



## Council Services Survey Report

### **Methodology**

In January 2018, the Pathway to Adventure Council commissioned a digital survey that was emailed to every email on file for all registered members, including Scouts parents, totaling 24,026 emails sent (1458 emails were incorrect and 1051 respondents opted out). The survey was also promoted in our email newsletter, via staff/council/district volunteers, and social media. Recipients were asked to select which council resources helped to deliver stronger Scouting to their Scouts, select resources they were not aware of, to rank the resources based on importance, and to identify where they obtained information on Scouting/Council resources/offerings. Demographic questions were asked to help segment the data. The full text of this survey and all raw data is available in the Appendix upon request.

### **Overall Data Summary**

- 1404 Respondents (6.5% response rate)
- The largest segment of respondents was Unit level Scouting Leaders (Cubmasters, Scoutmasters, Den Leaders, Assistants, Committee Members) at 45.47%, followed by Parents of Scouts at 40.25%. 20% of respondents identified as part of two or more groups.
- The top resource selected to aid in providing stronger Scouting was a calendar of Scouting events
- The least aware resource was accident and sickness insurance
- The most valuable ranked resource was background checks, with registration support and record keeping following
- The most common age of the respondents was 41-50, and male respondents were 54% compared to 46% female
- Most respondents get their Scouting info from a Scouting leader directly

### **Segment Data Summary**

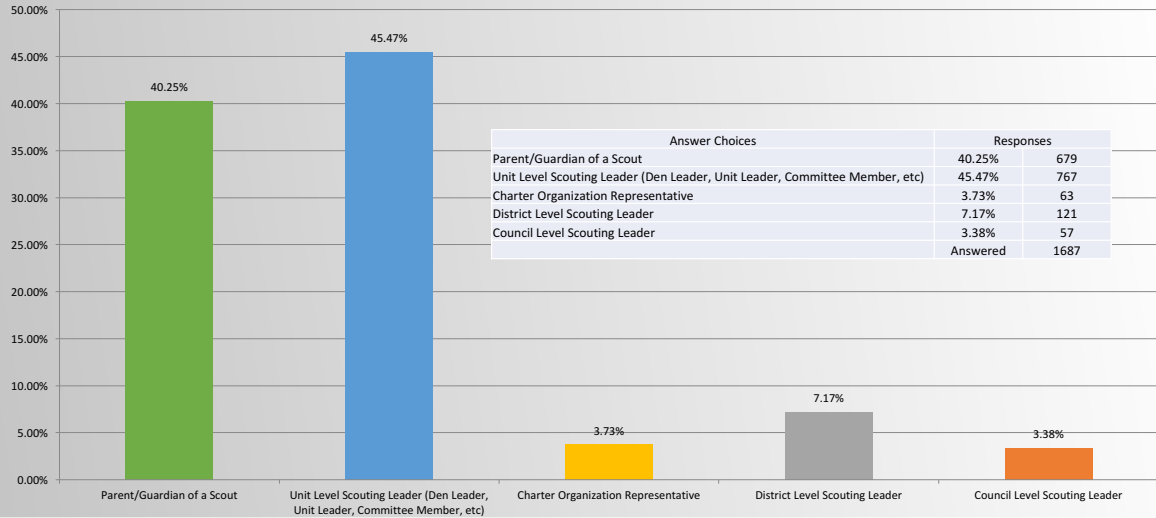
- Chartered Organization Reps believe that background checks and volunteer training are the most needed resources to serve children in Scouting, they are not aware of organized civic service projects, and believe that registration services are the most valuable council resource. The majority are (78%) male aged 51-60, and get their information from email newsletters and our website.
- Council Scouters believe professional scouters help to serve Scouts the most, they are not aware of accident and sickness coverage for members, and they rank customer service staff to assist customers as the most valuable resource. The majority are (86%) male aged 51-70. They get their information from our email newsletter.
- District Scouters believe that calendars, training and camps are the resources that effect serving Scouts the most, they are not aware of organized civic service projects, and believe that professional staff is the most valuable resource the council offers. The majority are (77%) male, aged 61-70. They get their information from our email newsletter.
- Scout parents believe calendars of Scouting events help to serve Scouts the most, but are not aware of accident and sickness insurance coverage, they rank background checks for leaders as the most valuable resource the council offers. The majority are (64%) female aged 41-50, and they obtain their Scouting info from their Scouting leader.
- Unit leaders believe a calendar of Scouting events helps to serve Scouts the most, they are not aware of organized civic service projects, and they rank registration as the most valuable resource of the council. The majority are (69%) male aged 41-50, and they get Scouting info from our email newsletter.



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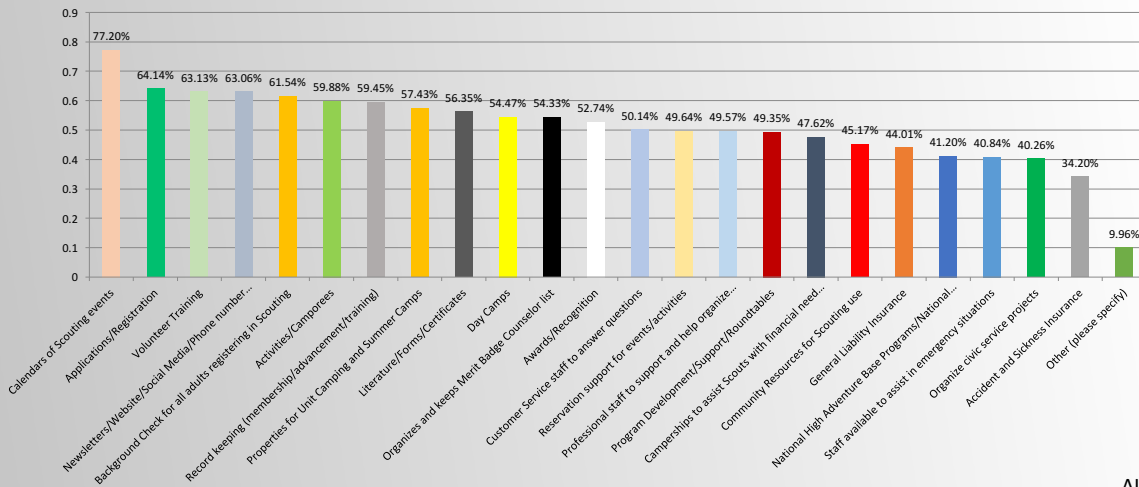
Please select the category that most accurately reflects your association with Scouting



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Please Select the boxes next to any item below the Council can offer that would (or does) help deliver the Scouting program to Scout(s):



ALL



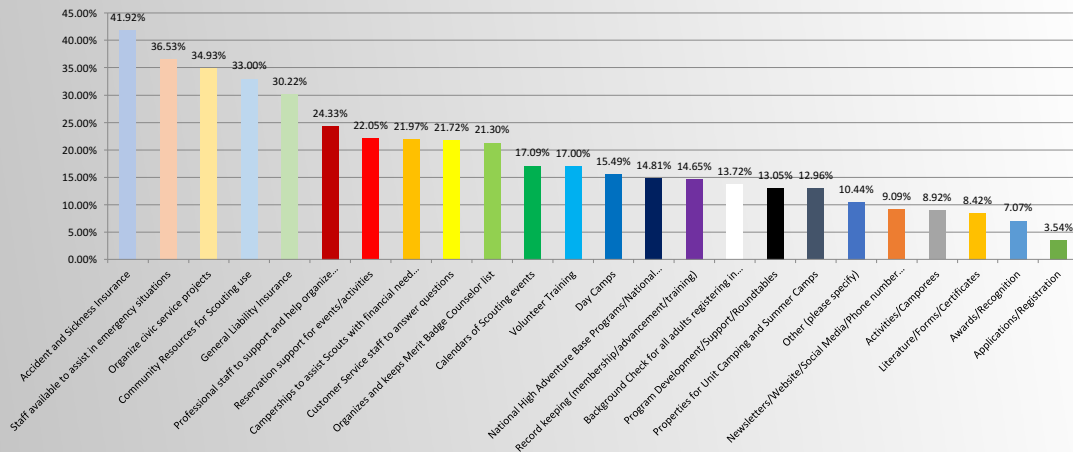
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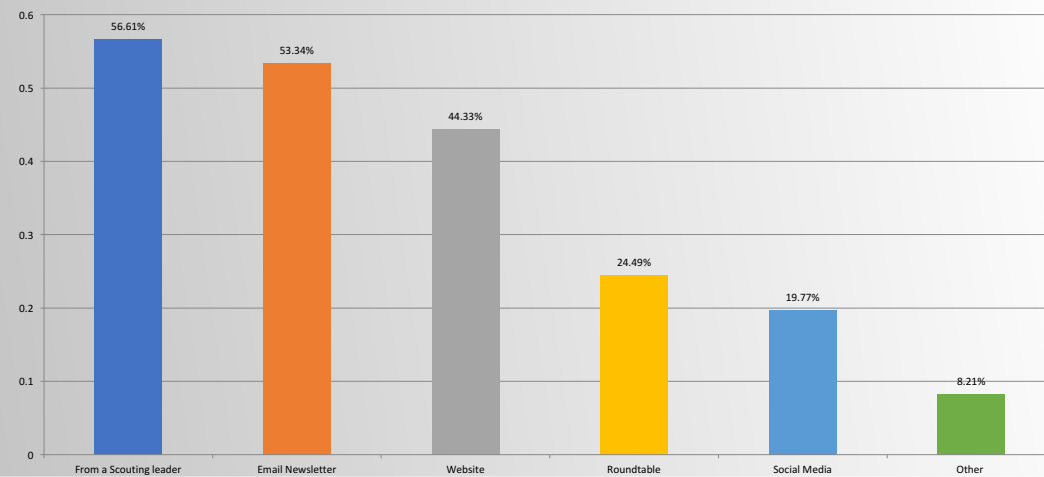
Please Select the boxes next to the items below that you are NOT currently aware our local Boy Scout Council offers you and our Scout(s):



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Where do you obtain information regarding Scouting and the offerings of our Council?



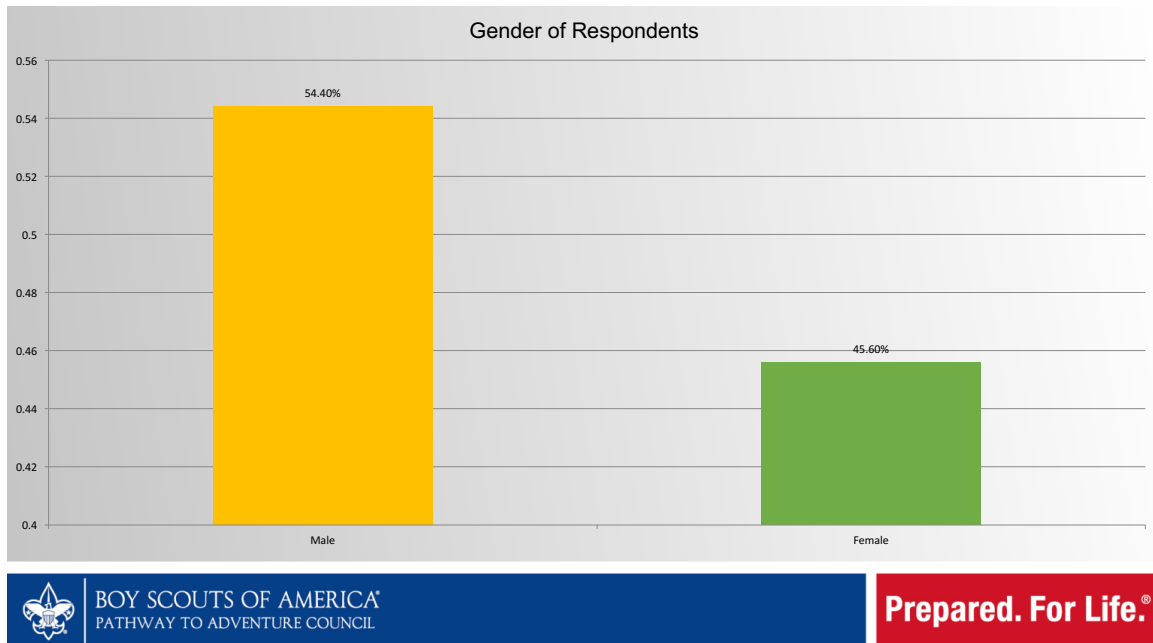
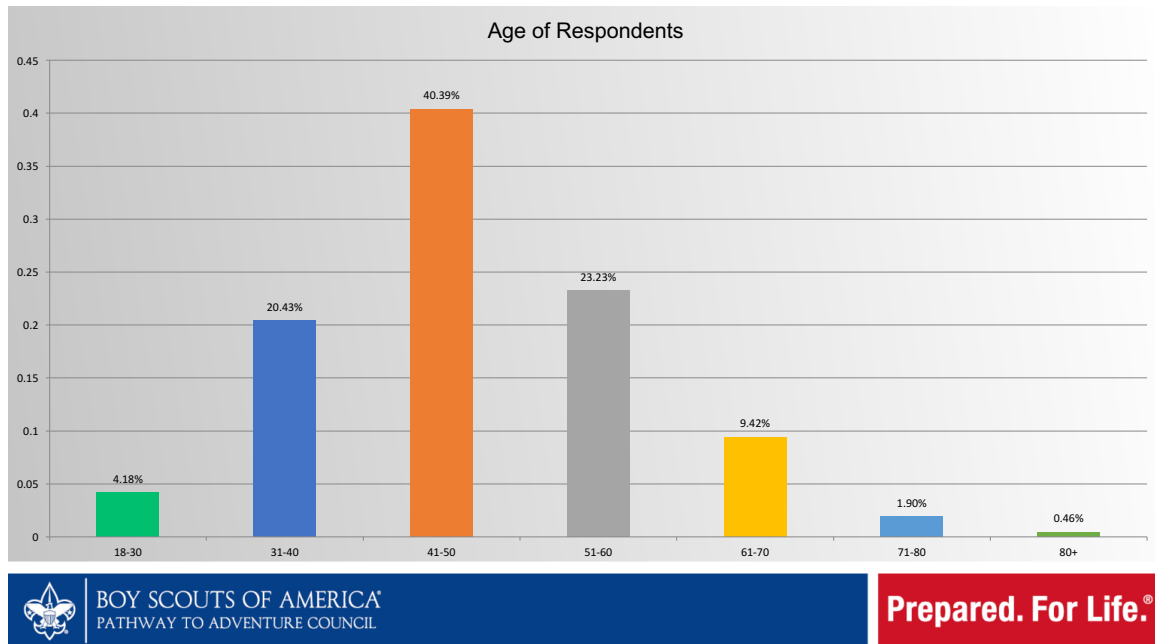
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[www.pathwaytoadventure.org](http://www.pathwaytoadventure.org)