

GALLUP®

2016 Global Civic Engagement

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Introduction

Encouraging citizens to share responsibility for the problems facing their communities and getting them to participate in solving them is arguably one of the most important tasks for global leaders in the years to come.

The challenge for leaders lies in understanding and harnessing the energy that moves some citizens to participate, and in removing the barriers that keep others from doing so. Leaders must crack the code on what motivates some individuals to give incredible amounts of their time, effort and talent — most times without pay and often at great risk — to benefit people they don't know and perhaps will never see again.

Gallup has studied people's engagement at the workplace, in the marketplace, at schools and in religious congregations for more than three decades, and we have researched civic engagement — the energy behind volunteerism, charitable donations and kindness to strangers — for more than a decade. We have discovered that this energy is measurable and manageable, and we have empirically demonstrated that when leaders, along with their followers, learn how to unlock this energy, they create massive economic value and enormous reserves of well-being for everyone involved.

This *2016 Global Civic Engagement* report gathers Gallup's most recent analytics and reflections regarding these issues. It is our latest contribution to global conversations on democracy, citizen empowerment and human development.

Global Civic Engagement

Gallup asks three questions to assess people's inclination to give their money, time or assistance to others in need:

Have you done any of the following in the past month? How about ...

- *donated money to a charity?*
- *volunteered your time to an organization?*
- *helped a stranger or someone you didn't know who needed help?*

These questions are designed to measure residents' commitment to the communities they live in and to help governments, businesses and organizations better understand the population of potential volunteers.

Gallup sees strong relationships between people's answers to these questions and external measures related to the economic environment, such as per capita GDP (PPP) and long-term unemployment, as well as measures that are indicative of wealthier communities, such as information and technology expenditures and healthcare expenditures.

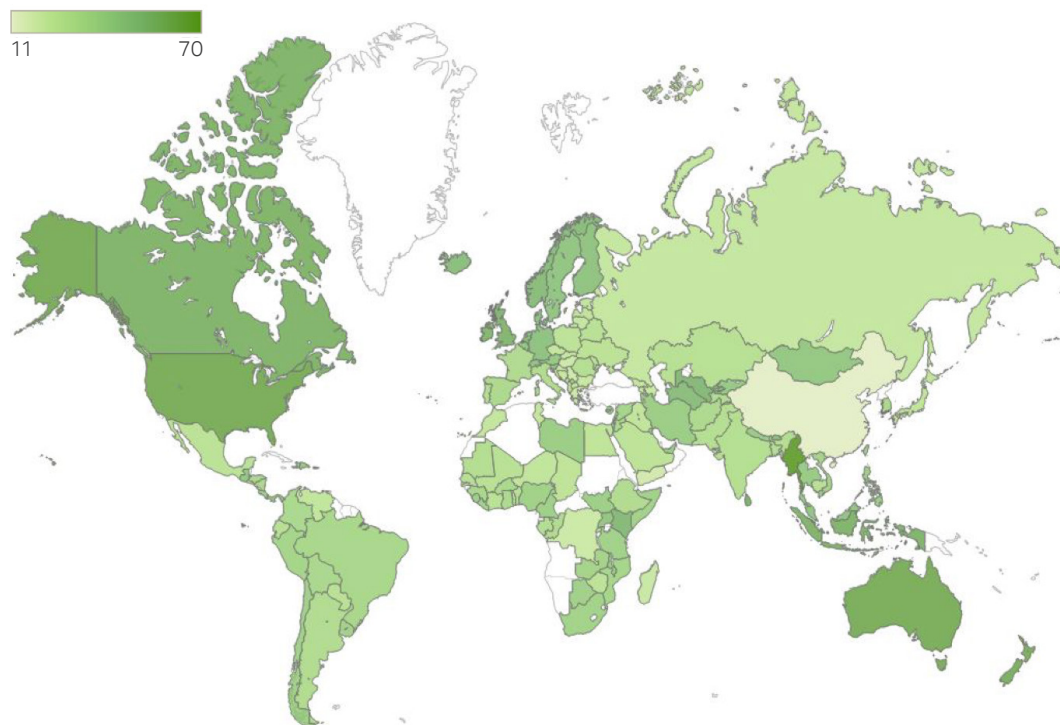
This report, based on more than 145,000 interviews with adults in 140 countries in 2015, presents the results from Gallup's latest analysis of people's responses to these three questions.

Billions Worldwide Are Helping Others

In 2015, Gallup asked adults in 140 countries whether they had donated money to a charity, volunteered their time to an organization or helped a stranger in need within the past month. On average, more than four in 10 people worldwide say they had helped a stranger or someone they didn't know who was in need (44%), while far fewer say they had donated money (27%) or had volunteered their time (20%).

Projected to the entire adult population of the world, this translates into billions of people helping others: **In 2015, nearly 1.4 billion had donated money to a charity, almost 1 billion had volunteered their time to an organization, and 2.2 billion had helped a stranger in need in the past month.**

2015 Civic Engagement Index



Gallup compiles the “positive” responses to these three questions into a Civic Engagement Index score for each country. The higher the score, the higher the proportion of the population that is civically engaged. The index score for the world in 2015 was 30 out of a possible 100. This may seem low, but 79 countries posted scores higher than this average, and 55 posted lower scores.

Further, country scores range widely, from a high of 70 in Myanmar — which also led the world on this metric in 2014 — to a low of 11 in China. Myanmar’s strong Buddhist traditions, which stress donating to and volunteering at temples, are reflected in residents’ positive responses to each of the civic engagement questions. Majorities in Myanmar say “yes” to each question, with a global high of 91% saying they had donated money to a charity.

Although Gallup finds a strong connection between the Civic Engagement Index and per capita GDP, the countries with the most civically engaged populations in the world are not necessarily the richest. Myanmar's place at the top provides evidence of that. While the top-10 list does include wealthy Western countries where residents may be better positioned to give — such as the U.S., Australia, New Zealand and Canada — middle-income countries such as Sri Lanka and Indonesia are not far behind. In fact, residents in the middle-income countries at the top of the list are more likely than residents in any Western nation to say they have volunteered their time to an organization.

Predictably, some of the countries and territories where populations are the least civically engaged are those that have suffered from economic and political upheaval, such as Yemen, the Palestinian Territories, Greece and the Democratic Republic of the Congo. However, with a score of 11 in 2015, civic engagement levels continue to be among the lowest in the world in economic powerhouse China.

China's low score illustrates how philanthropy is not yet part of daily life for many Chinese, despite their increasing wealth. This is not to say that Chinese are not generous — they reportedly donated billions in goods and services after the deadly 2008 earthquake in China's Sichuan province. That same year, 17% of Chinese reported donating money to a charity in the past month. However, a string of scandals involving charitable organizations since then, and the economic downturn, have hurt charitable donations. In 2015, just 6% of Chinese reported donating money to a charity.

A new law that eases restrictions on charitable organizations' fundraising, but also includes strict regulations to prevent fraud, took effect in China in September 2016. This legislation may help ease some concerns among Chinese and encourage more businesses and individuals to donate to charities.

Civic Engagement Index

Means (0=lowest score, 100=highest score)

	Index Score
Myanmar	70
United States	61
Australia	60
New Zealand	59
Sri Lanka	57
Canada	56
Indonesia	56
United Kingdom	54
Ireland	54
Uzbekistan	52

GALLUP WORLD POLL, 2015

Civic Engagement Index

Means (0=lowest score, 100=highest score)

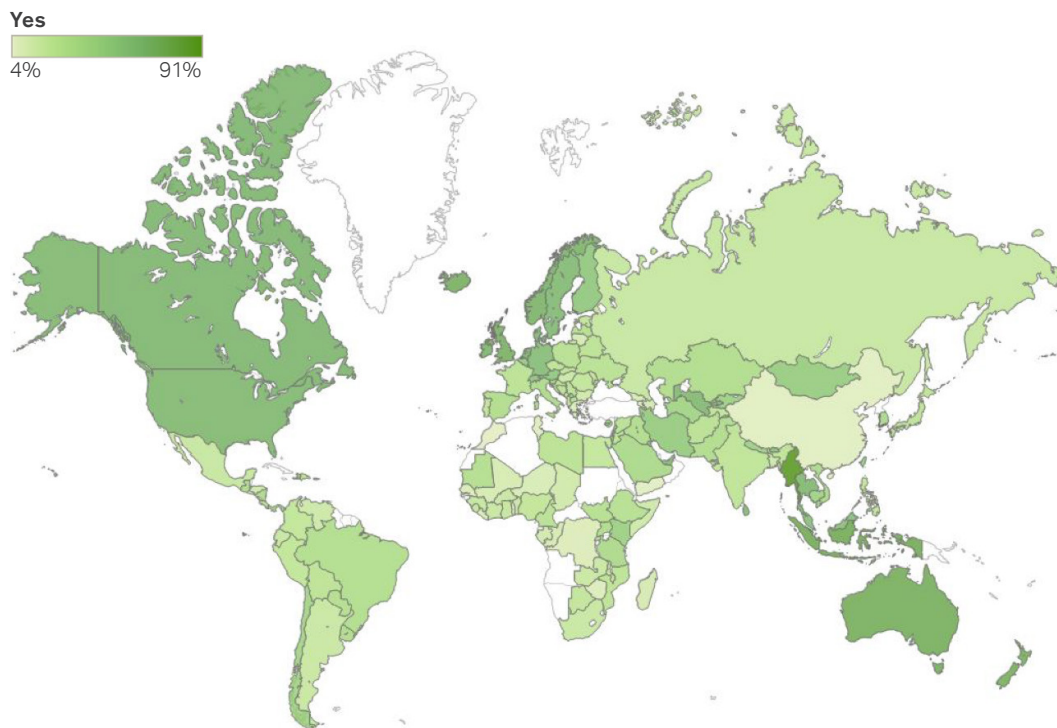
	Index Score
Azerbaijan	21
Madagascar	20
Montenegro	20
Hungary	20
Serbia	20
Democratic Republic of the Congo	19
Greece	19
Yemen	17
Palestinian Territories	17
China	11

GALLUP WORLD POLL, 2015

Myanmar Residents Continue to Be Most Likely to Donate Money to Charity

Myanmar's consistently high scores on the Civic Engagement Index over the past few years are bolstered by its nearly universal percentages who report donating money to charity. This percentage has been in the low 90% range since 2013 and currently sits at 91% — by far the highest percentage in the world. But residents of the middle-income country are also among the top countries in the world for volunteering their time to an organization (55%). Both measures reflect the strong influence in Myanmar of the Theravada Buddhist belief that what people do in this life improves the chances of their next life being a better one.

Donated Money to a Charity in the Past Month



Indonesia is the only other middle-income country at the top of the list. The rest are wealthier, more developed countries — the U.S. narrowly misses making the top cut, with 63% saying they had donated money in the past month. Mostly lower-income countries (except for Greece and China) are at the other end of the spectrum, with less than 10% donating.

Most Likely to Donate Money to Charity

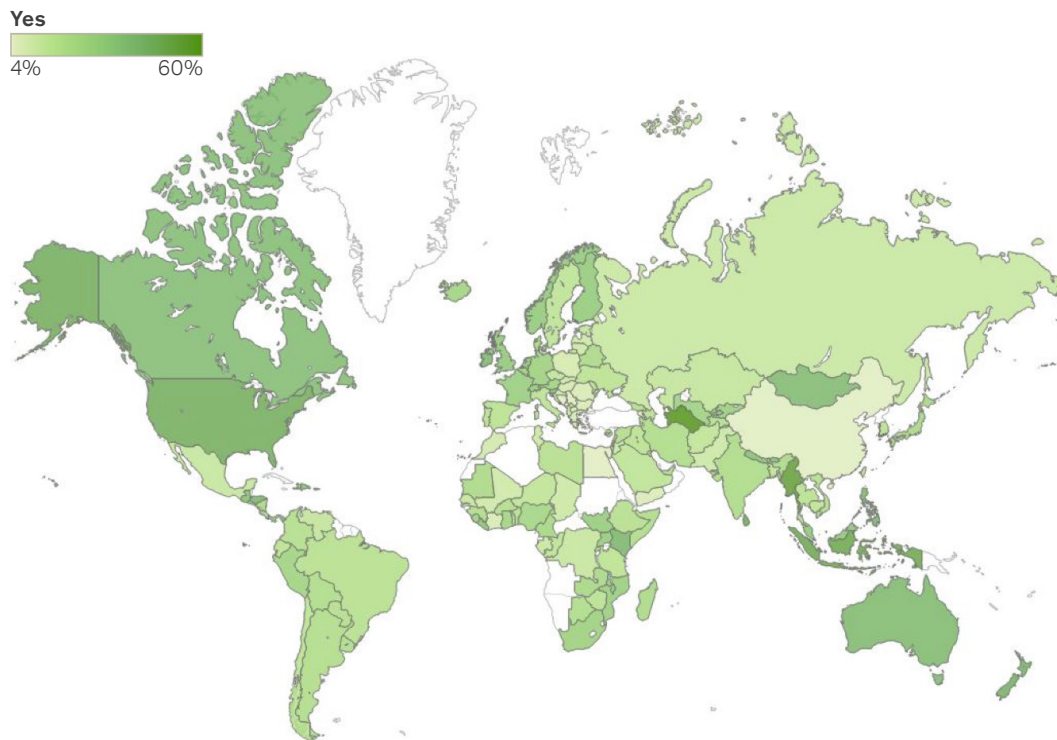
Least Likely to Donate Money to Charity

	Yes, donated		Yes, donated
Myanmar	91%	Greece	9%
Indonesia	75%	Senegal	9%
Australia	73%	Palestinian Territories	8%
Malta	73%	Democratic Republic of the Congo	8%
New Zealand	71%	Togo	8%
Iceland	70%	Zimbabwe	8%
United Kingdom	69%	Tunisia	6%
Norway	67%	China	6%
Netherlands	66%	Yemen	5%
Ireland	66%	Morocco	4%

Worldwide, People More Likely to Give Money Than Volunteer Their Time

Adults worldwide are less likely to give their time (20%) than they are to give their money (27%) or to help a stranger in need (44%). However, majorities in two countries, Turkmenistan (60%) and Myanmar (55%), say they had volunteered their time to an organization in the past month. Further, about half of residents in a small cluster of other countries (the U.S. included) say they had donated their time.

Volunteered Time to an Organization in the Past Month



The percentage of adults saying they had donated their time to an organization varies widely around the world, from as high as 60% in Turkmenistan — where some volunteerism is compulsory — to as low as 4% in Egypt and Bosnia and Herzegovina.

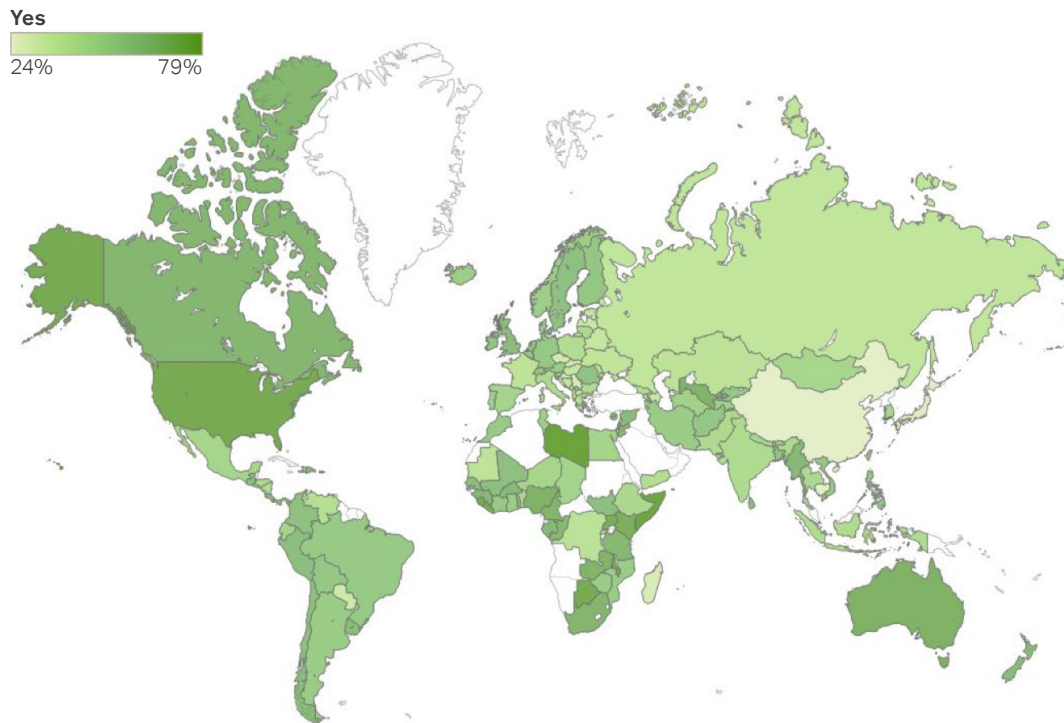
**Most Likely to Volunteer Time
to an Organization**
**Least Likely to Volunteer Time
to an Organization**

	Yes, volunteered in past month		Yes, volunteered in past month
Turkmenistan	60%	Romania	7%
Myanmar	55%	Ivory Coast	7%
Indonesia	50%	Macedonia	7%
Sri Lanka	49%	Bulgaria	7%
United States	46%	Yemen	7%
New Zealand	44%	Armenia	6%
Philippines	42%	Serbia	5%
Kenya	42%	China	5%
Honduras	41%	Egypt	4%
Ireland	40%	Bosnia and Herzegovina	4%

Worldwide, People Most Likely to Help a Stranger

Of all the charitable activities that Gallup asks about, people worldwide are most likely to say they had helped a stranger or someone they didn't know who was in need (44%). The percentage saying they had done so in the past month varies widely worldwide, from a high of 79% in Libya to a low of 24% in China. Notably, majorities in 72 countries had helped a stranger in need.

Helped a Stranger in the Past Month



With the exception of the U.S. and Australia, most of the countries at the top of the list are in North or sub-Saharan Africa, where few countries make either of the other top-10 charitable behavior lists.

Most Likely to Help a Stranger**Least Likely to Help a Stranger**

	Yes, helped a stranger		Yes, helped a stranger
Libya	79%	Latvia	33%
Somalia	77%	Slovakia	32%
Malawi	75%	Paraguay	32%
Botswana	73%	Czech Republic	31%
United States	73%	Croatia	30%
Sierra Leone	73%	Serbia	28%
Uganda	72%	Madagascar	28%
Liberia	72%	Japan	25%
Kenya	70%	Cambodia	25%
Australia	68%	China	24%

Methodology

These results are based on telephone and face-to-face interviews with approximately 1,000 adults per country, aged 15 and older, conducted throughout 2015 in 140 countries. For results based on the total sample of national adults, the margin of sampling error ranges from ± 2.0 percentage points to ± 5.6 percentage points at the 95% confidence level. All reported margins of sampling error include computed design effects for weighting.

For more complete methodology and specific survey dates, please review [Gallup's Country Data Set details](#).

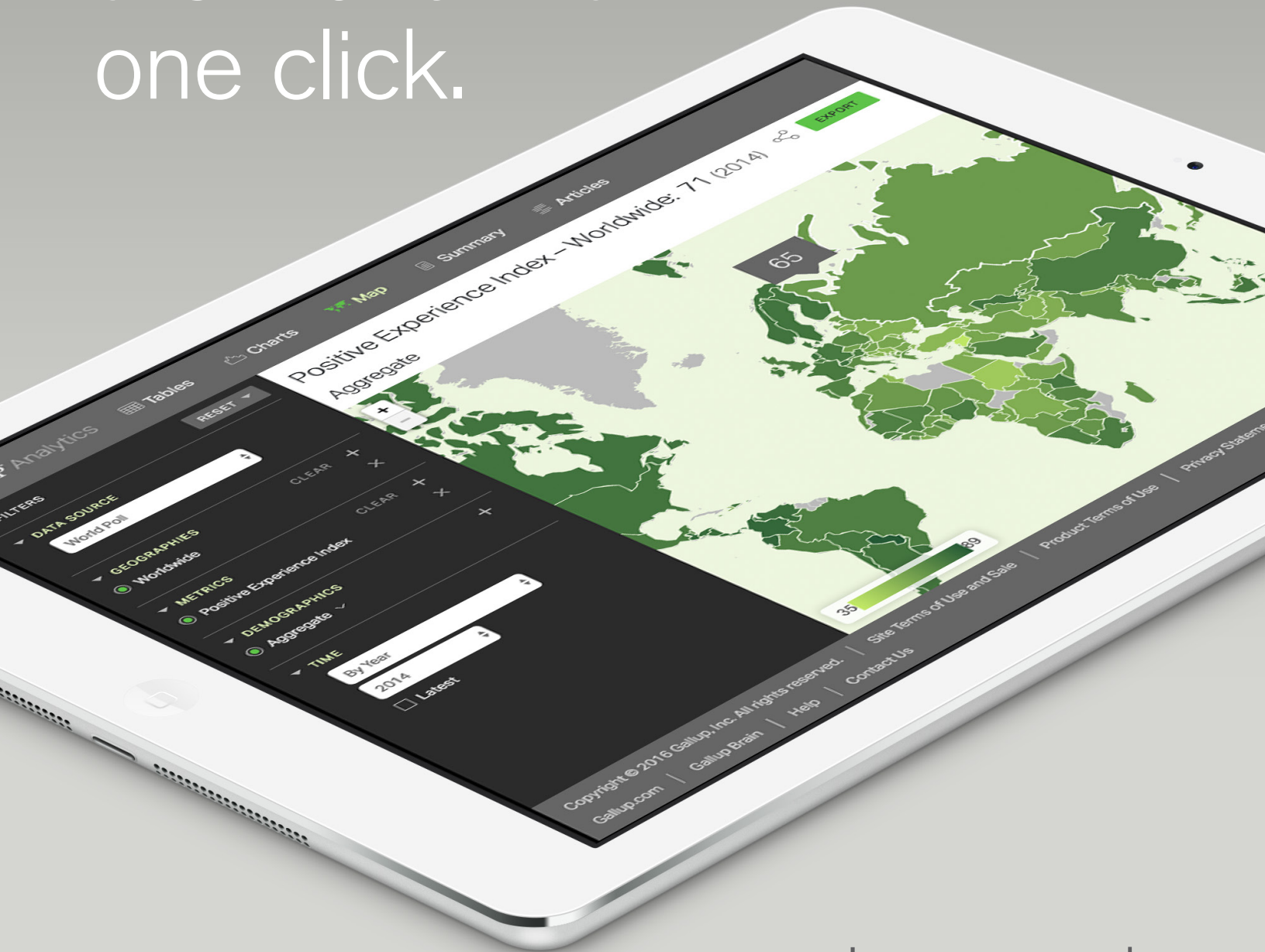
2015 Civic Engagement Index

	Index Score		Index Score
Myanmar	70	Kyrgyzstan	42
United States	61	Cyprus	42
Australia	60	Dominican Republic	42
New Zealand	59	United Arab Emirates	42
Sri Lanka	57	Thailand	42
Canada	56	Malawi	42
Indonesia	56	Nepal	42
United Kingdom	54	Slovenia	41
Ireland	54	Northern Cyprus	41
Uzbekistan	52	Israel	41
Kenya	52	Libya	41
Netherlands	52	Iran	41
Norway	50	Sierra Leone	40
Turkmenistan	50	Philippines	40
Malta	49	South Sudan	39
Iceland	49	Luxembourg	39
Bhutan	49	Taiwan	39
Denmark	47	Cameroon	39
Germany	47	Liberia	38
Switzerland	46	Haiti	38
Finland	46	Botswana	38
Sweden	45	Chile	38
Malaysia	45	Nigeria	38
Uganda	44	Tanzania	37
Mongolia	44	Uruguay	37
Singapore	44	Somalia	37
Guatemala	43	Kosovo	37
Austria	43	South Africa	37
Belgium	43	Costa Rica	37
Panama	43	Zambia	36

	Index Score		Index Score
Vietnam	36	Togo	26
Peru	36	Ivory Coast	26
Syria	36	Albania	26
Mozambique	35	Ukraine	26
Brazil	34	Mexico	26
Guinea	34	Zimbabwe	25
Bolivia	33	Poland	25
Jordan	33	Saudi Arabia	25
Burkina Faso	33	Moldova	24
Colombia	33	Chad	24
Honduras	33	Egypt	24
South Korea	33	Latvia	24
Nicaragua	33	Japan	24
Kuwait	33	Niger	24
Ghana	33	Iraq	24
Afghanistan	32	Rwanda	23
Spain	32	Venezuela	23
Lebanon	31	Estonia	23
France	31	Macedonia	23
Italy	30	Georgia	23
Argentina	30	Czech Republic	23
Ethiopia	30	Tunisia	23
Republic of the Congo	30	Morocco	22
El Salvador	30	Slovakia	22
Tajikistan	30	Lithuania	22
Mauritania	29	Russia	22
Gabon	29	Croatia	22
Portugal	29	Bosnia and Herzegovina	21
India	29	Bulgaria	21
Pakistan	29	Armenia	21
Romania	28	Azerbaijan	21
Bangladesh	28	Madagascar	20
Senegal	28	Montenegro	20
Kazakhstan	27	Hungary	20
Ecuador	27	Serbia	20
Cambodia	27	Democratic Republic of the Congo	19
Mali	27	Greece	19
Belarus	27	Yemen	17
Paraguay	27	Palestinian Territories	17
Benin	27	China	11

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