



**Volunteer Calgary  
Awareness, Attitudes and  
Usage Research  
December 2011**

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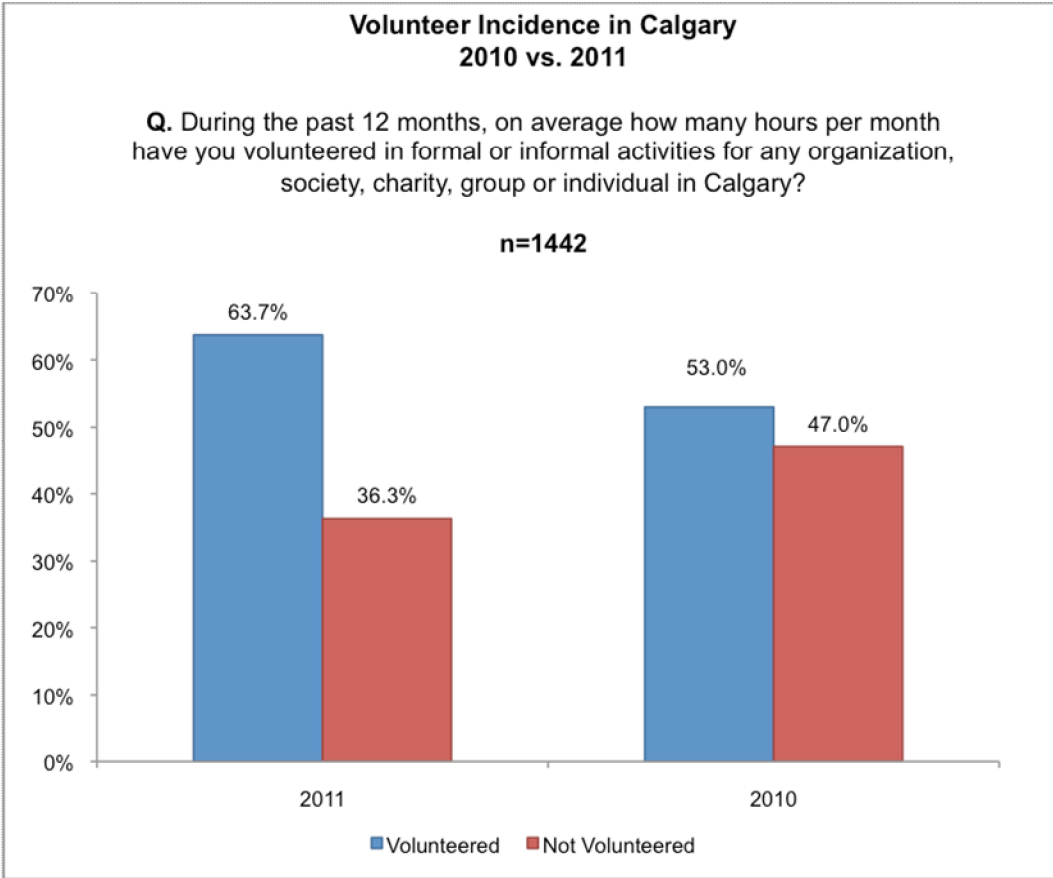
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On behalf of Volunteer Calgary, SAW Insight conducted an online survey regarding volunteering habits. The survey reached 1442 adult residents for the city of Calgary, which provided a sample size of n=395. The survey was conducted between November 16 and November 24, 2011.

**Six in ten Calgarians have volunteered in some way during 2011**

Figure 1.0 shows the comparative results between the survey conducted in 2010 and the survey conducted in 2011. The results indicate that in 2011 six in ten Calgarians (64%) volunteered in formal or informal activities; the volunteer incidence for 2011 is up eleven points from what it was on March 2010 (53%).

**FIGURE 1.0**



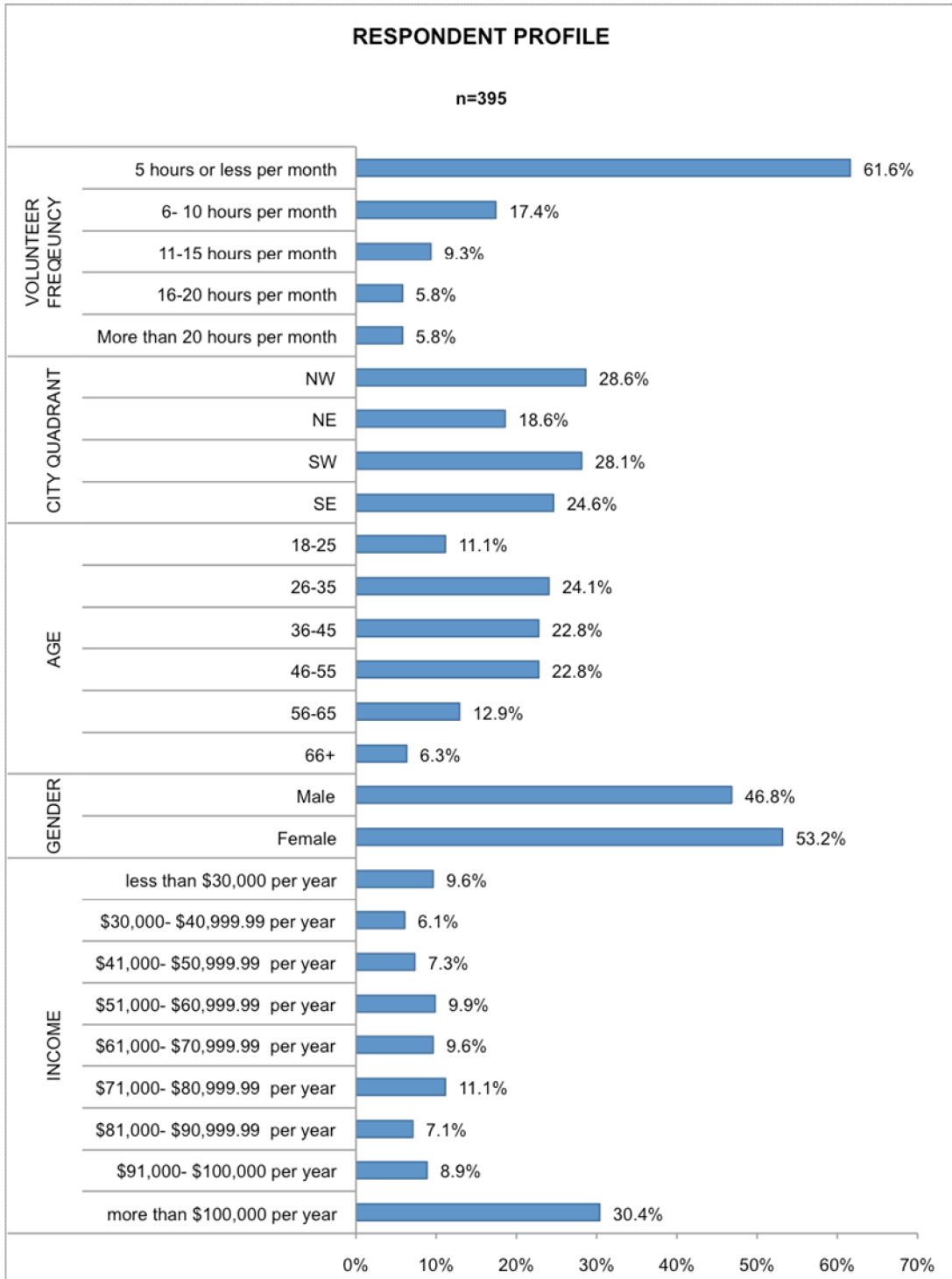


### **Most of the hours volunteered are performed by fewer individuals**

Figure 2.0 on the following page illustrates the survey respondent profile. The majority of respondents (63%) offer five hours or less each month to volunteering activities. This result indicates that a smaller proportion of the volunteers perform the bulk of the volunteered time.

The sample was distributed by demographic variables such as quadrant of residence, age, gender and household income. The majority of respondents (70%) are between the ages of 26 and 55, and a slight majority (53%) are women. One third (30%) of the sample has a household income of over \$100 thousand per annum.

**FIGURE 2.0**



### Non-profit organizations represent one fourth of Calgary's volunteering activity

One in four (25%) of the volunteers in Calgary offer their time to a non-profit organization. This is followed by volunteer activities through schools (14%), and just over one tenth of the volunteer activities (12%) are to assist an individual.

**FIGURE 1.3**

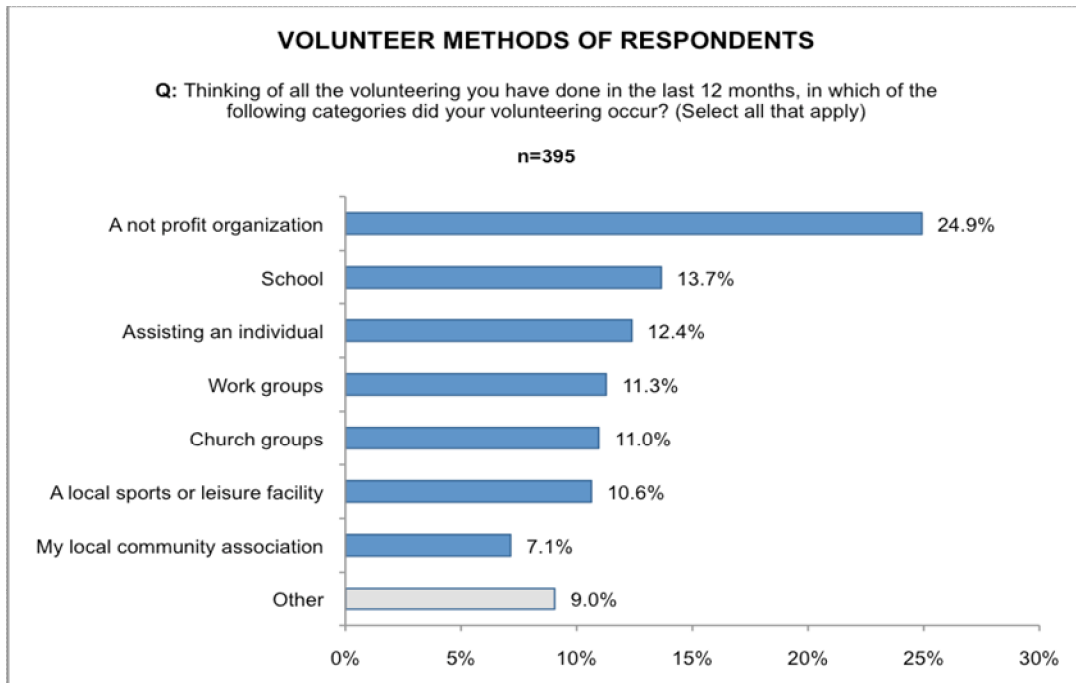


Table 1.0 on indicates that in most cases volunteers are involved in one group at a time within the category in which they volunteer

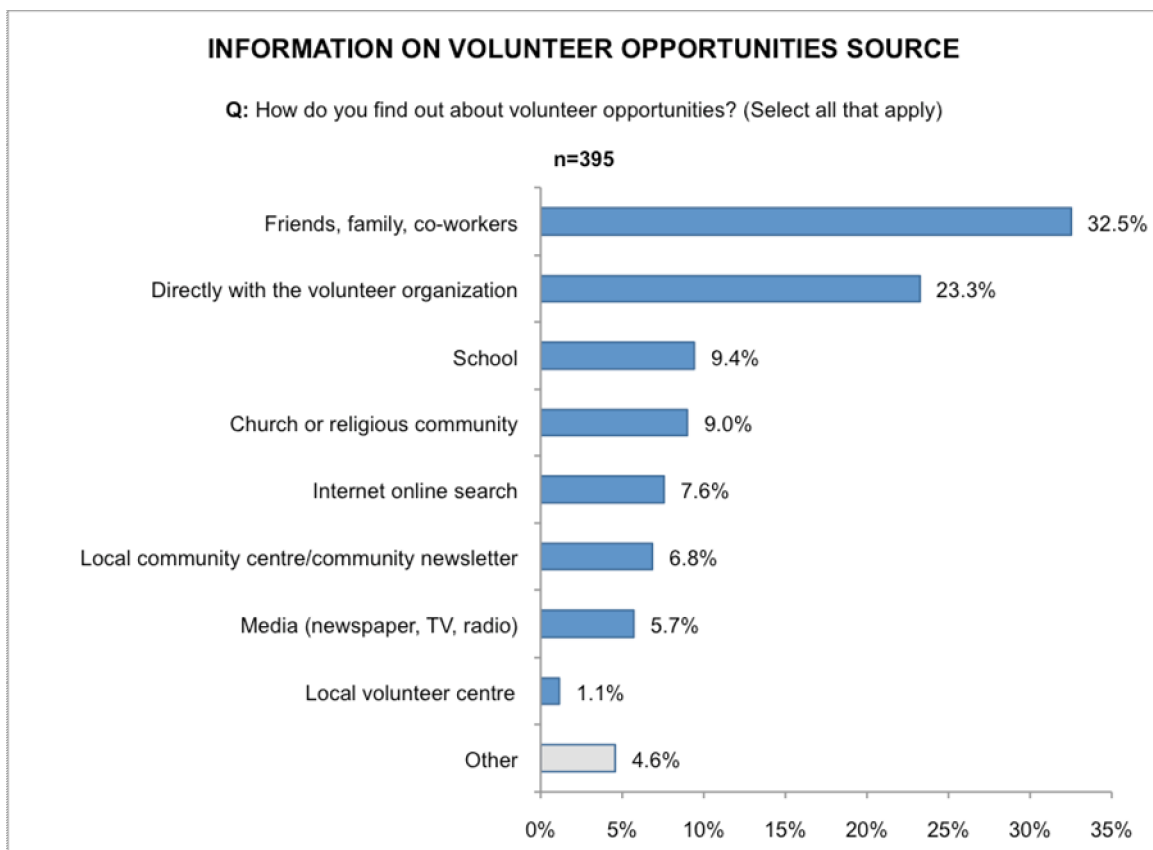
**TABLE 1.0**

<b>Within the following categories, how many groups or organizations have you volunteered with in the last 12 months?</b>							
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>More than 4</b>	<b>Don't know</b>	<b>Total</b>
Work groups	<b>70.83%</b>	12.50%	11.11%	0.00%	4.17%	1.39%	<b>100.00%</b>
	<b>51</b>	9	8	0	3	1	<b>72</b>
School	<b>58.62%</b>	27.59%	2.30%	0.00%	10.34%	1.15%	<b>100.00%</b>
	<b>51</b>	24	2	0	9	1	<b>87</b>
Church Group	<b>64.18%</b>	14.93%	10.45%	1.49%	7.46%	1.49%	<b>100.00%</b>
	<b>43</b>	10	7	1	5	1	<b>67</b>
Assisting an individual	<b>50.65%</b>	19.48%	16.88%	3.90%	6.49%	2.60%	<b>100.00%</b>
	<b>39</b>	15	13	3	5	2	<b>77</b>
My local community association	<b>62.22%</b>	8.89%	13.33%	6.67%	8.89%	0.00%	<b>100.00%</b>
	<b>28</b>	4	6	3	4	0	<b>45</b>
A local sports or leisure facility	<b>68.66%</b>	23.88%	0.00%	0.00%	1.49%	5.97%	<b>100.00%</b>
	<b>46</b>	16	0	0	1	4	<b>67</b>
A not profit organization	<b>70.39%</b>	15.79%	5.26%	1.97%	2.63%	3.95%	<b>100.00%</b>
	<b>107</b>	24	8	3	4	6	<b>152</b>
Other	<b>48.63%</b>	7.53%	2.74%	0.68%	1.37%	39.04%	<b>100.00%</b>
	<b>71</b>	11	4	1	2	57	<b>146</b>

## Volunteers influenced by other individuals regarding volunteer opportunities

One third (33%) of volunteers source the opportunities through a person they already know. Consistently with the category in which they volunteer, nearly one fourth of volunteers find out about opportunities through a volunteering organization. Only 1% of respondents go to the local volunteer centre to source activities in which they can potentially volunteer.

FIGURE 1.4

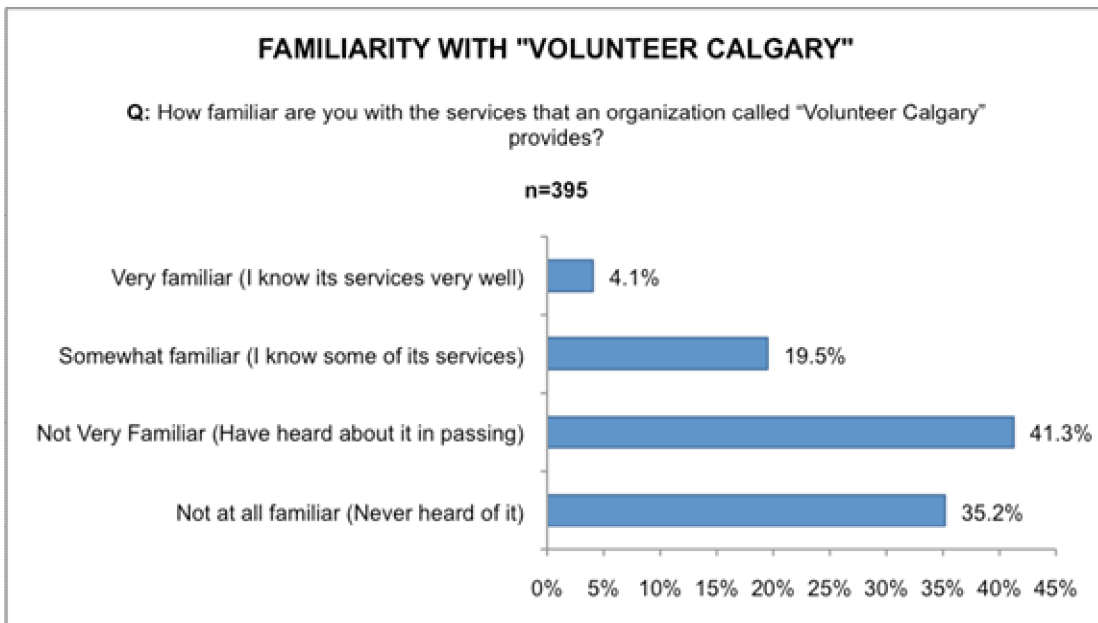


### One in four Calgarian volunteers are familiar with “Volunteer Calgary”

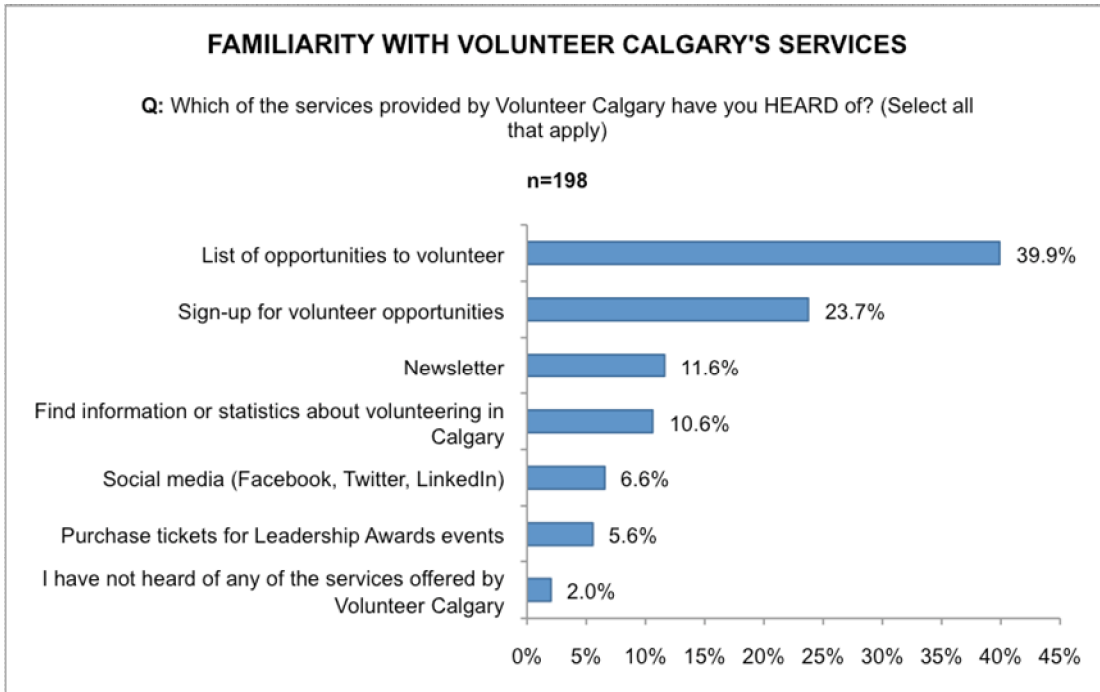
When asked about their familiarity with the services provided by Volunteer Calgary, the majority of respondents (76%) are not very familiar with it. In contrast, in 2010 one third of respondents (35%) were familiar with the organization.

When prompted, those who are familiar with Volunteer Calgary indicate to have heard about more than one of the services that the organization provides, with the list of volunteer opportunities and the sign-up for opportunities being the top of mind.

FIGURE 1.5

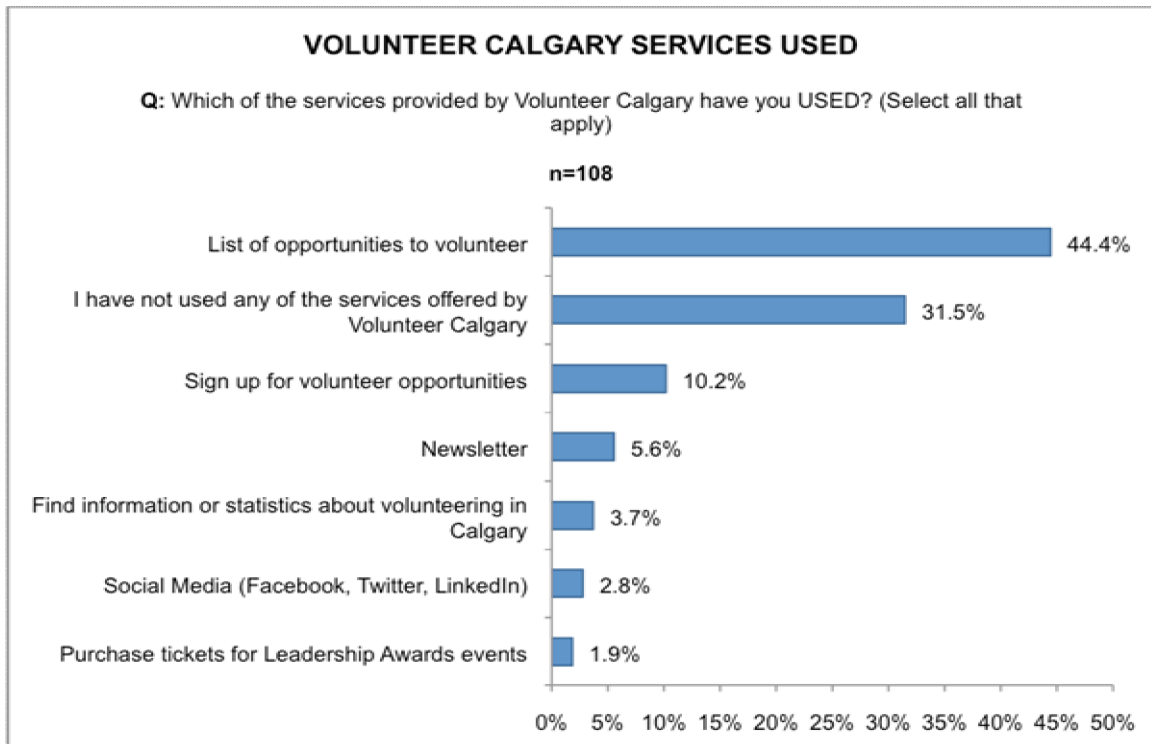


**FIGURE 1.6**



One third (31.5%) of those who have heard about Volunteer Calgary's services have not used any of such services; however, two in five of those familiar with its services indicate that they have used the list of volunteer opportunities, and one in ten have signed up for it.

**FIGURE 1.7**



Overall, volunteers are satisfied with the services that they have received from Volunteer Calgary.

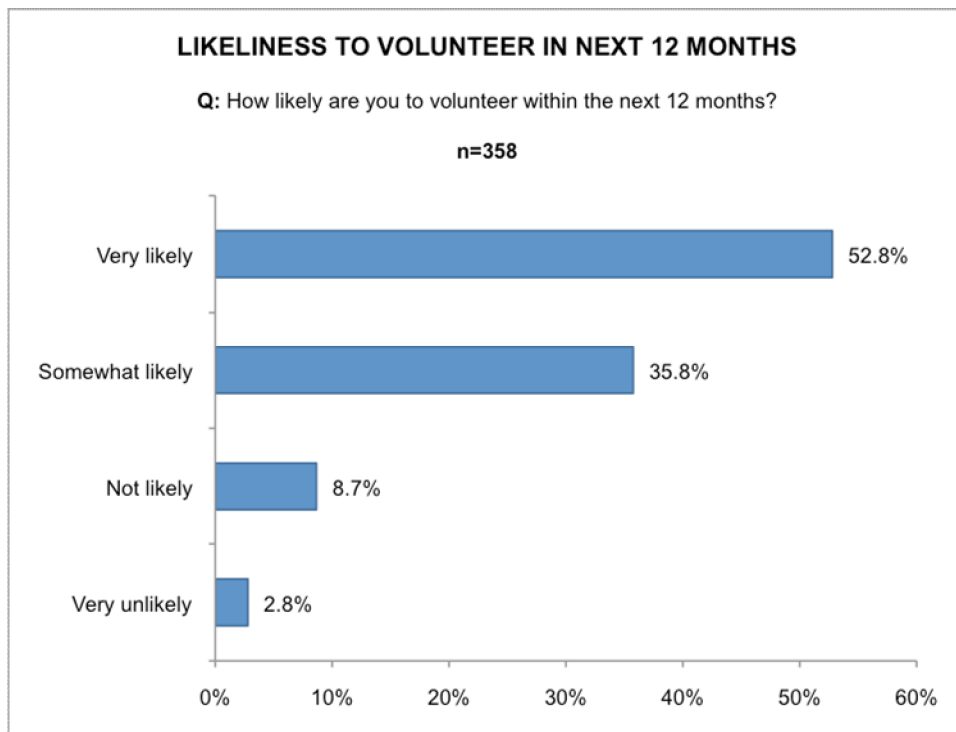
**TABLE 1.2**

<b>How would you rate your level of satisfaction with each of the services that you received from Volunteer Calgary?</b>							
	<b>Very Unsatisfied</b>	<b>Unsatisfied</b>	<b>Neutral</b>	<b>Satisfied</b>	<b>Very Satisfied</b>	<b>Don't know</b>	<b>Total</b>
List of opportunities to volunteer	4.55%	0.00%	18.18%	<b>59.09%</b>	15.91%	2.27%	<b>100.00%</b>
	2	0	8	<b>26</b>	7	1	<b>44</b>
Newsletter	0.00%	0.00%	0.00%	<b>66.67%</b>	33.33%	0.00%	<b>100.00%</b>
	0	0	0	<b>4</b>	2	0	<b>6</b>
Sign up for volunteer opportunities	18.18%	0.00%	18.18%	<b>45.45%</b>	18.18%	0.00%	<b>100.00%</b>
	2	0	2	<b>5</b>	2	0	<b>11</b>
Social Media (Facebook, Twitter, LinkedIn)	0.00%	0.00%	33.33%	<b>66.67%</b>	0.00%	0.00%	<b>100.00%</b>
	0	0	1	<b>2</b>	0.00%	0	<b>3</b>
Find information or statistics about volunteering in Calgary	0.00%	0.00%	0.00%	<b>100.00%</b>	0.00%	0.00%	<b>100.00%</b>
	0	0	0	<b>4</b>	0	0	<b>4</b>
Purchase tickets for Leadership Awards events	0.00%	0.00%	0.00%	<b>100.00%</b>	0.00%	0.00%	<b>100.00%</b>
	0	0	0	<b>2</b>	0	0	<b>2</b>

## The likelihood of re-volunteering in Calgary is high

Nearly nine in ten of the survey respondents (89%) indicate that they are likely to volunteer again within the following 12 months, with half of them (53%) stating that they are very likely to do so.

**FIGURE 1.8**





### III. EXECUTIVE SUMMARY

The online survey conducted for Volunteer Calgary between November 16 and November 24, 2011 indicates the following primary conclusions:

- Six in ten Calgaryans volunteered in 2011. This is up 11 points from the results obtained from a similar survey conducted in 2010.
- A smaller proportion of volunteers place a higher volume of volunteer hours. Six in ten Calgary volunteers offer five hours or less each month to volunteer initiatives.
- One fourth of the volunteer work is done through non-profit organizations. Schools, work and church groups, as well as individual volunteerism represent almost half of the methods through which volunteers offer their work.
- Word of mouth is the top form of carrying the message about volunteer opportunities. Almost one in four volunteers look directly for the volunteer organization to source opportunities.
- One in four volunteers in Calgary are familiar with the organization %olunteer Calgary; this result is down from the results obtained in the survey in 2010 where one third of volunteers were familiar with the organization.
- When prompted, those who know about Volunteer Calgary are familiar with more than one of its services, specifically with the list and sign-up for volunteer opportunities. Two in five of those aware with Volunteer Calgary's services have used the list of opportunities to volunteer.
- The likelihood of re-volunteerism in Calgary is high. Nine in ten of those who have volunteered in 2011 say that they are likely to volunteer in the next 12 months.
- Volunteers believe that the role of a local volunteer centre is to help the community and to assist volunteers in connecting and finding opportunities to offer their time.