

# How do New Zealanders Give?

## Quarterly Generosity Indicators: June Quarter 2010 Update

Published December 2010

The Office for the Community and Voluntary Sector, in association with the Generosity Hub, commission Nielsen Media Research to collect (via the Panorama survey) quarterly data on giving and volunteering in New Zealand. We commission this data collection to promote understanding about generosity, but also to monitor, in a timely way, the levels of support that people provide to community organisations.

Below is an update to the first *Quarterly Generosity Indicators* report published on 15 September 2010, so should be read together with that release:

see <http://www.ocvs.govt.nz/work-programme/building-knowledge/giving-research/quarterly-generosity-indicators.html>.

### Key results

#### Quarterly Generosity Indicators

Indicator	December quarter 2009	March quarter 2010	June quarter 2010
Percentage of people who volunteered	28.3%	30.3%	27.8%
Median hours volunteered per month (per volunteer)	8 hours	10 hours	10 hours
Percentage of people who donated money	41.3%	40.1%	40.4%
Median dollars donated per month (per donor)	\$40	\$35	\$36
Percentage of people who donated goods	16.4%	15.7%	19.3%

jking030 13/8/10 4:02 PM

**Comment:** I would like to know is the differences are statistically significant for the median dollars and hours

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.

Overall, giving and volunteering remained stable between the March 2010 and June 2010 quarters.

Analysis of these indicators showed that:

- the percentage of people volunteering decreased slightly. This decrease was primarily driven by fewer males volunteering for sports clubs. Based on available data, fluctuations in sports volunteering appear to be the primary driver of change in the volunteering rate from quarter to quarter
- median<sup>1</sup> hours volunteered per volunteer remained stable<sup>2</sup>
- the percentage of people donating money remained stable at around 40 percent. This indicator has been stable for three recorded quarters
- median dollars donated per month remained stable<sup>3</sup>
- the percentage of people donating goods increased. This increase was driven by both more females and males donating.

## Commentary

With three quarters of data available, a time series is now developing and seasonal patterns appear to be emerging. The stability of the indicators points to the robustness of support for community organisations in New Zealand. The most variable activity appears to be volunteering, with 'summer' volunteering injecting approximately 100,000 extra volunteers into the community economy in the March quarter 2010, primarily into sports clubs.

The percentage of people donating money is the most stable indicator, at around 40 percent for each of the three quarters measured so far. This indicates that the likelihood of people donating money is not seasonally affected. This conclusion is supported by the relatively stable median donations per month.

The increase in the percentage of people donating goods is notable. This increase was driven primarily by more people donating to the Hospice subsector and education-related subsectors. A clear seasonal pattern is not yet evident if one exists.

The summary nature of the *Quarterly Generosity Indicators* may hide fluctuations in support for different types of community organisations. Sectors such as social services, health/medical, religion, environment, and other types of community organisations will be analysed in future updates to assess variability at this level.

## International Volunteer Day – 5 December 2010

One significant benefit of using the Panorama survey is the ability to investigate the lifestyles, attitudes and consumer preferences of generous New Zealanders.

To mark the celebration of International Volunteer Day, data was analysed from the June quarter 2010 Panorama database, searching for insights about volunteers.

Compared to the average person, the estimated 1,035,000 people who volunteered in the June quarter 2010 were:

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<sup>1</sup> Half of people who volunteered did more volunteer hours than the median, and so half did less than the median.

<sup>2</sup> In comparison, *average* hours volunteered per volunteer increased slightly to 20.7 hours per month, compared to 18.9 hours per month in the March quarter 2010 and 19.0 hours per month in the December 2009 quarter. The changes between quarters are not statistically significant at the 95% confidence level.

<sup>3</sup> In comparison, *average* dollars donated per donor remained stable at \$134.40 per month, compared to \$134.10 per month in the March quarter 2010 and \$137.60 per month in the December 2009 quarter. The changes between quarters are not statistically significant at the 95% confidence level.

### **Lifestyle and attitudes**

- 26 percent more likely to have a busy social life
- 20 percent more likely to go the gym at least twice a week
- 20 percent more likely to agree that they would be lost without their mobile phone
- 35 percent more likely to agree that their paid work is more than just a job.

### **Consumer preferences**

- 44 percent more likely to have at least one cup of fresh coffee per day
- 47 percent more likely to have eaten packet sweets in the past week
- 26 percent more likely to have eaten a chocolate bar in the past week
- 23 percent more likely to buy New Zealand made products
- 20 percent more likely to check country of origin labelling on products.

These insights just scratch the surface of what is available through the *How Do New Zealanders give?* research series. Future research will delve deeper into the lifestyles, attitudes and consumer preferences of generous New Zealanders.

### **Survey information**

The data in this report are sourced from Nielsen Media Research's Panorama survey (December 2009 - June 2010 databases) which randomly surveys 3,000 people aged 10 years and over per quarter.

Panorama asks people to identify the types of charities, non-profits and other community organisations they have personally supported, generally in the previous three months. Support can be any one of five things; direct donation/sponsorship, donation of money to an appeal, donations of goods, volunteering and other support (such as purchasing products) that support the charity/worthy cause.

The results are based on the respondents' self-classification and perceptions, and their recall of their actions. Note that, as the survey is conducted throughout each quarter, the time period covered by the phrase "in the previous 3 months" is different for each respondent. This means the December quarter results report on behaviour in any three month period from July to December 2009, and the March quarter results cover activity in any three month period between October 2009 and March 2010. Data is weighted to the population for analysis. Unless otherwise stated, comparisons in this report use 95 percent confidence intervals to assess differences between quarterly results, and so should be interpreted as indicative only.

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). For this research, 27 subsectors are measured and are based on ICNPO sub-groups. Visit [www.nielsenmedia.co.nz](http://www.nielsenmedia.co.nz), keyword "Panorama" for further survey information.

### **Future updates**

The Office for the Community and Voluntary Sector will undertake more detailed analysis once a full year (four quarters) of data are available. We encourage you to examine, consider, discuss and debate this information.

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