



Annual Nordic Donor Survey 2025



Joint Nordic effort - made possible by sponsors

Gainer

aptxact



Consumer Survey Regarding Donating 2025

Background

This report compares the results between countries regarding a consumer survey carried out in Denmark, Norway, Sweden and Finland by Odyssey.

Study is commissioned by ISOBRO, Fundraising Norge, Giva Sverige and VaLa.

The objective of the survey was to find out the habits and attitudes towards donating and compare the results and possible differences between Nordic countries.

Target group is a representative sample of each country's adult population based on age (18yo+), area and gender.

The data was collected in Norstat and Cint consumer panels between 19.1. and 26.1.2025.

The sample size for each country is around 1000, which gives us an average country level margin of error of $\pm 3\%$ -points (95% confidence level).

Agenda

Background of study

- Survey Questions
- Respondents

Results

- Donation frequency
- Charity engagement
- Channel of information
- Most common causes
- Future donations

Summary and conclusions

Discussion



Possible methodological effects 2024-25

A new panel universe

The data behind the Annual Nordic Donor Survey 2024 was gathered from interviews with individuals within the YouGov panel universe.

The data behind the Annual Nordic Donor Survey 2025 was gathered from interviews with individuals within the Norstat/ Cint panel universe.

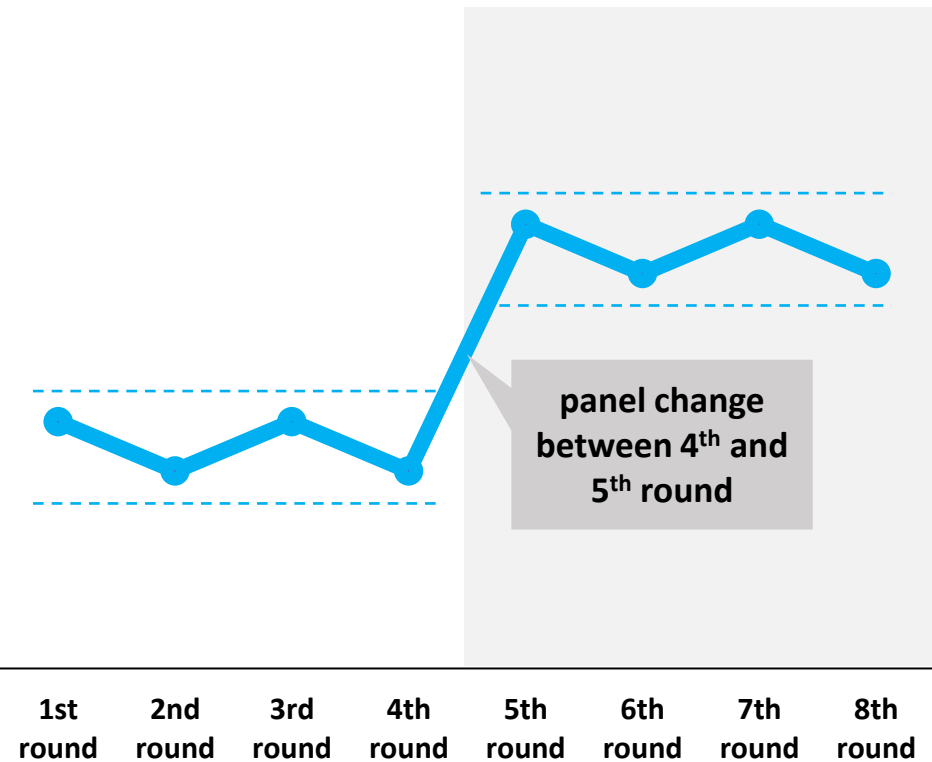
Each panel universe has its own characteristics, in terms of recruitment method mix, reward system, quarantine conditions etc.

In a recurring research initiative, such as the Annual Nordic Donor Survey, these panel universe variations may affect survey results.

Please take this possible skewness of results into account when comparing 2024-2025 results in this report.

/ Odyssey

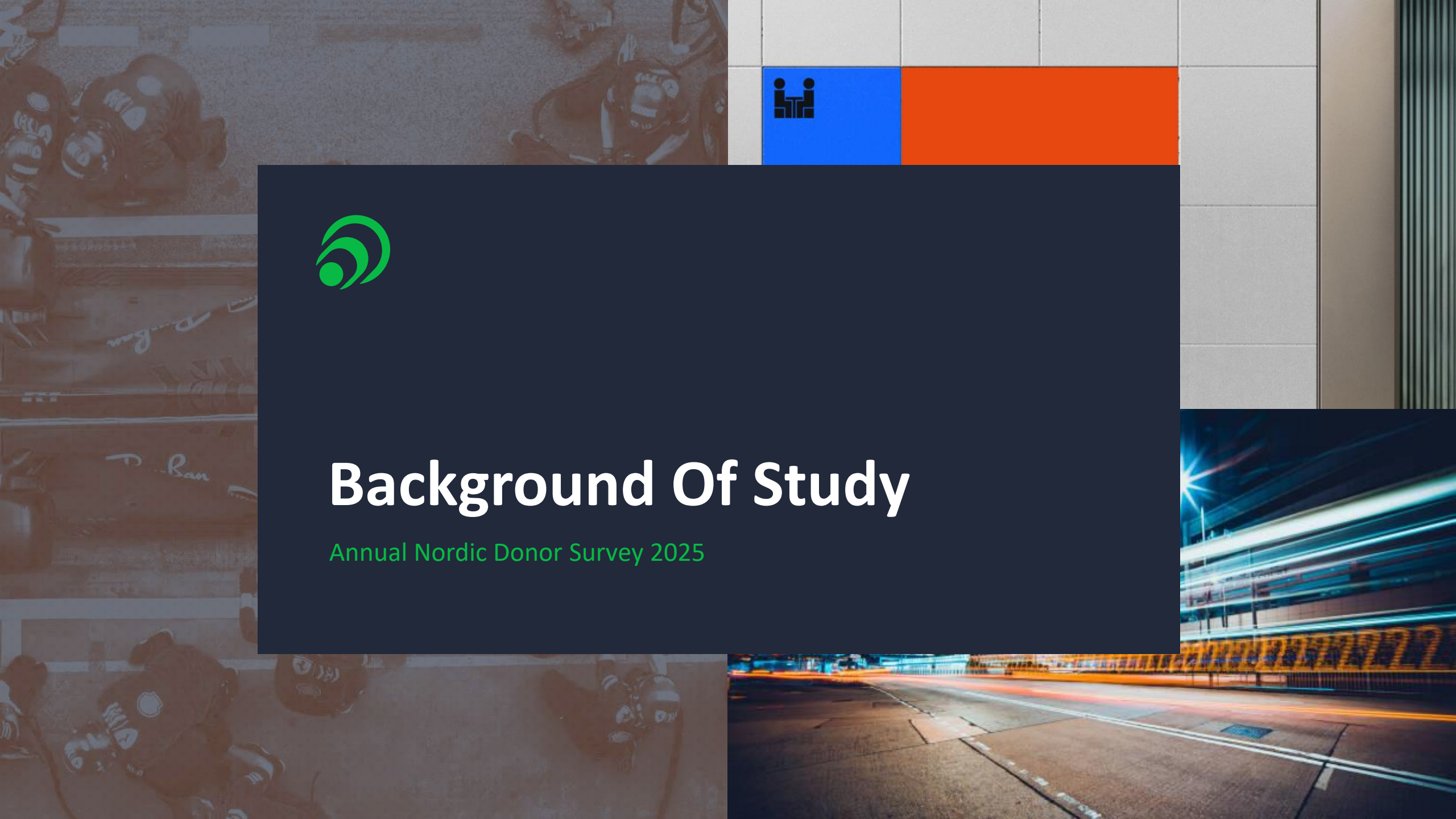
Panel universe effect example





Background Of Study

Annual Nordic Donor Survey 2025



Survey questions intact from 2024

1. Donor behavior

Which of the following options describes your donating behavior? (Choose the options that reflect all your behaviors)

2. Ways of participation

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

3. Information channels

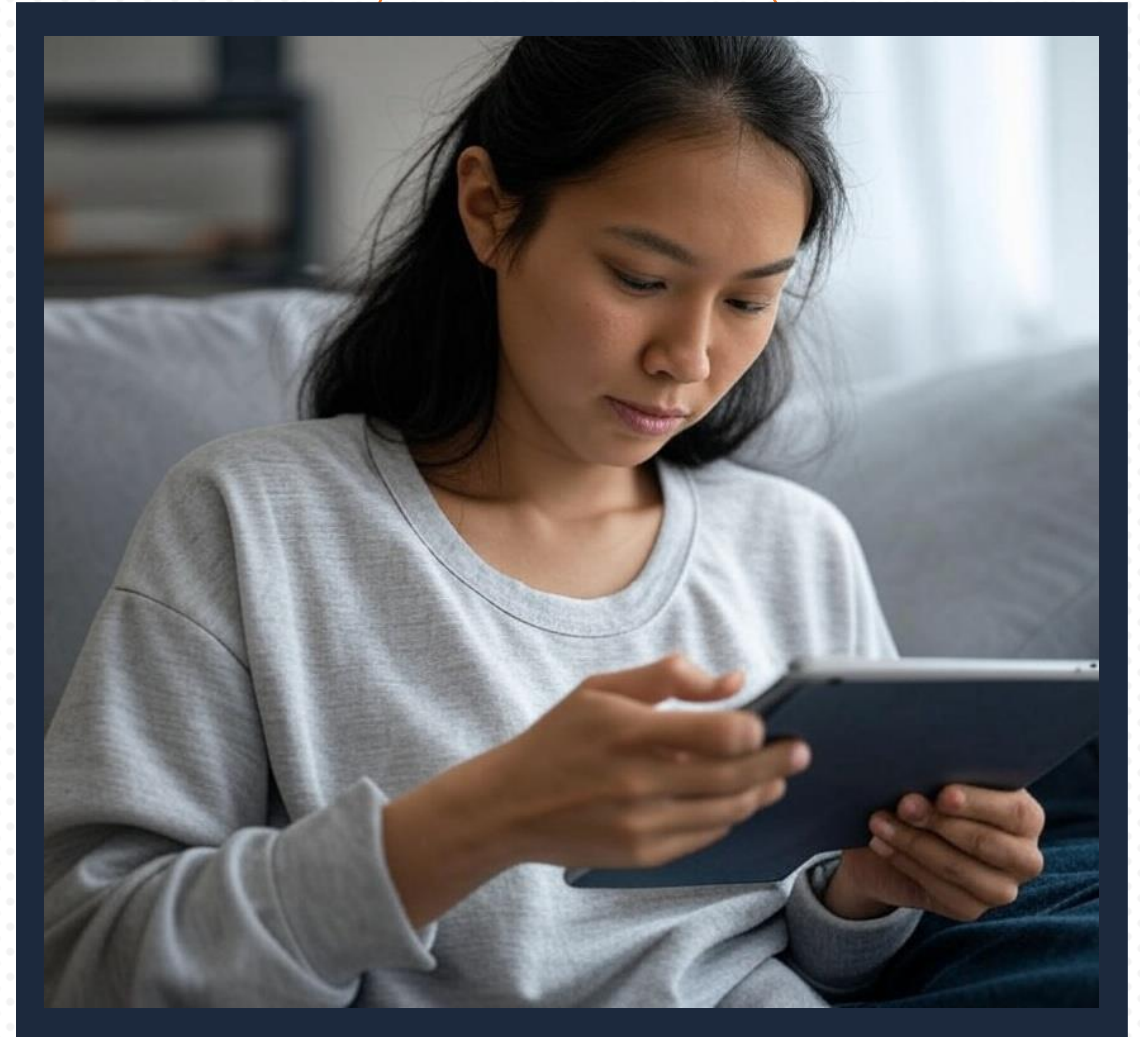
Where did you find out about the need for help?

4. Causes

To which of the following causes did you give financial or other help when you participated in charity during the past two months?

5. Future causes

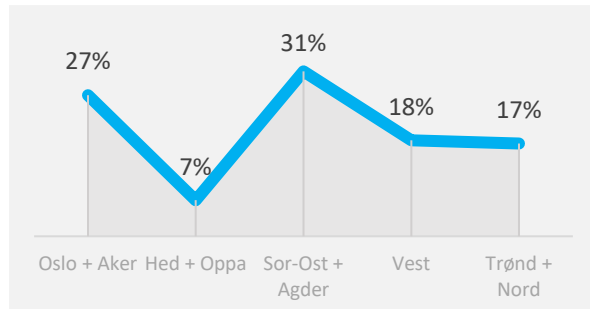
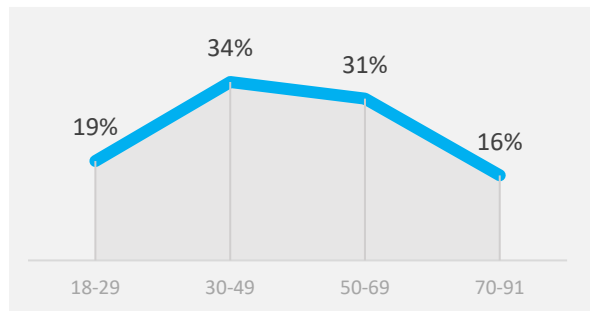
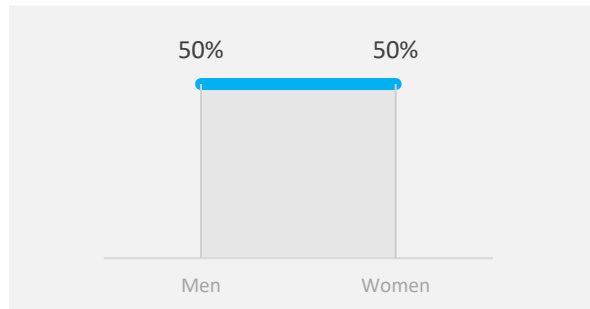
Which of the following causes would you give financial or other help to in the future if you participated in charity?



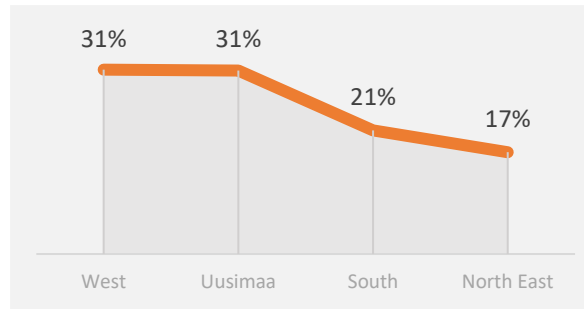
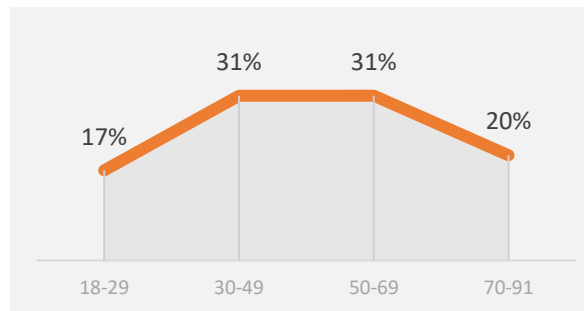
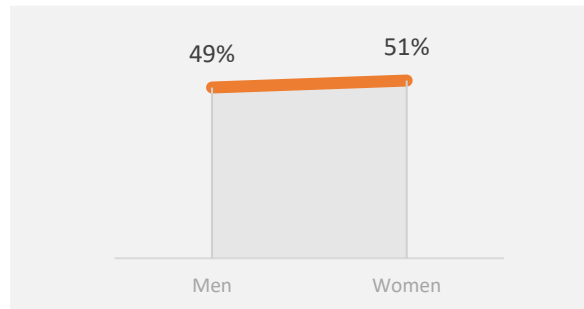
Demographic profile of 2024 survey universe



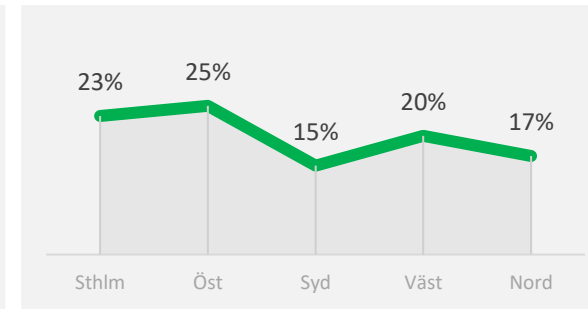
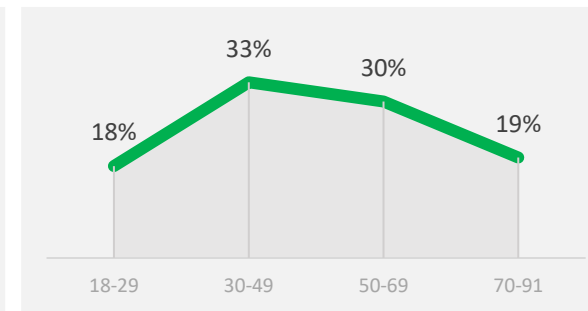
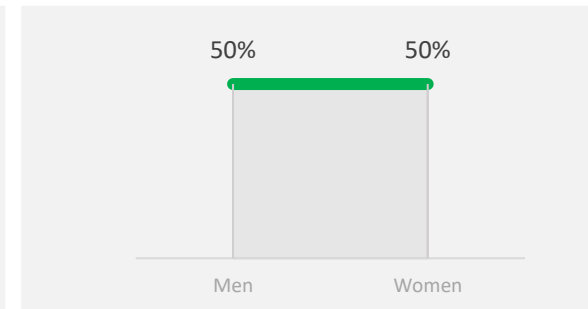
NO



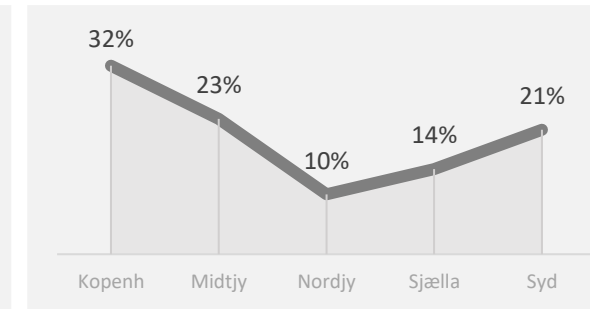
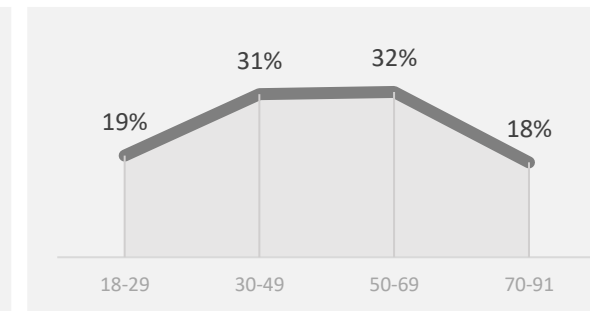
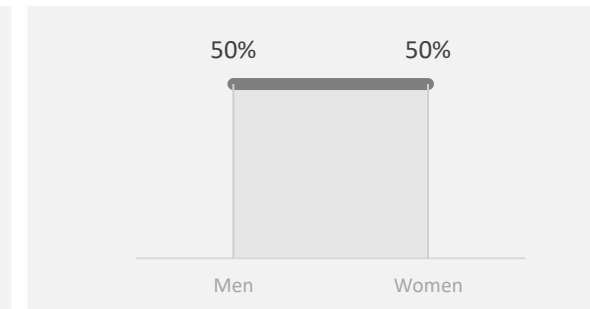
FI



SE



DK



Base: All respondents. To avoid results effects based on variations in response rate, data has been weighted vs (aligned towards) country census population

Indexation of results

What is it?

For easier comparison of results, for example between a specific country and the average across countries – an indexation of the raw % results can be applied.

Why do it?

The main advantage of an indexation approach is that differences are easier to compare relative to each other.

How to read it?

Indexations commonly attribute 100 to the average/ base value that other values are compared against.

The higher above 100 an indexed value is, the more over-represented a country is on that item.

The farther below 100 an indexed value is, the more under-represented a country is on that item.

For the purpose of this report, index differences larger than 10 points (110 + / 90 -) have been color coded.

Indexed results - example

| | Raw % result | Indexed result |
|---|--------------|----------------|
| Country A (twice as high as the average across countries) | 40% | 200 |
| Country B (higher than the average across countries) | 24% | 120 |
| Average (the average across countries) | 20% | 100 |
| Country C (lower than the average across countries) | 16% | 80 |
| Country D (twice as low as the average across countries) | 10% | 50 |



Study Results

1. Donor Behavior

Annual Nordic Donor Survey 2025



% that donates at least occasionally | 2025



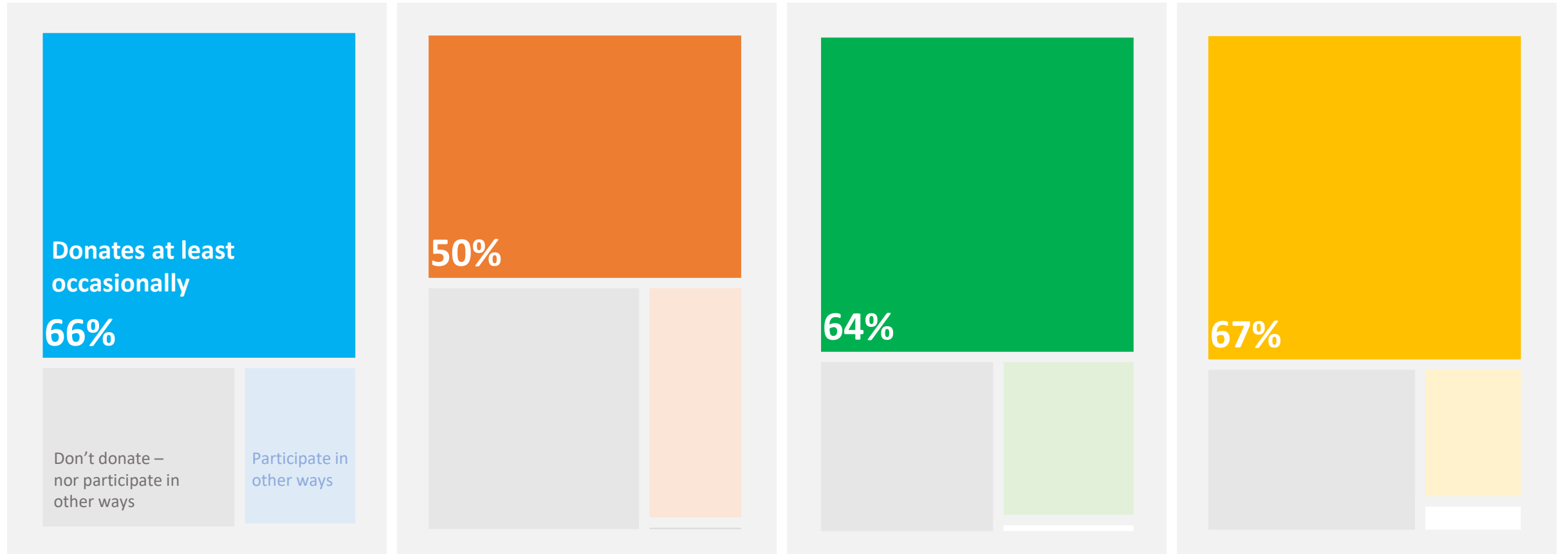
Donates at least occasionally = monetary donations regularly and/or occasionally to one or more organisations

NO

FI

SE

DK

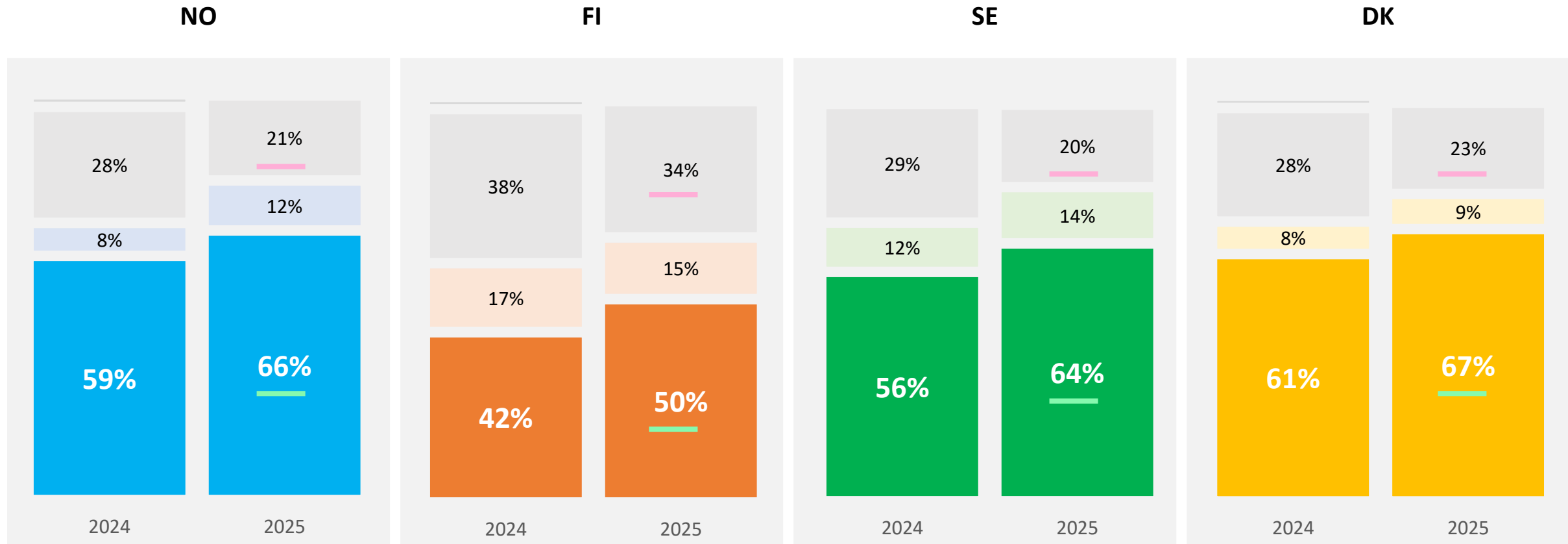


Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991

% that donates at least occasionally | 2025 vs 2024



Donates at least occasionally = monetary donations regularly and/or occasionally to one or more organisations



Participate in other ways

Donates at least occasionally

Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991

Significantly higher 2025

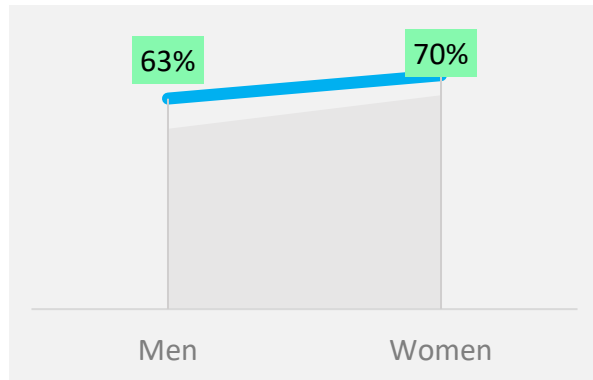
Significantly lower 2025

% that donates at least occasionally | breakdown

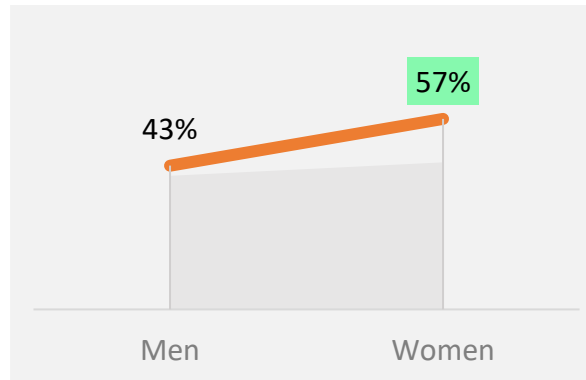


Donates at least occasionally = monetary donations regularly and/or occasionally to one or more organisations

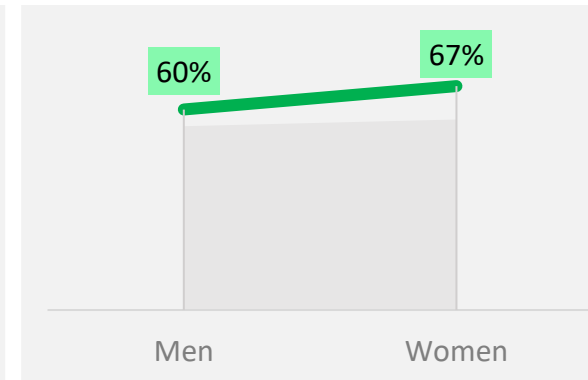
NO



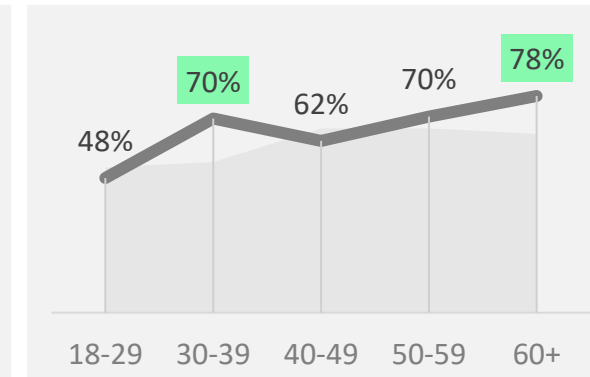
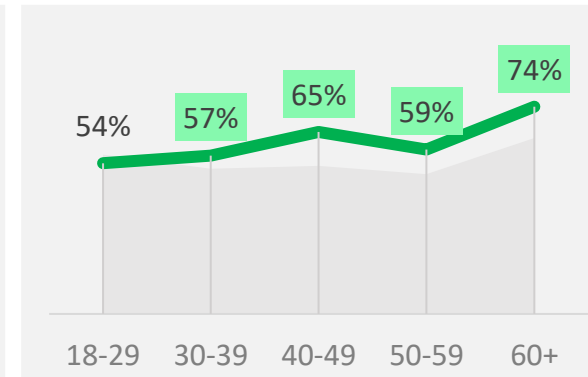
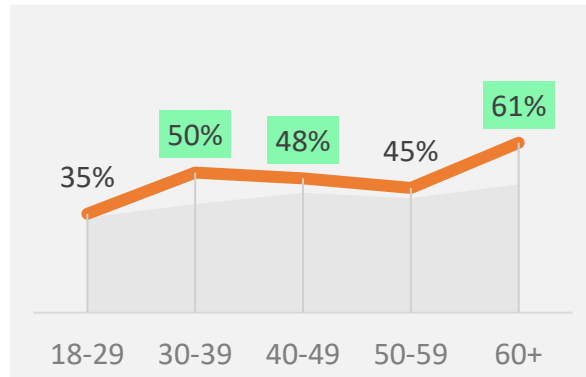
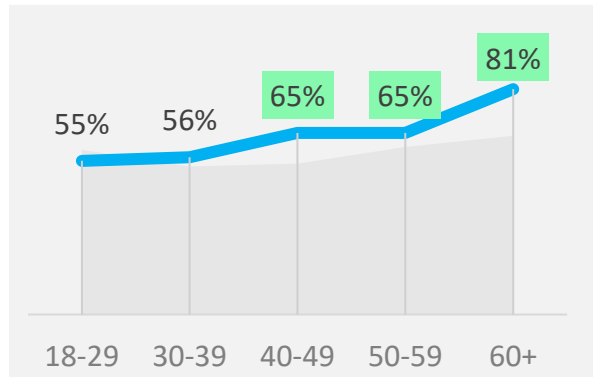
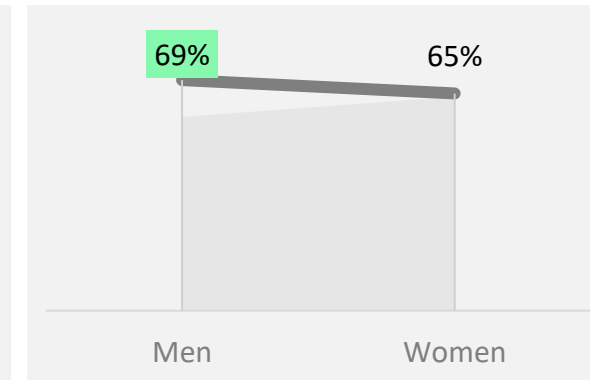
FI



SE



DK



2025

2024

Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991


Significantly higher 2025

About the same


Significantly lower 2025

Donation frequency


Summary – Country Specific

 Denmark remains the most generous country in the Nordic region. It is surprising to see an increase in people donating at least occasionally. The trend in recent years has been that fewer people donate larger amounts. However, here we see an increase from 61% to 67% of the Danish population donating to charity occasionally.


This is good news. More people are getting involved in charitable causes. There are also indications that organizations are reaching new target groups. The increase is seen among men and individuals aged 30-39 and 60+. More Danish men than women donate at least occasionally. Until now, women and the 60+ age group have been the most generous, but the 2025 survey presents a different picture.

 There is a significant difference in generosity between men and women in Finland. More than 40 % of men say they do not donate or participate in any way while nearly 70 % of women have donated money occasionally or on regular basis.

In general, the number of regular donors seems to be higher and 18 % of Finnish donate regularly money to one or several charities.

 There appears to be a greater age difference in donation frequency in Norway compared to other Nordic countries. Older donors in Norway are more likely to give on a regular basis, whereas younger donors engage less frequently in recurring donations.

This aligns well with previous findings from both CRM databases and surveys, so it is not particularly surprising. However, we are somewhat surprised that the effects in Norway are significantly stronger than in the other Nordic countries. It is tempting to ask whether too many resources are being allocated towards older donors, making the effect self-reinforcing, or if there is a genuinely large generational difference in giving behavior.»

 A better economy has resulted in some donors giving again after holding on to their money during the slump in the economy. A study focused only on the Swedish market conducted by Giva Sverige showed that it was mainly the strongest donor groups that started giving again to a higher extent, meaning women and/or older people which this seem to confirm.

The difference in last years study between giving among men and women was smaller, and this is because women to a larger extent take economy into account when deciding to give or not. When the economy recovers giving among women recovers. This is not as clearly the case among men.



Study Results

2. Ways Of Participation

Annual Nordic Donor Survey 2025

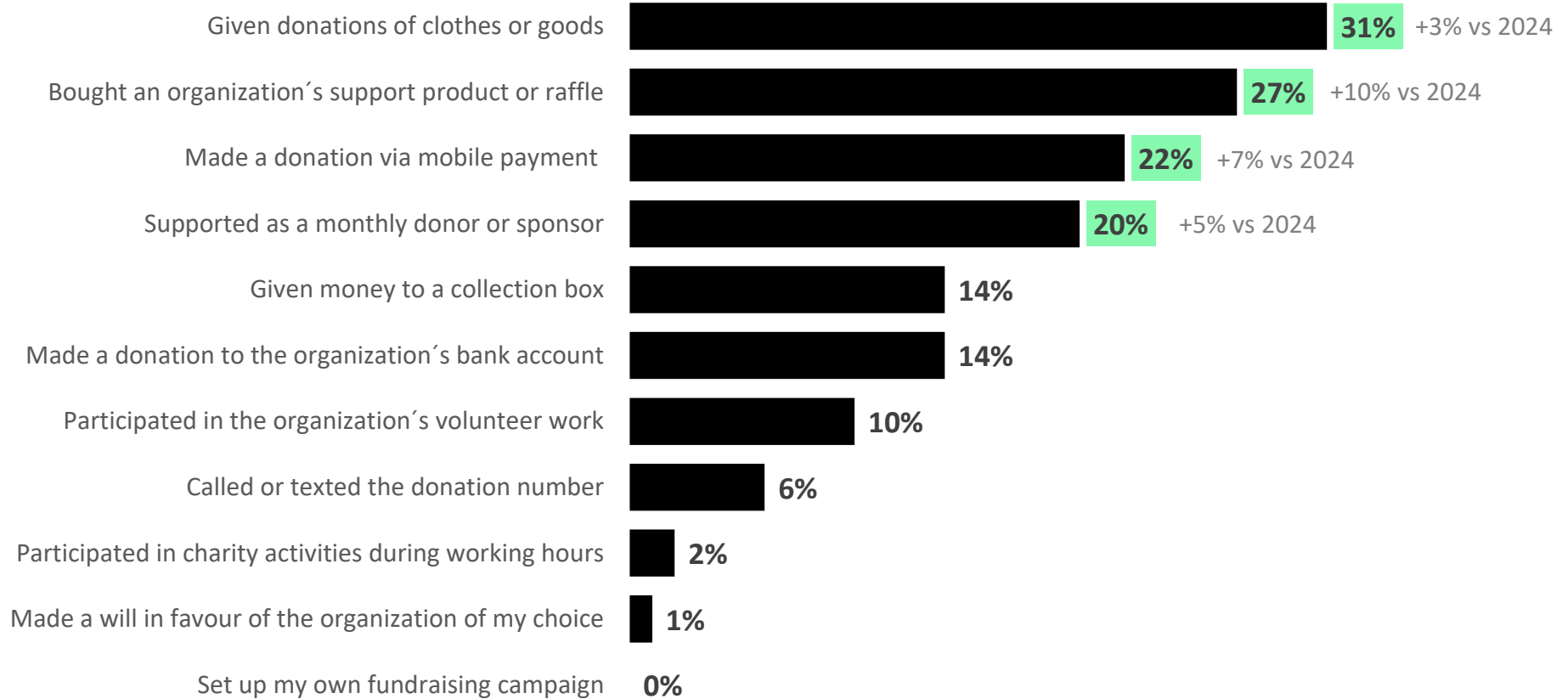


Charitable activities engagement



In what ways have you engaged in charitable activities over the past two months?

Average all countries



Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991

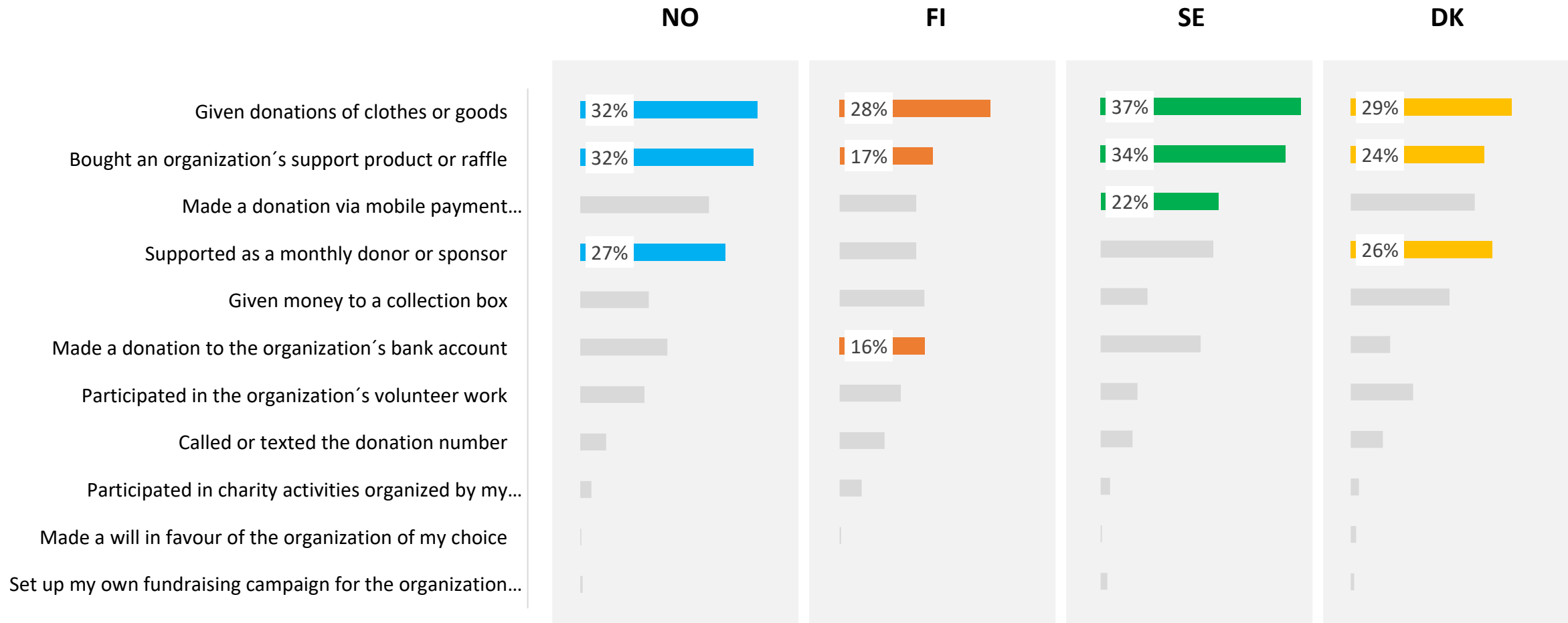
Significantly higher 2025

Significantly lower 2025

Charitable activities engagement



Top 3 activities per country

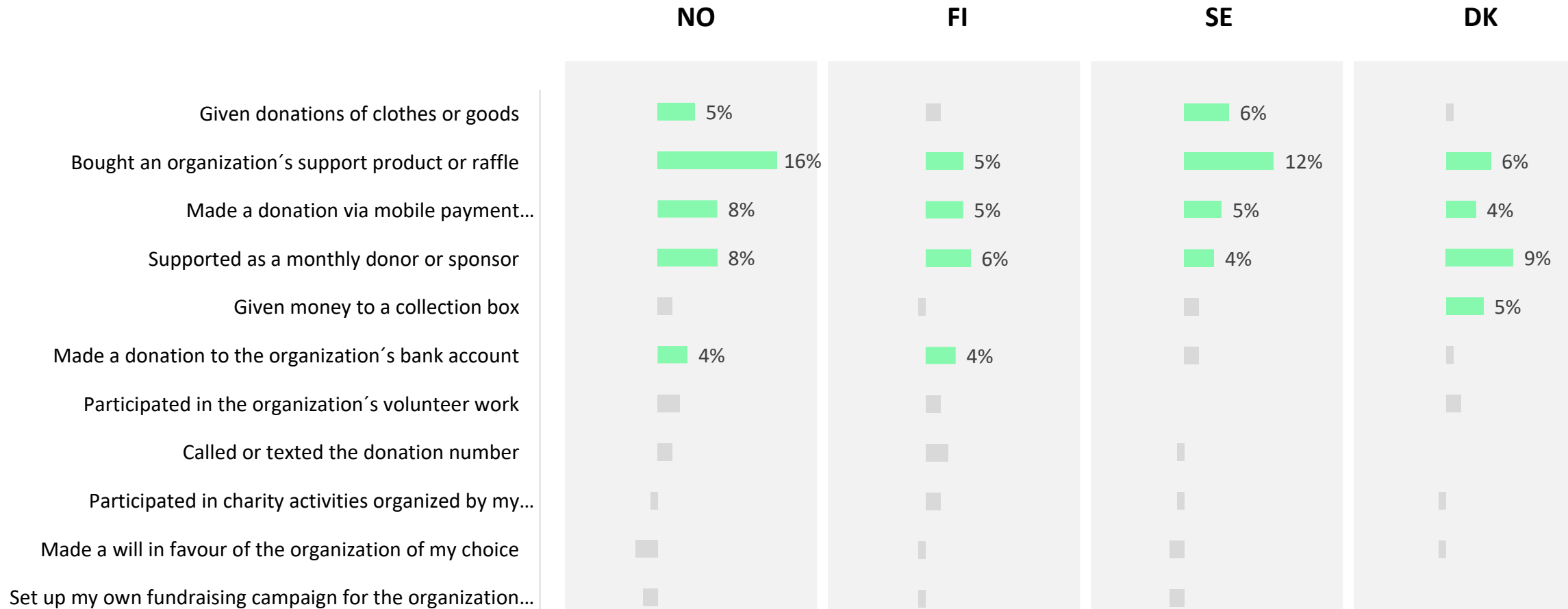


Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991

Charitable activities engagement



2025 vs 2024



Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991



Charitable activities engagement



Stands out compared to Nordic average (= index 100)

→ See 1st chapter for more on indexation

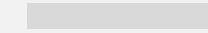
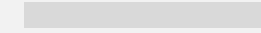
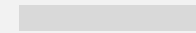
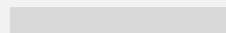
NO

FI

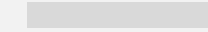
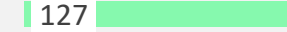
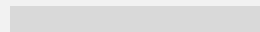
SE

DK

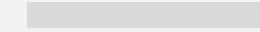
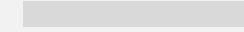
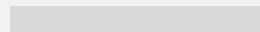
Given donations of clothes or goods



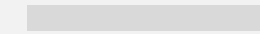
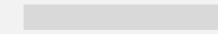
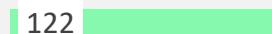
Bought an organization's support product or raffle



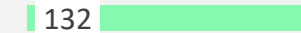
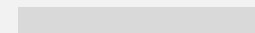
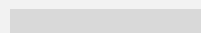
Made a donation via mobile payment...



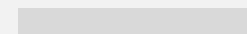
Supported as a monthly donor or sponsor



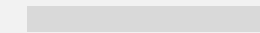
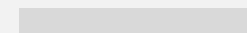
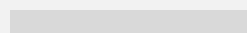
Given money to a collection box



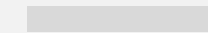
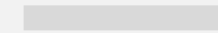
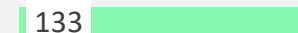
Made a donation to the organization's bank account



Participated in the organization's volunteer work



Called or texted the donation number



Participated in charity activities organized by my...

Made a will in favour of the organization of my choice

Set up my own fundraising campaign for the organization...

Activities below line too small (< 5%) for a relevant index comparison to be made

Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991



Over indexing (120+)




About average



Under indexing (80-)


Charity engagement

Summary – Country Specific


 Second-hand shopping is a major trend in Denmark. Other studies from 2024 show that 72% of Danes buy second-hand items. This is a growing movement and source of revenue, so it is no surprise that this survey also identifies second-hand donations as the preferred form of support. Donating and purchasing second-hand goods has simply become a mainstream everyday habit in Denmark.

It is surprising that buying an organisation's support product or raffle ranks among the top three preferred ways to support charities. Our own study of member organizations' revenue shows that sales of support products account for 3% of total revenue, while lotteries account for 2%, both of which are relatively low. This means that donors' self-reported behavior does not fully align with our revenue data from organizations.


It is positive to see a 9% increase in people supporting charities with recurring donations. This is the type of support most of our member organizations aim for, and it has been a focus in various professional initiatives.

 Two out of three (65 %) say they have donated or participated some other way. During past two months donating clothes or goods was the most common way to help in Finland. The second most common way to participate was purchases of a product or lottery ticket from the charity.

The ways of giving monetary donations were equally popular: charity's bank account (16%), collection box (15%) and mobile payment (14%). Respondents of age group of 50-69 were most generous

 The number of regular donors in Norway is increasing, while SMS donations are declining. Donations of clothing and other goods have risen slightly over time but remain at a high and stable level. The purchase of symbolic gifts has seen a significant increase compared to 2024.

Regular donations have increased by 8% since 2024, making Norway the leading country in the Nordics in this regard.

 Most ways of engagement sees a rise in 2025, especially the number of people buying a support product or raffle. This is probably connected to campaigns driven by different cancer research organisations during the autumn which seem to have had good results.

More people say that they donate monthly and more have made a donation via mobile payment, which goes in line with what Giva Sveriges quarterly statistics has shown during the end of 2024.

More people given donations of clothes or goods is part of a larger trend in Sweden where more companies focus on reuse, repurposing and recycling amid a growing desire among consumers to both sell and buy these kinds of products.



Study Results

3. Information Channels

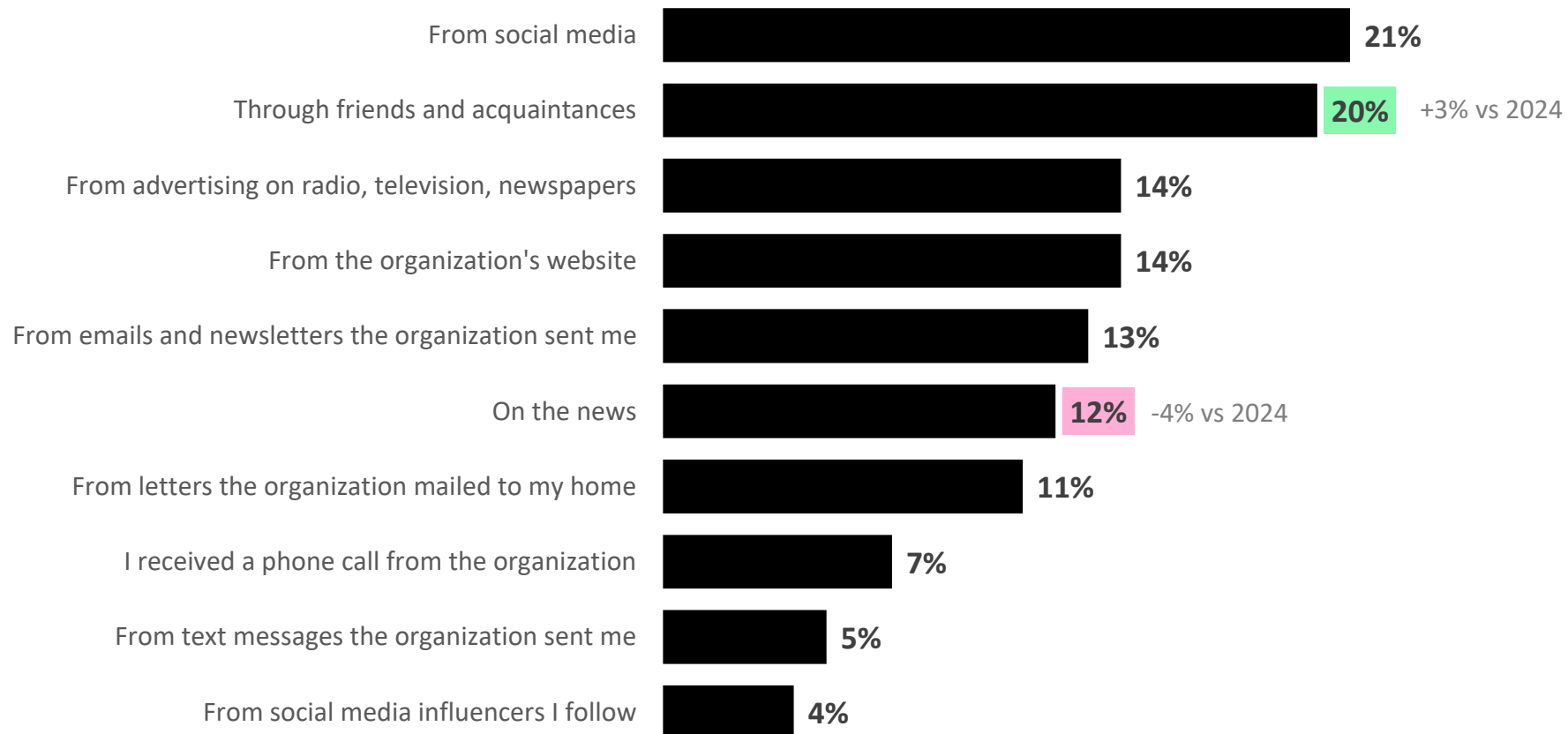
Annual Nordic Donor Survey 2025



Information channels

Where did you find out about the need for help?

Average all countries



Base: Denmark: 764, Finland: 722, Norway: 809, Sweden: 832

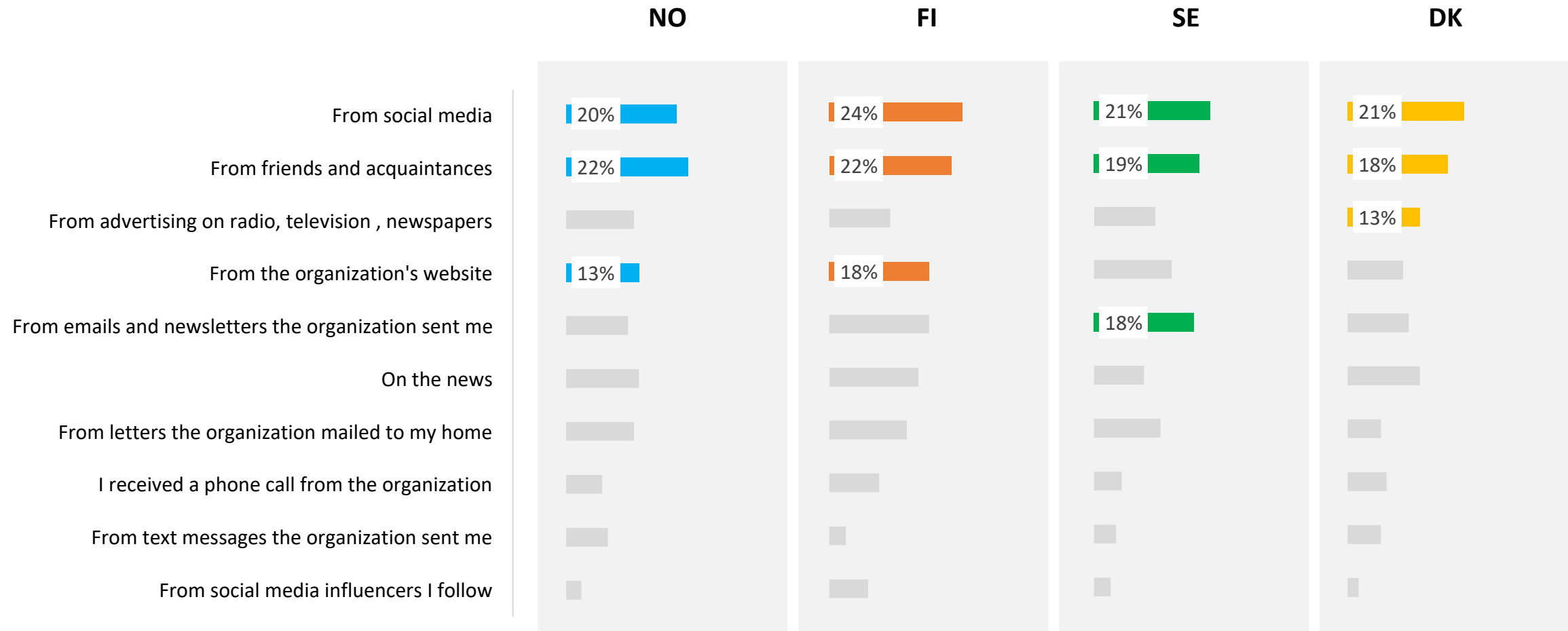
Significantly higher 2025

Significantly lower 2025

Information channels



Top 3 channels per country

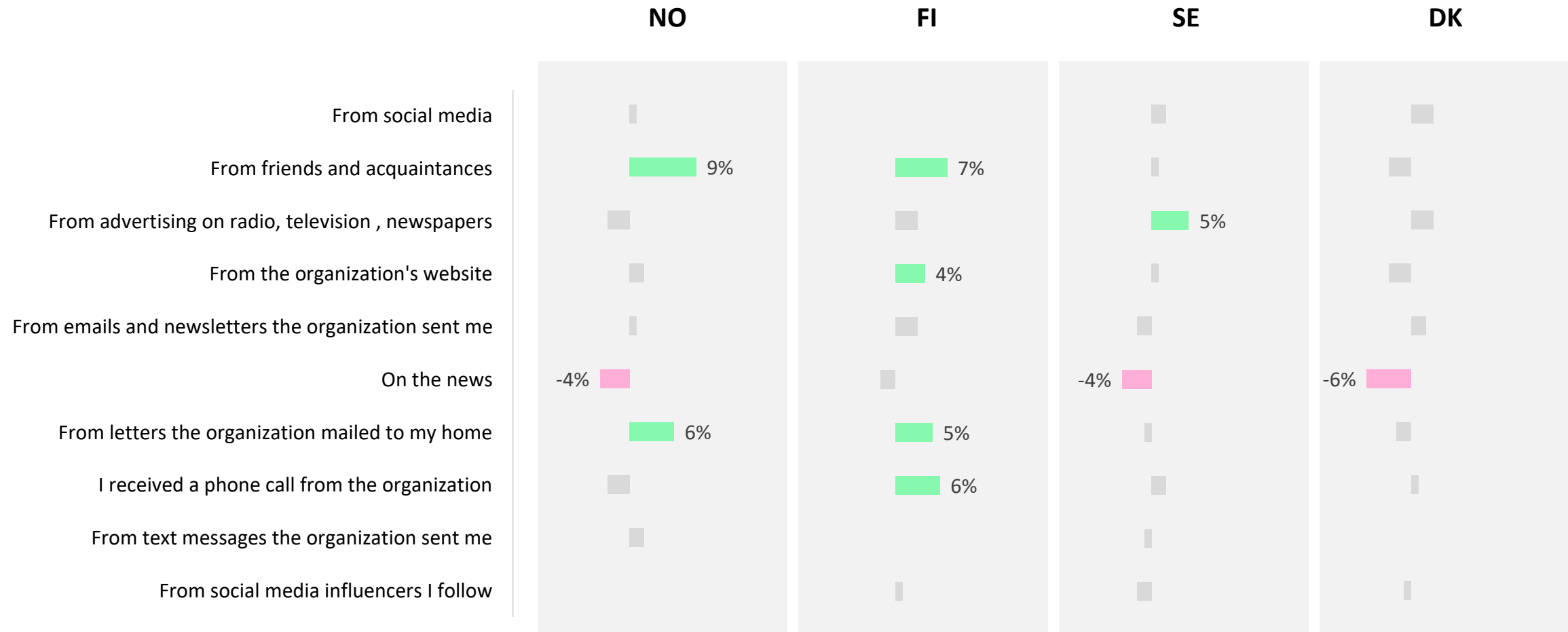


Base: Denmark: 764, Finland: 722, Norway: 809, Sweden: 832

Information channels



2025 vs 2024



Base: Denmark: 764, Finland: 722, Norway: 809, Sweden: 832

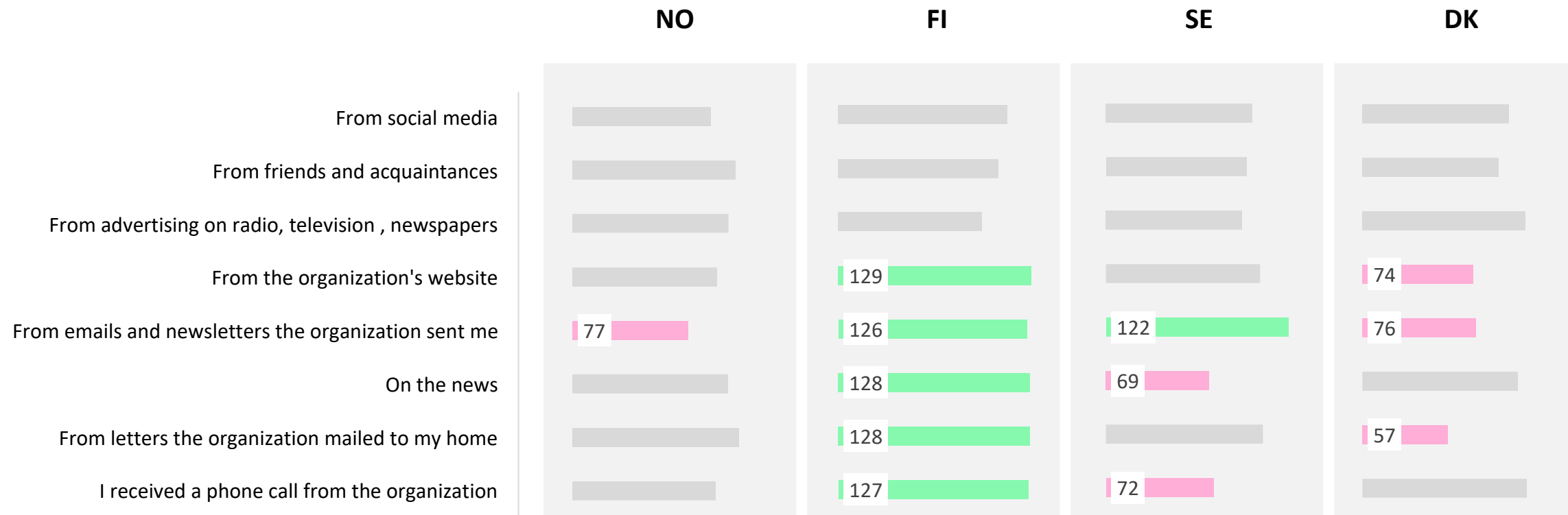


Information channels



Stands out compared to Nordic average (= index 100)

→ See 1st chapter for more on indexation



From text messages the organization sent me
From social media influencers I follow

Activities below line too small (< 5%) for a relevant index comparison to be made

Base: Denmark: 764, Finland: 722, Norway: 809, Sweden: 832



Information channel

Summary – Country Specific



Despite global debates on the regulation of social media, it remains the primary platform where Danish donors engage and learn about the need for support. It is interesting that even though public discussions in Denmark revolve around more regulation and reduced social media use, the survey shows that Danes can still be effectively reached through these channels.

That influencers are the least preferred channel may be due to people categorizing them as part of social media. However, influencers are increasingly used in Denmark.

It is also typical of the recent years' media mix in fundraising that organizations cannot rely solely on one or two channels. Media consumption is so fragmented that fundraisers must work omnichannel. We cannot pinpoint with certainty which channel was decisive in securing a donation, but this survey suggests that donors themselves attribute significant importance to social media.



The most effective channels for reaching donors in Norway are social media, which remains a stable source of information. Friends and acquaintances have an increasing influence, while organizations' own websites have seen a significant rise in use. Direct mail continues to be the most reliable and trusted channel for donors. Newsletters and email are the least effective communication channels in Norway.

Engagement through social media has remained stable, while reliance on news media for donation-related information has slightly decreased. Friends and acquaintances are playing an increasingly important role, and organizations' websites have experienced strong growth as an information source.



In Finland social media and friends are the most common channels to hear about the need for help. Every fourth (24%) of those who participated in charity during the last two months say they found about the need for help from social media. Equally common information channel was friends and acquaintances (22%).

Social media is an important information source especially among women and those below 50 years old. Direct mails stand out among the oldest ones (40%). 18 % said they learn the need of help from the charity's website or from advertisements on radio, television or newspapers



Fewer people getting their information from the news when deciding to donate might show a small tendency both of donor fatigue towards international causes and/or news organisations shifting focus. After a couple years of large focus on international events such as the wars in Ukraine and Gaza and various natural disasters donors might be turning their heads slightly back towards causes that are not as dependent on news cycles, such as cancer research.

As was seen also in last years study, Swedish donors in comparison to other countries get a lot of information from emails and newsletters from organisations.



Study Results

4. Most Common Causes

Annual Nordic Donor Survey 2025

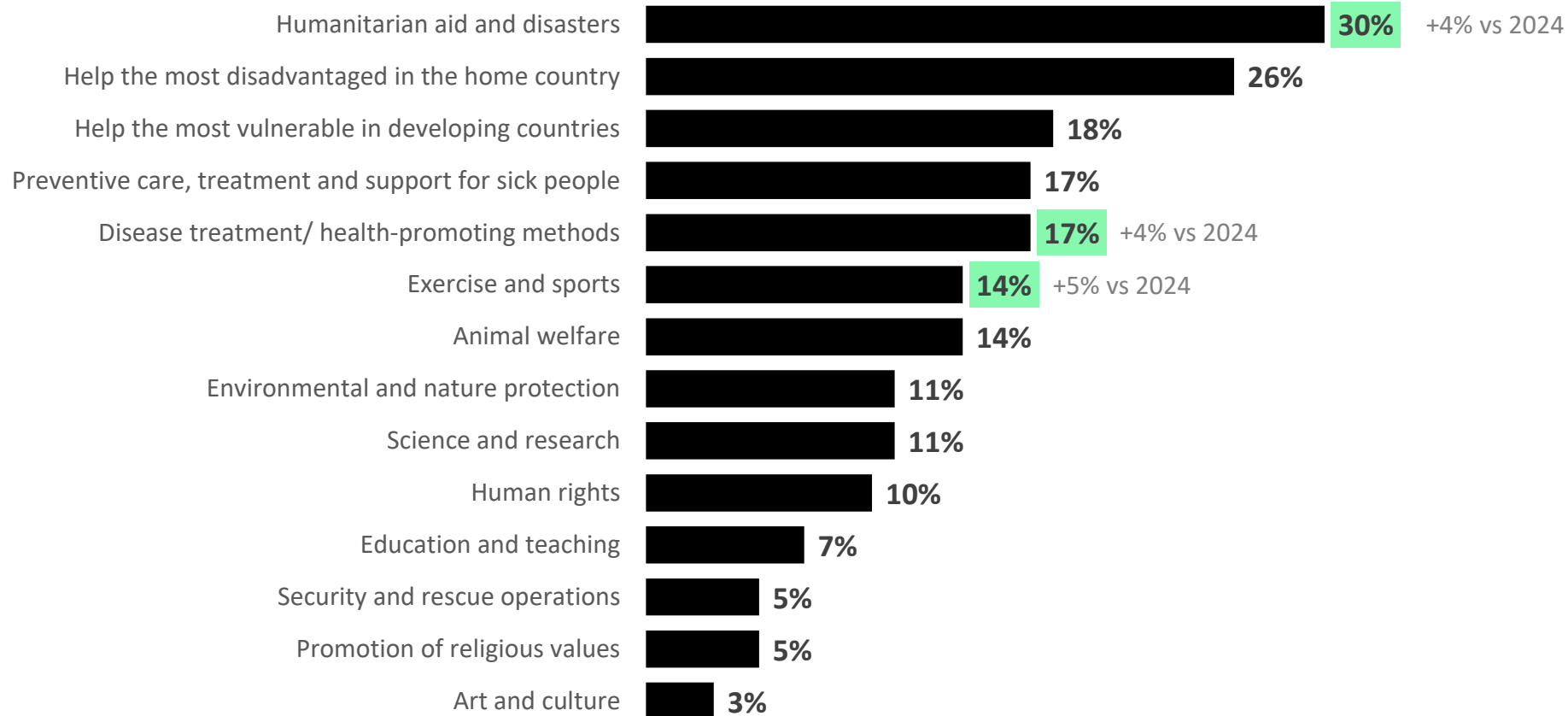


Most common causes



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

Average all countries



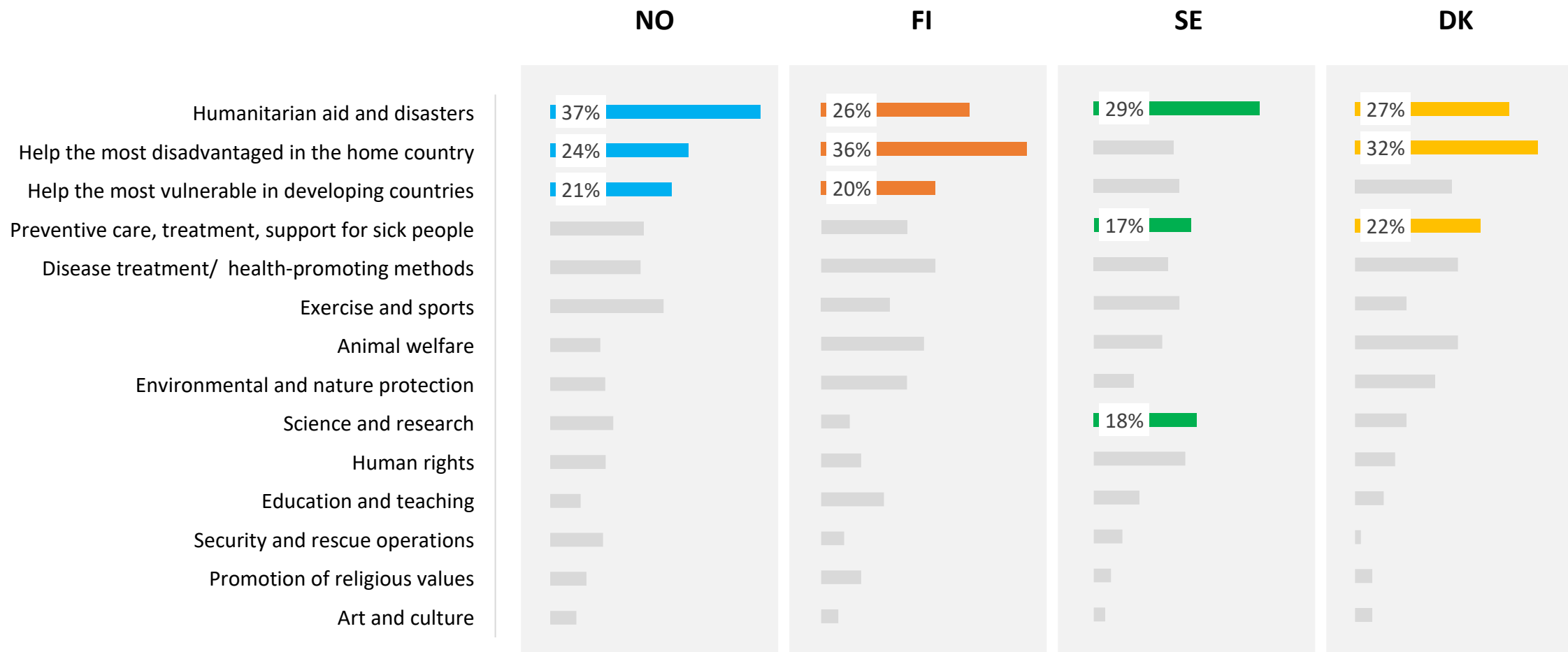
Base: Denmark: 764, Finland: 722, Norway: 809, Sweden: 832

Significantly higher 2025

Significantly lower 2025

Most common causes

Top 3 causes per country



Base: Denmark: 764, Finland: 722, Norway: 809, Sweden: 832

Most common causes



2025 vs 2024



Base: Denmark: 764, Finland: 722, Norway: 809, Sweden: 832

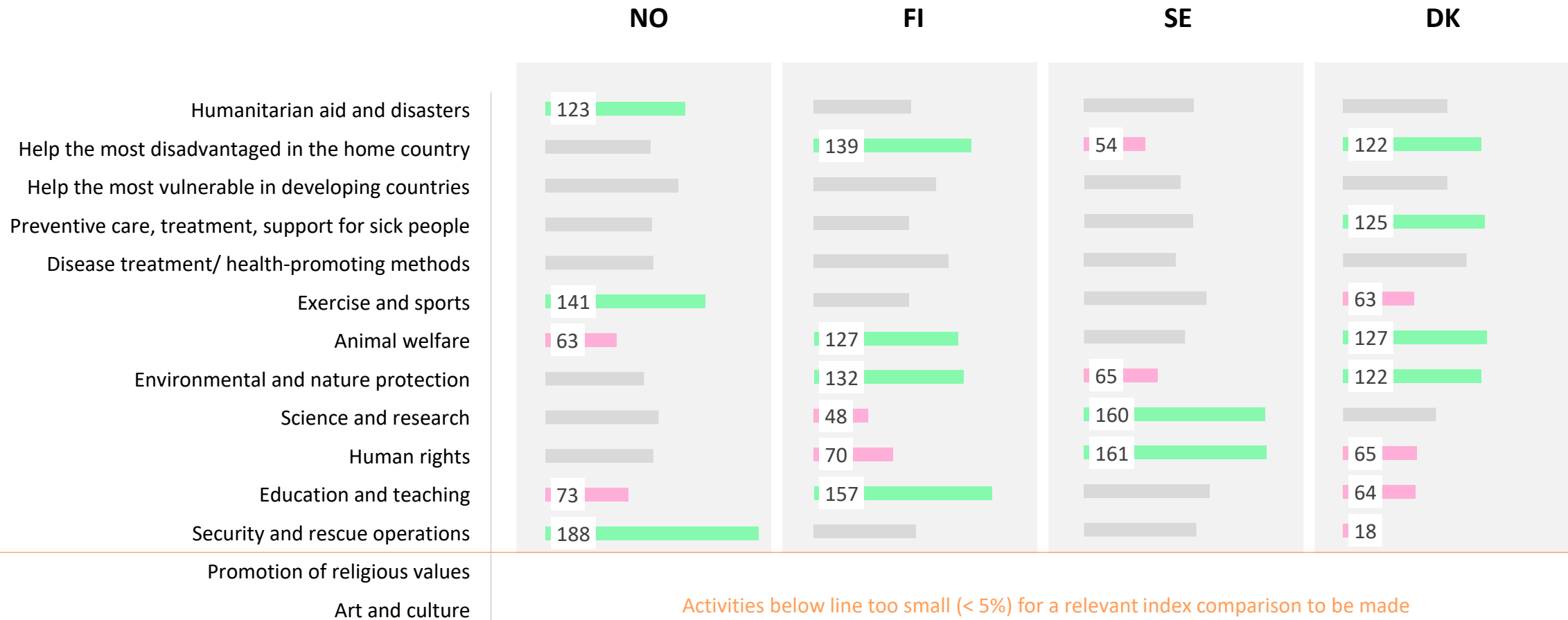


Most common causes



Stands out compared to Nordic average (= index 100)

→ See 1st chapter for more on indexation



Base: Denmark: 764, Finland: 722, Norway: 809, Sweden: 832

Over indexing (120+) About average Under indexing (80-)

Most common causes

Summary – Country Specific



Emergency relief and disaster aid, along with national social initiatives, top the list of preferred causes. Denmark aligns with the other Nordic countries in this regard. Disease prevention is the third most popular cause, which may be linked to the strong presence of patient organizations in Denmark.

The prominence of national social initiatives may also be influenced by the timing of the survey, as many Danish organizations run Christmas campaigns offering holiday assistance to vulnerable families.



The most common causes supported by donors in Norway are humanitarian disasters, national and domestic causes, international aid, and rescue operations.

Support for humanitarian disasters has increased from 29% in 2024 to 37% in 2025. Support for national and domestic causes has grown from 18% in 2024 to 24% in 2025, while international aid has risen from 20% to 21% over the same period. There is a clear shift toward prioritizing security and rescue operations, while support for animal welfare has declined significantly.



More than one third of Finns gave financial or other help to the most disadvantaged in the home country during the last two months.

Humanitarian aid and disasters (26%), development of health-promoting methods and methods for treating diseases (20%) and helping the most vulnerable in developing countries (20%) were the next most popular causes. In addition, education was one of the top causes among the eldest ones (36%).



Science and research and/or preventive care and treatment are causes that Swedes historically have supported to a high extent and this is evident here when the comparison is made to the other nordic countries. Science and research having a higher share than last year most certainly is connected to donors focusing less on events in the news and more going back to what they traditionally support.

Helping the most disadvantaged in the home country is much less common in Sweden than in the other nordic countries, yet these are causes that are on the rise in Sweden as well. But when compared to the other countries, we see that Swedes still focus on other issues to a larger extent.



Study Results

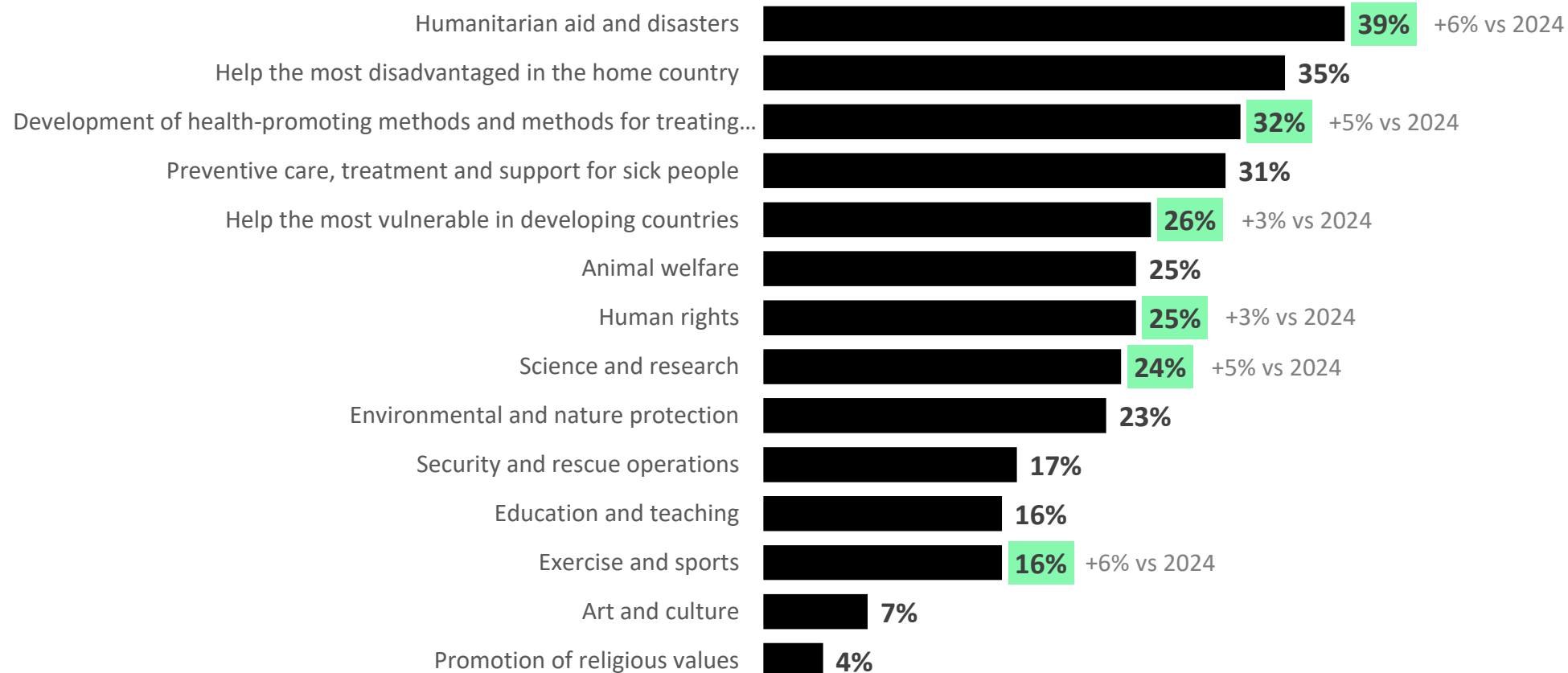
5. Future Causes

Annual Nordic Donor Survey 2025



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

Average all countries



Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991

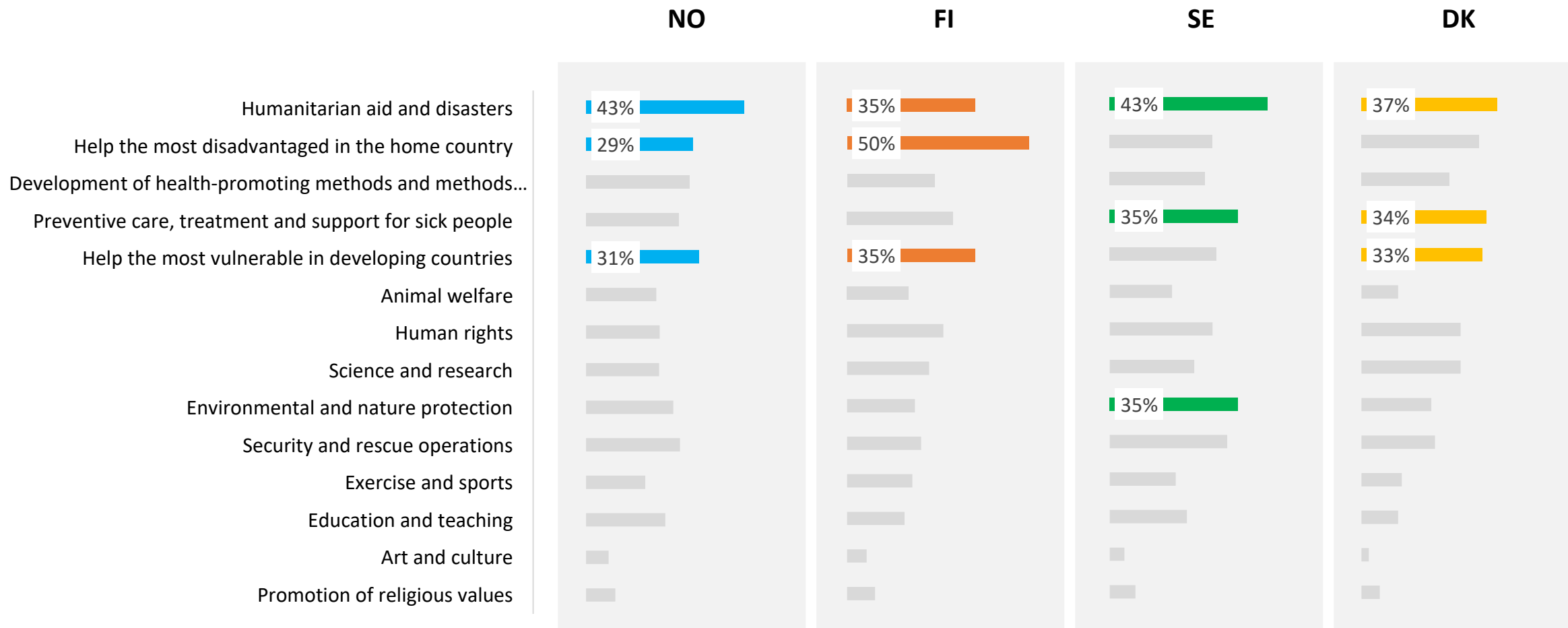
Significantly higher 2025

Significantly lower 2025

Future donations



Top 3 causes per country

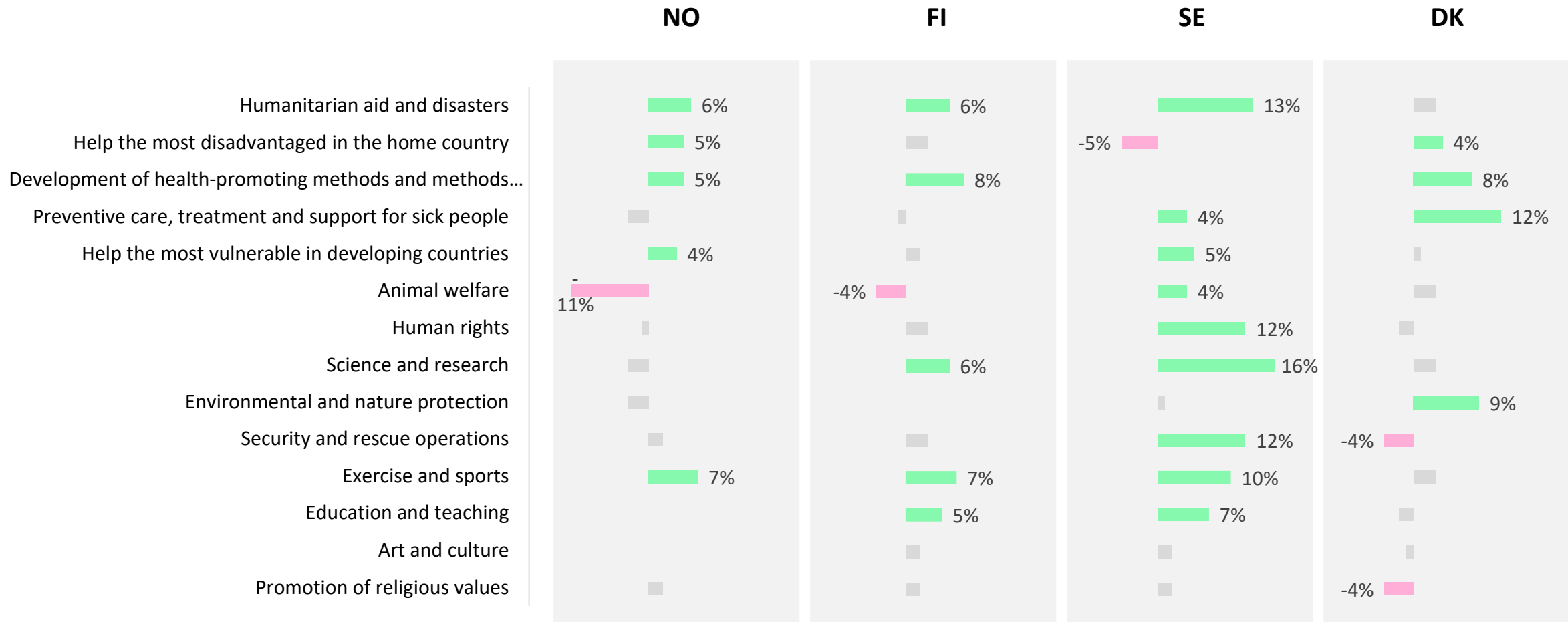


Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991

Future donations



2025 vs 2024



Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991

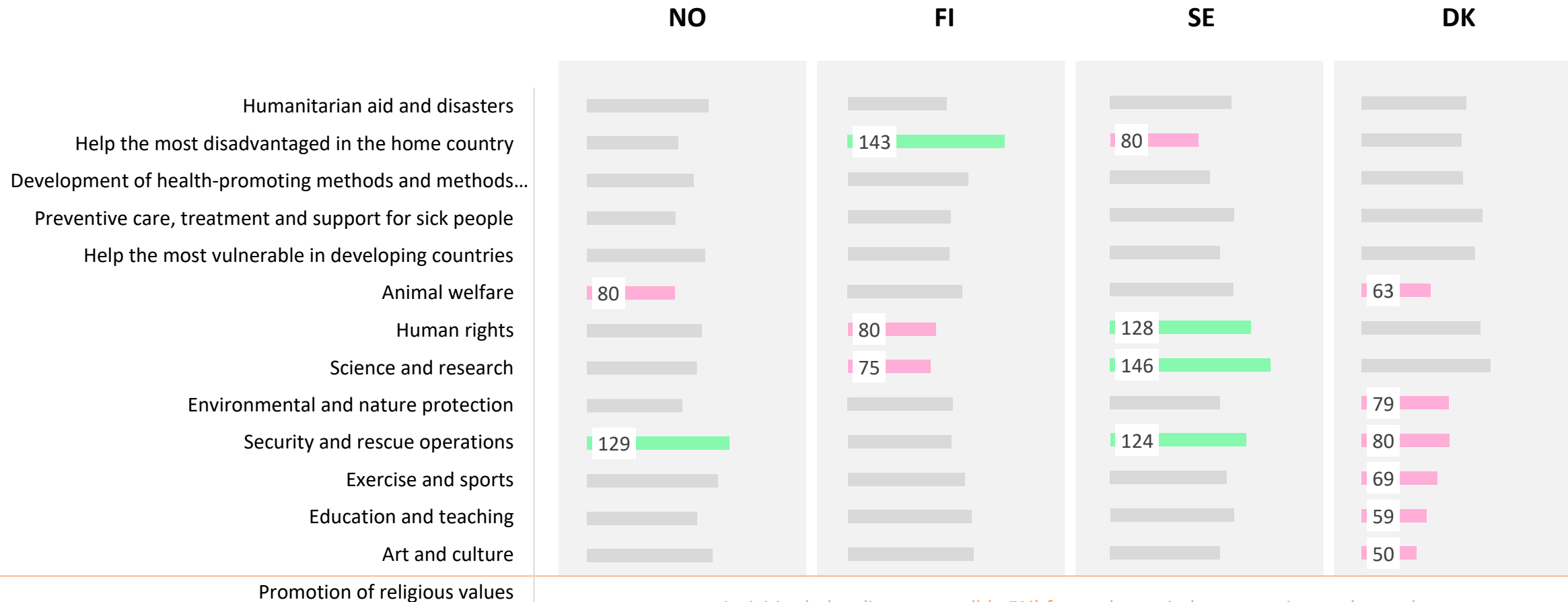


Future donations



Stands out compared to Nordic average (= index 100)

→ See 1st chapter for more on indexation



Activities below line too small (< 5%) for a relevant index comparison to be made

Base: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991



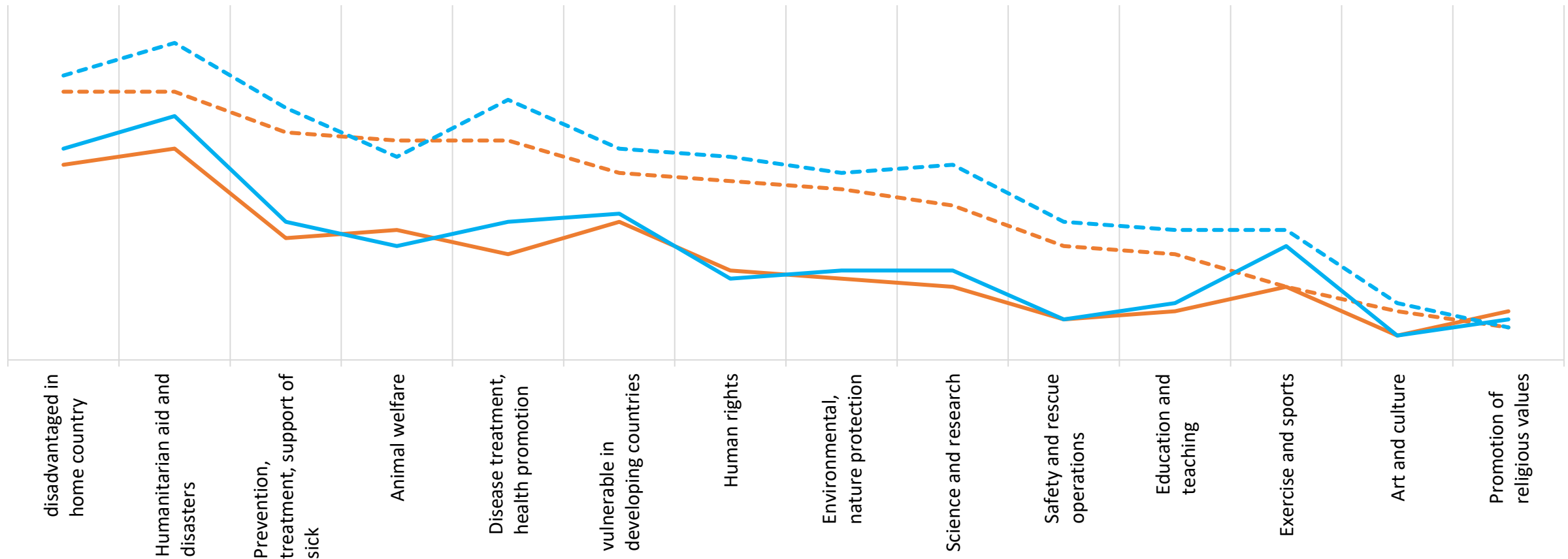
Future donations vs donations made



2025 vs 2024

Average all countries

— Last two months 2024
 - - - Most likely going forward 2024
 — Last two months 2025
 - - - Most likely going forward 2025



Base 2025: Denmark: 979, Finland: 993, Norway: 992, Sweden: 991 | Base 2024: Denmark: 1008, Finland: 1014, Norway: 1046, Sweden: 1014

Future donations

Summary – Country Specific



It is interesting to see a shift in future donations from national social initiatives to the most vulnerable in developing countries.

Denmark hosts a major TV charity show featuring large development organizations at the end of January. Perhaps this campaign has influenced future donation decisions.

Otherwise, we see that Danes remain loyal to their preferred causes. A positive development is the 9% increase in support for climate and environmental causes, further emphasizing Denmark's strong sustainability agenda in recent years.



The most likely future donation causes in Norway will be humanitarian disasters, national and domestic causes, and support for the most vulnerable in developing countries.

Over time, support for humanitarian disasters is expected to increase significantly from 33% in 2024 to 43% in 2025. Support for national and domestic causes remains stable, with a slight decrease from 30% in 2024 to 29% in 2025. Support for the most vulnerable in developing countries has grown to become one of the top three prioritized causes in 2025. Norway continues to rank significantly above the average when it comes to future donations directed towards security and rescue operations.



Nearly 90 % of Finns are willing to donate and give help in the future. Helping the most disadvantaged in the home country is the most preferred cause (50%).

Every third are willing to support humanitarian aid and disasters (35%) and development of health-promoting methods and methods for treating diseases (35%). Both causes are more often mentioned by women (41%, 44%). The willingness to support education (18%) and sports (17%) has risen during the past year.

Only 3 % could not name the cause they would support and only about every tenth (11%) said they would probably not donate at all. Women below 50 years old named on average more potential causes than other respondents and animal welfare was one of the most common causes among them



Results as expected with humanitarian aid and preventive care and treatment for sick people shown as the most likely causes to support in the future for Swedes. That is the same focus that Swedes have had over a long time and this shows that we should expect these causes to remain the most common ones in the future as well.

Support for environmental and nature protection had gone down when looking at actual donations last two months, but when thinking about what causes to support in the future many Swedes mention it. The lower share of donors last two months then seems to be more because of seasonal effects (people focus on other causes around christmas time) than an long lasting decline in donor willingness towards this cause.

2025 High level summary



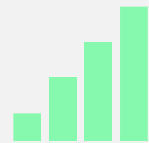
1. Donor Behavior



Significant increase in donor share across countries

(the % of population that donates at least occasionally is higher 2025 vs 2024)

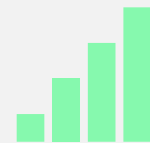
2. Ways Of Participation



Increase has boosted the most common activities

(clothes/ goods donations, support product/ raffle, mobile device and monthly donations)

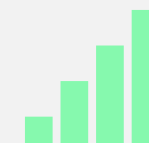
3. Information Channels



Social media and peers still largest charity info channels

(overall channel structure remains similar in 2025 vs 2024)

4. Most Common Causes



Foreign aid and home country disadvantaged are still the most common causes

(foreign aid has grown significantly 2025 vs 2024)

5. Future Causes



Significant increase in donor spirit across countries

(the avg number of future causes per person is higher 2025 vs 2024)

A warm thank you to our sponsors!

Gainer

aptxact





Odyssey

Mikael Alinder mikael.alinder@odyssey.se

Therese Folkesson therese.folkesson@odyssey.se

