Quarterly Volunteering and Donating Indicators
This is an update of the key indicators of volunteering and donating in New Zealand through the quarter ending 30 June 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 as at the June 2013 quarter are:
- Volunteering and donating is trending downwards. Over the last three and half years there have been minor decreases in volunteering and donating which has resulted in the emergence of a downward trend.
- Women are volunteering more than men. The June 2013 quarter shows that of the 27 per cent of respondent’s volunteering, 54 per cent were female.
- Results from both the March and June 2013 quarters show that people between the ages of 40-49 years have volunteered the most.

Further information
Please see the appendix for a complete list of Quarterly Volunteering and Donating Indicators from the March 2010 quarter onwards.
Volunteering in New Zealand
December 2009 - June 2013

Volunteering - current quarter analysis
Twenty-seven per cent of respondents said they had volunteered at least one hour during the June 2013 quarter. This is a four per cent decrease from the previous quarter (31 per cent) and a five per cent decrease from the June 2012 quarter (32 per cent).

The median hours volunteered in the June 2013 quarter was nine hours, dropping by one hour from the previous quarter. When comparing the current quarter with the same quarter in the previous year, the median hours volunteered also dropped by one hour.

Volunteering - long-term trends
Since June 2012, the percentage of people volunteering 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.¹ This aligns with 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).

¹ Statistics New Zealand (13 August 2013), New Zealand General Social Survey: 2012.
**Donations of Money**

*December 2009 - June 2013*

**Percentage of people who donated money**

**Median dollars donated per month**

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**Donations of money - current quarter analysis**

Thirty-four per cent of respondents said they had donated money to a charity or worthy cause in the June 2013 quarter. This is a two per cent decrease from the previous quarter (36 per cent) and a seven per cent decrease from June 2012 (41 per cent).

The median dollars donated to a charity or worthy cause in the June 2013 quarter was $30, dropping by $18 from $48 in the previous quarter. In comparison to the same quarter in the previous year, the median amount of money donated dropped by $10.

**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 Christchurch earthquakes. The percentage has been on a general downward trend since that time, declining 13 per cent from June 2011 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 60 per cent spike to $48 in March 2013 and subsequent return to $30 in the current quarter.
Donations of goods - current quarter analysis

In the June 2013 quarter 15 per cent of respondents had donated goods to a charity or worthy cause, down by three 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 four per cent.

Donations of goods - long-term trends

There has been more variation in the percentage of people donating goods in the last four quarters than the previous three and half years. Overall the percentage of people donating goods is less than those donating money. However, trends for the donation of money show greater variation than for the donations of goods.
In the June 2013 quarter, 27 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, 54 per cent were females and 46 per cent were males.

When comparing the current quarter with the previous, there was an increase in the number of females volunteering. The percentage of females volunteering increased from 47 per cent in the March 2013 quarter to 54 per cent in the June 2013 quarter, while the percentage of males volunteering fell from 53 per cent to 46 per cent.
The ethnic profile of respondents who volunteered during the June 2013 quarter roughly aligns with the ethnic profile of Statistics New Zealand’s Projected Ethnic Population.² This means the ethnic profile of New Zealand volunteers is more or less 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 unpaid work they do in their communities to be volunteering. Volunteering figures may therefore be under-reported for some ethnic groups.³

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The age profile of respondents shows that during the June 2013 quarter people between the ages of 40-49 years volunteered the most, and those aged 10–19 years volunteered the least during the June 2013 quarter.

When comparing the volunteering numbers of the June 2013 quarter with the previous quarter, four age groupings saw a decrease in the percentage of those volunteering, while the remaining three saw increases spread across the age groupings. The 10-19 age grouping saw the largest change occur with a nearly 11 per cent decrease in volunteering between quarters.
## Appendix

### Quarterly Generosity Indicators

<table>
<thead>
<tr>
<th></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>Percentage of people who volunteered</td>
<td>30.34%</td>
<td>27.82%</td>
<td>29.16%</td>
<td>29.37%</td>
<td>31.66%</td>
<td>32.29%</td>
</tr>
<tr>
<td>Median hours volunteered per month</td>
<td>10hrs.</td>
<td>10hrs.</td>
<td>10hrs.</td>
<td>10hrs.</td>
<td>8hrs.</td>
<td>10hrs.</td>
</tr>
<tr>
<td>Average hours volunteered per month</td>
<td>19hrs.</td>
<td>21hrs.</td>
<td>19hrs.</td>
<td>16hrs.</td>
<td>16hrs.</td>
<td>16hrs.</td>
</tr>
<tr>
<td>Percentage of people who donated money</td>
<td>40.12%</td>
<td>40.42%</td>
<td>38.08%</td>
<td>41.25%</td>
<td>44.59%</td>
<td>46.42%</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>$98</td>
<td>$84</td>
<td>$88</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>21.47%</td>
<td>19.09%</td>
</tr>
</tbody>
</table>

Note 1: Percentages are of the population 10 years and older as estimated for each quarter.

Note 2: Respondents were asked to recall their behaviours in the previous 3 months.

Note 3: The median hours volunteered and median dollars donated are weighted amounts.

Note 4: The donated money portion represents the “Donated money” and “Direct donation/sponsorship” variables within Nielsen CMI.