



Angus Reid/Scouts Canada Survey

CANADIAN PARENTS AND YOUTH ATTITUDES AND INTEREST IN SCOUTS CANADA

Angus Reid Group Report

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EXECUTIVE SUMMARY

Scouts Canada: A good reputation, but it's better among parents than among youth....

- 31% of parents say they are very familiar with Scouts Canada and 23% of youth say they are very familiar with Scouts Canada.
- Scouts Canada is the #1 name brand (52%) among parents when asked to name any groups/clubs that youth can belong to. However, Scouts is #3 among youth at only 13%. Sports is #1 among youth (38%) and a close second for parents (39%).
- 61% of parents and 58% of youth whose families have been involved in Scouts Canada rate their experience as very satisfactory.

Scouts Canada: A positive experience, but missing the fun? And not physically active?

- The #1 reason parents would sign their children up for a group or activity is "so that

- they can have fun, enjoy themselves" (31%).
- When asked what the best things are about their children's current activities (predominantly sports) parents say: team participation (31%), physical activity (24%), and fun (19%). When the same parents are asked what they think would be the best thing about participating in Scouts, they say: making friends (28%), teamwork (27%), outdoor activity (24%). Only 6% say that they think that being involved in Scouts would be fun. No one mentioned that Scouts is a good physical activity.
- The top reasons parents would encourage their children to join Scouts are: it's a positive experience (28%), making friends (18%) and teamwork (17%). Only 7% say that Scouts is fun.
- The top reasons youth would encourage their friends to join Scouts are: it's fun and interesting (53%), educational (34%), outdoor activities (20%), and friends (16%).
- When asked to agree or disagree with a number of key statements more parents are likely to strongly agree that Scouts Canada is educational (71%) than they are to strongly agree that it is fun and interesting (60%). The gap for youth is even more pronounced with 71% saying Scouts is educational and only 50% strongly agreeing that Scouts is fun. Even fewer (44% of parents and 41% of youth) feel that Scouts is relevant to today's youth or that Scouts Canada is a modern organization (30% of parents and 39% of youth).
- The number-one choice for potential volunteers are youth organizations (44%), followed by service organizations (20%), social cause organizations (19%), and Scouting (17%).

Co-ed Scouts? Not an issue for most parents or youth...

Forty-seven percent of parents and 7% of youth have heard or read about the co-ed issue.

A range of questions regarding the possibility of Scouts Canada going co-ed receive positive marks from both parents and youth.

- 94% of youth and 74% of parents say that Scouts Canada is doing the right by offering programs for boys and girls on a national basis.
- 60% of youth and 60% of parents say "it doesn't really matter to me".
- 57% of parents with daughters agree that they are more likely to encourage their daughter to join (if co-ed).
- 52% of parents with sons agree that they are more likely to encourage their son to join (if co-ed).

Demographic of Scouts Canada Members

- Parents most familiar with Scouts Canada are males, over 34 years of age, and with an income over \$40,000. Females (66%) compared to males (58%) and those in the mid-income range of \$40,000 to \$59,000 report that their family's experience with Scouts Canada was very satisfactory.
- Scouts Canada receives its highest brand name recognition among males (57%), compared to females (47%) and those under 55 years of age. Also, awareness for Scouts Canada as a youth group increases with education and income.
- Parents under 35 years of age and older than 55 years of age, females with incomes over \$40,000 feel the main criteria for youth groups is amount of fun and enjoyment their children may derive from their participation.
- Scouts Canada is perceived as fun mainly by youth. They are most likely to recommend Scouting to their friends (53%), and they tend to be younger (12 - 15 years) and female (36%), compared to male (29%).