What are volunteers interested in?

Evidence from our website

By Steve Harris 05 April 2016

1. Introduction

On 5 January 2016 we launched an improved search engine for people looking to volunteer in Gloucestershire. The entry to this system is at http://www.volunteerglos.org.uk/search.php

By looking at visit statistics to the various sub-pages of the site we can see what people are **interested** in.

2. Results

Although "Animals" is a popular area at 8% it is dwarfed by people interested in working with Young People (11%) and various other "people" volunteering categories.

Some traditional volunteering areas are quite low in the statistics – E.G. Charity shops (1%) and Fundraising (0.4%)

Here's the complete listing

Page	Visits	URL
Younger volunteers	13.45%	http://www.volunteerglos.org.uk/s_4YoungerVolunteers.php
Helping young people	11.35%	http://www.volunteerglos.org.uk/s_WithChildrenYoungPeople.php
Animals	8.23%	http://www.volunteerglos.org.uk/s_Animals.php
Helping older people	6.84%	http://www.volunteerglos.org.uk/s_WithOlderPeople.php
Conservation, environment, heritage	6.69%	http://www.volunteerglos.org.uk/s_ConsHerEnv.php
Poverty, homelessness, unemployment	5.30%	http://www.volunteerglos.org.uk/s_PovHomelsUnemp.php
Museums	4.83%	http://www.volunteerglos.org.uk/s_HeritMuseum.php
Mental Health	3.88%	http://www.volunteerglos.org.uk/s_MentalHealth.php
Administration	3.84%	http://www.volunteerglos.org.uk/s_Administration.php
Outdoors	3.80%	http://www.volunteerglos.org.uk/s_Outdoors.php
Art and Music	3.64%	http://www.volunteerglos.org.uk/s_ArtMusic.php
Women's issues	2.77%	http://www.volunteerglos.org.uk/s_Women.php
General people skills	2.29%	http://www.volunteerglos.org.uk/s_UsingPeopleSkillsGeneral.php
International issues	2.06%	http://www.volunteerglos.org.uk/s_International.php
Crime and the Law	1.94%	http://www.volunteerglos.org.uk/s_CrimeLaw.php
Short term	1.82%	http://www.volunteerglos.org.uk/s_ShortTerm.php
Accounts and Finance	1.74%	http://www.volunteerglos.org.uk/s_AccountFinance.php
Sport	1.70%	http://www.volunteerglos.org.uk/s_Sport.php
IT	1.62%	http://www.volunteerglos.org.uk/s_IT.php

Management/Trustees	1.46%	http://www.volunteerglos.org.uk/s_Management.php
Helping with disabilities	1.42%	http://www.volunteerglos.org.uk/s_WithDisabledPeople.php
Marketing, Social Media, Web	1.38%	http://www.volunteerglos.org.uk/s_MaketSocMediaWeb.php
Addiction	1.31%	http://www.volunteerglos.org.uk/s_Addiction.php
Retail/Charity Shops	1.19%	http://www.volunteerglos.org.uk/s_Retail.php
Catering	0.95%	http://www.volunteerglos.org.uk/s_Catering.php
Volunteers with restricted mobility	0.95%	http://www.volunteerglos.org.uk/s_RestrictMobility.php
Driving	0.87%	http://www.volunteerglos.org.uk/s_Driving.php
Gardening	0.59%	http://www.volunteerglos.org.uk/s_Garden.php
Receptionists	0.51%	http://www.volunteerglos.org.uk/s_Receptionist.php
Providing advice	0.47%	http://www.volunteerglos.org.uk/s_ProvidingAdvice.php
Fundraising	0.40%	http://www.volunteerglos.org.uk/s_Fundraising.php
Campaigning	0.28%	http://www.volunteerglos.org.uk/s_Campaigning.php
Volunteers with visual impairment	0.12%	http://www.volunteerglos.org.uk/s_VIP.php

3. Possible future work

Web statistics represent just the start of a possible journey into volunteering. We're also looking at the roles people apply for and actually end up doing some volunteering in. We already know that around 19% of volunteering expressions of interest result in actual volunteering but it would be interesting to see if this varies across the categories.