

SCOUTS CANADA - 1998

MEMBERSHIP SURVEY

Angus Reid Group Profile Report

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EXECUTIVE SUMMARY

- The results of the survey indicate high levels of satisfaction with all of Scouts Canada's programs.
- The strong majority of respondents say they would recommend the Scouting programs to others.

Top Benefits of Scouting

- Quality programs and activities;
- Opportunities to meet and interact with people;
- Life skills and values taught through the Scouting programs;
- Participation in Scouting is fun; and
- The opportunity to work with children.

Downside of Involvement

- Thirty percent say there is not a downside;
- Time-consuming and inconvenient meeting times;
- Difficulty in disciplining the children; and
- Lack of parental participation.

Attitudes toward Scouting

Parents of members under 12 years of age

Parents of members under 12 years of age agree that Scouting:

- Provides good value for the money;
- Provides relevance for today's young people;
- Develops valuable skills and social values for children;
- Will continue to be an activity for their children; and
- Does a good job in screening leaders.

Members 12 years of age and over

Members 12 years of age and over agree that:

- Scouting continues to have relevance for children and youth;
- Scouting should be recommended to others;
- Scouting makes them feel special and 'cool';
- Indoor and outdoor activities are both enjoyable and valuable;
- Participation in activities to earn badges and awards is enjoyable; and
- To a lesser degree, they like their uniforms.

Leaders

Leaders agree that Scouting:

- Continues to have relevance for children and youth;
- Provides materials and training programs to help develop effective and competent leadership;
- To a lesser degree, does a good job screening leaders; and
- To a lesser degree, provides good evaluation and feedback to the leaders.

Leaders also agree that they plan to continue their own involvement and would encourage others to participate.

Activities

Respondents have high appreciation for the following:

- Badges and awards;
- Community service and indoor/outdoor activities;
- Weekly meetings and ceremonies; and
- To a lesser extent: uniforms, Jamborees, fundraising activities and the

Handbook.

Some advice from respondents:

- Provide more leadership training/support;
- Increase the outdoor activities;
- Increase parental involvement; and
- Do more advertising and promotion.

Membership Composition

The Membership/Leadership base draws from a narrow demographic (affluent, western European).