Quarterly Volunteering and Donating Indicators

This is an update of the key indicators of volunteering and donating in New Zealand through the quarter ending 31 December 2013.

Background

This update provides statistics for the most recent quarter, including comparisons with the previous quarter and the same quarter in the previous year. It also identifies some long-term trends.

The Quarterly Volunteering and Donating Indicators include:

- the percentage of people volunteering;
- average and median hours volunteered;
- the percentage of people donating money and goods; and
- the average and median dollars donated.

Source

The Quarterly Volunteering and Donating Indicators are sourced from the Nielsen Consumer and Media Insights (CMI) survey. The Nielsen CMI survey results are based on a mixture of face to face interviews and a self-completion diary with a representative sample of 3,000 people per quarter aged 10 years and older spread throughout New Zealand.

Overall findings

The overall findings for the December 2013 quarter are:

- Volunteering and donating continues to trend downwards. Over the last four years minor decreases in volunteering and donating have resulted in an overall downward trend.
- The December 2013 quarter shows that of the 28 per cent of respondents who volunteered, 50 per cent were male and 50 per cent were female.
- Results from the December 2013 quarter show that people between the ages of 40-49 volunteered the most.

Further information

Please see the table at the end of this report for a complete list of Quarterly Volunteering and Donating Indicators from the March 2010 quarter onwards.
Volunteering - current quarter analysis

Twenty-eight per cent of respondents said they had volunteered at least one hour during the December 2013 quarter. This is a half per cent increase from the previous quarter (27.5 per cent) and a two per cent decrease from the December 2012 quarter (30 per cent).

The median hours volunteered in the December 2013 quarter was 10 hours, the same as the previous quarter. When comparing the current quarter with the same quarter in the previous year, the median hours volunteered dropped by two hours.

Volunteering - long-term trends

Since June 2012, the percentage of people surveyed who volunteered in New Zealand has generally trended downwards. The median hours volunteered per month has remained stable at around 10 hours over the last three and half years.

2012 New Zealand General Social Survey

By way of comparison, Statistics New Zealand’s General Social Survey (NZGSS) 2012 reported that 30 per cent of their respondents had undertaken volunteer work with a group or organisation. This is similar to the Nielsen statistics presented in this report which show that, on average, 31 per cent of respondents participated in some form of volunteer work during the year ending March 2013 (roughly the same period as that of the NZGSS).

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1 Statistics New Zealand (13 August 2013), New Zealand General Social Survey: 2012.
Donations of money - current quarter analysis

Thirty-six per cent of respondents said they had donated money to a charity or worthy cause in the December 2013 quarter. This a one per cent decrease from the previous quarter (37 per cent) and a five per cent decrease from December 2012 (41 per cent).

The median dollars donated in the December 2013 quarter was $30, up $9 from $21 in the previous quarter. Compared to the same quarter in the previous year, the median amount of money donated did not change.

Donations of money - long-term trends

The percentage of the population aged 10 years and older donating money reached a peak of 46 per cent in the June 2011 quarter, most likely due to donations related to the Canterbury earthquakes. Since that time the percentage has declined by 13 per cent through to June 2013.

From December 2010 through September 2012 the median amount of money donated was stable at around $40 per month. December 2012 saw a 25 per cent decline to $30 per month, before a spike to $48 in March 2013 and subsequent return to $30 in the June 2013 quarter.
Donations of goods - current quarter analysis

In the December 2013 quarter 16 per cent of respondents had donated goods to a charity or worthy cause, up one per cent from the previous quarter. When comparing the current quarter with the same quarter in the previous year, the percentage of respondents who donated goods has dropped by nearly six per cent.

Donations of goods - long-term trends

There has been more variation in the percentage of people donating goods in the last six quarters than the previous four years. Overall the percentage of people donating goods is less than for those donating money. However, trends for the donation of money show greater variation than for the donations of goods.
Gender and Volunteering – current quarter analysis

In the December 2013 quarter, 28 per cent of respondents 10 years and older mentioned they volunteered at least one hour of their time. Of those respondents who said they volunteered, 50 per cent were females and 50 per cent were males.

Compared with the previous quarter, there has been an apparent increase in the percentage of males volunteering, from 39 per cent in September 2013 to 50 per cent in the December 2013 quarter. The percentage of females volunteering fell from 61 per cent to 50 per cent over the same period.

Gender and Volunteering – long-term trends

Over the previous four years, females have generally volunteered more than males. In 12 of the 16 quarters analysed, females volunteered more than males.
Age and Volunteering – current quarter analysis

The age profile of respondents shows that during the December 2013 quarter people between the ages of 40-49 years volunteered the most, and those aged 20-29 years volunteered the least.

When comparing the volunteering numbers of the December 2013 quarter with the previous quarter, four age groupings saw a decrease in the percentage of those volunteering, while the remaining three saw increases. The 10-19 age grouping saw the largest change occur with a nearly 14 per cent increase in volunteering between quarters.

Age and Volunteering – long-term trends

Over the previous four years, people between the ages of 40-49 have generally had the highest percentage of volunteers for 10 of the 16 quarters analysed.

Although the current quarter shows some variation, people between the ages of 10-19 have had the lowest percentage of volunteers for 14 of the 16 quarters analysed.
Ethnicity and Volunteering

The ethnic profile of respondents who volunteered during the December 2013 quarter roughly aligns with the ethnic profile of Statistics New Zealand’s Projected Ethnic Population. This means the ethnic profile of New Zealand volunteers in the survey is therefore similar to the ethnic profile of the wider New Zealand population.

It is important to note that different cultures may define ‘volunteering’ in a variety of ways. For example, Māori define mahi aroha as the unpaid activity performed in accordance with cultural obligations and the principles of tikanga. Pacific Peoples and other cultural groups may also not consider the unpaid work they do in their communities to be volunteering. Volunteering figures may therefore be under-reported for some ethnic groups.

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## Quarterly Generosity Indicators

<table>
<thead>
<tr>
<th>Percentage of people who volunteered</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>Change from last quarter</th>
<th>Change from same quarter previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.34%</td>
<td>27.82%</td>
<td>29.16%</td>
<td>32.87%</td>
<td>29.37%</td>
<td>31.66%</td>
<td>32.97%</td>
</tr>
<tr>
<td>Median hours volunteered per month</td>
<td>10hrs.</td>
<td>10hrs.</td>
<td>8hrs.</td>
<td>11hrs.</td>
<td>9hrs.</td>
<td>10hrs.</td>
</tr>
<tr>
<td>Average hours volunteered per month</td>
<td>19hrs.</td>
<td>21hrs.</td>
<td>16hrs.</td>
<td>17hrs.</td>
<td>19hrs.</td>
<td>18hrs.</td>
</tr>
<tr>
<td>Percentage of people who donated money</td>
<td>40.12%</td>
<td>38.08%</td>
<td>41.25%</td>
<td>39.80%</td>
<td>39.34%</td>
<td>40.05%</td>
</tr>
<tr>
<td>Median dollars donated per month</td>
<td>$35</td>
<td>$36</td>
<td>$42</td>
<td>$40</td>
<td>$40</td>
<td>$40</td>
</tr>
<tr>
<td>Average dollars donated per month</td>
<td>$134</td>
<td>$134</td>
<td>$93</td>
<td>$84</td>
<td>$88</td>
<td>$109</td>
</tr>
<tr>
<td>Percentage of people who donated goods</td>
<td>15.72%</td>
<td>19.27%</td>
<td>16.53%</td>
<td>17.90%</td>
<td>19.09%</td>
<td>19.38%</td>
</tr>
</tbody>
</table>

**Notes:**

1. Percentages are of the population 10 years and older as estimated for each quarter.
2. Respondents were asked to recall their behaviours in the previous 3 months.
3. The median hours volunteered and median dollars donated are weighted amounts.
4. The donated money portion represents the "Donated money" and "Direct donation/sponsorship" variables within Nielsen CMI.