

Attitudes to volunteering

Research aims to explore

- Definitions of volunteering/voluntary activity
- Experience of volunteering
- Reasons for volunteering/not volunteering
- Image of volunteers
- Perceived motivators and barriers to volunteering
- Potential ways of attracting volunteers

1. Introduction

- Introduce self and NatCen
- Explain:
 - nature and purpose of research
 - who research is for
- Introduce audio recorder
- Stress confidentiality

2. Background

- Household composition; whether children (ages)
- Employment status and details
- Spare time activities/hobbies

3. Definition of volunteering

- How would they define what volunteering is
 - How would they explain volunteering to someone else
 - What activities would they regard as “volunteering”; reasons
 - What is the difference, if any, between “volunteering” and “voluntary work”; reasons
- What do they see to be the key features of volunteering, e.g.
 - Organised or not (e.g. helping a neighbour)
 - Unpaid or not
 - Altruistic
- How does volunteering differ from other activities - including other activities carried out in their spare time, e.g.
 - Amateur dramatics
 - Community service
 - Political activities

4. Experience of volunteering

Aim to obtain a chronological map of all respondent's experiences of volunteering

- Details of their experience of volunteering since leaving full-time education
 - Details of all activities undertaken
 - What activity involved
 - At what stage did they start/stop the activity
- Whether still doing any voluntary activities or not

If volunteered at section 4, ask 5 below, if not go to 6

5. Volunteers

- How they become involved in volunteering, e.g.
 - Friends
 - Organisations
 - Work
- What are/were their main reasons for volunteering
- What was the experience like
- What were the main benefits for them of being a volunteer
 - Friends
 - Work related experience
 - Sense of 'doing good'
- What were the main downsides
- Did other people benefit from it/what ways

6. Non Volunteers

- Reasons for not doing any voluntary work, e.g.
 - Time
 - Incentive
- What might make them consider volunteering, e.g.
 - Financial reward
 - Career progression
 - Considered something worthwhile
- If were going to volunteer what sort of work would they do
 - How would they decide on an activity
- How likely is it that they will become a volunteer at some time in the future
 - Why/why not

ASK ALL

7. Views about becoming a volunteer

- What sort of people become volunteers: who are they
 - Reasons for their views
 - Extent to which they identify with this type of people
- Whether they think that anyone can become a volunteer or not; reasons

- How easy or difficult is it to get involved in voluntary work
 - How easy to obtain information about opportunities
 - Other issues (e.g. transport/financial)
- What are the main influences that encourage people to volunteer, e.g.
 - Family & friends
 - Benefits to others/self
- Why do they think people don't volunteer
 - What are the main barriers to people becoming involved in volunteering

8. Ways to encourage volunteers

- What would encourage more people to volunteer
- If they were promoting volunteering what features would they stress
- How would they go about promoting it
- Anything else they would like to add

Next steps

- Thank the participant. Check whether they have any remaining questions about the research.
- Reassure them about confidentiality and anonymity.
- Give the £20 thank you for taking part
- Ask if they would like to be informed of the outcomes of the research (take e-mail address if that is their preferred way of being informed)