

Volunteers in Arts and Culture Organizations in Canada in 2004



<http://www.hillstrategies.com>
info@hillstrategies.com

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VOLUNTEERS IN ARTS AND CULTURE ORGANIZATIONS IN CANADA IN 2004

Introduction and Methodological Notes

Canadian arts and culture organizations rely on volunteers to fulfill many roles, including serving on boards of directors, organizing events, working in gift shops and performing various administrative tasks. Without volunteer support, many arts and culture organizations would be unable to achieve their mandates. A simple “head count” based on sectoral surveys shows that, in 2004, volunteers accounted for almost 75% of the overall workforce in not-for-profit heritage organizations and over 40% in non-profit performing arts companies.¹ Given this important role, statistical insights about volunteers provide an important indicator of the health of the arts and culture sector and evidence of community engagement in arts and culture organizations.

Arts and culture organizations face many challenges in recruiting and managing volunteers. In a recent survey, 64% of arts and culture organizations indicated that they have difficulty recruiting the type of volunteers the organization needs.² Statistical insights are also important for volunteer recruitment and management by arts and culture organizations.

This report examines volunteer activity in Canadian arts and culture organizations, including those involved in visual arts, architecture, ceramic art, performing arts, museums, zoos, aquariums, media and communications as well as historical, literary and humanistic societies.

Key data in this report include the number of volunteers and the volunteer hours contributed to arts and culture organizations in 2004. Demographic characteristics of arts and culture volunteers are also examined, including the distribution of volunteers by sex, age, education, household income, language, employment status and marital status. The report summarizes the number of arts and culture volunteers in each province and provides rough estimates of the total hours volunteered in each province.

The report examines data from custom tabulations that Hill Strategies Research commissioned from Statistics Canada based on the 2004 Canada Survey of Giving, Volunteering and Participating (CSGVP). This national survey questioned a very large and statistically representative sample of Canadians 15 or older (20,832 people) about their volunteer work with all types of not-for-profit organizations in the 12 months preceding the survey.

Although the national survey is statistically sound, data reliability limits the breadth of analysis possible regarding arts and culture volunteers, especially regional and demographic breakdowns. Breakdowns by type of arts and culture organization are not possible.

Because of changes in survey content and methodology, precise comparisons with previous data cannot be made. However, it is fairly clear that there was an increase in volunteerism in arts and culture organizations between 2000 and 2004.

¹ The 2004 data from Statistics Canada’s *Performing Arts and Heritage Institutions* surveys is available at <http://www.statcan.ca/english/freepub/87-008-GIE/sect/artsmain.htm> and <http://www.statcan.ca/english/freepub/87-008-GIE/sect/herimain.htm>. An analysis of the datasets is available in the *Arts Research Monitor* at http://www.artsresearchmonitor.com/arm_details.php?armUID=1078 (Vol. 5, No 5) and http://www.artsresearchmonitor.com/arm_details.php?armUID=1080 (Vol. 5, No 6).

² *National Survey of Nonprofit and Voluntary Organizations*, Statistics Canada, 2003.

Arts and Culture Volunteers and Volunteer Hours in 2004

About 729,000 Canadians 15 or older, or 2.8% of the population in this age range, contributed volunteer labour to arts and culture organizations in 2004. The 729,000 arts and culture volunteers represent 6.2% of the 12 million volunteers in all types of non-profit organizations in Canada.³

The 729,000 volunteers contributed a total of 88 million hours to arts and culture organizations in 2004. This represents 4.7% of volunteer hours in all types of non-profit organizations in Canada.

*729,000 Canadians
volunteered 88 million hours in
arts and culture organizations
in 2004.*

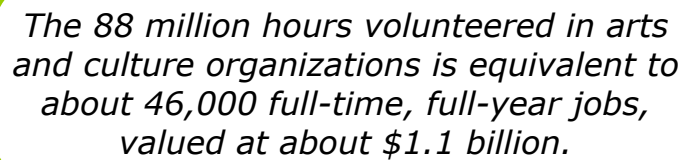
The 88 million hours volunteered in arts and culture organizations is equivalent to about 46,000 full-time, full-year jobs. Using the average hourly wage in Canadian arts, entertainment and recreation industries in 2004 (\$12.90), this volunteer contribution can be valued at \$1.1 billion.⁴

Table 1 summarizes key statistics on volunteers in arts and culture organizations and all non-profit organizations in Canada.

Table 1: Volunteers and volunteer hours in arts and culture organizations and all non-profit organizations, Canada, 2004			
	Arts and culture organizations	All non-profit organizations*	Arts and culture as % of all
Number of volunteers	729,000	12 million	6.2%
Volunteer positions	822,000	20 million	4.1%
Volunteer hours	88 million	1.9 billion	4.7%
Full-time full-year jobs	46,000		
Estimated value of volunteer labour	\$1.1 billion		
<i>* Note: Total volunteer positions and volunteer hours for all non-profit organizations includes only those organizations that were named and categorized by type.</i>			
<i>Source: Custom tabulations based on the 2004 Canada Survey of Giving, Volunteering and Participating, commissioned by Hill Strategies Research</i>			

³ The 12 million Canadian volunteers represent 45% of all Canadians aged 15 or older.

⁴ A full-time full-year job was calculated as 40 hours per week and 48 weeks per year. The estimated value of volunteer labour excludes benefits or other costs required to support an employee. Earnings data come from Statistics Canada, *Earnings, average hourly for hourly paid employees, by industry*, available at <http://www40.statcan.ca/101/cst01/labr74n.htm>.



The 88 million hours volunteered in arts and culture organizations is equivalent to about 46,000 full-time, full-year jobs, valued at about \$1.1 billion.

Volunteer Positions

Each organization in which a person volunteered in the reference year constitutes a “volunteer position”. Because detailed information was collected for a maximum of three organizations (or volunteer positions) for each volunteer, there were more volunteer positions reported than there were volunteers.⁵

Canadian volunteers reported 822,000 positions in arts and culture organizations in 2004. This represents 4.1% of the volunteer positions in all types of volunteer organizations in Canada.⁶

This also represents, on average, 1.1 positions per arts and culture volunteer. In other words, very few volunteers gave their time to more than one arts and culture organization. For arts and culture organizations, this means that looking to people who already volunteer for another arts and culture organization to help their own organization does not appear to be an effective tactic, unless the volunteer is ready to move on from the original organization.

Average Hours Volunteered

The 88 million hours contributed to arts and culture organizations represents an average of 120 hours per volunteer, which is a relatively high contribution when compared with other non-profit organizations. Religious organizations rank first, with an average of 126 hours per volunteer, followed by organizations in law, advocacy and politics (123 hours) and sports and recreation organizations (122 hours). Arts and culture organizations rank fourth, with 120 hours per volunteer, slightly more than social service organizations (117 hours) and hospitals (114 hours).

The relatively high average hours volunteered in arts and culture organizations implies that Canadians who are committed to the arts and culture provide a significant level of support.


⁵ For example, if one volunteer gave time to a theatre organization and an art gallery, this would constitute one volunteer and two volunteer positions in the arts and culture sector. Statistics Canada has used the term “volunteer event” to describe what this report calls volunteer positions.

⁶ The 822,000 volunteer positions, as reported by individual volunteers responding to the CSGVP, is slightly lower than the volunteer complement of 933,000 reported by arts and culture organizations responding in 2003 to Statistics Canada’s *National Survey of Nonprofit and Voluntary Organizations*. The number of volunteer hours is much lower according to individual volunteers (88 million, compared with almost 200 million hours reported by arts and culture organizations).



Average hours per volunteer

Religious organizations: 126
Law, advocacy & politics: 123
Sports & recreation: 122
Arts & culture: 120
Social services: 117
Hospitals: 114



Research on volunteers (in all types of non-profit organizations) has shown that a large portion of organizations' support comes from relatively few individuals: "the top one-quarter of volunteers who contributed 180 hours or more accounted for 77% of total volunteer hours".⁷ Given the high average contribution of arts and culture volunteers, this figure could be even higher in the arts and culture.

If this is the case, there is a significant need for volunteer training and the potential for volunteer burnout in the arts. Unfortunately, the CSGVP data cannot provide specific insights into these issues. Other research in the arts and culture sector has generally focused on *staff* skills and potential burnout, not volunteer skills or burnout.⁸ Further research would be necessary to respond to these questions.

Competition for Volunteers

The 729,000 volunteers in arts and culture organizations comprise 6.2% of all Canadian volunteers.

Among 11 types of non-profit organizations included in the survey, the arts and culture rank seventh with regards to the overall number of volunteers. Sports and recreation, education and research, and social service organizations attract the most volunteers (just under 3 million each), followed by religious organizations (2.5 million), health organizations (1.6 million) and development and housing organizations (1.2 million). Arts and culture organizations (729,000 volunteers) attract slightly more volunteers than environmental organizations (652,000) and organizations involved in law, advocacy and politics (610,000).

⁷ See *Caring Canadians, Involved Canadians: Highlights from the 2004 Canada Survey of Giving, Volunteering and Participating*, Statistics Canada, June 2006, p. 10. The report is available at <http://www.statcan.ca/bsolc/english/bsolc?catno=71-542-X&CHROPG=1>.

⁸ See, for example, *First Steps Toward a Skills Strategy for the Voluntary/Non-profit Sector*, Canadian Policy Research Networks, 2005.

Volunteer development work in the arts and culture can have obstacles, including public trust in arts and culture organizations. A recent report from the Muttart Foundation, based on a telephone survey of a representative sample of adult Canadians, found that 79% of survey respondents have “a lot” or “some” trust in charities. However, only 61% of Canadians reported having a lot or some trust in charities that focus on the arts. This relatively low level of trust is only ahead of charities focused on international development (57%). Hospitals have the highest trust level, with 89% of respondents indicating a lot or some trust, followed by charities that focus on children (85%) and those focused on health promotion and research (84%).⁹

The success in attracting volunteers to the arts and culture, relative to other non-profit organizations, varies across the country. Compared with the arts and culture’s 6.2% share of all Canadian volunteers, B.C. organizations are most successful in attracting volunteers to arts and culture causes, with 8.0% of all volunteers in British Columbia. Arts and culture organizations in the three territories follow closely, attracting 7.9% of all volunteers in the region. Saskatchewan arts and culture organizations attract 6.7% of all Saskatchewan volunteers, followed by Quebec arts and culture organizations (6.5%), Alberta organizations (6.3%) and Manitoba organizations (also 6.3%).

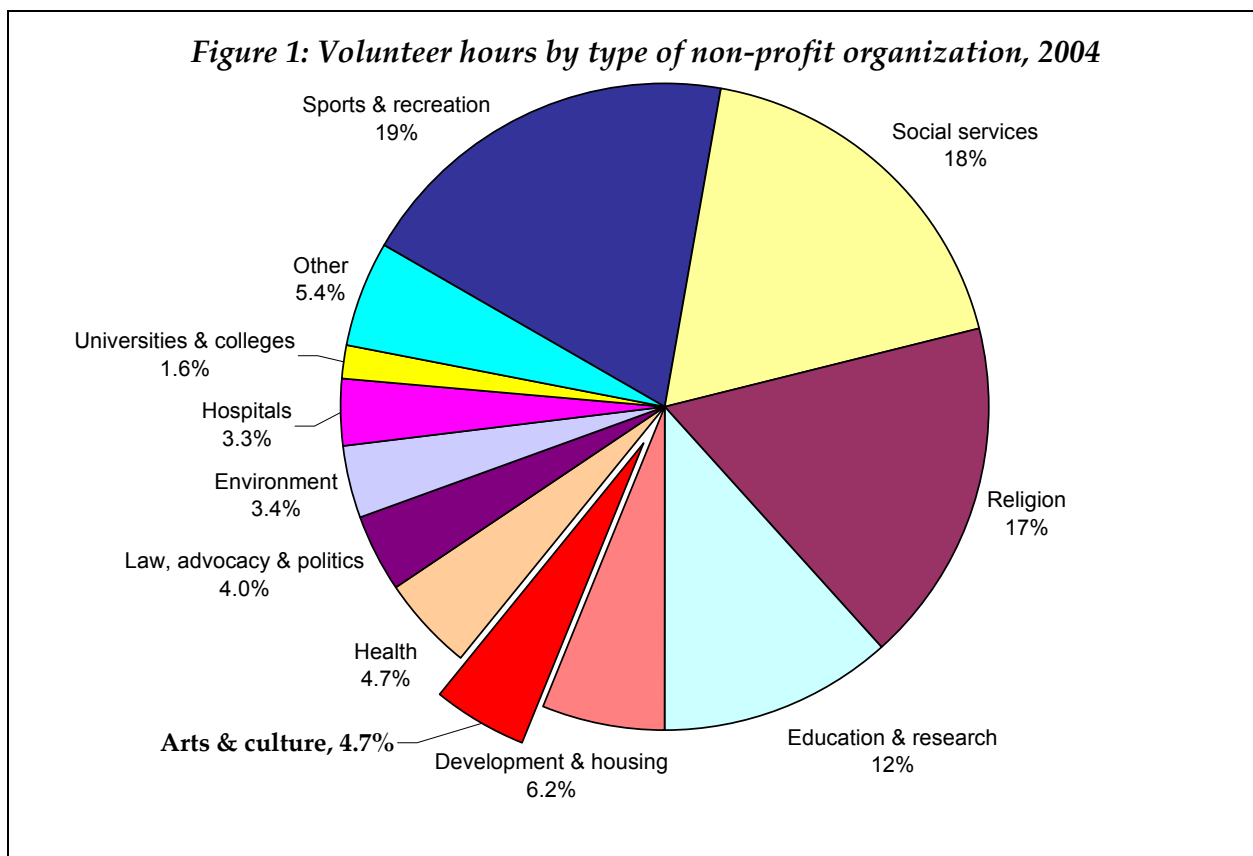
Nova Scotia arts and culture organizations attract the same percentage of all provincial volunteers as the national average (6.2%). Arts and culture organizations in two other provinces attract a lower percentage of volunteers than the national average: Ontario organizations attract 5.6% of all Ontario volunteers, while New Brunswick organizations attract 4.7% of all volunteers in the province. The data for Prince Edward Island and Newfoundland and Labrador is not reliable.



⁹ The report (*Talking About Charities 2006*), various charts and detailed tables are available at <http://www.muttart.org/surveys.htm>.

Volunteer Hours

With 88 million in volunteer hours – 4.7% of total hours volunteered in all types of non-profit organizations – the arts and culture rank sixth out of 11 types of non-profit organizations. Sports and recreation organizations, social service organizations, and religious organizations each receive between 17% and 19% of all volunteer hours (respectively 361, 343 and 321 million hours). Arts and culture organizations receive fewer hours than education and research organizations (218 million hours) or development and housing organizations (115 million hours), but the same amount as health organizations (88 million hours). Organizations involved in law, advocacy and politics (75 million hours) receive slightly fewer volunteer hours than arts and culture organizations. Figure 1 shows the distribution of volunteer hours among all types of non-profit organizations.



... the arts and culture rank sixth out of 11 types of non-profit organizations with regards to total hours volunteered ...

1. Sports & recreation: 361 million hours
2. Social services: 343 million hours
3. Religious organizations: 321 million hours
4. Education & research: 218 million hours
5. Development & housing: 115 million hours
- T6. Arts & culture: 88 million hours
- T6. Health: 88 million hours
8. Law, advocacy & politics: 75 million hours

Demographic Analysis of Arts and Culture Volunteers in 2004

Given the fact that arts and culture volunteers comprise a relatively small proportion of all volunteers covered by the 2004 Canada Survey of Giving, Volunteering and Participating, only a limited profile of the demographic characteristics of Canada's arts and culture volunteers is possible using the CSGVP. Despite these limitations, demographic analysis of the CSGVP data does reveal some interesting characteristics about arts and culture volunteers.

The "arts and culture volunteer rate" is the percentage of the population in select demographic groups who volunteers in arts and culture organizations in 2004.

Figure 2 shows that Canadians with a university degree have a much higher volunteer rate than the national average (5.0% vs. 2.8%). Single Canadians (who have never been married) are also more likely to volunteer in arts and culture organizations than married, widowed, separated or divorced Canadians.

The arts and culture volunteer rate varies somewhat by age, with a volunteer rate of 2.8% for Canadians under 35, 1.9% for those between 35 and 44, 3.3% for those between 45 and 64, and 3.1% for those 65 or older. Those with higher incomes are somewhat more likely to volunteer in arts and culture organizations than the national average (3.3% for those with household incomes above \$70,000 vs. 2.8% for the overall population).

Canadian women have an arts and culture volunteer rate (3.1%) that is somewhat higher than men (2.5%). There is also a moderate difference in volunteer rates by language, as those who speak English most often at home are somewhat more likely than those who speak French most often (3.2% vs. 2.7%) to volunteer in an arts and culture organization.

Groups that are least likely to volunteer in arts and culture organizations include Canadians between 35 and 44, those with a high school education or less, those with household incomes under \$30,000, widowed, separated or divorced Canadians, and men.

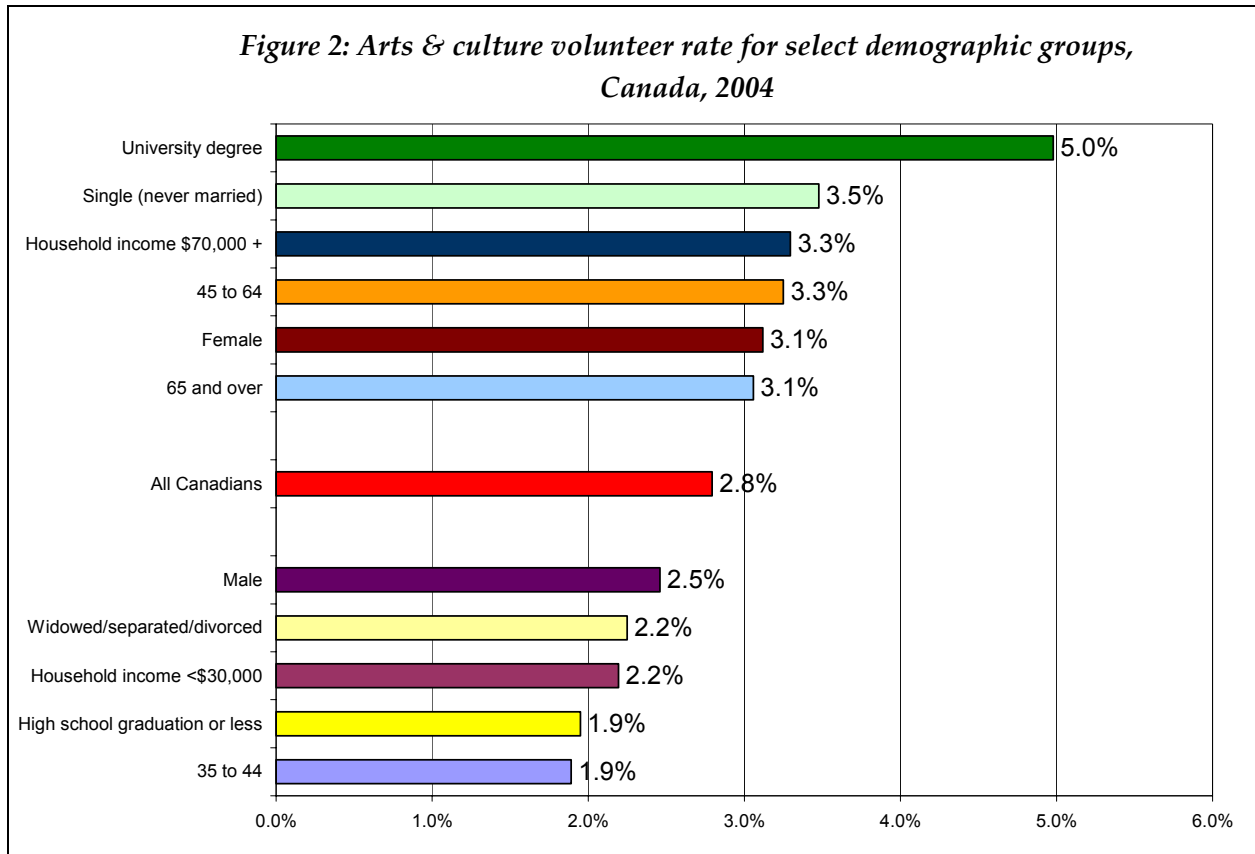


Table 2 presents the number and percentage of arts and culture volunteers based on various demographic characteristics. The volunteer statistics by age show that arts and culture organizations do attract a reasonable number of younger Canadians (243,000 under 35 years of age – one-third of all arts and culture volunteers). Formative experiences in the arts and culture are important to ensure that younger Canadians develop a relationship with the arts and culture in our communities.

Other factors that have an influence on individuals' appreciation of the arts and culture cannot be analyzed from this survey. For example, it is not possible to examine individuals' previous experiences with the arts, particularly arts education experiences.

Table 2: Demographic profile of arts and culture volunteers in Canada, 2004

	Number	% of volunteers
Total	729,000	100%
Sex		
Male	316,000	43%
Female	413,000	57%
Age		
15 to 34	243,000	33%
35 to 44	98,000	13%
45 to 64	269,000	37%
65 and over	120,000	16%
Education		
High school graduation or less	170,000	23%
Some post-secondary	63,000	9%
Post-secondary diploma	216,000	30%
University degree	258,000	35%
Not stated	not reliable	
Household income		
Less than \$30,000	135,000	18%
\$30,000 to \$49,999	153,000	21%
\$50,000 to \$69,999	122,000	17%
\$70,000 or more	319,000	44%
Language spoken most often at home		
English	536,000	74%
French	139,000	19%
Other	not reliable	
Marital status		
Married / common law	409,000	56%
Single, never married	241,000	33%
Widow/widower/separated/divorced	71,000	10%
Not stated	not reliable	
Labour force status		
Employed	410,000	58%
Unemployed/Not in labour force	275,000	39%
Not stated	not reliable	
<p align="center"><i>Note: The labour force status percentages are based on respondents between 15 and 75, since older respondents were not asked about their labour force status.</i></p>		
<p align="center"><i>Source: Custom tabulations based on the 2004 Canada Survey of Giving, Volunteering and Participating, commissioned by Hill Strategies Research</i></p>		

The Choice between Volunteering and Donating

This section compares the arts and culture volunteer and donor rates of various groups of Canadians. A previous report in the *Statistical Insights on the Arts* series showed that there are approximately 732,000 donors to arts and culture organizations, almost exactly the same as the number of volunteers (729,000). As a consequence, the arts and culture donor and volunteer rates are both 2.8%. This is quite different from the overall donor and volunteer rates in Canada. While 85% of Canadians made a financial donation to a non-profit organization in 2004, only 45% of Canadians volunteered in an organization.

Despite the similarity in the arts and culture donor and volunteer rates, some groups of Canadians prefer to volunteer in arts and culture organizations rather than donate money to them, including:

- Canadians under 35, who have a volunteer rate of 2.8% and a donation rate of 1.5%;
- lower income Canadians (i.e., under \$30,000 in household income), who have a volunteer rate of 2.2% and a donation rate of 1.5%;
- single Canadians (never married), who have a volunteer rate of 3.5% and a donation rate of 1.9%; and
- Francophones, who have a volunteer rate of 2.7% and a donation rate of 1.8%.

<i>Prefer to volunteer</i>	<i>Do both equally</i>	<i>Prefer to donate</i>
<i>Younger</i>	<i>45 to 64</i>	<i>65 and older</i>
<i>Lower incomes</i>	<i>Middle incomes</i>	<i>Higher incomes</i>
	<i>Post-secondary diploma</i>	<i>University degree</i>
<i>Single</i>	<i>Married / common-law</i>	<i>Widowed, separated, divorced</i>
<i>Francophone</i>	<i>Anglophone</i>	
	<i>Women & men</i>	

Many groups of Canadians tend to do both in relatively equal numbers, including:

- Canadians between 45 and 64, who have a volunteer rate of 3.3% and a donation rate of 3.6%;
- middle-income Canadians (i.e., household income between \$30,000 and \$70,000), who have a volunteer rate of 2.7% and a donation rate of 2.4%;

- Canadians with a post-secondary diploma (but not a degree), who have a volunteer rate of 2.7% and a donation rate of 2.5%; and
- Canadians in a married or common-law relationship, who have a volunteer rate of 2.6% and a donation rate of 3.0%;
- Anglophones, who have a volunteer rate of 3.2% and a donation rate of 3.5%;
- women, who have a volunteer rate of 3.1% and a donation rate of 2.9%; and
- men, who have a volunteer rate of 2.5% and a donation rate of 2.7%.

Some groups prefer to donate money rather than volunteer time in arts and culture organizations, including:

- Canadians 65 and older, who have a volunteer rate of 3.1% and a donation rate of 4.7%;
- higher income Canadians (i.e., household income of \$70,000 or more), who have a volunteer rate of 3.3% and a donation rate of 4.1%;
- Canadians with a university degree, who have a volunteer rate of 5.0% and a donation rate of 6.7%. (However, both of these rates are the highest of any demographic group.); and
- widowed, separated or divorced Canadians, who have a volunteer rate of 2.2% and a donation rate of 3.9%.

Changes in Arts and Culture Volunteering between 2000 and 2004

Because of changes in survey content and methodology, precise comparisons with previous data cannot be made. For this reason, this report will not provide a detailed examination of changes in the number of volunteers or volunteer hours between 2000 and 2004. However, it is fairly clear that there was an increase in volunteerism in arts and culture organizations between 2000 and 2004.

There were important methodological changes between the 2000 National Survey of Giving, Volunteering and Participating and the 2004 Canada Survey of Giving, Volunteering and Participating. In comparing the data quality of the 2000 and 2004 surveys, a Statistics Canada report notes that “factors in the survey itself may have contributed to the magnitude of the measured 2000 to 2004 increase, among them:

- a significant change in the questionnaire, which could have drawn out more volunteers;
- a lower response rate to the 2004 survey, coupled with evidence that respondents tend to have higher volunteer rates than non-respondents;
- a change in collection methodology, to one yielding less information to help correct for errors related to non-response.”¹⁰

¹⁰ *Caring Canadians, Involved Canadians: Highlights from the 2004 Canada Survey of Giving, Volunteering and Participating*, Statistics Canada, June 2006, p. 69.

Statistics Canada concludes that, “for these reasons, the magnitude of the change may be somewhat overstated, even if the direction of the change is correct.”¹¹ In other words, it is likely that there was indeed an increase in volunteers between 2000 and 2004, but the number of volunteers in all types of non-profit organizations may have increased by less than the 80% increase measured by the 2000 and 2004 surveys.

The situation is very similar for arts and culture organizations: the magnitude of the increase (a doubling of the number of arts and culture volunteers between 2000 and 2004) may be exaggerated by survey changes, but the increase itself is not in question.

The arts and culture sector’s share of total volunteers increased from 5.4% in 2000 to 6.2% in 2004.

Volunteer Motivations and Barriers to Volunteering More Time

The Canada Survey of Giving, Volunteering and Participating asked respondents about their motivations for volunteering and the barriers to volunteering even more time. The most common motivation cited by volunteers (in all types of organizations) is making a contribution to their community. Other motivations that volunteers cited frequently include the opportunity to use their skills and interests as well as the fact that they have been personally affected by the cause that the organization supports.

Some of the barriers that kept volunteers (in all types of organizations) from giving even more time include:

- they were not asked to volunteer (again or by another organization);
- they did not know how to get involved;
- the financial cost of volunteering; and
- dissatisfaction with a prior volunteer experience.¹²

For the cultural sector, these motivations and barriers imply that:

- there should be an emphasis on increasing the visibility and perceived community impacts of cultural organizations;
- organizations need to clearly demonstrate their need for volunteers and how potential volunteers can get involved;
- volunteering is a true exchange, with volunteers requiring interesting and challenging positions and non-profit organizations requiring that certain activities get done; and
- volunteers need to feel appreciated and valued.

¹¹ *Caring Canadians, Involved Canadians*, p. 69.

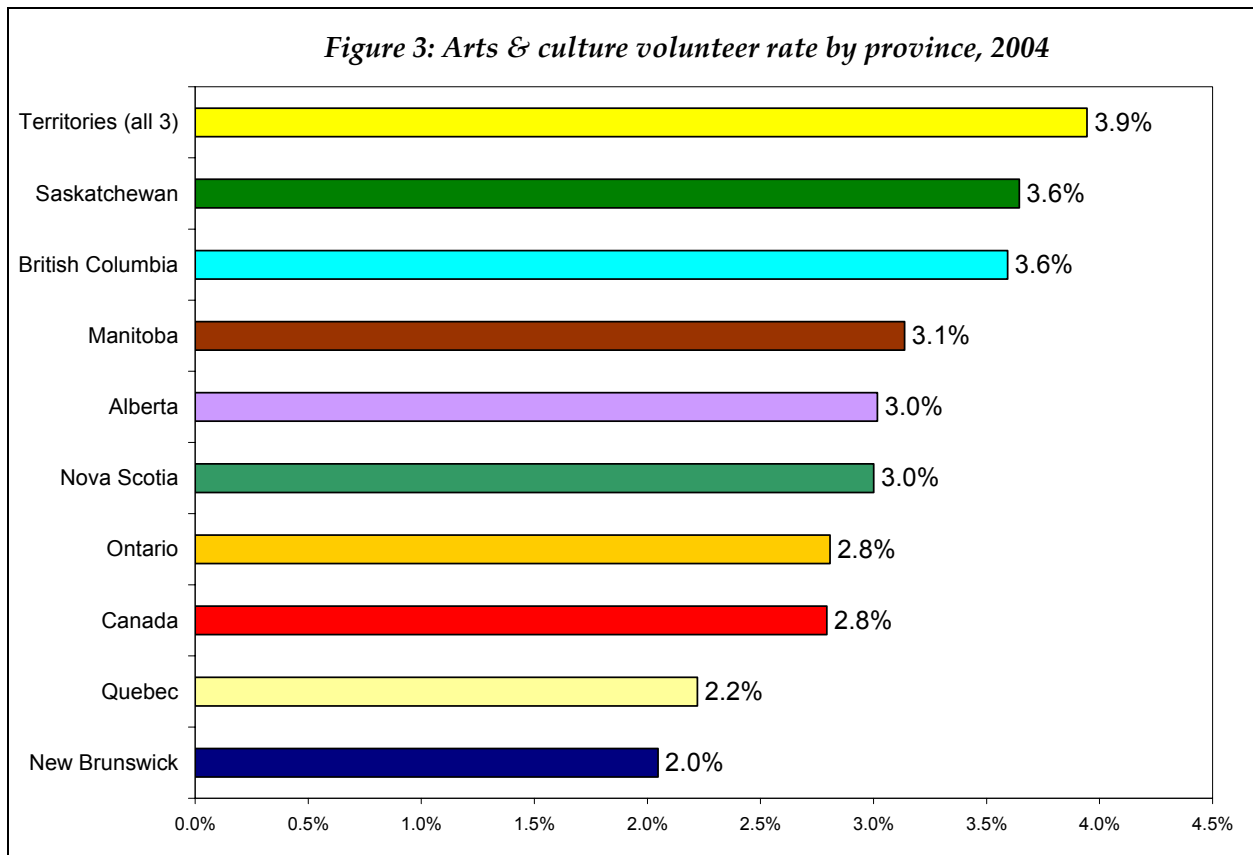
¹² The section on motivations and barriers is adapted from *Caring Canadians, Involved Canadians: Highlights from the 2004 Canada Survey of Giving, Volunteering and Participating*, Statistics Canada, June 2006, p. 10.

Provincial Estimates of Arts and Culture Volunteers and Volunteer Hours

Given data reliability limitations, only a limited amount of information can be provided about arts and culture volunteers on a provincial or regional basis. This section summarizes the number of volunteers in each province or region and provides rough estimates of the number of hours volunteered in each province or region.

Figure 3 presents the arts and culture volunteer rate by province (i.e., the percentage of the population in each province who volunteered in an arts and culture organization in 2004). The data for Prince Edward Island and Newfoundland and Labrador is not reliable.

Residents of the three northern territories are most likely to volunteer for arts and culture organizations (3.9% of territorial residents did so in 2004), followed by Saskatchewanians (3.6%), British Columbians (also 3.6%), Manitobans (3.1%), Albertans (3.0%) and Nova Scotians (3.0%). The arts and culture volunteer rate in Ontario matched the Canadian average (2.8%). The two other provinces with reliable data have arts and culture volunteer rates below the Canadian average: Quebec (2.2%) and New Brunswick (2.0%).



Overall, the number of arts and culture volunteers and donors in Canada are basically the same (729,000 volunteers and 732,000 donors). In most regions of the country, there are roughly similar numbers of volunteers and donors, including:

- British Columbia, where there are about 126,000 arts and culture volunteers and 122,000 donors;
- the Prairie provinces, where there are approximately 135,000 arts and culture volunteers and 136,000 donors; and
- the Atlantic provinces, where there are about 44,000 arts and culture volunteers and the same number of donors.

In Quebec, there are many more arts and culture volunteers (138,000) than donors (95,000). In Ontario, there are fewer volunteers (283,000) than donors (335,000).

Readers are cautioned that the provincial and regional data regarding volunteer hours as well as the number and value of full-time full-year jobs should be considered rough estimates rather than precise calculations due to the relatively high statistical variation of the estimate of volunteer hours from the Canada Survey of Giving, Volunteering and Participating.

A full-time full-year job was calculated as 40 hours per week and 48 weeks per year. In all jurisdictions, the estimated value of volunteer labour was calculated using the average hourly wage in Canadian arts, entertainment and recreation industries in 2004 (\$12.90). This figure excludes benefits and any other costs required to support an employee.

British Columbia

British Columbia's 126,000 arts and culture volunteers, representing 3.6% of the provincial population (15 or older), contributed about 16 million volunteer hours to arts and culture organizations in 2004.

The 16 million hours that British Columbians volunteered in arts and culture organizations is equivalent to about 8,400 full-time, full-year jobs. This volunteer contribution can be valued at \$209 million.

British Columbians with a university degree have a much higher arts and culture volunteer rate (6.1%) than the overall rate in the region (3.6%). B.C. women have an arts and culture volunteer rate (4.3%) that is much higher than men (2.9%).

There is a smaller difference in volunteer rates by income, with a volunteer rate of 3.2% for those with household incomes under \$50,000 and 4.0% for those with household incomes of \$50,000 or more. There is not a significant difference in volunteer rates by age.

Prairie Provinces

About 135,000 Prairie residents volunteered in arts and culture organizations in 2004. The 135,000 volunteers, 3.2% of all Prairie residents, contributed about 16 million volunteer hours to arts and culture organizations in 2004.

The 16 million hours that Prairie residents volunteered in arts and culture organizations is equivalent to about 8,300 full-time, full-year jobs. This volunteer contribution can be valued at \$206 million.

Prairie residents with a university degree have a much higher arts and culture volunteer rate (5.9%) than the overall rate in the region (3.2%). Prairie women have an arts and culture volunteer rate (4.0%) that is much higher than men (2.3%). There is not a significant difference in volunteer rates by age or income.

About 78,000 Albertans volunteered their time with arts and culture organizations in 2004. These 78,000 people, 3.0% of the provincial population (15 or older), contributed about 9 million hours to arts and culture organizations. This contribution is roughly equivalent to about 4,900 full-time, full-year jobs. This volunteer contribution can be valued at \$120 million.

In 2004, about 29,000 Saskatchewanians volunteered in arts and culture organizations. This represents 3.6% of the Saskatchewan population (15 or older), the highest percentage of all the provinces and well above the Canadian average of 2.8% (but slightly below the 3.9% volunteer rate in the three territories). Saskatchewan volunteers contributed about 2 million hours – the equivalent of about 1,200 jobs – worth an estimated \$30 million to arts and culture organizations in 2004.

Manitoba's 29,000 arts and culture volunteers, 3.1% of the provincial population (15 or older), contributed about 4 million hours to arts and culture organizations in 2004. This contribution is roughly equivalent to about 2,200 full-time, full-year jobs. This volunteer contribution is worth approximately \$56 million.

Ontario

Approximately 283,000 Ontarians, or 2.8% of the province's population (15 or older), volunteered in arts and culture organizations in 2004. The 283,000 volunteers contributed about 33 million volunteer hours to arts and culture organizations in 2004.

The 33 million hours that Ontarians volunteered in arts and culture organizations is equivalent to about 17,000 full-time, full-year jobs. This volunteer contribution can be valued at \$421 million.

Compared with the overall arts and culture volunteer rate in the province (2.8%), some groups of Ontarians have high arts and culture volunteer rates, particularly those with a university

degree (4.3%) and those 55 or older (3.8%). There is a smaller difference in volunteer rates by income, with a volunteer rate of 2.4% for those with household incomes under \$50,000 and 3.1% for those with household incomes of \$50,000 or more. Unlike some other jurisdictions, women and men volunteer for arts and culture organizations in exactly the same proportion in Ontario (2.8% of both women and men).

Quebec

In Quebec, there were about 138,000 volunteers in arts and culture organizations in 2004. This represents 2.2% of the Quebec population, well below the Canadian average of 2.8%. The 138,000 volunteers contributed about 18 million hours – the equivalent of 9,200 full-time full-year jobs – worth approximately \$229 million to arts and culture organizations in 2004.

Compared with the overall arts and culture volunteer rate in Quebec (2.2%), highly-educated Quebecers have a particularly high arts and culture volunteer rate (4.8% for those with a university degree). Quebec women have an arts and culture volunteer rate (2.6%) that is higher than men (1.9%). There is not a significant difference in volunteer rates by age or income.

Atlantic Canada

About 44,000 Atlantic Canadians volunteered in arts and culture organizations in 2004. The 44,000 volunteers, 2.3% of all Atlantic residents (15 or older), contributed about 5 million volunteer hours to arts and culture organizations in 2004.

The 5 million hours that Atlantic residents volunteered in arts and culture organizations is equivalent to about 2,600 full-time, full-year jobs. This volunteer contribution can be valued at \$65 million.

Compared with the overall arts and culture volunteer rate in the region (2.3%), some groups of Atlantic residents have relatively high arts and culture volunteer rates: those with a university degree (5.8%) and those with household incomes of \$50,000 or more (2.8%). Unlike some other jurisdictions, Atlantic men have an arts and culture volunteer rate (2.2%) that is essentially equal to women (2.3%). There is not a significant difference in volunteer rates by age.

In 2004, about 13,000 New Brunswickers volunteered in arts and culture organizations. This represents 2.0% of the New Brunswick population (15 or older), the lowest such percentage among all provinces. These volunteers contributed about 1 million hours – the equivalent of about 700 full-year full-time jobs – worth an estimated \$18 million to arts and culture organizations.

In Nova Scotia, there were an estimated 23,000 volunteers in arts and culture organizations in 2004. These volunteers contributed about 3 million hours to arts and culture organizations during the year, about the equivalent of 1,500 full-year full-time jobs. This contribution is worth approximately \$37 million.

The estimates of the number of volunteers in Prince Edward Island or Newfoundland and Labrador are not reliable.

Yukon, Northwest Territories and Nunavut

In 2004, about 3,000 residents of Canada's three territories volunteered in arts and culture organizations. This represents 3.9% of the territorial population (15 or older), the highest percentage among all Canadian provinces or regions (and well above the Canadian average of 2.8%). These volunteers contributed about 200,000 hours – the equivalent of 110 full-time full-year jobs – worth an estimated \$2.8 million to arts and culture organizations.

The demographic breakdowns of arts and culture volunteers in the territories are not statistically reliable.

Table 3 summarizes the estimates of the number of volunteers, the volunteer rate, volunteer hours, as well as the number and value of full-time full-year equivalent jobs provided by volunteers in each province or region.

Jurisdiction	Volunteers	Arts & culture volunteer rate	Volunteer hours*	Full-time full-year job equivalency*	Estimated \$ value*
British Columbia	126,000	3.6%	16 million	8,400	\$209 million
Prairies	135,000	3.2%	16 million	8,300	\$206 million
Alberta	78,000	3.0%	9 million	4,900	\$120 million
Saskatchewan	29,000	3.6%	2 million	1,200	\$30 million
Manitoba	29,000	3.1%	4 million	2,200	\$56 million
Ontario	283,000	2.8%	33 million	17,000	\$421 million
Quebec	138,000	2.2%	18 million	9,200	\$229 million
Atlantic	44,000	2.3%	5 million	2,600	\$65 million
New Brunswick	13,000	2.0%	1 million	700	\$18 million
Nova Scotia	23,000	3.0%	3 million	1,500	\$37 million
Prince Edward Island	Data not reliable				
Newfoundland & Labrador	Data not reliable				
Territories (all 3)	3,000	3.9%	0.2 million	110	\$2.8 million
Canada	729,000	2.8%	88 million	46,000	\$1.1 billion
* Note: The number of volunteer hours as well as the number and value of full-time full-year jobs should be considered rough estimates rather than precise calculations (due to the relatively high statistical variation of the estimates of volunteer hours from the Canada Survey of Giving, Volunteering and Participating).					
Source: Custom tabulations from the 2004 Canada Survey of Giving, Volunteering and Participating, commissioned by Hill Strategies Research					