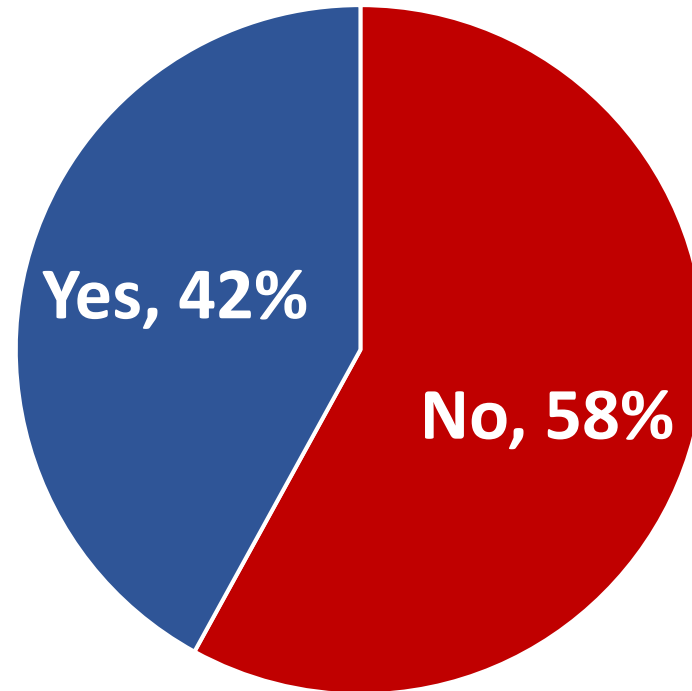
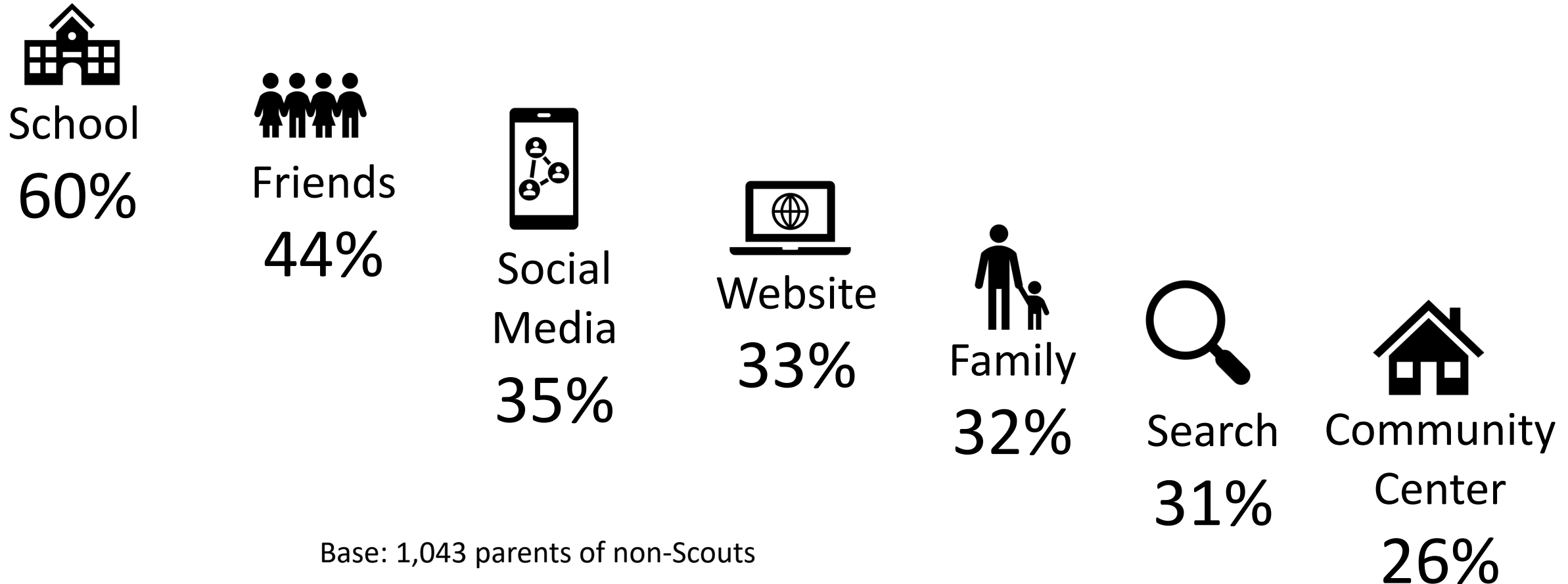


Have you ever considered enrolling your child(ren) in a Cub Scout or BSA program?



Base: 1,043 parents of non-Scouts

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



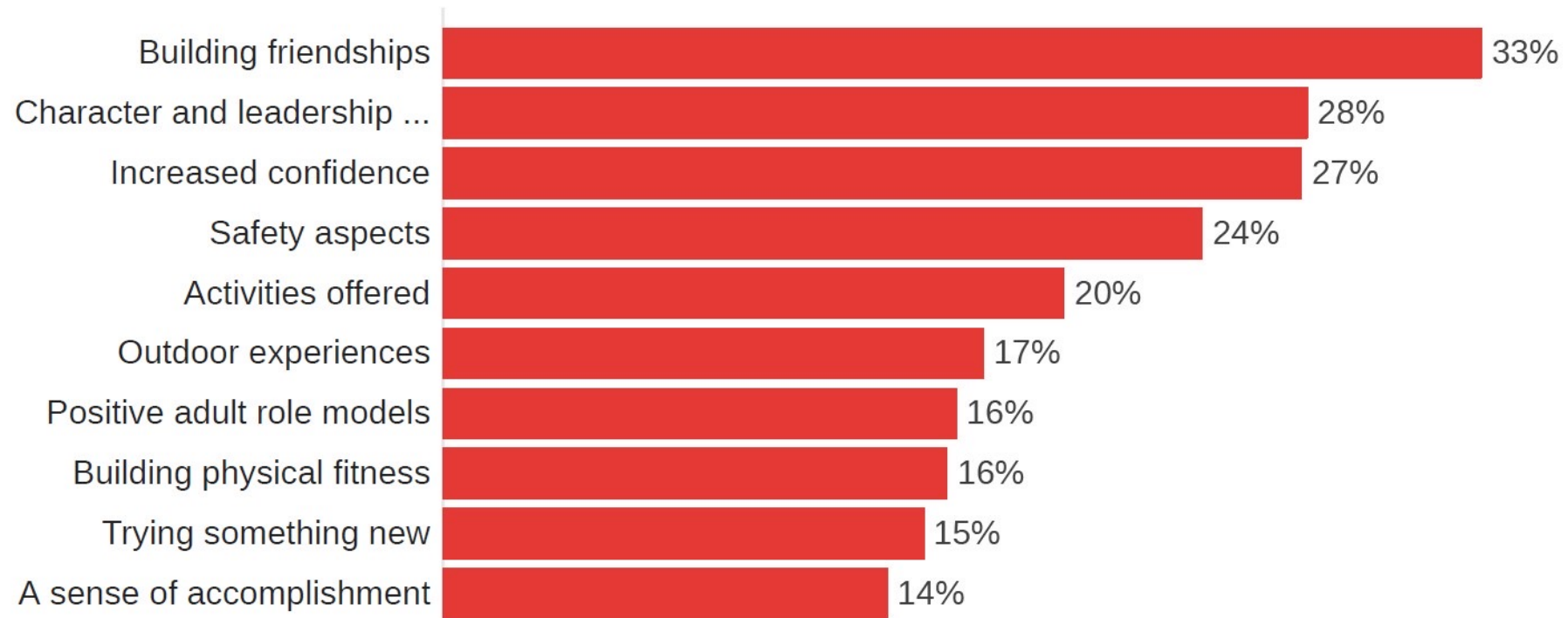
What Drives Recommendation – 2023 (Number denotes order of importance)



	Cub Scout Parents
Scouting is really fun.	1
Scouting is a great value for the money.	2
Scouting is our partner in providing positive youth programs to meet our goals.	3
Being in Scouting makes me feel like I am part of something bigger than myself.	4
Scouting is constantly reinforcing worthwhile values.	4
Scout meetings are a good use of our family's time.	6
Our family/I feel like we belong in our Scout unit.	7
Adult leaders in my troop help me be a better contributor.	8

Base 6,257 Cub Scout Parents

**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

Reasons Scouts & Families Leave - 2023



	Cub Scout Parents
Unit had poor leadership/problems with leaders	19%
Child/I am no longer interested in the program	16%
Too expensive	13%
Our family did not feel welcome	11%
Lack of communication from leaders	8%
There was too much fundraising	7%
Too busy with other activities	6%
Do not feel safe in Scouting	3%
Child's special needs are not being met	3%

Base: 1,002 Former Cub Scout Parents

Units that have high recruitment and retention year over year do the following:

- Have succession planning for the top unit positions.
- Make a program plan over the summer.
- Have a program calendar before the program year begins with coordinators (non-leaders) assigned for each pack event/activity.
- Share the program calendar during recruitment and at the first unit meeting.
- Communicate what they expect of parents.
- Are intentional about welcoming everyone.