

Price Sensitivity Assessment Survey

Scouts Canada

TOPLINE REPORT

February 2024



Methodology

- Sample size: 2,573 Canadians parents (members and non-members of Scouts Canada).
- Survey field dates: January 31 to February 18, 2024.
- Totals may not add up to 100 due to rounding.



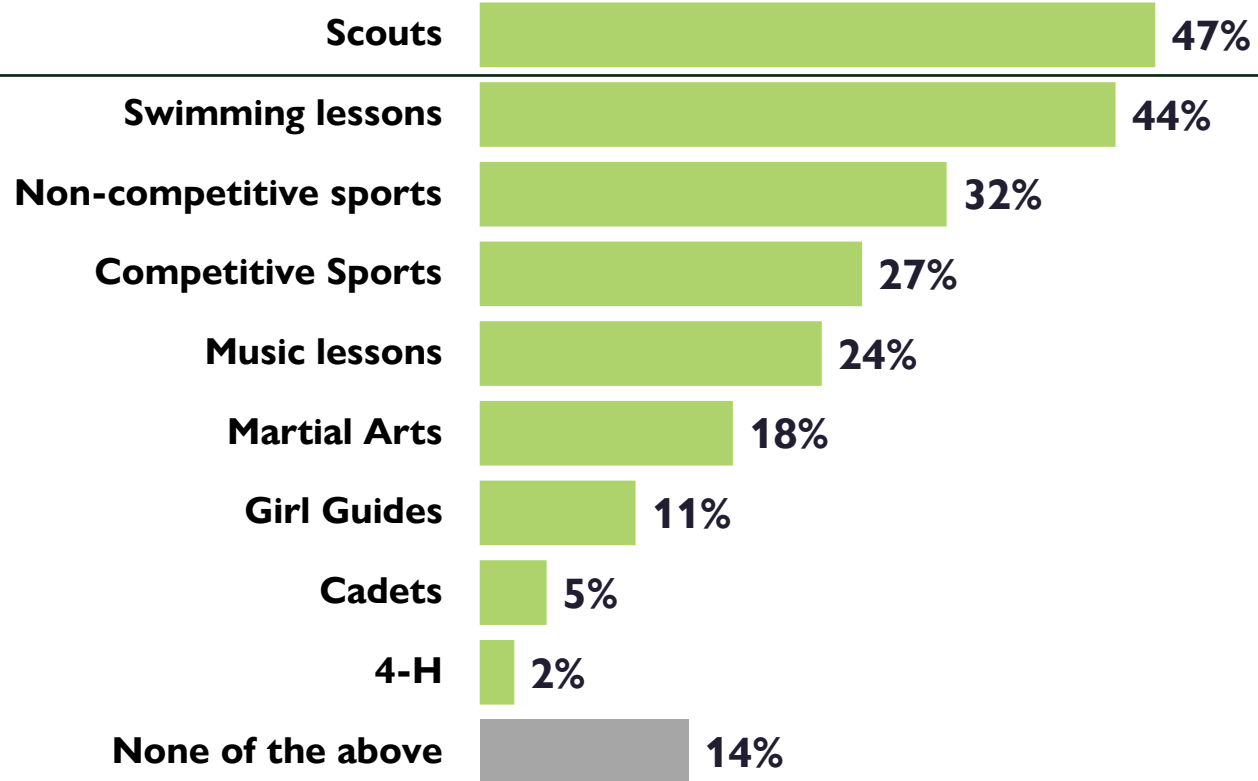
Activities People Participate In





Which of the following activities are you or your child currently enrolled in? Select all that apply

Current activities child(ren) is enrolled in

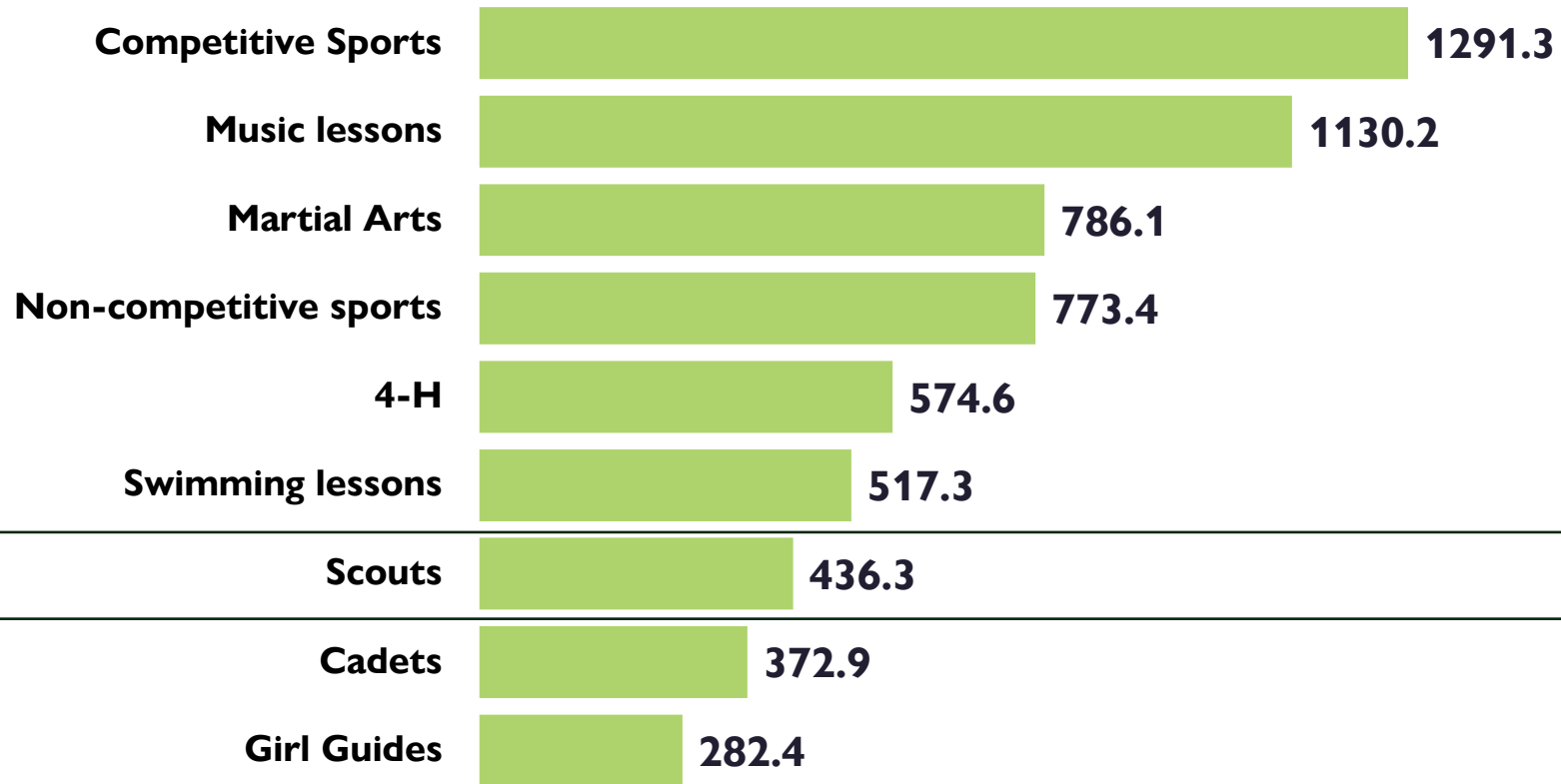


Base n = 2573



On average, how much do you pay for each activity per year?

Money spent (on average) on children's activities per year

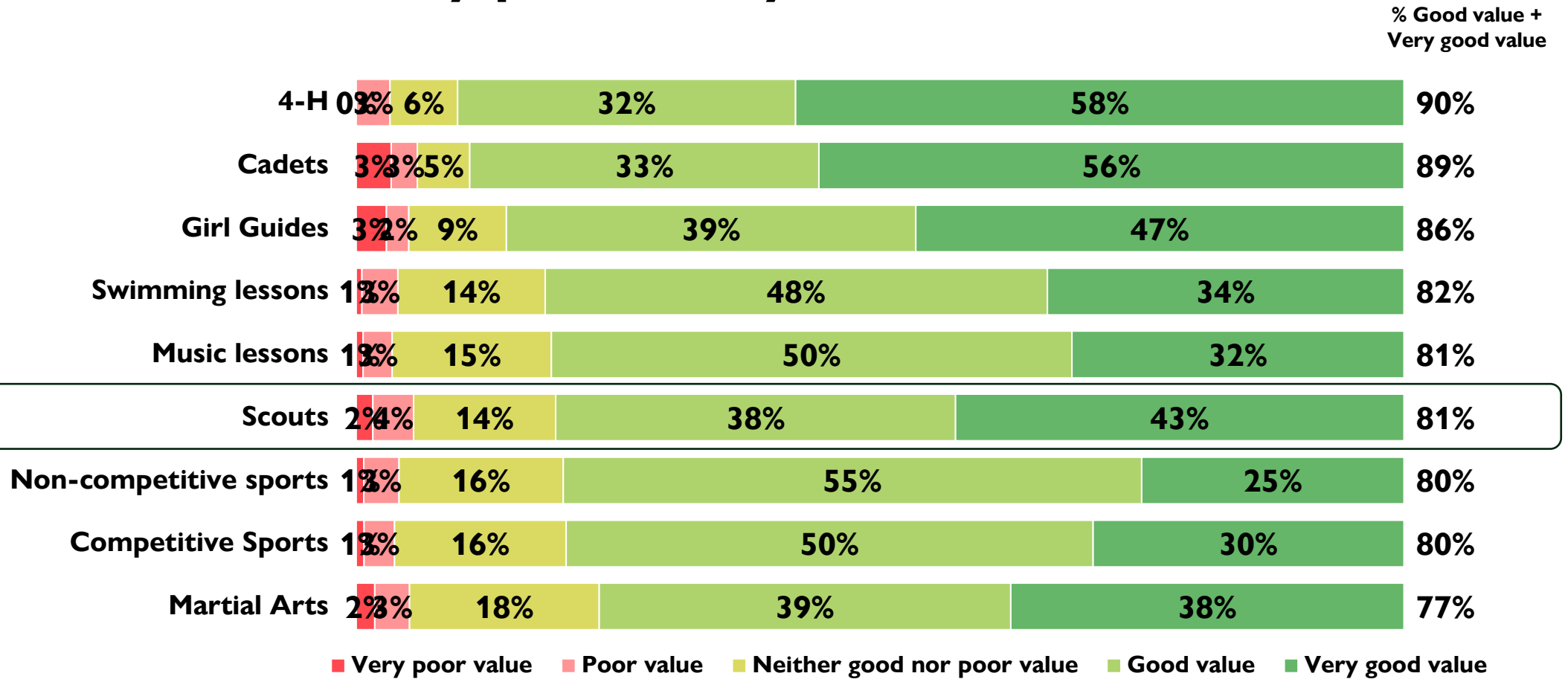


Base n = from 32 to 1204



How would you rate the overall value for money that you receive based on what you pay?

Perceived value for money per activity

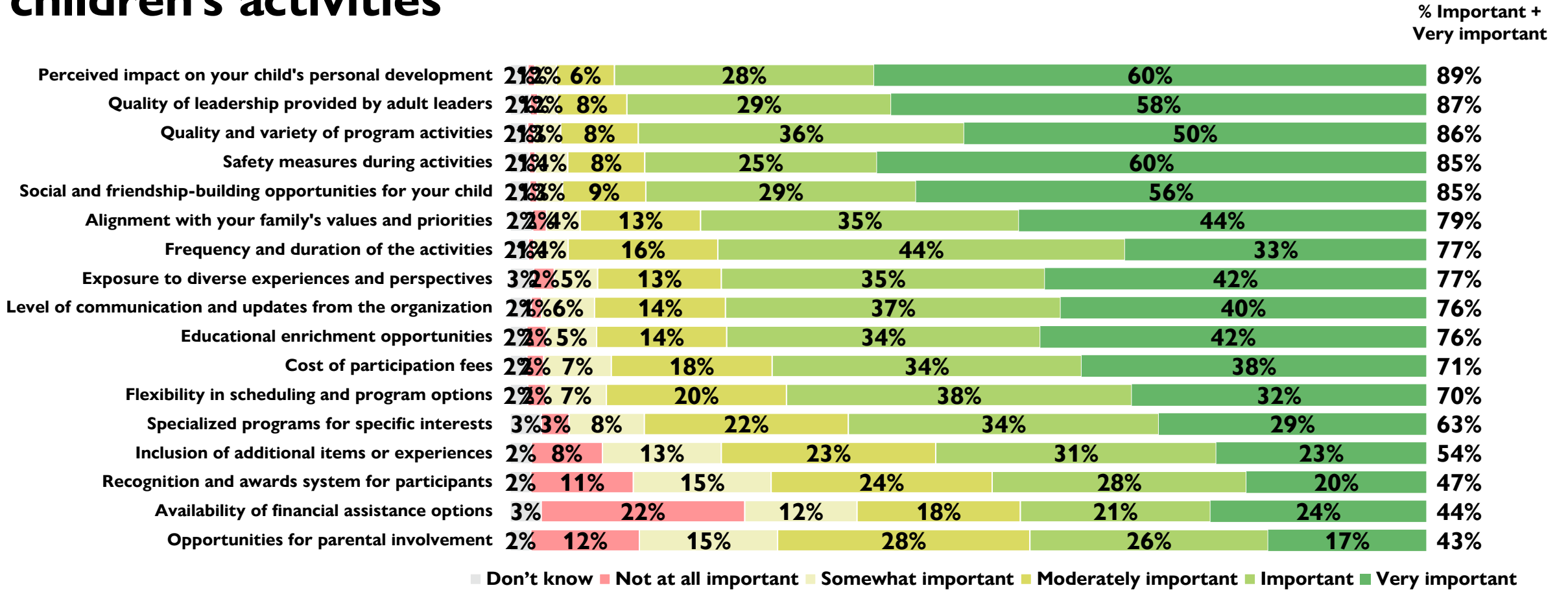


Base n = from 62 to 1208



When considering each of the following factors, how important are they to you when evaluating the value for money from activities your child participates in?

Important factors when evaluating the value for money from children's activities



Base n = 2573

Important factors when evaluating the value for money from children's activities

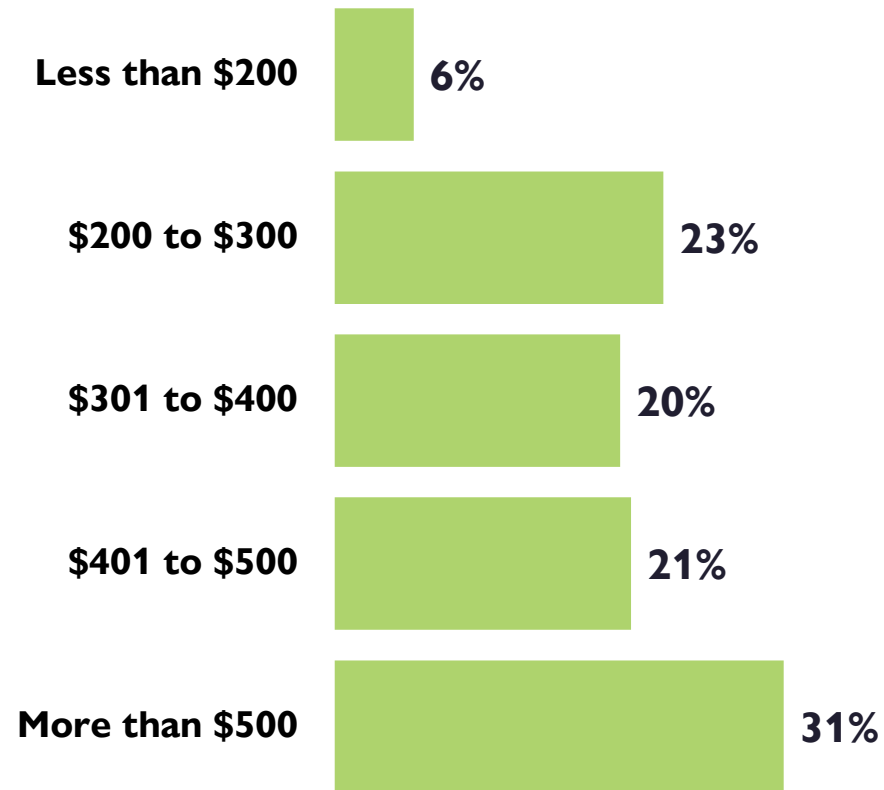
% Important + Very important	All	Non-members	Members
Perceived impact on your child's personal development	89%	89%	92%
Quality of leadership provided by adult leaders	87%	87%	93%
Quality and variety of program activities	86%	85%	91%
Safety measures during activities	85%	85%	85%
Social and friendship-building opportunities for your child	85%	84%	91%
Alignment with your family's values and priorities	79%	79%	82%
Frequency and duration of the activities	77%	77%	79%
Exposure to diverse experiences and perspectives	77%	77%	81%
Level of communication and updates from the organization	76%	76%	80%
Educational enrichment opportunities	76%	76%	77%
Cost of participation fees	71%	72%	68%
Flexibility in scheduling and program options	70%	71%	66%
Specialized programs for specific interests (e.g., STEM, arts)	63%	63%	63%
Inclusion of additional items or experiences (uniforms, equipment, etc.)	54%	53%	48%
Recognition and awards system for participants	47%	47%	42%
Availability of financial assistance options	44%	45%	33%
Opportunities for parental involvement	43%	44%	35%



What is the total amount that you pay for Scouts each year? This includes your membership, as well as additional expenses throughout the year (e.g., uniforms, camps, equipment, etc.)

Total amount parents pay for Scouts per year

Members



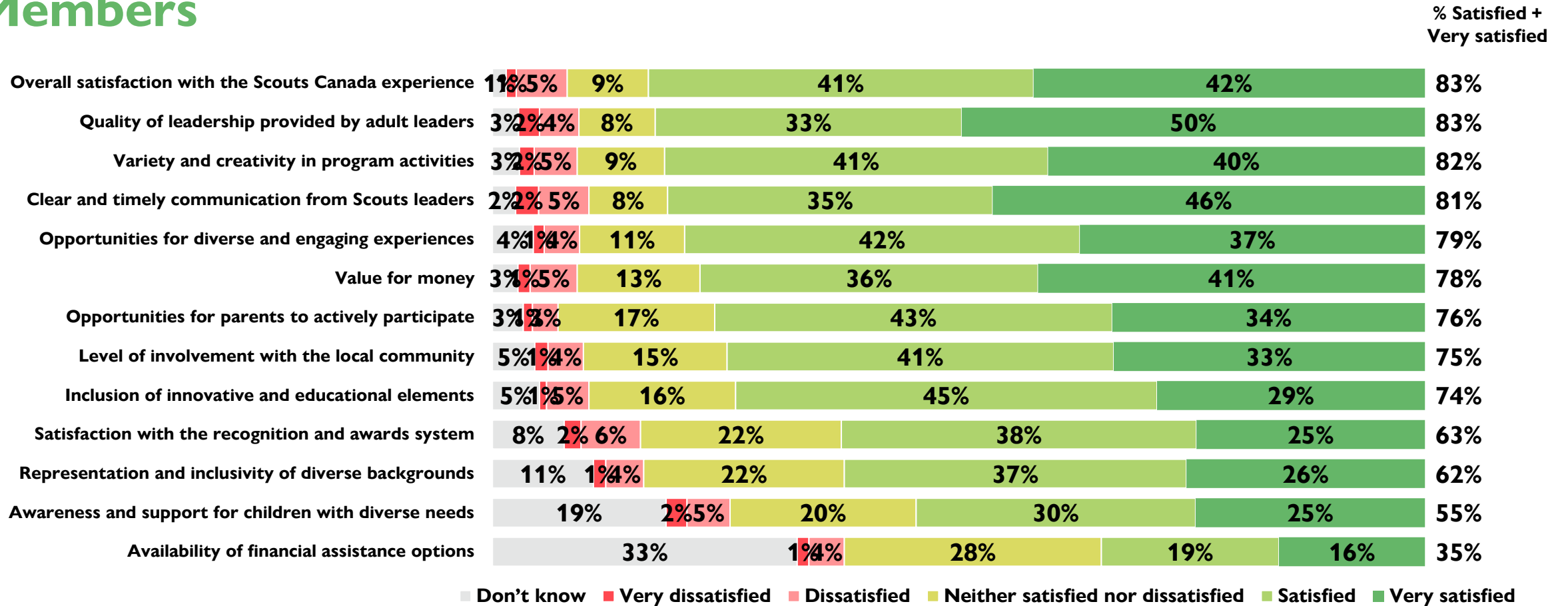
Base n = 1199



Please rate your level of satisfaction for each of the following when considering you Scouts membership

Satisfaction with Scouts membership

Members



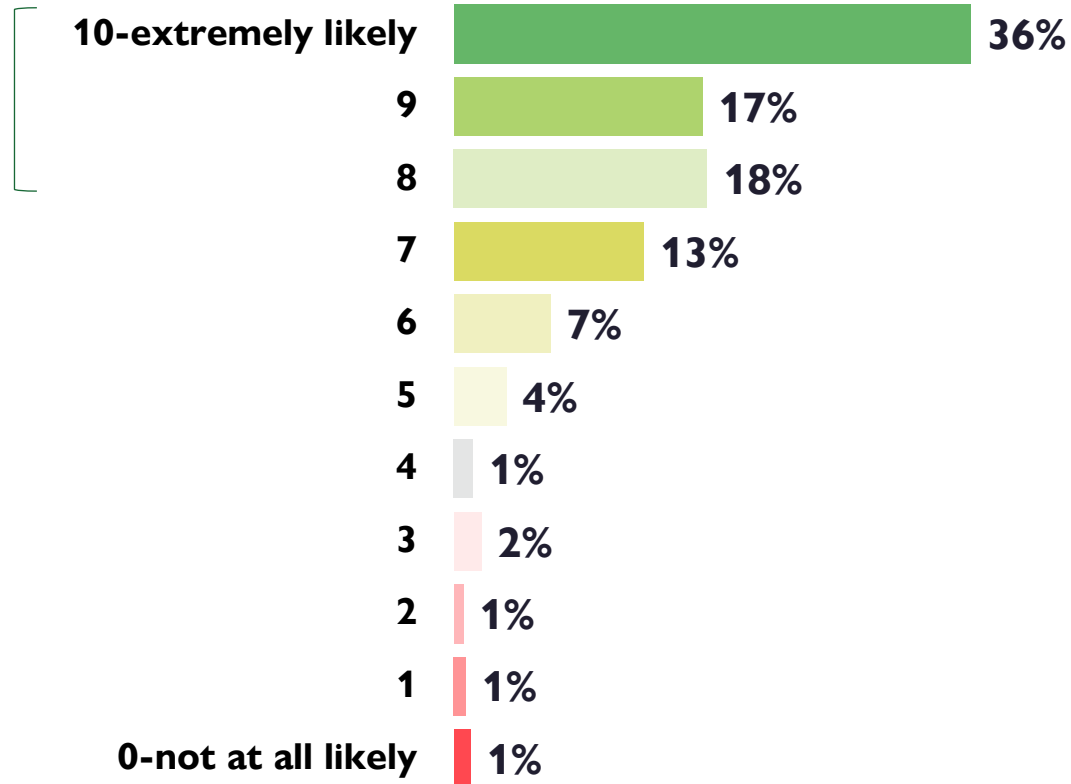
Base n = 1208



How likely are you to recommend Scouts Canada to friends and family?

Recommend Scouts Canada to friends and family

71%
8 to 10



Non-members	Members
35%	36%
18%	17%
18%	18%
14%	13%
7%	7%
4%	4%
1%	1%
2%	2%
1%	1%
1%	1%
1%	1%

Base n = 1208

Knowledge of Scouts Canada

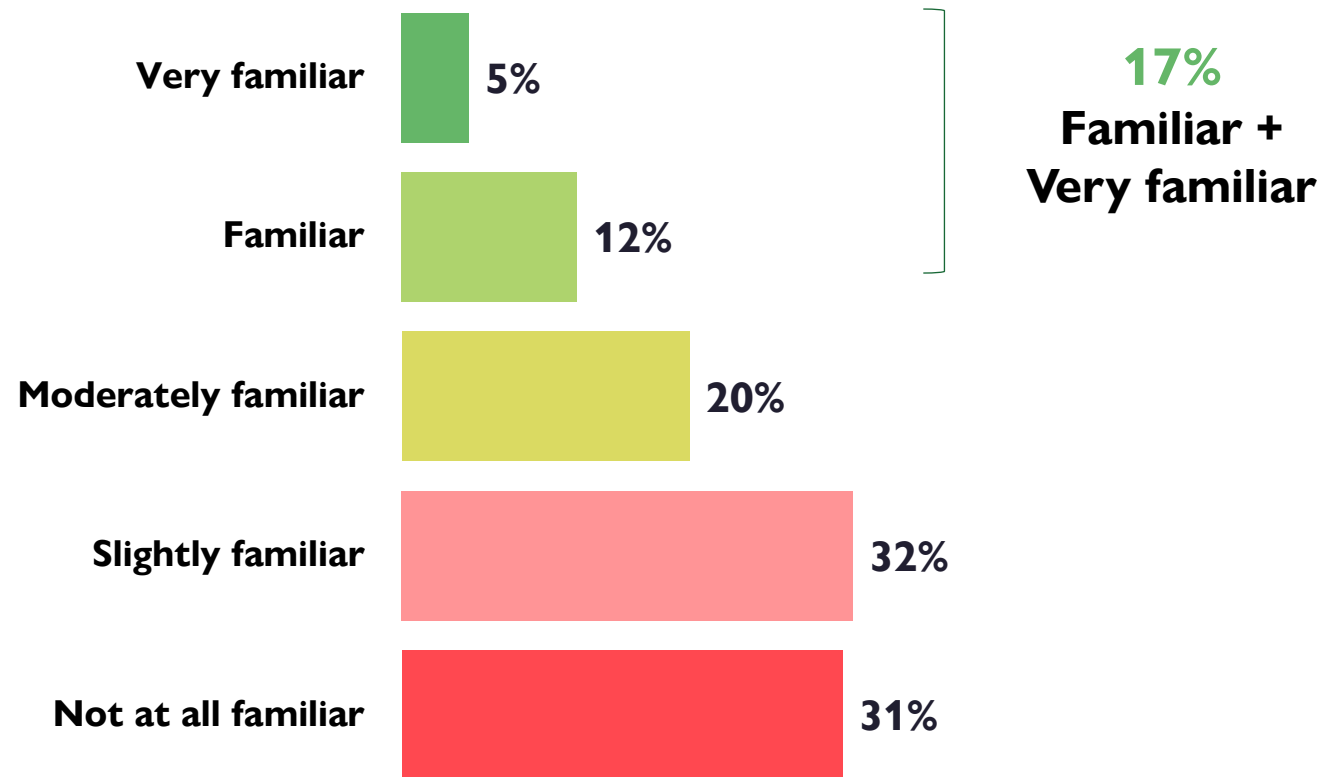




How familiar are you with the programs offered by Scouts Canada?

Familiarity with Scouts Canada programs

Non-members



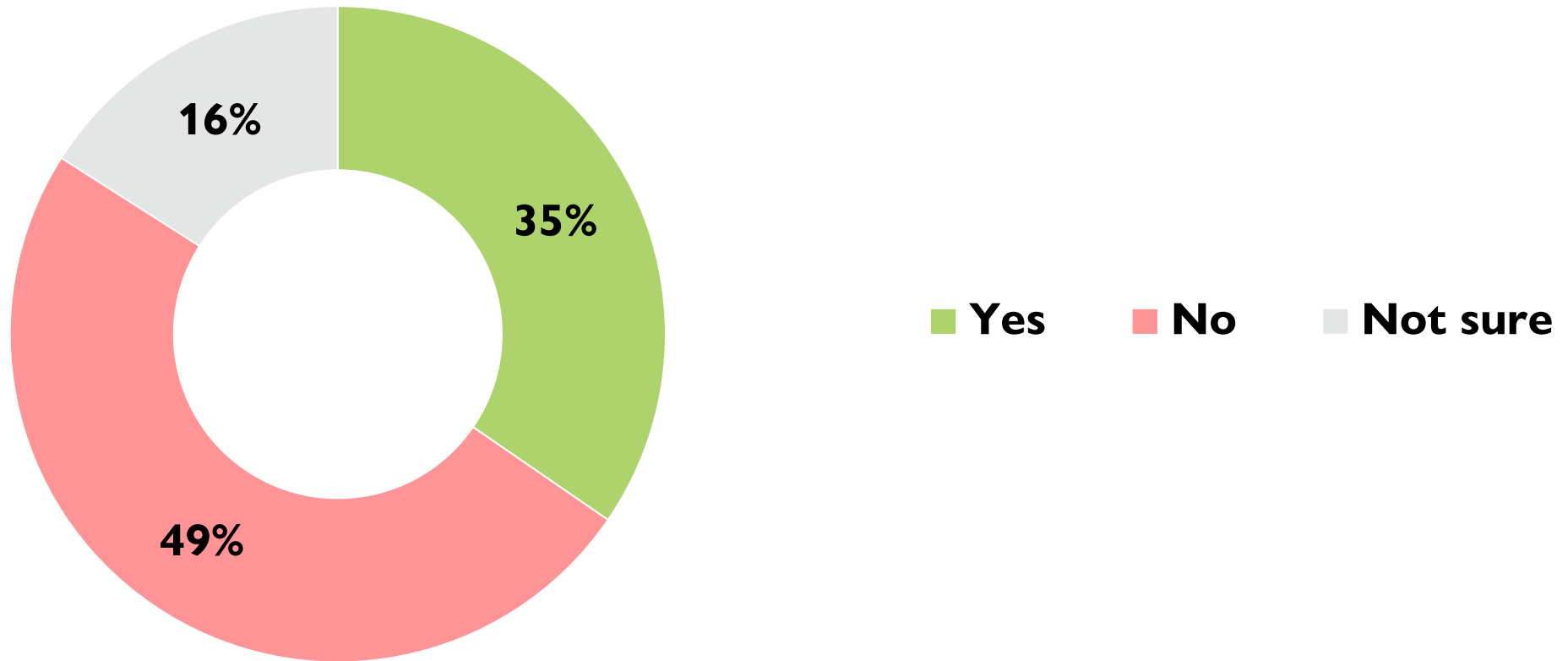
Base n = 1365



Have you ever considered enrolling your child(ren) in Scouts Canada before?

Have you considered enrolling your child(ren) in Scouts Canada?

Non-members



Base n = 1365

Price Sensitivity Analysis

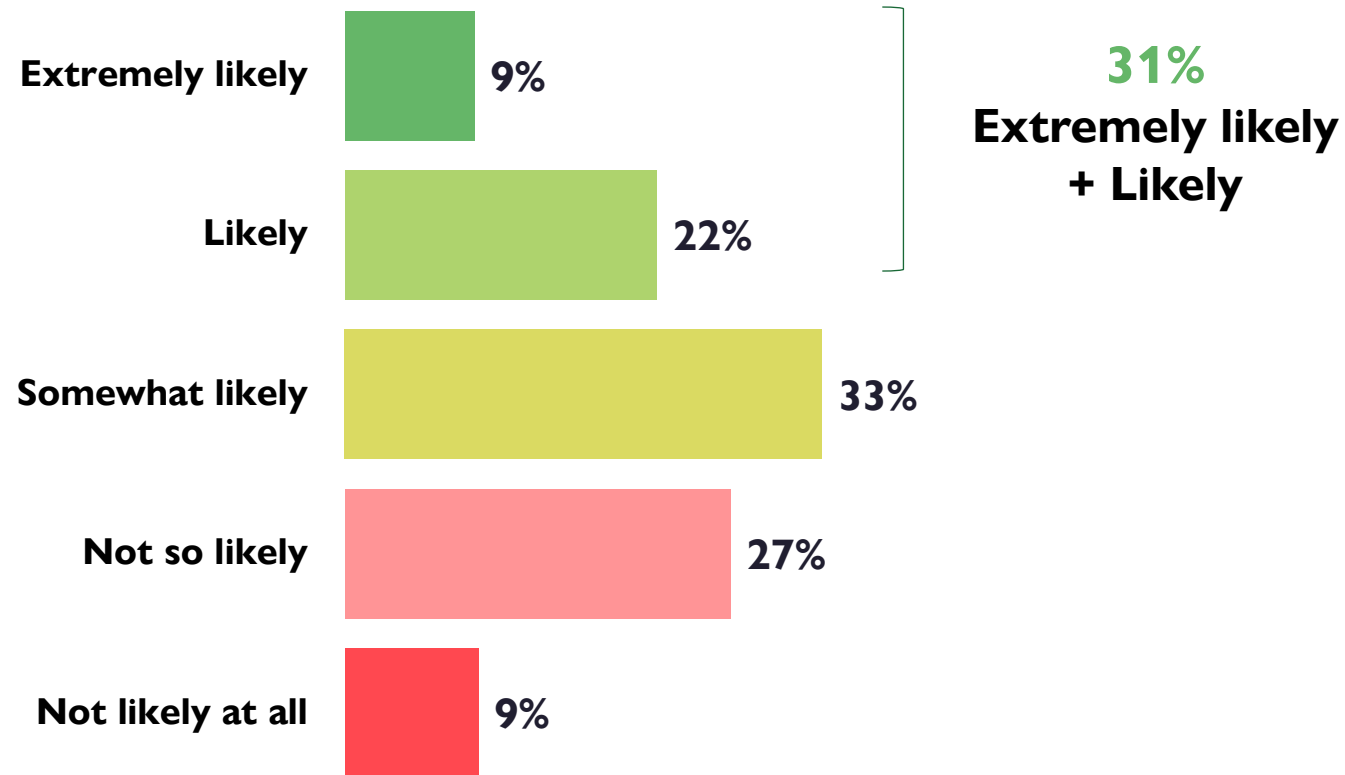




How likely are you to consider a Scouts membership for your child(ren)?

Considering to get a Scouts membership

Non-members



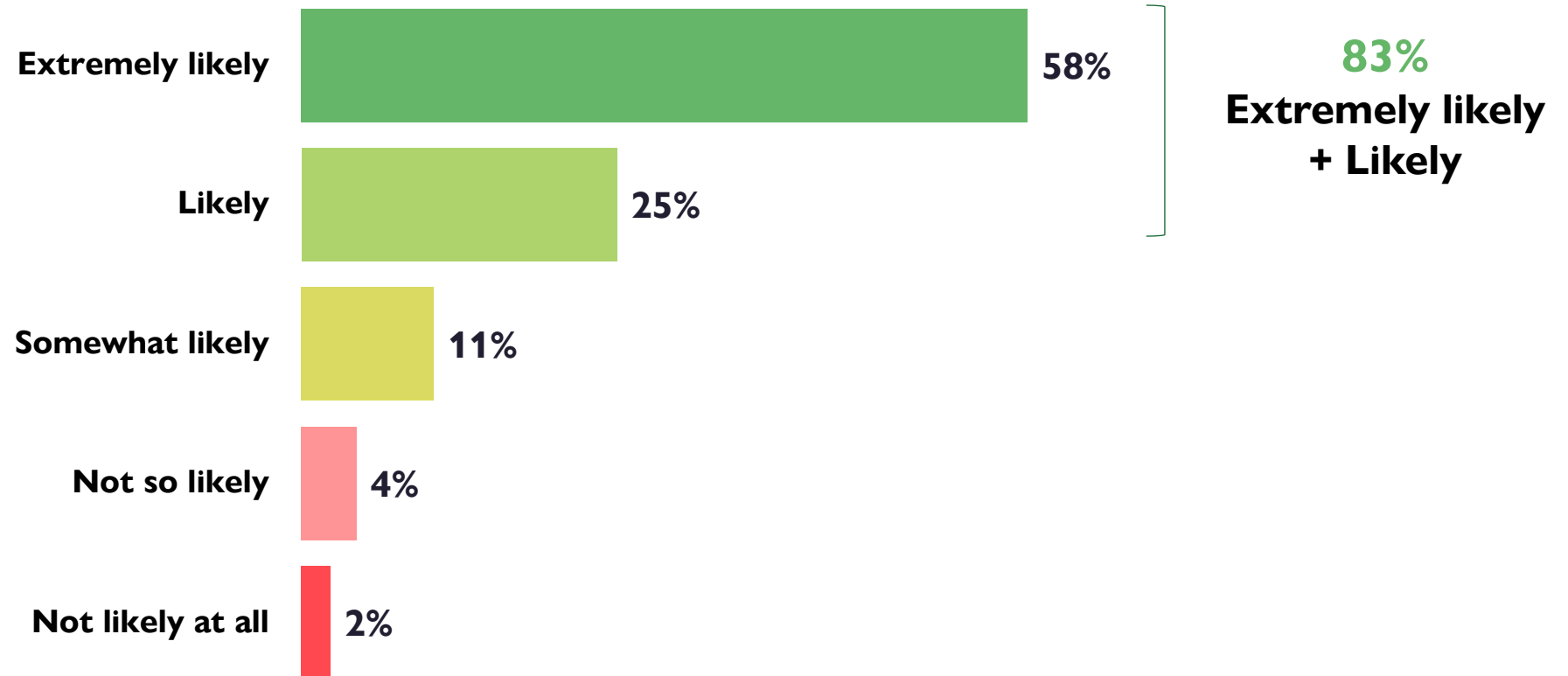
Base n = 1365



How likely are you to renew your Scouts membership for your child(ren)?

Considering Scouts membership renewal

Members



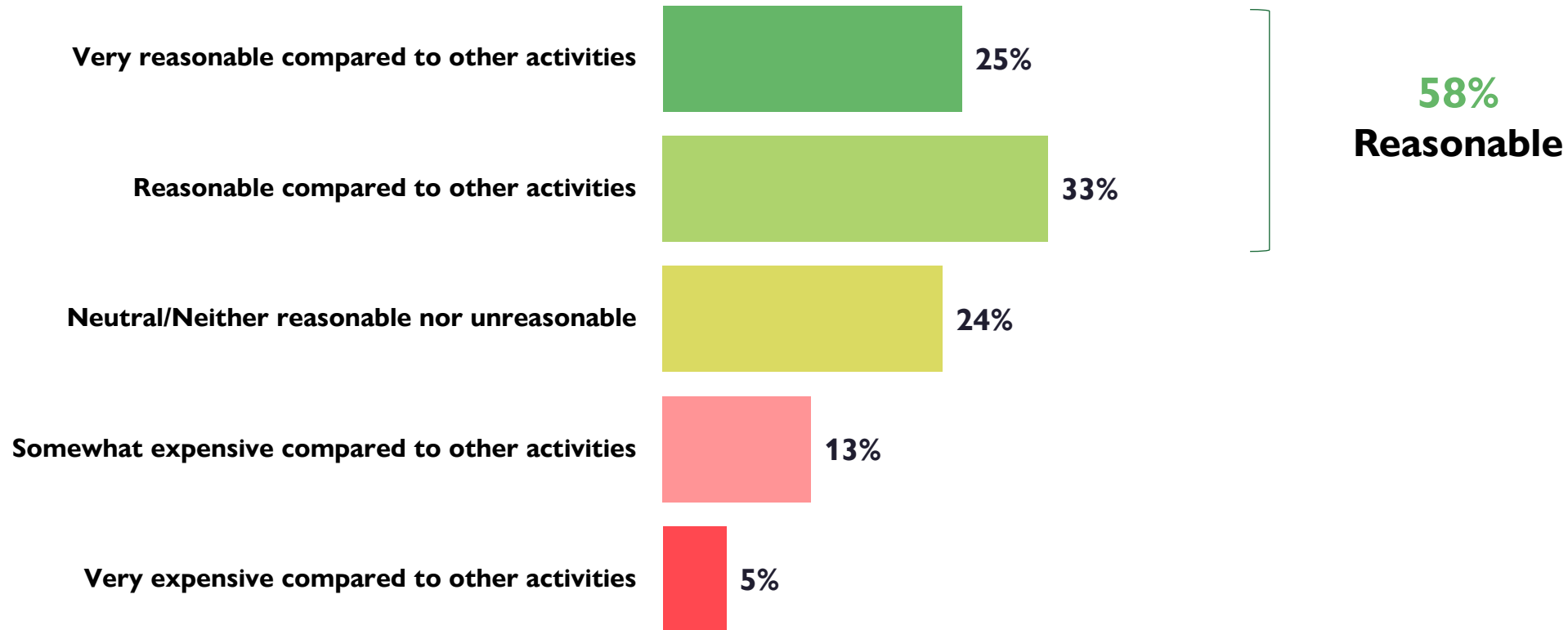
Base n = 1208



Considering the annual membership fee for Scouts Canada, as of today, is \$230, do you find this price to be:

Do you think a \$230 annual membership for the Scouts is...

Non-members



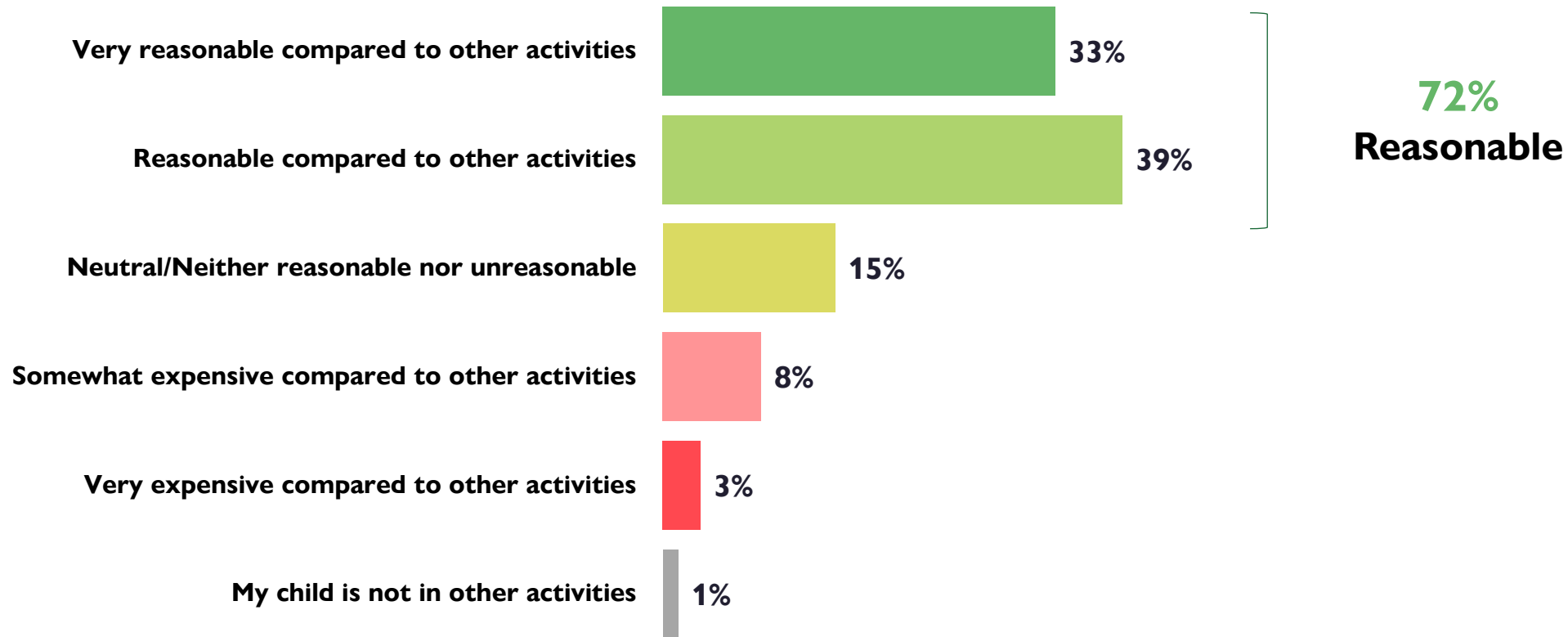
Base n = 1365



When considering other activities that your child(ren) may participate in, do you find the cost of Scouts to be:

Do you find the cost of the Scouts as...

Members

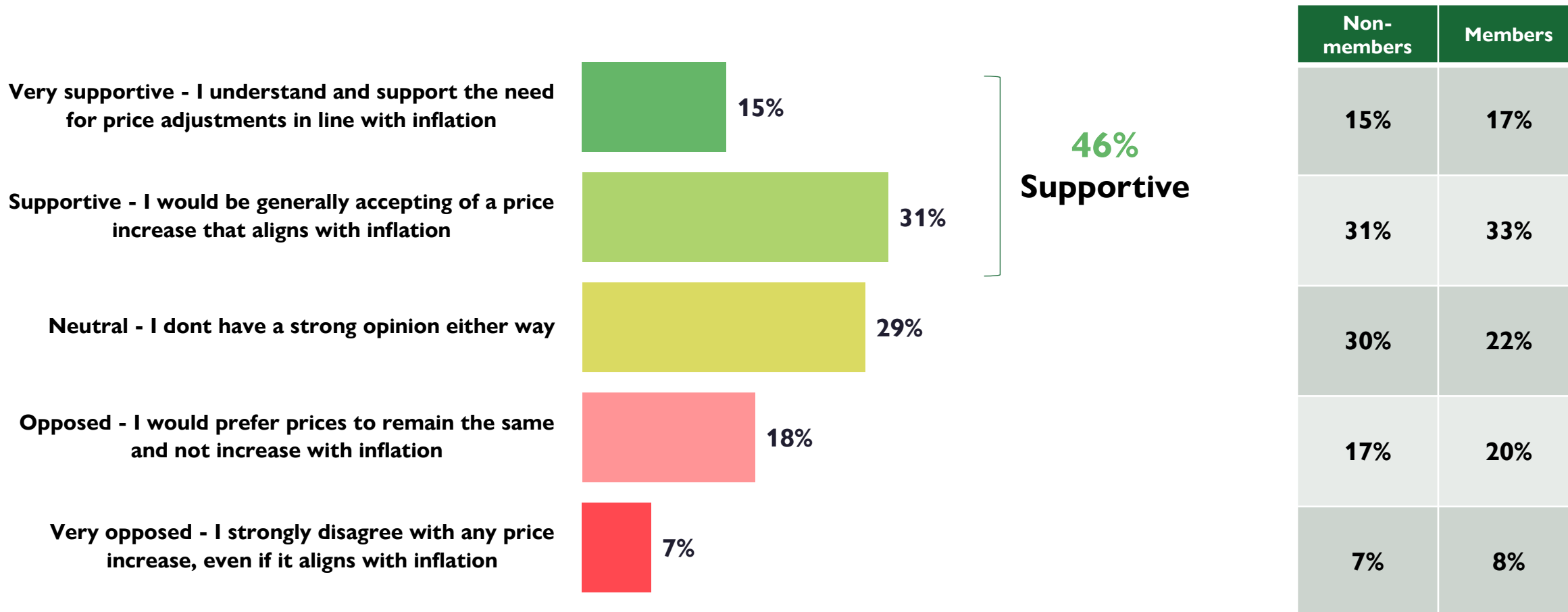


Base n = 1208



Due to inflation, several organizations have increased prices in recent years. How would you feel about a potential price increase for Scouts Canada that aligns with inflation rates?

Feelings about a potential price increase due to inflation

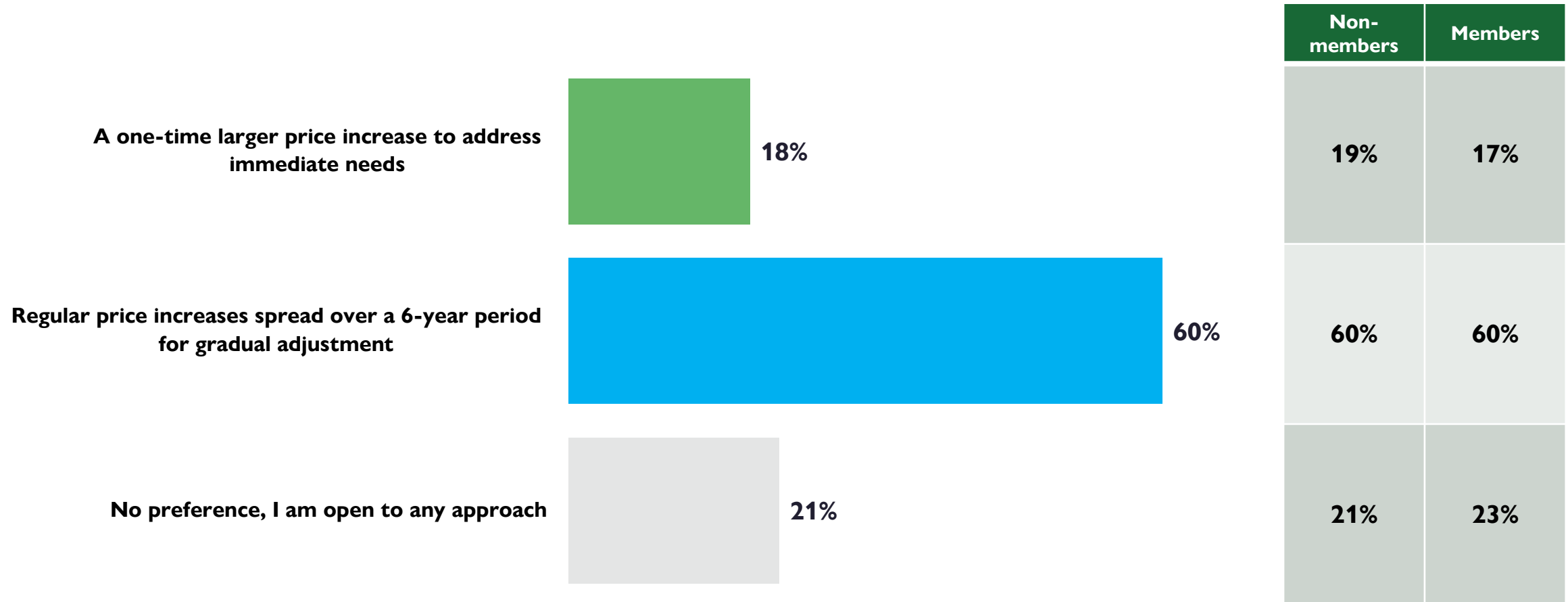


Base n = 2573



When contemplating a potential price adjustment, which approach do you believe would be the most reasonable?

Best approach when contemplating a potential price adjustment



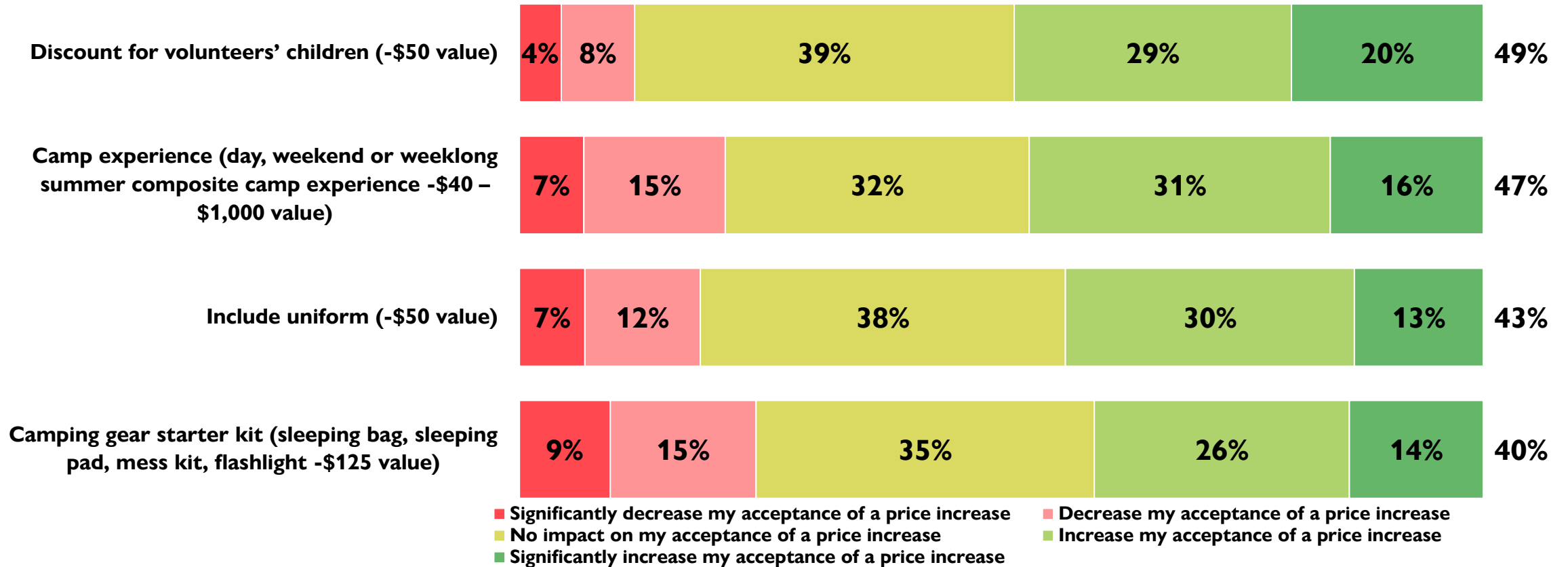
Base n = 2573



If Scouts Canada increased their membership fee, to what extent would each of the following impact the degree to which you would be willing to accept a price increase?

Willingness to accept a price increase if the membership includes...

% Increase + Significantly increase acceptance



Base n = 2573

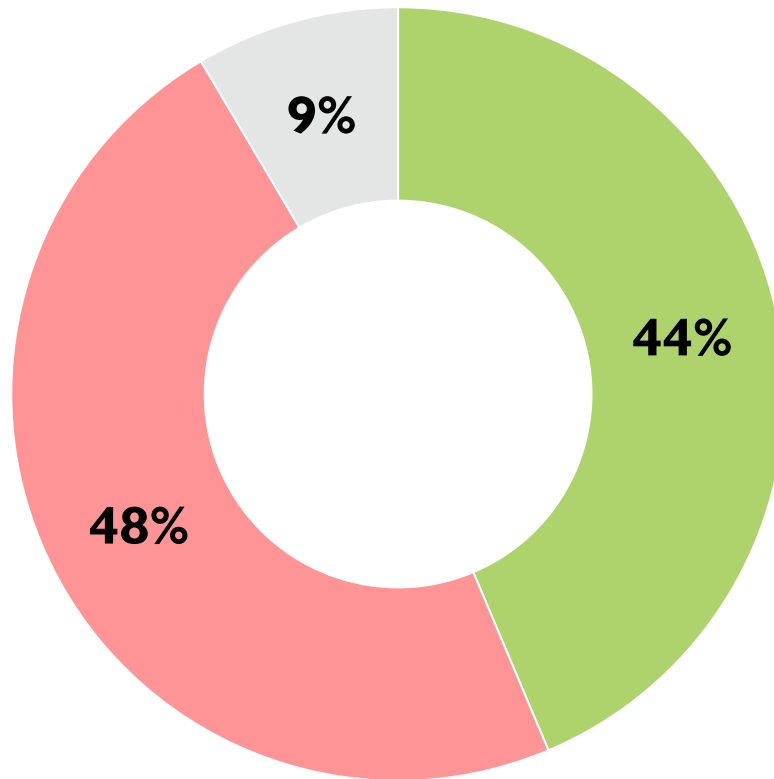
Willingness to accept a price increase if the membership includes...

% Increase + Significantly increase acceptance	All	Non-members	Members
Discount for volunteers' children (-\$50 value)	49%	48%	52%
Camp experience (day, weekend or weeklong summer composite camp experience - \$40 – \$1,000 value)	47%	47%	50%
Include uniform (-\$50 value)	43%	43%	47%
Camping gear starter kit (sleeping bag, sleeping pad, mess kit, flashlight -\$125 value)	40%	40%	36%



Did you know that Scouts offers a subsidy program for individuals with lower household incomes to provide them with equal access to Scouts?

Did you know that Scouts offers a subsidy program?



■ Yes ■ No ■ Not sure

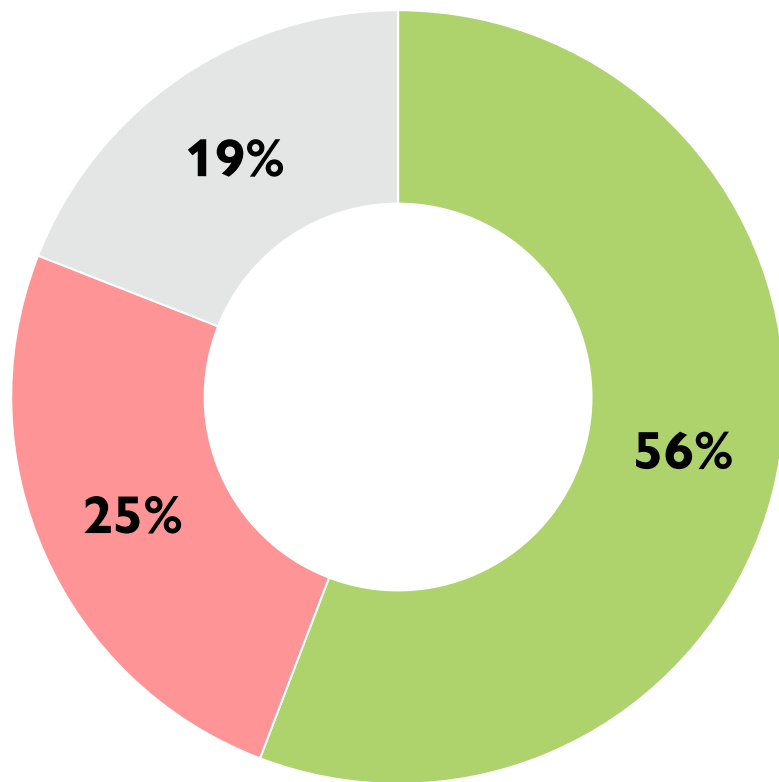
	All	Non-members	Members
Yes	44%	41%	72%
No	48%	50%	22%
Not sure	9%	9%	6%

Base n = 2573



If you qualified for this program, would it increase your interest in Scouts?

If you qualify for the subsidy program, would you be interested in Scouts?



■ Yes ■ No ■ Not sure

	All	Non-members	Members
Yes	56%	56%	53%
No	25%	25%	26%
Not sure	19%	19%	21%

Base n = 2573

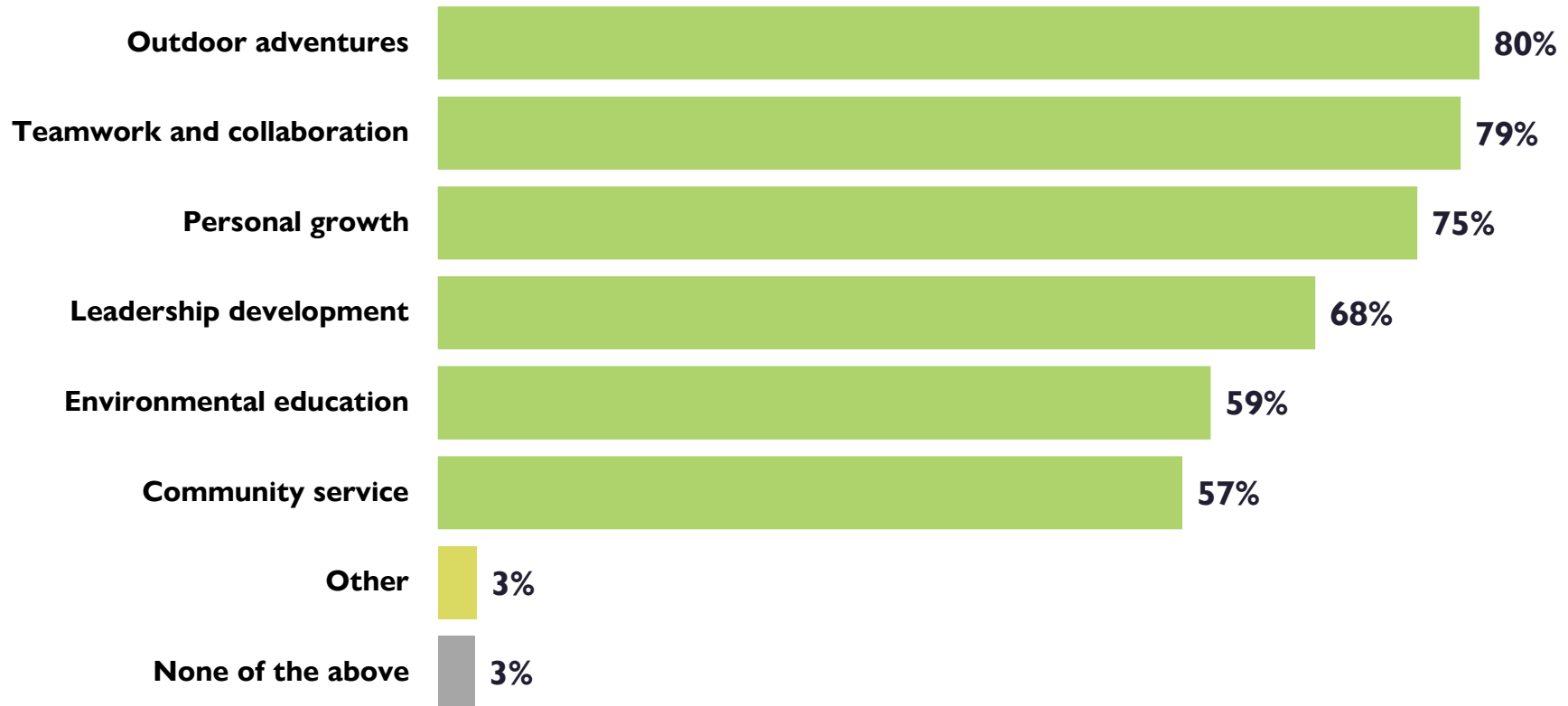
Perceptions of Scouts





What do you believe are the main benefits of Scouts Canada for children? Select all that apply

Mains benefits of Scouts Canada for children



Base n = 2573

Mains benefits of Scouts Canada for children

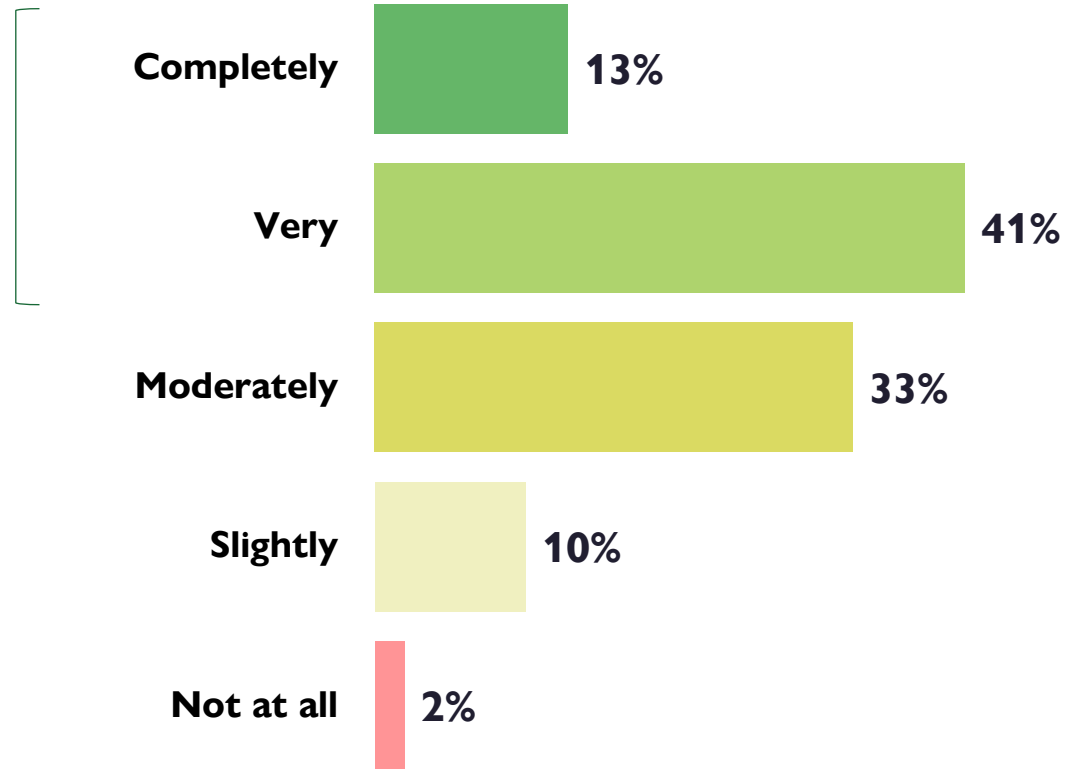
	All	Non-members	Members
Outdoor adventures	80%	79%	90%
Teamwork and collaboration	79%	78%	86%
Personal growth	75%	74%	85%
Leadership development	68%	66%	75%
Environmental education	59%	59%	64%
Community service	57%	56%	67%
Other	3%	3%	5%
None of the above	3%	3%	1%



To what extent do you believe the values promoted by Scouts Canada align with your own family values?

Do Scouts Canada's values align with yours?

54%
Very +
Completely



	Non-members	Members
Completely	13%	17%
Very	40%	53%
Moderately	34%	25%
Slightly	11%	4%
Not at all	2%	0%

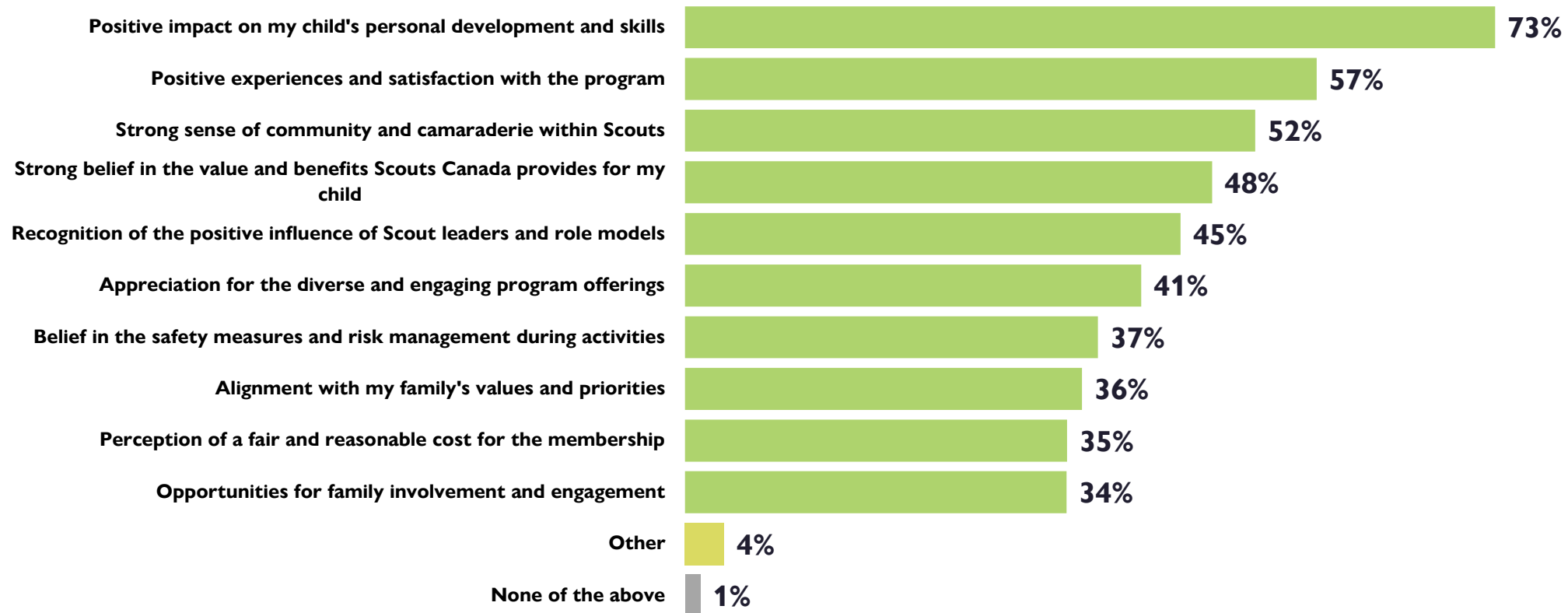
Base n = 2573



What motivates your decision to take part in Scouts Canada membership? Select all that apply

Motivation to take part in Scouts Canada membership

Members



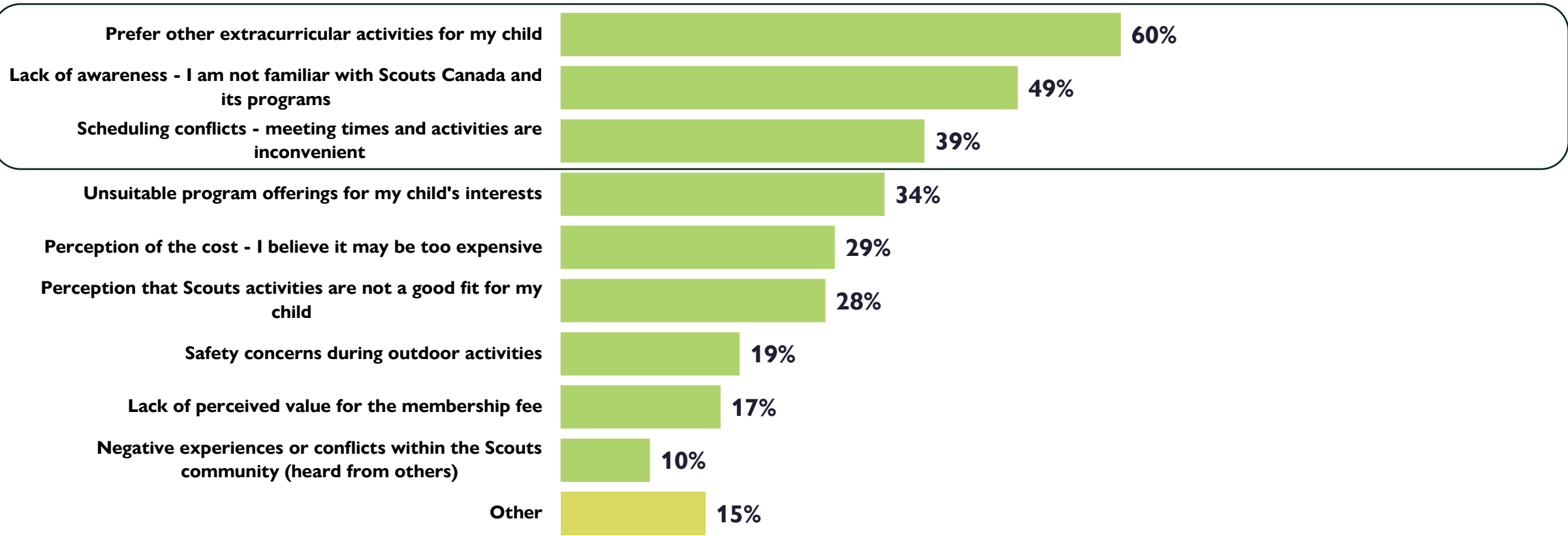
Base n = 1999



You noted that you would not likely consider a Scouts membership for your child(ren). What is the primary reason for your lack of interest? Please select the top 3 reasons

Reasons for not considering a Scouts membership

Non-members



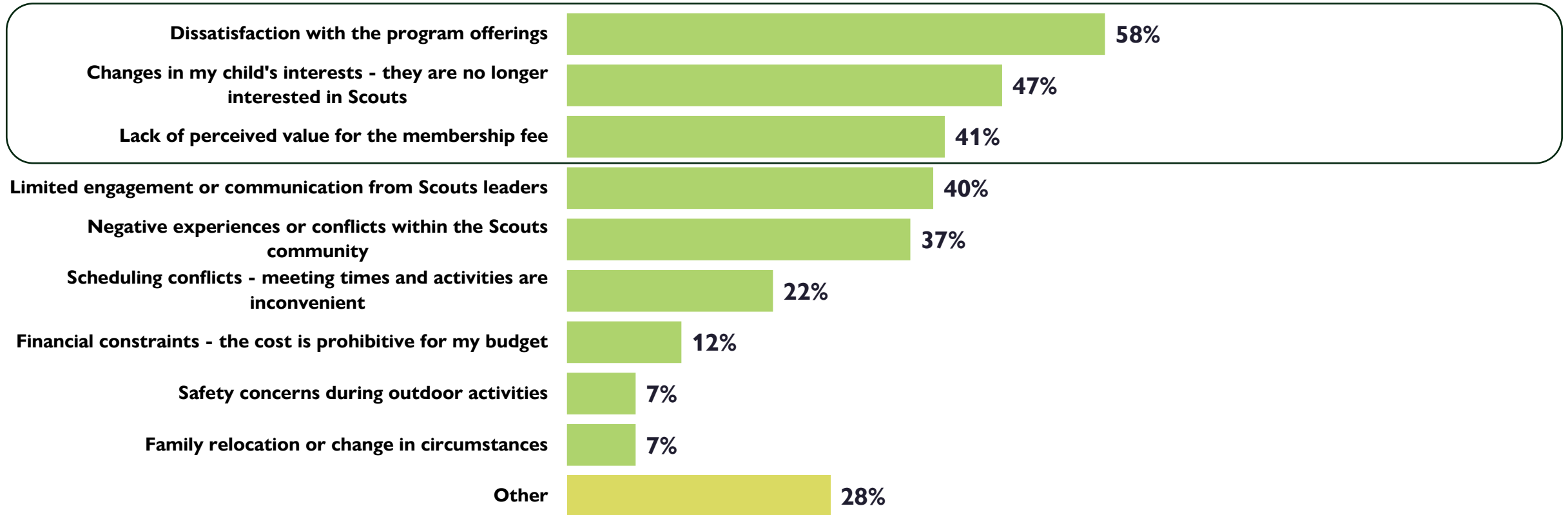
Base n = 493



If you choose not to renew your child's Scouts Canada membership, what is the primary reason for your decision? Please select the top 3 reasons

Reasons for not renewing your Scouts membership

Members



Base n = 81

Respondent profile



Membership	
Members	47%
Non-members	91%
Are you a Scouter/volunteer?	
Yes	47%
No	53%
Do you have children in the following age ranges?	
Under 2	18%
3 to 4	23%
5 to 8	49%
9 to 12	46%
13 to 14	14%
15 to 17	10%
18 and older	5%
Which province or region do you live in?	
AB	14%
BC	14%
MB/SK	6%
ON	44%
QC	15%
ATL	7%

What is your gender?	
Female	64%
Male	34%
What is your age?	
18 to 29	9%
30 to 44	67%
45 to 59	23%
60 and over	1%
Do you own or rent your home?	
Own	73%
Rent	25%
Live with family	2%
Which best describes the place where you live?	
Urban	48%
Suburban	37%
Rural	14%

Were you...	
Born in Canada	75%
Live in Canada less than 5 years	9%
Live in Canada 6 to 10 years	5%
Live in Canada 11 to 20 years	6%
Live in Canada more than 20 years	5%
Do you identify with any of the following groups?	
Asian	18%
Black or African-Canadian	9%
Muslim	8%
LGBTQ	7%
First Nations / Métis / Inuit	6%
Education	
HS or less	13%
College	28%
University	59%
Household income	
Less than \$50k	16%
\$50k to \$100k	31%
Over \$100k	45%

Marital status	
Married / Domestic Partner	85%
Widowed	1%
Divorced	3%
Separated	4%
Single / Never Married	7%
Employment	
Full-time	67%
Part-time	9%
Self-employed/freelance	8%
Student	1%
Retired	1%
Unemployed	3%
Stay at home	9%
Top sectors employed in	
Health care or educational services	27%
Professional, scientific, or financial services	17%
Technology	9%
Construction	6%
Manufacturing	6%

Thank You

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