



Press Release

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Angus Reid survey confirms Scouting is a vibrant organization with very satisfied members!

As part of a three-phase research initiative, Scouts Canada's National Council commissioned the Angus Reid Group to conduct research on it's behalf, as it attempts to explore how it can improve its program appeal to young people.

Phase one, completed in June 1998, was an internal survey of the Scouts Canada membership and examined the attitude of current members and their parents. Phase two, completed in October 1998, was a national survey of Canadian parents and youth designed to measure their awareness, involvement and perceptions of Scouts Canada. The third phase to commence in March, will involve research using focus groups with current, past and potential members to conduct further in-depth evaluation of programming and communications messages.

In it's final report Angus Reid concludes that the public feels Scouts Canada is a "very vibrant organization that offers an excellent product to Canadian youth". Furthermore, 71% of Scouting's members are "very satisfied" with Scouting. "Organizations like Scouts Canada should be very proud of these numbers", said Darrell Bricker, Executive Vice President of the Angus Reid Group. However Scouts Canada wonders why, if customers are so satisfied, and the public admires Scouting so much, more young people are not getting the fun and adventure the programs offer. While the third phase of the research will help provide some answers to some of these questions, Angus Reid has already offered some suggestions. "The challenge for Scouts Canada", reports Angus Reid, "is the way in which to inform Canadian parents and youth about what it as a youth organization can offer them. To do this Scouts Canada must determine how best to brand its product - that is its programs and activities". Angus Reid recommends Scouts Canada should strengthen its national advertising and communications strategies and clearly communicate that "Scouting is fun and cool".

Furthermore Scouting is seen as doing the right thing by offering a co-educational program as decided last November.

In response to the findings, Scouts Canada is beginning a process to develop more youth directed promotional materials, while at the same time taking a serious look at how its programs are packaged and delivered at the community level. Before making any changes, the promotional and program concepts will be tested in focus groups.

The organization is very pleased with the results of the surveys and feels that the data provided will help stimulate innovation which will help secure Scouting's future as an important aspect of Canadian society into the next millennium.

From February 21-28 Scouts across Canada are celebrating Scout Guide Week. Local groups will take part in religious observances, parent and Scout dinners and displays in shopping malls.

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