



Know Your Customer
The Latest Market Research on
Scouting



**VOICE OF THE SCOUT
NET PROMOTER SCORE &
UNIT SATISFACTION DRIVERS**

2022 Findings & 5-year comparison

Net Promoter Score = %Promoters - %Detractors



Amazon

25



Facebook

-21



Starbucks

77



Target

43

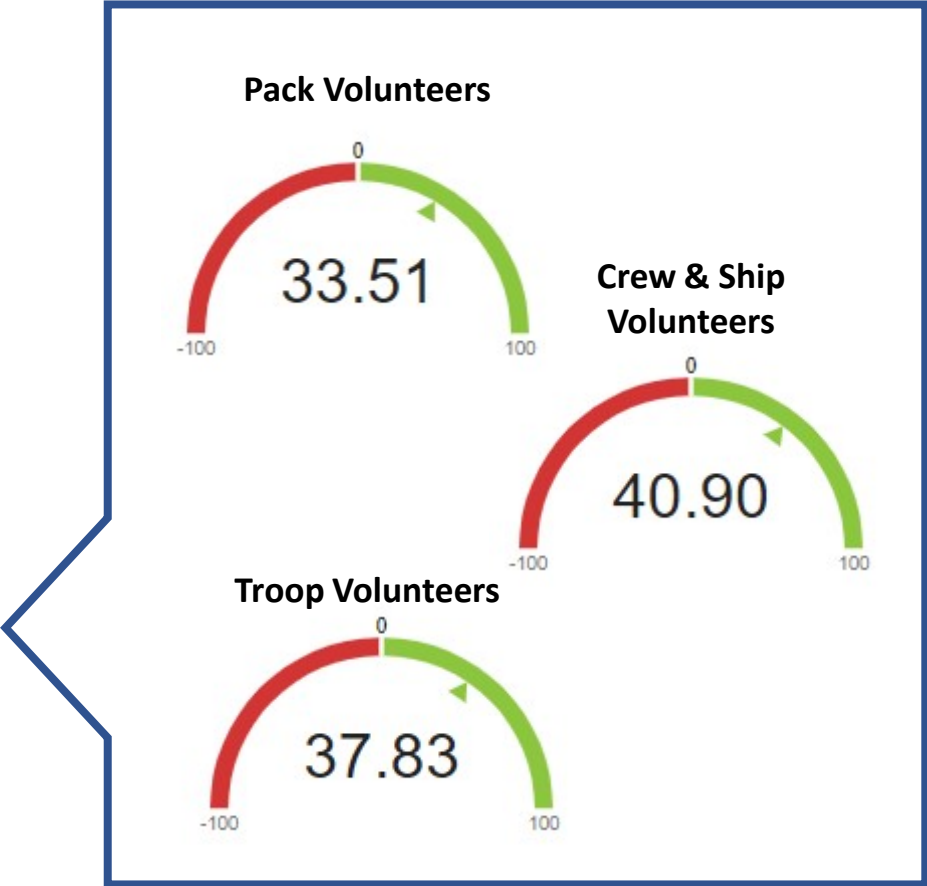
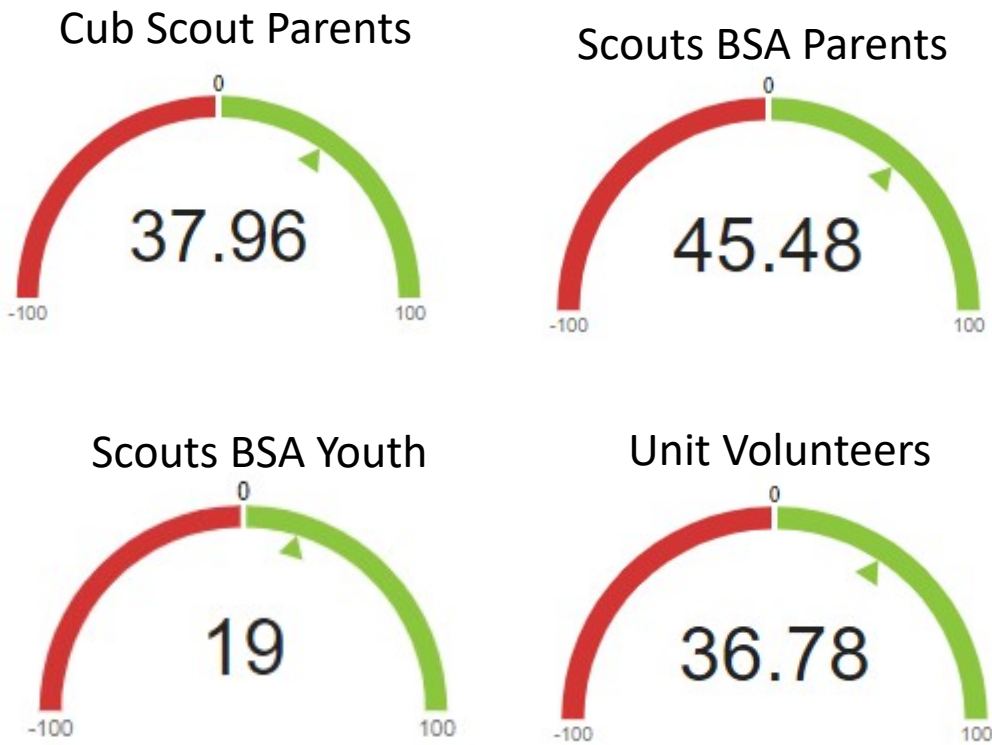


Costco

79

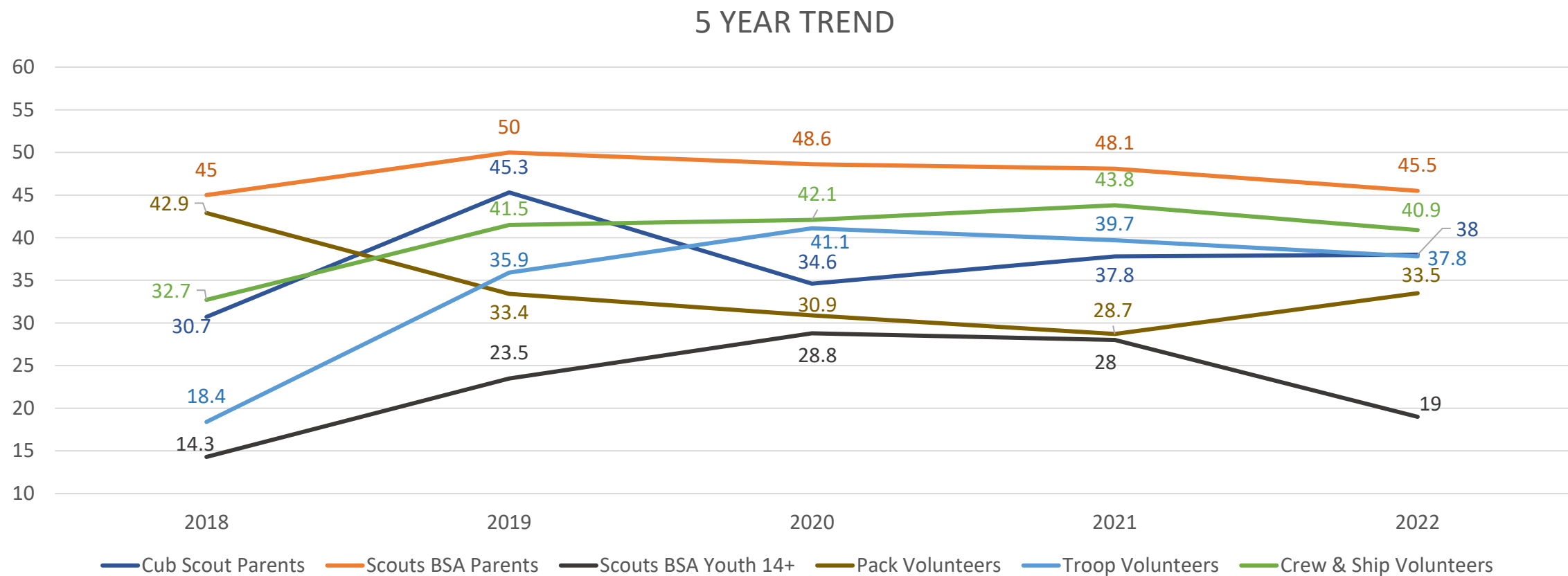


Net Promoter Scores 2022 – Current Members/Volunteers





Net Promoter Scores 5-Year Trend – Current Members/Volunteers



Net Promoter Scores 2022 – Former Members/Volunteers



Cub Scout Parents



Scouts BSA Parents



Scouts BSA Youth



Unit Volunteers



Pack Volunteers



Crew & Ship
Volunteers

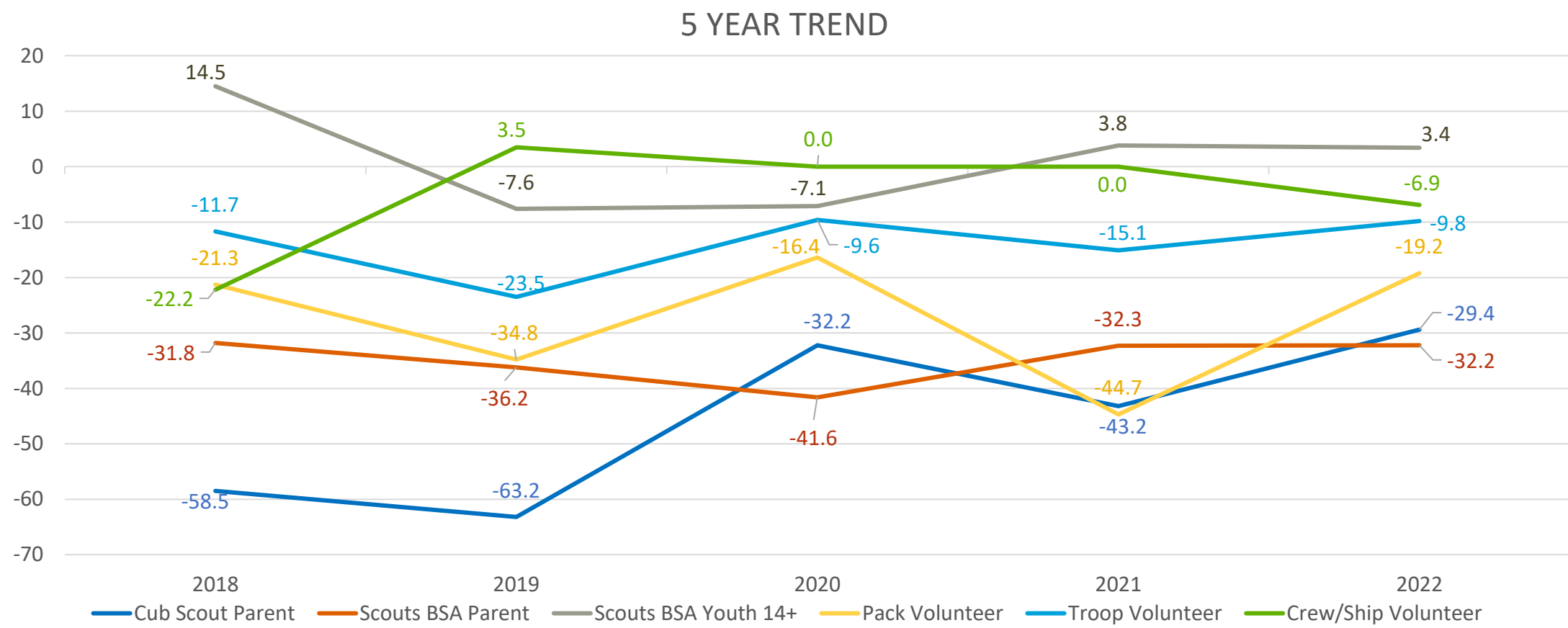


Troop Volunteers





Net Promoter Scores 5-Year Trend – Former Members/Volunteers





What Drives Recommendation – 2022 (Number denotes order of importance)



	Cub Scout Parents	Scouts BSA Parents	Scouts BSA Youth 14+	Unit Volunteers
Scouting is really fun for me.	1	3	1	3
Scouting is a great value for the money.	2	4		4
Being in Scouting makes me feel like I am part of something bigger than myself.	3	5	3	2
Scout meetings are a good use of our family's time.	4	8	4	6
Scouting is our partner in providing positive youth programs to meet our goals.	5	2		
Scouting is constantly reinforcing worthwhile values.	6	1	2	1
Our family/I feel like we belong in our Scout unit.	7	7		10
I feel my child is safe in their Scout unit.	8	6		
We have great outdoor activities in my troop.		9	5	8
I feel the council/district is very responsive to my needs.				5
My council is doing everything it can to deliver quality programs.				7
My efforts are valued by my scouting unit.				9



Unit Satisfaction Scores 2022 – Current Members/Volunteers

(% Satisfied or Very Satisfied)



Cub Scout Parents

74%

Scouts BSA Parents

78% ↓

Scouts BSA Youth 14+

77% ↓

Unit Volunteers

79% ↓

Pack Volunteers

77% ↓

Crew & Ship
Volunteers

81% ↓

Troop Volunteers

72% ↓

What Drives Unit Satisfaction – 2022 (Number denotes order of importance)



	Cub Scout Parents	Scouts BSA Parents	Scouts BSA Youth 14+	Unit Volunteers
I have support from leaders to be an effective contributor/better Scout	1	3	1	
We have great outdoor activities in our unit.	2	1	3	1
Scout meetings are a good use of our family's time.	3	2	4	4
Our family feels like we belong in our Scout unit	4	4	2	3
I have support from other parents to be an effective contributor.	5			
Scouting is a great value for the money.	6			
I feel my child is safe in their Scout unit.		5	5	
Scouting is constantly reinforcing worthwhile values.				7
Scouting is really fun.			6	5
People are friendly in my troop.			7	
Being in Scouting makes me feel like I am part of something bigger than myself.			8	
My efforts are valued by our unit.				2
My council is doing everything it can to deliver quality programs to Scouts.				8
I receive clear and timely communications that apply to me.				6



Council/District Satisfaction Scores 2022 – Current Members/Volunteers

(% Satisfied or Very Satisfied)



Unit Volunteers

44% ↓

Pack Volunteers

42% ↓

Crew & Ship Volunteers

44% ↓

Troop Volunteers

45% ↓



What Drives Council/District Satisfaction – 2022

(Number denotes order of importance)



	Unit Volunteers
I feel the council/district is very responsive to my needs.	1
My council is doing everything it can to deliver quality programs to Scouts.	2
I receive clear and timely communications that apply to me.	3
My efforts are valued by our unit.	4
Scouting is constantly reinforcing worthwhile values.	5



Key Findings

- Parents and youth feel they or their child is safe in their unit. (Driver of parent recommendation and Scouts BSA unit satisfaction)

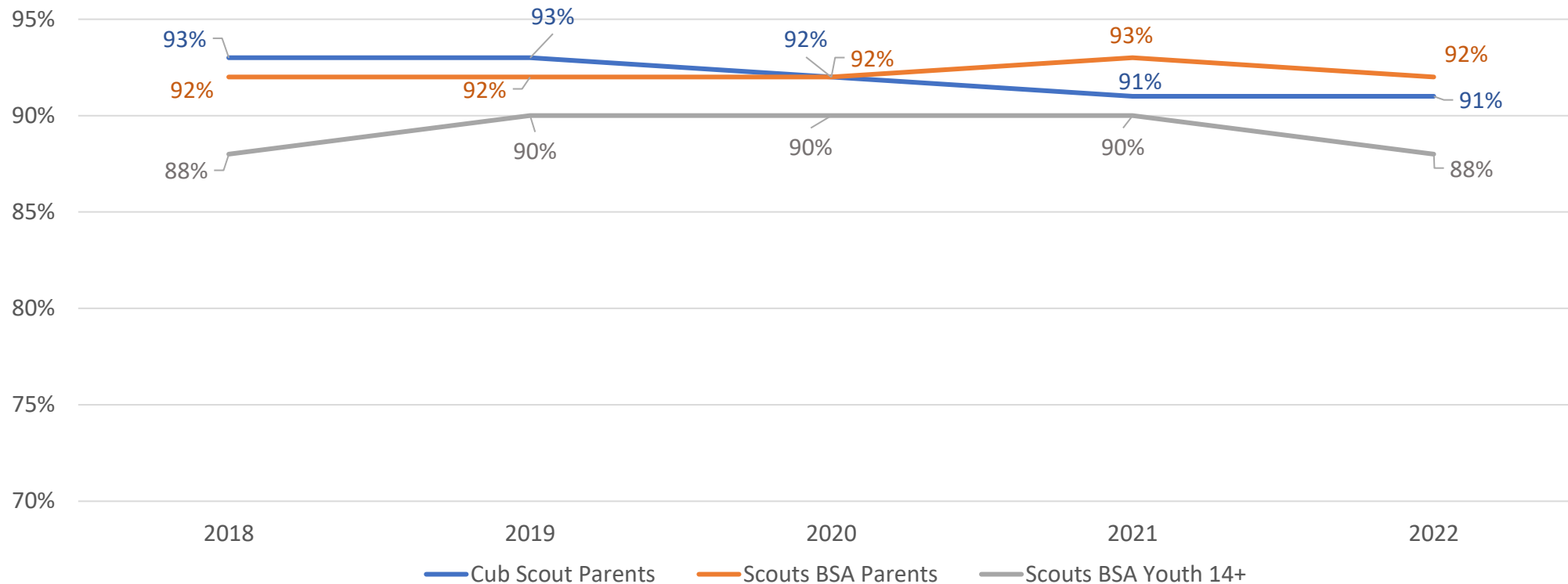


I feel I/my child is safe when they are with their unit.

% agreeing or strongly agreeing



5 YEAR TREND



Reasons Scouts & Families Leave – 2022

Safety Related – physical, social, emotional



Reasons for Leaving Scouting	Cub Scout Parents	Scouts BSA Parents	Scouts BSA Youth 14+
Our family did not feel welcome	18%	12%	*
Do not feel safe in Scouting	4%	12%	4%
COVID health concerns	2%	4%	2%
Child did not get along with other youth in their unit	*	19%	*
TOTAL RESPONSE	1,338	121	775

“I would give this Higher marks but, in the Pack and troop my kids belong to, the leadership (parent) are very clicky, so is the district and council.” (Cub Scout & Scouts BSA Parent, 2022)

“We have had a really bad experience with bullying from adults in a troop. Council did not do anything regarding the bullying. We have found there is a lot of favoritism and don’t believe that an adult should hold multiple roles in the council and at the troop level.” (Scouts BSA Parent, 2022)

“Our unit has been very welcoming to females. Council and Troops we met at summer camp have not been.” (Scouts BSA Parent, 2022)

“A bullying experience last year ruined their enthusiasm for scouting.” (Cub Scout Parent, 2022)

“He was bullied. The culture is atrocious and encourages older boys to bully and boss around younger scouts. This comes from the leader as I watched him call scouts names and haze them in front of everyone.” (Scouts BSA Parent, 2022)

“Leaders not following YPT training whatsoever. Horrible experience due to the people yet made worse by the people up top ignoring it as per how complaints are handled in society and the Scouts.” (Scouts BSA Parent, 2022)

“Before Covid would have rated higher but my family had to leave scouting because nobody was willing to respect us in our wishes to take Covid precautions.” (Scouts BSA Parent, 2022)

“They are no longer feeling welcome after homophobic and transphobic slurs go unchecked by adult leaders.” (Scouts BSA Parent, 2022)



Key Findings

- As the cost of Scouting increases, parents and unit volunteers are not perceiving an increase in program quality, experience offerings, or support commensurate with the cost increase. (Driver of parent and leader recommendation, driver for Cub Scout parent unit satisfaction, driver of unit volunteer National Service Center satisfaction.)

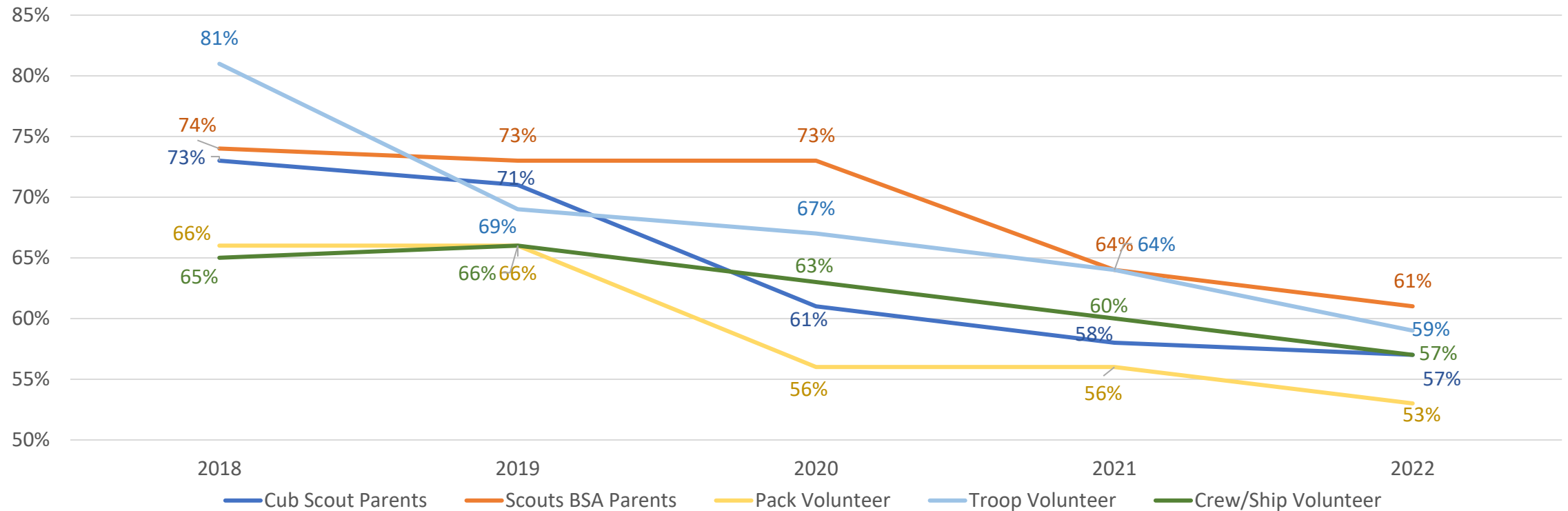


Scouting is a great value for the money.

% agreeing or strongly agreeing



5 YEAR TREND



Scouting's value for the money



Reasons for Leaving Scouting	Cub Scout Parents	Scouts BSA Parents	Scouts BSA Youth 14+
Too expensive	14%	12%	6%
TOTAL RESPONSE	1,338	121	775

“Great program but registration is too expensive for lessons that can be taught at home.” (Cub Scout Parent)

“Activities for belt loops are repetitive, the cost is too high (dues + uniforms), the amount of parental time and expertise required to participate (I am a den leader) is excessive.” (Pack Unit Volunteer)

“Leadership is terrible, costs too much.” (Scouts BSA Parent)

“Not much value anymore. Costs keep increasing, more limits on what we can do, it's too cost prohibitive. Our council reps are harder to reach, and we are harassed about popcorn sales when popcorn is too pricey for our area demographics.” (Scouts BSA Parent)

“Over the last few years, the annual cost to be a scout has increased over 500%. As a father of 2, I can not justify paying over \$400 to have my children belong to Scouts BSA. Especially since we are still expected to do 3 fund raisers per year.” (Scouts BSA Volunteer)

“Camps closing, lack of support from council and community. Cost keeps going up with nothing to show for it.” (Cub Scout Parent)

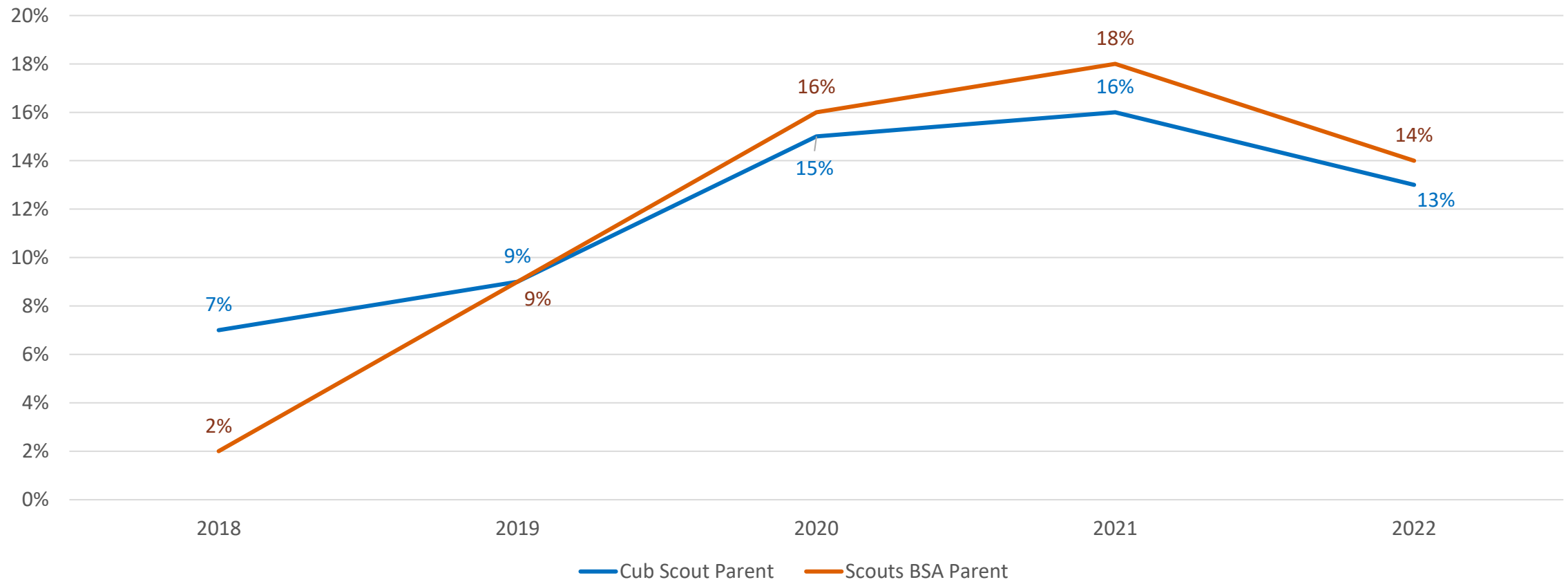
“The cost has gotten incredibly expensive. I stayed on as a leader in our unit, but we saw our pack almost decimated by fees nearly doubling (between council and BSA fees) year over year for the last several years.” (Pack Unit Volunteer)

“Programs offered on a council level are nonexistent now. There are no opportunities to earn merit badges like at the merit badge blasts anymore. Not offering as many opportunities.” (Scouts BSA Parent)

“Almost \$200 for registration, none of it stays local and the council has done nothing close enough in the 5 years I was in for all our scouts to attend. Organization has become focused on money and it's disgusting.” (Scouts BSA Volunteer)



Reasons for leaving – Too Expensive



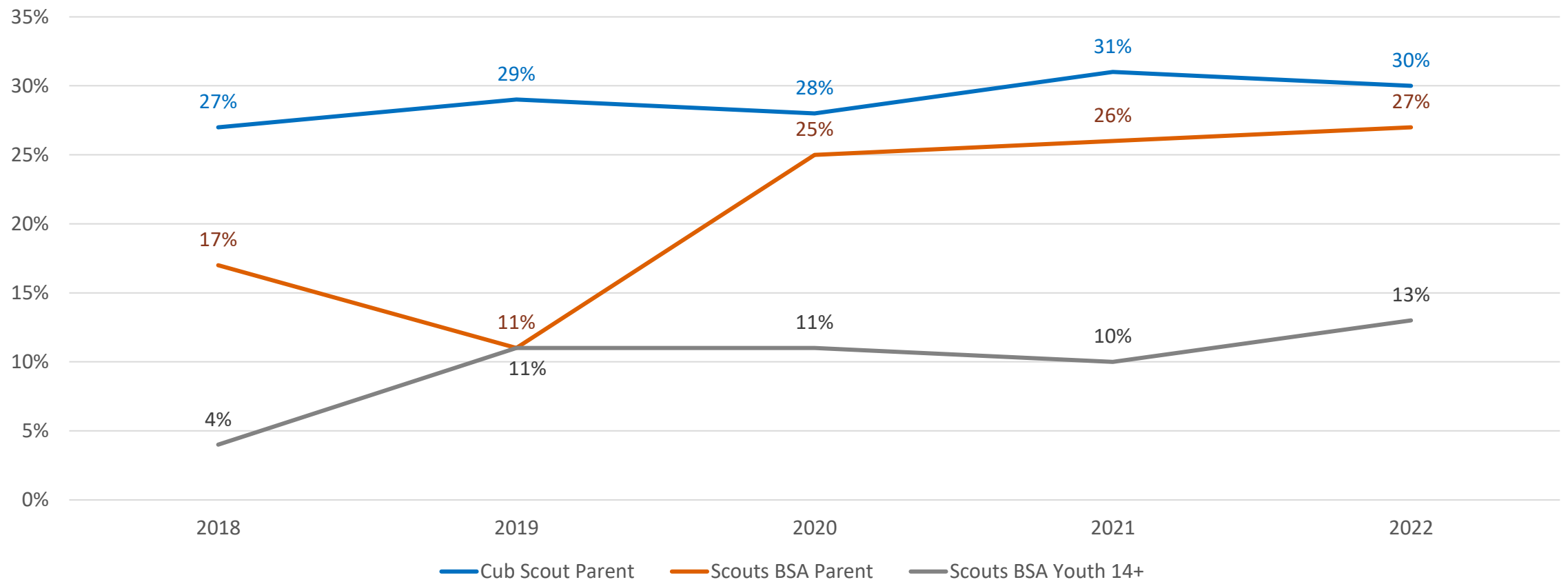


Key Findings

- ❖ Leaders directly or indirectly influence every driver of parent and youth recommendation and unit satisfaction.
 - Youth continue to leave the program because of poor program delivery experiences including poor leadership and loss of interest in the program.
 - Most unit volunteers do not view the National Service Center or Local Council as supporting them.

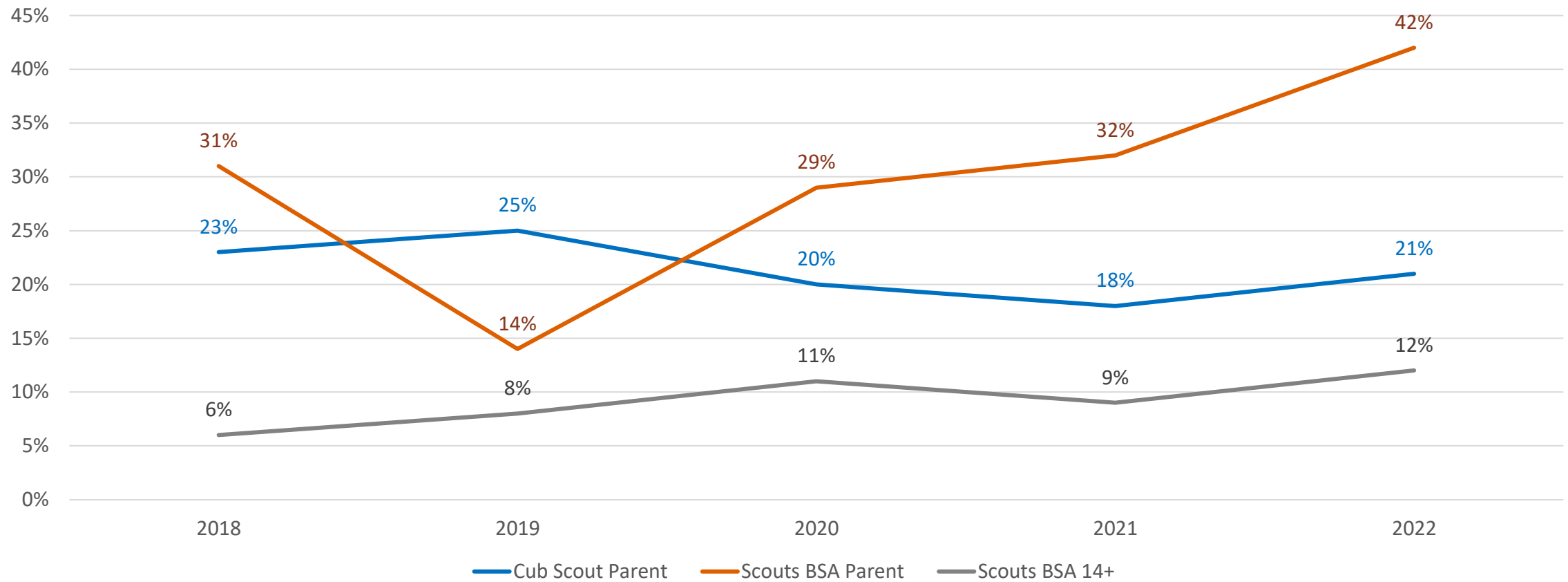


Reasons for leaving – Poor leadership





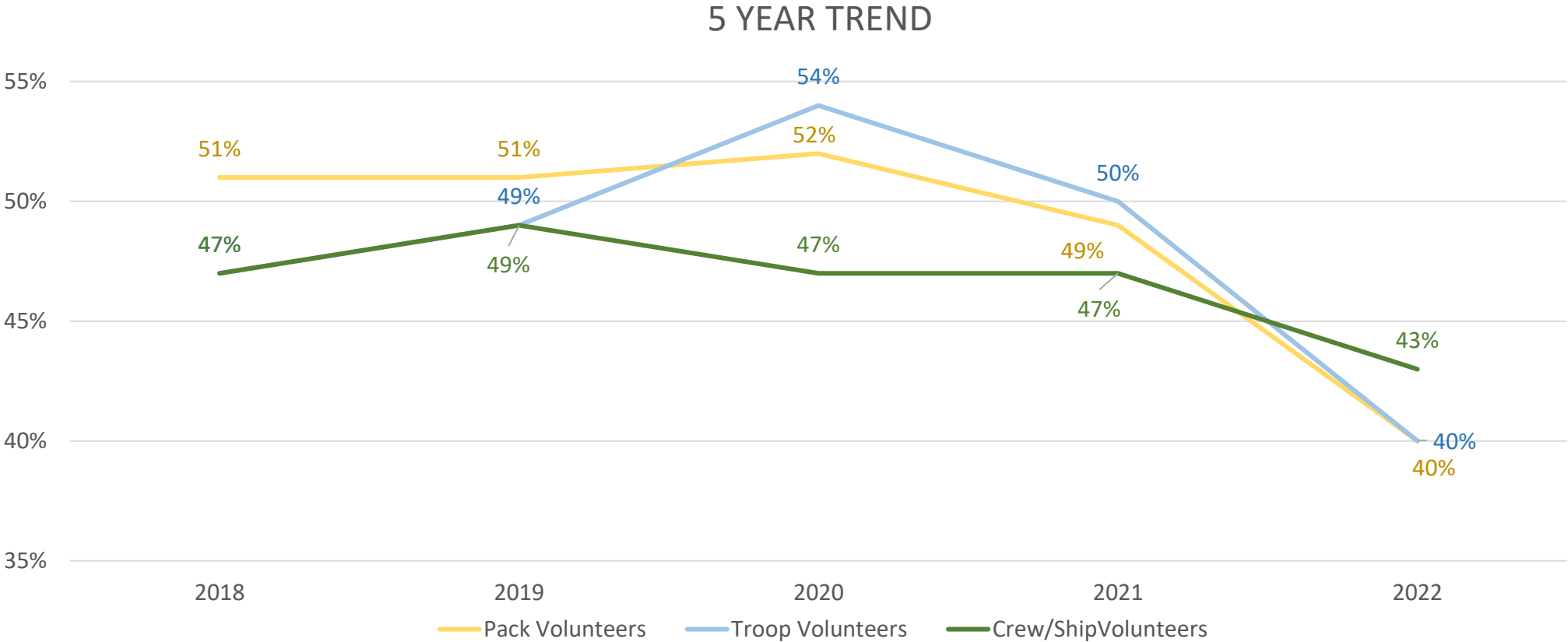
Reasons for leaving – Child no longer interested





My Council is doing everything it can to deliver quality Scouting program.

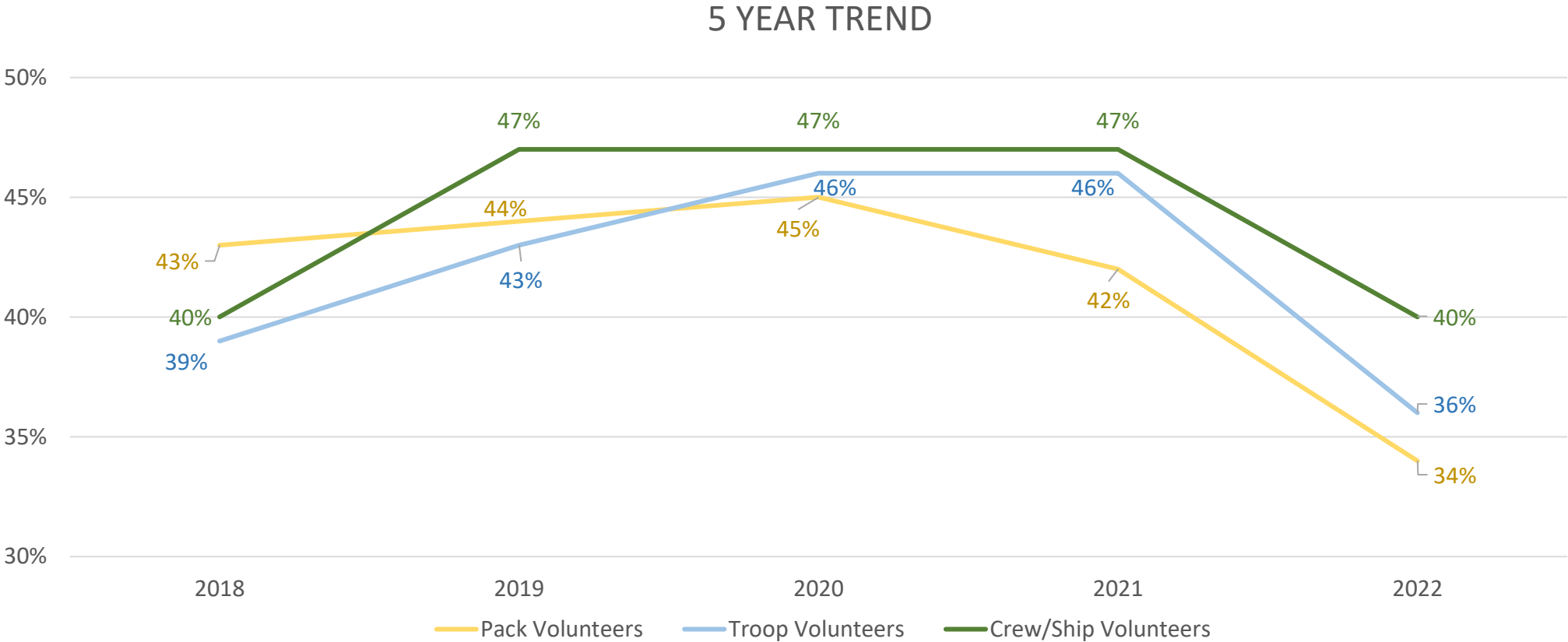
% agreeing or strongly agreeing





My District/Council is very responsive to my units needs.

% agreeing or strongly agreeing

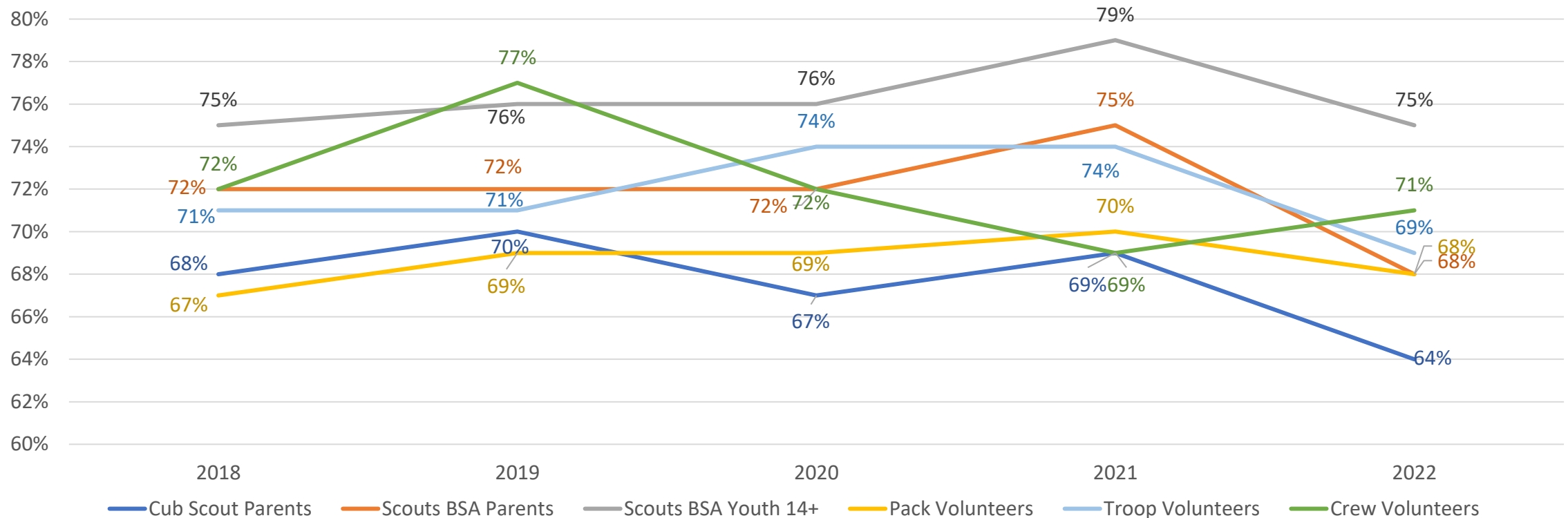


Scouting is really fun for me.

% agreeing or strongly agreeing



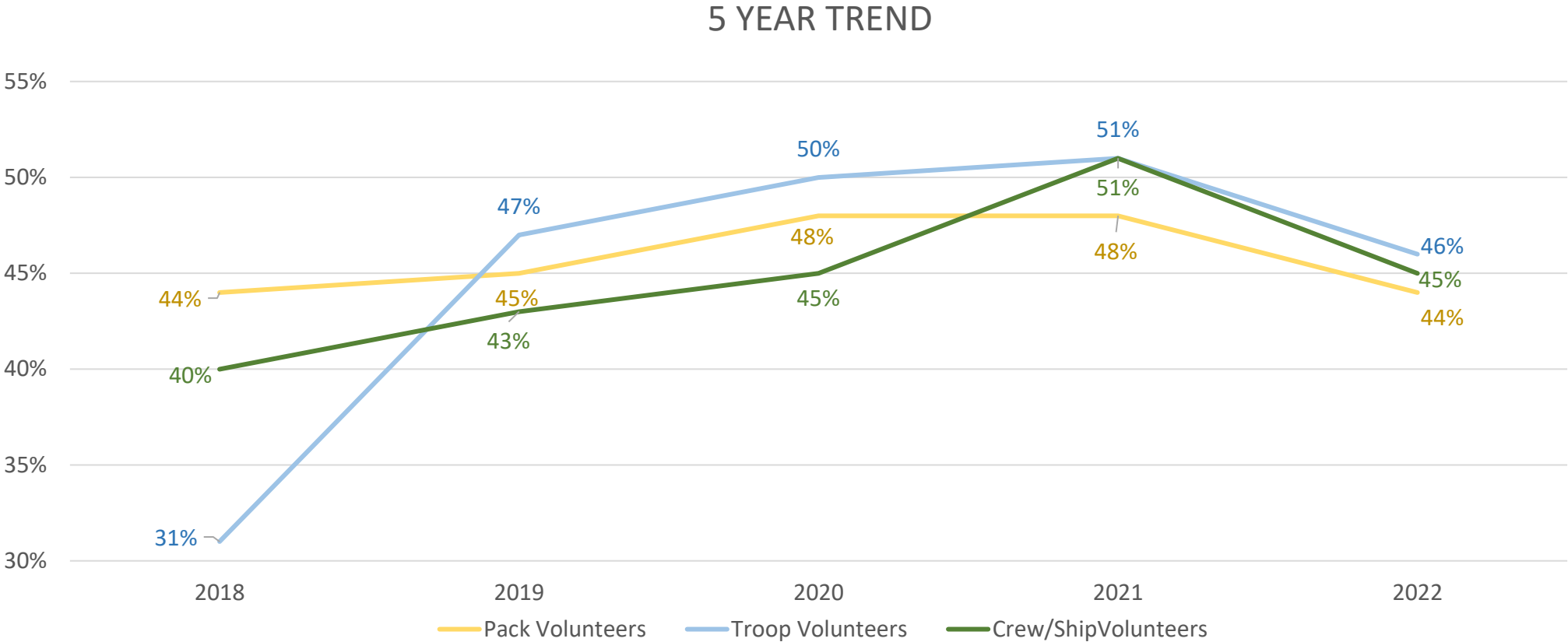
5 YEAR TREND





My Council provides clear and timely communications that apply to me.

% agreeing or strongly agreeing



Reasons Scouts & Families Leave - 2022

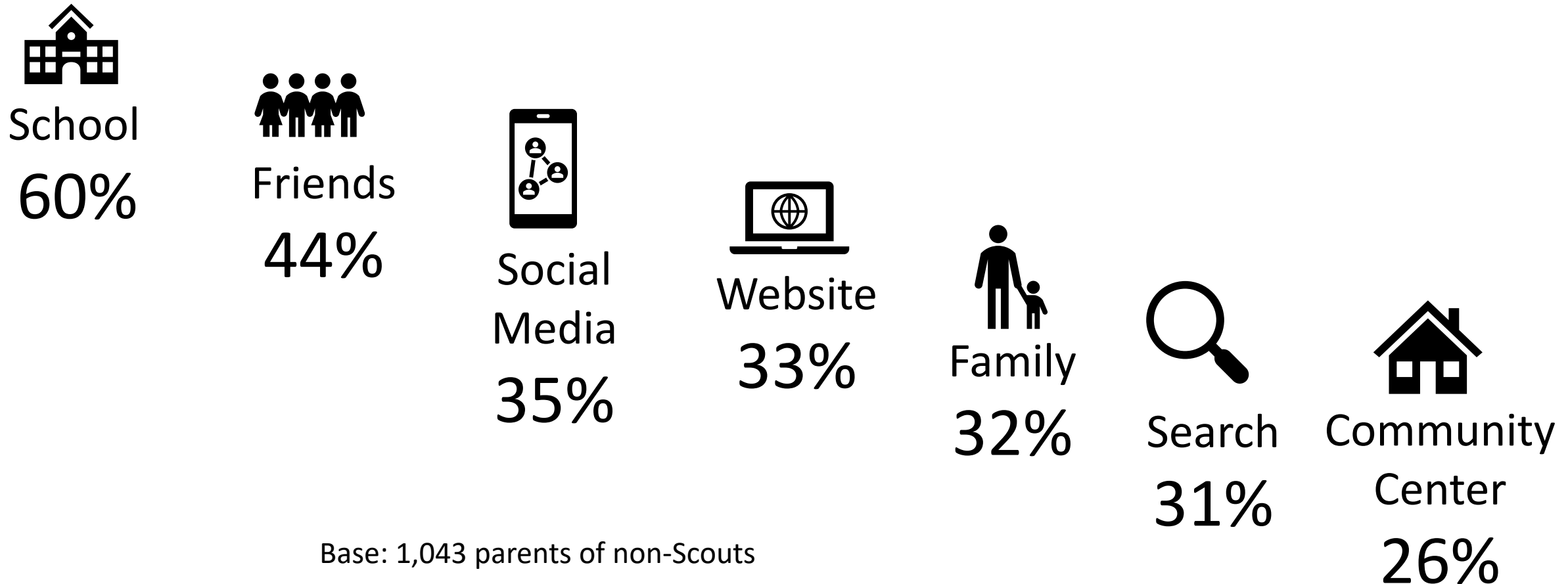


	Cub Scout Parents	Scouts BSA Parents	Scouts BSA Youth 14+
Child is now in Scouts BSA	35%	*	*
Unit had poor leadership/problems with leaders	31%	29%	13%
Child/I am no longer interested in the program	22%	42%	12%
Our family did not feel welcome	18%	12%	*
Too expensive	14%	12%	6%
Never received any communication from the leader	12%	3%	*
There was too much fundraising	9%	6%	*
Too busy with other activities	8%	25%	25%
We are unsure about the BSA's financial future	5%	14%	5%
Do not feel safe in Scouting	4%	12%	4%
Child's special needs are not being met	4%	7%	*
Our unit no longer exists	3%	3%	7%
Unit not active because of COVID	3%	1%	3%
COVID health concerns	2%	4%	2%
Child did not get along with other youth in their unit	*	19%	*
Earned my Eagle/Aged out of program	*	7%	51%
TOTAL RESPONSE	1,338	121	775

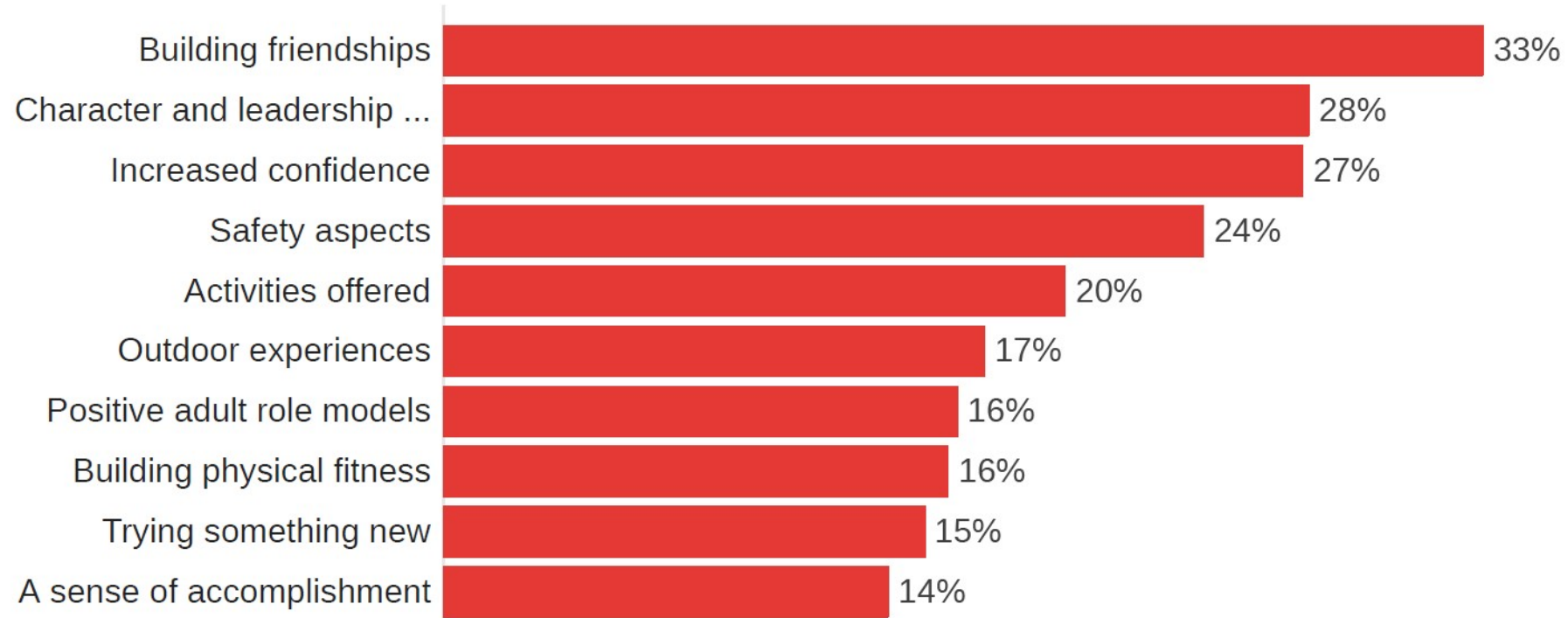


Survey of Parents of Non-Scouts
Conducted March 2023

Where do you usually get information on how to enroll your child in a youth program?

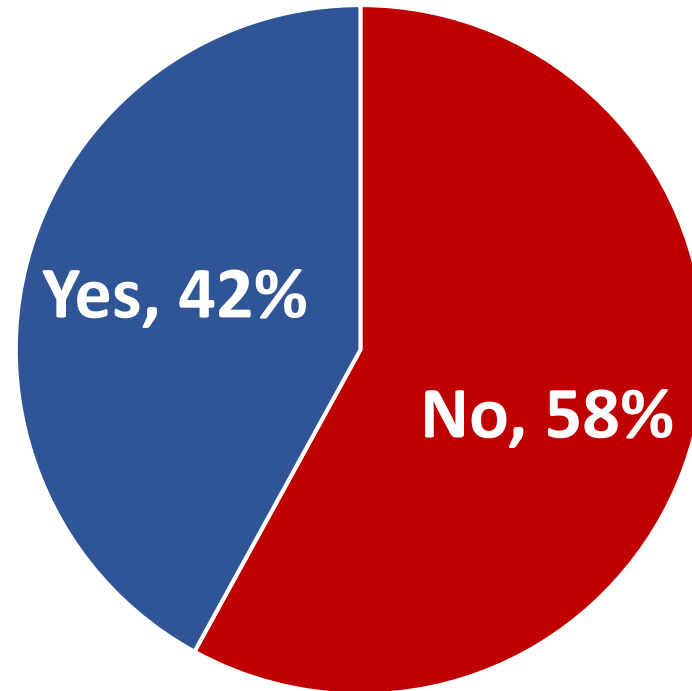


**What is most important to you when determining what youth programs
your child should join? Please select your top three choices.**



Base: 1,043 parents of non-Scouts

Before seeing these advertisements, had you ever considered enrolling your child(ren) in a Cub Scout or BSA program?



Base: 1,043 parents of non-Scouts