

# Digital Donations

We are Tiptab. A Start-Up that supports and brings value to workers in the service industry.

In this survey, we are exploring what motivates people to donate to a social cause and in which situations they feel more eager to contribute to them. Moreover, we want to understand how services and donation platforms can collaborate and be closer to end-customers to have a broader positive impact.

- This survey takes about 15 minutes to be completed.
- Your answers are anonymous and treated exclusively for internal research purposes.
- Your answers won't be published or shared with any third party.

**\*Required**

First, let's get to know you better.

1. Age (e.g., 32 years old) \*

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2. Gender \*

*Mark only one oval.*

Female

Male

Diverse

I prefer not to say

Other: \_\_\_\_\_

3. Country of Origin \*

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## 4. Country of Residence \*

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## 5. Marital Status \*

*Mark only one oval.*

Single

Have a partner

I prefer not to say

Other: \_\_\_\_\_

## 6. Kids \*

*Mark only one oval.*

0

1

2

3

More than 3

## 7. Occupation \*

*Mark only one oval.*

- Student
- Employee
- Self - Employed
- Retired
- In between jobs
- Not looking for a job
- Other: \_\_\_\_\_

## 8. Job level \*

*Mark only one oval.*

- Entry - Level
- Middle - Level
- Senior
- Director
- C-Level
- I'm currently not employed

Now, let's explore the techy side of you.

9. How would you define your relationship with technology? \*

*Mark only one oval.*

- I am very excited about new technologies and use it all the time in any type of situation.
- I like technology and use it whenever I need it, I perceive it more like a tool that makes my life. easier
- I use technology occasionally for primary needs but try to avoid it whenever possible.
- I don't use or am interested in technology at all.
- Other: \_\_\_\_\_

10. How would you define your usage of mobile phone? \*

*Mark only one oval.*

- I am very experienced and use mobile apps and websites for everything.
- I use a set of diverse mobile apps and websites to cover specific needs in a convenient way.
- I just use it for basic reasons, or as a digital communication tool (e.g., calls, WhatsApp, e-mails)
- I don't even have a smartphone, so I only use my mobile phone for calls and SMS.
- I don't have a mobile phone.
- Other: \_\_\_\_\_

11. What is your opinion regarding QR codes? \*

*Mark only one oval.*

- I like QR codes and use them, they are a very convenient and fun way to access content.
- I think QR codes are useful but I only use them in specific situations.
- I think QR codes are useful but I don't use them.
- I don't like QR codes, it never felt easy or convenient to scan them.
- I don't know what a QR code is.
- Other: \_\_\_\_\_

12. What is your opinion regarding digital payments? \*

*Mark only one oval.*

- I like and use digital payments very often on my daily life, they are convenient and fast.
- I like and use digital payments sometimes to cover some specific needs.
- I don't use digital payments because I don't have the need to.
- I don't like or use digital payments because I don't trust them.
- Other: \_\_\_\_\_

13. Which methods do you prefer to use when paying digitally? \*

*Tick all that apply.*

- PayPal
- Apple Pay
- Google Pay
- Credit Card payment
- Direct Debiting (SEPA transfer)
- Instant Bank Transfer (Sofort, Giropay)
- None
- Other:  \_\_\_\_\_

Let's get our hands on the topic. Help us understand your feelings and thoughts about social causes.

14. How important is it for you to be involved in sociopolitical issues? (e.g., poverty, education, environmental issues). \*

*Mark only one oval.*

- Very Important
- Important
- Slightly Important
- Not Important

15. What motivates you to support a social cause? \*

*Tick all that apply.*

- I believe in the mission of the organisation I'm supporting.
- My donation has a direct impact on improving a situation.
- The cause I support has affected somebody I know.
- I want to give back to a vulnerable community.
- I don't feel motivated to donate to a social cause.

Other:  \_\_\_\_\_

16. Which of the following social causes would you be more willing to support? \*

*Mark only one oval.*

- Children
- Poverty (Including hunger and shelter)
- Healthcare
- Animal welfare
- Disaster and humanitarian relief
- Environment
- I don't donate to social causes
- Other: \_\_\_\_\_

17. In which ways do you usually support social causes? \*

*Mark only one oval.*

- Volunteer work
- Donating money
- Donating material stuff (e.g., clothes, books)
- Raising funds
- Raise awareness and spread the word (e.g, within my community, social media)
- I usually don't support social causes
- Other: \_\_\_\_\_

18. How frequently do you support social causes? \*

*Mark only one oval.*

- Everyday
- Once a week
- Once a month
- Every other month
- Once a year
- Every other year
- Never
- Other: \_\_\_\_\_

19. Are you more eager to contribute to social causes that your friends and family support? \*

*Mark only one oval.*

- Definitely
- Probably
- Probably Not
- Definitely Not

20. How important is it for you to tell others that you are supporting a social cause? \*

*Mark only one oval.*

- Very Important
- Important
- Slightly Important
- Not Important

Now, let's see in which situations you are more eager to donate.



21. I feel more encouraged to donate when the aim of the donation is clearly defined (e.g., your donation helps to end global hunger, your donation helps to reduce carbon footprint). \*

*Mark only one oval.*

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

22. I find it easier to donate when I understand the impact of my donation (e.g., your donation helps us to feed one hundred families, your donation helps us to plant five trees). \*

*Mark only one oval.*

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

23. I find it easier to donate when the value of the donation is pre-defined (e.g., Donate €0.80 to feed a child for a day, donate €2.00 to compensate the carbon footprint of your flight). \*

*Mark only one oval.*

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

24. How important would it be for you to receive information about the impact of your donation after giving money to an organization? \*

*Mark only one oval.*

- Very Important
- Important
- Slightly Important
- Not Important

25. How often would you like to be informed about the impact of your donation? \*

*Mark only one oval.*

- Everyday
- Once a week
- Once a month
- Every other month
- Once a year
- Every other year
- Never

Donation platforms usually offer different models in which users can donate. The following questions aim to understand which aspects of these models are more engaging and appealing to you.

26. Which of the following models makes you feel more eager to donate? \*

*Mark only one oval.*

- One time donation
- Small donations that contribute to reach a specific goal (e.g., 100.000 meals)
- Recurring donations / subscription happening on a specific time frame (e.g., weekly, monthly, yearly)
- Other: \_\_\_\_\_

27. I feel motivated to increase the amount of my donation when: \*

*Tick all that apply.*

- The beneficiary is a broad target group. (e.g., families, refugees).
- The beneficiary is a specific target group (e.g., refugee children in Iraq).
- A third party organisation doubles the amount of my donation.
- I can see how the money of my donation is used transparently.
- I get access to exclusive content in return.
- Other:  \_\_\_\_\_

To finalize, we like to know how services can get you closer to donation platforms.

28. How important is it for you to use products and services that are socially responsible? \*

*Mark only one oval.*

- Very Important
- Important
- Slightly Important
- Not Important

29. Would you be more eager to use a service if you know it collaborates with a donation platform? \*

*Mark only one oval.*

- Definitely
- Probably
- Probably Not
- Definitely Not

30. Would you be more eager to donate if the staff working at the service tells you about the donation platform? \*

*Mark only one oval.*

- Definitely
- Probably
- Probably Not
- Definitely Not

31. Would you be more eager to donate if you learn about the donation platform in the service's printed material? (e.g., menu, flyer, business card) \*

*Mark only one oval.*

- Definitely
- Probably
- Probably Not
- Definitely Not

32. The quality of the service you receive from staff members will affect your decision to donate to the supported social cause? \*

*Mark only one oval.*

- Definitely
- Probably
- Probably Not
- Definitely Not

Thank you for participating. Your input in this survey is very valuable as it helps us to create better work environments to service workers and give back to people in need.

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