




Voice of the Scout™ Findings – Spring 2016






BOY SCOUT PARENTS


Want fun activities that reinforce values and lead to life-long success!



While Scouting is fantastic way for a boys to learn leadership skills and develop a strong sense of citizenship, it is not for every boy.



Scouting is an amazing opportunity for boys to learn vital life skills, gain knowledge in a host of career opportunities, make life-long friends and have life long memories.



Would be higher but I'm more cautious about telling others to get started as I don't completely trust the National level of BSA right now. Scouting is on probation for us because of the membership changes. If the program changes to include references to sexuality, we're leaving.



National Trends: Boy Scouts/Venturers/Sea Scouts – Spring Surveys

BOY SCOUTS/VENTURERS	Spring 2012	Spring 2013		Spring 2014	Spring 2015		Spring 2016
Net Promoter Score® Question (in bold)	5,567 Responses	13,821 Responses	Membership Standards Change/Membership Fee Change	5,221 Responses	7,706 Responses	Leadership Standards Change	11,818 Responses
Driver Questions	7.5% Response Rate	7.2% Response Rate		3.7% Response Rate	3.3% Response Rate		4.4% Response Rate
If asked, how likely would you be to recommend Scouting to your friends?	33.9	34.4		19.7	23.4		25.6
Being in Scouting makes me feel like I am part of something bigger than myself.	73.5%	74.5%		67.3%	67.7%		68.9%
Life skills that I have learned in Scouting are very valuable.	89.2%	90.5%		87.0%	86.4%		87.9%
I have a lot of respect for my unit's youth leaders.	73.0%	78.6%		71.9%	73.3%		74.6%
Scouting includes activities that I am interested in.	81.9%	86.0%		77.4%	81.6%		82.7%
Outdoor activities are a key component of our Scouting program.	85.4%	88.5%		84.1%	88.7%		89.2%
Our meetings are a good use of my time.	51.6%	57.6%	47.0%	47.1%	48.1%		
My parents are very supportive of the Scouting program.	93.5%	92.8%	89.9%	93.6%	92.9%		



Indicates top 3 drivers in each segment for spring 2016

	Spring 2012	Spring 2013		Spring 2014	Spring 2015		Spring 2016
Promoters	52.1%	51.8%		44.3%	45.3%		46.7%
Passives	29.7%	30.8%		31.1%	32.8%		32.2%
Detractors	18.2%	17.4%		24.6%	21.9%		21.1%



National Trends: Boy Scouts/Venturers/Sea Scouts – All Surveys

BOY SCOUTS/VENTURERS	Spring 2012	Fall 2012	Spring 2013	Membership Standards Change/ Membership Fee Change	Fall 2013	Spring 2014	Fall 2014	Spring 2015	Leadership Standards Change	Fall 2015	Spring 2016
Net Promoter Score® Question (in bold)	5,567 Responses	5,088 Responses	13,821 Responses		5,629 Responses	5,221 Responses	8,175 Responses	7,706 Responses		9,968 Responses	11,818 Responses
Driver Questions	7.5% Response Rate	3.3% Response Rate	7.2% Response Rate	4.2% Response Rate	3.7% Response Rate	3.9% Response Rate	3.3% Response Rate	4.0% Response Rate	4.4% Response Rate		
If asked, how likely would you be to recommend Scouting to your friends?	33.9	29.8	34.4	17.8	19.7	27.6	23.4	20.5	25.6		
Being in Scouting makes me feel like I am part of something bigger than myself.	73.5%	71.6%	74.5%	68.5%	67.3%	67.7%	67.7%	66.4%	68.9%		
Life skills that I have learned in Scouting are very valuable.	89.2%	88.6%	90.5%	86.1%	87.0%	85.9%	86.4%	85.1%	87.9%		
I have a lot of respect for my unit's youth leaders.	73.0%	72.6%	78.6%	73.4%	71.9%	70.7%	73.3%	71.9%	74.6%		
Scouting includes activities that I am interested in.	81.9%	81.7%	86.0%	81.3%	77.4%	81.9%	81.6%	80.5%	82.7%		
Outdoor activities are a key component of our Scouting program.	85.4%	85.5%	88.5%	85.7%	84.1%	87.5%	88.7%	88.4%	89.2%		
Our meetings are a good use of my time.	51.6%	52.6%	57.6%	52.0%	47.0%	47.7%	47.1%	45.4%	48.1%		
My parents are very supportive of the Scouting program.	93.5%	90.9%	92.8%	88.8%	89.9%	94.6%	93.6%	92.3%	92.9%		

	Spring 2012	Fall 2012	Spring 2013	Fall 2013	Spring 2014	Fall 2014	Spring 2015	Fall 2015	Spring 2016
Promoters	52.1%	50.3%	51.8%	42.9%	44.3%	47.4%	45.3%	43.8%	46.7%
Passives	29.7%	29.1%	30.8%	32.0%	31.1%	32.7%	32.8%	32.9%	32.2%
Detractors	18.2%	20.5%	17.4%	25.1%	24.6%	19.8%	21.9%	23.3%	21.1%

Indicates top 3 drivers in each segment for spring 2016



National Trends: Boy Scout Parents – Spring Surveys

BOY SCOUT PARENTS	Spring 2012	Spring 2013		Spring 2014	Spring 2015		Spring 2016
Net Promoter Score® Question (in bold)	5,704 Responses	13,791 Responses	Membership Standards Change/Membership Fee Change	3,412 Responses	6,051 Responses	Leadership Standards Change	6,299 Responses
Driver Questions	10.7% Response Rate	14.9% Response Rate		6.7% Response Rate	7.1% Response Rate		7.5% Response Rate
How likely is it that you would recommend the Scouting program to other families and friends with Scout-aged boys?	63.2	61.4		45.5	61.4		59.2
Scouting is the best program around to help youth become successful in life.	72.4%	71.6%		62.9%	73.1%		71.3%
Scouting reinforces worthwhile values for my son.	92.3%	91.6%		83.2%	89.8%		89.4%
I appreciate the various opportunities to volunteer that are provided in Scouting.	77.3%	85.6%		76.6%	82.9%		81.6%
Scouting gives my son the opportunity to be a leader in his troop.	81.8%	89.8%		84.3%	86.3%		85.1%
I know where to get answers to most of my questions about Scouting.	70.5%	81.8%		72.4%	73.3%		70.5%
Scouting provides the activities my son enjoys.	85.7%	90.8%		82.4%	84.7%		83.9%
Scout meetings are a good use of my son's time.	66.6%	79.5%	63.5%	65.9%	65.4%		

	Spring 2012	Spring 2013		Spring 2014	Spring 2015		Spring 2016
Promoters	71.0%	72.6%		59.4%	69.9%		68.4%
Passives	21.3%	16.2%		26.7%	21.6%		22.4%
Detractors	7.8%	11.2%		13.9%	8.5%		9.2%

Indicates top 3 drivers in each segment for spring 2016



National Trends: Boy Scout Parents – All Surveys





BOY SCOUT PARENTS	Spring 2012	Fall 2012	Spring 2013		Fall 2013	Spring 2014	Fall 2014	Spring 2015		Fall 2015	Spring 2016
Net Promoter Score® Question (in bold)	5,704 Responses	5,566 Responses	13,791 Responses	Membership Standards Change/Membership Fee Change	6,231 Responses	3,412 Responses	10,030 Responses	6,051 Responses	Leadership Standards Change	7,642 Responses	6,299 Responses
Driver Questions	10.7% Response Rate	6.5% Response Rate	14.9% Response Rate		8.0% Response Rate	6.7% Response Rate	10.1% Response Rate	7.1% Response Rate		9.2% Response Rate	7.5% Response Rate
How likely is it that you would recommend the Scouting program to other families and friends with Scout-aged boys?	63.2	53.2	61.4		40.3	45.5	61.4	61.4		52.2	59.2
Scouting is the best program around to help youth become successful in life.	72.4%	66.7%	71.6%		60.8%	62.9%	72.3%	73.1%		67.2%	71.3%
Scouting reinforces worthwhile values for my son.	92.3%	87.3%	91.6%		80.0%	83.2%	89.5%	89.8%		85.8%	89.4%
I appreciate the various opportunities to volunteer that are provided in Scouting.	77.3%	74.1%	85.6%		75.2%	76.6%	83.6%	82.9%		80.3%	81.6%
Scouting gives my son the opportunity to be a leader in his troop.	81.8%	80.0%	89.8%		82.8%	84.3%	87.6%	86.3%		84.6%	85.1%
I know where to get answers to most of my questions about Scouting.	70.5%	69.9%	81.8%		71.5%	72.4%	73.7%	73.3%		69.8%	70.5%
Scouting provides the activities my son enjoys.	85.7%	84.9%	90.8%	85.3%	82.4%	85.1%	84.7%	83.0%	83.9%		
Scout meetings are a good use of my son's time.	66.6%	66.2%	79.5%	67.2%	63.5%	66.3%	65.9%	63.8%	65.4%		

	Spring 2012	Fall 2012	Spring 2013		Fall 2013	Spring 2014	Fall 2014	Spring 2015		Fall 2015	Spring 2016
Promoters	71.0%	64.0%	72.6%		57.5%	59.4%	70.2%	69.9%		63.9%	68.4%
Passives	21.3%	25.2%	16.2%		25.3%	26.7%	21.0%	21.6%		24.4%	22.4%
Detractors	7.8%	10.8%	11.2%		17.2%	13.9%	8.8%	8.5%		11.7%	9.2%


Indicates top 3 drivers in each segment for spring 2016



National Trends: Youth-facing Volunteers – Spring Surveys

YOUTH-FACING VOLUNTEERS	Spring 2012	Spring 2013		Spring 2014	Spring 2015		Spring 2016
Net Promoter Score® Question (in bold)	33,992 Responses	130,197 Responses	Membership Standards Change/ Membership Fee Change	77,762 Responses	51,014 Responses	Leadership Standards Change	51,274 Responses
Driver Questions	9.2% Response Rate	21.9% Response Rate		12.9% Response Rate	7.6% Response Rate		7.9% Response Rate
How likely is it that you would recommend volunteering in the Scouting Program to other friends or acquaintances?	43.5	36.3		28.6	36.7		32.5
Through Scouting, I teach youth skills they cannot learn anywhere else.	69.7%	69.5%		65.5%	67.4%		65.5%
 I understand the unique benefits that Scouting provides to today's youth.	93.8%	93.5%		90.4%	88.6%		85.6%
 I have support from other leaders that helps me be an effective Scout leader.	74.8%	84.9%		75.7%	73.0%		71.3%
Attending roundtables helps me become a more effective leader.	35.8%	41.8%		30.6%	28.6%		29.0%
The council staff provides outstanding customer service.	51.6%	58.2%		49.7%	48.6%		49.1%
 I know where to go to get tools and resources to be a successful leader.	70.6%	80.0%	68.7%	69.4%	67.3%		
 Scouting is a great value for the money.	---	---	69.6%	74.3%	70.8%		

	Spring 2012	Spring 2013		Spring 2014	Spring 2015		Spring 2016
Promoters	55.8%	57.1%		47.7%	52.4%		50.9%
Passives	31.9%	22.1%		33.2%	31.9%		30.7%
Detractors	12.3%	20.8%		19.1%	15.7%		18.4%

 Indicates top 3 drivers in each segment for spring 2016



National Trends: Youth-facing Volunteers – All Surveys







YOUTH-FACING VOLUNTEERS	Spring 2012	Fall 2012	Spring 2013		Fall 2013	Spring 2014	Fall 2014	Spring 2015		Fall 2015	Spring 2016
Net Promoter Score® Question (in bold)	33,992 Responses	25,942 Responses	130,197 Responses	Membership Standards Change/ Membership Fee Change	50,148 Responses	77,762 Responses	53,234 Responses	51,014 Responses	Leadership Standards Change	43,740 Responses	51,274 Responses
Driver Questions	9.2% Response Rate	6.7% Response Rate	21.9% Response Rate		16.7% Response Rate	12.9% Response Rate	8.4% Response Rate	7.6% Response Rate		7.2% Response Rate	7.9% Response Rate
How likely is it that you would recommend volunteering in the Scouting Program to other friends or acquaintances?	43.5	33.5	36.3		22.7	28.6	39.5	36.7		25.5	32.5
Through Scouting, I teach youth skills they cannot learn anywhere else.	69.7%	66.0%	69.5%		64.4%	65.5%	68.6%	67.4%		63.8%	65.5%
I understand the unique benefits that Scouting provides to today's youth.	93.8%	91.5%	93.5%		88.4%	90.4%	89.7%	88.6%		83.5%	85.6%
I have support from other leaders that helps me be an effective Scout leader.	74.8%	72.1%	84.9%		74.5%	75.7%	74.8%	73.0%		70.1%	71.3%
Attending roundtables helps me become a more effective leader.	35.8%	31.6%	41.8%		30.9%	30.6%	30.6%	28.6%		27.3%	29.0%
The council staff provides outstanding customer service.	51.6%	48.2%	58.2%		49.0%	49.7%	49.3%	48.6%		45.5%	49.1%
I know where to go to get tools and resources to be a successful leader.	70.6%	66.3%	80.0%	68.2%	68.7%	71.5%	69.4%	66.1%	67.3%		
Scouting is a great value for the money.	---	---	---	---	69.6%	75.0%	74.3%	69.5%	70.8%		

	Spring 2012	Fall 2012	Spring 2013		Fall 2013	Spring 2014	Fall 2014	Spring 2015		Fall 2015	Spring 2016
Promoters	55.8%	50.2%	57.1%		44.8%	47.7%	54.6%	52.4%		47.4%	50.9%
Passives	31.9%	33.1%	22.1%		33.1%	33.2%	30.3%	31.9%		30.8%	30.7%
Detractors	12.3%	16.7%	20.8%		22.1%	19.1%	15.1%	15.7%		21.9%	18.4%


Indicates top 3 drivers in each segment for spring 2016



National Trends: Council/District Volunteers – Spring Surveys

COUNCIL/DISTRICT VOLUNTEERS	Spring 2012	Spring 2013		Spring 2014	Spring 2015		Spring 2016
Net Promoter Score® Question (in bold)	4,467 Responses	13,893 Responses	Membership Standards Change/Membership Fee Change	14,461 Responses	13,253 Responses	Leadership Standards Change	11,941 Responses
Driver Questions	12.1% Response Rate	41.0% Response Rate		26.6% Response Rate	22.4% Response Rate		20.6% Response Rate
How likely is it that you would recommend volunteering in the Scouting Program to other friends or acquaintances?	59.4	48.3		51.2	57.4		56.6
I have the tools and resources to be an effective volunteer.	70.0%	79.5%		69.7%	74.9%		74.0%
 I feel the council today is very responsive to Scout volunteers' needs.	52.0%	62.1%		49.1%	49.9%		50.3%
 I get all the information I need to do the work required for my position.	61.9%	71.9%		60.4%	60.4%		59.3%
 My committee/board is definitely effective at accomplishing our goals in a timely manner.	58.1%	66.9%		55.5%	55.8%		55.4%
 My skills and capabilities are being fully used in my volunteer position.	66.3%	71.5%		65.9%	65.3%		65.3%
 My district/council is doing everything it can to deliver quality programs to our Scouts.	65.3%	74.0%		65.7%	63.5%		64.1%
 I understand the unique benefits that the Scouting program provides to today's youth.	96.7%	96.7%		95.1%	95.6%		95.6%

	Spring 2012	Spring 2013		Spring 2014	Spring 2015		Spring 2016
Promoters	67.7%	66.9%		62.1%	66.2%		66.3%
Passives	24.0%	14.5%		26.9%	24.9%		23.9%
Detractors	8.3%	18.6%		10.9%	8.8%		9.7%

 Indicates top 3 drivers in each segment for spring 2016



National Trends: Council/District Volunteers – All Surveys

COUNCIL/DISTRICT VOLUNTEERS	Spring 2012	Fall 2012	Spring 2013		Fall 2013	Spring 2014	Fall 2014	Spring 2015		Fall 2015	Spring 2016
Net Promoter Score® Question (in bold)	4,467 Responses	7,149 Responses	13,893 Responses	Membership Standards Change/Membership Fee Change	8,574 Responses	14,461 Responses	10,494 Responses	13,253 Responses	Leadership Standards Change	11,774 Responses	11,941 Responses
Driver Questions	12.1% Response Rate	18.7% Response Rate	41.0% Response Rate		21.1% Response Rate	26.6% Response Rate	23.3% Response Rate	22.4% Response Rate		20.8% Response Rate	20.6% Response Rate
How likely is it that you would recommend volunteering in the Scouting Program to other friends or acquaintances?	59.4	55.8	48.3		40.9	51.2	56.1	57.4		50.1	56.6
I have the tools and resources to be an effective volunteer.	70.0%	67.7%	79.5%		68.1%	69.7%	75.6%	74.9%		72.2%	74.0%
I feel the council today is very responsive to Scout volunteers' needs.	52.0%	48.3%	62.1%		49.2%	49.1%	49.6%	49.9%		47.1%	50.3%
I get all the information I need to do the work required for my position.	61.9%	59.4%	71.9%		60.4%	60.4%	61.2%	60.4%		57.3%	59.3%
My committee/board is definitely effective at accomplishing our goals in a timely manner.	58.1%	55.5%	66.9%		55.9%	55.5%	54.9%	55.8%		51.8%	55.4%
My skills and capabilities are being fully used in my volunteer position.	66.3%	64.9%	71.5%		63.2%	65.9%	65.6%	65.3%		62.1%	65.3%
My district/council is doing everything it can to deliver quality programs to our Scouts.	65.3%	61.5%	74.0%		63.0%	65.7%	63.6%	63.5%		60.8%	64.1%
I understand the unique benefits that the Scouting program provides to today's youth.	96.7%	95.9%	96.7%		92.7%	95.1%	96.1%	95.6%		93.7%	95.6%

	Spring 2012	Fall 2012	Spring 2013		Fall 2013	Spring 2014	Fall 2014	Spring 2015		Fall 2015	Spring 2016
Promoters	67.7%	65.1%	66.9%		57.9%	62.1%	65.6%	66.2%		62.9%	66.3%
Passives	24.0%	25.7%	14.5%		25.1%	26.9%	25.0%	24.9%		24.3%	23.9%
Detractors	8.3%	9.3%	18.6%		17.0%	10.9%	9.5%	8.8%		12.8%	9.7%

Indicates top 3 drivers in each segment for spring 2016



National Trends: Chartered Organizations – Spring Surveys

CHARTERED ORGANIZATIONS	Spring 2012	Spring 2013		Spring 2014	Spring 2015		Spring 2016
Net Promoter Score® Question (in bold)	5,781 Responses	11,645 Responses	Membership Standards Change/Membership Fee Change	4,941 Responses	4,097 Responses	Leadership Standards Change	5,133 Responses
Driver Questions	12.8% Response Rate	20.1% Response Rate		8.4% Response Rate	6.6% Response Rate		8.7% Response Rate
How likely is it that you would recommend chartering a Boy Scouts of America unit to other organizations?	52.9	9.0		37.5	49.8		36.6
Scouting has provided a way for my organization to make an impact in the lives of youth.	86.6%	90.8%		83.8%	88.0%		84.1%
Scouting is our partner in providing positive youth programs to meet the goals of my organization.	79.4%	85.7%		75.2%	76.4%		72.3%
Our local council has made sponsoring a Scouting group simple and easy.	67.3%	76.6%		64.8%	59.7%		57.6%
Scouting families participate in our organization's events and/or activities.	57.2%	74.3%		58.2%	50.7%		48.1%
I am satisfied with the amount of interaction between the council and our organization.	52.8%	65.3%		54.4%	50.6%		49.5%
Our organization sponsors units because Scouting builds tomorrow's leaders and citizens.	---	---	83.9%	85.0%	80.3%		
Scouting is a great value for the money.	---	---	70.2%	73.2%	65.8%		



Indicates top 3 drivers in each segment for spring 2016

	Spring 2012	Spring 2013		Spring 2014	Spring 2015		Spring 2016
Promoters	66.2%	47.1%		57.5%	65.1%		56.8%
Passives	20.5%	14.8%		22.4%	19.6%		23.0%
Detractors	13.3%	38.1%		20.0%	15.3%		20.2%

National Trends: Chartered Organizations – All Surveys

CHARTERED ORGANIZATIONS	Spring 2012	Fall 2012	Spring 2013		Fall 2013	Spring 2014	Fall 2014	Spring 2015		Fall 2015	Spring 2016
Net Promoter Score® Question (in bold)	5,781 Responses	4,816 Responses	11,645 Responses	Membership Standards Change/Membership Fee Change	3,781 Responses	4,941 Responses	4,083 Responses	4,097 Responses	Leadership Standards Change	5,133 Responses	5,133 Responses
Driver Questions	12.8% Response Rate	9.4% Response Rate	20.1% Response Rate		10.6% Response Rate	8.4% Response Rate	6.9% Response Rate	6.6% Response Rate		8.7% Response Rate	8.7% Response Rate
How likely is it that you would recommend chartering a Boy Scouts of America unit to other organizations?	52.9	48.1	9.0		24.0	37.5	44.9	49.8		25.5	36.6
Scouting has provided a way for my organization to make an impact in the lives of youth.	86.6%	86.4%	90.8%		83.7%	83.8%	87.5%	88.0%		83.1%	84.1%
Scouting is our partner in providing positive youth programs to meet the goals of my organization.	79.4%	77.5%	85.7%		70.6%	75.2%	76.6%	76.4%		70.4%	72.3%
Our local council has made sponsoring a Scouting group simple and easy.	67.3%	66.6%	76.6%		67.7%	64.8%	59.8%	59.7%		55.2%	57.6%
Scouting families participate in our organization's events and/or activities.	57.2%	57.9%	74.3%		58.0%	58.2%	51.8%	50.7%		49.0%	48.1%
I am satisfied with the amount of interaction between the council and our organization.	52.8%	51.0%	65.3%		52.7%	54.4%	51.1%	50.6%		48.2%	49.5%
Our organization sponsors units because Scouting builds tomorrow's leaders and citizens.	---	---	---		---	83.9%	84.6%	85.0%		77.9%	80.3%
Scouting is a great value for the money.	---	---	---		---	70.2%	72.4%	73.2%		65.4%	65.8%

	Spring 2012	Fall 2012	Spring 2013		Fall 2013	Spring 2014	Fall 2014	Spring 2015		Fall 2015	Spring 2016
Promoters	66.2%	63.7%	47.1%		51.3%	57.5%	62.1%	65.1%		53.2%	56.8%
Passives	20.5%	20.7%	14.8%		21.4%	22.4%	20.7%	19.6%		19.1%	23.0%
Detractors	13.3%	15.6%	38.1%		27.3%	20.0%	17.2%	15.3%		27.7%	20.2%

Indicates top 3 drivers in each segment for spring 2016

