

# 2014 Annual Kiva Lender Survey

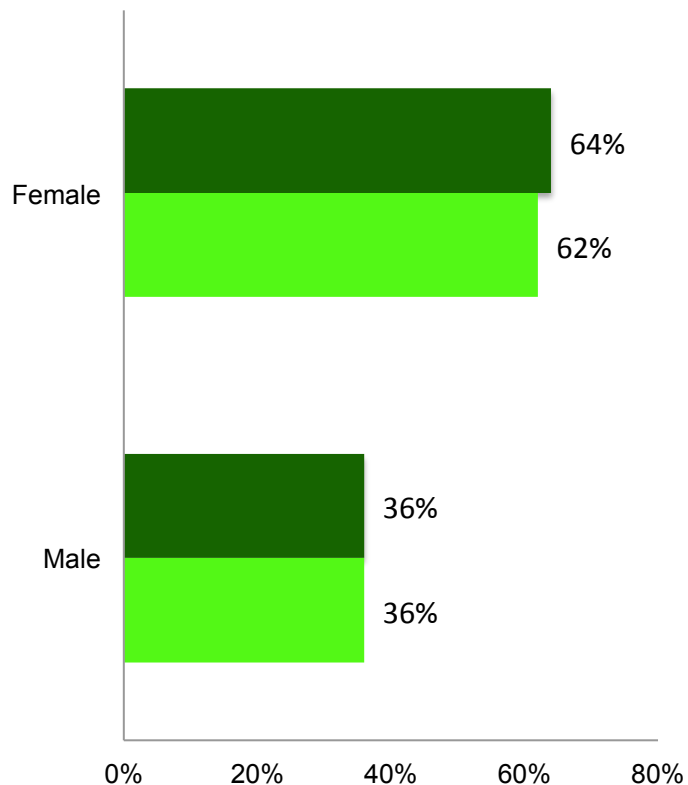
## Summary results

# Demographics

Who are Kiva lenders?

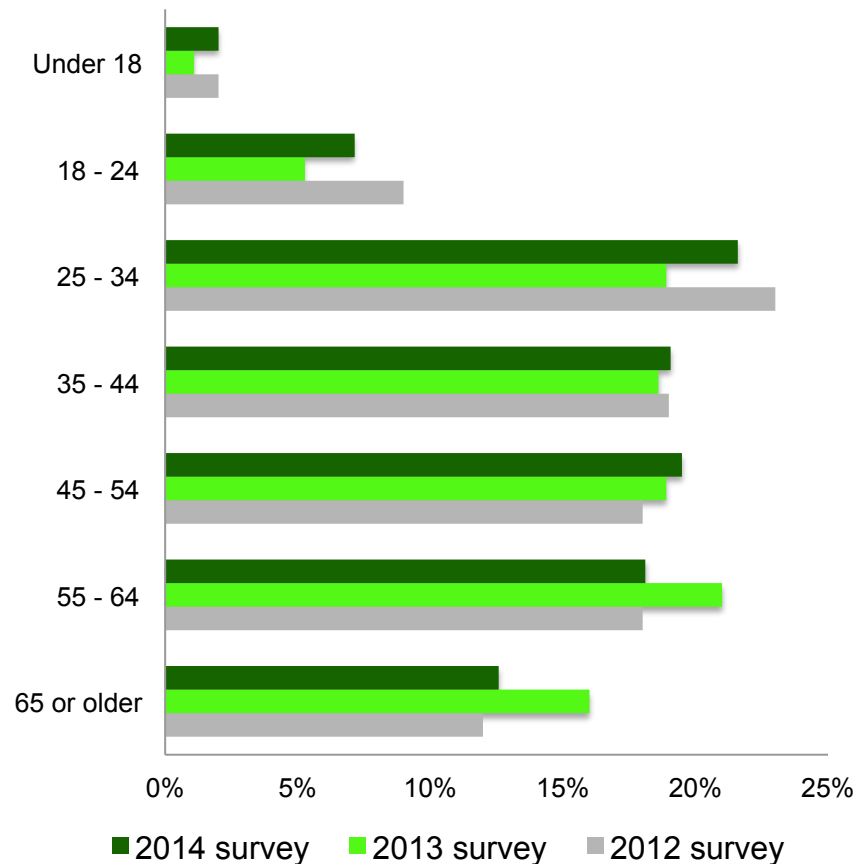


**64% of respondents who answered were female, similar to past surveys ...**



Number of respondents to question: 2,518  
Preferred not to answer: 2% , Blank: 6.5%

**...and this sample skews younger than 2013, similar to the 2012 survey**



Number of respondents to question: 2,566  
Blank: 7.0%

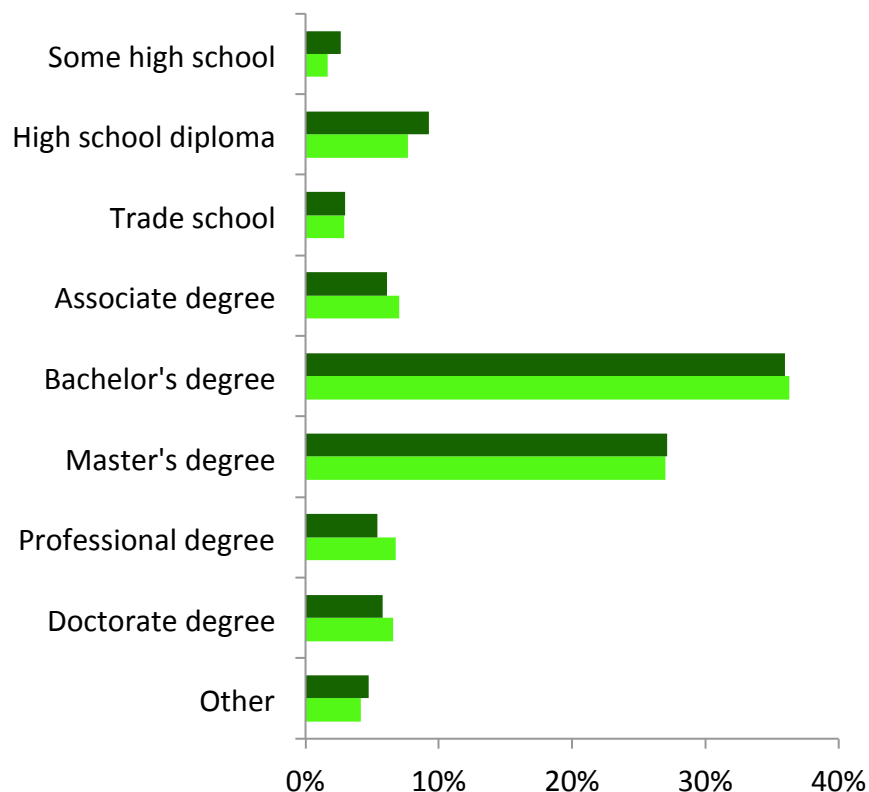


# Education profile was comparable to 2013 results

## Income profile in 2014 is lower income than in 2013

4

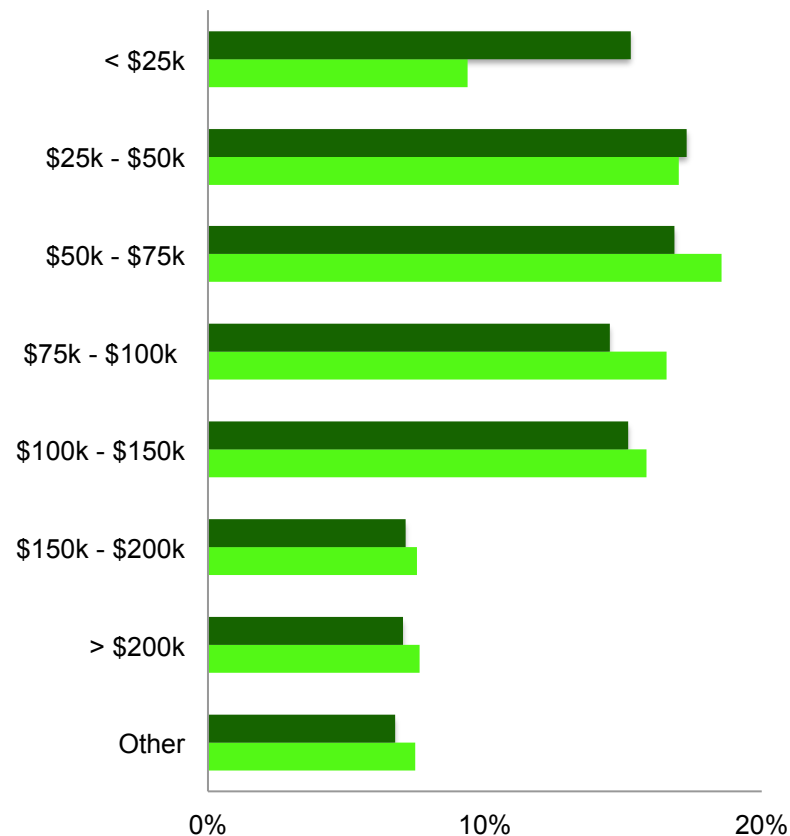
### Highest level of education you have completed?



Number of respondents: 2,542  
Blank = 7.8% (excluded)

■ 2013 Responses  
■ 2014 Responses

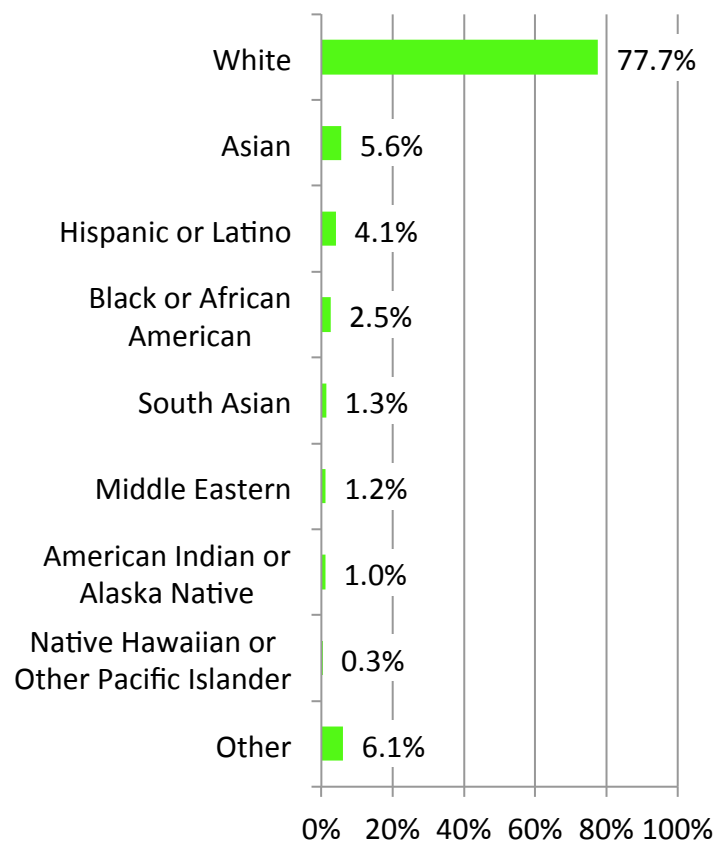
### Which of the following best describes your total annual household income before taxes?



Number of respondents: 2,399  
Blank = 13.0% (excluded)

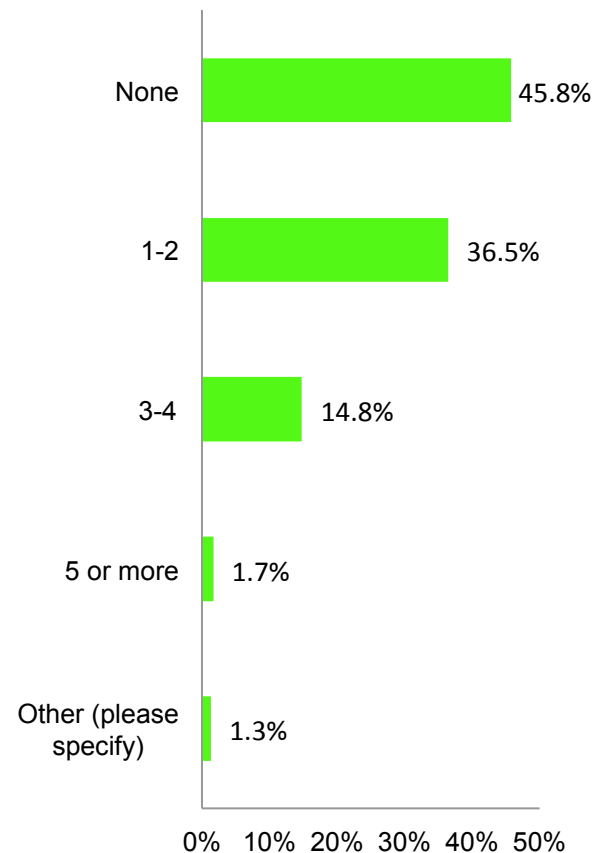


## Ethnic Origin / Race



Number of respondents: 2,685  
Blank = 2.6% (excluded)

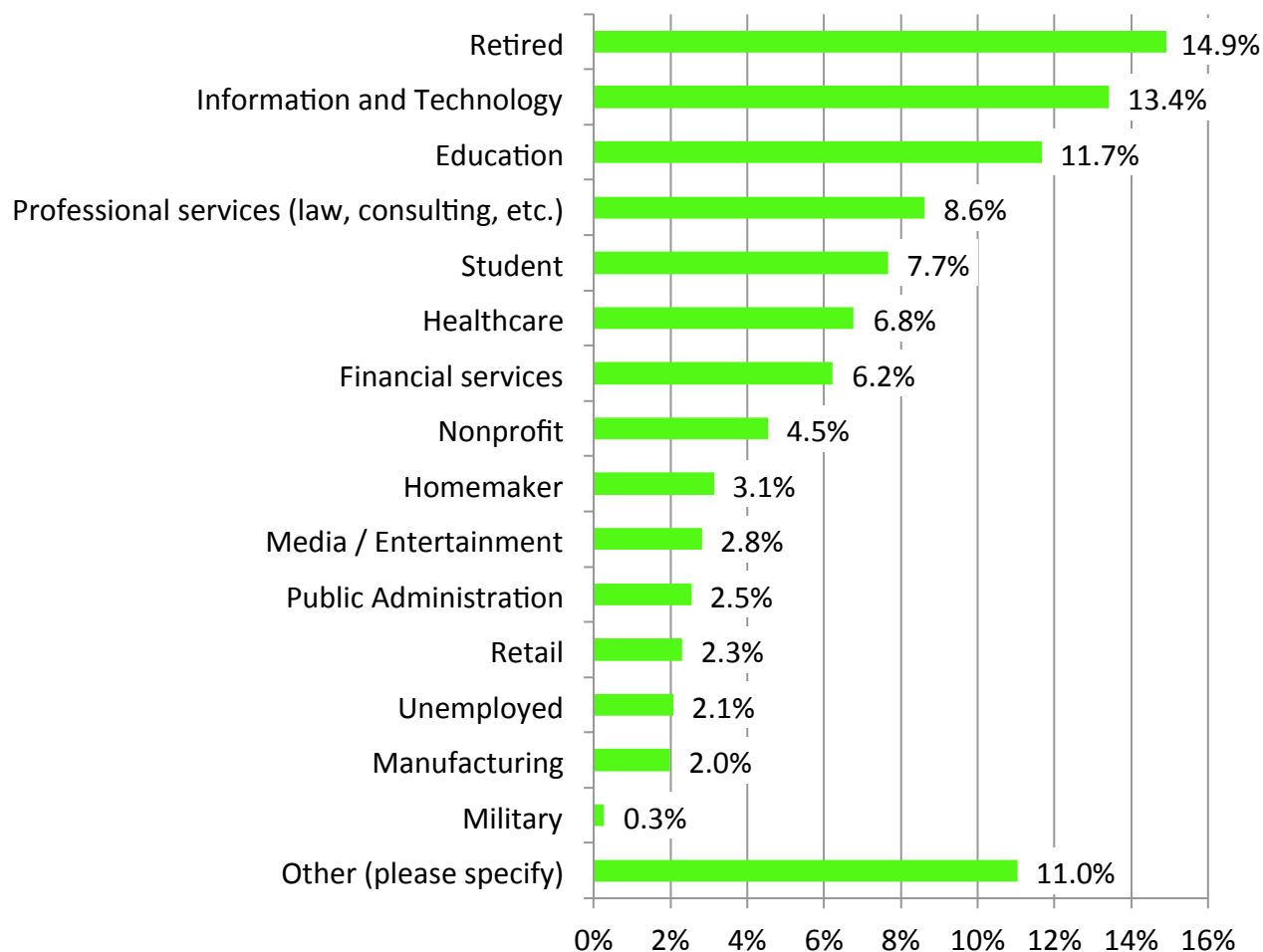
## # of Children



Number of respondents: 2,544  
Blank = 7.8% (excluded)



## Occupation



Number of respondents: 2,555.

Blank = 7.4% (excluded)

# Motivations & Brand Perceptions

How did they hear about us?  
What do they think of us?  
Why do they lend?



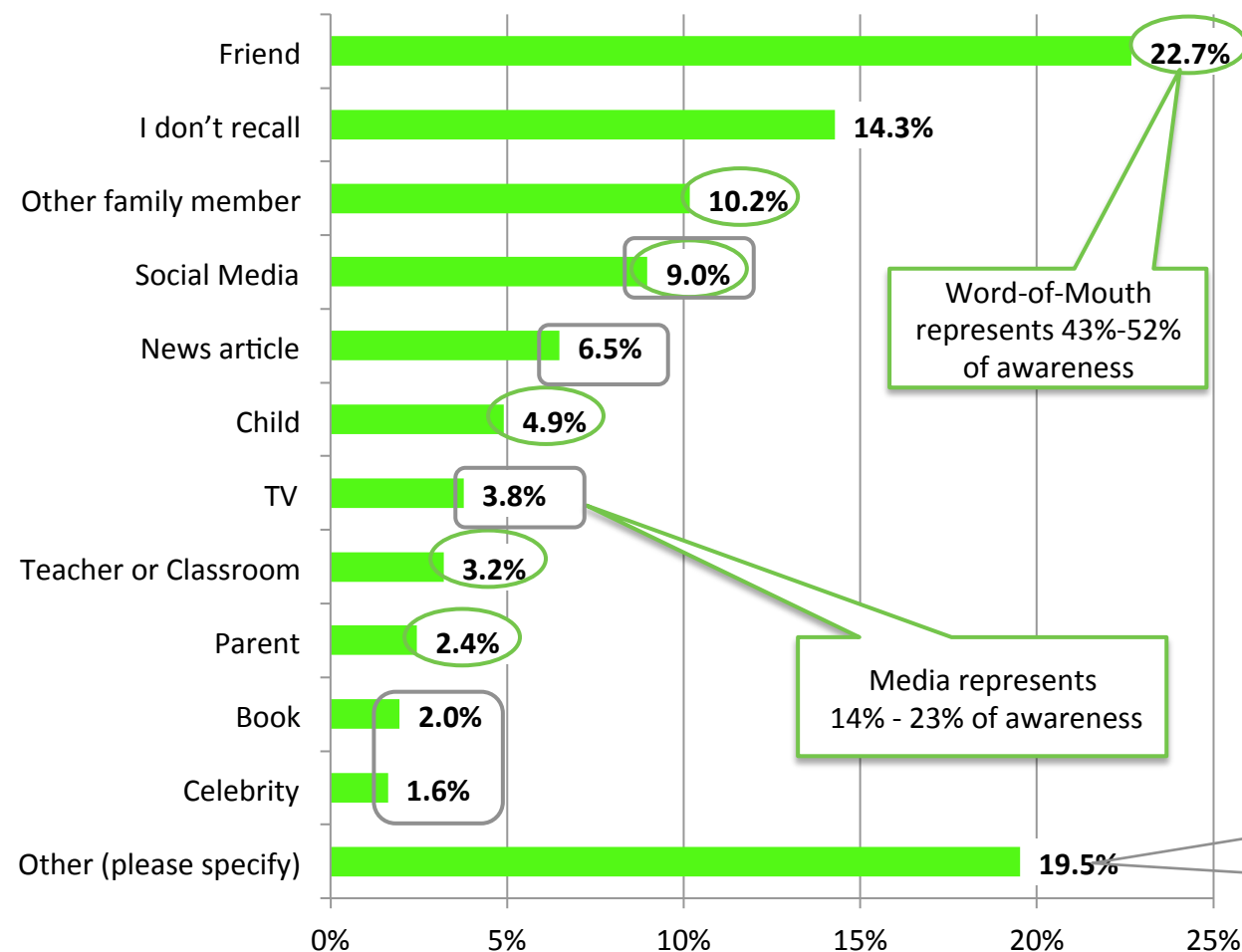
Loans that change lives



# Referral Source

Heavily driven by friends and family: 43%–52%

## How did you first hear about Kiva?



Word-of-mouth driven

Media driven

Word-of-Mouth represents 43%-52% of awareness

Media represents 14% - 23% of awareness

### **Breakdown:**

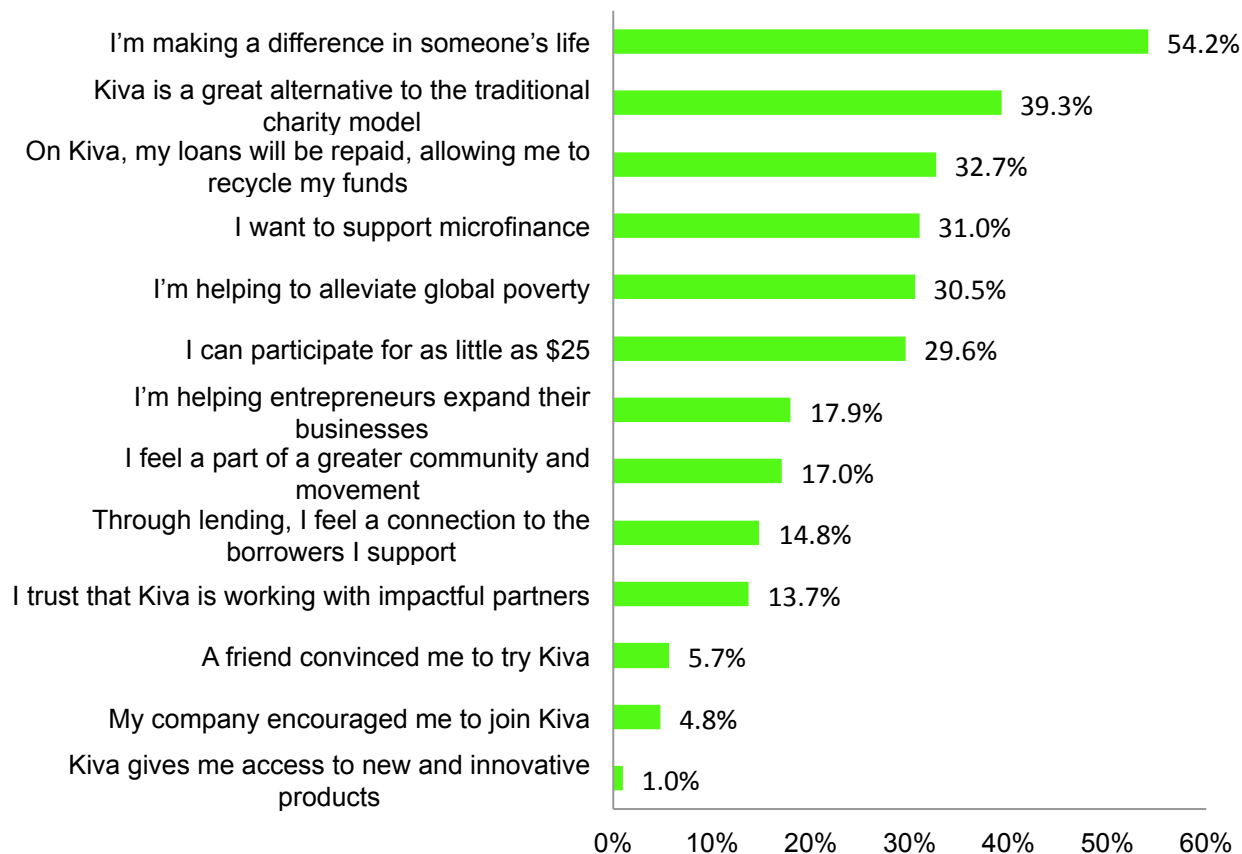
- Company 5.4%
- Internet 1.7%
- Bus. Colleague 1.2%
- Gift 1.1%
- Church 0.7%
- 100+ misc.. 9.0% categories

Number of respondents: 2,654.  
Blank = 3.8% (excluded)



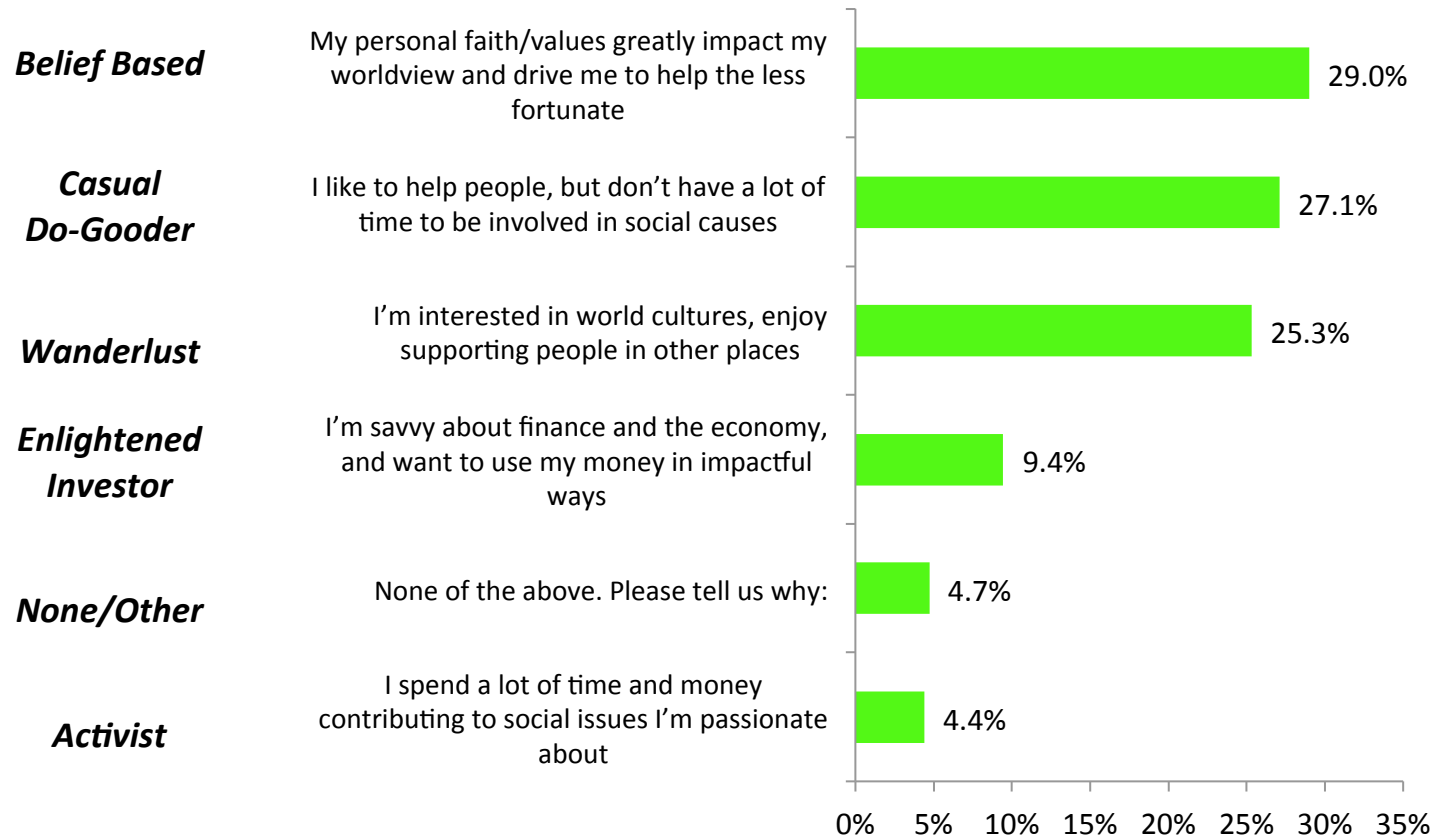


## What motivated you to join Kiva? (select up to 3)?



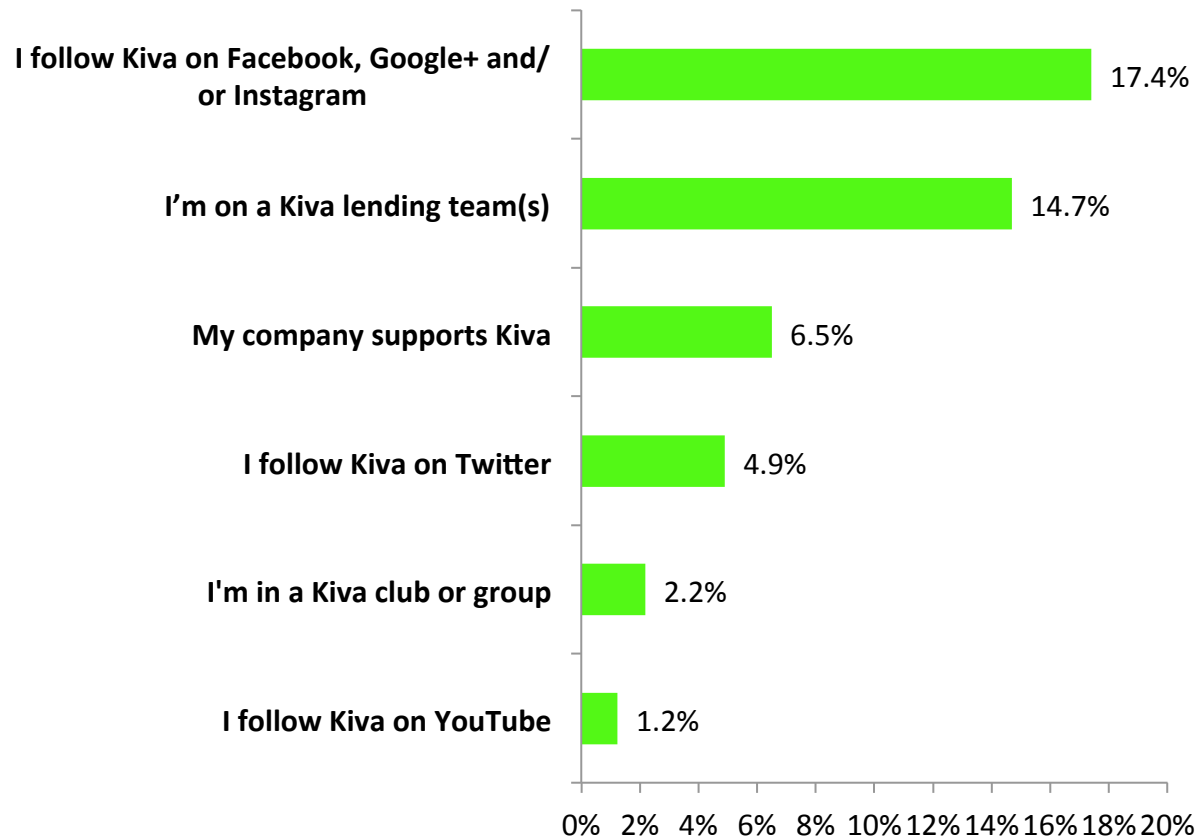
Number of responses: 2,758 (multiple responses allowed)

## Which of the following BEST describes you?



Number of responses: 2,586  
(Blank responses: 6.2% (excluded))

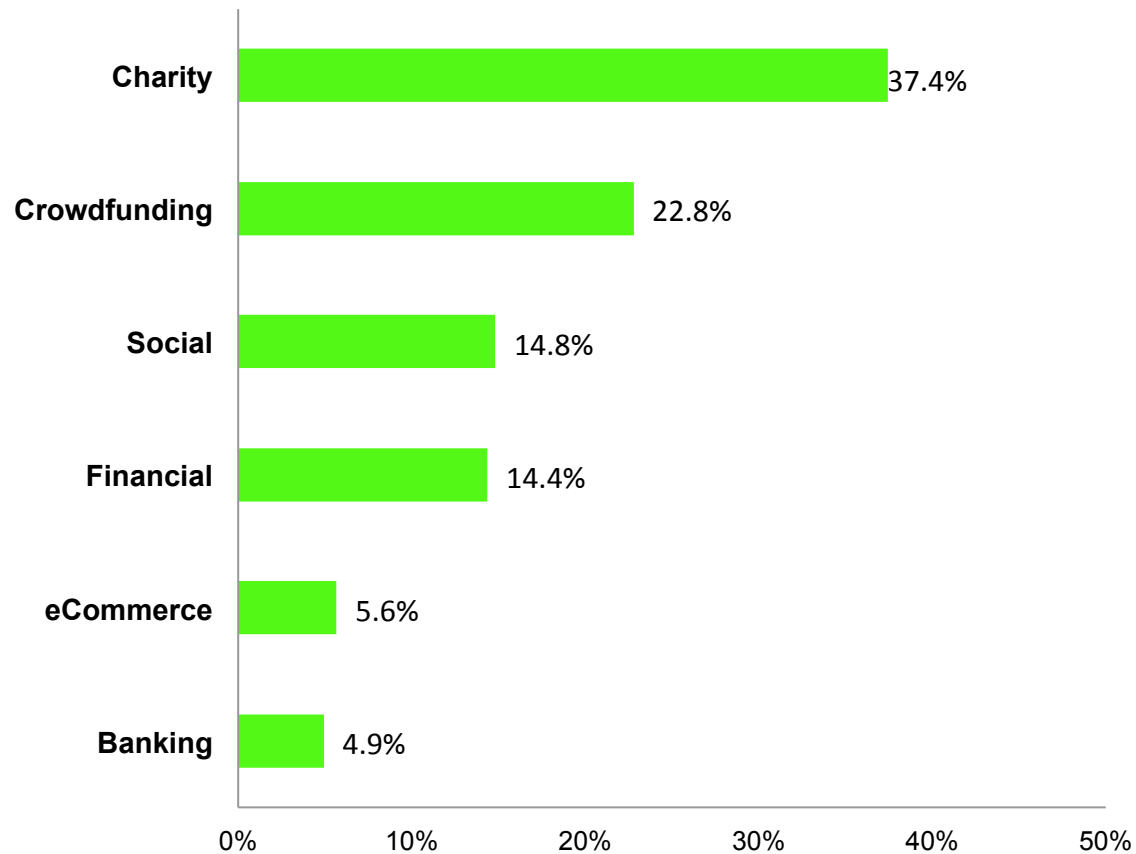
## Beyond lending, what other ways do you interact with Kiva? (select all that apply)



Number of responses: 1,293 out of 2,758 total survey population

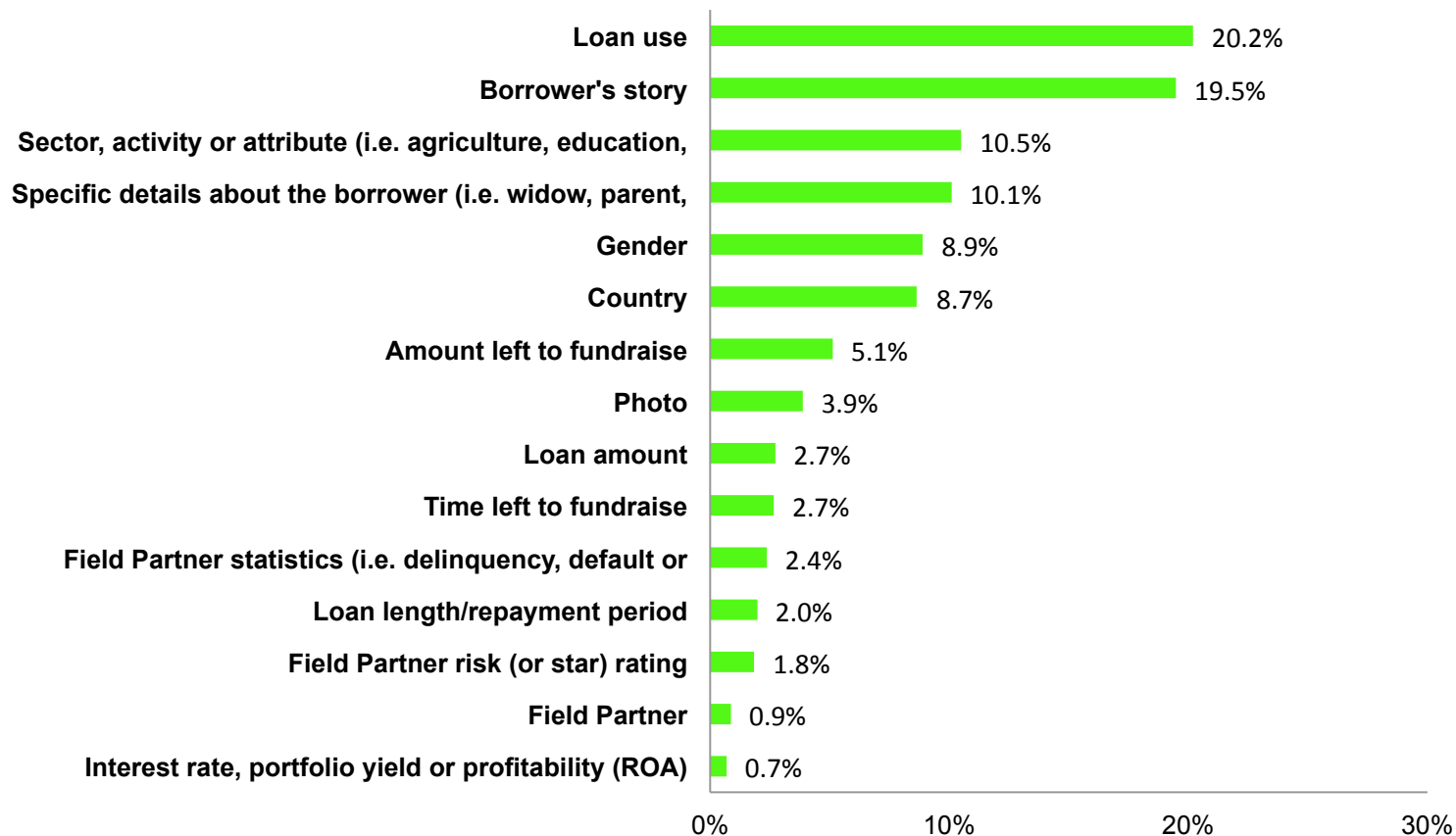


## What type of website do you consider Kiva?



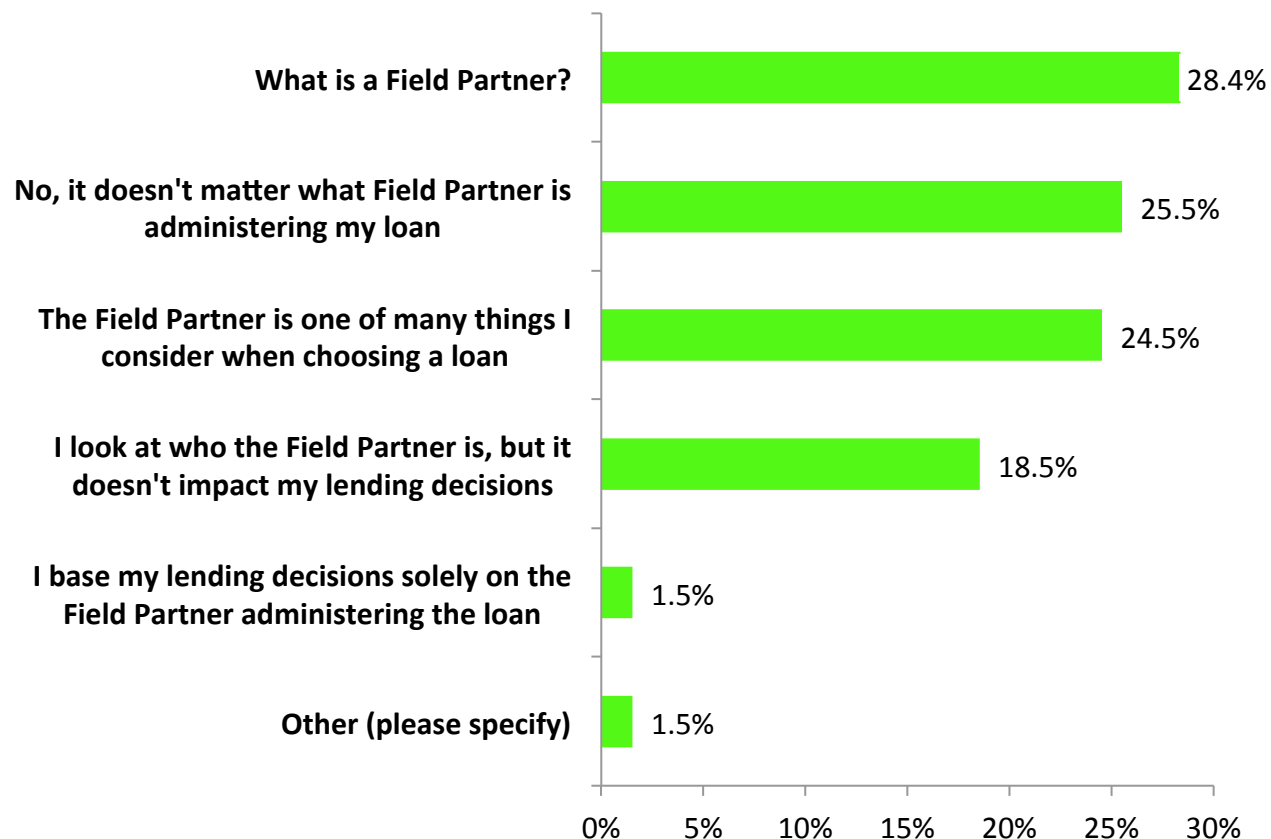
Number of responses: 4,642  
(multiple responses allowed)

**What is most important for you when choosing what loan to support on Kiva?  
(select up to 3)**



Number of responses: 7,362 (multiple responses allowed)

## Do you consider the Field Partner when choosing a loan on Kiva?



Number of responses: 2,586  
(Blank responses: 6.2% (excluded))