

Attitudes to volunteering

Research brief

Note: this is a fictitious study devised specifically for training purposes. It does, however, represent the type of research briefs commonly received by the QRU at NatCen.

Volunteering and voluntary work encompasses volunteering for personal, civic and social purposes as well as for career-related purposes. It takes place in a wide variety of environments.

This study has been commissioned by the European Commission to explore attitudes towards volunteering and participation in voluntary work. The study aims to explore what people's understanding of volunteering is; their experience and views of volunteering as well as facilitators and barriers. The study is intended to inform the development and focus of the Commission's UK and local initiatives as part of the Year of the Volunteer.

Sample design

40 in-depth interviews with a cross-section of the adult (16+) population drawn from different geographical locations. The primary sampling criteria will be to include people both with and without volunteering experience. A secondary sampling criteria will be to include people of different ages, gender and socio-economic backgrounds. In-depth interviews will last approximately one-and-a-half hours.