

**FSD3219**

**Charity Donation Survey 2017**

Codebook



FINNISH SOCIAL SCIENCE DATA ARCHIVE

**The bibliographic citation for this codebook:**

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This codebook has been generated from the version 1.0 (8.6.2018) of the data.

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# To the reader

This codebook is part of the data FSD3219 archived at the FSD (Finnish Social Science Data Archive). The dataset has been described in as much detail as possible in Finnish and English. Variable frequencies, variable and value labels, and missing values have been checked. If necessary, the data have been anonymised. The data and its creators shall be cited in all publications and presentations for which the data have been used. The bibliographic citation may be in the form suggested by the archive or in the form required by the publication. The bibliographic citation suggested by the archive:

Finnish Fundraising Association (VaLa) & Keva & Finnish Olympic Committee:  
Charity Donation Survey 2017 [dataset]. Version 1.0 (2018-06-08). Finnish Social  
Science Data Archive [distributor]. <http://urn.fi/urn:nbn:fi:fsd:T-FSD3219>

The user shall notify the archive of all publications where she or he has used the data. The original data creators and the archive bear no responsibility for any results or interpretations arising from the reuse of the data.

The codebook contains information on data content, structure and data collection, and includes a list of publications wholly or in part based on the data, according to publication information received by the FSD. The second part of the codebook contains information on variables: question texts, response options, and frequencies. The third part contains indexes.

Variable distributions presented in this codebook have been generated from the SPSS files. Distribution tables present variable values, frequencies (n), frequency percentages (%), and valid percentages (v. %) which take into account missing data. All distributions are unweighted. If the data contain weight variables, these will be found at the end of the variables list. In some cases frequency distributions have been substituted by descriptive statistics. Categorised responses to open-ended questions are not always included in the codebook. Distributions may contain missing data. The note "System missing (SYSMIS)" refers to missing observations (e.g. a respondent has not answered all questions) whereas "Missing (User missing)" refers to data the user has defined as missing. For example, the user may decide to code answer alternatives 'don't want to say' or 'can't say' as missing data.

The codebook may contain attached files, the most common one being the questionnaire.



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# Chapter 1

## Study description

### 1.1 Titles

**Titles and data version:** Charity Donation Survey 2017

**Titles and data version in Finnish:** Lahjoittajatutkimus 2017

This codebook has been generated from the version 1.0 (8.6.2018) of the data.

### 1.2 Subject description

#### Authoring entity

Finnish Fundraising Association (VaLa)  
Kepa  
Finnish Olympic Committee

#### Copyright statement for the data

In accordance with the agreement between FSD and the depositor.

#### Depositor

Tornikoski, Pia (Finnish Fundraising Association)

#### Date of deposit

17.11.2017

### **Keywords**

charitable organizations; donations to charity; fund-raising; knowledge (awareness); money; motivation

### **Topic Classification**

**Fields of Science Classification:** Social sciences

**CESSDA Classification:** Income, property and investment/saving; Social behaviour and attitudes

### **Series description**

The data belong to the series:

Individual datasets

Individual datasets that do not belong to any series.

### **Abstract**

This study charted Finnish people's attitudes toward donating money to charity and factors that motivate Finns to donate. The study was commissioned by the Finnish Fundraising Association VaLa in cooperation with NGO platform Kepa and the Finnish Olympic Committee. Taloustutkimus collected the data.

First, the study surveyed the respondents' donating habits (e.g. if they donated regularly to one or more organisations, donated on occasion to charity campaigns or collections, or did not normally support charities). Next, the most important reasons for making the latest donation were queried (e.g. wanted to change the world for the better, a celebrity showed their support for the charity campaign, the organisation was familiar, the organisation was Finnish, the cause was important on a personal level). It was also asked which factors the respondents generally deemed important in their decision to donate (e.g. sufficient information is provided on how the donated money will be used, donating money is made effortless, the organisation's money collection permit is visible).

It was further enquired whether it was possible for citizens to receive sufficient information regarding how the donated money is used, and whether the respondents knew what sort of results were achieved with their latest donation. They were also asked through which channels they received information about fundraising organisations, i.e. how they use the donations and what sort of results they achieve.

The study also surveyed reasons for not donating money to charity (e.g. did not want to participate, no interesting causes for which to donate, did not trust the collecting organisation, own financial situation did not allow for donating). Finally, the respondents were asked about factors that would motivate them to donate in the future.



Background variables included gender, age, NUTS2 region, household composition and household gross annual income.

## 1.3 Structure and collection of the data

**Country:** Finland

**Geographic coverage:** Finland

**Analysis or observation unit type:** Individual

**Universe:** Persons aged 15 - 79 residing in Finland, excluding the Åland Islands

**Collection date:** 9.3.2017 – 27.3.2017

**Data collector(s):** Taloustutkimus

**Mode of data collection:** Face-to-face interview: Computer-assisted (CAPI/CAMI)

**Type of research instrument:** Structured questionnaire

**Time period covered:** 2017

**Time method of the data collection:** Cross-section

**Number of variables and cases:** The data contain 70 variables and 1034 cases.

**Sampling procedure:** Non-probability: Quota

Quota sampling based on the target population distributions for age, gender, region of residence and type of municipality of residence. Interviews took place mainly in the respondents' homes (with the exception of 226 interviews conducted in the premises of Taloustutkimus) as part of Taloustutkimus' Omnibus Huhti1 collection round. Interviews were conducted in 92 municipalities, of which 58 were towns/cities ('kaupunki') and 34 other municipalities ('kunta').

A random start method was used in larger towns for picking the starting address, after which the interviewer conducted five interviews along the same street, starting with the next round number and advancing from there. If the street ended or did not have residential houses, the interviewer turned to a cross street and advanced, again, in the same manner. In more rural municipalities, the interviewers could choose the starting point but the same technique was used. During and after data collection, quality was controlled with spot checks. 5-10% of interviews were checked via telephone; the respondents were called and asked a set of control questions. For quality control, response distributions by different interviewers were also cross tabulated.

## 1.4 Use of data

### Data appraisal

Background variables regarding the respondent's occupation, ages of children living in the household and type of municipality of residence are missing from the data.

The data were mainly anonymous when deposited at FSD, and there were no identifiers remaining in the background variables. Identifiers were removed from open-ended responses (infor-

## 1. Study description

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mation about location, age, and names of organisations and companies). Anonymisations were marked with [square brackets].

### **Related publications**

Mikkonen, Katja (2017). Lahjoittajatutkimus 2017. Tutkimusraportti - kooste [verkkodokumentti]. Taloustutkimus. [http://www.vala.fi/userData/vala/tiedotteet/Lahjoittajatutkimus\\_2017\\_KOOSTE.pdf](http://www.vala.fi/userData/vala/tiedotteet/Lahjoittajatutkimus_2017_KOOSTE.pdf) [viitattu 14.6.2018].

Tornikoski, Pia (2020) Miljoonia (vai) mokkapaloja - Opaskirja yleishyödyllisen yhteisön varainhankintaan. Sivistysliitto Kansalaisfoorumi.

Updated list of publications in the study description at

[https://services.fsd.uta.fi/catalogue/FSD3219?lang=en&study\\_language=en](https://services.fsd.uta.fi/catalogue/FSD3219?lang=en&study_language=en)

### **Related material**

Mikkonen, Katja (2017). Lahjoittajatutkimus 2017. Tutkimusraportti - kooste [verkkodokumentti]. Taloustutkimus. [http://www.vala.fi/userData/vala/tiedotteet/Lahjoittajatutkimus\\_2017\\_KOOSTE.pdf](http://www.vala.fi/userData/vala/tiedotteet/Lahjoittajatutkimus_2017_KOOSTE.pdf) [viitattu 14.6.2018].

### **Location of the data collection**

Finnish Social Science Data Archive

### **Weighting**

A weight was placed in the data [paino] to make the sample representative of the target population's age, gender, region of residence and type of municipality of residence.

### **Restrictions**

The dataset is (B) available for research, teaching and study.

# Chapter 2

## Variables

### [FSD\_NO] FSD study number

#### Question

*FSD study number*

#### Descriptive statistics

statistic	value
number of valid cases	1034
minimum	3219.00
maximum	3219.00
mean	3219.00
standard deviation	0.00

### [FSD\_VR] FSD edition number

#### Question

*FSD edition number*

#### Descriptive statistics

statistic	value
number of valid cases	1034
minimum	1.00
maximum	1.00
mean	1.00
standard deviation	0.00

**[FSD\_ID] FSD case id****Question***FSD case id***Descriptive statistics**

statistic	value
number of valid cases	1034
minimum	1.00
maximum	1034.00
mean	517.50
standard deviation	298.63

**[Q1] Which of the following best describes your attitude towards donating?****Question***Which of the following best describes your attitude towards donating?***Frequencies**

label	value	n	%	v. %
I regularly donate money to one organisation	1	112	10.8	10.8
I regularly donate money to several different organisations	2	72	7.0	7.0
I occasionally donate money to different collections/organisations	3	360	34.8	34.8
I put money in donation boxes	4	121	11.7	11.7
I don't donate money, but I participate in another way (volunteering, donation of goods, sales etc.)	5	100	9.7	9.7
I don't usually participate in or support collections/organisations	6	269	26.0	26.0
		1034	100.0	100.0

**[Q2\_1] Thinking about your most recent donation, what were the most important reasons for donating? I wanted to join/belong to the community I donated to (a sponsor, a member)****Question***Thinking about your most recent donation, what were the most important reasons for donating?  
I wanted to join/belong to the community I donated to (a sponsor, a member)*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	629	60.8	94.6
Mentioned	1	36	3.5	5.4
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_2] Thinking about your most recent donation, what were the most important reasons for donating? I wanted to be involved in changing the world for the better**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
I wanted to be involved in changing the world for the better*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	546	52.8	82.1
Mentioned	1	119	11.5	17.9
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_3] Thinking about your most recent donation, what were the most important reasons for donating? The involvement of a public figure inspired me to participate**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
The involvement of a public figure inspired me to participate*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	659	63.7	99.1
Mentioned	1	6	0.6	0.9
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_4] Thinking about your most recent donation, what were the most important reasons for donating? The organisation makes records of its financial activities publicly available**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
The organisation makes records of its financial activities publicly available*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	650	62.9	97.7
Mentioned	1	15	1.5	2.3
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_5] Thinking about your most recent donation, what were the most important reasons for donating? I was familiar with the organisation (for example, through volunteering)**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
I was familiar with the organisation (for example, through volunteering)*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	611	59.1	91.9
Mentioned	1	54	5.2	8.1
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_6] Thinking about your most recent donation, what were the most important reasons for donating? The organisation is Finnish**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
The organisation is Finnish*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	588	56.9	88.4
Mentioned	1	77	7.4	11.6
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_7] Thinking about your most recent donation, what were the most important reasons for donating? The beneficiary was personally important to me**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
The beneficiary was personally important to me*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	388	37.5	58.3
Mentioned	1	277	26.8	41.7
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_8] Thinking about your most recent donation, what were the most important reasons for donating? I felt it was my duty to help**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
I felt it was my duty to help*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	557	53.9	83.8
Mentioned	1	108	10.4	16.2
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_9] Thinking about your most recent donation, what were the most important reasons for donating? I donated because they asked for help (spontaneous decision)**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
I donated because they asked for help (spontaneous decision)*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	570	55.1	85.7
Mentioned	1	95	9.2	14.3
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_10] Thinking about your most recent donation, what were the most important reasons for donating? I have received information about the activities of the organisation**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
I have received information about the activities of the organisation*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	632	61.1	95.0
Mentioned	1	33	3.2	5.0
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_11] Thinking about your most recent donation, what were the most important reasons for donating? I usually participate in different charitable collections**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
I usually participate in different charitable collections*



**Frequencies**

label	value	n	%	v. %
Not mentioned	0	625	60.4	94.0
Mentioned	1	40	3.9	6.0
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_12] Thinking about your most recent donation, what were the most important reasons for donating? The fundraising organisation is reliable**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
The fundraising organisation is reliable*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	575	55.6	86.5
Mentioned	1	90	8.7	13.5
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_13] Thinking about your most recent donation, what were the most important reasons for donating? I knew the person who asked me to donate**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
I knew the person who asked me to donate*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	649	62.8	97.6
Mentioned	1	16	1.5	2.4
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_14] Thinking about your most recent donation, what were the most important reasons for donating? Other**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
Other*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	622	60.2	93.5
Mentioned	1	43	4.2	6.5
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_15] Thinking about your most recent donation, what were the most important reasons for donating? Can't say (includes the respondents who didn't choose any of the other alternatives)**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
Can't say (includes the respondents who didn't choose any of the other alternatives)*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	662	64.0	99.5
Mentioned	1	3	0.3	0.5
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q2\_14\_1] Thinking about your most recent donation, what were the most important reasons for donating? Other, which? (open-ended)**

**Question**

*Thinking about your most recent donation, what were the most important reasons for donating?  
Other, which? (open-ended)*

**[Q3\_1] When you think about donating, how important do you consider the following? The fundraising organisation is reliable**

**Question**

*When you think about donating, how important do you consider the following? The fundraising organisation is reliable*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	3	0.3	0.5
Fairly important	2	42	4.1	6.3
Very important	3	619	59.9	93.1
Can't say	4	1	0.1	0.2
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q3\_2] When you think about donating, how important do you consider the following? The fundraising organisation has achieved significant results**

**Question**

*When you think about donating, how important do you consider the following? The fundraising organisation has achieved significant results*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	17	1.6	2.6
Fairly important	2	244	23.6	36.7
Very important	3	399	38.6	60.0
Can't say	4	5	0.5	0.8
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q3\_3] When you think about donating, how important do you consider the following? When you are asked for a donation, you receive enough information on how the donations are used**

**Question**

*When you think about donating, how important do you consider the following? When you are asked for a donation, you receive enough information on how the donations are used*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	20	1.9	3.0
Fairly important	2	166	16.1	25.0
Very important	3	474	45.8	71.3
Can't say	4	5	0.5	0.8
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q3\_4] When you think about donating, how important do you consider the following? Paying the donation sum has been made easy**

**Question**

*When you think about donating, how important do you consider the following? Paying the donation sum has been made easy*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	13	1.3	2.0
Fairly important	2	195	18.9	29.3
Very important	3	455	44.0	68.4
Can't say	4	2	0.2	0.3
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q3\_5] When you think about donating, how important do you consider the following? The person/organisation asking for a donation are displaying their money collection permit**

**Question**

*When you think about donating, how important do you consider the following? The person/organisation asking for a donation are displaying their money collection permit*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	45	4.4	6.8

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label	value	n	%	v. %
Fairly important	2	167	16.2	25.1
Very important	3	445	43.0	66.9
Can't say	4	8	0.8	1.2
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q3\_6] When you think about donating, how important do you consider the following? The donation is used for charity / the common good (non-profit activities)**

### Question

*When you think about donating, how important do you consider the following? The donation is used for charity / the common good (non-profit activities)*

### Frequencies

label	value	n	%	v. %
Not at all important	1	4	0.4	0.6
Fairly important	2	109	10.5	16.4
Very important	3	550	53.2	82.7
Can't say	4	2	0.2	0.3
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q4] Thinking about your most recent donation, how well are you aware of what was achieved with the donated money?**

### Question

*Thinking about your most recent donation, how well are you aware of what was achieved with the donated money?*

### Frequencies

label	value	n	%	v. %
I know exactly	1	140	13.5	21.1
I know more or less	2	398	38.5	59.8
I don't know at all	3	127	12.3	19.1

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## 2. Variables

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label	value	n	%	v. %
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

### **[Q5\_1] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? A magazine/newspaper delivered to me**

#### **Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? A magazine/newspaper delivered to me*

#### **Frequencies**

label	value	n	%	v. %
Not mentioned	0	520	50.3	78.2
Mentioned	1	145	14.0	21.8
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

### **[Q5\_2] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Letters sent to me at home**

#### **Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Letters sent to me at home*

#### **Frequencies**

label	value	n	%	v. %
Not mentioned	0	519	50.2	78.0
Mentioned	1	146	14.1	22.0
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q5\_3] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Emails and newsletters sent to me**

**Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Emails and newsletters sent to me*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	543	52.5	81.7
Mentioned	1	122	11.8	18.3
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q5\_4] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Website of the fundraising organisation**

**Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Website of the fundraising organisation*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	511	49.4	76.8
Mentioned	1	154	14.9	23.2
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q5\_5] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Events organised by the fundraising organisation**

**Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Events organised by the fundraising organisation*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	569	55.0	85.6
Mentioned	1	96	9.3	14.4
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q5\_6] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Social media**

**Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Social media*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	498	48.2	74.9
Mentioned	1	167	16.2	25.1
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q5\_7] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Annual reports of the fundraising organisation**

**Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Annual reports of the fundraising organisation*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	623	60.3	93.7
Mentioned	1	42	4.1	6.3
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0



**[Q5\_8] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? I don't receive this information from anywhere**

**Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? I don't receive this information from anywhere*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	612	59.2	92.0
Mentioned	1	53	5.1	8.0
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q5\_9] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Other**

**Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Other*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	599	57.9	90.1
Mentioned	1	66	6.4	9.9
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q5\_10] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Can't say (includes the respondents who didn't choose any of the other alternatives)**

**Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Can't say (includes the respondents who didn't choose any of the other alternatives)*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	659	63.7	99.1
Mentioned	1	6	0.6	0.9
System missing (SYSMIS)	.	369	35.7	–
		1034	100.0	100.0

**[Q5\_9\_1] Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Other, which? (open-ended)**

**Question**

*Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Other, which? (open-ended)*

**[Q6\_1] Why don't you donate? Not interested / Don't want to be involved**

**Question**

*Why don't you donate? Not interested / Don't want to be involved*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	314	30.4	85.1
Mentioned	1	55	5.3	14.9
System missing (SYSMIS)	.	665	64.3	–
		1034	100.0	100.0

**[Q6\_2] Why don't you donate? There are no interesting beneficiaries**

**Question**

*Why don't you donate? There are no interesting beneficiaries*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	349	33.8	94.6

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label	value	n	%	v. %
Mentioned	1	20	1.9	5.4
System missing (SYSMIS)	.	665	64.3	–
		1034	100.0	100.0

### [Q6\_3] Why don't you donate? I don't trust the fundraising organisations

#### Question

*Why don't you donate? I don't trust the fundraising organisations*

#### Frequencies

label	value	n	%	v. %
Not mentioned	0	271	26.2	73.4
Mentioned	1	98	9.5	26.6
System missing (SYSMIS)	.	665	64.3	–
		1034	100.0	100.0

### [Q6\_4] Why don't you donate? There's not enough information on how the donations are used

#### Question

*Why don't you donate? There's not enough information on how the donations are used*

#### Frequencies

label	value	n	%	v. %
Not mentioned	0	335	32.4	90.8
Mentioned	1	34	3.3	9.2
System missing (SYSMIS)	.	665	64.3	–
		1034	100.0	100.0

### [Q6\_5] Why don't you donate? My financial situation doesn't allow it

#### Question

*Why don't you donate? My financial situation doesn't allow it*

#### Frequencies

## 2. Variables

label	value	n	%	v. %
Not mentioned	0	204	19.7	55.3
Mentioned	1	165	16.0	44.7
System missing (SYSMIS)	.	665	64.3	–
		1034	100.0	100.0

### [Q6\_6] Why don't you donate? Other

#### Question

*Why don't you donate? Other*

#### Frequencies

label	value	n	%	v. %
Not mentioned	0	333	32.2	90.2
Mentioned	1	36	3.5	9.8
System missing (SYSMIS)	.	665	64.3	–
		1034	100.0	100.0

### [Q6\_7] Why don't you donate? Can't say (includes the respondents who didn't choose any of the other alternatives)

#### Question

*Why don't you donate? Can't say (includes the respondents who didn't choose any of the other alternatives)*

#### Frequencies

label	value	n	%	v. %
Not mentioned	0	359	34.7	97.3
Mentioned	1	10	1.0	2.7
System missing (SYSMIS)	.	665	64.3	–
		1034	100.0	100.0

### [Q6\_6\_1] Why don't you donate? Other, which? (open-ended)

#### Question

*Why don't you donate? Other, which? (open-ended)*

### [Q7\_1] What would motivate you to donate in the future? Seeing the fundraising organisation as reliable

#### Question

*What would motivate you to donate in the future? Seeing the fundraising organisation as reliable*

#### Frequencies

label	value	n	%	v. %
Not mentioned	0	505	48.8	48.8
Mentioned	1	529	51.2	51.2
		1034	100.0	100.0

### [Q7\_2] What would motivate you to donate in the future? Sufficient information available on the results achieved with the donations

#### Question

*What would motivate you to donate in the future? Sufficient information available on the results achieved with the donations*

#### Frequencies

label	value	n	%	v. %
Not mentioned	0	743	71.9	71.9
Mentioned	1	291	28.1	28.1
		1034	100.0	100.0

### [Q7\_3] What would motivate you to donate in the future? Donations supporting charity (activities for the common good)

#### Question

*What would motivate you to donate in the future? Donations supporting charity (activities for the common good)*

#### Frequencies

## 2. Variables

label	value	n	%	v. %
Not mentioned	0	623	60.3	60.3
Mentioned	1	411	39.7	39.7
		1034	100.0	100.0

### **[Q7\_4] What would motivate you to donate in the future? Donations supporting public services (municipality, government)**

#### **Question**

*What would motivate you to donate in the future? Donations supporting public services (municipality, government)*

#### **Frequencies**

label	value	n	%	v. %
Not mentioned	0	968	93.6	93.6
Mentioned	1	66	6.4	6.4
		1034	100.0	100.0

### **[Q7\_5] What would motivate you to donate in the future? Donations supporting citizen and leisure activities**

#### **Question**

*What would motivate you to donate in the future? Donations supporting citizen and leisure activities*

#### **Frequencies**

label	value	n	%	v. %
Not mentioned	0	854	82.6	82.6
Mentioned	1	180	17.4	17.4
		1034	100.0	100.0

### **[Q7\_6] What would motivate you to donate in the future? Donations supporting church or religious activities**

#### **Question**

*What would motivate you to donate in the future? Donations supporting church or religious activities*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	954	92.3	92.3
Mentioned	1	80	7.7	7.7
		1034	100.0	100.0

**[Q7\_7] What would motivate you to donate in the future? Donations supporting the campaigns of election candidates****Question**

*What would motivate you to donate in the future? Donations supporting the campaigns of election candidates*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	1029	99.5	99.5
Mentioned	1	5	0.5	0.5
		1034	100.0	100.0

**[Q7\_8] What would motivate you to donate in the future? Donations supporting business****Question**

*What would motivate you to donate in the future? Donations supporting business*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	1014	98.1	98.1
Mentioned	1	20	1.9	1.9
		1034	100.0	100.0

**[Q7\_9] What would motivate you to donate in the future? Possibility of receiving a tax deduction for a donation****Question**

*What would motivate you to donate in the future? Possibility of receiving a tax deduction for a donation*

## 2. Variables

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### Frequencies

label	value	n	%	v. %
Not mentioned	0	1004	97.1	97.1
Mentioned	1	30	2.9	2.9
		1034	100.0	100.0

### **[Q7\_10] What would motivate you to donate in the future? Ease of paying the donation sum**

#### Question

*What would motivate you to donate in the future? Ease of paying the donation sum*

### Frequencies

label	value	n	%	v. %
Not mentioned	0	869	84.0	84.0
Mentioned	1	165	16.0	16.0
		1034	100.0	100.0

### **[Q7\_11] What would motivate you to donate in the future? Having prior knowledge of the fundraising organisation, for example from the media**

#### Question

*What would motivate you to donate in the future? Having prior knowledge of the fundraising organisation, for example from the media*

### Frequencies

label	value	n	%	v. %
Not mentioned	0	848	82.0	82.0
Mentioned	1	186	18.0	18.0
		1034	100.0	100.0

### **[Q7\_12] What would motivate you to donate in the future? The fact that there have been no negative news about the fundraising organisation**

#### Question

*What would motivate you to donate in the future? The fact that there have been no negative news about the fundraising organisation*



**Frequencies**

label	value	n	%	v. %
Not mentioned	0	850	82.2	82.2
Mentioned	1	184	17.8	17.8
		1034	100.0	100.0

**[Q7\_13] What would motivate you to donate in the future? Nothing****Question**

*What would motivate you to donate in the future? Nothing*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	930	89.9	89.9
Mentioned	1	104	10.1	10.1
		1034	100.0	100.0

**[Q7\_14] What would motivate you to donate in the future? Other****Question**

*What would motivate you to donate in the future? Other*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	967	93.5	93.5
Mentioned	1	67	6.5	6.5
		1034	100.0	100.0

**[Q7\_15] What would motivate you to donate in the future? Can't say (includes the respondents who didn't choose any of the other alternatives)****Question**

*What would motivate you to donate in the future? Can't say (includes the respondents who didn't choose any of the other alternatives)*

**Frequencies**

## 2. Variables

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label	value	n	%	v. %
Not mentioned	0	1032	99.8	99.8
Mentioned	1	2	0.2	0.2
		1034	100.0	100.0

### [Q7\_14\_1] What would motivate you to donate in the future? Other, which? (open-ended)

#### Question

*What would motivate you to donate in the future? Other, which? (open-ended)*

### [BV1] Gender

#### Question

*Gender*

#### Frequencies

label	value	n	%	v. %
Female	1	530	51.3	51.3
Male	2	504	48.7	48.7
		1034	100.0	100.0

### [BV2] Age

#### Question

*Age*

#### Descriptive statistics

statistic	value
number of valid cases	1034
minimum	15.00
maximum	79.00
mean	46.82
standard deviation	18.88

**[BV3] Major region (NUTS2)****Question***Major region (NUTS2)***Frequencies**

label	value	n	%	v. %
Helsinki-Uusimaa	1	265	25.6	25.6
Southern Finland	2	145	14.0	14.0
Western Finland	3	249	24.1	24.1
Northern and Eastern Finland	4	375	36.3	36.3
		1034	100.0	100.0

**[BV4] Education****Question***Education***Frequencies**

label	value	n	%	v. %
Primary or lower secondary education	1	191	18.5	18.5
Upper secondary education (vocational)	2	334	32.3	32.3
Upper secondary education (general)	3	76	7.4	7.4
College level vocational education	4	126	12.2	12.2
Polytechnic/university of applied sciences education	5	122	11.8	11.8
University education	6	183	17.7	17.7
Don't want to answer	7	2	0.2	0.2
		1034	100.0	100.0

**[BV5] Household composition****Question***Household composition***Frequencies**

## 2. Variables

label	value	n	%	v. %
One-person household	1	361	34.9	34.9
Married/cohabiting couple with no children	2	275	26.6	26.6
Other household with adults only (all aged over 18)	3	130	12.6	12.6
Household with children	4	268	25.9	25.9
		1034	100.0	100.0

### [BV6] Number of people living in the household

#### Question

*Number of people living in the household*

#### Descriptive statistics

statistic	value
number of valid cases	1034
minimum	1.00
maximum	8.00
mean	2.15
standard deviation	1.23

### [BV7] Gross annual income of the household

#### Question

*Gross annual income of the household*

#### Frequencies

label	value	n	%	v. %
Under 10,001 euros/year	1	75	7.3	7.3
10,001-15,000 euros/year	2	105	10.2	10.2
15,001-20,000 euros/year	3	65	6.3	6.3
20,001-25,000 euros/year	4	75	7.3	7.3
25,001-30,000 euros/year	5	63	6.1	6.1
30,001-35,000 euros/year	6	57	5.5	5.5
35,001-40,000 euros/year	7	54	5.2	5.2
40,001-45,000 euros/year	8	48	4.6	4.6
45,001-50,000 euros/year	9	49	4.7	4.7
50,001-55,000 euros/year	10	37	3.6	3.6
55,001-60,000 euros/year	11	43	4.2	4.2

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label	value	n	%	v. %
60,001-70,000 euros/year	12	64	6.2	6.2
70,001-80,000 euros/year	13	31	3.0	3.0
80,001-90,000 euros/year	14	23	2.2	2.2
Over 90,000 euros/year	15	82	7.9	7.9
Can't say / Don't want to say	16	163	15.8	15.8
		1034	100.0	100.0

## [PAINO] Weight variable

### Question

*Weight variable*

### Descriptive statistics

statistic	value
number of valid cases	1034
minimum	0.54
maximum	36.25
mean	4.14
standard deviation	3.18



# Chapter 3

## Indexes

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When you think about donating, how important do you consider the following? The person/organisation asking for a donation are displaying their money collection permit .....	14
When you think about donating, how important do you consider the following? When you are asked for a donation, you receive enough information on how the donations are used .....	13
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? A magazine/newspaper delivered to me .....	16
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Annual reports of the fundraising organisation .....	18
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Can't say (includes the respondents who didn't choose any of the other alternatives) .....	19
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Emails and newsletters sent to me .....	17
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Events organised by the fundraising organisation .....	17
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? I don't receive this information from anywhere .....	19
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Letters sent to me at home .....	16
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Other .....	19
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Other, which? (open-ended) .....	20
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Social media .....	18
Where do you receive information on your beneficiary, activities of the fundraising organisation and the achieved results? Website of the fundraising organisation .....	17
Which of the following best describes your attitude towards donating? .....	6
Why don't you donate? Can't say (includes the respondents who didn't choose any of the other alternatives) .....	22
Why don't you donate? I don't trust the fundraising organisations .....	21
Why don't you donate? My financial situation doesn't allow it .....	21
Why don't you donate? Not interested / Don't want to be involved .....	20
Why don't you donate? Other .....	22

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Why don't you donate? Other, which? (open-ended) ..... 22  
Why don't you donate? There are no interesting beneficiaries ..... 20  
Why don't you donate? There's not enough information on how the donations are used .... 21

# **Appendix A**

## **Questionnaire in Finnish**

KYSELYLOMAKE: FSD3219 LAHJOITTAJATUTKIMUS 2017

QUESTIONNAIRE: FSD3219 CHARITY PARTICIPATION SURVEY 2017

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Tämä kyselylomake on osa yllä mainittua Yhteiskuntatieteelliseen tietoaarkistoon arkistoitua tutkimusaineistoa.

Kyselylomaketta hyödyntävien tulee viitata siihen asianmukaisesti lähdeviitteellä.

Lisätiedot: <http://www.fsd.uta.fi/>

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This questionnaire forms a part of the above mentioned dataset, archived at the Finnish Social Science Data Archive.

If the questionnaire is used or referred to in any way, the source must be acknowledged by means of an appropriate bibliographic citation.

More information: <http://www.fsd.uta.fi/>

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Detta frågeformulär utgör en del av den ovannämnda datamängden, arkiverad på Finlands samhällsvetenskapliga dataarkiv.

Om frågeformuläret är utnyttjat eller refererat till måste källan anges i form av bibliografisk referens.

Mer information: <http://www.fsd.uta.fi/>

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vala: Sitten seuraavaan aiheeseen

la1: KORTTI la1

Mikä seuraavista vaihtoehtoista kuvaa parhaiten suhtautumistanne lahjoittamiseen?

- 1 Lahjoitan säännöllisesti rahaa yhdelle järjestölle
- 2 Lahjoitan säännöllisesti rahaa useille eri järjestöille
- 3 Lahjoitan satunnaisesti rahaa eri keräyksiin / järjestöille
- 4 Osallistun kolehtikeräyksiin
- 5 En lahjoita rahaa, osallistun muuten (vapaaehtoistyö, tavaralahjoitukset, myyjäiset etc.)
- 6 En yleensä osallistu tai tue keräyksiä / järjestöjä

If = 1, 2, 3, 4, Only ask 'la2'

If = 5, 6, Only ask 'la6'

la2: 2. Kun ajattelette viimeisintä lahjoitustapahtumaa, mitkä olivat tärkeimmät syyt, että teitte lahjoituksen?

(13 maximum responses)

- Halusin liittyä/kuulua lahjoituskohteeni yhteisöön (kummi, jäsen)
- Halusin olla mukana muuttamassa ja parantamassa maailmaa
- Julkisuudenhenkilön mukana olo herätti kiinnostuksen osallistua
- Järjestö julkaisee taloustietonsa avoimesti
- Järjestö on minulle tuttu esim. vapaaehtoistyön kautta
- Järjestö on suomalainen
- Kohde oli minulle henkilökohtaisesti tärkeä
- Koin velvollisuudekseni auttaa
- Lahjoitin, koska pyydettiin apua (hetkellinen, spontaani päätös)
- Olen saanut tietoa järjestön / keräystahon toiminnasta
- Osallistun yleensä eri hyväntekeväisyyskeräyksiin
- Rahaa keräävä järjestö / keräystaho on luotettava
- Tunsin henkilön, joka pyysi lahjoitusta
- Muu (mikä)

la3: KORTTI la3

Kun ajattelette lahjoittamista, kuinka tärkeitä seuraavat asiat ovat teille?

	3 Erittäin tärkeä	2 Melko tärkeä	1 Ei lainkaan tärkeä	EOS
Rahaa keräävä taho on luotettava	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rahaa keräävä taho on saanut aikaan merkittäviä tuloksia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lahjoitusten käytöstä saa riittävästi tietoa lahjoitusta pyydettyäessä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lahjoitussumman maksaminen on tehty helpoksi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lahjoituksen pyytäjällä on rahankeräyslupa näkyvissä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lahjoitus käytetään hyväntekeväisyyteen / yleiseen hyvään (yleishyödylliseen toimintaan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

la4: 4. Kun ajattelette viimeisintä lahjoitustapahtumaa, kuinka hyvin olette perillä siitä, mitä lahjoitusvaroilla on saatu aikaan?

- Tiedän tarkalleen
- Tiedän suurin piirtein
- En tiedä lainkaan

la5: KORTTI la5

Mistä saatte tietoa lahjoituskohteestanne, rahaa keräävän tahon toiminnasta ja aikaansaaduista tuloksista?

(8 maximum responses)

- 1 Minulle tulevan lehden kautta
- 2 Kotiin tulevista kirjeistä
- 3 Minulle lähetetyistä sähköposti- ja uutiskirjeistä
- 4 Keräystahon verkkosivuilta
- 5 Keräystahon järjestämistä tilaisuuksista
- 6 Sosiaalisesta mediasta
- 7 Keräystahon toiminta- ja vuosikertomuksista
- En saa tietoa mistään
- Muu (mikä)

**la6: 6. Miksi ette tee lahjoituksia?**

(5 maximum responses)

- Ei kiinnostaa / En halua olla mukana
- Ei ole kiinnostavia kohteita
- En luota rahaa kerääviin tahoihin
- Lahjoitusten käytöstä ei ole riittävästi tietoa
- Oma taloudellinen tilanne ei mahdollista sitä
- Muu (mikä)

**la7: KORTTI la7**

**7. Mikä motivoisi teitä lahjoittamaan jatkossa?**

(13 maximum responses)

- 1 Koen, että rahaa keräävä taho on luotettava
- 2 Lahjoituksella saatavista tuloksista saa riittävästi tietoa
- 3 Lahjoituksella tuetaan hyväntekeväisyyttä (yleishyödyllisyys)
- 4 Lahjoituksella tuetaan julkisia palveluita (kunta, valtio, julkisyhteisöt)
- 5 Lahjoituksella tuetaan kansalais- ja harrastustoimintaa
- 6 Lahjoituksella tuetaan kirkollista tai uskonnollista toimintaa
- 7 Lahjoituksella tuetaan vaaliehdokkaiden kampanjointia
- 8 Lahjoituksella tuetaan yritystoimintaa
- 9 Lahjoituksesta voi saada verohyödyn
- 10 Lahjoitussumman maksaminen on helppoa
- 11 Rahaa keräävä taho on minulle entuudestaan tuttu esim. mediasta
- 12 Rahaa keräävästä tahosta ei ole ollut negatiivisia uutisia
- Ei mikään
- Muu (mikä)

If true, set 'InterviewTime("vala","la7")' to question 'kesto\_vala'