

## Appendix One

### Volunteering Survey

July 2014

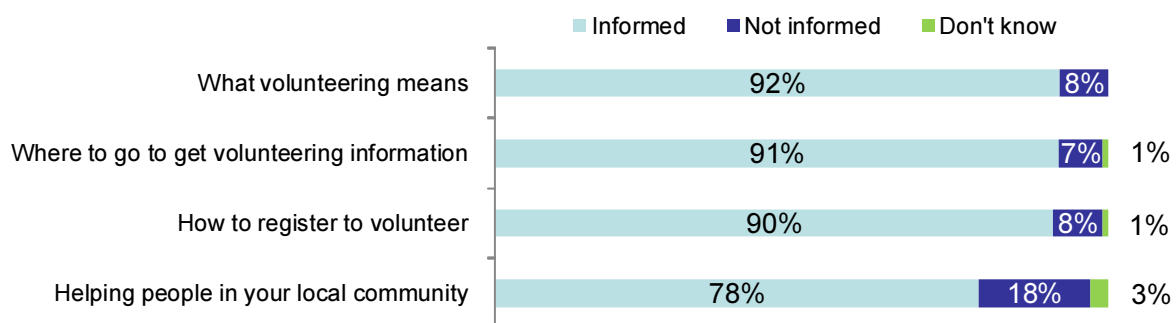
In July 2014, an online survey was sent to members of the VCW database. 165 people responded between July 17<sup>th</sup>- 25<sup>th</sup> 2014. 110 women responded, and 51 men (4 did not indicate gender).

#### Summary

Nearly three in five (58%) of those surveyed said that they have volunteered in the last three months, while two in five (42%) had not. The percentage of people who said they had volunteered rises to 72% of those who are retired, while those who say they have not volunteered rises to 60% amongst those aged 16-24.

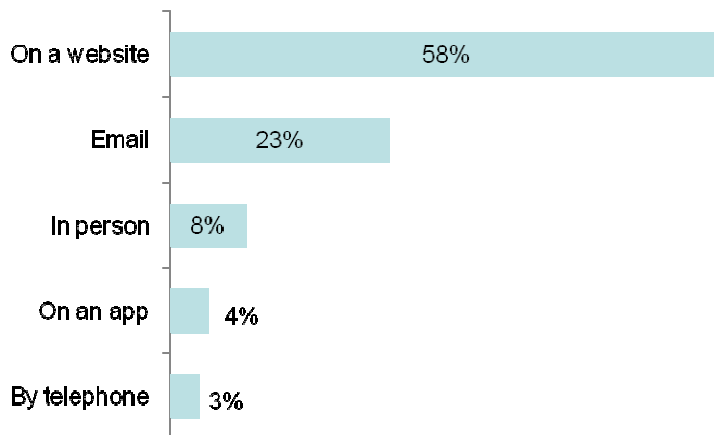
#### 1.1 Active Volunteers

Amongst those who said they had volunteered, nine in ten (92%) said they feel informed about what volunteering means, while nearly four in five (78%) said they feel informed about helping people in the local community.

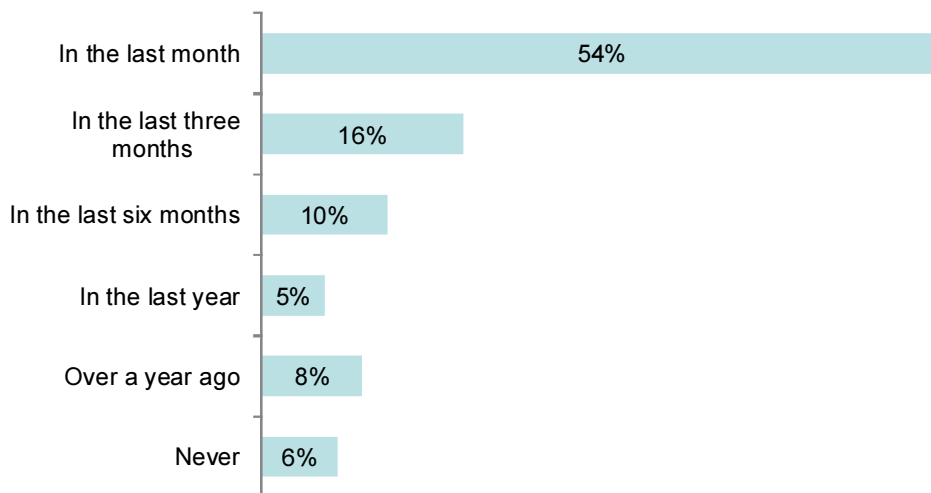


Nine in ten (91%) active volunteers know where to get volunteering information, however this decreases to 78% amongst those who are aged 45-54. Similarly, while 78% of active volunteers know how to help people the community, this decreases to 62% amongst 45-54 year olds. Amongst 60 year olds however, this increases to 86%.

The most popular way of being informed about volunteering is through a website, with nearly three in five (58%) respondents saying they prefer this channel. This is followed by email at 25% however, among 25-34 year olds, 44% say they would prefer email.



Over four in five (85%) respondents could recall a time in the last year when they were asked to volunteer.

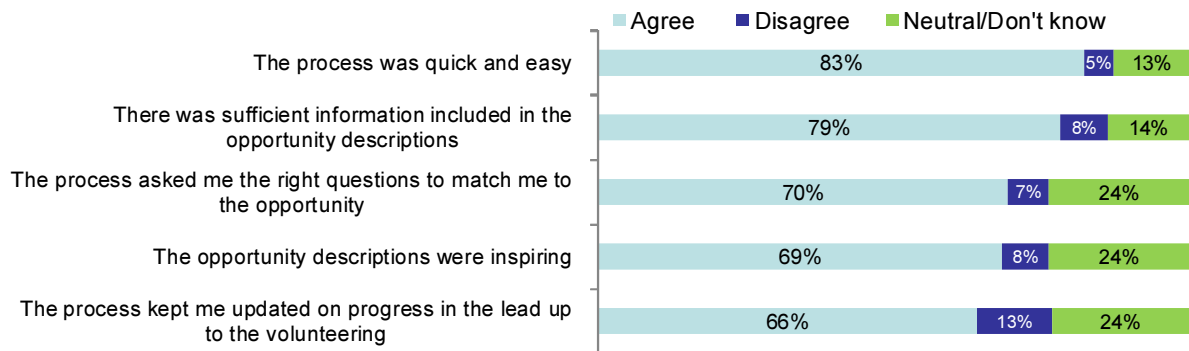


## 1.2 VCW

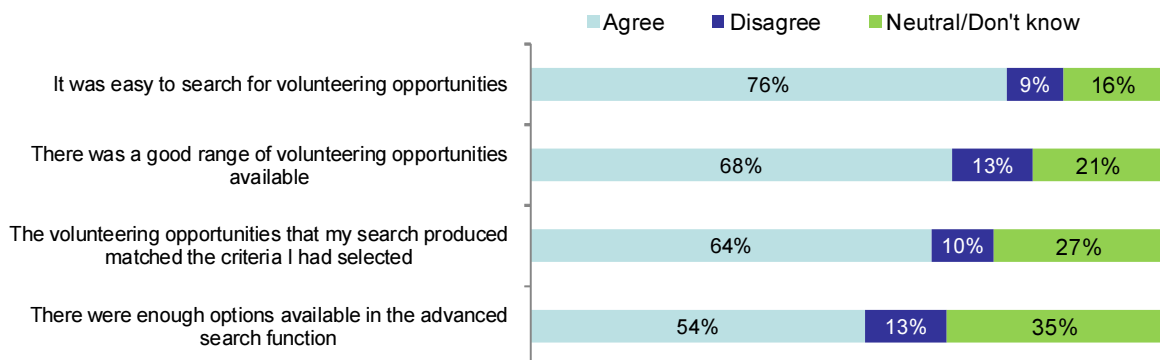
Just under nine in ten (86%) of those who have volunteered in the last three months said they agree that the registration process was quick and easy; while seven in ten (71%) felt confident they would be matched to an opportunity relevant to them.



When searching for opportunities on VCW, just over three in five (64%) said they felt the search produced opportunities that matched their search criteria. Just over four in five (83%) of active volunteers said the process was quick and easy, which increases to 94% amongst those aged 25-34.

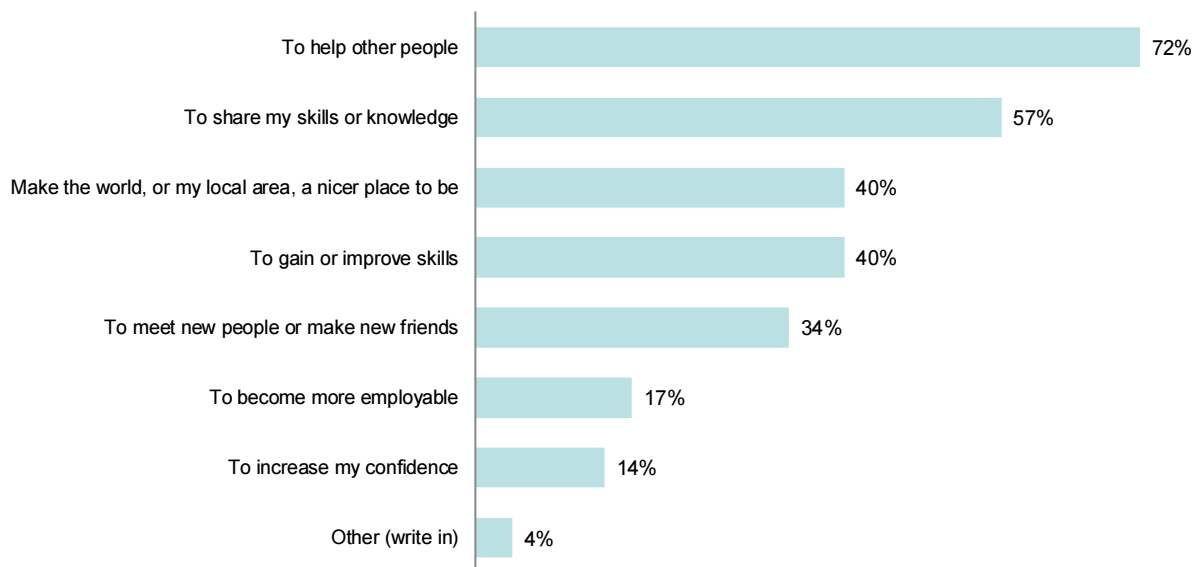


Overall, nearly four in five (76%) felt it was easy to search for volunteering opportunities, while seven in ten (68%) felt there was a good range of opportunities available, and just over three in five (64%) felt that they matched their selected criteria. Just over half felt there were enough options available in the advanced search function, which could be an area to improve.



### 1.3 Attractions to volunteering

The biggest attractions to volunteering are to help other people (68%), and to share skills or knowledge (55%). Fewer active volunteers say they volunteer in order to become more employable (16%), or increase confidence (13%).

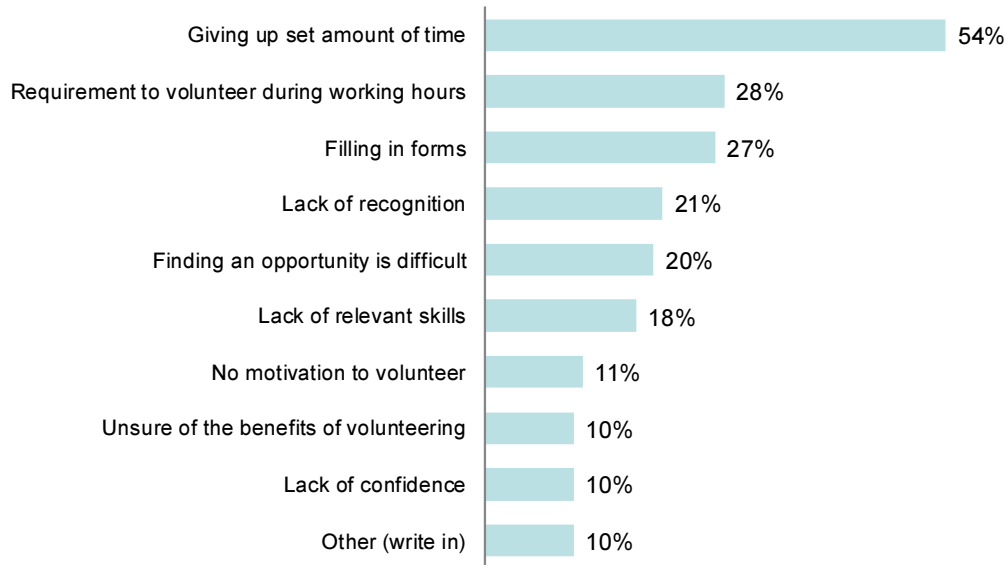


By demographic, the biggest attraction for those aged 25-34, and 35-44 is to gain or improve skills (63% and 67% respectively, compared to 40% overall). For those aged 45-54, and those aged 60+, the biggest attraction is to help other people (83% compared to 72%).

For those who work part time, the biggest attraction is to share skills or knowledge (67% compared to 57%). For those who are retired, the biggest attraction is to help other people (94%).

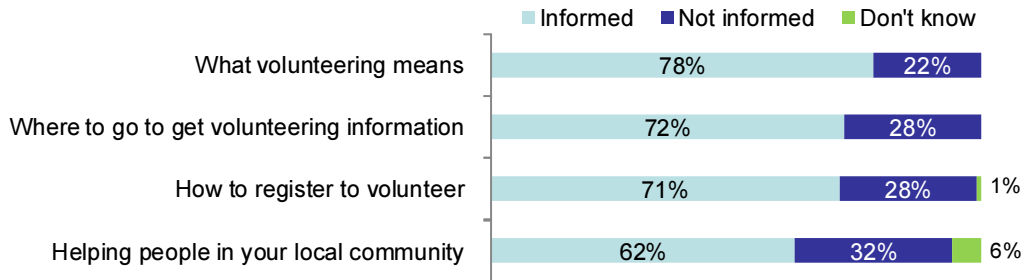
### 1.4 Barriers to Volunteering

The most popular barrier to volunteering is giving up time (54%), with over half of active volunteers choosing this option. This option remains consistent across all demographics. Similarly, the requirement to volunteer during working hours is the second most common barrier (28%), showing that flexibility around times is required.

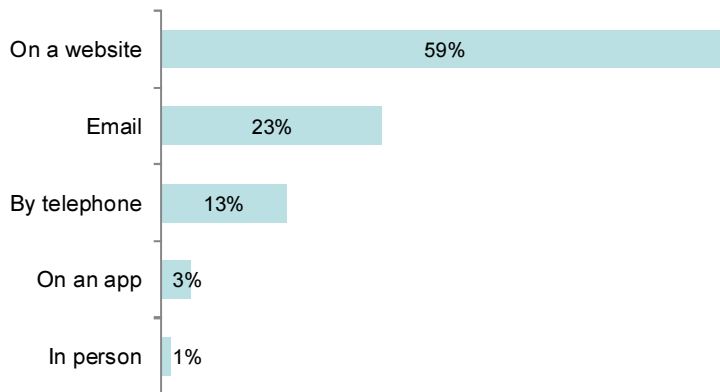


## 2.0 Inactive Volunteers

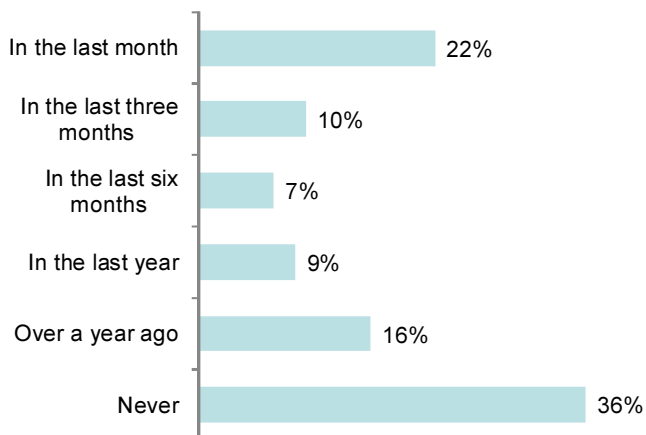
Just under four in five (78%) inactive volunteers said they feel informed about what volunteering means, while three in five (62%) feel informed about helping people in the local community, this decreases to just 46% amongst those aged 45-54.



For inactive volunteers, the most popular way to get information is on a website (59%), and email (23%).

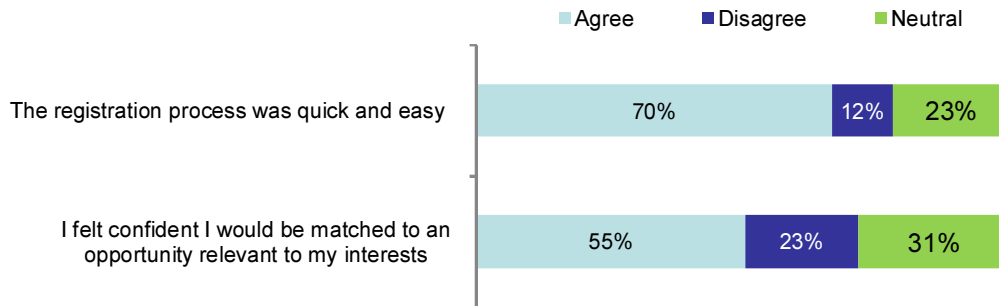


Unsurprisingly, amongst those who are inactive volunteers, fewer say they have been asked to volunteer in the last month than the active volunteers (22%), while more say they have never been asked (36%).

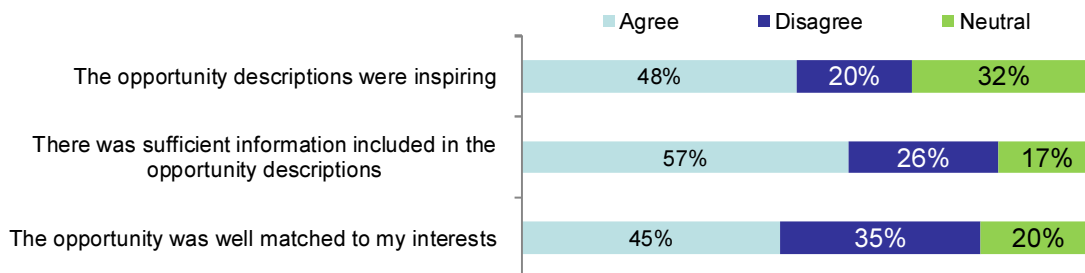


## 2.1 VCW

Amongst inactive volunteers, seven in ten (70%) said the registration process was easy, while just over half (55%) said they felt confident they would be matched to a relevant opportunity.

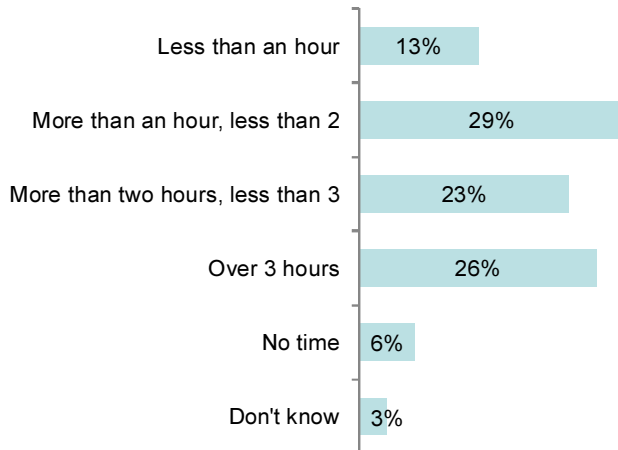


Under half (48%) feel that the opportunities are inspiring, while 45% feel the opportunity was not well matched. Just fewer than three in five (57%) feel the descriptions of the opportunities include sufficient information.



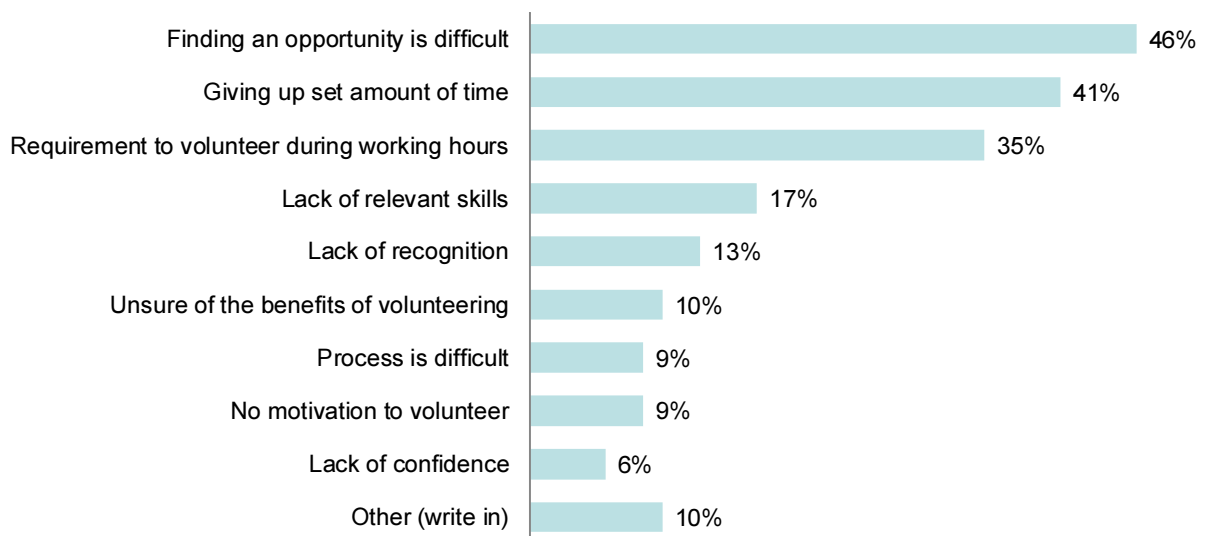
## 2.2 Available Time

Inactive volunteers were asked how much free time they have per day. Nearly four in five (78%) have more than an hour of free time each day. The demographics with more than an hour, less than 2 hours free time rises amongst those who are registered unemployed (43%), and 25-34 (37%). Those who are retired are more likely to have more than two hours (43%) and more than three hours (57%) spare time.



## 2.3. Barriers to Volunteering

Unlike the active volunteers, inactive volunteers say that finding an opportunity is difficult (46%), this rises to seven in ten (71%) amongst those who are retired. Two in five (41%) say that giving up their time is barrier. Related to finding an opportunity, almost one in ten (9%) say that the wider process of volunteering is difficult.





### 3.0 Methods of Volunteering

Micro volunteering could encourage more people to volunteer, as shown via the increased willingness to do micro volunteering tasks amongst the inactive volunteers compared to the currently active volunteers.

*Thinking about a person who needs help in your immediate local area (10 minutes walking distance from your home), please select how likely you would be to do the following.*

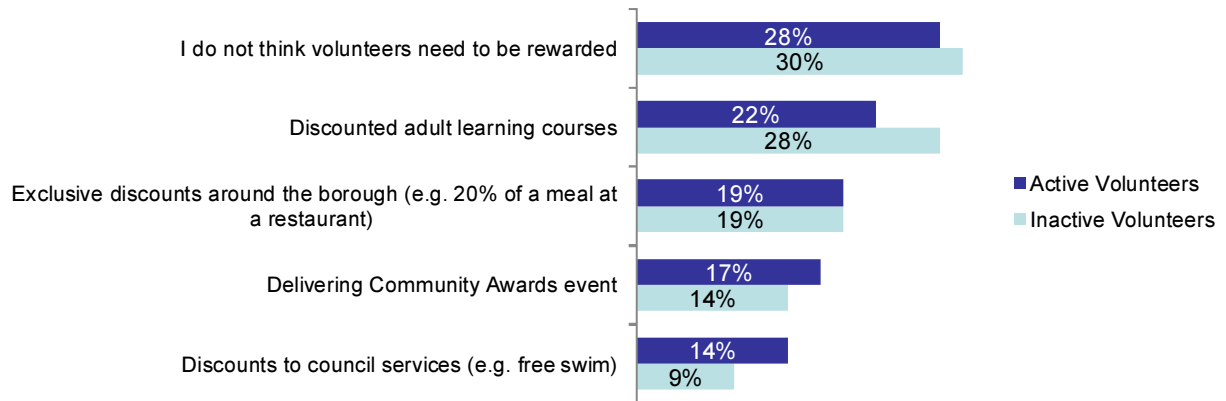
	Active Volunteers	Inactive Volunteers
Do their shopping	51%	65%
Make an extra portion of food to take to them	47%	52%
Take them to the shops	54%	54%
Spend time chatting to them for up to an hour a day	61%	58%
Help them with a household task (e.g. changing a light bulb)	65%	54%
More labour-intensive jobs such as gardening	36%	43%
Teach them how to use a computer	59%	68%
Likely to advise someone about an issue on Facebook	52%	52%

Amongst active volunteers, those who are aged 35-44 are generally more willing to do the above tasks, for example, four in five (81%) would take a person to the shops, compared to 54% average.

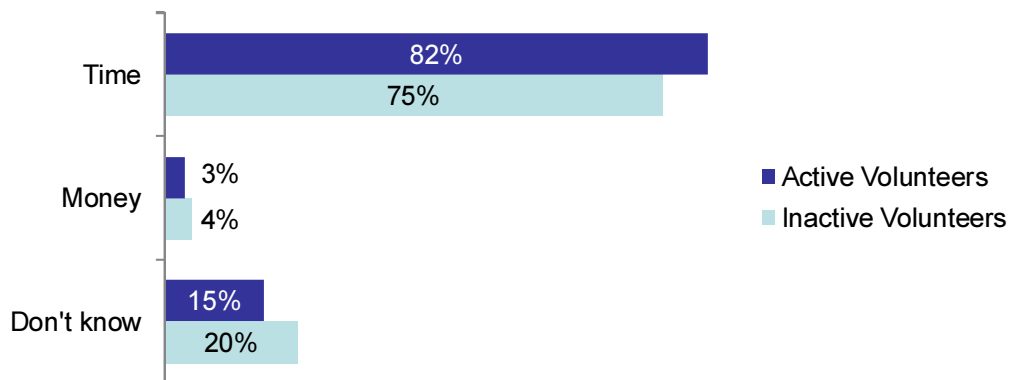
For inactive volunteers, those aged 25-34, and 45-54 are generally more willing to do the above tasks. For example, nearly four in five (77%) of those aged 45-54 would spend an hour chatting to someone, compared to 58% average, and four in five (79%) of those aged 25-34 would help with a household task compared to 54% average.

#### 4.0 Preferences

The best way to make volunteers feel valued and appreciated is through discounted adult learning courses for both active volunteers (22%) and inactive volunteers (28%). However, just over a quarter of active volunteers feel that volunteers do not need to be rewarded, as well as three in ten (30%) of inactive volunteers.



Concerning money or time, both active and inactive volunteers prefer to volunteer their time.



## 5.0 Communications

The most popular way to get information about the local area is through the local newspaper, for both active (49%) and inactive volunteers (28%).

