

Nordic donor survey

Vipps MobilePay



Consumer survey regarding donating 2024



- **Background**
- This report compares the results between countries regarding a consumer survey carried out in Denmark, Norway, Sweden and Finland by YouGov and 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 in each country on adult population based on age (18yo+), area and gender.
- The data was collected in YouGov's consumer panel between 22.1. and 31.1.2024.
- The sample size for each country is around 1000, which gives us an average margin of error of $\pm 3\%$ -points (95% confidence level) in country level.

Agenda

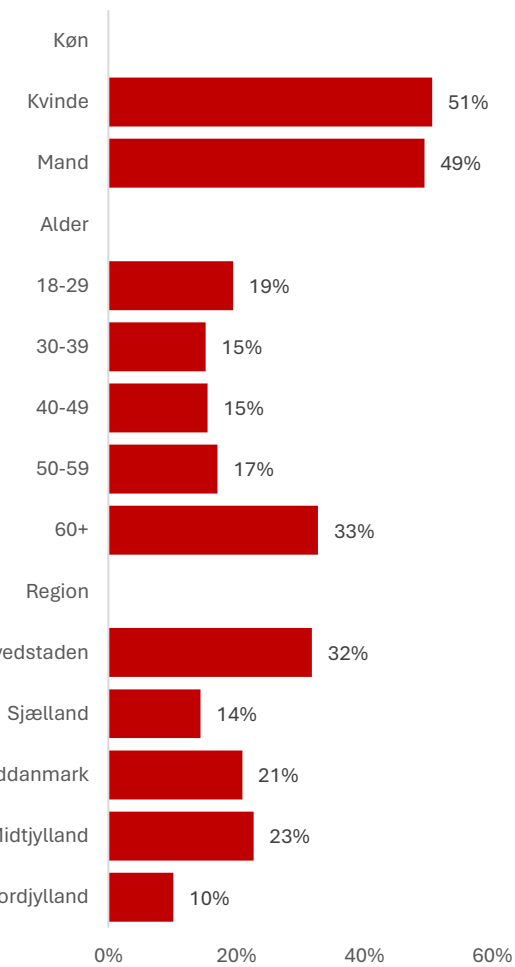
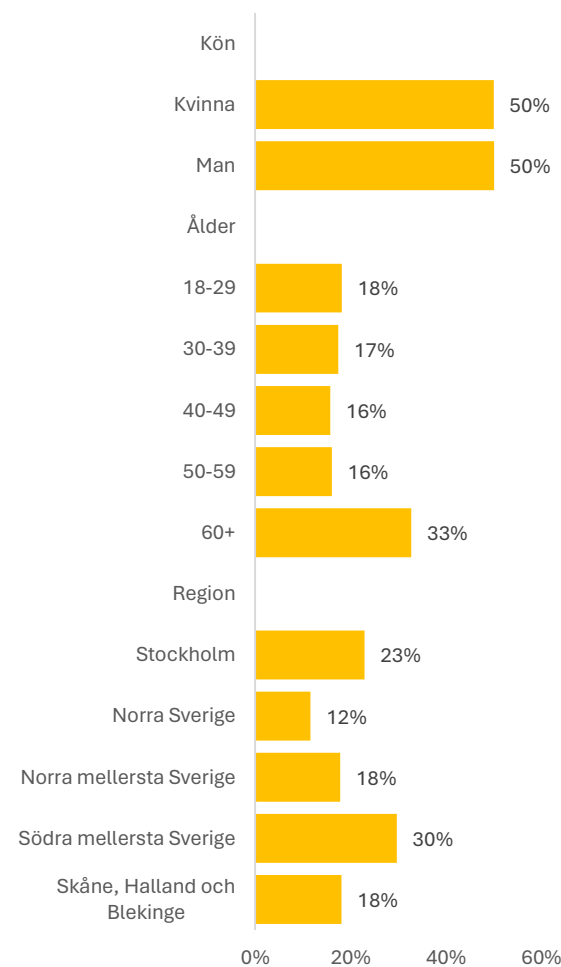
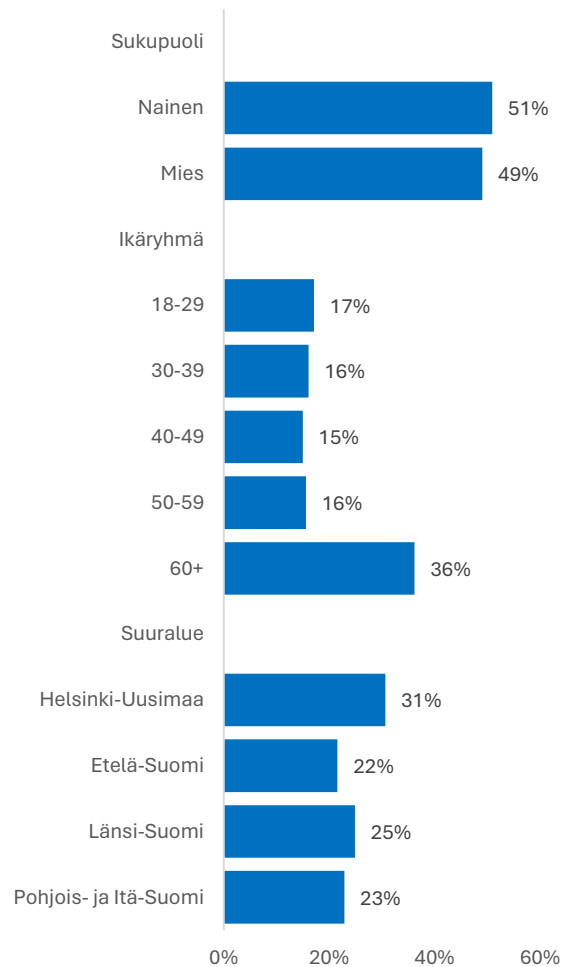
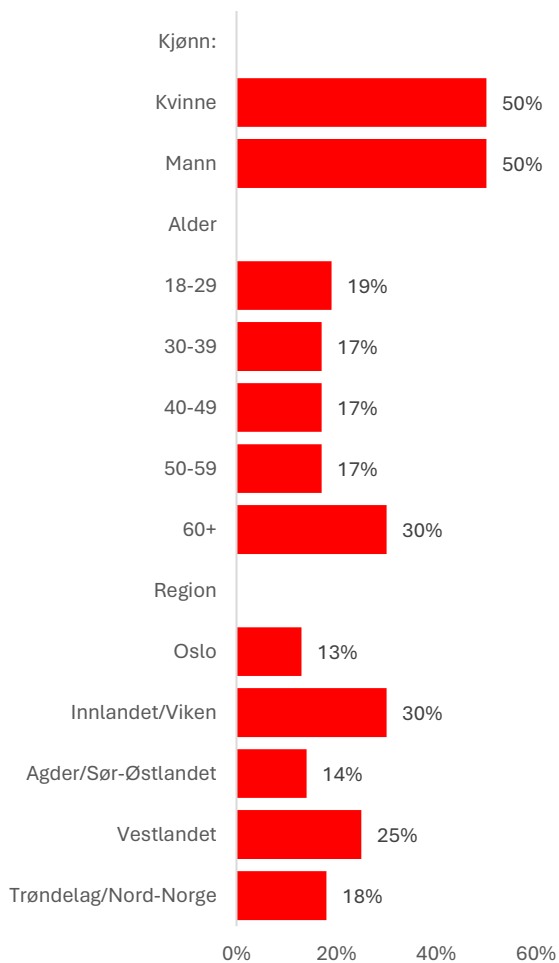
- Background of study
 - Survey Questions
 - Respondents
- Results
 - Donation frequency
 - Charity engagement
 - Channel of information
 - Most common causes
 - Future donations
- Summary and conclusions
- Discussion

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



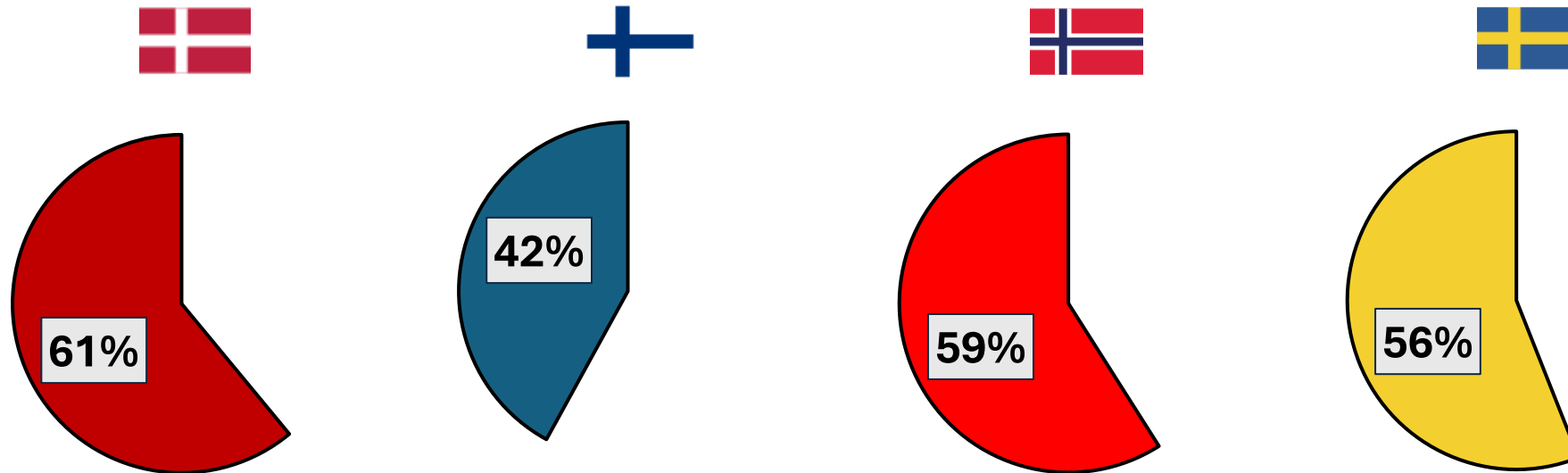
Base: All per country

Results

Donation frequency

Number of people that donates money at least occasionally

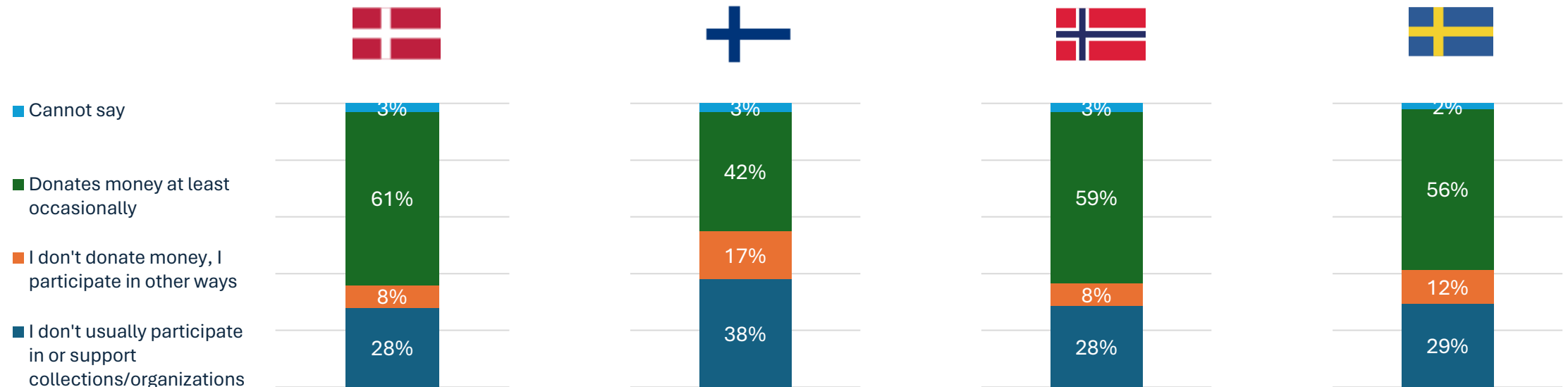
Donates money at least occasionally = donates regularly and/or occasionally to one or more organisations



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

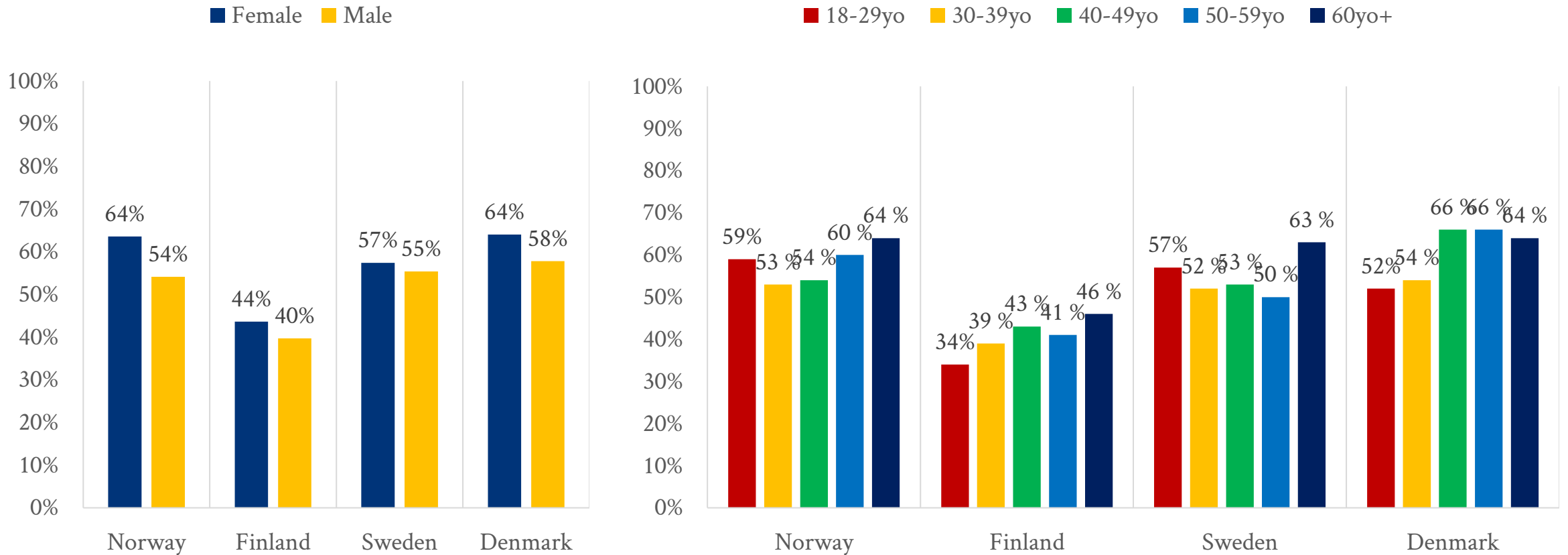
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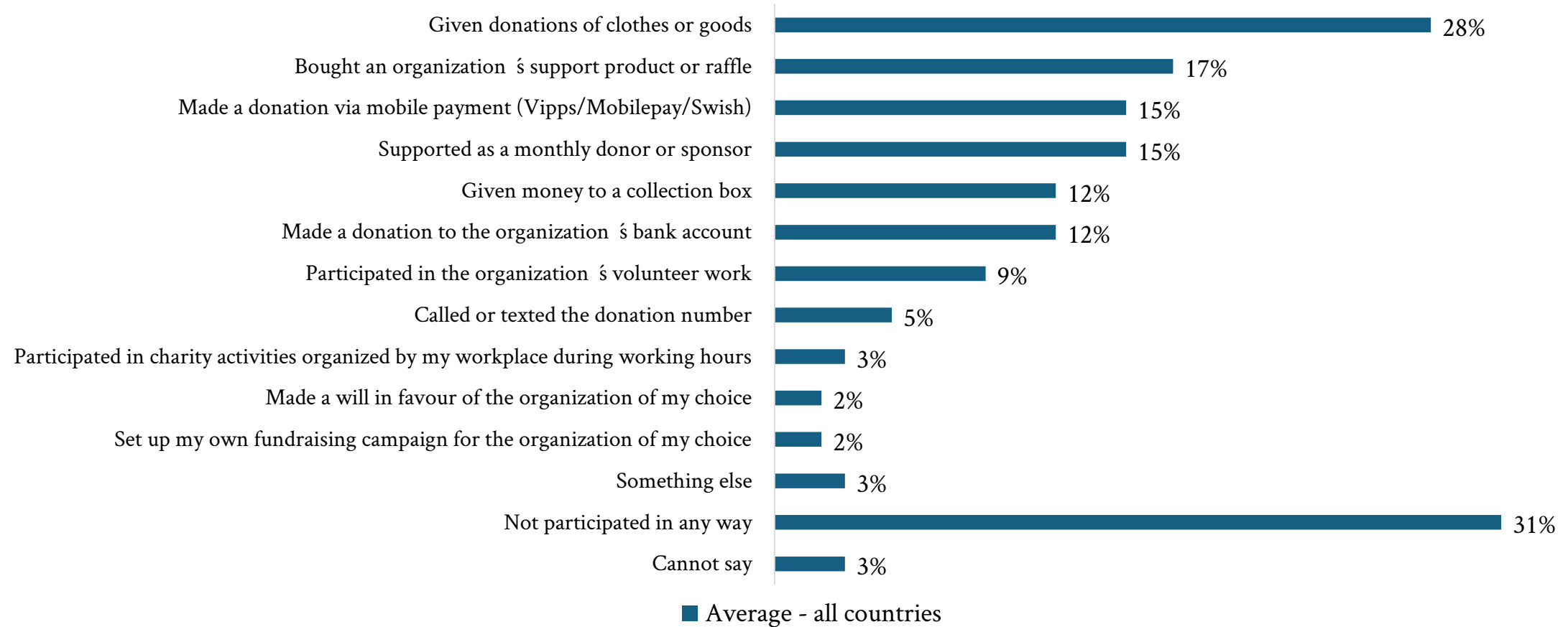


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Charity engagement



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

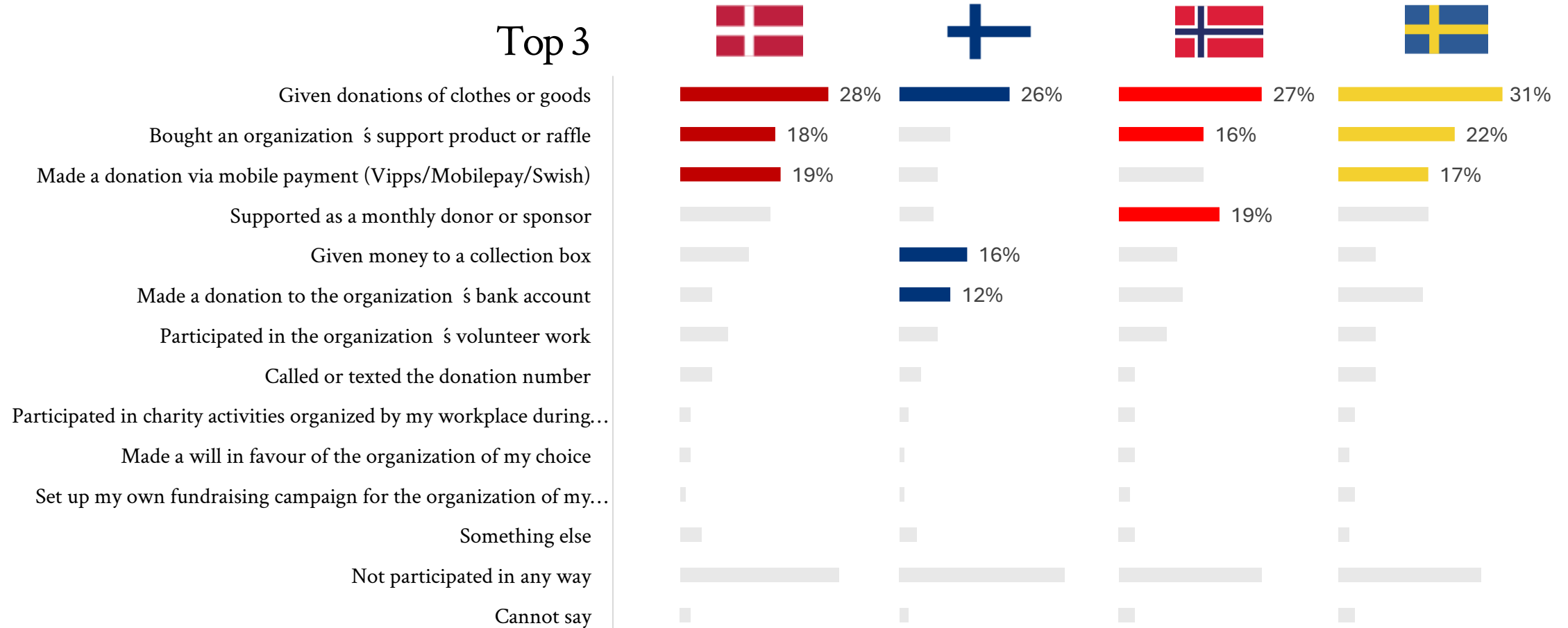


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In what ways have you engaged in charitable activities over the past two months?

Top 3

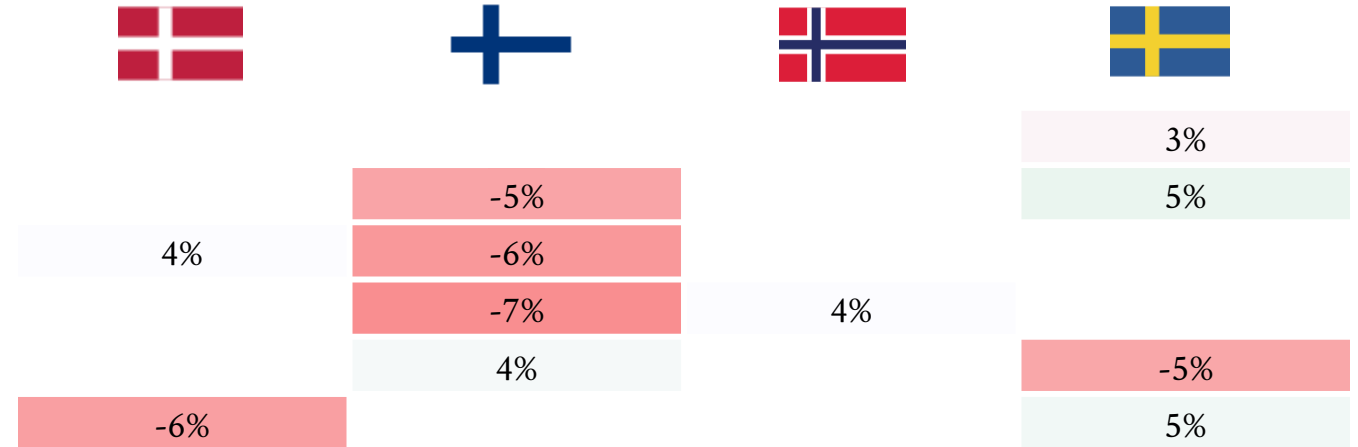


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In what ways have you engaged in charitable activities over the past two months?

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 bank account
- Participated in the organization's volunteer work
- Called or texted the donation number
- Participated in charity activities organized by my workplace during...
- 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 engagement



- 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.

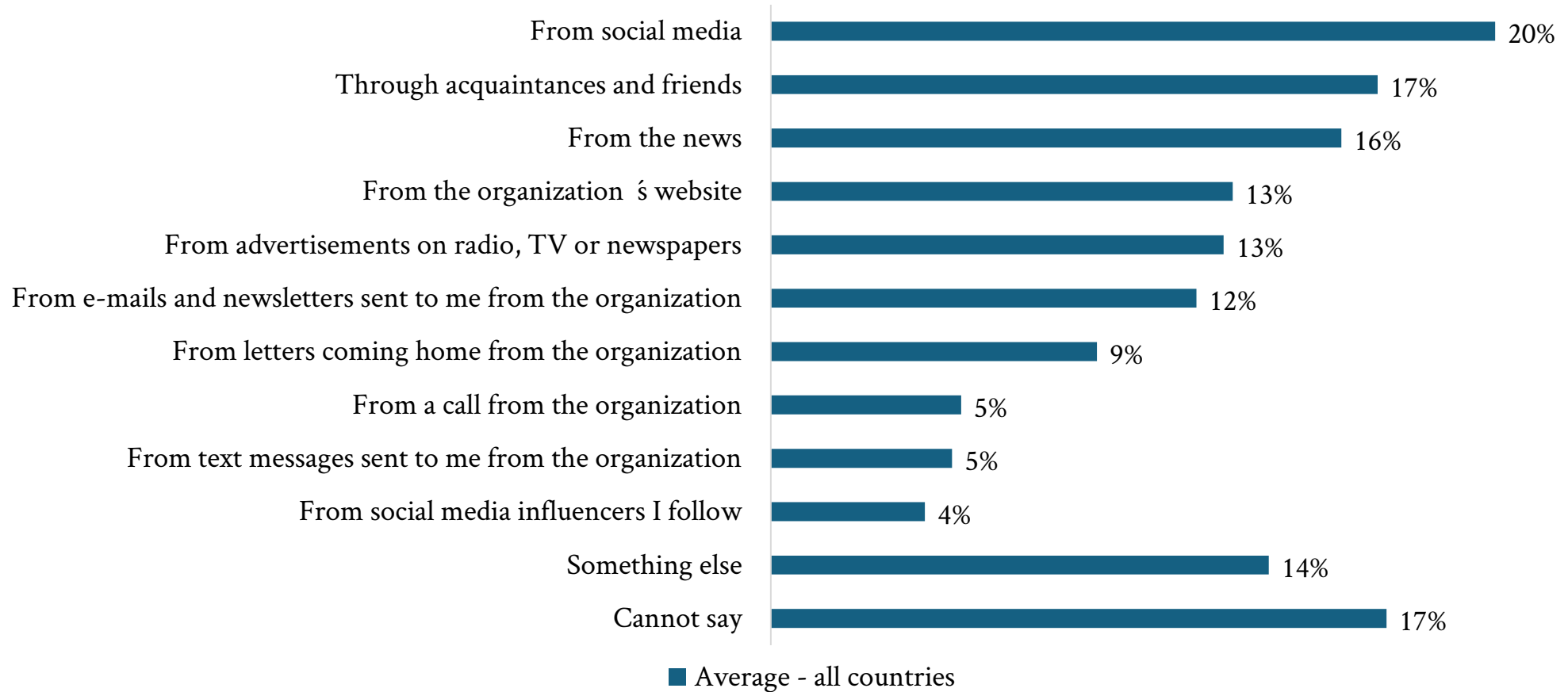


- High share of raffles purchase driven by popular autumn campaign

Channel of information



Where did you find out about the need for help?

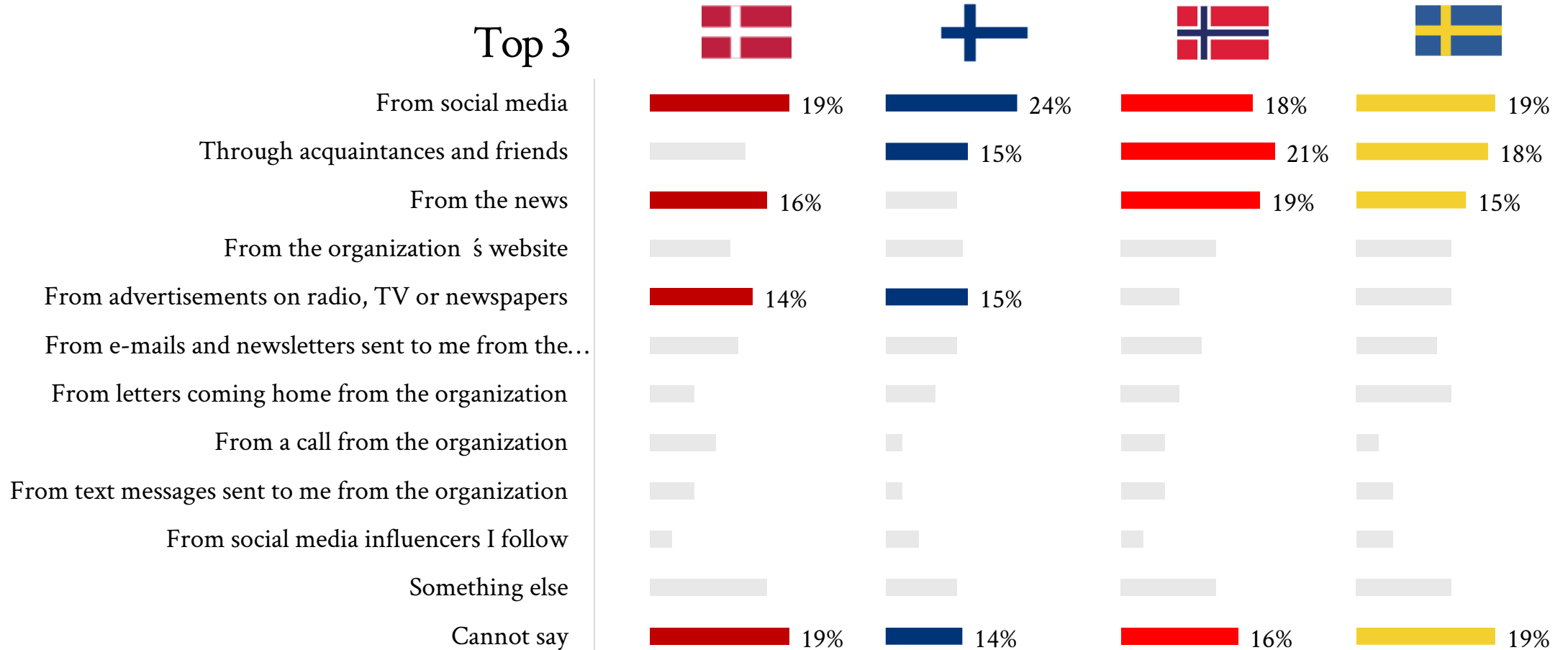


Base: Denmark: 689, Finland: 600, Norway: 725, Sweden: 706



Where did you find out about the need for help?

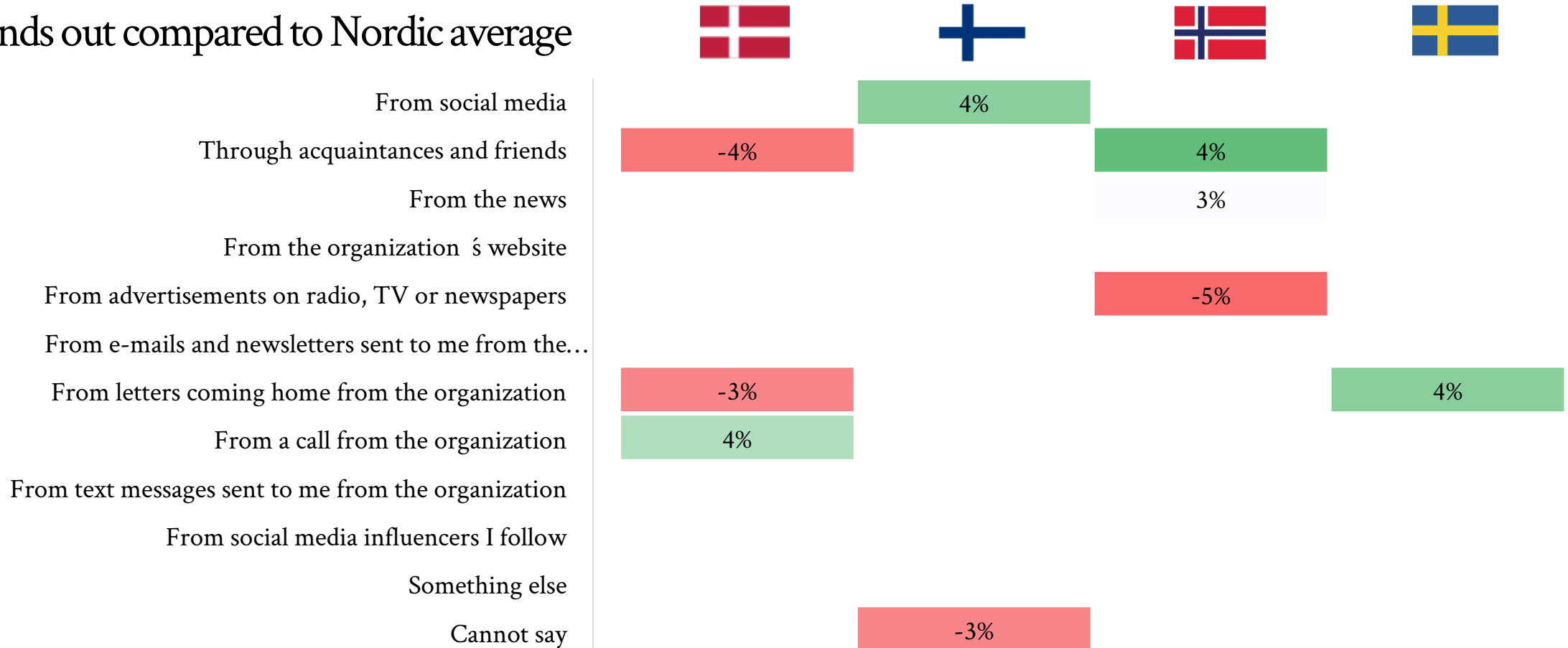
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Where did you find out about the need for help?

Stands out compared to Nordic average



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

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.

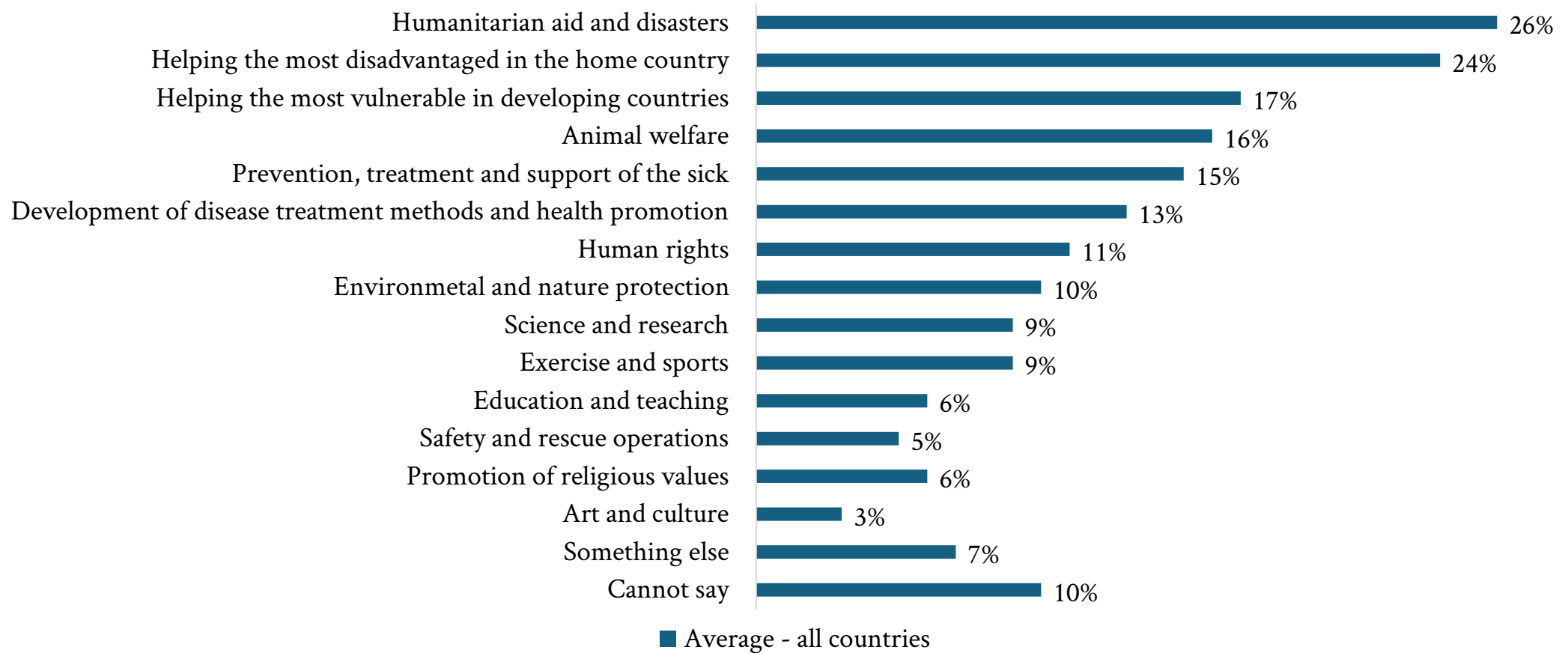


- Social media and friends strong drivers among the younger population
- Those who donate to more organisations more often got news from the organization webpage, showing that these are more engaged and search for information themselves

Most common causes



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



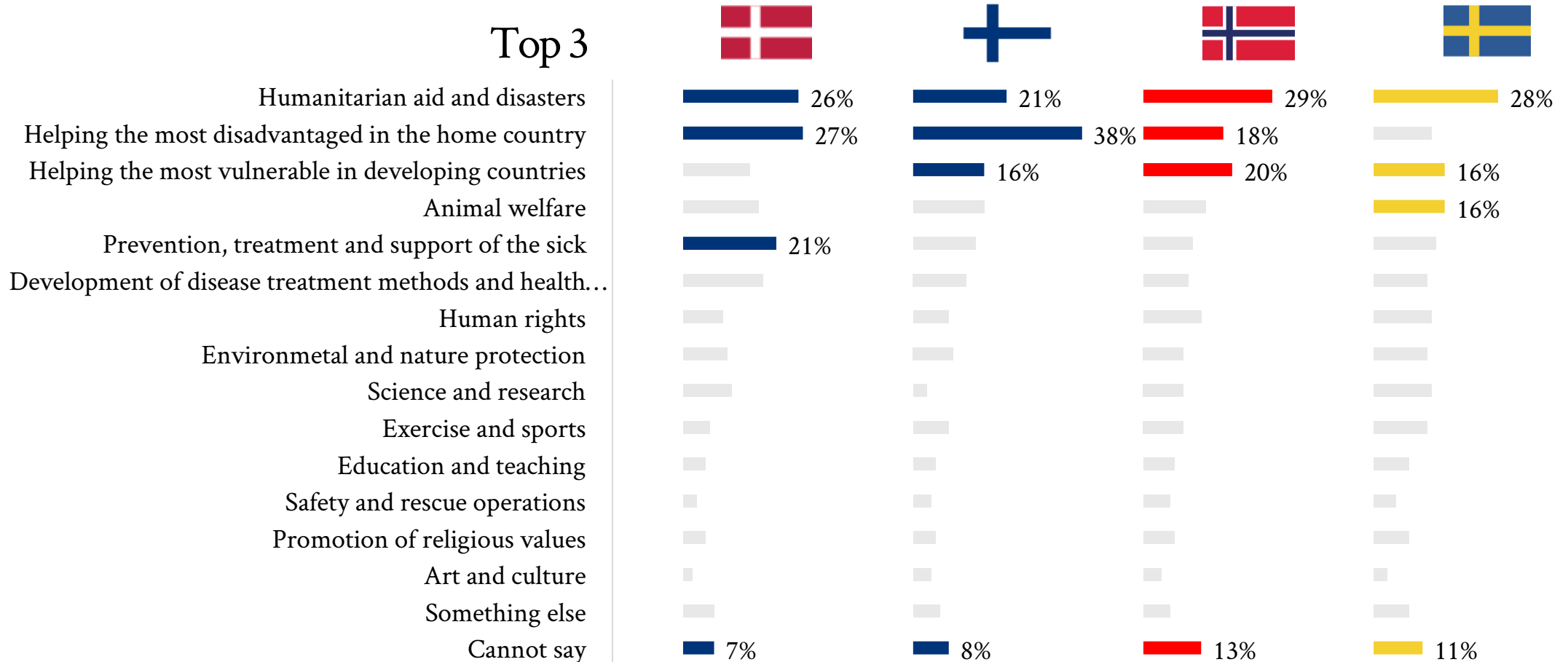
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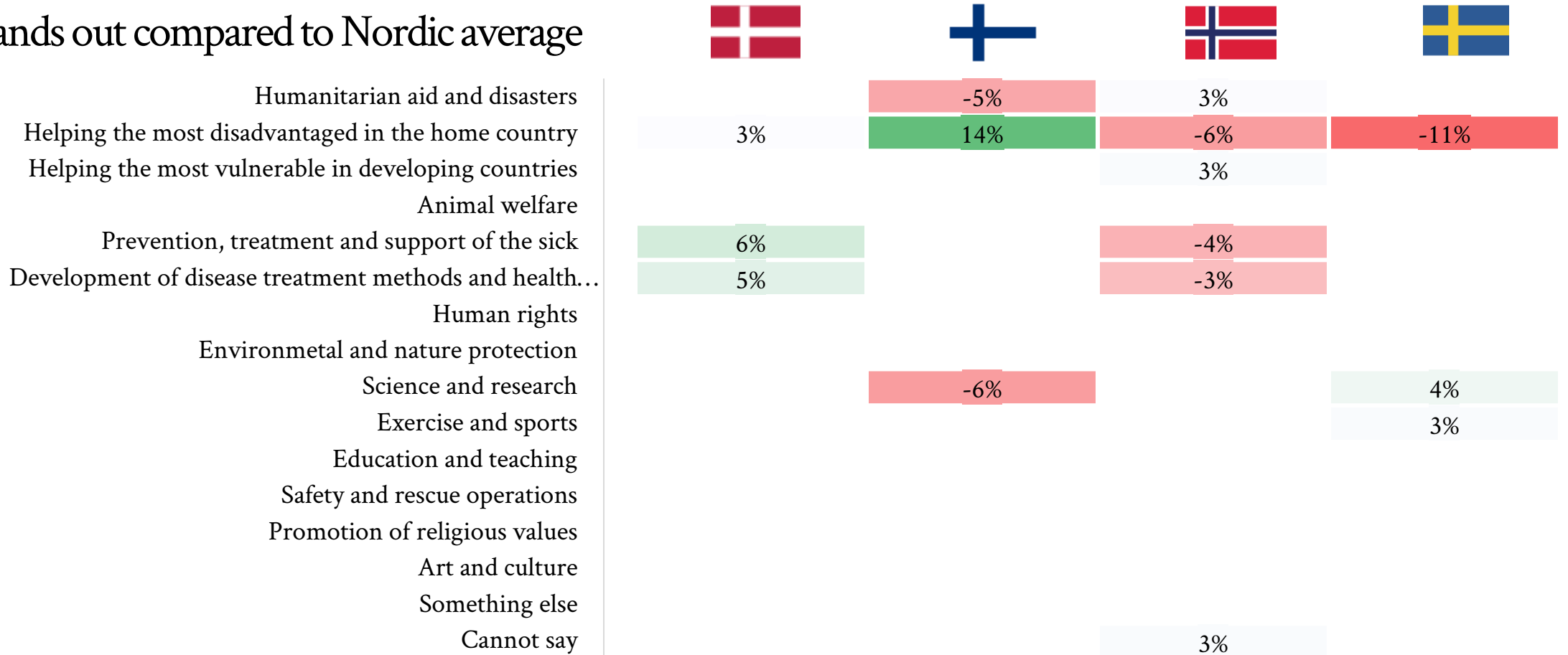


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Which cause did you give financial or other help to during the last 2 months?

Stands out compared to Nordic average



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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

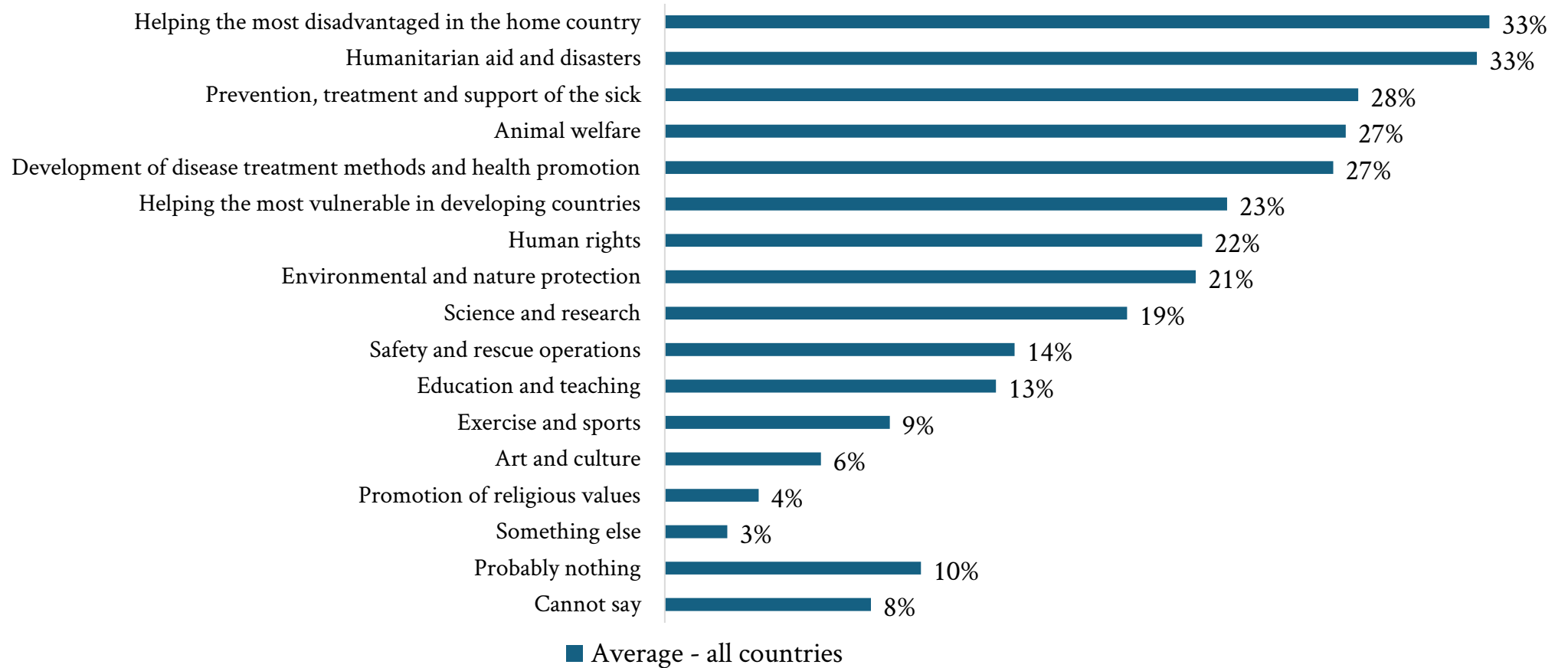


- Donors give to more different causes than compared to other nordic countries
- Humanitarian aid and animal welfare more supported by women

Future donations



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

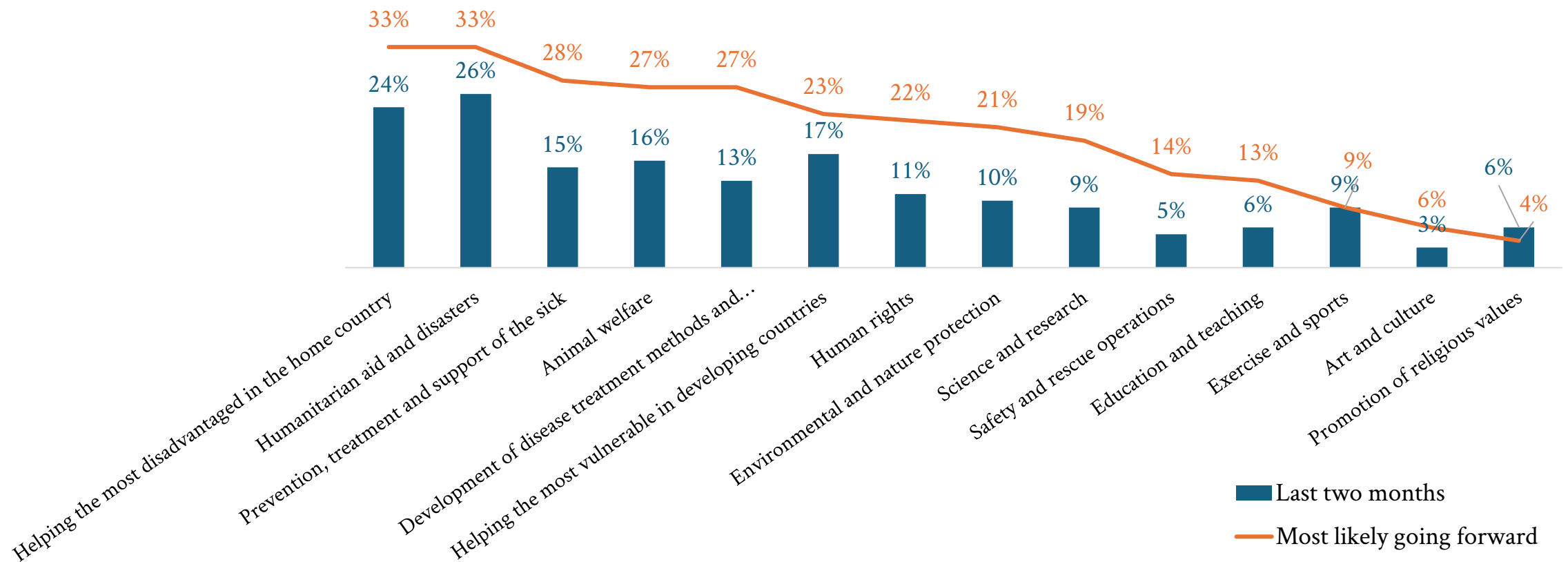


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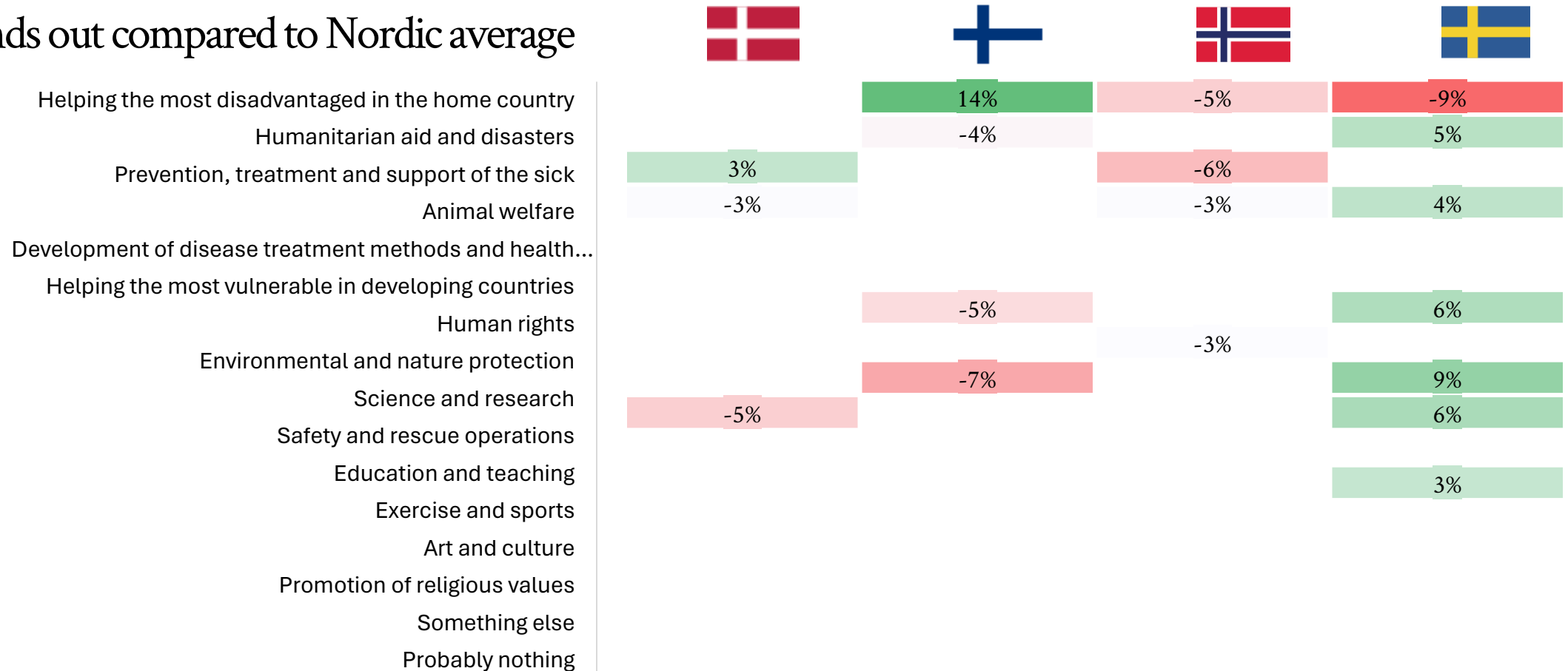
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Stands out compared to Nordic average



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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 the most preferred giving causes 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 the 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/goods and money
- Donating clothes and goods is 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 a larger group of young donors compared to the other countries, 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.