Pillar 3, Objective 1, Goal 1
Perceptions of Scouting Study Findings

Methodology:
The study was fielded March 2010 to a nationally representative sample of boys age 9 to 17 (n=1,000) and parents of boys age 7 to 13 (n=1,000). In order to have a sample of Scouts for comparison, a supplemental study of Scouts was conducted simultaneously. The supplemental study included Boy Scout youth members (n=811) and parents of Cub Scouts (n=560).

Awareness and Participation
- Boys and parents have high unaided (43%) and aided (98%) awareness of Boy Scout and Cub Scouts. There is overall low awareness of Venturing as a youth program (10%).
- Boys who identified themselves as Scouts are more likely than non-Scouts to also be involved in faith-based youth groups (53% vs. 22%) and individual sports (31% vs. 20%). Scouts are just as likely as non-Scouts to participate in team sports (49% vs. 44%).
- Current Cub Scouts (62%) and Boy Scouts (66%) are more likely than non-Scouts and parents to prefer organizations/activities that are made up of only boys. Parents (70%) and boys who have never joined Scouting (66%) are more likely to prefer organizations that include boys and girls.

Image of Scouting
- More than half of parents (59%) base their opinions of Scouting on Scouts they have known or seen or their father had been in Scouting as a youth. More than one-fourth of non-Scouts and their parents gain their opinion from the media (29%).
- Non-Scouts do not view boys who are Scouts as fun to be around (10%) or as kids who are really into having fun (20%). They also do not see Scouts as being like them (32%), being cool (30%), or being popular (31%).
- Boys who are interested in joining, but who are not currently Scouts, describe Scouts as people who are adventurous (56%), like to help others (55%), and can be depended upon (52%).
- Parents of non-Scouts who would like to join have an overall positive view of Scout leaders; however, they rate leaders lower compared to parents of current Scouts on attributes such as being someone like their son (33%) and being someone with whom they would be friends (55%). In contrast, parents of non-Scouts who do not want to join Scouting rate leaders low on every attribute.
Decision to Join

- Cub Scout-age boys (60%) are significantly more likely than Boy Scout-age boys (27%) to indicate they are somewhat or very interested in joining Scouting.
- Parents of Cub Scout-age youth who are interested in joining Scouting indicate the most important factors when deciding to join are safety (100%), the quality of the leadership (99%), where the meetings are held (96%), and how often the meetings are held (94%). Safety (99%) and quality leadership (99%) are also the most important factors in the joining decision for parents of Boy Scout-age boys.
- Barriers to joining mentioned by non-Scout parents include high cost (35%), their son is too busy (27%), too much homework (22%), transportation issues (22%), and none of their sons friends belong (19%).
- Ninety-three percent of Boy Scouts were Cub Scouts.
- Reasons for joining Cub Scouts include camping (55%), being involved in a group activity (53%), learning new things they could not get anywhere else (51%), and making friends (49%).
- Reasons for joining Boy Scouts are similar, however, camping (71%) and building skills (59%) are significantly more important as reasons of joining Boy Scouts than Cub Scouts.
- Attaining the rank of Eagle Scout is not a strong motivator for joining Scouting (20%); however, 97 percent of Boy Scouts have attaining Eagle rank as a goal.

Satisfaction with Scouting

- Boys who play team sports rate their satisfaction with their team significantly higher than Scouts rate their satisfaction with the Scouting program (94% vs. 80%).
- Almost all (95%) Boy Scouts and parents say Scouting accomplishes it mission and delivers on the values in the oath and law.
- Sixty-seven percent of Cub Scout parents are very satisfied with the program. In addition, 46 percent indicate Cub Scouts is better than they expected and 48 percent indicated the program is just what they expected.
- Seventy-five percent of Boy Scouts are very satisfied with the Boy Scout program. In addition, 71 percent indicate Scouting better than they expected and 23 percent indicate it is just as they expected.