

2026 - VERSION 1

# **WORLD GIVING REPORT**

**METHOD STATEMENT**

### SUMMARY

The **World Giving Report 2026 (WGR)** is an annual study by the Charities Aid Foundation (CAF) that is split into two parts. The first part – **Donor Insights** – explores the attitudes and behaviours of people around giving and charity and provides insight into the scope and nature of global giving behaviours, highlighting trends in generosity around the world. The second part – **Charity Insights** – explores the challenges social purpose organisations around the world are facing and looks at trends across these. Overall, the research offers governments, nonprofits, and researchers a comparative view of charitable activity worldwide. The study has evolved from the World Giving Index which was published from 2010-2024.

*This method statement will have two updates. Version 1 will be published in June 2026 alongside the launch of this year's Donor Insights – this will reflect the 2026 Donor Insights methodology, but still the 2025 Charity Insights methodology. Version 2 will be published alongside the Charity Insights 2026 update in September, when the whole document will reflect 2026's methodology for both Donor and Charity Insights pieces.*

### EXPANDED SCOPE

In 2025, we developed a new methodology to our global generosity study to provide a deeper understanding of behaviours and attitudes. The **Donor Insights** survey expanded from three 'yes / no' questions to 28 questions in total. Please note that comparisons between the World Giving Report and previous iterations which used Gallup's World Poll, are therefore inadvisable.

In 2026, the **Donor Insights** survey was slightly updated again to account for learning from the new 2025 edition.

The **Charity Insights** survey was brand new for 2025. A 30-question survey was developed by CAF and distributed by our partners across 27 countries.

### DATA COLLECTION

**Donor Insights:** Data was collected through online surveying with Focaldata, an award-winning market research agency. CAF commissioned Focaldata to conduct nationally representative polls in 105 countries, capturing responses from 60,443 respondents. These were carried out from the 5<sup>th</sup> January to the 18<sup>th</sup> February 2026, with broad geographic coverage. The raw data collected by Focaldata was provided to CAF for analysis and reporting.

- We conducted all fieldwork simultaneously (at the start of 2026) and asked about the whole of 2025. Generosity goes through peaks and troughs throughout a year, and some countries will be much more generous in certain months (e.g. during an important religious festival / period).
- We acknowledge that expanding the question set from asking about behaviour in the last month to behaviour in the last year will increase the amount of error in recall. However, this recall error is likely to be similar in all countries and so – in our view – is a trade-off worth making to ensure that we capture the ebb and flow of generosity over a whole year.

**Charity Insights:** Data was collected through online surveying. CAF created and scripted a 30-question survey aimed at social purpose organisations and translated this into the first language of each country (respondents had the option to take it in this language or in English).

The responses were collected between March and June 2025 when fieldwork was conducted by CAF's partners who reached out to charities in their countries with a link to the survey. CAF worked with 20 partners

(organisations similar to CAF who promote a strong civil society), who covered 27 countries around the world. Due to local conditions, some partners followed up in-person or via telephone and completed some interviews this way (e.g. they asked questions to the respondent and input the responses to the online survey as they went along).

### SURVEY DESIGN

**Donor Insights:** CAF updated the 2026 donor survey in-house, with input from our in-country partners. The survey asked about a range of pro-social behaviours (including giving to charity, volunteering and helping a stranger), but also included masking options which we weren't as inherently interested in reporting on, but which provided socially desirable answers. In other words – the “right” answer was made less obvious than in a ‘yes / no’ question and people could find behaviours that they had done, thus minimising the need to tick something that they *wish* they'd done (but may actually not have done).

We expanded the options about donating money to three separate answer codes, with the aim of better reflecting how generosity manifests around the world. We asked, “During 2025, did you do any of the following...”:

- Give money to a charity
- Give money to a person or a family in need (not including your family or friends)
- Give money to a religious organisation or for a religious cause (for example: at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government.

To further contextualise responses, the survey captured the actual amounts given and the respondents' take-home income as well, to understand their level of commitment, in context with their circumstances.

The survey was translated into the primary language for each country surveyed.

**Charity Insights:** CAF also created the new charity survey in-house, with input from our in-country partners. The survey was designed to mirror the donor survey where applicable (e.g. trust questions) as well as looking at attitudes and capabilities of charities.

A primary informant of the design was CAF's six resilience characteristics, which we collected data on in order to score charities on a scale developed in-house.

The survey was translated into the primary language for each country surveyed.

### SAMPLE DESIGN

**Donor Insights:** Each country's sample was nationally representative – typically ranging from n=250 to n=1,000 respondents per country, using quotas of age (18+), gender and region to attain appropriate representation. Some countries only had a sample of circa n=250 where the limitations of online research meant that respondents were hard to reach

Although there was a good representation of nationally representative samples across most countries, in non-OECD markets, the profile of online panellists skewed towards more urban, higher educated people. This means that, even with age and gender quotas, the profile of the sample in these markets' skews to more urban and higher educated.

**Charity Insights:** Given the challenging nature of collecting data from charities, the sample collected is an indicative snapshot of charity in each country as, in most cases, there is no data on the sample universe with which to guide any sampling or post-hoc weighting of the data.

The headline figures from all charities combined weights each participating country equally and, while this gives us a ‘world view’, CAF does not claim that this is representative of all the world’s charitable organisations. The total number of charities who took part was 3,115. Countries covered were as follows: Brazil, Mexico, Chile, Colombia, Peru, USA, UK, Canada, Ghana, South Africa, France, Argentina, Dominican Republic, Indonesia, Pakistan, Kenya, Bulgaria, Italy, Greece, Germany, India, Australia, Uganda, Nigeria, Philippines, Saudi Arabia, United Arab Emirates.

## DATA VALIDATION AND QUALITY CONTROL

**Donor Insights:** Focaldata implemented rigorous data validation and quality control. Data validation rules were applied across the results from each country, and attention check questions were included to ensure high data quality. These were, as follows:

- Standard speeder removals and logic checks were applied across all markets.
- Q3 (Personal income): Respondents who coded over 3x the interquartile range within a market were removed
- Q5 (Household income): Respondents who coded over 3x the interquartile range within a market were removed
- Q3 and Q5: Respondents without a response to the income question were excluded from income-based checks but were not removed from the dataset.
- Q3 and Q5 and all numeric open ends: Where respondents used a decimal point followed by three digits, this was treated as a thousands separator rather than a decimal point, in line with conventions in certain markets. Where a decimal point was followed by one or two digits, it was treated as a decimal.
- Q3 and Q5: Bottom 2% of incomes were removed
- Q9 (Sum of charity donations): Respondents who coded a sum of responses greater than 10% of annual income (derived from Q3 or Q5) were removed
- Q17–20: Anyone coding percentages that sum to more than 299.5% was removed. Otherwise, percentages were re-proportioned to add to 100% in a new variable, to account for occasional typos that did not indicate bad responses.
- Attention check questions:
  - Q8 or Q13, if stated, “I ticked the wrong box before, I didn’t donate any money in 2025”, removed from the data
  - Q12 – off-topic attention check question – if respondent did NOT tick motorbike, removed from the data
  - Q38 - If respondent stated their exact age is different to the initial banded age question (A1), removed from the data

For markets that were re-fielded following initial quality checks, the distribution anchors from the original round of checks were reused for Q3, rather than recalculating from the new combined sample.

Across all markets, data was weighted to age, gender and region to ensure a nationally representative sample – this meant results were not skewed by any over- or under-sampled groups where possible. As mentioned previously, however, there is a limitation to online polling which means respondents are sometimes skewed to urban and educated in certain markets.

Poor quality responses i.e. those failing a straight-lining test and/or writing nonsense in an open-ended question were also removed.

### LIMITATIONS

**Donor Insights:** While this provides a wealth of data, several methodological limitations should be acknowledged. Coverage of countries is very high but not absolute – both CAF and Focaldata determined which countries could be surveyed for 2026, and there are naturally some limitations to the countries covered due to online survey panel limitations. The 2026 survey includes 105 countries (together representing ~91% of the world’s population).

The donor survey relies on self-reported behaviour within a one-year reference period, which can introduce response biases. Respondents might over- or under-report their charitable activities (due to memory lapses or social desirability bias), and short-term events (e.g. a holiday charity drive during the survey period) can temporarily boost or depress the reported giving rates. As discussed before, changes to the questionnaire and surveying period have aimed to mitigate these as far as possible.

Measuring generosity by the percentage of yearly income donated presents certain challenges. Economic disparities across and within countries (including differences in wealth and local cost of living) mean that an equivalent percentage of income can represent very different levels of personal sacrifice and capacity to give. External factors also play a role: variations in tax incentives and government welfare policies can influence formal donation levels, as these frameworks differ widely across countries.

Online was the only feasible methodology that fitted the time and budget requirements for this work, and we would advise against any direct comparisons with figures collected using other methodologies.

The Donor Insights report is a useful indicator of global generosity and attitudes towards charity, but its findings should be interpreted in context and with an understanding of the survey-based nature of the data.

**Charity Insights:** This work relied heavily on the networks and commitment of partners around the world for collecting data from charities. Accordingly, there is much variability in this, which reflects in the final sample. As there is no sample universe data for charities in many countries, the best that can be done is as wide a call for responses in each country as possible. Naturally – this will exclude some charities.

The Charity Insights report is an indicative snapshot of the 27 countries we were able to sample in and provides useful insights into similarities and differences in charities around the world. That said, care should be taken when interpreting the results as this is not a ‘world-wide’ sample in a way that the donor sample is far closer to.

**OVERALL SAMPLE FOR DONOR SURVEY**

Market	Number of online interviews
ALGERIA	519
ANGOLA	285
AUSTRALIA	1009
AUSTRIA	527
ARGENTINA	1023
AZERBAIJAN	264
BANGLADESH	521
BELGIUM	542
BOLIVIA	270
BOSNIA & HERZEGOVINA	250
BOTSWANA	525
BRAZIL	1107
BULGARIA	1047
CAMEROON	519
CANADA	1016
CHILE	1004
CHINA	1017
COLOMBIA	1086
COSTA RICA	261
COTE D'IVOIRE	268
CROATIA	526
CZECHIA	506
DENMARK	509
DR CONGO	134
DOMINICAN REPUBLIC	523
ECUADOR	276
EGYPT	502
EL SALVADOR	268
ESTONIA	261
ETHIOPIA	509

## WORLD GIVING REPORT – METHOD STATEMENT

FINLAND	1057
FRANCE	1035
GERMANY	1048
GHANA	1102
GREECE	1005
GUATEMALA	262
HONDURAS	104
HONG KONG	264
HUNGARY	519
INDIA	1050
INDONESIA	1034
IRELAND	578
IRAQ	152
ISRAEL	541
ITALY	1037
JAPAN	1019
JORDAN	254
KAZAKHSTAN	263
KENYA	1071
LATVIA	266
LEBANON	157
LITHUANIA	266
MALAWI	562
MALAYSIA	524
MEXICO	1057
MOLDOVA	260
MONTENEGRO	268
MOROCCO	512
MOZAMBIQUE	257
NAMIBIA	284
NETHERLANDS	502
NEW ZEALAND	512
NICARAGUA	157

## WORLD GIVING REPORT – METHOD STATEMENT

NIGERIA	1020
NORWAY	530
PAKISTAN	1074
PANAMA	281
PARAGUAY	254
PERU	525
PHILIPPINES	1089
POLAND	606
PORTUGAL	531
QATAR	253
ROMANIA	293
RUSSIA	522
RWANDA	257
SAUDI ARABIA	530
SERBIA	766
SENEGAL	256
SIERRA LEONE	252
SINGAPORE	1012
SLOVAKIA	267
SLOVENIA	264
SOUTH AFRICA	993
SOUTH KOREA	536
SPAIN	500
SRI LANKA	522
SUDAN	250
SWEDEN	1040
SWITZERLAND	1022
TAIWAN	282
TANZANIA	513
THAILAND	546
TUNISIA	260
TURKEY	1088
UAE	545

## WORLD GIVING REPORT – METHOD STATEMENT

UGANDA	1007
UKRAINE	536
UK	1008
URUGUAY	261
USA	1021
VIETNAM	526
YEMEN	272
ZAMBIA	511
ZIMBABWE	569



Charities Aid Foundation  
30 Old Broad Street,  
London EC2N 1HT

+44 (0)3000 123 000  
[www.cafonline.org](http://www.cafonline.org)

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