



Statistics Canada General Social Survey – Giving Volunteering and Participating

April 2022

In this module



What is the General Social Survey on Giving, Volunteering and Participating?



What types of data and breakdowns can we find?



How can the GSS-GVP support the work of my organization?



Where do I find more information?

What is the General Social Survey-Giving, Volunteering & Participating?

- led by Statistics Canada, the purpose of the GSS-GVP is to better understand how Canadians support one another and engage in their communities
- partnership of federal government departments and non-profit organizations, including Volunteer Canada and Imagine Canada
- voluntary survey every five years, in field September to December
- most comprehensive data source on giving and volunteering in Canada

What is the General Social Survey-Giving, Volunteering & Participating?

OBJECTIVES:

- to collect national **data on social trends** related to individual contributory behaviours including volunteering, charitable giving and civic participation;
- to provide **reliable and timely data**;
- to inform both the public and voluntary sectors in **policy and program decisions** that relate to the charitable and volunteer sector.



Subjects

Data

Analysis

Reference

Geography

Census ▾

Surveys and statistical programs ▾

About StatCan

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[Home](#) → [Definitions, data sources and methods](#) → [Surveys and statistical programs](#)

→ [General Social Survey - Giving, Volunteering and Participating \(GSS GVP\)](#)

General Social Survey - Giving, Volunteering and Participating (GSS GVP)

General Social Survey -
Giving, Volunteering and
Participating (GSS GVP)

Variable(s)

Summary of changes

Other reference periods

Related products

General Social Survey – Giving. Volunteering and Participating

The target population for the GSS –GVP includes all persons 15 years of age and older living in the ten provinces of Canada.

History of the GSS-GVP

Began in 1997 as one-time special survey, the survey is now conducted every 5 years.

1997 and 2000
National Survey of
Giving,
Volunteering and
Participating
(NSGVP)

2004, 2007 & 2010
Canada Survey of
Giving,
Volunteering and
Participating
(CSGVP)

2013 & 2018
General Social
Survey – Giving,
Volunteering and
Participating
(GSS-GVP)

GSS-GVP Data Variables

For each survey, you will find the data broken down in the following categories:

- Age group and sex
- Education
- Donations by value, proportion
- Donor rate of population, proportion
- Geographic location (national, provincial)
- Household income
- Marital status
- Participation in religious activities
- Labour force status
- Volunteer hours
- Volunteer rate, proportion

Sample data from the GSS GVP surveys

	1997	2000	2004	2007	2010	2013
Volunteer rate (percentage)	31.4	26.7	45	46	47	44
Average annual volunteer hours (hours)	149	162	168	166	156	154
Number of volunteers (thousands)	7,472	6,513	11,809	12,478	13,282	12.7
Donor rate (percentage)	78	78	85	84	84	82
Average annual amount per donor (dollars)	239	259	400	457	446	531
Total amount of donations (thousands of dollars)	4,435,100	4,938,800	8,882,312	10,429,330	10,609,533	12,763,566

Sources: Statistics Canada, Canada Survey of Giving, Volunteering and Participating,
1997, 2000, 2004, 2007, 2010, 2013 and 2018

From GSS GVP 2018



In 2018, **over 24 million people volunteered** formally (i.e., for an organization), informally (on their own), or both formally and informally, accounting for 79% of Canadians aged 15 and older. **They dedicated approximately 5 billion hours to volunteer activities**, equivalent to over 2.5 million full-time year-round jobs.

Among all generations, **iGens were the most likely to engage in formal volunteering, at 52%, but Matures contributed the most average hours** to formal volunteering activities.

From GSS GVP 2013



CHARITABLE GIVING IN CANADA

WWW.STATCAN.GC.CA

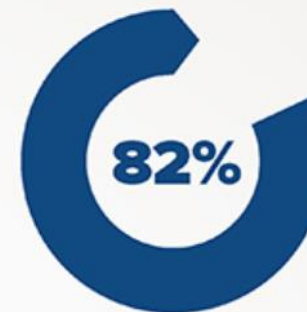
Total amount of
donations in 2013



Number of donors
24,051,000



Average annual
amount per donor



Proportion
of donors (%)

New content for 2018

Added to the survey:

- Informal Volunteer Activities
- Quality of the Volunteer Experience and Skills Used
- International definition of volunteering



NEW

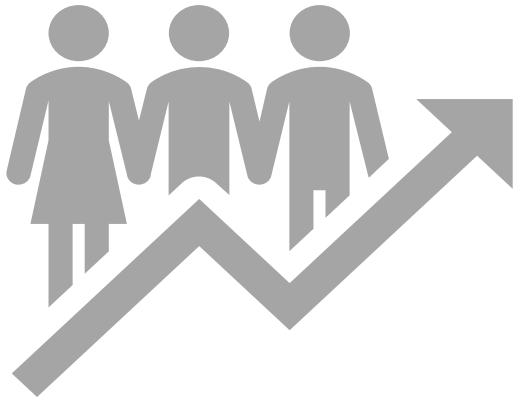
Reincorporated in 2018:

- Employer support of volunteering
- Youth experiences and attitudes

Why is data important?



Using data to support your work



- key tool for planning
- identify trends
- inform decision-making
- help identify strengths, gaps, new opportunities
- communicate impact
- develop promotional material to recruit donors and volunteers
- support funding applications, annual reports, and presentations

Using GSS-GVP data can...

- **Increase understanding** of the characteristics, motivations, benefits and aspirations of current and prospective volunteers and donors;
- Inspire the **creation of meaningful opportunities to engage** in communities; and
- **Build your organization's capacity** to better engage citizens as donors, volunteers, stakeholders and participants

Find out more...

- Visit [Statistics Canada](#) for data from all GSS-GVP surveys
- Go to the new [Canadian Knowledge Hub for Giving and Volunteering](#) for data and analysis from 2018 GSS GVP
- Tell us about your awareness of the GSS-GVP [here](#)

Questions or comments: info@volunteer.ca



VOLUNTEER
BÉNÉVOLES
CANADA

IMAGINE
CANADA

Ajah

