

Nordic donor survey

Vipps MobilePay



Agenda

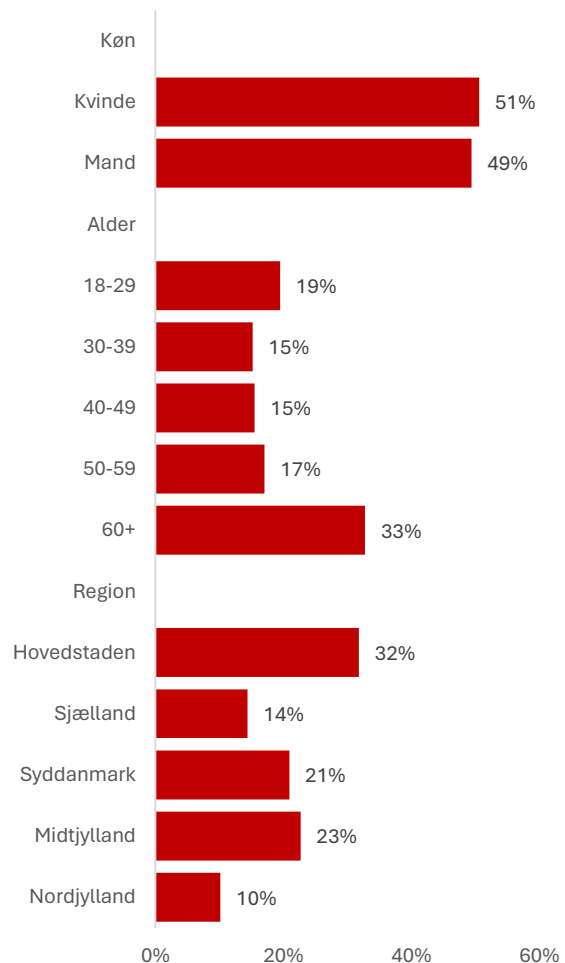
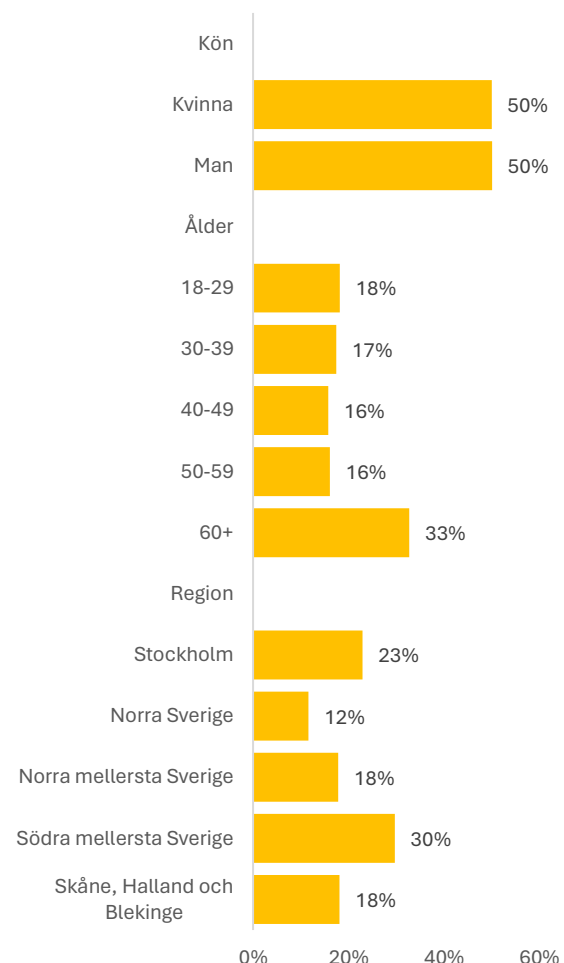
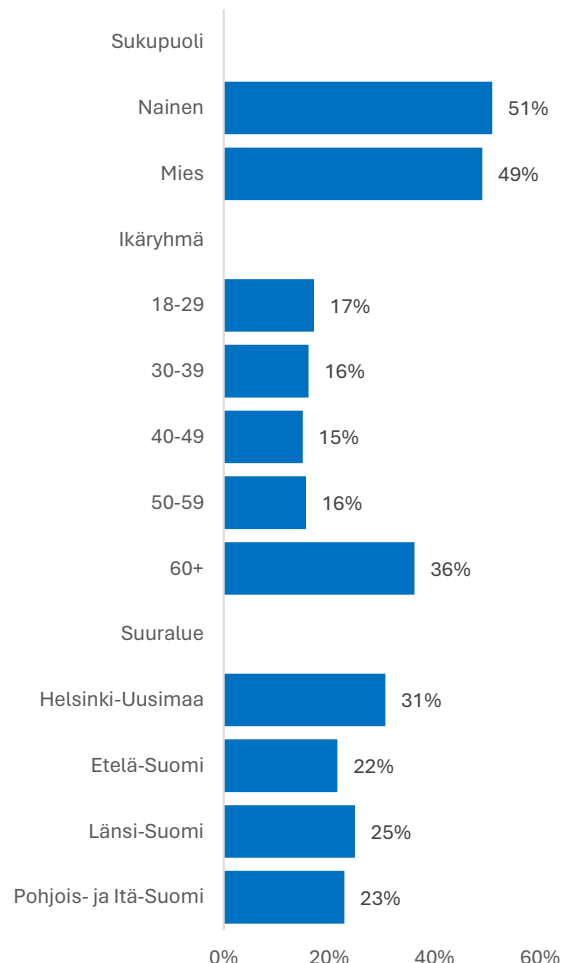
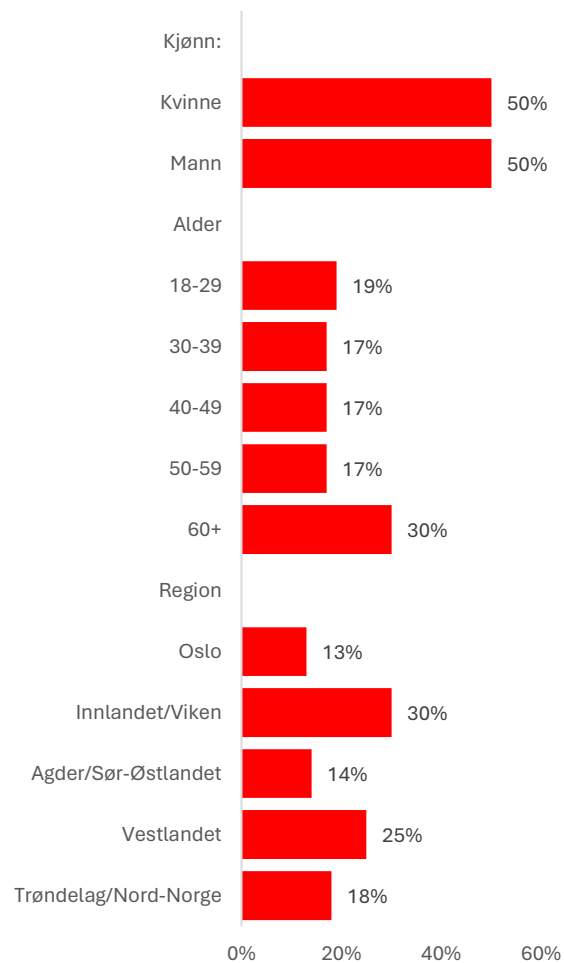
- Background of study
 - Background
 - Why Vipps Mobilepay are joining forces with us
 - Survey Questions
 - Respondents
- Results
 - Donation frequency
 - Charity participation
 - Channel of information
 - Most common causes
 - Future donations
- Summary and conclusions
- Discussion

Background of study

Questions in the study

- Which of the following options describes your donating behavior?
(Choose the options that reflect all of your behavior)
- In what different ways have you participated in charity during the last two months?
- To which of the following causes did you give financial or other help when you participated in charity during the past two months?
- Where did you find out about the need for help?
- Which of the following causes would you give financial or other help to in the future if you participated in charity?

Demographic profile of respondents



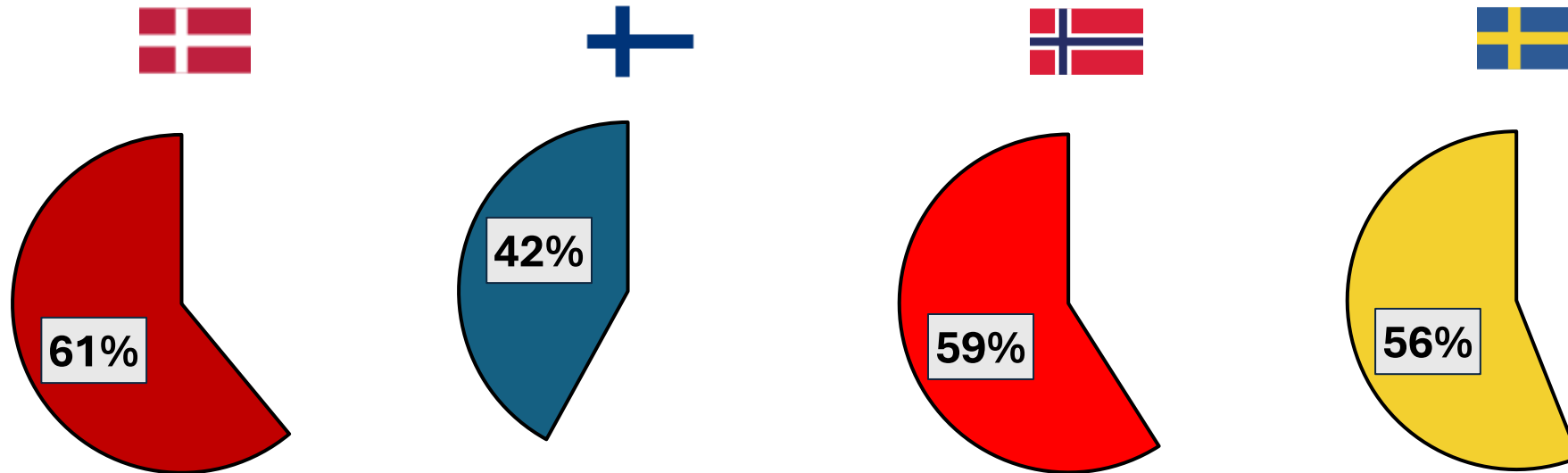
Base: All per country

Results

Donation frequency

Number of people that donates money at least occasionally

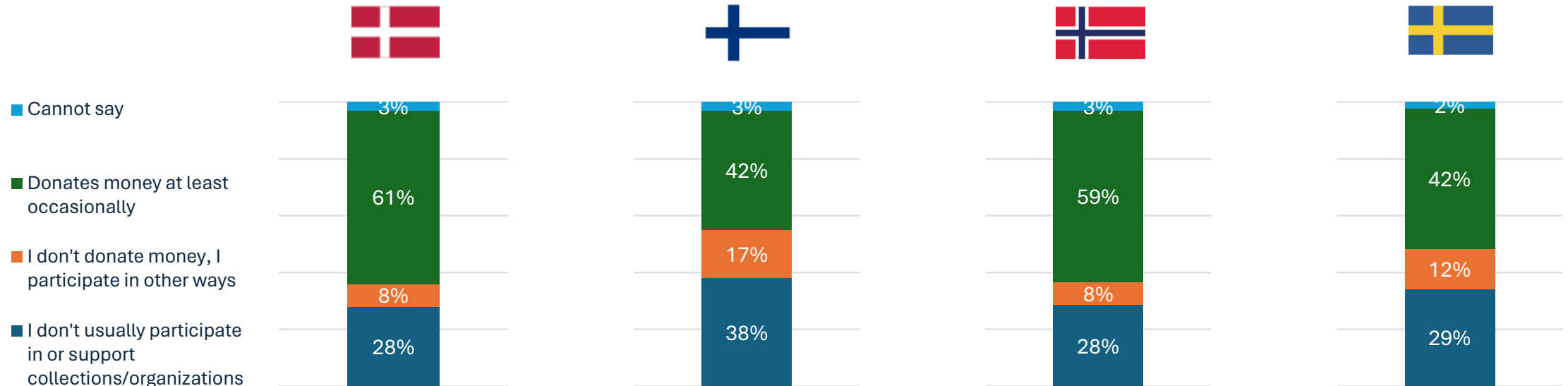
Donates money at least occasionally = donates regularly and/or occasionally to one or more organisations



Base: Denmark: 1008, Finland: 1014, Norway: 1046, Sweden: 1014

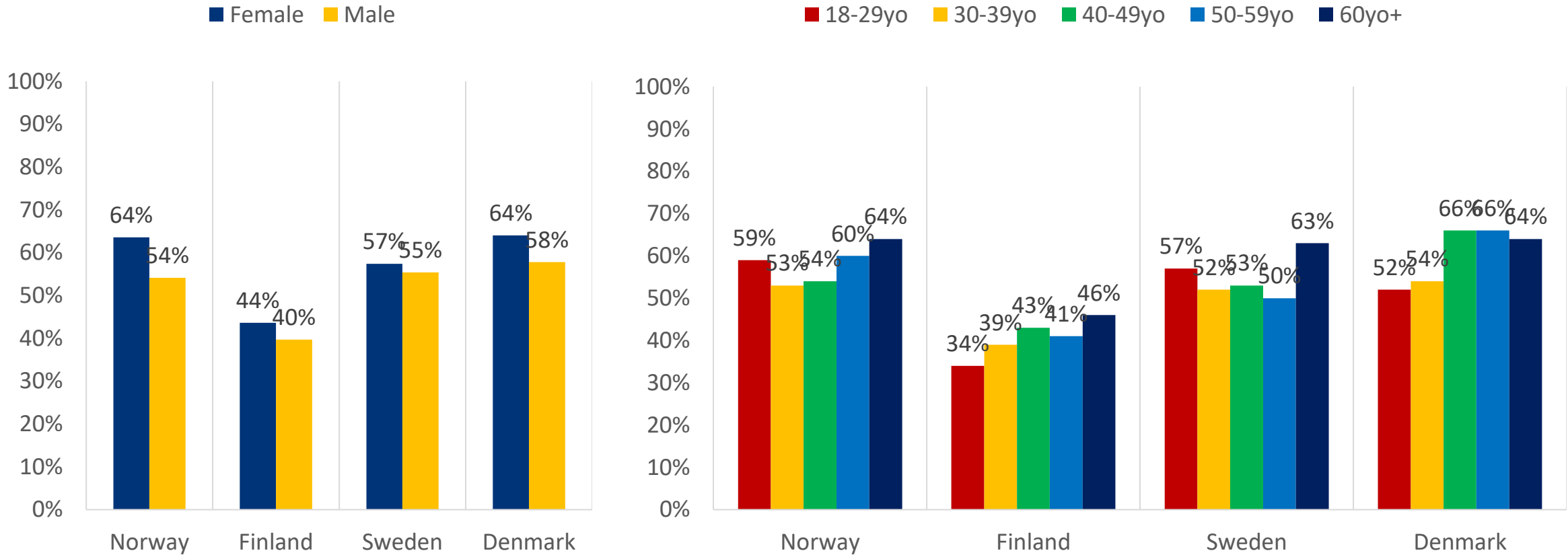
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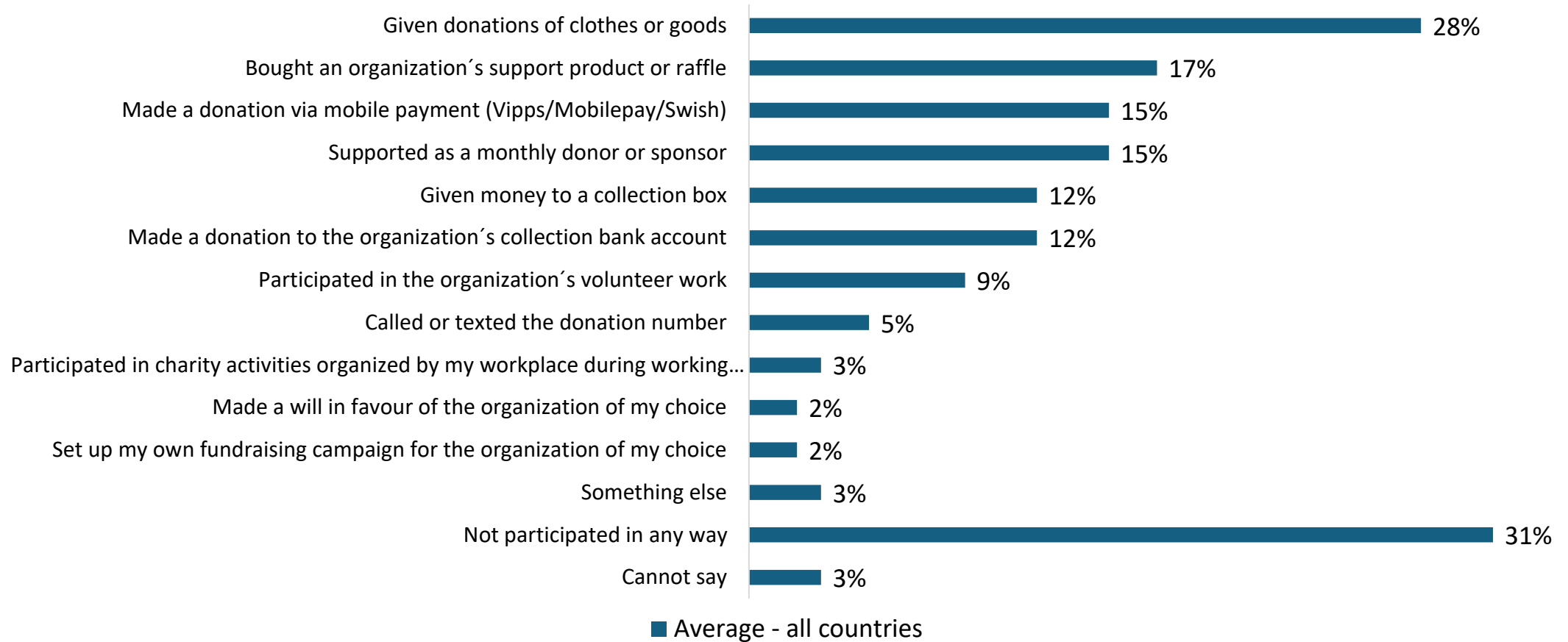


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Charity participation



In what different ways have you participated in charity during the last two months?

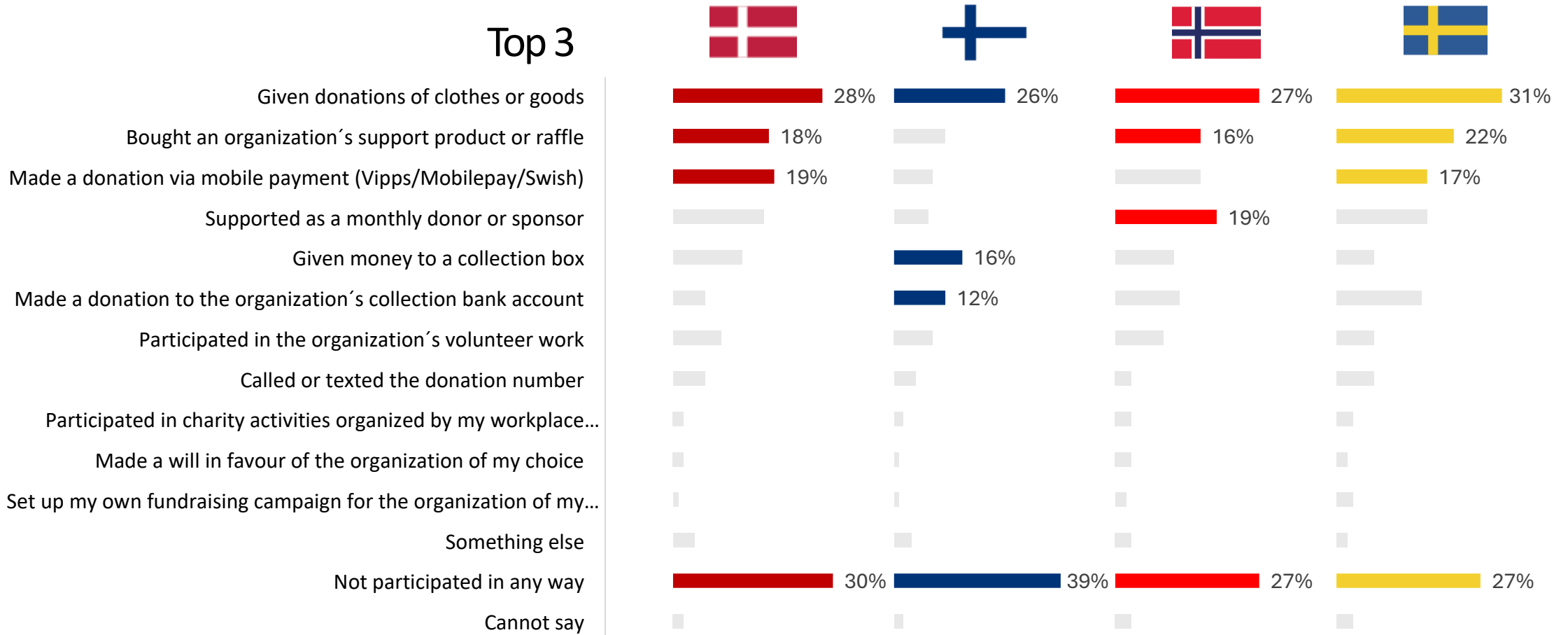


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In what different ways have you participated in charity during the last two months?

Top 3

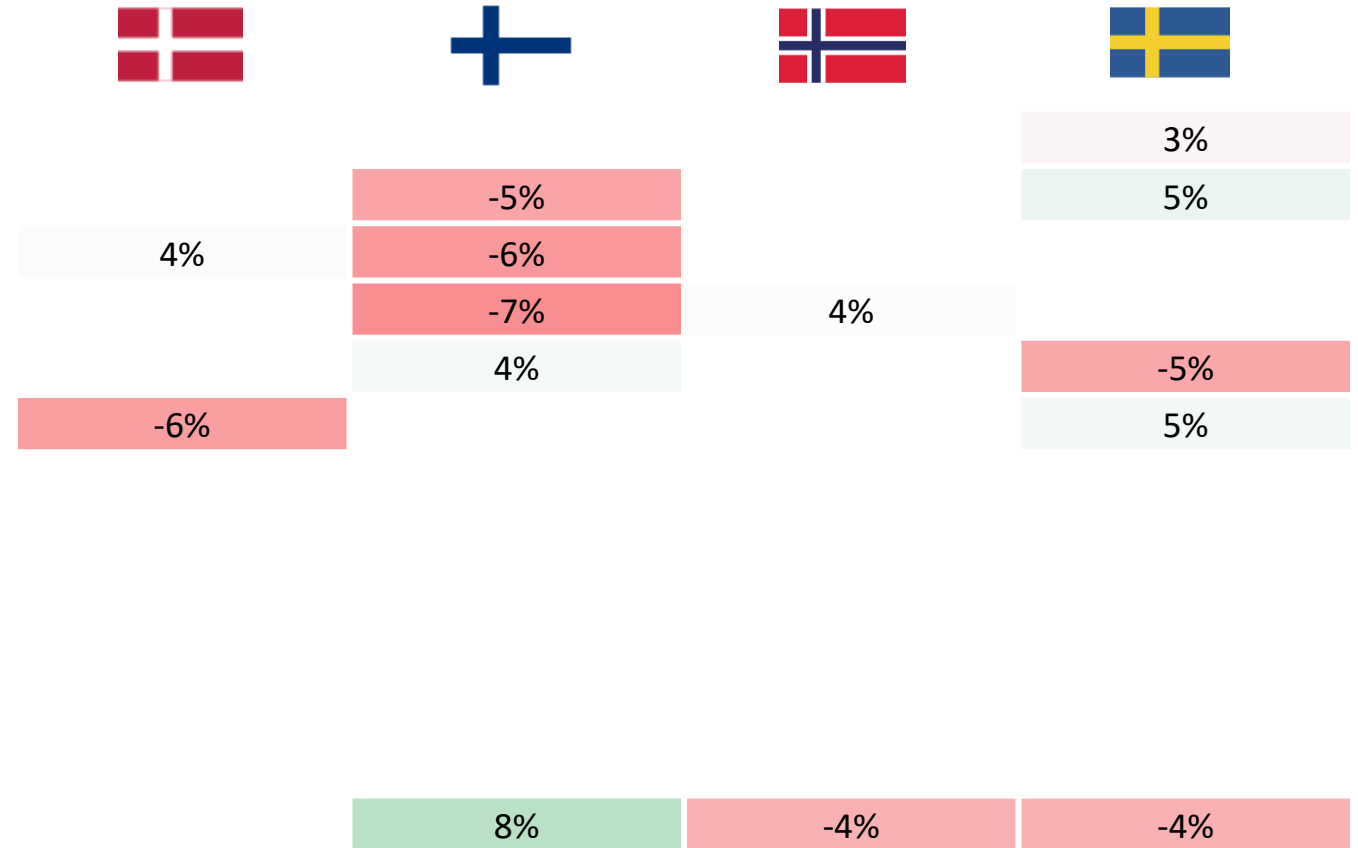


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In what different ways have you participated in charity during the last two months?

Stands out compared to Nordic average

- Given donations of clothes or goods
- Bought an organization's support product or raffle
- Made a donation via mobile payment (Vipps/Mobilepay/Swish)
- Supported as a monthly donor or sponsor
- Given money to a collection box
- Made a donation to the organization's collection bank account
- Participated in the organization's volunteer work
- Called or texted the donation number
- Participated in charity activities organized by my workplace...
- Made a will in favour of the organization of my choice
- Set up my own fundraising campaign for the organization of my...
- Something else
- Not participated in any way
- Cannot say



Base: Denmark: 1008, Finland: 1014, Norway: 1046, Sweden: 1014

Comments – Charity participation



- Vipps/MobilePay steadily increasing in the market, it is a easy and user-friendly way to donate money which the donor know from larger commercial companies



- Women donate more money and goods and clothes than men



- Monthly donorships are all time high and consistent trough different analysis. Norwegian people regularly donates money more than ever.
- Along with money donations giving clothes or goods is very widespread

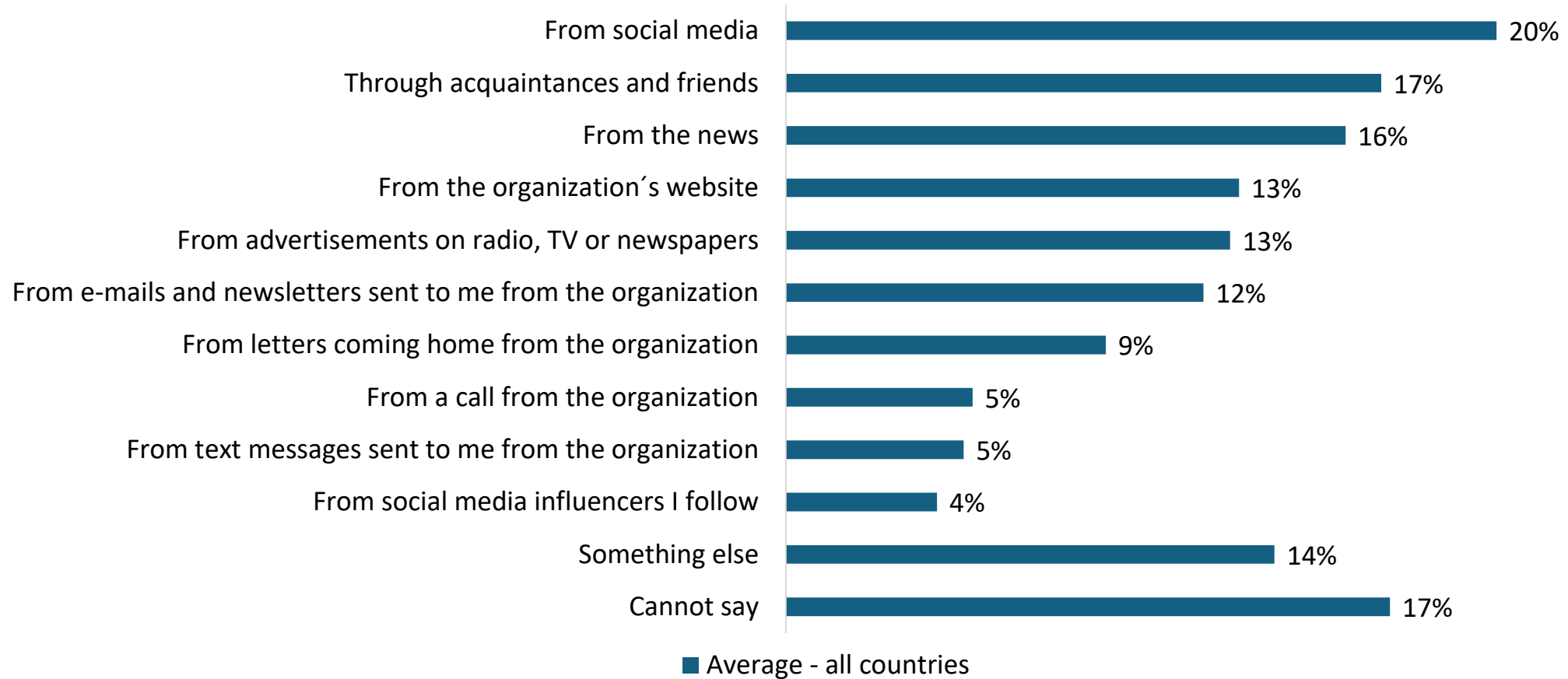


- High share of raffles purchase driven by popular autumn campaign

Channel of information



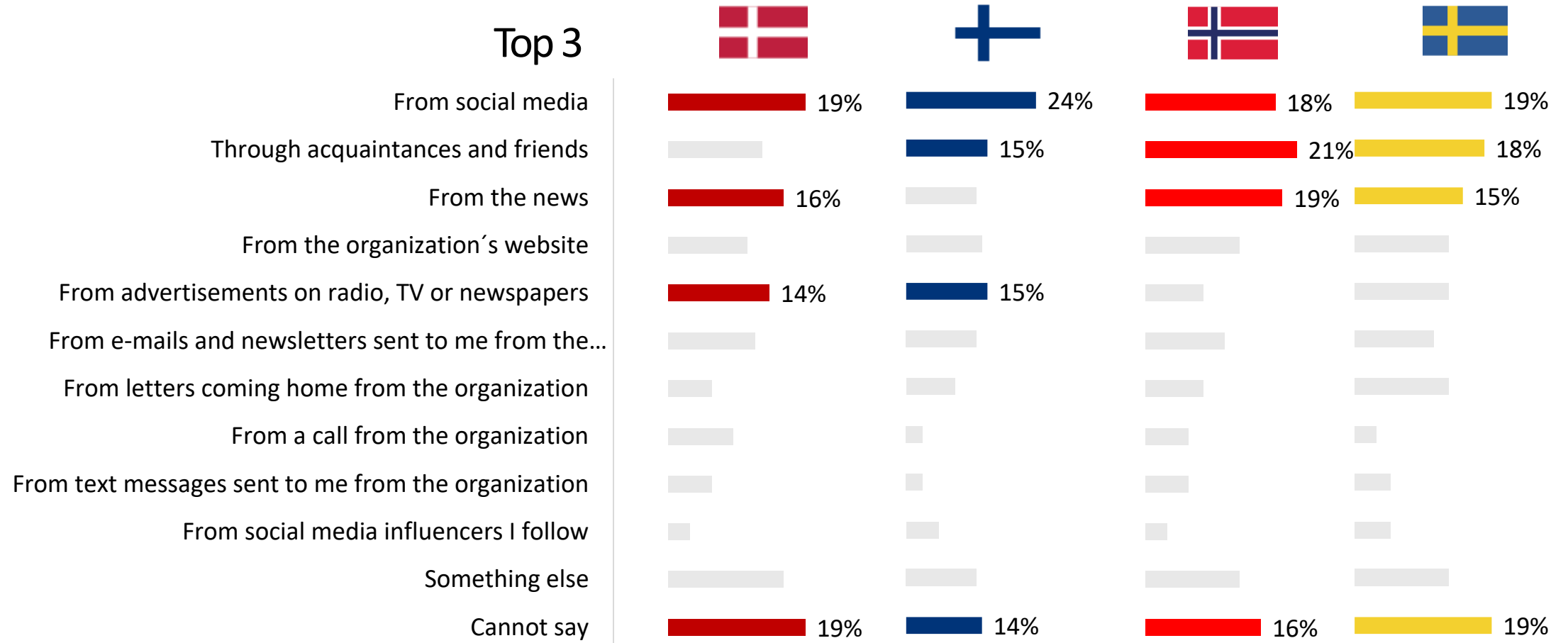
Where did you find out about the need for help?



Base: Denmark: 1008, Finland: 1014, Norway: 1046, Sweden: 1014



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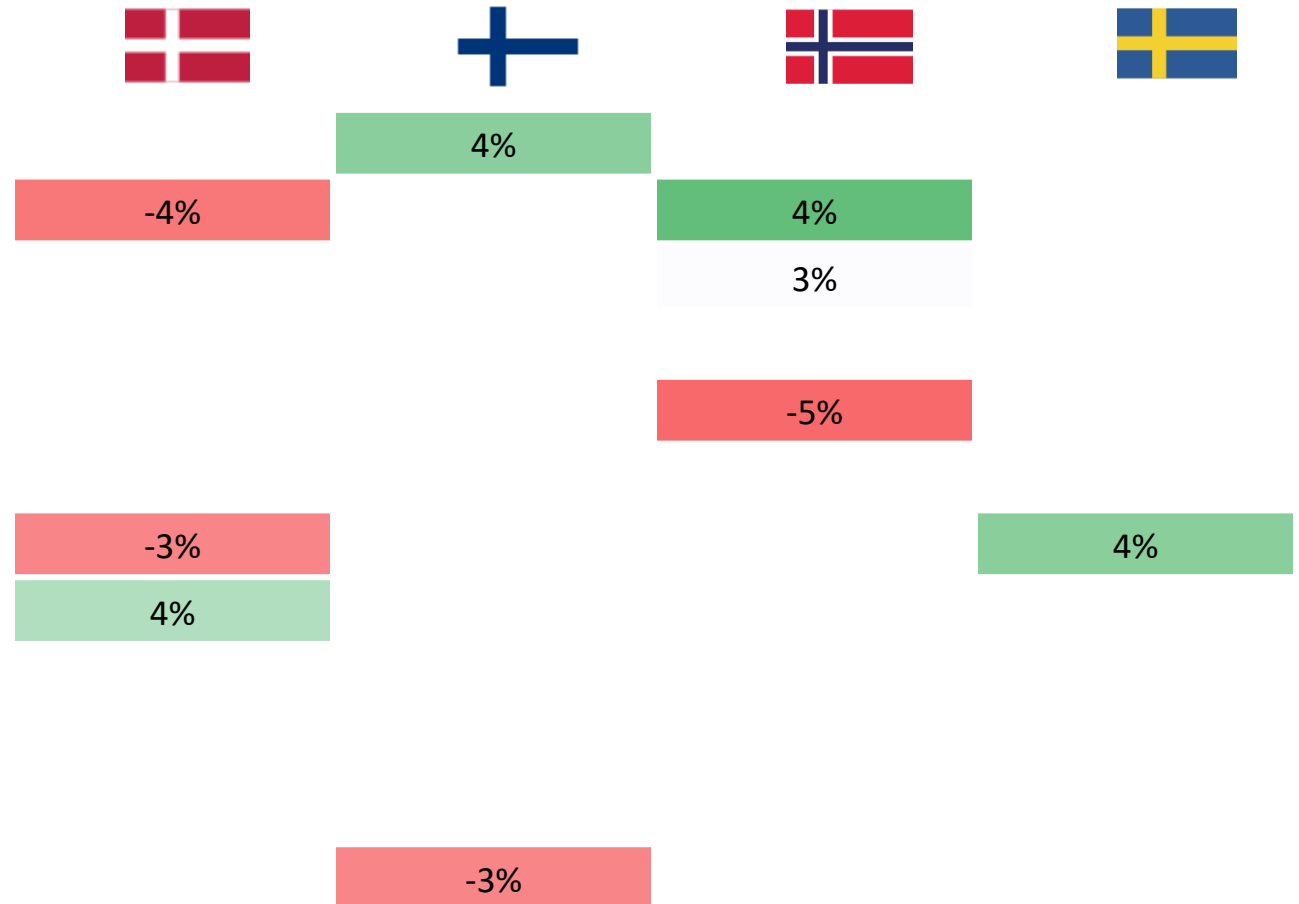




Where did you find out about the need for help?

Stands out compared to Nordic average

- From social media
- Through acquaintances and friends
- From the news
- From the organization's website
- From advertisements on radio, TV or newspapers
- From e-mails and newsletters sent to me from the...
- From letters coming home from the organization
- From a call from the organization
- From text messages sent to me from the organization
- From social media influencers I follow
- Something else
- Cannot say



Base: Denmark: 1008, Finland: 1014, Norway: 1046, Sweden: 1014



Comments – Channel of information



- The young 18-29 hear about the need for help from friends a.k.a word-of-mouth more than other target groups



- Social media most common channel of information in all age groups except 60+



- People living more urban hear about the need for help more from friends and news
- Norwegians living more rural are more dependent on social media and DM-letters
- Gender matters, females are more dependent on social media. Males are more dependent on News and friends.

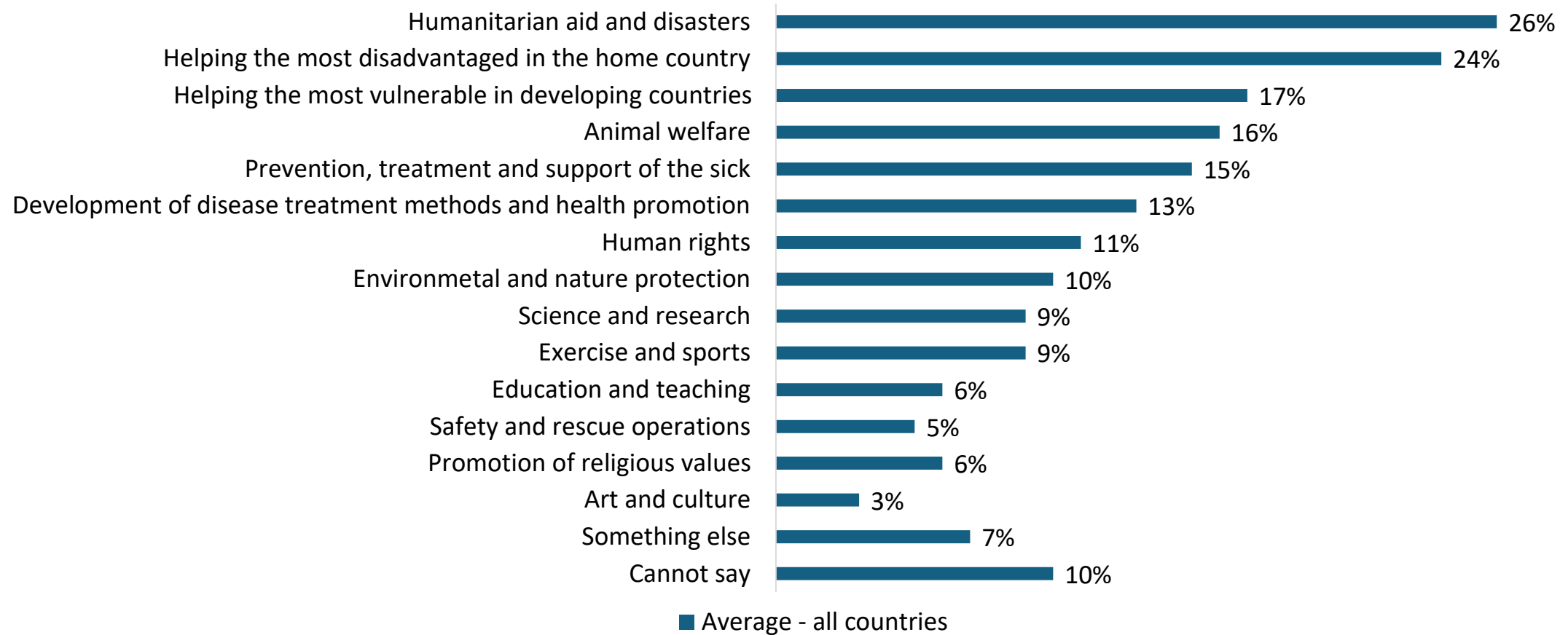


- Social media and friends strong drivers among the younger population
- Those who donate to more organisations more often got news from the organization webpage, showing that these are more engaged and search for information themselves

Most common causes



Which cause did you give financial or other help to during the last 2 months?



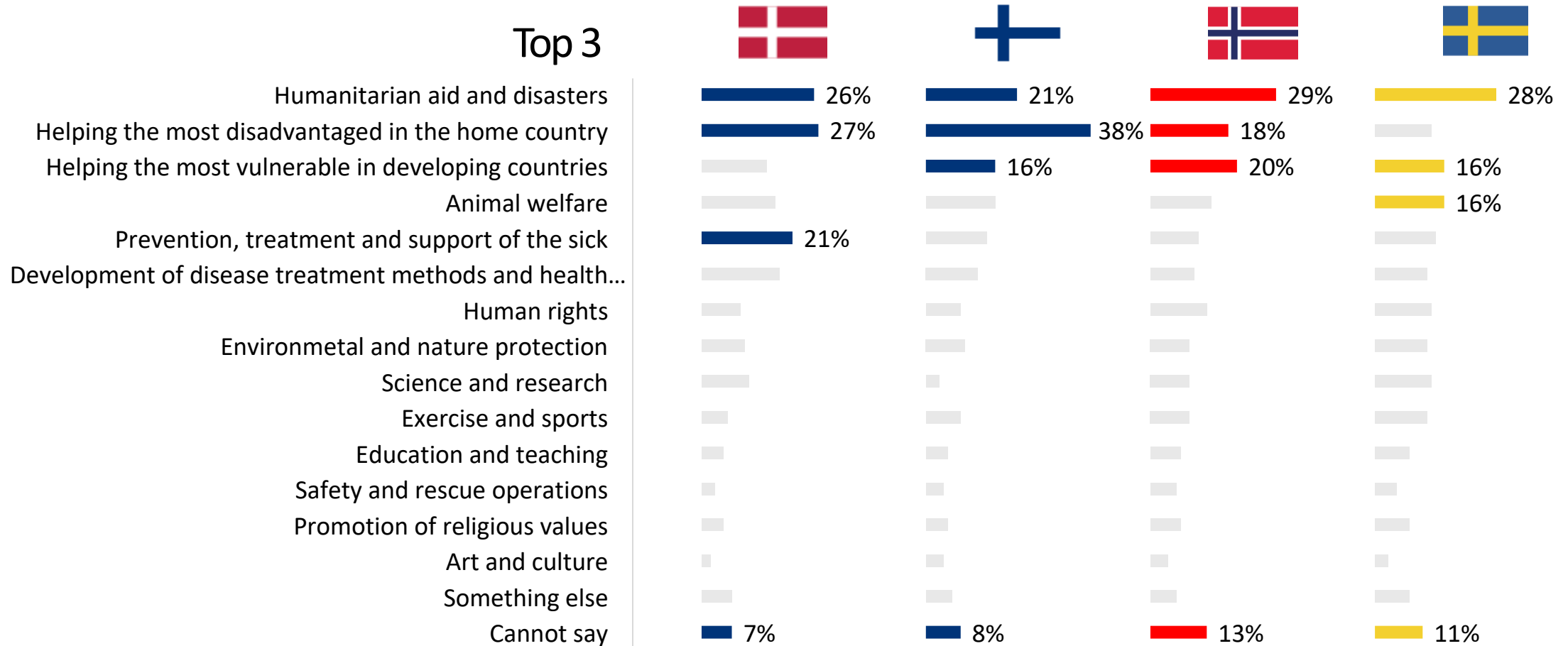
Base: Denmark: 689, Finland: 600, Norway: 725, Sweden: 706





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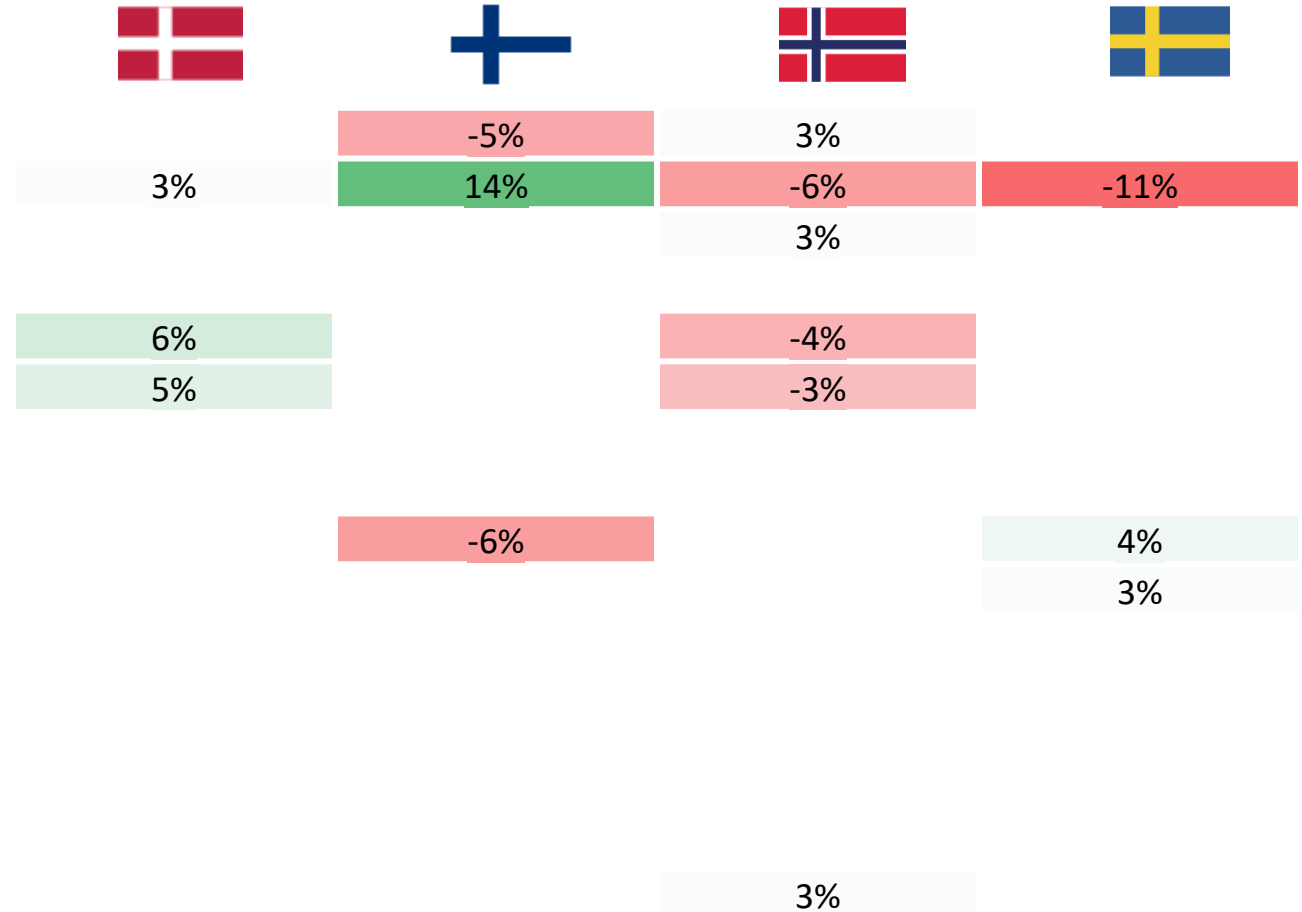
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Which cause did you give financial or other help to during the last 2 months?

Stands out compared to Nordic average

- Humanitarian aid and disasters
- Helping the most disadvantaged in the home country
- Helping the most vulnerable in developing countries
- Animal welfare
- Prevention, treatment and support of the sick
- Development of disease treatment methods and health...
- Human rights
- Environmental and nature protection
- Science and research
- Exercise and sports
- Education and teaching
- Safety and rescue operations
- Promotion of religious values
- Art and culture
- Something else
- Cannot say



Base: Denmark: 689, Finland: 600, Norway: 725, Sweden: 706

Comments – Most common causes



- High share of giving to national efforts may reflect timing of study, as many give to vulnerable families during christmas time



- Helping the most disadvantaged in the home country is the most popular cause among all age groups
- Those that donate regularly donate to humanitarian aid and catastrophes to a much higher extent than others



- More engaged in international affairs than the other countries, less devoted to internal causes

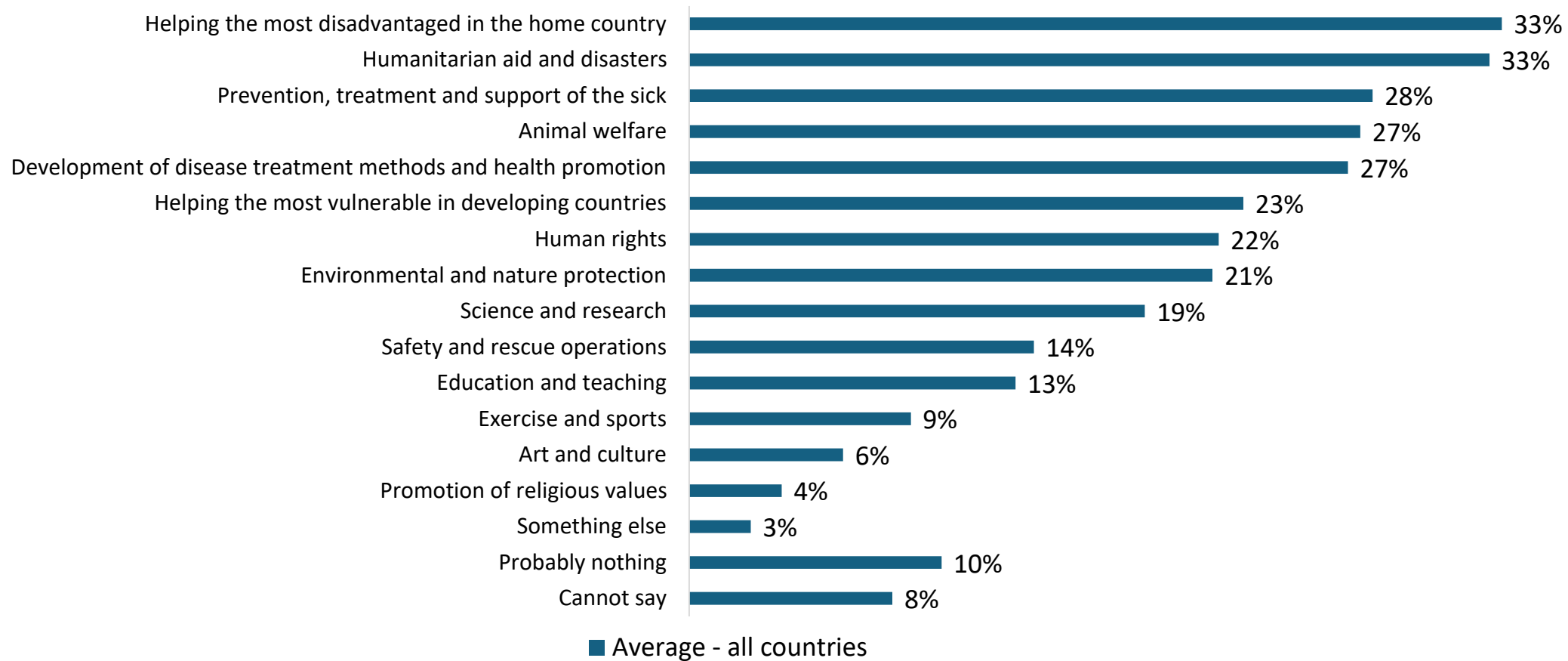


- Donors give to more different causes than compared to other nordic countries
- Humanitarian aid and animal welfare more supported by women

Future donations



Which of the following causes would you give financial or other help to in the future if you participated in charity?

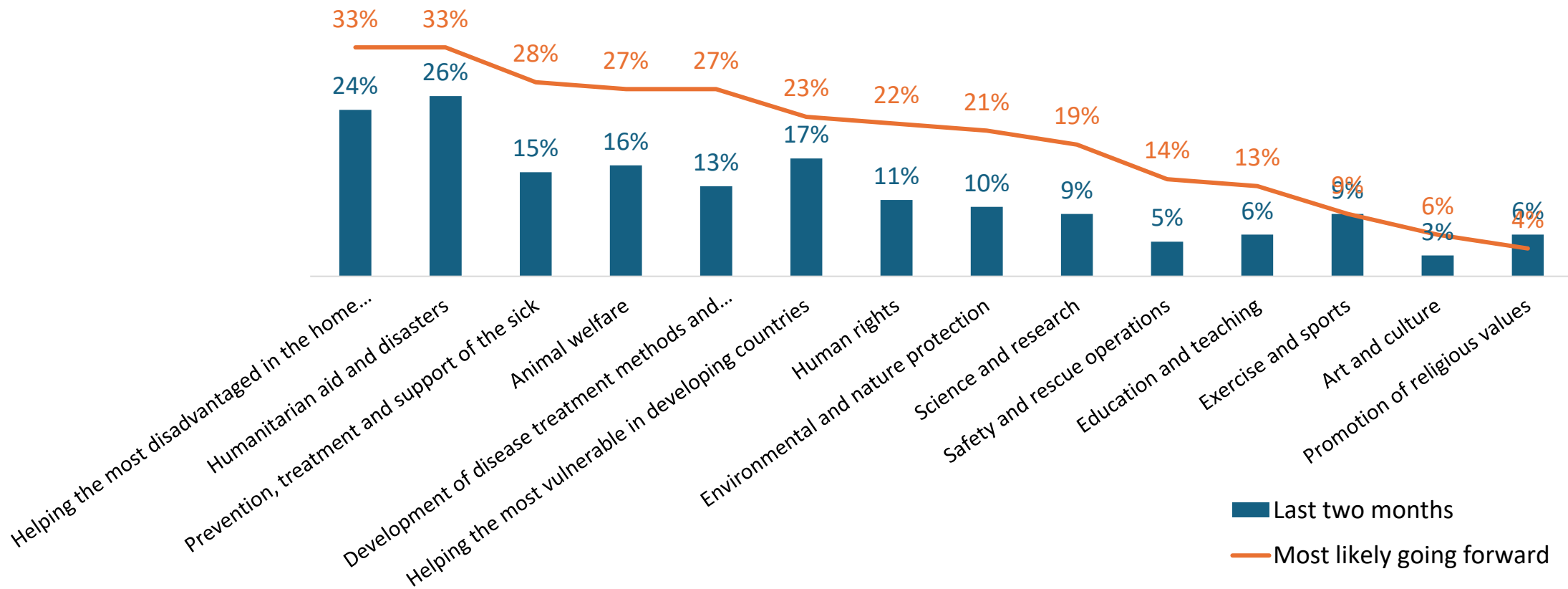


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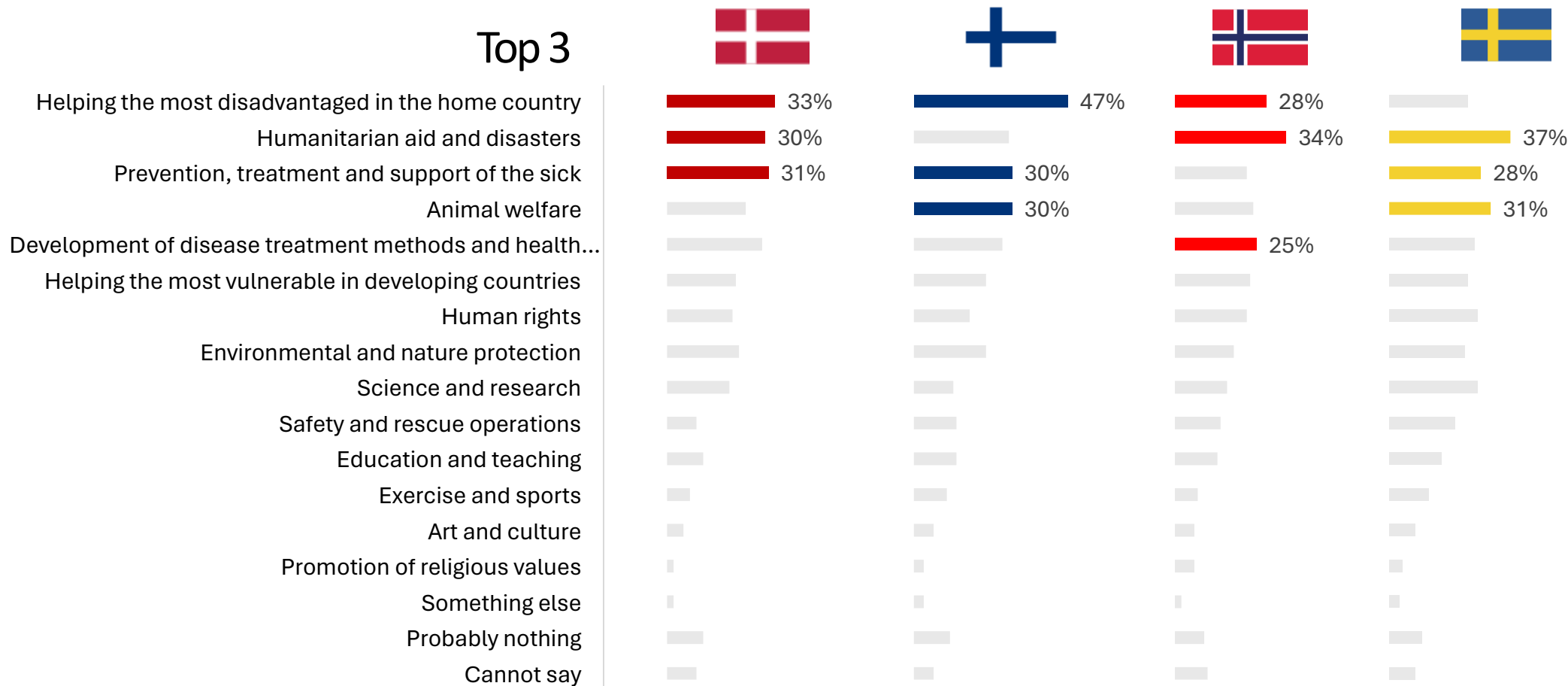


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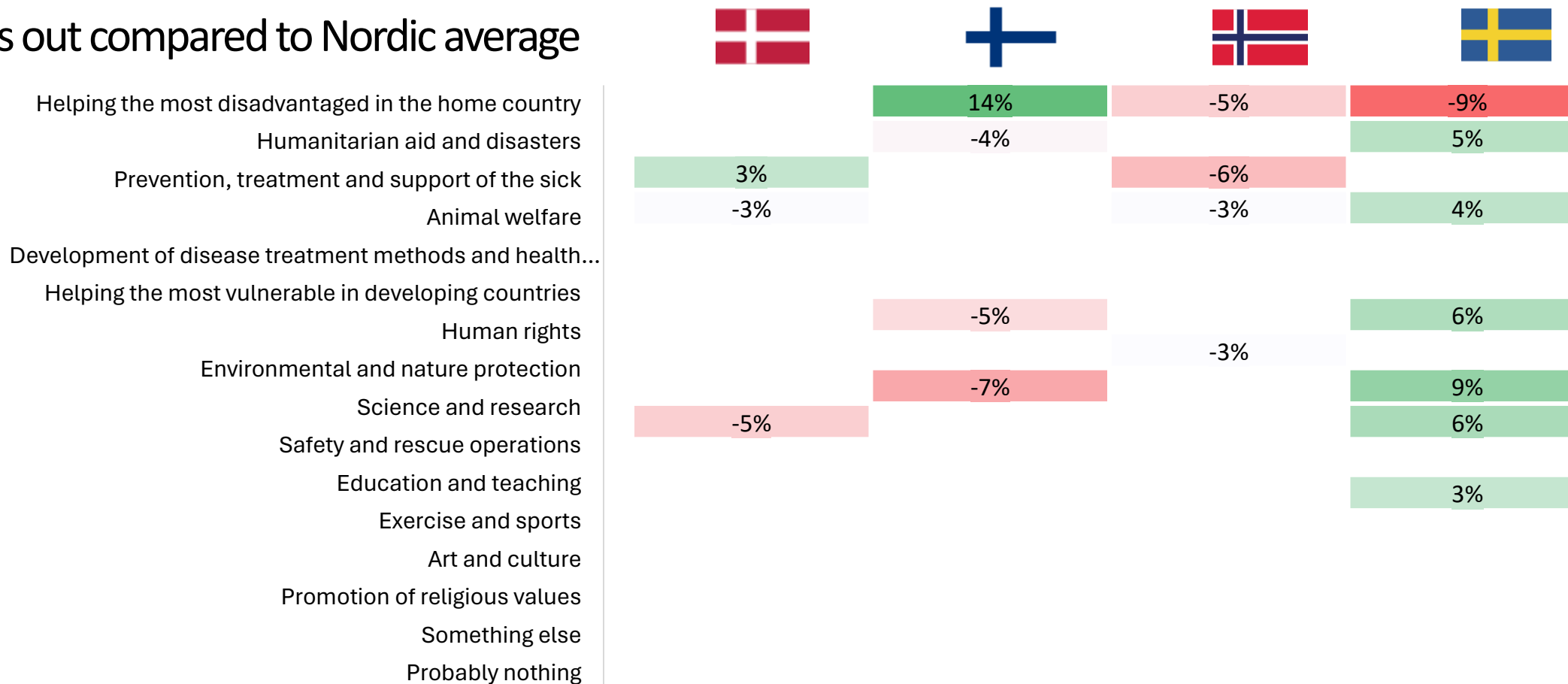
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Which of the following causes would you give financial or other help to in the future if you participated in charity?

Stands out compared to Nordic average



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Comments – Future donations



- Art and culture rank low both in causes supported and for possible support in the future. This might change in the future since foundations are starting to support cultural life to a much greater extent



- Animal welfare stands out among the younger as a cause that they would consider giving to in the future
- Contrary to other questions in the survey, the amount of people that say that they probably would not donate to any cause in the future is similar to the other Nordic countries



- Humanitarian aid and crisis management are not preferred giving cause independent of age and gender.
- Environmental and nature protection causes are least popular in Norway and significantly less than in the other Nordics.



- Those with lower income mention more potential causes that they want to give to, showing that the interest in donating can be high among those that does not have resources right now
- Animal welfare has a much higher potential share than the actual share last two months

Summary and conclusions

Summary – overall conclusions

- Females donate the most, in general and both with clothes and money
- Donating clothes and goods are the most popular way of donating in every country
- Young people more often give clothes and/or buy raffles
- When young people donate, they use Vipps, Mobilepay or Swish
- The need for help is identified differently among the populations depending on age, gender and living location.

Summary – country specific

- Finland differs to the other countries in most categories
- Norway has the youngest donors, but among the eldest group 60+, Norway, Sweden and Denmark are on the mark similar.
- Swedes and Norwegians donate more towards international problems, Finns and Danish donate more to internal affairs such as helping the most disadvantages in their home country or medical science
- Denmark and Norway gives the least by using bank accounts.
- Among the group above 60 in Norway being a monthly donor is the most common way to participate in the civil society. They are the only group in all off the countries were donating is the most common.

Discussion