



Ipsos Reid



Scouts Canada Retention Survey

Draft Report
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1. Background and Objectives

Scouts Canada, the country's leading youth organization, offers seven programs for boys, girls and youth age 5-26 in thousands of individual groups in most cities and towns across Canada. Over 74,000 young people enjoy Scouts Canada's programs, which are provided by 23,000 volunteers, and supported by 200 employees.

The core Scouts Canada programs are as follows:

- Beavers – girls and boys 5 to 7 years of age;
- Cubs – girls and boys 8 to 10 years of age;
- Scouts – girls and boys 11 to 14 years of age;
- Venturers – young men and women 14 to 17 years of age;
- Rovers – young men and women 18 to 26 years of age.

In the February 2006 edition of the *Leader Magazine*, the Executive Commissioner and CEO of Scouts Canada outlined seven strategic directions to guide Scouts Canada for the next 10 years. In brief, these included: 1) remaining relevant to Canadian society, 2) broadening volunteer support, 3) strengthening Scouting's external profile, 4) involving youth, 5) enhancing internal communications, 6) becoming more culturally diverse, 7) and becoming Canada's 21st century children's organization.

In particular, the desired result of the first strategic direction of Scout Canada's plan is to offer vibrant programs to youth, to halt the precipitous decline in membership, and to eventually grow membership on an annual basis as the programs become more popular. The second strategic direction focuses on attracting more adults 20 - 35 years of age, from all cultural/religious communities, in section leadership/training roles who join and stay with Scouting longer; as well as new or refreshed practices and procedures to energize and sustain the most important volunteers in Scouting — leaders working directly with youth.

The main objectives of the research were:

- To determine the reasons for attrition from Scouting by surveying departing leaders, departing members, and parents of departing members;
- To uncover the barriers that prevent ongoing participation in Scouting (either as a member or a leader); and,
- To gather information to help guide future program development/implementation in order to prevent attrition and to increase membership and loyalty to Scouting.



2. Methodology

The methodology for this research involved an online survey among Scouts Canada members, parents of members, and leaders who did not return to Scouts in 2009, 2008, or 2007. A total of 801 surveys were completed among members or parents and a total of 500 surveys were completed among past Scouts leaders.

Past members aged 14 or younger were surveyed with the help of their parents. In these instances, parents also answered some questions on their views toward Scouts.

Each sample includes a cross-section of past members/leaders by program type. A full sample profile for each group is provided in Appendix I.

The results were weighted by program type, region, and gender to be representative of past members or leaders of the past three years.

The survey was conducted from December 10, 2010 to January 4, 2011.



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3. Executive Summary

Past Members

Satisfaction With Scouts

Overall satisfaction with the Scouts experience among past members is high with three in four (75%) members who say they were very (36%) or somewhat (39%) satisfied with being involved in Scouts.

The more advanced the program, the higher satisfaction tends to be. It peaks among those who were most recently involved as Venturers or Rovers, compared to those most recently involved as Beavers or Cubs. Satisfaction also tends to vary by region. It is significantly higher among those in Ontario and Atlantic Canada, compared to those in British Columbia and the Prairies.

The main reasons for satisfaction relate to the activities and the relationships. Approximately one in five say they were satisfied because the activities were fun (22%) or the camping (20%), while about one in ten say they liked the outdoor activities/programs (12%) or the activities/programs in general (10%). Fourteen percent (14%) mention the 'good friends' they had in scouting.

Among those who indicate dissatisfaction with Scouts (n=201), that it is boring is mentioned most often (23%), followed closely by comments about poor leadership (22%).

Parents have mainly positive views toward scouting; nearly two-thirds (64%) feel that their child learned valuable life skills, and seven in ten (70%) would encourage other parents to involve their children.

Views Toward Scouts

While a large majority of respondents agree (83%) that they liked the activities they did in Scouts programs, when asked what changes Scouts Canada could make so that members stay longer, there is room for improvement as mentions around improving the activities are mentioned quite frequently. More specifically, 16 percent mention more or better program activities, and 11 percent mention more or better outdoor activities. The call for more outdoor activities is mentioned more frequently by past members of Beavers and Cubs compared to those of other programs (both at 14%).

Reasons for Leaving Scouts

Overall, a variety of reasons are provided when past members are asked why they left Scouts. However, comments related to a loss of interest are mentioned most often (11%), followed closely by mentions of being involved in other activities (10%), that they became too busy (8%), or that they became busy with school or their studies (7%).

The reasons for leaving Scouts vary significantly by program. Past Venturers and Rovers are most likely to have left because of reasons unrelated to the program. They are most to say they left because they had less time (17%), moved to another city (10%), got older (9%), or because they became too busy with school/university (25%) or with work (12%). Those who left Beavers or Scouts are most likely to mention involvement in other

activities (13% and 12%, respectively), that they became involved in hockey (6% and 5%), or that they did not enjoy it (11% and 8%).

Those who left scouting as Venturers or Rovers are more likely to have positive views toward the program compared to those of other program types. For example, they are most likely to agree that they learned a lot through scouting (94% agree), that they left some good friends in scouting (79%), that they felt like they had a say in which activities they did (86%), that they are likely to join Scouts again in the future (63%), and that they met in a different place at least once a month (41%).

Past Leaders

Satisfaction With Scouts

Overall, satisfaction with the Scouts experience among past leaders is also very high with almost nine in ten (87%) who say they were very (43%) or somewhat (44%) satisfied with being involved in Scouts. Satisfaction is consistently high regardless of which program they were most recently involved in.

Among those who indicate dissatisfaction with Scouts (n=64), the main reasons relate to poor leadership (19%) and a lack of support (16%). This is followed by mentions of poor organization (9%), poor communication (8%), and too much politics (7%).

Views Toward Scouts

A high proportion of respondents agree (87%) that they would encourage others to become Scouts leaders, which is further indication of their positive views toward scouting. Moreover, a plurality of respondents (43%) agree that they would like to be Scouts leaders again at some point in the future.

In terms of views toward how Scouts Canada manages their program leadership, a large majority of respondents indicate (83%) that they think Scouts Canada does a good job of screening leaders to ensure they can be trusted with young people, that they were provided with the materials they needed (68%), and that Scouts Canada did a good job of providing the training needed to be a competent leader (70%). However, significantly fewer indicate (37%) that Scouts Canada does a good job of evaluating leaders and giving them useful feedback.

Reasons for Not Returning

When asked why they did not return, that their child is no longer involved in scouting is the most commonly mentioned response, unaided (14%). Moreover, almost half (45%) agree with the statement that they stopped being a Scouts leader because their child was no longer involved. This is followed by mentions of being too busy/not having enough time (10%), or that they got too busy with work (8%).

When asked what changes Scouts Canada could make to mitigate this type of attrition a variety of comments are made, led by more or improved support (10%), improved leadership (8%), and encouraging leaders to stay after their children leave the program (8%). Other mentions include more or improved programs (7%), and more or improved recognition (6%).



4. Strategic Recommendations

Scouts Canada's retention strategy need not include major program changes.

The majority of past members express high satisfaction with their involvement in scouting. Moreover, while there are opportunities to improve particular aspects of the programming (most notably by increasing the number of outdoor activities), key components of scouting such as the uniforms and the badge system are not significant detractors, all of which indicate that a major overhaul of existing programs is not required to improve member retention.

The challenge for Scouts Canada lies in uncovering how to retain an active and motivated cohort, which may involve understanding more about the draw of competing activities.

Given the high levels of satisfaction with scouting, past members are leaving in spite of the programs, not because of them, indicating that this is a cohort that is already motivated. In fact, nearly all past members are currently involved in at least one extra-curricular activity. Therefore, an area of future strategic research may include understanding more about the appeal of the competing activities that draw members away from scouting, so that this learning can be used to inform future programming and activity development.

Despite high satisfaction with scouting activities overall, future program changes geared towards reducing attrition should involve efforts to improve program activities.

While the majority of past members indicate that they enjoyed scouting activities, changes in this area are cited most often when asked how to improve retention. In particular, there is a call for more activities in general, better activities, and more outdoor activities. This finding coupled with the fact that a lack of interest is a leading reason for not returning to the scouting movement underlines the importance of this area in terms of addressing member attrition.

A key target audience for leadership conversion is past Venturers and Rovers.

Past Venturers or Rovers have the most positive views towards scouting (compared to those of other programs), have the highest intentions of re-joining again at some point in the future, and are therefore a key audience in terms of volunteer conversion. It would be worthwhile for Scouts Canada to make efforts to stay connected with these past members (ideally with communications that include messaging on giving back to the cause and their motivations for involvement) with the aim of re-engaging them as volunteers at a time when it is more conducive to their lifestyles.

A key target group for potential Scouts leadership is parents with children eligible to join the scouting movement.



Despite their busy schedules, parents with young children also represent a key target group for potential Scouts leaders given the personal benefits they can derive from being involved – mainly, the time they are able to spend with their children. Grandparents with young grandchildren should also be included in this group, for the same reasons as parents, and because they presumably have more time available to volunteer.

Scouts Canada may consider leveraging outgoing leader's goodwill and advocacy to help recruit new leaders.

Scouts Canada currently enjoys a significant amount of goodwill among past leaders who are often times leaving only because their child is leaving. Most have very positive views toward scouting and say they would encourage other adults to become leaders. A tactic Scouts Canada may consider in order to offset leader attrition is to implement a process whereby outgoing leaders would be asked to recruit an incoming leader to take their place (either for an interim period or an indefinite amount of time), or to provide the names of individuals who are open to being contacted about leadership in the future.



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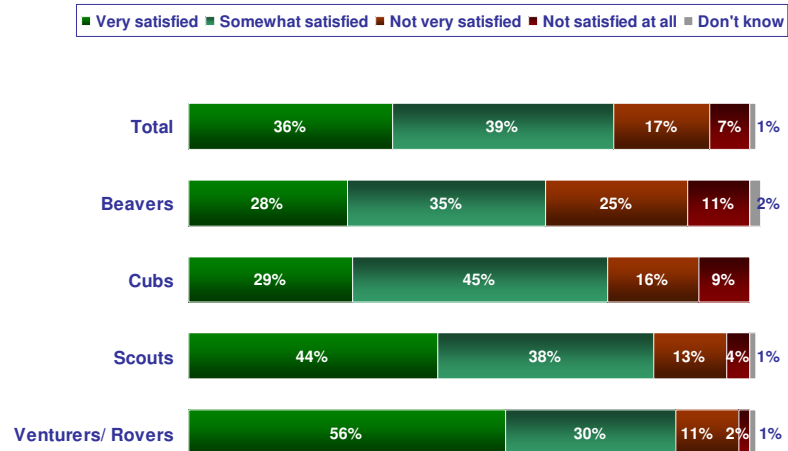
5. Detailed Findings (Past Members)

Satisfaction with Scouts (Past Members)

Overall satisfaction with Scouts programs among past members is high with three in four (75%) indicating they are very (36%) or somewhat (39%) satisfied. Only seven percent (7%) say they were 'not satisfied at all' with being involved in their respective Scouts program.

Satisfaction varies by program type. Those who were most recently involved in Venturers/Rovers (86%) or Scouts (82%) are significantly more likely to say they were satisfied (very/somewhat) compared to those who were most recently involved in Beavers (63%) or Cubs (74%).

Satisfaction with Scouts (Past Members)



Q6. Overall, how satisfied were you/ was your child with being involved in ...?
Base: All members/parents n=801

In terms of region, those in Ontario and Atlantic Canada are more likely to have been 'very satisfied' with being involved in their respective Scouts program compared to those in British Columbia or the Prairies.

Satisfaction with Scouts by Region

	Total (n=801)	BC (n=164)	Prairies (n=178)	Ontario (n=366)	Atlantic (n=64*)
Very satisfied	36%	28%	29%	40%	45%
Somewhat satisfied	39%	45%	44%	35%	34%
Not very satisfied	17%	19%	14%	20%	16%
Not satisfied at all	7%	7%	11%	5%	6%
Don't know	1%	1%	1%	0%	-

Note: Quebec is not shown because of the small base size. (n=26)

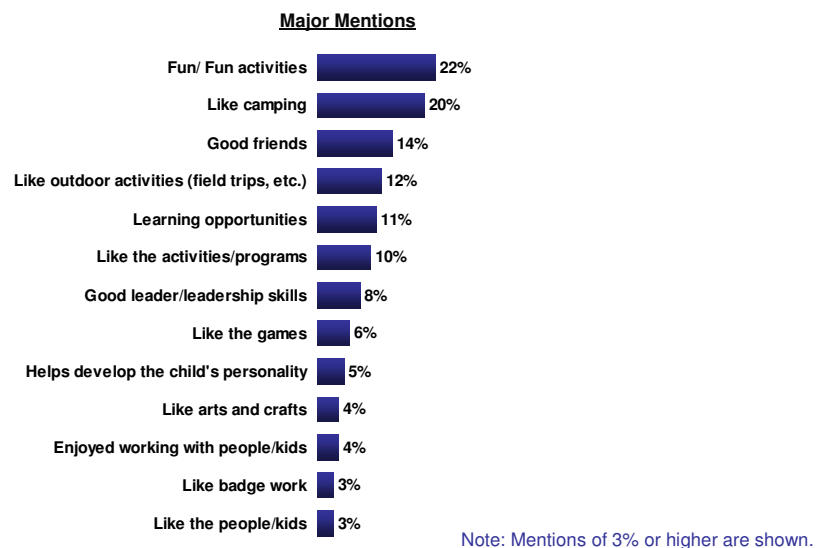
*Small base size.

Reasons for Satisfaction (Past Members)

Reasons for satisfaction with Scouts programs relate mainly to the activities. Of those who indicate satisfaction with their involvement, about one in five (22%) say it is because it was fun, or that the activities were fun; slightly fewer (20%) indicate that they liked the camping, and about one in ten indicate that they liked the outdoor activities (12%), or simply that they liked the activities or programs (10%).

Fourteen percent (14%) mention the good friends they had in their respective Scouts program.

Reasons for Satisfaction (Past Members)



Q7. What is the main reason you were/ your child's main reason they were ... ?
Base: All members/ parents who are satisfied n=591

The reasons for satisfaction with involvement in Scouts programs vary by program type. Those who were most recently involved in Beavers, Cubs, or Venturers/Rovers are more likely than those in Scouts to indicate satisfaction because it was fun or the activities were fun, while those in Cubs or Scouts are more likely than those in the other programs to say they were satisfied because they like camping.

Past members of Scouts are most likely to say they were satisfied because of the learning opportunities compared to Beavers and Cubs, while past Cubs are most likely to say they were satisfied because they liked the activities or programs.

Members of the more seasoned programs (Scouts, Venturers, or Rovers) are more likely than those most recently involved in Beavers and Cubs to make comments related to how the programs helped to develop their personalities.

Reasons for Satisfaction by Program Type

	Total (n=591)	Beavers (n=151)	Cubs (n=220)	Scouts (n=130)	Venturers/ Rovers (n=87*)
Fun/ Fun activities	22%	28%	26%	13%	23%
Like camping	20%	12%	27%	23%	14%
Good friends	14%	13%	12%	15%	19%
Like outdoor activities (field trips, travelling activities, etc.)	12%	12%	12%	10%	14%
Learning opportunities	11%	5%	7%	19%	12%
Like the activities/programs	10%	7%	14%	8%	6%
Good leader/leadership skills	8%	3%	8%	10%	12%
Like the games	6%	13%	6%	2%	-
Helps develop the child's personality (Taking up responsibility, confidence)	5%	1%	2%	10%	8%

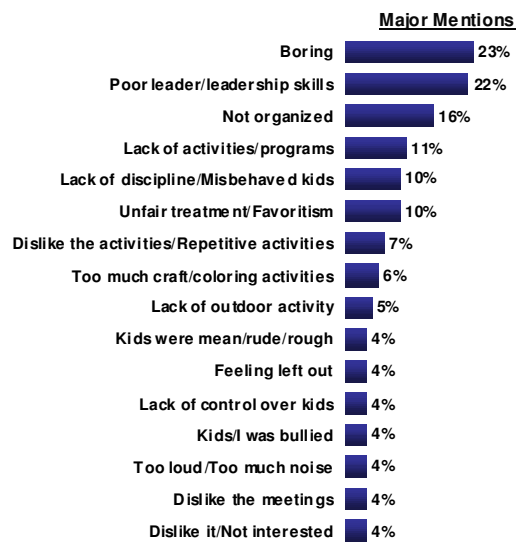
While there were very few significant differences in reasons for satisfaction by region, past members in Atlantic Canada are significantly more likely than those in other regions to say they were satisfied with Scouts programs because of the 'good friends' (25%).

Reasons for Dissatisfaction (Past Members)

Of the roughly one in four (24%) respondents who indicate they were not satisfied with their involvement in Scouts programs, the main reasons include that it is boring (23%), poor leaders or leadership skills (22%), and that the programs are not organized (16%).

Mentions around the activities are mentioned fairly frequently and include the following: a lack of activities/programs (11%), a dislike of the activities or that they are repetitive (7%), that there are too many crafts or colouring activities (6%), and a lack of outdoor activities (5%).

Reasons for Dissatisfaction (Past Members)



Note: Mentions of 4% or higher are shown.

Q7. What is the main reason you were/ your child's main reason they were ... ?
 Base: All members who are dissatisfied n=204

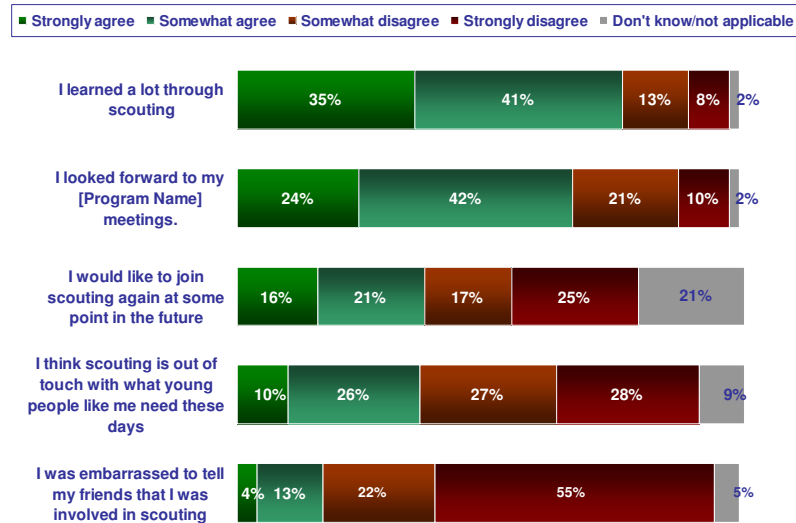
Overall Views Towards Scouting (Past Members)

When asked to indicate agreement with a number of statements regarding overall views towards scouting the results are mainly positive. In particular, three in four (76%) respondents agree that they learned a lot through scouting and two in three (66%) agree that they looked forward to their meetings.

Moreover, when asked if they were embarrassed to tell their friends that they were involved in scouting, an overwhelming majority (88%) disagree. Views toward whether or not scouting is out of touch with what young people need today are mixed with about half (55%) who agree with this statement.

In terms of future involvement, thirty-seven percent (37%) of past members indicate that they would like to join scouting again at some point, while more than four in ten (42%) would not; the balance (21%) indicate 'don't know' or 'not applicable'.

Overall Views Towards Scouting (Past Members)



Q8. Please indicate how much you/ your child agrees or disagrees with the following statements regarding your/ their experience with scouting.
Base: All members n=801

Overall views towards scouting are most positive among those in Venturers or Rovers. They are most likely to indicate that they learned a lot through scouting (94% agree), that they looked forward to their program meetings (73%), and that they would like to join scouting again at some point in the future (63%).

In terms of region, those in Atlantic Canada (81%) and Ontario (78%) are most likely to indicate that they learned a lot through scouting, particularly compared to those in British Columbia (68%).



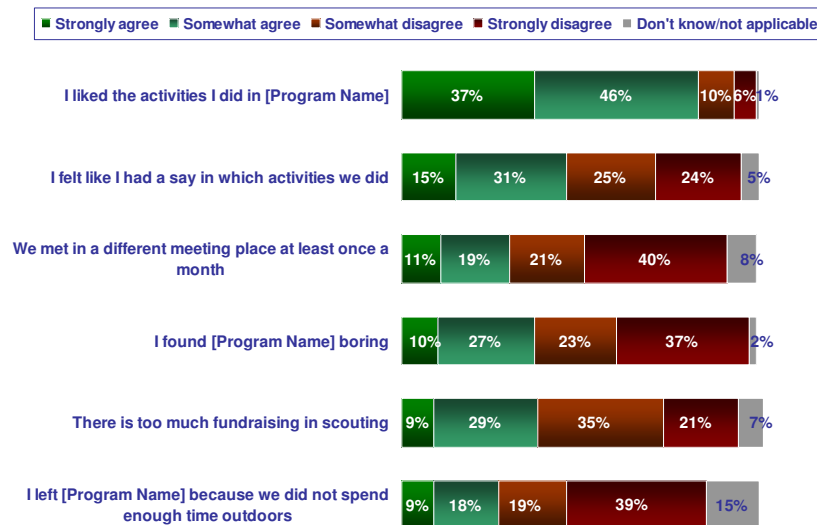
Views Toward Scouting Activities (Past Members)

When asked to indicate their level of agreement or disagreement with a number of statements about Scouting activities the results are largely positive. More than eight in ten (83%) agree that they liked the activities they did in their respective Scouts program, with only 15 percent who disagree; six in ten (60%) disagree that they found Scouts to be boring.

The majority of respondents (63%) disagree that there is too much fundraising in scouting or that they left scouting because they did not spend enough time outdoors (58%). In terms of having a variety of meeting places, three in ten (30%) respondents agree that they met in a different meeting place every month.

When asked whether or not they felt they had a say in which activities they did the results are mixed, with close to equal proportions of respondents agreeing (46%) or disagreeing (49%) with this statement.

Views Toward Scouting Activities (Past Members)



Q8. Please indicate how much you/ your child agrees or disagrees with the following statements regarding your/ their experience with scouting.

Base: All members n=801

Views towards scouting activities vary by program type. Those most recently involved in the more seasoned programs including Venturers or Rovers are most likely to hold positive views towards scouting while those in Beavers and Cubs tend to be more negative. In particular, past Venturers or Rovers are most likely to disagree that they found their respective program to be boring (77%). Those most recently involved in Beavers (22%) or Cubs (18%) are more likely than those in the more seasoned programs to disagree that they liked the activities they did in their respective programs, or that they felt like they had a say in which activities they did (64% and 58%, respectively).



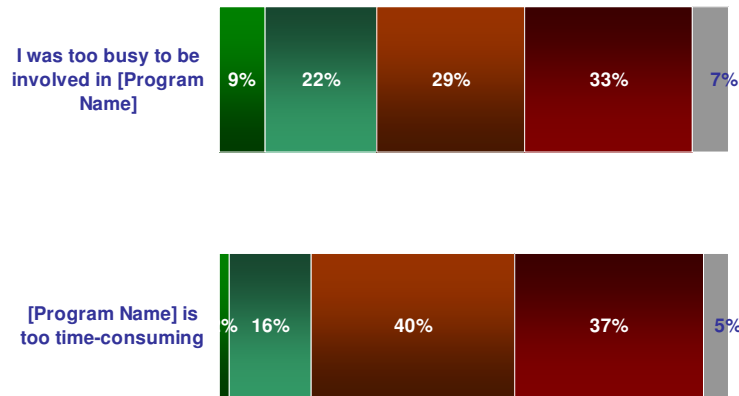
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Views Towards Time Commitment of Scouting (Past Members)

The time commitment involved in scouting is not a significant barrier to participation. When asked if involvement in their respective program is too time-consuming, the vast majority of respondents (77%) disagree. Moreover, six in ten disagree with the statement “I was too busy to be involved in [Program Name].”

Views Toward Time Commitment of Scouting (Past Members)

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know/not applicable



Q8. Please indicate how much you/ your child agrees or disagrees with the following statements regarding your/ their experience with scouting.
Base: All members n=801

Those most recently involved in Venturers/Rovers (45%) are significantly more likely than those of Beavers (28%) or Cubs (26%) to indicate that they were too busy to be involved in their respective program; otherwise, the results are consistent by program type and region.

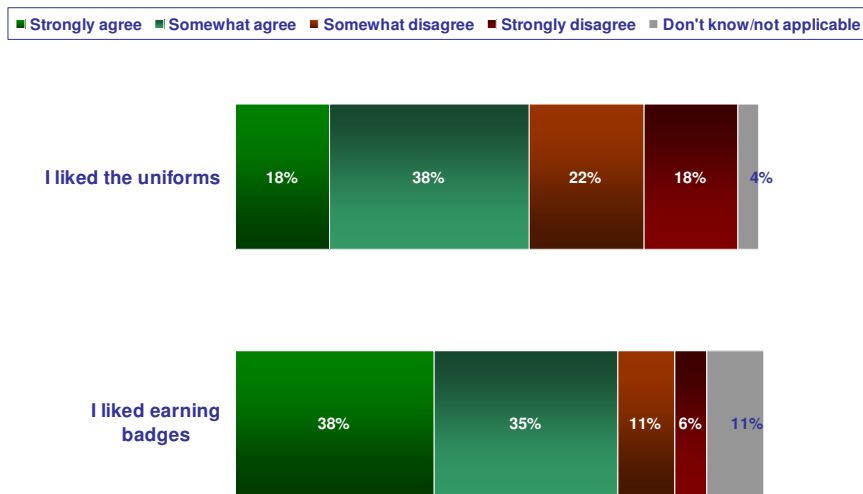
Views Towards Uniforms and Badges (Past Members)

Views towards the uniforms are mostly positive overall however they vary by program type. Over half of respondents (56%) agree with the statement 'I liked the uniform', with four in ten (40%) who disagree. Agreement is highest among those most recently involved in Beavers (63% indicating they strongly or somewhat agree) and tends to decline as the program advances.

With respect to earning badges the results are very positive in that nearly three in four (73%) agree that they liked earning badges. Agreement is highest amongst those most recently involved in Cubs (82%), followed by Scouts (74%) and Beavers (69%). Those most recently involved in Venturers or Rovers are the least likely to agree with this statement (55%).

There are no significant differences by region for either of these statements.

Views Towards Uniforms and Badges (Past Members)

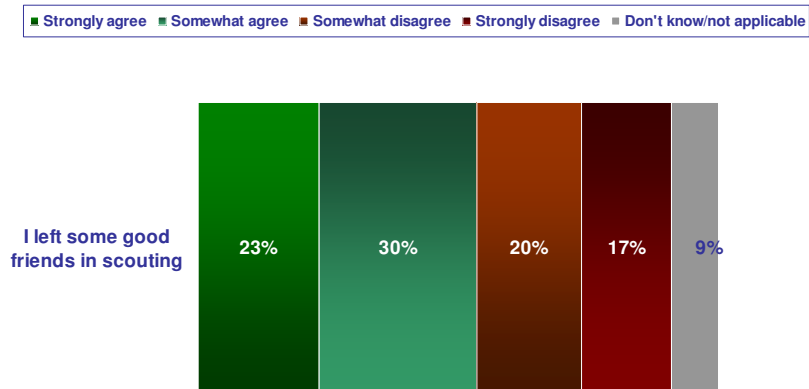


Q8. Please indicate how much you/ your child agrees or disagrees with the following statements regarding your/ their experience with scouting.
Base: All members/parents n=801

Views Towards Relationships in Scouting (Past Members)

A slim majority of past members (53%) indicate that they left some good friends in scouting, while thirty-seven percent (37%) disagree and one in ten (9%) indicate a 'don't know' or 'not applicable' response. Agreement with this statement increases with program type. Those most recently involved in Venturers/Rovers are most likely to agree with this statement (79% agree), followed by past Scouts members (60%), past Cubs members (48%) and past Beavers members (41%).

Views Towards Relationships in Scouting (Past Members)



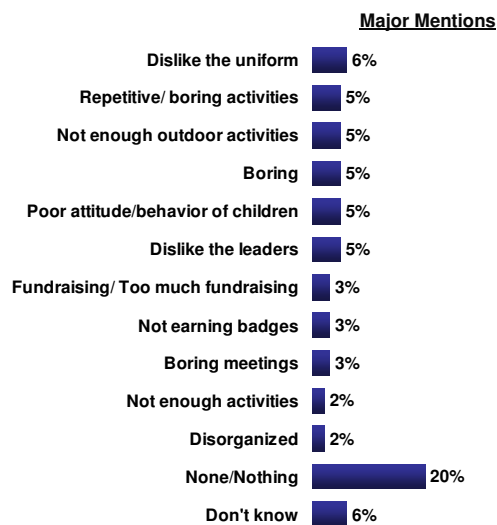
Q8. Please indicate how much you/ your child agrees or disagrees with the following statements regarding your/ their experience with scouting.
Base: All members n=801

Dislikes of Being Involved in Scouting (Past Members)

When asked what, if anything, they dislike about being involved in Scouts several aspects were mentioned by small proportions of respondents, however the findings do not indicate major problem areas. In fact, respondents are most likely to say 'none' or 'nothing' (20%).

Six percent of respondents say they dislike the uniform (6%), followed by a series of mentions each cited by five percent of respondents, including: repetitive or boring activities, not enough outdoor activities, that it is boring, the poor attitude or behaviour of the children, or that they dislike the leaders.

Dislikes of Being Involved in Scouting (Past Members)



Note: Mentions of 2% or higher are shown.

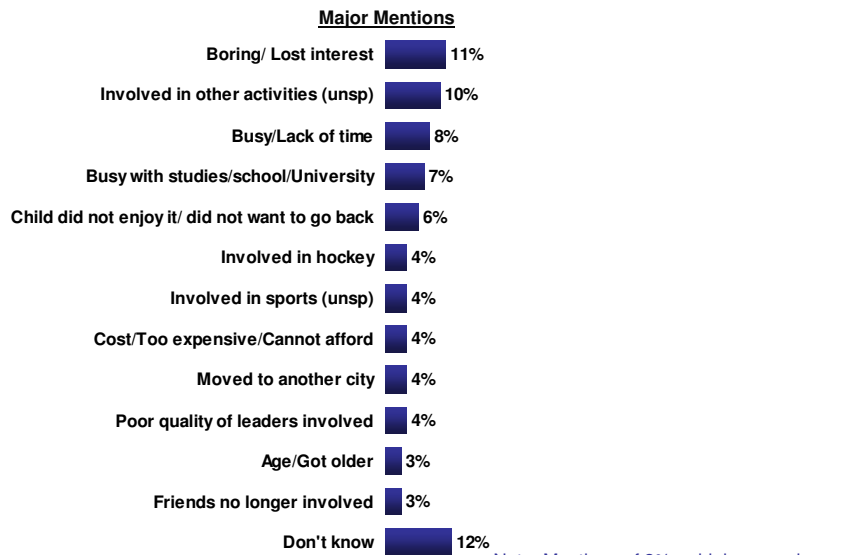
Q10. What, if anything, did you/ your child dislike most about being a ...?
Base: All members/ parents n=801

Reasons for Not Returning to Scouting (Past Members)

When asked specifically why they did not return to scouting a range of reasons are provided by relatively low proportions of respondents, indicating that there aren't major problem areas in the programming that are causing members to leave. Apart from general comments around losing interest or that it was boring (11%), most mentions relate to competing demands or activities that take up their time as opposed to criticisms of the programming. One in ten say they were involved in other activities (10%), followed by eight percent (8%) who say they were busy/did not have enough time in general, and seven percent (7%) who say they became busy with their studies or university. Eight percent (8%) make a comment related to involvement in sports, whether it is sports in general, or hockey in particular. Only six percent (6%) say they did not enjoy it or they did not want to go back.

The results were mainly consistent by program type and region.

Reasons for Not Returning to Scouting (Past Members)



Q11. Why did you/ your child not return to Scouts?

Base: All members/ parents n=801

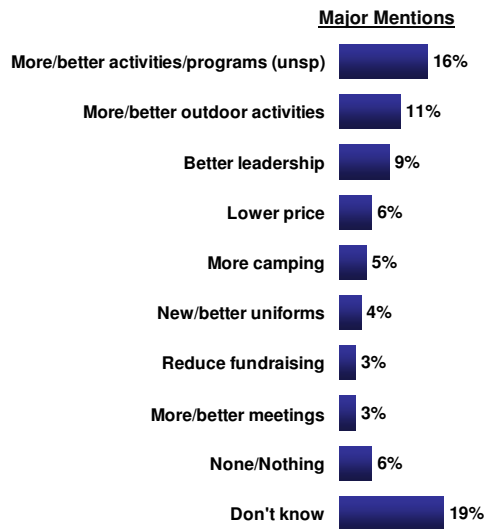


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Recommended Changes to Improve Retention (Past Members)

Suggestions to improve member retention relate mainly to the activities. Close to one in five (16%) make general comments related to more or improved activities (16%), followed by one in ten who mention more or better outdoor activities (11%), and slightly fewer (9%) who say better leadership. One in four respondents indicate that they 'don't know' (19%) or 'none/nothing'.

Recommended Changes to Improve Retention (Past Members)



Note: Mentions of 3% or higher are shown.

Q12. What changes could Scouts Canada make so that members stay longer?

Base: All members/ parents n=801

6. Detailed Findings (Parents of Past Members)

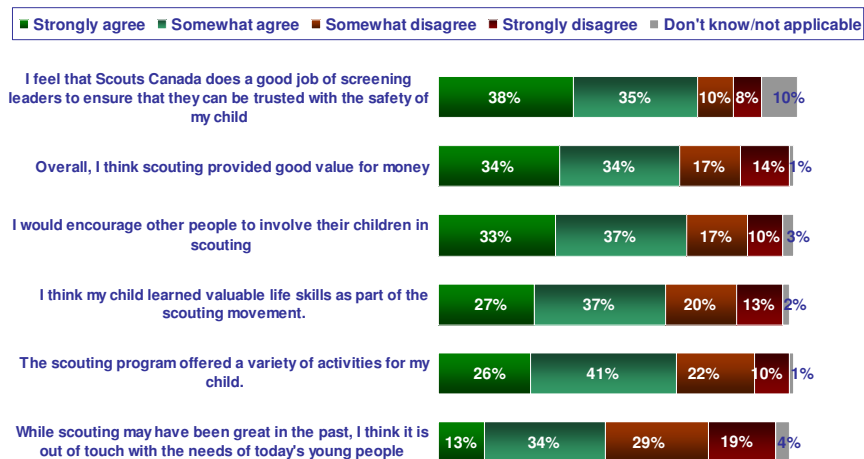
Views of Parents Towards Scouting

As part of the survey, a cross-section of parents of Scouts members (in particular parents of Beavers, Cubs, or Scouts) was asked to indicate their agreement with a number of statements about their experience with scouting. Overall, parent's views toward scouting are positive.

In terms of views towards leaders, nearly three in four (73%) respondents agree that Scouts Canada does a good job of screening leaders to ensure that they can be trusted with the safety of their child. Agreement is also high across a number of other statements. Approximately seven in ten agree that scouting provided good value for money (68%), and fully seven in ten (70%) would encourage other people to involve their children in scouting. About two-thirds of respondents indicate that their child learned valuable life skills as part of the scouting movement (64%), and that the scouting program offered a variety of activities for their child (67%).

When asked to indicate their agreement with a statement about whether or not scouting is out of touch with the needs of today's young people, views are quite evenly divided with equal proportions who agree (47%) or disagree (48%) with this statement.

Views of Parents Towards Scouts (Parents)



Q15. Please indicate how much you agree or disagree with the following statements regarding your/their experience with scouting.
Base: All parents n=596

In general, parents of past Scouts members, tend to have more positive views toward scouting compared to parents of Beavers or Cubs. They are significantly more likely to indicate that they feel Scouts Canada does a good job of screening leaders to ensure they can be trusted with the safety of their children (85%), that they would encourage other



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people to involve their children in scouting (85%), and that they think their child learned valuable life skills as part of the scouting movement (82%).



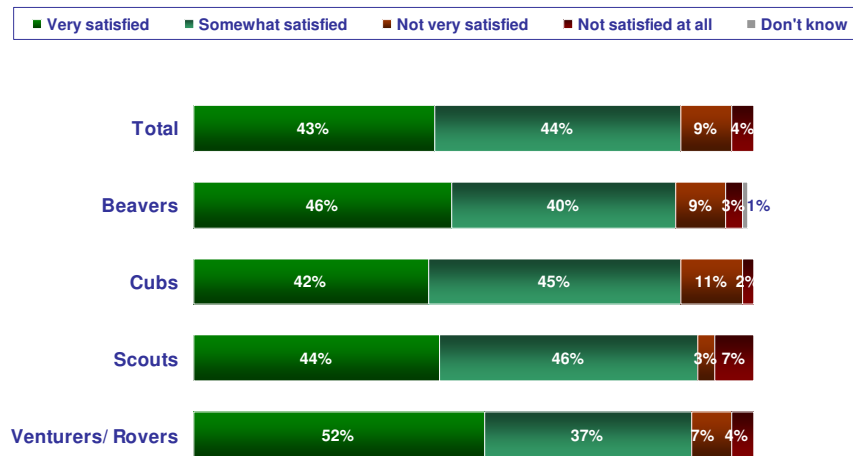
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7. Detailed Findings (Past Leaders)

Satisfaction with Scouts (Past Leaders)

Satisfaction with being involved in Scouts as a leader is high, with almost nine in ten (87%) indicating that they were very (43%) or somewhat (44%) satisfied. Satisfaction is consistently high by program type and region.

Satisfaction With Scouts (Past Leaders)

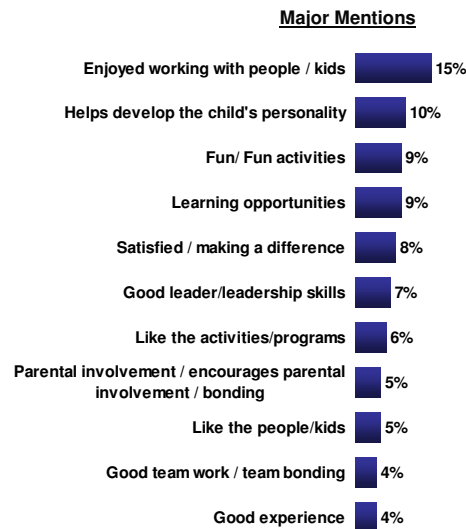


Q6. Overall, how satisfied were you/ was your child with being involved in ...?
Base: All leaders n=500

Reasons for Satisfaction (Past Leaders)

The leading reason for satisfaction with involvement in Scouts as a leader is the enjoyment derived from working with people/kids (15%). This is followed closely by helping develop the child's personality (10%), that it is fun/the activities are fun (9%), and the learning opportunities (9%). Eight percent (8%) make comments related to the fact that they are making a difference.

Reasons for Satisfaction (Past Leaders)



Q7. What is the main reason you were ... ?
Base: All leaders who are satisfied n=434

Note: Mentions of 4% or higher are shown.

In terms of differences by program type, past leaders of Venturers or Rovers are more likely than those of other programs to say they were satisfied because they enjoyed working with the people or kids (22%) or because they were helping to develop the child's personality (20%). On the other hand, past leaders of Cubs or Scouts are more likely than those of Venturers, Rovers, the Committee, or the Service Team to mention the learning opportunities (13% and 12%, respectively).

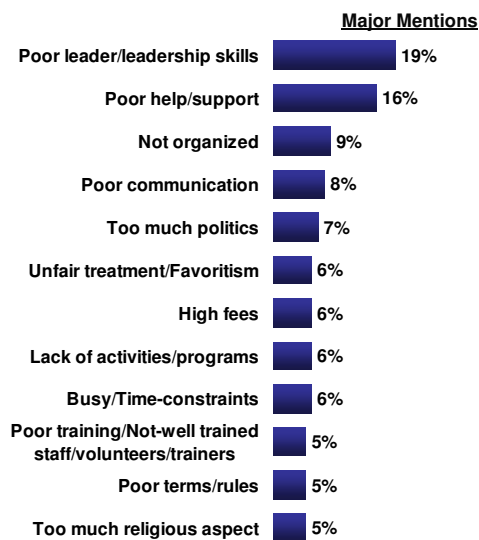
In terms of region, those in Ontario are more likely than those in other regions to say they enjoyed working with the people or kids (21%), or to mention good leadership/good leadership skills (12%).

Reasons for Dissatisfaction (Past Leaders)

Of the small proportion of leaders (n=64) who indicate they are dissatisfied with their involvement in Scouts programs, the main reasons include: poor leadership or leadership skills (19%), and poor help or support (16%). About one in ten respondents mention that the program is not organized (9%), poor communication (8%), or that there is too much politics (7%).

Given the small number of leaders who indicate dissatisfaction with their involvement in scouting, it is not possible to determine differences by sub-groups such as program type or gender.

Reasons for Dissatisfaction (Past Leaders)



Note: Mentions of 5% or higher are shown.

Q7. What is the main reason you were ... ?
Base: All leaders who are dissatisfied n=64

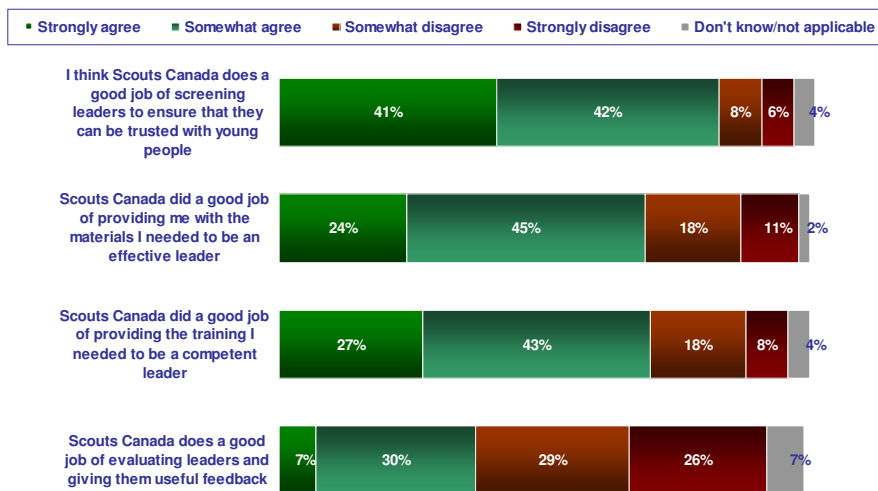
Views Towards Scouts Canada Leadership Management (Past Leaders)

Past leaders were asked to indicate their level of agreement with a number of statements related to the management of Scouts Canada leaders, including the screening of leaders, and the provision of materials, training, and effective feedback.

Across all measures, Scouts Canada fares best with respect to screening leaders to ensure they can be trusted with young people, with approximately eight in ten (83%) respondents in agreement with this statement. In terms of the provision of materials and training, Scouts Canada also performs well. Approximately seven in ten, in both instances, indicate that Scouts Canada did a good job providing them the materials (69%) or training (70%) needed to be an effective or competent leader.

Views towards Scouts Canada are less positive in terms of evaluating leaders and giving them useful feedback, as most respondents (55%) disagree that Scouts Canada is doing a good job in this area.

Views Towards Scouts Canada Leadership Management (Past Leaders)



Q9. Please indicate how much you agree or disagree with the following statements.
Base: All leaders n=500

In terms of program type, past leaders of Venturers/Rovers (52%) are more likely than past leaders of other programs, particularly Cubs (31%) and Scouts (32%), to agree that Scouts Canada does a good job of evaluating leaders and giving them useful feedback.

Past leaders in Atlantic Canada (51%) stand out as the region least likely to agree that Scouts Canada did a good job of providing the training they needed to be a competent leader.

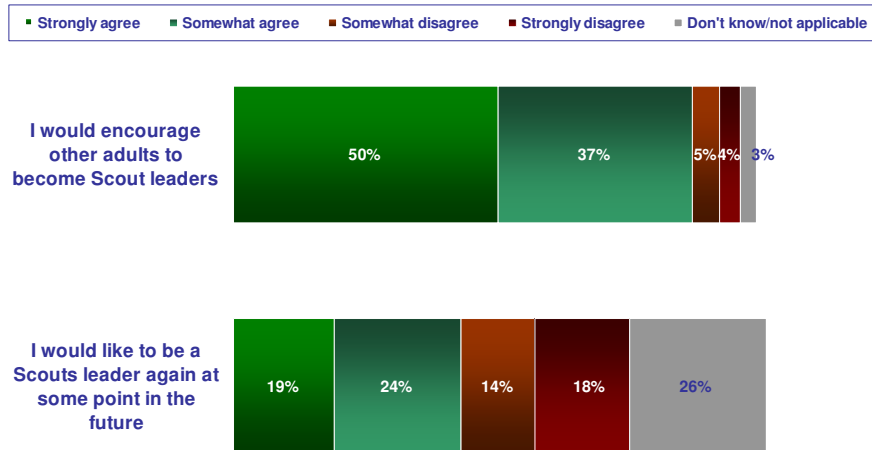


Likelihood to Recommend Volunteering for Scouts and Future Intentions (Past Leaders)

There is a high level of advocacy for Scouts Canada among past leaders as approximately nine in ten (87%) agree that they would encourage other adults to become Scouts leaders.

When asked if they would like to be a Scouts leader again at some point in the future the results are mixed. About four in ten (43%) indicate that they would, about one-third (32%) indicate they would not, and approximately one-quarter (26%) of respondents say they 'don't know' or 'not applicable'.

Likelihood to Recommend Volunteering for Scouts and Future Intentions (Past Leaders)



Q9. Please indicate how much you agree or disagree with the following statements.
Base: All leaders n=500

Past leaders of Venturers or Rovers (63%) are more likely than past leaders of other programs to agree that they would like to be a Scouts leader again at some point. Men (48%) are also more likely than women (34%) to agree with this statement.

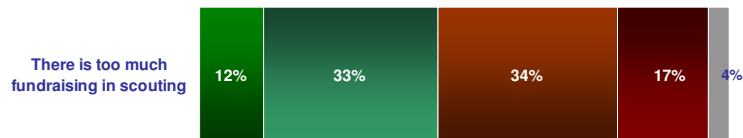
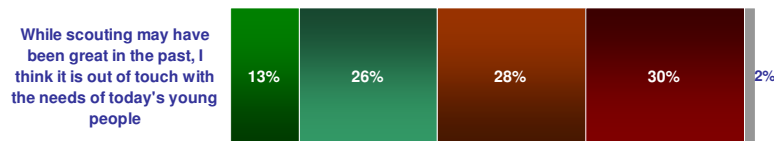
Views Towards the Relevance of Scouting to Today's Youth and Amount of Fundraising (Past Leaders)

Views towards the relevance of scouting to today's youth is somewhat divided among past leaders, however the majority (58%) disagree that scouting is out of touch with the needs of today's young people.

Views are also mixed in terms of the amount of fundraising in scouting. Just under half (45%) of past leaders indicate that there is too much fundraising in scouting, while fully half (51%) disagree with this statement.

Views Towards the Relevance of Scouting to Today's Youth and Amount of Fundraising (Past Leaders)

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know/not applicable



Q9. Please indicate how much you agree or disagree with the following statements.
Base: All leaders n=500

Past leaders in Manitoba/Saskatchewan (52%), Quebec (50%), and British Columbia (49%) are more likely than those in Alberta (31%) to agree that they think scouting is out of touch with the needs of young people.

Past volunteers of the Committee (54%) and Scouts (50%) are more likely than past leaders of Venturers or Rovers (31%) to agree that there is too much fundraising in scouting, as are those in Quebec (66%) and Atlantic Canada (56%), compared to those in Alberta (29%).

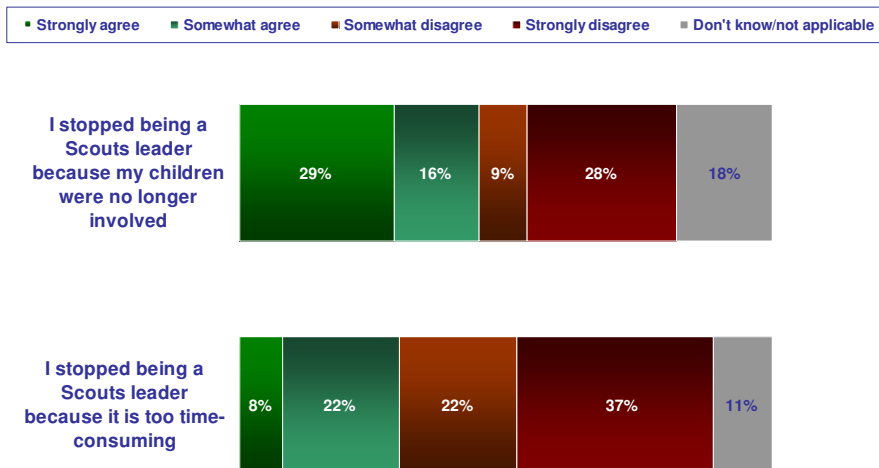


Extent of One's Children leaving and Time Commitment on Decision to Leave (Past Leaders)

A significant proportion of past leader respondents (45%) indicate that they stopped being a Scouts leader because their children were no longer involved. About four in ten (37%) disagree with this statement, and one in five (18%) indicate 'don't know/not applicable.'

The time-commitment involved in being a Scouts leader does not seem to be a major barrier to volunteering, given that the majority (59%) disagree that they stopped being a Scouts leader because it is too time-consuming. Three in ten (30%) agree with this statement, and one in ten (11%) indicate 'don't know/not applicable.'

Extent of One's Children Leaving and Time Commitment on Decision to Leave (Past Leaders)



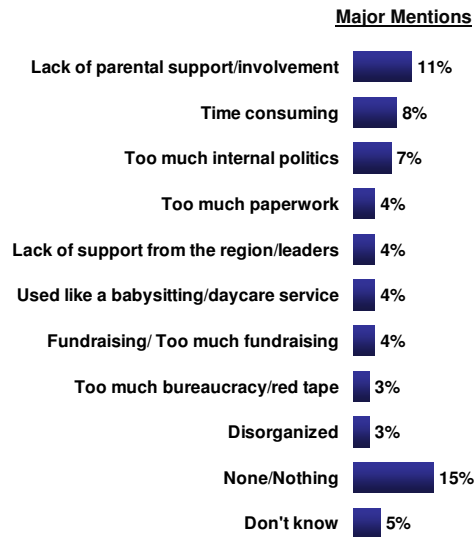
Q9. Please indicate how much you agree or disagree with the following statements.
Base: All leaders n=500

In terms of program type, past leaders of Beavers are more likely than those of other programs to indicate that they stopped being a Scouts leader because their children were no longer involved (57%), or because it is too time-consuming (16%).

Dislikes of Being a Scouts Leader (Past Leaders)

The most frequently mentioned dislike of being a Scouts leader is the lack of parental support or involvement (11%), followed by that it is time-consuming (8%), and the amount of internal politics (7%).

Dislikes of Being a Scout Leader (Past Leaders)



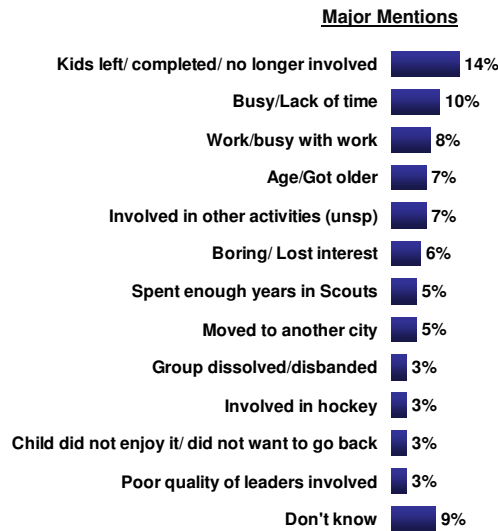
Note: Mentions of 3% or higher are shown.

Q10. What, if anything, did you dislike most about being a ...?
Base: All leaders n=500

Reasons for Not Returning to Scouts (Past Leaders)

The main reason for leader attrition is because their children were no longer involved (14%). A lack of time (10%) and increasing work commitments (8%) are also frequently mentioned reasons for not returning.

Reasons for Not Returning to Scouts (Past Leaders)



Note: Mentions of 3% or higher are shown.

Q11. Why did you not return to Scouts?
Base: All leaders n=500

Recommended Changes to Improve Retention (Past Leaders)

When asked what changes can be made to improve leader retention, more or improved support is mentioned most often (10%), followed closely by better leadership (8%), and encouraging leaders to make longer commitments (8%); more or better activities (7%) and recognition (6%) round out the top five mentions.

Recommended Changes to Improve Retention (Past Leaders)



Note: Mentions of 3% or higher are shown.

Q12. What changes could Scouts Canada make so that its leaders stay longer?
Base: All leaders n=500

Those in Ontario (14%) are more likely than those in other regions to mention better leadership.

Appendix I – Sample Profile

Program Type and Region

	Members/Parents	
	Number	%
Beavers	240	30%
Cubs	296	37%
Scouts	159	20%
Venturers	76	9%
Rovers	25	3%
Service Team/Committee	5	1%

Leaders	
Number	%
75	15%
135	27%
126	25%
32	6%
19	4%
113	23%

	Members/Parents	
	Number	%
British Columbia	164	20%
Alberta	141	18%
Manitoba/ Saskatchewan	37	5%
Ontario	366	46%
Quebec	26	3%
Atlantic	64	8%

Leaders	
Number	%
70	14%
82	17%
50	10%
181	37%
51	10%
61	12%

Scouting and Demographic Profile (Past Members)

Number of Scouting Programs Involved in	
1	49%
2	27%
3	12%
4	5%
5	2%
6	0%
7 or more	1%
Don't know	4%

Length of Time Involved in Scouts	
Less than 1 year	12%
1 to less than 2 years	23%
2 to less than 3 years	22%
3 to less than 4 years	13%
4 to less than 5 years	7%
5 years or longer	23%

Age	
5 - 7	7%
8 - 10	32%
11 - 14	37%
15 - 17	10%
18 - 24	12%
25 - 34	2%
Gender	
Male	87%
Female	13%

Region	
Ontario	47%
British Columbia	18%
Alberta	17%
Atlantic (Net)	8%
Prairies (Net)	6%
Quebec	4%
City Size	
Less than 5,000	7%
5,000 to less than 50,000	21%
50,000 to less than 100,000	13%
100,000 to less than 1 million	32%
1 million or more	22%
Don't know	5%

Ethnicity	
Canadian (including Québécois/Québécoise)	84%
European (e.g. English, French, German, Italian, Russian, Turkish)	12%
Asian (e.g. Lebanese, Iranian, Indian, Chinese)	8%
Aboriginal (e.g. Métis, North American Indian, Inuit)	2%
North or Central American - Outside Canada (e.g. American, Cuban, Haitian, Mexican, Guatemalan, Panamanian)	2%
Black	1%
Jewish	1%
Australasian (e.g. Australia, New Zealand)	0%
Arab	0%
African (e.g. Algerian, Ethiopian, Egyptian, Moroccan, Somali,)	0%
Other	1%
I don't wish to answer	3%

Scouting and Demographic Profile (Past Leaders)

Number of Scouting Programs Involved in	
1	28%
2	22%
3	17%
4	11%
5	5%
6	2%
7 or more	8%
Don't know	6%

Length of Time Involved in Scouts	
Less than 1 year	3%
1 to less than 2 years	11%
2 to less than 3 years	14%
3 to less than 4 years	9%
4 to less than 5 years	8%
5 years or longer	54%

Age	
18 - 24	2%
25 - 34	8%
35 - 44	25%
45 - 54	42%
55 - 64	18%
65+	5%
Gender	
Male	60%
Female	40%

Region	
Ontario	40%
Alberta	24%
British Columbia	16%
Atlantic (Net)	9%
Prairies (Net)	6%
Quebec	4%
City Size	
Less than 5,000	13%
5,000 to less than 50,000	21%
50,000 to less than 100,000	17%
100,000 to less than 1 million	26%
1 million or more	20%
Don't know	2%

Ethnicity	
Canadian (including Québécois/Québécoise)	86%
European (e.g. English, French, German, Italian, Russian, Turkish)	18%
North or Central American - Outside Canada (e.g. American, Cuban, Haitian, Mexican, Guatemalan, Panamanian)	3%
Asian (e.g. Lebanese, Iranian, Indian, Chinese)	2%
Aboriginal (e.g. Métis, North American Indian, Inuit)	2%
Jewish	0%
Black	0%
Australasian (e.g. Australia, New Zealand)	0%
Other	1%
I don't wish to answer	2%



Appendix II – Questionnaire

SCREENING SECTION

[PARENTS OF CHILDREN 13 OR UNDER ONLY]

1. According to the records of Scouts Canada, you have a child who was a member of Scouts Canada in the past few years. How old is your child who was a member of a Scouts program in the past few years? (Note: if you have more than one child who was a member in the past few years please answer with respect to the child who has had their birthday last.)

DROP-DOWN

Range: 5-13, Over 13 years old

[IF 13 OR LESS CONTINUE, OTHERWISE SKIP TO DISQUALIFY TEXT]

1a. How old was this child when he or she was a member of a Scouts program in the past few years?

DROP-DOWN

Range: 5-13, Over 13 years old

In this survey, we are interested in the opinions of you and your child who was a member of a Scouts program in the past few years.

1b. Is your child a boy or a girl?

Boy

Girl

2. Is this child available at this time to answer some questions about their experience with Scouts programs with you?

Yes

No

[IF 'YES' CONTINUE, OTHERWISE SKIP TO UNAVAILABLE TEXT]

TEXT FOR THOSE WITH A CHILD 13 OR UNDER

At this time, please bring your child who is [INSERT RESPONSE FROM Q1] years old and who was a member of a Scouts program in the past few years to the screen and continue with the survey. Please help him/her respond as needed. Once your child has given his/her feedback there are some questions for you to complete.

UNAVAILABLE TEXT

When your child who was a member of Scouts Canada in the past few years is available to participate, please re-enter the questionnaire by re-clicking on the link in your e-mail invitation.



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Please note that when you return to the survey, you will start at the beginning and any previous answers you provided will already be selected. However, you will be able to change your answers, so **when re-taking the survey, please select “yes” when asked if your child is available.**

If you usually answer surveys from somewhere other than your home, you may need to forward the e-mail invitation to your home account.

DISQUALIFY TEXT

Thank you for your time, however you do not qualify to take part in the survey.

MAIN SECTION

[MEMBERS OVER 13/VOLUNTEERS]

3a. What year were you born?

Select one response only.

DROP DOWN

RANGE [1920-2010]

3b. Please indicate your gender.

Select one response only.

Male

Female

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13/VOLUNTEERS]

3c. In which province or territory do [PARENTS you and your child MEMBERS/ VOLUNTEERS you] live?

British Columbia

Alberta

Saskatchewan

Manitoba

Ontario

Quebec

New Brunswick

Nova Scotia

Prince Edward Island

Newfoundland and Labrador

Yukon



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Northwest Territories
Nunavut

3d. How long (VOLUNTEERS AND MEMBERS OVER 13 - were you) (PARENTS – was your child) involved in any Scouts Canada programs [VOLUNTEERS as a leader]?

Select one response only.

- Less than 1 year
- 1 to less than 2 years
- 2 to less than 3 years
- 3 to less than 4 years
- 4 to less than 5 years
- 5 years or longer
- Don't know

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13/VOLUNTEERS]

4a. Which of the following programs (MEMBERS OVER 13: were you involved in most recently? PARENT: was your child involved in most recently? VOLUNTEER: did you volunteer for most recently?

Select one response only.

- Beaver Scouts
- Cub Scouts
- Scouts
- Venturer Scouts
- Rover Scouts
- Committee
- Service Team

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13]

5. (MEMBERS OVER 13: Were you PARENT: Was your child) involved in any scouting programs before becoming a [INSERT RESPONSE FROM Q4A AS FOLLOWS: IF 'Beaver Scouts' INSERT Beaver Scout; 'Cub Scouts' INSERT Cub Scout ; IF 'Scouts' INSERT Scout; IF 'Venturer Scouts' INSERT Venturer Scout; IF 'Rover Scouts' INSERT Rover Scout IF 'Committee' INSERT Committee member IF 'Service Team' INSERT Service Team member]?



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Select one response only.

- Yes
- No
- Don't know

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13/VOLUNTEERS]

5a. How many scouting programs [MEMBERS OVER 13/VOLUNTEERS have you PARENTS has your child] been involved in [VOLUNTEERS as a leader]?

- DROP DOWN BOX: 1-7 or more
- Don't know

6. Overall, how satisfied (MEMBERS OVER 13 AND VOLUNTEERS: were you with being (PARENT – was your child with being) involved in [INSERT RESPONSE FROM Q4A]?

Select one response only.

- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not satisfied at all
- Don't know

[IF 'DON'T KNOW' SKIP TO Q8, OTHERWISE CONTINUE]

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13/VOLUNTEER]

7. What is (MEMBER OVER 13 AND VOLUNTEER: the main reason you were PARENT: your child's main reason they were) [INSERT RESPONSE FROM Q6]?

Please type your response in the space provided and be as specific as possible.

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13]

8. Please indicate how much (MEMBER OVER 13: you PARENT: your child) (MEMBER OVER 13: agree or disagree PARENT agrees or disagrees) with the following statements regarding (MEMBER OVER 13: your PARENTS: their) experience with scouting.

Select one response across for each statement.



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(ONLY SHOW THIS SENTENCE FOR PARENTS) *Reminder: these questions should be completed from your child's perspective, please help them as needed.*

[HORIZONTAL SCALE]

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don't know/not applicable

[RANDOMIZE]

I liked the activities I did in [INSERT RESPONSE FROM Q4A].

I liked the uniforms.

I looked forward to my [INSERT RESPONSE FROM Q4A] meetings.

I was embarrassed to tell my friends that I was involved in scouting.

I think scouting is out of touch with what young people like me need these days.

I would like to join scouting again at some point in the future.

I found [INSERT RESPONSE FROM Q4A] boring.

I was too busy to be involved in [INSERT RESPONSE FROM Q4A].

[INSERT RESPONSE FROM Q4A] is too time-consuming.

There is too much fundraising in scouting.

I learned a lot through scouting.

We met in a different meeting place at least once a month.

I felt like I had a say in which activities we did.

I liked earning badges.

I left [INSERT RESPONSE FROM Q4A] because we did not spend enough time outdoors.

I left some good friends in scouting

[LEADERS ONLY]

9. Please indicate how much you agree or disagree with the following statements.

Select one response across for each statement.

[HORIZONTAL SCALE]

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree



Don't know/not applicable

[RANDOMIZE]

Scouts Canada did a good job of providing me with the materials I needed to be an effective leader.

I would encourage other adults to become scout leaders.

I think Scouts Canada does a good job of screening leaders to ensure that they can be trusted with young people.

While scouting may have been great in the past, I think it is out of touch with the needs of today's young people.

Scouts Canada does a good job of evaluating leaders and giving them useful feedback.

Scouts Canada did a good job of providing the training I needed to be a competent leader.

I stopped being a Scouts leader because it is too time-consuming.

There is too much fundraising in scouting.

I stopped being a Scouts leader because my children were no longer involved.

I would like to be a Scouts leader again at some point in the future.

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13/VOLUNTEERS]

10. What did (MEMBERS OVER 13 AND VOLUNTEERS: you PARENTS: your child) dislike most about being a (MEMBERS OVER 13 AND PARENTS: [INSERT RESPONSE FROM Q4A AS FOLLOWS: IF 'Beaver Scouts' INSERT Beaver Scout IF 'Cub Scouts' INSERT Cub Scout; IF 'Scouts' INSERT Scout; IF 'Venturer Scouts' INSERT Venturer Scout; IF 'Rover Scouts' INSERT Rover Scout IF 'Committee' INSERT Committee member IF 'Service Team' INSERT Service Team member] VOLUNTEERS: Scouts leader?)

Please type your response in the space provided and be as specific as possible.

11. Why did (MEMBERS OVER 13 AND VOLUNTEERS: you not return PARENTS – your child not return) to Scouts?

Please type your response in the space provided and be as specific as possible.

12. What changes could Scouts Canada make so that (MEMBERS OVER 13 AND PARENTS: members VOLUNTEERS: its leaders) stay longer?

Please type your response in the space provided and be as specific as possible.

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13]



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13. How many nights (MEMBERS OVER 13: did you PARENTS: did your child) spend **camping** with Scouts in the last year (MEMBERS OVER 13: you were a member PARENTS: they were a member)?

Please select one response only.

DROP DOWN BOX: 0-15 or more

Don't know/not applicable

14. How many **organized outdoor activities** with Scouts (MEMBERS OVER 13: did you PARENTS: did your child) participate in during the last year (MEMBERS OVER 13: you were a member PARENTS: they were a member)?

Please select one response only.

DROP DOWN BOX: 0-15 or more

Don't know/not applicable

[THE FOLLOWING QUESTIONS ARE FOR PARENTS ONLY].

[SHOW THIS STATEMENT FOR PARENTS ONLY]

The questions requiring your child's input are now finished. The following questions are for parents only.

15. Please indicate how much you agree or disagree with the following statements.

Select one response across for each statement.

[HORIZONTAL SCALE]

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don't know/not applicable

[RANDOMIZE]

Overall, I think scouting provided good value for money.



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I feel that Scouts Canada does a good job of screening leaders to ensure that they can be trusted with the safety of my child.

While scouting may have been great in the past, I think it is out of touch with the needs of today's young people.

I would encourage other people to involve their children in scouting.

I think my child learned valuable life skills as part of the scouting movement.

The scouting program offered a variety of activities for my child.

DEMOGRAPHIC SECTION

The following are some questions for statistical purposes only.

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13/VOLUNTEERS]

16. To which ethnic or cultural group or groups (MEMBERS OVER 13 AND VOLUNTEERS: do you PARENTS: does your child) belong?

Select up to four responses.

Canadian (including Québécois/Québécoise)

North or Central American – Outside Canada (e.g. American, Cuban, Haitian, Mexican, Guatemalan, Panamanian)

Aboriginal (e.g. Métis, North American Indian, Inuit)

Arab

African (e.g. Algerian, Ethiopian, Egyptian, Moroccan, Somali,)

Australasian (e.g. Australia, New Zealand)

Asian (e.g. Lebanese, Iranian, Indian, Chinese)

Black

European (e.g. English, French, German, Italian, Russian, Turkish)

Jewish

South American (e.g. Columbian, Brazilian, Chilean)

Other

I don't wish to answer

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13/VOLUNTEERS]

17. How many people live in your city, town, or village?

Select one response only.

Less than 5,000

5,000 to less than 50,000

50,000 to less than 100,000

100,000 to less than 1 million

1 million or more



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Don't know

[PARENTS OF CHILDREN 13 OR UNDER ONLY]

18. Have you ever personally been involved in the scouting movement as either a member or leader?

Select one response only.

Yes

No

Don't know

[LEADERS ONLY]

19. Were you involved in the scouting movement prior to becoming a leader?

Select one response only.

Yes

No

Don't know

[MEMBERS OVER 13 ONLY]

20. Were any of your parents involved in scouting either as a member or leader before you joined?

Select one response only.

Yes

No

Don't know

[PARENTS OF MEMBERS 13 OR UNDER/MEMBERS OVER 13]

21. How many extra-curricular activities (MEMBERS OVER 13: are you PARENTS: is your child) involved in?

Select one response only.



DROP DOWN

RANGE: 0-5, More than 5, Not applicable

[MEMBERS OVER 13 ONLY]

22. Do you have paid employment?

Select one response only.

Yes, during the school year

Yes, during the summer

Yes, year round

No, I do not have paid employment

Don't know/I don't wish to answer

[PARENTS OF CHILDREN 13 OR UNDER/LEADERS ONLY]

23. Which of the following categories best describes your household income, that is, the total income of all members of your household combined?

Select one response only.

Under \$10,000

\$10,000 to \$19,999

\$20,000 to \$29,999

\$30,000 to \$39,999

\$40,000 to \$49,999

\$50,000 to \$59,999

\$60,000 to \$69,999

\$70,000 to \$79,999

\$80,000 to \$89,999

\$90,000 to \$99,999

\$100,000 and over

Don't know/I don't wish to answer



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