

# Understanding the drivers of volunteering

Secondary analysis of the Taking Part survey

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# Background





- ***Policy agenda***

- **volunteering a key pillar of the ‘Big Society’**

- ***The evidence***

- **Citizenship Survey shows a steady decline in volunteering since 2005**

- ***Economic climate***

- **increasingly challenging for voluntary sector**

- **Brief literature review**
  - **What are the trends and patterns in volunteering**
- **Secondary analysis of Taking Part Survey**
  - **Identify key drivers of volunteering, focusing on sports, arts, heritage, and MLA sectors**
  - **Developing a typology of individuals who do volunteer**

	<b>Who volunteers</b>	<b>Drivers</b>
<b>Sports</b>	<p>Tend to be younger and male</p> <p>Highest in 35-44, link with families</p>	<p>Family – ‘Stalwarts’ aiming to improve child’s experience of participation</p> <p>Professional development – those with an interest in a career in sport</p>
<b>Arts and MLA</b>	<p>Tend to be older and female (except museums)</p> <p>Limited ethnic diversity</p>	<p>Context specific – sector interest, ‘specialists’</p> <p>Roles – less formalised attracts particular type of volunteer</p>
<b>Environment and heritage</b>	<p>Tend to be older, geographically clustered</p> <p>Limited ethnic diversity</p>	<p>Context specific – sector interest, attachment to place</p> <p>Responsibility – improve environmental awareness, make use of skills</p>

# Drivers of volunteering



- **Logistic Regression**
- **Volunteering across the sports, arts, heritage, and museums, libraries and archives (MLA) sectors**
- **2007/08 and 2008/09 waves of TP**



- ***Demographics***

- Age, gender, ethnicity, marital status, structure of household, tenure, religion

- ***Health and lifestyle***

- General health, LT illness, smoking status, drinking

- ***Social stratification***

- NSSEC, employment status, highest qualification, ACORN, car and internet access





- ***Demographics***

- men, younger age groups, those of white ethnicity

- ***Health and lifestyle***

- those with good health, a non-limiting illness, non-smoking, drink alcohol

- ***Social stratification***

- higher NSSEC classification, academic qualifications, less deprived ACORN areas, car and internet access

- **Drivers very similar to drivers of overall volunteering**
- ***Differences***
  - **Children, owns home**
  - **Ethnicity not a driver**
- **Good health main driver**



- ***Similarities***

- Academic qualifications, advantaged (ACORN, NSSEC), good health, non-limiting LT illness, drinks alcohol

- ***Differences***

- Older, women, single, work part-time or not working
- Ethnicity and smoking status not drivers

- **Academic qualifications main driver**

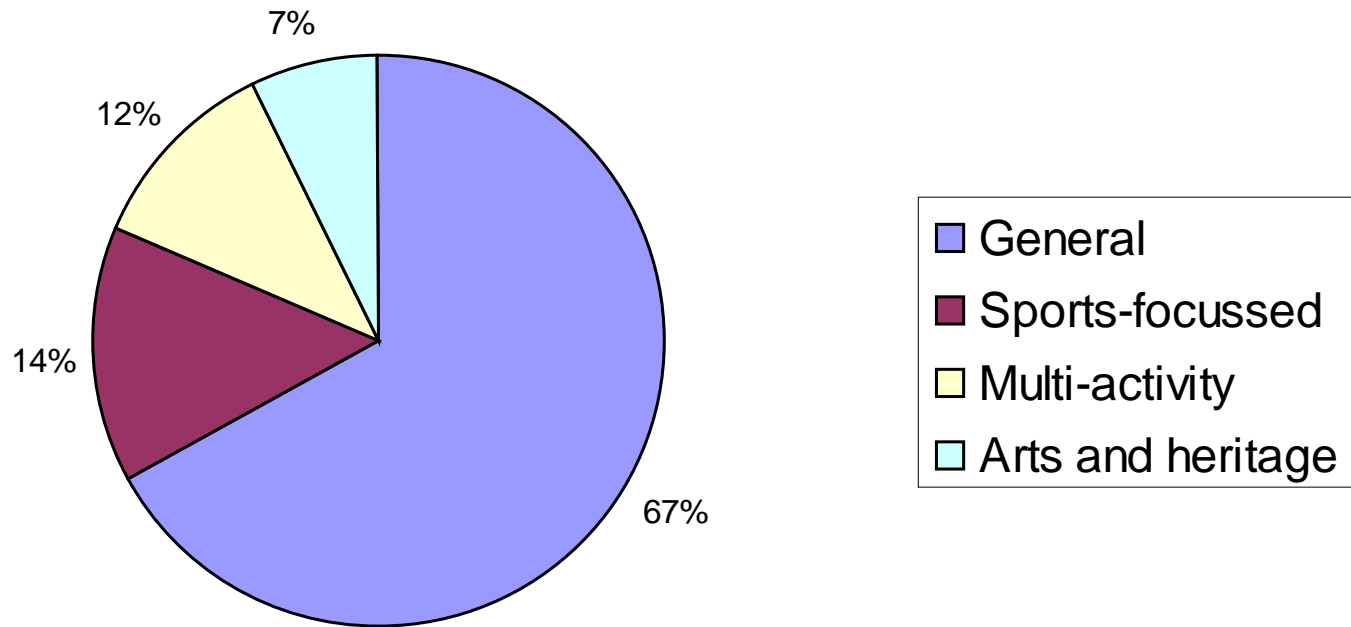
- ***Similarities***
  - Higher education, advantaged (ACORN), drinks alcohol
- ***Differences***
  - Older, single, work part-time or not working
  - Ethnicity, gender, health and smoking status not drivers
- **Higher education main driver**

- **Not many drivers identified**
- ***Similarities***
  - **Academic qualifications, internet access**
- ***Differences***
  - **Older, work part-time or not working**
  - **Ethnicity, gender, health, smoking status and drinking alcohol not drivers**
- **Academic qualifications main driver**

# Patterns of volunteering



- **Latent Class Analysis (LCA)**
- **Variables used – sector of volunteering activities, tasks involved in volunteering activities**
- **Included “any other sector” volunteers**





- **Two thirds of volunteers in the TP sample**
- **“any other sector” volunteers**
- **Fundraising, organising and running events, other practical help**
- **Majority mentioned only 1 task as part of their volunteer work**
- **Predominantly female**
- **Older on average than other volunteer groups**

- 14% of volunteers in the TP sample
- **Sports sector volunteers**
- **Coaching or tuition, fundraising, organising or running activities**
- **Majority mentioned only 1 task**
- **Predominantly male**
- **More likely to: be younger, have children**
- **More likely than other groups to have participated in sports**
- **More likely to agree that they had some influence over the quality and variety of local sporting facilities**

- 12% of volunteers in the TP sample
- Carried out multitude of different activities
- 95% undertook 5 or more tasks
- 31% volunteered in 2 or more sectors
- More likely than other groups to: be in middle age range, be married or cohabiting, have higher education, have professional/managerial NSSEC classification
- High levels of participation in arts and heritage events
- The group most likely to:
  - Agree they had some influence over the quality of their local environment and local cultural facilities
  - Have visited libraries, museums and art galleries, and historic sites when growing up

- **7% of volunteers in the TP sample**
- **59% of this group volunteered in arts sector, 35% in heritage, and 4% in both**
- **More likely than other groups to volunteer in the museums/galleries sector and libraries sector**
- **40% were involved in organising or helping to run an event**
- **More likely to: be single, be without children, live in London**
- **High levels of participation in arts and heritage events**
- **Also likely to agree that they were able to influence local cultural facilities**

# Summary





- **Drivers**

- **Distinct demographic profile for each sector**
- **Many of the drivers of volunteering are similar to the drivers of participation in these sectors**

- **Patterns**

- **4 distinct groups**
- **Distinct sports group – influence over quality and variety of local sporting facilities**
- **Multi-activity and arts and heritage groups – influence over local cultural facilities**

# Thank you

