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Features

- Seniors' transportation
- Charitable giving
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CANADIAN Social Trends

Features

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.	not available for any reference period
..	not available for a specific reference period
…	not applicable
0	true zero or a value rounded to zero
0^s	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
^{p}	preliminary
^{r}	revised
x	suppressed to meet the confidentiality requirements of the *Statistics Act*
^{E}	use with caution
F	too unreliable to be published

Profile of seniors' transportation habits

by Martin Turcotte

Introduction

Most Canadians live in neighbourhoods designed around cars as the means of travel. Consequently, they often have to drive or be driven to work, retail stores, health service centres or recreation and leisure activities. Central neighbourhoods of large cities are the exception in this residential landscape, since residents can more easily go about their daily business on foot or by public transit. However, these central neighbourhoods are home to a minority of people, including a minority of senior citizens (see "Where seniors live and how this affects their day-to-day travel").

While most seniors have retired from the workforce, a majority of them want to grow old in their own homes and take an active part in society. To do so, they need some form of transportation to run errands, participate in recreational or volunteer activities and visit family and friends. Their desire to remain in their homes is not very realistic unless they have adequate transportation. In most residential areas, this means having access to a private vehicle.

Seniors' dependence on cars raises safety issues. Although most seniors drive carefully, statistics show that people aged 70 or older have a higher accident rate per kilometre driven than any other age group except young male drivers, still the highest risk category.[1] In addition, seniors are more likely than younger people to be killed when they are involved in a collision.[2] In the context of an aging population, the balance between road safety and the autonomy some people associate with driving is a growing concern.

This article examines various issues about seniors' access to transportation or to a vehicle, bearing in mind that the majority of seniors live in areas with few alternatives to car travel. The first part of the article focuses on having a driver's licence and driving a car. It compares men and women by place of residence and age group, and discusses the possession of a driver's licence and the driving habits of seniors who have the weakest visual, auditory, motor and cognitive faculties (and those who have been diagnosed with Alzheimer's disease).

The second part describes seniors' primary forms of transportation other than the car. In particular, the number and proportion of seniors with more limited access to transportation, especially those who need help getting around, are quantified and assessed. The last part of the article examines the impact of seniors' main form of transportation on their level of social participation. Seniors living in residences and institutions are excluded from this study.

A large majority of seniors drive cars

In 2009, 3.25 million people aged 65 and over had a driver's licence—three-quarters of all seniors. Of that number, about 200,000 were aged 85 and over. Since people in their 80s and over are, and will continue to be, a fast-growing segment of the senior population,[3] the number of elderly drivers will also continue to increase at a rapid pace.

The current generation of seniors comprises a large number of women who have never driven. As a result, there is a substantial gap between the sexes with regard to having a driver's licence, particularly in the 85-and-over age group. In 2009, 67% of men aged 85 and over living in private households had a driver's licence, compared with 26% of women. The dependence of elderly women on their spouse or relatives and friends for transportation is expected to decline sharply in the future, since nearly as many women as men in the 45-to-64 age group have a driver's licence (Chart 1).

The percentage of seniors who have a driver's licence is very similar to the percentage who drove a vehicle in the past month (Table 1). There are slightly larger differences at more advanced ages. It is worth noting, however, that old age is not a barrier to driving for many men. In the 90-and-over population living in private households, 37% of men

What you should know about this study

This study uses data from the Canadian Community Health Survey – Healthy Aging (CCHS), conducted in 2008 and 2009. The target population consists of people aged 45 and over living in occupied private dwellings in the 10 provinces. Seniors living in residences or institutions are therefore excluded from this study.

Data collection for the Canadian Community Health Survey – Healthy Aging took place between December 2008 and November 2009. During this collection period, a total of 30,865 valid interviews were conducted. In this study, the main focus is on the 16,369 respondents aged 65 and over who represent 4,366,101 senior Canadians.

Health Utilities Index

The Health Utilities Index (HUI) is a health status classification system based on multiple attributes; it measures generic health status and health-related quality of life.[1] The version used in the Canadian Community Health Survey (CCHS) was adapted from the HUI Mark 3 (HUI3) previously used in the National Population Health Survey. This instrument allows the calculation of a generic health status index based on attributes collected in two different CCHS modules—Health Utilities Index (HUI) and Pain and Discomfort (HUP). The generic health status index is used in the multivariate analysis on social participation.

In Table 2 of this article, four health attributes are used: vision, hearing, cognition and mobility. For more details on the six levels of ability regarding these attributes, see the table below.

	Vision	Hearing	Cognition	Mobility
Level 1	Able to see well enough to read ordinary newsprint and recognize a friend on the other side of the street, without glasses or contact lenses	Able to hear what is said in a group conversation with at least three other people, without a hearing aid	Able to remember most things, think clearly and solve day-to-day problems	Able to walk around the neighbourhood without difficulty and without walking equipment
Level 2	Able to see well enough to read ordinary newsprint and recognize a friend on the other side of the street, but with glasses or contact lenses	Able to hear what is said in a conversation with one other person in a quiet room without a hearing aid, but requires a hearing aid to hear what is said in a group conversation with at least three other people	Able to remember most things, but has a little difficulty when trying to think and solve day-to-day problems	Able to walk around the neighbourhood with difficulty but does not require walking equipment or the help of another person

What you should know about this study (continued)

Level 3	Able to read ordinary newsprint with or without glasses but unable to recognize a friend on the other side of the street, even with glasses	Able to hear what is said in a conversation with one other person in a quiet room with a hearing aid, and able to hear what is said in a group conversation with at least three other people, with a hearing aid	Somewhat forgetful, but able to think clearly and solve day-to-day problems	Able to walk around the neighbourhood with walking equipment but without the help of another person
Level 4	Able to recognize a friend on the other side of the street with or without glasses but unable to read ordinary newsprint, even with glasses	Able to hear what is said in a conversation with one other person in a quiet room, without a hearing aid, but unable to hear what is said in a group conversation with at least three other people even with a hearing aid	Somewhat forgetful, and has a little difficulty when trying to think or solve day-to-day problems	Able to walk only short distances with walking equipment, and requires a wheelchair to get around the neighbourhood
Level 5	Unable to read ordinary newsprint and unable to recognize a friend on the other side of the street, even with glasses	Able to hear what is said in a conversation with one other person in a quiet room with a hearing aid, but unable to hear what is said in a group conversation with at least three other people even with a hearing aid	Very forgetful, and has great difficulty when trying to think or solve day-to-day problems	Unable to walk alone, even with walking equipment. Able to walk short distances with the help of another person and requires a wheelchair to get around the neighbourhood
Level 6	Unable to see at all	Unable to hear at all	Unable to remember anything at all, and unable to think or solve day-to-day problems	Cannot walk at all

What you should know about this study (continued)

Neighbourhood level of dependence on cars

Three categories of neighbourhoods were established using 2006 Census data. Census metropolitan areas and agglomeration areas were divided into census tracts, and neighbourhoods were defined according to census tract boundaries. Outside metropolitan areas, the boundaries for census subdivisions (or municipalities) were used. In each neighbourhood and census subdivision, the proportion of workers with a usual place of work and who commuted to work by car was estimated. The neighbourhoods were then divided into three categories: neighbourhoods with high dependence (more than 85% of workers in the neighbourhood commute to work by car), neighbourhoods with moderate dependence (more than 75% and up to 85% commute by car) and neighbourhoods with the lowest dependence (75% or less commute by car).

For each survey participant, the census tract of residence (or the municipality if they lived outside a metropolitan area) was known. This enabled contextual information about the neighbourhood of residence to be combined with other personal characteristics.

Residential density of neighbourhood of residence

Using the same method as for estimating a neighbourhood's dependence on cars, neighbourhood residential density was measured as the proportion of its residents living in apartments (based on 2006 Census data). Neighbourhoods were divided into six categories. Neighbourhoods with the first level of density (the lowest density) had less than 2% of their population living in apartments. At level 6 (neighbourhoods with the highest density) 57% or more of the population lived in apartments.

1. Feeny, David, William Furlong, George W. Torrance, Charles H. Goldsmith, Zenglong Zhu, Sonja Depauw, Margaret Denton and Michael Boyle. 2002. "Multi-attribute and single-attribute utility functions for the Health Utilities Index Mark 3 system," *Medical Care*. Vol. 40, no. 2.

Where seniors live and how this affects their day-to-day travel

In the coming years, delivering services tailored to an aging population will likely involve more financial and human resources in regions where a large number of seniors live. In 2006, people aged 65 and over made up about 13.7% of the Canadian population, and varying proportions in the provinces. The Atlantic provinces, Quebec, Saskatchewan and British Columbia had the highest proportions of seniors. Saskatchewan ranked first, with a proportion of 15.4%, while the proportion in Alberta was 10.7%.

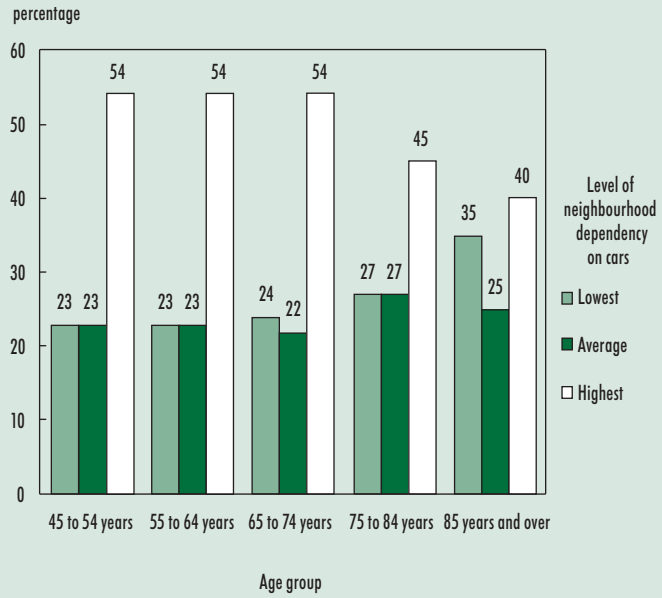
However, the proportion of seniors in a province's population is not the only factor affecting the cost of delivering services to them. Their type of residence and living environment as well as the form of transportation they require may also play an important role.

In general, it is easier to provide care and health services at a senior's home in an urban environment than a rural one, in part because professionals and care providers have less distance to travel. However, people in the 65-to-74 age group are slightly more likely to live outside census metropolitan areas and census agglomerations. In 2009, 22% of people aged 65 and over lived in regions outside census metropolitan areas and census agglomerations, compared with 20% of people aged 45 to 64.

The extent to which people use a car as their primary means of travel varies widely from one type of environment to another. One way of classifying neighbourhoods and municipalities is to estimate the proportion of workers living there who commute to work by car (see "What you should know about this study"). Even though most seniors no longer work, the proportion of their working neighbours who commute to work by car is an indicator of the neighbourhood's general level of dependence on the car. The chart below shows population distribution by age group in three types of neighbourhood. People aged 65 to 74

Where seniors live and how this affects their day-to-day travel (continued)

Elderly people aged 75 and over are slightly less likely to live in a highly car-dependant neighbourhood



Source: Statistics Canada, Canadian Community Health Survey – Healthy Aging, 2009 and Census of Population, 2006.

were as likely as people aged 45 to 54 and 55 to 64 to live in neighbourhoods with the highest level of dependence on cars. The picture was slightly different among people aged 75 and over, as they were less likely to live in highly car-dependant neighbourhoods.

In Canada, the majority of people live in a single-family home, and this is also the case for seniors. However, the proportion of seniors living in this type of dwelling is substantially lower among older age groups. In 2009, 53% of people aged 85 and over lived in a single-family home, compared with 71% of people aged 75 to 84, 70% of people aged 65 to 74 and 75% of people aged 55 to 64.

These statistics are reflected in the residential density of the neighbourhoods where the oldest seniors live. The proportion of people aged 85 or older who lived in a high residential density neighbourhood—that is, the neighbourhood category with the highest proportion of apartment dwellers—was 31%. By comparison, the proportion was 21% in the 65-to-74 age group.

had driven a vehicle in the previous month, compared with 11% of women.

Senior women in Quebec and Newfoundland and Labrador drive less

The proportion of seniors who had a driver's licence varied widely according to province of residence. Saskatchewan and Alberta had the highest proportions (84% and 83% respectively) (Table 1). In contrast, the lowest proportions of seniors who had a driver's licence were in Newfoundland and Labrador and Quebec (69% and 71% respectively). These lower proportions are due to the fact that senior women in these two provinces are less likely to have a licence (55% of senior women in Newfoundland and Labrador and 58% in Quebec had their licence).

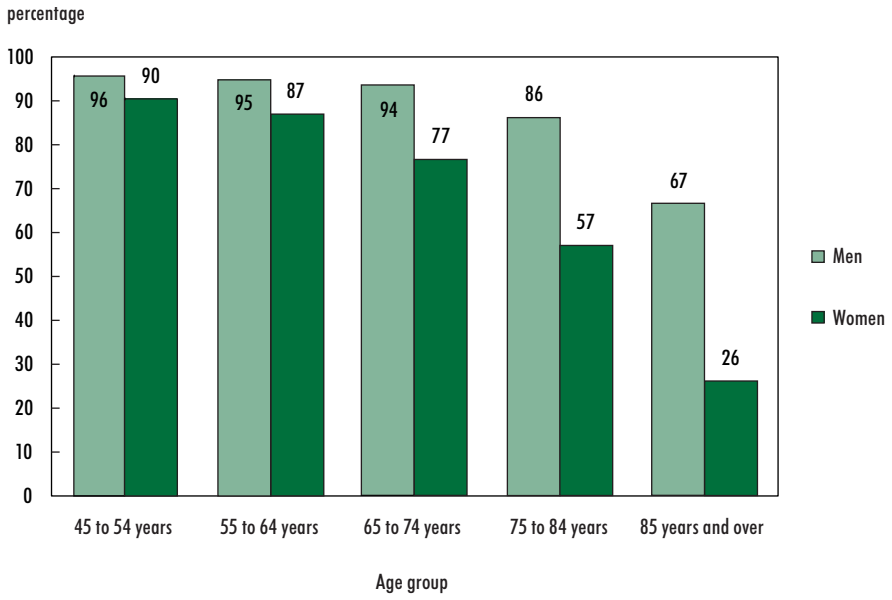
Among the oldest seniors (aged 85 and over), the majority of men in every province had a driver's licence. The highest proportions were in New Brunswick (81%), Manitoba (77%) and Saskatchewan (77%) (Chart 2). The proportion of women aged 85 and over with a driver's licence varied by province, from 14% in Quebec to 44% in Saskatchewan.

Possession of a driver's licence also varied across census metropolitan areas (CMA). The lowest proportions of seniors with a driver's licence were in Toronto (63%) and Montréal (64%), the most populous CMAs in Canada. In both these CMAs, less than one-half of senior women had a licence.

Even in the most densely populated neighbourhoods, senior men prefer to drive

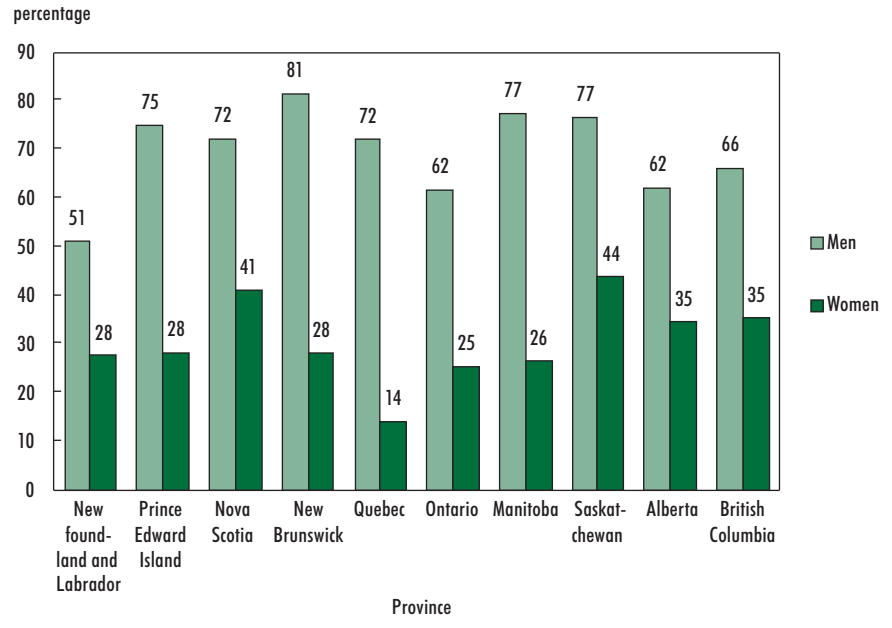
The type of neighbourhood people live in is related to whether they drive a car or have a driver's licence and the number of trips they make by car, by public transit or by foot.[4] In general, people of all ages who live in higher residential density neighbourhoods are more likely to walk or take public transit when they go out; stores are more likely to be within walking distance, and public transit service is better. Nevertheless, even in neighbourhoods with some of the highest residential density levels in Canada (the central neighbourhoods of the largest CMAs), the majority of men reported that their primary form

Chart 1 The difference between men and women with a driver's licence is greatest among those 85 and over



Source: Statistics Canada, Canadian Community Health Survey – Healthy Aging, 2009.

Chart 2 In New Brunswick, Manitoba and Saskatchewan, about 4 out of 5 men aged 85 and over have a driver's licence



Source: Statistics Canada, Canadian Community Health Survey – Healthy Aging, 2009.

of transportation was the car (56% of men, compared with 26% of women). In addition, 67% of senior men living in the neighbourhoods with the highest residential density reported that they had driven their vehicle in the previous month, compared with 36% of senior women (Table 1). In short, for senior men, living in a neighbourhood that offers other transportation options does not mean giving up their car.[5]

The association between income level and having a driver's licence, as well as the likelihood of having driven a car in the past month, was clearer among senior women than men. Among women, each increase in income quintile was associated with a substantial increase in the likelihood of having driven. Among men, only those in the lowest income quintile were slightly different from the rest, though even in their case, almost 80% had a licence (Table 1). In all the other income quintiles, driving a car was extremely common.

Having visual limitations does not always mean an end to driving

It is not seniors' more advanced age that increases the risks of traffic accidents, but rather certain medical conditions that they are more likely to have. Driving a vehicle safely requires good vision, good hearing, adequate cognitive abilities and adequate motor skills—functions that deteriorate naturally with age.

The majority of seniors see well enough to read the newspaper and recognize a friend on the other side of the street with glasses or contact lenses (Level 2 vision) (Table 2). Among seniors with Level 2 vision, 77% had a driver's licence. The proportion of people with a driver's licence obviously decreased among those with more limited vision. It was 43% at Level 3, that is, among people who saw well enough to read the newspaper with or without glasses but could not recognize a friend on the other side of the street, even with

glasses. At Levels 5 and 6 (people who did not see well enough to read the newspaper or recognize a friend on the other side of the street, even with glasses), 19% had a driver's licence. The proportion of people at these levels (5 or 6) who had driven in the previous month was somewhat lower (9%).

Hearing had less influence than vision on having a driver's licence and driving a car. Among seniors who had the most serious hearing problems (Levels 5 and 6), 53% had a licence, and about one-half had driven a vehicle in the previous month.

To drive a car, one has to be able to make quick decisions, remember the rules of the road, the directions to one's destination, and so on. Most seniors (72%) are at Level 1 with regard to their cognitive abilities, which means they are able to remember most things, think clearly and solve everyday problems. Among seniors at Level 1, 79% had a driver's licence. At Levels 5 and 6, people are very likely to forget things and have a great deal of difficulty thinking clearly and solving everyday problems. Of this group, 36%, or about 38,000 seniors, had a driver's licence (Table 2). The number of seniors at Levels 5 and 6 who had driven in the previous month was lower (28,500).

More than one-quarter of seniors with Alzheimer's disease or another form of dementia had a licence

People who are diagnosed with Alzheimer's disease or any other form of dementia (senility) will eventually have to stop driving. Although driving a car is not necessarily a problem for everyone who is diagnosed (especially in the early stages of the

Table 1 Proportion of people aged 65 and over with a driver's licence, who drove a vehicle in the previous month and for whom driving was the main form of transportation, by selected characteristics, 2009

		Had a valid driver's licence			Drove in the previous month		Driving was the main form of transportation	
	Total population	Both sexes	Men	Women	Men	Women	Men	Women
	number				percentage			
Total	**4,344,500**	**3,254,500**	**74.9**	**88.8**	**63.4**	**86.3**	**56.1**	**79.2**	**43.8**
Men	1,962,500	1,743,200	88.8*	...	...	...	...	...	...
Women †	2,381,900	1,511,300	63.4	...	...	...	...	...	...
Age group									
65 to 74 years †	2,396,500	2,032,600	84.8	93.6	76.8	91.6	69.2‡	83.7	53.3‡
75 to 79 years	865,900	659,100	76.1*	90.1*	64.9*‡	86.9	54.4*‡	80.0	41.9*‡
80 to 84 years	596,700	365,500	61.3*	80.7*	46.3*‡	78.0*	42.2*‡	73.4*	34.7*‡
85 to 89 years	375,800	169,600	45.1*	72.0*	29.6*‡	68.2*	23.9*‡	61.9*	20.1*‡
90 years and over	109,600	27,800	25.3*	45.5*	16.0*‡	36.8*	11.3*‡	31.7*	8.8[E]*‡
Province									
Newfoundland and Labrador	70,400	48,800	69.3	86.4	54.8*‡	84.4	49.5‡	77.5	37.6*‡
Prince Edward Island	19,500	15,800	80.9*	91.3	72.3*‡	87.4	65.2*‡	81.7	49.4‡
Nova Scotia	136,800	104,900	76.7	90.7	65.4‡	87.6	56.3‡	77.5	44.2‡
New Brunswick	106,900	84,600	79.2*	92.2*	68.8*‡	87.7	62.0*‡	83.3	46.3‡
Quebec	1,088,400	776,000	71.3	88.7	57.5*‡	86.7	50.4*‡	80.1	39.7*‡
Ontario †	1,673,000	1,226,000	73.3	86.9	62.1‡	84.9	55.4‡	78.8	45.0‡
Manitoba	149,400	116,100	77.7*	92.7*	65.7‡	90.4*	55.3‡	82.7	41.8‡
Saskatchewan	137,200	115,200	84.0*	94.8*	75.2*‡	92.4*	64.3*‡	86.8*	48.9‡
Alberta	349,900	290,500	83.0*	91.1*	76.0*‡	88.4	68.8*‡	77.8	44.5‡
British Columbia	613,100	476,600	77.7*	90.0	67.0‡	85.5	58.8‡	77.1	47.0‡
Census metropolitan area or census agglomeration of residence									
Toronto †	618,100	388,700	62.9	79.5	48.9‡	76.5	42.3‡	67.3	33.3‡
Montréal	492,700	313,700	63.7	83.2	49.1‡	80.6	41.1‡	70.7	32.0‡
Vancouver	303,000	219,800	72.5*	88.1*	59.8*‡	81.9	50.9*‡	72.6	42.0*‡
Ottawa–Gatineau	132,200[E]	105,200[E]	79.6*	88.6	72.1*‡	87.0*	65.3*‡	73.7	49.7*‡
Calgary	99,200	78,400	79.0*	85.2	72.6*‡	81.8	64.2*‡	75.8	49.9*‡

Table 1 Proportion of people aged 65 and over with a driver's licence, who drove a vehicle in the previous month and for whom driving was the main form of transportation, by selected characteristics, 2009 (continued)

	Total population	Had a valid driver's licence			Drove in the previous month		Driving was the main form of transportation	
		Both sexes	Men	Women	Men	Women	Men	Women
	number				percentage			
Edmonton	104,800	83,600	79.8*	92.6*	68.0*‡	89.9*	64.9*‡	76.5	42.6‡
Québec	84,900[E]	64,200[E]	75.7*	91.1*	63.4*‡	88.3*	53.9‡	83.0*	39.0[E]‡
Winnipeg	97,600	74,100	75.9*	91.6*	62.7*‡	88.4*	50.6‡	81.0*	40.1‡
Other census metropolitan area (CMA)	793,200	621,000	78.3*	90.5*	68.8*‡	88.9*	61.1*‡	84.7*	50.9*‡
Census agglomeration (CA)	674,600	535,100	79.3*	91.2*	70.0*‡	89.1*	61.2*‡	82.5*	47.6*‡
Outside CMAs and CAs	937,700	765,800	81.7*	94.2*	70.2*‡	92.2*	64.9*‡	87.3*	48.3*‡
Income quintile									
Lowest quintile †	1,186,200	705,200	59.5	78.3	47.8‡	75.2	41.1‡	68.5	33.6‡
Second quintile	968,800	767,400	79.2*	91.3*	68.5*‡	88.3*	60.4*‡	82.5*	45.3*‡
Third quintile	615,300	526,700	85.6*	93.5*	77.1*‡	91.8*	69.6*‡	85.7*	50.3*‡
Forth and fifth quintiles	727,800	656,800	90.2*	95.3*	82.9*‡	93.2*	76.6*‡	85.9*	62.1*‡
Residential density of neighbourhood of residence[1]									
Lowest level †	801,900	659,400	82.2	92.4	71.2‡	90.0	65.9‡	83.6	47.5‡
Level 2	736,900	596,800	81.0	92.3	70.7‡	90.9	62.9‡	83.7	47.7‡
Level 3	867,300	686,200	79.1	90.9	69.8‡	88.7	62.8‡	80.9	49.3‡
Level 4	933,500	697,500	74.7*	88.2*	63.8*‡	85.6*	55.6*‡	79.7	47.0‡
Level 5	507,900	339,100	66.8*	87.4*	51.8*‡	84.8*	45.3*‡	78.5	38.3*‡
Highest level	494,000	273,000	55.3*	72.5*	45.6*‡	66.9*	36.1*‡	56.3*	25.8*‡
Type of housing									
Single-detached house †	2,825,300	2,282,200	80.8	92.1	69.6‡	90.2	63.0‡	83.9	48.8‡
Semi-detached or row house	389,100	284,700	73.2*	84.3*	63.7*‡	81.9*	56.3*‡	73.0*	44.2‡
Apartment or duplex	1,128,600	687,600	60.9*	78.9*	51.6*‡	74.2*	42.7*‡	65.2*	34.1*‡

† reference group
* statistically significant difference from the reference group at $p < 0.05$
‡ statistically significant difference between men and women at $p < 0.05$
1. Residential density of a neighbourhood is calculated according to the percentage of people living in apartments. The neighbourhood corresponds to the census tract for people living in a census metropolitan area or a census agglomeration. For the others, the neighbourhood corresponds to the municipality.

Note: The total of each characteristic may not equal the total population due to missing values.
Source: Statistics Canada, Canadian Community Health Survey – Healthy Aging, 2009.

disease), experts say that driving ability should be assessed regularly.[6] In 2009, 28% of people aged 65 and over who had been diagnosed with Alzheimer's disease or some other form of dementia had a driver's licence. In numerical terms, this is about 20,000 people, including 13,000 men. It should be noted that of these 20,000 seniors, a smaller number, 14,600, had actually driven in the month preceding the survey (Table 2).

Moreover, among seniors who had been diagnosed and whose cognitive ability was at Level 5 or 6 (people at a more advanced stage of the disease), the number with a licence was only about 7,000.

Driving a car usually requires the use of one's legs and a degree of mobility. A minority of seniors are unable to walk (mobility Levels 5 and 6). They can only move around their neighbourhood with the aid of a person, a device or a wheelchair. Nevertheless, just over one-quarter (28%) of seniors with reduced mobility had a driver's licence.

Table 2 Proportion of people aged 65 and over with a driver's licence, who drove a vehicle in the previous month and for whom driving was the main form of transportation, by level of functional capacity, 2009

	Had a valid driver's licence		Drove in the previous month		Driving was the main form of transportation	
	percentage	number	percentage	number	percentage	number
Vision						
Level 1: Able to see well enough to read ordinary newsprint and recognize a friend on the other side of the street, without glasses or contact lenses †	76.5	612,500	71.9	575,700	63.8	504,100
Level 2	76.9	2,568,500	71.8	2,395,700*	61.0*	2,017,600*
Level 3	43.5*	19,900E	36.2*	16,600E*	26.7E*	11,400E*
Level 4	32.5*	14,900	21.0E*	9,500E*	18.9E*	7,800E*
Level 5 or 6: Unable to read ordinary newsprint and unable to recognize a friend on the other side of the street, even with glasses[1]	19.5E*	13,600E	9.2E*	6,500E*	7.1E*	4,700E*
Hearing						
Level 1: Able to hear what is said in a group conversation with at least three other people, without a hearing aid †	76.3	2,784,600	70.9	2,586,700	60.5	2,181,100
Level 2	75.1	222,400	71.0	210,000*	64.9*	188,800*
Level 3	62.1*	89,400	58.9*	84,700*	53.8*	76,200*
Level 4	65.8*	93,100	61.2*	86,300*	51.7*	70,500*
Level 5 or 6: Unable to hear what is said in a group conversation with at least three other people even with a hearing aid[2]	53.3*	26,400	50.4*	25,000*	42.2*	20,500E*
Cognition						
Level 1: Able to remember most things, think clearly and solve day-to-day problems †	78.7	2,347,900	73.8	2,202,300	63.5	1,877,900
Level 2	62.1*	67,300	55.9*	60,500*	46.6*	47,800*
Level 3	76.1*	638,200	70.8*	592,700*	60.1*	497,600*
Level 4	53.7*	161,500	47.1*	141,700*	40.8*	120,900*
Level 5 or 6: Very forgetful, and has great difficulty when trying to think or solve day-to-day problems[3]	36.1*	37,900	27.1*	28,500*	20.0*	19,300*
Mobility						
Level 1: Able to walk around the neighbourhood without difficulty and without walking equipment †	79.3	2,953,600	74.8	2,783,400	64.0	2,370,400
Level 2	69.9*	54,900	64.1*	50,300*	56.4	44,000*
Level 3	51.3*	191,300	42.7*	159,200*	35.9*	131,900*
Level 4	52.9*	13,200E	28.5E*	7,100E*	F	F
Level 5 or 6: Unable to walk alone, even with walking equipment. Able to walk short distances with the help of another person, and requires a wheelchair to get around the neighbourhood[4]	27.7*	39,500	17.6*	25,000*	11.8E*	13,900E*
Has been diagnosed with Alzheimer's Disease or any other sort of dementia (senility)						
No †	75.7	3,232,300	70.5	3,010,100	60.5	2,551,700
Yes	28.3*	19,800	20.8E*	14,600E*	17.3E*	10,900E*

† reference group

* statistically significant difference from the reference group at $p < 0.05$

1. At Level 6 of vision, people are unable to see at all. Among people at Level 5 or 6, 19% were at Level 6.
2. At Level 6 of hearing, people are unable to hear at all. Among those at Level 5 or 6, 32% were at Level 6.
3. At Level 6 of cognition, people are unable to remember anything at all, and unable to think or solve day-to-day problems. Among those at Level 5 or 6, 18% were at Level 6.
4. At Level 6 of mobility, people cannot walk at all. Among those at Level 5 or 6, 22% were at Level 6.

Source: Statistics Canada, Canadian Community Health Survey – Healthy Aging, 2009.

A small number of seniors had a driver's licence but had not used it in the previous month. Consequently, there were similar associations between having a driver's licence by health status and having actually used it in the past month (Table 2). For seniors whose health is deteriorating but who want or need to continue driving if they wish to remain in their homes, various options can minimize the risks of accidents (urban and road design, signage, intelligent transportation systems, vehicle modification and changes in driving habits, etc.).[7] The fact remains that aging at home can be very difficult for someone whose disabilities become very severe if a car is their only available means of transportation.

Relatively few seniors use public transit

Given the statistics on having a driver's licence, it is not surprising that for all age groups and for both sexes, a minority of people used a primary means of transportation other than a car (public transit, walking, accessible transit or taxi). Among men aged 65 to 74, 84% got around mainly by driving their car, and 9% by being a passenger in a car (Table 3). That left 4% using public transit, 3% walking or bicycling, and the rest using accessible transit or taxis.

As people get older, travelling as a passenger in a private vehicle becomes their main form of transportation; this was the case for about one-half of seniors aged 85 and over (with or without a licence). This was even more common among women of this age group, as 52% travelled primarily as passengers and had no licence while another 7% had a licence but travelled mainly as passengers (Table 3).

Seniors do not use public transit more often as their main form of transportation as they get older. Nor does occasional use increase with age. Rather, the proportion who had used public transit at least once in the previous month declined with increasing age (Table 3). For example, 25% of women aged 55 to 64 had used public transit at least once in the previous month, compared with 18% of women aged 85 and over.

Part of the decline in the use of public transit with age is due to the fact that on average, the elderly go out less often.[8] The relatively infrequent use of public transit compared with other means of transportation is possibly also attributable to the fact that seniors, like the rest of the population, tend to live in low residential density neighbourhoods. In those neighbourhoods, public transit, if any, is designed primarily to meet the needs of workers (rush-hour service to key destinations such as the downtown core or main work areas).[9] In addition, being unable to drive may mean being unable to use regular public transit. Some seniors with reduced mobility could use accessible transit services, but these are not available in every city or every neighbourhood (for example, kneeling buses that are comfortable and safe, and with travel routes that meet their needs).[10]

As with the population as a whole, public transit was used more frequently by seniors living in the largest census metropolitan areas (CMAs). More than one-sixth (16%) of seniors in the Montréal CMA used public transit as their primary means of transportation, a higher proportion than in any other CMA. And many seniors in major centres occasionally used public transit, even though it was not their primary mode of transportation (roughly 1 in 3 seniors in Montréal, Toronto and Vancouver had used public transit in the previous month).

Walking and cycling were considerably more popular than public transit as occasional means of transportation. More widespread in large metropolitan areas, these flexible forms of transportation were also relatively common outside these areas (Table 3). Even though walking is good for the environment and urban air quality, it is not danger-free for seniors, since in the five-year period from 1996 to 2001, 34% of fatally injured pedestrians were seniors, nearly triple their proportion in the population.[11]

Accessible transit and taxis are seldom used before age 85

Most people probably consider accessible transit and taxis as options of last resort, and people who depend on such forms of transportation may have reduced mobility. On the other hand, accessible transit and taxis may be very important to people who cannot drive and whose relatives do not live nearby or are not always available. The data show that before the age of 85, a very small minority of seniors use either of these types of transportation. The picture is different for people aged 85 and over, especially women: 9% of them used accessible transit or taxis as their primary means of transportation.

Outside census metropolitan areas and census agglomerations, alternatives to the car are virtually non-existent as primary means of travel. In addition, data show that accessible transit services seem to be less available in those areas. Only 1% of seniors living outside census metropolitan areas and census agglomerations reported that their primary form of transportation was accessible transit or taxis, compared with 3% in Toronto.

The reasons given by seniors for not using accessible transit illustrate the lack of these services outside major centres (Chart 3). Only 5% of seniors living in a CMA or a CA and needing help to get around reported that they did not use accessible transit because it was unavailable in their area, compared with 49% of those who did not live in a CMA or a CA.

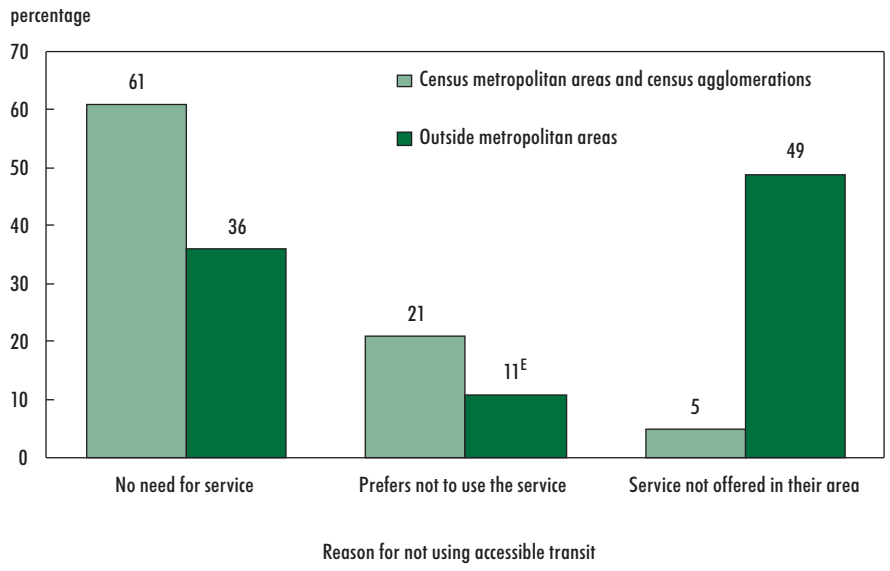
The inability to get around on one's own makes it difficult to age at home. In 2009, 14% of women aged 65 and over reported that they needed help getting to places to which they could not walk (Table 4).

Table 3 Main form of transportation, by age and sex, 2009

	Main form of transportation (in general)						Had used this form of transportation at least once in the previous month		
	Driving one's vehicle	Passenger in a vehicle (with driver's licence)	Passenger in a vehicle (without driver's licence)	Public transit	Walking or bicycling	Taxi or accessible transit	Public transit	Walking or bicycling	Accessible transit
	percentage								
Age group - Both sexes									
45 to 54 years	79.2*	7.9*	2.8[E]*	6.7	3.2[E]	F	23.2*	41.5*	F
55 to 64 years	75.2*	10.2	4.0*	5.8	4.0[E]	0.8[E]*	21.9	41.1*	0.8[E]*
65 to 74 years	67.9*	13.3	9.0*	5.5	3.2	1.2[E]*	18.7	35.2	1.3[E]*
75 to 84 years †	55.9	11.5	19.5	6.8	3.6[E]	2.6[E]*	18.5	31.1	2.7
85 years and over	31.2*	8.6	40.6*	7.5[E]	4.6[E]	7.4*	16.5	25.1	8.0[E]*
Age group - Men									
45 to 54 years	85.1*	4.6[E]	F	5.3[E]	3.4[E]	F	22.6	40.0*	F
55 to 64 years	84.6*	5.6[E]	1.4[E]*	4.2[E]	3.6[E]	F	18.9	39.2*	F
65 to 74 years	83.7*	6.4[E]	2.4[E]*	3.7[E]	2.8[E]	F	16.5	33.6	F
75 to 84 years †	77.3	6.1[E]	7.1	5.6[E]	2.7[E]	F	17.1	31.7	F
85 years and over	55.9*	11.2[E]	19.5*	F	F	4.0[E]*	13.8[E]	28.3	F
Age group - Women									
45 to 54 years	73.2*	11.1	4.2[E]*	8.0[E]	3.1[E]	F	23.9	43.0*	F
55 to 64 years	66.3*	14.6	6.5[E]*	7.3	4.3[E]	1.0[E]*	24.8*	42.9*	F
65 to 74 years	53.3*	19.6	15.0*	7.2	3.5[E]	1.4[E]*	20.7	36.8*	1.5[E]*
75 to 84 years †	39.0	15.8	29.3	7.8	4.4[E]	3.8[E]*	19.6	30.6	3.4
85 years and over	17.5*	7.1[E]*	52.4*	8.4[E]	5.2[E]	9.3[E]*	18.0	23.3*	9.8[E]*
Area of residence (people aged 65 and over)									
Toronto †	48.8	10.5[E]	21.4	11.7[E]	F	2.8[E]	32.8	40.1	3.3[E]
Montréal	48.5	10.6[E]	17.1	15.7[E]	4.9[E]	F	32.2	31.4	F
Vancouver	56.0	9.4[E]	14.7	12.8[E]	F	F	35.5	50.3	F
Census metropolitan area of 1,000,000 to 2,000,000 residents	60.8*	14.4[E]	11.6[E]*	7.0[E]	F	F	25.2	46.8	F
Other census metropolitan area (CMA)	64.5*	11.0	15.3	4.4[E]*	2.7[E]	2.2[E]	15.7*	31.2	2.5[E]
Census agglomeration (CA)	62.9*	14.1	15.0	F	3.5[E]	3.0[E]	8.7[E]*	27.2*	1.6[E]
Outside CMA or CA	67.0*	14.1	15.0	F	2.4[E]	1.2[E]*	3.5[E]*	23.5*	1.3[E]*
Type of housing (people aged 65 and over)									
Men									
Single-detached, semi-detached or row house †	82.7	6.6	5.3	2.5	2.2[E]	0.8	13.7	31.2	1.0[E]
Apartment or duplex	65.2*	7.4[E]	6.0[E]	12.7[E]*	5.6[E]*	3.2[E]*	27.8*	37.8	3.6[E]*
Women									
Single-detached, semi-detached or row house †	48.2	19.1	24.6	3.7[E]	2.6[E]	1.8[E]	14.8	30.0	1.7[E]
Apartment or duplex	34.1*	11.4*	24.8	16.1*	7.2[E]*	6.5[E]*	31.4*	39.4*	6.7[E]*

† reference group
* statistically significant difference from the reference group at $p < 0.05$
Source: Statistics Canada, Canadian Community Health Survey – Healthy Aging, 2009.

Chart 3 Outside urban centres, the reasons given for not using accessible transit illustrate the lack of such a service



Note: Includes only people who need help to get to places out of walking distance and don't use accessible transit.
Source: Statistics Canada, Canadian Community Health Survey – Healthy Aging, 2009.

The same was true for 5% of men aged 65 and over. For both men and women, the proportion needing help getting around increased rapidly with more advanced age (28% of men and 54% of women aged 90 and over). This may be a problem, since the size of seniors' social networks tends to shrink as they age,[12] while their need for assistance with transportation tends to grow.

People living alone are particularly likely to need help. In 2009, 14% of senior women living alone (136,000) and 6% of senior men in the same situation (24,000) required assistance with transportation (Table 4). These are some of the people who face the greatest obstacles to transportation. In fact, this was one of the groups most likely to have used accessible transit; 13% of seniors who were living alone and had mobility problems had used accessible transit in the previous month. By comparison, this was the case for 3% of seniors who needed help with transportation but were living with their children or other people.

There is substantial interprovincial variation in the need for assistance with transportation. Saskatchewan and Alberta had the lowest proportions of senior women who needed help with transportation (9% in both provinces). This proportion was about double in Nova Scotia (18%) and Prince Edward Island (19%). In Toronto, 1 in 5 senior women stated that they were unable to use transportation without assistance; that equates to 66,000 women in that CMA alone.

Access to transportation and seniors' social participation

There is growing acceptance of the idea that leading an active life and participating in social activities promotes good health and successful aging.[13] Consequently, governments and various international organizations are encouraging such behaviours and activities, and are also developing policies to eliminate barriers to participation. At least one study has demonstrated the link between seniors' access to transportation and their social participation, but it was based on a small sample.[14] The CCHS – Healthy Aging collected data on participation in various social activities (family activities, physical activities with other people, community activities, volunteer work, etc.). According to the data, inadequate access to transportation or difficulty getting around may be a barrier to social participation.

Seniors whose main form of transportation was driving their car were the most likely to have taken part in a social activity during the previous week (73%), with passengers who had a driver's licence close behind (69%). Public transit users and seniors who walked were a little less likely to participate (61% and 66% respectively). People who were mainly passengers and did not have a licence (53%) and people who used accessible transit or taxis (46%) had the lowest participation rates. Women, particularly those 85 and over, were much more likely to be in the last two groups. When all other factors affecting social participation were kept constant (age, health status, sex, income level, household status, mental health, type of place of residence in a CMA or non-CMA), the conclusion was the same: seniors who travelled mostly by driving their car were more likely to participate than those who used any other form of transportation (except passengers with a licence, who were not significantly different from drivers). According to studies, people who depend on others for transportation have a greater tendency to be reluctant to ask for assistance in getting to leisure activities compared with activities perceived as more essential.[15]

Respondents were asked if they had felt a desire to participate in more social, recreational or group activities in the past 12 months. Those who answered yes were asked whether one or more of eight possible reasons accounted for the fact that they had not participated as much

Table 4 Number and percentage of people needing assistance with transportation, 2009

	Needs assistance to get to places out of walking distance			
	Men		Women	
	number	percentage	number	percentage
Total	**99,100**	**5.0**	**331,800**	**13.9‡**
Age group				
65 to 74 years †	26,100[E]	2.3[E]	70,400	5.6‡
75 to 84 years	41,800[E]	6.5[E]*	131,600	16.0*‡
85 to 89 years	21,500[E]	15.6[E]*	88,400	36.6*‡
90 years and over	9,800[E]	28.2[E]*	41,400	54.2*‡
Household living arrangement				
Lives alone †	24,100[E]	6.4[E]	136,200	13.6‡
Lives in a couple	62,800[E]	4.3[E]	102,700	9.4*‡
Lives with children	F	F	36,700[E]	28.5*‡
Lives with others	F	F	56,100[E]	32.4*‡
Income quintile				
Lowest quintile †	34,600[E]	7.6[E]	125,700	17.1‡
Second quintile	26,900[E]	5.9[E]	58,600[E]	11.4[E]*‡
Third quintile	F	F	32,600[E]	11.0[E]‡
Forth and fifth quintiles	7,900[E]	1.8[E]	23,200[E]	7.9[E]*‡
Province				
Newfoundland and Labrador	2,200[E]	6.8[E]	5,900[E]	15.4[E]‡
Prince Edward Island	F	F	2,100[E]	19.2[E]‡
Nova Scotia	4,000[E]	6.6[E]	14,000	18.4‡
New Brunswick	3,700[E]	7.8[E]	9,900[E]	16.7[E]‡
Quebec	23,300[E]	4.8[E]	85,200	14.0‡
Ontario †	34,600[E]	4.6[E]	137,200	14.9‡
Manitoba	F	F	14,800[E]	17.5[E]‡
Saskatchewan	F	F	6,500[E]	8.5[E]*
Alberta	F	F	17,400[E]	9.1[E]*‡
British Columbia	18,500[E]	6.5[E]	38,800[E]	11.9[E]

† reference group
* statistically significant difference from the reference group at $p < 0.05$
‡ statistically significant difference between men and women at $p < 0.05$
Source: Statistics Canada, Canadian Community Health Survey – Healthy Aging, 2009.

as they would have liked. Health problems were the most common reason given by men and women aged 75 and over. Elderly men seldom cited transportation problems as the reason for limited participation. For women aged 85 and over however, transportation problems were the second most common reason after health problems for not participating in more social, recreational or group activities (24%). Transportation problems were mentioned by 10% of women aged 75 to 84.

Summary

A majority of seniors live in areas where the car is the primary form of transportation. Thus, it is not surprising to find that the majority of seniors, even those of more advanced ages, travel mostly by car. According to various sources,[16] the majority of seniors have no intention of moving and plan to remain where they live as long as possible. The number and proportion of seniors who drive can therefore be expected to increase over the coming years.

In 2009, three-quarters of all seniors had a driver's licence. For men, being an older senior is not an obstacle to driving. In the 85-and-over age group, 67% of men and 26% of women had a licence. This large gap between men and women aged 85 and over is expected to diminish in the future, since almost as many women as men aged 55 to 64 had a driver's licence.

A majority of seniors have adequate visual, cognitive and auditory functions and most seniors

drive their cars to get around. However, some 14,000 seniors who had very limited sight (they were unable to read the newspaper or recognize a friend on the other side of the street, even with glasses) still had a licence. That is also the case for 40,000 seniors who had a driver's licence but were very likely to forget things and had considerable difficulty thinking clearly and solving everyday problems. In addition, about 20,000 people who had been diagnosed with Alzheimer's disease or some other form of dementia had a driver's licence.

Given the popularity of the car as the main form of transportation, only a minority of seniors used other forms of transportation. For example, 7% of people aged 75 to 84 got around principally by public transit, while 4% mainly walked or cycled. The proportions using these alternative forms of transportation were the same for seniors as for 45-to 54-year-olds.

A very small minority of seniors aged 65 to 84 used accessible transit or taxis as their primary means of transportation. This changed, however, among seniors aged 85 and over where these were the main forms of transportation for 9% of women and 4% of men.

Older senior women are most likely to be limited in their day-to-day travel, either because they are passengers who have no driver's licence or, for those aged 85 and over, because they have to use accessible transit. Furthermore, 54% of women aged 90 and over needed assistance with transportation.

Seniors' main form of transportation is linked to their level of participation in social activities—such as family, educational or cultural activities done with others. In fact, seniors who mainly got around by driving their car or as a passenger with their own driver's licence were more likely to participate in such activities. Seniors who mainly travelled as a passenger without a licence or by using accessible transit or taxis were less likely to participate.

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1. Li, Guohua, Elisa R. Braver and Li-Hui Chen. 2003. "Fragility versus excessive crash involvement as determinants of high death rates per vehicle-mile of travel among older drivers." *Accident Analysis and Prevention*. Vol. 35, no. 2.
2. According to the most recent statistics on traffic collisions in Canada, people aged 65 and over accounted for about 17% of collision fatalities in 2009, even though they make up about 14% of the population and travel fewer kilometres per year on average. See also Ramage-Morin, Pamela L. 2008. "Motor vehicle accident deaths, 1979 to 2004." *Health Reports*. Vol. 19, no. 3. Statistics Canada Catalogue no. 82-003.
3. Statistics Canada. 2010. *Population Projections for Canada, Provinces and Territories, 2009 to 2036*. Statistics Canada Catalogue no. 91-520-X. According to this report, there were 1.3 million people aged 80 and over in Canada in 2009. According to demographic projections (medium-growth scenario), the 80-and-over population will increase by a factor of 2.6, to 3.3 million, between now and 2036 and by a factor of 3.9, to 5.1 million, between now and 2061.
4. Turcotte, Martin. 2008. "Dependence on cars in urban neighbourhoods," *Canadian Social Trends*. No. 85. Statistics Canada Catalogue no. 11-008-XPE.
5. In the 45-to-64 age group, the car remained the main form of transportation of 55% of men living in the highest residential density neighbourhoods, compared with 43% of women. Among seniors, the gender gap was even wider.
6. For example, see Hunt, Linda A. 2003. "Driving and Dementia," *Generations*. Vol. 27, no. 2.
7. For a review of these options and their effectiveness, see the following in particular: Anne E. Dickerson, Lisa J. Molnar, David W. Eby, Geri Adler, Michel Bédard, Marla Berg-Weger, Sherrilene Classen, Daniel Foley, Amy Horowitz, Helen Kerschner, Oliver Page, Nina M. Silverstein, Loren Staplin and Leonard Trujillo. 2007. "Transportation and aging: a research agenda for advancing safe mobility." *The Gerontologist*. Vol. 47, no. 5.
8. Turcotte, Martin. 2006. "Seniors' access to transportation," *Canadian Social Trends*. No. 82. Statistics Canada Catalogue no.11-008-XPE. This study showed in particular that people aged 85 and over were more than twice as likely not to have gone out on survey day as people aged 65 to 74.
9. Studies in which seniors were asked their opinions on various transportation options also raised this issue. For example, see Glasgow, Nina and Robin M. Blakely. 2000. "Older nonmetropolitan residents' evaluations of their transportation arrangements," *The Journal of Applied Gerontology*. Vol. 19, no. 1.
10. Transport Canada. 2010. *Bus Routes for the Elderly*. Urban Transportation Showcase Program. Issue paper no. 81.
11. Transport Canada. 2010. *A Quick Look at Fatally Injured Vulnerable Roads Users*. Road Safety and Motor Vehicle Regulation Directorate. Fact Sheet TP 2436E.
12. Milan, Anne and Mireille Vézina. 2011. "Senior women," *Women in Canada*. Statistics Canada Catalogue no. 89-503.
13. World Health Organization. 2002. *Active ageing: a policy framework*. Geneva.
14. Dahan-Oliel, Noémi, Barbara Mazer, Isabelle Gélinas, Bonnie Dobbs and Hélène Lefebvre. 2010. "Transportation use in community-dwelling older adults: association with participation and leisure activities," *Canadian Journal on Aging/ La Revue canadienne du vieillissement*. Vol. 29, no. 4. The obstacle of inadequate access to transportation was noted in this study, which was conducted recently in the Montréal area; however, there were only 90 participants.
15. Bendixen, Roxanna M., William C. Mann and Machiko Tomita. 2005. "The relationship of home range to functional status and cognitive status of frail elders," *Physical and Occupational Therapy in Geriatrics*. Vol. 23, no. 2;

    Taylor, Brian D. and Sophia Tripodes. 2001. "The effects of driving cessation on the elderly with dementia and their caregivers," *Accident Analysis and Prevention*. Vol. 33, no. 4.
16. For a thorough review, see Lord, Sébastien. 2009. *Étude longitudinale de la mobilité quotidienne et de ses rapports avec les choix résidentiels : l'expérience d'un groupe d'aînés vieillissant en banlieue pavillonnaire*. Doctoral thesis. École supérieure d'aménagement du territoire et de développement régional.

Charitable giving by Canadians

by Martin Turcotte

Introduction

Every year, millions of people donate money to charitable and non-profit organizations. By contributing financially to organizations and groups that support causes dear to their heart, donors want to contribute to the well-being of their fellow citizens or advance principles and values that they believe in. In recognition of the difference these donations can make in the community, governments provide income tax credits to encourage giving by taxpayers or match the amount donated by individuals in certain cases.

Sources of funding for charitable and non-profit organizations vary significantly according to the particular sector, each receiving greater or lesser levels of support in the form of government subsidies or grants, corporate donations, foundation grants, etc. Despite this diversity, almost all organizations count on individual donations to fulfil their mission and achieve their objectives. In that regard, gaining a better understanding of donors and their motivations can help organizations to make informed decisions.

This article looks at different aspects of charitable giving by Canadians in 2010. First, it provides information about donors and donations, comparing them with those in 2007. It also profiles the types of organizations that received the largest amounts of donations, distinguishing between religious and other types of organizations. People who give to religious organizations differ in some respects from those who give to non-religious ones.

The last section looks at what motivates people to donate and the reasons they cite for not giving more, including things that may have bothered them when they were approached. This information is important to many non-profit organizations that aim to improve their practices in such a way that donors have confidence in them and continue to give.

All the data presented in this article are drawn from the Canada Survey of Giving, Volunteering and Participating (CSGVP). Respondents were asked to report the amount of money they had given to charitable and non-profit organizations—and which ones. Not all donations reported to the CSGVP are eligible for a tax receipt and thus these data are not directly comparable to data collected from income tax returns. For more information on CSGVP data and for definitions of the different concepts used in this article, see "What you should know about this study."

Donations totalled about $10.6 billion in 2010

In 2010, the total amount of financial donations that individuals made to charitable or non-profit organizations stood at $10.6 billion, about the same amount as in 2007[1] (Table 1).

The average annual amount per donor was $446 in 2010, while the median amount was $123. A median amount means that half of donors gave less than this amount and the other half gave more.[2]

In addition to financial donations, many people gave clothing, toys or household items to charitable or non-profit organizations (79%) and others gave food (62%) (Chart 1). Overall, almost all Canadians aged 15 and over (94%) gave goods or food, or made a financial donation.

There are many reasons why some people give more than others: level of awareness that a need exists, feeling that one is able to make a difference, relative cost of the donation as a proportion of disposable income, strength of altruistic or pro-social values, desire for social recognition, psychological benefits related to giving, being solicited and how this is done.[3] Studies have shown that in addition to benefiting the community, the act of giving could increase the psychological wellbeing, self-esteem or social status and reputation of donors themselves.[4]

The factors that motivate giving obviously do not influence everyone in the same way. Nevertheless, they shed light on why some sub-groups of the population are more likely than others to make donations to charitable or non-profit organizations, and why it is often these same sub-groups that are inclined to give larger amounts.

What you should know about this study

This study is based on data from the Canada Survey of Giving, Volunteering and Participating (CSGVP), which was conducted on a sample of persons aged 15 and over, totalling 15,482 respondents in 2010 and 21,827 respondents in 2007.

Classification of organizations

Respondents were asked to provide the names of the organizations to which they had made donations during the year. Based on survey results from previous years, it was possible to classify a large number of organizations according to their purpose and main activity (since some are active in several fields). For organizations that were not classified, respondents were asked to specify what the organization did. The international classification of non-profit organizations was used to divide organizations into 15 main activity groups:

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.

Sports and recreation: This category includes organizations and activities related to amateur sports (including fitness and wellness centers) and recreation and social clubs.

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 types of 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).

Universities and colleges: This category includes organizations and activities related to higher learning. This includes universities, business management schools, law schools and medical schools.

Health: This category includes organizations that engage primarily in outpatient 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, outpatient health treatment, rehabilitative medical services, and emergency medical services).

Hospitals: This category includes hospitals, nursing homes, psychiatric hospitals and activities related to rehabilitation such as in-patient health care and rehabilitative therapy.

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 seniors, and self-help and other personal social services); (2) emergency and relief; and (3) income support and maintenance.

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.

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.

Law, advocacy and politics: This category includes organizations and groups that work to protect and promote civil and other rights, advocate for 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.

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.

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.

Religion: This category includes organizations promoting religious beliefs and administering religious services and rituals (for example, churches, mosques, synagogues,

What you should know about this study (continued)

temples, shrines, seminaries, monasteries and similar religious institutions), in addition to related organizations and auxiliaries of such organizations.

Business and professional associations, unions: This category includes organizations promoting, regulating and safeguarding business, professional and labour interests.

Groups not elsewhere classified

Definitions

Average annual donation

This is the average amount donated by donors to charitable and other non-profit organizations during 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 financial donation to a charitable or other non-profit organization in the 12-month reference period preceding the survey. This definition excludes people who donated loose change in coin collection boxes located beside cash registers at store check-outs, in malls at Christmas, at entrances to stores, etc.

Financial donation

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

In order to compare the amounts donated in 2010 to those donated in 2007, the amounts for 2007 were adjusted using the Consumer Price Index to account for inflation.

Top donors

Top donors are defined as the 25% of donors who contributed the most money.

Table 1 Donors and donations, population aged 15 and over, 2007 and 2010

	2010	2007
Donor rate		
Total population (thousands)	28,285	27,069‡
Total number of donors (thousands)	23,789	22,841‡
Donor rate (percentage)	84	84
Number of donations		
Total number of donations (thousands)	91,357	87,789‡
Average number per donor (donations)	3.8	3.8
Amount of donations[1]		
Total amount (thousands of dollars)	10,609,533	10,429,330
Average annual amount per donor (dollars)	446	457
Median annual amount per donor (dollars)	123	125
Average amount per donation (dollars)	114	119

‡ statistically significant difference ($\alpha = 0.05$) from 2010

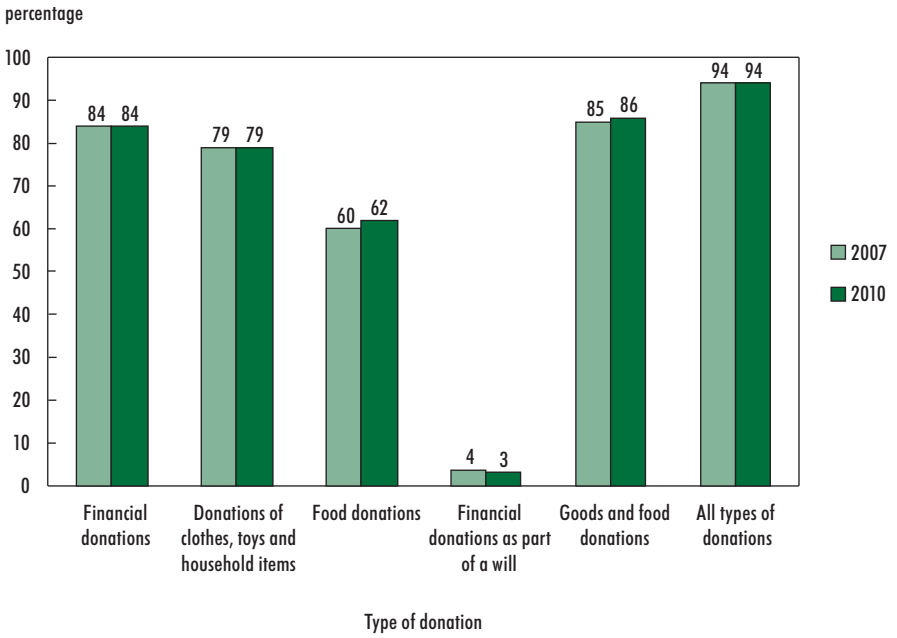
1. In 2010 dollars.

Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

Women slightly more likely to give than men

In 2010, as in 2007, women were more likely than men to have made at least one financial donation (86% of women compared with 82% of men) (Table 2). This difference, which has been observed in other countries, might be explained by the fact that women, on average, have stronger pro-social values.[5] However, as regards the average and median annual donations, there was no statistically significant difference between men and women in either 2010 or 2007 (Table 2).

Chart 1 Percentage of people giving to charitable and non-profit organizations, by type of donation, population aged 15 and over, 2007 and 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

Charitable giving, income and education

According to results of earlier studies, being employed, having a university degree and belonging to a higher-income household increase both the probability of making donations and the amounts given.[6] Thus, in 2010, people whose annual household income was $120,000 or more donated an average amount of $744, compared with $427 for those whose income was between $80,000 and $99,999.

Having greater financial resources makes it possible to make larger donations. Because donations to charitable organizations are tax deductible and the tax system is progressive, the real cost of donations to registered charities diminishes as income level rises. Studies have shown that people with higher incomes are more often approached for donations, which also increases their opportunities to donate and the social pressure to do so.[7]

Table 2 Donor rate, average and median annual donations, by personal and economic characteristics, population aged 15 and over, 2007 and 2010

	Donor rate		Average annual donation[1]		Median annual donation[1]
	2010	2007	2010	2007	2010
	percentage		dollars		dollars
Personal and economic characteristics					
Total	**84**	**84**	**446**	**457**	**123**
Age group					
15 to 24 years	73*	71*	143*	148*	30[E]*
25 to 34 years	80*	83*	305*	333*	100*
35 to 44 years †	89	87	431	462	127
45 to 54 years	88	89	477	570*‡	150
55 to 64 years	87	88	626*	521‡	175*
65 to 74 years	88	89	592*	602*	200*
75 years and over	86	87	725*	699*	231*
Sex					
Men	82*	82*	465	473	120
Women †	86	87	428	441	125
Marital status					
Married or common law †	88	89	492	531	150
Single, never married	73*	75*	254*	237*	55*
Separated or divorced	84*	84*	419	428*	124*
Widow or widower	89	86	753*	611	200

Table 2 Donor rate, average and median annual donations, by personal and economic characteristics, population aged 15 and over, 2007 and 2010 (continued)

	Donor rate		Average annual donation[1]		Median annual donation[1]
	2010	2007	2010	2007	2010
	percentage		dollars		dollars
Education					
Less than high school	74*	72*	229*	225*	55*
High school diploma	77*	80*	373*	351*	100*
Some postsecondary	83*	83*	366*	405*	92*
Postsecondary diploma or certificate	88*	89*	361*	444*‡	125*
University degree †	91	91	715	743	220
Labour force status					
Employed †	87	87	454	474	130
Unemployed	76*	81	176[E]*	338[E]‡	60*
Not in the labour force	77*	77*	360*	383*	100*
Household income					
Less than $20,000	67*	71*	248[E]*	219*	50*
$20,000 to $39,999	81*	81*	257*	309*‡	80*
$40,000 to $59,999	83*	84*	380	367*	114*
$60,000 to $79,999	86	88	403	460	107*
$80,000 to $99,999 †	89	88	427	474	126*
$100,000 to $119,999	91	90	473	515	150*
$120,000 or more	87	90	744*	834*	228
Presence of children in household[2]					
No children †	84	85	491	477	135
Pre-school aged children only	88*	88*	343*	426	111[E]
Both pre-school and school-aged children	86	82	433	444	100*
School-aged children only	82	83	370*	418*	100*
Religious attendance					
Does not attend services weekly †	83	82	313	308	100
Attends services weekly	93*	94*	1,004*	1,085*	350*
Language most frequently spoken at home					
English †	85	86	523	550	150
French	86	85	184*	207*	75*
Other	76*	72*	414	366*	124
Annual number of volunteer hours					
None †	79	79	288	290	90
1 to 59 hours	89*	88*	422*	432*	124*
60 hours or more	91*	93*‡	784*	816*	235*

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
‡ statistically significant difference ($\alpha = 0.05$) from 2010
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).

Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

There were also significant differences based on donors' education levels. In 2010, 77% of people whose highest level of education was a high school diploma had made a financial donation and their average donation was $373. In comparison, 91% of those with a university degree had given and their average donation was $715 (Table 2).

On average, university graduates have higher incomes, enabling them to make larger donations. Beyond income, people with a higher education level have other social characteristics and attitudes that have been found to be associated with larger donations. Among these are a greater tendency to trust others generally, and hence a higher degree of social trust,[8] and more extensive and diversified social networks, which contribute to increased solicitations.[9]

Religiously active donors make donations averaging $1,004

People who are more religiously active (i.e. those who attend religious meetings or services at least once a week) are more inclined to donate and, on average, they make larger donations. In 2010, 93% of them had given money to one or more charitable or non-profit organizations, and their average annual donation was $1,004. In comparison, 83% of donors who attended less often or not at all had donated, and their average annual donation was $313.

Studies have shown that people with strong religious convictions also often have stronger pro-social and altruistic values, which motivate them to give more of their time and money to others.[10] Also, because they are integrated into networks of congregational members, they would appear to be solicited more often and to feel more social pressure to give and to meet the group's standards.[11] This being said, there are many reasons that might explain the gap between religious people who practice regularly and those who are less active,[12] and these reasons may have different effects depending on religious affiliation.[13]

Donations tend to increase with age

In 2010, as in previous years, people aged 15 to 24 (73%) and 25 to 34 (80%) were, on average, less likely to donate. Among people in the over-35 age groups, donor rates varied little, in the range of 88% (Table 2).

The average and median amounts of annual giving tend to increase with age. For example, people aged 75 and over had made average annual donations of $725, compared with $431 for those aged 35 to 44 and $143 for those aged 15 to 24. The respective median amounts for these three age groups were $231 for people aged 75 and over, $127 for 35- to 44-year-olds and $30 for 15- to 24-year-olds (Table 2).

Not only do older people give more, but they are also more likely to be religiously active. In 2010, 32% of people aged 75 and over and 27% of those between 65 and 74 years of age were religiously active, compared with 13% of those between 35 and 44 years of age.

Moreover, when looking solely at religiously active people, there are no appreciable differences in the average amounts given by different age groups. Religiously active people aged 75 and over donated an average of $1,178 in 2010, an amount very similar to that given by all other age groups (except 15- to 24-year-olds, who gave a smaller amount). The fact that baby boomers are less religious than their parents might, in the medium term, have a negative effect on the amounts they will donate as seniors.[14]

Some research findings suggest that seniors give more because they may become more aware of the needs of people outside their family circle when their own childrens' financial situations stabilize.[15] Even though some seniors may have precarious financial situations, especially women living alone,[16] many seniors are mortgage-free and have no dependents, which may enable them to make larger donations.

People who do volunteer work donate more

It is well-known that giving, volunteering and helping others are all strongly associated: people who participate in one of these activities are also more likely to participate in another. In addition to having stronger pro-social values, people who do volunteer work are more likely to be solicited for a donation in the course of their activities and to experience social pressure (especially if this pressure comes from people they know well).[17] Thus, in 2010, among people who had performed 60 or more hours of volunteer work in the previous year, 91% made donations, giving an average of $784 (Table 2). In comparison, 79% of those who had not volunteered during the year had made donations, averaging $288.

Donors in Alberta, British Columbia and Saskatchewan give more

In 2010, residents of Newfoundland and Labrador and Prince Edward Island were among the most likely to have made one or more donations to charitable or non-profit organizations (92% and 91% respectively) (Table 4). Conversely, residents of the Northwest Territories (60%) and Nunavut (59%) had the lowest likelihood of making donations.

In 2010, the average amounts donated were highest in three provinces: Alberta ($562), Saskatchewan ($544) and British Columbia ($543) (Chart 2). Alberta and Saskatchewan also had the highest proportion of their populations belonging to the top donors group (Table 4). Conversely, the lowest average amounts were recorded in Quebec ($208) and Newfoundland and Labrador ($331).

Table 3 Percentage of people who are top donors and distribution of top donors, by personal and economic characteristics, population aged 15 and over, 2010

	People who are top donors	Distribution of top donors	Distribution of population 15 years and over
		percentage	
Personal and economic characteristics			
Total	**21**	**100**	**100**
Age group			
15 to 24 years	6*	5*	16
25 to 34 years	14*	11*	17
35 to 44 years †	22	18	17
45 to 54 years	25*	23*	19
55 to 64 years	29*	21	15
65 to 74 years	29*	13*	10
75 years and over	32*	10*	6
Sex			
Men	21	49	49
Women †	21	51	51
Marital status			
Married or common law †	25	75	64
Single, never married	10*	12*	26
Separated or divorced	20*	6*	7
Widow or widower	32*	7*	4
Education			
Less than high school	11*	9*	17
High school diploma	16*	12*	16
Some postsecondary	17*	7*	8
Postsecondary diploma or certificate	20*	33*	34
University degree †	33	39	24
Labour force status[1]			
Employed †	23	74	66
Unemployed	8[E]*	1[E]*	2
Not in the labour force	16*	25*	32
Household income			
Less than $20,000	8*	3*	9
$20,000 to $39,999	14*	11	17
$40,000 to $59,999	19*	16*	18
$60,000 to $79,999	19*	13	14
$80,000 to $99,999 †	23	13	11
$100,000 to $119,999	25	13	11
$120,000 or more	33*	31*	20
Presence of children in household[1]			
No children †	23	67	61
Pre-school aged children only	18*	7*	8
Both pre-school and school-aged children	17*	5*	6
School-aged children only	18*	21*	25
Religious attendance			
Does not attend services weekly †	16	64	84
Attends services weekly	46*	36*	16
Language most frequently spoken at home			
English †	25	82	68
French	9*	10*	22
Other	17*	8*	9

Table 3 Percentage of people who are top donors and distribution of top donors, by personal and economic characteristics, population aged 15 and over, 2010 (continued)

	People who are top donors	Distribution of top donors	Distribution of population 15 years and over
		percentage	
Annual number of volunteer hours			
None †	14	35	53
1 to 59 hours	22*	25*	24
60 hours or more	37*	40*	23

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
1. "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, 2010.

Table 4 Donor rate and percentage of population who are top donors, by province or territory, population aged 15 and over, 2007 and 2010

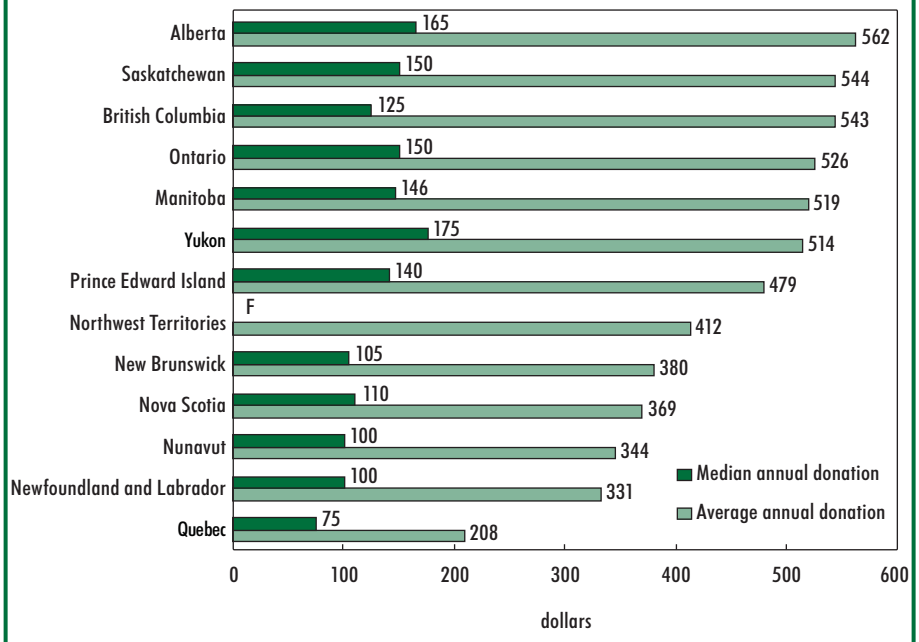
	Donor rate		Population who are top donors	
	2010	2007	2010	2007
	percentage			
Province or territory				
Newfoundland and Labrador	92*	91*	18*	17*
Prince Edward Island	91*	89*	26	27
Nova Scotia	88	87	23	22
New Brunswick	88*	88	22	20*
Quebec	85	84	9*	11*
Ontario †	84	86	25	25
Manitoba	86	87	25	26
Saskatchewan	84	84	26	25
Alberta	84	85	27	26
British Columbia	80*	79*	22*	23
Yukon	82	78	25	24
Northwest Territories	60*	68*	16*	18*
Nunavut	59*	66*	14*	19*‡

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
‡ statistically significant difference ($\alpha = 0.05$) from 2010
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

On average, Quebec residents donate smaller amounts than residents of other regions. This finding was mentioned in previous studies[18] and confirmed through other data sources.[19] The practice of giving to charitable organizations arises from a process of socialization and is influenced by a person's social and cultural environment. For example, a European study found that social norms encouraging charitable donations were stronger in Protestant countries and regions and that Catholics living in communities where they were strongly in the majority were less likely to make charitable donations.[20]

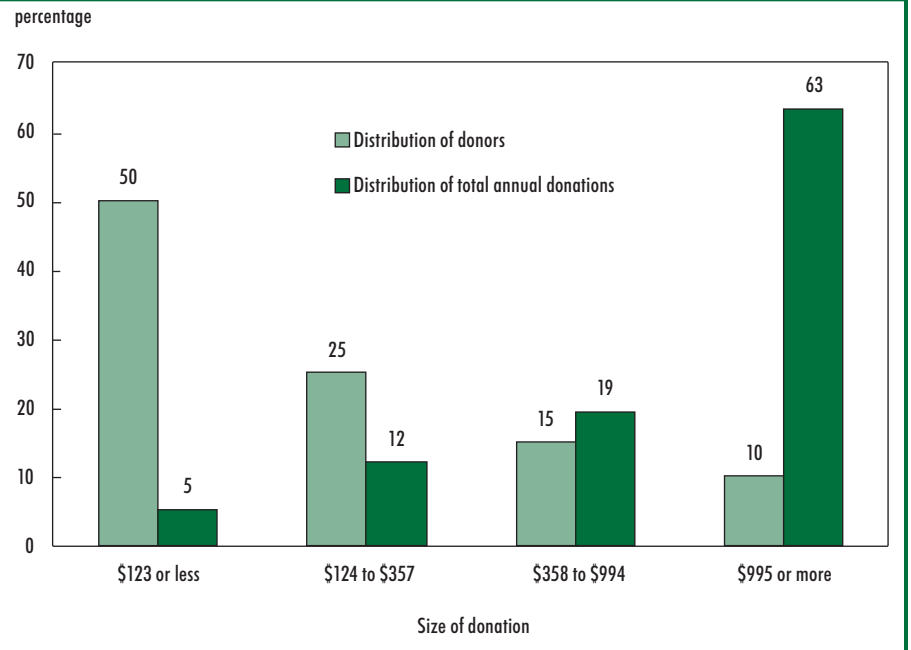
At the national level, similar proportions of francophones and anglophones had made donations[21]. However, anglophones gave significantly larger average amounts than francophones, $523 versus $184 (Table 2).

Chart 2 Average and median annual donations, by province or territory, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 3 Distribution of donors and of total annual donations, by size of donation, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

The top donors contribute 83% of total donations

Donors can be categorized by the amount that they gave during the year. The top donors are considered to be those who belong to the upper quartile, that is, the 25% who donated the largest amount during a given year. In 2010, the top donors are those who gave at least $358.

While top donors constitute only one-quarter of all donors, the cumulative amount of their donations comprised 83% of the total amount collected by all charitable and non-profit organizations. An examination of the decile (10%) of people who made the largest donations shows that this group alone contributed 63% of all donations (Chart 3). This sizable contribution of the top donors was practically unchanged from 2007.

The people who were more likely to belong to the top donor category had mostly the same characteristics as those who tended to make the largest donations. They included people aged 75 and over (32% of whom were top donors in 2010), widowers and widows (32%), university graduates (33%) and people whose household income was $120,000 or more (33%) (Table 3). Also, top donors were proportionally more numerous in the provinces where the highest average amounts were given.

Religious organizations receive 40% of the total value of annual donations

As in the United States and some European countries,[22] religious organizations receive the largest share of the total value of donations. Of the $10.6 billion given by Canadians in 2010, $4.26 billion was given to religious organizations. This constituted 40% of the total value of donations, down from the 46% recorded in 2007 (Table 5).

Of donations to non-religious organizations, the most common are donations to organizations in the health sector (excluding hospitals). In 2010, those organizations garnered $1.59 billion or 15% of all donations.

Table 5 Donor rate and total amounts donated, by type of charitable or non-profit organization, population aged 15 and over, 2007 and 2010

	Donor rate		Total amount donated[1]			
	2010	2007	2010	2007	2010	2007
	percentage		thousands of dollars		percentage distribution	
Type of organization						
Total	**84**	**84**	**10,609,533**	**10,429,330**	**100**	**100**
Arts and culture	3	3	107,795[E]	105,009	1	1
Sports and recreation	14	14	230,229	236,717	2	2
Education and research	20	14‡	309,091	257,329	3	2
Universities and colleges	1	1	116,783[E]	68,190	1	1
Health	53	56‡	1,592,685	1,579,616	15	15
Hospitals	18	18	614,507	603,902	6	6
Social services	42	39‡	1,155,532	956,433‡	11	9
Environment	7	7	274,416	203,752‡	3	2
Development and housing	2	2	104,182	85,706	1	1
Law, advocacy and politics	3	5‡	99,036	136,028	1	1
Grant-making, fundraising and voluntarism promotion	13	10‡	617,339	485,811‡	6	5
International organizations	11	9‡	879,106	647,275	8	6
Religion	33	36‡	4,260,848	4,804,211	40	46
Business and professional associations, labour unions	0[E]	0[E]	8,085[E]	9,974[E]	0	0
Other non-classified groups	3	2‡	114,565[E]	63,087[E]	1	1
Residual amount—different organizations	...	...	125,335	186,290	1	2
Donations toward natural disaster relief	20	..	570,676	..	..	..

‡ statistically significant difference ($\alpha = 0.05$) from 2010

1. Excludes donations toward natural disaster relief.

Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

Canadians also gave $615 million to hospitals (6% of the total amount donated).

Ranking third among types of organizations receiving the largest cumulative amounts were organizations and institutions providing social services to a community or a target group (children, disabled people, low-income households, etc.). In 2010, 11% of the total amount donated by Canadians aged 15 and over, or $1.16 billion, was given to social services organizations. This was a 21% increase over the amount collected in 2007.

For the first time in 2010, CSGVP participants were asked whether they had made donations to assist the victims of a natural disaster, such as in Haiti or Chile. In 2010, 20% of people aged 15 and over had given money to assist victims of a natural disaster. The total amount reached $571 million (an amount not included in the total amount of donations in order to maintain the historical comparability of the data).

Women are more inclined than men to give to organizations in the health sector

In general, women were more likely than men to donate to charitable and non-profit organizations (86% and 82% respectively). The largest differences are observed with respect to specific types of organizations. For example, in 2010, 57% of women had made at least one donation to a health organization, compared with 49% of men (Table 6). Women were also more likely than men to have given to organizations involved in social services and to hospitals.

Conversely, men were more inclined to donate to sports and recreation organizations and to those involved in grant-making, fundraising and volunteerism promotion.

Age also had an effect on the types of organizations that donors preferred to support. For example, 49% of people aged 75 and over made one or more donations to religious organizations, compared with 35% of people aged 35 to 44 (Table 6). Older seniors also had a relatively high propensity to make at least one donation to hospitals, with 25% of them having done so compared with 16% of people aged 35 to 44. It could be that seniors are more aware of the needs of hospitals than are younger people.

Table 6 Donor rate for different types of organizations, by sex and age group, population aged 15 and over, 2010

	Health	Social services	Religion	Education and research	Hospitals	Sports and recreation	Grant-making, fundraising and voluntarism promotion	International organizations	Environment
	percentage								
Sex									
Men	49*	38*	31	20	15*	15*	14*	10*	6*
Women †	57	45	34	21	20	14	12	12	8
Age group									
15 to 24 years	31*	28*	24*	13*	8*	10*	6*	10	3[E]*
25 to 34 years	46*	38	24*	20*	16	13*	12*	10*	7
35 to 44 years †	56	42	35	29	16	17	16	13	6
45 to 54 years	61*	46	33	23*	21*	17	17	12	7
55 to 64 years	63*	47*	35	21*	20*	16	15	12	10*
65 to 74 years	63*	50*	42*	17*	24*	14	10*	12	8
75 years and over	58	45	49*	12*	25*	12*	7*	10	9*

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

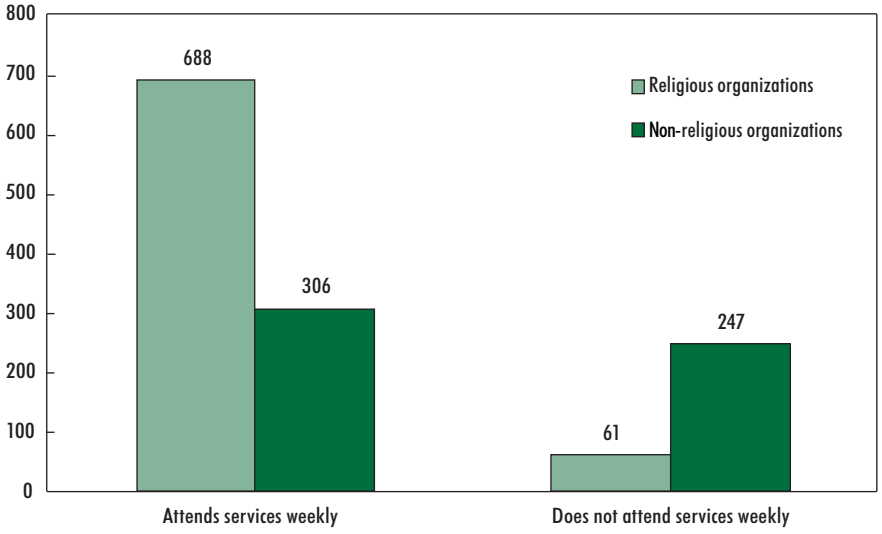
Conversely, people aged 75 and over were less inclined to give to education organizations (12% compared with 29% of those aged 35 to 44) or sports organizations (12% versus 17% of those aged 35 to 44).

Religiously active people contribute 71% of amounts donated to religious organizations

The financing of religious organizations is dependant first and foremost on the contributions of people who attend religious meetings or services at least once a week, that is, those who are religiously active. In 2010, about 1 in 6 people could be considered religiously active (16%). This proportion of the population had contributed 71% of the amounts given to religious organizations.

From the standpoint of average amounts, religiously active donors gave $688 annually to religious organizations, compared with $61 for those who were less religiously active or not active at all (Chart 4).

Chart 4 Average donations to religious and non-religious organizations, by religious attendance, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Table 7 Distribution of donations to religious and non-religious organizations, by personal and economic characteristics, population aged 15 and over, 2010

	Distribution of population 15 years and over	Distribution of total donation amount		
		All donations	Donations to religious organizations	Donations to non-religious organizations
	percentage			
Personal and economic characteristics				
Total	**100**	**100**	**100**	**100**
Age group				
15 to 24 years	16	4	4[E]	5
25 to 34 years	17	11	11	11
35 to 44 years	17	17	16	18
45 to 54 years	19	21	16	25
55 to 64 years	15	22	24	20
65 to 74 years	10	14	15	12
75 years and over	6	10	12	8
Sex				
Men	49	50	50	50
Women	51	50	50	50
Marital status				
Married or common law	64	74	72	74
Single, never married	26	13	12[E]	13
Separated or divorced	7	6	5	7
Widow or widower	4	8	11[E]	6
Education				
Less than high school	17	8	10[E]	7
High school diploma	16	12	12	12
Some postsecondary	8	7	9	6
Postsecondary diploma or certificate	34	30	29	30
University degree	24	43	41	45
Labour force status				
Employed	66	74	70	77
Unemployed	2	1	1[E]	1
Not in the labour force	32	25	29	22
Household income				
Less than $20,000	9	4[E]	5[E]	3[E]
$20,000 to $39,999	17	9	12	8
$40,000 to $59,999	18	15	18	13
$60,000 to $79,999	14	13	12	14
$80,000 to $99,999	11	12	12	11
$100,000 to $119,999	11	12	11	13
$120,000 or more	20	34	30	38
Presence of children in household[1]				
No children	61	67	67	67
Pre-school aged children only	8	6[E]	6	7[E]
Both pre-school and school-aged children	6	6	7[E]	5
School-aged children only	25	20	19	21
Religious attendance				
Does not attend services weekly	84	59	29	79
Attends weekly services	16	41	71	21

Table 7 Distribution of donations to religious and non-religious organizations, by personal and economic characteristics, population aged 15 and over, 2010 (continued)

	Distribution of population 15 years and over	Distribution of total donation amount		
		All donations	Donations to religious organizations	Donations to non-religious organizations
	percentage			
Language most frequently spoken at home				
English	68	82	83	82
French	22	10	5	12
Other	9	8[E]	11[E]	6[E]
Annual number of volunteer hours				
None	53	32	27	36
1 to 59 hours	24	24	21	26
60 hours or more	23	44	52	39

1. "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, 2010.

Nevertheless, on average, religiously active people also gave more to non-religious organizations than did those not active or less active.

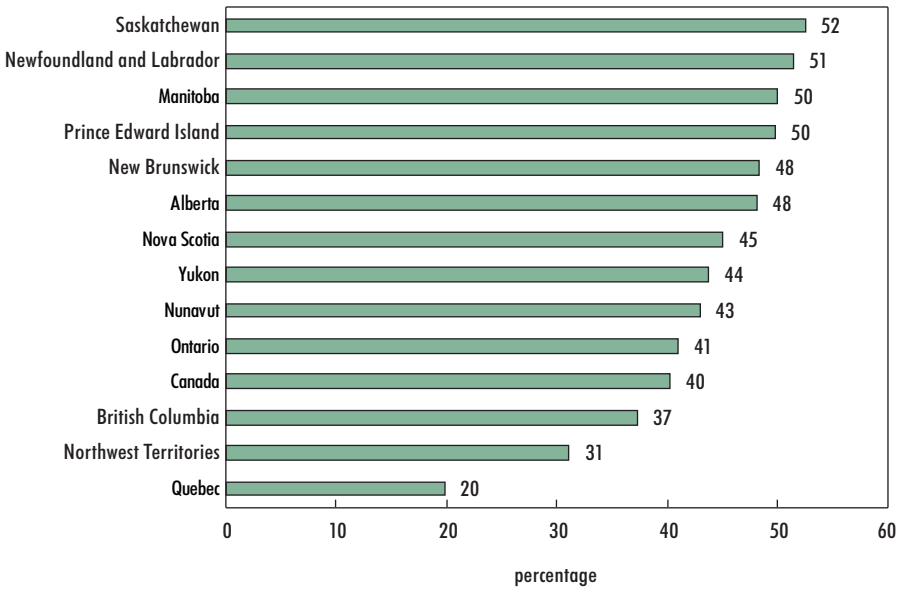
Relative to their demographic importance, other groups in the population contributed a sizable share of all donations to religious organizations. This was the case, for example, with older seniors: whereas people aged 75 and over comprised only 6% of the population aged 15 and over in 2010, their donations comprised 12% of the total amount donated to religious organizations in 2010 (Table 7). This may be due to the fact that elderly people are more likely to attend religious meetings or services at least once a week.

Conversely, francophones' financial contribution to religious organizations was low compared with their proportion within the population: while francophones constituted 22% of the population aged 15 and over, they contributed 5% of all amounts received by religious organizations.

The share of donations to religious organizations compared to the total value of donations varied considerably from one province to another. Among the provinces and territories, Saskatchewan and Newfoundland and Labrador had the highest proportions of total donations made to religious organizations, at 52% and 51% respectively. By comparison, the corresponding proportion was 20% for Quebec (Chart 5).

Two groups of donors contributed the most to non-religious organizations relative to other groups: those with a pre-tax household

Chart 5 Percentage of the total amount donated to religious organizations, by province or territory, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

income exceeding $120,000, and those with a university degree. In fact, university graduates, comprising 24% of the population, contributed 45% of the amounts received by non-religious organizations (Table 7). On average, they gave $441 to non-religious organizations, compared with $265 to religious organizations (Chart 6). For people without a university degree, the gap between the average donations to religious and non-religious organizations was smaller.

Top donors provided 92% of the amounts garnered by religious organizations

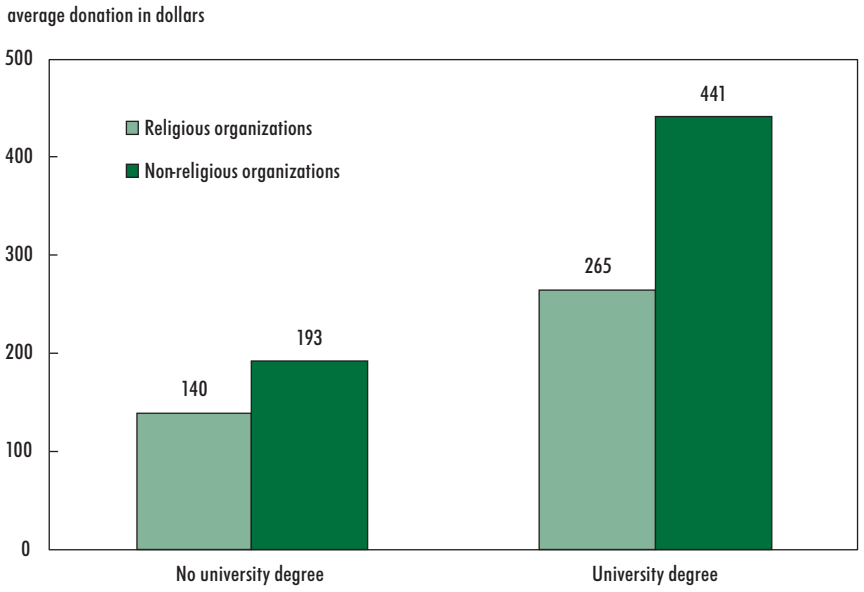
In addition to relying more heavily for funding on particular subgroups of the population, religious organizations are more dependent on large donors than their non-religious counterparts. As Chart 7 shows, top donors contributed a larger share of the donations to religious organizations than to non-religious organizations. In 2010, top donors (those giving at least $358) had provided 92% of the total amount donated to religious organizations (Chart 7). By comparison, top donors had contributed 76% of the total value of donations received by non-religious organizations.

One-third of Canadians donate in response to canvassing at a shopping centre or on the street

For charitable organizations that organize fundraising campaigns, it is important to know in what ways donors make their donations. In the Canada Survey of Giving, Volunteering and Participating, respondents were asked whether they had made a donation in response to various types of requests: through the mail, via door-to-door canvassing, by telephone, at work and so forth.

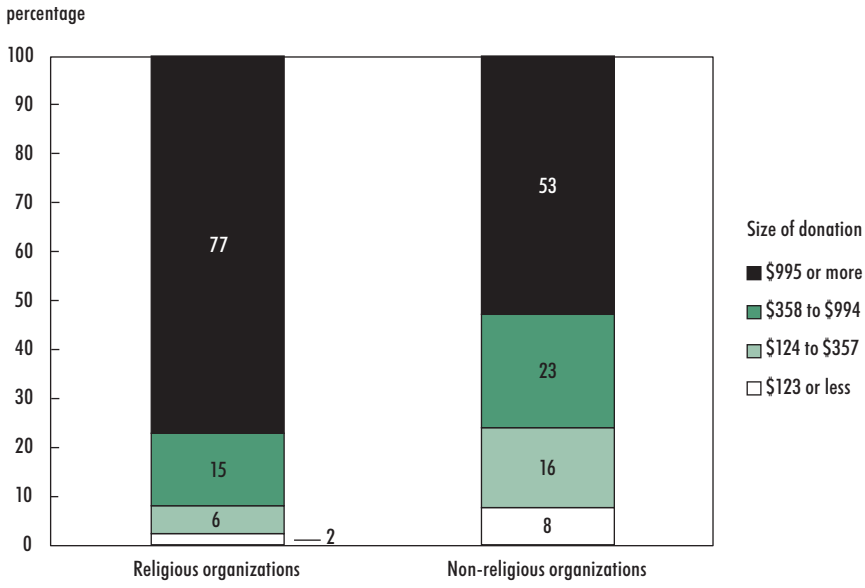
In 2010, large proportions of Canadians made donations in response to canvassing at a shopping centre or on the street (32%) or by sponsoring someone (30%) (Table 8). Even though these two fundraising

Chart 6 Average donations to religious and non-religious organizations, by level of education, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 7 Distribution of amounts donated to religious and non-religious organizations, by size of donation, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Table 8 Donor rate and total amount of donations, by solicitation method or way of giving, population aged 15 and over, 2010

	Donor rate	Total amount of donations	
	percentage	thousands of dollars	percentage
Solicitation method or way of giving			
Total	**84**	**10,609,533**	**100**
Mail request	23	1,514,108	14
Charity event	23	1,071,836	10
In memoriam donation	21	601,101	6
At work	22	620,207	6
Door-to-door canvassing	26	244,797	2
At shopping centre or on street	32	185,365	2
Telephone request	5	129,376	1
In a place of worship	30	3,933,658	37
Television or radio request	8	204,300	2
On one's own	10	929,499	9
Donating stocks or options	0[E]	F	F
Sponsoring someone	30	363,032	3
Other solicitation method	8	636,664	6

Note: Cumulative amounts may vary from one variable to the next due to missing values.
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Table 9 Donor rate for different solicitation methods, by province or territory, population aged 15 and over, 2010

	Mail request	Attending a charity event	In memoriam donation	At work	Door-to-door canvassing	At shopping centre or on street	Telephone request	In a place of worship	Television or radio request	On one's own	Sponsoring someone
	percentage										
Province or territory											
Newfoundland and Labrador	19*	28*	34*	28*	55*	30	8*	40*	19*	6*	49*
Prince Edward Island	25	32*	39*	25	46*	27*	12*	41*	8*	6*	36
Nova Scotia	24	28*	29	25	37*	33	7	29	9*	8	45*
New Brunswick	22	26	33*	25	41*	31	9*	38*	7*	7*	32
Quebec	24	21	13*	17*	25	38*	4*	34*	15*	11	18*
Ontario †	25	23	27	24	26	32	5	29	5	9	36
Manitoba	24	26	27	25	29*	26*	6	35*	6	11	34
Saskatchewan	23	28*	21*	23	38*	23*	7	30	10*	10	37
Alberta	21*	22	17*	26	27	26*	5	28	5	13*	33
British Columbia	20*	22	16*	18*	18*	31	6	21*	6	12*	26*
Yukon	17*	30*	14*	17*	26	37	4[E]*	15*	5[E]	16*	24*
Northwest Territories	12*	8[E]*	10[E]*	16	18[E]*	15*	F	24	F	7[E]	15*
Nunavut	7*	14[E]*	9[E]*	11*	10*	14*	F	29	4[E]	5[E]*	16*

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

methods are widespread, they are not the ones that bring in the most money. Of the total amount of donations in 2010, only 3% had been collected through sponsoring activities and another 2% as a result of canvassing at a shopping centre or on the street.

The fundraising method that raised the most money, in addition to being quite common, was collection at a church, synagogue, mosque or other place of worship. In 2010, 30% of people aged 15 and over had made such a donation. Overall, $3.9 billion was given through collection at a place of worship in 2010, a much higher figure than for all other methods.

The way in which donors gave varied from one province to another (Table 9). For example, whereas 25% of Ontario donors made a donation in response to a request through the mail, this was the case for only 19% of Newfoundland and Labrador donors. Conversely, the latter donors were much more likely than their Ontario counterparts to have made a donation in response to door-to-door canvassing (55% and 26% respectively).

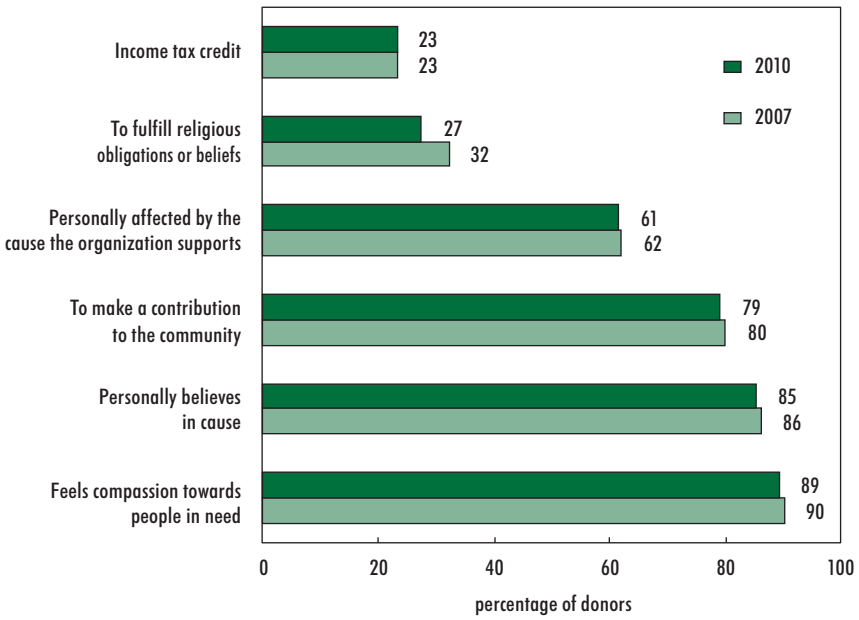
Newfoundland and Labrador and Quebec stood out from the other provinces by their donors' greater propensity to give in response to radio or television solicitation (19% and 15% respectively, compared with 5% in Ontario)

Religious obligations less often cited as reason for giving

Compared with 2007, there was little change in the reasons donors gave for making charitable gifts. Compassion toward people in need remained the reason given most often by donors (89%), followed by personally believing in the cause (85%) and wanting to "make a contribution to the community" (79%) (Chart 8).

The only change from 2007 with respect to reasons for giving concerned the desire to give in order to fulfill religious obligations or other beliefs. In 2010, this reason was considered important by 27% of donors, down from 32% in 2007 (Chart 8).

Chart 8 Reasons for making financial donations, donors aged 15 and over, 2007 and 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

Saskatchewan donors more likely to plan to claim a tax credit

In 2010, the fact that governments give a tax credit was an important motivation to donate for 23% of donors. Nevertheless, 46% of donors intended to claim a tax credit for a donation made in the previous 12 months.

The likelihood that donors intended to claim a tax credit varied from one province to another. Donors in Nunavut (22%), Quebec (35%) and the Northwest Territories (37%) were the least likely to say that someone in their household would claim a tax credit (Chart 9). In comparison, the proportions were 56% for donors in Saskatchewan and 53% for those in Manitoba and Prince Edward Island.

Little change in the main reasons for not giving more

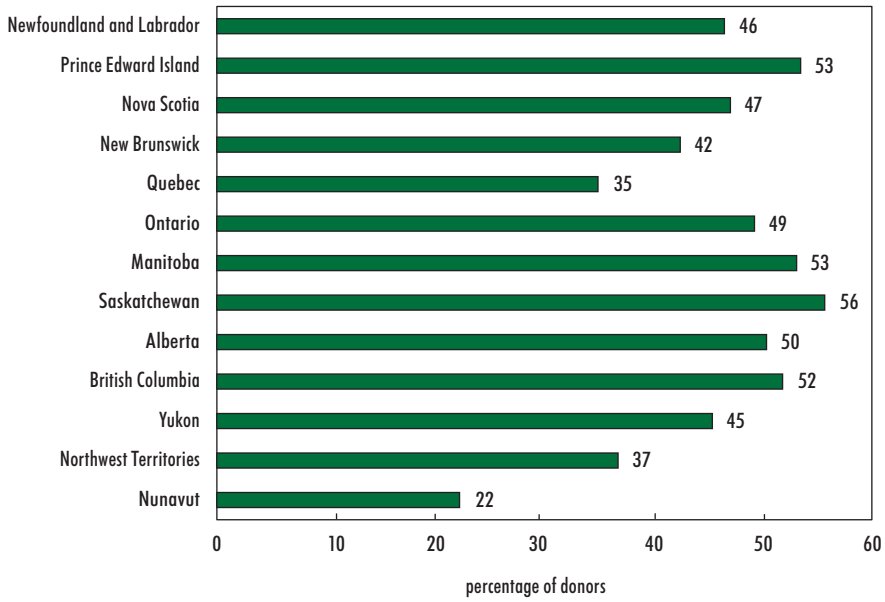
Various factors may limit the financial donations people can make or wish to make during a given year. The CSGVP asked donors to say whether they agreed with one or more statements that explained why they had not given more.

In 2010, as in previous years, the reason for not giving more that donors most often cited was that "they could not afford to give more" (71%, the same proportion as in 2007). The second most often cited reason was that they were happy with what they had already given (Chart 10). The next most often cited reason was that they had given money directly to people in need rather than to organizations (39%).

Donors' perceptions of how organizations were using their money seemed less positive than in previous years. When asked in 2010 why they had not given more, 37% of donors said they agreed with the statement, "you did not think the money would be used efficiently", compared with 33% in 2007.

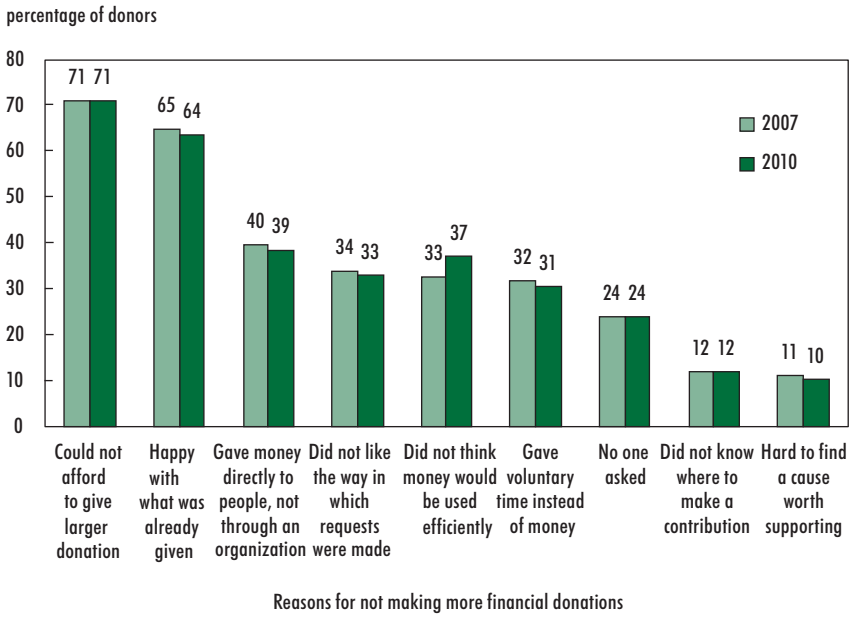
Men were more likely than women not to have given more because they believed their money would not be used efficiently (Chart 11). Moreover,

Chart 9 Percentage of donors who planned to claim a tax credit, by province or territory, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 10 Reasons for not making more financial donations, donors aged 15 and over, 2007 and 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

this perception tended to increase with age. Among senior male donors, more than one-half said they had not given more because they believed their money would not be used efficiently. The peak was reached with men aged 75 and over, 56% of whom expressed this opinion, compared with 43% of women in the same age group.

Organisations requesting the financial support of Canadians are undoubtedly concerned with ensuring that people experience their fundraising approach in a positive light. In 2010, one-third of donors said they had not donated more because they did not like the way they had been asked to contribute (Chart 10). That proportion was practically unchanged from 2007.

People who did not like the way in which requests were made were asked to specify what they had not liked. As in previous years, the tone in which the request was made (rude, demanding, etc.) was the main source of irritation for donors who had not liked the solicitation methods used (47%, compared with 43% in 2007) (Chart 12).

Next came the frequency or volume of requests (29%), followed by multiple requests from the same organization (20%) and the time of day the request was made (14%).

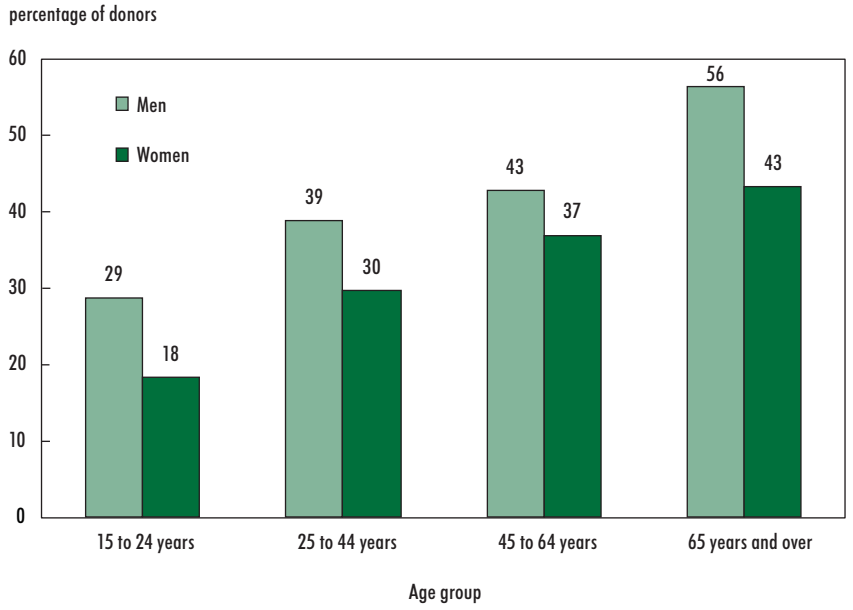
Summary

In 2010, 84% of Canadians aged 15 and over, or just under 24 million people, reported making at least one financial donation to a charitable or non-profit organization. The donor rate was also 84% in 2007.

The total amount of donations was $10.6 billion in 2010, practically unchanged from 2007. The average gift was $446 in 2010, also the same as in 2007.

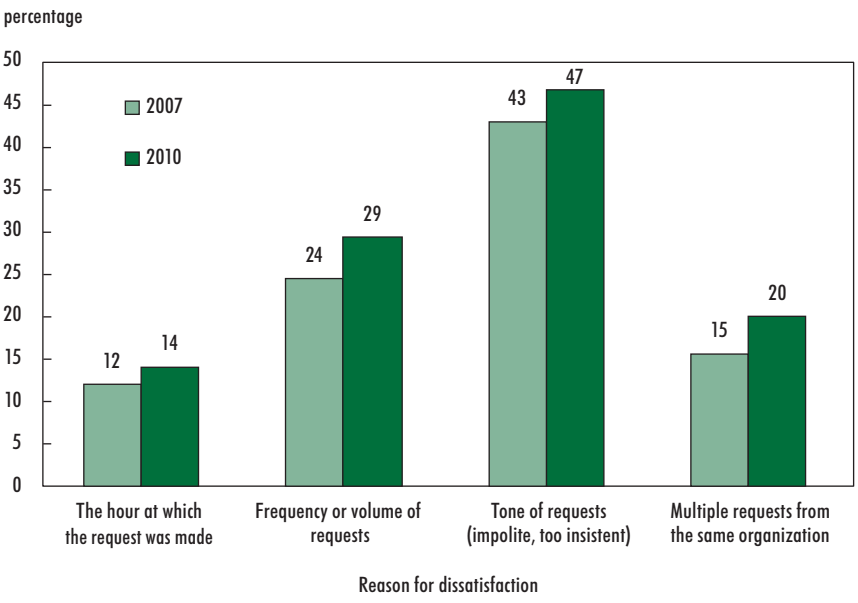
Donors who were religiously active—those who attended religious meetings or services at least once a week—had given an average of $1,004 in 2010. In comparison, donors who

Chart 11 Percentage of donors who did not give more because they thought their money would not be used efficiently, by age group and sex, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 12 Reasons for dissatisfaction, donors 15 and over who disliked the way in which requests were made, 2007 and 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

were either not active or less active religiously had given an average of $313. Donors likely to make the largest average donations included seniors, university graduates, people in higher-income households and those who did 60 or more hours of volunteer work per year.

As in previous years, top donors played an important role in the funding of charitable or non-profit organizations (top donors are those who belonged to the quartile of donors who gave the largest amounts, that is at least $358 in 2010). More specifically, the 25% of donors who gave the largest amounts contributed 83% of the total amount of donations.

Religious organizations remained the biggest beneficiaries. In 2010, they collected the largest amount of financial donations, at $4.26 billion. However, as a proportion of all donations made, the percentage of donations to religious organizations was down in 2010, to 40% from 46% in 2007. After religious organizations, those in the health sector (excluding hospitals) collected the largest amount in 2010, at $1.59 billion.

The profile of donors who gave to religious organizations differed in several respects from that of donors who gave to non-religious organizations. In relative terms, seniors gave more to religious organizations. While people aged 75 and over comprised 6% of the population, they contributed 12% of the total amount of donations to religious organizations.

The reasons why people donate to organizations have remained relatively unchanged in recent years. One exception is that religious reasons were slightly less often cited in 2010 than in 2007.

With regard to the reasons why donors did not give more, there was an increase in the percentage of those who believed that their money would not be used efficiently. In 2010, 37% of donors expressed this viewpoint, compared with 33% in 2007.

Finally, almost all Canadians (94%) aged 15 and over gave material goods or food or made a financial donation in 2010.

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1. All amounts for 2007 presented in this article have been adjusted to take account of inflation between 2007 and 2010.
2. The difference between the average (or mean) and the median is due to the fact that some donors who make relatively large donations pull the average upward.
3. For a thorough and recent review of the literature on the mechanisms and factors that influence charitable donations, see: Bekkers, René and Pamala Wiepking. 2010. "A literature review of empirical studies of philanthropy: eight mechanisms that drive charitable giving." *Nonprofit and Voluntary Sector Quarterly*. Vol. 40, no. 5.
4. See Wiepking, Pamala and Ineke Maas. 2009. "Resources that make you generous: effects of social and human resources on charitable giving." *Social Forces*. Vol. 87, no. 4.
5. Bekkers, René and Pamala Wiepking. 2011. "Who gives? A literature review of predictors of charitable giving." *Voluntary Sector Review*, Vol.2, no.3;

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6. Bekkers, René and Pamala Wiepking. 2011;

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8. Wang, Lili and Elizabeth Graddy. 2008. "Social capital, volunteering, and charitable giving." *Voluntas*. Vol. 19;

   Bekkers, René. 2003. "Trust, accreditation, and the philanthropy in the Netherlands." *Nonprofit and Voluntary Sector Quarterly*. Vol. 32, no. 4;

   Brooks, Arthur C. 2005. "Does social capital make you generous?" *Social Science Quarterly*. Vol. 86, no. 1;

   For a review of other similar studies, see Bekkers, René and Pamala Wiepking. 2010.
9. The reason for this is that people who have more diverse and extensive networks are more likely to be solicited and subsequently to donate. See Bekkers, René and Pamala Wiepking. 2010; Wiepking, Pamala and Ineke Maas. 2009; and Wang, Lili and Elizabeth Graddy. 2008.
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17. Bekkers, René and Pamala Wiepking. 2010;

    Brooks, A. 2005. "Does social capital make you generous?" *Social Science Quarterly*. Vol. 86, no.1.
18. Kitchen, Harry. 1992. "Determinants of charitable donations in Canada: a comparison over time." *Applied Economics*. Vol. 24.
19. For more information, see CANSIM tables 111-0001 (administrative data) and 203-0001 (Survey of Household Expenditures data).
20. Wiepking, Pamela and René Bekkers. 2009. "Explaining differences in charitable giving in Europe." *Nederland in Vergelijkend Perspectief*. Harry Ganzenboom and Marion Wittenberg (eds). Tweede Nederlandse workshop. European social survey. DANS: Den Haag.
21. In this study, "francophone" refers to people for whom the language most often spoken at home is French and "anglophone" to people for whom the language most often spoken at home is English.
22. Giving USA. 2011. *The Annual Report on Philanthropy for the Year 2010 – Executive Summary*. Giving USA Foundation: The Center on Philanthropy at Indiana University;

    Wang, Lili and Elizabeth Graddy. 2008.

Volunteering in Canada

by Mireille Vézina and Susan Crompton

Introduction

In 2010, about one-half of Canadians contributed their time, energy and skills to groups and organizations such as charities and non-profits. They provided leadership on boards and committees; canvassed for funds; provided advice, counselling or mentoring; visited seniors; prepared and delivered food; served as volunteer drivers; advocated for social causes; coached children and youth. In short, they shaped their communities and enabled non-profit organizations to deliver programs and services to millions of their fellow Canadians.

This volunteer work is important not only to individual volunteers but to Canadian society as a whole. For example, according to the 2011 United Nations State of the World's Volunteerism Report, "...volunteerism benefits both society at large and the individual volunteer by strengthening trust, solidarity and reciprocity among citizens, and by purposefully creating opportunities for participation."[1]

This article presents information about the volunteer activities of Canadians during the 12-month period preceding the 2010 Canada Survey of Giving, Volunteering and Participating (CSGVP). It discusses the rates of volunteering, the number of hours dedicated by Canadians and the types of organizations they support. It describes the key socioeconomic characteristics of volunteers in general, and then takes a brief look at the "top volunteers" who contribute hundreds of hours to charitable organizations. Next, the article examines the types of volunteer activities Canadians engage in, how they become involved, their motivations for volunteering, and the barriers preventing them from doing more volunteering. The article concludes by looking at the informal volunteering that goes on every day when Canadians help their family, friends and neighbours directly.

For more information on the data and for definitions of the different concepts used in this article, see "What you should know about this study."

Number of volunteers growing faster than Canada's population

Over 13.3 million people—accounting for 47% of Canadians aged 15 and over—did volunteer work in 2010. They devoted almost 2.07 billion hours to their volunteer activities: a volume of work that is equivalent to just under 1.1 million full-time jobs (Table 1).

The number of volunteers in 2010 was significantly greater than in earlier years. The 13.3 million people who volunteered marked an increase of 6.4 % over 2007 and of 12.5% over 2004. In comparison, the rate of growth recorded for the general population aged 15 and over was 8.4% between 2004 and 2010.

While the increase in the number of volunteers continued the upward trend observed since 2004, the number of hours dedicated to volunteer work plateaued. After rising about 4% between 2004 and 2007, the total number of volunteer hours logged in 2010 remained essentially unchanged from 2007, at just under 2.07 billion.

Many Canadians become involved in volunteering because people they know are doing it. In 2010, 43% of volunteers said they did their volunteer work as part of a group project with friends, neighbours or co-workers; another 25% said they had joined members of their immediate family in their volunteer work. These proportions are essentially the same as those recorded in 2007 and 2004.

With the increasing use of the Internet for multiple purposes, one would expect to see more online volunteer activity than in previous survey years. In 2010, 14% of volunteers said they had sought out volunteering opportunities through the Internet, up from 10% in 2007 and 8% in 2004. And one-quarter of volunteers (25%) used the Internet to conduct activities on behalf of non-profit and charitable organizations, compared with 23% in 2007 and 20% in 2004. The Internet may prove a more valuable source of recruitment than these figures suggest—Canadian researchers have found that moderate Internet users recorded higher volunteer rates and more volunteer hours than non-users, even after

What you should know about this study

This study is based on data from the Canada Survey of Giving, Volunteering and Participating (CSGVP), which was conducted on a sample of persons aged 15 and over, totalling 15,482 respondents in 2010 and 21,827 respondents in 2007.

Definitions

Volunteers

Persons aged 15 and over who did any activities without pay on behalf of a group or organization, at least once in the 12 months preceding the survey. This includes any unpaid help provided to schools, religious organizations, sports or community associations.

Top volunteers

Top volunteers are defined as the 25% of volunteers who contributed the most hours. In 2010, these people volunteered 161 hours or more in the 12 months preceding the survey.

Average annual volunteer hours

This is the average number of hours volunteers gave of their time on behalf of a group or organization in the 12 months preceding the survey. It is not the average over the entire population.

Helping others directly/informal volunteering

This refers to helping people on one's own, that is, not through a group or organization, in the 12 months preceding the survey. It includes help given to friends, neighbours and relatives, but excludes help given to a person living in one's household.

Table 1 Volunteer rate and volunteer hours, population aged 15 and over, 2004, 2007 and 2010

	2010	2007	2004
Volunteer rate			
Total population (thousands)	28,285	27,069‡	26,093‡
Number of volunteers (thousands)	13,282	12,478‡	11,809‡
Volunteer rate (percentage)	47	46	45‡
Volunteer hours			
Total annual volunteer hours (millions)	2,068	2,067	1,983
Full-time year-round job equivalents[1] (jobs)	1,077,083	1,076,673	1,033,019
Average annual volunteer hours (hours)	156	166	168‡
Median annual volunteer hours (hours)	55	56	61

‡ statistically significant difference ($\alpha = 0.05$) from 2010

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

Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2004, 2007 and 2010.

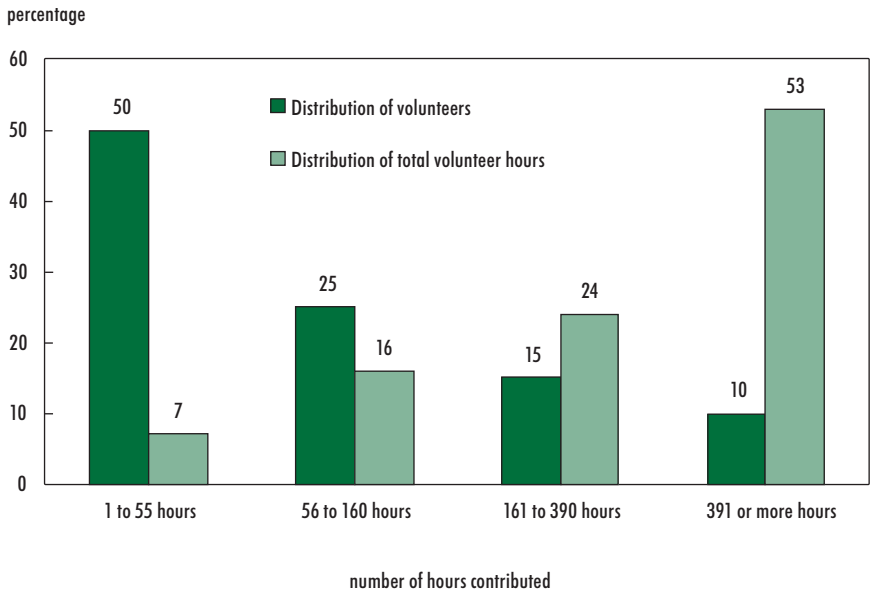
controlling for sociodemographic characteristics such as age, sex, education and presence of children.[2]

Most of the work done by few volunteers

A small proportion of volunteers do most of the work (Chart 1). In fact in 2010, 10% of volunteers accounted for 53% of all volunteer hours given to non-profit and charitable organizations. They dedicated more than 390 hours to their volunteer activities, the equivalent of at least 10 weeks in a full-time job.[3]

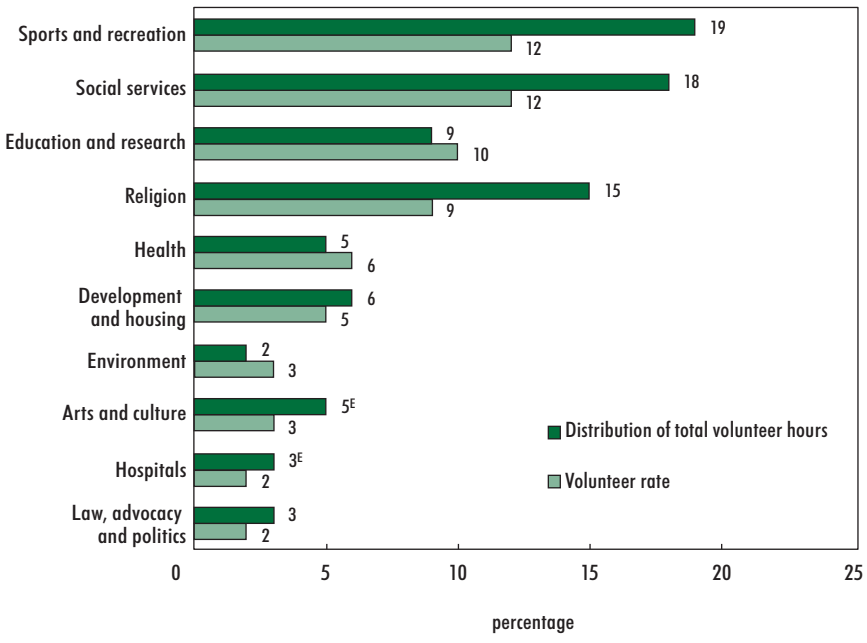
Another 15% of volunteers logged between 161 and 390 hours, corresponding to between 4 and almost 10 full-time weeks of unpaid work; they contributed 24% of the total hours devoted to volunteer work in 2010.

Chart 1 Distribution of volunteers and of total volunteer hours, by number of hours contributed, volunteers aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 2 Volunteer rate and distribution of total volunteer hours, by selected organization type, volunteers aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Sports and recreation and social services sectors get the most support

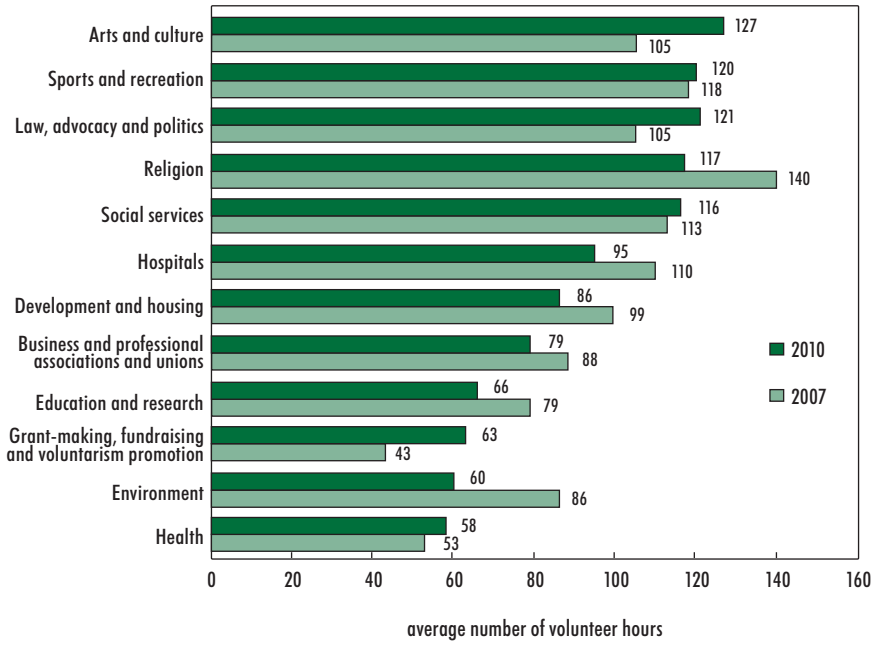
Non-profit and charitable organizations support an enormous variety of causes, ranging from universal issues like heart disease or homelessness to specific questions mainly relevant to the local community. But some subjects attract more volunteers than others. In 2010, 12 % of people aged 15 and over did volunteer work for sports and recreation organizations and 12% for non-profit organizations providing social services; 10% devoted their time and energy to associations engaged in education and research, another 9% to religious organizations, and 6% to those supporting health issues (Chart 2).

About 66% of volunteer hours went to the non-profit and charitable organizations working in these five areas (Chart 2). Organizations associated with sports and recreation accounted for 19% of volunteer hours, those providing social services for 18% and religious organizations for 15%. Non-profits involved in education and research received 9% of volunteer hours and health organizations received 5%.

When examining the average number of hours people donated to organizations in each category, a slightly different result presents itself. Volunteers dedicated more than 100 hours, on average, to sports and recreation (120 hours), religion (117 hours) and social services (116 hours). But they gave only about half as many hours to education and research associations (66 hours) and to health-related organizations (58 hours) (Chart 3). Between 2007 and 2010, there were no statistically significant changes in the average number of volunteer hours reported for the various types of organizations.

Most volunteers devoted their energies to only one or two non-profit or charitable associations. One-half of volunteers (50%) had worked for one organization, 28% for two, and the remaining 22% for more

Chart 3 Average volunteer hours, by selected organization type, volunteers aged 15 and over, 2007 and 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

than two. However, volunteers did not divide their time equally among multiple organizations: in 2010, 76% of volunteers' hours were given to their main organization (that is, the organization for which they reported the most hours). This proportion was essentially the same as that reported in 2007 and in 2004.

Likelihood of volunteering depends partly on life stage

In 2010, almost 1 in 2 Canadians (47%) volunteered their time, energy and skills to non-profit and charitable organizations. But a person's probability of volunteering changes considerably across their life course, because their interests and obligations as a teenager are quite different from those they have later in life as a working parent and as a retired empty-nester. These different life stages affect the decision to volunteer in different ways.[4] Differences between age groups may also reflect, to some extent, generational or cohort differences.

Although volunteers' demographic and socioeconomic characteristics are discussed separately below, many are related to each other and interact in predictable ways; for example, income increases with education and marital status changes with age.

Age

In general, younger Canadians are more likely to volunteer than older Canadians. Well over one-half of people aged 15 to 24 (58%) and 35 to 44 (54%), and close to one-half of those aged 25 to 34 (46%), reported doing volunteer work in 2010. In comparison, pre-retirees aged 55 to 64 had a volunteer rate of 41% in 2010 and seniors recorded a rate of 36% (Table 2). Adults aged 25 to 34 were the only age group to record an increase in volunteerism between 2007 and 2010.

While younger Canadians are more likely to volunteer, they devote fewer hours to their volunteer work. On average, youths aged 15 to 24 (130 hours) and younger adults aged 25 to 34 (109 hours) recorded only about one-half as many hours as seniors (223 hours). Average volunteer hours in 2010 remained unchanged for each age group compared to 2007.

At first glance, the inverse relationship between volunteer rates and average volunteer hours for young people and for seniors may seem contradictory. However, the youth volunteer rate may be influenced by the requirement in some school districts to perform community service in order to graduate from high school; since many teens already lead busy lives, it is easy to see why their rates may be high while their average hours are low.[5] In contrast, seniors' lower rate is partly due to the large number of people in this age group who do not volunteer due to illness or poor health,[6] although seniors who are healthy devote a lot of time to volunteering.

Marital status

Single Canadians who had never been married were the most likely to have done volunteer work in 2010, at 51%, compared to 47% of people in married or common-law couples. Widows and widowers were least likely to have volunteered (32%), reflecting the fact that they are mainly an older population. However, single volunteers devoted less time than volunteers in couples, at 134 hours versus 160 hours on average (Table 2).

Education

Previous research has consistently found that education plays a highly significant role in volunteering.[7] The 2010 CSGVP data confirm that people with a university education are much more likely to volunteer than those with less education. In 2010, 58% of adults with a university degree reported doing volunteer work, compared with 37% of

Table 2 Volunteer rate, average and median annual volunteer hours, by personal and economic characteristics, population aged 15 and over, 2004, 2007 and 2010

	Volunteer rate			Average annual volunteer hours[1]			Median annual volunteer hours[1]		
	2010	2007	2004	2010	2007	2004	2010	2007	2004
	percentage			hours					
Total	**47**	**46**	**45‡**	**156**	**166**	**168**	**55**	**56**	**61**
Age group									
15 to 24 years †	58	58	55	130	138	139	50	41	50
25 to 34 years	46*	40*‡	42*‡	109	133	137‡	35	45[E]	50
35 to 44 years	54	52*	51*‡	136	158	152	50	52	60
45 to 54 years	45*	48*	47*	167*	170*	177*	60	66	71
55 to 64 years	41*	40*	42*	201*	205*	202*	80	75	80
65 years and over	36*	36*	32*‡	223*	218*	245*	100	100	119
65 to 74 years	40*	40*	39*	235*	216*	250*	100	100	120
75 years and over	31*	29*	23*‡	198*	222*	234*	87	100	102
Sex									
Men †	46	45	44	153	168	168	52	59	60
Women	48	47	47*	158	164	168	60	55	64
Marital status									
Married or common law †	47	47	46	160	168	172	60	60	67
Single, never married	51*	48	48	134*	153	148*	50	47	51
Separated or divorced	42*	39*	43*	183	196	199	64	62	65
Widow or widower	32*	31*	28*	204	179	201	80	86	104
Level of education									
Less than high school diploma †	37	39	37	147	136	140	46	40	48
Graduated from high school	43*	42	42*	158	159	161	52	60	62
Some postsecondary	54*	50*	50*	190	138	166	50	53	66
Postsecondary diploma or certificate	45*	47*	47*	140	168*‡	172*‡	50	57	61
University degree	58*	57*	59*	160	187*‡	180*‡	70	75	72
Labour force status									
Employed †	50	50	50	139	150	152	50	52	60
Unemployed	34*	38*	42*	132	205	235*‡	75	98[E]	F
Not in the labour force	44*	44*	43*	189*	190*	199*	60	60	75
Household income									
Less than $20,000 †	33	31	30	161	200	177	50	52	59
$20,000 to $39,999	36	36*	37*	186	183	175	60	58	66
$40,000 to $59,999	42*	44*	45*	164	153*	184	55	55	64
$60,000 to $79,999	51*	47*	48*	161	173	168	54	60	60
$80,000 to $99,999	51*	52*	51*	142	161*	151	60	56	60
$100,000 and over	57*	60*‡	60*	143	155*	155	53	56	62
$100,000 to $119,999	54*	56*	58*	157	156	153	60	55	64
$120,000 and over	58*	62*	61*	136*	154*	157	50	56	62

Table 2 Volunteer rate, average and median annual volunteer hours, by personal and economic characteristics, population aged 15 and over, 2004, 2007 and 2010 (continued)

	Volunteer rate			Average annual volunteer hours[1]			Median annual volunteer hours[1]		
	2010	2007	2004	2010	2007	2004	2010	2007	2004
	percentage			hours					
Presence of children in household[2]									
No children in household †	41	39‡	40	175	184	191	62	64	70
Pre-school aged children only	45	41	43	87*	110*	125*‡	27	35[E]	40
Both pre-school and school-aged children	56*	54*	53*	122*	147*	141*	44	54[E]	50
School-aged children only	59*	62*	59*	146*	153*	142*	55	52	60

† reference group
* statistically significant difference ($\alpha = 0.05$) from reference group
‡ statistically significant difference ($\alpha = 0.05$) from 2010
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, 2007 and 2010.

those without a high school diploma and 43% of high school graduates. These volunteer rates were effectively the same as those observed in 2007. However, the average number of hours dedicated to volunteer work stabilized or declined over the period: for high school graduates, average hours remained steady, while for both volunteers with university degrees and those with college diplomas, average hours fell by almost 30 hours.

Income

Education and income are strongly related, so it is no surprise that the volunteer rate rises as household income increases. For instance, 33% of those with household incomes under $20,000 did some volunteer activity in 2010; this percentage rose with each income level to reach 58% for people with incomes of $120,000 or more. On the other hand, lower-income volunteers did an average of 161 hours of volunteer work in 2010, 18% more than the highest income volunteers (136 hours). All these figures were unchanged from 2007 (Table 2).

Labour force status

Employed Canadians have higher rates of volunteering. In 2010, 50% of employed Canadians did some volunteering, compared with 34% of the unemployed and 44% of people who were not in the labour force (this group includes retirees, stay-at-home parents and most students). This finding is partly related to age, since the majority of workers are in the age range in which about 1 in 2 Canadians are volunteers (25 to 54 years). However, the time demands of their jobs may explain why employed volunteers recorded significantly fewer volunteer hours than those not in the labour force, at 139 hours versus 189 hours. These rates of volunteering and average hours of volunteer work showed no substantive change from 2007.

Having school-aged children in the household

Another factor that considerably increased the likelihood a person did volunteer work was having school-aged children (6 to 17 years) in the household. Many school-aged children draw their parents into volunteer work because they participate in school and after-school activities that probably would not exist without parental involvement.[8] The CSGVP confirms that parents who have school-aged children at home (59%), or who have both older and younger children (56%), had significantly higher rates of volunteering than people without any children at home (41%). On the other hand, volunteers without children at home devoted about 30 more hours to their volunteer activities (175 hours) than parents with school-aged children in the household (146 hours). An increase in the volunteer rate for Canadians without children at home (from 39% to 41%) was the only significant change to occur between 2007 and 2010 (Table 2).

In summary, rates of volunteerism remained fairly stable across the various population characteristics from 2007 to 2010. Similarly, the average number of hours volunteers devoted to their work did not change much, regardless of their demographic

and socio-economic characteristics. However, a fairly consistent pattern of voluntary behaviour can be observed: within the groups having higher rates of volunteering, people generally dedicate fewer hours to their volunteer activities.

Top volunteers more likely to be university graduates or actively religious

Top volunteers are the people on whom charitable and non-profit organizations rely most heavily. They are the people who are deeply committed and who dedicate the greatest number of hours to their volunteer work. Top volunteers are the 25% of volunteers (and the 12% of Canadians) who spent 161 hours or more on volunteer activities during the twelve months preceding the 2010 survey. Put differently, this amount of volunteer hours is the equivalent of at least four weeks of full-time work (based on a 40-hour week). All told, top volunteers accounted for 77% of the volunteer hours contributed in 2010, compared to 78% in 2007.

According to the 2010 CSGVP, university graduates were more likely to be top volunteers than people with less than high school (16% versus 8%) (Table 3). People with only school-aged children at home were about twice as likely to be top volunteers as people whose children were all under the age of six (13% versus 7%).

Most notable, however, is the relationship with religiosity. In 2010, 21% of people who went to religious services once a week were top volunteers, compared with 10% of people who attended less frequently (including adults who did not attend at all).

Table 3 Percentage of people who are top volunteers,[1] by personal and economic characteristics, population aged 15 and over, 2010

	People who are top volunteers
	percentage
Age group	
15 to 24 years †	12
25 to 34 years	9*
35 to 44 years	12
45 to 54 years	12
55 to 64 years	12
65 years and over	13
65 to 74 years	15
75 years and over	10
Sex	
Men †	11
Women	12
Marital status	
Married or common law †	12
Single, never married	11
Separated or divorced	11
Widow or widower	10
Level of education	
Less than high school diploma †	8
Graduated from high school	11*
Some postsecondary	14*
Postsecondary diploma or certificate	11*
University degree	16*
Labour force status	
Employed †	12
Unemployed	5E*
Not in the labour force	13
Household income	
Less than $20,000 †	8
$20,000 to $39,999	10
$40,000 to $59,999	10
$60,000 to $79,999	13*
$80,000 to $99,999	13*
$100,000 and over	14*
$100,000 to $119,999	15*
$120,000 and over	13*
Presence of children in household[2]	
No children in household †	12
Pre-school aged children only	7*
Both pre-school and school-aged children	12
School-aged children only	13
Religious attendance	
Attends services weekly †	21
Does not attend services weekly	10*

† reference group
* statistically significant difference ($\alpha = 0.05$) from reference group
1. Top volunteers are defined as the 25% of volunteers who contributed the most hours (161 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, 2010.

In addition to their hundreds of volunteer hours, top volunteers are often heavily involved in charitable giving, social participation and providing direct help to others. This has led some researchers to suggest that they possess a set of values or beliefs that encourage contributing to the common good.[9] But an individual's personality and temperament also play a role: researchers have identified some key traits that are associated with high levels of volunteer commitment, including "agreeableness, conscientiousness and emotional stability" and being an extroverted personality.[10]

Volunteering is connected to early life experiences

A previous Canadian study has shown that people who were involved in community activities in their childhood or adolescence have a greater tendency to become adults who are involved in more kinds of civic activities like formal and informal volunteering, political organizations, service clubs, community associations, and so on.[11]

The 2010 CSGVP asked if respondents had experienced various types of community involvement while in primary or secondary school. Results confirm that people are much more likely to be volunteers after they leave school when they have had this kind of early life experience:

- being active in student government (64% volunteered in 2010, compared with 44% of those who had not been active);
- one or both parents doing volunteer work in the community (58% versus 38%);
- being active in a religious organization (57% versus 43%);
- doing some kind of volunteer work (56% versus 38%);
- seeing someone they admired helping others (54% versus 39%);
- going door-to-door to raise money for a cause or organization (55% versus 41%);
- belonging to a youth group, such as Guides, Scouts, 4-H club, or choir (54% versus 40%);
- participating in an organized team sport (53% volunteered in 2010 compared to 40% of those who had not played in a team sport).

Almost two-thirds of religiously active Canadians do volunteer work

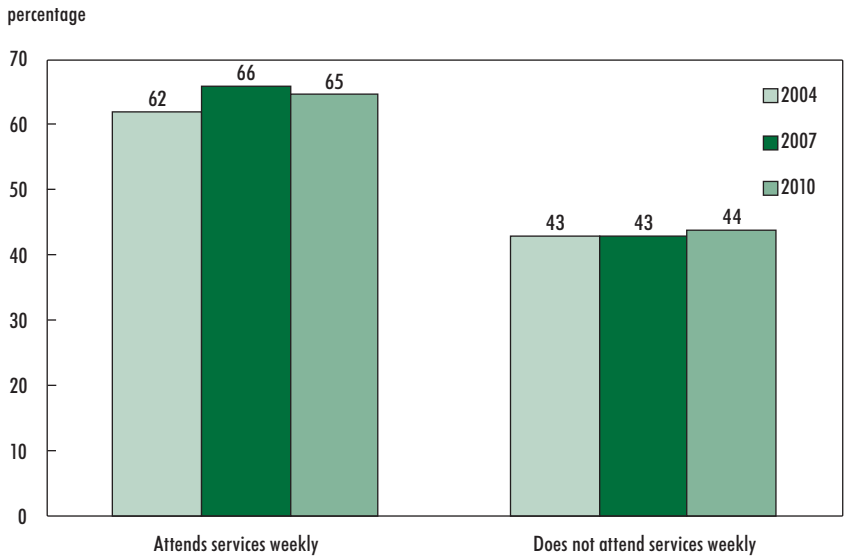
It is a basic axiom of research in the non-profit sector that more religious people exhibit higher rates of giving, participating and volunteering; studies also show there are significant relationships between religiosity, personality type and volunteerism.[12] According to the CSGVP, almost two-thirds of Canadians aged 15 and over who attended religious services at least once a week (65%) did volunteer work, compared with less than one-half (44%) of people who were not frequent attendees (this includes people who did not attend at all) (Chart 4).

Contrary to the pattern seen earlier (higher volunteer rates are related to lower volunteer hours), volunteers who are weekly religious attendees dedicated about 40% more hours than other volunteers: on average, they gave 202 hours in 2010, compared with 141 hours for other volunteers (Chart 5). A recent study found that extroverted churchgoers were more likely to volunteer, and also more likely to volunteer to do more things, which may help to explain this inversion of the regular pattern.[13] Not surprisingly, frequent attendees of religious services contributed many more of their volunteer hours to religious organizations than did less frequent attendees (42% versus 4%), but they provided the majority of their hours to non-religious organizations. These figures remained quite similar since 2004.

Volunteer rate highest in Saskatchewan

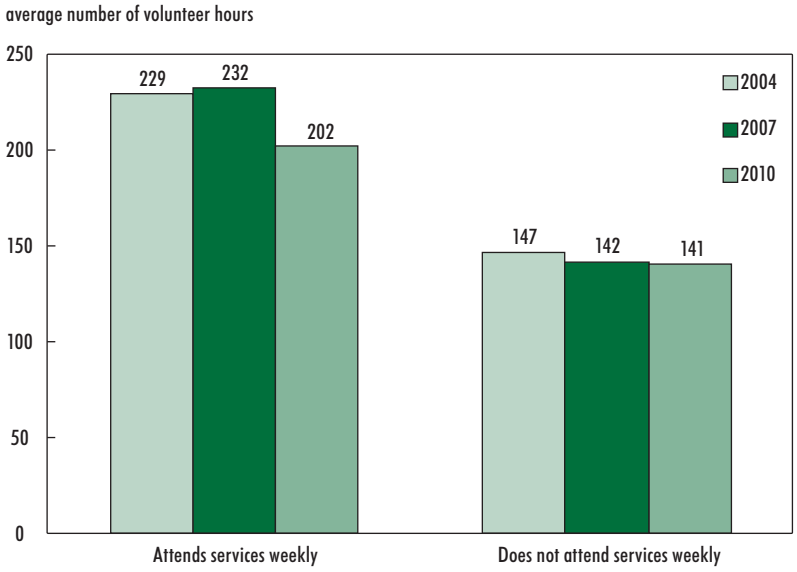
Rates of volunteerism vary considerably by province and territory. The highest rate was recorded in Saskatchewan, where 58% of adults aged 15 and over did volunteer work in 2010 (Chart 6). Volunteer rates were also higher

Chart 4 Volunteer rate by religious attendance, population aged 15 and over, 2004, 2007 and 2010



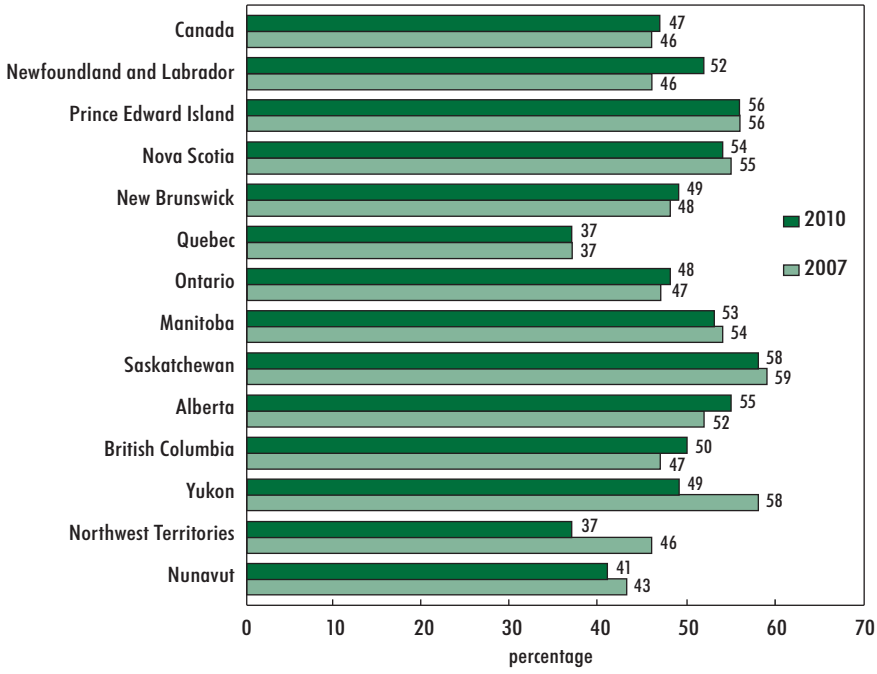
Source : Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2004, 2007 and 2010.

Chart 5 Average volunteer hours by religious attendance, volunteers aged 15 and over, 2004, 2007 and 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2004, 2007 and 2010.

Chart 6 Volunteer rate by province or territory, population aged 15 and over, 2007 and 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

than the Canadian average in Prince Edward Island (56%), Alberta (55%) and Nova Scotia (54%). The lowest rates were observed in the Northwest Territories (37%), Quebec (37%) and Nunavut (41%). Rates of volunteering changed significantly between 2007 and 2010 in Newfoundland and Labrador (+6 percentage points), British Columbia (+3 points), and Alberta (+3). They decreased in the Northwest Territories and Yukon (-9 percentage points in both cases).

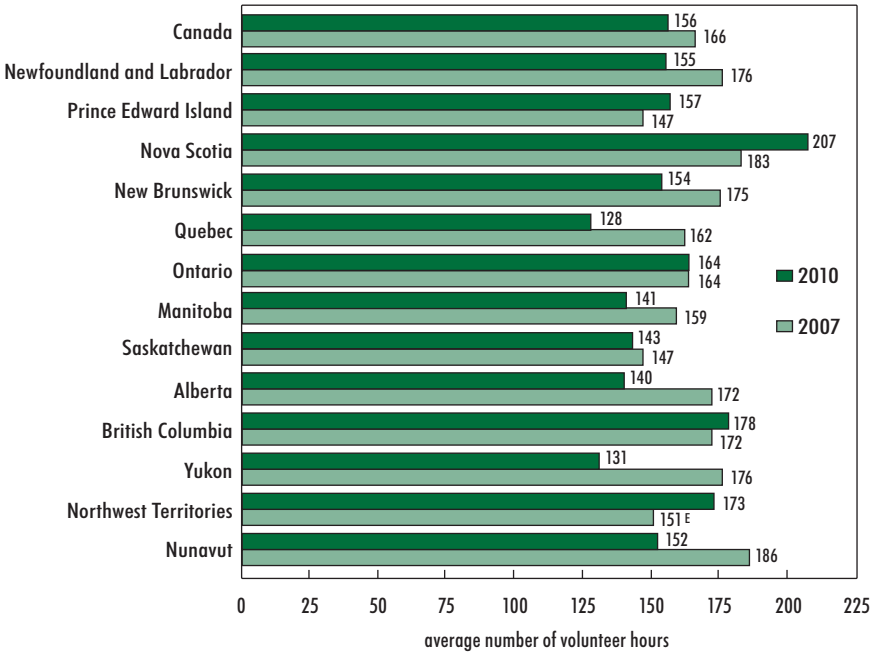
These differences in provincial and territorial rates of volunteering are more complex than they initially appear. Rates of volunteering are consistently higher in rural and less urban regions,[14] so one might expect provinces with fewer large urban areas to generally have higher volunteer rates. Also, findings from earlier surveys show that regional gaps in volunteer rates narrow when informal volunteering (direct help to individuals) is included in the estimate, which suggests that "volunteer culture" can vary considerably between communities.[15]

On average, volunteers in most provinces and territories dedicated from 140 to 178 hours to volunteer work in 2010; the exceptions were Nova Scotia (207 hours), Quebec (128 hours) and Yukon (131 hours). Compared with 2007, only Quebec (-34 hours) and Yukon (-45 hours) experienced significant shifts in the average number of volunteer hours given to non-profit and charitable organizations (Chart 7).

The most common activities are fundraising and organizing events

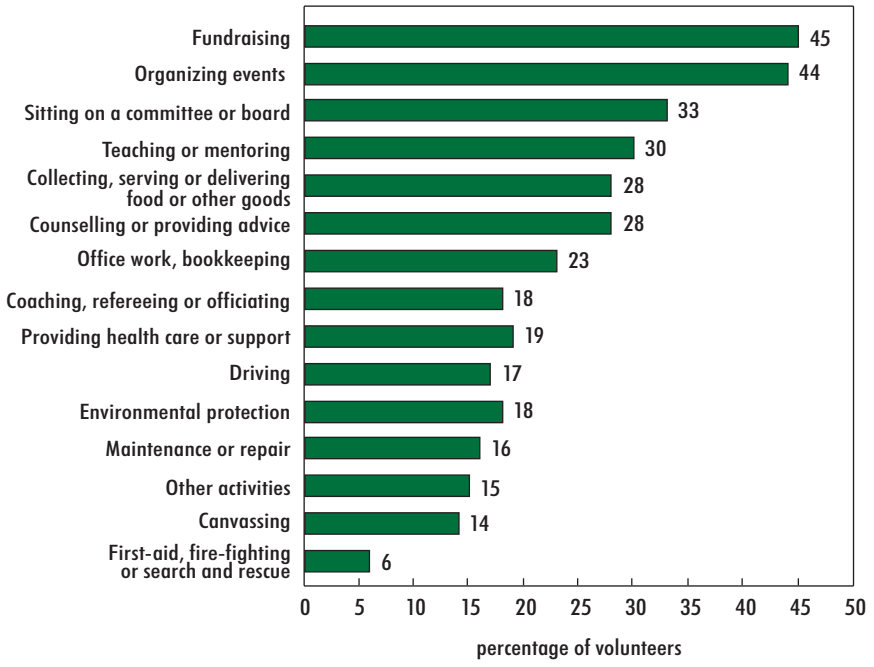
Raising money and putting on events are the two most common activities in which volunteers are engaged. In 2010, 45% of volunteers were involved in fundraising and almost as many participated in organizing or supervising events (44%) (Chart 8). About one-third sat on a committee or board (33%) or provided teaching, educating or mentoring (30%). About one-quarter of volunteers reported

Chart 7 Average volunteer hours by province or territory, volunteers aged 15 and over, 2007 and 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

Chart 8 Participation rate by type of volunteer activity, volunteers aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

collecting, serving or delivering food (28%), counselling or providing advice (28%), and doing office work (23%). Coaching, refereeing or officiating was reported by 18% of volunteers, while the smallest proportion, 6%, were involved in first aid, firefighting or search and rescue. These figures are basically unchanged from 2007.

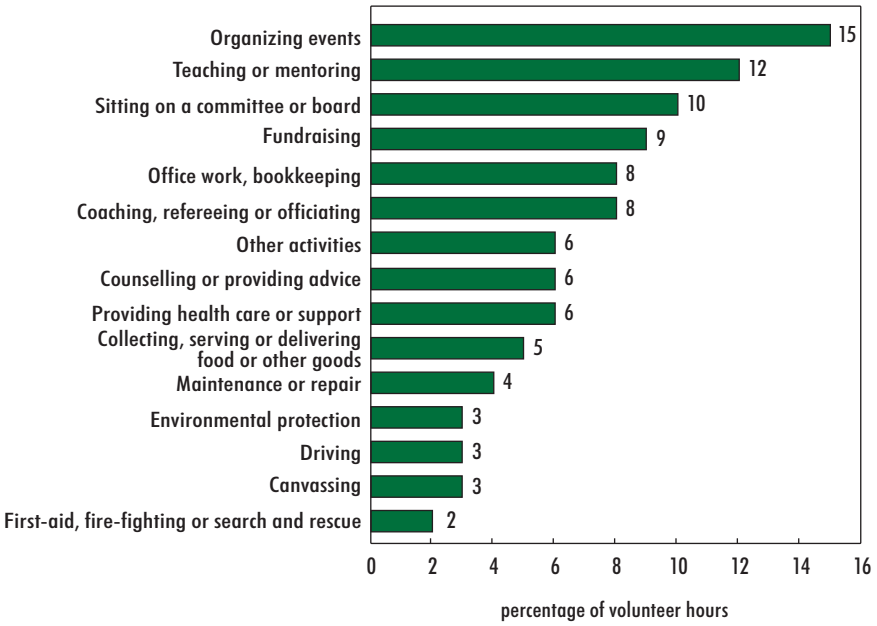
With so many volunteers working on events, it is not surprising that organizing or supervising events took up 15% of the hours that volunteers expended on their main organization in 2010 (Chart 9). Twelve percent of hours were dedicated to teaching, educating or mentoring, which are also time-consuming tasks. One-tenth of total hours were spent sitting on a committee or board (10%) and on fundraising (9%). Office work, as well as coaching, refereeing or officiating accounted for 8% of hours, while 2% were devoted to first aid, firefighting or search and rescue. These proportions are essentially the same as those recorded in 2007.

Self-motivated volunteers give more hours on average

In 2010, about one-half (51%) of volunteers had been asked by someone to volunteer, while just over 4 in 10 volunteers (43%) said that they had approached an organization on their own to seek volunteer opportunities. These self-motivated volunteers had acted because they had seen an advertisement such as a poster or newspaper ad for the organization (14%), learned about it on the Internet (5%), heard or seen a public appeal on television or radio (4%), or were referred by another agency. All these figures are the same as those reported for 2007, with the exception of information derived from the Internet (which rose from 3% to 5%).

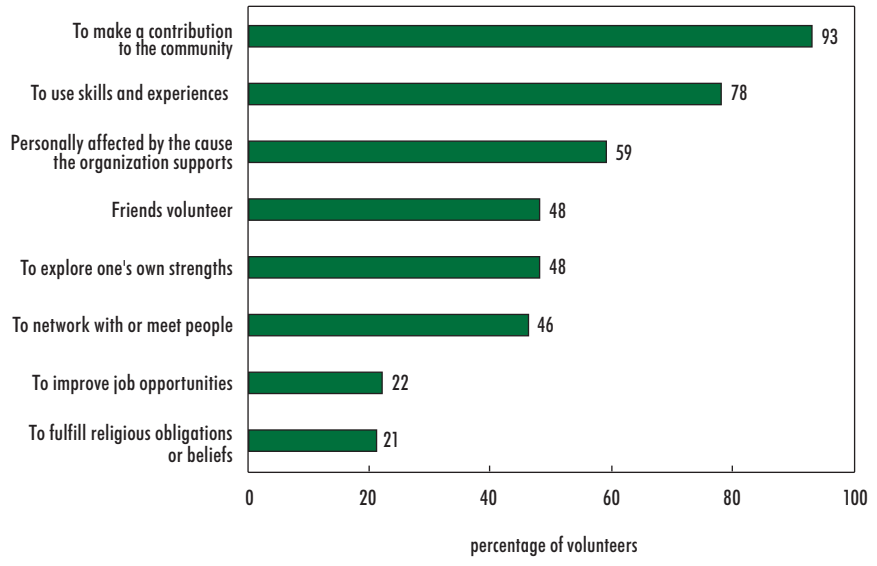
Volunteers who were motivated enough to approach their main organization on their own initiative gave more hours, on average, than other volunteers—142 versus 97 hours. And although these volunteers constituted less than one-

Chart 9 Distribution of annual volunteer hours,[1] by type of volunteer activity, volunteers aged 15 and over, 2010



1. Hours spent on activities for the organization to which the volunteer gave the most time (main organization).
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 10 Reasons for volunteering,[1] volunteers aged 15 years and over, 2010



1. Reasons for volunteering with the organization to which the volunteer gave the most hours (main organization).
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

half of volunteers, they accounted for one-half (50%) of the hours recorded for the main organization in 2010.

The vast majority of volunteers want to contribute to their community

People volunteer for a non-profit or charitable organization for a wide variety of reasons, from the altruistic (e.g. to help others) to the self-interested (e.g. to learn new skills). But transforming the will to volunteer into hours of work may not be easy. A person may face barriers to participating such as competing demands on their time or not knowing where to start. The CSGVP asked a series of questions to learn why people volunteer and why some volunteer more than others.

People volunteer their time to an organization because they want to support their community. In 2010, almost all (93%) volunteers said that making a contribution to the community was a key motivating factor in their decision (Chart 10). Slightly more than three-quarters (78%) said they wanted to make good use of their skills and experiences; over one-half (59%) said that they had been personally affected by the cause the organization represented or supported. Almost one-half had become volunteers because they had friends who were involved (48%), they wanted to learn what their strengths were (48%), or they wanted to network with others or meet new people (46%). Less than one-quarter said they wanted to improve the job opportunities available to them (22%) or undertook volunteer work to meet religious obligations or beliefs (21%). These proportions were unchanged from 2007.

About two-thirds of volunteers benefit from improved interpersonal skills

Although most volunteers get involved with a charitable or non-profit organization for altruistic reasons, most also believe that they receive substantial benefits

themselves. Many stated that their volunteer activities had given them a chance to develop new skills; for example, about two-thirds (64%) said their interpersonal skills had improved (Chart 11). Volunteers also thought their volunteer experience had given them better skills in communications (44%), organizing (39%), fundraising (33%) and technical or office work (27%). One-third (34%) also reported that working as a volunteer had increased their knowledge of such subjects as health, women's or political issues, criminal justice or the environment.

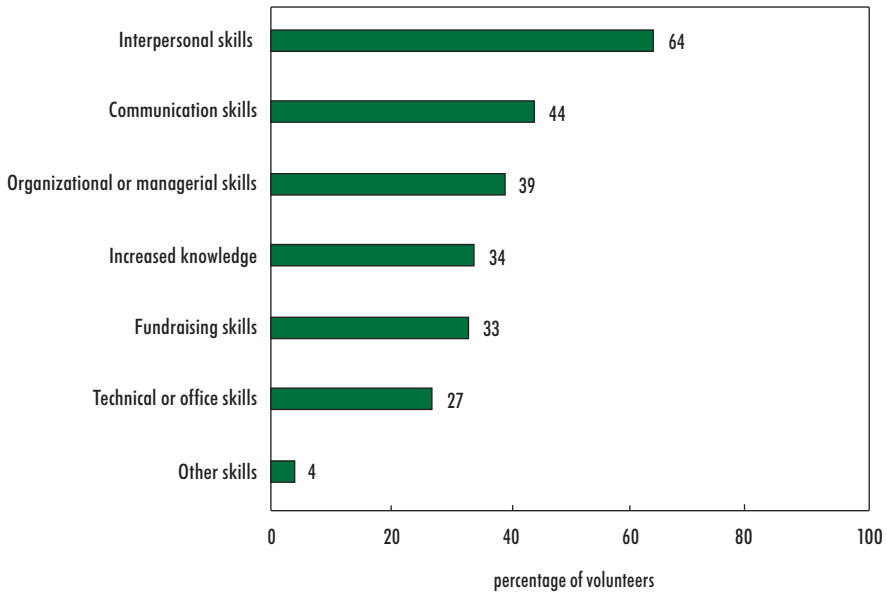
Lack of time is the biggest barrier to volunteering

Previous research shows that when most people are deciding whether or not to volunteer, they consider that the costs outweigh the benefits even among those who are already volunteers.[16] Thus, the reasons why people do not volunteer (or do not volunteer more) present a considerable challenge to non-profit and charitable organizations that need to recruit more unpaid help.

Without question, lack of time is the biggest barrier to people becoming involved in volunteering. About two-thirds of Canadians aged 15 and over who had not done any formal volunteering in 2010 said that their key reasons were not having enough time (67%) and the inability to make a long-term commitment (62%) (Chart 12). This does not mean people who don't volunteer don't value the work done by non-profit and charitable organizations; in fact, over one-half (52%) of this group said they preferred to give dollars instead of hours.

Interestingly, 45% of non-volunteers had not become involved because no one had asked them to, which suggests they might sign up to volunteer if they were approached the right way. On the other hand, about one-quarter (27%) had no interest in volunteering and 7% had not been satisfied with an earlier experience

Chart 11 Skills acquired through volunteering, volunteers aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Required community participation

Some Canadians contribute to an organization or cause because they are required to do unpaid charitable work by an authority, such as their school, their employer, the organization to which they belong, or the courts. Just over 7% of volunteers aged 15 and over reported that they had performed this type of required community service in 2010.[1] They contributed 98 million hours, equivalent to more than 6% of the total volunteer hours devoted to non-profit or charitable organizations. This proportion was about the same as in 2007.

About one-half of these individuals (47%) were required to do their service by the organization itself (for example, a non-profit daycare or housing co-op that expects its members to perform certain tasks). A little less than one-third (31%) had been required to contribute to an organization by their school, 8% by their employer and 14% by some other authority (e.g. the courts). People who were required to volunteer generally worked the same average number of hours as other volunteers, 105 hours compared with 117 hours. Young people aged 15 to 24 were most likely to report doing required volunteering (13%); for over two-thirds of them (69%), it was mandated by their school. Canadians with lower levels of education and lower household incomes were also more likely to report doing required service.

1. Data on required volunteer participation were collected only for volunteers' main organization.

of volunteering. These percentages are no different than those recorded in 2007.[17]

Not surprisingly, people who were already volunteering identified the same barriers to participation as did non-volunteers. Almost three-quarters (74%) of volunteers said they did not devote more hours to the organization because they just did not have the time (Chart 13). Over one-half (54%) said they simply could not commit long-term to working more hours; 39% said they had already given enough time to volunteering.

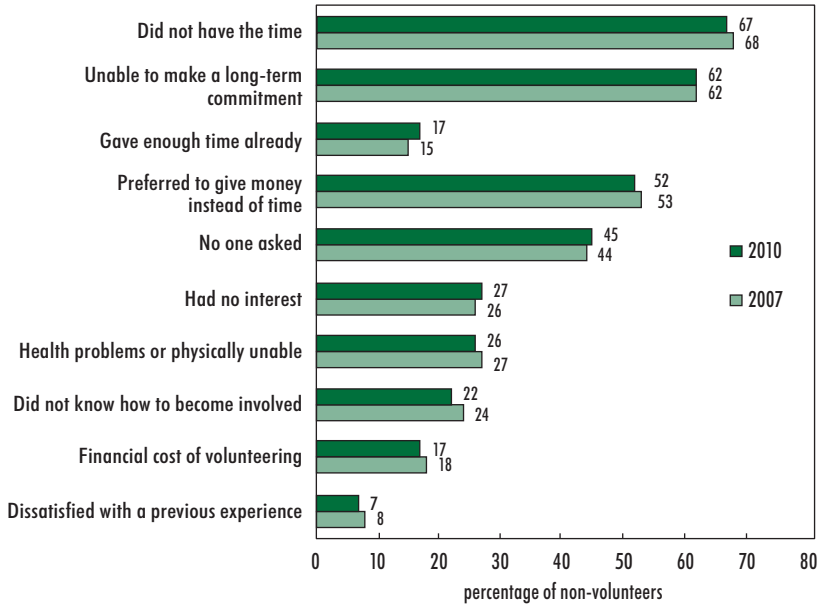
Less than one-third of volunteers said they preferred to give money rather than more time or that they had not given more hours because no one had asked (30% in both cases). Less common reasons for not offering to work more hours included no interest, health or physical problems, not knowing how to get involved, the financial cost of volunteering and having had a bad experience with volunteering on a previous occasion. These percentages are effectively the same as those recorded in 2007.

Young Canadians have the highest probability of volunteering

Young Canadians aged 15 to 24 were more likely to volunteer than Canadians in most other age groups, at 58% (Table 2). Within this age group, teenagers 15 to 19 (66%) had a considerably higher rate of volunteering than young adults 20 to 24 (48%), about the same as the rates recorded in 2007. Young volunteers aged 15 to 19 did an average of 115 hours of volunteer work in 2010, compared with 159 for those aged 20 to 24.

Fifteen- to 19-year-old Canadians had higher rates of volunteer participation in all types of organizations than their 20- to 24-year old counterparts. As might be expected, the highest participation rate for teens was in education and research organizations, at 25%, compared with 5% for 20- to 24-year-

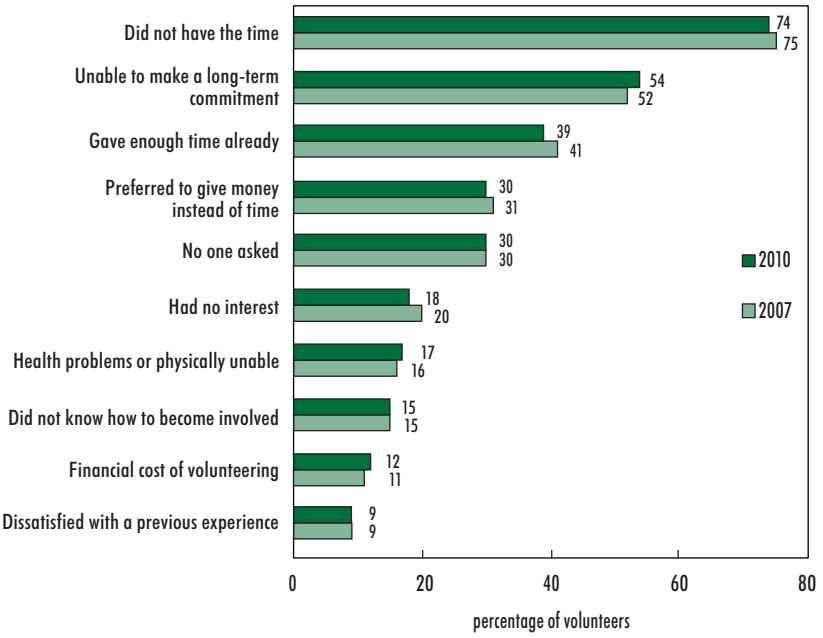
Chart 12 Reasons for not volunteering, non-volunteers aged 15 and over,[1] 2007 and 2010



1. Includes people who had not volunteered in the 12 months preceding the survey but who may have volunteered before that period.

Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

Chart 13 Reasons for not volunteering more, volunteers aged 15 and over,[1] 2007 and 2010



1. Excludes those volunteering more than 1,500 hours.

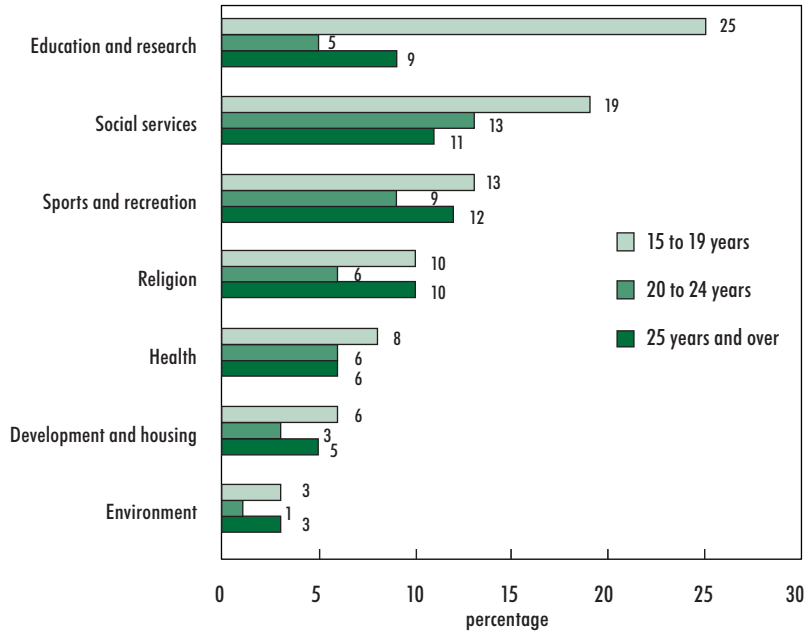
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

olds (it was 9% for adults aged 25 and over) (Chart 14). Nineteen percent of teens did volunteer work for organizations involved in social services (versus 13% for those aged 20 to 24), and 13% volunteered for organizations engaged in sports and recreation. Ten percent of 15- to 19-year-olds worked for religious organizations, compared with 6% of 20- to 24-year-olds.

As discussed earlier, community service is a prerequisite for high school graduation in some school districts, so the high rates observed for teenagers should be interpreted with some caution. Required community service was intended to inculcate a "habit of volunteering" that teens would carry into adulthood; however, at least one study of Ontario students showed that these programs have not appreciably changed teens' attitudes to volunteering or their level of civic engagement.[18] On the other hand, it should be noted that, in 2010, just over one-half (53%) of teen volunteers contributed more than 40 hours to non-profit and charitable organizations. Only time will tell how many of the current generation of teenagers will volunteer when they reach adulthood.

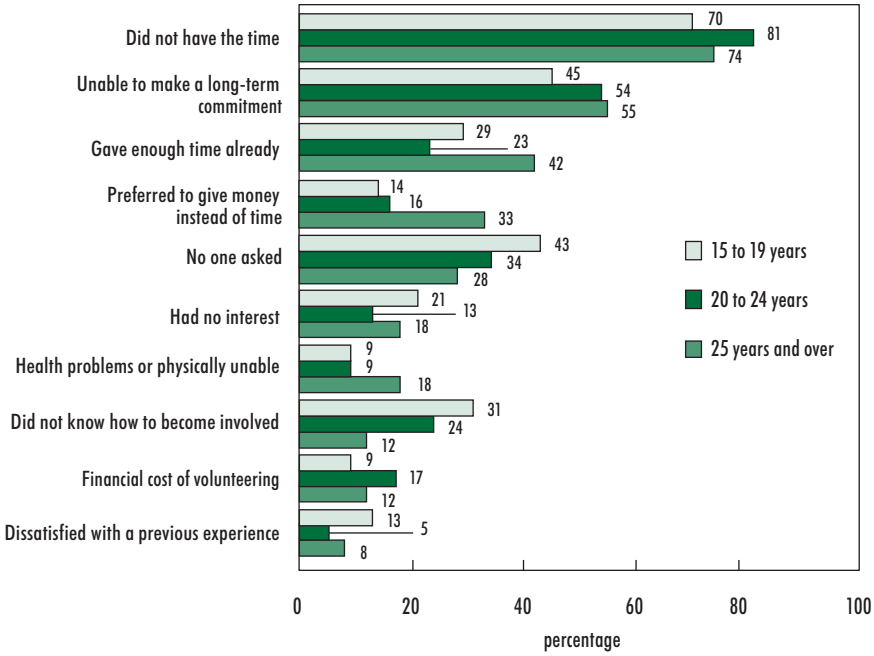
The barriers to volunteering faced by young people are really no different than those encountered by other volunteers. Over two-thirds of 15- to 19-year-old (70%) and over three-quarters of 20- to 24-year-old (81%) volunteers said they did not dedicate more hours because they did not have enough time (Chart 15). Far fewer—45% of 15- to 19-year-olds and 54% of 20- to 24-year-olds—said they did not feel they could make a long-term commitment to volunteering. These percentages are very similar to those for volunteers aged 25 and over, which is not surprising considering many teens have a 50-hour "work-week"[19] that is just as long as that of working-age adults.[20] However, teens and young adults were more likely than older Canadians to say no one had asked them to do more or they did not know

Chart 14 Volunteer rate, by age group and selected organization type, population aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 15 Barriers to volunteering more, by age group, volunteers aged 15 and over,[1] 2010



1. Excludes those volunteering more than 1,500 hours.
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

how to get involved. Teens were about three times more likely than young adults to say that a bad experience in the past had discouraged them from doing more volunteer work (13% of those aged 15 to 19 versus 5% of those aged 20 to 24).

More than 8 in 10 Canadians help others directly (informal volunteering)

Organizations are not the only recipients of Canadians' charitable time and energy. In fact, compared with the proportion engaged in formal volunteering, almost twice as many Canadians aged 15 and over provide informal direct help to people living outside the household, such as relatives, friends and neighbours. In 2010, 83% of Canadians assisted someone who needed help at least once that year, the same proportion as in 2007.

Most of the help given directly (informal volunteering) was assistance with everyday kinds of activities (Chart 16):

- 61% provided housework, yard work, and household maintenance;
- 53% gave health-related or personal care, such as emotional support, advice and counselling, and unpaid babysitting;
- 47% helped someone to run errands, get to appointments or go shopping;
- 29% provided assistance with paperwork, such as filing taxes, banking and completing forms;
- 17% offered unpaid teaching, coaching, tutoring or reading;
- 24% provided direct help with other types of activities of daily living.

These figures are virtually the same as those recorded in 2007.

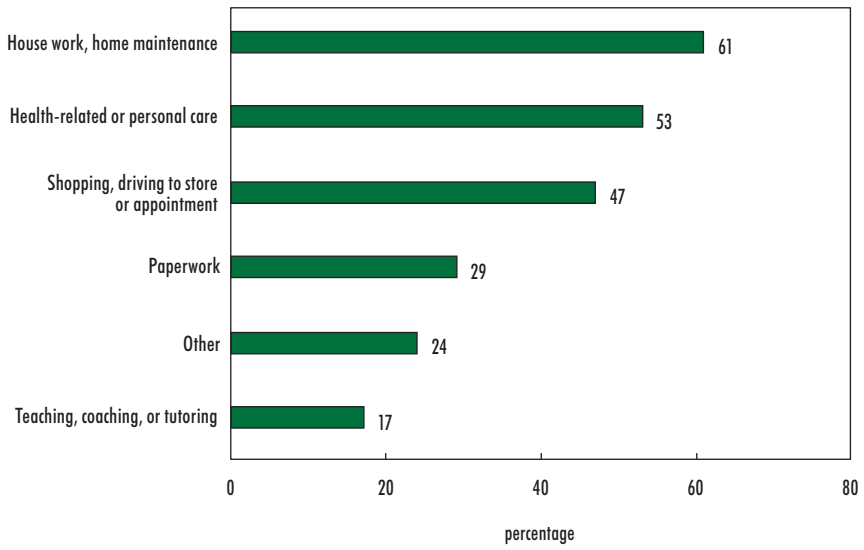
An important question to ask people who provide direct help is the frequency with which they do this, so as to measure the intensity of this kind of unpaid work. The most intense informal volunteering is performed by people who teach or coach others. In 2010, among people who directly helped others daily or weekly, 42% taught, coached or mentored; 38% provided health-related and personal care; 29% helped with shopping or appointments and 31% with housework or household maintenance (Chart 17).

The type of people who provide direct help to friends, neighbours and colleagues are very similar to formal volunteers. This would be expected, since people who are active volunteers tend to be involved in many aspects of civic engagement. In 2010, informal volunteers were more likely to be better-educated than people who were not giving direct help (88% of university graduates compared with 73% of people without high school graduation), to be employed (87% of those with jobs versus 79% of those not in the labour force), to have higher household income (87% of those with $100,000 or more compared with 75% of those with less than $20,000), and to have children under 18 living at home (Table 4).

But also, as previously shown, people in groups with high rates of volunteering actually spend less time helping, and the same is true of informal volunteers. For example, although people with less than high school completion had lower rates of direct helping, 55% of those who did help provided assistance daily or weekly, compared with 41% of informal volunteers who had a university degree. Similarly, 54% of informal volunteers who were not in the labour force gave direct help at least once a week, versus 45% of those who had a job. And 58% of lower-income informal volunteers (reporting income under $20,000) helped at least once a week, versus 43% of those with incomes over $100,000 (Table 4).

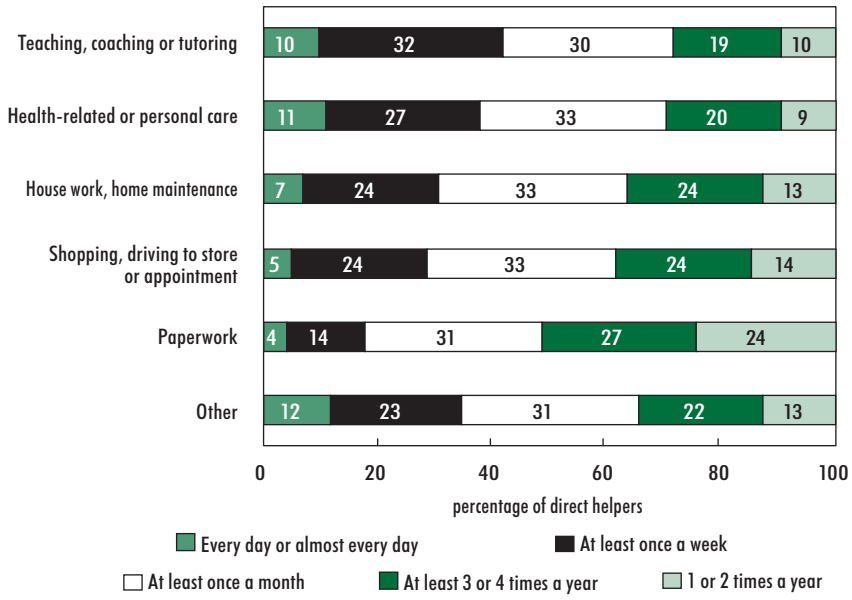
The rate of informal volunteering was quite steady across age groups; it ranged from 82% to 87% until age 64, and then dropped to 71% for seniors. Generally speaking, the frequency of informal volunteering was also similar across most age

Chart 16 Rate of helping others directly, by type of activity, population aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 17 Frequency of helping others directly, by type of activity, direct helpers aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

groups. About 13% to 16% of direct helpers in all age groups provided help every day or almost every day, with the exception of young people aged 15 to 24 (23%). Over one-third of informal volunteers in most age groups helped at least once a week, as did smaller proportions of adults aged 35 to 44 (26%).

Compared with married, single or divorced people (83% to 84%), people who were widowed (70%) were considerably less likely to volunteer informally, but this reflects the fact that they tend to be older adults and health problems may limit their ability to help. And while more than one-half of single (56%) and divorced (51%) informal volunteers provided help daily or weekly, less than one-half (44%) of those living in couples gave help that frequently (Table 4).

Table 4 Rate and frequency of helping others directly, by personal and economic characteristics, population aged 15 and over, 2010

		Frequency of helping others directly			
	Rate of helping others directly	Daily or almost daily	At least once a week	At least once a month	A few times a year
	percentage				
Total	**83**	**16**	**32**	**29**	**22**
Age group					
15 to 24 years †	87	23	35	26	16
25 to 34 years	87	15*	35	30	21
35 to 44 years	86	13*	26*	33*	29*
45 to 54 years	82*	14*	31	30	25*
55 to 64 years	82*	16*	35	29	19
65 years and over	71*	14*	34	29	23*
65 to 74 years	76*	16*	33	29	23*
75 years and over	64*	12*	36	29	23*
Sex					
Men †	82	13	31	31	25
Women	83	18*	34*	28*	20*

Table 4 Rate and frequency of helping others directly, by personal and economic characteristics, population aged 15 and over, 2010 (continued)

	Rate of helping others directly	Frequency of helping others directly			
		Daily or almost daily	At least once a week	At least once a month	A few times a year
	percentage				
Marital status					
Married or common law †	83	13	31	31	25
Single, never married	84	21*	35*	26*	18*
Separated or divorced	83	17*	34	30	18*
Widow or widower	70*	17	41*	25*	17*
Level of education					
Less than high school diploma †	73	19	36	26	19
Graduated from high school	80*	19	37	24	20
Some postsecondary	88*	18	33	27	22
Postsecondary diploma or certificate	86*	15*	32	31*	22
University degree	88*	11*	30*	33*	27*
Labour force status					
Employed †	87	14	31	30	24
Unemployed	86	19[E]	29[E]	33[E]	20[E]
Not in the labour force	79*	19*	35*	27*	19*
Household income					
Less than $20,000 †	75	21	37	23	18
$20,000 to $39,999	76	18	33	27	22
$40,000 to $59,999	81*	18	32*	29*	21
$60,000 to $79,999	86*	16*	31*	33*	20
$80,000 to $99,999	87*	14*	35	27	24*
$100,000 and over	87*	12*	31*	31*	25*
$100,000 to $119,999	89*	12*	31*	32*	24*
$120,000 and over	85*	13*	31*	31*	25*
Presence of children in household[1]					
No children in household †	81	16	33	29	22
Pre-school aged children only	88*	13	30	31	27*
Both pre-school and school-aged children	87*	19	28*	31	22
School-aged children only	84*	16	32	29	23
Religious attendance					
Attends services weekly †	85	17	35	29	19
Does not attend services weekly	83	15	32	30	23*

† reference group

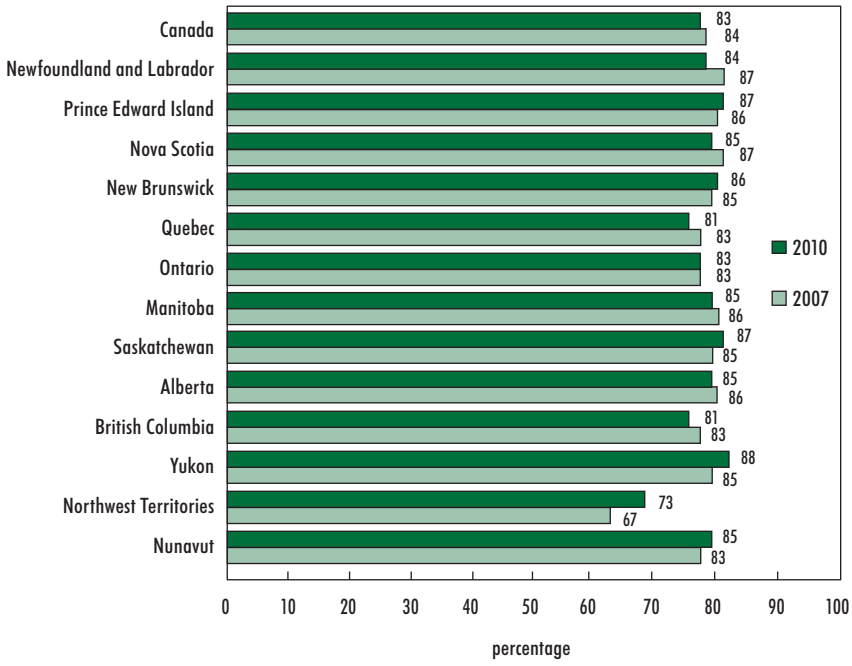
* statistically significant difference ($\alpha = 0.05$) from reference group

1. "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, 2010.

Chart 18 Rate of helping others directly, by province or territory, population aged 15 and over, 2007 and 2010



Source : Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

In 2010, more than 8 in 10 adults in all provinces and territories had given direct help to family, friends or neighbours (Chart 18). The exception was the Northwest Territories, in which less than three-quarters of the population aged 15 and over (73%) did any informal volunteer work. The Northwest Territories also had the lowest rate for providing direct help in 2007.

Summary

In 2010, about 1 in 2 Canadians aged 15 and over donated their time, energy and skills to charities and non-profit organizations. The approximately 2 billion volunteer hours they contributed is equivalent to more than 1 million full-time jobs.

A small proportion of these volunteers do most of the work. In fact, 10 % of volunteers accounted for 53% of all the volunteer hours given in 2010. Each volunteer in this group dedicated the equivalent of 10 or more weeks in a full-time job, about the same as in 2007

The bulk of total volunteer hours (66%) were given to five types of non-profit and charitable organizations: those involved in sports and recreation had the largest share (19% of total hours), followed by social services (18%), religion (15%) education and research (9%) and health (5%).

Younger Canadians are more likely to volunteer than older Canadians. Well over one-half (58%) of Canadians aged 15 to 24 volunteered in 2010 but they devoted fewer hours than older Canadians. Among young people, teenagers were more likely than young adults to volunteer.

Religion plays an important role in formal volunteering: 65% of Canadians who attended weekly religious services did volunteering, compared with 44% of those who did not attend weekly or at all. Volunteers who were frequent religious attendees dedicated about 40% more hours on average than other volunteers.

Education level and income also play a role. In 2010 for example, 58% of adults with a university degree reported doing volunteer work, compared with 37% of those without high school graduation. While 58% of people with household incomes of $120,000 or more reported volunteering, 33% of those with incomes under $20,000 did so. However, people in the lower income group worked a higher average number of volunteer hours than those in the high income group.

Having children at home is associated with the likelihood of volunteering. In 2010, 56% to 59% parents with school-age children at home were volunteers, compared with 41% of people without any children at home.

Among the provinces and territories, Saskatchewan had the highest rate of formal volunteering in non-profit organizations (58%), while the lowest rates were in Quebec and the Northwest Territories (both at 37%).

The vast majority of volunteers are motivated by their desire to contribute to their community: 93% gave this reason in 2010. Additionally, more than three-quarters (78%) wanted to make good use of their skills and experience; over one-half (59%) said that they had been personally affected by the cause the organization supported; and 48% volunteered because they had friends who were involved.

Lack of time is the most commonly reported barrier to volunteering, the key reason given by 67% of people who had not formally volunteered in 2010. Another 45% had not become involved because no one had asked them to, suggesting that they might sign up to volunteer if they were approached the right way.

Compared with the number of Canadians who volunteer formally, about twice as many provide direct help to family, friends and neighbours. Four in five Canadians, or 83%, were "informal" volunteers in 2010, mostly helping others with day-to-day activities such as household tasks, health-related or personal care, or errands.

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Giving and volunteering among Canada's immigrants

by Derrick Thomas

Introduction

Immigrants make up a growing proportion of the Canadian population, especially in major cities such as Toronto, Vancouver and Montréal. Almost 1 in 5 Canadians is now an immigrant. They come from a range of experiences and traditions and may vary in their attitudes toward formal volunteering and giving, and in their concept of charity.[1]

While immigrants come to Canada from various places and for different reasons, they arrive in an evolving country. Newcomers differ widely from each other and encounter a variety of conditions depending on when and where they arrive in Canada. The characteristics of different immigrant cohorts may account for variations in their propensity to give and volunteer, as well as in the amounts they donate and the causes they support.

Immigrants who have been in Canada for many decades might resemble the Canadian-born more than recent immigrants, who may face constraints on their generosity. New arrivals have often used up their savings in the migration process, are faced with setting up new households and take some time to adjust to the Canadian labour market. Their time and financial resources might be more limited than those of other Canadians.

This article examines donating and volunteering among immigrants in Canada: their reasons for doing so or not, the amounts of money and time they give, and the types of organizations which benefit from their largesse. This information may be valuable to charitable and non-profit organizations that are attempting to reach out to immigrant and cultural minorities and to appeal to them in a culturally sensitive way.

As well as comparing charitable behaviours and attitudes of immigrants and the Canadian-born, the article examines whether volunteering and giving can be considered indicators of immigrant integration and adjustment (as suggested by some authors).[2] According to this perspective, some newcomers may, at least initially, primarily rely on and give to their own community organizations.[3] However as time passes and new Canadians connect more widely with community groups and civic organizations, their patterns of giving time and money may change to include broader causes. To what extent do recent immigrants differ from long-term immigrants in terms of their giving and volunteering behaviours?

The first part of this article presents information on immigrants' charitable donations and the second examines how volunteering behaviours differ between immigrants and the Canadian-born.

Immigrant donors give more on average than Canadian-born donors

A great majority of Canadians donate at least some money toward charities and non-profit organizations each year (84% in both 2010 and 2007). In 2010, immigrants were about as likely to donate money as were people born in Canada (Table 1).

Immigrants who donated, however, contributed more money on average: in 2010, they gave an average of $554, compared with $409 for the Canadian-born. The median amount given by immigrant donors was also higher ($155 versus $111 for the Canadian-born). This pattern of donating among immigrants is consistent with that found in 2007.[4]

Religious affiliation and attendance are among the factors that may explain the larger charitable donations given by immigrants compared with the Canadian-born. In 2010, immigrants were twice as likely as the Canadian-born to say they attended religious meetings or services weekly (28% versus 14%). People who attend religious services weekly donate at higher rates and donate more[5] and this holds true for immigrants. In 2010, about 89% of immigrants who attended religious services weekly were charitable donors, compared with 73% of immigrants who never attended services. While religiously active immigrants gave an average of $821,

What you should know about this study

The primary data source for this article is the Canada Survey of Giving, Volunteering and Participating (CSGVP), carried out in 2010. This survey follows a 2007 survey that used essentially the same questionnaire and methodology. In some instances, comparisons will be made between the 2010 and 2007 data.[1]

The 2010 CSGVP asked a sample of approximately 15,500 Canadians about their charitable and volunteer behaviour, of which just over 1,700 indicated they were immigrants. Over 1,000 respondents (1,084) did not answer the immigration question and are necessarily excluded from this analysis. The remaining sample consisted of about 14,400 respondents.

Survey respondents were asked about their charitable donations over the previous 12 months, the amounts and recipient organizations involved, the promotion methods through which the giving occurred, and their reasons for giving or not giving. Similar questions were asked about volunteering.

In order to compare the amounts donated in 2010 to those donated in 2007, the amounts for 2007 were adjusted using the Consumer Price Index to account for inflation.

Definitions

Immigrant: For the purposes of this article, an immigrant is someone who is or has been at some point a landed immigrant.

The survey asked "Are you now, or have you ever been a landed immigrant to Canada?" The response categories were "Yes" and "No". The question was asked of all respondents who had indicated that they had not been born in Canada.

The term "immigrant" excludes temporary residents—people in Canada on a time-limited permit to work, study or visit. Similarly, it does not include refugee claimants whose claims have not yet been accepted by the Canadian government. Also excluded are people born abroad who may have been Canadian citizens at birth (e.g. people born to parents in the Canadian military or foreign service who were posted abroad). Together these groups make up less than 1% of the Canadian population.

Arrival cohorts/time in Canada: Immigrants are grouped according to the number of years they have been in Canada since their reported year of arrival. "Recent" immigrants are those who had been in Canada less than 10 years at the time of the survey; "long-term" immigrants are those who had been in Canada 30 years or more.

1. Similar surveys were also conducted in 2000 and 1997. As they differed somewhat in methodology from the more recent surveys, their data are not directly comparable.

those who never attended services gave $313 (Table 3).

Among people who attended religious services weekly, immigrants contributed on average about $250 less than the Canadian-born ($821 versus $1,077). However, the average amount donated by all immigrants was higher than that donated by all Canadian-born because immigrants are more likely to be religiously active.

Even at lower levels of household income, immigrants give more

Household income is another important predictor of the average amount given to charitable and non-profit organizations. Immigrants tend to have lower household incomes than the Canadian-born (Table 2). However, at equivalent levels of household income, immigrant donors tended to donate more than Canadian-born donors. For example, immigrants with annual household incomes of less than $40,000 gave an average of $404 to charitable and non-profit organizations, compared with $214 for their Canadian-born counterparts (Table 3).

The same was true for higher income donors. In 2010, immigrants with an annual household income of $100,000 or more gave about $250 more, on average, than Canadian-born donors at that income level ($849 versus $593). Moreover, immigrants as a whole donated a larger percentage of their household income. They gave 1% on average, while Canadian-born donors gave about 0.7% of their pre-tax household income.

Immigrant donors more likely to give to religious organizations and to give them larger amounts

While immigrants give to many of the same causes and organizations as people born in Canada, there are also important differences between the two groups. Immigrant donors were more likely to contribute to religious organizations and charities (50% versus 36%). In contrast, they were less likely than Canadian-born donors to donate to non-religious organizations (73% to 82%) (Chart 1).

Table 1 Donor rate and average and median annual donations, by immigrant status and time immigrants spent in Canada, population aged 15 and over, 2007 and 2010

	2010			2007		
	Donor rate	Average annual donation[1]	Median annual donation[1]	Donor rate	Average annual donation[1]	Median annual donation[1]
	percentage	dollars		percentage	dollars	
Immigrant status						
Canadian-born †	85	409	111	85	442	116
Immigrants	82	554*	155 *	82	531*	150*
Time immigrants spent in Canada						
Less than 10 years	79	270[E]*	90 *	71*	293*	73*
10 to 19 years	79	482	138 *	84	485	146*
20 to 29 years	84	666[E]*	160 *	81	664*	251*
30 years or more	90*	752*	270 *	90*	650*	238*

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
1. Estimates of average and median annual donations are calculated for donors only.
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

Table 2 Selected personal and economic characteristics, by immigrant status and time immigrants spent in Canada, population aged 15 and over, 2010

		Immigrants				
		Time in Canada				
	Canadian-born †	Total	Less than 10 years	10 to 19 years	20 to 29 years	30 years or more
Personal and economic characteristics						
Average age (years)	45	46*	32*	40*	46	62*
Speaks a non-official language most often at home (percentage)	1[E]	44*	63*	57*	45*	19*
Average annual household income (dollars)	81,602	75,563*	69,349*	82,731	80,635	75,469
Attends a religious service at least once a year (percentage)	45	57*	63*	63*	56*	50
Has a university degree (percentage)	21	39*	41*	47*	39*	33*
Married or common-law (percentage)	63	67*	60	72*	72*	70*
At least one child under age 18 in household (percentage)	37	44*	66*	52*	46	19*
Average household size (number of people)	3.0	3.2*	3.9*	3.6*	3.2*	2.5*

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Table 3 Donor rates and average annual donations, by immigrant status and personal and economic characteristics, population aged 15 and over, 2010

	Distribution of population aged 15 and over		Donor rate		Average annual donation[1]	
	Canadian-born †	Immigrants	Canadian-born †	Immigrants	Canadian-born †	Immigrants
	percentage				dollars	
Personal and economic characteristics						
Total	**100**	**100**	**85**	**82**	**409**	**554**
Age group						
15 to 24 years	17	12*	71	74	114	F
25 to 34 years	17	17	82	71	293	382[E]
35 to 64 years	51	53	89	86	472	610*
65 years and over	15	18*	88	87	582	678
Language spoken most often at home						
English and/or French	99	56*	85	87	412	629*
Other language	1	44*	78	76	154[E]	442*
Household income						
Under $40,000	25	26	78	73	214	404[E]*
$40,000 to $99,999	43	47	86	84	375	452
$100,000 and over	31	27*	89	87	593	849*
Religion						
No religion	26	21*	75	79	314	418
Does not attend religious services	29	22*	82	73*	230	313[E]
Infrequent attendance[2]	32	29	91	84*	327	531[E]*
Weekly attendance	14	28*	94	89	1,077	821*
Education						
No university degree	79	61*	82	81	326	393
University degree	21	39*	94	85*	684	796
Marital status						
Not in a couple	37	33*	77	78	293	524[E]*
Married or common-law	63	67*	90	84*	468	567
Presence of children in household						
No children under age 18	63	56*	85	82	443	606*
Children under age 18	37	44*	85	83	353	488*
Labour force status						
Unemployed or not in the labour force	33	35	78	76	328	427
Employed	67	65	88	86	422	597*

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
1. Estimates of average annual donations are calculated for donors only.
2. Includes the following responses: "attends at least once or twice a year", "at least 3 or 4 times a year" or "at least once a month".
Note: Due to rounding, totals may not add to 100%.
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

In 2010, one-half of all the money immigrants donated to charitable or non-profit organizations went to religious organizations. The corresponding proportion for the Canadian-born was 37% (Chart 2).

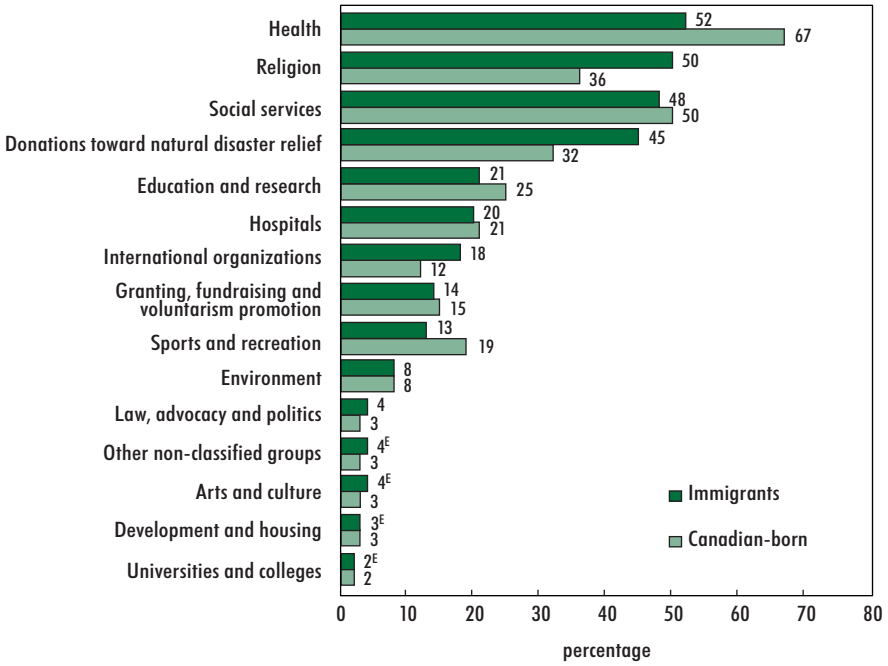
While many Canadian-born donors gave to health-related organizations, immigrant donors were less likely to do so. Immigrants were also less likely to give to social services organizations and to those involved in sports and recreation. However, they more often contributed to international organizations (Chart 1).

Long-term immigrants are more likely to give than recent immigrants

Data from previous surveys[6] have consistently shown that, among immigrants, those who have been in Canada longer are more likely to donate and the average annual amount they give is larger. The most recent results reconfirm this trend: in 2010, the likelihood of giving money to charitable or non-profit organizations was higher for long-term immigrants who had been in Canada for 30 years or more (90%), than for recent immigrants in Canada less than 10 years (79%). Also, long-term immigrant donors tended to give a larger average annual donation ($752) than both recent immigrants ($270) and the Canadian-born ($409) (Table 1).

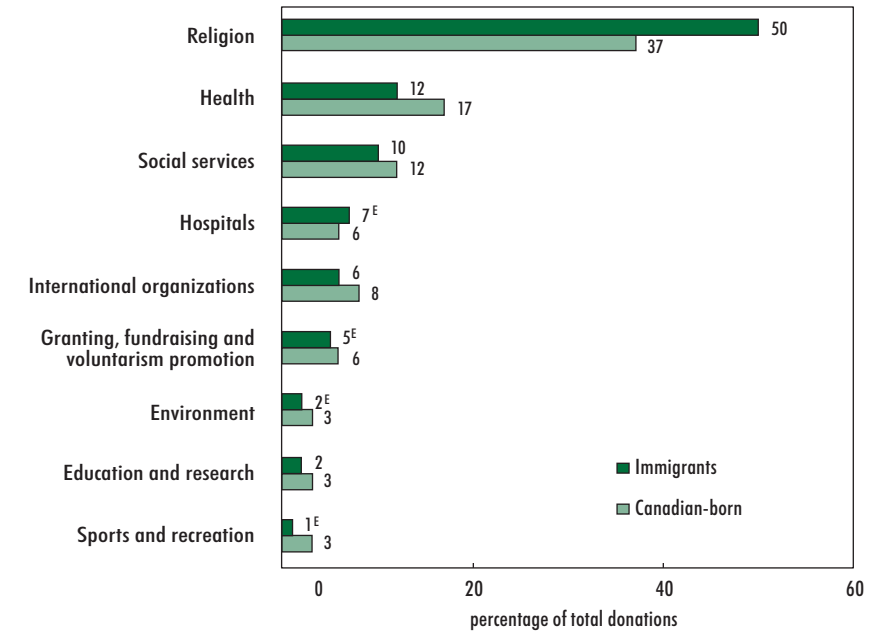
According to some commentators, immigrants gradually expand their concept of community as they adjust to life in a new country.[7] From this perspective, recent immigrants will first focus on resettling their own immediate family, which implies making fewer charitable donations. Once they have more resources, many will give to causes in their country of birth or to their own cultural group; they may also donate to immigrant groups more generally. Eventually, this thesis suggests, immigrants come to feel part of the broader host community and donate and give their time much as do other citizens.[8]

Chart 1 Donor rate for different types of charitable and non-profit organizations, by immigrant status, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 2 Percentage of total amount of donations given to different types of organizations, by immigrant status, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

However, other authors suggest that immigrants adjust in many different ways the longer they live in this country: they grow older, may acquire greater facility in Canada's official languages, often improve their employment situation, and increase their household income and wealth. Differences in giving and volunteering may be attributable to differences in one or more of these dimensions and not to social integration or any convergence in values over time.[9]

Recent immigrants give less on average, in part because they are younger and have lower household incomes

Recent immigrants are younger than the Canadian-born (their average ages are 32 years and 45 years, respectively). Long-term immigrants in Canada 30 years or more are, not surprisingly, older on average, at 62 years. Among the Canadian population as a whole as well as among immigrants, age is strongly and positively correlated with the likelihood of donating to charity and, even more so, with the amount given (Table 2).[10]

Because recent immigrants are younger on average than long-term immigrants and the Canadian-born, it is useful to compare only the people in these groups who are less than 45 years old. Overall, the Canadian-born gave 1.5 times more on average than recent immigrants ($409 versus $270). However, controlling for age changes this quite a bit: among people aged less than 45, recently arrived immigrants gave about the same average amount as the Canadian-born—around $275.

Very few long-term immigrants are younger than 45 years old. In fact, 47% of them are aged 65 or more, compared with 15% of the Canadian-born and less than 1% of recent immigrant. These different age profiles help explain why long-term immigrants gave more, on average, than recent immigrants or the Canadian-born.

In addition to being younger, recent immigrants tend to have lower household incomes, a fact that also helps explain why they give less money on average to charitable causes. Among people whose household income was less than $40,000, recent immigrants were as likely to give as long-term immigrants and the Canadian-born. At this income level, recent immigrants also gave the same average annual amount as the Canadian-born.

Most immigrants improve their ability to understand and communicate in Canada's official languages the longer they live in this country. With time, they become more likely to speak English or French at home. About 76% of immigrants who spoke a language other than English or French at home gave money to a charity or non-profit organization, compared with 87% of those who spoke an official language at home. The latter also gave more on average ($629 versus $442) (Table 2).

A regression analysis confirmed that, in terms of average amounts donated, the difference between recent or long-term immigrants and the Canadian-born was explained by the composition of the populations in terms of age, household income, language used at home and religious attendance (results not shown).

Long-term immigrants give a smaller share of their donations to religious organizations

The likelihood that immigrant donors will give to religious organizations does not change significantly the longer they live in Canada. Long-term immigrants did, however, give a higher average annual donation to religious organizations than more recent immigrants, possibly as a consequence of their resources increasing with time.

However, long-term immigrants gave a smaller percentage of their total annual donations to religious organizations (49% versus 55% for recent immigrants) and larger percentages to some other types of organizations. The percentage of donations given to social services was 11% for long-term immigrants compared with 4% for recent immigrants; the proportion was 14% and 8% respectively for donations to health-related causes. These results suggest, at least to some degree, that immigrants diversify the types of charities and non-profit organizations they support the longer they are in Canada.

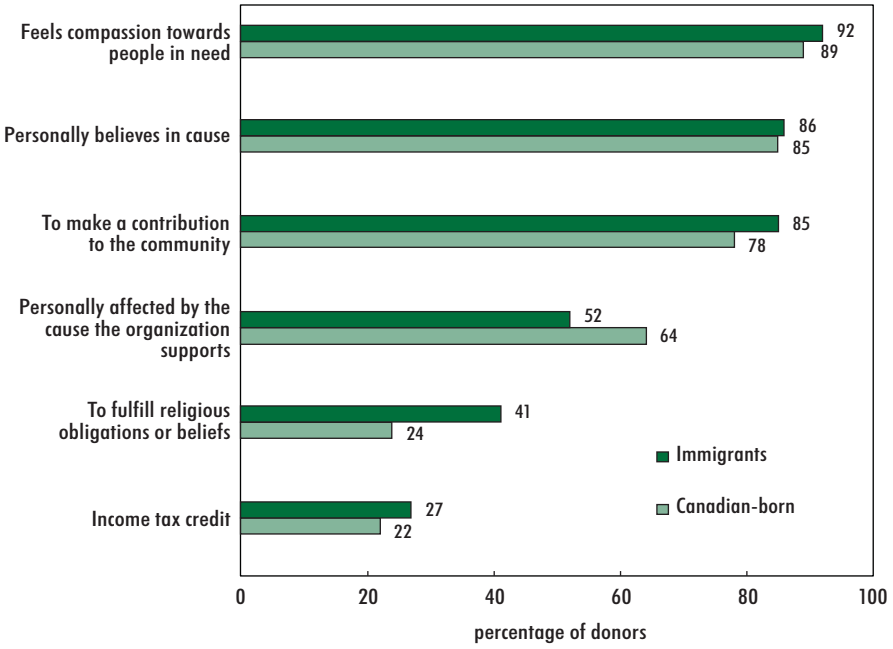
Same top three reasons for giving among immigrant and Canadian-born donors

Immigrant donors are motivated by the same top three reasons for giving as other Canadian donors: compassion for those in need, personal belief in the cause of the organization and a desire to contribute to the community. In 2010, immigrant donors were slightly more likely than those born in Canada to mention compassion for those in need (92% versus 89%) and a desire to contribute to the community (85% versus 78%) as reasons for giving money to a charity or non-profit organization. However, they were less likely to mention being personally affected or knowing someone affected by the cause that the organization supported (52% versus 64% of Canadian-born donors) (Chart 3).

As one might expect given the types of organizations to which they gave, immigrant donors were more often motivated by their religious beliefs or obligations (41% versus 24% for Canadian-born donors). They were also more likely to mention a tax credit as their reason for giving to charities (27% versus 22% of Canadian-born donors).

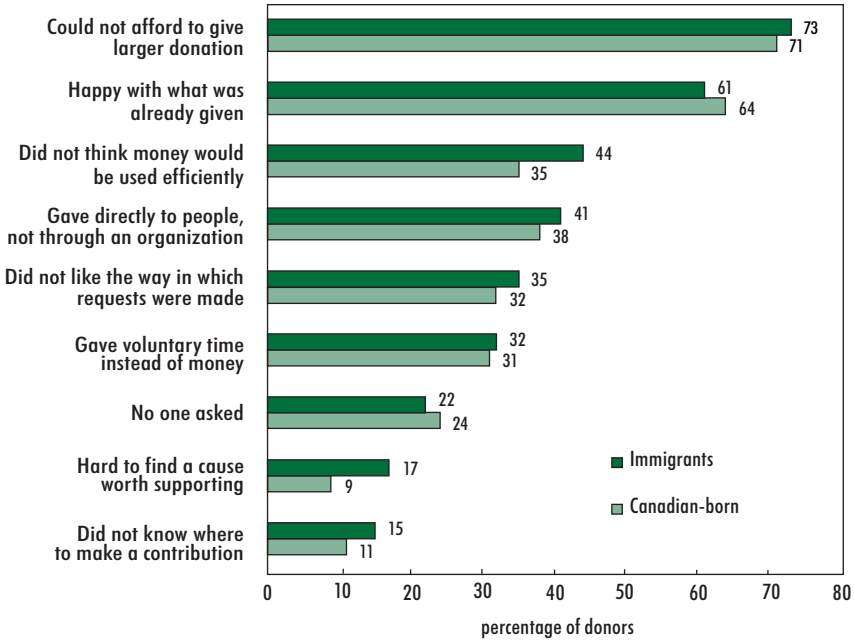
Immigrant donors gave a number of reasons for not donating more to charity. As with Canadian-born donors, they most frequently said they had given all they could afford or that they were content with the amount they had already donated. Immigrant donors were more

Chart 3 Reasons for making financial donations, by immigrant status, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 4 Reasons for not making more financial donations, by immigrant status, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

sceptical, though, that the money they gave would be used efficiently (44% versus 35% of the Canadian-born donors) (Chart 4).

In 2010, 17% of immigrant donors did not give more because they had difficulty finding a cause worth supporting or somewhere to give—practically twice the proportion of Canadian-born donors (9%). This may reflect a lack of familiarity with the non-profit sector in Canada, language problems or isolation among some immigrants. Perhaps some charities or non-profits find it more difficult to reach out to immigrants than to the Canadian-born. Social barriers or bounded social networks[11] may also limit the philanthropic behaviour of immigrants or confine it within their own religious community.[12]

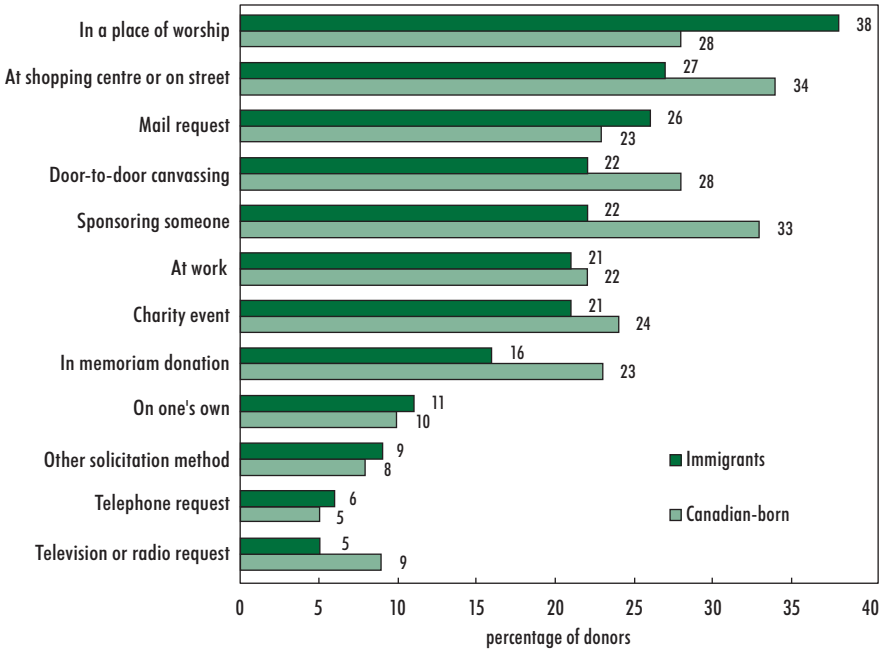
Immigrants more often give through a collection at their place of worship

In keeping with their religious motivations for donating and the larger amounts they give, 38% of immigrant donors said they gave through a collection at their place of worship, compared with 28% of Canadian-born donors. In contrast, immigrants were less likely than people born in Canada to have given on the street or at a shopping centre, or in response to a door-to-door canvasser (Chart 5).

Sponsoring someone in an event was commonly mentioned as a method of giving by the Canadian-born (33%), but less often cited by immigrants (22%). Immigrants were also less likely to have made a donation in memory of someone or in the context of a charity event or television appeal.

Immigrant donors were somewhat less likely to donate food than those born in Canada (55% compared to 64%) and just as likely to donate clothing, toys or other items in kind.

Chart 5 Solicitation methods or ways of giving, by immigrant status, donors aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Immigrants less likely to volunteer than the Canadian-born

The voluntary activities of Canadians benefit not only charitable organizations and their clients but also the volunteers themselves. For example, volunteers make contacts, develop skills and gain experience that can help them socially and economically. For immigrants however, the same deficiencies in language ability, Canadian experience and social networks that may impede their access to the job market[13] can also represent barriers to volunteering. Nonetheless, volunteer work is perhaps more easily obtained than paid work and may be of particular help in the social and economic integration of immigrants.

In 2010, immigrants were not as likely as people born in Canada to volunteer with a charitable or nonprofit organization. Specifically, 39% of immigrants did some volunteer work during the course of the year, compared with 49% of the Canadian-born. While immigrants were less likely to volunteer, those who did so contributed about the same number of hours in 2010 as the Canadian-born (Table 4).

Table 4 Volunteer rates and average and median annual hours volunteered, by immigrant status and time immigrants spent in Canada, population aged 15 and over, 2007 and 2010

	2010			2007		
	Volunteer rate	Average annual volunteer hours[1]	Median annual volunteer hours[1]	Volunteer rate	Average annual volunteer hours[1]	Median annual volunteer hours[1]
	percentage	hours		percentage	hours	
Immigrant status						
Canadian-born †	49	155	52	49	163	55
Immigrants	39*	162	60 *	40*	170*	67*
Time immigrants spent in Canada						
Less than 10 years	39*	167[E]	60 *	37*	136*	48*
10 to 19 years	36*	133	44 *	42	150	70*
20 to 29 years	37*	118	48 *	38*	187*	71*
30 years or more	42*	193	80 *	42*	203*	85*

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
1. Estimates of average and median annual volunteer hours are calculated for volunteers only.
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2007 and 2010.

Table 5 Volunteer rate and average annual number of hours volunteered, by immigrant status and personal and economic characteristics, population aged 15 and over, 2010

	Distribution of population aged 15 and over		Volunteer rate		Average annual volunteer hours[1]	
	Canadian-born †	Immigrants	Canadian-born †	Immigrants	Canadian-born †	Immigrants
	percentage				hours	
Personal and economic characteristics						
Total	**100**	**100**	**49**	**39***	**155**	**162**
Age group						
15 to 24 years	17	12*	60	43*	115	261[E]
25 to 34 years	17	17	48	38	113	110[E]
35 to 64 years	51	53	49	40*	170	130*
65 years and over	15	18*	38	34	218	244
Language spoken most often at home						
English and/or French	99	56*	49	45*	155	155
Other language	1	44*	51	31*	128[E]	175[E]
Household income						
Under $40,000	25	26	35	33	169	238[E]
$40,000 to $99,999	43	47	51	38*	155	158
$100,000 and over	31	27*	60	46*	147	115
Religion						
No religion	26	21*	49	35*	132	153
Does not attend religious services	29	22*	37	28*	145	97*
Infrequent attendance[2]	32	29	53	38*	145	173[E]
Weekly attendance	14	28*	71	51*	208	186
Education						
No university degree	79	61*	45	39*	149	177
University degree	21	39*	65	44*	167	144
Marital status						
Not in a couple	37	33*	49	40*	133	206[E]*
Married or common-law	63	67*	50	39*	167	141*
Presence of children in household						
No children under age 18	63	56*	43	38*	176	189
Children under age 18	37	44*	61	40*	134	133[E]
Labour force status						
Unemployed or not in the labour force	33	35	46	39*	175	222
Employed	67	65	53	40*	143	125

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
1. Estimates of average annual volunteer hours are calculated for volunteers only.
2. Includes the following responses: "attends at least once or twice a year", "at least 3 or 4 times a year" or "at least once a month".
Note: Due to rounding, totals may not add up to 100% .
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Immigrants living in households with higher incomes were less likely to volunteer than their Canadian-born counterparts. However immigrants with household incomes under $40,000 volunteered just as often as lower income people born in Canada (Table 5).

Relative to the Canadian-born population, a far larger proportion of immigrants—and especially recent immigrants—speaks a non-official language at home (respectively 44% of immigrants compared with 1% of the Canadian-born, Table 2). Among immigrants who spoke a language other than English or French at home, 31% had volunteered in the 12 months leading up to the survey. Among those who spoke English or French at home, 45% had volunteered (Table 5).

Religious attendance is connected to volunteering just as it is to financial donations: people who attend a religious service each week are more likely to volunteer. Immigrants were more likely than the Canadian-born to attend a religious service weekly, and those immigrants who did attend were more likely to volunteer than those who did not. Among all weekly religious attendees though, immigrants were less likely to volunteer than the Canadian-born. As for the number of volunteer hours, immigrants and the Canadian-born who attended religious services weekly were spending the same amount of time (Table 5).

Immigrant volunteers slightly more likely to give their time to religious organizations

While there is a general similarity between the organizations most often supported by immigrant volunteers and those popular with the Canadian-born, there are also some differences. Immigrants were more likely to volunteer their time to a religious organization (11% versus 9%) (Chart 6). They also contributed a larger proportion of their volunteer time to religious organizations. In fact, one-fifth (20%) of the total volunteer hours contributed by immigrant volunteers went to religious organizations. In comparison, volunteers born in Canada gave about 14% of their total volunteer hours to religious organizations (Chart 7).

The fact that immigrants give a larger share of their volunteer hours to religious organizations may not be simply related to religious norms or behaviours they bring from their country of origin. Churches, temples and mosques may function as social centres for immigrants and allow them to connect with people from their own cultural background. Religious giving and volunteering may promote this type of bonding, while volunteering for non-religious causes may reflect stronger links to the wider Canadian community.[14]

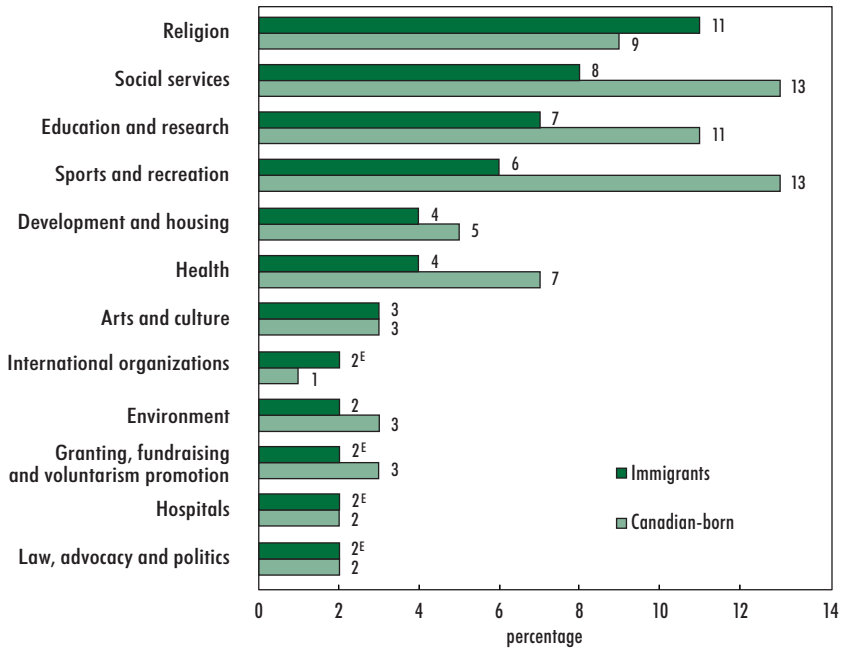
Canadian-born volunteers contributed relatively more time than immigrant volunteers to sports and recreation groups (22% of their total hours versus 11% for immigrants) and to social services organizations (19% versus 11%). While immigrants were about as likely as people born in Canada to volunteer with arts and culture organizations, they gave a larger share of their total hours to these organizations (12% versus 4%). Immigrants were more likely, though, than other Canadians to volunteer for international causes and contributed a larger share of their volunteer time to them (Charts 6 and 7).

Recent immigrants as likely to volunteer as long-term immigrants

In 2010, recent immigrants were almost as likely to volunteer as were long-term ones. Also, among immigrants who volunteered, those in Canada for less than 10 years gave about as many hours on average as those who had been established for 30 years or more (Table 4).

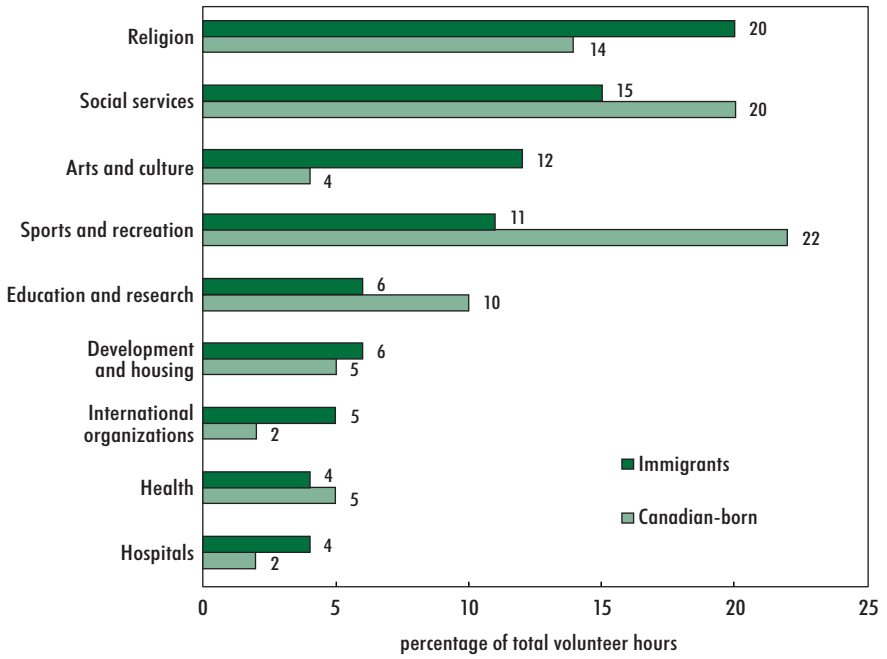
Among immigrant volunteers who gave their time to religious organizations, there was no real

Chart 6 Volunteer rate for different types of organizations, by immigrant status, population aged 15 and over, 2010



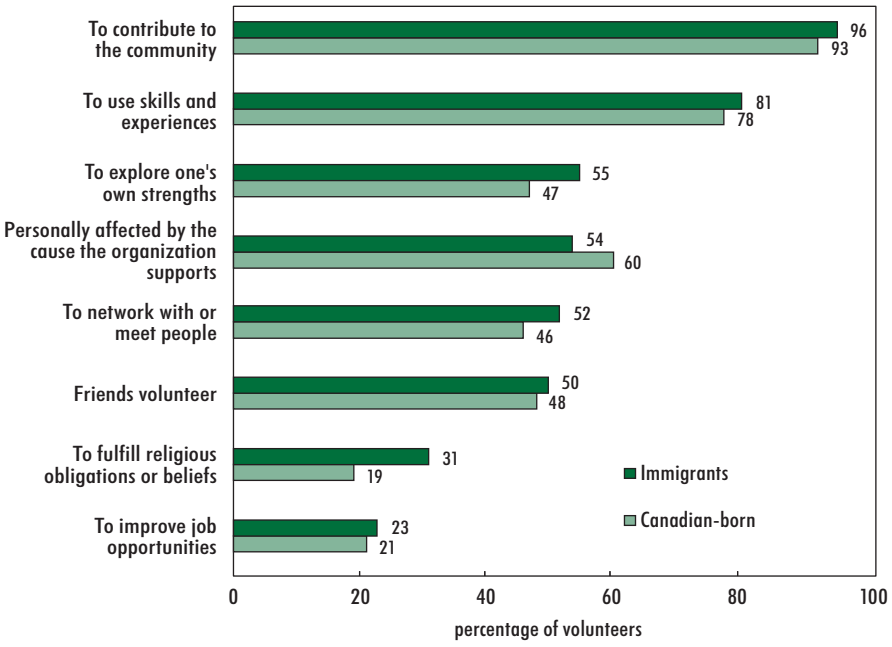
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 7 Percentage of total volunteer hours given to different types of organizations, by immigrant status, volunteers aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 8 Reasons for volunteering,[1] by immigrant status, volunteers aged 15 and over, 2010



1. Reasons for volunteering with the organization to which the volunteer gave the most hours (main organization).
Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

difference based on length of time in Canada. About 30% of long-term immigrants volunteered with religious organizations compared with about 29% of those who had been in Canada for less than 10 years.

There was evidence, however, that long-term immigrant volunteers more often contributed to other, non-religious, types of organizations. For example, they were more likely than other immigrant volunteers to have volunteered with sports and recreation organizations (22% versus 11%), as well as with environmental causes (8% versus 4%). The pattern is reminiscent of the one observed with respect to donations (data not shown).

Immigrants volunteer for similar reasons and do similar tasks as the Canadian-born

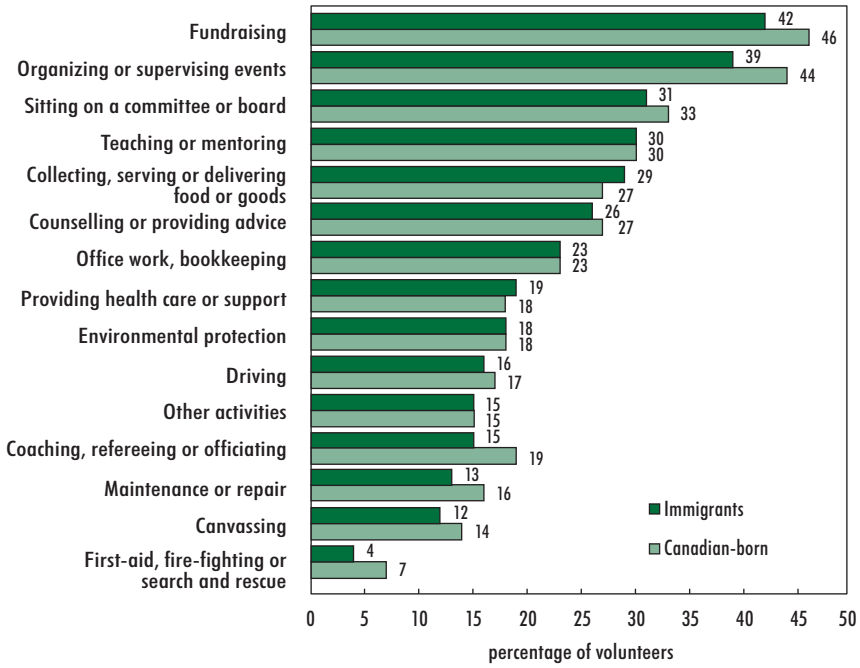
The top reasons for volunteering given by both immigrants and the Canadian-born were to make a contribution to their community and to use their skills. Immigrant volunteers were less likely to have said they had volunteered because they or someone they knew was affected by the issue or cause. They were more likely to have been motivated by religious reasons than Canadian-born volunteers (31% versus 19%) (Chart 8).

The main volunteer tasks performed by immigrants were very like those performed by Canadian-born volunteers. Fundraising, organizing or supervising, sitting on a committee, and teaching or mentoring were most often mentioned. However, immigrant volunteers were not as likely as those born in Canada to work as organizers and supervisors, as fundraisers, or as coaches and referees (Chart 9).

Immigrants are slightly more likely to give lack of time as a reason for not volunteering

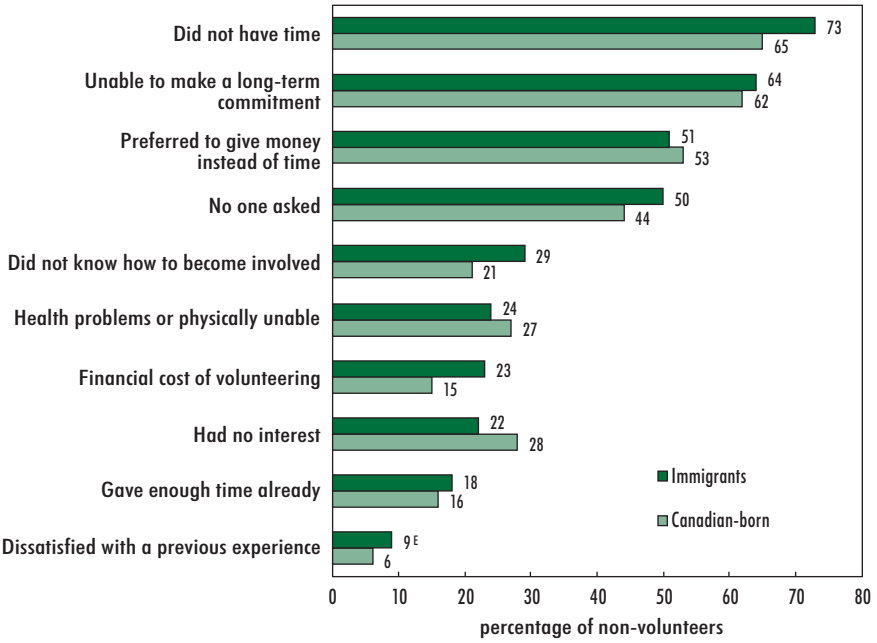
People who had not volunteered during the previous year were asked about why they did not. The most frequently mentioned reasons, among

Chart 9 Participation rate in different types of volunteer activities, by immigrant status, volunteers aged 15 and over, 2010



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

Chart 10 Reasons for not volunteering, by immigrant status, non-volunteers aged 15 and over,[1] 2010



1. Includes people who had not volunteered in the 12 months preceding the survey but who may have volunteered before that period.

Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010.

both immigrants and the Canadian-born, were time constraints and the inability to make a long-term commitment. Immigrants were slightly more likely than other Canadians to say they did not have enough time. They were more likely to say that no one had asked them to volunteer or that they did not know how to get involved; or to mention the financial cost associated with volunteer work and their dissatisfaction with a previous experience. Immigrants were less likely, however, to say they were not interested in volunteering (Chart 10).

The great majority of people in Canada provide informal, direct help to family, friends and neighbours without the mediation of a non-profit organization or registered charity. About 85% of Canadian-born respondents indicated they had helped someone with things like housework, home maintenance, driving or babysitting without going through an organization. Immigrants were a bit less likely to report providing informal help (78%).

Summary

In 2010, immigrants were about as likely to donate money to charities and non-profit organizations as were the Canadian-born but they tended to donate larger amounts. While immigrants were less likely to volunteer their time to such organizations, those who did volunteer contributed as many hours as Canadian-born volunteers.

Immigrants differ somewhat in their charitable behaviour according to how long they have been in Canada. Additionally, differences in charitable behaviour observed between immigrants as a whole and the Canadian-born can be explained once the variations in their age, income, language used at home and religious attendance are taken into account.

Like young people born in Canada, recent immigrants are at a particular life stage: they are settling in, acquiring housing and raising

children. They also face constraints in the form of lower employment rates and household incomes. They have less money to give, but nonetheless donate a proportion of their incomes similar to that of long-term immigrants. They also volunteer their time at comparable rates.

Apart from their different age profile and financial situation, many new immigrants have different traditions around giving and volunteering. They also may be drawn toward institutions where other members of their ethnic group associate. Most notably, they are more likely than the Canadian-born to have a religious affiliation and to attend regular religious meetings and services, which influences their charitable behaviour.

Immigrants who have been in Canada for a longer time continue to donate to religious causes; they give more as their household income—and presumably their wealth—increases. However, while they continue to support religious organizations, it appears that long-term immigrants give to a broader array of charities than recent immigrants.

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Employer support of volunteering

by Matt Hurst

Introduction

Across Canada, employers often offer a range of programs and policies to help employees volunteer in their community. Benefits for employers may include better employee morale and increased productivity, as employees can develop additional skills through their volunteer activities. Supporting volunteering may also be a non-monetary incentive employers use to meet the needs of prospective or existing employees who wish to give back to their community.[1] At the same time, employees may feel that volunteering helps them improve their work performance and enrich their social network and well-being.

This article focuses on volunteers who are employed, comparing those who receive support from their employers for their volunteer activities with those who do not. It first examines the proportion of volunteers who said that, to their knowledge, their employer had a program or policy to encourage them to volunteer. It then looks in more detail at formal employer supports, such as the possibility of changing one's work hours, the offer of paid time off, the use of facilities or equipment, or letters of recognition for volunteering. Other aspects are examined: how does employer-supported volunteering vary by industry? What are the possible effects of formal employer support? For example, do volunteers who receive support from their employers give more hours on average, volunteer for a greater variety of organizations or for a wider range of activities?

The second part of the article discusses the occupational benefits of these formal employer supports and of volunteering in general from the employees' perspective: what kind of skills do they report accessing through volunteering? Do employees report that their volunteer activities improve their chances of success in their job? Most importantly, is employer support for volunteering positively related to that perception?

For more information on the data, concepts and definitions used in this article, see "What you should know about this study". For general information on volunteering in Canada, see M. Vézina and S. Crompton, "Volunteering in Canada", in *Canadian Social Trends*.

Programs and policies to encourage volunteering

In 2010, about one-third (33%) of volunteers who were employed said their employer had a program or policy to encourage volunteering. This is up from 29% in 2004. Examples of such programs or policies include employers offering professional services at no charge to non-profit organizations or helping to connect them with employees who are interested in volunteering. Also, some employers might donate money to an organization based on the amount of hours their employees volunteered. Among employees in 2010 who said their employers had a program to encourage them to volunteer, 19% reported their employers had made such a donation.

Most employees who volunteer receive formal support from their employer

While not all employers have a program or policy to encourage volunteering, many volunteers report that their employers provide specific formal support mechanisms such as changing work hours, paid time off, use of facilities, or recognition for volunteering. In 2010, 57% of employees who volunteered said they had received one or more formal supports from their employer, unchanged from 2004. Also known as "employer-supported volunteering" (ESV),[2] these formal supports may lower barriers to volunteering arising from scheduling conflicts,[3] high workloads, or lack of resources or recognition.

Employer support varied by region in 2010: Ontario employees had high rates of formal employer support (62%) compared with British Columbia (54%), Northwest Territories (49%), Manitoba (50%) and Quebec (51%) (Chart 1).

To place these figures in an international context, other research has noted that compared with the United Kingdom, the United States, and other European countries,

What you should know about this study

This study is based on data from the Canada Survey of Giving, Volunteering and Participating (CSGVP), which was conducted in 2010 on a sample of persons aged 15 and over, totaling 15,482 respondents. The article focuses on volunteers who are also employed—people who reported in 2010 that they had volunteered and also worked at a paid job or business (excluding self-employment) in the 12 months preceding the survey. Hence, the analysis is restricted to the 4,926 respondents aged 15 and over who volunteered and were also employed. They represented 59% of all volunteers.

The analysis is limited by the fact that the survey asks only employees who volunteer—but not those who do not volunteer—if their employer supports volunteering. Thus one can examine how employer support programs might affect employees who volunteer but not how such programs relate to overall volunteer rates among employees. One cannot determine if employer support programs might be an incentive to volunteer for people who might otherwise not do so.

The CSGVP was held previously in 2007 and 2004 but the questions on employer support of volunteering were only included in 2004. Therefore, this article only contains comparisons between 2010 and 2004 data.

Definitions

Volunteers who are employed: People aged 15 and over who did any unpaid activities on behalf of a group or an organization and also worked at a paid job (excluding self-employed) in the previous 12 months. The volunteer activities include any unpaid help provided to schools, religious organizations, sports or community associations

Formal employer support, or employer-supported volunteering (ESV): Support for volunteering was identified by respondents who answered "yes" to any of the following questions: Please tell me about any formal support provided by your employer in the past 12 months. Did your employer give you? 1) use of facilities or equipment for your volunteer activities; 2) paid time off or time to spend volunteering while on the job; 3) approval to change work hours or reduce work activities to volunteer; 4) recognition or a letter of thanks for your volunteer activities; 5) donated prizes, gift certificates, food, etc.; 6) donated t-shirts, company goods, etc.; 7) donated financially to the organization; 8) provided transportation; 9) sponsored an event, paid entry fee, membership fee, etc.; 10) other.

Industry: Industry groups were derived from 18 aggregate groups of the 2002 North American Industry Classification System (NAICS). Industries with samples too small to analyze individually were grouped with other industries.

Canada's uptake of employer-supported volunteering is lower.[4] Previous research also found that 3% of companies in Canada had a formal policy, codified in writing, on employer-supported volunteerism.[5]

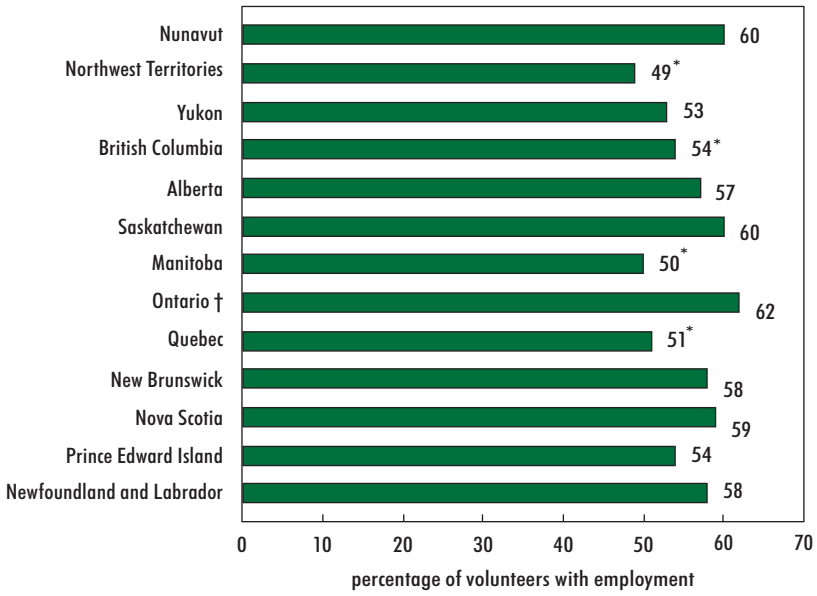
Certain types of employer support are more common than others. Specifically, just over one-third (34%) of volunteers said their employers helped by approving changes to their work hours or reducing their work activities—the most common type of support. Somewhat less common was providing facilities or equipment for volunteer activities (29%), giving recognition or a letter of thanks (24%) and providing paid time off or time to spend volunteering while on the job (20%). Far less common—less than 2% each—were volunteers whose employers formally donated prizes, gift certificates, or food; donated financially to the organization; sponsored an event, paid an entry fee or membership fee; or donated company goods like t-shirts (Table 1).

The percentage of volunteers who indicated they received only one type of formal support from their employer remained stable from 2004 to 2010 (24%). The same was true for volunteers receiving two different kinds of support (16%), those receiving three (11% in 2004, 10% in 2010), and those receiving four or more (7%).

More hours volunteered by those with formal employer support than those without

Volunteers who are also employed appear to contribute more time to their organization of choice when they receive support from their employer. In 2010, volunteers who reported receiving formal employer support volunteered a median of 60 hours, compared with 40 hours for those who did not (Chart 2). (The median value is the statistical 'halfway point'

Chart 1 Percentage of volunteers with employment who received any formal support from their employer, by province or territory, 2010



† reference group
* statistically significant difference (α=0.05) from the reference group
Note: Includes only volunteers aged 15 and over with employment.
Source: Canada Survey of Giving, Volunteering and Participating, 2010.

Table 1 Types of formal employer support for volunteering, volunteers aged 15 and over with employment, 2004 and 2010

	2004	2010
	percentage	
Type of formal employer support		
Any type of support	**57**	**57**
Approval to change work hours or reduce work activities †	33	34
Use of facilities or equipment	31	29*
Recognition or letter of thanks	23*	24*
Paid time off or time to spend volunteering while on the job	21*	20*
Other	4*	4*
Donated prizes, gift certificates, food	2*	2E*
Donated financially to the organization	2*	1E*
Sponsored an event, paid entry fee or membership fee	1*	1E*
Donated t-shirts or company goods	1*	1E*
Provided transportation	0SE*	1E*

† reference group
* statistically significant difference (α=0.05) from the reference group
Note: Only respondents who answered all the questions on formal employer support are included.
Source: Canada Survey of Giving, Volunteering and Participating, 2004 and 2010.

of a distribution of values. The median number of hours volunteered, for example, is the value for which one-half of volunteers report higher volunteer hours and one-half report lower volunteer hours.)

Employees who could change their work hours or reduce their workloads—the most common type of support—reported a higher median number of volunteer hours (75 hours) compared with those who did not receive this type of support (40 hours) (Chart 2). This support for flexible work hours and workloads may allow employees to volunteer on an ongoing basis and thus give more hours than they could with a more scheduled approach.

Volunteers whose employers provided facilities and equipment gave a median of 60 hours, compared with 46 hours for those without this type of help. Similarly, employees who were recognized for their volunteering or were given a letter of thanks reported volunteering more time than those who were not (a median of 60 hours versus 48 hours). Paid time off for volunteers was associated with a median of 55 hours of volunteering—about 5 hours more than the median for volunteers without paid time off.

Not surprisingly, the number of hours volunteered by employees was also related to the number of different types of formal support they could draw on. In 2010, employees volunteered a median of 54 hours if they received one type of formal support from their employer, 60 hours if they received two types of support, 78 hours if three, though only 62 hours if they received four or more (data not shown).

Volunteers receiving employer support volunteered fewer hours in 2010 than in 2004

In 2010, volunteers who received no support from their employers dedicated the same number of hours as they did in 2004 (median of 40 hours). However, among those who did receive some employer support,

fewer volunteer hours were reported in 2010 (a median of 60 hours, compared with 69 in 2004) (Chart 2).

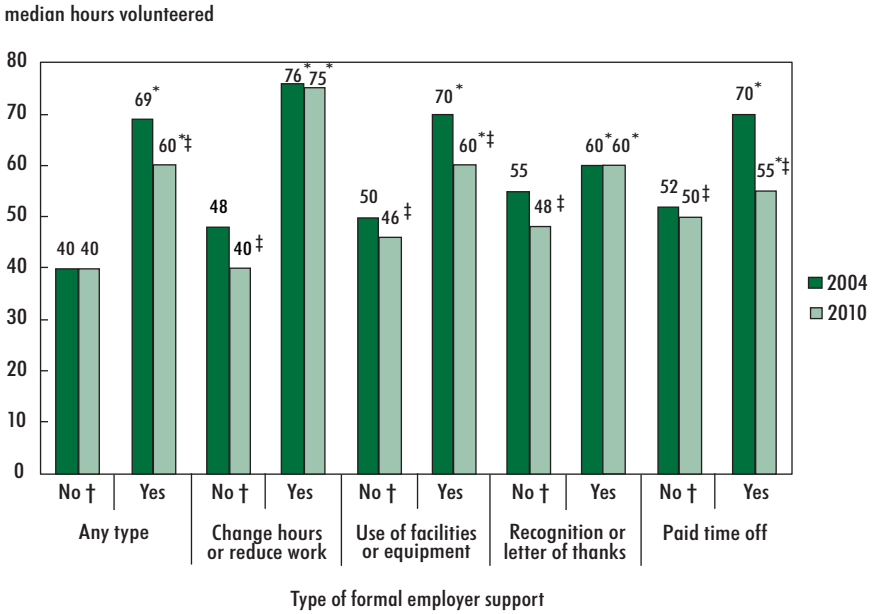
More specifically, the reduced median number of volunteer hours in 2010 was observed among employees who received help to access facilities or equipment and among those who arranged paid time off. In contrast, employees who received recognition for their volunteering gave the same median number of hours (60) in 2004 and 2010. Those who were supported by changing their work hours or reducing their workload also volunteered about the same median number of hours—76 in 2004 and 75 in 2010 (Chart 2).

Certain types of volunteer activities more common when employers provide support

Volunteers who were supported by their employer not only gave more hours than unsupported employees, they were also more likely to volunteer for certain types of activities. For example, 52% of employees with support gave at least some time to organize, supervise or coordinate activities or events, compared with 37% of those without employer support (Table 2). Volunteers who received support were also more likely to engage in activities related to teaching, educating or mentoring, to office work or bookkeeping, or to fundraising. However, employer support was not related to the proportion of employees who volunteered to coach, referee or officiate. Volunteering for this type of activity might be driven more by being a parent than by whether someone receives employer support.

Volunteers with employer support were also more likely to offer their services to certain types of organizations. Supported volunteers were more likely than unsupported ones to volunteer for social services organizations (27% versus 22%), education and research organizations (29% versus 24%), and philanthropic intermediaries and voluntarism

Chart 2 Median hours volunteered by selected type of formal employer support, volunteers aged 15 and over with employment, 2004 and 2010



† reference group
* statistically significant difference (α=0.05) from the reference group
‡ significantly significant difference (α=0.05) from 2004
Source: Canada Survey of Giving, Volunteering and Participating, 2004 and 2010.

Table 2 Participation rate in different types of volunteer activities, by formal employer support, volunteers aged 15 and over with employment, 2010

	Formal employer support	
	No †	Yes
	percentage	
Type of volunteer activity		
Organizing events	37	52*
Fundraising	42	55*
Teaching or mentoring	25	36*
Office work, bookkeeping	17	26*
Collecting, serving or delivering food or other goods	24	32*
Counselling or providing advice	22	30*
Sitting on a committee or board	25	33*
Maintenance or repair	11	17*
Driving	13	19*
Providing health care or support	14	19*
Environmental protection	14	18*
Canvassing	11	14*
First-aid, fire-fighting or search and rescue	6	9*
Coaching, refereeing or officiating	20	22
Other activities	15	14

† reference group
* statistically significant difference (α=0.05) from the reference group
Source: Canada Survey of Giving, Volunteering and Participating, 2010.

organizations (9% versus 3%) (data not shown).

Formal support for volunteering high in public administration and utilities industries

Volunteer rates vary by sector (see "*Volunteer rates highest in educational services industry*"). Employer support for volunteering also differs from one industry to another. In 2010, volunteers were more likely to report receiving employer support when they worked in the public administration and utilities industry group (70%), as well as in the finance and insurance; real estate and rental and leasing group (66%). Lower levels were observed in industries related to manufacturing and wholesale trade (47%), and in the management, administrative and other support industry (45%) (Table 3).

These top sectors identified by employees in terms of volunteer support—public administration and utilities, as well as finance/insurance/real estate—are dominated by large enterprises with well-developed human resource departments. These large-scale organizations may be more likely to have established corporate social responsibility strategies. Another factor may be that these industry groups use employer-supported volunteering to attract and retain skilled employees. There is some support for this as university degrees are more common in the public administration and utilities group (40%) and the finance and insurance, real estate and rental and leasing group (38%) compared with manufacturing and wholesale trade (20%) and management, administrative and other support (15%).

In most industries, changing hours or reducing work activities was the most prevalent type of formal support reported by volunteers: the percentage who received support in this way varied from about 30% to 45%. Volunteers employed in the educational services industry were an exception: 19% said their employers allowed a change in hours or workload to accommodate volunteering.

Educational services workers, however, were the most likely to say that their employer provided them with facilities and equipment for their volunteer activities. In 2010, 47% of volunteers employed in educational services indicated their employers helped them in this manner, compared with 17% of those in manufacturing and wholesale trade (Table 3).

Table 3 Selected types of formal employer support, by industry, volunteers aged 15 to 75 with employment, 2010

		Type of formal employer support			
	Any formal support	Change hours or reduce work	Use of facilities or equipment	Recognition or letter of thanks	Paid time off
	percentage				
Industry or industry group					
Public administration; and utilities	70	40	34	30	41
Finance and insurance; real estate and rental and leasing †	66	45	34	37	38
Professional, scientific and technical services	63	41	31	23[E]	28[E]*
Retail trade; and accommodation and food services	62	43	20*	20*	14[E]*
Other services	61	38	34	29[E]	20[E]*
Information and cultural; and arts, entertainment and recreation	61	35	37	25[E]	21[E]*
Educational services	60*	19*	47*	32	14*
Transportation and warehousing	58	39	31[E]	25[E]	21[E]*
Health care and social assistance	53*	34	29	23	11*
Construction; agriculture, forestry and fishing; and mining, oil and gas	49*	27*	25[E]	17[E]*	19[E]*
Manufacturing; and wholesale trade	47*	30	17*	18[E]*	16[E]*
Management, administrative and other support	45[E]*	32[E]	16[E]*	F	22[E]*

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
Note: Only respondents who answered all the questions on formal employer support are included.
Source: Canada Survey of Giving, Volunteering and Participating, 2010.

Volunteer rates highest in educational services industry

Canadians work in a broad range of industries, from education to manufacturing. Within these industries, employees' personal and economic characteristics can vary substantially. This can have an effect on volunteering, as people with a university degree and a higher level of household income are significantly more likely to volunteer.[1]

In 2010, workers in educational services were the most likely to volunteer, at 73%—a higher volunteer rate than the average for all workers (51%) (box table). This might be a result of a strong volunteer ethic among teachers and expectations within the school environment that they volunteer. For example, some 19% of employees in the educational services industry volunteered to coach or referee after-school activities, a higher proportion than in all other industries except the information and culture, and arts, entertainment and recreation industry group (data not shown).

Volunteer rates were also above average in the information and culture, and arts entertainment and recreation sector (62%), and in public administration and utilities (58%).

In contrast, lower volunteer rates were found in sectors related to retail trade, accommodation and food services (44%), and in sectors related to construction, agriculture, forestry, fishing, mining, oil and gas (44%) (box table). The manufacturing and wholesale trade industry group had the lowest rate (38%).

Overall, there is an association between an industry's volunteer rate and the rate of employer support for volunteering. Volunteer rates tended to be higher in industries with higher rates of employer support.

In general, there is a correlation between the proportion of employees with a university degree in an industry and its volunteer rate. For example, employees in educational services, who were the most likely to volunteer, were also the most likely to have a university degree (66%, data not shown). In comparison, 11% of employees in the construction, agriculture, forestry, fishing, mining, oil and gas industry group had a university degree as did 14% of those in the retail trade, accommodation and food services industry group—and these two industry groups also had lower than average volunteer rates. In many of the industries with higher than average volunteer rates, the proportion of employees with a household income of $100,000 or more was also above average. Higher levels of household income are related to higher volunteer rates.

Volunteer rate by industry, employed Canadians aged 15 to 75, 2010

	Volunteer rate
	percentage
Industry or industry group	
All industries †	**51**
Educational services	73*
Information and cultural; and arts, entertainment and recreation	62*
Public administration; and utilities	58*
Finance and insurance; and real estate and rental and leasing	56
Other services	54
Health care and social assistance	53
Professional, scientific and technical services	52
Management, administrative and other support	46
Transportation and warehousing	45
Retail trade; and accommodation and food services	44*
Construction; agriculture, forestry and fishing; and mining, oil and gas	44*
Manufacturing; and wholesale trade	38*

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
Note: Excludes those who were self-employed.
Source: Canada Survey of Giving, Volunteering and Participating, 2010.

1. M. Vézina and S. Crompton. 2012. "Volunteering in Canada, 2010." *Canadian Social Trends*. Statistics Canada Catalogue no. 11-008. No. 93.

Recognition of volunteer activities was highest (37%) in the finance/insurance/real estate sector, which also had a high overall rate of formal employer support. Educational services also had a high rate of employer recognition, with 1 in 3 (32%) employees indicating they received this kind of support.

Paid time off for volunteering was mentioned by fewer than 1 in 5 volunteers employed in a number of industries. This type of formal support was much more common in the public administration and utilities industry group (41%) and the finance/insurance/real estate industry group (38%).

Gaining work-related skills more common among volunteers with employer support

Employees can gain a number of different work-related skills through volunteering, including office, managerial, communication and interpersonal skills. CSGVP respondents were asked if they had acquired certain skills from their volunteer activities in the previous 12 months.

In 2010, a larger proportion of employees reported having gained work-related skills from volunteering when their employers had provided formal support. For instance, 51% of employer-supported volunteers reported gaining organizational or managerial skills—such as how to organize people or money, be a leader, or plan or run an organization—compared with 35% of those without support (Table 4). These types of managerial skills have been identified as lacking within volunteer organizations,[6] which points to how employer-supported volunteering could benefit not only employers and workers, but recipient organizations as well. Additionally, volunteers with employer support were also more likely to report having acquired office, communication and interpersonal skills than those without support.

Younger Canadians more likely to report that volunteering helped them with their jobs

Apart from receiving employer support, age is a factor associated with gaining work-related skills from volunteering. Younger employees who volunteer tend to have less experience on the job and are more likely to report gaining work skills from volunteering. Some 89% of those aged 15 to 24 reported gaining at least one skill from volunteering, compared with 72% of those aged 25 to 34 and 70% of those aged 35 and over. Similarly, it was more common for employees aged 15 to 24 to say volunteering helped them succeed on the job (52%) than it was for those aged 25 to 34 (40%) or those aged 35 and over (37%) (data not shown).

Younger employees were also more likely to cite "improving job opportunities" as a reason for volunteering. About 54% of employees aged 15 to 24 who volunteered said that one of their motivations was to improve job opportunities, compared with 23% of those aged 25 to 34 and 11% of those aged 35 and over (data not shown). Other research has found that skills acquisition is a strong incentive for volunteering among younger workers, whereas older workers are more interested in gaining contacts.[7]

Gaining work-related skills also associated with sex, education level and type of industry

Men were less likely than women to report acquiring work-related interpersonal skills from volunteering, though they were more likely to say they gained office skills. Level of education also made a difference. University graduates aged 25 to 34—a time during which a degree may have the greatest impact—were more likely to report, managerial and communication skills from volunteering, compared with non-university graduates and those with less than a high school diploma.

Acquiring work-related skills through volunteering was commonly reported by employees in the information and cultural; and arts, entertainment and recreation industry group (83%); and the retail trade; and accommodation and food services industry group (81%). It was less likely to be reported by those working in the transportation and warehousing industry (66%), or in management, administrative and other support industry (62%). Though volunteers working in the finance, insurance and real estate industry group reported high levels of employer support compared with other industries, they reported lower rates of skills acquisition (68%).

Employees receiving employer support more likely to report that volunteering improved their chances of job success

Apart from wanting to develop new skills, employees may volunteer in order to improve their chances of success in their job. Supports offered by employers seem to facilitate this goal. For example, among volunteers who were allowed to use employer-provided facilities or equipment for their volunteer activities, 52% reported that these activities helped their chances of success in their job. This compares with 34% of employees who did not get this kind of support (Table 5).

The effects of these supports on perceptions of increased job success are inter-related: when considered at the same time, some supports may be more important than others. A logistic regression model was used to investigate which of the top four types of employer-supported volunteering remain important when the others are held constant. Results indicate that, of the top four types, only paid time off is not significantly related to reporting that volunteering improved chances of job success (Table 5, Model 1).

Table 4 Work-related skills gained from volunteering, by selected characteristics, volunteers aged 15 and over with employment, 2010

	Any work-related skill	Office skills	Managerial skills	Communication skills	Interpersonal skills
	percentage				
Formal employer support					
No †	68	26	35	37	59
Yes	82*	32*	51*	55*	74*
Personal and economic characteristics					
Sex					
Men †	72	29	39	43	62
Women	75*	25*	40	45	67*
Age					
15 to 24 years †	89	41	60	63	77
25 to 34 years	72*	26*	40*	41*	65*
35 years and over	70*	23*	33*	39*	60*
Highest level of education[1]					
Less than postsecondary diploma †	70	23[E]	30	31	62
Postsecondary diploma or certificate	68	22	37	38	60
University degree	77	32	48*	52*	69
Industry or industry group[2]					
Construction; agriculture, forestry and fishing; and mining,oil and gas	70*	24	36*	35*	57*
Manufacturing; and wholesale trade	69*	25	34*	41*	61*
Retail trade; and accommodation and food services †	81	29	50	50	72
Transportation and warehousing	66*	29	39	41	57*
Finance and insurance; real estate and rental and leasing	68*	27	42	46	60*
Professional, scientific and technical services	70*	18*	30*	37*	60*
Management, administrative and other support	62*	31[E]	32[E]*	40	54*
Educational services	77	36	45	49	68
Health care and social assistance	78	33	42	50	70
Information and cultural; and arts, entertainment and recreation	83	36	50	47	72
Other services	81	30	48	59	72
Public administration and utilities	76	27	41	50	67

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
1. People aged 25 to 34 years only.
2. People aged 15 to 75 years only.

Note: Office skills refers to technical or office skills such as first aid, coaching techniques, computer skills or bookkeeping. Managerial skills refers to organizational or managerial skills such as how to organize people or money, be a leader, plan or run an organization. Communication skills refers to public speaking, writing, public relations or conducting meetings. Interpersonal skills refers to understanding people, motivating people, or handling difficult situations with confidence, compassion or patience.

Source: Canada Survey of Giving, Volunteering and Participating, 2010.

Table 5 Percentage reporting that volunteering improved their chances of job success, by selected characteristics, volunteers aged 15 to 75 with employment, 2010

	Unadjusted	Unadjusted	Model 1	Model 2
	percentage		odds ratio	
Type of formal employer support				
Use of facilities or equipment				
Yes	51.5*	2.08*	1.68*	1.49*
No †	33.8	1.00	1.00	1.00
Paid time off				
Yes	45.2*	1.37*	0.83	0.96
No †	37.5	1.00	1.00	1.00
Approval to change work hours or reduce work activities				
Yes	47.9*	1.75*	1.58*	1.22
No †	34.4	1.00	1.00	1.00
Recognition or letter of thanks				
Yes	53.0*	2.13*	1.64*	1.50*
No †	34.5	1.00	1.00	1.00
Number of hours volunteered	...	1.10*	...	1.01
Work-related skills gained from volunteering				
Office skills				
Yes	54.6*	2.50*	...	1.40*
No †	32.4	1.00	...	1.00
Managerial skills				
Yes	53.7*	3.02*	...	1.40*
No †	27.7	1.00	...	1.00
Communication skills				
Yes	52.9*	3.09*	...	1.61*
No †	26.7	1.00	...	1.00
Interpersonal skills				
Yes	46.9*	2.94*	...	1.32
No †	23.1	1.00	...	1.00
Type of volunteer activity				
Canvassing				
Yes	43.1	1.21	...	0.96
No †	38.5	1.00	...	1.00
Fundraising				
Yes	43.6*	1.47*	...	1.03
No †	34.5	1.00	...	1.00
Sitting on a committee or board				
Yes	50.7*	2.00*	...	1.53*
No †	33.9	1.00	...	1.00
Teaching or mentoring				
Yes	53.4*	2.40*	...	1.43*
No †	32.4	1.00	...	1.00
Organizing events				
Yes	49.0*	2.16*	...	1.13
No †	30.7	1.00	...	1.00
Office work, bookkeeping				
Yes	49.3*	1.72*	...	1.03
No †	36.1	1.00	...	1.00

Table 5 Percentage reporting that volunteering improved their chances of job success, by selected characteristics, volunteers aged 15 to 75 with employment, 2010 (continued)

	Unadjusted	Unadjusted	Model 1	Model 2
	percentage		odds ratio	
Industry or industry group				
Construction; agriculture, forestry and fishing; and mining, oil and gas	27.3*	0.39*	...	0.56*
Manufacturing; and wholesale trade	28.8*	0.42*	...	0.59*
Retail trade; and accommodation and food services	41.8	0.74	...	0.83
Transportation and warehousing	23.4E*	0.32*	...	0.41*
Finance and insurance; real estate and rental and leasing	38.6*	0.65	...	0.70
Professional, scientific and technical services	30.1*	0.44*	...	0.61
Management, administrative and other support	29.1E*	0.42*	...	0.75
Educational services †	49.2	1.00	...	1.00
Health care and social assistance	42.8	0.77	...	0.90
Information and cultural; and arts, entertainment and recreation	44.8	0.84	...	0.90
Other services	40.7	0.71	...	0.72
Public administration; and utilities	40.0*	0.69*	...	0.78
Industry unknown	42.7	0.77	...	0.82
Personal and economic characteristics				
Region of residence				
Atlantic	43.2	0.96	...	1.04
Quebec	22.6*	0.37*	...	0.41*
Ontario †	44.1	1.00	...	1.00
Prairies	41.4	0.90	...	0.93
British Columbia	41.5	0.90	...	0.97
Territories	34.7*	0.67*	...	0.74
Sex				
Men †	37.6	1.00	...	1.00
Women	40.3	1.12	...	0.93
Highest level of education				
Less than high school †	44.5	1.00	...	1.00
High school diploma	38.7	0.79	...	0.92
Some postsecondary	41.5	0.89	...	1.10
Postsecondary diploma or certificate	32.9*	0.61*	...	0.98
University degree	43.2	0.95	...	1.22
Age in decades	...	0.66*	...	0.70*
Age in decades squared	...	1.06*	...	1.04
Constant	...	...	0.42*	0.42*

† reference group
* statistically significant difference ($\alpha = 0.05$) from the reference group
Source: Canada Survey of Giving, Volunteering and Participating, 2010.

Many other factors—such as number of hours volunteered, skills obtained from volunteering, type of volunteer activity, industry, and sociodemographic characteristics—are also associated with the likelihood of thinking that volunteering improved one's chances of success in the job. When all these factors were held constant in a logistic regression analysis, two types of employer support remained significant—use of facilities and equipment and recognition of volunteering or letters of thanks (Table 5, Model 2).

The following section discusses factors, other than employer support, associated with a greater likelihood of perceiving job success as a consequence of one's volunteer activities—factors also identified as significant in the logistic regression model.

Gaining office, managerial or communication skills from volunteering associated with perceived job success

The type of job skills that volunteers acquire—specifically office, managerial or communication skills—is associated with their perceptions of improved chances of job success. Some 54% who gained managerial skills said volunteering improved their chances of success on the job, compared with 28% who did not gain such skills. Similarly, it was more common for employees who gained office or communication skills to say their volunteering had improved their chances of success on the job.

The type of volunteer activity also had an impact. Employees who volunteered on a committee or did board work were more likely to say their volunteering helped them succeed in their job (about 51% compared with 34% who did not volunteer this way). Those who provided teaching or mentoring were also more likely to perceive increased chances of job success. As well as picking up valuable skills from these types of activities, volunteers can make key contacts that may help them improve their performance or even lead to other employment opportunities.

Certain industries may encourage types of volunteer activities that develop skills related to job success; employers in some industry sectors may also consider volunteer experience when deciding on promotions, salary increases, and other indicators of job success. Employees in educational services were more likely (49%) to say their volunteering improved their chances of job success, compared with employees in the construction, agriculture, forestry, fishing, mining, oil and gas industry group (27%), in the manufacturing and wholesale trade industry group (29%), or in the transportation and warehousing industry (23%).

Employees in the early part of their career benefited more, in terms of job success, from their volunteering. About one-half (50%) of volunteers aged 15 to 24 who were employed said volunteering helped improve their chances of success in their job. This compares with 39% of those aged 25 to 34, and 35% of those aged 35 and over (data not shown). These results are consistent with those showing that younger employees were more likely to have gained work-related skills from their volunteer activities (Table 4).

Summary

There are a variety of ways employers can facilitate volunteering among their employees. Employers may have programs or policies that encourage employees to volunteer, such as making donations to organizations for which their employees volunteered, based on the number of hours they gave. More often, employers provide formal supports that reduce barriers to volunteering, such as lack of resources or time, scheduling conflicts, or lack of recognition. In 2010, well over one-half (57%) of employees who volunteered said their employers provided at least one type of formal support. These volunteers gave higher median hours than those who were not supported by their employers.

The most common type of formal support was employer approval to change work hours or reduce work activities in order to volunteer. This type of support was received by 34% of employees who volunteered and was the most strongly associated with a high number of volunteer hours (75 median hours, compared with 40 hours for those without it).

Volunteers were most likely to report that their employers supported them if they worked in the public administration and utilities industry group or in the finance/insurance/real estate industry group. Volunteers who received employer support were more likely to report that their volunteer activities helped them acquire work-related skills (office, managerial, communication and interpersonal skills).

Employer support was also associated with employees' perception that volunteering improved their chances of succeeding in their job. In this regard, the most important employer supports were the use of facilities and equipment for volunteer activities and recognition or letters of thanks. Other factors also related to perceptions that volunteering improved job success were gaining work-related-skills—specifically office, managerial, or communication skills—and volunteering for activities that involve committee or board work or teaching. As well, younger employees were more likely to report that their volunteering had helped their chances of job success.

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