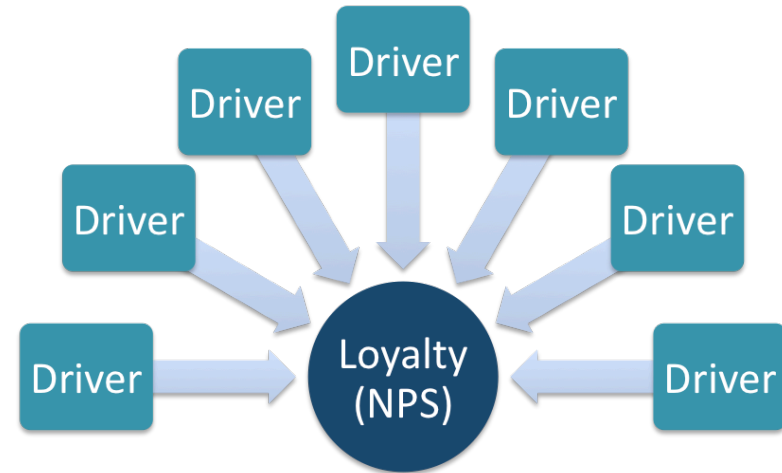


When collecting information for the Voice of the Scout, there are two key elements to the surveys:

- 1) The NPS Question- A Measurement of Loyalty
- 2) Driver Questions- Measures the Value Experience people have with Scouting



The driver questions are tailored based on the varying expectations of each audience group. The initial set of questions was determined through independent research in the field done in Spring/Summer 2011 and will continue to be updated as needed.

Additionally, the driver questions have been developed to give strategic insight into performance in Programs, Leadership, Activities and Operations. By understanding how we are delivering in these areas, the intent is to bring focus into areas needing improvement, thus making management decisions in these areas more impactful.

Each of these seven segment audiences receive a different question set

Cub Scouts (via parent permission)	Cub Scout Parents	Boy Scouts/Venturers	Boy Scout/Venturer Parents
Youth-Facing Leaders (or Unit Volunteers)	Council-District Volunteers	Chartered Organizations (Updated Spring '14)	

CUB SCOUTS and CUB SCOUT PARENTS

Cub Scouts Segment Questions
NPS: If asked, how likely are you to tell you friends to join Cub Scouts?
Boys in my Cub Scout group are not mean to each other.
Cub Scouting is really fun.
A family member does Cub Scout activities with me.
We have great outdoor activities in Cub Scouts.
I learn new things in my den meetings.
I earn a lot of belt loops, pins and awards in Cub Scouts.
I am excited about getting my next rank badge.

Cub Scouts Parents Segment Questions
NPS: How likely is it that you would recommend the Scouting program to other families and friends with Scout-aged boys?
Scouting is constantly reinforcing worthwhile values for my son.
My son learns skills in Scouting that he could not learn anywhere else.
I appreciate the opportunity to participate with my son in Scouting.
Scouting provides activities my son enjoys.
I know where to get answers to my questions about Scouting.
Cub Scouts is a great value for the money.
Scout meetings are a good use of my son's time.

BOY SCOUTS AND VENTURERS and BOY SCOUT AND VENTURER PARENTS

Boy Scouts and Venturers Segment Questions
NPS: If asked, how likely would you be to recommend Scouting to your friends?
Being in Scouting makes me feel like I am part of something bigger than myself.
Life skills that I have learned in Scouting are very valuable.
I have a lot of respect for my unit's youth leadership.
Scouting includes activities that I am interested in.
Outdoor activities are a key component of our Scouting program.
Our meetings are a good use of my time.
My parents are very supportive of the Scouting program.

Boy Scout Parents Segment Questions
NPS: How likely is it that you would recommend the Scouting program to other families and friends with Scout-aged boys?
Scouting is the best program around to help youth become successful in life.
Scouting reinforces worthwhile values for my son.
I appreciate the various opportunities to volunteer that are provided in Scouting.
Scouting gives my son the opportunity to be a leader in his troop.
I know where to get answers to most of my questions about Scouting.
Scouting provides the activities my son enjoys.
Scout meetings are a good use of my son's time.

YOUTH-FACING VOLUNTEERS (unit leaders) and COUNCIL/DISTRICT VOLUNTEERS

Youth Facing Volunteers Segment Questions
NPS: How likely is it that you would recommend volunteering in the Scouting Program to other friends or acquaintances?
Through Scouting, I teach youth skills they cannot learn anywhere else.
I fully understand my role within the unit.
I understand the unique benefits that Scouting provides to today's youth.
I have support from other leaders that helps me be an effective Scout leader.
Attending roundtables help me become a more effective leader.
The council staff provides outstanding customer service.
I know where to go to get tools and resources to be a successful leader.

Council / District Volunteers Segment Questions
NPS: How likely is it that you would recommend volunteering in the Scouting Program to other friends or acquaintances?
I have the tools and resources to be an effective volunteer.
I feel the council today is very responsive to Scout volunteers' needs.
I get all the information I need to do the work required for my position.
My committee/board is definitely effective at accomplishing its goals in a timely manner.
My skills and capabilities are being fully used in my volunteer position.
My district/council is doing everything it can to deliver quality programs to our Scouts.
I understand the unique benefits the Scouting program provides to today's youth.

CHARTERED ORGANIZATIONS

Charter Organizations Segment Questions
NPS: How likely is it that you would recommend chartering a Boy Scouts of America unit to other organizations?
Scouting has provided a way for my organization to make an impact in the lives of youth.
Scouting is our partner in providing positive youth programs to meet the goals of my organization.
I am aware that BSA requires mandatory training to ensure the safety of youth.
Our local council has made sponsoring a Scouting group simple and easy.
Scouting families participate in our organization's events and/or activities.
I am satisfied with the interaction between the council and our organization.
Our organization sponsors units because Scouting builds tomorrow's leaders and citizens.

-end-