

# The Promoting Generosity Project

## How do New Zealanders give?

Towards an understanding of generosity  
in Aotearoa New Zealand



## BUILDING ON OUR KNOWLEDGE

This paper is a contribution to the growing picture of giving and volunteering in New Zealand, adding to the findings from *Giving New Zealand*, the *Non-Profit Institutions Satellite Account* and other recent publications.<sup>1</sup> The information within this report provides more detail than previously available on who is giving and volunteering in New Zealand, and raises a number of questions and issues that require further exploration.

We encourage you to examine, consider, discuss and debate the findings, and so help build our collective understanding of generosity in New Zealand. We also welcome your questions, insights, experiences, or any research and data from your own organisation to add to our growing pool of shared knowledge.

Please contact us by email: [promotinggenerosity@msd.govt.nz](mailto:promotinggenerosity@msd.govt.nz).

If you are interested in more detailed data than provided in this report, please email Nick Jones & Associates Ltd [nick@njassociates.co.nz](mailto:nick@njassociates.co.nz). All data used in this report is sourced from the Nielsen Media Research Panorama Survey (January–December 2007 database).

This report was prepared by Nick Jones (Director, Nick Jones & Associates Ltd) and James King, (Policy Analyst, Office for the Community and Voluntary Sector) to assist the work of the Promoting Generosity project. More information on the project can be found on page 16.

## OVERALL FINDINGS

An estimated 2.72 million New Zealanders supported the community and voluntary sector in some way in the previous 12 months – 75.4% of all people aged 10 years and over. This includes:

- 1,217,000 people who volunteered (33.8% of all people 10 and over)
- 2,176,000 people who donated money or goods (60.3%)
- 829,000 people who supported in other ways, such as purchasing products (23.0%).

An estimated 969,000 people both volunteered and donated money or goods in the previous 12 months – meaning that almost 80% of people who volunteered *also* donated money or goods.

An estimated 1.70 million people supported three or more different sub-sectors of the community and voluntary sector in the previous 12 months.

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<sup>1</sup> See [www.ocvs.govt.nz](http://www.ocvs.govt.nz) for more information.

## QUESTIONS FOR DISCUSSION

These research findings will have implications for the community and voluntary sector. Here are just some of the questions that have arisen from the initial analysis of the data:

- One-third of New Zealanders volunteer and 60% donate money or goods. Is this a large enough base to support the community and voluntary sector? How does this compare to other countries?
- With almost 80% of volunteers also donating, will efforts to increase levels of volunteering also increase donating (or vice versa)?
- Almost half (47.4%) of all New Zealanders make relatively unplanned ad hoc donations. Are there advantages if we encourage such people towards more committed forms of donating?
- Volunteering is skewed heavily towards certain sub-sectors, such as Sports, Religious Activities, Primary and Secondary Education, Pre-school and Other Community Organisations. What is it about these sub-sectors that promote high numbers of volunteers? Is there anything these sub-sectors do that other sub-sectors can learn from?
- The strongest support for the community and voluntary sector is from females aged 30–49, and to a lesser extent males aged 30–49. The stage of life a person is in seems to be a strong driver of support. How might support change over the lifetime of a person in terms of the types of support given and the types of sub-sectors supported?
- Males and females in the 10–19 age group have comparatively low levels of volunteering and of donating. What could be the drivers behind these low levels of support?
- What are the characteristics of the Religious Activities, Pre-school, and Primary and Secondary Education sub-sectors that encourage people to both donate and volunteer within the same sub-sector?

## LEVELS AND TYPES OF SUPPORT

### Over 2.7 million people have supported the community and voluntary sector in the previous 12 months

People can support the community and voluntary sector in a number of different ways – through donations of time or money, or purchasing products.

#### Levels and types of support for the community and voluntary sector

Type of support in the previous 12 months	Estimated number of people aged 10+
Volunteered their time	1,217,000
Donations of money and/or goods to an appeal (ad hoc donations)	1,709,000
Direct donations/sponsorships (committed donations)	1,213,000
Volunteered and donated <sup>1</sup>	969,000
Other types of support (i.e. purchasing products)	829,000
<b>Personally supported in any form (total support)</b>	<b>2,717,000</b>

Source: Nielsen Media Research Panorama Jan–Dec 2007/Nick Jones & Associates Ltd “Consumer who Cares”.

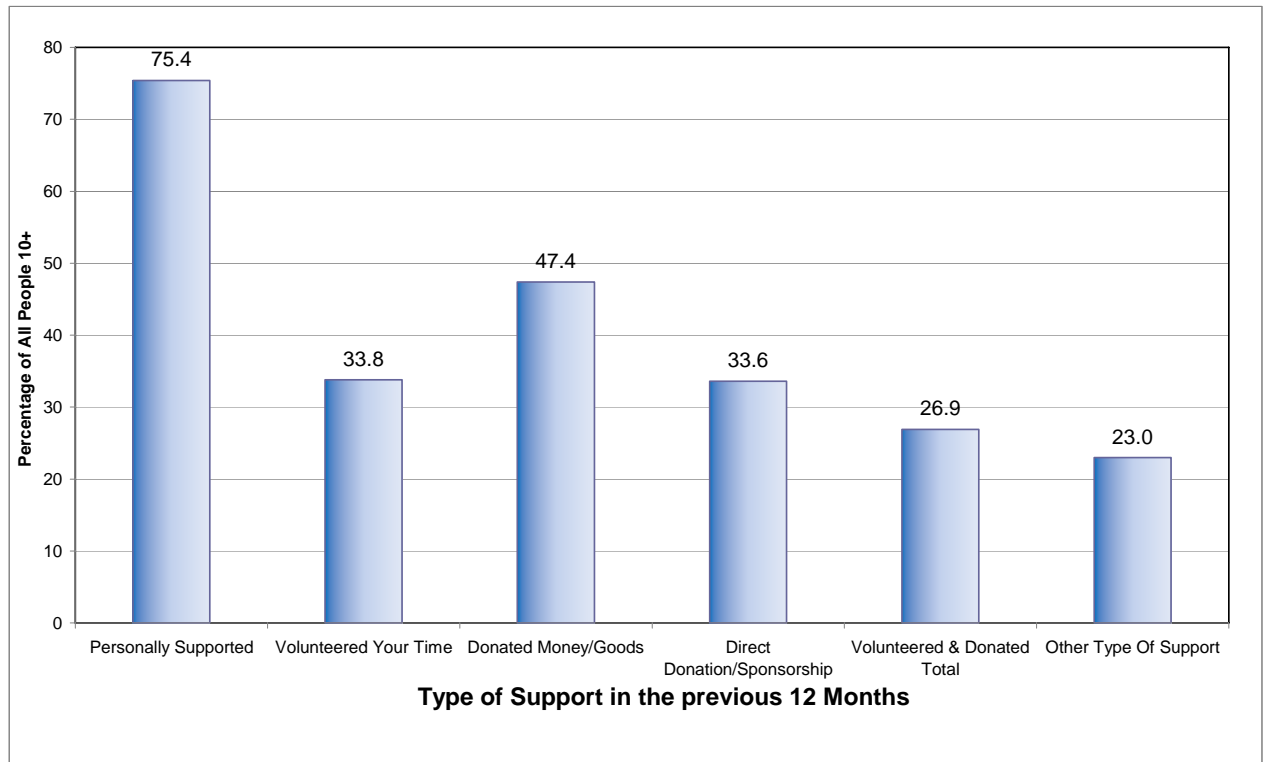
Notes: “Personally supported in any form” is a net combination of the types of support, so is not equal to the sum of the individual types of support. The total population 10+ used in this paper is an estimated 3,606,000 people.

<sup>1</sup> These donations can be money or goods to an appeal, or direct donations/sponsorships, or both.

#### Key points

- An estimated three out of four New Zealanders (75.4%) aged 10 or over (i.e. 10+) personally supported the community and voluntary sector in the previous 12 months.
- Of all the ways that people support the sector, ad hoc donations are the most common, with an estimated 47.4% of the population 10+ having donated money or goods to an appeal in the previous 12 months.
- More committed financial support of the sector is also evident, with just over one-third of the population 10+ (33.6%) making a direct donation or sponsorship in the previous 12 months.
- When combined, the number of people who made ad hoc and/or committed donations is an estimated 2,176,000 people in the previous 12 months. This is 60.3% of all people 10+.
- Just over one-third (33.8%) of people 10+ are estimated to have volunteered in the previous 12 months.
- An estimated 26.9% of people 10+ volunteered and donated in the previous 12 months.
- An estimated 23.0% of people were involved in ‘other support’, such as purchasing products, or supported in a way that did not easily fit into any of the other categories.

**Levels and types of support for the community and voluntary sector in the previous 12 months, as a percentage of the total population 10+**



Source: Nielsen Media Research Panorama Jan–Dec 2007/Nick Jones & Associates Ltd “Consumer who Cares”.

The following sections look at the different types of support that make up ‘personally supported’. This includes analysis of:

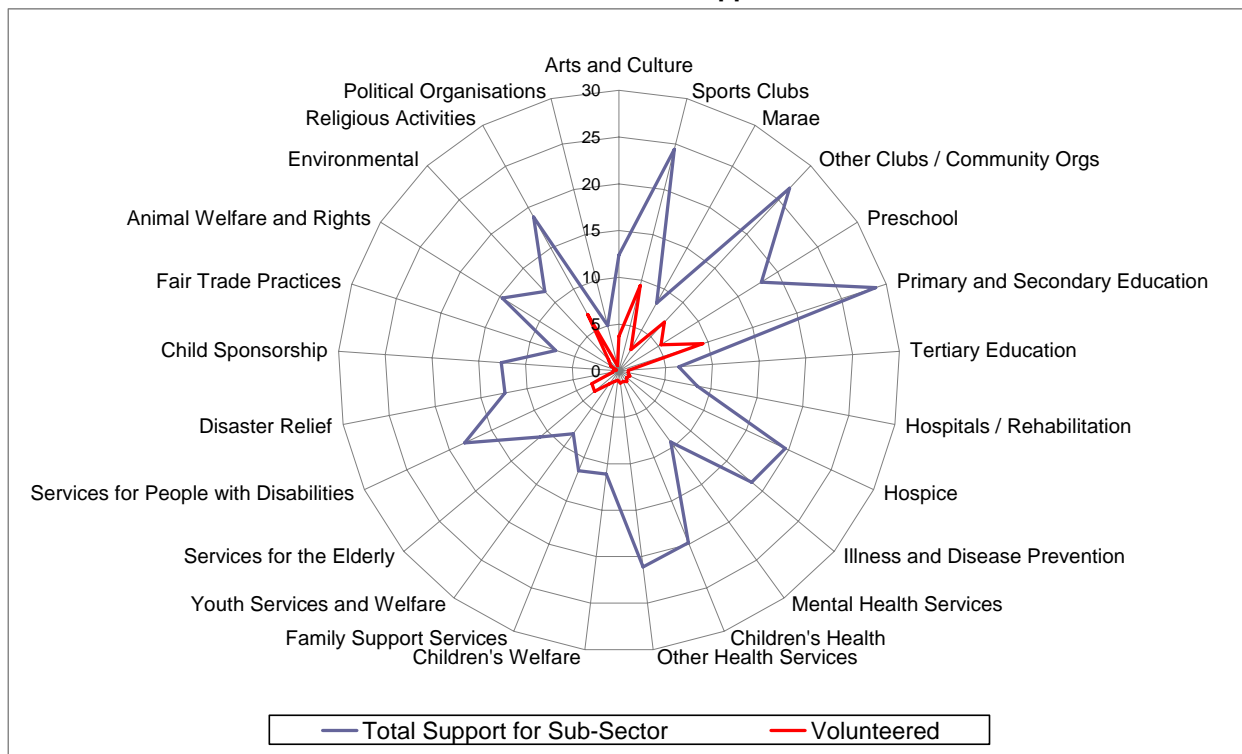
- volunteering
- donations of money and/or goods to an appeal (ad hoc donations)
- direct donations/sponsorships (committed donations)
- combinations of different methods of support
- support for multiple sub-sectors.

## VOLUNTEERING

### An estimated 1,217,000 people 10+ volunteered in the previous 12 months

An estimated 1,217,000 (33.8%) New Zealanders 10+ volunteered in the previous 12 months. The chart below shows the percentage of the population 10+ that supported each sub-sector in total (through donations of money and/or goods to an appeal, direct donation/sponsorship, volunteering, and other) and by volunteering.

**Percentage of the total population 10+ who volunteered in the previous 12 months in relation to total support**



Source: Nielsen Media Research Panorama Jan–Dec 2007/Nick Jones & Associates Ltd "Consumer who Cares".

### Key points

- An estimated 668,000 females and 549,000 males volunteered in the previous 12 months.
- The highest levels of volunteering by New Zealanders 10+ are for Sports Clubs (9.4% of the population 10+), Primary and Secondary Education (9.4%), Other Clubs/Community Organisations (7.1%); and Religious Activities (6.9%).
- Outside of these four sub-sectors, only Pre-school had more than 5% of the population 10+ volunteering in the previous 12 months.
- The 30–49 age group has the highest tendency to volunteer, relative to their size in the total population 10+.
- Females and males aged 10–19 show relatively low levels of volunteering.
- The levels of volunteering are relatively consistent across most regions. However, the tendency to volunteer is especially high in rural areas.

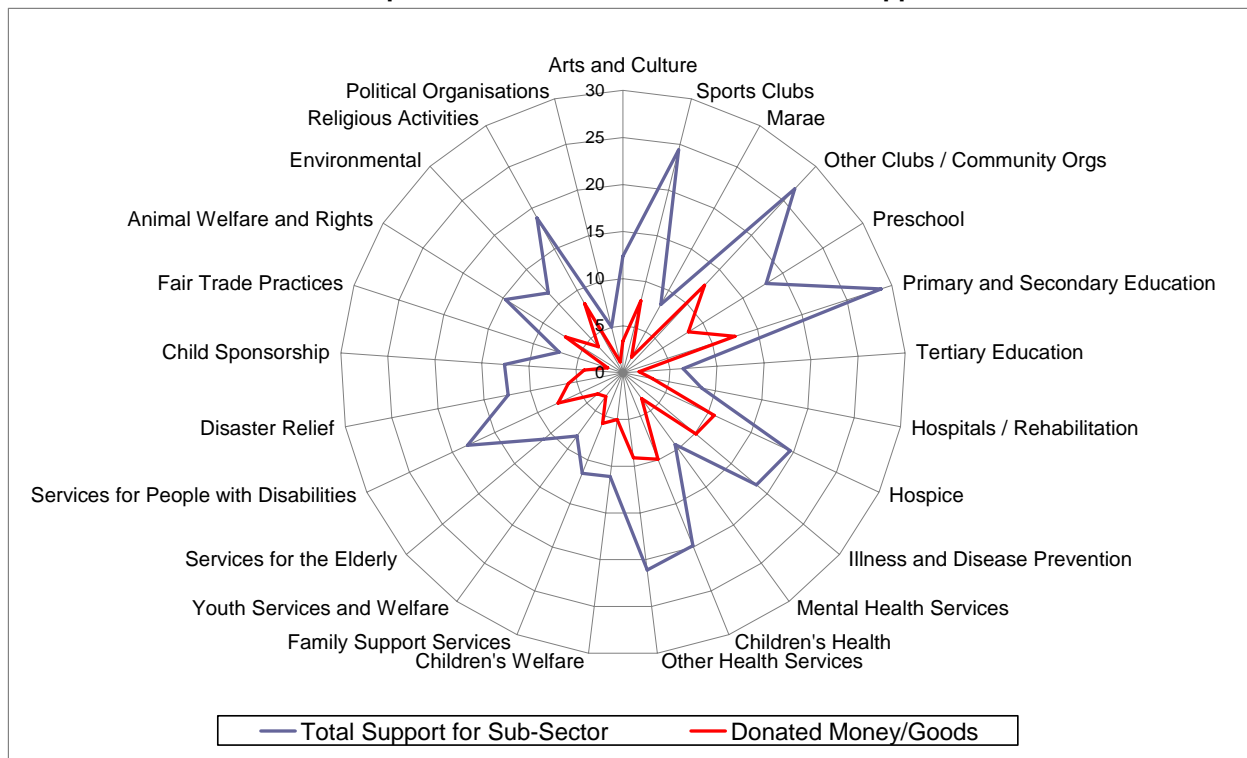
## DONATING MONEY OR GOODS TO AN APPEAL

### An estimated 1,709,000 people 10+ donated money or goods to an appeal in the previous 12 months

An estimated 1,709,000 New Zealanders aged 10+ donated money or goods to an appeal in the previous 12 months. This equates to 47.4% of the population 10+.

The chart below shows the percentage of the population 10+ that supported each sub-sector in total (through donations of money and/or goods to an appeal, direct donation/sponsorship, volunteering, and other) and by donating money or goods to an appeal.

#### Percentage of the total population 10+ who donated money or goods to an appeal in the previous 12 months in relation to total support



Source: Nielsen Media Research Panorama Jan-Dec 2007/Nick Jones & Associates Ltd "Consumer who Cares".

#### Key points

- An estimated 1,001,000 females and 707,000 males donated money or goods to an appeal in the previous 12 months.
- Donating money or goods to an appeal is the most common form of support, so the pattern of total support is driven by donating money or goods to an appeal.
- The sub-sectors people most commonly donate money or goods to are Other Clubs and Community Organisations (12.7% of the population 10+) and Primary and Secondary Education (12.5%).
- Three sub-sectors have estimated support of around 10% – Hospice, Illness and Disease Prevention and Children's Health.

- A number of sub-sectors have estimated support below 2%: Marae (1.9%); Tertiary Education (1.7%); Fairtrade Practices (1.7%); and Political Parties (1.2%).
- Females aged 40–49 have the highest levels of any population group to donate money or goods to an appeal, followed by females 30–39 and females 50–59.
- Males show a low tendency to donate money or goods to an appeal, relative to females across all age groups.
- New Zealanders aged 10–19 show a low tendency to donate money or goods to an appeal. However, females in this age group are almost twice as likely to do so than their male counterparts.
- Donating money or goods to an appeal is relatively consistent across the regions, and displays no significant difference between rural and urban areas.



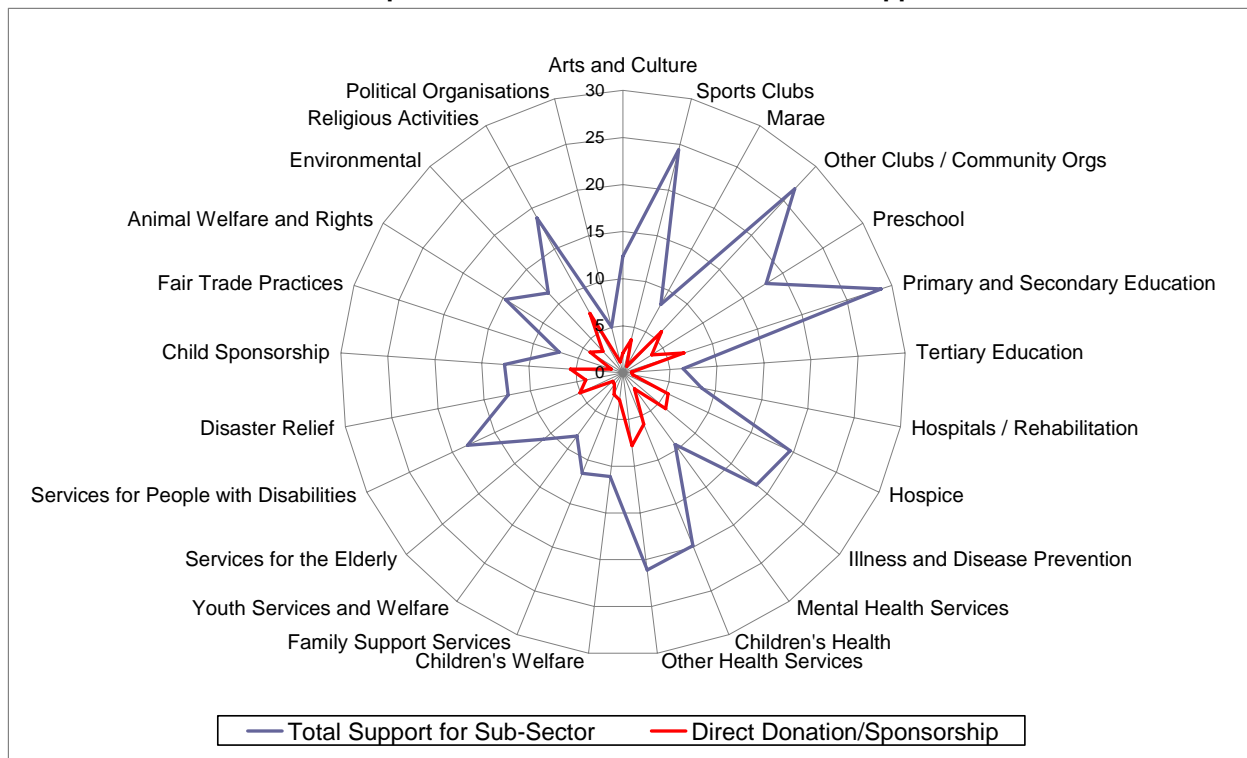
## DIRECT DONATION OR SPONSORSHIP

**An estimated 1,213,000 people 10+ have directly donated to or sponsored an organisation in the previous 12 months**

An estimated 1,213,000 New Zealanders 10+ have been involved in direct donation or sponsorship in the previous 12 months. This equates to 33.6% of the population 10+.

The chart below shows the percentage of the population 10+ that supported each sub-sector in total (donations of money and/or goods to an appeal, direct donation/sponsorship, volunteering, and other) and by direct donation or sponsorship.

**Percentage of the total population 10+ who made a direct donation or sponsorship in the previous 12 months in relation to total support**



Source: Nielsen Media Research Panorama Jan-Dec 2007/Nick Jones & Associates Ltd "Consumer who Cares".

### Key points

- An estimated 679,000 females and 533,000 males supported the sector by direct donation or sponsorship in the previous 12 months.
- Direct donations and sponsorship follow very similar patterns to donating money or goods to an appeal, but at lower levels. Some sub-sectors had estimated levels of support of around 5–8% of the total population 10+, indicating they have important ongoing relationships with donors.
- Estimated levels of direct donations or sponsorships are highest for Other Health Services (7.8% of the population 10+), Religious Activities (7.2%) and Primary and Secondary Education (6.8%).

- Around 5% of the population 10+ support the Illness and Disease Prevention (5.9%), Children's Health (5.9%), Child Sponsorship (5.6%) and Hospice (5.3%) sub-sectors through direct donations or sponsorship.
- Females 40–49 have a very high tendency to make direct donations or sponsorships. This tendency starts to decrease in females 50–59 and further in females 60–75, although it is still relatively high. By 75, females become slightly less likely to support in this way, relative to their size in the population 10+.
- Males become more active in supporting by direct donations and sponsorship at 50 years and over, and their tendency to support in this way is high even in the 75+ age group.
- People aged 10–19 have a very low tendency to make direct donations or sponsorships. Though still relatively unlikely, females aged 10–19 are still twice as likely to give by direct donation or sponsorship as males aged 10–19.
- Levels of direct donation or sponsorship do not vary greatly by region.

## COMBINATIONS OF DIFFERENT METHODS OF SUPPORT

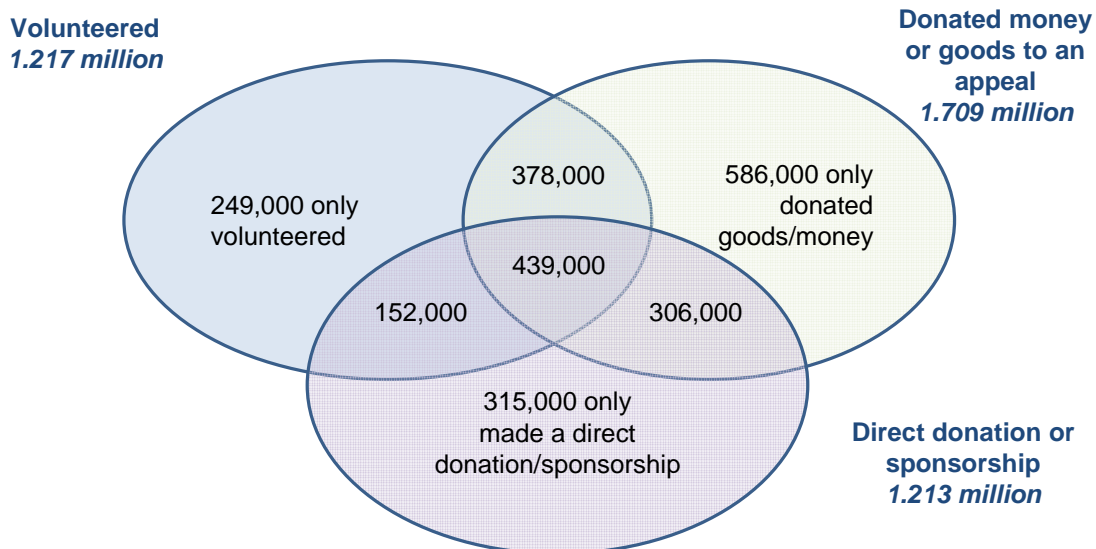
### An estimated 969,000 people 10+ volunteered and donated in the previous 12 months

An estimated 969,000 New Zealanders aged 10+ volunteered and donated in the previous 12 months – 562,000 females and 407,000 males. This equates to 26.9% of the population 10+. Donations can be to an appeal, or be a direct donation or sponsorship, or both.

Almost 80% of people who volunteered for the community and voluntary sector in the previous 12 months also donated money or goods.

The chart below summarises how the three main forms of support relate to one another. It shows the number of people who have undertaken each type of support in total, the number who have undertaken only one type of support, and the number of people who have taken part in multiple forms of support. The diagram does not include “other support” (i.e. purchasing of products).

Combined levels of types of support for the community and voluntary sector in the previous 12 months, estimated numbers of people 10+



Source: Nielsen Media Research Panorama Jan–Dec 2007/Nick Jones & Associates Ltd “Consumer who Cares”.

For example, an estimated 1.217 million people 10+ volunteered in the previous 12 months. Of these volunteers:

- 249,000 volunteered only
- 378,000 volunteered and donated goods or money to an appeal (ad hoc donations)
- 152,000 volunteered and made direct donations or sponsorships (committed donations)
- 439,000 volunteered and donated in both ways measured.

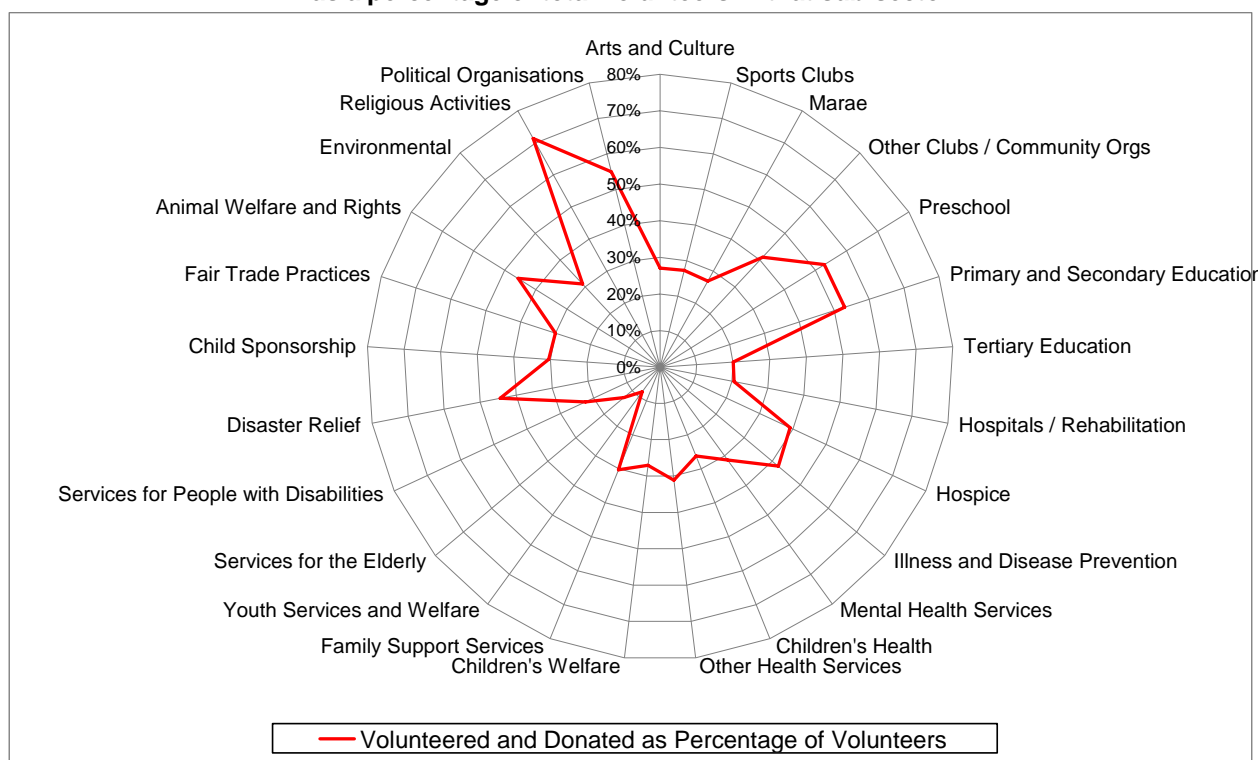
### **Key points**

- A core group of an estimated 439,000 people volunteered and made both ad hoc and committed donations in the previous 12 months.
- Taking this wider, an estimated 969,000 people volunteered and donated (in either or both forms of donation measured). This means that almost 80% of people who volunteered in the previous 12 months also donated money or goods.
- The combination of donating and volunteering is underpinned by females aged 30–49, with the highest proportion in the 30–39 age group.
- The age range for males volunteering and donating is similar, with males 30–49 showing the highest proportions – but the levels relative to females are much lower.

## PEOPLE WHO VOLUNTEERED AND DONATED IN A SUB-SECTOR

It is also interesting to look at people who volunteered and donated in a specific sub-sector as a percentage of total volunteers in that sub-sector. This analysis starts to build a picture of how volunteers in a sub-sector support it beyond their volunteering.

**People who volunteered and donated in each sub-sector, as a percentage of total volunteers in that sub-sector**



Source: Nielsen Media Research Panorama Jan–Dec 2007/Nick Jones & Associates Ltd "Consumer who Cares".

### Key points

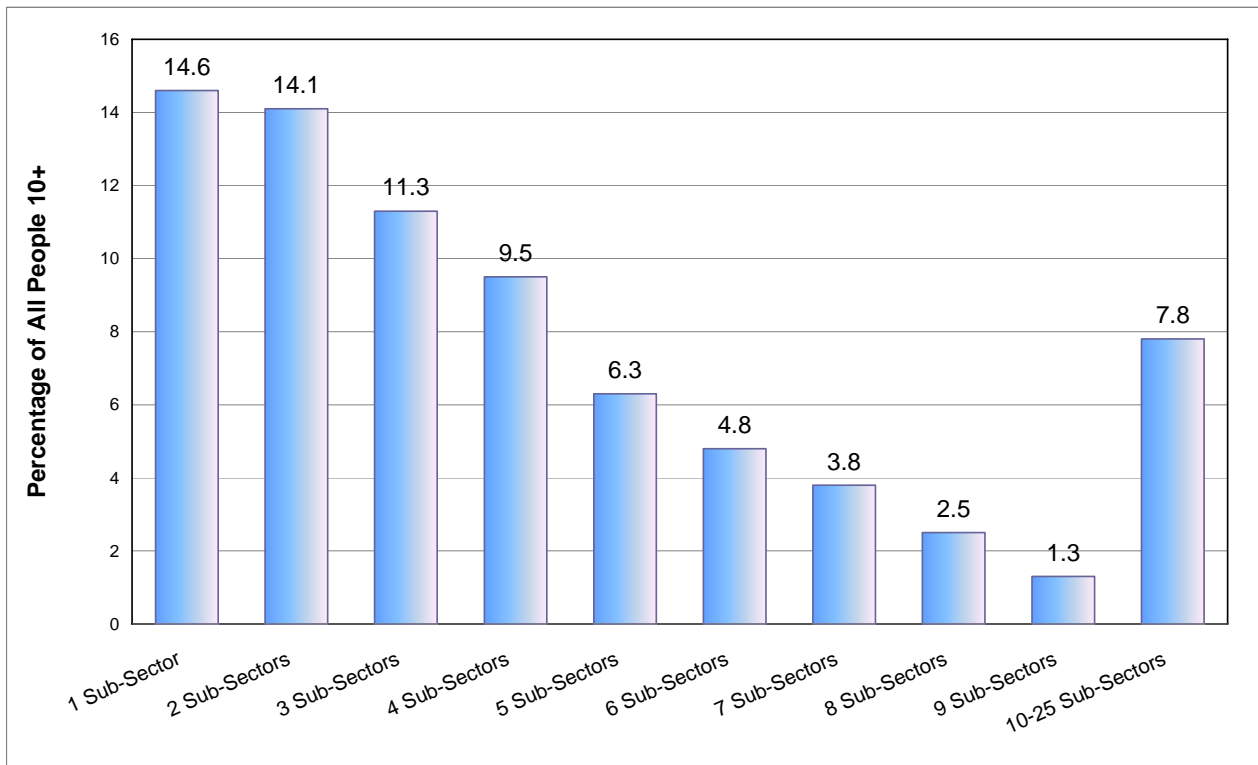
- An estimated 71.4% of volunteers in Religious Activities also donated money or goods to the sub-sector.
- More than half of volunteers in Primary and Secondary Education, Preschool and Political Organisations also donated money or goods to that sub-sector.
- Only 8.3% of volunteers in Youth Services and Welfare also donated money or goods to that sub-sector.
- The combination of people volunteering and donating within a specific sub-sector is very limited in size and diversity. The major sub-sectors supported in this way are Primary and Secondary Education (5% of the population 10+) and Religious Activities (4.9%).
- The only other sub-sectors that register 1% or above are Other Clubs and Community Organisations (2.9%), Primary and Secondary Education (2.8%), Sports Clubs (2.6%) and Arts and Culture (1%).
- Donating and volunteering within a specific sub-sector is more likely to happen in rural areas.

## SUPPORT FOR MULTIPLE SUB-SECTORS

**An estimated 47.3% of New Zealanders 10+ have supported three or more sub-sectors in the previous 12 months**

The chart below summarises the percentages of New Zealanders 10+ who have supported different numbers of sub-sectors. Support can be any one or more of four things; volunteering, donation to an appeal, direct donation/sponsorship, or other support, such as purchasing products.

**Numbers of sub-sectors supported in the previous 12 months, as a percentage of the population 10+**



Note: These results are based on those that have supported the sector, so do not add to 100%.

Source: Nielsen Media Research Panorama Jan–Dec 2007/Nick Jones & Associates Ltd “Consumer who Cares”.

The table below shows the distribution of the 2.7 million New Zealanders who have supported the community and voluntary sector in the previous 12 months.

### Estimated overall support by number of sectors supported

	Numbers of sectors supported									
	1	2	3	4	5	6	7	8	9	10–25
Number of people aged 10+ (000s)	525	510	409	341	229	174	135	91	45	280

Source: Nielsen Media Research Panorama Jan–Dec 2007/Nick Jones & Associates Ltd “Consumer who Cares”.

Note: Figures may not sum to totals due to rounding.

### **Key points**

- An estimated 1,035,000 people supported one or two sub-sectors in the previous 12 months – 28.7% of the total population 10+. The data suggests that these people tend to support sub-sectors most closely associated with their lifestage, such as mothers with pre-schoolers, and so take a focused approach to support.
- Many people spread their support across more than two sub-sectors. An estimated 1,424,000 people (39.5% of the population 10+) have supported between three and nine sub-sectors in the previous 12 months.
- At the far end of the spectrum, an estimated 280,000 people supported between 10 and 25 sub-sectors in some way. This indicates a significant diversity of support, especially as it could be any combination of donating, volunteering or other support across the supported sub-sectors.

## BACKGROUND ON THE PROMOTING GENEROSITY PROJECT

There is considerable interest and activity in the area of giving and volunteering in New Zealand. This interest comes from the philanthropic sector, the community and voluntary sector, central and local government, the business sector, and academia.

The Promoting Generosity project is a cross-sectoral working group that is facilitating dialogue and action on ways to encourage more New Zealanders and New Zealand businesses to think about their giving – by this we mean giving of time, of money and in-kind.

As part of this process, the *Promoting Generosity* project sees a need to gather and disseminate information. This information can assist all those involved to understand the manner in which we are currently giving, and so help in the development of strategies to further promote generosity in New Zealand.

From an initial meeting in November 2007, the project working group was formed to work towards a vision of society where:

- giving is the norm – “it’s what we do”
- everybody is recognising and celebrating generosity in all its forms: giving time, money, in-kind, or through small acts of kindness
- giving behaviours are understood, taught and promoted
- volunteering and giving are supported by government, business and the community
- inclusive and engaged communities are built and sustained
- we are working together – individuals, organisations and sectors.

Read more about the project at [www.ocvs.govt.nz/work-programme/three-key-projects.html](http://www.ocvs.govt.nz/work-programme/three-key-projects.html).



## SURVEY INFORMATION

The information in this report is sourced from Nielsen Media Research Panorama (January–December 2007 database)/Nick Jones & Associates Ltd Consumer who Cares service, which surveys 12,000 people aged 10 years and over through the course of a 12-month period. The margin of error is +/- 1%.

If you require more information on the survey, visit [www.nielsenmedia.co.nz](http://www.nielsenmedia.co.nz), keyword “Panorama”.

The Consumer who Cares service asks people to identify the types of charities, non-profits and other community organisations they have personally supported in the previous 12 months. Support can be any one of four things; direct donation/sponsorship, donation to an appeal, volunteering and other support such as purchasing products that support the charity/worthy cause.

The results are based on the respondent’s self-classification and perceptions, and their recall of their actions. This means that when answering these questions it is left up to the respondent as to how they perceive and define the sectors and the nature of their support. Note that, as the survey is conducted throughout the year, the time period covered by the phrase “in the last 12 months” is different for each respondent.

The classification used in the survey to identify types of organisations supported is adapted from the internationally recognised *International Classification of Non-profit Organisations* (ICNPO), which was developed by Johns Hopkins University, Baltimore. ICNPO has been adapted for use in New Zealand by Statistics New Zealand in the creation of the *Non-profit Institutions Satellite Account: 2004* ([www.stats.govt.nz/npi](http://www.stats.govt.nz/npi)). For this research, 25 sub-sectors are measured and are based on ICNPO sub-groups.

**We encourage you to examine, consider, discuss and debate this information,  
and help build our collective understanding of generosity in New Zealand.**

**Please share your questions, insights, experience, or research and data  
from your own organisation to inform our shared knowledge.**

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**If you are interested in more detailed data, please E-mail Nick Jones & Associates Ltd  
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