

**PUBLIC AWARENESS DISTRIBUTION  
ANALYSIS OF 2008-09**

**Science Outreach Program  
National Research Council Canada**

NOTES:

- requests up 98% (from 1928 to 3816)
- total = 298196 (close to 300K)
- NB = dramatic increase (13K to 25K)
  - ∴ pilot email = success + should be done again
- issues w/ North (NT, NU, YT)
  - \* ∴ new email pilot recommended.

**June 17<sup>th</sup>, 2009**

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## **EXECUTIVE SUMMARY**

The analysis of the NRC's Science Outreach Program's Public Awareness Distribution provides information on the effectiveness of initial distribution and other means of promotion. It is used to determine future distribution strategies and target markets.

### ***INITIAL DISTRIBUTION***

Initial distribution experienced an increase in 2008-09. This year's distribution totalled 3,816 supplies, up 98%, from the 1,928 requested in 2007-08. The continued increase in initial distribution is important to the overall success of the outreach program. Initial distribution supplies encourage schools, event coordinators, science programs, etc... to request additional product.

### ***RESULTS***

The Science Outreach Program experienced increases for both initial distribution and overall distribution in 2008-09. However, there was a decrease in the distribution of posters, including the NRC 90<sup>th</sup> educational poster, but immense increases in rulers and dividers requests allowed for the greater overall distribution.

The distribution of the NRC 90<sup>th</sup> educational poster out-performed each of the other posters again this year but did not reach the levels of last year's introductory distribution. Similar to last year, these results despite the lower distribution numbers, supports the idea that newer products will attract more requests from both former and new contacts.

Once again as in previous years, schools had the highest requests for materials. Overall, general request statistics remained consistent and for the most part experienced increases although the initial distribution to Members of Parliament saw a substantial decrease from the success in 2007-08.

The most popular means for resource requests continues to be the website online order form. In general, as a result of the increased success of online orders, most other types of requests declined in use with the exception educational networks which experienced a very minute increase.

Despite having an overall increase in initial and total distribution nationally, distribution by province and territory experienced decreases for the most part. Similar to the results in 2007-08, the trend continued to be noticeable that provinces experiencing an increase in distribution the previous year had a drop off in 2008-09, and vice versa. Exceptions to this trend not surprisingly occurred



in Ontario and Quebec where continued successes has become commonplace. The territories also seemed not as affected by this tendency, with their total distributions remaining low and in the case of the Yukon even completely lacking.

## **RECOMMENDATIONS**

This past year the science outreach program successfully increased its overall distribution numbers but to ensure that these totals remain positive public awareness needs to continue to undertake a strategic view of the program.

The success of the program as a whole is somewhat dependant on the level of initial distributions sent to contacts throughout the country. Therefore it would be beneficial if science outreach continued to push for new contacts in order to contribute to the increase in initial distribution numbers. This year saw a doubling of initial distribution totals and a similar increase in 2009-10 would ensure that overall distribution remains moving forward.

Poster distribution took a bit of a fall this year and numbers were perhaps affected by the level of success reached in 2007-08. Next year will be a telling sign whether or not poster distribution needs to be revamped. If distribution continues to slide it may be beneficial to consider designing a brand new poster or implementing slight adjustments on existing models.

Coming off the success of last year, events and science programs will continue to be an important target audience for public awareness distributions and therefore focus should remain high in this area to retain contacts and forge new relationships. Initial distribution to MPs also needs to be monitored closely next year as the total this year had a major drop off. If this trend continues it might be beneficial to reevaluate how contact is made between Members of Parliament and public awareness.

Schools have been an important contact for the outreach program and this focus should continue into next year. Making initial contact with school boards should be a priority as product is often shipped from the boards directly to the schools. In addition, adding primary contact with teachers, principals and home-schooled students would ensure that students across Canada continue to be exposed to public awareness material. It should be the goal of science outreach to improve the number of students reached nationally in 2009-10. This year, 5.7% of students were estimated to be reached by products, a number that should be improved upon next year through intensive contact of school and school board clients.

The Territories have been extremely inconsistent in terms of overall distribution over the past three years, often even lacking (Yukon takes the honours this year). Therefore, it may be beneficial to keep a closer eye on Territorial distributions in



the future. This may include follow up phone calls and e-mails to current contacts, forging new relations, finding new contact and even surveying interest to better target products in those areas. This may help eliminate disastrous decreases in all three territories in the future and also stabilize their position on the Canadian landscape.

When monitoring how public awareness receives supply requests it has become evident that electronic means are becoming the norm. Therefore, to better analyze the numbers and determine a more accurate target audience it might be necessary to split up the 'other' categorization into separate groupings. For example, e-mail and telephone requests are most popular among the methods listed under 'other', it would be beneficial to chart both e-mails and telephone request separately or as together as a new category. This would decrease the guessing involve in determining a target audience when analyzing the 'other' category.

In terms of bilingual products, science outreach should continue to market both English and French supplies throughout Canada, however some areas need an increased focus. The Western and Maritime provinces are almost exclusively requesting English supplies and therefore it might be beneficial to try and market and encourage the distribution of French material in those areas. Even Ontario, a fairly bilingual province, has favoured the English products therefore better marketing in this area may contribute to a better overall distribution. Public awareness should be shooting for a more even split nationally between the two languages, somewhere perhaps in the vicinity of a 60-40 split.

Also, the program should continue to market supplies internationally to ensure that distribution numbers in the United States as well as overseas remain moving forward rather than disappearing entirely.

Finally, science outreach should continue to make it as easy as possible for contacts to request materials. Therefore encouraging contacts to use the online order form, which ensures the quicker transmission of information, would be helpful in maintaining current contacts as well as perhaps installing new clients into the program. As was suggested last year perhaps producing a promotional video that could be broadcast online and even delivered in hard copy via CD-ROM could play a definitive role in finding new contacts and ultimately increasing overall distributions in Canada and Internationally.

## PUBLIC AWARENESS DISTRIBUTION Analysis of 2008-2009

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### OVERALL DISTRIBUTION

Overall distribution of educational materials increased in the past year. In 2008-09, public awareness distribution totaled 298,196 materials received compared to the 266,078 sent in 2007-08. Overall, this is an increase of 32,118 supplies and a boost of 12%, slightly less than the 25% experienced the previous two years. Interestingly enough, overall distribution has been steadily increasing over the past four years, experiencing an astonishing 75% increase since 2005, where public awareness distributed 170,372 materials. [See appendix 1]

After increasing slightly in 2007-08, the total materials distributed initially increased to 3,916 from 1,928. Since experiencing a decrease in 2006-07 initial distribution has been on the rise the past two years with 2008-09 being the more substantial, increasing at a 98% rate of change, essentially doubling from the previous year. [See appendix 2]

### DISTRIBUTION CATEGORIES

Here is a breakdown of distribution by category: schools (81%), events (8%), other (4%), both school boards and resource centres (2%), science programs, initial distribution and Members of Parliament initial distribution (1%) and educational libraries (less than one percent).

#### *SCHOOLS & SCHOOL BOARDS*

The distribution of resources directly to schools took a giant leap forward after remaining stable in percentage over the past three years. In 2008-09 schools amassed 81% of all material distributed and experienced an overall increase of 66,690 supplies to 240,973 from the 174,283 sent in 2007-08.

Materials sent to school boards saw another decrease this year marking the third straight year this trend has occurred. This is likely the result of initial materials and packages being sent directly to schools by the boards. The distribution in 2008-09 for school boards accounted for only 2% or 6,612 supplies received, the lowest totals of the past three years.

Combined, however, schools and school boards accounted for 83% of this year's total distribution. This is very positive occurrence, as it can be assumed that an



abundance of educational materials are being received by teachers and consequently being handed off to students.

### *RESOURCE CENTRES & LIBRARIES*

After two years of experiencing decreased distribution both resource centres and libraries encountered minor increases in 2008-09. Although, only accounting for approximately 3% of overall distribution, resource centres saw an 18% increase in supplies to 5,039, while libraries received forty times the amount jumping to 240 from the 6 in 2007-08.

### *EVENTS & SCIENCE PROGRAMS*

Both event and science program distribution increased in 2008-09, perhaps a representation of the better targeting that was suggested last year after experiencing decreased distribution from both methods. Event distribution was able to improved 37% to 24,130 supplies while science programs increased 18% to 3,490. These statistics are encouraging for the future and continued focus on events and science programs will ensure that the numbers remain positive and stable.

### *INITIAL DISTRIBUTION & OTHER*

Combining for a grand total of 15% of the overall distribution, the second largest behind schools and school boards, both initial and 'other' forms of distribution experienced increases in the past year.

Initial distribution still remained in the lower percentage of the total distribution (5%), but experienced a major increase in total supplies in 2008-09. This year allowed initial distribution numbers to essentially double increasing to 3,816 supplies received compared to 1,928 in 2007-08. As mentioned last year it continues to be normal for initial distribution to be lower than other categories as it is meant to incite people to order more materials for their schools, school boards, events, etc.

The 'other' category, which accounted for 10% of overall distribution, experienced a modest increase of 8% this year after seeing its distribution triple in 2007-08. Distribution increased to 12,896 supplies in 2008-09 from 11,915, an increase of just fewer than 1,000 pieces. If numbers continue to increase it may be beneficial to breakdown the category into different sub-categories, this could provide more precise data and could be helpful in targeting certain groups more specifically.



## MP DISTRIBUTION

Coming off the success of last year's program, both initial and total MP distribution decreased substantially in 2008-09. Based on initial distribution statistics Members of Parliament (MP) received only 3,115 supplies, down 90% from the 31,254 sent in 2007-08. These results could be simply explained as not needing to replenish stocks from last year successful initiative that saw each MP received 100 resources on average. If the trend continues in the future it would be helpful to reevaluate how to better contact the MP demographic.

## TYPES OF REQUESTS

As has been the case for the previous three years, the most common manner of requesting materials in 2008-09 was through the website online order form. Here is the breakdown of request methods for this year: website (72%), 'other' forms (12%), initial distribution (7%), education networks (5%), Science Teachers Association of Ontario, STAO (2%), teacher conferences, general request, old forms and MP follow-ups (less than 1% each). [See appendix 3]

On-line order forms, despite already being the preferred method over the past three years, experienced a substantial increase from last year's total. In 2008-09, the Internet was responsible for 204,273 supplies an increase of 60% from the 127,418 distributed in 2007-08. The number of on-line requests also skyrocketed this year increasing to 1,161, over two times the amount last year (364).

As a result of the increase in online users as expected all website request methods increased as well, although three specifically amassed the largest increases. As was the case last year the most popular method of online knowledge was through a friend or colleague which accounted for 400 (34%) request this year. This was followed closely by teacher conferences at 284 (24%) and repeat users at 203 (17%). [See appendix 4]

Although the majority of future orders appear to be coming in online, a fair number orders (30,078 in 2008-09) are coming through the 'other' categorization. Some of these request methods include: e-mail, fax, telephone, mail, and walk-ins. It would be beneficial in the future to perhaps further break down this type of request into more specific categories for future analyses and better targeting. For example, e-mail and telephone could be considered a separate category.

## PROVINCIAL ANALYSIS

### POPULATION REACHED BY PROVINCE

The table below shows an estimate of the approximate percentage of students who were exposed to or received NRC distributed material in 2008-09, in comparison with 2007-08. These percentages do not take into account the fact that multiple students are exposed to one piece of material or the possibility that materials do not reach some students. Data from the 2006 Statistics Canada Census of Population was used for the populations aged 10-19.<sup>1</sup> This new accuracy in population for each of the provinces and territories might account for the larger disparities between this year and last year's reach.

The percentage of students reached was calculated as follows:  $\% = (\text{material distributed by province} \div \text{population between 10 and 19 by province}) \times 100$ .

Table 1 – Percentage of Students 10-19 Years Reached by Distributions per Province

Province or Territory	Pop Aged 10-19	Material by Province	2008-09	2007-08
Alberta	462,705	8,711	1.9%	2.8%
British Columbia	530,585	10,362	2.0%	3.1%
Manitoba	167,060	11,823	7.1%	6.3%
New Brunswick	92,645	21,236	22.9%	2.4%
Newfoundland & Labrador	63,560	1,180	1.9%	5.9%
Nova Scotia	117,680	14,193	12.1%	5.2%
Northwest Territories	7,165	765	10.7%	---
Nunavut	6,425	275	4.3%	Less than 1%
Ontario	1,651,550	76,931	4.7%	4.3%
Prince Edward Island	19,315	683	3.5%	11.3%
Québec	953,255	83,642	8.8%	4.3%
Saskatchewan	144,035	9,533	6.6%	5.5%
Yukon	4,430	0	---	Less than 1%
Canada	4,220,415	239,334	5.7%	4.1%

Manitoba, New Brunswick, Nova Scotia, Northwest Territories, Nunavut, Ontario, Quebec and Saskatchewan all experienced an increase in percentage of students reached by the public awareness distributions. The most noticeable increases (excluding the Northwest Territories) occurred in New Brunswick (+20%), Nova Scotia (+7) and Quebec (4.5%). Meanwhile, Alberta, British Columbia, Newfoundland and Labrador and Prince Edward Island had a decrease in student distribution.

As a country, public awareness distributions reached approximately 5.7% of all students aged 10-19, up 1.6%, and a number that should be look upon to be improved next year. [See appendix 5]

<sup>1</sup> <http://www12.statcan.ca/english/census06/data/profiles/release>



## DISTRIBUTION BY LANGUAGE

[See appendix 6a and 6b]

Table 2 – Percentage of Distribution by Language for the Provinces

Province/Territory	English Distribution			French Distribution		
	2009	2010	% of D	2009	2010	% of D
Alberta	<b>8,798</b>	n/a	95%	<b>462</b>	n/a	5%
British Columbia	<b>16,032</b>	n/a	91%	<b>660</b>	n/a	9%
Manitoba	<b>12,128</b>	n/a	92%	<b>1,003</b>	n/a	8%
New Brunswick	<b>15,197</b>	n/a	61%	<b>9,680</b>	n/a	39%
Newfoundland & Labrador	<b>972</b>	n/a	74%	<b>345</b>	n/a	26%
Nova Scotia	<b>17,363</b>	n/a	95%	<b>1,921</b>	n/a	5%
Northwest Territories	<b>765</b>	n/a	100%	<b>0</b>	n/a	0%
Nunavut	<b>275</b>	n/a	100%	<b>0</b>	n/a	0%
Ontario	<b>92,883</b>	n/a	89%	<b>12,445</b>	n/a	11%
Prince Edward Island	<b>1,200</b>	n/a	99%	<b>42</b>	n/a	1%
Québec	<b>9,759</b>	n/a	11%	<b>76,015</b>	n/a	89%
Saskatchewan	<b>11,330</b>	n/a	93%	<b>593</b>	n/a	7%
Yukon	<b>0</b>	n/a	0%	<b>0</b>	n/a	0%
Canada	<b>195,390</b>	n/a	66%	<b>103,193</b>	n/a	34%

As a country, approximately two-thirds of all distributions were of the English variety leaving the other third to be French. As would be expected Quebec was the largest market for French products while many of the Maritime and Western provinces reached the 90 percentile for English distributions. Even, Ontario favoured English supplies, as they totalled 90% of their overall distributions in 2008-09. New Brunswick has the most even distribution total of any province having received materials that were 61% English and 39% French.

## DISTRIBUTION ANALYSIS BY PROVINCE

[See appendices 7a & 7b]

### ALBERTA

Material Distribution (2008-09)	9,181
Difference from 2007-08	(-3,109)
Language Breakdown	E95% - F5%
Material Distributed to Schools	8,711
Percentage of Students Reached	1.9% (-0.9%)

In 2008-09, Alberta experienced a 25% decrease in overall distribution which attributed to 3% of the national distribution, reaching its lowest point in three years. Alberta also heavily favours English products totalling 95% of all requests. In terms of student reach, it is estimated that only 2% of Albertan students would have been exposed to public awareness distributions, a minor decrease from the previous year.



## BRITISH COLUMBIA

Material Distribution (2008-09)	15,892
Difference from 2007-08	(-10,646)
Language Breakdown	E91% - F9%
Material Distributed to Schools	10,362
Percentage of Students Reached	2.0% (-1.1%)

In 2008-09, British Columbia experienced a substantial decrease in overall distribution. The province was sent 40% less material and only attributed for 5% of the overall national distribution. BC statistics showed that the province favours English products, which totalled for 91% of all requests. Looking at schools, it is estimated that only 2% of British Columbian students would have received public awareness distributions, a decrease from the previous year's totals. Despite the drop-off, distribution numbers were still up 5,849 from totals in 2006-07.

## MANITOBA

Material Distribution (2008-09)	13,211
Difference from 2007-08	(-3,914)
Language Breakdown	E92% - F8%
Material Distributed to Schools	11,823
Percentage of Students Reached	7.3% (+0.8%)

In 2008-09, Manitoba had a minor decrease in its overall distribution. The province was sent approximately 4,000 less materials and attributed for 4% of the overall national distribution. Manitoba, like all other western provinces favoured English products, finishing at 92% of all requests. In terms of students, despite the decreased product more schools were reached than in 2007-08 and as an estimated that 7.3% of Manitoban students received public awareness distributions. This year marked the first time in over three years that distribution levels dropped below 17,000.

## NEW BRUNSWICK

Material Distribution (2008-09)	24,877
Difference from 2007-08	(+21,917)
Language Breakdown	E61% - F39%
Material Distributed to Schools	21,236
Percentage of Students Reached	22.9% (+20.5%)

In 2008-09, New Brunswick experienced the second largest increase in distribution in the country and had the largest percent change. The province was sent almost seven and a half times more supplies than last year and attributed for 8% of the overall national distribution. New Brunswick had the most even language distribution of all provinces splitting at 61-39. Educationally, the substantial increase in materials proved beneficial for students as it is estimated that 22.9% of New Brunswick students, an increase of 20.5%, received public awareness distributions. These increases are coming off the heels of substantial decreases the previous two years.

## NEWFOUNDLAND & LABRADOR

Material Distribution (2008-09)	1,317
Difference from 2007-08	(-4,355)
Language Breakdown	E74% - F26%
Material Distributed to Schools	1,180
Percentage of Students Reached	1.9% (-4.0%)

In 2008-09, Newfoundland and Labrador experienced a decrease in its overall distribution. The province was only provided with 1,317 supplies, 79% less material than last year, and attributed for less than one per cent of the overall national distribution. Newfoundland had a fairly even split in language distribution joining NB as the only provinces who were close. Also, it is estimated that only 1.9% of students received public awareness distributions this year. This is likely the result of higher distribution in 2007-08 rather than a lack of interest.

## NORTHWEST TERRITORIES

Material Distribution (2008-09)	765
Difference from 2007-08	(+765)
Language Breakdown	E100% - F0%
Material Distributed to Schools	765
Percentage of Students Reached	10.7% (+10.7%)

In 2008-09, the Northwest Territories were supplied with 765 materials which a vast improvement from the zero that was ordered last year. Northwest Territories requests were completely English in 200-8-09. In terms of schools, it is estimated that 10.7% of students were issued public awareness distributions. This is a good starting point for the future; therefore totals should be a point of focus to observe how distribution varies in the coming years.

## NOVA SCOTIA

Material Distribution (2008-09)	18,369
Difference from 2007-08	(+8,121)
Language Breakdown	E95% - F5%
Material Distributed to Schools	14,193
Percentage of Students Reached	12.1% (+6.9%)

In 2008-09, Nova Scotia had a major increase (79%) in its overall distribution having been sent 8,121 more supplies than last year. The province was also able to attribute for 6% of the overall distribution. Nova Scotia, like Alberta, also heavily favours English products, totalling 95% of all requests. In addition, it has been estimated that 12.1% of students received public awareness distributions, a 6.9% increase from 2007-08.

## NUNAVUT

Material Distribution (2008-09)	275
Difference from 2007-08	(+274)
Language Breakdown	E100% - F0%
Material Distributed to Schools	275
Percentage of Students Reached	4.3% (+4.3)

In 2008-09, Nunavut had a substantial increase in its overall distribution having reached triple digits after receiving a mere one in 2007-08. Although the increases are positive the province hasn't been able to repeat the distribution level received in 2006-07. Nunavut, like NT, was completely English in its 2008-09 distributions but as expected more students were reached by the increased distributions, reaching 4.3% in 2008-09.

## ONTARIO

Material Distribution (2008-09)	104,191
Difference from 2007-08	(+6,459)
Language Breakdown	E89% - F11%
Material Distributed to Schools	76,931
Percentage of Students Reached	4.7% (+0.4%)

In 2008-09, Ontario continued to be the most lucrative market for overall distribution. Ontario reached 104,191 supplies and became the only province to reach the hundred-thousand mark. Ontario surprisingly favoured English products reaching a total of 89% of all their requests. However, the increase in distributions didn't result in a greater number of



schools being reached as it is estimated that 4.7% of students received public awareness distributions, up minutely from the 4.3% last year. Ontario has consistently improved its overall distribution over the past three years leading the country during that entire period and attributing for 35% of the total distribution in 2008-09.

## PRINCE EDWARD ISLAND

Material Distribution(2008-09)	1,207
Difference from 2007-08	(-3014)
Language Breakdown	E99% - F1%
Material Distributed to Schools	683
Percentage of Students Reached	3.5% (-7.8%)

In 2008-09, Prince Edward Island experienced a decrease in overall distribution following a trend that has developed with many provinces. After experiencing an increase in distribution over the past two years PEI dropped to only 1,207 supplies, a 71% drop from 2007-08. PEI more than heavily favoured English products as their distributions were 99% in English. Student-wise, only an estimated 3.5% of students received public awareness distributions.

## QUÉBEC

Material Distribution(2008-09)	85,778
Difference from 2007-08	(+24,016)
Language Breakdown	E11% - F89%
Material Distributed to Schools	83,642
Percentage of Students Reached	8.8% (+4.5%)

In 2008-09, Quebec experienced the largest single increase in overall distribution in the country. Quebec improved its totals to 85,778, an increase of 24,016 (39%). With this substantial increase the province has been able to double its distribution in the past three years and attributed for 29% of this year's overall distribution. Quebec was the mirror image of Ontario favouring French products at a rate of 89%. It was an all around positive year for Quebec as 8.8% students received public awareness distributions up 4.3% from last year.

## SASKATCHEWAN

Material Distribution (2008-09)	12,083
Difference from 2007-08	(-4172)
Language Breakdown	E93% - F7%
Material Distributed to Schools	9,533
Percentage of Students Reached	6.6% (+1.1%)

In 2008-09, Saskatchewan experienced a decrease in overall distribution but has been able to keep the distribution numbers consistent over a three year period. Saskatchewan joins the long list of provinces that favours English products have a total distribution of 93% in that language. Despite losing over 4,000 supplies it is estimated that 6.6% of students were issued public awareness distributions, an increase from last year. 2008-09 distributions remained above the totals posted two years ago by over 2,000 supplies.

## YUKON

Material Distribution (2008-09)	0
Difference from 2007-08	(-6)
Language Breakdown	E0% - F0%
Material Distributed to Schools	N/A
Percentage of Students Reached	N/A

In 2008-09, the Yukon Territories continued to decrease in terms of overall distributions. After having a mere six in 2007-08 the territory plummeted to zero this year. Yukon successfully reached 776 supplies in 2006-07 but has been on a steady slide downward since then.

## CANADA

Material Distribution (2008-09)	297,944
Difference from 2007-08	(+31,882)
Language Breakdown	E66% - F34%
Material Distributed to Schools	239,394
Percentage of Students Reached	5.7% (+1.6%)

## PRODUCT ANALYSIS

### CANADIAN SKY POSTER

£ 39245  
F 14960

After having experienced an increase last year, requests for Canadian Sky Posters, in both languages, decreased in 2008-09. English posters took a larger hit as clients requested 79% (7,807) less posters than last year while French supplies decrease by 39% (2,005). Combined, overall poster distribution totalled 5,116, a substantial decrease (66%) from the 14,928 requested last year. [See appendix 8]

### PERIODIC TABLE OF ELEMENTS POSTER

14564  
7489

This year distribution of periodic table of element posters experienced a decrease, in both languages, after having increased the previous two years. English distribution decreased by 51%, or 4,937, while French product was down 61% (2,128). As a whole distribution of periodic table charts dropped 51%, going from 13,087 in 2007-08 to 6,022 in 2008-09. [See appendix 9]

### PERIODIC TABLE STUDENT HANDOUT

131940

The distribution of the period table of elements student handouts to the Francophone population saw a major increase of 124% in 2008-09. A total of 37,920 supplies were fielded this year compared to the 16,904 in 2007-08 for the French product. English handouts, however, were not as successful and actually experienced a minor decrease of 4%. Despite, the decrease in English handouts, this product was the most requested item in 2008-09. The PTE handouts combined for a total of 107,964, up 19%, from the 90,373 requested last year [See appendix 10]

### BIOLOGY DIVIDERS

54 338  
+ 54 883  
10921

Continuing the trends of the previous two years distribution of biology divider handouts increased once again in 2008-09. Overall distribution increased to 94,434 from 78,463 in 2007-08, a difference of 20% or 15,971 dividers. As was the case last year, despite the 20% increase, its distribution still falls below those for the periodic table of elements student handout (13,590 less). [See appendix 11]



## WEBSITE RULERS

77 919  
The Website ruler continued to gradually increase its overall distribution in 2008-09, easily eclipsing the amount from 2007-08. Public awareness distributed 67,088 rulers this year compared to 50,459 last year, an increase of 32% or 16,629 rulers. This increase was the second largest of any product, falling just short of surpassing the ever popular periodic table handout. Over the past four years this product has been increasing steadily and has seen its overall distribution increase 144% since 2005-06, a total of 38,554 rulers. [See appendix 12]

## NRC 90<sup>TH</sup> EDUCATIONAL POSTER

17435  
7590  
Last year's new addition to the program, the NRC 90<sup>th</sup> educational poster took a step backwards in 2008-09. In its second year of existence the item remained the most popular poster, however still experienced a 41% decrease. Both the English and French version of the poster decreased by over 3,200 attributing to an overall distribution of 9,307 in 2008-09, down from the 15,851 last year. Once again there were more English-language posters distributed than French-language, but the difference was more than last year jumping to 3,000 rather than 2,000. [See appendix 13]

## CONCLUSIONS

- There was an increase in the initial distribution (3,816 supplies), as well as the overall distribution (298,196) in 2007-08.
- The initial distribution to Members of Parliament initiative experienced a major setback dropping to a mere 3,115 material being requested.
- Schools had the highest requests for materials attributing for 81% of all distribution in 2008-09. School boards continued to receive initial distribution packages but presumably just handed them directly to the schools.
- Events, science programs, libraries and resource centres all experienced increased distribution this year after having seen decreases the past few years.
- International distribution increased both in the United States (who requested 50 supplies, up from the zero last year) and as well overseas supplies which experienced an increase of twelve times the amount last year.

- Orders through the online form on the website saw another substantial increase and yet again were the most popular type of request, attributing for 72% of all distribution requests.
- The reach of distribution to school-aged students increased for the majority of provinces and territories, this the result of the increase in school requests and increased overall distribution.
- All poster supplies experienced a decrease in distribution while periodic table handouts, website rulers and biology dividers all increased.
- Two-thirds (66%) of all distributed materials in 2008-09 were English with the West and Maritime provinces being the most lop-sided. Quebec maintained the largest distribution of French products while New Brunswick had the most even distribution numbers in terms of language.
- Overall distribution as increased each of the past four years and the same can be said about requests from schools. Therefore the public awareness program's goal of targeting the student population seems to be working at a successful rate.

## POSSIBLE EXPLANATIONS

The increase in overall distribution is the result of many factors such as the increased number of schools that were reached by public awareness distributions this year. The doubling of initial distributions and the sharp increases in supply circulation, in both New Brunswick and Quebec especially, allowed for numbers to be higher than last year despite the decreases that some products experienced over the past year.

As mentioned schools attributed for 81% of overall distributions in 2008-09 and increased to over 240,000 supplies received. The increase can likely be explained by the fact that eight provinces were able to increase they're estimated student reach this year. Also, students and teachers alike were aided by school boards, which experienced a decrease in distribution, passing off materials directly the schools themselves. The outreach program is continuing a tradition to better expose students to educational materials.

As was a goal outline in 2007-08, events and science programs saw they're respective distributions increase this past year. A better job targeting these groups and increased focus on providing initial materials to new and old contacts all contributed to the success. It is essential that the outreach program continue



to target events and science programs especially since it is not always possible to have a representative present.

However not all products had a strong 2008-09 in terms of overall distribution as all poster circulation experienced decreases. This can likely be attributed to the success of last year's introductory 90<sup>th</sup> education poster, as increased distribution in 2007-08 perhaps led to contacts not needing to replenish their stock. Same can be said about the sharp decrease in Member of Parliament distribution as the success of last year contributed to the lower totals this year, therefore these totals should be monitored closely next year to determine whether a change is required.

Finally, the continual increase use of the online order form is easily explained by one word: efficiency. It is more efficient and less time consuming than sending requests by mail; therefore the NRC should encourage contacts to use the website. It would be expected that this trend will continue into the future, however this does not necessarily mean that the other forms of request are to be dismissed as they are an important part of the outreach program.

## **FINAL ANALYSIS**

Based on the trends of the past four years it might be safe to assume the overall distributions will continue to increase if the science outreach program is successful at retaining old contact and attracting new ones.

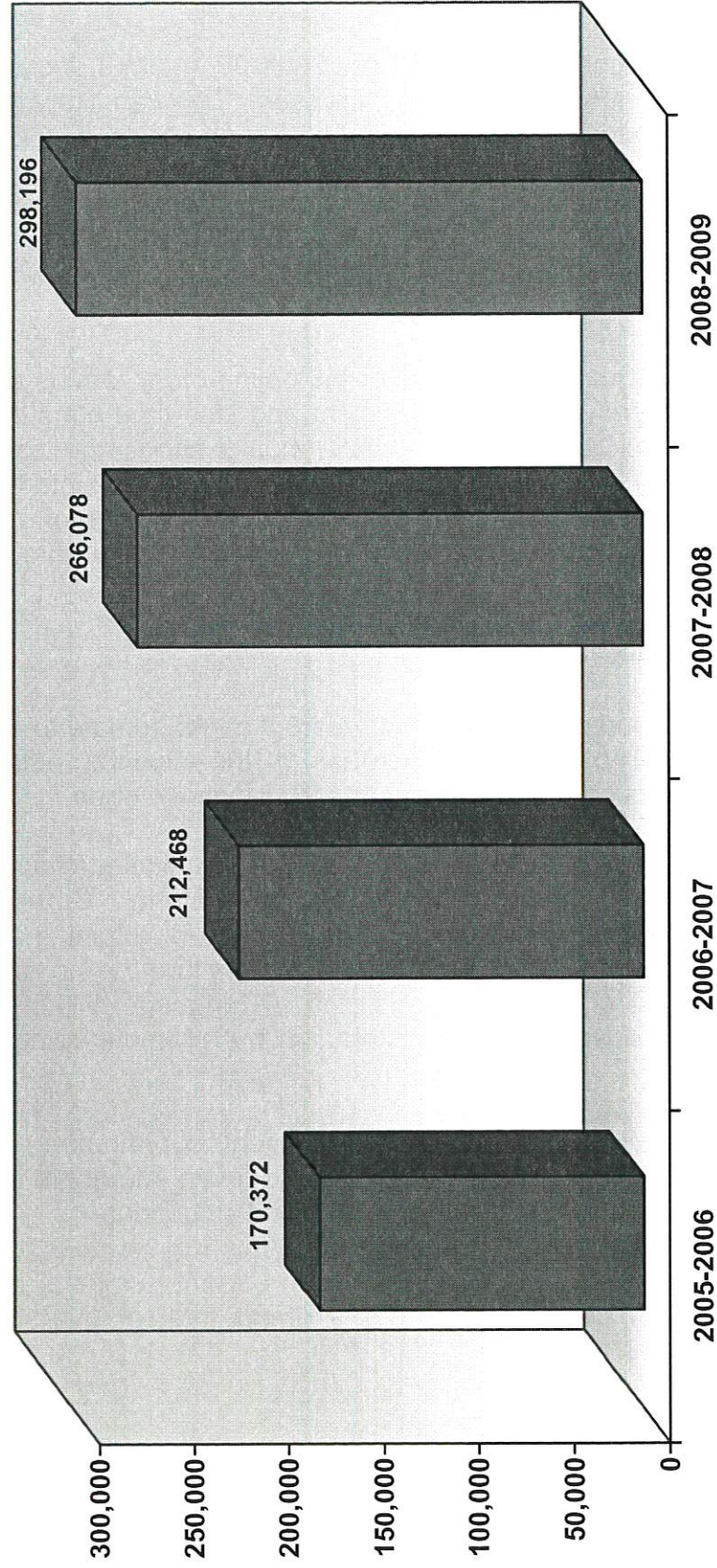
Some fair and reasonable goals for next year may include increasing the level of national students exposed to educational material. Currently sitting at an estimated 5.7%, public awareness should shoot for attaining anywhere in the 7-10% range. Also, the program may want to explore the possibility of increasing the national split of products distributed by language. Aiming for a 60-40 split would not only ensure greater distribution but promote bilingualism throughout the country.

Maintained focus on groups such as event coordinators, science outreach programs, school and school boards and even Members of Parliament will continue to benefit overall public awareness distribution.

Although not a monumental increase from current numbers, it should be a goal for the outreach program to reach a grand total of over 300,000 in overall distribution in 2009-10.

APPENDIX 1 - Overall Distribution Comparison from 2005-2009

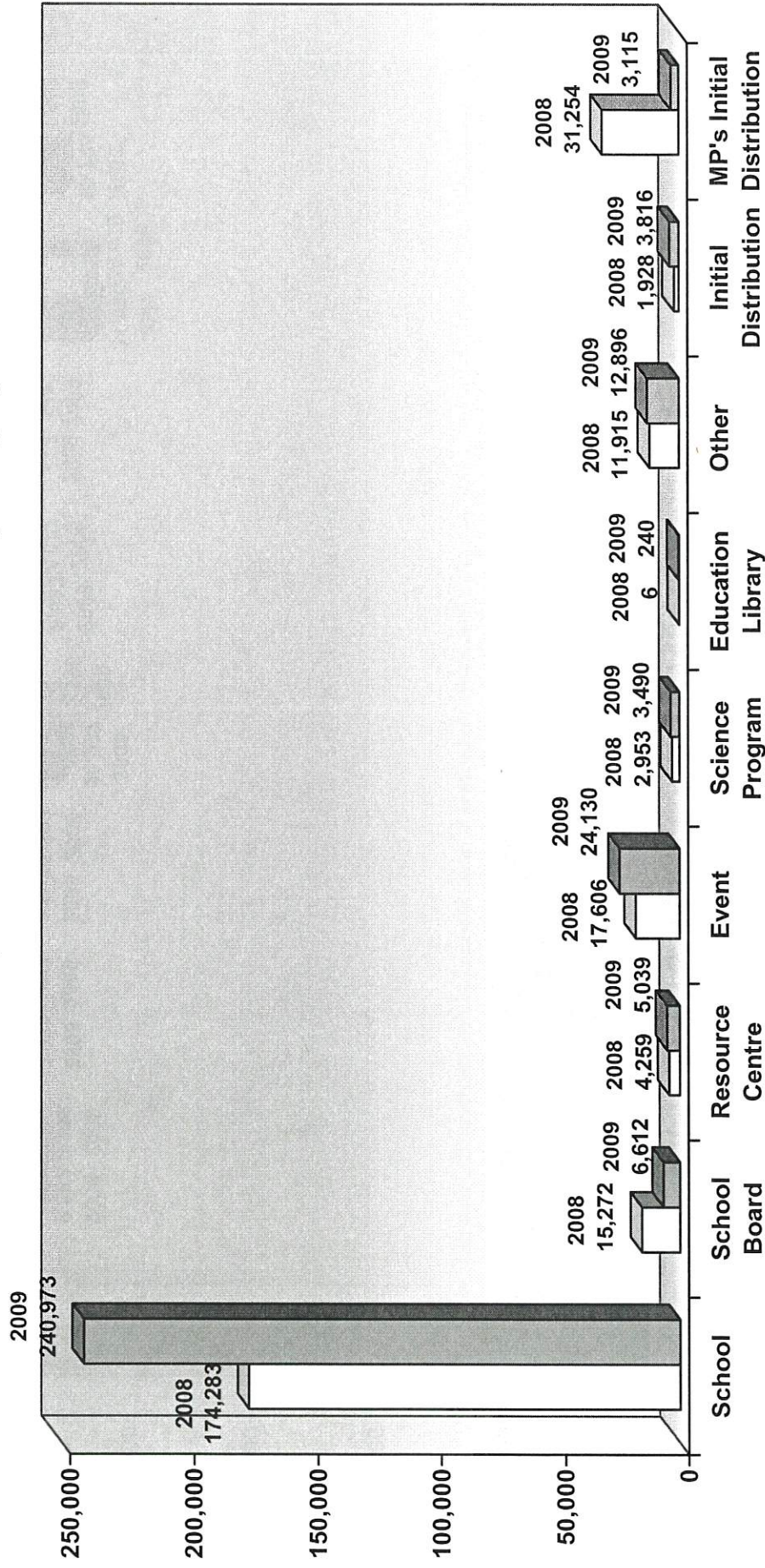
**PUBLIC AWARENESS DISTRIBUTION**  
**All Products - English & French**





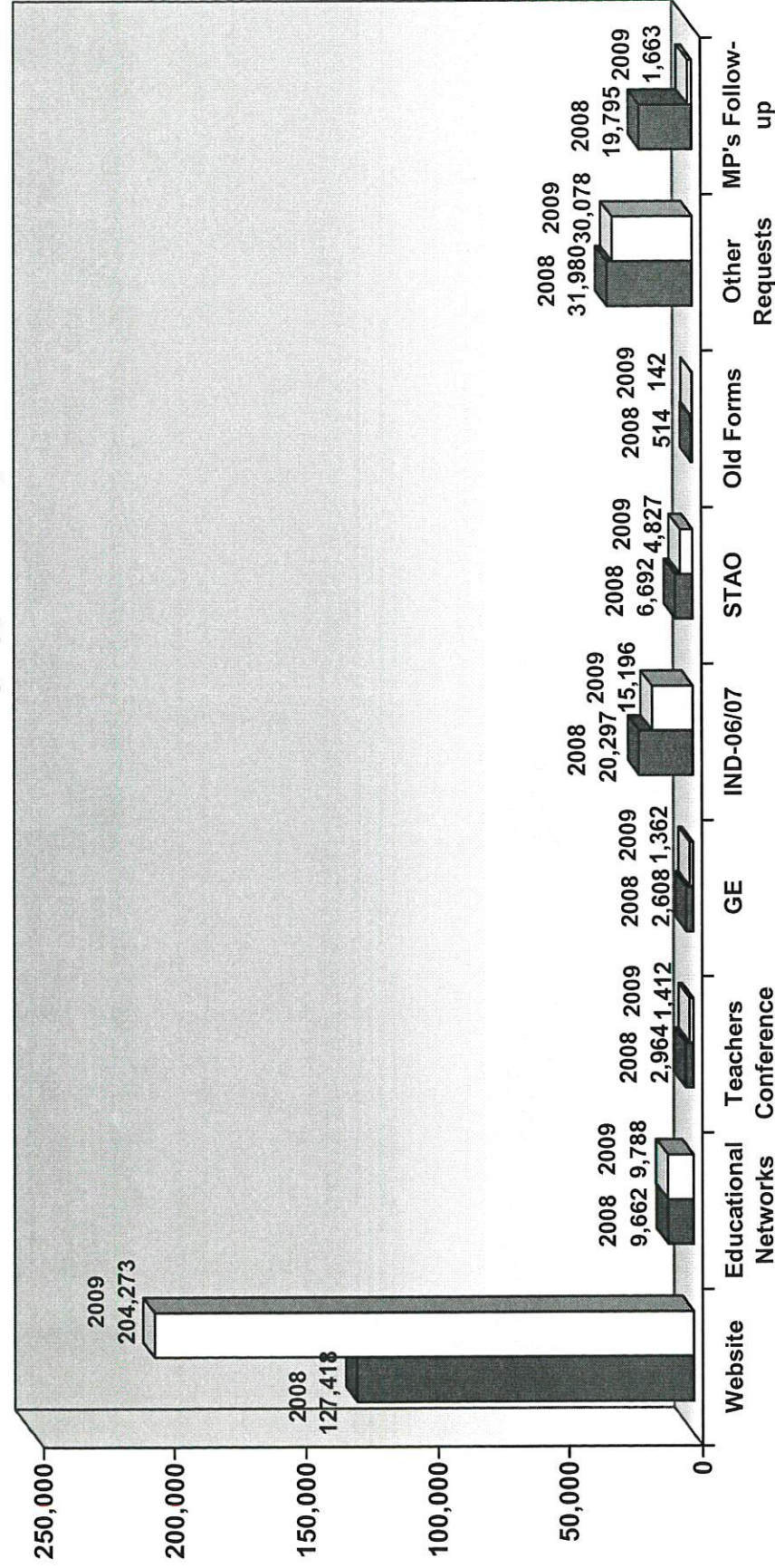
APPENDIX 2 – Total Distribution by Category for 2007-2008

**PUBLIC AWARENESS DISTRIBUTION**  
**2008 - 2009 Comparison Total Distribution by Category**



APPENDIX 3 – Total Distribution by Type of Request for 2008-2009

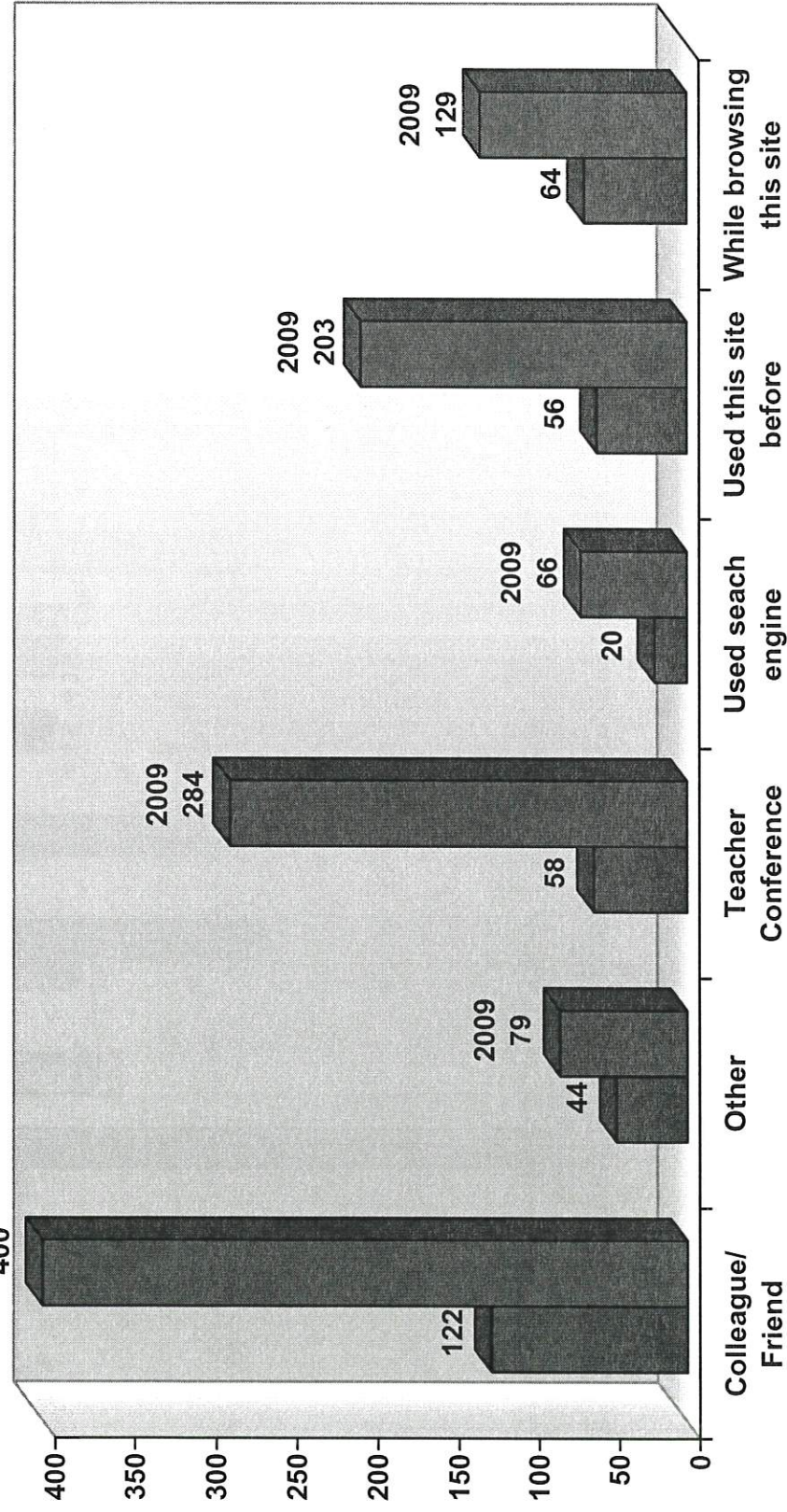
**PUBLIC AWARENESS DISTRIBUTION**  
**2008 - 2009 Total Distribution by Type of Request**





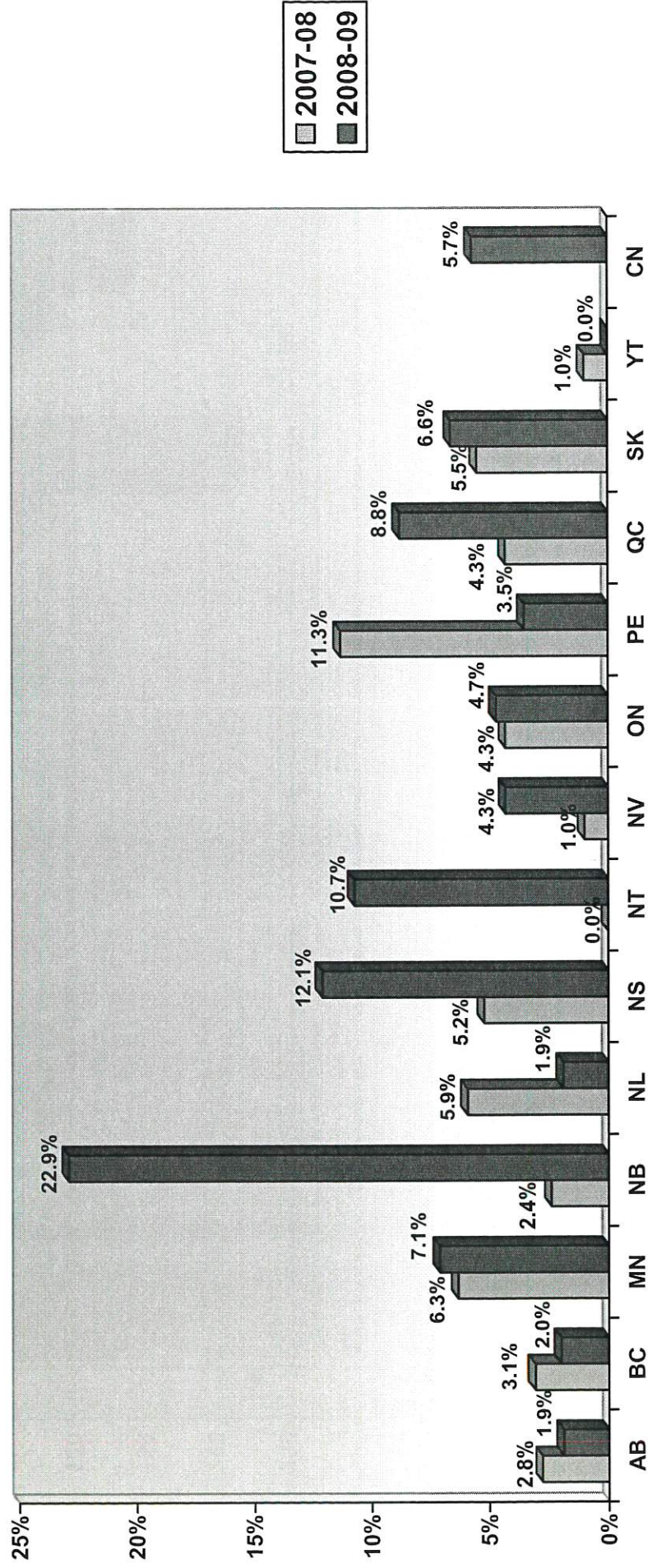
# APPENDIX 4 – Total Website Request by Online User Categories for 2007-2009

## PUBLIC AWARENESS DISTRIBUTION 2008-2009 Website by Categories



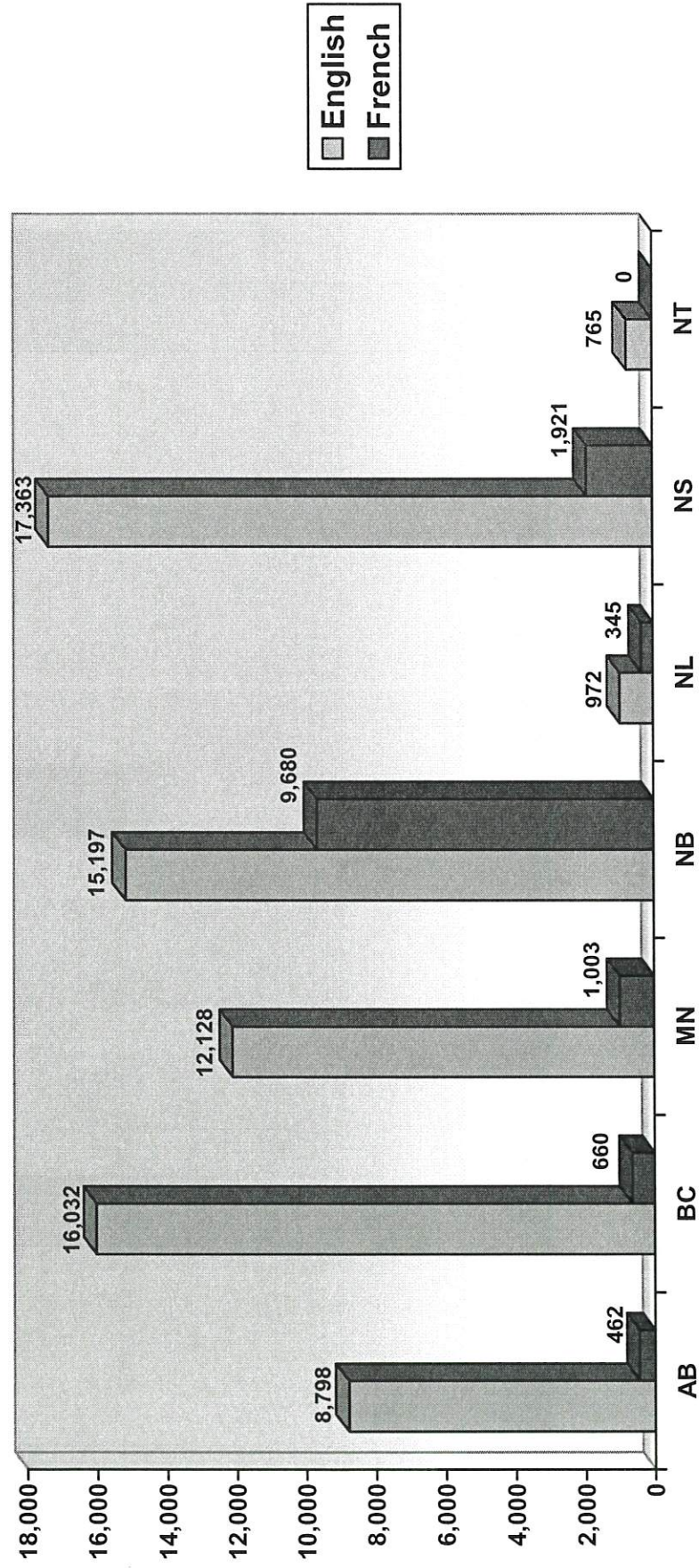
# APPENDIX 5 – Percentage of Students Reached by Province from 2006-2008

## **PUBLIC AWARENESS DISTRIBUTION** **Percentage of Students Reached Per Province 2007-2009**

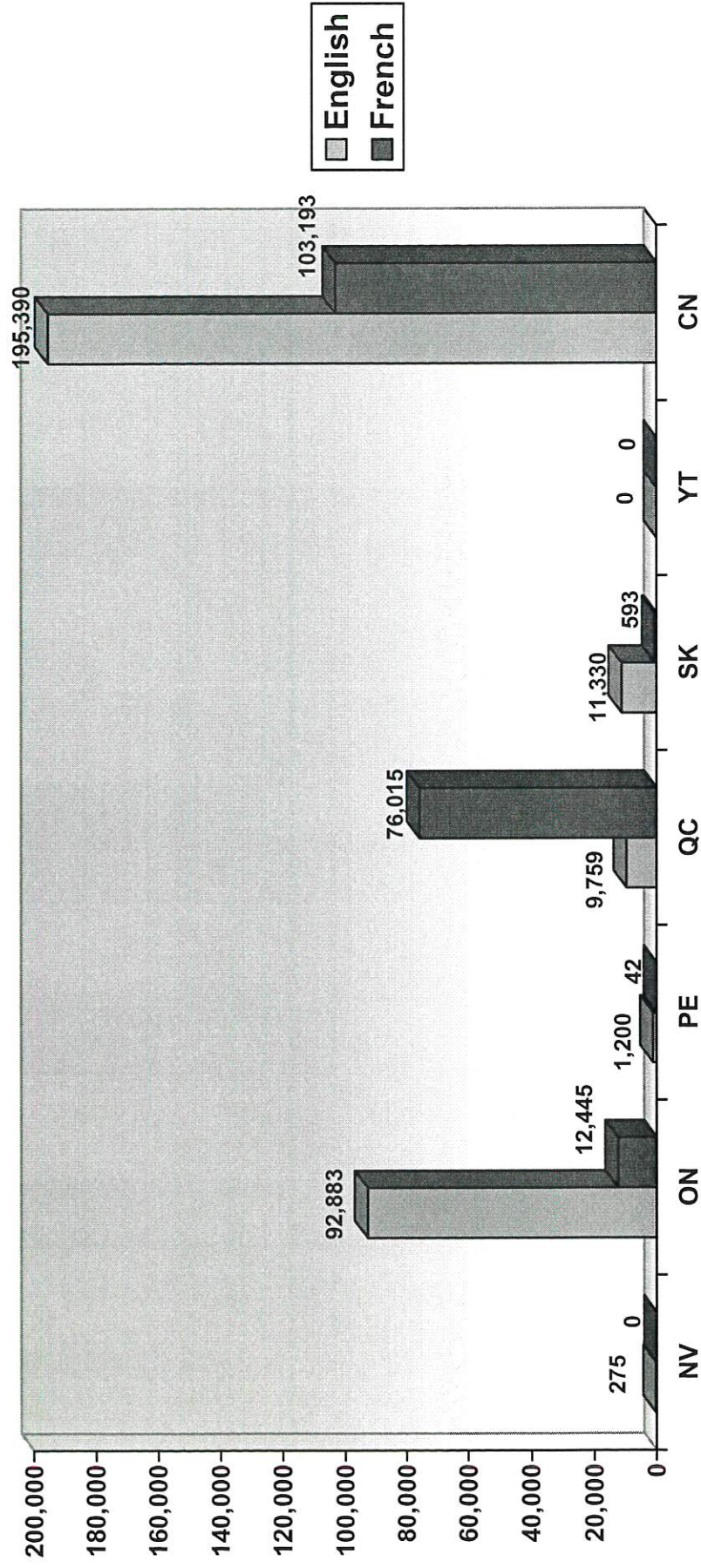




**PROVINCIAL DISTRIBUTION BY LANGUAGE 2008-2009**  
(Alberta-Northwest Territories)

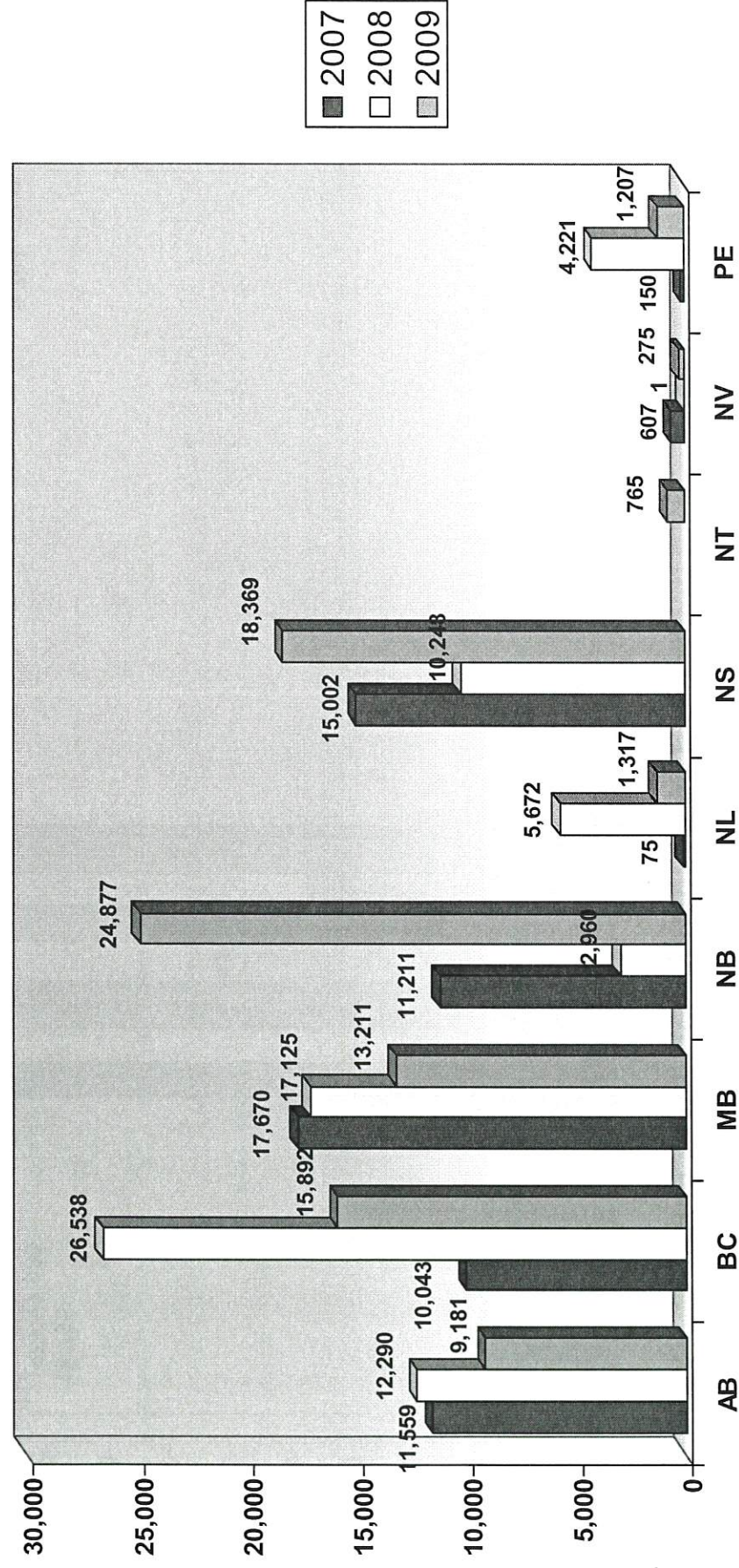


### PROVINCIAL DISTRIBUTION BY LANGUAGE 2008-2009 (Nunavut-Yukon Territories)

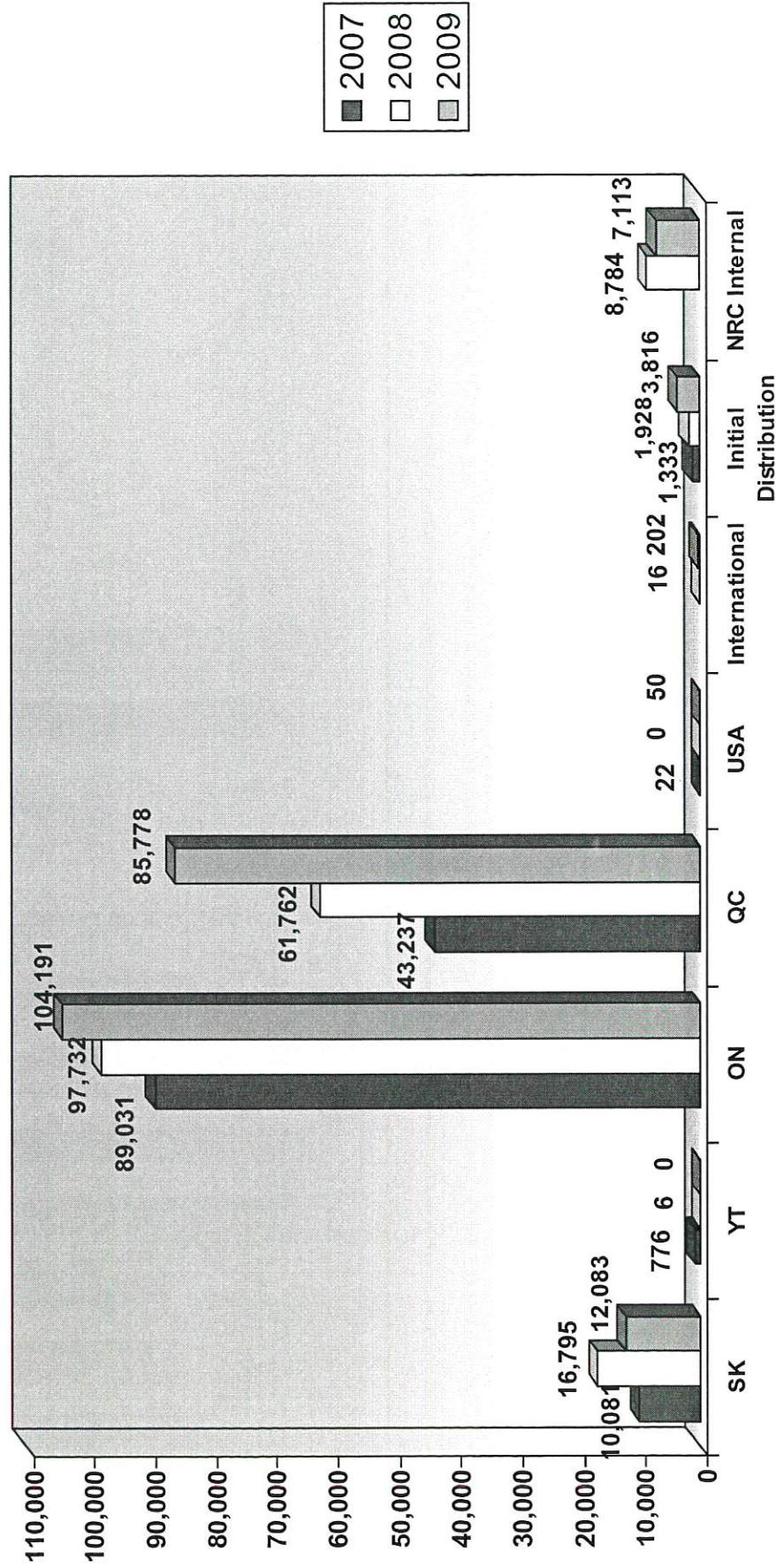




# **PUBLIC AWARENESS DISTRIBUTION** **2007 - 2009 Comparison Total Distribution by Province**



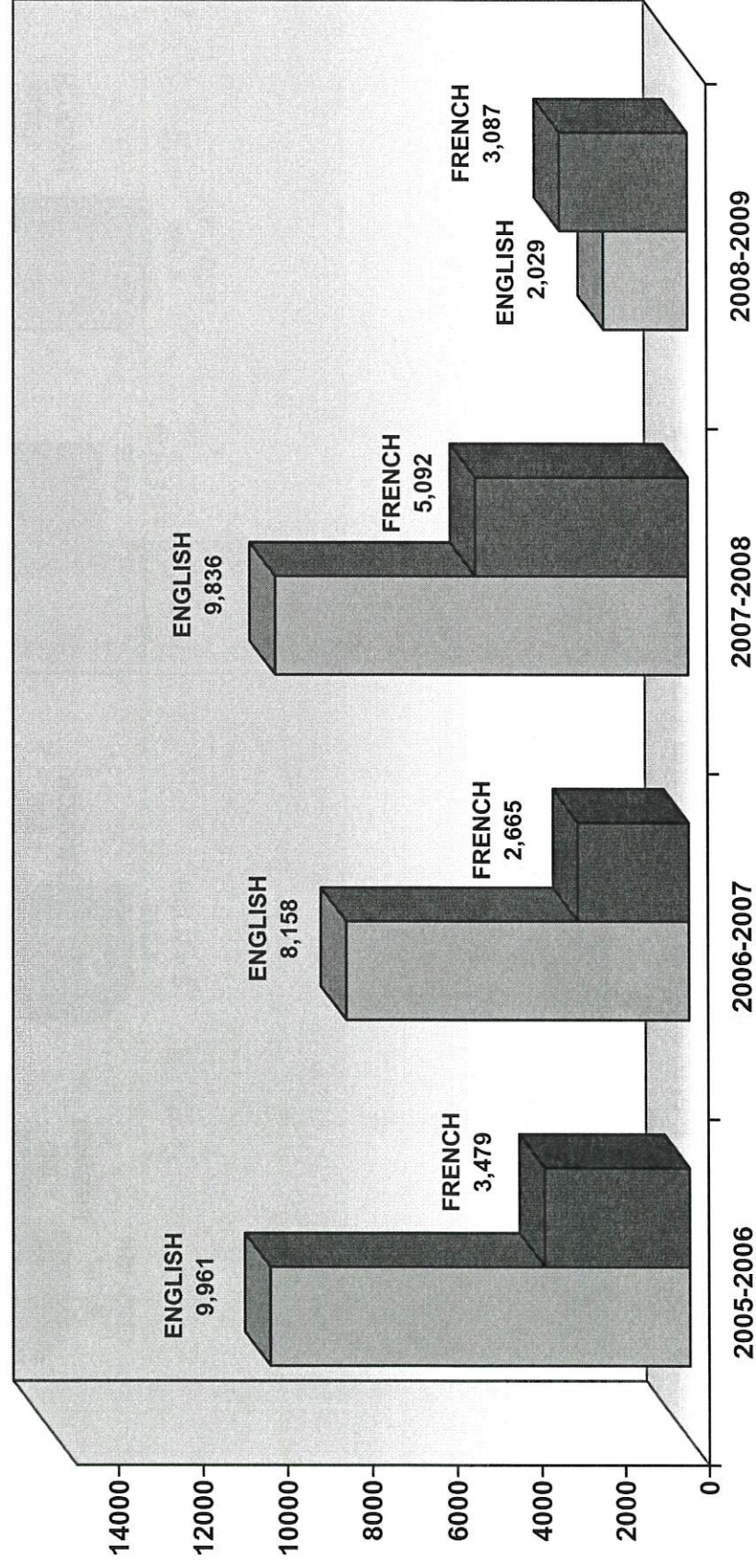
# **PUBLIC AWARENESS DISTRIBUTION** **2006 - 2007 Comparison Total Distribution by Province**





APPENDIX 8 – Canadian Sky Posters Distribution 2006-2009

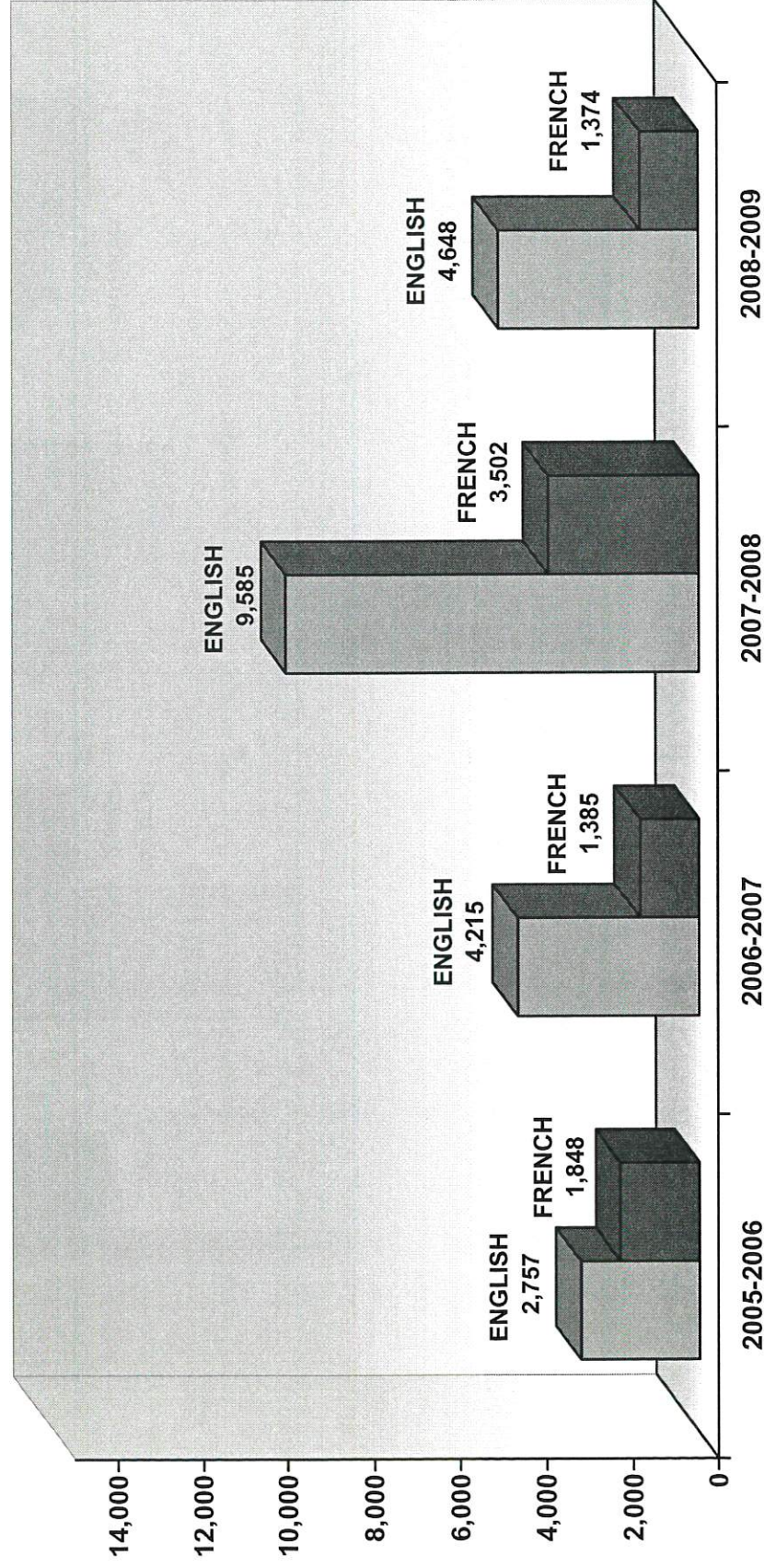
**PUBLIC AWARENESS DISTRIBUTION**  
**Canadian Sky Posters (English and French)**





APPENDIX 9 – Period Table of Elements Posters Distribution

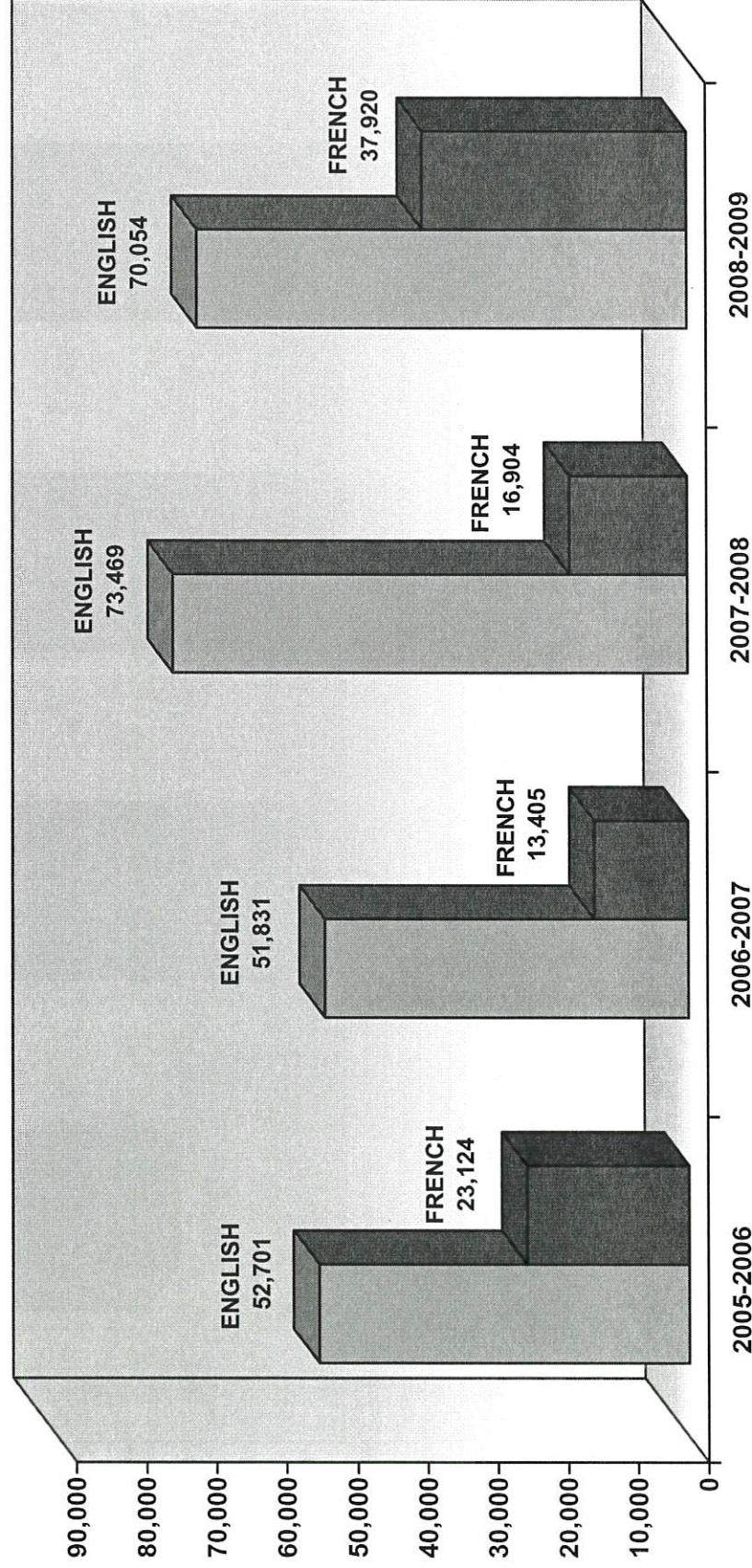
**PUBLIC AWARENESS DISTRIBUTION**  
**Periodic Table of Element Bilingual Posters**





APPENDIX 10 – Periodic Table Student Handouts Distribution

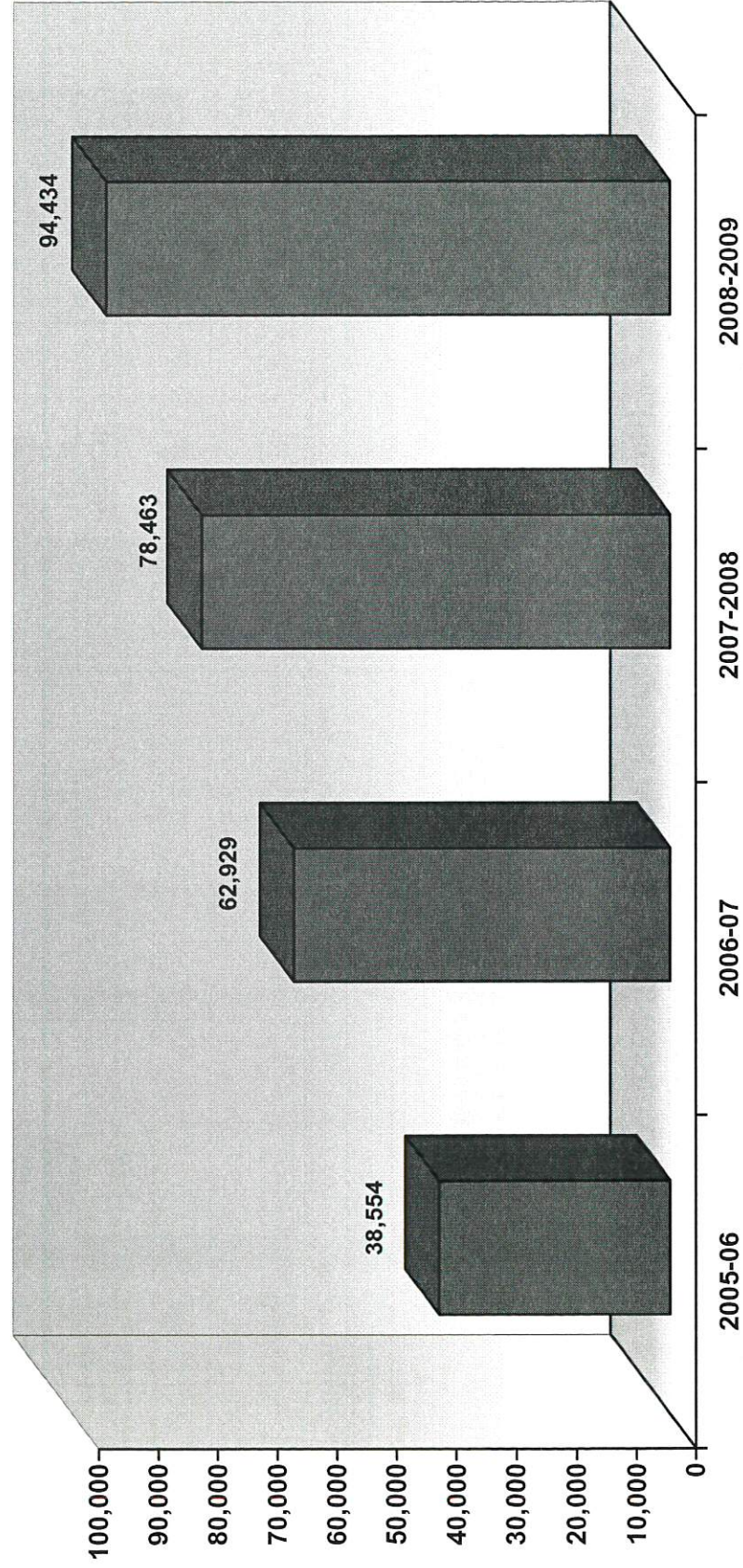
**PUBLIC AWARENESS DISTRIBUTION**  
**Periodic Table Student Handouts - (Bilingual)**





APPENDIX 11 – Biology Dividers Distribution

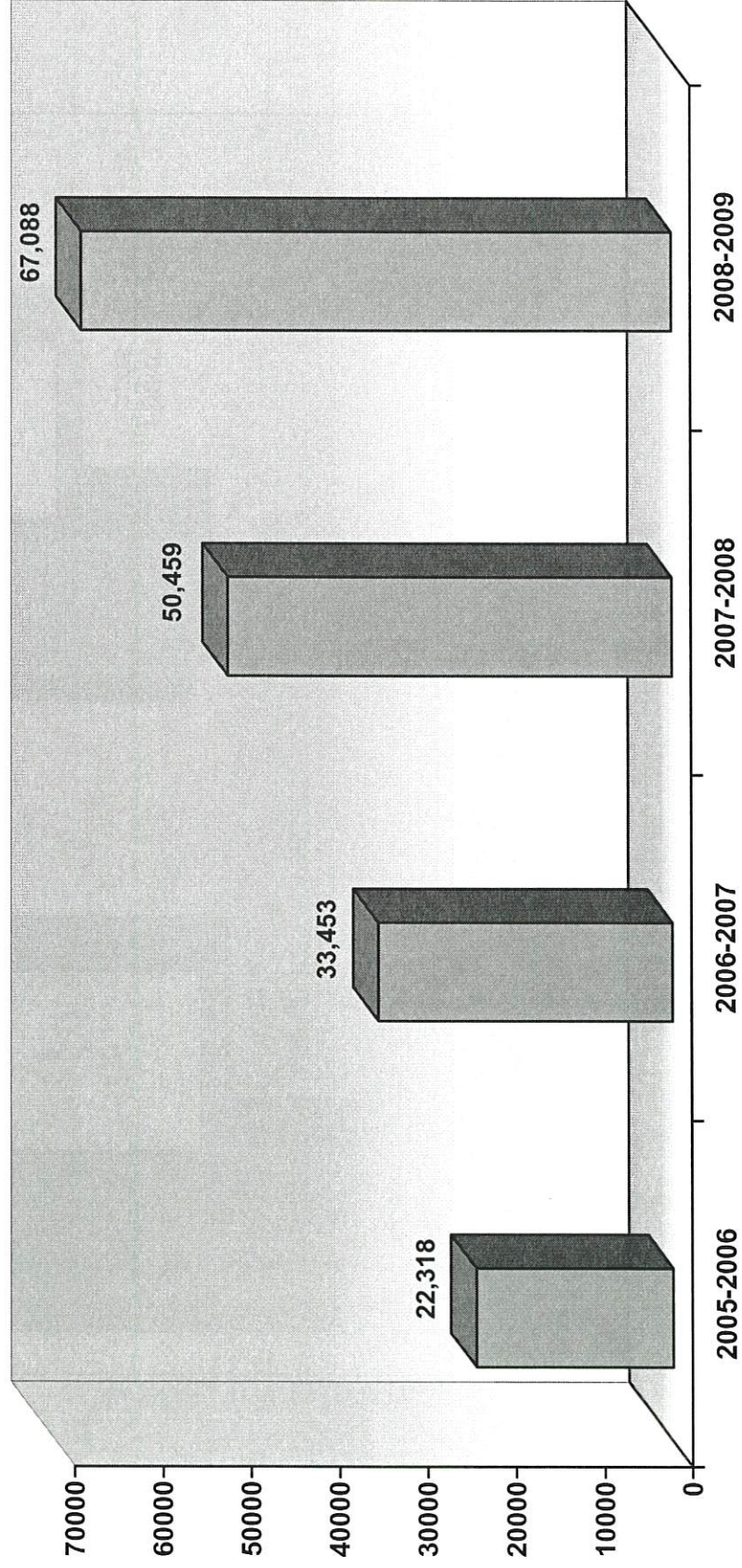
**PUBLIC AWARENESS DISTRIBUTION**  
**Biology Dividers (New Product in 2005)**





APPENDIX 12 – Website Rulers Distribution

**PUBLIC AWARENESS DISTRIBUTION**  
**Website Rulers**



APPENDIX 13 – NRC 90<sup>th</sup> Educational Posters Distribution

**PUBLIC AWARENESS DISTRIBUTION  
NRC 90th Educational Poster**

