

ARTS AND CULTURE VOLUNTEERS IN CANADA

NEW REPORT ANALYZES VOLUNTEER ACTIVITY IN 2000 AND TRENDS SINCE 1987

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A new report prepared by Hill Strategies Research Inc. shows that 351,000 Canadians 15 years of age or older volunteered for arts and culture organizations in Canada in 2000. This figure represents 5.4% of all volunteers in Canada and 1.4% of the Canadian population 15 years of age or older. The 351,000 arts and culture volunteers in 2000 represent a 22% increase over the estimated 288,000 volunteers in 1987. However, the 2000 figure is a 22% *decrease* from the high of 452,000 arts and culture volunteers estimated based on a 1997 survey.

Thanks to the support of the Canada Council for the Arts, the Department of Canadian Heritage and the Ontario Arts Council, the full report is available **free of charge** at the websites of these organizations (<http://www.culturescope.ca>, <http://www.canadacouncil.ca/artsinfo/research> and <http://www.arts.on.ca>) as well as Hill Strategies Research Inc.'s website (<http://www.hillstrategies.com/resources.html>). The report, the fourth in a series of statistical publications on the arts by Hill Strategies Research Inc., is based on custom tabulations from Statistics Canada's 1997 and 2000 National Surveys of Giving, Volunteering and Participating as well as the 1987 Survey of Volunteer Activity.

Canadians who volunteered with arts and culture organizations provided about 51.9 million volunteer hours in 2000 – a 43% increase from 1987. The 51.9 million volunteer hours is equivalent to about 27,000 full-time, full-year jobs (at 40 hours per week and 48 weeks per year). Using the average hourly wage in Canadian arts, entertainment and recreation industries in September 2000 (\$13.24), this volunteer contribution can be valued at \$690 million.

Clearly, Canadian arts and culture organizations rely on volunteers to fulfill many roles. Without volunteer support, many arts and culture organizations would be unable to achieve their mandates. The report finds that the sustainability of this volunteer workforce may be in question, due to the relatively high time commitment involved in arts and culture volunteer positions and the aging of arts and culture volunteers. The report raises questions regarding the possibility of volunteer burnout.

The report also examines the demographic characteristics of arts and culture volunteers, including the distribution of volunteers by sex, age, education, household income, employment status and marital status. Provincial estimates of arts and culture volunteers, volunteer hours and value of the volunteer workforce are also provided.

The next report in this series will provide a similar analysis of arts and culture donors in Canada. Hill Strategies Research Inc., publisher of the Arts Research Monitor, is a Hamilton-based arts research company. Please visit <http://www.hillstrategies.com> for more information.