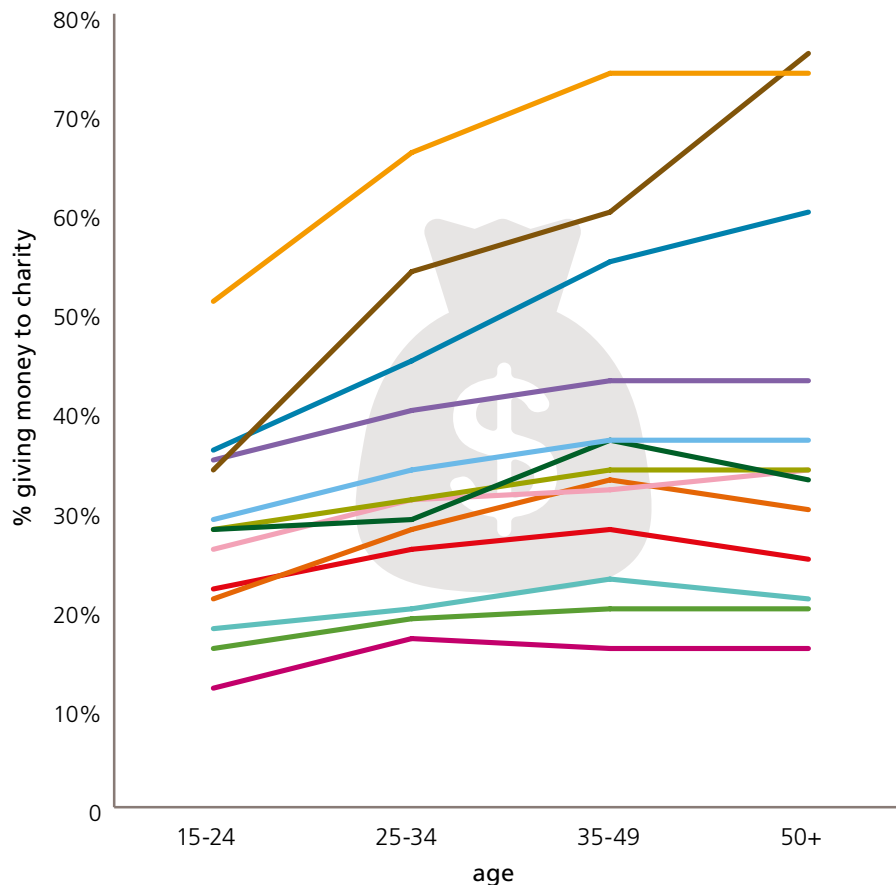


Figure 5 shows how the giving of money varies across regions. North America shows the steepest rise in percentage giving money with age with a 42% increase in giving from the youngest to the oldest age group. In Sub-Saharan Africa, however, the percentage giving money only varied by 4% across all age groups.

Figure 5 How giving money varies with age

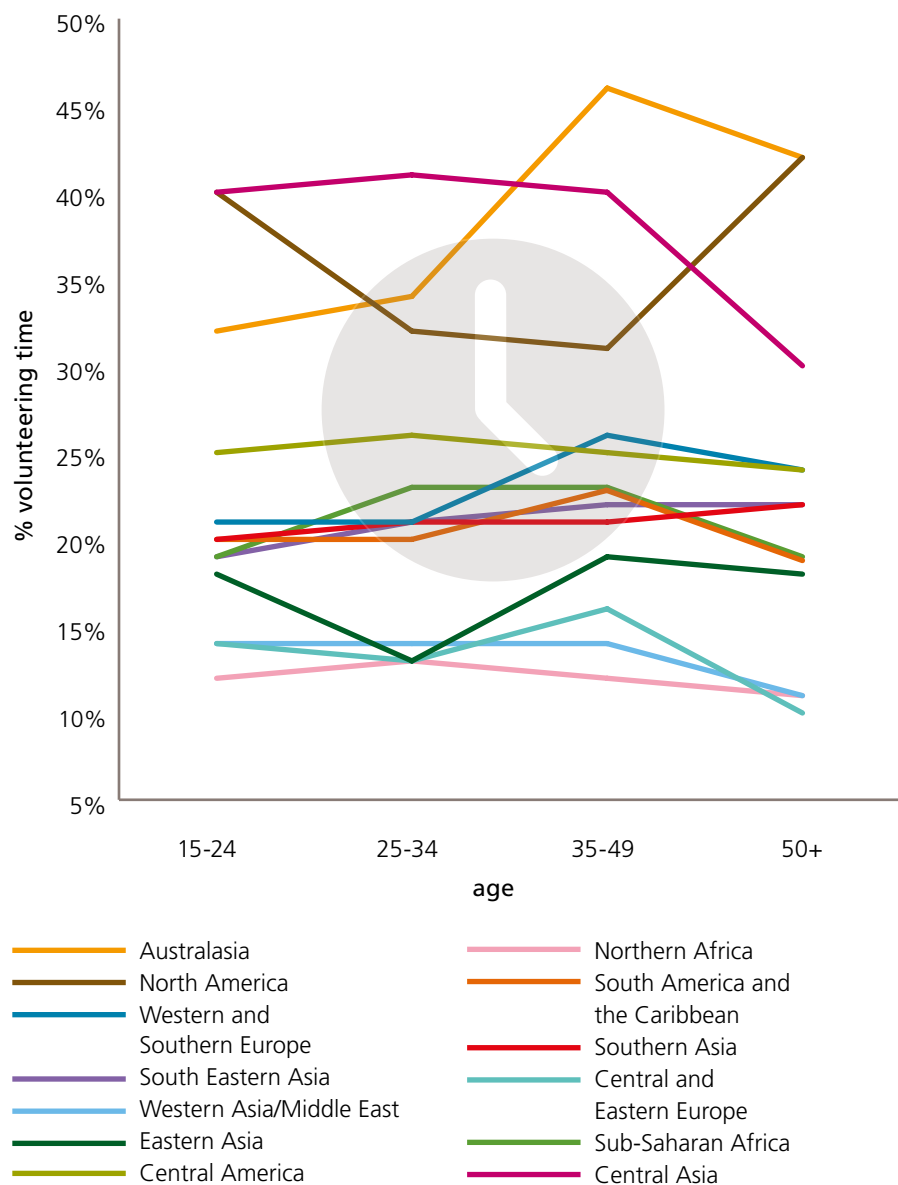
'North America shows the steepest rise in percentage giving money with age'



- Australasia
- North America
- Western and Southern Europe
- South Eastern Asia
- Western Asia/Middle East
- Eastern Asia
- Central America
- Northern Africa
- South America and the Caribbean
- Southern Asia
- Central and Eastern Europe
- Sub-Saharan Africa
- Central Asia

The three regions that are most commonly involved in volunteering all demonstrate intriguingly varied patterns in terms of volunteering by age. Central Asia starts off at the same level as North America when it comes to youth volunteering (aged 15-24 years) and maintains the same level of giving through to 49 years of age, only dipping after age 50, while North Americans become more likely to volunteer at that age, overtaking their youthful counterparts. Australasians are the only ones to overtake Central Asia despite starting at a younger age, surpassing them at age 35-49 and ending at the same level as North America at age 50+.

Figure 6 How volunteering time varies with age

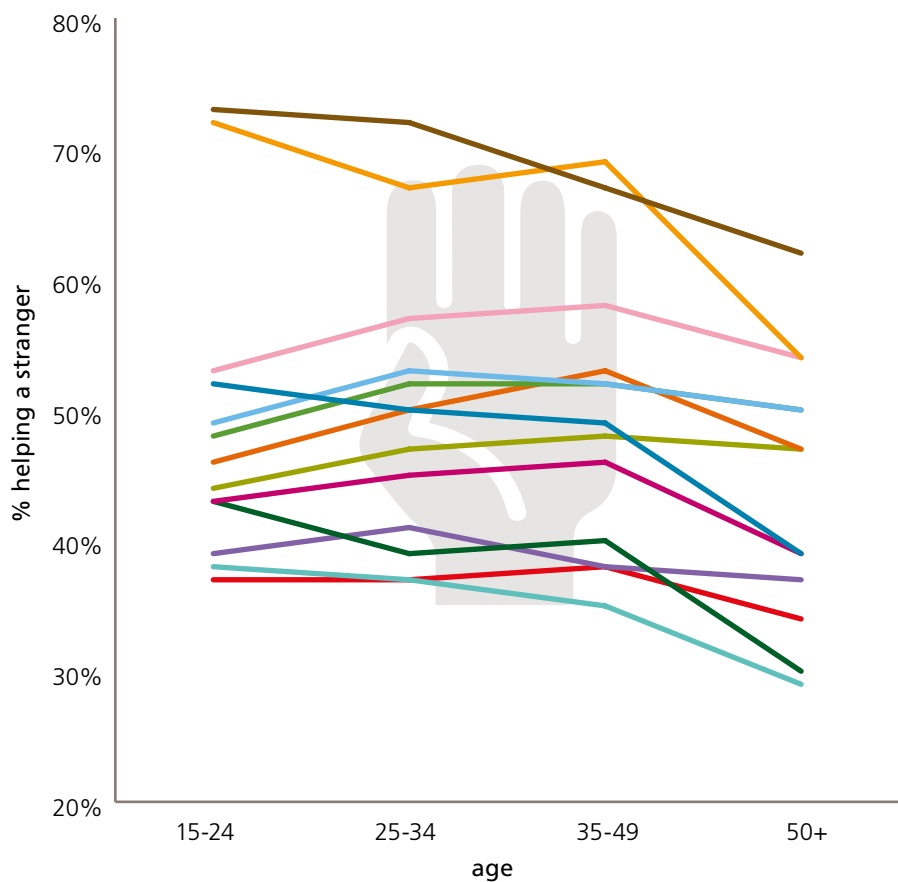


Helping behaviour peaks between the ages of 35 and 49 in the majority of regions.

'helping behaviour peaks between the ages of 35 and 49 in the majority of regions'

Notably in North America and Australasia helping a stranger behaviour peaks between the ages of 15 and 24 years with over 70% of this group stating that they had helped a stranger.

Figure 7 How helping a stranger varies with age



'in most regions we are least likely to help a stranger when [we are] over 50 years old'

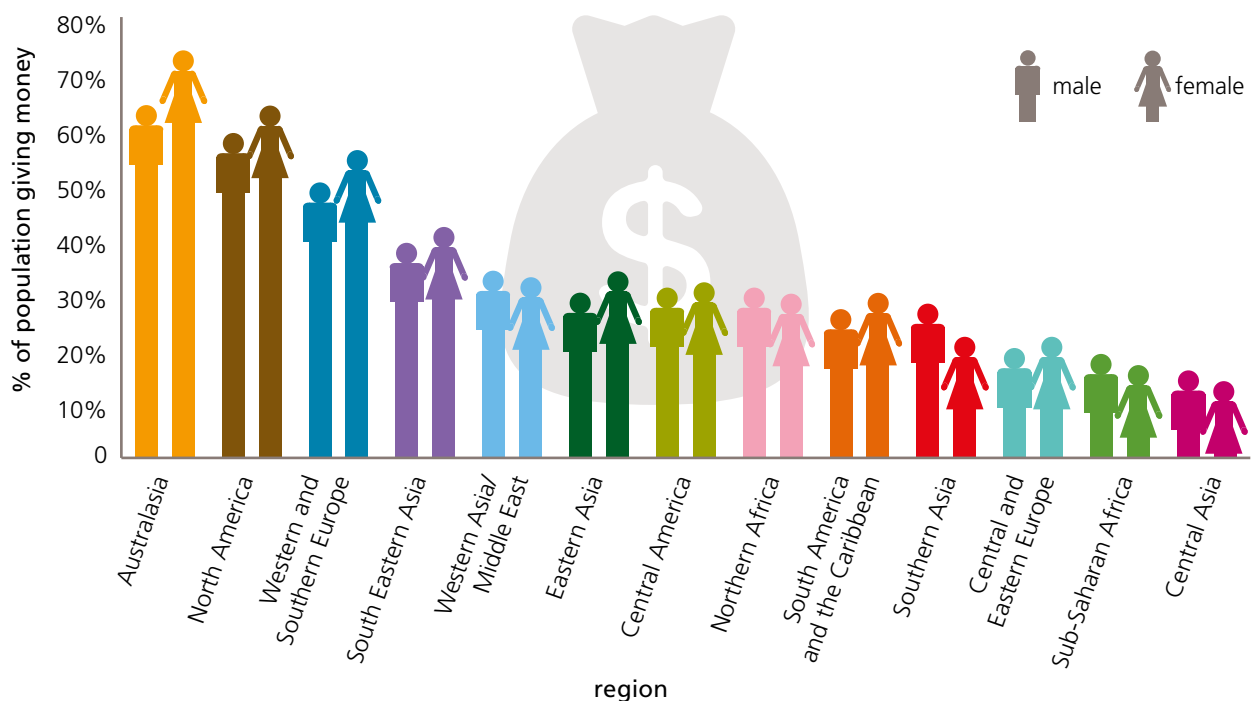
Gender comparison

Research in countries with long-standing annual surveys into giving money show a marked trend for women being more likely to give money than men, but comparative international data on this scale has not previously been reported. This survey found that globally women are more likely to give than men, but only just – 30% versus 29%. However, this pattern varies from region to region.

As figure 8 shows, more women than men give in eight of the thirteen regions of the world. The largest difference in giving between the genders was seen in Australasia where 74% of women give compared to 64% of men.

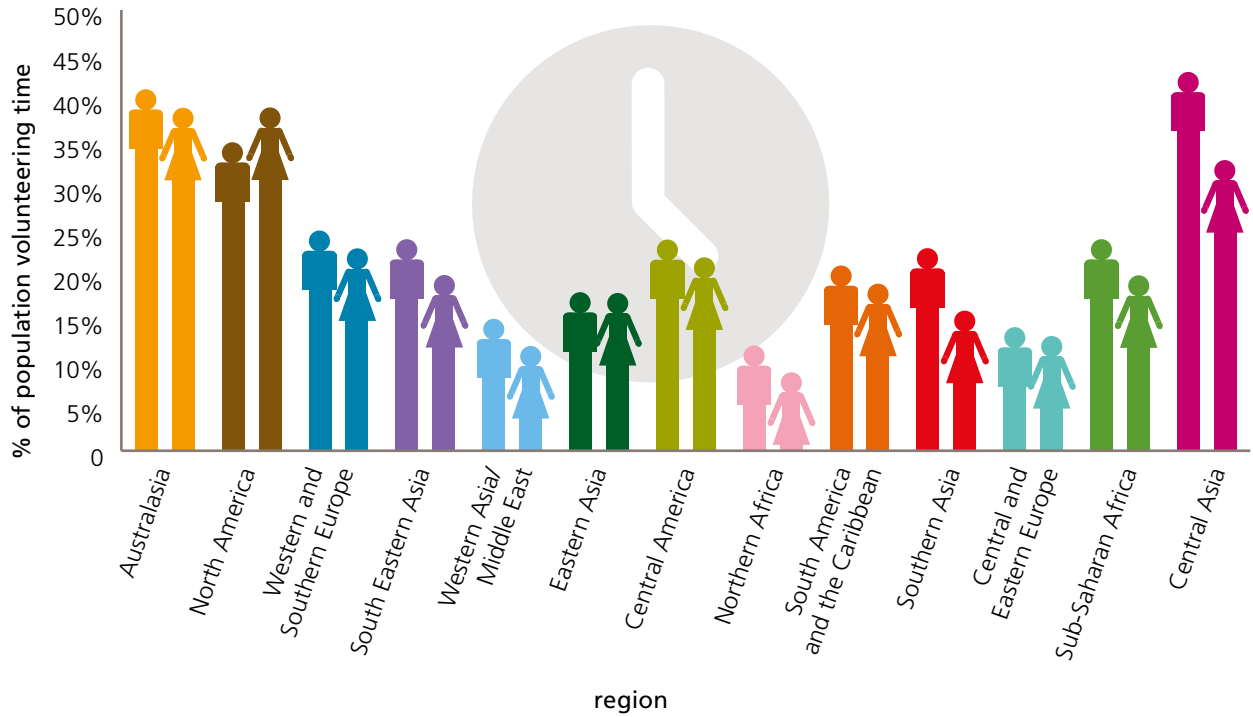
With few exceptions in regions where more women give money than men the overall percentage of giving is higher. The exceptions are Western Asia/Middle East and Northern Africa.

Figure 8 How giving money varies with gender



While more women tend to give money to charity figure 9 shows they are less likely to volunteer time than men in all regions except in North America and East Asia.

Figure 9 How volunteering time varies with gender



Women are more likely to help a stranger than men in the three regions most likely to give money – Australasia, North America and Western and Southern Europe, and also in Eastern Asia. In all other regions of the world men were more likely to help a stranger than women.

Figure 10 How helping a stranger varies with gender



Conclusion

Charitable behaviour differs immensely across the globe. An act that is considered charitable in one country may be seen as a regular, everyday, activity in another. In some countries charities fund and run services that in others are provided by government. Helping family members is viewed as charitable behaviour in a number of regions whereas in others charitable behaviour is more commonly thought of as support given to a formally regulated charity.

It is clear from the report that all countries have their own charitable strengths and weaknesses. However, in many places the growth of civil society has been impeded by war, famine, disease and other external factors which make life in these countries very difficult and acts of charity hard.

It can be debated whether 30% of the world's population giving money and 20% volunteering time are enough but it is more effective for each country to look at where they come on the index and consider whether aiming to move higher up would improve their society and if so how this can be achieved. It is not easy to change the culture of a single organisation let alone a country and whilst we can study the cultures of countries who have scored highly in this index lessons will have to be adapted for each country. CAF is strongly of the view that appearing higher or lower on the list is not necessarily a reflection of the health of a society or the goodwill of its people.

That said, the level of satisfaction or happiness of the population is emerging as a key driver for increasing the giving of money. The survey also suggests there could be a positive cycle of giving. Happier people are more likely to give than wealthy people as satisfaction proves a stronger influence than wealth. Those who donate are likely to help improve the happiness of others, who in turn may be more likely to give to charity and so on.

The achievement of Australia and New Zealand topping the list should be recognised. Both countries have a long established history of philanthropy. This report shows that they are generous with their time but even more likely to give money and this generosity is encouraged by their governments.

World Giving Index full table

	World Giving Index	World Giving Index % score	% giving money	% giving time	% helping a stranger	wellbeing score out of 10
Australia	1	57%	70%	38%	64%	7.3
New Zealand	1	57%	68%	41%	63%	7.4
Canada	3	56%	64%	35%	68%	7.5
Ireland	3	56%	72%	35%	60%	7.0
Switzerland	5	55%	71%	34%	60%	7.5
USA	5	55%	60%	39%	65%	7.2
Netherlands	7	54%	77%	39%	46%	7.6
United Kingdom	8	53%	73%	29%	58%	5.6
Sri Lanka	8	53%	58%	52%	50%	4.2
Austria	10	52%	69%	30%	58%	7.2
Lao People's Democratic Republic	11	50%	64%	32%	53%	5.0
Sierra Leone	11	50%	29%	45%	75%	3.0
Malta	13	48%	83%	21%	40%	6.3
Iceland	14	47%	67%	26%	47%	6.9
Turkmenistan	14	47%	17%	61%	62%	6.6
Guyana	16	45%	36%	33%	67%	6.0
Qatar	16	45%	64%	18%	53%	6.4
Hong Kong	18	44%	70%	13%	50%	5.1
Germany	18	44%	49%	28%	56%	6.7
Denmark	18	44%	67%	20%	45%	8.0
Guinea	18	44%	28%	42%	61%	4.3
Guatemala	22	43%	46%	33%	51%	6.5
Trinidad and Tobago	22	43%	45%	25%	60%	6.7
Myanmar	22	43%	36%	40%	52%	5.3
Thailand	25	42%	73%	18%	36%	6.9
Kuwait	25	42%	41%	19%	67%	6.6
Luxembourg	25	42%	58%	28%	41%	7.0
Norway	25	42%	43%	38%	45%	7.6
Angola	29	41%	24%	39%	61%	4.2
Italy	29	41%	62%	16%	45%	6.3
Kenya	29	41%	30%	28%	64%	4.3
Malawi	29	41%	29%	35%	58%	5.1
Morocco	33	40%	72%	4%	44%	4.7
Tanzania	33	40%	42%	26%	51%	4.4
Central African Republic	33	40%	24%	47%	48%	4.4

	World Giving Index	World Giving Index % score	% giving money	% giving time	% helping a stranger	wellbeing score out of 10
Nigeria	36	39%	29%	28%	61%	5.0
Costa Rica	36	39%	38%	23%	55%	7.6
Israel	36	39%	51%	18%	47%	7.3
Sudan	39	38%	26%	20%	69%	4.3
Somaliland	39	38%	35%	23%	56%	5.0
Liberia	39	38%	8%	30%	76%	4.1
Chile	39	38%	48%	16%	49%	6.5
Afghanistan	39	38%	35%	23%	55%	4.4
Haiti	39	38%	40%	38%	35%	3.8
Finland	45	37%	42%	28%	42%	7.7
Sweden	45	37%	52%	12%	47%	7.5
Zambia	45	37%	25%	27%	59%	4.7
Lebanon	45	37%	40%	13%	57%	5.2
Ghana	45	37%	22%	31%	57%	4.2
Cyprus	50	36%	42%	22%	45%	6.8
Belgium	50	36%	40%	24%	45%	7.1
Bahrain	50	36%	43%	18%	48%	5.7
Philippines	50	36%	25%	36%	48%	4.9
United Arab Emirates	50	36%	40%	14%	54%	6.9
Jamaica	50	36%	28%	18%	61%	6.2
Colombia	50	36%	24%	20%	63%	6.3
Indonesia	50	36%	45%	27%	35%	5.5
Tajikistan	50	36%	17%	42%	48%	4.6
Belize	59	35%	28%	27%	50%	6.5
Syria	59	35%	33%	9%	62%	5.0
Uzbekistan	59	35%	24%	39%	41%	5.3
Puerto Rico	62	34%	30%	18%	55%	6.6
Honduras	62	34%	35%	27%	41%	6.0
Dominican Republic	62	34%	25%	25%	52%	4.8
Slovenia	62	34%	35%	27%	40%	5.8
Panama	66	33%	35%	21%	43%	7.0
Mauritania	67	32%	27%	15%	55%	4.5
Azerbaijan	67	32%	22%	27%	48%	4.6
Botswana	67	32%	15%	19%	62%	5.5
Mongolia	67	32%	33%	31%	32%	4.5
Mexico	67	32%	25%	20%	50%	7.0

	World Giving Index	World Giving Index % score	% giving money	% giving time	% helping a stranger	wellbeing score out of 10
Uganda	72	31%	13%	22%	59%	4.6
Taiwan	72	31%	37%	15%	41%	5.5
Bolivia	72	31%	22%	20%	50%	6.1
Tunisia	72	31%	19%	12%	61%	5.2
South Africa	76	30%	15%	19%	57%	5.2
Malaysia	76	30%	32%	29%	30%	5.4
Brazil	76	30%	25%	15%	49%	7.0
Argentina	76	30%	21%	16%	52%	6.4
Nicaragua	76	30%	30%	20%	39%	5.4
Republic of Korea	81	29%	27%	22%	38%	5.6
Chad	81	29%	22%	27%	38%	4.6
Poland	81	29%	42%	9%	35%	5.8
Cameroon	81	29%	18%	12%	56%	4.7
Czech Republic	81	29%	31%	18%	37%	6.5
Iran	86	28%	35%	12%	38%	5.1
Djibouti	86	28%	20%	16%	49%	4.9
Saudi Arabia	86	28%	27%	12%	45%	6.1
Comoros	86	28%	12%	21%	51%	3.5
Namibia	86	28%	17%	17%	49%	4.9
Spain	91	27%	25%	13%	44%	6.2
The former Yugoslav Republic of Macedonia	91	27%	38%	9%	34%	4.5
Senegal	91	27%	16%	13%	52%	4.3
Zimbabwe	91	27%	9%	19%	53%	4.1
Peru	91	27%	20%	19%	42%	5.5
Mali	91	27%	16%	21%	44%	4.1
France	91	27%	31%	22%	28%	6.3
Singapore	91	27%	35%	10%	35%	6.1
Republic of Congo (Brazzaville)	91	27%	11%	18%	51%	3.8
Republic of Moldova	100	26%	17%	20%	42%	5.6
Nepal	100	26%	22%	21%	36%	4.9
Niger	100	26%	11%	11%	57%	4.3
Uruguay	100	26%	20%	15%	43%	6.3

	World Giving Index	World Giving Index % score	% giving money	% giving time	% helping a stranger	wellbeing score out of 10
Egypt	100	26%	19%	6%	52%	5.1
Yemen	100	26%	17%	7%	53%	4.8
Algeria	106	25%	17%	9%	50%	5.6
Paraguay	106	25%	31%	17%	28%	5.6
Ethiopia	106	25%	24%	13%	38%	4.3
Benin	106	25%	19%	19%	37%	6.3
Belarus	106	25%	11%	32%	32%	5.6
Iraq	106	25%	7%	6%	61%	4.8
Slovakia	112	24%	29%	13%	31%	5.3
Albania	112	24%	27%	15%	31%	4.6
Venezuela	112	24%	19%	15%	37%	7.2
Armenia	115	23%	6%	12%	51%	4.2
El Salvador	115	23%	15%	12%	42%	6.8
Ecuador	115	23%	18%	16%	35%	6.0
Latvia	115	23%	16%	18%	34%	4.7
Croatia	119	22%	26%	6%	34%	5.8
Japan	119	22%	17%	23%	25%	5.8
Estonia	121	21%	12%	15%	37%	5.1
Kazakhstan	121	21%	8%	22%	34%	5.4
Kyrgyzstan	121	21%	8%	25%	31%	5.1
Kosovo	121	21%	35%	9%	20%	5.5
Hungary	121	21%	22%	9%	32%	4.8
Palestinian Territory	121	21%	14%	10%	39%	4.5
Democratic Republic of the Congo (Kinshasa)	121	21%	12%	18%	32%	4.2
Bosnia and Herzegovina	121	21%	29%	4%	29%	4.9
Burkina Faso	129	20%	6%	14%	41%	3.8
Mozambique	129	20%	12%	14%	35%	4.7
Togo	129	20%	8%	19%	33%	2.8.
Jordan	129	20%	22%	4%	33%	6.0
Portugal	129	20%	15%	11%	33%	5.7
Cote d'Ivoire	134	19%	6%	7%	45%	4.2
Georgia	134	19%	5%	15%	37%	3.8
Turkey	134	19%	14%	7%	35%	5.1

	World Giving Index	World Giving Index % score	% giving money	% giving time	% helping a stranger	wellbeing score out of 10
India	134	19%	14%	12%	30%	5.1
Vietnam	138	18%	17%	6%	32%	5.3
Montenegro	138	18%	18%	6%	31%	5.2
Russian Federation	138	18%	6%	20%	29%	5.2
Bulgaria	141	17%	18%	3%	30%	3.8
Cambodia	142	16%	34%	2%	13%	4.1
Pakistan	142	16%	20%	8%	20%	5.2
Romania	142	16%	14%	5%	28%	5.4
Rwanda	142	16%	15%	11%	21%	4.0
Bangladesh	146	15%	12%	5%	29%	5.1
China	147	14%	11%	4%	28%	4.5
Lithuania	147	14%	4%	6%	33%	5.5
Greece	147	14%	8%	5%	28%	6.0
Serbia	150	13%	14%	5%	21%	4.8
Ukraine	150	13%	5%	14%	19%	5.2
Burundi	152	12%	9%	7%	21%	3.8
Madagascar	153	12%	6%	11%	18%	4.6

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