

Public response to the RWC volunteers

How well did the volunteers do?

1. 90% agreed that RWC volunteers had *“contributed positively to visitors’ overall experience of the tournament”*.
2. 85% agreed that RWC volunteers had *“enhanced New Zealand’s reputation as a destination for major events”*.
3. One third (33%) agreed that the RWC volunteers had *“inspired [them] to volunteer or spend more time volunteering”*.

What did people think the top three benefits of volunteering* were?

People agreed that the top three benefits of volunteering were:

1. to be part of an exciting atmosphere/event - 32%
2. to meet new people - 20%
3. not to get stuff, e.g. tickets or merchandise -5%.

Would people now volunteer themselves (or volunteer more)?

Of those who weren’t currently volunteering, 23% agreed that they were now inspired to do so, i.e. are potential new volunteers.

Who’s most likely to volunteer?

1. Almost half (47%) of those aged 18-30 were inspired to volunteer or volunteer more (compared with around 30% of people over the age of 30)
2. About 40% of women agreed they were inspired to volunteer or volunteer more (compared with 27% of men)

What would they volunteer for?

Of those who said they were inspired to volunteer or volunteer more:

1. 50% said they would volunteer for a future major NZ event
2. 42% said they would volunteer for a local sports club or team
3. 48% said they would volunteer for another type of organisation

Results are based on questions asked in the UMR Research nationwide omnibus survey. Interviews were carried out from 27-31 October 2011. A nationally representative sample of 750 New Zealanders 18 years of age and over was interviewed by telephone (and note that the figures quoted are based on the 684 who “followed the Rugby World Cup”).

* at a major event like the RWC