

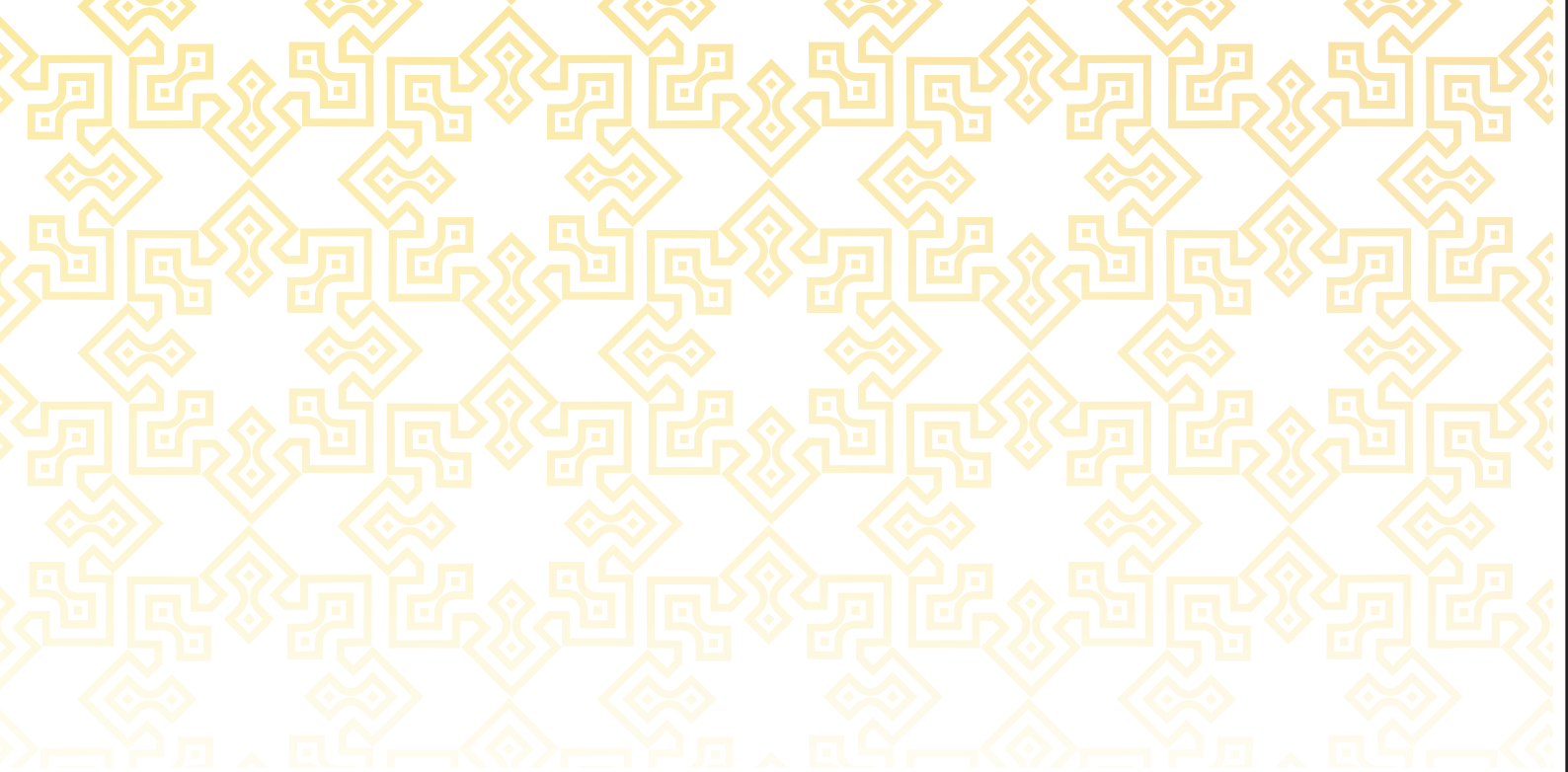


Pakistan Centre for Philanthropy

PAKISTAN GIVING INDEX

2021

GALLUP
PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab



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Phone: +92-51-2286531

Email: info@pcp.org.pk

www.pcp.org.pk

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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

GIVING PAKISTAN

The survey was undertaken during the COVID-19 pandemic. It is heartening to see that people even from poor socio economic background reported giving in one form or the other. This is a testament of the spirit of giving that pervades across all classes in Pakistan.

This report examines the giving behaviour of people in Pakistan and provides insight into the scope and nature of giving in various forms. Based on a perception survey of around 2000 individuals interviewed across Pakistan, the study looks at three aspects of giving behaviour through asking questions on whether people donated money to charity and to whom they gave, their motivation for giving, the perceived impact of their charity and volunteered time to an organization?

The results signify Pakistanis as a nation of givers. About 8 in 10 persons interviewed including both males and females, said that they had given charity or financially helped a poor person during the past one year. When asked, when was the last time they made some sort of social contribution, around 40% stated that they did so within the past one month. On average, a Pakistani adult reported having spent around PKR 10,000 in a year on charitable giving.



Drawing on the methodology from World Giving Index by CAF (Charity Aid Foundation-UK). This study is a pioneer attempt to examine the norms and practices of charitable giving among Pakistani people. Data was collected through a brief questionnaire using Random Digital Dialing (RDD) technique. The interviews were conducted by Gallup - Pakistan, a well-known market research firm specialized in undertaking perception/opinion surveys in the country.

To seek responses to the questions asked in the survey, each response has been given a percentage score to indicate variations in giving by selected characteristics of the respondents.

KEY FINDINGS

The findings offer a distinctive glimpse of trends in giving practices among people in Pakistan and provide answers to questions about where and in what way they are most likely to give in prosocial activities and its perceived impact on society, at large.

CHARITABLE GIVING IS COMMON AMONG PAKISTANIS

About 84% of individual respondents claim to have given charity in one form or the other during past one year. A relatively lower score of giving is reported for rural respondents (81%) than their urban counterpart (86%). However, there are no significant variations in giving among provinces in Pakistan.

GIVING IN PAKISTAN IS NOT JUST AN INCOME OR EMPLOYMENT STATUS PHENOMENON

Looking at the giving pattern by employment status, the results show that around 79% of unemployed respondents also reported giving in one form or the other compared to 82% of part-time employed persons and 89% of employed respondents. This signifies the notion that being unemployed or having low income does not deter individuals to contribute to charitable giving and help others in need.

A MAJORITY GIVES TO PEOPLE THEY KNOW PERSONALLY

The major recipients of charity are poor persons or a family that the respondents know personally (46%), and the beggar they come across on the street (44%). About 48% females and 44% males claim to have given charity to a poor person that they knew personally. The lowest score is for organization/institutions as recipients of charitable giving.

MOTIVATIONS FOR GIVING

Religion is the most common motivation for giving charity as stated by 67% of respondents. Interestingly, about 72% among high income earners cite religion as a motivating factor compared to 58% of low income and 65% middle-income earners. This is probably because relatively richer households are more likely to pay zakat, fitrana, etc. and are more aware of the social causes. Other reasons of charitable giving include the desire to help the less fortunate, the belief that everyone should help to solve social problems, and to support for a certain cause. Giving to organizations is not very common because of lack of trust.

PERCEIVED IMPACT OF CHARITY

More than 6 in 10 respondents believe that the charity given by them has an impact. About 43% of respondents believe that it has some impact compared to 21% who see a large impact of their charitable donations. Of those who stated to have an impact of their charitable giving, more than 50% of respondents reported that it has a positive impact on Pakistan as a whole as well as on local community.

INCIDENCE OF ZAKAT

Nearly 7 in 10 Pakistanis claim to have paid Zakat, Sadaqa or Khairat to either a family or non-family member. About 76% said they paid Zakat, Sadaqa, Khairat in the past year, while 72% claimed that they did so in the past month.

VOLUNTEERISM IN PAKISTAN

About 14% respondents in the sample reported to have volunteered time to an organization at some point, showing proportion of males as 15% and of females as 11%. This finding implies that a majority (86%) have never been involved in volunteering time for a social cause. This calls for promoting awareness about the opportunities and value of volunteering time for prosocial activities.

PAKISTAN GIVING INDEX AT A GLANCE¹

INCIDENCE OF CHARITY: A NATION OF GIVERS!

More than 8 in 10 Pakistanis say that they have given charity or financially helped a poor person at some point



84%



83%

Among total respondents, 84% males and 83% females said that they gave charity in some form

GIVING IS NOT JUST AN INCOME OR EMPLOYMENT STATUS PHENOMENON

Among total respondents who reported giving:



79% UNEMPLOYED

82% PART-TIME UNEMPLOYED

89% FULL-TIME UNEMPLOYED

PRIMARY RECIPIENTS OF CHARITY: MANY PREFER TO GIVE TO PEOPLE THEY KNOW PERSONALLY



46% To a poor person/household or family that they know personally

44% To a beggar that they came across on the street

30% To a poor person/household or family they did not know personally

MOTIVATIONS FOR GIVING

67% of respondents cited religion as a major motivation for giving charity



ISLAMIC FORMS OF CHARITY

Nearly 7 in 10 Pakistanis claim to have paid Zakat, Sadaga or Khairat to either family or non-family member in the last year.

76%



PERCEIVED IMPACT OF CHARITY

More than 6 in 10 (64%) Pakistanis believe that the charity that they give has a large impact



On average, a Pakistani adult reported having spent around

PKR 10,000

in a year

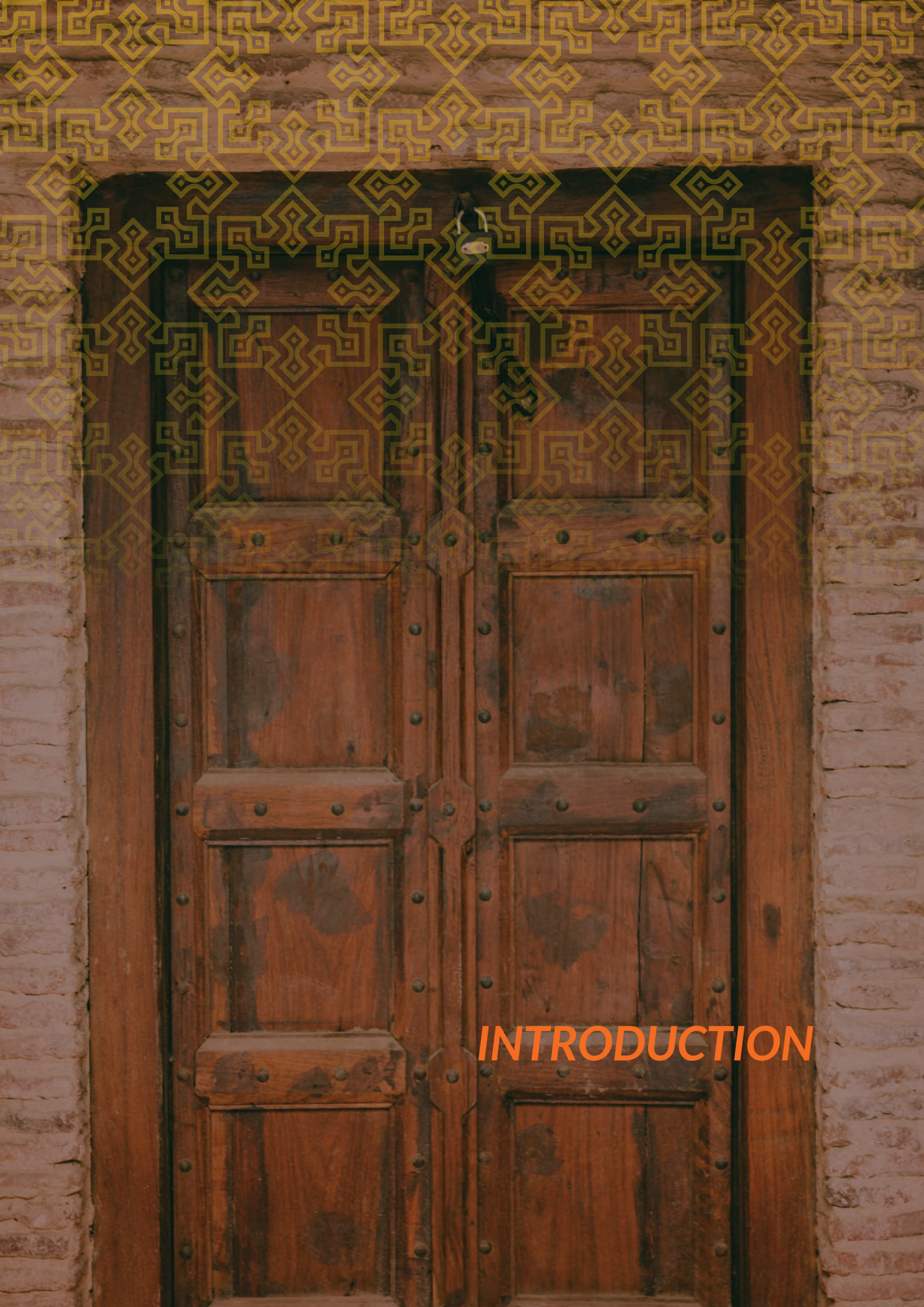
VOLUNTEERISM IN PAKISTAN

14%

of respondents claimed to have volunteered time to an organization at some point in a year



¹ Sample size: 2000 respondents of age 18 and above
Fieldwork: April 24th - May 15th 2021 CATI methodology using Random Digit Dialing (RDD) approach



INTRODUCTION

| 1. INTRODUCTION

The tradition of philanthropic giving is ingrained in Pakistani culture since decades. This has been manifested by the unsolicited help in the form of financial, in-kind and time volunteerism to millions of refugees and migrants who came to get settled in Pakistan after the partition of the sub-continent. Giving is also deeply embedded in our religion **Islam** in the form of Zakat payment mandated upon well-off households, and other forms of monetary assistance, such as Sadqa, Khairat and Fitrana etc. to help the under-privileged segments of society and work as a safety net for the poor.

In the backdrop of the objective to highlight the potential for giving and its impact on society, Pakistan Centre for Philanthropy (PCP) strives to undertake evidence-based research on various aspects of philanthropic giving to enhance knowledge and growth of philanthropy. At present, PCP is the sole organization conducting research on giving, mobilizing corporate philanthropy for social causes, and building capacity and transparency of the nonprofit organizations to enhance their access to philanthropic resources.

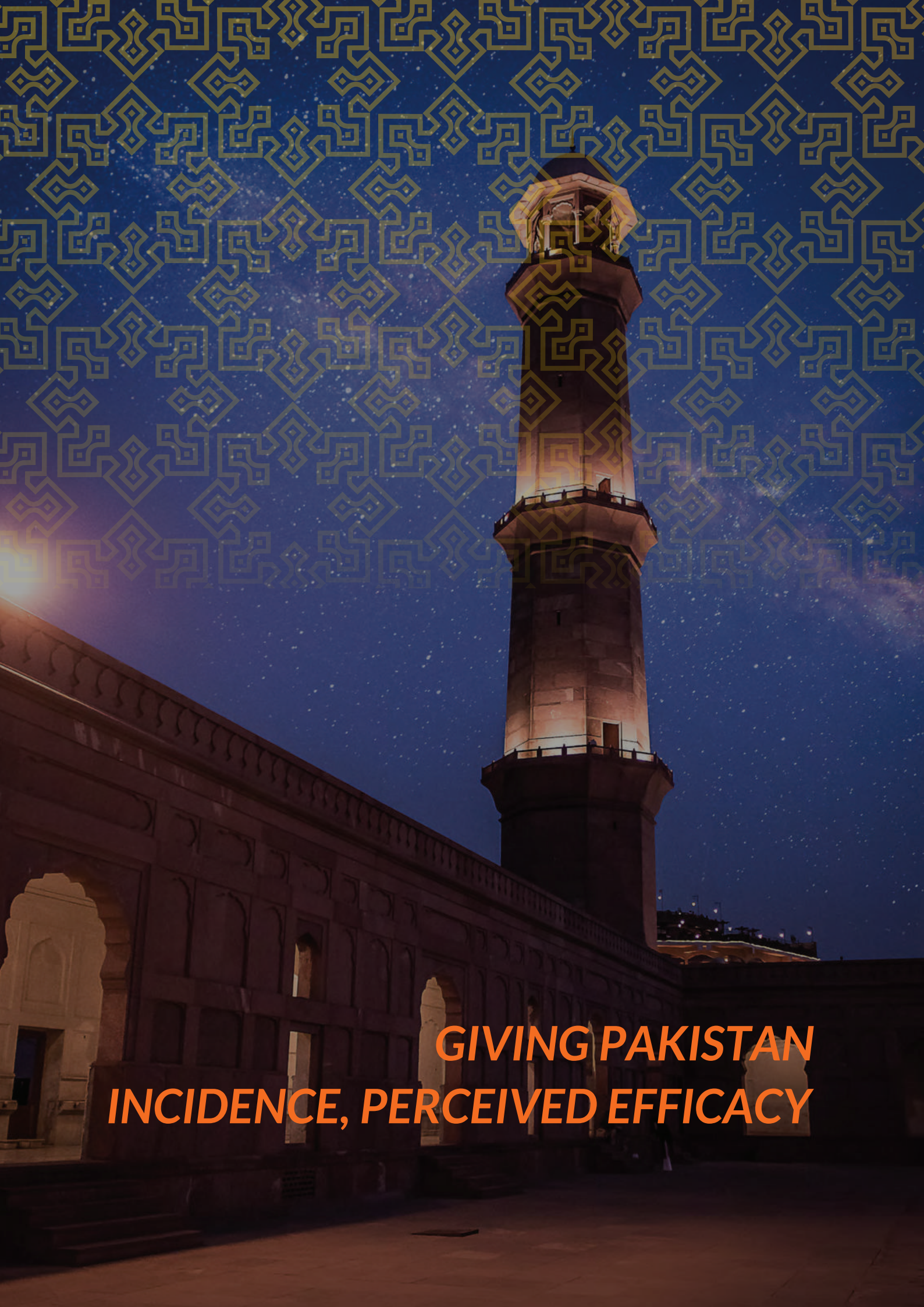
Inspired by the findings of the World Giving Index² reports published on annual basis, the present “Pakistan Giving Index” attempts to study the giving practices of people in Pakistan, and envisions the culture of generosity where everyone gives. According to World Giving Index 2021, Pakistan ranks 107th with a score of 42% in terms of helping a stranger, 32% for giving monetary help, and 13% for volunteering time.

The present study, based on a perception survey of 2000 individuals aims to throw light on the giving practices in different forms, primary recipients of charity and the perceived impact of giving. The survey was conducted by Gallup-Pakistan and the responses represent views of the sampled individuals from the four provinces and urban-rural areas of Pakistan. The analysis reveals how people having different socio-economic and demographic characteristics vary in their giving behavior and the perceptions about the impact of charitable giving. This report, therefore, presents disaggregate data on provincial as well as on gender and income levels to allow a more insightful understanding of the charitable giving practices among Pakistanis.

Charitable giving in Pakistan is not just about its volume, more importantly, it expresses the individuals acts of generosity in terms of monetary, in-kind or volunteering time to help others. Defined this way, the analysis portrays the giving practices in the Pakistani context to determine why do people give, who do they give to and in what form, leading to a better understanding of how Pakistanis respond to societal needs.

Pakistan Giving Index 2021 is an initiative to be a part of the global network of organizations working to promote philanthropy and civil society. This is the first-ever report capturing perception about individual giving with in a cross-section of society. The report provides an opportunity for looking beyond numbers and learn more about giving practices and generosity of people among different socio-economic sub-groups of population.

² <https://www.cafonline.org/about-us/publications/2021-publications/caf-world-giving-index-2021>



**GIVING PAKISTAN
INCIDENCE, PERCEIVED EFFICACY**

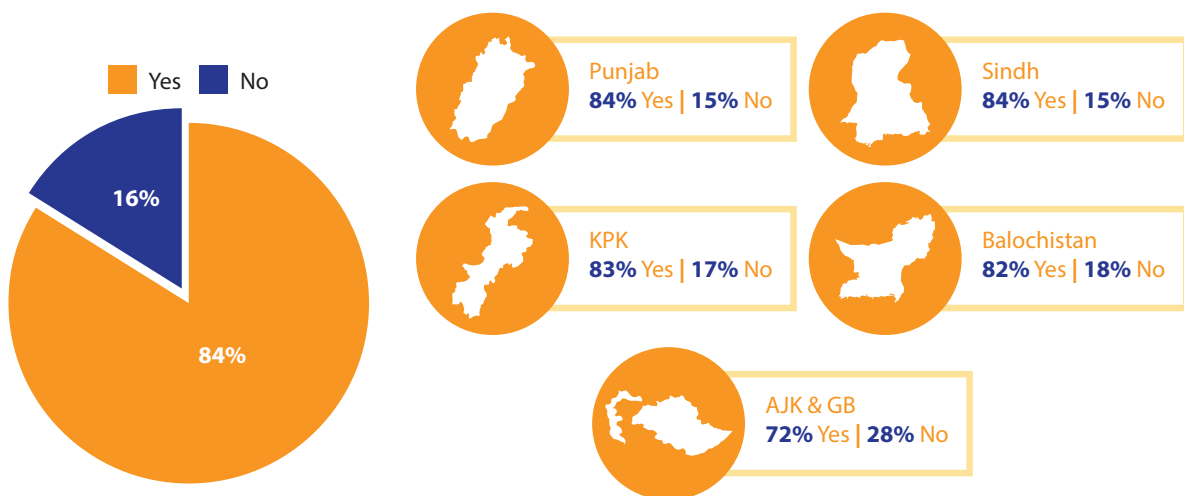
2. GIVING PAKISTAN

INCIDENCE, PERCEIVED EFFICACY

2.1 CHARITABLE GIVING

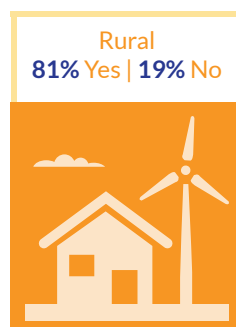
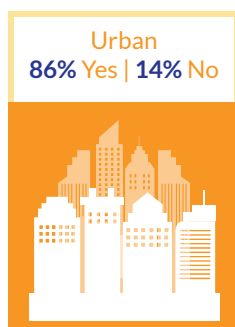
Despite the unprecedented socio-economic challenges and difficulties emerging due to COVID-19 pandemic, giving behavior and generosity of Pakistanis presents a hopeful and encouraging picture. The findings of the study indicate that overall, about 8 in 10 Pakistanis report to have given charity or financially helped a poor person in the past one year. It is estimated that an individual spends on average, an amount of PKR 10,000 on charity in a year.

Charitable giving is common in all provinces as more than 80% report giving charity, except AJK and GB with 72% being reported as givers.



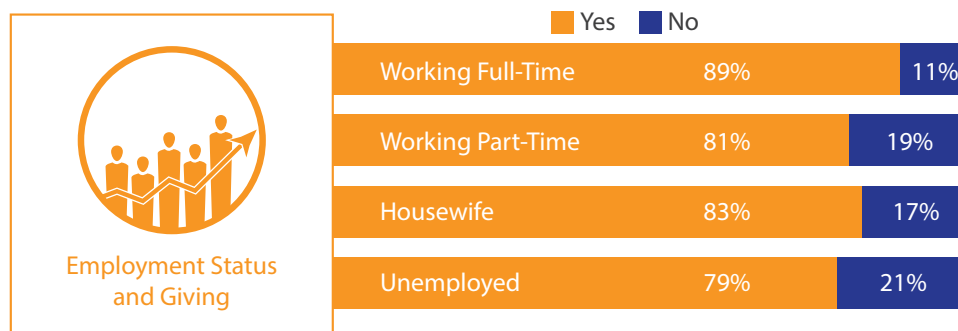
Question: Have you ever given charity or financially helped poor people: this includes even people like street beggars or people you know who are poorer than you?

GIVING BY RESIDENCE, EMPLOYMENT STATUS, EDUCATION AND AGE

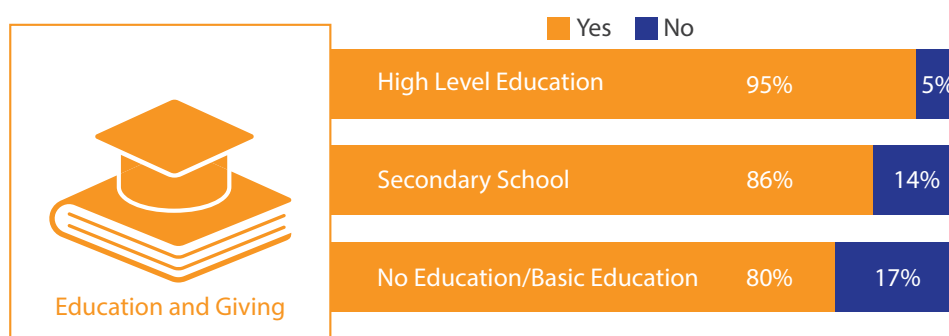


Rural respondents have relatively lower score of giving (81%) than their urban counterparts (86%). This may be attributable to the expected higher income levels among urban households and greater awareness about societal needs.

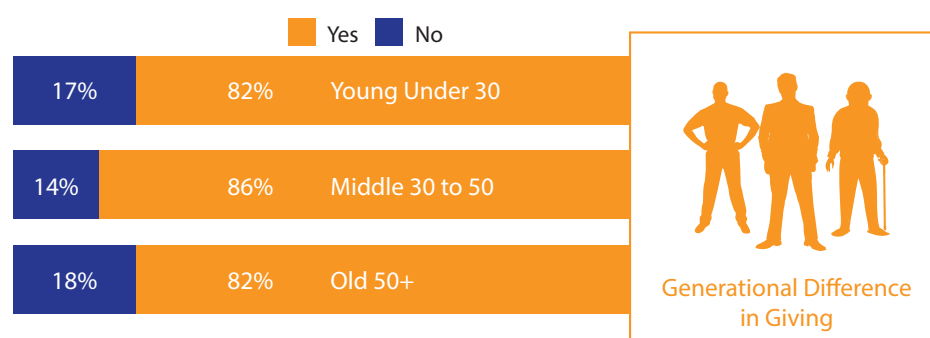
Among various socio-economic characteristics, employment status and education are found as two important factors in explaining the giving behavior of people. The findings of the study reveal that respondents who are employed and working as full-time workers have higher score in giving (89%) compared to part time workers (81%). It is interesting to note that higher proportion of housewives give charity (83%) than the unemployed (79%), presumably women having employed or earning spouses are more likely to give than those with status of being unemployed.



Similarly, individuals with higher education have higher score of giving (95%) than those with no education (80%). In general, education makes people aware of the societal problems and inculcates a sense of altruism for betterment of society. A well-educated individual is likely to have more awareness about social causes which enhances social trust, hence affecting motivations to donate, (Brown & Ferris, 2007).



Giving patterns by age groups of respondents are important to understand the generational differentials in a cross-section of society. The data reveals that there is no significant variation in giving by age, however, people in middle age groups (30 - 50 years) have shown somewhat higher score on charity (86%) compared to the younger (82%) and older age groups (82%). This is probably because persons aged 30-50 years also represent the working age population with greater chances of employability and earnings.



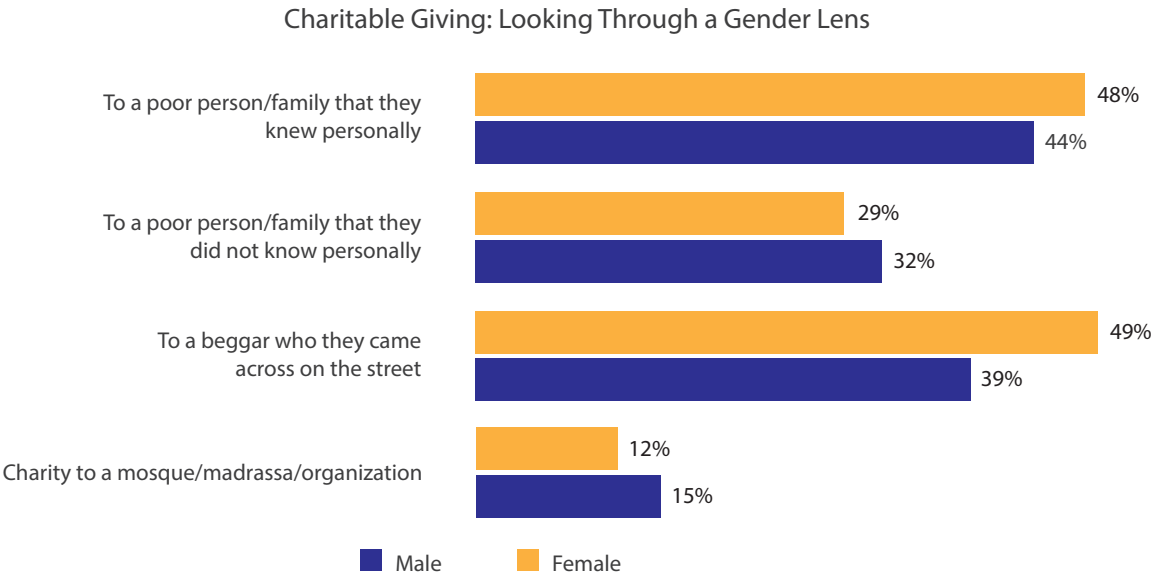
GENDER VARIATIONS IN GIVING

It is generally perceived that Pakistani women are more generous than men and often give more charity but in smaller amounts. This perception is negated by the survey responses as almost similar proportion of both men and women - 84% and 83% respectively, claimed that they gave charity in the past one year.

The findings of the study show small variations by gender when looked at to whom it is given. It is

found that women (48%) are slightly more likely to give charity to someone they know personally compared to 44% of men, and about 49% of women give charity to a beggar they came across on the street compared to 39% of men.

On the other hand, men are slightly more likely to give charity to a mosque or madrassah probably because of women's lesser mobility and access to these institutions. As noted earlier, giving to organizations/institutions is not a common practice among both males and females (13% and 10%, respectively). Overall, women participate slightly more than men in two of the activities, i.e., giving to a poor person that they knew personally, and to a beggar on the street.

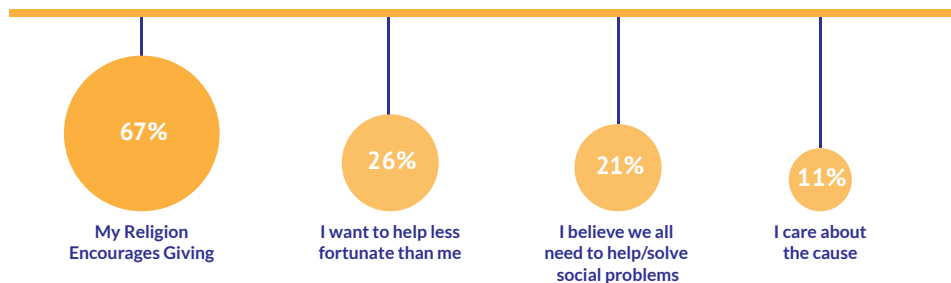


2.2 WHAT MOTIVATES PAKISTANIS TO GIVE CHARITY?

Religion tops as the primary motivation behind giving charity in Pakistan!

Save yourself from the hellfire by giving even half a date – fruit in charity
(Sahih Al-Bukhari, Volume 2, Hadith 498)

Pakistan, being a majority Muslim country (96%), is portrayed as generous in giving in the form of Zakat, Fitrana, Sadaqa or charity as part of their faith to follow Islamic jurisdiction. There are numerous verses in the Quran and sayings of the Holy Prophet (SAW) that encourage charity giving. The findings of the study also support the notion that religion is the primary motivation behind giving charity in Pakistan. A majority of respondents (67%) said that their religion encourages giving whereas among other motivations, 26% reported that they want to help people less fortunate than them; 21% believed that everyone should help solve social problems, and 11% said they care about the cause they donated for. Only 1% said they give to an organization(s) they trust, because society expects this behavior from them, and everyone in their family donates.



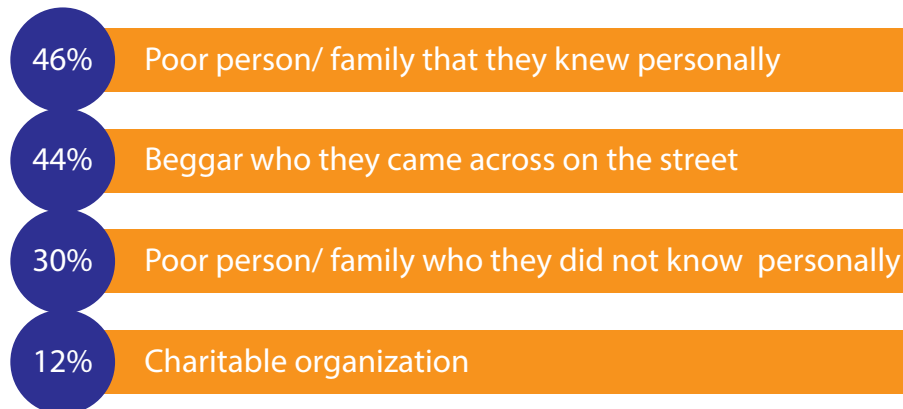
The motivation behind giving with the provincial breakdown reaffirms that religion is unanimously mentioned as the top reason. A somewhat higher percentage of respondents from Balochistan (72%) and AJK & GB (75%) cited religion as their motivation behind giving compared to around 67% of other provinces. The next important reason for giving charity is to help people less fortunate with the score ranging between 24% to 30% in the provinces, closely followed by those who believe that we all need to help solve social problems (Table 1).

Table 1: Provincial Variations in Motivation Behind Giving

	Punjab	Sindh	KP	Balochistan	AJK & GB
My religion encourages giving	67%	67%	64%	72%	75%
I want to help people less fortunate than me	24%	30%	25%	30%	29%
I believe we all need to help solve social problems	23%	14%	24%	20%	29%
I care about the cause	11%	13%	10%	7%	4%
I trust the organization (s) I donate to	1%	1%	1%	2%	0%
Society expects this behaviour from me	1%	1%	1%	0%	4%
Everyone in my family donates	1%	1%	1%	0%	0%
People ask me for help	2%	4%	1%	4%	0%
Others	4%	5%	7%	0%	7%

2.3 WHO ARE PRIMARY RECIPIENTS OF CHARITY IN PAKISTAN?

The top two recipients of charity in Pakistan are poor persons or a family that the respondent knows personally and beggars on the street. About 46% said they gave to a poor person/family that they knew personally, 42% gave to a beggar that they came across on the street, 30% gave to a poor person/family/ that they do not know personally. Again, an organization or a mosque/ madrassah/organization has the lowest score as recipients of charitable giving (12%).



Question: Recall the last time you helped someone financially; who did you give charity to?

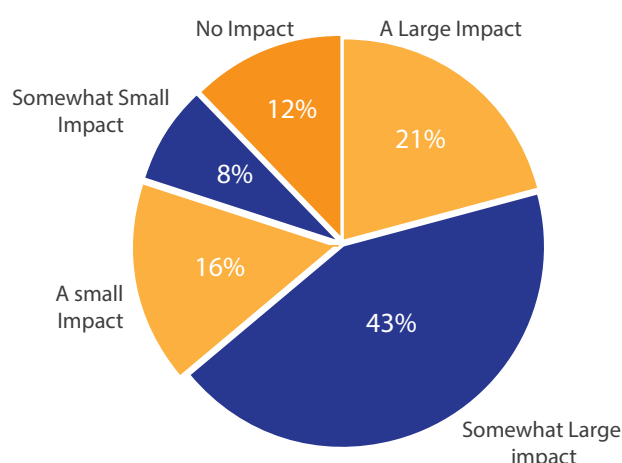
The situation is not much different at provincial level where personal contacts and familiarity with the recipient indicate the highest score more than 40% in all provinces, and 61% in AJK & GB, followed by giving to beggars on the street, and giving to non-family and unknown persons, with small variations among provinces (Table 2).

Table 2: Primary Recipients of Charity at Provincial Level

Type of Recipients of Charity	Punjab	Sindh	KP	Balochistan	AJK&GB
Poor person/ family that they knew personally	45%	47%	49%	43%	61%
Poor person/ family who they did not know personally	28%	35%	26%	26%	35%
Beggar who they came across on the street	44%	44%	35%	45%	43%
Mosque or a madrassa	12%	12%	15%	12%	0%
Charitable organization	2%	2%	3%	2%	0%

2.4 PERCEIVED EFFICACY OF THE CHARITY

It is important to examine whether people perceive any efficacy of their charity, given the conviction that they contribute to the betterment of community. Overall, more than 6 in 10 Pakistanis perceived that their charity has impact on the society. About one-fifth of respondent (21%) believe that their charity has large impact and 43% think that their giving has somewhat large impact. Compared to this, 16% stated their charity has a small impact with 8% stating a somewhat small impact. Only 12% stated that their giving had no impact on the community or the cause they have given for. This clearly indicates that people have generally positive perceptions about the impact of their charitable giving.



Question: How much impact do you think the charity you did over the last month had on the people who received the charity. Would you say it had a large impact, somewhat large impact, Small impact and no Impact?

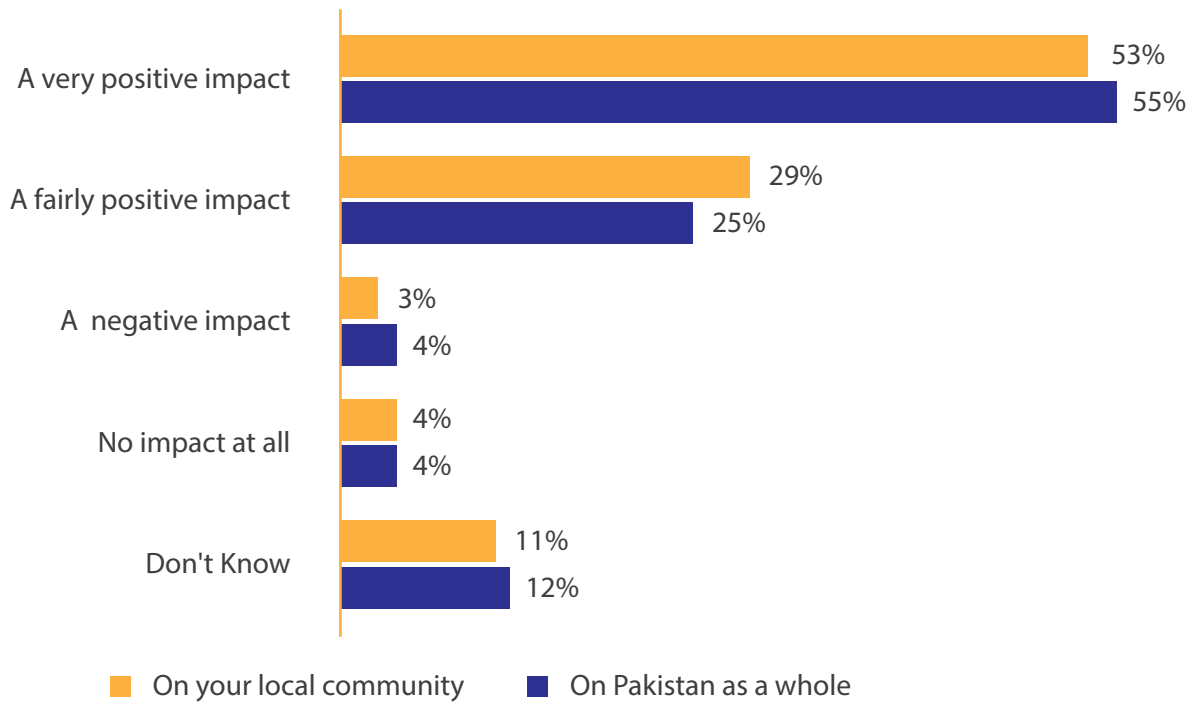
The provincial score of the perceived impact of the charitable giving shows some variation in responses. However, proportion of respondents perceiving a large impact and somewhat a large impact of their giving is high in all provinces, with the highest combined score in AJK (80%) and Gilgit-Baltistan (76%), and lower in KPK (63%), Sindh (65%), Punjab (64%), and Baloshistan (65%). This implies that people prefer to give to causes where they perceive positive impact and feel satisfied with their donations (Table 3).

Table 3: Provincial Pattern by the Perceived Impact of the Given Charity

	Punjab	Sindh	KP	Baloch-istan	GB	AJK	Total
A large impact	21%	19%	29%	29%	13%	27%	21%
Somewhat a large impact	43%	45%	34%	36%	63%	53%	43%
Small impact	16%	16%	15%	14%	13%	13%	16%
No impact	8%	7%	12%	12%	-	-	8%
Don't know	12%	13%	10%	10%	13%	7%	12%

2.5 PERCEIVED IMPACT OF GIVING ON LOCAL COMMUNITY AND PAKISTAN AS A WHOLE

Majority of respondents perceive high efficacy of their charity both on the local community and Pakistan as a whole. Looking at the perceived impact on Pakistan as a whole, 55% said that the charity has a very positive impact and 25% said it has a fairly positive impact. On the other hand, a very positive impact on local community was stated by 53% of respondents, and 29% opted for a fairly positive impact. It is worthy to note that less than 5% of respondents said that there is a negative impact of their giving on local community and for Pakistan as a whole. This again reinforces the finding that more than two-thirds of the respondents perceive a positive impact of their giving.





INCIDENCE OF ZAKAT

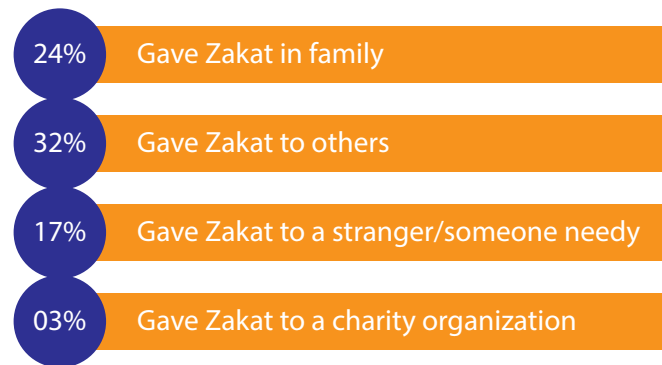
3. INCIDENCE OF ZAKAT

As religion is the most commonly cited motivation of giving, it includes both obligatory and voluntary giving. Zakat is the fourth of five pillars of Islam and obligatory for all adult Muslims who own more than the ascribed amount of property or disposable income. Two other voluntary forms of religious giving are Sadqa and Khairat.

The survey responses to the question on payment of Zakat show that about 76% said they paid Zakat, Sadaqa and Khairat in the past year to either a family or other non-family members, while 72% claimed that they did so in the past month

3.1 MAJOR RECIPIENTS OF ZAKAT ARE BOTH FAMILY AND NON-FAMILY MEMBERS

About the question on to whom Zakat was given, 32% of the zakat paying respondents gave to non-family members in the past year, compared to 24% giving within their family. About 17% gave it to a stranger or someone needy whom they did not know and only 3% gave to a charity organization. It is interesting to note that paying Zakat to non-family or needy strangers is more common than giving Zakat to family. Moreover, giving Zakat to a charity organization seems to be an uncommon practice among Pakistanis as only 3% report doing so in the past year.



Question: How Many Pakistanis Give Zakat and to whom?

Among provinces, around 25% of the respondents reported paying zakat money to family and known persons with a lower score of 14% and 10% for AJK & GB, respectively. However, it is noteworthy that about one-fourth of respondents from all provinces claimed to have paid no zakat in the past one year. The provincial breakdown as shown in Table 4 reveals that higher percentage of respondents prefer to pay zakat to non-family members, showing a relatively high score from Punjab (34%) , GB (50%) and AJK (32%).

Table 4: Provincial Pattern of Giving Zakat in Past One Year

Giving Zakat	Punjab	Sindh	KP	Baloch-istan	GB	AJ & K
Paid to family	23%	26%	24%	25%	10%	14%
Paid to Non family	34%	28%	29%	31%	50%	32%
Donated to a charity organization	2%	3%	2%	2%	10%	5%
Helped a stranger, unknown who needed help	17%	18%	17%	12%	10%	27%
No Zakat Paid	24%	24%	28%	29%	20%	23%
Total	100%	100%	100%	100%	100%	100%



TIME VOLUNTEERING

4. TIME VOLUNTEERING

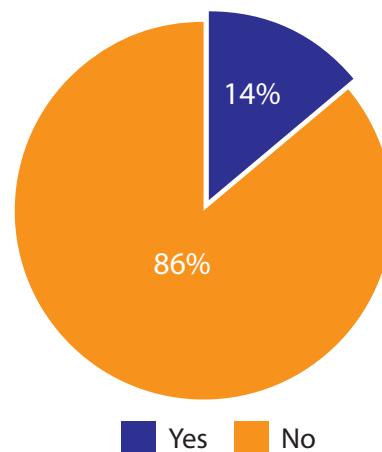
4.1 HOW MANY PAKISTANIS VOLUNTEER THEIR TIME TO ORGANIZATIONS?

Donating and volunteering time and energy for the benefit of other people in the community is considered an act of social responsibility and love for humanity rather than expecting for any financial reward. The spirit of volunteerism is an important component of philanthropic giving and contributes significantly towards the sustainability of social welfare activities. Individuals helping others in selfless way not only enables them to become a productive part of the community, but also pays them back in the form of confidence, satisfaction and learning new skills.

In Pakistan, the concept of time volunteering is not a common practice as compared to monetary giving. Although few universities have taken initiatives and encourage their students to take part in community service including time volunteering to hospitals, institutes or charity organizations, but the participation is still low.

Globally, nearly a fifth of all adults volunteer. However in Pakistan, only 14% respondents claimed to have volunteered their time to an organization. This finding corroborates well with Pakistan's ranking in volunteering time in the World Giving Index report with a score of 13%.

Have You Ever Volunteered Time to an Organization?



A low score of time volunteering (14%) in the present study can be interpreted in terms of lack of familiarity with the concept of volunteerism and limited awareness about the opportunity and programs to get engaged in volunteerism for improving social well-being.

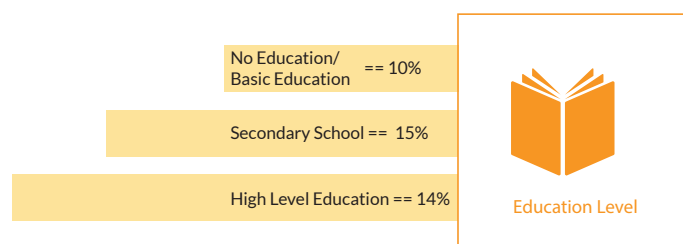
4.2 PROVINCIAL VARIATIONS OF TIME VOLUNTEERED

A provincial analysis of time volunteerism reveals that Gilgit-Baltistan tops the score at 40%, followed by Balochistan 17.6%. Among other provinces, the score is lower than 5%.

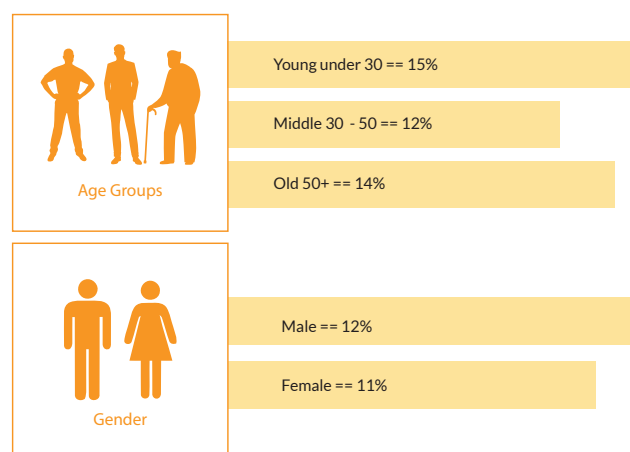


4.3 VOLUNTEERISM BY BACKGROUND CHARACTERISTICS

The differentials in volunteerism by socio-economic characteristics of the respondents reveal that higher education level increases the likelihood of volunteerism. Those with no education/basic education are less likely to have volunteered time (10%) as compared to those who attended secondary school (15%) or those who have high level of education (19%).



Furthermore, males are relatively more likely to have volunteered their time to organizations, as compared to females. Interestingly, young respondents under age 30 years have a relatively higher score of volunteered time (15%), compared to middle aged or older age groups.



4.4 FREQUENCY OF VOLUNTEERING TIME TO ORGANIZATIONS

Another important dimension of time volunteerism is the frequency of time given to organization or the community. About 24% said that they have volunteered time to an organization more than a year ago. Another 24% said they volunteer time this week and 21% said this month, and 13% said they did so during last six months. The provincial variations in time volunteerism indicate the highest score for Balochistan (44%), followed by Punjab (27%), KP (22%) and Sindh (17%). However, there are provincial variations in the percentage score of time volunteerism by the time reference of past one week, month or past 12 months (Table 5).

Table 5: Provincial Variations in Time Volunteerism

Province/ Region	Last week	Last month	Last 6 months	Last 12 months	More than a year ago
Punjab	18%	23%	13%	11%	27%
Sindh	27%	16%	19%	16%	17%
KPK	26%	30%	13%	9%	22%
Balochistan	11%	11%	22%	0%	44%
GB & AJK	43%	29%	0%	14%	14%
Total	24%	21%	13%	10%	24%



CONCLUSION

5. CONCLUSION

The study on 'Pakistan Giving Index'-2021 unveils the perceptions and patterns of giving behaviour of people in Pakistan representing all sub-groups of population surveyed at a point in time in the year 2021. The findings provide us with a roadmap to identify areas which merit further research and learn ways to grow giving in all forms.

The results of the perception survey make us aware that the inherent value of generosity among Pakistanis is the preference for giving to individuals than organizations; this raises a question on trustworthiness and less inclination towards institutional giving. For long term and impactful contribution of individual giving, it is imperative to develop trust among people on organizations and institutions.

It also signifies that charities and non-profit organizations need to effectively communicate their work and its impact to win the trust of people and their potential donors. For this, it is important to improve organisations' communications, monitoring and evaluation skills.

As people have shown empathy in helping the poor and engaging in charity work, the motivation to giving is largely driven by religious and faith-based choices. This trend corroborates well with the earlier findings from the PCP study on: The State of Individual Philanthropy in Pakistan, where religion is cited as the primary reason for giving (PCP, 2014). There is an obvious need for promoting awareness about time volunteering for prosocial activities, as findings of the study inform that a very low percentage of people volunteered their time during past year and past one month. A prime reason is lack of awareness that how people, particularly youth can voluntarily participate in community welfare activities. This warrants for encouraging and involving youth in volunteering time for philanthropic activities.

It is encouraging to note that despite challenges of poverty, social inequality and unemployment in the country, a culture of giving remains pervasive in our vibrant society. Although there are indications of remaining passive in time-volunteering and giving to institutions, it is positive to note that more than two-third of the selected respondents choose to help the poor and the needy. Hopefully, this research will help us better understand the ways Pakistanis prefer to give and would enable to compare the trends and motivations of giving with other countries around the world.



METHOD

6. METHOD

This report is primarily based on data collected through a perception survey by Gallup-Pakistan to study giving behavior of individuals. To achieve the objectives of the study, a short questionnaire comprising of about seven questions was designed to capture different aspects of charitable giving in Pakistan. The sample size of the study is 2000 respondents, representing both urban and rural areas in all provinces of Pakistan including GB, AJK

The sample of the study was selected using the 2017 census sampling frame with appropriate representation of population in all areas of Pakistan. Given the COVID-19 situation, Computer Assisted Telephonic Interview method (CATI) was employed using the Random Digital Dialing (RDD) approach for conducting the interviews. Based on 130 million active Sims of all mobile numbers in Pakistan, as the universe³, approximately 20,000 phone numbers were randomly selected. To ensure the sample allocation across provinces, a question about province of the respondent was asked first and then interview was carried out. Once a target sample of each province was achieved proportionate to its population, no further interviews were conducted from the province.⁴

Drawing from CAF methodology of the World Giving Index, the questions asked in the survey focused on three aspects of giving behavior to capture if the respondent participated in any form of charitable giving during the past one year.

1. Helped the stranger, or someone known personally
2. Motivation for giving
3. Volunteered time

The results are calculated in percentages to indicate the lower or higher score as the giving index to draw comparison with in the country and across other countries in the world.

The CATI method used for data collection has certain limitations with a margin of error (the random sampling error) in the results. The sample selected was based on all mobile phone users in Pakistan. However, around 10% of households do not possess mobile phone or use landline as shown in the Social Living Measurement Survey (PSLM)-2018-19 report, thereby excluding 10% of from the sample. However, this may have negligible bearing on the results as the households excluded are likely to be poor households in Pakistan. Moreover, the questionnaire used in phone interviews was short comprising of only seven questions; the responses obtained were nearly complete.

³ Exclusion in sample: According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.

⁴ Each number was called until the phone is answered or up to three times. Each call was made at a different time of day. An electronic questionnaire with automated skip patterns was programmed using Survey CTO



APPENDIX

APPENDIX 1

(ENGLISH QUESTIONNAIRE)

SECTION 1 : SURVEY MANAGEMENT QUESTIONS.

Province:

- Punjab
- Sindh
- KPK
- Baluchistan
- Gilgit Baltistan
- AJK
- FATA

Urban-Rural:

- Urban
- Rural

District:

Code	Description	Code	Description
1	Attock	64	Kohat
2	Chakwal	65	Lakki Marwat
3	Islamabad	66	Tank
4	Jhelum	67	Charsadda
5	Rawalpindi	68	Mardan
6	Bhakkar	69	Nowshera
7	Khushab	70	Peshawar
8	Mianwali	71	Swabi
9	Sargodha	72	Abbottabad
10	Faisalabad	73	Batagram
11	Jhang	74	Haripur
12	Toba Tek Singh	75	Kohistan
13	Gujranwala	76	Mansehra
14	Gujrat	77	Barkhan
15	Hafizabad	78	Chagai
16	Mandi Bahaudin	60	Banu
17	Narowal	61	Dera Ismail Khan
18	Sialkot	62	Hangu
19	Kasur	63	Karak
20	Lahore	79	Killa Abdullah
21	Okara	80	Killa Saifullah
22	Sheikhupura	81	Loralai

23	Khanewal	82	Musa Khel
24	Lodharn	83	Pishin
25	Multan	84	Quetta
26	Pakpattan	85	Zhob
27	Sahiwal	86	Awaran
28	Vehari	87	Bolan
29	Dera Ghazi Khan	88	Dera Bugti
30	Leiah	89	Jafarabad
31	Muzaffar Garh	90	Jhal magsi
32	Rajanpur	91	Kalat
33	Bahawal Pur	92	Kharan
34	Bahawalnager	93	Khuzdar
35	Rahim Yar Khan	94	Kohlu
36	Karachi	95	Lasbela
37	Mirpur Khas	96	Mastung
38	Sanghar	97	Nasirabad
39	Tharparkar	98	Sibi
40	Umer Kot	99	Zirat
41	Badin	100	Gwadar
42	Dadu	101	Kech
43	Hyderabad	102	Panjgur
44	Thatta	103	Central (Karachi)
45	Ghotki	104	East (Karachi)
46	Khair Pur	105	Malir (Karachi)
47	Nausharo Feroze	106	South (Karachi)
48	Nawab Shah	107	West (Karachi)
49	Sukkur	108	Chinniot
50	Jacobabad	109	Hafizabad
51	Larkana	110	Kambar Shahdad kot
52	Shikarpur	111	Korangi (Karachi)
53	Buner	112	Mitiari
54	Chitral	113	Shaheed Benazirabad
55	Lower Dir	114	Sujawal
56	Malakand	115	Tando Allah yar
57	Shangla	116	Nankana Sahib
58	Swat		
59	Upper Dir		

SECTION 2 : MAIN QUESTIONS

Q 1a . Which of the following three charitable acts you have undertaken in the past month? (More than one can be selected)

Q 1b. Which of the following three charitable acts you have undertaken in the past year? (More than one can be selected)

	Helped a stranger, or someone you didn't know who needed help	Donated money to a charity	Volunteered your time to an organization
1a Past month	1	2	3
1b Past one year	1	2	3

(Ask if responded in Q1a)

Q2. How much amount you donated in last Month?

_____ PKR

(Ask if responded in Q1b)

Q3. How much amount you donated in last Year?

_____ PKR

(Ask if responded in |Q1a or Q1b)

Q4. Which of the following, if any, are reasons that you have given money? (More than one can be selected))

- | | |
|---|-----------------------------|
| I believe we all need to help solve social problems | ☐ 1 |
| I care about the cause | ☐ 2 |
| I want to help people less fortunate than me | ☐ 3 |
| My religion encourages giving | ☐ 4 |
| I trust the organization (s) I donate to | ☐ 5 |
| Society expects this behaviour from me | ☐ 6 |
| Everyone in my family donates | ☐ 7 |
| People ask me to | ☐ 8 |
| Other | ☐ 10 |

(Ask All)

Q5. How much impact do you think the charity you did over the last month had on the people who received the charity. Would you say it had a large impact, somewhat large impact, Small impact and no Impact?

- | | | | |
|----------------|----------------------------|-------------------------|----------------------------|
| A large impact | ☐ 1 | somewhat a large impact | ☐ 2 |
| Small Impact | ☐ 3 | No Impact | ☐ 4 |

Q6. What impact, if any, do you think charities have in general? A very positive impact , A fairly positive impact , No impact at all, A fairly negative impact and A very negative impact on.

	A very positive impact	A fairly positive impact	No impact at all	A fairly negative impact	A very negative impact	Don't know
i On your local community	1	2	3	4	5	98
ii On Pakistan as a whole	1	2	3	4	5	98

Q7a. Did you pay Zakat, Saqdat, Khairat in general to either family or non family in the past one month ?

Q7b. Did you pay Zakat, Saqdat, Khairat in general to either family or non family in the in past one year?

	Yes, paid in family	Yes, paid to Non family	Yes, Donated money to a charity	Yes, Helped stranger, or someone you didn't know who needed help	No
7a Past month	1	2	3	4	5
7b Past one year	1	2	3	4	5

SECTION 3: DEMOGRAPHICS

D1: Respondent Gender (Code, Do Not Ask)

Male

Female

D2: How old were you on your last birthday? (Record actual age. If respondent refuses to respond or does not know, please estimate).

_____ Years

D3: How many years of formal education have you completed?

No formal education/ illiterate

Up to Primary

Middle

Matric

Intermediate

Graduate

Masters or above

D4: What is your job status? Are you....

Working Full-Time (40 hours+)

Working Part-Time (less than 40 hours)

Unemployed, Looking for Work

Unemployed, Not Looking for Work

Housewife (not working outside the home)

Student/Apprentice

Retired/Disabled

Others (Pls specify) _____

Refused /Don't Know



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Phone: +92-51-2286531

Email: info@pcp.org.pk

www.pcp.org.pk

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