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Caring Canadians, Involved Canadians: Highlights from the 2004 Canada Survey of Giving, Volunteering and Participating

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Foreword

In the course of their busy lives and many commitments, millions of Canadians make a conscious effort to contribute to others and their communities through charitable giving, volunteering their time to charitable and nonprofit organizations and by helping individual Canadians directly on their own. These activities are a significant feature of Canadian life, as the Canada Survey of Giving, Volunteering and Participating (CSGVP) demonstrates. The CSGVP enriches our understanding of these activities by enabling us, among other things, to explore the extent to which Canadians engage in these behaviours and their reasons for doing so. The value of this information is that it can suggest ways to sustain and encourage these activities among the Canadian population.

The CSGVP is the latest iteration of a series of surveys that began with the 1997 National Survey of Giving, Volunteering and Participating (NSGVP). The NSGVP was developed through a unique partnership of federal government departments and nonprofit and voluntary organizations that included the Canadian Centre for Philanthropy (now operating under the name of Imagine Canada), Canadian Heritage, Health Canada, Human Resources Development Canada, Statistics Canada and Volunteer Canada. It was first conducted in 1997 as a special survey and was conducted again in 2000 as part of the federal government's Voluntary Sector Initiative. In 2001, the federal government provided funding to establish a permanent survey program on charitable giving, volunteering and participating within Statistics Canada. The survey itself was renamed the Canada Survey of Giving, Volunteering and Participating (CSGVP) to distinguish it from surveys in other countries.

Currently, the survey program has three main components. The first component is the CSGVP, a national survey of Canadians¹ residing in every province, that is designed to be conducted every three years. The second is the CSGVP–North, which has similar content to the CSGVP but addresses the unique characteristics of the Territories and their smaller and widely dispersed northern communities. The third component is the Follow-up Survey of Giving, Volunteering and Participating (FSGVP), which collects information from a subset of people who participated in the 2000 NSGVP and enables the study of changes in behaviours from one survey to the next.

The establishment of a permanent series of surveys provided an opportunity to review the design of the survey instrument to ensure that it would provide the highest quality information on an ongoing basis. Consultations were held with a variety of stakeholders from the charitable and nonprofit sector, government and the academic community, to identify ways to improve the survey.

The survey platform was also changed. Previously, the NSGVP had been conducted with respondents who participated in the Statistics Canada Labour Force Survey. Because of concerns about the demands being placed on Labour Force Survey respondents, the CSGVP was conducted as a stand-alone telephone survey.

1. The term *Canadians* is used throughout this publication to refer to the population targeted by the survey. Residents of Canada who were not Canadian citizens may have been respondents to this survey and only persons aged 15 and older were included. For a complete definition of the target population, please refer to Appendix A, *Glossary of terms*.

The CSGVP and the FSGVP were conducted by Statistics Canada from mid-September to December, 2004 while the CSGVP-North was conducted from the end of August to mid-November, 2004. The CSGVP employed a representative sample of 20,832 Canadians aged 15 and older while the CSGVP-North surveyed a representative sample of 1,332 Canadians aged 15 and older. The results for the CSGVP and CSGVP-North have been combined for the purposes of this report. The FSGVP employed a representative sample of 6,059 Canadians aged 19 and older, and its results are reported separately in this report from those of the other two surveys.²

The CSGVP and the FSGVP provide the most comprehensive assessment of giving, volunteering and participating ever undertaken in Canada and, to our knowledge, in the world. The surveys provide information about how Canadians

- donate money and in-kind gifts to charitable and nonprofit organizations;
- volunteer time to charitable and nonprofit organizations and provide direct help to others; and

- participate in organizations by becoming members.³

This research allows us to report on the state of charitable giving, volunteering and participating in Canada in 2004. It provides a portrait of the many ways in which Canadians express their interests, their values about community involvement and their compassion towards others. Taken altogether, it highlights our strengths and our vulnerabilities as a caring society.

Although the activities that are the focus of this study are an important feature of Canadian society, they can be surprisingly difficult to measure. The observed rates of giving, volunteering and participating in 2004 are greater than those found in either the 1997 or 2000 NSGVP. However, as we have noted, the 2004 CSGVP employs a different survey platform and a somewhat different questionnaire than did the previous NSGVP surveys. Because of these changes it is not appropriate to compare results from the 2004 CSGVP with the previous NSGVP surveys.

2. Individuals in the FSGVP sample were 15 years of age and older in 2000, at the time they were originally interviewed for the NSGVP.

3. Information about direct helping and participation was not collected by the FSGVP.

Introduction

The Canada Survey of Giving, Volunteering and Participating (CSGVP) offers a unique opportunity to examine a constellation of activities in which millions of people engage, and that are at the heart of Canadian life. Every day in communities across our country, Canadians donate their time and money to charities and other nonprofit organizations, help their neighbours, friends and family, and connect with one another through their community groups.

This report presents highlights of the findings of the 2004 CSGVP. It reveals the enormous range of giving, volunteering and participating that occurs throughout Canada over the course of a year. Canadians donate money and volunteer time to support the arts, local sports clubs, medical research, food banks, shelters, international relief efforts, and their places of worship, among many other causes. They help their neighbours and friends in a variety of ways, by doing work around their homes, doing shopping or driving people to appointments, or providing health-related or personal care. Canadians also participate in community life by joining a host of organizations and groups. They are active in rural areas, in towns and cities and they reach beyond their communities to support regional, national and global causes.

The 2004 CSGVP provides a new way of measuring giving, volunteering and participating. It replaces the way these behaviours were measured in the 1997 and 2000 National Surveys of Giving, Volunteering and Participating (NSGVPs). Because of these changes it is not appropriate to compare results from the 2004 CSGVP with the previous NSGVP surveys.

The CSGVP reveals higher levels and amounts of giving, volunteering and participating among Canadians¹ than were found in previous surveys. It also reveals, as have past surveys, that there are key characteristics that distinguish those Canadians who engage in these activities more frequently than others. Moreover, it shows that the bulk of the charitable dollars and volunteer hours are provided by a relatively small percentage of the population.

1. The term *Canadians* is used throughout this publication to refer to the population targeted by the survey. Residents of Canada who were not Canadian citizens may have been respondents to this survey and only persons aged 15 and older were included. For a complete definition of the target population, please refer to Appendix A, *Glossary of terms*.

The 2004 CSGVP: Methodological changes and implications for findings

A number of significant changes were made to the methodologies employed for collecting data on giving, volunteering and participating in the previous 1997 and 2000 NSGVP. The changes, which are discussed more fully in Appendix C, *Special note on data quality*, included the following:

Changes to the survey coverage. Survey data were collected in the North (Yukon, Northwest Territories and Nunavut) for the first time.

Changes in the size of sample. The sample size of the CSGVP has been increased from 14,724 to 20,832 to improve the ability to provide estimates both at the provincial level and in the larger urban areas.

Changes in the survey questionnaire. The questionnaire was revised in a number of ways, based on experience gained from earlier surveys. Some questions were changed to improve their clarity for respondents. Other questions were added to collect new information of interest. A number of questions were also dropped from the survey. Because the survey is now being conducted on a permanent basis, it is possible to cycle sets of questions in and out of the survey. For example, questions about the skills that youth seek from their volunteer experiences were dropped from the 2004 survey but may be asked again in the 2007 survey.

Changes in collection method. The 2004 survey employed a Random Digit Dialling telephone sample, by which respondents were recruited specifically to participate in the CSGVP. In contrast, both the 1997 and 2000 NSGVP were conducted as supplements to the Labour Force Survey (LFS). This may have influenced some of the results. For example, the overall percentage of the population that responded to the survey (the response rate) for 2004 was 57% (down from 63% in 2000). Taken altogether, these changes are substantial enough to make comparisons of results from the 2004 CSGVP with those from the 1997 and 2000 NSGVP inappropriate. This report therefore does not attempt to analyze changes over time in giving, volunteering and participating and focuses only on the results of the 2004 survey.

Summary of main findings

Giving to charitable and nonprofit organizations

Over 22 million Canadians – 85% of the population aged 15 and over – made a financial donation to a charitable or other nonprofit organization in the 12-month period covered by the CSGVP.¹ The amounts donated totalled to \$8.9 billion with donors giving an average of \$400. The bulk of these donations were provided to religious organizations (which received 45% of all donated dollars), health organizations (14%) and social services organizations (10%).

Some people contribute much more than others. Generally speaking, those who give more can be distinguished by a number of characteristics. They are more likely to be older, to have higher levels of education and income, to be married or widowed and to be religiously active. While individuals with higher levels of household income gave more in absolute amounts, those donors with the lowest levels gave a greater percentage of their income than others.

The most common ways in which donations were made were in response to a request through the mail; when asked by someone doing door-to-door canvassing; and when asked by someone canvassing for a charitable organization at a shopping mall or on the street. Canadians gave the most money by making donations through their church, via the mail, by attending charity

events and by giving on their own. Those that plan their donations in advance were much more likely than others to make larger donations.

The motivations that donors have for their charitable giving mainly revolve around feelings of compassion towards people in need; wanting to help a cause in which one believes and wanting to make a contribution to the community. Donors also give because they or someone they know has been personally affected by the cause the organization supports.

Many donors also identified a number of barriers that kept them from giving more. A number of these relate to the activities of charitable and nonprofit organizations. Significant numbers of donors indicated that they did not give more because they did not like the way requests for donations were made or because they were concerned that the money would not be used efficiently. Many non-donors indicated that they did not give because they had not been asked or because they did not know where to make a donation.

As previous surveys have shown, although many Canadians give money, charities rely on a relatively small group of donors for the bulk of their support. The top one-quarter of donors who gave \$325 or more during the year, provided 82% of the total value of all donations. The top 10% gave \$870 or more and accounted for 62% of the value of all donations.

1. The term *Canadians* is used throughout this publication to refer to the population targeted by the survey. Residents of Canada who were not Canadian citizens may have been respondents to this survey. For a complete definition of the target population, please refer to Appendix A, *Glossary of terms*.

Volunteering through an organization

Almost 12 million Canadians or 45% of the population aged 15 and older volunteered during the one-year period preceding the survey.² Their contributions totalled almost 2 billion hours, an amount equivalent to 1 million full-time jobs. Volunteers contributed an average of 168 hours over the course of the year. Mandatory community service is included in these estimates.

Canadians were most likely to volunteer with sports and recreation, social services, education and research, and religious organizations. The most common activities they performed were organizing, supervising or coordinating activities or events and fundraising, followed by serving as unpaid members of committees or boards and engaging in teaching, educating, or mentoring.

The Internet played an important role in the volunteering of many individuals. About 20% of volunteers said that they used the Internet in some way during their volunteer activities, while about 8% said that they used the Internet to seek out volunteer opportunities.

The CSGVP reveals that the highest rates of volunteering are among youth, those with higher levels of household income and education, those who have school aged children present in the household and among individuals who are religiously active. Those who contribute the most hours tend to be seniors, to have lower levels of household income, higher levels of education, to not have children present in their household and to be religiously active.

Youth aged 15 to 19 tend to volunteer with different types of organizations than other volunteers (e.g., education and research and social services organizations) and engage in different types of volunteer activities (e.g., coaching, refereeing, or officiating, and fundraising). Their motivations also differ from others. They are more likely to volunteer to improve their job opportunities, to explore their own strengths, and because their friends volunteer.

2. In the CSGVP, volunteering is defined as doing activities without pay on behalf of a group or an organization, and includes mandatory community service.

With respect to the motivations of volunteers, almost all agreed that making a contribution to their community was an important reason for their volunteering. Other frequently reported reasons include: the opportunity to use one's skills and experience and being personally affected by the cause supported by the organization with which one volunteers.

Volunteers readily identified a variety of barriers that kept them from volunteering more and a number of these can be addressed by the organizations who engage volunteers. Over one-quarter of volunteers indicated that they did not volunteer more because no one had asked them. About one in ten indicated that they did not know how to get involved, pointed to the financial cost of volunteering, or reported dissatisfaction with a previous volunteer experience.

As past surveys have shown, volunteering is not evenly distributed throughout the population. In 2004, the top one-quarter of volunteers who contributed 180 hours or more accounted for 77% of total volunteer hours. The top 10% contributed 52% of all hours.

Helping others directly

Many Canadians also help others directly on their own without working through a charitable or voluntary organization. The CSGVP asked Canadians about the types of support they provided to individuals who did not live in their own household. Eight in ten (83%) reported that they had helped others directly in the previous year. The most commonly reported activities were providing help at an individual's home, such as cooking, cleaning, gardening, maintenance, painting, shovelling snow or car repairs (reported by 60%), providing health-related or personal care, such as emotional support, counselling, providing advice, visiting the elderly and unpaid babysitting (50%) and helping by shopping, driving someone to the store or to other appointments (46%).

Organizational membership and participation

Two-thirds (66%) of Canadians aged 15 and over reported belonging to a group or organization. The most common types of organizational memberships were in sports and recreation (31% of Canadians reported memberships), professional associations and unions (27%), religious organizations or groups (17%), and cultural, education or hobby organizations (13%). Half of those holding memberships (49%) attended meetings, social functions, or other organization functions at least once a month.

Patterns of support and linkages

Canadians express their community values and pursue their interests through a variety of prosocial behaviours. The 2004 CSGVP measures the extent to which Canadians engage in charitable giving, volunteering through an organization, helping others directly, and the extent to which they participate by being members of organizations and associations.

Most Canadians engage in a combination of these four forms of social involvement over the course of the year. Slightly less than one-third engage in all four and just under another third engage in three of these forms. About one-

quarter are involved in two forms of involvement and one-tenth engage in just one. Only 4% of Canadians do not participate in any of the forms of social involvement measured in the survey.

A small group of Canadians is responsible for the bulk of the charitable giving, volunteering, helping and participating in the country. For example, the one in seven (13.5%) Canadians who were in the top one-quarter of donors (i.e., who contributed \$325 or more), and who also volunteered, contributed 57% of the total value of donations to nonprofit and charitable organizations and volunteered 39% of the total hours contributed to these organizations.³

The following sections of this report explore the results of the 2004 CSGVP in broader detail and demonstrate the ways in which Canadians engage in their communities and provide support one to another. As will be seen, these activities are so extensive that they can be considered a fundamental element of Canadian life.

3. The top 25% of donors who also volunteered are sometimes referred to as *core supporters*.

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Chapter 1

Charitable giving

The vast majority of Canadians make donations to charitable or other nonprofit organizations throughout the course of a year. In so doing, they help these organizations provide services and goods that are vital to the well-being of individual Canadians and to the quality of life in communities. However, some Canadians give more than others, and, practically speaking, charities and nonprofit organizations rely mostly on a small group of donors for the bulk of their donations.

This chapter begins by describing the extent to which Canadians donate money to charitable and nonprofit organizations, the amounts they give, and the organizations they support with their donations. Next, it shows the ways in which the social and economic characteristics of donors are related to giving behaviours and provides an outline of geographical variations in giving. Finally, the chapter discusses the methods by which Canadians make donations, the motivations they cite for giving, and the perceived barriers to giving that they face.

Giving in 2004: Key findings

- 22.2 million Canadians (85% of the population aged 15 and over) made a financial donation in 2004, while 86% made an in-kind donation.
- Canadians gave an estimated \$8.9 billion in financial donations; the average annual donation was \$400.
- 21% of Canadians (the 25% of donors who contributed \$325 or more) accounted for 82% of the total value of all donations.
- Canadians gave the most money to religious organizations (45% of all donations) followed by health (14%), and social services (10%) organizations.

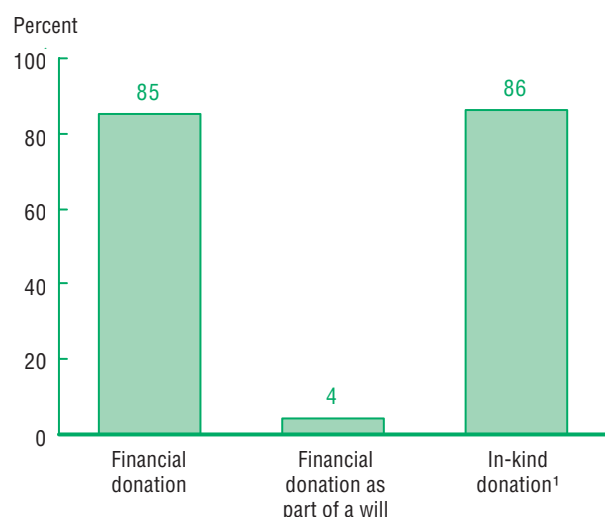
- The likelihood of donating and the amount given increases with age, education, and household income.
- Donors with annual household incomes less than \$20,000 gave a greater percentage of their household income than others.
- The 19% of Canadians who attended religious services weekly gave 74% of the total value of all donations to religious organizations and 22% of the value of all donations to other organizations.
- The 18% of Canadians who were landed immigrants, or had been at some point in their lives, gave 20% of the total value of all donations.
- The donor rate varies from a high of 93% in Newfoundland and Labrador and Prince Edward Island to a low of 63% in Nunavut.
- The average annual donation varies from a high of \$500 in Alberta, to a low of \$176 in Quebec.
- The top three reasons for making a donation were: feeling compassion towards people in need; to help a cause in which one believes; and to make a contribution to the community.

The support that Canadians provide

Over 22 million Canadians – 85% of the population aged 15 and older – gave money to a charitable or other nonprofit organization during the 12 months prior to being surveyed (Figure 1.1). Almost nine in ten Canadians (86%) made in-kind donations: 79% gave clothing, toys, or household goods to charitable and nonprofit organizations, and 63% gave food to organizations such as food banks. Taken altogether, almost all Canadians (94%) made

either a financial or in-kind gift over the course of the year. Four percent have made provisions for a donation through a bequest in their will or via some other financial planning instrument.

Figure 1.1
Percentage of population donating to charitable and nonprofit organizations, by type of donation, population aged 15 and older, Canada, 2004



1. In-kind donations include donations of such things as clothing, toys, household items and food.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Canadians gave an estimated \$8.9 billion in financial donations to charitable or other nonprofit organizations in 2004 (Table 1.1). The average annual donation was \$400 and donors made an average of 4.3 separate donations over the course of the year. The median annual donation, which provides a better indication of the size of the typical donation, was \$120 which means that half of donors contributed less than \$120 and half contributed more.

Table 1.1 Donors and donations, population aged 15 and older, Canada, 2004

Rate of donating		
Total population	(thousands)	26,093
Donors	(thousands)	22,193
Donor rate	(percent)	85
Number of donations		
Total number	(thousands)	94,807
Average number per donor		4.3
Amount of donations		
Total amount	(thousands of dollars)	8,882,312
Average annual amount per donor	(dollars)	400
Median annual amount per donor	(dollars)	120
Average amount per donation	(dollars)	94

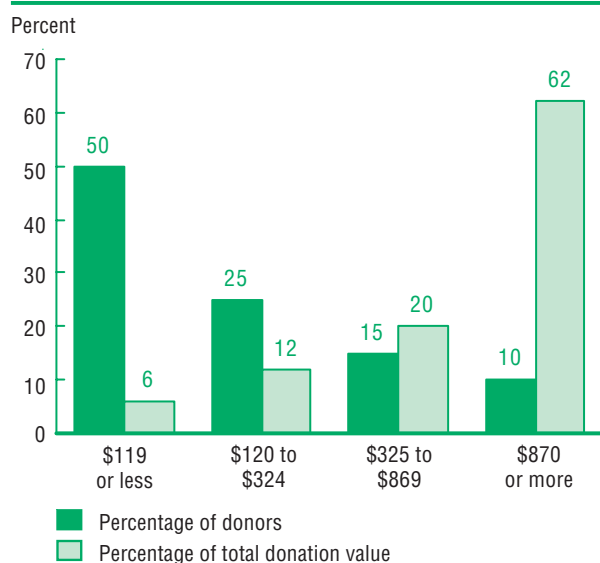
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

The concentration of support

While most Canadians make financial donations to charitable and nonprofit organizations, a small group of donors provides most of the dollars. Figure 1.2 groups donors into four categories, based on the amount they donated annually, and shows the percentage of total value of all donations provided by each group. The 50% of donors who gave \$119 or less in 2004 accounted for 6% of the total value of all donations. In contrast, the 15% of donors who gave between \$325 and \$869 contributed 20% of all donated dollars. Even more striking is the contribution of the 10% of donors who gave \$870 or more and accounted for 62% of the dollars given. Taken together, the top 25% of donors accounted for 82% of the value of donations.

From the perspective of the population as a whole, 8.5% of all Canadians (i.e., 10% of the 85% who donated the most) contributed 62% of total donations and 21% of Canadians (i.e., the 25% of donors who donated the most) contributed 82% of donations.

Figure 1.2
Distribution of donors and percentage of total annual donations, by amount of annual donations, donors aged 15 and older, Canada, 2004



Note: Percentages may not add to 100 due to rounding.
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

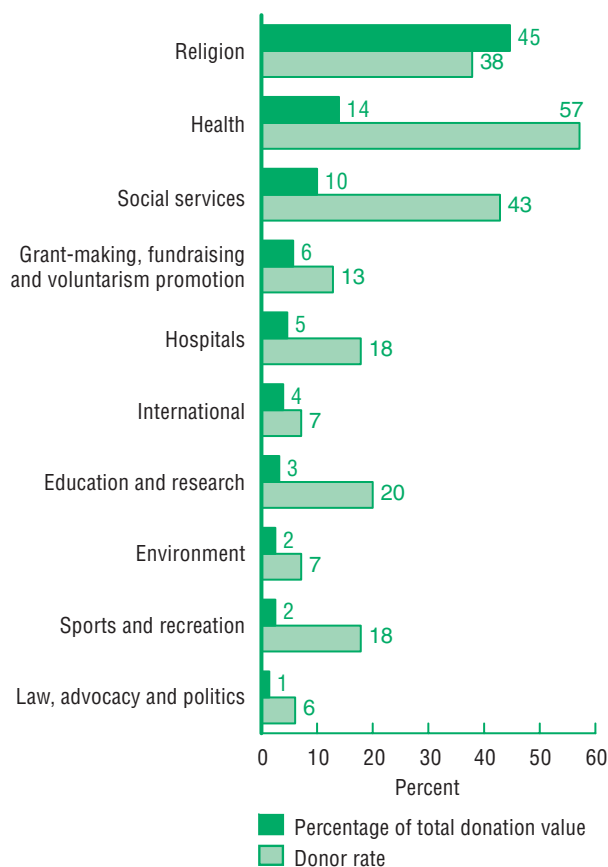
The organizations supported by Canadians

Through their donations, Canadians support the activities of those charitable and nonprofit organizations that they value most. Figure 1.3 shows the wide variety of charitable and nonprofit organizations that Canadians support with their financial donations. Religious organizations¹ were the largest beneficiaries of charitable giving, receiving almost \$4.0 billion, or 45% of the total value of donations received by organizations in Canada.² Health organizations were second, receiving over \$1.2 billion in donations, or 14% of the total value of donations,

1. For the purposes of the CSGVP, religious organizations are defined as congregations or groups of congregations. Religiously inspired organizations that operate in other areas such as social services or health are not classified as religious organizations.
2. Donors were asked to indicate the names of the organizations to which they made donations and to state what the organizations did. Based on this information, organizations were classified into 15 categories according to the types of activities performed. The classification system is described in Appendix A, *Glossary of terms*. The CSGVP collects information only about the organization that is the direct recipient of the donation and does not track whether organizations transfer the donations they receive to other organizations.

followed by social services organizations, which received over \$903 million in donations, or 10% of all donations.

Figure 1.3
Percentage of total donation value and donor rate, by selected organization type, population aged 15 and older, Canada, 2004



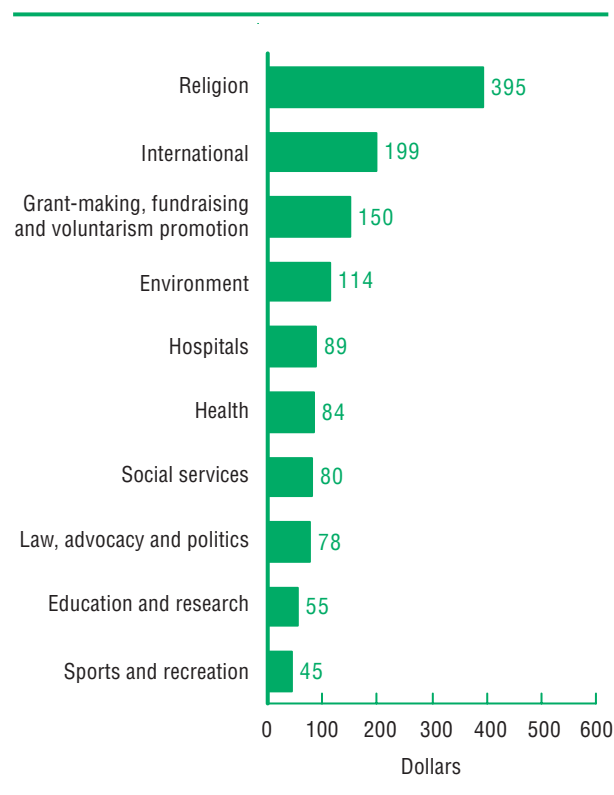
Notes: Some types of organizations are excluded due to the reliability of the estimates.
The complete classification system is described in Appendix A, *Glossary of terms*.
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Although religious organizations were given more money than other organizations, other types of organizations have a wider base of support in the population. Almost 6 out of ten Canadians (57%) made donations to health organizations and 43% donated to social services organizations. After religious organizations (which received donations from 38% of Canadians), the next most popular types of

organizations were education and research (20%), sports and recreation (18%), and hospitals (18%).

The average amount that Canadians gave also varied widely by type of organization (Figure 1.4).³ Donors to religious organizations made the largest average donations (\$395). Although more than half of all donors supported health and social services organizations, the average donations they contributed were relatively small compared to the donations provided to most other types of organizations.

Figure 1.4
Average annual donations, by selected organization type, donors aged 15 and older, Canada, 2004



Notes: Some types of organizations are excluded due to the reliability of the estimates.

The complete classification system is described in Appendix A, *Glossary of terms*.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

3. This is the average amount donated by those who actually made donations to the given type of organization (i.e., the 18% of Canadians who donated to sports and recreation organizations each gave an average of \$45 annually). It is not the average donation from all Canadians.

A profile of Canadian donors

Most Canadians donate money over the course of a year; however, some give more than others and these individuals share a variety of personal and economic characteristics. This section explores the ways in which giving varies according to age, formal education, employment status, sex, marital status, and household income. While the roles of these factors are discussed independently of one another, it is worth observing that these factors are often related. For example, income is related to such factors as education, age, and sex.

Broadly speaking, giving tends to increase with age. As Table 1.2 shows, the percentage of Canadians who made donations was lowest among 15 to 24 year olds (71% made a donation), and peaked among those aged 45 to 64 (90% donated), before declining slightly among those aged 65 and older (87% donated). The pattern for the average amount is somewhat different; it rises steadily with age from a low of \$129 among 15 to 24 year olds to a high of \$572 among those aged 65 and older. Canadians 45 and older contributed 63% of the total value of donations, although they constituted just 47% of the population.

Giving also generally increases with income. The donor rate is lowest (69%) among those with a gross household income of less than \$20,000 and increases with income until it peaks at 92% among those with household incomes of \$100,000 or more. The average donation increases from a low of \$197 among those with household incomes of less than \$20,000 to a high of \$698 among those with household incomes of \$100,000 or more. Donors from high-income households play an important role in providing donations to charitable and nonprofit organizations. Although they comprised only 19% of the total population, individuals with household incomes of \$100,000 or more contributed 36% of the total value of donations.

Caring Canadians, Involved Canadians

Table 1.2 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Canada, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Percent	Percent
Total	85	400	120	100	100
Age					
15 to 24	71	129	32	17	4
25 to 34	84	311	88	17	13
35 to 44	89	370	125	20	19
45 to 54	90	494	154	19	24
55 to 64	90	500	176	13	17
65 and over	87	572	186	15	22
Sex					
Male	82	430	117	49	51
Female	88	374	120	51	49
Marital status					
Married or common-law	90	442	145	61	71
Single, never married	75	253	57	27	15
Separated or divorced	85	382	110	7	7
Widow or widower	84	568	200	5	7
Education					
Less than high school	74	204	60	18	8
Graduated from high school	82	308	100	18	13
Some postsecondary	84	316	87	7	6
Postsecondary diploma	91	381	123	34	33
University degree	93	694	211	22	40
Labour force status					
Employed	89	417	125	66	72
Unemployed	83	204	83 ^E	2	1
Not in the labour force	79	358	100	32	27
Household income					
Less than \$20,000	69	197	70	13	5
\$20,000 to \$39,999	82	304	92	22	16
\$40,000 to \$59,999	86	346	108	19	17
\$60,000 to \$79,999	88	334	113	16	14
\$80,000 to \$99,999	91	426	145	10	12
\$100,000 or more	92	698	214	19	36
Presence of children in household²					
No children in household	85	436	130	63	69
Pre-school aged children only	88	286	100	7	5
Both pre-school and school aged children	88	424	118	6	6
School aged children only	84	335	99	24	20

^E use with caution

1. Estimates of average and median donations are calculated for donors only.

2. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Higher levels of education are also associated with more giving. The percentage of individuals making donations increased from a low of 74% among those who had not graduated from high school to a high of 93% among those with a university degree. Similarly, the average annual donation ranged from a low of \$204 for those who had not graduated from high school to a high of \$694 for those with a university degree. Even though they comprised just 22% of the population, Canadians with a university degree contributed 40% of the total value of donations.

Employed individuals were somewhat more likely to donate (89%) than were either unemployed individuals (83%) or those who were not in the labour force (79%).⁴ They also made substantially larger average annual donations (\$417) than those who were unemployed (\$204) and slightly larger donations than those individuals who were not in the labour force (\$358). It is worth noting that a substantial number (27%) of individuals who are not in the labour force are seniors, who, as we have noted above, tended to make larger donations.

Women were more likely to donate to charitable and nonprofit organizations than men (88% of women vs. 82% of men donated). However, men gave larger average donations (\$430 compared to \$374 for women). It is important to note, however, that the annual *median* donation was virtually the same (\$120 for women and \$117 for men).

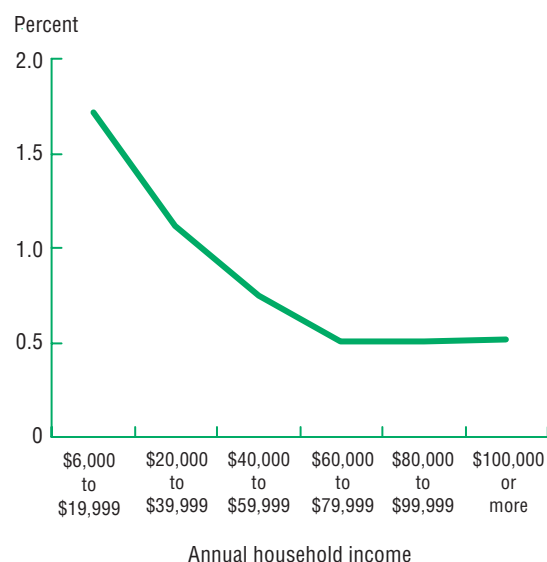
Canadians who were married, or in common-law unions, were more likely to donate (90%), than those who were single (75%), widowed (84%), or separated or divorced (85%). Those who were widowed, however, gave the largest average annual donation (\$568). Single Canadians gave the smallest average annual donation of \$253. While 61% of the population aged 15 and older is married or in a common-law union, this group contributed 71% of the total value of donations.

4. Labour force status includes three categories: employed (working), unemployed (not working but looking for work), and not in the labour force (neither working nor looking for work).

Donations as a percentage of household income

While it is true that donors with lower levels of household income give less than others in absolute terms, they tend to give more than others relative to their income. Figure 1.5 displays the average amount, expressed as a percentage of pre-tax household income, donated to charitable and nonprofit organizations by donors in each household income category. Canadian donors with household incomes of less than \$20,000 donated 1.7% of their pre-tax income to charitable and nonprofit organizations, while those with incomes of \$100,000 or more contributed 0.5% of their pre-tax income.

Figure 1.5
Percentage of household income spent on donations, by level of household income, donors aged 15 and older, Canada, 2004



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Top donors

Canada's *top donors* – the 25% of donors who donated \$325 or more and collectively accounted for 82% of the value of all donations – are a critical source of support for charitable and nonprofit organizations. But who are these top donors? What personal and economic characteristics do they tend to possess? How do they allocate the large donations that they make?

Top donors tend to be older, to have higher levels of household income, and to have higher levels of formal education. Those who are employed, who are widowed, or who attend religious services on a weekly basis are also more likely to be top donors. As previously noted, although these factors are discussed separately, many of them are related.

The likelihood of being a top donor increases with religious attendance, age, household income, and education. For example, as Table 1.3 shows, 48% of those who attended religious services or meetings at least once a week are top donors as compared to 16% of Canadians who did not attend religious services on a weekly basis. Collectively, the top donors who attended religious services weekly made up only 9% of the

population, but they contributed 42% of the total value of all donations. Almost one-third (31%) of those aged 65 and over are top donors compared to only 6% of 15 to 24 year olds. More than one-third (37%) of those with a university degree are top donors compared to 11% of those who have not graduated from high school.

It is also worth noting that while some types of top donors represent only a small percentage of the population, they account for a relatively large percentage of the total donations made. For example, 36% of those with a household income of \$100,000 or more are top donors. Collectively, this group of top donors made up just 7% of the population, but accounted for almost one-third (32%) of total donations. Similarly, top donors with a university degree comprised 8% of the population, but contributed 36% of the total value of donations.

What types of organizations do top donors support? Almost half (49%) of the dollars donated by top donors went to religious organizations. Top donors contributed 90% of the total dollars donated to religious organizations and 75% of the total dollars donated to non-religious organizations.

Caring Canadians, Involved Canadians

Table 1.3 Percentage of population who are top donors,¹ and percentage of donation value contributed, by personal and economic characteristics, population aged 15 and older, Canada, 2004

	Percentage in category who are top donors	Number of top donors in category as a percentage of total population	Percentage of total annual donation value contributed by top donors in category
	Percent		
Age			
15 to 24	6	1	3
25 to 34	15	3	10
35 to 44	21	4	15
45 to 54	28	5	21
55 to 64	30	4	15
65 and over	31	5	19
Sex			
Male	21	10	43
Female	22	11	39
Marital status			
Married or common-law	25	16	59
Single, never married	11	3	11
Separated or divorced	20	1	5
Widow or widower	32	2	6
Education			
Less than high school	11	2	5
Graduated from high school	17	3	10
Some postsecondary	18	1	4
Postsecondary diploma	22	7	26
University degree	37	8	36
Labour force status			
Employed	23	15	60
Unemployed	12 ^E	0 ^E	1 ^E
Not in labour force	18	6	22
Household income level			
Less than \$20,000	10	1	4
\$20,000 to \$39,999	17	4	12
\$40,000 to \$59,999	19	4	13
\$60,000 to \$79,999	22	4	11
\$80,000 to \$99,999	23	2	10
\$100,000 or more	36	7	32
Presence of children in household²			
No children in household	23	15	57
Pre-school aged children only	17	1	4
Both pre-school and school aged children	23	1	5
School aged children only	18	4	16
Religious attendance			
Weekly attendance	48	9	42
Not a weekly attendee	16	13	41

^E use with caution

1. Top donors are defined as the 25% of donors who donated the largest amount (\$325 or more).

2. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

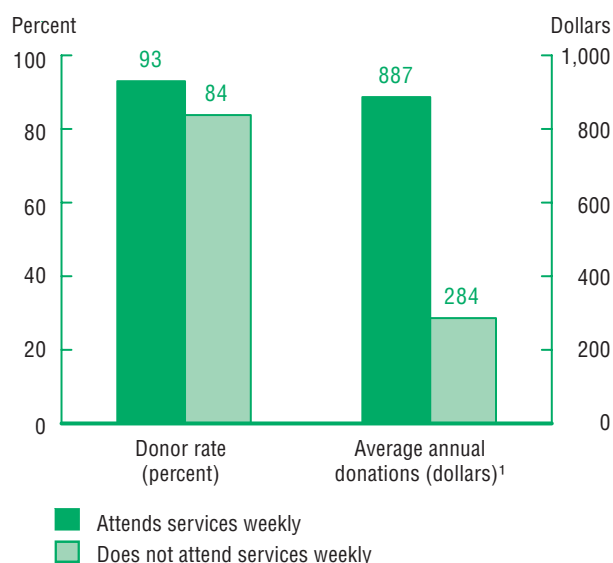
The role of religion

Canadians who are actively involved with their religion are more likely than others to be donors and to give more than other donors do. Not surprisingly, these individuals provide virtually all of the donations to religious organizations; however, they also make significant contributions to non-religious organizations.

The CSGVP asked respondents how frequently they attended religious services or meetings (excluding special occasions such as weddings, funerals or baptisms). One-fifth of Canadians (19%) reported that they attended religious services weekly.

Figure 1.6

Donor rate and average annual donations, by weekly attendance at religious services, population aged 15 and older, Canada, 2004



1. Estimates of average donations are calculated for donors only.
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

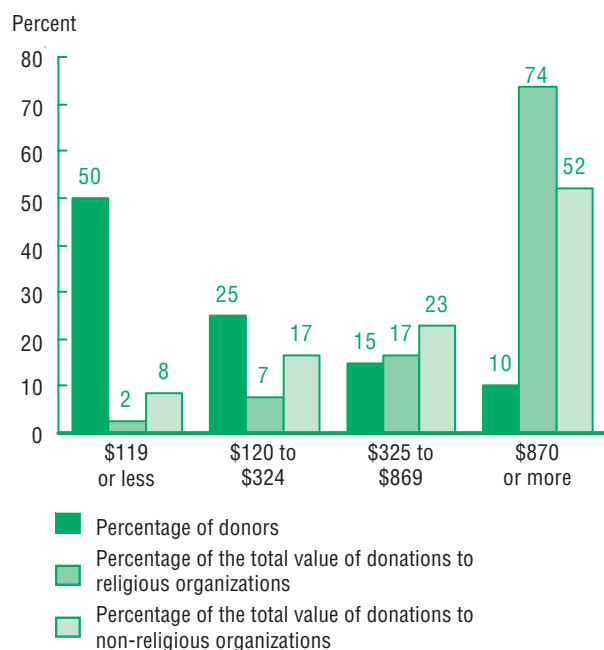
Over nine in ten (93%) of those who attended services weekly made charitable donations compared to 84% of those who did not (Figure 1.6). Those who attended services weekly also made larger annual average donations (\$887 vs. \$284). Most of this giving (72% of all donations) is directed towards religious organizations. Indeed, the 19% of Canadians who attended religious services weekly account for 74% of the total value of donations to religious organizations. However, they also provide 22% of the total value of all donations to non-religious organizations.

Religious versus non-religious donations

Giving to religious organizations may be a distinctly different type of activity than giving to non-religious organizations. Religious organizations received 45% of the total value of donations, significantly more than any other type of organization. The second-ranked type of organization – Health – received just 14% of the total value of donations. So who donates to religious organizations and how do donors to religious organizations differ from other donors?

As Figure 1.7 shows, religious organizations also receive a much higher proportion of their donation dollars from top donors (the 25% of donors who contributed \$325 or more) than do non-religious organizations. Top donors contributed fully 90% of the value of donations to religious organizations, compared to 75% of the value of donations to non-religious organizations. The top 10% of donors were particularly important to religious organizations. These donors – who contributed more than \$869 – accounted for 74% of the value of donations to religious organizations, compared to 52% of the value of donations to non-religious organizations.

Figure 1.7
Distribution of donations to religious and non-religious organizations, by annual amount donated, donors aged 15 and older, Canada, 2004



Note: For the purposes of the CSGVP, religious organizations are defined as congregations or groups of congregations. Religiously inspired organizations that operate in other areas such as social services or health are not classified as religious organizations.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Religious organizations also draw their financial support from different segments of the population than do non-religious organizations. As Table 1.4 shows, both religious and non-religious organizations tend to receive more support from those who are more educated, and have higher incomes, than from other segments of the population. However, religious organizations receive more support from seniors 65 years of age and older than non-religious organizations. The latter rely more on 45 to 54 year olds. Non-religious organizations, receive substantially more support from those with the highest levels of household income and education than do religious organizations. For example, the 19% of population with household incomes of \$100,000 or more provided 41% of the donations to non-religious organizations, compared to 29% of the value of religious donations.

Finally, religious organizations depend heavily on those who attend religious services weekly. Three-quarters of donations to religious organizations (74%) came from those who attended services weekly.

Caring Canadians, Involved Canadians

Table 1.4 Donations to non-religious and religious organizations,¹ by personal and economic characteristics, population aged 15 and older, Canada, 2004

	Percentage of population	Donations	
		Percentage of value to non-religious organizations	Percentage of value to religious organizations
		Percent	
Total	100	100	100
Age			
15 to 24	17	5	4
25 to 34	17	13	13
35 to 44	20	20	18
45 to 54	19	28	20
55 to 64	13	17	18
65 and older	15	18	26
Sex			
Male	49	53	49
Female	51	47	51
Marital status			
Married or common-law	61	69	73
Single, never married	27	17	12
Separated or divorced	7	8	6
Widow or widower	5	6	9
Education			
Less than high school	18	7	9
Graduated from high school	18	13	14
Some postsecondary	7	5	6 ^E
Postsecondary diploma	34	32	34
University degree	22	43	36
Labour force status			
Employed	66	75	69
Unemployed	2	1	1 ^E
Not in labour force	32	24	30
Household income			
Less than \$20,000	13	5	5
\$20,000 to \$39,999	22	13	20
\$40,000 to \$59,999	19	15	19
\$60,000 to \$79,999	16	14	14
\$80,000 to \$99,999	10	12	12
\$100,000 or more	19	41	29
Presence of children in household²			
No children in household	63	70	67
Pre-school aged children only	7	5	6
Both pre-school and school aged children	6	6	6
School aged children only	24	19	21
Religious attendance			
Weekly attendance	19	22	74
Not a weekly attendee	81	78	26

^E use with caution

1. For the purposes of the CSGVP, religious organizations are defined as congregations or groups of congregations. Religiously inspired organizations that operate in other areas such as social services or health are not classified as religious organizations.

2. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

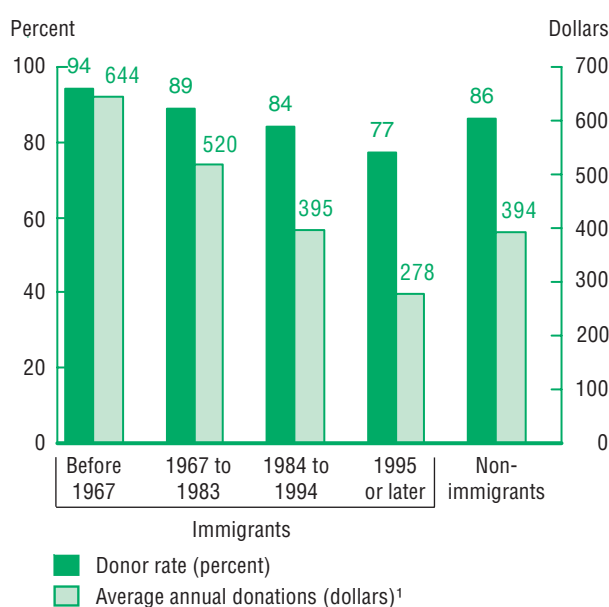
Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Giving among immigrants

The 2004 CSGVP shows that immigrants⁵ were almost as likely to make a donation as native-born Canadians (85% of immigrants and 86% of non-immigrants made a donation) and made larger average annual donations (\$462 vs. \$394 for non-immigrants). Altogether, immigrants contributed 20% of the total value of all donations.

Figure 1.8
Donor rate and average annual donations, by year of immigration, population aged 15 and older, Canada, 2004



1. Estimates of average donations are calculated for donors only.
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

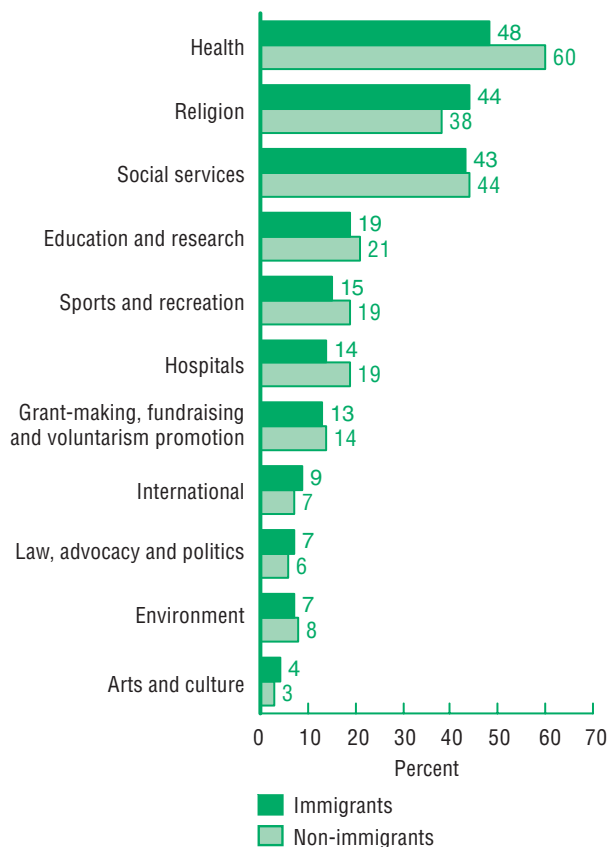
Among immigrants, those who have resided in Canada for longer periods of time tend to give more than others. Figure 1.8 groups immigrants into four equally-sized groups, based on when they arrived in the country. Immigrants who arrived in Canada in 1995 or later are less likely than others to give (77% donate) and give lower average amounts (\$278). In contrast, those who arrived in 1994 or earlier gave larger donations, on average, than native-born Canadians. In particular, those who arrived in Canada before 1967 are noticeably more likely to make

5. *Immigrants* are defined as respondents who said that they were landed immigrants to Canada or had been at some point before becoming Canadian citizens.

donations (94%) than either other immigrants or native-born Canadians (86%) and made substantially higher annual average donations (\$644 compared to \$394).

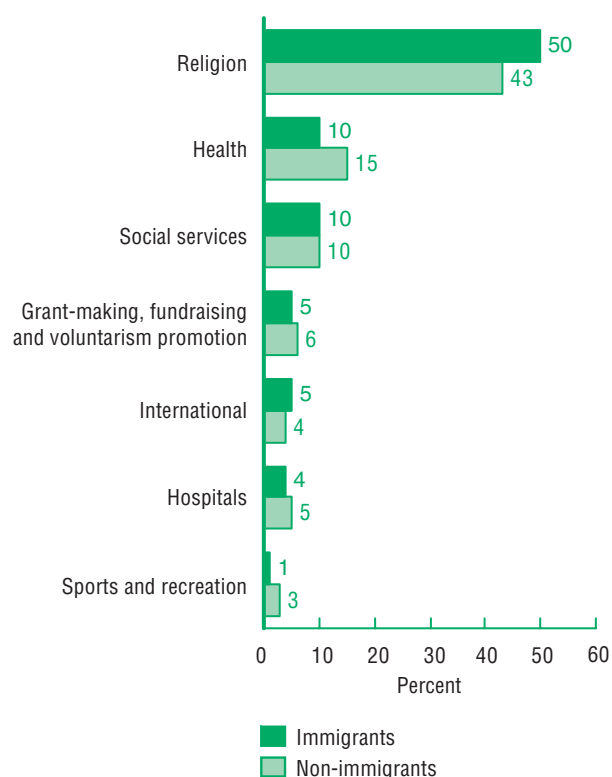
Immigrants and non-immigrants tend to give to the same types of organizations. Both groups are most likely to donate to health, religious, and social services organizations. Immigrants, however, are more likely to give to religious organizations (44% vs. 38%) and less likely to give to health organizations (48% vs. 60%). Immigrants also allocated a somewhat larger proportion of their donation dollars to religious organizations than did native-born Canadians and a smaller proportion to hospitals and sports and recreation organizations.

Figure 1.9
Donor rate, by selected organization type, immigrants and non-immigrants aged 15 and older, Canada, 2004



Notes: Some types of organizations are excluded due to the reliability of the estimates.
The complete classification system is described in Appendix A, *Glossary of terms*.
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Figure 1.10
Percentage of total donation value allocated to selected organization types, immigrants and non-immigrants aged 15 and older, Canada, 2004



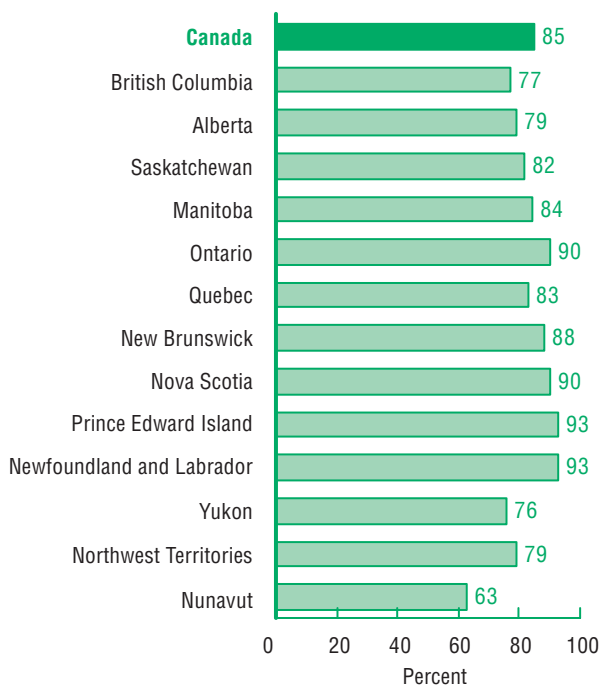
Notes: Some types of organizations are excluded due to the reliability of the estimates. The complete classification system is described in Appendix A, *Glossary of terms*.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Provincial/Territorial variations

Financial giving to charitable and nonprofit organizations also varies by province and territory. As Figure 1.11 shows, the percentage of donors ranged from a high of 93% in Newfoundland and Labrador and Prince Edward Island to a low of 63% in Nunavut. Newfoundland and Labrador (93%), Prince Edward Island (93%), Nova Scotia (90%), New Brunswick (88%) and Ontario (90%) all had higher donor rates than the national donor rate (85%). The remaining provinces and all of the territories had donor rates lower than the national rate.

Figure 1.11
Donor rate, by province and territory, population aged 15 and older, Canada, 2004

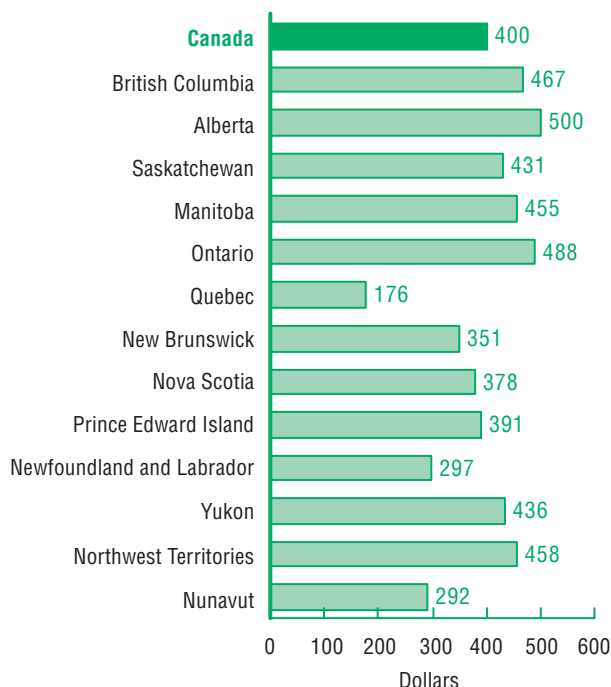


Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

The average annual amount given shows a different pattern (see Figure 1.12). Average donations ranged from a high of \$500 in Alberta to a low of \$176 in Quebec. Whereas all of the Atlantic Provinces had a higher percentage of donors than the overall national rate, the average annual donation amount in these provinces was lower than the national average (\$400). Average donations for all provinces west of Quebec were greater than the national average.

Charitable giving is affected by a variety of factors including differences in economic conditions, social and cultural values, and the personal characteristics of the citizens who make up provincial and territorial populations. Furthermore, financial contributions are but one of several ways in which individuals can choose to support one another and their communities. Drawing conclusions about regional variations in generosity without a full understanding of these factors may, as a result, lead to inappropriate comparisons.

Figure 1.12
Average annual donations, by province and territory, donors aged 15 and older, Canada, 2004



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

How Canadians make financial donations

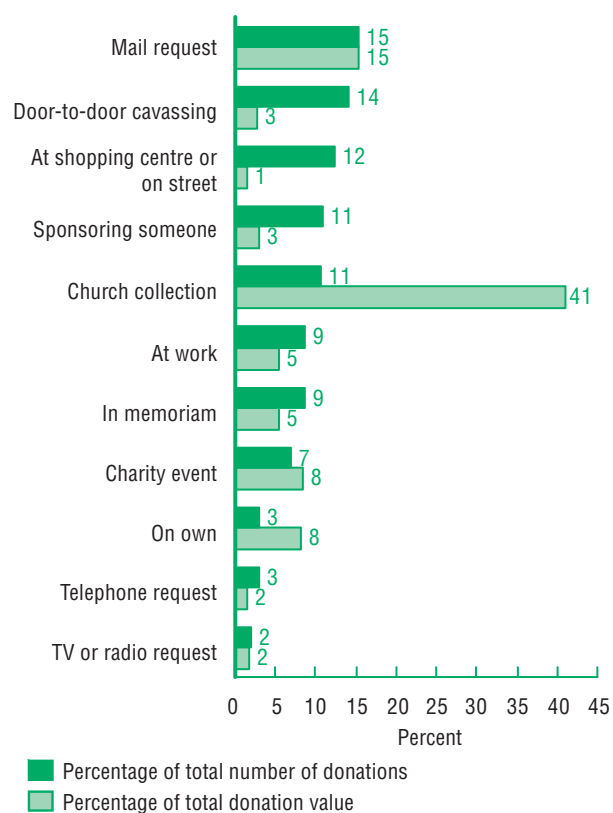
Most Canadians make donations to charitable or other nonprofit organizations by responding to a fundraising request from an organization. As Figure 1.13 shows, the most common ways in which donations are made were: in response to a request through the mail (15% of the total number of donations); when asked by someone doing door-to-door canvassing (14%); and when asked by someone canvassing at a shopping mall or on the street (12%).⁶ Some of the least common ways in which Canadians made donations included: responding to a telephone

6. These figures are the percentages of the total *number* of donations (e.g., 15% of the approximately 94.8 million individual donations that donors say they made in 2004 were made in response to a mail request).

request (3%); approaching a charitable or other nonprofit organization on their own (3%); or responding to a television or radio request, or a telethon (2%).

While some methods for making donations are used more frequently than others, they do not necessarily generate the most dollars. For example, while 12% of donations were made to someone canvassing for a charitable organization at a shopping mall or on the street, these donations accounted for just 1% of the total value of all donations. At the opposite end of the spectrum, although only 11% of donations were made through a collection at a church, synagogue, mosque, or other place of worship, these donations accounted for 41% of the total value of all donations.

Figure 1.13
Percentage of total number of donations and percentage of total donation value, by selected solicitation method, donors aged 15 and older, Canada, 2004



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Encouraging Canadians to give: planning ahead versus giving spontaneously

Do Canadians plan their donations or do they mostly give in response to fundraising requests from charitable and nonprofit organizations? The 2004 CSGVP shows that most Canadians give in response to being asked, but that those who plan ahead give more than others. It also shows the importance of lasting relationships between organizations and the donors that support them, because those who give repeatedly to the same organizations also give more than those who vary their giving.

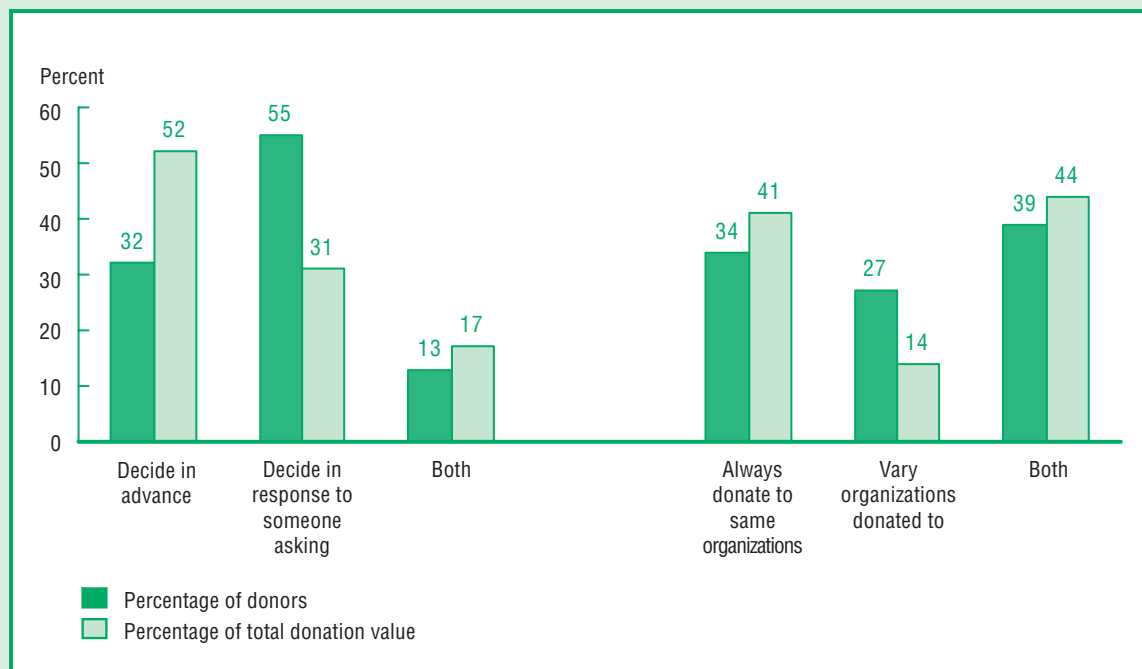
About one in five (18%) of donors said that they decided in advance the total amount of money that they would donate to charitable and nonprofit organizations. Collectively, these donors accounted for 31% of the total value of donations, significantly more than one might expect, given their numbers. Those who decided in advance how much to give donated an average of \$719 annually, compared to \$333 for those who did not decide in advance.

As Figure 1.14 shows, about one-third (32%) of donors reported that, for larger donations, they decided which organizations to support in advance rather than making decisions in response to being asked. These donors gave an average of \$671 annually and collectively accounted for over half (52%) of the total value of donations. The 55% of donors who gave only when asked contributed an average of \$228 and accounted for just 31% of the total value of donations.

Long-term supporters also tend to give more. The 34% of donors who reported that they always donate to the same organizations accounted for 41% of the total value of donations. Another 39% said that they always supported certain organizations but also varied some organizations to which they donated. They accounted for 44% of the total value of donations. In contrast, the quarter (27%) of donors who did not donate to the same organizations contributed just 14% of the total value of donations. This trend can also clearly be seen in the average amounts donated annually. Those who supported the same organization year to year donated an average of \$493 annually, while those who donated to some of the same organizations contributed \$456. Those that varied the organizations that they support contributed just \$217.

Figure 1.14

Percentage of donors and percentage of total donation value, by ways in which donors decide to give larger donations and pattern of giving for all donations, donors aged 15 and older, Canada, 2004



Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

The reasons for making financial donations

What is it that motivates individuals to give, or prevents them from giving more or giving at all? Answers to these questions can provide important insights to organizations seeking financial support and to anyone with an interest in the charitable giving of Canadians. The CSGVP asked a number of questions that help us understand people's decisions about whether or not to donate to charitable and nonprofit organizations.

Motivations

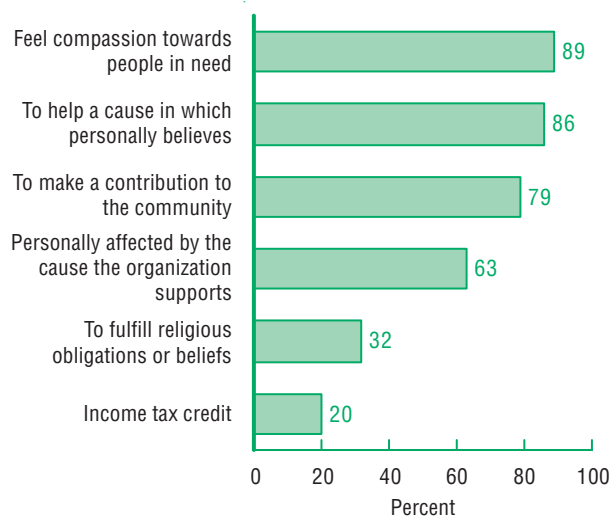
The CSGVP explored motivations for donating by asking donors whether each of six possible reasons for giving to charitable organizations were important to them (Figure 1.15). Among the most frequently endorsed reasons for giving were: feeling compassion towards people in need (89% agreed); wanting to help a cause in which they personally believed (86%); wanting to make a contribution to the community (79%); and, because the donor, or someone they know, had been personally affected by the cause the organization supports (63%). In comparison, fewer donors agreed that fulfilling religious obligations (32%), or receiving a credit on income taxes from the government (20%) were important reasons for making a donation.

The role of tax credits

Donors to registered charitable organizations are eligible to receive income tax credits for their donations. Many donors (46%) reported that they or someone in their household would be claiming an income tax credit for their charitable donations. As Figure 1.16 shows, the intention to claim a tax credit increases with the amount donated. Nearly nine in ten (87%) of the 10% of donors who gave \$870 or more annually reported that they would claim a tax credit, compared to just 15% of those who donated from \$1 to \$39.

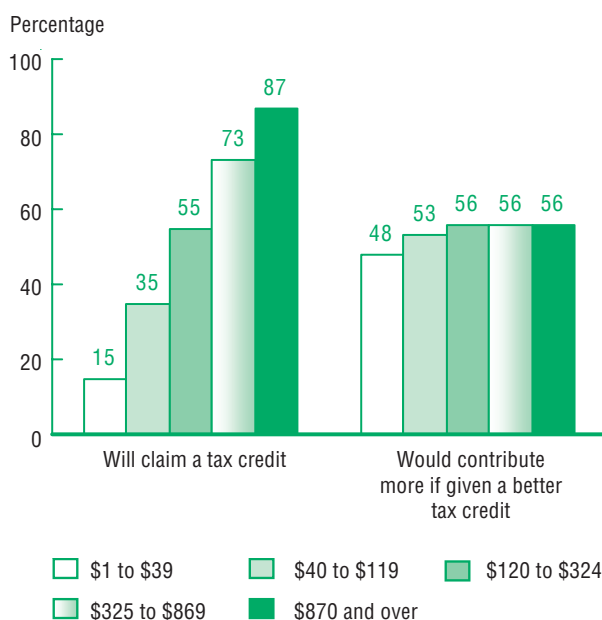
Would donors contribute more if governments offered them a better tax credit for their donation? Over half of donors (53%) agreed that they would.

Figure 1.15
Reasons for making financial donations, donors aged 15 and older, Canada, 2004



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Figure 1.16
Percentage of donors who planned to claim a tax credit and percentage who would contribute more if given a better tax credit, by amount of annual donations, donors aged 15 and older, 2004



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Barriers

The CSGVP also explored people's reasons for not giving more to charities, or for not giving at all. Donors were asked whether they agreed or disagreed with a number of possible reasons for not donating more, while non-donors were asked about possible reasons for not donating at all (Figure 1.17).

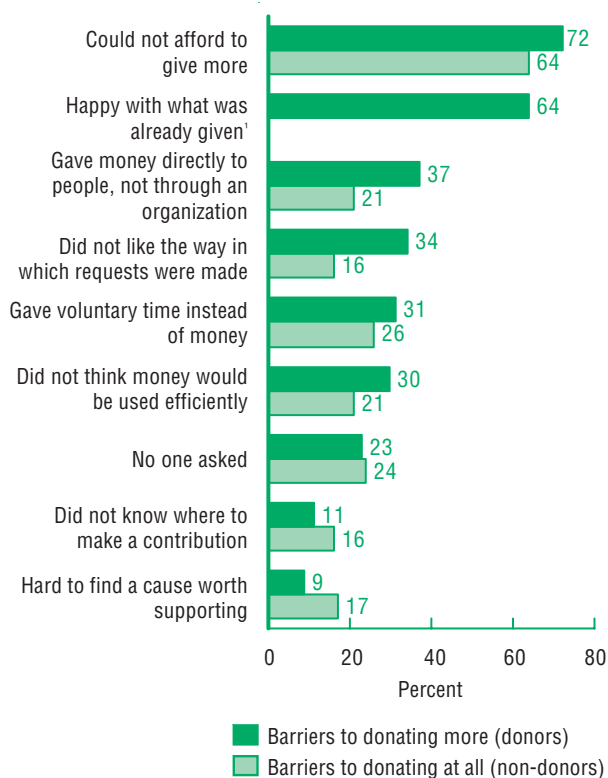
The majority of those who reported that they had made a financial donation in the past year indicated that they did not give more either because they could not afford to give a larger donation (72%) or because they were happy with the amount they had already given (64%). About one-third of donors (37%) indicated that they felt they already gave enough money directly to individuals on their own rather than donating it through an organization, 31% gave voluntary time instead of money, and 9% indicated that they did not give more because it was hard to find a cause worth supporting.

A number of the barriers to increasing donations among donors can be addressed by charitable and nonprofit organizations. Over one-third (34%) of donors indicated that they did not give more because they did not like the way requests for donations were made while 30% did not give more because they were concerned that the money would not be used efficiently. One in five (23%) agreed that they did not give more because they were not asked and one in ten (11%) indicated that they did not know where to make a donation.

As was the case for donors, the most frequently cited barrier to giving for non-donors was their inability to afford it. However, non-donors were more likely than donors to indicate that they did not know where to make a donation (16% vs. 11% of donors), or that they found it hard to find a cause worth supporting (17% vs. 9%). On the other hand, non-donors were less likely than donors to indicate that the reason they did not give was because they gave directly to people without going through an organization (21% of non-donors vs. 37% of donors) or because they gave voluntary time instead of money (26% of non-donors vs. 31% of donors). They were also less likely to cite reasons that

could be associated with the activities of the organizations themselves such as not liking the way requests for donations were made (16% vs. 34% of donors) or being concerned that the money would not be used efficiently (21% vs. 30% of donors).

Figure 1.17
Reasons for not making more financial donations and for not donating at all, population aged 15 and older, Canada, 2004



1. This question was asked of donors only.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

What do prospective donors not like about requests?

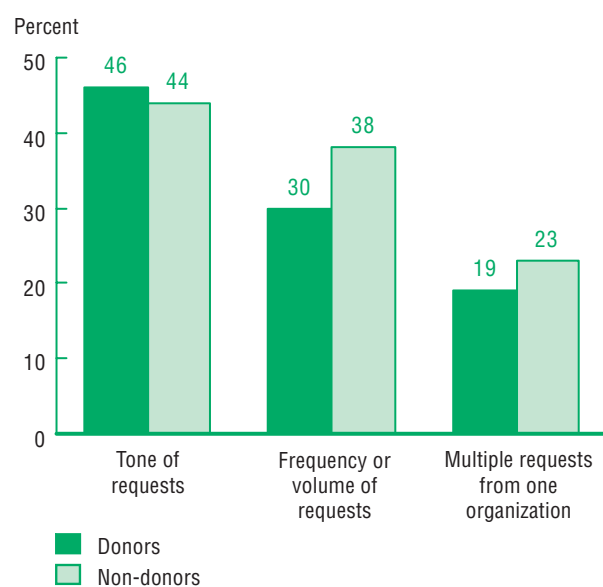
One-third (34%) of donors and 16% of non-donors reported that one of the reasons they did not give more or give at all was because they did not like how the requests for donations were made. To probe this issue further, these respondents were asked to provide more information about what, specifically, they did not like. The most frequent complaint was with

respect to the tone of the request, which was identified by 46% of donors and 44% of non-donors (Figure 1.18). Other concerns included frequency or volume of requests from multiple organizations (30% of donors vs. 38% of non-donors) and receiving multiple requests from the same organization (19% of donors and 23% of non-donors).

The fact that large numbers of respondents (42% of donors, 32% of non-donors) cited some factor not identified in the question as the reason that they did not like the way in which requests were made suggests that there is a need for further research in this area.

Figure 1.18

Selected factors disliked about requests, donors and non-donors aged 15 and older who did not like the way in which requests for donations were made, Canada, 2004



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Changes in giving

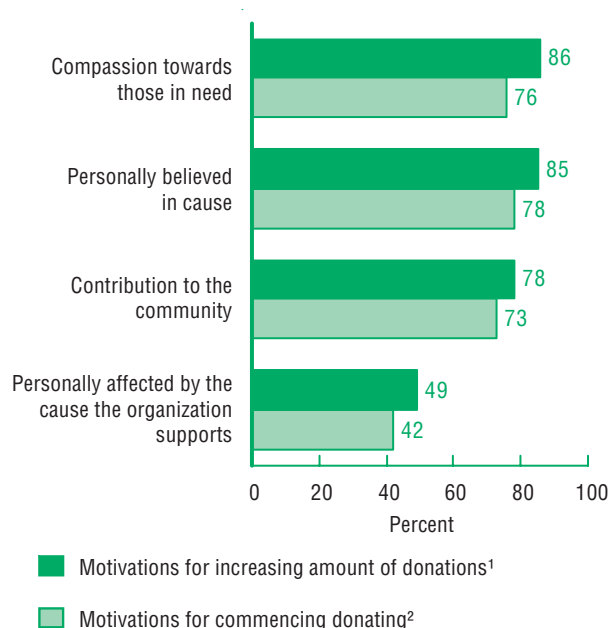
The 2004 Follow-up Survey of Giving, Volunteering, and Participating (FSGVP) surveyed approximately six thousand Canadians who had participated in the 2000 National Survey of Giving, Volunteering, and Participating to determine how their giving and volunteering behaviours had changed in the intervening four years.⁷ One question of interest that the survey

addresses is how motivations for giving change over time.

Those who said they donated more in 2004 than in 2000 were asked why they *increased* their donations. Those who said they donated in 2004 but were non-donors in 2000 were asked why they *began* donating (Figure 1.19). The most common reasons for both increasing and beginning donations were compassion towards those in need and belief in the cause the organization supported. New donors were somewhat more likely to cite belief in the cause than compassion towards those in need while those who had increased their donations were slightly more likely to cite the compassion than belief in the cause.

Figure 1.19

Selected motivations cited for increasing the amount of donations and for commencing donating, donors aged 19 and older, Canada, 2004



1. Donors who said they had donated more money in 2004 than they had in 2000 were asked why they had increased the amount of their donations.
2. Donors who had not made financial donations in 2000 were asked why they began donating.

Source: Statistics Canada, *Follow-up Survey of Giving, Volunteering and Participating, 2004*.

7. The FSGVP sample was composed of persons aged 19 and older. These individuals were aged 15 and older at the time they were originally interviewed for the 2000 NSGVP. For a complete definition of the target population, please refer to Appendix A, *Glossary of terms*.

Chapter 2

Volunteering

Volunteering is a significant aspect of Canadian life and the volunteer activities of Canadians reflect the diversity of their interests and motivations. Volunteers serve as coaches for children and youth, advocate and raise funds for the causes in which they believe, provide important human and social services in their communities, support arts and culture, work to protect the environment and wildlife, provide health care and education, and much more.

This chapter reports on the volunteer activities of Canadians during the one year period prior to being interviewed for the 2004 CSGVP. It begins by outlining the extent to which Canadians volunteered through an organization and the types of organizations they supported through their volunteer activities. Next, it presents the social and economic characteristics of volunteers and discusses the role of religion and the activities of immigrants. This is followed by a discussion of the activities in which volunteers engage, how they became involved as volunteers, their motivations and the barriers that keep them from volunteering. Finally, it examines the ways Canadians reported helping others directly rather than through an organization.

Volunteering in 2004: Key findings

- 11.8 million Canadians (45% of the population aged 15 and older) volunteered their time to charities and other nonprofit organizations.
- Volunteers contributed almost 2 billion volunteer hours to organizations — the equivalent of 1 million full time jobs.
- Canadian volunteers contributed an average of 168 hours in 2004.
- 11% of Canadians (the 25% of volunteers who contributed 180 hours or more) accounted for 77% of volunteer hours.
- Canadians volunteered most often with sports and recreation, social services, education and research, and religious organizations.
- Volunteer rates were highest among youth, those with university degrees, those with household incomes over \$100,000, and those who attended religious services weekly.
- The average hours volunteered was highest among seniors, those with lower levels of household income, and those who attended religious services weekly.
- The rate of volunteering varied from a high of 54% in Saskatchewan to a low of 34% in Quebec.
- The average hours volunteered varied from a high of 199 hours in British Columbia, to a low of 132 hours in Nunavut.
- The top three reasons for volunteering were: to make a contribution to the community, to use one's skills and experiences, and being affected by the cause supported by the organization.
- 83% of the population, aged 15 and older, helped others directly, without going through a charitable or other nonprofit organization.

Volunteering in Canada

Almost 12 million Canadians — 45% of the population aged 15 and older — volunteered their time to charities or other nonprofit organizations in 2004 (Table 2.1). Altogether, volunteers contributed almost 2 billion volunteer hours, or the equivalent of over one million full-time jobs. Volunteers contributed an average of 168 hours over the course of the year.

Many Canadians volunteer their time as part of a group. Twenty-five percent of volunteers said they volunteered as part of a group project with members of their immediate families in 2004, while 43% volunteered as part of a group with friends, neighbours or colleagues.

The Internet played an important role in the volunteering of many individuals. About 20% of volunteers said that they used the Internet in some way during their volunteer activities, while about 8% said that they used the Internet to seek out volunteer opportunities.

Table 2.1 Volunteers and volunteer hours, population aged 15 and older, Canada, 2004

Rate of volunteering		
Total population	(thousands)	26,093
Volunteers	(thousands)	11,809
Volunteer rate	(percent)	45
Hours volunteered		
Total hours volunteered	(millions)	1,983
Full-time year-round job equivalents ¹		1,033,019
Average hours volunteered per year		168

1. Assuming 40 hours of work per week for 48 weeks.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

The concentration of support

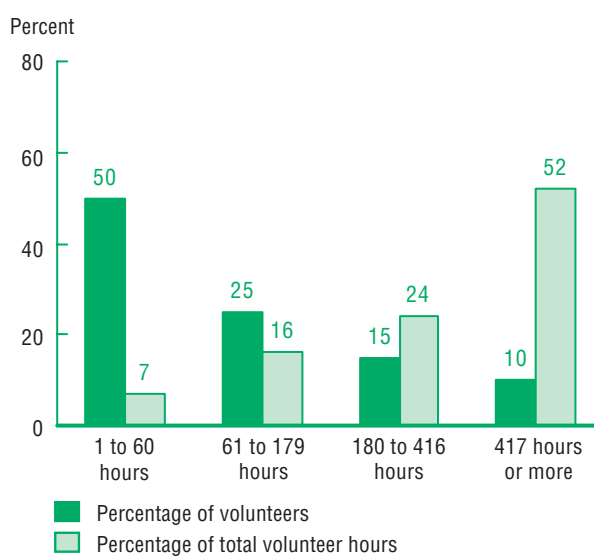
Although the total amount of volunteering by Canadians is impressive, the majority of volunteer hours are contributed by a small percentage of the Canadian population. Figure 2.1 groups volunteers into four categories based on the total number of hours volunteered during the year and shows the percentage of total volunteer hours provided by each group. The 10% of volunteers who contributed 417 or more hours during the year, provided over half (52%) of all volunteer

hours. Altogether, the top 25% of volunteers contributed 77% of all volunteer hours.

From the perspective of the population as a whole, 4.5% of all Canadians (i.e., 10% of the 45% of Canadians who volunteer) contributed 52% of total volunteer hours in 2004 and 11% of Canadians contributed 77% of all volunteer hours.

Figure 2.1

Distribution of volunteers and percentage of total volunteer hours contributed, by annual hours volunteered, volunteers aged 15 and older, Canada, 2004



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

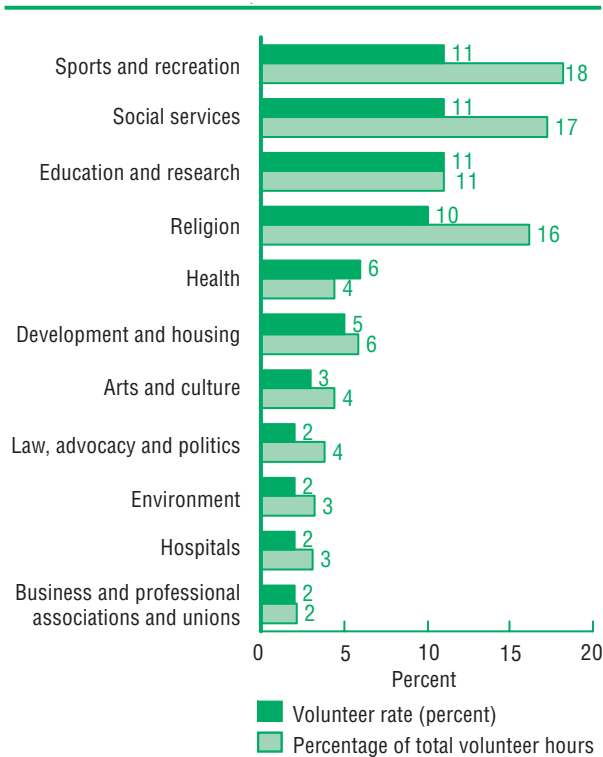
The organizations supported by volunteers

Volunteers are in many ways the heart of Canada's charitable and nonprofit organizations. All such organizations are governed by volunteer boards of directors and, according to the National Survey of Nonprofit and Voluntary Organizations (NSNVO), the majority (54%) of organizations are operated entirely by volunteers.¹

1. Hall et al., 2004. *Cornerstones of Community: Highlights of the National Survey of Nonprofit and Voluntary Organizations*. Catalogue No. 61-533. Ottawa. Statistics Canada.

Most volunteering is directed towards four types of organizations (Figure 2.2).² More than one in ten (11%) Canadians volunteer their time to sports and recreation, social services, and education and research organizations, while one in ten give their time to religious organizations. In terms of the number of hours contributed, about one-fifth of all volunteer hours were contributed to sports and recreation (18%) and to social services organizations (17%); 16% to religious organizations and 11% to education and research organizations.

Figure 2.2
Volunteer rate and percentage of total volunteer hours, by selected organization type, population aged 15 and older, Canada, 2004



Notes: Some types of organizations are excluded due to the reliability of the estimates. The complete classification system is described in Appendix A, *Glossary of terms*.

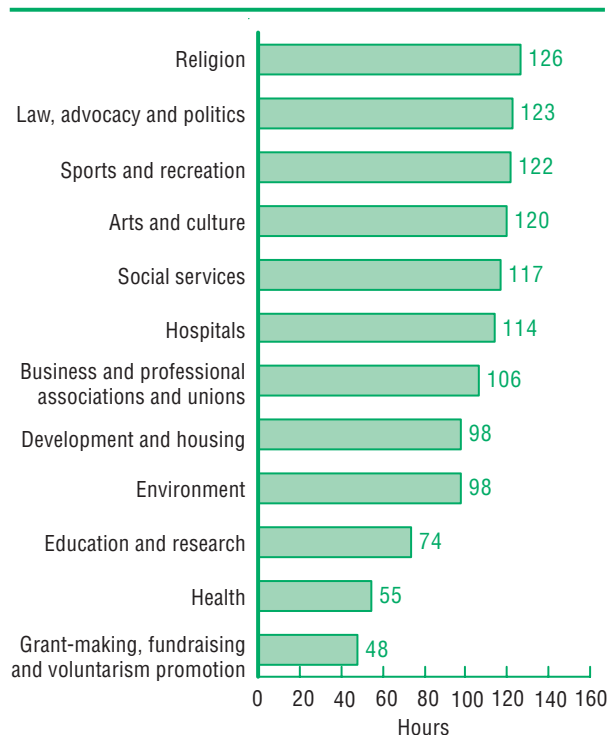
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

2. Respondents were asked to indicate the names of the organizations for which they volunteered and to state what the organizations did. Based on this information, organizations were classified into 15 categories according to the types of activities performed. The classification system is described in Appendix A, *Glossary of terms*.

Half of volunteers (50%) volunteered for only one organization during the course of the year. Of the remaining volunteers, 28% volunteered for two organizations and the remaining 22% for three or more organizations. However, volunteers tended to focus most of their hours on one organization – 74% of total hours volunteered went to the organization to which the volunteer contributed the most hours.

Figure 2.3 shows the average hours volunteered annually by volunteers supporting selected types of organizations. Volunteers contributed an average of 126 hours to religious organizations, followed by law, advocacy and politics (123), and sports and recreation organizations (122). The fewest average hours were contributed to organizations working in the areas of education and research, health, and grant-making, fundraising and voluntarism promotion.

Figure 2.3
Average annual volunteer hours, by selected organization type, volunteers aged 15 and older, Canada, 2004



Notes: Some types of organizations are excluded due to the reliability of the estimates. The complete classification system is described in Appendix A, *Glossary of terms*.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

A profile of Canadian volunteers

Although almost half of all Canadians volunteered in 2004, there are a variety of distinct personal and economic characteristics that distinguish those who volunteer more from those who volunteer less or not at all. In this section, we

examine how volunteering varies according to age, household income, formal education, employment status, marital status, and the presence of children in the household. While these factors are discussed independently of one another, it should be noted that many of them are inter-related.

Table 2.2 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Canada, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Population distribution	Percentage of total volunteer hours
	Percent				Percent
Total	45	168	61	100	100
Age					
15 to 24	55	139	50	17	17
25 to 34	42	137	50	17	13
35 to 44	51	152	60	20	20
45 to 54	47	177	71	19	20
55 to 64	42	202	80	13	15
65 and older	32	245	119	15	16
Sex					
Male	44	168	60	49	48
Female	47	168	64	51	52
Marital status					
Married or common-law	46	172	67	61	63
Single, never married	48	148	51	27	25
Separated or divorced	43	199	65	7	8
Widow or widower	28	201	104	5	4
Education					
Less than high school	37	140	48	18	12
Graduated from high school	42	161	62	18	16
Some postsecondary	50	166	66	7	8
Postsecondary diploma	47	172	61	34	34
University degree	59	180	72	22	30
Labour force status					
Employed	50	152	60	66	63
Unemployed	42	235	F	2	2 ^E
Not in the labour force	43	199	75	32	35
Household income					
Less than \$20,000	30	177	59	13	9
\$20,000 to \$39,999	37	175	66	22	19
\$40,000 to \$59,999	45	184	64	19	21
\$60,000 to \$79,999	48	168	60	16	17
\$80,000 to \$99,999	51	151	60	10	11
\$100,000 or more	60	155	62	19	23
Presence of children in household²					
No children in household	40	191	70	63	63
Pre-school aged children only	43	125	40	7	5
Both pre-school and school aged children	53	141	50	6	5
School aged children only	59	142	60	24	26

^E use with caution

^F too unreliable to be published

1. Estimates of average and median volunteer hours are calculated for volunteers only.

2. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

The percentage of Canadians who volunteer generally decreases with age (Table 2.2). Over half (55%) of all youth (15 to 24 year olds) volunteered, compared to one-third (32%) of seniors (65 years and older). The exception to this trend is the 25 to 34 age group who were less likely to volunteer (42%) than either youth or those who are between 35 and 44 (51% of whom volunteered). The average number of hours volunteered generally rises with age, from 139 hours a year for youth to 245 hours for seniors. Most age groups contributed proportions of total volunteer hours that are roughly in line with what one would expect, given their representation in the Canadian population. The major exception to this is those aged 25 to 34, who made up 17% of the population, but contributed only 13% of total volunteer hours.

While the likelihood of volunteering increases steadily as household income rises, the hours volunteered generally display the opposite pattern. The volunteer rate rises from a low of 30% for individuals with a household income of less than \$20,000 to a high of 60% for those with an annual household income of \$100,000 or more. In contrast, the average number of hours volunteered tends to decline as household income rises. Volunteers with household incomes under \$20,000 volunteered, on average, 177 hours a year compared to an average of 155 hours for those with incomes of \$100,000 or more. Nevertheless, those with annual household incomes of \$100,000 or more contributed more than would be expected based solely on their share of the population. Although they only made up 19% of the population, they contributed 23% of all volunteer hours.

Volunteering also increases, for the most part, with level of education. The percentage who volunteered ranged from a low of 37% among individuals who had not graduated from high school to a high of 59% among those with a university degree. The average hours volunteered show a similar trend. Those who had not graduated from high school volunteered the fewest hours (140 per year), while those with a university degree volunteered the most (180 hours). University graduates made up just 22% of the population, but contributed 30% of all volunteer hours.

Employed individuals were more likely to volunteer (50% volunteered) than those who were unemployed (42%) and those who were not in the labour force (43%). However, those who were unemployed volunteered 235 hours, on average, compared to just 152 hours for those who were employed, and 199 hours for those who were not in the labour force.

The likelihood of volunteering increases with the presence of children, particularly school aged children,³ in the household. Those who had only school aged children in the household were most likely to volunteer (59% volunteered), followed by those who had both pre-school and school aged children in the household (53% volunteered). Those with either no children in the household or only pre-school aged children were least likely to volunteer (40% and 43% respectively). However, those with no children volunteered the highest average number of hours (191) while those with pre-schoolers only volunteered the least (125).

Top volunteers

Top volunteers – the 25% of volunteers who account for 77% of all volunteer hours – are key contributors to Canada’s charitable and nonprofit organizations. Who are these top volunteers and what distinguishes them from other volunteers?

The 11% of Canadians who are classified as top volunteers are broadly distributed throughout the population. However, as Table 2.3 shows, those who are religiously active and those who have university degrees are much more likely than others to be top volunteers. Compared to all Canadians, those who attend religious services weekly are twice as likely to be top volunteers (22% were top volunteers compared to 11% of all Canadians). This group of top volunteers made up only 4% of the population aged 15 and older, yet contributed 29% of all volunteer hours. Similarly, 16% of individuals with a university degree were top volunteers. They made up only 4% of the population, but contributed 23% of all

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17.

Caring Canadians, Involved Canadians

volunteer hours. In contrast, top volunteers are least likely to be found amongst those with only pre-school aged children in the household (7%

were top volunteers), those who have not graduated from high school (7%), and those with a household income of less than \$20,000 (8%).

Table 2.3 Percentage of population who are top volunteers,¹ and percentage of volunteer hours contributed, by personal and economic characteristics, population aged 15 and older, Canada, 2004

	Percentage in category who are top volunteers	Number of top volunteers in category as a percentage of total population	Percentage of total annual volunteer hours contributed by top volunteers in category
	Percent		
Age			
15 to 24	11	2	12
25 to 34	8	1	9
35 to 44	11	2	15
45 to 54	12	2	16
55 to 64	13	2	12
65 and older	13	2	13
Sex			
Male	11	5	37
Female	12	6	40
Marital status			
Married or common-law	12	7	49
Single, never married	10	3	18
Separated or divorced	12	1	6
Widow or widower	10	1	3
Education			
Less than high school	7	1	9
Graduated from high school	11	2	12
Some postsecondary	13	1	6
Postsecondary diploma	12	4	27
University degree	16	4	23
Labour force status			
Employed	12	8	47
Unemployed	14 ^E	0 ^E	2 ^E
Not in labour force	13	4	28
Household income level			
Less than \$20,000	8	1	7
\$20,000 to \$39,999	10	2	15
\$40,000 to \$59,999	12	2	17
\$60,000 to \$79,999	12	2	13
\$80,000 to \$99,999	12	1	8
\$100,000 or more	14	3	17
Presence of children in household²			
No children in household	11	7	50
Pre-school aged children only	7	1	4 ^E
Both pre-school and school aged children	11	1	4
School aged children only	13	3	19
Religious attendance			
Weekly attendance	22	4	29
Not a weekly attendee	9	8	48

^E use with caution

1. Top volunteers are defined as the 25% of volunteers who contributed the most hours (180 hours or more).

2. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

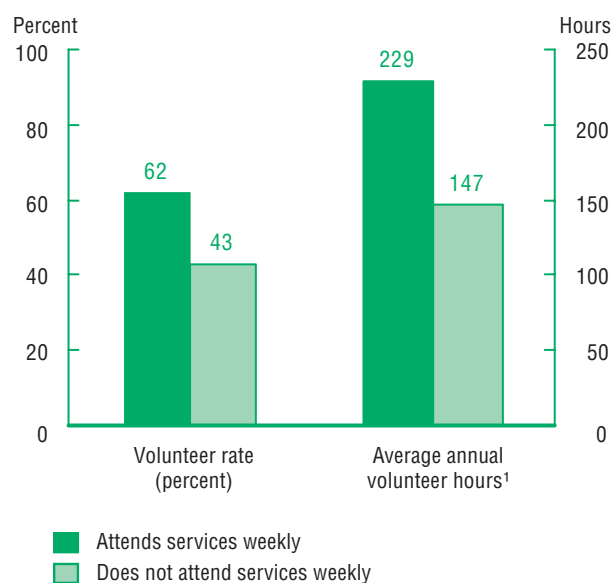
The role of religion

Philanthropy, whether in the form of volunteering time or donating money is encouraged by all major religions. It is not surprising, therefore, to find that those who attend religious services weekly are more likely to volunteer their time and to volunteer more hours than those who do not attend services weekly (Figure 2.4).

Those who attended religious services weekly were far more likely to volunteer their time than those who did not (62% vs. 43%). They also tended to volunteer more time (229 hours vs. 147 hours). It is worth noting that those who attended religious services weekly volunteered 57% of their hours to non-religious causes.

Although they only comprised 19% of the total population, those who attended religious services weekly contributed 35% of all volunteer hours in Canada. This small group of volunteers contributed 86% of all hours volunteered to religious organizations, and 24% of all hours volunteered to non-religious organizations.

Figure 2.4
Volunteer rate and average annual volunteer hours, by weekly attendance at religious services, population aged 15 and older, Canada, 2004



1. Estimates of average volunteer hours are calculated for volunteers only.

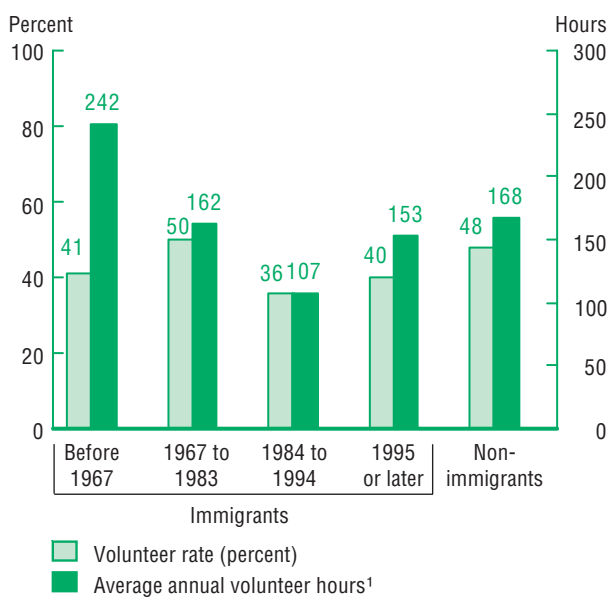
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Volunteering among immigrants

Immigrants were somewhat less likely than native-born Canadians to volunteer (41% vs. 48%), however, those who did volunteer contributed virtually the same number of hours annually (165) as native-born Canadians (168).

Volunteer activity does not appear to be directly related to the length of time that immigrants have resided in Canada, although those who immigrated before 1984 tend to volunteer more hours than others. Figure 2.5 groups immigrants into four equal-sized groups based on when they arrived in Canada. Immigrants who arrived in Canada between 1967 and 1983 were most likely to volunteer (50% volunteered), while those who arrived between 1984 and 1994 were least likely to volunteer (36%). Those who arrived in the country most recently were almost as likely to volunteer as those who had been here the longest (40% of those who arrived during or after 1995 volunteered, as did 41% of those who arrived before 1967).

Figure 2.5
Volunteer rate and average annual volunteer hours, by year of immigration, population aged 15 and older, Canada, 2004



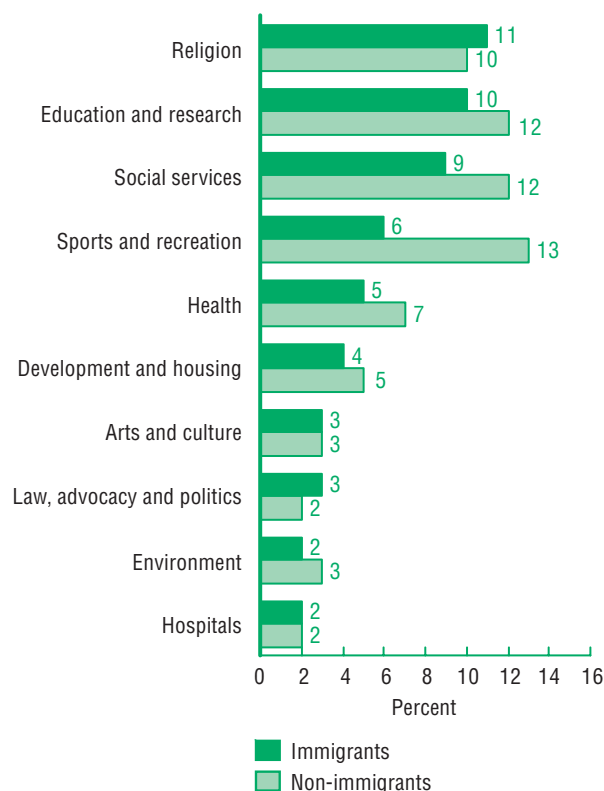
1. Estimates of average volunteer hours are calculated for volunteers only.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

It is important to note that the demographic characteristics of respondents are likely to play a role in their volunteering behaviours. For example, the average age of immigrants who arrived prior to 1967 was 64. This group exhibits volunteering patterns that are very similar to those exhibited by native-born Canadians 65 years of age and older (e.g., a somewhat lower volunteer rate than those slightly younger, but a higher average number of hours volunteered).

Figure 2.6 shows that immigrant and non-immigrant volunteers tend to support the same types of organizations. There are, however, some notable exceptions. For example, only 6% of immigrants volunteered with sports and recreation organizations, compared to 13% of native-born Canadians.

Figure 2.6
Volunteer rate, by selected organization type, immigrants and non-immigrants aged 15 and over, Canada, 2004



Notes: Some types of organizations are excluded due to the reliability of the estimates. The complete classification system is described in Appendix A, *Glossary of terms*.

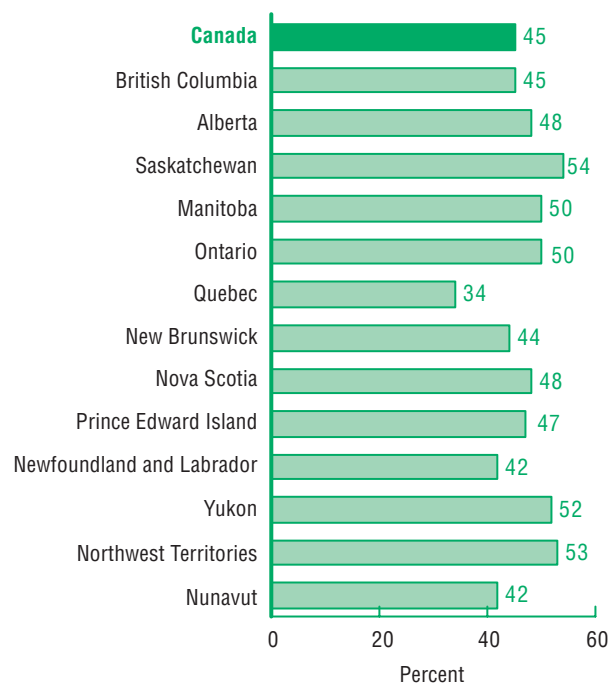
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

As a group, immigrants contributed a larger proportion of their volunteer hours to religious organizations than did native-born Canadians. Twenty-two percent of the total hours volunteered by immigrants went to religious organizations, compared to 15% of the hours volunteered by native-born Canadians. Immigrants allocated a smaller proportion of their total volunteer hours to sports and recreation organizations than did native-born Canadians (10% vs. 20% of total hours, respectively).

Provincial/Territorial variations

Given the social and economic differences among Canada's provinces and territories, it is not surprising to find provincial and territorial variation in volunteer rates and hours. Saskatchewan had the highest volunteer rate (54%), followed by the Northwest Territories (53%), and the Yukon (52%) (Figure 2.7). The lowest volunteer rate was found in Quebec, where 34% volunteered in 2004.

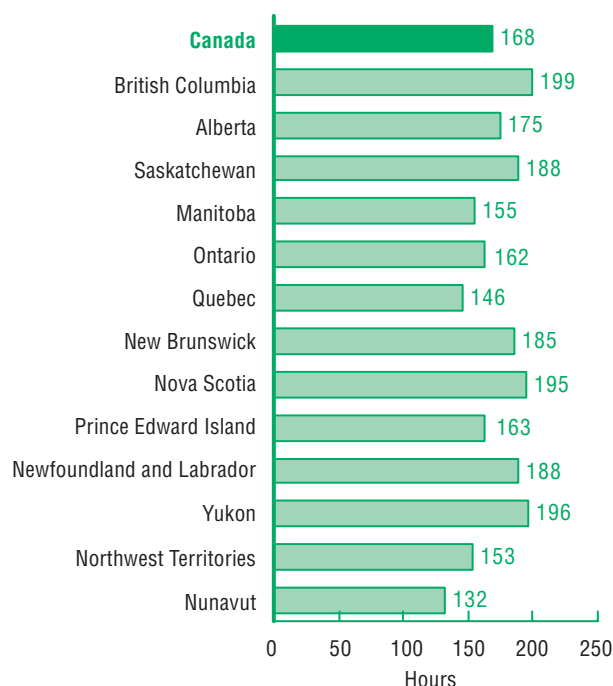
Figure 2.7
Volunteer rate, by province and territory, population aged 15 and older, Canada, 2004



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Turning to the average number of hours that volunteers contributed per year, volunteers in British Columbia contributed the most hours on average (199 hours), followed by volunteers in the Yukon (196 hours) and Nova Scotia (195 hours). The fewest hours were reported by volunteers in Nunavut (132 hours) and Quebec (146 hours) (Figure 2.8).

Figure 2.8
Average annual volunteer hours, by province and territory, volunteers aged 15 and older, Canada, 2004



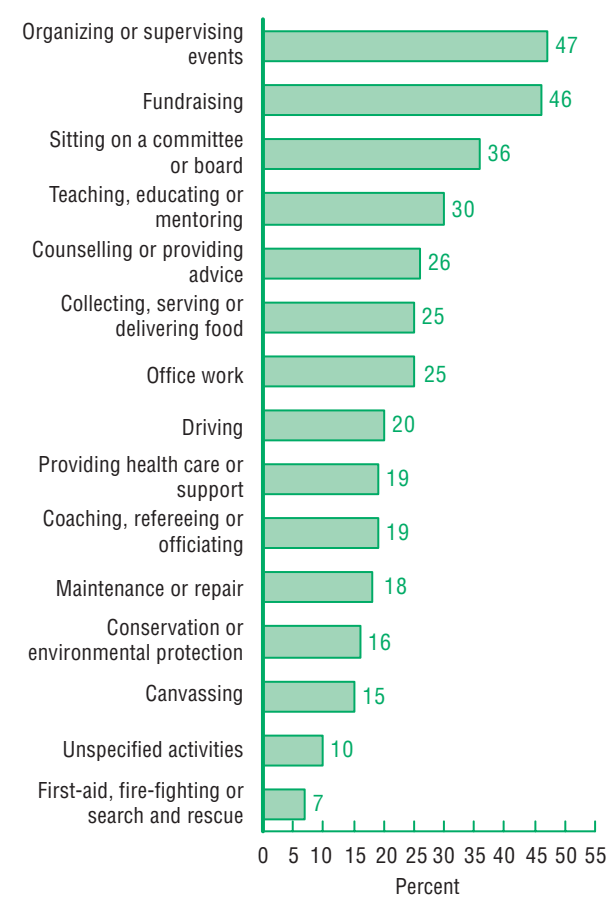
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

What volunteers do

In their efforts to support others and their communities, volunteers contribute their time in a variety of ways. The most common activities volunteers performed in 2004 were organizing, supervising or coordinating activities or events (reported by 47% of volunteers) and fundraising (46%) (Figure 2.9). Approximately one-third served as unpaid members of a committee or board (36%) or engaged in teaching, educating, or mentoring (30%). About one-quarter provided counselling or advice (26%); collected, served, or delivered food or other goods (25%); or performed office work, bookkeeping, adminis-

trative duties or library work (25%). Other types of activities that were performed include volunteer driving; providing health care or support including companionship; coaching, refereeing or officiating; performing work associated with maintenance or repair of building facilities or grounds; activities aimed at conservation or protection of the environment or wildlife; canvassing on behalf of an organization; and, participating in first-aid, fire-fighting or search and rescue activities.

Figure 2.9
Distribution of type of volunteer activity, volunteers aged 15 and older, Canada, 2004

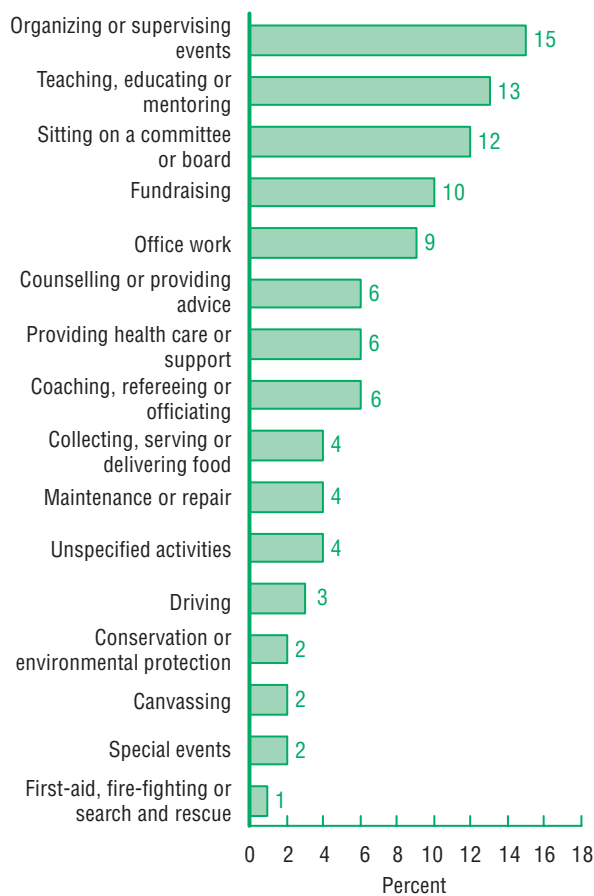


Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

To understand how much time volunteers devote to different types of volunteer activities, respondents were asked to report how many hours they spent on activities for the organization to which they volunteered most of their time. Most volunteer time was contributed to

organizing or supervising events (15% of hours), teaching, educating, or mentoring (13%), sitting on a committee or board (12%), fundraising (10%), and office work, bookkeeping, administrative duties or library work (9%) (Figure 2.10).

Figure 2.10
Distribution of annual volunteer hours,¹ by type of volunteer activity, volunteers aged 15 and older, Canada, 2004



1. Volunteers were asked to report volunteer hours by type of activity for the organization to which they contributed the most hours. This distribution therefore refers only to hours spent on activities for the organization to which each volunteer gave the most time.

Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

How volunteers become involved

How do Canadians get involved in volunteering? Are they recruited by charitable and nonprofit organizations, or do they start volunteering on

their own initiative? To answer these questions, the CSGVP asked volunteers how they came to be involved with the organization for which they volunteered the most hours.

Over half (55%) of volunteers reported that they did not approach the organization on their own initiative. Most (89%) reported that they were asked by someone to volunteer. Over two-thirds (69%) of those asked to volunteer were asked by someone in the organization itself, while 20% were asked to volunteer by a friend or relative outside of the organization. About 5% were asked by their employer, while 6% were approached by someone else.

Less than half (45%) of volunteers became involved by approaching the organization on their own initiative. Of these, 16% said that they learned about the opportunity to volunteer through an advertisement (e.g., poster, newspaper), 3% said that they responded to a public appeal on TV or radio, 2% said that they became involved via the Internet, and a further 2% were referred by another agency.

Volunteers who became involved on their own initiative contributed more hours to the organization, on average, than did those who were asked by someone to volunteer (144 vs. 108).

The reasons for volunteering

The decision to volunteer time for a charitable or other nonprofit organization is often motivated by a variety of factors — some aimed at developing skills, others purely altruistic. Volunteering must also be balanced against competing demands for people’s time, and alternative ways in which individuals can support their communities (for example, by giving money instead of time). To better understand why some people volunteer and why others do not, the CSGVP asked a series of questions that assessed people’s reasons for volunteering, the factors that kept them from volunteering more, and the reasons why some individuals don’t volunteer at all.

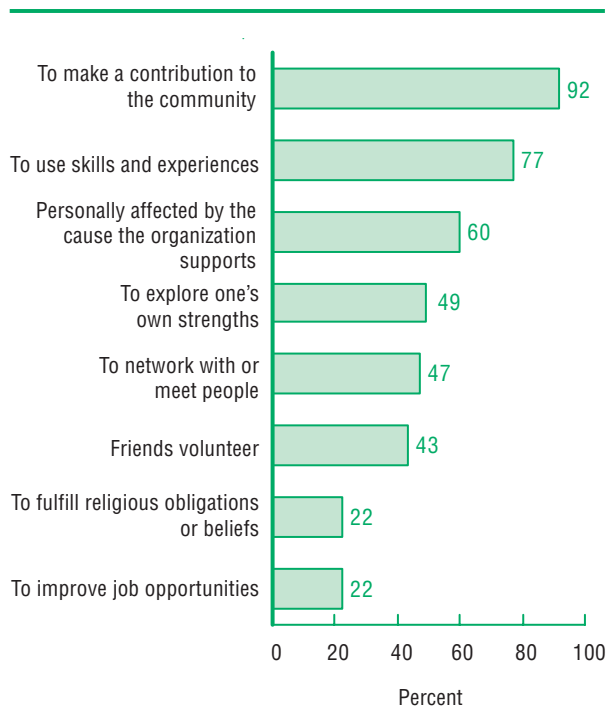
Motivations

Some volunteers are motivated by a sense of obligation to an organization or their community, some are motivated by the opportunity to develop professionally, and others are motivated by the opportunity to build or maintain social connections. Of course, people often have multiple motivations for engaging in any behaviour, including volunteering. The CSGVP asked volunteers about their reasons for volunteering for the organization with which they volunteered the most time (Figure 2.11).⁴

Almost all volunteers (92%) agreed that making a contribution to their community was an important reason for their volunteering. The other most frequently reported important reasons for volunteering were the opportunity to use one's skills and experience (reported by 77% of volunteers), being personally affected by the cause supported by the organization (60%), exploring one's strengths (49%), to network with or meet people (47%), and because friends volunteered at that organization (43%). The least frequently reported reasons were to fulfill religious obligations or other beliefs (22%), or to improve job opportunities (22%).

Figure 2.11

Reasons for volunteering,¹ volunteers aged 15 and older, Canada, 2004



1. Volunteers were asked about their reasons for volunteering for the organization to which they contributed the most hours.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

4. Respondents were asked to agree or disagree whether each of eight possible reasons for volunteering were important.

Mandatory community service

Just over 7% of volunteers said that they were required to volunteer for the organization to which they contributed the most hours. It is worth noting that there is some debate as to whether such activities should be included within the concept of volunteering. We use the term mandatory community service to distinguish such activity from other unpaid activities performed through an organization or group. The 2004 CSGVP includes mandatory community services in its estimates of volunteering.

Canadians may be required to perform mandatory community service by their school, their employer, the charitable and nonprofit organizations with which they are involved, or by some other authority. Just under half of volunteers who were required to provide mandatory community service (49%) said that they were required to do so by the organization itself,¹ about one-third (31%) said they were required by their school, and 6% were required by their employer. Fourteen percent of volunteers said that some other authority required them to contribute mandatory community service.² Not surprisingly, the likelihood that a school mandated their volunteering was higher among young volunteers. Fully 69% of 15 to 19 year old volunteers and 61% of 20 to 24 year old volunteers who were required to volunteer said they were mandated by their school.

Collectively, those who were performing mandatory community service contributed a minimum of 106 million hours to charitable and nonprofit organizations.³ Interestingly, volunteers who were performing mandatory community service contributed the same number of hours on average (124) as those who were not (124).⁴

Mandatory community service is most prevalent among volunteers aged 15 to 24 (13%). It is much less common among those who are older than 24. Only about 6% of those aged 25 to 34 and 7% of those aged 35 to 54 said that they were required to volunteer. Canadians aged 55 and older (4%) were even less likely to report that were required to volunteer.

-
1. Examples of this type of requirement would be an organization that required volunteering as a condition of membership or an organization that required volunteer labour from parents as a condition of their children's participation.
 2. The CSGVP did not collect information about these authorities; however it would include such things as court-ordered community service.
 3. This is a minimum because volunteers were only asked about mandatory community service performed for the organization for which they volunteered the most hours.
 4. These averages are for the organization to which volunteers reported contributing the most hours. Hours volunteered for other organizations are excluded.

Employer support for employee volunteer activities

Although employment obligations can constrain the ability of people to volunteer for charitable and nonprofit organizations, over half (57%) of volunteers with an employer reported that they had received some form of non-monetary support from their employer for volunteering. About one-third said that their employer had allowed them to change or reduce their work schedule in order to volunteer (33%) and/or to use work facilities or equipment for their volunteer activities (32%). Almost one-quarter (23%) said that they had received some form of recognition or a letter of thanks for their volunteering, while 21% said that they had received paid time off to volunteer or volunteered while on the job.

Among volunteers with employers, 29% said that their employer had programs or policies in place to encourage volunteerism. Seventeen percent of volunteers who were supported by an employee volunteer program reported that the program included financial donations to the organization commensurate with the hours volunteered.

Younger volunteers were somewhat more likely than older ones to benefit from employer support for their volunteer activities (Table 2.4). Sixty percent of employed volunteers aged 25 to 34 received some form of non-monetary support from their employer, compared to 54% of those aged 55 to 64. Additionally, volunteers with higher household incomes were more likely to report receiving support from their employer. Sixty-two percent of employed volunteers with a household income of \$80,000 or more reported such support, compared to 49% of those with a household income under \$20,000.

Not all employers are equally likely to have a program or policy in place to encourage volunteering. Canadians working in the areas of Finance, Insurance, Real Estate, and Leasing (53%) and Public Administration (52%) were more likely to report that their employer had a program or policy in place.

Table 2.4 Percentage of employed volunteers¹ receiving employer support for volunteering, employed volunteers, excluding self-employed, aged 15 and older, Canada, 2004

Percentage of employed volunteers receiving employer support	
	Percent
Total	57
Age group	
15 to 24	59
25 to 34	60
35 to 44	57
45 to 54	56
55 to 64	54
65 and older	45 ^E
Household income	
Less than \$20,000	49
\$20,000 to \$39,999	50
\$40,000 to \$59,999	56
\$60,000 to \$79,999	56
\$80,000 to \$99,999	62
\$100,000 or more	62

^E use with caution

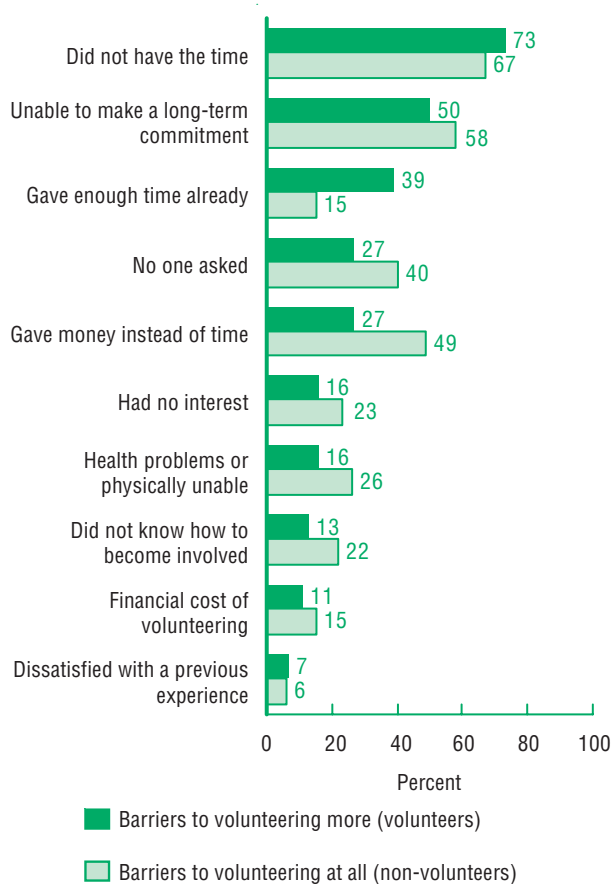
1. This is the 58% of volunteers who had an employer at some time during the 12 months preceding the interview. The remainder were unemployed, not in the labour force, or self-employed.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Barriers

What keeps people from volunteering? And what keeps volunteers from contributing more of their time? When presented with a list of possible reasons (Figure 2.12), almost three-quarters of volunteers (73%) agreed that they did not volunteer more because of a lack of time. Half indicated that they did not volunteer more because they were unable to make a long-term commitment and 39% said they had given enough time already. Over one-quarter (27%) reported that they preferred to give money instead of time. Less than a one-fifth said they had no interest (16%) or had health problems or were physically unable to volunteer (16%).

Figure 2.12
Reasons for not volunteering more and for not volunteering at all, population aged 15 and older, Canada, 2004



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

A number of barriers reported by volunteers can be addressed by the organizations who engage volunteers in their activities. Over one-quarter of volunteers (27%) indicated that they did not volunteer more because no one had asked them. More than one in ten indicated that they did not know how to get involved (13%); cited the financial cost of volunteering (11%), and slightly fewer reported dissatisfaction with a previous volunteer experience (7%).

Lack of time and the inability to make a long-term commitment were also frequently cited as reasons for not volunteering among non-volunteers (67% and 58%, respectively, said that they didn't volunteer for these reasons). Compared to volunteers, however, non-volunteers were much more likely to say that they gave money instead of time (49% vs. 27%), that they didn't know how to get involved (22% vs. 13%), that they didn't volunteer because of health problems (26% vs. 16%), and that they didn't volunteer because no one asked them (40% vs. 27%).

Changes in volunteering motivations and barriers

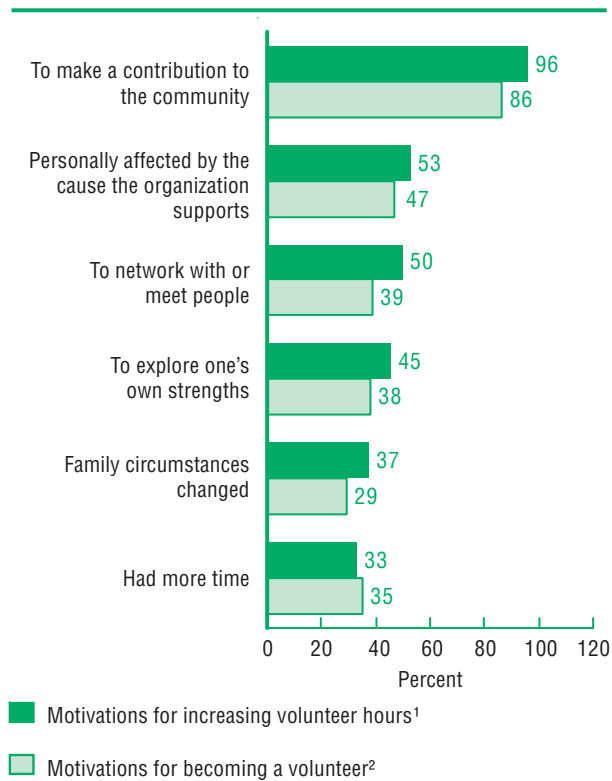
The 2004 Follow-up Survey of Giving, Volunteering, and Participating (FSGVP) surveyed approximately six thousand Canadians who participated in the 2000 National Survey of Giving, Volunteering, and Participating (NSGVP), to determine how their giving and volunteering behaviours had changed after four years.⁵ A key question addressed by the FSGVP is what motivations or barriers contributed to a change in volunteering patterns.

Volunteers who said they contributed more hours in 2004 than in 2000 were asked why they volunteered *more*. Those who volunteered in 2004 but had not volunteered in 2000 were asked why they *began* volunteering (Figure 2.13). The most common reasons for both increasing the number of hours volunteered and becoming a volunteer were the desire to contribute to the community

5. The FSGVP sample was composed of persons aged 19 and older. These individuals were aged 15 and older at the time they were originally interviewed for the 2000 NSGVP. For a complete definition of the target population, please refer to Appendix A, *Glossary of terms*.

and being personally affected by the cause the organization supports. Generally those who increased the number of hours they volunteered were more likely than those who commenced volunteering to be motivated by most factors, most notably the opportunity to network with or meet people (50% of those who increased volunteering vs. 39% of new volunteers) and to explore their own strengths (45% vs. 38%). However, new volunteers were more likely to report that they started volunteering because they had more time (35% of new volunteers, compared to 33% of previous volunteers).

Figure 2.13
Selected motivations cited for volunteering more hours and for commencing volunteering, volunteers aged 19 and older, Canada, 2004



1. Volunteers who said they contributed more hours than they had in 2000 were asked why they volunteered more.
2. Volunteers who had not volunteered in 2000 were asked why they began volunteering.

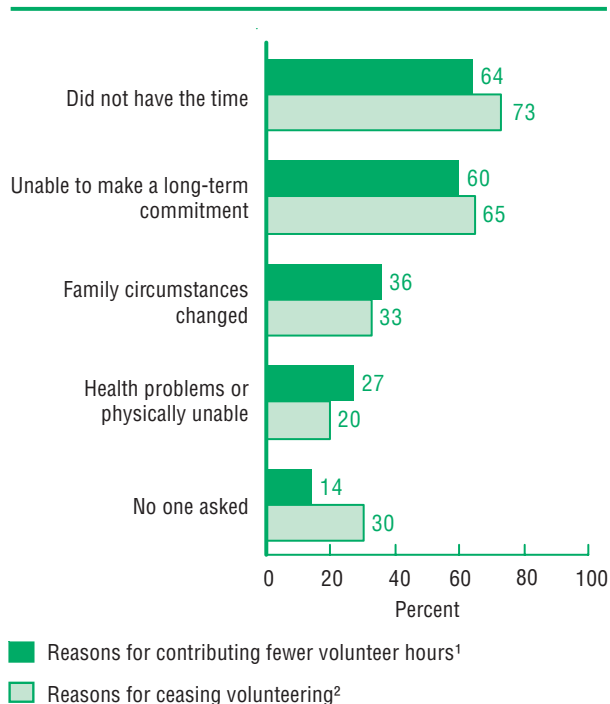
Source: Statistics Canada, *Follow-up Survey of Giving, Volunteering and Participating, 2004*.

Volunteers who said they contributed fewer hours in 2004 than they had in 2000 were asked why they had *reduced* their volunteer hours.

Respondents who volunteered in 2000 but did not volunteer in 2004 were asked why they *stopped* volunteering (Figure 2.14). The most common barriers reported by both those who reduced their volunteer commitment and those who ceased volunteering completely was a lack of time (reported by 73% of those who ceased volunteering and 64% of those who volunteered fewer hours). The inability to make a long-term commitment was the second most common reason (reported by 65% who ceased volunteering and 60% who cut back their hours).

Interestingly, almost one-third (30%) of those who stopped volunteering said that one of the reasons was that no one had asked them to volunteer. This factor was much less important among those who decreased their volunteering (14%).

Figure 2.14
Selected reasons cited for volunteering fewer hours and for ceasing volunteering, population aged 19 and older, Canada, 2004



1. Volunteers who said they contributed fewer hours in 2004 than they had in 2000 were asked why they had reduced their volunteer hours.
2. Non-volunteers who had volunteered in 2000 were asked why they had stopped volunteering.

Source: Statistics Canada, *Follow-up Survey of Giving, Volunteering and Participating, 2004*.

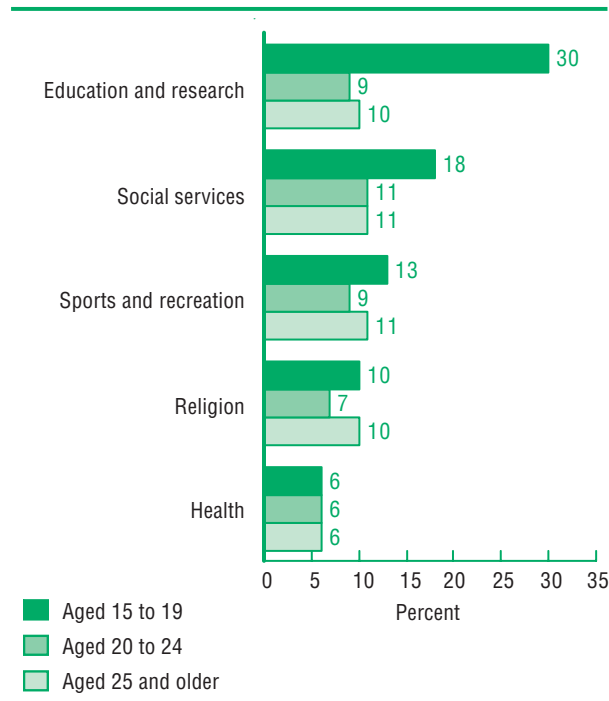
Youth volunteers

Young Canadians, aged 15 to 24, have a higher rate of volunteering (55%) than any other age group. They also tend to support different causes than other volunteers and have different motivations for volunteering activities.

Within this broad age range, there are notable differences between those who are 15 to 19 and those who are 20 to 24 years old. Two-thirds (65%) of 15 to 19 year olds volunteered compared to 43% of 20 to 24 year olds. However, the 20 to 24 year olds contributed more hours on average (161 per year compared to 127 per year for 15 to 19 year olds).

Mandatory community service is relatively common among young Canadians – 15% of volunteers aged 15 to 19 and 9% of those aged 20 to 24 were required to volunteer for the organization to which they contributed the most hours.

Figure 2.15
Volunteer rate, by selected organization type and age group, population aged 15 and older, Canada, 2004



Notes: Some types of organizations are excluded due to the reliability of the estimates. The complete classification system is described in Appendix A, *Glossary of terms*.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

As compared to 20 to 24 year olds, those in the 15 to 19 year old group were three times as likely to volunteer with an education and research organization, almost twice as likely to volunteer with a social services organization and also more likely to volunteer with sports and recreation organizations (Figure 2.15).

Youth also tend to be motivated to volunteer by different factors than other volunteers. They were more likely to agree that they volunteered:

- to improve their job opportunities (65% of 15 to 19 year old volunteers agreed compared to 44% of 20 to 24 year olds and 13% of those 25 and older);
- to explore their own strengths (65% of 15 to 19 year old volunteers agreed compared to 62% of 20 to 24 year olds and 45% of those 25 and older); and
- because their friends volunteer (54% of 15 to 19 year old volunteers compared to 47% of 20 to 24 year olds and 41% of those 25 and older).

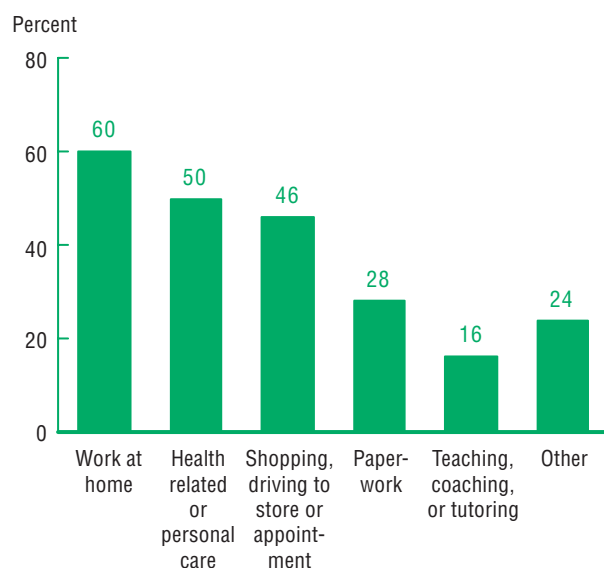
Helping people directly: informal volunteering

Until now, this report has focussed on volunteer activity through organizations and groups. However, Canadians provide substantial help to others directly on their own without a formal organization or group being involved. The CSGVP asked Canadians to indicate whether they had helped individuals, other than those living in their household, on their own over the previous year. This helping activity is sometimes referred to as *informal volunteering*. Approximately 83% of the population aged 15 and over had helped others directly, without involving an organization, at least once during the previous year.

Canadians provided assistance directly to others in a variety of ways:

- 60% provided help in the home, such as cooking, cleaning, gardening, maintenance, painting, shovelling snow or car repairs;
- 50% provided health-related or personal care, such as emotional support, counselling, providing advice, visiting the elderly or unpaid babysitting;
- 46% helped by shopping, driving someone to the store or to other appointments;

Figure 2.16
Percentage of population helping others directly, by type of activity, population aged 15 and older, Canada, 2004



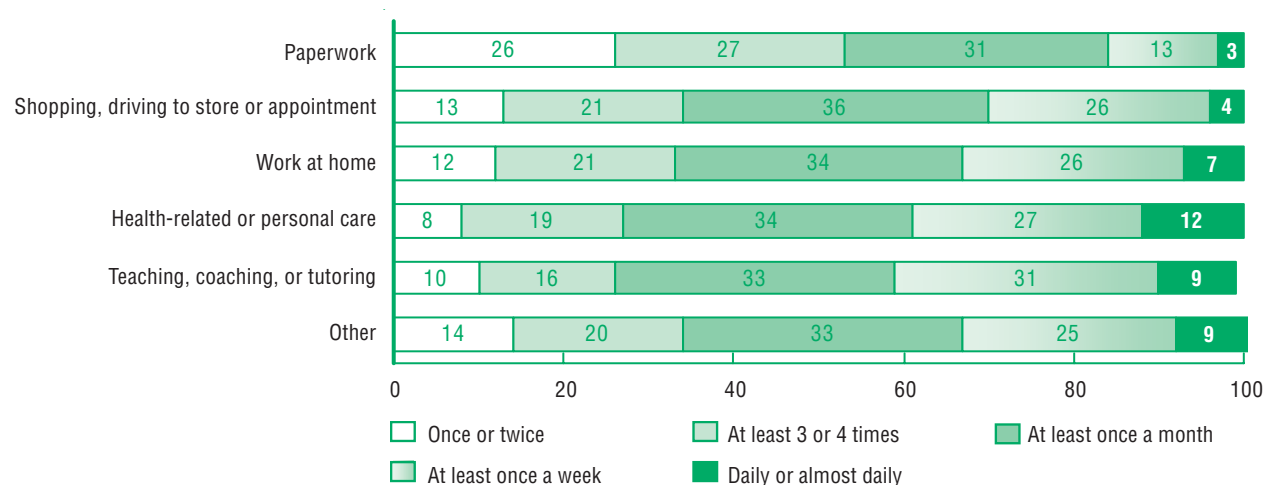
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

- 28% helped with paperwork tasks such as writing letters, doing taxes, filling out forms, banking, paying bills or finding information ; and
- 16% provided unpaid teaching, coaching, tutoring, or assisting with reading.

Those who reported helping others in each of these ways were asked how frequently they engaged in the activity that they reported (Figure 2.17). Those who engaged in teaching, coaching or tutoring were the most likely to provide this assistance at least weekly (41%), followed by those who provided health-related or personal care assistance (39%). About one in ten Canadians (12%) reported that they provide health-related or personal care to others outside their household on a daily or almost daily basis.

The likelihood and frequency of helping others is related to personal and economic characteristics such as age, education, and income (Table 2.5). Canadians who are affluent, have at least some postsecondary education, and youth are more likely to help others on their own.

Figure 2.17
Frequency of helping others directly during the preceding year, by selected activity, direct helpers aged 15 and older, Canada, 2004



Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

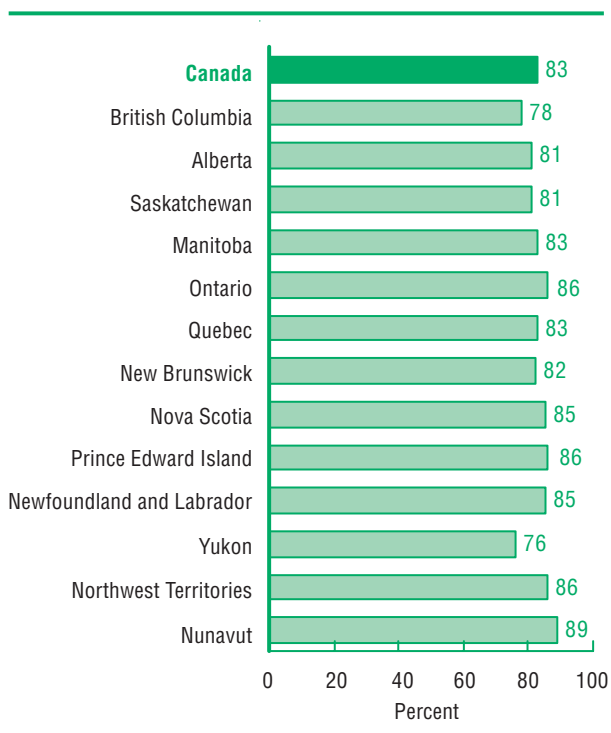
The likelihood of providing help directly declines with age. Canadians aged 15 to 24 were most likely to help others directly (89% helped), followed closely by those between the ages of 25 to 54 years of age (85% to 88%). The rate of helping declines noticeably among those aged 55 to 64 (81%), and then drops precipitously for those over the age of 65 (66%). Despite the sharp decline among those over the age of 65, one should not overlook the fact that almost two-thirds of senior citizens in Canada are helping and assisting others on their own. Next to 15 to 24 year olds, senior citizens are also the most likely to report that they help others on a daily or near daily basis (14%).

Higher levels of household income are associated with higher rates of helping, but lower frequencies of it being provided. Ninety percent of Canadians with a household income of \$100,000 or more reported that they helped others compared to 71% of those with a household income of less than \$20,000. A little more than one in ten (13%) from the highest household income group reported helping on a daily or near daily basis compared to 18% from households with less than \$20,000 in income.

Education displays a similar pattern. Eighty-nine percent of Canadians with a university degree reported that they helped others compared to 74% of those with less than a high school diploma. Eleven percent of university educated volunteers reported that they helped on a daily or near daily basis compared to 20% of those who had not graduated from high school.

Helping others directly also varies with geographic region (Figure 2.18). The provinces and territories with the highest rates of helping were Nunavut (89%), the Northwest Territories (86%), Ontario (86%) and Prince Edward Island (86%). The Yukon (76%), British Columbia (78%), Alberta (81%), and Saskatchewan (81%) had the lowest rates.

Figure 2.18
Rate of helping others directly, by province and territory, population aged 15 and older, Canada, 2004



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table 2.5 Rate and frequency of helping others directly, by personal and economic characteristics, population aged 15 and older, Canada, 2004

	Rate of helping others directly	Frequency of helping others directly			
		A few times a year	At least once a month	At least once a week	Daily or almost daily
Percent					
Total	83	21	30	34	15
Age					
15 to 24	89	15	24	38	23
25 to 34	88	20	34	34	12
35 to 44	86	25	33	29	13
45 to 54	85	23	32	33	12
55 to 64	81	22	30	35	14
65 and older	66	22	28	36	14
Sex					
Male	83	24	33	31	12
Female	83	18	28	37	17
Education					
Less than high school	74	19	24	36	20
Graduated from high school	81	20	28	38	15
Some postsecondary	89	17	30	34	19
Postsecondary diploma	88	20	31	34	15
University degree	89	25	36	28	11
Household income					
Less than \$20,000	71	21	24	37	18
\$20,000 to \$39,999	79	17	29	37	17
\$40,000 to \$59,999	84	21	30	35	14
\$60,000 to \$79,999	87	22	31	33	14
\$80,000 to \$99,999	86	22	32	33	13
\$100,000 or more	90	23	34	29	13

Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

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Chapter 3

Participation

Many Canadians belong to groups and organizations such as service clubs, hobby organizations, sports and recreation organizations, school groups, political organizations, environmental and conservation groups, and neighbourhood associations. Through their involvement in the activities of these groups and organizations, Canadians can pursue their individual interests and work collectively to address issues and needs in their communities. Participation in such groups is also thought to be an important contributor to the development of social capital, enabling people to build bonds of trusts and reciprocity that provide the foundation for vibrant communities.

In the 2004 CSGVP, participation was defined as membership or participation in a group, organization or association.¹ Survey respondents were asked whether they belonged to a variety of community organizations and groups, as well as about the extent to which they participated in meetings, social functions or other activities.

Participation in 2004: Key findings

- 66% of the population aged 15 and over belonged to a group, organization, or association.
- Participants belong to an average of 2 groups, organizations or associations.

1. Future iterations of the survey may have a more expanded set of participation measures.

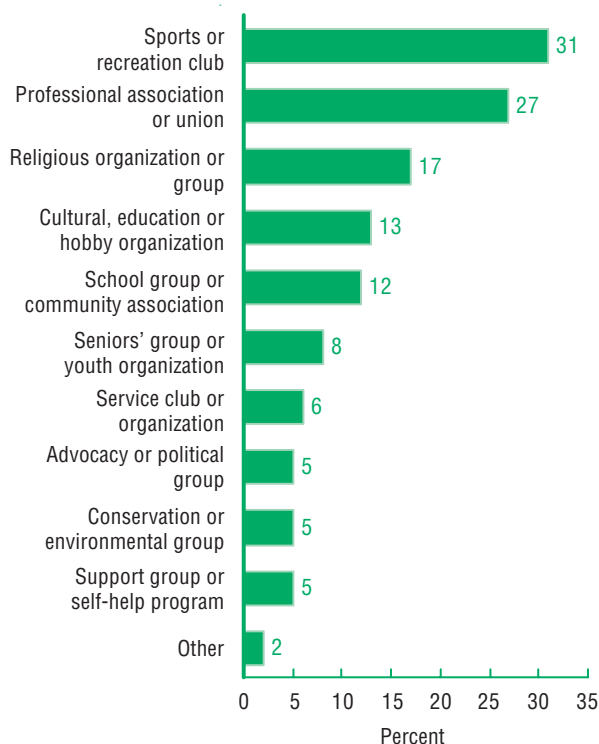
- The top four types of organizations to which Canadians belong are sports and recreation (31% of Canadians belong), professional associations and unions (27%), religious organizations or groups (17%), and cultural, education or hobby organizations (13%).
- 45% of participants belong to just one type of organization.
- Participation rates are highest in Saskatchewan (72%), Prince Edward Island (70%), and Ontario (70%) and lowest in Quebec (57%), Newfoundland and Labrador (60%), and New Brunswick (61%).

Participation in Canada

Sixty-six percent of the population aged 15 and over belonged to at least one group or organization in 2004. The most common types of organizations to which Canadians belonged were sports and recreation organizations (31%), professional associations and unions (27%), religious organizations or groups (17%), and cultural, education, or hobby organizations (13%) (Figure 3.1).

Most participants attend meetings, social functions, or other organizational functions. Four percent of participants reported attending on a daily or almost daily basis while an additional 21% attended at least once a week, 24% attended at least once a month and 29% engaged in such activities only a few times a year. Although they were members of an organization, 22% had not attended any organizational events during the previous year (Figure 3.2).

Figure 3.1
Participation rate, by type of group or organization, population aged 15 and older, Canada, 2004



Note: The participation rate is the percentage of the population belonging to a group or organization.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

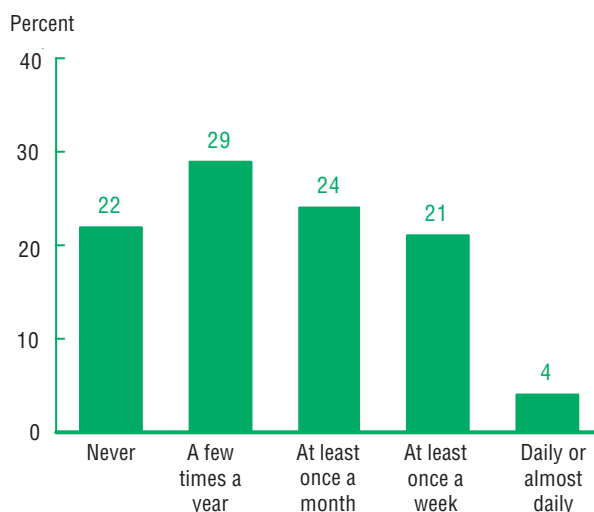
Most members of organizations belonged to just one (45%) or two (30%) different types of organizations over the course of a year. One-quarter (25%) held memberships with three or more different types of organizations.

A profile of Canadian participants

Personal and economic characteristics

While a majority of Canadians are involved with community groups and organizations, some are more likely to participate than others and to do so more frequently. Among the personal and economic characteristics that are associated with participation, age, household income, level of education, employment status and the presence of

Figure 3.2
Frequency of participation in meetings or other organizational activities, participants' aged 15 and older, Canada, 2004



1. A participant is someone who belongs to a group or organization. Note that it is possible to belong to an organization without participating in any activities.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

children in the household appear to be particularly important (Table 3.1).

Canadians aged 35 to 44 (68%) and 45 to 54 (69%) were more likely than those of other ages to belong to groups, organizations, or associations, while those aged 65 and over were least likely to belong (59%). Youth (ages 15 to 24) participated more frequently than others in organizational activities (35% reported participating either on a daily basis or at least once a week).

The likelihood of being a member of an organization rises sharply with level of education and household income. For example, 51% of Canadians who had not graduated from high school were members of organizations compared to 82% of those with a university degree. Similarly, 47% of those with household incomes of less than \$20,000 were members compared to 80% of those with household incomes of \$100,000 or more. Frequency of participation in organizational activities does not appear to be strongly related to either education or income.

Caring Canadians, Involved Canadians

Table 3.1 Rate of participation in groups and organizations and frequency of participation in meetings or other organizational activities, by personal and economic characteristics, population aged 15 and older, Canada, 2004

	Rate of participation in organizations ¹	Frequency of participation ²			
		Never	A few times a year	At least once a month	Once a week or more ³
Total	66	22	29	24	25
			Percent		
Age					
15 to 24	65	20	23	23	35
25 to 34	66	25	31	20	24
35 to 44	68	23	32	24	21
45 to 54	69	22	31	25	22
55 to 64	65	21	29	26	24
65 and older	59	22	24	26	28
Sex					
Male	67	23	30	23	24
Female	64	22	27	25	27
Marital status					
Married or common-law	67	22	31	25	22
Single, never married	65	22	25	22	31
Separated or divorced	62	22	29	23	26
Widow or widower	56	28	18	26	28
Education					
Less than high school	51	26	21	23	30
Graduated from high school	59	25	28	21	25
Some postsecondary	64	25	28	24	24
Postsecondary diploma	70	22	30	24	24
University degree	82	18	31	26	25
Labour force status					
Employed	71	22	31	24	23
Unemployed	62	24 ^E	32	15 ^E	28
Not in labour force	58	22	23	25	30
Household income					
Less than \$20,000	47	27	24	21	28
\$20,000 to \$39,999	56	24	24	25	27
\$40,000 to \$59,999	64	24	28	23	25
\$60,000 to \$79,999	71	23	31	24	22
\$80,000 to \$99,999	74	20	32	24	24
\$100,000 or more	80	19	31	25	25
Presence of children in household⁴					
No children in household	64	23	28	24	26
Pre-school aged children only	63	24	34	21	21
Both pre-school and school aged children	68	24	31	26	19
School aged children only	69	20	28	25	27
Religious attendance					
Weekly attendance	79	16	22	24	38
Not a weekly attendee	64	24	30	24	21

^E use with caution

1. The rate of participation is the percentage of the population belonging to a group or organization.
2. Only those persons belonging to at least one organization are included in the frequency calculations. Note that it is possible to belong to an organization without participating in any activities.
3. Includes those who reported participating daily or almost daily as well as those who reported participating at least once a week.
4. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

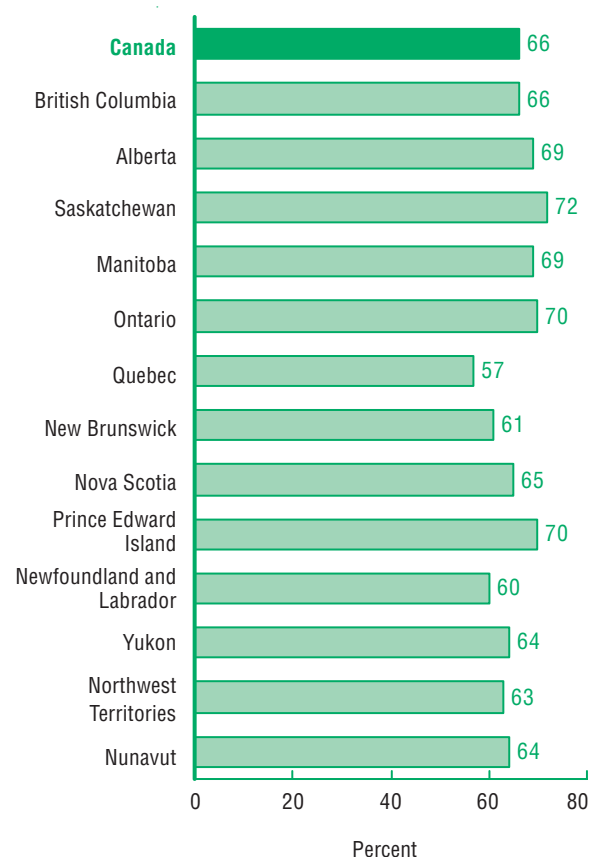
Employed individuals were more likely to belong to a group or an organization (71%) than were unemployed individuals (62%) and those not in the labour force (58%).² However, those who were employed were less likely than those not in the labour force to participate in organizational activities once a week or more (23% vs. 30%).

Those with only school aged children³ in the household were more likely to be members (69%) than were others. In terms of frequency of attendance at organizational activities, those with only pre-school aged children or a combination of pre-school and school aged children in the household were less likely to attend once a week or more (21% and 19% respectively).

Provincial/Territorial variations

Turning to provincial and territorial variations in memberships, the highest participation rates were observed in Saskatchewan (72%), Prince Edward Island (70%), Ontario (70%), Alberta (69%), and Manitoba (69%) (Figure 3.3). The provinces with the lowest membership were Quebec (57%), Newfoundland and Labrador (60%), and New Brunswick (61%).

Figure 3.3
Participation rate, by province and territory, population aged 15 and older, Canada, 2004



Note: The participation rate is the percentage of the population belonging to a group or organization.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

- At least some of this difference is likely due to the fact that those who were employed were much more likely to be members of business or professional associations (36%) than those who were unemployed (21%) or not in the labour force (11%).
- School aged* is defined as ages 6 to 17, while *pre-school aged* is defined as ages 0 to 5.

In terms of frequency of participation in organizational activities, members living in Prince Edward Island (35%), Nova Scotia (32%), and Manitoba (32%) were most likely to attend events once a week or more (Table 3.2).

Caring Canadians, Involved Canadians

Table 3.2 Frequency of participation in meetings or other organizational activities, by province and for the territories, participants¹ aged 15 and older, Canada, 2004

	Frequency of participation			
	Never	A few times a year	At least once a month	Once a week or more ²
	Percent			
Canada	22	29	24	25
British Columbia	24	24	26	26
Alberta	19	29	25	27
Saskatchewan	15	29	30	26
Manitoba	17	24	26	32
Ontario	24	30	24	23
Quebec	23	31	21	25
New Brunswick	21	24	24	30
Nova Scotia	18	24	27	32
Prince Edward Island	16	25	23	35
Newfoundland and Labrador	17	32	24	27
Territories	23	27	22	28

1. A participant is someone who belongs to a group or organization. Note that it is possible to belong to an organization without participating in any activities.

2. Includes those who reported participating daily or almost daily as well as those who reported participating at least once a week.

Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

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Chapter 4

Links between forms of social support

Charitable giving, volunteering, helping others directly, and participating are all important ways that Canadians become engaged in their communities, pursue their interests and express their caring and compassion for others. Up to this point, we have discussed each of these various forms of prosocial behaviours in isolation from each other. However, they are closely linked. An individual who engages in any one of these forms of social involvement is more likely to engage in others.

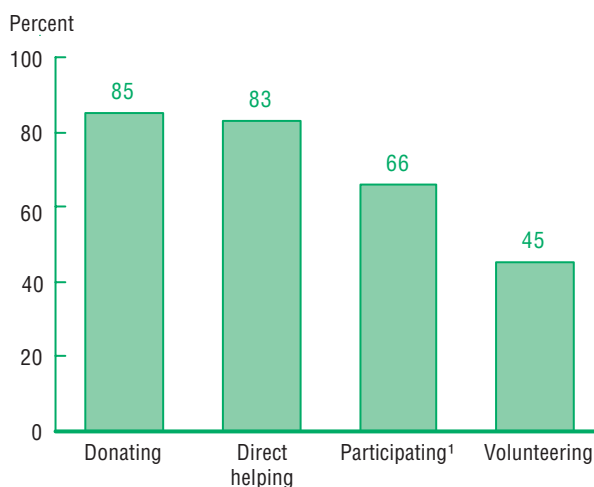
The prevalence of social involvement

Charitable giving is the most common of the prosocial behaviours that are the focus of the CSGVP. The vast majority of Canadians (85%) made a financial contribution to a charitable or nonprofit organization over the period covered by the survey. Most Canadians (83%) helped others directly over the course of the year, and almost two-thirds (66%) participated by joining an organization, group, or association. In contrast, volunteering is a less common activity. Less than half (45%) of Canadians contributed volunteer time to a charitable or nonprofit organization.

The spectrum of social involvement

These various behaviours may be best understood as simply being different ways in which Canadians express their underlying values and needs — to become involved, to connect, to care,

Figure 4.1
Prevalence of different forms of social involvement, population aged 15 and older, Canada, 2004

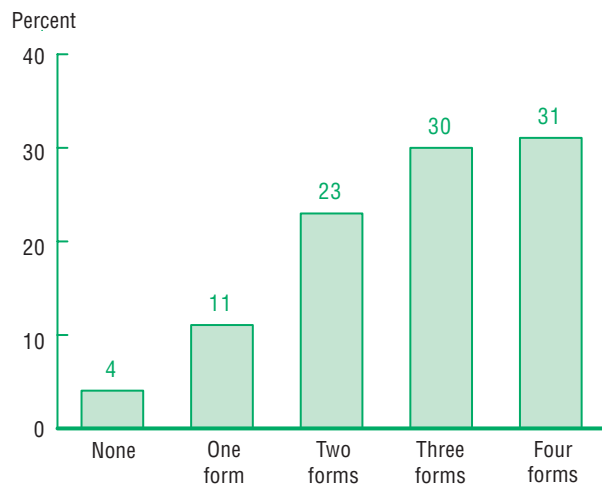


1. Participating is defined as belonging to a group or organization.
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

to give back and to express one's interests. Indeed, the CSGVP shows that individuals who engage in any one of these activities are highly likely to engage in the other activities.

As Figure 4.2 shows, just under one-third of Canadians (31%) engaged in all four forms of social involvement covered by the CSGVP. Somewhat fewer (30%) took part in three forms; about one-quarter (23%) engaged in two; and 11% undertook only one. Taken together, 85% of Canadians engaged in two or more and 62% took part in three or more forms of social involvement.

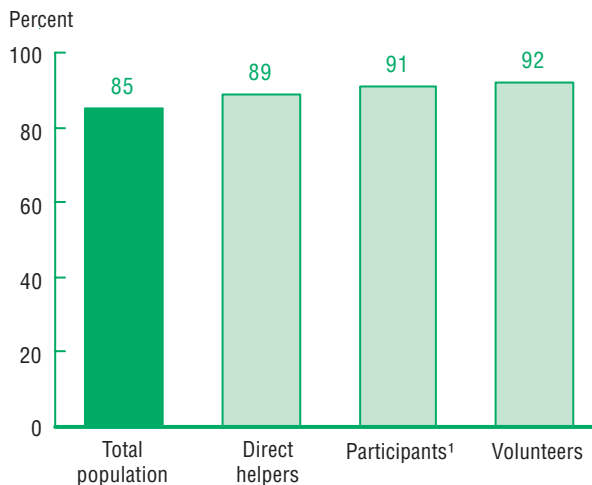
Figure 4.2
Number of forms of social involvement undertaken, population aged 15 and older, Canada, 2004



Notes: The four forms of social involvement are donating, volunteering, helping others directly, and participating in groups or organizations. Percentages may not add to 100 due to rounding.
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

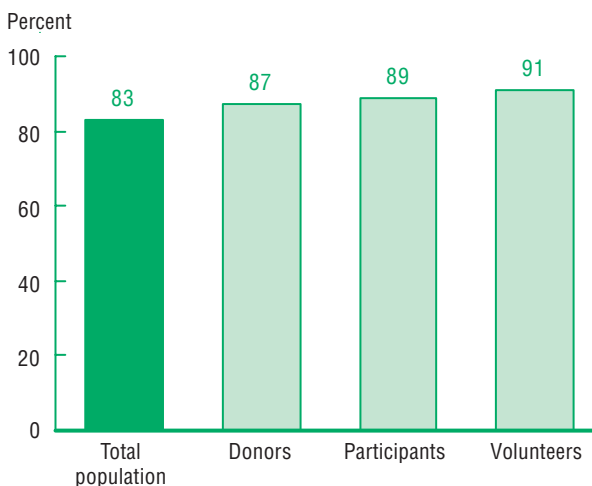
Engagement in these forms of social involvement appears to be linked such that involvement in one form is associated with involvement in others. As Figure 4.3 shows, 85% of all Canadians made a donation to charitable and nonprofit organizations. However, the donor rate was somewhat higher among those who helped others directly (89%) and substantially higher among those who participated by joining organizations (91%) and among those who volunteered (92%). The same pattern holds for each of the four forms of social involvement examined by the CSGVP (Figures 4.4 to 4.6).

Figure 4.3
Donor rate, for volunteers, direct helpers and participants, population aged 15 and older, Canada, 2004



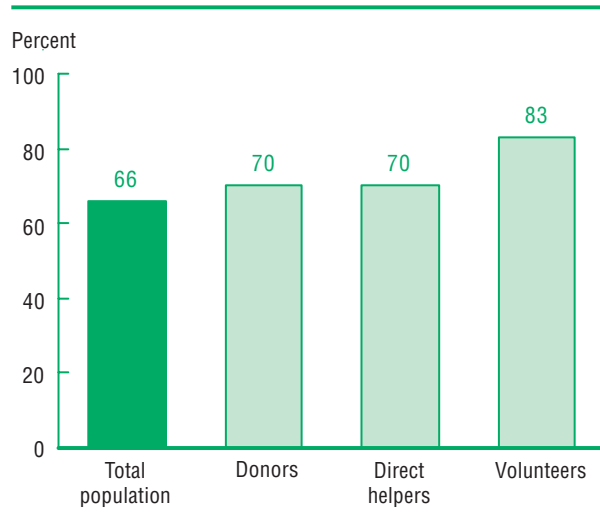
1. A participant is someone who belongs to a group or organization.
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Figure 4.4
Rate of helping others directly, for donors, participants and volunteers, population aged 15 and older, Canada, 2004



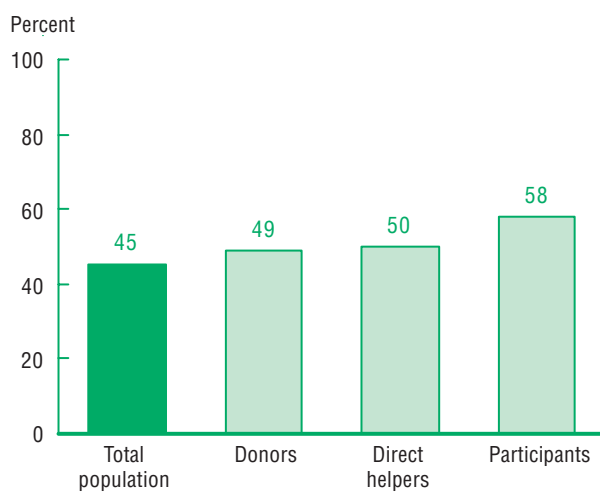
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Figure 4.5
Participation rate,¹ for donors, direct helpers and volunteers, population aged 15 and older, Canada, 2004



1. The participation rate is the percentage of the population belonging to a group or organization.
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Figure 4.6
Volunteer rate, for donors, direct helpers and participants, population aged 15 and older, Canada, 2004

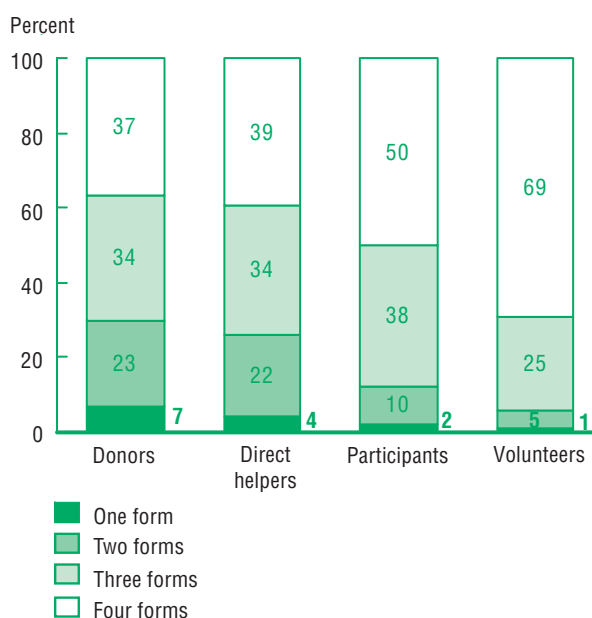


Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Figure 4.7 provides another perspective on the linkages among forms of social involvement. It shows that among those who donated, seven percent only made donations (i.e., engaged in one

form of involvement), 23% made donations and engaged in one other form (i.e., engaged in two forms of involvement), 34% made donations and took part in two other forms and 37% made donations and engaged in three other forms. What is particularly striking is that 50% of participants and 69% of volunteers took part in all four forms of social involvement under study.

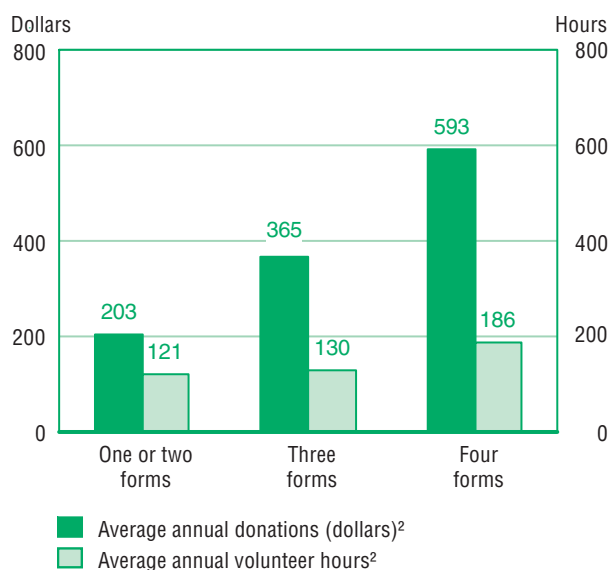
Figure 4.7
Number of forms of social involvement in which donors, direct helpers, participants and volunteers engage, population aged 15 and older, Canada, 2004



Note: Percentages may not add to 100 due to rounding.
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

The intensity of social involvement also increases with the number of forms undertaken. As Figure 4.8 shows, those who undertook one or two forms, on average, donated \$203 over the year and volunteered 121 hours. In contrast, those who participated in all four forms of involvement gave \$593 and volunteered 186 hours.

Figure 4.8
Average annual donations and average annual volunteer hours, by number of forms of social involvement,¹ donors and volunteers aged 15 and older, Canada, 2004



1. The four forms of social involvement are donating, volunteering, helping others directly, and participating in groups or organizations.
2. Estimates of average donations and average hours are calculated for donors only and for volunteers only, respectively.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

The broad thin base of support for charitable and nonprofit organizations

Although the vast majority of Canadians provide support to charitable and nonprofit organizations through their contributions of volunteer time and charitable giving, most make only modest contributions. Indeed, the bulk of support provided to these organizations comes from a strikingly narrow segment of the population. Top donors (the 25% of donors who donated \$325 or more) who also volunteer are a particularly important source of support. This small group of core supporters is comprised of 13.5% of all Canadians, yet they provided 57% of the total value of donations and 39% of all volunteer hours that were contributed to charitable or nonprofit organizations in 2004.

Conclusion

The 2004 CSGVP makes visible the contributions that Canadians provide through their giving, volunteering, helping and participation. By engaging in these activities, Canadians are able to express important social values such as compassion for others and the desire to contribute to one's community. Virtually all Canadians, during the course of a year, make the effort to help improve the lives of others, their community or their environment, either through their own efforts or by contributing time or money to charitable and nonprofit organizations.

This report is intended to provide an overview of the key findings from the CSGVP. All of the behaviours measured in the survey—giving, volunteering, helping, and participating—rely on a complex set of factors to initiate and sustain them. The report is a step along the road to understanding the characteristics of the Canadians who perform these activities as well as some of the factors that are related to their participation.

The spectrum of social involvement

Canadians express their social values and interests through a broad spectrum of activities. The vast majority (85%) gave money to charitable and nonprofit organizations. Over four in ten (45%) volunteered their time to a charitable or other nonprofit organization and over 8 in 10 (83%) helped people directly on their own (for example, by doing housework, shopping, or driving to appointments). Two-thirds (66%) belonged to a group, association or organization.

Although virtually every Canadian engages in these activities, the degree of their engagement is typically quite modest. Half of Canadian donors gave \$119 or less per year and half of volunteers contributed 60 hours or less. Indeed, most charitable dollars and volunteer hours are provided by a relatively small percentage of the population. One quarter of donors provided 82% of all donated dollars and one quarter of volunteers provided 77% of all volunteer hours.

In addition, Canadians choose multiple means to express their social values and interests. Participation in charitable giving, volunteering, helping and membership in organizations are often inter-linked. For example, those who volunteer are more likely to make charitable donations than those who do not. Volunteers are also more likely to give help directly to others, and to belong to organizations. This also means that those who are highly active in one area are also likely to be highly active in other areas. Indeed, the CSGVP shows that a small group of core supporters made up of 13.5% of Canadians provided 57% of all donated dollars and 39% of all volunteer hours to charitable and nonprofit organizations.

What emerges is a portrait of a society in which most citizens provide modest, albeit important, levels of support to one another, but which also depends heavily upon the contributions of a small core of particularly engaged citizens. In short, a lot do a little, but a little do a lot. It is evident that any decline in the number of core supporters is likely to have a dramatic impact.

Caring and Involved Canadians

The title of this report — *Caring Canadians, Involved Canadians*— summarizes its central theme. Canadians, as a people, give, volunteer, help and participate. Many Canadians channel their activity through charitable and nonprofit

organizations. Others engage directly, providing help and assistance on their own. This broad spectrum of social involvement is an essential ingredient of Canadian life.

Appendix A

Glossary of terms

Certain key variables or concepts are used frequently in the data analyses and interpretations contained in this report. Rather than defining these concepts in each section, we have provided an alphabetical summary below.

Average annual donations

This is the average amount donated *by donors* to charitable and other nonprofit organizations during the 12-month reference period preceding the survey. It is not the average over the entire population.

Average annual volunteer hours

This is the average number of hours *volunteers* gave of their time on behalf of charitable and other nonprofit organizations over the 12-month reference period preceding the survey. It is not the average over the entire population.

Donors

These are people who made at least one donation of money to a charitable or other nonprofit organization in the 12-month reference period preceding the survey. This definition excludes those who made donations of loose change to coin collection boxes located beside cash registers at store check-outs.

Donor rate

This is the percentage of a given population that made at least one donation of money to a charitable or other nonprofit organization in the 12-month reference period preceding the survey.

Core supporters

These are people who are Top Donors (see definition below), and who volunteered at least once in the 12-month reference period preceding the survey.

Direct helpers

These are people who reported having helped people on their own, that is, not through a group or organization, in the 12-month reference period preceding the survey. This includes help given directly to friends, neighbours and relatives, but excludes help given to anyone living in their household. These people are sometimes referred to as *Informal volunteers*. Direct helping is not included in estimates of volunteer rates.

Employed

People who worked for pay or profit during the week preceding the survey are considered to be employed, as are those who had a job but were not at work for reasons such as illness, family responsibilities or vacation. Persons on layoff are not considered to be employed.

Financial donation

A financial donation is money given to a charitable or other nonprofit organization during the 12-month reference period preceding the survey. Money given to the same organization, on multiple occasions, through the same solicitation method, constitutes only one donation. For example, all money donated to a particular religious institution over the 12 months preceding the survey, through a collection at the place of worship, would be considered to be a single donation.

Household income

Data on household income are based on total household income from all sources before taxes during the 12-month reference period. Items such as tips, commissions, alimony and child support are included.

Immigrants

These are people who were not born in Canada, but have obtained landed immigrant status (have been granted the right to live in Canada by immigration authorities). They may or may not have been Canadian citizens at the time of the interview.

Informal volunteers

See *Direct helpers*.

In-kind donations

These are gifts of food, clothing, toys or household goods made to charitable or other nonprofit organizations.

Mandatory community service

This is unpaid help provided to a group or organization that was mandated, or required, by a school, an employer, a charitable or nonprofit organization, or some other authority. The 2004 CSGVP includes mandatory community service in its estimates of volunteering.

Median

The median value is the statistical ‘halfway point’ of a distribution of values. The median donation, for example, is the value for which half of donors report higher donations and half report lower donations.

Not in the labour force

These are people who were neither employed nor unemployed during the week preceding the survey.

Organization classification

Respondents were asked to provide information on the organizations for which they volunteered and to which they made donations. Respondents were first asked to provide the name of the organization. A look-up table including the most common organizations reported in the 1997 and 2000 surveys was used. If the organization cited by the respondent was not on this pick-list, the respondent was then asked to provide information about the purpose of the organization in order to place it in a broad category.

To classify these organizations, the International Classification of Nonprofit Organizations (ICNPO)¹ was used. Although they are classified according to their primary area of activity, some organizations operate in multiple areas. An advantage of the ICNPO system is that it is widely used by other countries, allowing for international comparisons. It has also been devised specifically to reflect the range and nature of activities typically undertaken in the nonprofit and voluntary sector. The ICNPO system developed by the Johns Hopkins Comparative Nonprofit Sector Project, and modified for use in Canada, groups organizations into 15 major activity categories:

1. *Arts and culture*: This category includes organizations and activities in general and specialized fields of arts and culture, including media and communications; visual arts, architecture, ceramic art; performing arts; historical, literary and humanistic societies; museums; and zoos and aquariums.
2. *Sports and recreation*: This category includes organizations and activities related to amateur sports (including fitness and wellness centers) and recreation and social clubs (including service clubs).

1. The classification is based on L.M. Salamon and H.K. Anheier, 1997. *Defining the Nonprofit Sector: A Cross-national Analysis*. Manchester, N.Y.: Manchester University Press.

3. **Education and research:** This category includes organizations and activities administering, providing, promoting, conducting, supporting and servicing education and research. This includes: (1) primary and secondary education organizations; (2) organizations involved in other education (that is, adult/continuing education and vocational/technical schools); and (3) organizations involved in research (that is, medical research, science and technology, and social sciences).
4. **Universities and colleges:** This category includes organizations and activities related to higher learning. This includes universities, business management schools, law schools and medical schools.
5. **Health:** This category includes organizations that engage primarily in out-patient health-related activities and health support services. This includes: mental health treatment and crisis intervention and other health services (that is, public health and wellness education, out-patient health treatment, rehabilitative medical services, and emergency medical services).
6. **Hospitals:** This category includes hospitals, nursing homes, psychiatric hospitals and activities related to rehabilitation such as inpatient health care and rehabilitative therapy.
7. **Social services:** This category includes organizations and institutions providing human and social services to a community or target population. Three subgroups are included: (1) social services (including organizations providing services for children, youth, families, the handicapped and the elderly, and self-help and other personal social services); (2) emergency and relief; and (3) income support and maintenance.
8. **Environment:** This category includes organizations promoting and providing services in environmental conservation, pollution control and prevention, environmental education and health, and animal protection. Two subgroups are included: environment and animal protection.
9. **Development and housing:** This category includes organizations promoting programs and providing services to help improve communities and promote the economic and social well-being of society. Three subgroups are included: (1) economic, social and community development (including community and neighbourhood organizations); (2) housing; and (3) employment and training.
10. **Law, advocacy and politics:** This category includes organizations and groups that work to protect and promote civil and other rights, advocate the social and political interests of general or special constituencies, offer legal services, and promote public safety. Three subgroups are included: (1) civic and advocacy organizations; (2) law and legal services; and (3) political organizations.
11. **Grant-making, fundraising and voluntarism promotion:** This category includes philanthropic organizations and organizations promoting charity and charitable activities including grant-making foundations, organizations promoting and supporting voluntarism, and fundraising organizations.
12. **International:** This category includes organizations promoting cultural understanding between peoples of various countries and historical backgrounds, as well as those providing emergency relief and promoting development and welfare abroad.
13. **Religion:** This category includes organizations promoting religious beliefs and administering religious services and rituals (for example, churches, mosques, synagogues, temples, shrines, seminaries, monasteries and similar religious institutions), in addition to related organizations and auxiliaries of such organizations.
14. **Business and professional associations, unions:** This category includes organizations promoting, regulating and safeguarding business, professional and labour interests.
15. **Groups not elsewhere classified.**

Participants

These are people who reported membership or participation in at least one group, organization or association in the 12-month reference period preceding the survey.

Participation rate

This is the percentage of a given population that belonged to at least one group, organization or association at some time during the 12-month reference period preceding the survey.

Population

CSGVP (Canada Survey of Giving, Volunteering and Participating): Individuals aged 15 and older, living in one of the ten Canadian provinces. Excluded are those who were institutionalized.

CSGVP–North: Individuals aged 15 and older, living in one of the three Canadian territories. Excluded are those who were institutionalized as well as full time members of the Canadian Armed Forces.

FSGVP (Follow-up Survey of Giving, Volunteering and Participating): Individuals from the target population of the 2000 National Survey of Giving, Volunteering and Participating (NSGVP), who were still living in one of the ten Canadian provinces. The target population for the 2000 NSGVP consisted of the population aged 15 and older residing in the 10 provinces, excluding residents of Indian reserves, the institutionalized population and full-time members of the Canadian Armed Forces. Also excluded from the FSGVP population were those individuals who had been institutionalized since 2000, and immigrants who had arrived after 2000.

Note that throughout this publication, the term *Canadians* is often used to refer to the survey population, even though some respondents may not have been Canadian citizens at the time of the interview.

Rate of direct helping

This is the percentage of a given population that helped other people directly, that is, not through a group or organization, at some time during the 12-month reference period preceding the survey.

Reference period

CSGVP: The 12-month period preceding the interview. Interviews were conducted from September 13 to December 19, 2004.

CSGVP–North: The 12-month period preceding the interview. Interviews were conducted from August 30 to November 15, 2004.

FSGVP: The 12-month period preceding the interview. Interviews were conducted from September 13 to December 3, 2004.

Note that financial donations to Tsunami relief efforts in 2004 were made after the reference period. They are not included in estimates from the 2004 CSGVP.

Top donors

Top donors are defined as the 25% of donors who contributed the most money. These people gave \$325 or more during the twelve month period preceding the survey.

Top volunteers

Top volunteers are defined as the 25% of volunteers who contributed the most hours. These people volunteered 180 hours or more during the twelve month period preceding the survey.

Unemployed

Unemployed people are those who, during the week preceding the survey, were without work but were not permanently unable to work, and had actively looked for work in the four weeks preceding the survey.

Volunteers

These are people who volunteered, that is, who performed a service without pay, on behalf of a charitable or other nonprofit organization, at least once in the 12-month reference period preceding the survey. This includes any unpaid help provided to schools, religious organizations, sports or community associations.

Volunteer rate

This is the percentage of a given population that performed a service without pay, on behalf of a charity or other nonprofit organization, at least once in the 12-month reference period preceding the survey.

Appendix B

Data quality overview

The 2004 Canada Survey of Giving, Volunteering and Participating (CSGVP) was conducted as a Random Digit Dialling (RDD) telephone survey using computer-assisted interviewing. The sample was composed of a list of telephone numbers sampled randomly. One person aged 15 or older was randomly selected from each household to participate in the survey.

The first module of the CSGVP included questions relating to volunteer activities. A pre-programmed random selection process gave respondents who did not volunteer a 50% chance of being screened out of the survey at this point.

Survey errors

Sample surveys produce estimates based on information collected from, and about, a sample of individuals. Somewhat different findings would be obtained if a census—a complete count of all individuals in a population—were taken using the same method (that is, using the same questionnaire, interviewers, supervisors, and processing). The difference between the estimates obtained from the sample survey and the values that would be obtained from a complete count is called sampling error.

Errors that are not related to sampling may occur at almost every phase of a survey operation. Interviewers may misunderstand instructions, respondents may make errors in answering questions, answers may be entered incorrectly on the questionnaire, and errors may be introduced in the processing and tabulation of the data. These are examples of nonsampling errors.

Non-sampling errors

Over a large number of observations, errors occurring randomly will have little effect on survey estimates. Errors occurring systematically, however, will contribute to biased estimates. Considerable effort is made to reduce nonsampling errors in a survey by implementing quality assurance measures at each step of data collection and processing. These measures include using skilled interviewers; providing extensive training on survey procedures and the questionnaire; conducting observation to detect problems in the survey design or instructions; implementing procedures to minimize data capture errors; and doing quality checks to verify data editing and coding.

A major source of non-sampling error is the effect of *non-response* on the survey results. The extent of non-response varies from partial non-response (failure to answer just one or some questions) to total non-response. *Total non-response* occurs when the interviewer is unable to contact the respondent, or the respondent refuses to participate in the survey. For the 2004 CSGVP, a non-response adjustment was made to the weight¹ of respondents who completed the survey to compensate for those who did not respond.

Partial non-response to a survey occurs when the respondent misunderstands or misinterprets a question, refuses to answer a question, or cannot recall the requested information. Commonly, these answers are coded as *not stated*.

1. In a sample survey, weights are applied to individuals in the sample to produce estimates representative of the entire population.

For certain key variables in the CSGVP, however, an imputation process was used to replace missing or inconsistent answers with a reasonable value. The imputed value was based on the experience of another respondent with similar or identical characteristics.

For other variables, imputation was not performed and the variable remains *not stated* on the data file. In this report, when rates and percentages are presented for variables that have missing values for some records, the rate or percentage was calculated including only those records with a value. In other words, the records with missing values are not only excluded from the numerator, they are also excluded from the denominator.

Sampling errors

It is standard practice to indicate the magnitude of the sampling error for estimates from a sample survey. The *standard error of the estimate*, derived from the survey results, is the basis for measuring the size of sampling errors. However, because of the large variety of estimates from a survey, the standard error is usually expressed relative to the estimate to which it pertains. This measure, expressed as a percentage, is known as the *coefficient of variation* (C.V.). It is obtained by dividing the standard error of the estimate by the estimate itself.

For example, suppose the survey estimates that 78% of Canadian volunteers reported a certain behaviour or characteristic. If this estimate has a standard error of 0.03, then the coefficient of variation of the estimate is calculated as:

$$\left(\frac{.03}{.78}\right) \times 100\% = 3.8\%$$

A range with a known probability of containing the true value can be defined using the C.V. and the estimate. For example, with a 95% probability, the range around the sample estimate is found by adding and subtracting 1.96

multiplied by the sample estimate and by its C.V.² In this case, the true value is in the range between 72.2% (78% – 5.8%) and 83.8% (78% + 5.8%), 19 times out of 20. Note that a lower C.V. is better since it indicates a statistically more precise estimate.

For this report, survey estimates are put into one of three categories:

- sample estimates with a C.V. less than 16.6%—unqualified;
- sample estimates with a C.V. between 16.6% and 33.3%—noted with an E; and
- sample estimates with a C.V. greater than 33.3%, or based on fewer than 30 respondents—noted with an F.

Rounding

In this report, counts have been rounded, but because the totals are based on unrounded data, they will not always equal the sum of individually rounded items. Percentages were usually rounded to units (occasionally to one decimal place) after they were calculated using unrounded data.

For further information on data quality in general, see Statistics Canada's website at www.statcan.ca.

For further information on the data quality of the CSGVP, please contact:

Client Services
Special Surveys Division
Room 2300
Main Building
Tunney's Pasture
Ottawa, Ontario
K1A 0T6
Telephone: (613) 951-3321
or call toll-free 1 800 461-9050
Fax: (613) 951-4527
E-mail: ssd@statcan.ca

2. The calculation is $1.96 \times 78\% \times 3.8\% = 5.8\%$.

Appendix C

Special note on data quality

As noted at the beginning of this report, there are many differences between the 2004 survey and its predecessors. These differences impede comparisons over time. This section discusses the sources of the differences, and their potential impact, in more detail.¹

Three surveys are of interest: the 2000 National Survey of Giving, Volunteering and Participating (NSGVP), the 2004 Canada Survey of Giving, Volunteering and Participating (CSGVP) and the 2004 Follow-up Survey of Giving, Volunteering and Participating (FSGVP), which re-interviewed a sample of individuals who had completed the survey in 2000.

The 2004 CSGVP recorded a volunteer rate of 45%, up from 27% in 2000. By any standard, this is a large increase. There are signals in the data and from the outside world that would support growth in the proportion of Canadians who volunteered. For example, Ontario and British Columbia introduced a requirement for high school students to complete some volunteer hours prior to graduation. This could induce not only young people but also their parents to get involved. Also, 2001 was the International Year of the Volunteer, which could have contributed to heightened awareness of the importance of volunteering. And substantially more employed volunteers are indicating that their employers are supporting volunteer activities.

At the same time, other factors in the survey itself may have contributed to the magnitude of the measured 2000 to 2004 increase, among them

- a significant change in the questionnaire, which could have drawn out more volunteers
- a lower response rate to the 2004 survey, coupled with evidence that respondents tend to have higher volunteer rates than non-respondents
- a change in collection methodology, to one yielding less information to help correct for errors related to non-response.

For these reasons the magnitude of the change may be somewhat overstated, even if the direction of the change is correct.

Increases were not limited to volunteering. Donations also increased substantially from 2000 to 2004.

The rest of this section explores aspects of survey methodology, with an eye to better understanding what lies behind the increases recorded in 2004.

Where were the changes concentrated?

The increases in volunteering and giving were quite pervasive. Nevertheless certain key groups recorded larger than average increases.

Big cities: In 2000, the volunteer rate in Census Metropolitan Areas – the larger cities – was well below the rate in the rest of the country. In 2004, the gap between CMAs and other areas almost closed completely. The *relative* increase was thus much larger in CMAs. The largest relative increases were in Toronto and Montreal.

Age: The youngest group (ages 15 to 19), those who would have been attending high school during the reference period, had particularly high

1. This note examines results for the ten provinces because the focus is on changes between 2000 and 2004. The Territories were covered by the survey in 2004, but not in 2000.

volunteer rates. The largest increases for that age group were recorded in Québec, Ontario and British Columbia, where the rate more than doubled. These three provinces also have the largest increases over most of the other age groups.

Immigrants: The volunteer rate among immigrants also posted large increases, almost closing the gap with non-immigrants.

Hours volunteered: With a large increase in the volunteer rate, one might expect a substantial decline in the median hours volunteered. In fact, the median hours per volunteer did decline modestly between 2000 and 2004, from 72 to 61. Although the differences are not that large, the proportion volunteering more than 100 hours declined from 42% in 2000 to 38% in 2004.

Donations: The total annual donations increased from \$4.9 billion to \$8.9 billion over the four-year period. The average annual amount donated per giver also rose significantly, from \$259 to \$400. The donations were compared with results from income tax (TI) claims for charitable donations, and also to the annual Survey of Household Spending which collects data on all types of expenditures by households, including charitable donations (Table C.1).

Although the NSGVP yielded a lower estimate of donations in 2000 than the total amount claimed on tax returns, there are reasons why the estimates for the NSGVP and CSGVP estimates *should* be somewhat higher:

- Not all Canadians file income tax returns. The donations for non-taxfilers would not be included in the T1 estimates whereas they would be included in the CSGVP and NSGVP estimates.
- Not all donations reported to the CSGVP and NSGVP would be eligible for a tax receipt and thus would not be included in the T1 data.
- Not all donations made to charitable organizations are declared on tax forms (receipts may be lost, forgotten etc.).

These factors might explain part of the difference between the TI and the 2004 CSGVP data. The other issue is of course the difference in trend. The T1 and the Survey of Household Spending data both show an increase of about 30% from 2000 to 2004, while the N/CSGVP results show a much larger increase.

Changes in questionnaire content

A comparison of detailed questionnaire changes is presented in Table C.4. In both 2000 and 2004, 15 questions were used to determine whether or not a respondent had volunteered in the preceding twelve months. However, there were a large number of changes in the wording used to describe volunteer activities or key concepts.

Any questionnaire change can have quite a profound impact on results, and this is especially true when the subject matter of the survey is particularly sensitive to question wording. Experience in Canada and abroad shows that volunteer rates can fluctuate substantially depending on the number and nature of the questions.

At the same time, the 2004 questions were on the whole less wordy and had more action verbs. From a questionnaire design perspective, these are definite “pluses”. Also, the 2004 questionnaire

Table C.1 Charitable donation estimates from various sources

	2000	2004	Percentage change 2000 to 2004
	Billions of dollars	Billions of dollars	Percent
2000 NSGVP and			
2004 CSGVP	4.9	8.9	82
T1 – Tax Filers	5.4	6.9	28
Survey of			
Household Spending	5.1	6.7	31

Sources: Statistics Canada, *National Survey of Giving, Volunteering and Participating, 2000*, *Canada Survey of Giving, Volunteering and Participating, 2004*, *Charitable Donors, 2000 and 2004*, and *Survey of Household Spending, 2000 and 2004*.

was quite extensively tested across Canada using focus groups and one-on-one interviews, and a field test was conducted. Results were positive, indicating that the new questionnaire worked well.

How much impact could the content changes have on the results? This question cannot be answered with any certainty, but a careful comparison suggests that the changes could well draw out more volunteers. Here are a few examples:

The new introduction avoided the use of the word “volunteer”. Respondents needed to listen to the definition, “activities that you did without pay on behalf of a group or organization”. This approach was more likely to “catch” people who did carry out such activities but did not see themselves as “volunteers” (because of preconceptions about what that term means).

The 2004 lead-in to the first question emphasized unpaid help for “schools, religious organizations, sports or community associations”. This could well trigger recall better than the more generic expression “group or organization” used in 2000.

The first activity question in 2000 was “canvassing, campaigning and fundraising”. The term “campaigning” (which could have negative connotations) was dropped in 2004. In 2000, the fact that “campaigning” preceded “fundraising” could have influenced the respondent’s understanding of the latter term. In 2004, “canvassing” and “fundraising” were split into two questions and immediately followed the reference to schools, religious organizations, etc. (A large increase in the number of people reporting fundraising was recorded.)

One of the activity categories in 2000, “provide information or help to educate, influence public opinion or lobby others” was replaced by “do any teaching, educating or mentoring”. The 2004 version was shorter, crisper and used more everyday words. Other things being equal, it would more likely evoke a positive response. There are other similar examples.

In short, the changes in the questionnaire in all probability contributed to the magnitude of the increase.

Change in collection methodology

The 2000 NSGVP was conducted as a supplement to the Labour Force Survey. However, the LFS can only carry a limited number of supplements, or else response burden becomes unacceptable. In 2004, the LFS was unable to accommodate the CSGVP and a different collection methodology – Random Digit Dialling or RDD – was used. RDD is a methodology which is commonly used and which generally achieves quite acceptable response rates. Table C.5 summarizes some of the salient differences between the two collection methodologies.

One important difference is that, in the case of an LFS supplement, data collected during the LFS can provide a lot of background information about both respondents and non-respondents to the supplementary survey. Information available from the LFS includes education, family composition, labour force status, occupation and earnings. Since this information is available for all persons selected for the supplemental survey, it can be used to assist in making adjustments for non-response. This is important if the subject of the survey is related in some way to the information used in the adjustment process. In the case of an RDD survey, there is no such information on non-respondents.

Secondly, an LFS supplement is usually conducted at the same time as the LFS – the selected respondent or another household member is already on the phone. In the case of an RDD survey, it is generally a “cold call”. A letter is sent to selected households in cases where a mailing address can be linked to the phone number but the respondent may not recall receiving the letter, or the household member selected for the survey is not the one who opened the letter.

Another point to bear in mind about RDD surveys is that the surveyed population excludes persons living in households without a land phone line (i.e., those living in households with no phone or with only cell phones). With the rising popularity of cell phones, the proportion of households with no land line is growing.

Approximately 4.2% of households have either no phone or only cell phones. The rates vary across the country. In Vancouver, 7.3% of all households do not have a land line. In the rest of British Columbia, the rate is 5.4%. In neighbouring Alberta, the proportion is almost as high, 5.1%. The survey results are weighted to include these individuals. It is assumed that their characteristics and behaviours are the same as those surveyed.

RDD surveys also differ somewhat from the LFS at the stage of weighting the sample data. In both cases, there are several steps to the weighting process. Steps unique to an RDD survey include

- adjusting for unresolved telephone numbers (where it was impossible to determine whether or not they were in scope for the survey)
- adjusting for the number of telephone lines in the household.

The volunteer rate was calculated after each step in the weighting process, to see how the step affected the volunteer rate. The weighting had little impact on the overall rate although it did, of course, affect the estimated number of volunteers.

Change in response rate

Despite a major effort to boost response, with active monitoring of the collection operation on a daily basis and targeting low-response areas, response rates were relatively low. The overall response rate for 2004 was 57%, down from 63% in 2000. In the three largest CMAs, the rate was below 50% (Table C.2). Nearly one in five people selected for the sample refused to participate. There are of course other reasons for non-response, the main one being inability to make contact with the household.

Relationship between volunteering and responding to the survey: One of the concerns about a relatively low response rate is that there is some evidence that survey respondents are more likely to be volunteers than non-respondents. Why would this be so? Perhaps the most plausible explanation is one of mindset: a sense of civic duty underlies both volunteering and the willingness to participate in a voluntary survey with no monetary incentives.

Table C.2 Response rates and refusal rates, by province and select cities

Province or city	Response rate	Refusal rate
	Percent	
Newfoundland and Labrador	69.0	14.2
Prince Edward Island	62.9	19.7
Nova Scotia	68.0	14.6
New Brunswick	68.5	17.1
Quebec (excluding Montreal)	53.1	22.9
Montreal	47.6	23.9
Ontario (excluding Toronto)	55.8	18.1
Toronto	44.1	15.9
Manitoba	68.8	14.0
Saskatchewan	61.0	20.4
Alberta	56.9	15.8
British Columbia (excluding Vancouver)	53.4	21.1
Vancouver	45.4	20.8
Canada	56.6	18.5

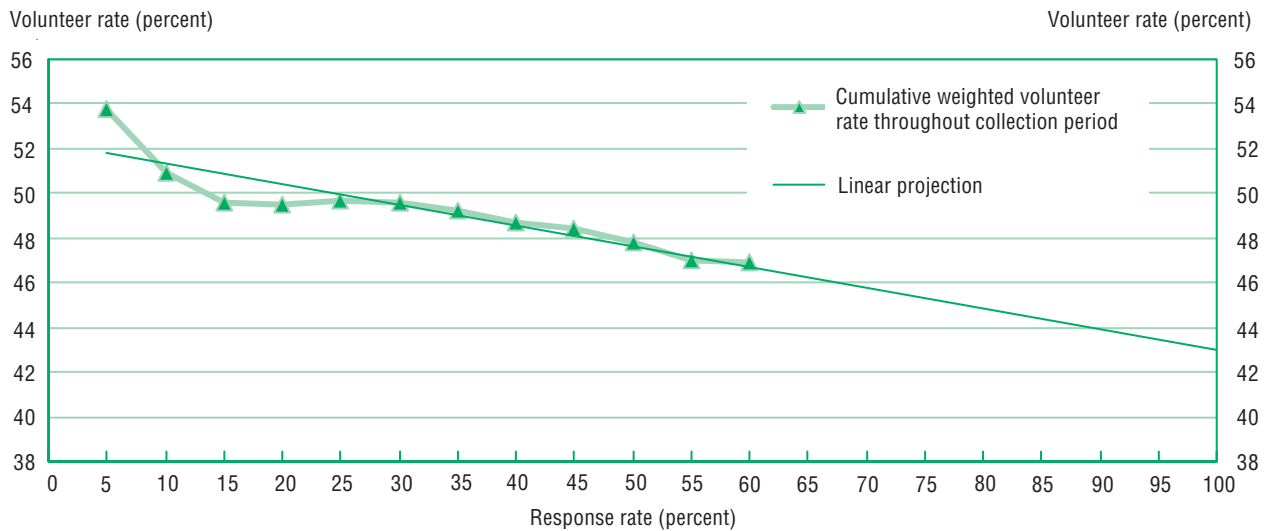
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Whatever the reason, the indications that respondents are more likely to be volunteers than are non-respondents include the following:

- Towards the end of the collection cycle, a special push was made to increase response. During this intense phase, a number of individuals who had previously refused were persuaded to participate. The volunteer rate among this group is much lower than average.
- Throughout the collection period, the volunteer rate declined as the response rate increased. By definition, the early part of the collection cycle has a higher proportion of individuals who are easy to reach, willing respondents.

Figure C.1 illustrates the cumulative volunteer rate as the response rate increased throughout the collection period. The pattern leads one to ask what the final volunteer rate might have been had a response rate of 80% — or even theoretically 100% — been achieved. The dotted line in the chart is a simple linear projection: a straight line is plotted through the data, and projected to see what the outcome would be, *if the same response pattern persisted and 100% response was achieved*. This analysis suggests a final volunteer rate in the zone of 43%. Although this finding is interesting, it is based on many assumptions and not too much weight should be placed on it.

Figure C.1 Cumulative weighted volunteer rate by response rate



Note: To make the analysis pertinent, the weights used in preparation of the above chart exclude adjustments for non-response. For this reason, the weighted volunteer rate shown above is slightly higher than the 2004 CSGVP estimate.
 Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Representativity of the sample by income and education

There is an over-representation of university graduates in the 2004 sample relative to the LFS, which was used as a benchmark. Since university degree holders have the highest volunteer rate, if they are over-represented in the sample, so will volunteers be over-represented, other things being equal.

A similar issue of representativity arises with income. The LFS does not collect income data so a comparison was made to personal income estimates from the Survey of Labour and Income Dynamics.² People with higher incomes are over-represented in the 2004 CSGVP. This is consistent with the fact that the highly educated are slightly over-represented, and can be expected to have a similar impact on the volunteer rate.

To evaluate the impact of these differences in representativity, the data were re-weighted using control totals for income and education, and the

resulting estimates were examined. Other things being equal, if the survey had the same distribution of the population by education and income as provided by these benchmarks, the volunteer rate would have been 1.5 percentage points lower, quite a minor difference. This procedure had a greater impact on the number of donations and the dollar value of donations, because these values are highly correlated with income.

Table C.3 Key rates and estimates before and after re-weighting

		Before re-weighting	After re-weighting ¹
Volunteer rate	Percent	45.2	44.5
Total hours volunteered	Billions of hours	2.0	2.0
Donor rate	Percent	85.1	84.6
Number of donations	Millions	94.6	91.7
Total amount donated	Billions of dollars	8.9	8.2

1. Data re-weighted using control totals for income and education.
 Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

2. The Survey of Labour and Income Dynamics is a Statistics Canada survey which uses a sub-sample of the LFS sample in its survey design.

The evidence of the 2004 Follow-up Survey of Giving, Volunteering and Participating

The main purpose of the Follow-up Survey of Giving, Volunteering and Participating (FSGVP) was to measure flows, showing, for example, if the same people volunteered through time. The survey also had an important second objective: the 2004 CSGVP content and methodology differed from the 2000 NSGVP, possibly creating questions about the impact of questionnaire or methodology change on the estimates. The 2004 FSGVP content used to identify volunteers and the sampling frame were unchanged from 2000, thus providing a benchmark.

The target population of the 2004 FSGVP was the same as that of the 2000 NSGVP except for: people who in 2004 had moved into an institution or died or were no longer living in the 10 provinces. The 2004 FSGVP also did not cover immigrants who moved to Canada between 2000 and 2004. Finally, the 2000 NSGVP and the 2004 CSGVP covered the population aged 15 and over. As a longitudinal survey conducted four years later, the 2004 FSGVP covered persons aged 19 and over in 2004.

There were about 6,000 respondents to the 2004 FSGVP. The survey achieved a cross-sectional response rate of 72%. The volunteer rate produced by the FSGVP was 41.2%, compared with 43.6% from the 2004 CSGVP, for the population 19 and over. The results by province were generally quite closely aligned. This supports the contention that there was an increase

in the volunteer rate between 2000 and 2004, since the FSGVP controls for the impact of both questionnaire and collection methodology changes.

On the other hand, the FSGVP could be affected by the same types of non-response error as the 2004 CSGVP.

Conclusion

The 2004 CSGVP recorded large increases in volunteering and giving. Extensive data quality analysis was undertaken and some of the highlights are presented here. There is evidence to support the *direction* of the trend. However, changes in questionnaire content and collection methodology, coupled with a relatively low response rate, and a changing awareness in the Canadian population of the importance of volunteering, may have contributed to the *magnitude* of the trend. The results of the next CSGVP, to be conducted in 2007, will help to confirm if this is so. In the meantime, Statistics Canada will continue to investigate volunteer measurement issues, both in Canada and in other countries, to deepen our understanding of the factors influencing measured trends.

Note: This *Special note on data quality* was written by Maryanne Webber, the Director General of Statistics Canada's Labour and Household Surveys Branch. It was inspired by the extensive work of the following CSGVP and FSGVP methodologists: Yves Bélanger, Pierre David, Marianne Gossen, Gildas Kleim and Angela Quesnel.

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Table C.4 Questions used to identify volunteers

	2000 NSGVP	2004 CSGVP
Lead-in and first question	<p>My first set of questions deal with unpaid volunteer activities done as part of a group or organization in the past 12 months, that is, since October 1999.</p> <p>In the past 12 months, as an unpaid volunteer for an organization, did you...</p>	<p>Now, I'd like to ask you some questions about any activities that you did without pay on behalf of a group or an organization in the past 12 months.</p> <p>This includes any unpaid help you provided to schools, religious organizations, sports or community associations. Did you...</p>
Activities	Respondent classified as a volunteer if "Yes" to any activity	Same as in 2000
Canvassing, fundraising	Do any canvassing, campaigning or fundraising?	Do any canvassing? Do any fundraising?
Committee work	Serve as an unpaid member of a board or committee?	Sit as a member of a committee or board?
Teaching, coaching	Provide information or help to educate, influence public opinion or lobby others? Teach or coach for an organization?	Do any teaching, educating or mentoring? Coach, referee or officiate?
Events	Help to organize or supervise activities or events for an organization?	Organize, supervise or coordinate activities or events?
Office work	Do any consulting, executive, office or administrative work?	Do any office work, bookkeeping, administrative duties or library work?
Health care, support	Provide care or support, including counselling and friendly visiting? Provide any health care (not already mentioned) in a hospital or a senior citizens' home? Provide assistance to anyone as a member of a self-help mutual aid group such as a single parents group, a bereaved parents group or AA?	Counsel or provide advice? Provide health care or support including companionship?
Delivery	Collect, serve or deliver food or other goods?	Collect, serve or deliver food or other goods?
Driving	Do volunteer driving?	Do any volunteer driving?
First aid	Help with first aid, fire-fighting or search and rescue?	Provide help through first aid, fire-fighting or search and rescue?
Environment	Engage in any activities aimed at protecting the environment or wildlife?	Engage in activities aimed at conservation or protection of the environment or wildlife?
Maintenance	Help to maintain, repair or build facilities?	Do work associated with the maintenance, repair or building of facilities or grounds?
Other activities	Volunteer in another way to a group or organization? (e.g., help given in schools, religious organizations, community associations, etc.)	Do any other unpaid activities on behalf of a group or an organization?
Reinforcement of key concepts		
Number of reminders about reference period (last 12 months)	6	4
Number of reminders about type of volunteer work to be reported	6 unpaid volunteer activities done as part of a group or organization unpaid volunteer for an organization	4 without pay on behalf of a group or organization unpaid activities on behalf of a group or organization

Sources: Statistics Canada, *National Survey of Giving, Volunteering and Participating, 2000*, and *Canada Survey of Giving, Volunteering and Participating, 2004*.

Table C.5 Comparison of survey methodologies

	2000 NSGVP	2004 FSGVP	2004 CSGVP
Target population	Population aged 15 and older in the 10 provinces excluding residents of Indian Reserves, the institutionalized population and full-time members of the Canadian Armed Forces.	Individuals from the 2000 target population (now aged 19 and older) still living in the 10 provinces, excluding the newly institutionalized population. Immigrants who arrived after 2000 are excluded.	Provinces: Population aged 15 and older, excluding the institutionalized population. Territories: Population aged 15 and older, excluding the institutionalized population and full-time members of the Canadian Armed Forces.
Population coverage	Population residing in households with no phone are excluded, as well as households who requested an LFS interview in person (about 8% of the target population).	Population residing in households with no phone are excluded.	Provinces: Population residing in dwellings with no phone or with only cell phones are excluded, as are residents of collective dwellings (about 4% of the population in total). Territories: For cost and operational reasons only the larger communities in the North are covered by LFS and consequently the 2004 CSGVP Survey. Over 90% of YT and NWT population are covered, and about 70% in NU.
Frame	LFS sample	2000 NSGVP respondents who provided a complete interview.	Provinces: RDD frame Territories: LFS sample
Initial sample size	44,612 individuals	8,789 individuals	Provinces: 120,650 phone numbers (90,721 sent to field) Territories: 1,831 individuals
Response rate	63%	72% (cross-sectional) 45% (longitudinal)	Provinces: 57% Territories: 87%
Sub-sampling rate of non-volunteers	35%	Not applicable	Provinces: 50% Territories: 100%
Collection			
Introductory letter	Sent to all sample units based on LFS address	No introductory letter	Provinces: sent to sample where addresses were known Territories: sent to all sample units based on LFS address
Method of collection	Telephone interviews	Telephone interviews	Provinces: telephone interviews Territories: telephone (74.6%) and personal interviews (25.4%)
Respondent selection	One person aged 15 or older selected at random from household roster	Same individual who was selected in 2000 survey	One person aged 15 or older selected at random from household roster
Collection period	Mid-October to December 8	September 13 to December 3	Provinces: September 13 to December 19 Territories: August 30 to November 15
Length of interview	16 minutes (as an LFS supplement)	15 to 20 minutes	40 minutes

Sources: Statistics Canada, *National Survey of Giving, Volunteering and Participating, 2000, Follow-up Survey of Giving, Volunteering and Participating, 2004*, and *Canada Survey of Giving, Volunteering and Participating, 2004*.

Appendix D

Provincial and territorial tables

Table D.1 Distribution of volunteers and donors, volunteer and donor rates, by province and territory, population aged 15 and older, Canada, 2004

	Number of volunteers	Volunteer rate	Number of donors	Donor rate
	Thousands	Percent	Thousands	Percent
Canada	11,809	45	22,193	85
Newfoundland and Labrador	187	42	411	93
Prince Edward Island	54	47	107	93
Nova Scotia	377	48	701	90
New Brunswick	273	44	547	88
Quebec	2,114	34	5,172	83
Ontario	5,075	50	9,043	90
Manitoba	459	50	770	84
Saskatchewan	428	54	651	82
Alberta	1,227	48	2,045	79
British Columbia	1,580	45	2,695	77
Yukon	11	52	16	76
Northwest Territories	16	53	24	79
Nunavut	8	42	12	63

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Table D.2 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Newfoundland and Labrador, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	93	297	115	122.3	100	100
Age						
15 to 24	85	108	38 ^E	6.6	16	5
25 to 34	96	191 ^E	60	12.9 ^E	16	11
35 to 44	94	268	146	21.5	19	18
45 to 54	95	351	149	29.5	20	24
55 to 64	94	314	147	18.7	14	15
65 and older	94	560	307	33.1	14	27
Sex						
Male	91	292	110	57.5	49	47
Female	96	302	121	64.7	51	53
Marital status²						
Married or common-law	96	327	149	90.5	66	74
Single, never married	87	175 ^E	50	15.9 ^E	24	13 ^E
Separated or divorced	89	263 ^E	110 ^E	5.3 ^E	5	4 ^E
Widow or widower	91	510	280	9.9 ^E	5	8 ^E
Education²						
Less than high school	90	250	90	23.1	26	21
Graduated from high school	89	200	105	10.9	16	10
Some postsecondary	94	317 ^E	92 ^E	F	8	8 ^E
Postsecondary diploma	97	289	135	41.7	38	38
University degree	97	512 ^E	157 ^E	25.8 ^E	13	23
Labour force status²						
Employed	96	318	117	61.7	52	59
Unemployed	86	191	F	4.2 ^E	7	4 ^E
Not in the labour force	92	272	101	39.6	41	38
Household income						
Less than \$20,000	88	219	92 ^E	17.2	20	14
\$20,000 to \$39,999	93	244	150	25.1	25	21
\$40,000 to \$59,999	97	273	108 ^E	25.2	22	21
\$60,000 to \$79,999	99	363	153	20.8	13	17
\$80,000 to \$99,999	90	274 ^E	102	10.7 ^E	10	9 ^E
\$100,000 or more	95	566 ^E	138 ^E	23.2 ^E	10	19 ^E
Presence of children in household³						
No children in household	93	324	134	84.2	63	69
Pre-school aged children only	93	238 ^E	115	6.3 ^E	6	5 ^E
Both pre-school and school aged children	94	326 ^E	71 ^E	F	4	F
School aged children only	94	242	86	25.8	26	21
Religious attendance²						
Weekly attendance	99	577	270	56.8	25	51
Not a weekly attendee	92	199	78	54.0	75	49

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

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Table D.3 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Newfoundland and Labrador, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	42	188	80	35.1	100	100
Age						
15 to 24	53	164	49 ^E	6.2	16	18
25 to 34	42	156	F	4.7 ^E	16	13
35 to 44	48	184	84	7.5 ^E	19	21
45 to 54	41	204	89	7.4	20	21
55 to 64	37	235	104 ^E	5.4 ^E	14	16 ^E
65 and older	30	206 ^E	105	3.9 ^E	14	11 ^E
Sex						
Male	37	219	100	17.5	49	50
Female	48	165	60	17.6	51	50
Marital status²						
Married or common-law	43	201	87	24.6	66	70
Single, never married	46	170	63 ^E	8.3	24	24
Separated or divorced	36	161	F	1.3 ^E	5	4 ^E
Widow or widower	31	129	F	0.9 ^E	5	2 ^E
Education²						
Less than high school	35	126	39 ^E	4.5 ^E	26	14 ^E
Graduated from high school	39	187	98	4.4 ^E	16	14 ^E
Some postsecondary	42	132 ^E	F	1.7 ^E	8	5 ^E
Postsecondary diploma	47	204	80	14.3	38	44
University degree	69	216	100	7.7	13	24
Labour force status²						
Employed	50	191	80	19.4	52	60
Unemployed	35 ^E	167 ^E	85	F	7	F
Not in the labour force	41	175	65 ^E	11.4	41	35
Household income						
Less than \$20,000	24	148	64 ^E	3.2 ^E	20	9 ^E
\$20,000 to \$39,999	43	190	80	9.0	25	26
\$40,000 to \$59,999	41	142	49	5.6	22	16
\$60,000 to \$79,999	56	263 ^E	100	8.5 ^E	13	24
\$80,000 to \$99,999	46	193 ^E	94	3.8 ^E	10	11 ^E
\$100,000 or more	60	190	98 ^E	5.0	10	14 ^E
Presence of children in household³						
No children in household	36	191	84	19.0	63	54
Pre-school aged children only	54	142 ^E	F	2.2 ^E	6	6 ^E
Both pre-school and school aged children	48	121 ^E	90	1.1 ^E	4	3 ^E
School aged children only	55	204	77	12.7	26	36
Religious attendance²						
Weekly attendance	55	235	105	12.9	25	40
Not a weekly attendee	42	157	60	19.3	75	60

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Table D.4 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Prince Edward Island, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	93	391	147	41.8	100	100
Age						
15 to 24	84	92 ^E	F	1.6 ^E	17	4 ^E
25 to 34	94	257 ^E	76 ^E	4.4 ^E	16	11 ^E
35 to 44	94	370	148 ^E	7.6	19	18
45 to 54	95	468 ^E	193 ^E	9.6 ^E	19	23
55 to 64	94	435	283	6.4	14	15
65 and older	94	726	425 ^E	12.2	16	29
Sex						
Male	91	425	115 ^E	21.5	49	51
Female	95	361	150	20.3	51	49
Marital status²						
Married or common-law	96	468	195	31.3	61	76
Single, never married	87	191	47 ^E	4.8	26	12 ^E
Separated or divorced	88	285	105	2.1 ^E	7	5 ^E
Widow or widower	87	501	F	2.8	6	7 ^E
Education²						
Less than high school	83	237	86	5.1	25	14
Graduated from high school	91	266	100 ^E	4.0	15	11
Some postsecondary	100	368 ^E	100	F	9	9 ^E
Postsecondary diploma	97	325	140 ^E	11.4	35	31
University degree	99	733	314 ^E	12.5	16	34
Labour force status²						
Employed	95	380	150	23.1	63	71
Unemployed	89	216 ^E	F	1.1 ^E	6 ^E	3 ^E
Not in the labour force	90	296	85 ^E	8.4	31	26
Household income						
Less than \$20,000	82	255	104 ^E	3.2	13	8 ^E
\$20,000 to \$39,999	93	270	100	9.1	32	22
\$40,000 to \$59,999	95	367 ^E	F	8.7 ^E	22	21 ^E
\$60,000 to \$79,999	95	392	139	6.1	14	15 ^E
\$80,000 to \$99,999	99	594	345 ^E	6.0 ^E	9	14 ^E
\$100,000 or more	93	796 ^E	435	8.6 ^E	10	20
Presence of children in household³						
No children in household	93	470	185	29.8	59	71
Pre-school aged children only	92	401 ^E	195	2.9 ^E	7	7 ^E
Both pre-school and school aged children	100	372 ^E	F	2.0 ^E	5 ^E	5 ^E
School aged children only	92	229	85	7.0	29	17
Religious attendance²						
Weekly attendance	96	594	315	22.5	38	62
Not a weekly attendee	91	231	70	13.7	62	38

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.5 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Prince Edward Island, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	47	163	67^E	8.8	100	100
Age						
15 to 24	57	134 ^E	55	1.5 ^E	17	17 ^E
25 to 34	41	129 ^E	45	1.0 ^E	16	11 ^E
35 to 44	52	171	70 ^E	1.9 ^E	19	22
45 to 54	47	130	F	1.3	19	15
55 to 64	43	217 ^E	100 ^E	1.5 ^E	14	17 ^E
65 and older	38	234 ^E	99 ^E	1.6 ^E	16	18 ^E
Sex						
Male	49	179	80 ^E	4.9	49	55
Female	45	147	60 ^E	3.9	51	45
Marital status²						
Married or common-law	47	172	80	5.6	61	64
Single, never married	55	148	54 ^E	2.4 ^E	26	27
Separated or divorced	37	110	F	0.3 ^E	7	4 ^E
Widow or widower	31	233 ^E	109 ^E	0.5 ^E	6	5 ^E
Education²						
Less than high school	35	135 ^E	62 ^E	1.2 ^E	25	14 ^E
Graduated from high school	55	125 ^E	F	1.1 ^E	15	13 ^E
Some postsecondary	64	189 ^E	F	1.1 ^E	9	13 ^E
Postsecondary diploma	46	155	60 ^E	2.6 ^E	35	30
University degree	69	221	110	2.6	16	30
Labour force status²						
Employed	54	169	67 ^E	5.8	63	70
Unemployed	F	F	F	F	F	F
Not in the labour force	48	139	72 ^E	2.1	31	25
Household income						
Less than \$20,000	29	173 ^E	F	0.8 ^E	13	9 ^E
\$20,000 to \$39,999	39	159	72	2.2	32	25
\$40,000 to \$59,999	44	126 ^E	47 ^E	1.4 ^E	22	16 ^E
\$60,000 to \$79,999	61	176 ^E	80	1.8 ^E	14	20 ^E
\$80,000 to \$99,999	64	159 ^E	F	1.0 ^E	9	12 ^E
\$100,000 or more	68	204 ^E	F	1.6 ^E	10	18 ^E
Presence of children in household³						
No children in household	43	188	80	5.5	59	62
Pre-school aged children only	40	F	34 ^E	F	7	F
Both pre-school and school aged children	F	F	F	F	F	F
School aged children only	57	145	64 ^E	2.8	29	32
Religious attendance²						
Weekly attendance	61	195	100	4.7	38	54
Not a weekly attendee	43	143	50	4.0	62	46

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Table D.6 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Nova Scotia, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	90	378	125	265.2	100	100
Age						
15 to 24	73	127 ^E	35 ^E	11.7 ^E	16	4 ^E
25 to 34	90	194	65 ^E	21.6	16	8
35 to 44	94	327	135	45.5	19	17
45 to 54	93	342	195 ^E	47.0	19	18
55 to 64	97	547	217	58.6	14	22
65 and older	93	707	265	80.8	16	30
Sex						
Male	88	372	118	124.4	49	47
Female	92	384	133	140.8	51	53
Marital status²						
Married or common-law	95	401	150	185.7	63	71
Single, never married	78	216	54 ^E	32.6	25	12
Separated or divorced	88	248	130	10.4	6	4
Widow or widower	89	841	F	34.2 ^E	6	13 ^E
Education²						
Less than high school	82	228	75 ^E	30.8	23	13
Graduated from high school	90	215	62 ^E	19.5	14	8
Some postsecondary	77	227	100 ^E	10.0 ^E	8	4 ^E
Postsecondary diploma	95	387	145	92.5	35	38
University degree	96	661	267	89.9	20	37
Labour force status²						
Employed	93	350	134	138.0	62	64
Unemployed	F	F	F	F	F	F
Not in the labour force	86	357	105	74.8	35	35
Household income						
Less than \$20,000	81	198	60 ^E	19.5	16	7
\$20,000 to \$39,999	89	326	100	58.3	26	22
\$40,000 to \$59,999	92	339	120	57.8	24	22
\$60,000 to \$79,999	94	333	130	34.4	14	13
\$80,000 to \$99,999	89	407 ^E	180	27.8 ^E	10	10 ^E
\$100,000 or more	96	821 ^E	225 ^E	67.4 ^E	11	25 ^E
Presence of children in household³						
No children in household	91	443	135	201.8	64	76
Pre-school aged children only	93	255 ^E	100	12.8 ^E	7	5 ^E
Both pre-school and school aged children	81	273 ^E	129	8.7 ^E	5	3 ^E
School aged children only	89	256	110	41.9	24	16
Religious attendance²						
Weekly attendance	98	723	415	110.7	22	46
Not a weekly attendee	87	266	90	130.0	78	54

^E use with caution

^F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.7 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Nova Scotia, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	48	195	79	73.5	100	100
Age						
15 to 24	54	177 ^E	F	12.1 ^E	16	16 ^E
25 to 34	42	158 ^E	68 ^E	8.2 ^E	16	11 ^E
35 to 44	61	171	73	15.4	19	21
45 to 54	47	206	84 ^E	14.3 ^E	19	19
55 to 64	49	230	F	12.4	14	17
65 and older	35	258	136 ^E	11.0	16	15
Sex						
Male	45	199	96	34.4	49	47
Female	51	191	66	39.1	51	53
Marital status²						
Married or common-law	50	207	96	50.3	63	69
Single, never married	49	153	52 ^E	14.7	25	20
Separated or divorced	49	221 ^E	68 ^E	5.1 ^E	6	7 ^E
Widow or widower	30	195 ^E	F	2.7 ^E	6	4 ^E
Education²						
Less than high school	36	143 ^E	F	8.5 ^E	23	12 ^E
Graduated from high school	48	190	75 ^E	9.2 ^E	14	13 ^E
Some postsecondary	48	124 ^E	66	3.4 ^E	8	5 ^E
Postsecondary diploma	52	200	96	26.2	35	37
University degree	68	245	100 ^E	23.4	20	33
Labour force status²						
Employed	55	175	76	40.8	62	59
Unemployed	F	F	F	F	F	F
Not in the labour force	45	240	84 ^E	26.3	35	38
Household income						
Less than \$20,000	29	184 ^E	61 ^E	6.4 ^E	16	9 ^E
\$20,000 to \$39,999	42	225	91 ^E	19.2	26	26
\$40,000 to \$59,999	51	178	65	16.7	24	23
\$60,000 to \$79,999	55	174	80	10.5	14	14
\$80,000 to \$99,999	61	214 ^E	80 ^E	10.0 ^E	10	14 ^E
\$100,000 or more	66	191 ^E	F	10.7 ^E	11	15 ^E
Presence of children in household³						
No children in household	42	222	78	46.7	64	64
Pre-school aged children only	42	111 ^E	F	F	7	F
Both pre-school and school aged children	56	111	66 ^E	2.4 ^E	5	3 ^E
School aged children only	66	179	86 ^E	21.8	24	30
Religious attendance²						
Weekly attendance	70	259	120 ^E	28.1	22	40
Not a weekly attendee	45	169	68	42.4	78	60

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Table D.8 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, New Brunswick, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	88	351	110	192.0	100	100
Age						
15 to 24	69	84 ^E	28 ^E	5.8 ^E	16	3 ^E
25 to 34	92	298 ^E	98 ^E	28.2 ^E	16	15 ^E
35 to 44	91	225	88	24.3	19	13
45 to 54	91	451	130	49.5	19	26
55 to 64	94	438	205	36.0	14	19
65 and older	88	572	209	48.3	15	25
Sex						
Male	86	366	115	96.5	49	50
Female	89	338	100	95.5	51	50
Marital status²						
Married or common-law	92	400	130	146.0	64	76
Single, never married	75	134	48	15.1	24	8
Separated or divorced	90	286	100	10.9 ^E	7	6 ^E
Widow or widower	89	672 ^E	290 ^E	19.7 ^E	5	10 ^E
Education²						
Less than high school	79	194	60 ^E	23.6	27	13
Graduated from high school	89	321	95	27.2 ^E	17	15
Some postsecondary	84	231 ^E	F	F	7	F
Postsecondary diploma	92	413	130	76.0	35	42
University degree	99	586	205	45.6	14	25
Labour force status²						
Employed	92	367	115	112.0	61	68
Unemployed	81	138 ^E	62 ^E	F	3 ^E	F
Not in the labour force	83	314	109	51.1	36	31
Household income						
Less than \$20,000	82	176	58	16.5	18	9
\$20,000 to \$39,999	86	254	85 ^E	36.5	27	19
\$40,000 to \$59,999	87	375	103	45.7	23	24
\$60,000 to \$79,999	94	406 ^E	161 ^E	36.8 ^E	15	19
\$80,000 to \$99,999	88	385 ^E	90	18.1 ^E	9	9 ^E
\$100,000 or more	98	767	330 ^E	38.4 ^E	8	20 ^E
Presence of children in household³						
No children in household	90	399	125	145.1	65	76
Pre-school aged children only	91	235 ^E	F	9.4 ^E	7	5 ^E
Both pre-school and school aged children	97	201 ^E	97 ^E	5.1 ^E	4	3 ^E
School aged children only	78	275	85	32.4	24	17
Religious attendance²						
Weekly attendance	97	712	300	109.8	28	61
Not a weekly attendee	85	203	68	70.4	72	39

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.9 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, New Brunswick, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	44	185	72	50.6	100	100
Age						
15 to 24	56	169	F	9.4	16	19
25 to 34	44	101	41 ^E	4.5 ^E	16	9 ^E
35 to 44	50	177	70	10.5	19	21
45 to 54	41	221	96 ^E	11.0 ^E	19	22
55 to 64	41	240	90	8.6 ^E	14	17
65 and older	29	238	100	6.6 ^E	15	13 ^E
Sex						
Male	45	180	70	24.7	49	49
Female	43	191	78	25.9	51	51
Marital status²						
Married or common-law	44	193	80	33.7	64	67
Single, never married	50	169 ^E	52	12.6	24	25
Separated or divorced	35	187 ^E	F	2.7 ^E	7	5 ^E
Widow or widower	28	169	74 ^E	1.6 ^E	5	3 ^E
Education²						
Less than high school	30	181	F	8.5 ^E	27	18
Graduated from high school	47	163	72	7.3 ^E	17	15 ^E
Some postsecondary	52	135 ^E	F	2.7 ^E	7	6 ^E
Postsecondary diploma	45	210	80 ^E	19.1	35	40
University degree	69	192	82	10.4	14	22
Labour force status²						
Employed	51	165	72	28.3	61	59
Unemployed	F	F	F	F	F	F
Not in the labour force	39	237	90	18.2	36	38
Household income						
Less than \$20,000	28	203 ^E	F	6.5 ^E	18	13 ^E
\$20,000 to \$39,999	41	172	75	11.9	27	23
\$40,000 to \$59,999	40	200	F	11.2	23	22
\$60,000 to \$79,999	55	177	80 ^E	9.4 ^E	15	18
\$80,000 to \$99,999	58	186 ^E	62 ^E	5.7 ^E	9	11 ^E
\$100,000 or more	63	184	F	5.9 ^E	8	12 ^E
Presence of children in household³						
No children in household	39	201	76	31.3	65	62
Pre-school aged children only	41	145 ^E	F	F	7	F
Both pre-school and school aged children	56	F	F	F	4	F
School aged children only	56	175	82	14.9	24	29
Religious attendance²						
Weekly attendance	58	257	111 ^E	23.7	28	50
Not a weekly attendee	40	145	50	23.6	72	50

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Table D.10 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Quebec, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	83	176	70	912.5	100	100
Age						
15 to 24	68	85 ^E	15	55.2 ^E	15	6 ^E
25 to 34	79	116 ^E	45	94.0 ^E	16	10
35 to 44	86	170	75	175.4	19	19
45 to 54	88	217	80 ^E	227.9	19	25
55 to 64	91	213	90	171.0	14	19
65 and older	87	228	120	189.0	15	21
Sex						
Male	79	214	75	514.1	49	56
Female	88	144	63	398.4	51	44
Marital status²						
Married or common-law	89	180	78	595.9	61	66
Single, never married	71	152 ^E	31	176.3 ^E	27	19
Separated or divorced	82	168	65	66.7	8	7
Widow or widower	82	258	115	66.0	5	7
Education²						
Less than high school	77	88	38	72.0	20	9
Graduated from high school	82	111	50	70.0	14	9
Some postsecondary	80	139 ^E	50 ^E	47.6 ^E	8	6 ^E
Postsecondary diploma	88	185	74	332.3	38	41
University degree	90	291	126	292.3	21	36
Labour force status²						
Employed	88	182	68	540.1	64	71
Unemployed	79	F	45 ^E	F	1 ^E	F
Not in the labour force	78	145	60	206.9	35	27
Household income						
Less than \$20,000	67	94	53 ^E	62.2	16	7
\$20,000 to \$39,999	84	163	60	222.7	26	24
\$40,000 to \$59,999	84	182	65	192.7	20	21
\$60,000 to \$79,999	86	167	60	139.7	16	15
\$80,000 to \$99,999	92	141	78	74.3	9	8
\$100,000 or more	91	308	155	220.9	13	24
Presence of children in household³						
No children in household	83	190	75	647.6	66	71
Pre-school aged children only	85	129 ^E	55 ^E	42.8 ^E	6	5 ^E
Both pre-school and school aged children	91	155 ^E	64 ^E	40.2 ^E	5	4 ^E
School aged children only	81	155	55	182.0	23	20
Religious attendance²						
Weekly attendance	92	377	170	223.5	12	27
Not a weekly attendee	84	148	60	591.9	88	73

^E use with caution

^F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.11 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Quebec, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	34	146	52	308.6	100	100
Age						
15 to 24	45	104	40	44.6	15	14
25 to 34	29	105	41 ^E	31.3	16	10
35 to 44	41	108	50	52.6	19	17
45 to 54	35	176	65 ^E	74.7	19	24
55 to 64	31	190	68	52.5	14	17
65 and older	21	266	120	52.8	15	17
Sex						
Male	33	156	56	157.4	49	51
Female	35	137	52	151.2	51	49
Marital status²						
Married or common-law	34	141	55	180.4	61	59
Single, never married	36	131	48	78.0	27	25
Separated or divorced	32	194	F	30.3 ^E	8	10 ^E
Widow or widower	22	274 ^E	160	19.0 ^E	5	6 ^E
Education²						
Less than high school	27	142	40	40.5	20	14
Graduated from high school	30	123	48	28.6 ^E	14	10 ^E
Some postsecondary	42	124	55 ^E	21.9 ^E	8	8 ^E
Postsecondary diploma	36	153	55	112.5	38	40
University degree	48	143	56	77.2	21	27
Labour force status²						
Employed	39	117	50	154.7	64	57
Unemployed	F	F	F	F	F	F
Not in the labour force	33	183	64	108.6	35	40
Household income						
Less than \$20,000	24	179	F	42.1	16	14
\$20,000 to \$39,999	29	165	60	77.6	26	25
\$40,000 to \$59,999	36	158	51	70.5	20	23
\$60,000 to \$79,999	39	107	44 ^E	40.4	16	13
\$80,000 to \$99,999	40	140	55 ^E	32.5 ^E	9	11
\$100,000 or more	45	129	50	45.6	13	15
Presence of children in household³						
No children in household	28	179	67	208.6	66	68
Pre-school aged children only	36	74 ^E	37 ^E	10.4 ^E	6	3 ^E
Both pre-school and school aged children	45	114 ^E	40 ^E	14.6 ^E	5	5 ^E
School aged children only	47	110	42 ^E	75.0	23	24
Religious attendance²						
Weekly attendance	48	268	110 ^E	82.5	12	30
Not a weekly attendee	34	120	48	196.5	88	70

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Table D.12 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Ontario, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	90	488	150	4,416.8	100	100
Age						
15 to 24	79	136	41	176.9	16	4
25 to 34	91	385	115	612.8	17	14
35 to 44	92	452	160	861.6	21	20
45 to 54	94	630	205	1,074.1	18	24
55 to 64	91	607	237	707.3	13	16
65 and older	92	716	240	984.1	15	22
Sex						
Male	89	527	150	2,304.4	49	52
Female	91	452	155	2,112.3	51	48
Marital status²						
Married or common-law	93	535	180	3,059.2	61	70
Single, never married	83	318	80	709.8	27	16
Separated or divorced	90	496 ^E	140 ^E	303.3 ^E	7	7 ^E
Widow or widower	88	681	245 ^E	316.0	5	7
Education²						
Less than high school	80	209	75	252.8	16	6
Graduated from high school	90	386	132 ^E	596.0	19	14
Some postsecondary	86	365 ^E	100	187.0 ^E	6	4 ^E
Postsecondary diploma	94	458	150	1,354.9	34	33
University degree	95	823	273	1,768.4	25	43
Labour force status²						
Employed	93	497	155	2,849.3	69	73
Unemployed	90	213 ^E	95 ^E	24.4 ^E	1	1 ^E
Not in the labour force	85	456	125	1,011.9	29	26
Household income						
Less than \$20,000	74	259 ^E	90	198.8 ^E	10	5 ^E
\$20,000 to \$39,999	87	408	110	642.5	18	15
\$40,000 to \$59,999	94	415	131	710.2	18	16
\$60,000 to \$79,999	92	375	140	605.6	17	14
\$80,000 to \$99,999	93	451	163	468.4	11	11
\$100,000 or more	93	766	239	1,791.3	25	41
Presence of children in household³						
No children in household	90	550	167	3,073.3	62	70
Pre-school aged children only	90	315	105	230.2	8	5
Both pre-school and school aged children	89	513 ^E	180	268.1 ^E	6	6 ^E
School aged children only	89	385	120	845.2	25	19
Religious attendance²						
Weekly attendance	96	939	357	1,785.3	22	43
Not a weekly attendee	89	367	120	2,370.8	78	57

^E use with caution

^F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.13 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Ontario, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	50	162	60	819.7	100	100
Age						
15 to 24	63	138	49	144.2	16	18
25 to 34	46	134	48	108.1	17	13
35 to 44	54	155	60	172.8	21	21
45 to 54	51	151	60	137.4	18	17
55 to 64	48	196	74 ^E	120.3	13	15
65 and older	39	237	120	137.0	15	17
Sex						
Male	49	161	58	390.4	49	48
Female	52	162	60	429.3	51	52
Marital status²						
Married or common-law	50	168	62	520.2	61	64
Single, never married	55	142	50	210.7	27	26
Separated or divorced	47	193	60	62.3	7	8
Widow or widower	29	150	80 ^E	23.4	5	3
Education²						
Less than high school	43	127	49	83.9	16	11
Graduated from high school	49	152	70 ^E	126.3	19	16
Some postsecondary	53	190	70	60.5 ^E	6	8 ^E
Postsecondary diploma	50	163	60	254.3	34	33
University degree	61	178	70	245.0	25	32
Labour force status²						
Employed	53	147	54	478.7	69	63
Unemployed	62	177 ^E	F	14.0 ^E	1	2 ^E
Not in the labour force	51	197	78	264.1	29	35
Household income						
Less than \$20,000	35	171	57 ^E	62.7	10	8
\$20,000 to \$39,999	40	165	65 ^E	119.1	18	15
\$40,000 to \$59,999	51	187	60	173.2	18	21
\$60,000 to \$79,999	49	171	64	145.3	17	18
\$80,000 to \$99,999	56	130	53 ^E	81.7	11	10
\$100,000 or more	63	150	60	237.8	25	29
Presence of children in household³						
No children in household	45	182	65	510.8	62	62
Pre-school aged children only	45	148 ^E	F	54.1 ^E	8	7 ^E
Both pre-school and school aged children	56	131	48	43.1	6	5
School aged children only	64	134	60	211.7	25	26
Religious attendance²						
Weekly attendance	66	222	114	289.8	22	38
Not a weekly attendee	48	140	50	481.9	78	62

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.
2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.
3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Table D.14 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Manitoba, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	84	455	141	350.0	100	100
Age						
15 to 24	69	117 ^E	F	13.3 ^E	18	4 ^E
25 to 34	79	421	95 ^E	52.7	17	15
35 to 44	89	354	125	53.9	19	15
45 to 54	89	571	210	83.9	18	24
55 to 64	86	665	235	66.6	13	19
65 and older	90	608	270	79.6	16	23
Sex						
Male	79	496	135	179.2	49	51
Female	88	418	145	170.7	51	49
Marital status²						
Married or common-law	90	545	197	259.7	58	75
Single, never married	69	219	60 ^E	38.9	28	11
Separated or divorced	83	410 ^E	126	23.0 ^E	7	7 ^E
Widow or widower	89	516	210 ^E	25.6	6	7
Education²						
Less than high school	74	323	100 ^E	46.1	23	14
Graduated from high school	83	283	120	44.0	22	14
Some postsecondary	83	273 ^E	F	21.5 ^E	11	7 ^E
Postsecondary diploma	91	486	155	103.5	28	32
University degree	92	857	283 ^E	109.7	16	34
Labour force status²						
Employed	86	456	130	223.5	71	73
Unemployed	72	267 ^E	F	3.6 ^E	2 ^E	1 ^E
Not in the labour force	78	451	150	77.5	27	25
Household income						
Less than \$20,000	67	224	90	23.8	17	7
\$20,000 to \$39,999	83	333	117	63.4	25	18
\$40,000 to \$59,999	92	416	160	68.3	19	20
\$60,000 to \$79,999	88	488 ^E	110 ^E	56.3 ^E	14	16 ^E
\$80,000 to \$99,999	88	548 ^E	175 ^E	50.6 ^E	11	14 ^E
\$100,000 or more	86	863	275	87.6	13	25
Presence of children in household³						
No children in household	83	518	170	235.8	59	67
Pre-school aged children only	83	317 ^E	F	17.9 ^E	7	5 ^E
Both pre-school and school aged children	89	411 ^E	88 ^E	26.3 ^E	8	8 ^E
School aged children only	82	360	107	69.8	26	20
Religious attendance²						
Weekly attendance	92	999	500	188.8	24	58
Not a weekly attendee	82	263	100	139.5	76	42

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.15 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Manitoba, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	50	155	57	71.3	100	100
Age						
15 to 24	54	101 ^E	30	9.1 ^E	18	13 ^E
25 to 34	52	119	48 ^E	9.8	17	14 ^E
35 to 44	57	128	53 ^E	12.4	19	17
45 to 54	54	150	F	13.3	18	19
55 to 64	41	203	75 ^E	9.7 ^E	13	14
65 and older	37	316	140	17.0	16	24
Sex						
Male	47	169	60	36.1	49	51
Female	53	144	56	35.2	51	49
Marital status²						
Married or common-law	54	164	65	47.1	58	66
Single, never married	49	116	40	14.7	28	21
Separated or divorced	43	191 ^E	F	5.5 ^E	7	8 ^E
Widow or widower	25	277 ^E	100 ^E	3.8 ^E	6	5 ^E
Education²						
Less than high school	42	148	50	12.1	23	17
Graduated from high school	43	153	36	12.4 ^E	22	18
Some postsecondary	48	151	40 ^E	7.0 ^E	11	10 ^E
Postsecondary diploma	56	139	65	18.1	28	26
University degree	71	200	80	19.8	16	29
Labour force status²						
Employed	56	138	54	43.5	71	65
Unemployed	F	F	F	F	F	F
Not in the labour force	45	220	80 ^E	21.8	27	33
Household income						
Less than \$20,000	37	141	45 ^E	8.3	17	12
\$20,000 to \$39,999	41	166	50	15.7	25	22
\$40,000 to \$59,999	48	174	65	15.0	19	21
\$60,000 to \$79,999	63	133	65	10.9	14	15
\$80,000 to \$99,999	56	161	53 ^E	9.4 ^E	11	13
\$100,000 or more	68	151	70 ^E	12.0	13	17
Presence of children in household³						
No children in household	43	188	72	43.9	59	62
Pre-school aged children only	48	61 ^E	30 ^E	2.0 ^E	7	3 ^E
Both pre-school and school aged children	58	124 ^E	52 ^E	5.2 ^E	8	7 ^E
School aged children only	64	134	52	20.2	26	28
Religious attendance²						
Weekly attendance	66	201	100 ^E	27.4	24	40
Not a weekly attendee	47	138	45	41.6	76	60

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Table D.16 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Saskatchewan, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	82	431	128	280.7	100	100
Age						
15 to 24	72	202 ^E	F	21.6 ^E	19	8 ^E
25 to 34	82	254	85 ^E	26.9	16	10
35 to 44	87	396	110 ^E	47.8	18	17
45 to 54	90	456	F	58.1	18	21
55 to 64	85	603	205	49.1	12	17
65 and older	80	712	270 ^E	77.1	17	27
Sex						
Male	78	443	130	135.2	49	48
Female	86	421	120	145.5	51	52
Marital status²						
Married or common-law	89	491	153	209.1	61	75
Single, never married	70	242 ^E	50	35.0 ^E	26	12 ^E
Separated or divorced	81	300	110	12.5	7	4
Widow or widower	75	642	270 ^E	23.9 ^E	6	9 ^E
Education²						
Less than high school	72	322	96	38.6 ^E	23	14
Graduated from high school	81	407	110 ^E	54.4 ^E	23	20
Some postsecondary	89	403 ^E	F	16.5 ^E	6	6 ^E
Postsecondary diploma	88	364	110	80.6	34	30
University degree	91	781	240 ^E	76.6	15	29
Labour force status²						
Employed	87	398	123	170.8	71	72
Unemployed	F	F	F	F	F	F
Not in the labour force	76	433	104	63.5	28	27
Household income						
Less than \$20,000	65	357 ^E	70 ^E	25.7 ^E	14	9 ^E
\$20,000 to \$39,999	81	345	93	54.2	25	19
\$40,000 to \$59,999	81	340	146	45.1	21	16
\$60,000 to \$79,999	88	305	110	30.9	15	11
\$80,000 to \$99,999	93	420	150	32.2	10	11 ^E
\$100,000 or more	91	834 ^E	F	92.7 ^E	16	33
Presence of children in household³						
No children in household	82	482	150	195.1	63	69
Pre-school aged children only	90	250 ^E	100 ^E	9.0 ^E	5	3 ^E
Both pre-school and school aged children	83	355 ^E	F	15.5 ^E	7	6 ^E
School aged children only	83	367 ^E	93 ^E	61.1 ^E	25	22
Religious attendance²						
Weekly attendance	92	842	480	138.7	25	52
Not a weekly attendee	81	286	85	127.4	75	48

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.17 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Saskatchewan, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	54	188	76	80.6	100	100
Age						
15 to 24	58	218 ^E	76 ^E	18.5 ^E	19	23
25 to 34	58	129	58	9.6	16	12
35 to 44	64	220	85 ^E	19.5	18	24
45 to 54	55	181	86 ^E	14.1	18	18
55 to 64	51	199 ^E	100 ^E	9.8 ^E	12	12 ^E
65 and older	39	171	F	9.0 ^E	17	11 ^E
Sex						
Male	49	223	80	42.1	49	52
Female	60	161	72	38.4	51	48
Marital status²						
Married or common-law	56	195	85	52.5	61	65
Single, never married	54	187	64 ^E	20.9	26	26
Separated or divorced	56	146 ^E	54 ^E	4.2 ^E	7	5 ^E
Widow or widower	35	166	56 ^E	2.9 ^E	6	4 ^E
Education²						
Less than high school	45	195 ^E	F	14.8 ^E	23	19 ^E
Graduated from high school	46	148	60	11.4	23	15
Some postsecondary	73	229 ^E	80 ^E	7.7 ^E	6	10 ^E
Postsecondary diploma	57	181	64	25.9	34	34
University degree	71	213	106	16.2	15	21
Labour force status²						
Employed	58	170	75	48.7	71	66
Unemployed	F	F	F	F	F	F
Not in the labour force	53	226 ^E	85 ^E	22.9 ^E	28	31
Household income						
Less than \$20,000	37	175 ^E	F	7.2 ^E	14	9 ^E
\$20,000 to \$39,999	48	182	55 ^E	17.0 ^E	25	21
\$40,000 to \$59,999	57	173	80 ^E	16.3	21	20
\$60,000 to \$79,999	64	230 ^E	80 ^E	17.1	15	21
\$80,000 to \$99,999	61	143	F	7.2	10	9
\$100,000 or more	61	211	100	15.7 ^E	16	20
Presence of children in household³						
No children in household	46	186	80	42.2	63	52
Pre-school aged children only	59	180 ^E	60	4.3 ^E	5	5 ^E
Both pre-school and school aged children	72	161 ^E	53 ^E	6.1 ^E	7	8 ^E
School aged children only	69	201	80	27.9	25	35
Religious attendance²						
Weekly attendance	68	237	110	29.1	25	38
Not a weekly attendee	51	167	60	46.5	75	62

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.18 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Alberta, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	79	500	150	1,021.4	100	100
Age						
15 to 24	63	138	56 ^E	42.2	19	4
25 to 34	75	382	100	139.9	19	14
35 to 44	89	498	160	229.1	20	22
45 to 54	85	727	195	296.6	19	29
55 to 64	84	685	255 ^E	167.9	11	16
65 and older	83	563 ^E	170	145.8 ^E	12	14
Sex						
Male	76	467	135	460.8	50	45
Female	83	530	155	560.7	50	55
Marital status²						
Married or common-law	86	596	174	773.2	59	76
Single, never married	68	198	75	101.1	29	10
Separated or divorced	79	582 ^E	130 ^E	78.0 ^E	7	8 ^E
Widow or widower	75	728 ^E	240 ^E	67.1 ^E	5	7 ^E
Education²						
Less than high school	64	273 ^E	75 ^E	69.5 ^E	17	7 ^E
Graduated from high school	70	322	125 ^E	130.3	24	13
Some postsecondary	89	505 ^E	160	76.9 ^E	7	8 ^E
Postsecondary diploma	87	501	140 ^E	308.4	30	31
University degree	93	849	271	397.0	21	40
Labour force status²						
Employed	83	541	164	708.0	69	76
Unemployed	F	F	F	F	F	F
Not in the labour force	72	456	100	210.5	28	23
Household income						
Less than \$20,000	64	178	60 ^E	29.3 ^E	10	3 ^E
\$20,000 to \$39,999	71	359	110 ^E	144.3	22	14
\$40,000 to \$59,999	74	457	140 ^E	155.1 ^E	18	15
\$60,000 to \$79,999	88	416	159	154.2	16	15
\$80,000 to \$99,999	89	590 ^E	155 ^E	156.4 ^E	12	15 ^E
\$100,000 or more	89	760	211	382.1	22	37
Presence of children in household³						
No children in household	78	499	154	613.1	61	60
Pre-school aged children only	91	476 ^E	F	77.5 ^E	7	8 ^E
Both pre-school and school aged children	79	632 ^E	180 ^E	81.3 ^E	6	8 ^E
School aged children only	80	476 ^E	123	249.6 ^E	15	24 ^E
Religious attendance²						
Weekly attendance	90	1,209	505	541.0	21	56
Not a weekly attendee	78	298	113	421.8	79	44

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.19 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Alberta, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	48	175	72	214.5	100	100
Age						
15 to 24	51	154	71 ^E	37.7	19	18
25 to 34	40	143 ^E	46 ^E	28.4 ^E	19	13 ^E
35 to 44	59	158	72	47.9	20	22
45 to 54	50	216	100	51.8	19	24
55 to 64	46	158	64 ^E	21.4 ^E	11	10
65 and older	34	254	98	27.3 ^E	12	13 ^E
Sex						
Male	44	159	60	91.4	50	43
Female	51	189	77	123.1	50	57
Marital status²						
Married or common-law	51	187	72	143.4	59	67
Single, never married	45	152	60	51.0	29	24
Separated or divorced	46	144	76 ^E	11.2 ^E	7	5 ^E
Widow or widower	31	213 ^E	128 ^E	8.1 ^E	5	4 ^E
Education²						
Less than high school	42	141 ^E	40 ^E	23.4 ^E	17	12 ^E
Graduated from high school	39	205	80	46.4 ^E	24	23
Some postsecondary	58	171 ^E	90 ^E	17.1 ^E	7	9 ^E
Postsecondary diploma	51	161	72	58.1	30	29
University degree	62	176	78	55.4	21	28
Labour force status²						
Employed	53	156	71	129.7	69	67
Unemployed	F	F	F	F	F	F
Not in the labour force	47	207	75	62.7	28	32
Household income						
Less than \$20,000	33	135	50 ^E	11.5 ^E	10	5 ^E
\$20,000 to \$39,999	40	196	80 ^E	45.1	22	21
\$40,000 to \$59,999	46	199 ^E	80	42.1 ^E	18	20
\$60,000 to \$79,999	52	159	63 ^E	34.9	16	16
\$80,000 to \$99,999	48	161	80 ^E	22.9	12	11
\$100,000 or more	60	172	65 ^E	58.0	22	27
Presence of children in household³						
No children in household	41	209	75	136.2	61	63
Pre-school aged children only	46	107 ^E	40 ^E	8.7 ^E	7	4 ^E
Both pre-school and school aged children	59	160	95 ^E	15.5 ^E	6	7 ^E
School aged children only	60	136	72	54.1	26	25
Religious attendance²						
Weekly attendance	66	211	104	69.5	21	35
Not a weekly attendee	45	156	60	127.9	79	65

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Table D.20 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, British Columbia, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	77	467	130	1,257.8	100	100
Age						
15 to 24	58	178 ^E	F	59.2 ^E	16	5 ^E
25 to 34	76	376 ^E	100	162.2 ^E	16	13 ^E
35 to 44	81	403	145	222.7	19	18
45 to 54	86	488	177	277.2	19	22
55 to 64	85	617	200	245.8	13	20
65 and older	75	706	186 ^E	290.7	16	23
Sex						
Male	74	500	115	639.6	49	51
Female	80	437	149	618.2	51	49
Marital status²						
Married or common-law	83	516	162	905.5	62	73
Single, never married	62	319 ^E	55	177.8 ^E	26	14 ^E
Separated or divorced	80	394	130	80.3	7	7
Widow or widower	78	559 ^E	152 ^E	69.2 ^E	5	6 ^E
Education²						
Less than high school	56	314 ^E	50	97.4 ^E	17	8 ^E
Graduated from high school	69	318	100 ^E	150.3	21	12
Some postsecondary	83	373	80 ^E	86.7 ^E	9	7 ^E
Postsecondary diploma	85	425	149	362.3	31	30
University degree	89	766	210	513.4	23	42
Labour force status²						
Employed	84	494	132	786.9	61	70
Unemployed	F	F	F	F	F	F
Not in the labour force	68	405	120	327.0	38	29
Household income						
Less than \$20,000	58	227	57	65.9	14	5
\$20,000 to \$39,999	72	318	100	178.6	22	14
\$40,000 to \$59,999	77	366	118 ^E	193.2	20	15
\$60,000 to \$79,999	79	376	102	166.1	16	13
\$80,000 to \$99,999	90	680	200 ^E	209.5 ^E	10	17
\$100,000 or more	89	788	252	444.5	18	35
Presence of children in household³						
No children in household	76	498	145	870.4	65	69
Pre-school aged children only	79	302 ^E	100	55.5 ^E	7	4 ^E
Both pre-school and school aged children	87	509 ^E	F	79.4 ^E	5	6 ^E
School aged children only	76	415	100	252.5	23	20
Religious attendance²						
Weekly attendance	85	1,184	500	561.0	17	46
Not a weekly attendee	77	314	100	647.2	83	54

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.21 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, British Columbia, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	45	199	75	314.9	100	100
Age						
15 to 24	50	155	60	44.6	16	14
25 to 34	43	192	70	47.2 ^E	16	15
35 to 44	47	177	64	56.7	19	18
45 to 54	52	209	80	72.0	19	23
55 to 64	44	244	94	50.4	13	16
65 and older	32	247	120 ^E	44.1	16	14
Sex						
Male	45	186	70	142.8	49	45
Female	46	212	81	172.2	51	55
Marital status²						
Married or common-law	46	196	80	190.7	62	61
Single, never married	47	184	66	77.3	26	25
Separated or divorced	47	275 ^E	F	33.1 ^E	7	11 ^E
Widow or widower	29	263 ^E	108	11.9 ^E	5	4 ^E
Education²						
Less than high school	31	150	50	26.0 ^E	17	9 ^E
Graduated from high school	40	182	70	50.0	21	17
Some postsecondary	48	166	67	22.6 ^E	9	8 ^E
Postsecondary diploma	48	222	80	107.2	31	36
University degree	59	202	90	90.1	23	30
Labour force status²						
Employed	53	194	72	196.2	61	67
Unemployed	F	F	F	F	F	F
Not in the labour force	38	203	75	93.1	38	32
Household income						
Less than \$20,000	26	233 ^E	60	30.6 ^E	14	10 ^E
\$20,000 to \$39,999	36	185	70	52.7	22	17
\$40,000 to \$59,999	45	214	80	66.7	20	21
\$60,000 to \$79,999	50	231	75 ^E	64.5	16	20
\$80,000 to \$99,999	51	201 ^E	70	35.5 ^E	10	11 ^E
\$100,000 or more	63	164	86	65.0	18	21
Presence of children in household³						
No children in household	42	213	78	203.4	65	65
Pre-school aged children only	38	139 ^E	F	12.4 ^E	7	4 ^E
Both pre-school and school aged children	45	F	59 ^E	F	5	F
School aged children only	57	180	75	82.1	23	26
Religious attendance²						
Weekly attendance	59	237	108	78.9	17	26
Not a weekly attendee	44	189	68	222.2	83	74

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.22 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Yukon, Northwest Territories and Nunavut, 2004

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	Percent	Dollars	Dollars	Millions of dollars	Percent	Percent
Total	74	412	125	21.9	100	100
Age						
15 to 24	53	108 ^E	50 ^E	0.9 ^E	23	4 ^E
25 to 34	77	294 ^E	110 ^E	3.4 ^E	21	16 ^E
35 to 44	82	528 ^E	F	6.7 ^E	22	31
45 to 54	81	543	200	6.0	19	28
55 to 64	81	577	265 ^E	3.1 ^E	9	14
65 and older	76	481 ^E	F	1.7 ^E	6	8 ^E
Sex						
Male	71	405	125	10.6	51	48
Female	77	420	130	11.3	49	52
Marital status²						
Married or common-law	80	515	193	16.3	55	75
Single, never married	63	206	75 ^E	3.3	35	15
Separated or divorced	76	419 ^E	150	1.5 ^E	7	7 ^E
Widow or widower	71	437	260	0.6 ^E	3 ^E	3 ^E
Education²						
Less than high school	54	212	F	2.8 ^E	34	13 ^E
Graduated from high school	71	298 ^E	100 ^E	2.1 ^E	14	10 ^E
Some postsecondary	71	222 ^E	100	0.9 ^E	8	4 ^E
Postsecondary diploma	89	521	200	9.9	30	45
University degree	98	658	F	6.1 ^E	13	28
Labour force status²						
Employed	83	458	165	17.9	68	83
Unemployed	51	192 ^E	F	F	4	F
Not in the labour force	57	302	75	3.4	28	16
Household income						
Less than \$20,000	49	298 ^E	F	1.5 ^E	14	F
\$20,000 to \$39,999	64	218 ^E	F	1.9 ^E	19	9 ^E
\$40,000 to \$59,999	73	274	100 ^E	2.4	16	11
\$60,000 to \$79,999	77	266	80 ^E	2.0	13	9
\$80,000 to \$99,999	88	513 ^E	165	3.9 ^E	12	18 ^E
\$100,000 or more	86	646	245	10.3	26	47
Presence of children in household³						
No children in household	79	427	160 ^E	11.3	46	52
Pre-school aged children only	76	342 ^E	F	2.1 ^E	11	9 ^E
Both pre-school and school aged children	58	459 ^E	100	2.4 ^E	12	11 ^E
School aged children only	71	399 ^E	100	6.2 ^E	30	28
Religious attendance²						
Weekly attendance	87	894	F	9.2	17	43
Not a weekly attendee	72	288	110	12.0	83	57

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.

Caring Canadians, Involved Canadians

Table D.23 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Yukon, Northwest Territories and Nunavut, 2004

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	Percent			Millions	Percent	Percent
Total	50	162	62	5.8	100	100
Age						
15 to 24	47	83 ^E	F	0.6 ^E	23	11 ^E
25 to 34	48	104	48 ^E	0.7	21	13
35 to 44	52	184	100	1.5	22	26
45 to 54	61	237	140	2.0	19	34
55 to 64	49	189 ^E	76	0.6 ^E	9	11 ^E
65 and older	29 ^E	268 ^E	F	F	6	6 ^E
Sex						
Male	49	180	65 ^E	3.3	51	56
Female	51	144	56 ^E	2.6	49	44
Marital status²						
Married or common-law	56	182	85 ^E	4.0	55	70
Single, never married	42	114	40 ^E	1.2	35	21
Separated or divorced	51	184 ^E	72 ^E	0.4 ^E	7	8 ^E
Widow or widower	F	F	F	F	F	F
Education²						
Less than high school	31	82 ^E	24	0.6 ^E	34	11 ^E
Graduated from high school	48	122	F	0.6 ^E	14	10 ^E
Some postsecondary	57	83 ^E	F	0.3 ^E	8	5 ^E
Postsecondary diploma	59	185	87	2.3	30	41
University degree	79	255	126	1.9 ^E	13	33
Labour force status²						
Employed	58	172	72 ^E	4.7	68	81
Unemployed	F	F	F	F	F	F
Not in the labour force	36	132	F	0.9 ^E	28	16
Household income						
Less than \$20,000	26 ^E	148 ^E	F	0.4 ^E	14	7 ^E
\$20,000 to \$39,999	36	134	56 ^E	0.6 ^E	19	11 ^E
\$40,000 to \$59,999	46	109	25 ^E	0.6 ^E	16	10 ^E
\$60,000 to \$79,999	53	156 ^E	F	0.8 ^E	13	13 ^E
\$80,000 to \$99,999	61	183 ^E	68 ^E	1.0 ^E	12	17 ^E
\$100,000 or more	69	192	104 ^E	2.4	26	42
Presence of children in household³						
No children in household	48	170	70	2.7	46	46
Pre-school aged children only	52	116 ^E	50 ^E	0.5 ^E	11	8 ^E
Both pre-school and school aged children	44	161 ^E	50	0.6 ^E	12	11 ^E
School aged children only	55	167	75 ^E	2.0	30	35
Religious attendance²						
Weekly attendance	64	184	94 ^E	1.4 ^E	17	25
Not a weekly attendee	47	156	60	4.3	83	75

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004*.