What Public Opinion Surveys Say About the Voluntary Sector

Presented to: Joint Awareness Table (Part of the Voluntary Sector Initiative)

Ottawa, March 4th, 2003
Outline

I. Methodology

II. Awareness, Imagery & Literacy

III. Trust, Power & Performance

IV. Broad Perception of Charities

V. Priority, Role & Division of Labour

VI. Voluntary Sector & Citizen Engagement

VII. Profiling Voluntarism
I. Methodology
Methodology

- Review all available polls conducted on the voluntary sector
  - Focus exclusively on the general public
  - Review research back to late 1980s
- Major public opinion sources include
  - EKOS Research
  - Ipso-Reid
  - Decima Research
  - Statistics Canada (National Survey of Giving)
- Other reference includes
  - Canadian Centre for Philanthropy, Scan of Research on Public Attitudes Towards the Voluntary Sector by A-J. McKechie and Fleur Leslie, February 28, 2001
Awareness, Imagery & Literacy
Awareness & Literacy Low and Declining (a)

- Awareness of voluntary sector relatively low
  - A majority of Canadians not familiar at all (56 per cent), 17 per cent somewhat familiar, 26 per cent very familiar
  - Level of familiarity declining over past 5 years (37 per cent very familiar in 1998 vs. 26 per cent in 2002)
  - More familiarity with “voluntary sector” than “third sector”

- 2001 the International Year of the Volunteer?
  - A slim majority aware of this event

- Voluntary Sector Initiative?
  - A mere 5 per cent of the public aware of the Initiative
  - Of those aware, nearly two-thirds (63 per cent) had heard about it through the media (newspaper, television or radio)
  - Despite low levels of awareness, more than 8 in 10 Canadians think VSI is a good idea
But Canadians aware of a wide array of voluntary sector organizations

- More than 20 different types of organizations named in an unprompted question
- Voluntary sector overwhelmingly associated with health/social organisations

Number of registered charities and non-profit organizations in Canada?

- Only 19 per cent correctly identified right range (100,000–200,000)
- Majority underestimates number of charities and non-for-profit organisations
“How familiar are you with the term VOLUNTARY SECTOR?”

- October 2002 (n=1528): 56% Not familiar, 17% Somewhat familiar, 26% Very familiar
- August 2001 (n=1478): 42% Not familiar, 23% Somewhat familiar, 34% Very familiar
- April 1998 (n=1874): 39% Not familiar, 24% Somewhat familiar, 37% Very familiar

“How familiar are you with the term THIRD SECTOR?”

- March 1998* (n=1515): 70% Not familiar, 17% Somewhat familiar, 12% Very familiar
- April 1997* (n=1535): 81% Not familiar, 12% Somewhat familiar, 7% Very familiar
International Year of Volunteers: Awareness

“Were you aware that the United Nations has declared 2001 to be the International Year of Volunteers?”

<table>
<thead>
<tr>
<th></th>
<th>September 2001</th>
<th>February 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>43</td>
<td>45</td>
</tr>
<tr>
<td>No</td>
<td>57</td>
<td>55</td>
</tr>
</tbody>
</table>

n=1000
“The Government of Canada is working on a project called the Voluntary Sector Initiative. The project is designed to strengthen its relationship with the voluntary sector and make the voluntary sector stronger. Were you aware of this project?”

- September 2001: 5 (Yes) 95 (No)
- February 2002: 5 (Yes) 95 (No)

n=1000
Voluntary Sector Initiative: Sources of Information

“How did you hear about the Voluntary Sector Initiative?”
[Filter: only those aware of the Voluntary Sector Initiative]

- Newspaper Article: 26
- T.V. News: 26
- Work/Employer: 18
- Radio Program: 11
- Internet (unspecified): 6
- Community/Voluntary Organization Newsletter: 5
- Public Consultation/Focus Group: 4
- Mail/Brochure: 4
- Other: 14
- Don’t Know: 2

n=49

The Voluntary Task Force, Ipsos-Reid Corporation, 2002
Voluntary Sector Initiative: Broad Attitudes

“What do you think of this idea?”

- Very good idea: September 2001 - 35, February 2002 - 39
- Somewhat good idea: September 2001 - 49, February 2002 - 48
- Somewhat bad idea: September 2001 - 8, February 2002 - 7
- Very bad idea: September 2001 - 4, February 2002 - 3

n=1000

The Voluntary Task Force, Ipsos-Reid Corporation
Top-of-Mind Imagery

“What organizations do you think of when you hear the term voluntary sector?”

<table>
<thead>
<tr>
<th>Organization</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare/Hospital Auxiliaries</td>
<td>18</td>
</tr>
<tr>
<td>The Red Cross</td>
<td>14</td>
</tr>
<tr>
<td>The Salvation Army</td>
<td>11</td>
</tr>
<tr>
<td>Canadian Cancer Society</td>
<td>9</td>
</tr>
<tr>
<td>Heart and Stroke Foundation</td>
<td>7</td>
</tr>
<tr>
<td>Rotary Club/Knights of Columbus</td>
<td>7</td>
</tr>
<tr>
<td>Church Groups</td>
<td>7</td>
</tr>
<tr>
<td>United Way</td>
<td>6</td>
</tr>
<tr>
<td>Youth/Children’s Organizations</td>
<td>6</td>
</tr>
<tr>
<td>Food Banks</td>
<td>5</td>
</tr>
<tr>
<td>Boy Scouts/Girl Guides</td>
<td>4</td>
</tr>
<tr>
<td>Local Amateur Sports Leagues</td>
<td>4</td>
</tr>
<tr>
<td>Schools/School groups</td>
<td>3</td>
</tr>
<tr>
<td>Big Brothers/Big Sisters</td>
<td>3</td>
</tr>
<tr>
<td>Meals-on-Wheels</td>
<td>3</td>
</tr>
<tr>
<td>Seniors’ organizations</td>
<td>3</td>
</tr>
<tr>
<td>The Humane Society</td>
<td>2</td>
</tr>
<tr>
<td>Police/Fire Fighters</td>
<td>2</td>
</tr>
<tr>
<td>Groups helping the homeless</td>
<td>2</td>
</tr>
<tr>
<td>Greenpeace</td>
<td>1</td>
</tr>
<tr>
<td>Centraide for U.S. victims (United Way)</td>
<td>1</td>
</tr>
<tr>
<td>None/Can’t think of any</td>
<td>18</td>
</tr>
<tr>
<td>Other</td>
<td>27</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>7</td>
</tr>
</tbody>
</table>

n=1000

The Voluntary Task Force, Ipsos-Reid Corporation, 2002
“How many registered charities and non-profit organizations do you think the country has?”

Correct Answer: 180,000 organizations

- 0 – 50,000: 22
- 50,000 – 100,000: 20
- 100,000 – 200,000: 19
- 200,000 – 300,000: 11
- More than 300,000: 16
- DK/NR: 12

n=1528

The Voluntary Sector Initiative, EKOS Research Associates, Inc. September-October 2002
Trust, Power & Performance
High on ethical stds, serving public interest and trust

- Non-profit and voluntary organizations among the most trusted organizations in Canada
  - Canadians are twice as likely to trust voluntary organizations than private companies or governments
  - But trust in government is declining in 2002 after increase in the 1990s

- NGO volunteers perceived as having the highest ethical standards
  - Trailing doctors, farmers, scientists and police officer
  - Highest advantage over other professions on the “ethical” front (e.g. health care professionals more trusted but lower than NGO on ethical standards)

- Non-profit and voluntary organizations seen as better able to serve the public interest and contribute to quality of life in Canada
Performance seen positively too

- Community groups seen with an influence deficit
  - 42 per cent think they do have influence on public policies issues in Canada, 68 per cent think they should have
  - Average citizens, small businesses, local government, experts and academics are also seen to suffer from an influence deficit

- Performance of voluntary organizations rated very highly
  - Performance of the voluntary sector rated more favourably than performance of schools, private companies, media, public employees, governments and religious organizations
  - Majority (57 per cent) also believe the performance of the voluntary sector has improved in recent years

- Other interesting link is with national identity
  - Non-profit and voluntary organizations identified by more than two-thirds of the public as having positively impacted their sense of Canadian identity
Trust in Different Sectors

“How much trust do you have in...?”

Non-profit & Voluntary Organizations
- No trust: 11
- Moderate trust: 27
- Trust: 61

Private companies
- No trust: 31
- Moderate trust: 38
- Trust: 30

Governments
- No trust: 42
- Moderate trust: 32
- Trust: 25

n=1528

The Voluntary Sector Initiative, EKOS Research Associates, Inc., 2002
Confidence in Institutions

“Please rate how much confidence you have in each of these institutions”

Non-Profit & Voluntary Organizations

- Religious organizations: 31% little confidence, 29% moderate confidence, 38% a lot of confidence
- Private companies: 23% little confidence, 30% moderate confidence, 46% a lot of confidence
- Public employees: 27% little confidence, 36% moderate confidence, 36% a lot of confidence
- The media: 40% little confidence, 30% moderate confidence, 30% a lot of confidence
- Schools: 19% little confidence, 28% moderate confidence, 52% a lot of confidence
- Governments: 42% little confidence, 29% moderate confidence, 28% a lot of confidence

n=935

Trust in Government: Canada and U.S.

“How much do you trust the government in Ottawa/Washington to do what is right?”

% who trust just about always/most of time


EKOS surveys
Canadian and American National Election Studies
“Using a scale from 1, no trust at all, to 7, a great deal of trust with 4 meaning a moderate amount of trust, please rate how much trust you have in the following occupational groups?”

<table>
<thead>
<tr>
<th>Occupational Group</th>
<th>Mar-99</th>
<th>Mar-98</th>
<th>Mar-97</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>89%</td>
<td>87%</td>
<td>89%</td>
</tr>
<tr>
<td>Medical doctors</td>
<td>79%</td>
<td>74%</td>
<td>78%</td>
</tr>
<tr>
<td>Teachers</td>
<td>74%</td>
<td>76%</td>
<td>78%</td>
</tr>
<tr>
<td>Police Officers</td>
<td>72%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Not-for-profit/voluntary orgs.</td>
<td>63%</td>
<td>-</td>
<td>67%</td>
</tr>
<tr>
<td>Judges</td>
<td>59%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Crown Prosecutors</td>
<td>52%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Non-governmental organizations</td>
<td>51%</td>
<td>51%</td>
<td>48%</td>
</tr>
<tr>
<td>Pollsters</td>
<td>50%</td>
<td>42%</td>
<td>41%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>49%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Business leaders</td>
<td>43%</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>Provincial public servants</td>
<td>41%</td>
<td>31%</td>
<td>41%</td>
</tr>
<tr>
<td>Federal public servants</td>
<td>37%</td>
<td>30%</td>
<td>41%</td>
</tr>
<tr>
<td>Journalists and reporters</td>
<td>34%</td>
<td>31%</td>
<td>33%</td>
</tr>
<tr>
<td>Defence Lawyers</td>
<td>34%</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Union leaders</td>
<td>24%</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Politicians</td>
<td>19%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Lobbyists</td>
<td>16%</td>
<td>17%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Average n=763

### Ethical Standards of Occupations

"How would you rate the ethical standards of each of the following occupations in Canada?"

<table>
<thead>
<tr>
<th>Occupation</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>NGO Volunteers</td>
<td>6</td>
<td>12</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctors</td>
<td>8</td>
<td>15</td>
<td>75</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmers</td>
<td>7</td>
<td>19</td>
<td>69</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small business people</td>
<td>9</td>
<td>24</td>
<td>65</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scientists</td>
<td>9</td>
<td>23</td>
<td>63</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Police officers</td>
<td>13</td>
<td>24</td>
<td>62</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public servants</td>
<td>21</td>
<td>37</td>
<td>42</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journalists</td>
<td>30</td>
<td>31</td>
<td>36</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lawyers</td>
<td>36</td>
<td>29</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Union leaders</td>
<td>38</td>
<td>30</td>
<td>28</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executives of large businesses</td>
<td>36</td>
<td>32</td>
<td>28</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Politicians</td>
<td>54</td>
<td>27</td>
<td>18</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mean on 7-point scale

- NGO Volunteers: 5.7
- Doctors: 5.4
- Farmers: 5.4
- Small business people: 5.1
- Scientists: 5.1
- Police officers: 5.0
- Public servants: 4.3
- Journalists: 4.1
- Lawyers: 3.8
- Union leaders: 3.7
- Executives of large businesses: 3.8
- Politicians: 3.2

**n=842 n=750 n=1506**

Serving Public Interest?

“How well do each of the following institutions serve the public interest?”

<table>
<thead>
<tr>
<th>Institution</th>
<th>badly</th>
<th>neither</th>
<th>well</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Profit &amp; Voluntary Organizations</td>
<td>6</td>
<td>16</td>
<td>77</td>
</tr>
<tr>
<td>The media</td>
<td>22</td>
<td>28</td>
<td>50</td>
</tr>
<tr>
<td>Public employees</td>
<td>20</td>
<td>29</td>
<td>50</td>
</tr>
<tr>
<td>Private companies</td>
<td>25</td>
<td>27</td>
<td>47</td>
</tr>
<tr>
<td>Governments</td>
<td>29</td>
<td>27</td>
<td>44</td>
</tr>
</tbody>
</table>

n=1874

“Do you agree or disagree that ... in Canada are contributing to our overall quality of life?”

Non-Profit & Voluntary Organizations
- Disagree: 7%
- Neither: 15%
- Agree: 77%

Schools
- Disagree: 13%
- Neither: 19%
- Agree: 68%

Private companies
- Disagree: 16%
- Neither: 28%
- Agree: 55%

Religious organizations
- Disagree: 22%
- Neither: 28%
- Agree: 48%

Governments
- Disagree: 25%
- Neither: 26%
- Agree: 48%

The media
- Disagree: 38%
- Neither: 31%
- Agree: 31%

n=938

Influence of Various Actors

“How much influence do/should each of the following have?”

**DO HAVE**

- 26% Average citizens
- 74% Provincial governments
- 31% Small- and medium-sized businesses
- 50% Local government
- 77% Federal government
- 42% Experts and academics
- 49% Interest groups
- 50% Public servants
- 82% Big business
- 79% Media
- 43% Religious groups

**SHOULD HAVE**

- 78% Average citizens
- 74% Provincial governments
- 72% Small- and medium-sized businesses
- 71% Local government
- 68% Federal government
- 66% Experts and academics
- 47% Interest groups
- 47% Public servants
- 44% Big business
- 34% Media
- 25% Religious groups

Moderate to great influence (5, 6, 7 on a 7-point scale)

*EKOS Research Associates, Inc., 1998*
Influence Gap

Influence Surplus

- Media: 45%
- Big business: 38%
- Federal government: 9%
- Interest Groups: 3%
- Religious groups: 0%
- Provincial government: 0%

Influence Deficit

- Public servants: -4%
- Experts and academics: -17%
- Local government: -21%
- Community Groups: -26%
- Small and medium businesses: -41%
- Average citizens: -52%

n=2042

Performance of Institutions

“How would you rate the performance of each of the following institutions?”

<table>
<thead>
<tr>
<th>Institution</th>
<th>Bad</th>
<th>Neither</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious organizations</td>
<td>6</td>
<td>15</td>
<td>77</td>
</tr>
<tr>
<td>Schools</td>
<td>16</td>
<td>24</td>
<td>60</td>
</tr>
<tr>
<td>Private companies</td>
<td>22</td>
<td>30</td>
<td>47</td>
</tr>
<tr>
<td>The media</td>
<td>26</td>
<td>27</td>
<td>46</td>
</tr>
<tr>
<td>Public employees</td>
<td>26</td>
<td>29</td>
<td>45</td>
</tr>
<tr>
<td>Governments</td>
<td>32</td>
<td>27</td>
<td>41</td>
</tr>
<tr>
<td>Religious organizations</td>
<td>27</td>
<td>31</td>
<td>40</td>
</tr>
</tbody>
</table>

n=925

## Change in Performance

“How has the performance of each of these institutions changed in the past five years?”

<table>
<thead>
<tr>
<th>Institution</th>
<th>Worse</th>
<th>Same</th>
<th>Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious organizations</td>
<td>22%</td>
<td>47%</td>
<td>24%</td>
</tr>
<tr>
<td>Schools</td>
<td>43%</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>The media</td>
<td>37%</td>
<td>35%</td>
<td>26%</td>
</tr>
<tr>
<td>Public employees</td>
<td>29%</td>
<td>43%</td>
<td>27%</td>
</tr>
<tr>
<td>Governments</td>
<td>29%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Private companies</td>
<td>21%</td>
<td>34%</td>
<td>42%</td>
</tr>
<tr>
<td>Non-Profit &amp; Voluntary Orgs.</td>
<td>8%</td>
<td>33%</td>
<td>57%</td>
</tr>
</tbody>
</table>

n=935

“How strongly do you think each of the following contributes to your sense of Canadian identity?”

Key in Canadian Identity

**Non-Profit & Voluntary Organizations**
- Medicare: 75%
- The RCMP: 69%
- The CBC: 68%
- The schools in your community: 65%
- Canadian armed forces: 64%
- The Constitution: 55%
- Employment Insurance: 55%
- Social assistance programs: 52%
- Your local newspaper: 50%
- Private companies: 49%
- Churches: 41%

% indicating positive impact on identity (5,6,7 on 7-point scale)

n=1874

IV. Broad Perception of Charities
Charities seen as important and honest

- Charities seen with an important role at the community level
  - Strong majority see their role as important, contributing positively to the community and playing a major role in making communities better places to live.
  - About 80 per cent think charitable organizations understanding needs of average Canadians better than government.

- Charities seen as honest
  - More than 8 in 10 feel that charities are generally honest about the way they use of donations.
But concerns expressed on three fronts

- **Greater transparency/accountability**
  - Three quarters would like to see charities provide more information about how donations are used
  - Just under half say that they are reluctant to give money to charities because of stories about corruption

- **Lack of funds**
  - Slightly less than 60 per cent think that charities have too little money to do their work

- **Too many charities**
  - Nearly 3 in 4 state that there are “too many charities trying to get donations for the same cause”
  - Almost two-thirds think that there are so many organizations seeking donations, that sometimes they do not feel like giving to any organizations
  - About 4 in 10 think that there are “too many charitable organizations in Canada”
Charities: Key Role at Community Level?

Support for charities is important* 96%
Charities make a positive contribution to the community* 91%
Generally, charitable and voluntary organizations play a major role in making our communities better places to live ** 91%
Charitable organizations understand the needs of the average Canadian better than government*** 79%
Charities have too little money to do their work*** 59%

*Decima Research, 1987 (n=1000)
**The National Survey of Giving, Volunteering and Participating, 1999 (n=14,724)
***Muttart-CPP Study of Public Attitudes, 2000 (n=3863)
Charities: Accountability & Transparency

- Charities are generally honest about the way they use donations* 84%
- Charities should provide more information about how they use donations* 75%
- Every organization has operating expenses and charitable organizations generally keep those expenses as low as they can* 54%
- I have heard so many stories about corruption among charitable organizations, I am reluctant to give** 46%

* Muttart-CPP Study of Public Attitudes, 2000 (n=3863)
** Angus-Reid, 1997 (n=598)
There are too many charitable organizations in Canada

There seems to be so many organizations seeking donations...sometimes you don’t feel like giving to any organizations

There are too many charities trying to get donations for the same cause

There are just too many charities asking people for money these days

* Muttart-CPP Study of Public Attitudes, 2000 (n=3863)
** National Survey of Giving, Volunteering and Participating, 1999 (n=14,724)
*** Cooperative Health Consortium Study, 1998 (n=1525)
**** Angus-Reid, 1997 (n=598)
V. Priority, Role & Division of Labor
Voluntary Organizations Seen as a Partner, not a Substitute to Government

- Non-profit and voluntary organizations recognized as playing a vital role in Canadian life
  - Most important is their role in building a country which can be a source of pride and promoting tolerance and understanding
  - 90 per cent would like to see the voluntary sector maintain or increase its involvement in public programs and policies (more than for any other sector)

- Voluntary organizations not a substitute for government
  - A strong majority say that the work of voluntary organizations should not be a substitute for government’s responsibility to provide services to the public
  - More than half of Canadians feel that increased use of the voluntary sector is a way to offload traditional government responsibilities
  - Approximately one-third believe that voluntary sector is highly capable of assuming increased responsibility for areas traditionally under government jurisdiction

- Public demands greater political role for voluntary sector
  - Nearly half agree that the voluntary sector should be participating in decision-making at all political levels
A Supporting Role is expected from federal government

- Support for voluntary sector expected to come from federal government
  - The vast majority believe that the federal government should encourage people to engage in volunteer activities
  - About four in five agree that the federal government also expected to do more to help the voluntary sector recruit and retain volunteers

- Broad sense that the voluntary sector will be more influential
  - About five in ten believe that voluntary sector will be more influential in the life of citizens in the future
Perceptions of Public Institutions

“How important a role should NON-PROFIT and VOLUNTARY ORGANIZATIONS play in ...?”

<table>
<thead>
<tr>
<th>Role</th>
<th>% Indicating Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building a country which can be a source of pride</td>
<td>73%</td>
</tr>
<tr>
<td>Promoting tolerance and understanding</td>
<td>73%</td>
</tr>
<tr>
<td>Protecting our environment</td>
<td>72%</td>
</tr>
<tr>
<td>Ensuring Canadians have access to adequate health care</td>
<td>69%</td>
</tr>
<tr>
<td>Efficiently delivering specific services</td>
<td>68%</td>
</tr>
<tr>
<td>Ensuring a good education is available to all Canadians</td>
<td>67%</td>
</tr>
<tr>
<td>Planning for future generations</td>
<td>67%</td>
</tr>
<tr>
<td>Demonstrating accountability for results/effectiveness</td>
<td>67%</td>
</tr>
<tr>
<td>Instilling sense of belonging, identity, common values</td>
<td>66%</td>
</tr>
<tr>
<td>Protecting Canadians from crime and abuse</td>
<td>65%</td>
</tr>
<tr>
<td>Ensuring employment for whoever is willing/able to work</td>
<td>64%</td>
</tr>
<tr>
<td>Representing Canada internationally</td>
<td>61%</td>
</tr>
<tr>
<td>Providing the bare minimal presence</td>
<td>59%</td>
</tr>
<tr>
<td>Managing public safety</td>
<td>59%</td>
</tr>
<tr>
<td>Maintaining a healthy marketplace</td>
<td>57%</td>
</tr>
<tr>
<td>Redistributing wealth to maintain social equality</td>
<td>52%</td>
</tr>
</tbody>
</table>

n=609

“The work that voluntary organizations do should not be a substitute for government’s responsibility to provide services to the public.”

n=1528

The Voluntary Sector Initiative, EKOS Research Associates, Inc., 2002
"Increased use of voluntary sector is just a way of offloading traditional government responsibilities."

August 2001 (n=1478)
- Disagree (1-3): 24
- Neither (4): 23
- Agree (5-7): 52

March 1997 (n=1535)
- Disagree (1-3): 25
- Neither (4): 18
- Agree (5-7): 56
Offloading Government Responsibilities (b)

“To what extent do you think the voluntary sector is capable of assuming increased responsibility for areas which have traditionally fallen under government jurisdiction?”

August 2001 (n=1478)

- Low extent: 27%
- Moderate extent: 37%
- High extent: 36%

March 1998 (n=1515)

- Low extent: 30%
- Moderate extent: 36%
- High extent: 32%

April 1997 (n=1535)

- Low extent: 27%
- Moderate extent: 37%
- High extent: 33%
Ability to Deliver Services

“I don’t think voluntary organizations have the knowledge or resources to efficiently deliver government services.”

August 2001 (n=1478)

- Disagree (1-3): 34
- Neither (4): 25
- Agree (5-7): 40

March 1998 (n=1515)

- Disagree (1-3): 36
- Neither (4): 20
- Agree (5-7): 42

EKOS Research Associates, Inc.
Involve ment in Pol i ti cal De ci sion-M a ki ng

“The voluntary sector should be participating fully in decision-making at all political levels.”

Disagree 28
Neither 21
Agree 49

n=1528

The Voluntary Sector Initiative,
Activism & Division of Labor

“In the area of public programs and policies, what would you like to see the government, private and voluntary sectors do in the future?”

<table>
<thead>
<tr>
<th>Sector</th>
<th>Eliminate its involvement</th>
<th>Reduce its involvement</th>
<th>Maintain its involvement</th>
<th>Increase its involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>The voluntary sector</td>
<td>6</td>
<td>49</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>The private sector</td>
<td>3</td>
<td>10</td>
<td>44</td>
<td>40</td>
</tr>
<tr>
<td>The government</td>
<td>2</td>
<td>14</td>
<td>36</td>
<td>46</td>
</tr>
</tbody>
</table>

n=1528
Role for Government of Canada

“The Government of Canada should be encouraging people to do volunteer work.”

Strongly agree: 45% in February 2002, 46% in September 2001
Somewhat agree: 33% in February 2002, 34% in September 2001
Somewhat disagree: 10% in February 2002, 12% in September 2001
Strongly disagree: 9% in February 2002, 9% in September 2001

“The Government of Canada should be doing more to help voluntary sector organizations recruit and retain volunteers.”

Strongly agree: 48% in February 2002, 46% in September 2001
Somewhat agree: 32% in February 2002, 34% in September 2001
Somewhat disagree: 12% in February 2002, 11% in September 2001
Strongly disagree: 7% in February 2002, 9% in September 2001

n=1000

The Voluntary Task Force, Ipsos-Reid Corporation
“How do you think the voluntary sector in Canada will differ 10 years from now in the following areas?”

<table>
<thead>
<tr>
<th>Less influential</th>
<th>No change</th>
<th>Much more influential in the lives of everyday Canadians</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>29</td>
<td>54</td>
</tr>
</tbody>
</table>

n=1528

The Voluntary Sector Initiative, EKOS Research Associates, Inc., 2002
VI.

Voluntary Sector & Citizen Engagement

Presented to The Joint Awareness Table
Voluntary Sector: A Link Between Citizens and Decision-Makers?

- Voluntary sector seen as capable of assuming role in citizen engagement
  - More than 6 in 10 think that voluntary organizations understand the needs of average citizens better than the government
  - About two-thirds think that the voluntary sector is a positive way of expanding citizen involvement

- But primary responsibility should remain in the hands of government
  - When asked about who should be primarily responsible for running an engagement exercise, the public are twice as likely to suggest politicians or public servants over voluntary organizations
"Voluntary organizations understand the needs of average citizens better than government."

The Voluntary Sector Initiative,
EKOS Research Associates, September-October 2002

n=1528
“Increased use of the voluntary sector is a positive way of expanding citizen involvement.”

- **October 2002 (n=1528)**
  - Disagree: 13
  - Neither: 19
  - Agree: 67

- **August 2001 (n=1478)**
  - Disagree: 16
  - Neither: 19
  - Agree: 65

- **February 1998 (n=1515)**
  - Disagree: 12
  - Neither: 15
  - Agree: 72

- **March 1997 (n=1535)**
  - Disagree: 14
  - Neither: 17
  - Agree: 68

EKOS Research Associates, Inc.
Division of Engagement Responsibilities

“Who should be primarily responsible for running an engagement exercise?”

- Politicians: 21%
- Public servants: 21%
- Voluntary Organizations*: 11%
- Polling/research companies*: 10%
- Think tanks*: 8%
- Business*: 8%
- Shared responsibility: 3%
- Other: 18%

n=2042; *=half sample

VII. Profiling Voluntarism
Profiling Volunteerism (a)

- National rate of volunteering stable at about 27 per cent over past two decades

- Voluntarism highly segmented – key drivers include:
  - Upper socio-economic status (income and education)
  - Region (prairies higher and Quebec lower)
  - Age (if exclude the 35 and less, decline as getting older)

- Other demographics are poor predictors – gender and workforce status gap are closing
  - Men are almost as likely as women of volunteering in 2000
  - The gap between part-time and full-time workers went from now + 12 percentage points in 1997 to +6 percentage points in 2000
  - The most drastic decline includes citizens not in the workforce
    - Went from 35 per cent in 1987 to 27 per cent in 1997 to 24 per cent in 2000
  - Marital status poor predictor but married or common law more likely to volunteer than single or widowed
Profiling Volunteerism (b)

- **Volunteerism is an important part of a number of key sectors**
  - The most commonly sectors where citizens volunteer include: culture, arts and recreation organizations (23 per cent), social services (20 per cent), religion (14 per cent), education and research (13 per cent) and health (13 per cent)

- **Volunteers perform wide variety of activities**
  - Organizing or supporting events (56 per cent), sitting as a board member (41 per cent) and canvassing, campaigning and fundraising (40 per cent) are the most common forms of volunteer activities

- **Time and believing in a cause are key factor for participation**
  - In 2001, 38 per cent say that their volunteering stayed the same, 37 per cent decrease and 25 stay the same
    - Among those who say “decrease”, a strong majority said that they have less time
    - Among those who said “increase”, the two dominant reasons included “believed in the cause” (41 per cent) and “time” (25 per cent)
National Rate of Volunteering

% who participated in at least one volunteer activity in the year prior to the survey

1987: 27
1997: 31
2000: 27

n=14,724

National Survey of Giving, Volunteering and Participating, 1997 and 2000
Volunteer Activity Survey, 1987
Volunteer Participation By Gender

- **Female**: 28% in 2000, 33% in 1997, 30% in 1987
- **Male**: 25% in 2000, 29% in 1997, 24% in 1987

- **n=14,724**

National Survey of Giving, Volunteering and Participating, 1997 and 2000
Volunteer Activity Survey, 1987
Volunteer Participation By Age

% volunteering in each age group

1987 1997 2000

National Survey of Giving, Volunteering and Participating, 1997 and 2000
Volunteer Activity Survey, 1987
Volunteer Participation By Income

<table>
<thead>
<tr>
<th>Income Bracket</th>
<th>2000</th>
<th>1997</th>
<th>1987</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 20,000</td>
<td>22</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>20,000 – 39,999</td>
<td>29</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>40,000 – 59,999</td>
<td>34</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>60,000 – 79,999*</td>
<td>36</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>80,000 – 99,999</td>
<td>42</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>100,000 or more</td>
<td>45</td>
<td>39</td>
<td></td>
</tr>
</tbody>
</table>

*Note: This category was “60,000 and over” in 1987

n=14,724

National Survey of Giving, Volunteering and Participating, 1997 and 2000
Volunteer Activity Survey, 1987
Volunteer Participation By Labour Force Status

Full-Time Employment

- 2000: 27%
- 1997: 27%
- 1987: 32%

Part-Time Employment

- 2000: 33%
- 1997: 36%
- 1987: 44%

Unemployed

- 2000: 25%
- 1997: 29%
- 1987: 23%

Not in labour force

- 2000: 24%
- 1997: 27%
- 1987: 35%

n=14,724

National Survey of Giving, Volunteering and Participating, 1997 and 2000
Volunteer Activity Survey, 1987
Volunteer Participation By Education

- Postsecondary certificate or diploma: 28% (2000), 34% (1997), 35% (1987)

n=14,724

National Survey of Giving, Volunteering and Participating, 1997 and 2000
Volunteer Activity Survey, 1987
Volunteer Participation By Marital Status


National Survey of Giving, Volunteering and Participating, 1997 and 2000
Volunteer Activity Survey, 1987

n=14,724
Volunteer Participation By Province

<table>
<thead>
<tr>
<th>Province</th>
<th>2000</th>
<th>1997</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newfoundland</td>
<td>33</td>
<td>31</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>36</td>
<td>35</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>34</td>
<td>38</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Quebec</td>
<td>23</td>
<td>19</td>
</tr>
<tr>
<td>Ontario</td>
<td>32</td>
<td>25</td>
</tr>
<tr>
<td>Manitoba</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>40</td>
<td>42</td>
</tr>
<tr>
<td>Alberta</td>
<td>39</td>
<td>40</td>
</tr>
<tr>
<td>British Columbia</td>
<td>32</td>
<td>26</td>
</tr>
</tbody>
</table>

n=14,724

National Survey of Giving, Volunteering and Participating, 2000
Volunteer Participation By Sector

- Culture, arts and recreation: 23%
- Social Services: 20%
- Religion: 14%
- Education and Research: 13%
- Health: 13%
- Other: 17%

n=14,724

National Survey of Giving, Volunteering and Participating, 2000
Types of Volunteer Activities

- Organizing or Supporting Events
- Sitting as a Board Member
- Canvassing, Campaigning and Fundraising
- Office Work
- Providing Information
- Teaching/Coaching
- Providing Care or Support
- Collecting, Serving, Delivering Food
- Driving
- Maintenance and Repair

% volunteering by activity

n=14,724

National Survey of Giving, Volunteering and Participating, 2000
Changes in Volunteering Behaviour

“During the past three years, would you say that your volunteering has increased or decreased?”

- Increased: 37%
- Stayed the same: 38%
- Decreased: 25%

n=874

**Reason for Changed Volunteer Behaviour**

**“What would you say is the main reason that you volunteer LESS than you used to?”**

- Less time: 60
- Health reasons: 12
- Retiring/Getting older: 6
- Falling out/Conflict: 5
- Didn’t feel valued: 4
- Give money instead: 1
- Not been asked: 1
- Other: 9
- Don’t Know: 2

**“What would you say is the main reason that you volunteer MORE than you used to?”**

- Believe in cause: 41
- More time: 25
- Personally affected: 8
- Were asked: 6
- Effort to find employment: 4
- To obtain skills: 3
- To meet people: 3
- Other: 5
- Don’t Know: 6

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