

## There is unequivocal unity about the value that Scouting brings to youth.

The spring 2013 Voice of the Scout (VOS) results send a powerful message about the unity of Youth, Parents, Volunteers and Charter Organizations. VOS is a continuous, nationwide customer experience program designed to capture the consistency of program delivery at the unit, district and council level.

Because VOS is in its third cycle, this study uniquely represents the attitudes and perspectives of Scouting families and volunteers over time. In this cycle, the membership is shouting out with strength and conviction about what is important to them grouped in the following six areas.



### Passionate & Engaged

#### Significant increase in response rates indicates increased engagement.

High response rates signal high engagement. VOS asked for feedback from the Scouting families, chartered organizations, and volunteers and only those groups. VOS represents holistically what these groups think with 99% confidence.

Number of Responses

**259,633**

Response Rate

**21%**

(up from 8%)

Confidence Interval

**99%**

99% confident within +/- .3% interval that NPS represents the overall population

**21%** (259,633)

Overall

**20%** (11,645)

Charter Organizations

**7%** (18,260)

Cub Scouts

**10%** (27,009)

Cub Scout Parents

**7%** (13,821)

Boy Scouts & Venturers

**15%** (13,791)

Boy Scout Parents

**22%** (130,293)

Youth-Facing Volunteers

**34%** (44,814)

Council/District Volunteers



### Loyalty to Scouting

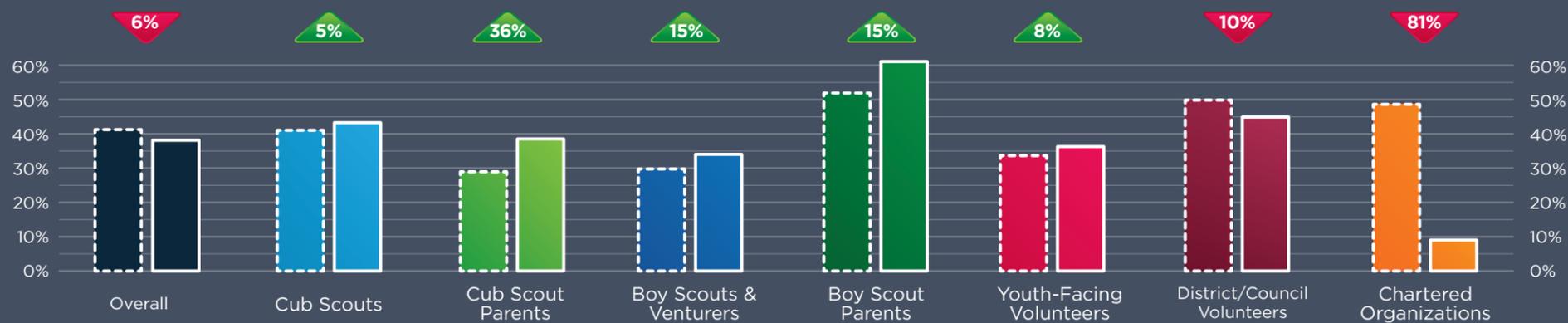
Loyalty scores increased for the majority of segment audiences. More members are Promoters than Detractors of Scouting.

NPS **38%**

Overall the Net Promoter Score declined from the Fall 2012. However, it is a testament to Scouting that the scores went up in 5 of the 7 segments in the midst of Membership Standards Policy controversy.

--- Fall 2012

□ Spring 2013



#### How the NPS is calculated



Uncertainty about the membership policy is impacting loyalty, but not the perceived value of the program.

District/Council Volunteers are 65% promoters

▲ 7 pt. increase

**70%**

My skills and capabilities are being fully used in my volunteer position.

▲ 12 pt. increase

**66%**

My committee/board is definitely effective at accomplishing its goals in a timely manner.

▲ 13 pt. increase

**72%**

My district/council is doing everything it can to deliver quality programs to our Scouts.

Chartered Organizations are 47% promoters

▲ 5 pt. increase

**91%**

Scouting provides a way for our organization to make an impact in the lives of youth.

▲ 8 pt. increase

**86%**

Scouting is our partner in providing positive youth programs to meet the goals of my organization.

#### Why did the District & Council Volunteer NPS drop?

The uncertainty surrounding the membership standards policy is creating a polarized audience, which is reflected in the growth seen for both Detractors and Promoters. Aside from this, support for the program is strong, as all responses seven questions related to driving loyalty increased of which three are illustrated here.

#### Why did the Chartered Organization NPS drop?

VOS survey was conducted before the proposed resolution to change to the Membership Standards Policy was developed. About a quarter are "fence sitters" waiting for the resolution to be finalized making them "detractors" on the NPS scale. Aside from this, support for the program is strong, as all responses seven questions related to driving loyalty increased of which two are illustrated here.



## Youth Impact

What matters most to those involved in Scouting remains unchanged, even increasing in importance.



**"I understand the unique benefits that Scouting provides to today's youth."**  
- Youth-Facing Volunteers

**"Being in Scouting makes me feel like I am part of something bigger than myself."**  
- Boy Scouts

**"Scouting is constantly reinforcing worthwhile values for my son."**  
- Cub Scout Parents



**"I understand the unique benefits that Scouting provides to today's youth."**  
- District/Council Volunteers



**"Scouting reinforces worthwhile values for my son."**  
- Boy Scout Parents



## Life Skills

Through acquiring skills and experiences, an overwhelming majority of members acknowledge that Scouting fosters a future for youth unlike any other program.



**"Life skills that I have learned in Scouting are very valuable."**  
- Boy Scouts



**"Scouting is the best program around to help youth become successful in life."**  
- Boy Scout Parents

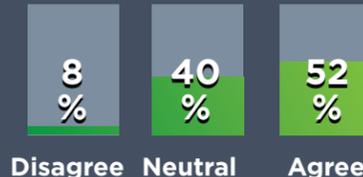


**"I teach youth skills that they cannot learn anywhere else."**  
- Youth-Facing Volunteers



**"I learn new things in my den meetings."**  
- Cub Scouts

**"My son learns skills in Scouting that he could not learn anywhere else."**  
- Cub Scout Parents



## Family & Community Participation

Parents, youth and Chartered Organizations strongly agree that Scouting offers great ways to bond and grow as a family as well as a way to connect with other 'families' in the community through volunteering.



**"I appreciate the opportunity to participate with my son in Scouting."**  
- Cub Scout Parents



**"A family member does Cub Scout activities with me."**  
- Cub Scout



**"My parents are very supportive of the Scouting program."**  
- Boy Scout



**"I appreciate the various opportunities to volunteer that are provided in Scouting."**  
- Boy Scouts Parents

**"Scouting families participate in our organization's events and activities."**  
- Chartered Organizations



## Activities Youth Enjoy

At the heart and soul of Scouting are activities and adventure, which parents and youth resoundingly agree are part of the program that they love and expect.



**"Cub Scouting is really fun."**  
- Cub Scouts



**"I am excited about my next rank badge."**  
- Cub Scouts

**"Scouting includes activities that I am interested in."**  
- Boy Scouts



**"Scouting provides activities my son enjoys."**  
- Cub Scout Parents



**"Scouting provides activities my son enjoys."**  
- Boy Scout Parents

### GOLD COUNCILS

- 🏆 De Soto Area Council - El Dorado, AR
- 🏆 Southern Sierra Council - Bakersfield, CA
- 🏆 Housatonic Council - Derby, CT
- 🏆 South Florida Council - Miami Lakes, FL

- 🏆 Evangeline Area Council - Lafayette, LA
- 🏆 Norwela Council - Shreveport, LA
- 🏆 Andrew Jackson Council - Jackson, MS
- 🏆 Buffalo Trail Council - Midland, TX

- 🏆 South Texas Council - Corpus Christi, TX
- 🏆 NeTseO Trails Council - Paris, TX
- 🏆 Garden State Council - Rancocas, NJ

Eleven Gold Councils achieved all three JTE standards: 55% or more of members with email addresses in PAS=Bronze JTE; 8% or higher response rate=Silver JTE; 55% of higher council NPS score=Gold JTE. \*Representative as of May 7 2013.

### About this infographic

The Voice of the Scout surveys are sent out to members with valid email addresses in the spring and fall since the inception of the program in Spring 2012. Research findings will be published two times per year. Additional resources such as the full 2013 Spring Voice of the Scout Research Briefing, training materials and research methodology can be found at [www.scouting.org/jte](http://www.scouting.org/jte) and scroll to the Voice of the Scout Section.

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