

Volunteering in the Cochrane Community

Supplemental Report to the Cochrane Community Survey

(November 2005)

Introduction

The Cochrane Community Survey (2005) examined a variety of issues to assist the Municipality and community organizations with long-term planning. In examining volunteer service among community residents, it was determined that a substantial portion of Cochrane respondents (35%) had not volunteered in the 12 months leading up to the survey. As well, the survey showed that approximately one out of five volunteers (17%) would like to provide more volunteer service. This Supplemental Report examines these respondents in greater detail to identify who they are and their connection with the community. The analysis also explores characteristics of respondents who volunteer outside the Cochrane community (in Calgary).

The Cochrane Community Survey gathered data from Cochrane residents and residents living in the rural areas surrounding Cochrane. This supplemental report concentrates on respondents who reside in Cochrane. While analysis was conducted with Rural respondents, few distinctions or trends were observed from these data.

Non-Volunteers

There are many different factors that might contribute to individuals' likelihood of being a non-volunteer. The survey data reveal several demographic factors among Cochrane residents that exhibit a propensity to non-volunteerism.

Table 1 shows that households in later stages of family life cycle, such as mid-aged adults and seniors, are much more likely to be non-volunteers. Essentially, these data suggest that older individuals are less likely to volunteer than younger individuals. These data also suggest that having children or youth in the household may influence volunteerism (or non-volunteerism) among family members. However, the low proportion of young adult households (without kids) that do not volunteer implies that volunteerism is not predicated on having children or youth in the household. Rather, the age of adults may be a stronger influence among Cochrane residents.

Table 1: Provide Volunteer Services by Family Life Stage
(Cochrane Respondents)

			Family Life Stage					Total	
			Young adults (w/out kids)	Early nest	Nest w/ youth	Late nest*	Mid-aged adults (w/out kids)		Seniors (w/out kids)
Provide Volunteer Services	no	Count	38	79	44	13	100	58	332
		%	31.7%	35.1%	24.2%	28.3%	40.3%	43.3%	34.8%
	yes	Count	82	146	138	33	148	76	623
		%	68.3%	64.9%	75.8%	71.7%	59.7%	56.7%	65.2%
Total		Count	120	225	182	46	248	134	955
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

* Caution should be observed due to small sample sizes

Another factor identified in the survey data is length of residency within the community. Table 2 shows that respondents who had resided in Cochrane less than 6 years were significantly less likely to provide volunteer services. This finding is fairly significant for the Cochrane community as the population of the town has almost doubled over the past decade (e.g. 6,612 in 1994 to 12,418 in 2004). An influx of new residents in the community may influence the proportion of Cochrane respondents who provide volunteer services.

Table 2: Provide Volunteer Services by Length of Residency
(Cochrane Respondents)

			Length of Residency in Community							Total
			less than 1 year	1 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 to 25 years	more than 25 years	
Provide Volunteer Service	no	Count	26	134	92	44	23	15	37	371
		%	45.6%	41.6%	32.2%	28.9%	31.9%	28.8%	31.6%	35.1%
	yes	Count	31	188	194	108	49	37	80	687
		%	54.4%	58.4%	67.8%	71.1%	68.1%	71.2%	68.4%	64.9%
Total		Count	57	322	286	152	72	52	117	1058
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

Several communities within Cochrane also show higher than average non-volunteerism. Table 3 shows that Bow Ridge, Crawford Ranch and Downtown were communities with higher than average non-volunteerism. Detailed analysis shows that Bow Ridge and Crawford Ranch were mainly represented by respondents who had lived in Cochrane less than 6 years.

Table 3: Provide Volunteer Services by Community
(Cochrane Residents)

			Community of Residence												Total		
			bow meadows	bow ridge	cochrane heights	crawford ranch	downtown	east cochrane/east end	glenbow	gleneagles	industrial park	riverview	sunterra	west terrace		west valley	other
Provide Volunteer Services	no	Count	23	50	11	7	11	45	43	62	3	27	2	37	44	12	377
		%	35.4%	46.3%	28.2%	58.3%	64.7%	42.9%	31.2%	34.3%	60.0%	37.5%	12.5%	31.4%	28.0%	30.8%	35.2%
	yes	Count	42	58	28	5	6	60	95	119	2	45	14	81	113	27	695
		%	64.6%	53.7%	71.8%	41.7%	35.3%	57.1%	68.8%	65.7%	40.0%	62.5%	87.5%	68.6%	72.0%	69.2%	64.8%
Total		Count	65	108	39*	12*	17*	105	138	181	5*	72	16*	118	157	39*	1072
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100%	100%	100%	100.0%

Significant differences (p<.05)

* Caution should be observed due to small sample sizes

The above observations reflect the composition of respondents' households. The individuals who responded on behalf of their households were asked questions about their own demographic characteristics. Among these factors, only level of education revealed significant findings (Table 4). Essentially, Cochrane respondents with high school as their highest level of education were significantly more likely to be non-volunteers.¹

¹ It should be noted that female respondents were significantly more likely than male respondents to respond on behalf of households. However, there were no significant distinctions between female and male respondents for stating that members of the household provide or do not provide volunteer services.

Table 4: Provide Volunteer Services by Respondent Education
(Cochrane Respondents)

			Education Level of Respondent							Total
			less than high school	high school diploma	some post secondary	trades/vocational certificate or diploma	college diploma or certificate	university graduate degree	other	
Provide Volunteer Services	no	Count	13	52	50	65	81	99	6	366
		%	56.5%	45.6%	36.5%	40.6%	35.4%	26.3%	66.7%	34.9%
	yes	Count	10	62	87	95	148	277	3	682
		%	43.5%	54.4%	63.5%	59.4%	64.6%	73.7%	33.3%	65.1%
Total		Count	23*	114	137	160	229	376	9*	1048
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)
* Caution should be observed due to small sample sizes

In consideration of demographic characteristics, households in later stages of family life cycle, length of residency and education were primary factors that tend to predict non-volunteerism.

Affinity to Community

Survey respondents were presented with a series of statements about the Cochrane community to gain insight into residents' perspectives of Cochrane as a place to live. For some of these statements, significant differences were observed between non-volunteer and volunteer respondents. This analysis is presented in Table 5 and shows that respondents who were non-volunteers were less likely than those who were volunteers to express a relationship to or affection for the Cochrane community. The differences are most noticeable in the degree of agreement expressed between non-volunteers and volunteers. For example, just over a third of non-volunteers (38%) compared to half of volunteers (50%) strongly agreed that they and their household are generally interested in what is happening in Cochrane and area. There are additional examples of these differences presented in Table 5. Nevertheless, the data presented in the analysis reveal a weaker connection among non-volunteers to their community compared to volunteers.

The degree of satisfaction that non-volunteers possess about the quality of life in Cochrane was also lower than that of volunteers. Table 6 shows that non-volunteers were less likely than volunteers to state that they were very satisfied with the quality of life and more likely to report that they were dissatisfied.

The data presented in Table 7 show that non-volunteers were significantly less likely to have their expectations of the Cochrane community exceeded compared to volunteers. Rather, non-volunteers' expectations of the community were more likely to have been met or fallen short. Although these data are not as dramatic as those presented in Table 5, the findings lend support to the notion that non-volunteers have less of an affinity to the Cochrane community than volunteers.

Table 5: Perceptions of Cochrane Community
(Cochrane Respondents)

		Provide Volunteer Services			
		no		yes	
		Count	Col %	Count	Col %
You and your household enjoy living in Cochrane and area	strongly agree	229	60.7%	479	69.5%
	Agree	140	37.1%	199	28.9%
	disagree	6	1.6%	9	1.3%
	strongly disagree	2	.5%	2	.3%
Total		377	100.0%	689	100.0%
You and your household are generally interested in what is happening in Cochrane and area	strongly agree	144	38.3%	345	50.1%
	Agree	222	59.0%	337	48.9%
	disagree	7	1.9%	6	.9%
	strongly disagree	3	.8%	1	.1%
Total		376	100.0%	689	100.0%
You and your household use services, programs and facilities available in Cochrane on a regular basis	strongly agree	98	26.6%	307	44.7%
	Agree	198	53.7%	327	47.6%
	disagree	65	17.6%	49	7.1%
	strongly disagree	8	2.2%	4	.6%
Total		369	100.0%	687	100.0%
There is a sense of community among Cochrane residents	strongly agree	81	22.0%	175	25.8%
	Agree	215	58.3%	406	60.0%
	disagree	65	17.6%	88	13.0%
	strongly disagree	8	2.2%	8	1.2%
Total		369	100.0%	677	100.0%
Cochrane is a good place to raise a family	strongly agree	137	38.8%	320	48.0%
	Agree	210	59.5%	327	49.1%
	disagree	4	1.1%	16	2.4%
	strongly disagree	2	.6%	3	.5%
Total		353	100.0%	666	100.0%
You and your household are satisfied with Cochrane and area as a place to live	strongly agree	140	37.4%	312	45.5%
	Agree	217	58.0%	351	51.2%
	disagree	17	4.5%	18	2.6%
	strongly disagree			4	.6%
Total		374	100.0%	685	100.0%

Significant differences (p<.05)

Table 6: Satisfaction with Quality of Life in Cochrane Community
(Cochrane Respondents)

			Provide Volunteer Services		Total
			no	yes	
Satisfied with Quality of Life	very satisfied	Count	134	277	411
		%	35.8%	40.6%	38.9%
	satisfied	Count	222	389	611
		%	59.4%	57.0%	57.9%
	dissatisfied	Count	18	12	30
		%	4.8%	1.8%	2.8%
	very dissatisfied	Count	0	4	4
		%	.0%	.6%	.4%
Total		Count	374	682	1056
		%	100.0%	100.0%	100.0%

Significant differences (p<.05)

Table 7: Expectations of the Cochrane Community
(Cochrane Respondents)

			Provide Volunteer Services		Total
			no	yes	
Expectations of Cochrane as a Place to Live	exceeded expectations	Count	48	124	172
		%	12.8%	18.2%	16.3%
	met expectations	Count	275	487	762
		%	73.5%	71.5%	72.2%
	fallen short of expectation	Count	51	70	121
		%	13.6%	10.3%	11.5%
Total		Count	374	681	1055
		%	100.0%	100.0%	100.0%

Significant differences (p<.05)

Interestingly, the lack of relationship or affection toward the community does not seem to impede non-volunteers expectations of future residence within Cochrane. Indeed, the survey data provide evidence that non-volunteers were just as likely as volunteers to anticipate living in the Cochrane community in five years (Table 7). Essentially, even though non-volunteers possessed less affinity for the community, they were no more likely than volunteer to want to leave the community. Even still, the lack of affinity seems to hamper non-volunteers' willingness to invest in the community through providing volunteer services.

Table 7: Expectations to Live in Cochrane Community in Five Years
(Cochrane Respondents)

			Provide Volunteer Services		Total
			no	yes	
Expect to live in Cochrane in 5 years	no	Count	35	44	79
		%	9.4%	6.4%	7.5%
	yes	Count	268	500	768
		%	72.0%	72.9%	72.6%
	don't know	Count	69	142	211
		%	18.5%	20.7%	19.9%
Total		Count	372	686	1058
		%	100.0%	100.0%	100.0%

No significant differences observed.

Use of Community Services

Non-volunteers were just as likely as volunteers to consider the Cochrane community as a primary resource centre to obtain staples such as food and groceries, clothing, gas for vehicles, banking, etc. and medical services such as family doctor, dentist and eye doctors (see Tables A and B in Appendices). However, they were not as likely as volunteers to use recreation and leisure facilities located in Cochrane. Table 8 shows that non-volunteers were significantly less likely to use most of the recreation and leisure facilities in Cochrane.

Table 8: Use of Recreation Facilities in Cochrane
(Cochrane Respondents)

		Provide Volunteer Services			
		no		yes	
		Count	Col %	Count	Col %
baseball diamonds	no	313	86.7%	549	82.7%
	yes	48	13.3%	115	17.3%
Total		361	100.0%	664	100.0%
outdoor soccer pitches*	no	310	86.4%	471	71.3%
	yes	49	13.6%	190	28.7%
Total		359	100.0%	661	100.0%
Pathway system*	no	33	9.0%	38	5.6%
	yes	332	91.0%	643	94.4%
Total		365	100.0%	681	100.0%
Neighbourhood parks and tot lots*	no	177	48.8%	230	34.5%
	yes	186	51.2%	436	65.5%
Total		363	100.0%	666	100.0%
Swimming pool*	no	188	52.4%	267	39.8%
	yes	171	47.6%	404	60.2%
Total		359	100.0%	671	100.0%
Tennis courts*	no	331	93.2%	563	85.6%
	yes	24	6.8%	95	14.4%
Total		355	100.0%	658	100.0%
The agricultural society grounds	no	312	87.6%	551	83.5%
	yes	44	12.4%	109	16.5%
Total		356	100.0%	660	100.0%
The theatre at the Cochrane Ranchehouse*	no	296	82.5%	460	69.9%
	yes	63	17.5%	198	30.1%
Total		359	100.0%	658	100.0%
The Cochrane Ranchehouse for events other than theatre*	no	270	75.2%	383	57.9%
	yes	89	24.8%	279	42.1%
Total		359	100.0%	662	100.0%
Boys and Girls Club*	no	338	94.7%	577	88.5%
	yes	19	5.3%	75	11.5%
Total		357	100.0%	652	100.0%
Fifty and Over Club	no	341	95.5%	608	92.7%
	yes	16	4.5%	48	7.3%
Total		357	100.0%	656	100.0%
Nan Boothby Library*	no	180	49.9%	212	31.7%
	yes	181	50.1%	457	68.3%
Total		361	100.0%	669	100.0%
Frank Wills Memorial Scout Hall*	no	302	84.8%	436	65.9%
	yes	54	15.2%	226	34.1%
Total		356	100.0%	662	100.0%
Outdoor ice rink*	no	307	86.2%	480	73.4%
	yes	49	13.8%	174	26.6%
Total		356	100.0%	654	100.0%
Cochrane Arena*	no	290	81.0%	445	68.0%
	yes	68	19.0%	209	32.0%
Total		358	100.0%	654	100.0%
Spray Lakes Sawmill Sports Centre - Running track*	no	264	75.2%	402	61.6%
	yes	87	24.8%	251	38.4%
Total		351	100.0%	653	100.0%
Spray Lakes Sawmill Sports Centre - Ice arena*	no	290	83.1%	469	72.7%
	yes	59	16.9%	176	27.3%
Total		349	100.0%	645	100.0%
Spray Lakes Sawmill Sports Centre - Soccer/Lacrosse pitch*	no	314	90.2%	488	76.1%
	yes	34	9.8%	153	23.9%
Total		348	100.0%	641	100.0%
Spray Lakes Sawmill Sports Centre - Gymnasium*	no	291	84.3%	498	77.6%
	yes	54	15.7%	144	22.4%
Total		345	100.0%	642	100.0%
Spray Lakes Sawmill Sports Centre - Gymnastics area*	no	294	84.7%	501	77.9%
	yes	53	15.3%	142	22.1%
Total		347	100.0%	643	100.0%

* denotes significant differences (p<.05)

The difference in usage may be partly explained by the type of households that comprise non-volunteers and volunteers. It was reported earlier that non-volunteers were less likely to have children or youth in the household, which commonly represents households that are less likely to use recreation and leisure facilities. Nevertheless, Table 9 shows that non-volunteers (32%) were generally less active than volunteers. Actually, almost a third of non-volunteers stated that their households were not very or not at all active (compared to 19% of volunteer households).

Table 9: Activity Levels
(Cochrane Respondents)

			Provide Volunteer Services		Total
			no	yes	
Activity Levels	very active	Count	62	242	304
		%	16.8%	35.3%	28.8%
	somewhat active	Count	188	311	499
		%	50.9%	45.3%	47.3%
	not very active	Count	94	118	212
		%	25.5%	17.2%	20.1%
	not at all active	Count	25	15	40
		%	6.8%	2.2%	3.8%
Total		Count	369	686	1055
		%	100.0%	100.0%	100.0%

Significant differences (p<.05)

There is also evidence from the survey to suggest that non-volunteers were less likely to undertake their recreation, sports, cultural and leisure activities in the Cochrane community (Table 10). Approximately 7 out of 10 non-volunteers identified Cochrane as the location for which the majority of their activities occur compared to 8 out of 10 volunteers.

Table 10: Location of Recreation, Sports, Cultural and Leisure Activities
(Cochrane Respondents)

			Provide Volunteer Services		Total
			no	yes	
Where Most of Activity Occurs	Cochrane	Count	245	526	771
		%	71.0%	79.5%	76.6%
	Calgary	Count	53	72	125
		%	15.4%	10.9%	12.4%
	Other	Count	47	64	111
		%	13.6%	9.7%	11.0%
Total		Count	345	662	1007
		%	100.0%	100.0%	100.0%

Significant differences (p<.05)

Location of Work

It is also interesting to note that non-volunteers were less likely to work in Cochrane than volunteers (Table 10)

Table 10: Location of Work
(Cochrane Respondents)

		Provide Volunteer Services				Total	
		no		yes		Count	Col %
		Count	Col %	Count	Col %		
Location of work	Cochrane	158	34.1	377	41.6	535	39.1
	Calgary	254	54.9	434	47.9	688	50.3
	other	51	11.0	95	10.5	146	10.7
Total		286	100.0	535	100.0	821	100.0

Community Awareness

Analysis of the survey data did not reveal any substantial differences between non-volunteers and volunteers in the sources of information they use to become aware of what is happening in the Cochrane community. However, non-volunteers were significantly less likely to consider themselves informed about news, events and happenings in the community (Table 11). This finding may not be surprising as non-volunteers are significantly less likely than volunteers to be interested in news, events and happenings in the community (Table 12).

Table 11: Informed about the Community
(Cochrane Respondents)

			Provide Volunteer Services		Total
			no	yes	
How well informed about news events and happenings in community	very well informed	Count	21	96	117
		%	5.7%	14.1%	11.2%
	well informed	Count	249	478	727
		%	67.8%	70.3%	69.4%
	poorly informed	Count	92	100	192
		%	25.1%	14.7%	18.3%
	very poorly informed	Count	5	6	11
		%	1.4%	.9%	1.1%
Total		Count	367	680	1047
		%	100.0%	100.0%	100.0%

Significant differences (p<.05)

Table 12: Informed about the Community
(Cochrane Respondents)

			Provide Volunteer Services		Total
			no	yes	
How interested in news, events and happenings in the community	very interested	Count	130	290	420
		%	34.7%	42.2%	39.5%
	interested	Count	229	387	616
		%	61.1%	56.3%	58.0%
	not interested	Count	13	10	23
		%	3.5%	1.5%	2.2%
	not at all interested	Count	3	0	3
		%	.8%	.0%	.3%
Total		Count	375	687	1062
		%	100.0%	100.0%	100.0%

Significant differences (p<.05)

The data presented in Table 13 suggest that there may be opportunities to assist non-volunteers become better informed about their community. Approximately a quarter of non-volunteers (23%) indicated that they were interested in news, events and happenings in their community but were poorly informed.

Table 13: Informed Compared to Interest Among Non-Volunteers
(Cochrane Respondents)

			How Interested				Total
			very interested	interested	not interested*	not at all interested*	
How informed	very well informed	Count	19	2	0	0	21
		%	5.2%	.5%	.0%	.0%	5.7%
	well informed	Count	94	152	3	0	249
		%	25.6%	41.4%	.8%	.0%	67.8%
	poorly informed	Count	17	66	9	0	92
		%	4.6%	18.0%	2.5%	.0%	25.1%
	very poorly informed	Count	0	2	0	3	5
		%	.0%	.5%	.0%	.8%	1.4%
Total		Count	130	222	12	3	367
		%	35.4%	60.5%	3.3%	.8%	100.0%

* Caution should be observed due to small sample sizes

Given the findings presented above, it is not surprising that most non-volunteers (56%) were somewhat or very unfamiliar with how to volunteer in the community (Table 14). As well, non-volunteers were significantly less likely to be aware that the Cochrane Family and Community Support Services acts as a local volunteer centre (Table 15). These findings may suggest that there is an opportunity to inform non-volunteers of the opportunities and resources available in the community to volunteer.

Table 14: Informed about How to Volunteer in the Community
(Cochrane Respondents)

			Provide Volunteer Services		Total
			no	yes	
How to volunteer in community	very familiar	Count	10	143	153
		%	2.8%	21.0%	14.7%
	somewhat familiar	Count	114	334	448
		%	31.5%	49.0%	42.9%
	somewhat unfamiliar	Count	138	153	291
		%	38.1%	22.4%	27.9%
	very unfamiliar	Count	100	52	152
		%	27.6%	7.6%	14.6%
Total		Count	362	682	1044
		%	100.0%	100.0%	100.0%

Significant differences (p<.05)

Table 15: Aware the Cochrane FCSS Acts as Local Volunteer Centre
(Cochrane Respondents)

			Provide Volunteer Services		Total
			no	yes	
Aware that Cochrane FCSS acts as local volunteer centre	no	Count	160	165	325
		%	50.0%	26.4%	34.4%
	yes	Count	160	459	619
		%	50.0%	73.6%	65.6%
Total		Count	320	624	944
		%	100.0%	100.0%	100.0%

Significant differences (p<.05)

It is worth noting that non-volunteers who were unfamiliar with how to volunteer in the community were mostly likely to be households that have lived in Cochrane for less than 6 years.

Reasons for Not Volunteering

Table 16 shows the reasons for which non-volunteers do not volunteer. Approximately 15% of non-volunteers indicated that they did not know how to get involved. Detailed analysis suggests that these respondents are most likely comprised of the following:

- Households that lived in Cochrane for less than 6 years.
- Senior and young adult households.
- Households with income of between \$20,000 and \$69,999 (lower on average income).

Table 16: Reasons for Not Volunteering
(Cochrane Respondents)

	Count	Column %
haven't thought of it	54	15.6
too busy	247	71.2
don't know how to get involved	51	14.7
other	22	6.3
poor health	17	4.9
out of Cochrane on vacation	9	2.6
lack of resources (money, car, etc.)	3	.9
new to Cochrane	3	.9
age	9	2.6
not interested	4	1.2
Total	347	

Volunteering Outside the Community

The Cochrane Community Survey also examined the location where volunteers provide their services. While most volunteers offer their services in Cochrane, almost one out of five provides services in Calgary (Table 17). Further analysis shows that respondents who have lived in the Cochrane community for less than 11 years, and most notably less than 1 year, were more likely to volunteer in Calgary (Table 18). Also, respondents with higher household incomes, such as \$100,000 or more, were more likely to volunteer in Calgary.

Table 17: Location of Volunteering
(Cochrane Respondents)

	Count	Col %
Cochrane	601	88.8
M.D. of Bighorn or Rocky View	36	5.3
Calgary	144	21.3
Other	48	7.1
Total	677	100.0

Table 18: Location of Volunteering by Length of Residence
 (Cochrane Respondents)

		How long lived in Cochrane Community														Total	
		less than 1 year		1 to 5 years		6 to 10 years		11 to 15 years		16 to 20 years		21 to 25 years		more than 25 years		Count	Col %
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
where volunteer	Cochrane	19	61.3	158	85.9	170	91.4	97	91.5	45	93.8	33	91.7	72	92.3	594	88.8
	M.D. of Bighorn or Rocky View			10	5.4	9	4.8	6	5.7	6	12.5			4	5.1	35	5.2
	Calgary	13	41.9	40	21.7	44	23.7	21	19.8	7	14.6	5	13.9	13	16.7	143	21.4
	Other	7	22.6	15	8.2	9	4.8	4	3.8	3	6.3	3	8.3	7	9.0	48	7.2
Total		31*	100.0	184	100.0	186	100.0	106	100.0	48*	100.0	36*	100.0	78	100.0	669	100.0

* Caution should be observed due to small sample sizes

Detailed analysis of the responses provided by respondents who volunteer in Calgary did not reveal any significant differences about their perceptions of the community. In other words, these respondents had the same relationship to or affection for the Cochrane community as other respondents. On the other hand, the following distinctions were identified for these respondents.

- Respondents who volunteer in Calgary had a greater propensity to purchase goods and services in Calgary compared to other respondents. As well, they were more likely to use basic medical services in Calgary rather than in the Cochrane community. Interestingly, however, they were just as likely to use recreation and leisure facilities in Cochrane as other respondents.
- They were much more likely to have members of the household working in Calgary than other respondents (Table 19).

Table 19: Location of Volunteering by Location of Work
 (Cochrane Respondents)

		Location of Volunteer Service								Total	
		Cochrane		M.D. of Bighorn or Rocky View		Calgary		Other		Count	Col %
		Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Location of work	Cochrane	353	44.6	20	35.1	58	29.7	14	29.2	374	34.2
	Calgary	360	45.5	34	59.6	121	62.1	23	47.9	420	38.5
	other	79	10.0	3	5.3	16	8.2	11	22.9	93	8.5
Total		469	100.0	28*	100.0	118	100.0	29*	100.0	525	100.0

* Caution should be observed due to small sample sizes

- They were just as likely to perceive themselves to be informed about news, events and happenings in the Cochrane community and are just as interested as other respondents. But, there is evidence in the data to suggest that they were not quite as informed about how to volunteer as other respondents (Table 20).

Table 20: Location of Volunteering by Familiarity of How to Volunteer
 (Cochrane Respondents)

		Location of Volunteer Service								Total	
		Cochrane		M.D. of Bighorn or Rocky View		Calgary		Other		Count	Col %
		Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Familiar with how to volunteer	very familiar	137	23.1	7	20.0	25	17.9	2	4.4	137	16.9
	somewhat familiar	296	49.9	18	51.4	69	49.3	21	46.7	326	40.1
	somewhat unfamiliar	122	20.6	6	17.1	32	22.9	14	31.1	149	18.3
	very unfamiliar	38	6.4	4	11.4	14	10.0	8	17.8	53	6.5
Total		593	100.0	35*	100.0	140	100.0	45*	100.0	665	81.8

* Caution should be observed due to small sample sizes

The findings presented above might suggest that respondents who volunteer in Calgary enjoy living in Cochrane community and are satisfied with the quality of life that the community offers. Still, they have a relationship with Calgary in that members of the household tend to work in that city and consider Calgary to be a resource centre for goods and services.

Respondents who volunteer in Calgary tend to undertake the same types of services as those who volunteer in Cochrane. Table 21 shows the types of volunteer service provided by respondents who volunteer in different locations. These data reveal that respondents who volunteer in Calgary generally offer similar services to those who volunteer in other locations. The only exception might be helping the homeless. Respondents showed a greater propensity to offer this type of service in Calgary.

Table 21: Location of Volunteering by Types of Volunteer Service
(Cochrane Respondents)

		Location of Volunteer Service								Total	
		Cochrane		M.D. of Bighorn or Rocky View		Calgary		Other		Count	Col %
		Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Kinds of Volunteering	fundraising/canvassing	99	10.8	6	11.1	26	10.7	9	15.0	113	8.8
	admin support	42	4.6	2	3.7	14	5.7	2	3.3	45	3.5
	coaching	101	11.0	5	9.3	24	9.8	3	5.0	107	8.4
	donating clothes	21	2.3	2	3.7	8	3.3	2	3.3	25	2.0
	donating blood	5	.5	1	1.9					6	.5
	cleaning	7	.8			1	.4	1	1.7	7	.5
	senior's care	51	5.5	2	3.7	10	4.1	6	10.0	56	4.4
	church	105	11.4	5	9.3	20	8.2	3	5.0	111	8.7
	election	4	.4	3	5.6	1	.4			6	.5
	teaching/tutoring/instructor	23	2.5	3	5.6	9	3.7	6	10.0	31	2.4
	board member	71	7.7	4	7.4	24	9.8	7	11.7	77	6.0
	performances	20	2.2			7	2.9	1	1.7	21	1.6
	baking/cooking	11	1.2			4	1.6	1	1.7	11	.9
	sewing/knitting	3	.3			2	.8			3	.2
	gardening/planting	19	2.1			2	.8	2	3.3	19	1.5
	school	109	11.9	3	5.6	21	8.6	2	3.3	111	8.7
	clean-up										
	community/environment	12	1.3	2	3.7	2	.8	1	1.7	12	.9
	donating food	12	1.3	1	1.9	5	2.0			14	1.1
	volunteering in community	56	6.1	6	11.1	11	4.5	4	6.7	63	4.9
	library	7	.8	1	1.9					7	.5
	casino/bingo	7	.8			9	3.7	1	1.7	10	.8
	child care/babysitting	11	1.2							11	.9
	donating money	5	.5			1	.4			5	.4
	working w/ youth	11	1.2	2	3.7	1	.4	1	1.7	11	.9
	working w/ physically challenged	2	.2	1	1.9	1	.4			3	.2
	leader (eg scouts)	14	1.5	1	1.9	1	.4			15	1.2
	mentoring	7	.8	1	1.9					7	.5
	helping homeless	14	1.5			13	5.3	1	1.7	19	1.5
	helping animal shelter	28	3.0			5	2.0	2	3.3	30	2.3
volunteering @ hospital	19	2.1	2	3.7	8	3.3	3	5.0	24	1.9	
volunteering @ shelters	7	.8			7	2.9			10	.8	
volunteering @ sports organization	16	1.7	1	1.9	5	2.0	2	3.3	18	1.4	
other					2	.8			2	.2	
Total		560	100.0	33*	100.0	136	100.0	42*	100.0	628	100.0

* Caution should be observed due to small sample sizes

Volunteers Who Want to Do More

Another query in the Cochrane Community Survey asked about the amount of service that volunteers currently provide to the community. Table 22 shows that approximately 17% of volunteers indicated that they would like to do more volunteer service.

Table 22: Amount of Volunteer Service
(Cochrane Respondents)

	Frequency	Percent
too much	49	7.3
about right	511	75.7
would like to do more	115	17.0
Total	675	100.0

It is interesting to note that volunteers who would like to do more volunteer the fewest number of hours per month. On average (mode) these respondents volunteer 1 to 4 hours per month, while respondents who feel their volunteer time is about right spend 9 to 16 hours volunteering and respondents who volunteer to much spend 17 or more hours per month (Table 23).

Table 23: Amount of Volunteer Service by Hours of Volunteering
(Cochrane Respondents)

			Amount of Volunteer Service			Total
			too much	about right	would like to do more	
hours of volunteer service	1 - 4	Count	2	128	53	183
		% within F11 amount volunteering	4.4%	28.1%	53.5%	30.6%
	5 - 8	Count	6	78	22	106
		% within F11 amount volunteering	13.3%	17.1%	22.2%	17.7%
	9 - 16	Count	8	143	13	164
		% within F11 amount volunteering	17.8%	31.4%	13.1%	27.4%
	17 or more	Count	29	106	11	146
		% within F11 amount volunteering	64.4%	23.3%	11.1%	24.4%
Total		Count	45*	455	99	599
		% within F11 amount volunteering	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

* Caution should be observed due to small sample sizes

The data presented in the following tables may reveal distinctions among respondents who would like to do more volunteer service. Respondents who have lived in the Cochrane community less than six years were more likely to want to do more (Table 23). Also, respondents who want to do more were less likely to be familiar with how to volunteer in the community (Table 24).²

Table 23: Amount of Volunteer Service by Length of Residence
(Cochrane Respondents)

			Amount of Volunteer Service			Total
			too much	about right	would like to do more	
How long resided in Cochrane	less than 1 year	Count %	0 .0%	23 4.5%	7 6.2%	30 4.5%
	1 to 5 years	Count %	8 16.3%	130 25.7%	44 38.9%	182 27.2%
	6 to 10 years	Count %	13 26.5%	146 28.9%	30 26.5%	189 28.3%
	11 to 15 years	Count %	13 26.5%	81 16.0%	12 10.6%	106 15.9%
	16 to 20 years	Count %	7 14.3%	35 6.9%	7 6.2%	49 7.3%
	21 to 25 years	Count %	2 4.1%	29 5.7%	5 4.4%	36 5.4%
	more than 25 years	Count %	6 12.2%	62 12.3%	8 7.1%	76 11.4%
	Total	Count %	49* 100.0%	506 100.0%	113 100.0%	668 100.0%

Significant differences (p<.05)
 * Caution should be observed due to small sample sizes

Table 24: Amount of Volunteer Service by Familiarity of How to Volunteer
(Cochrane Respondents)

			Amount of Volunteer Service			Total
			too much	about right	would like to do more	
Familiar with how to volunteer	very familiar	Count %	19 38.8%	105 20.8%	17 15.0%	141 21.2%
	somewhat familiar	Count %	22 44.9%	262 52.0%	44 38.9%	328 49.2%
	somewhat unfamiliar	Count %	5 10.2%	102 20.2%	39 34.5%	146 21.9%
	very unfamiliar	Count %	3 6.1%	35 6.9%	13 11.5%	51 7.7%
Total	Count %	49* 100.0%	504 100.0%	113 100.0%	666 100.0%	

Significant differences (p<.05)
 * Caution should be observed due to small sample sizes

² Analysis was conducted with other queries presented in the survey (e.g. perceptions of community, location of goods and services purchased, location of work, use of recreation and leisure facilities), however no distinctions or trends were observed.

Conclusion

The analysis presented in this report suggests that non-volunteers are typically represented by households in later stages of their family life stages and have lived in the Cochrane community less than 6 years. The latter of these findings may be most noteworthy as the Cochrane community has experienced significant population growth in the past decade. Indeed, the population of the community has almost doubled over the past 10 years. It is also worth noting that the community is positioned for further growth with recent initiatives to annex additional lands for the community. Length of residence also seems to be an important factor among residents who volunteer in Calgary rather than Cochrane and volunteers who want to do more. Evidence in the survey suggests that newer residents may not be familiar with how to get involved in the community and may need assistance to discover the opportunities for volunteering. These observations can be used to target existing residents within the community who need more information about volunteering opportunities, but also to consider new approaches to help orientate new residents who will select Cochrane as a place to live in the future.

The survey results also suggest that non-volunteers are less connected to the Cochrane community than volunteers. Part of this detachment may be associated with their length of residence in community. Since many of these respondents have only lived in Cochrane for 5 years or less, they may not have fully developed a bond with the community. Further, they are more likely to work and spend more of their recreation or leisure time in Calgary and, as a result, have increasing pressures on their time or priorities to engage in volunteer activities in the Cochrane community. The survey data provide evidence that non-volunteers are just as likely to remain living in Cochrane in the future as volunteers and, in some cases, may need assistance in becoming more attached to the community through getting involved in community initiatives and programs or by volunteering in the community.

Appendices

The Cochrane Community Survey

The Town of Cochrane in partnership with the Calgary Health Region conducted a community survey of Cochrane and surrounding area residents. The survey was commissioned to examine residents' use and opinions of community services and identify important issues for the community. A total of 1,088 Cochrane and 308 rural households participated in the survey. The survey was conducted in May 2005.

Family Life Stage Analysis

A series of questions are presented to respondents to enable segmentation of households into family life stage categories. The family life stage model is based on the concept that most families progress through a number of distinct phases throughout their existence. The key factor used to determine family life stage was household composition (ages of household members). Definitions of the six segments of the family life stage distribution are:

- **Young adults (without children/youth)** – the adults are primarily under 40 years of age, and there are no children or youth present in the household;
- **Early nest** – the children/youth residing in the household are primarily under 13 years of age, and adults are comprised of any age;
- **Nest with youth** – the children/youth residing in the household are primarily between 13 and 19 years of age, and adults are comprised of any age;
- **Late nest** – the children/youth residing in the household are between 20 and 24 years of age, and adults are comprised of any age;
- **Mid-aged adults (without children/youth)** – the adults are primarily between 40 and 64 years of age, and there are no children or youth present in the household; and
- **Seniors (without children/youth)** – the adults are primarily 65 years of age or older, and there are no children or youth present in the household.

Additional Analysis

Table A: Location of Purchases for Staple Goods and Services
(Cochrane Respondents - no significant differences observed)

		Provide Volunteer Services			
		no		yes	
		Count	Col %	Count	Col %
Food and groceries	Cochrane	331	93.0%	632	94.0%
	Calgary	25	7.0%	40	6.0%
Total		356	100.0%	672	100.0%
Clothing	Cochrane	83	24.9%	154	24.4%
	Calgary	243	73.0%	456	72.3%
	Other	7	2.1%	21	3.3%
Total		333	100.0%	631	100.0%
Gas for vehicles	Cochrane	332	92.2%	616	92.6%
	Calgary	26	7.2%	48	7.2%
	Other	2	.6%	1	.2%
Total		360	100.0%	665	100.0%
Banking	Cochrane	264	76.5%	520	80.7%
	Calgary	76	22.0%	116	18.0%
	Other	5	1.4%	8	1.2%
Total		345	100.0%	644	100.0%
Prescriptions/drugs	Cochrane	312	91.2%	573	90.4%
	Calgary	27	7.9%	60	9.5%
	Other	3	.9%	1	.2%
Total		342	100.0%	634	100.0%
Personal toiletries	Cochrane	275	79.0%	531	82.5%
	Calgary	68	19.5%	108	16.8%
	Other	5	1.4%	5	.8%
Total		348	100.0%	644	100.0%
Entertainment	Cochrane	125	45.1%	277	48.9%
	Calgary	147	53.1%	275	48.5%
	Other	5	1.8%	15	2.6%
Total		277	100.0%	567	100.0%

Table B: Location of Medical Services
(Cochrane Respondents - no significant differences observed)

		Provide Volunteer Services			
		no		yes	
		Count	Col %	Count	Col %
Family doctor (adults)	Cochrane	212	63.7%	433	68.2%
	Calgary	114	34.2%	188	29.6%
	Other	7	2.1%	14	2.2%
Total		333	100.0%	635	100.0%
Dentist (adults)	Cochrane	212	68.6%	429	71.4%
	Calgary	93	30.1%	159	26.5%
	Other	4	1.3%	13	2.2%
Total		309	100.0%	601	100.0%
Eye doctor (adults)	no	73	21.2%	110	16.6%
	yes	271	78.8%	552	83.4%
Total		344	100.0%	662	100.0%