



Girl Scouts of Greater Los Angeles Market Research Findings

PREPARED FOR

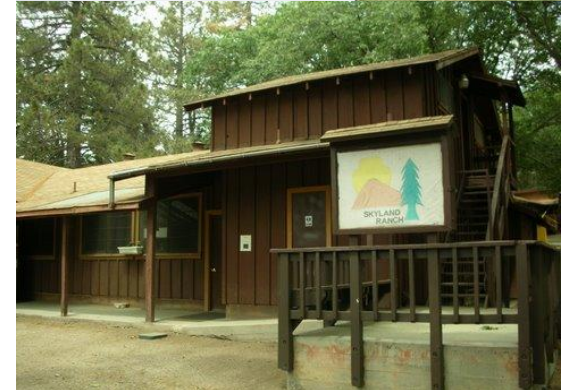


December 2013

Background & Research Questions

Girl Scouts of Greater Los Angeles Council (GSGLA), the premier leadership development organization for girls in Los Angeles, is seeking proposals in market research focused on the use and potential use of its properties (camps and program centers). The research will guide recommendations regarding current and future properties while first and foremost serving the needs and interests of over 40,000 girls (grades K-12) that are currently served and secondarily, the needs of over 25,000 adult volunteers and parents, as well as donors, community partners and potential Girl Scout members.

Girl Scouts of Greater Los Angeles operates four mountain camp properties and ten in-town program centers, in addition to seven service centers and one headquarters facility. In addition, there are geographic areas of the council that lack program space to adequately serve girl members. This strategic property planning process is the first detailed analysis of properties since GSGLA was created in 2008, by realigning (merging) six legacy councils. The process is working to match future program needs and opportunities with planned development of existing properties on a data driven basis. The council also needs to consider how to balance the goal of offering dynamic programming at all sites, considering available resources. Seeking feedback from girl members, volunteers, parents and other important constituent audiences is crucial to this process.



Research Objectives

The study will focus on addressing the following research objectives:

- Identify the interests, needs and perceptions of council members and potential girl members from the community about council camps and program centers in order to make decisions about the development, disposition, and acquisition of property
- Identify property amenities, trends in outdoor programming, and the priorities for properties by girl members, their parents, and volunteers, as well as non-girl members (the community-at-large)
- Provide a demographic snapshot of the council that includes current and potential girl markets
- Evaluate the findings and make recommendations for how properties can best support the needs and interests of the girls and the needs of adult volunteers and parents
- Help council leaders understand the best return on investment opportunities for properties as they currently exist and understand future opportunities
- Guide property planning process and decision-making and prioritization of the council's resources



Methodology Overview—Quantitative

A 15 minute online survey was conducted among current members and their parents, adult volunteers and girls of the Los Angeles community-at-large. Girl members, parents and adult volunteers were invited to participate from the GSGLA database. Girls from the community-at-large (representative panel) came from an online panel.

QUANTITATIVE METHODOLOGY

- 15 Minute online survey
- n=1,419:
 - The survey was conducted among the following groups
 - Girl members and their parents (n=362)
 - From GSGLA's database
 - Willing to participate in the survey
 - Adult volunteers (n=557)
 - From GSGLA's database
 - Willing to participate in survey
 - Community-at-large (n=500)
 - Girls in grades K to 12 who reside in Los Angeles County
 - Not currently a member of the Girl Scouts
 - 27% of these interviews were conducted among Hispanic panel members to mirror the population of Los Angeles.
- All interviews were conducted in language of choice (Spanish or English)



Methodology Overview—Qualitative

Focus groups were conducted to understand the attitudes and perceptions of current Girl Scouts and leaders.



QUALITATIVE METHODOLOGY

Murphy Research conducted 6 groups in 2 locations with Brownies, Juniors and Leaders. Online web interviews were conducted with Cadettes, Seniors and Ambassadors.

—KEY MECHANICS

- 90 minute groups were conducted at the Montrose Program Center and the Downtown Los Angeles Girl Scout Headquarters
- 30 to 45 minute web interviews were conducted with Cadettes, Seniors and Ambassadors
- Groups and interviews were conducted by Murphy Research

—DETAILS

- 2 groups with Brownie Girl Scout members
- 2 groups with Junior Girl Scout members
- 2 groups with Adult Girl Scout Leaders
- 8 web interviews with Cadettes, Seniors and Ambassadors

Executive Summary

- Leaders are interested in using Girl Scout properties for a wide variety of activities, especially troop overnights, camping and day visits.
 - Leaders are currently satisfied with properties available. More experienced Leaders and those in the Southwest and Southeast regions are more satisfied with properties available than Leaders with younger girls and those living in the North region.
 - Many troops are not utilizing properties due to lack of awareness and concerns that they are too far from them.
- Camp Lakota, Camp Osito Rancho, and Skyland Ranch are the most popular camps.
- Montrose Program Center, El Ranchito, Marine Landing, Camp Mariposa, and to a slightly less extent, Johnstone Program Center, are the most popular program centers.
- Camping remains an essential Girl Scout experience. 74% of all Leaders have taken their troop camping and 12% have not yet gone but are interested in taking their troops camping next year. Troops participate in a wide variety of camping experiences, but prefer to camp for at least 2 nights.
 - Non-Girl Scout property camping is a concern as 69% of leaders have taken their troops to non-Girl Scout properties. Usage of Non-Girl Scout properties increases as girls get older and more experienced with their camping skills.
 - Adult volunteers like to have a more primitive camping experience, including sleeping in tents and cooking over fires. However, they do prefer the convenience of indoor flush toilets and the safety of a ranger on site.
- Girl Scouts are also avid campers. 74% of them have camped with their troop and 14% have not yet gone camping but are interested in camping in the future. Older girls and those from the Southeast region are more likely to be campers.
- Girl Scouts are more likely than community girls to have gone to summer camp this past summer (2013) as well as be interested in going to a summer camp in the future. Both groups would prefer to go to camp for 5 days and consider the activities done at camp to be essential to their selection of camp. Interest in Girl Scout summer camp is high among both Girl Scouts and community girls.
- Community girls are interested in water sports, health and wellness, and social activities; promoting these activities could help recruit community girls to Girl Scout summer camps.
- Awareness of the Girl Scouts is moderately high among community members and 39% are interested in joining the Girl Scouts. Those interested in joining are younger in age and more interested in camping and outdoor activities than are those not interested in joining.



Recommendations

- The most pressing barriers to both camp and program center usage are **lack of awareness** and **distance**.
 - Host council run events at properties to increase awareness and visitation. This is especially important among less experienced troop leaders.
 - Also, encourage troops that are familiar with the properties to host open house events in order to increase awareness and visitation. Giving Leaders a reason to bring their Troop is important in helping them overcome distance barriers.
 - Create a “Yelp” type page so that Leaders and Girl Scouts can generate property information and content. Include areas for tips and suggestions on what equipment to bring, activities that can be done, ages most appropriate for, and pictures of girls doing activities. Non-Girl Scout properties are more likely to be used as Girl Scouts get older and more troops begin camping on non-Girl Scout properties.
 - Create incentives for Troops to visit Girl Scout properties.
- Troops are more likely to compromise on having luxurious sleeping and cooking arrangements, but prefer to have flush toilets and safety concerns taken care of when camping.
- There is an opportunity among community members to increase Girl Scout summer camp participation. Promoting water sports, health and wellness, and social activities may help generate interest among community girls as these are activities they are very interested in.
- Overall, community girls have a high level of respect and interest in the Girl Scouts. However, targeting some perceptions about the difficulty and cost of joining a Troop could go a long way towards recruiting new community member girls.



Property Opportunity Analysis (Among Leaders)

	Current Usage Index*	Future Usage Index*	Satisfaction Index*	Price Index*	TOTAL OPPORTUNITY
El Ranchito	166	220	96	84	142
Camp Lakota	114	165	87	195	140
Camp Mariposa	133	113	120	106	118
Montrose Program Center	126	160	112	69	116
Marine Landing	92	154	108	76	108
Chino Program Center	120	55	82	163	105
Skyland Ranch	78	94	113	133	104
Camp Osito Rancho	69	135	134	76	103
Covina Program Center	122	58	93	123	99
Johnstone Program Center	89	77	105	94	91
El Potrero	77	44	87	133	85
La Casita Program Center	63	61	100	62	71
Whittier Program Center	80	33	83	49	61
San Gabriel Program Center	71	33	83	36	56



Above average index score



Below average index score

*Index Calculation:

Index scores are calculated by comparing each property's score to the average score of all property ratings. This results in an index score which compares each property's score against the average score. Index scores above 100 are above average scores and scores under 100 are below average scores.

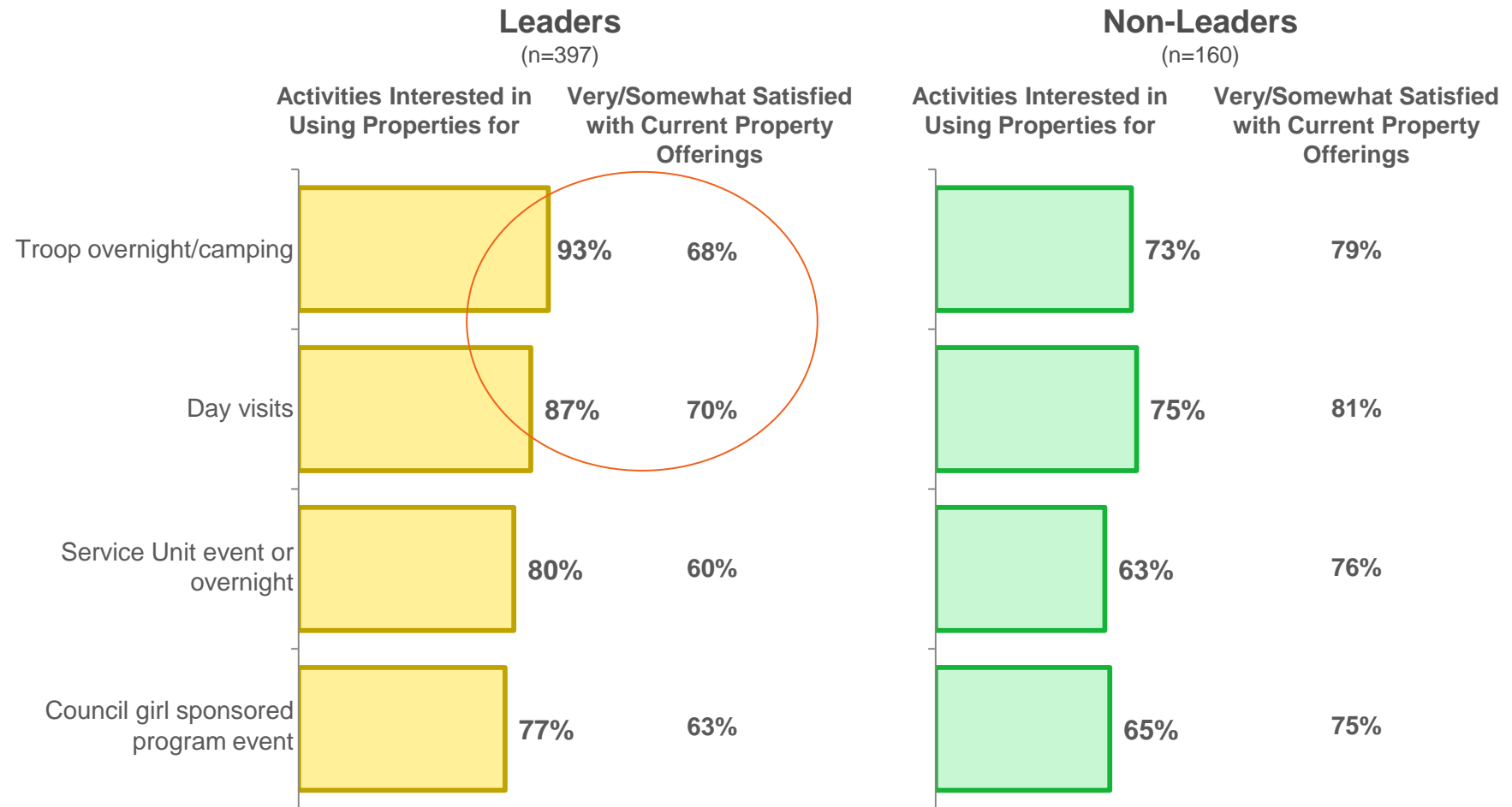


Volunteers



Girl Scout Property Usage and Satisfaction

Leaders are most interested in using Girl Scout properties for overnight visits, camping and day visits. Overall, they are moderately satisfied with the current property offerings, and are most satisfied with current properties available for day visits and troop overnight/camping trips.



BASE: Total Adult Volunteers

Q1. For which of the following activities are you interested in using Girl Scout properties, regardless of whether or not properties currently exist for these types of activities?

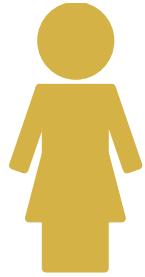
Q2. How satisfied are you with the Girl Scout properties available for each of the following activities?





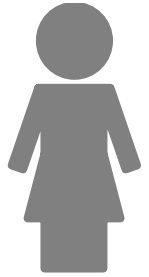
Satisfied vs. Dissatisfied Leaders

Leaders of older troops tend to be more satisfied, likely because they are more experienced with properties available. Those in the North region tend to be the least satisfied with the properties available.



Leaders Satisfied with Property Offerings (n=303)

Leaders Dissatisfied with Property Offerings (n=41*)



10.0 Avg. # yrs. volunteering 8.7

Program level

18% Daisy 27%
33% Brownie 39%
32% Junior 29%
42% Cadette 29%
34% Senior 29%
24% Ambassador 22%

80% A lot of input in Troop/Group 63%
79% Camped in past 2 years 61%

Region

40% Southeast 27%
36% Southwest 37%
24% North 37%

*CAUTION: Small base size (n<50)

Satisfied: Satisfied with at least one current offering of Girl Scout property

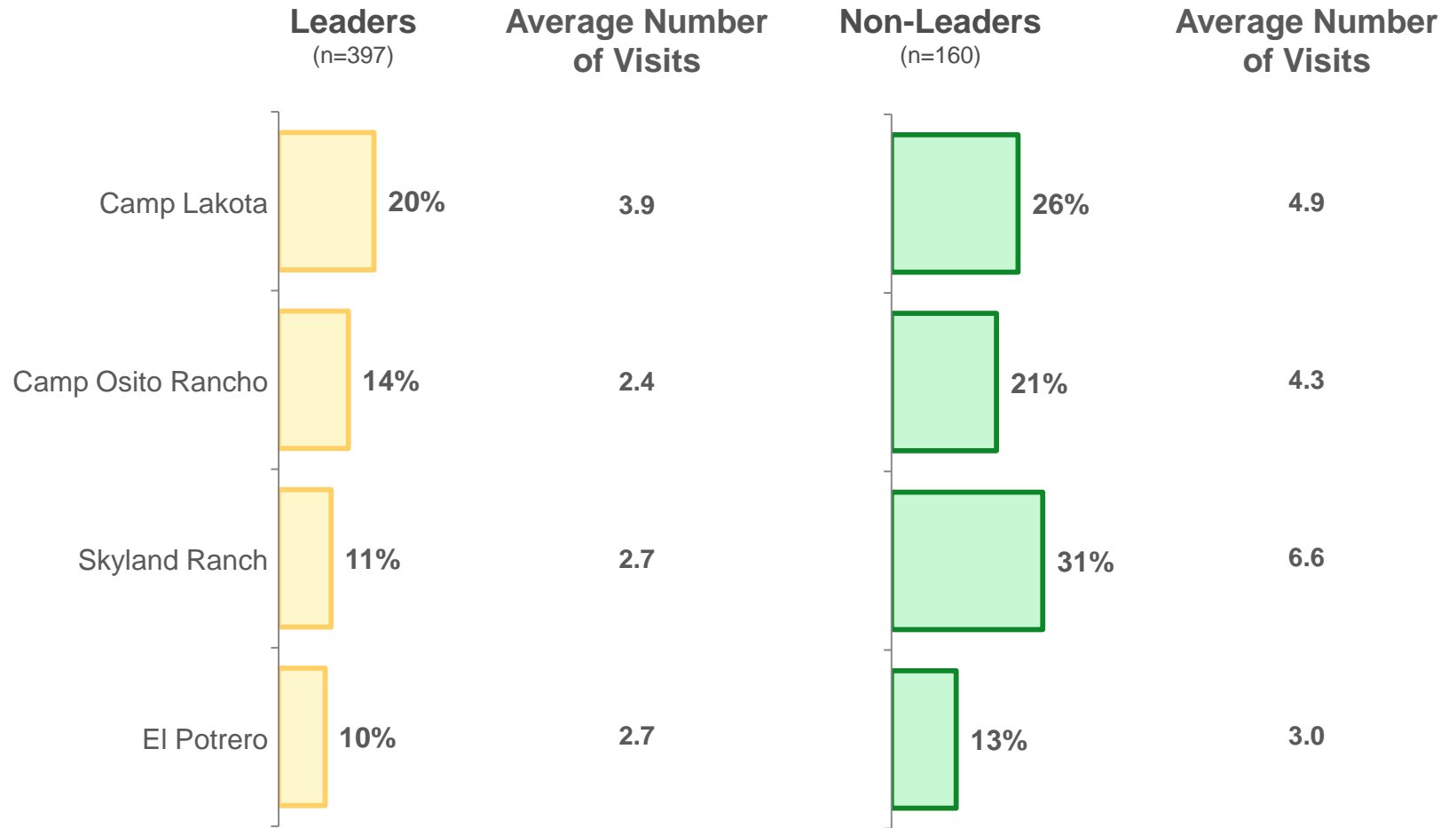
Dissatisfied: Dissatisfied with ALL current offerings of Girl Scout properties.





Camp Properties Visited in the Past 2 Years

Camp Lakota, Camp Osito Rancho and Skyland Ranch were the most visited camps in the past 2 years.



BASE: Total Adult Volunteers

Q5. When was the last time you visited the following Girl Scout properties?

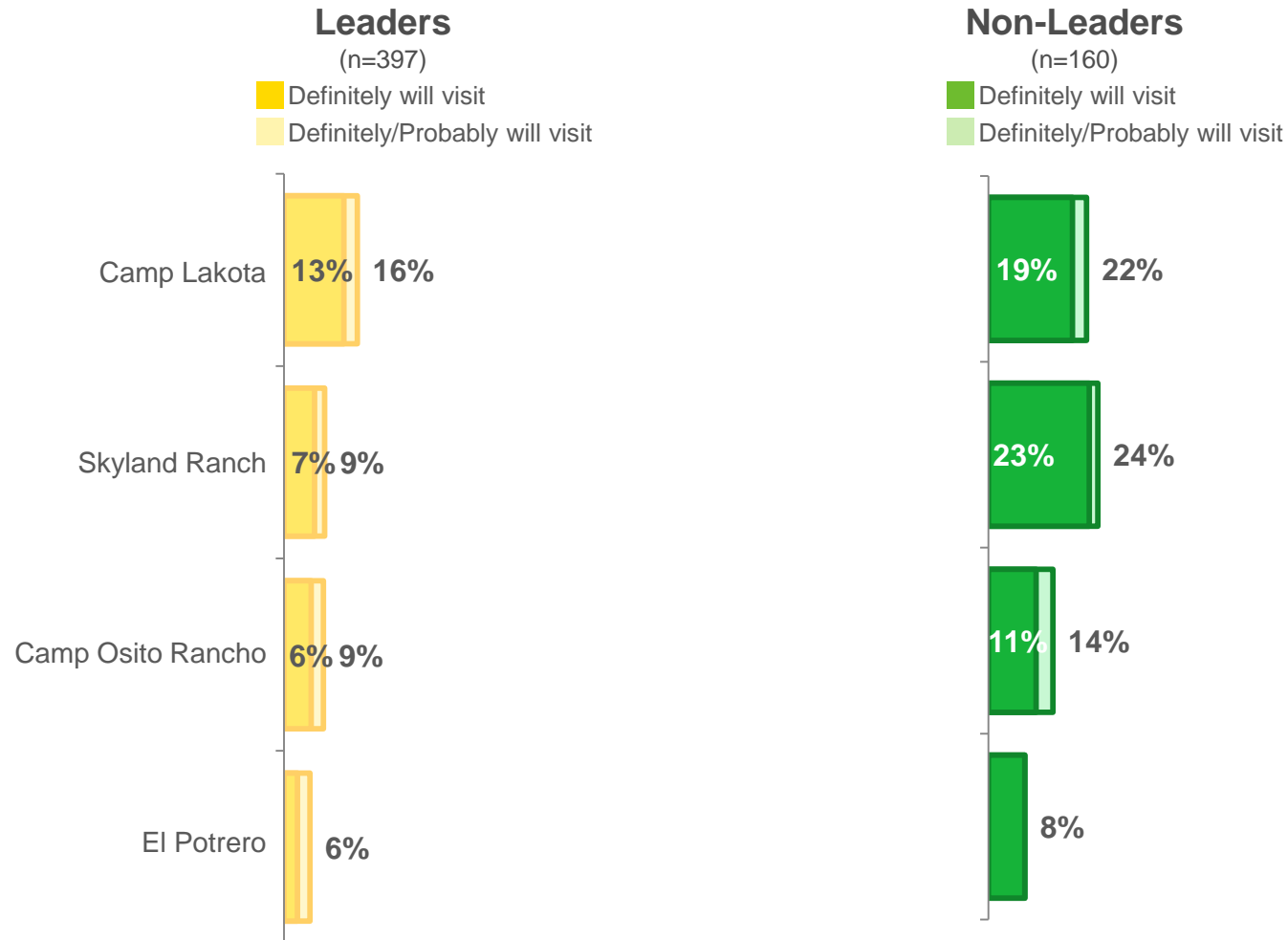
Q6. Thinking of the past 2 years, how many times have you visited the property/facility for the following types of events?





Camp Property—Visit Next Year

Camp Lakota will continue to be among the most frequently visited camps next year.

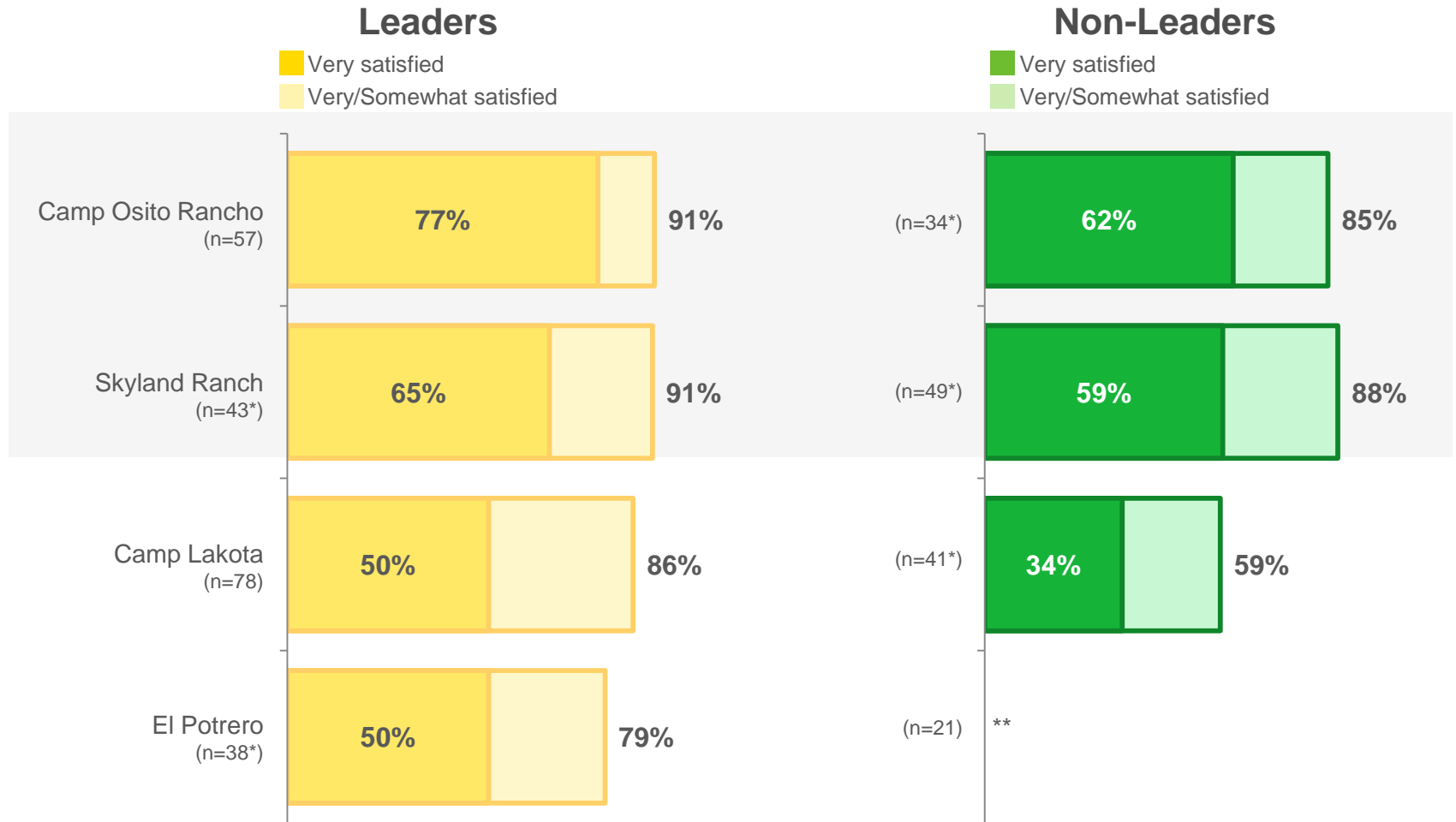


BASE: Total Adult Volunteers
Q7. How likely are you to visit any of the following Girl Scout properties in the next year?



Camp Property Satisfaction Among Volunteers

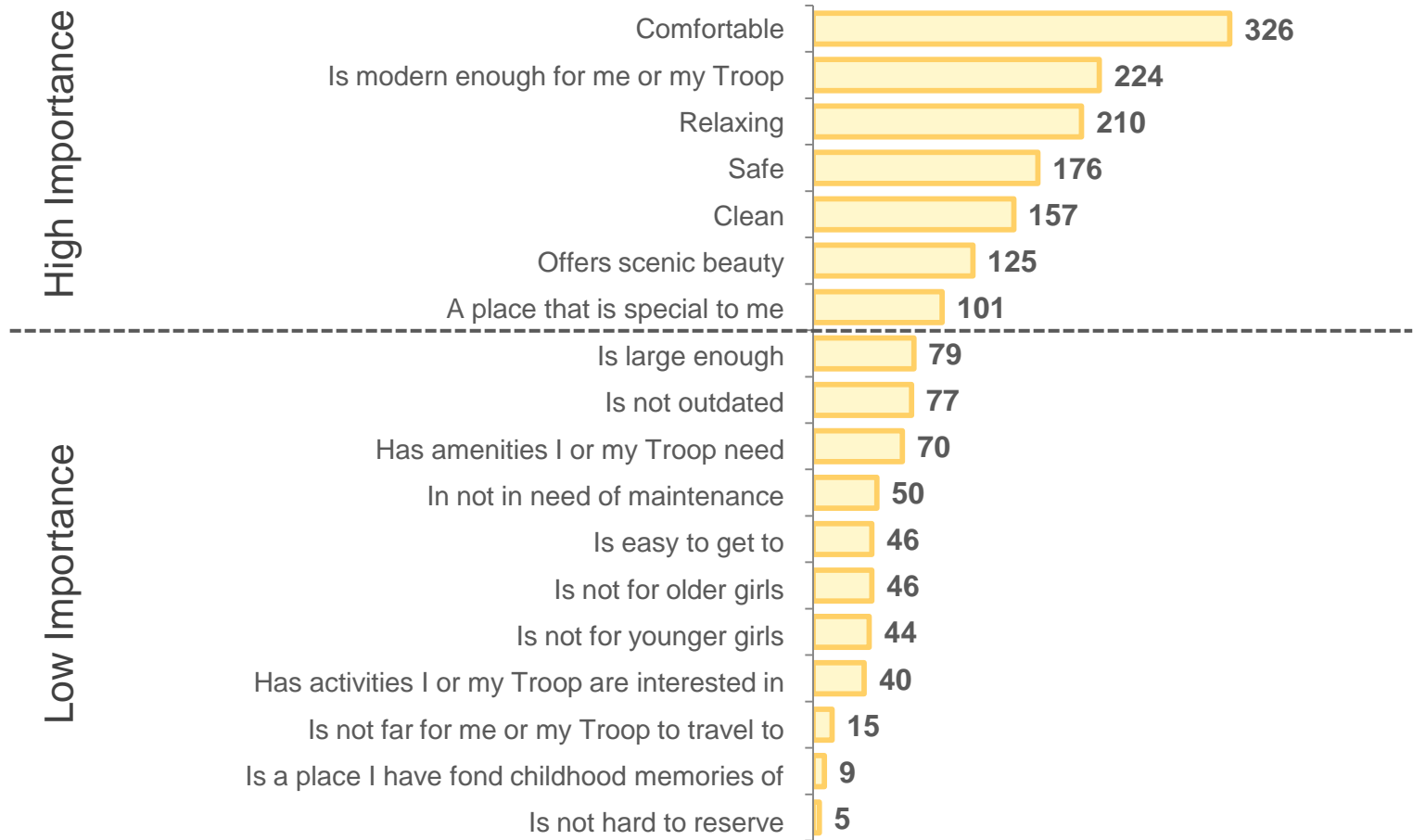
Camp Osito Rancho and Skyland Ranch have the highest satisfaction among both Leaders and Non-leaders who have visited the property in the past two years.



*CAUTION: Small base size (n<50) **NOTE: Base size too small to analyze (n<30)
BASE: Visited property in past two years
Q8. How would you rate your overall satisfaction with the following properties/facilities?

Key Drivers of Camp Property Satisfaction

Satisfaction with camp properties is primarily driven by comfort, relaxation and safety.



BASE: Visited Camp Property and assigned to rate property

NOTE: The derived importance scores shown above are obtained using binary logistic regression to predict top 2 box Leader satisfaction using the attitudinal attribute ratings shown above. Scores are indexed, so that 100 equals the average derived importance.

Q8. How would you rate your overall satisfaction with the following properties/facilities?

Q11. How much do you agree or disagree with each of the following statements about each property?

Reasons for Liking and Disliking Properties

Likes

Dislikes

Camp Lakota

The location is great

- *Location, location, location. It is close to home. – Leader*
- *It's not a bad distance to travel from Los Angeles for a weekend outing. –Leader*

Variety of Activities

- *Many varied activities available, whatever the season, whatever the weather. –Non-leader*
- *Open space, pool, horses when available, stars, fresh air, and it can be used for many activities. Love it when it snows. –Leader*

Great atmosphere

- *I like the outdoorsy feel, love the tree in the middle of the road. –Non-Leader*
- *I love the atmosphere, the trees, and how close to nature it is. –Non-Leader*

Skyland Ranch

Great amenities and beauty

- *I like the comforts of the cabins, hot water, electricity, outdoor camping, large lodge for programs, full kitchen. – Non-leader*
- *The beauty of the scenery and its elevation. The great mix of cabins, as well as the outdoor sleeping area, plus the choice of two very different lodges. –Non-leader*

Fun activities available

- *Sleeping in little cabins. Access to snow. Fully stocked kitchen and games. Ranger who teaches archery. – Leader*
- *The meeting hall is wonderful, the cabins are cozy and clean. It has a lot of wonderful history, the hiking and archery. –Leader*

The property is not well maintained and can use a new lodge

- *It's not maintained very well. It's gone down hill and that is very sad. -Leader*
- *Camp is a little run down and needs some TLC. –Leader*
- *I am sad that more progress hasn't been made on the lodge. –Leader*

There is a lack of amenities

- *Lack of amenities -- no dining hall, no sleeping quarters, rest rooms are run down and primitive, entire facility is tired. – Non-leader*
- *I wish there were more bathrooms and a central mess-hall. -Leader*

The camp is underfunded

- *The lack of funding that has been presented to the camp leaves renovations nearly impossible. –Leader*
- *The Long Beach council and the LA council have sadly neglected the camp in favor of larger, fancier camps within their jurisdiction. -Leader*

The property is in need of maintenance

- *I have noticed that Skyland hasn't been kept up as well as it used to be in the past. It may need just a little makeover and a thorough cleaning in each cabin. –Leader*
- *The outside surroundings are in dire need of repair, cleaning and clearing out, and building/setting up of more outside activities. -Leader*



Reasons for Liking and Disliking Properties

Likes

Dislikes

Camp Osito Rancho

There are great activities and amenities offered

- *They have a ropes course, pool, horse stable area, new lodge and dining facility. –Non-leader*
- *The activities available for the girls were safe, clean, and exciting. –Leader*
- *I like the variety of activities available as well as the adaptability and coordination of the staff. –Leader*

Nice atmosphere and facilities

- *The environment and the wilderness look. The big kitchen. –Leader*
- *It is beautiful and quiet. The sleeping, meeting, cooking, and eating arrangements were great. It was nice for a large group. –Non-leader*

The location is far and hard to find.

- *Dirt road to get there, very poor directional signage. –Leader*
- *It was difficult to find the drive and the road was not well maintained. –Leader*
- **The distance! The drive!** *The scary road up and down to get there. –Non-leader*

The bathrooms could use some maintenance

- *The bathrooms are in terrible shape. –Non-leader*
- *The bathrooms need a great deal of work. –Leader*

El Potrero

Spacious grounds

- *El Potrero has lots of space for multi-troop camporees. –Leader*
- *The amount of space and the rustic, remote quality of the property. Great for large group camping. –Leader*

Great Atmosphere

- *The atmosphere of true camping and it being a Girl Scout property. –Leader*
- *It is one of the most beautiful places ever! –Leader*

Not a great location and poor roads

- *Location – it's hard to find, hard to access (very narrow dirt road after turnoff from main road), and no cell phone service. –Leader*
- *It is too far away for regular weekend trips. –Leader*
- *The camp road can be hard to find at night. It requires good transportation and first aid coverage due to the distance to emergency services. –Leader*

The bathrooms are less than satisfactory

- *The only thing that is really dissatisfying is the bathroom situation. –Leader*
- *The rest rooms and needs more water outlets. –Non-leader*

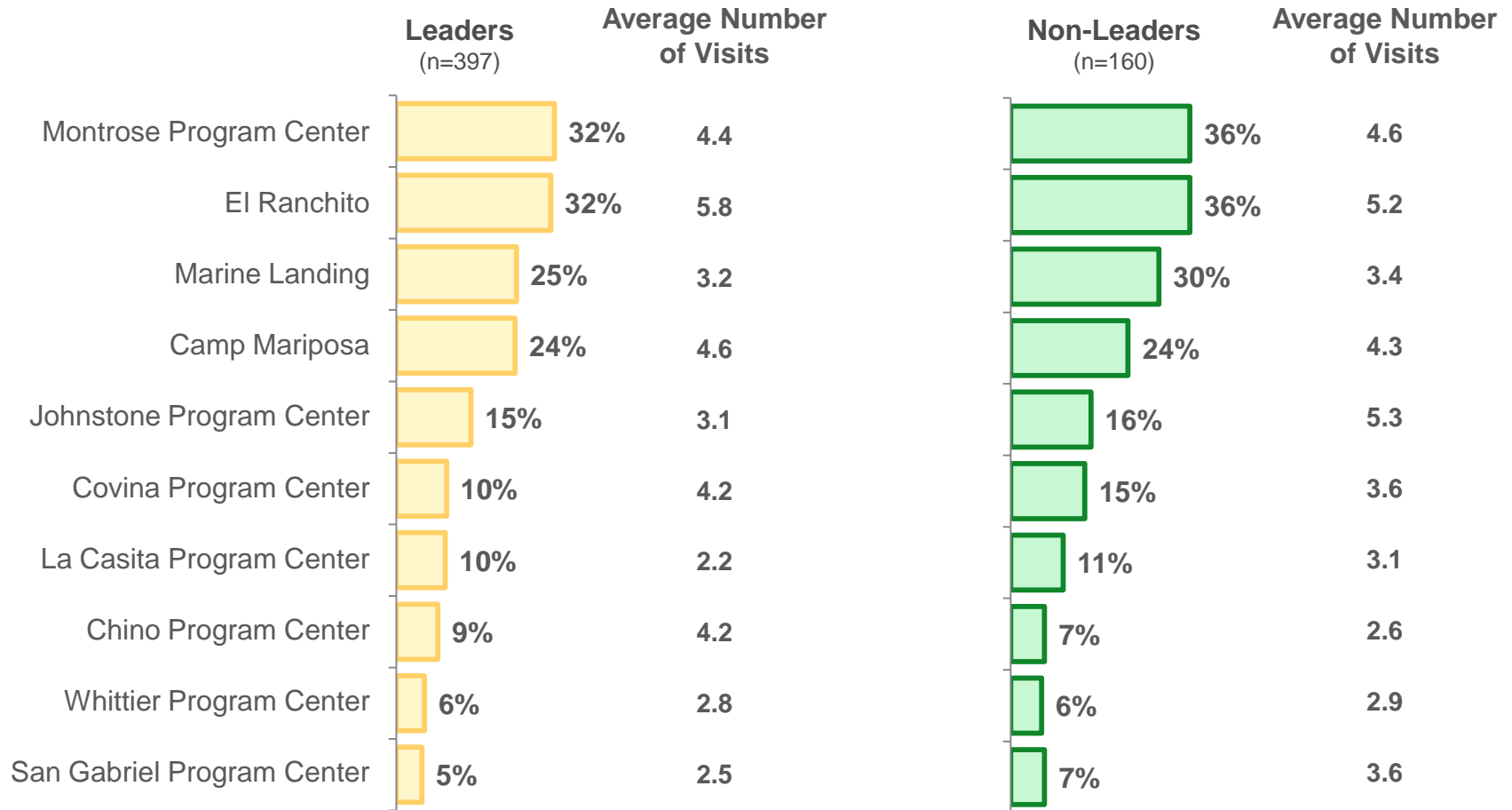




Program Center Property Visitation

Montrose Program Center, El Ranchito, Marine Landing, and Camp Mariposa are the most visited properties.

Visited in Past 2 Years



BASE: Total Adult Volunteers

Q5. When was the last time you visited the following Girl Scout properties?

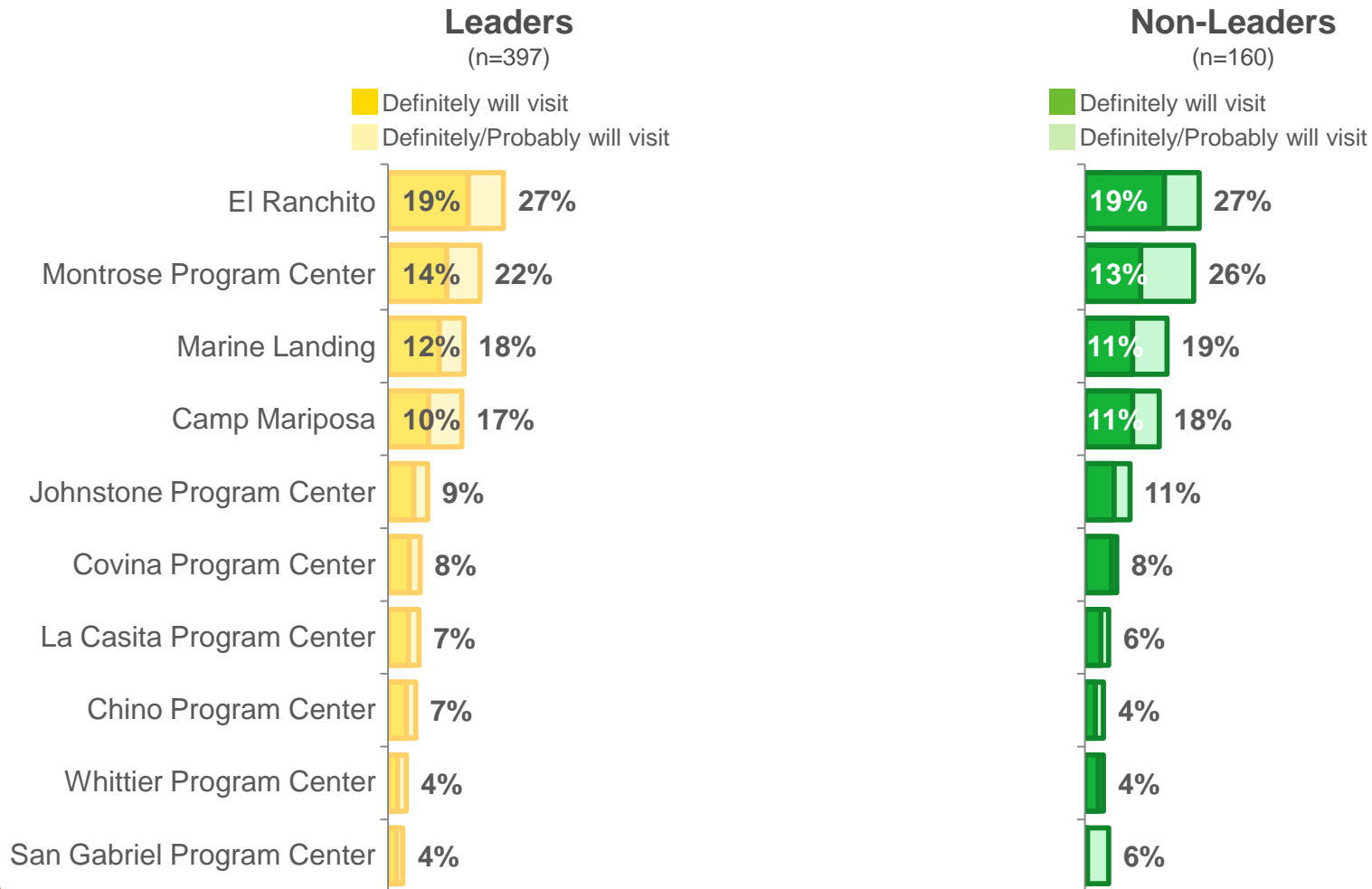
Q6. Thinking of the past 2 years, how many times have you visited the property/facility for the following types of events?





Program Center Property—Visit Next Year

Program centers with high visitation in the past two years are also more likely to be visited in the future. Likely because of their proximity to troops and familiarity.



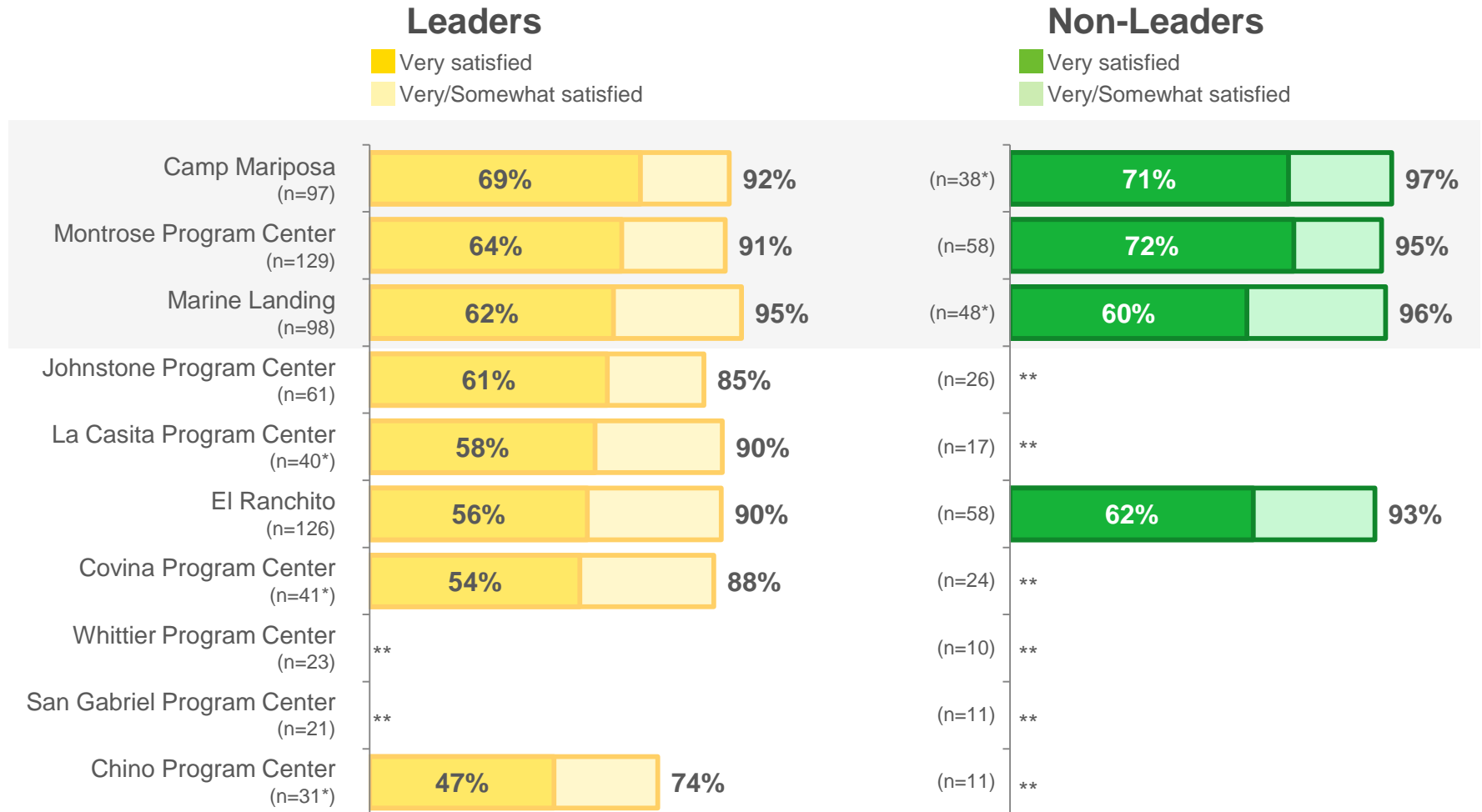
BASE: Total Adult Volunteers
Q7. How likely are you to visit any of the following Girl Scout properties in the next year?



Program Center Property Satisfaction Among Volunteers

volunteers

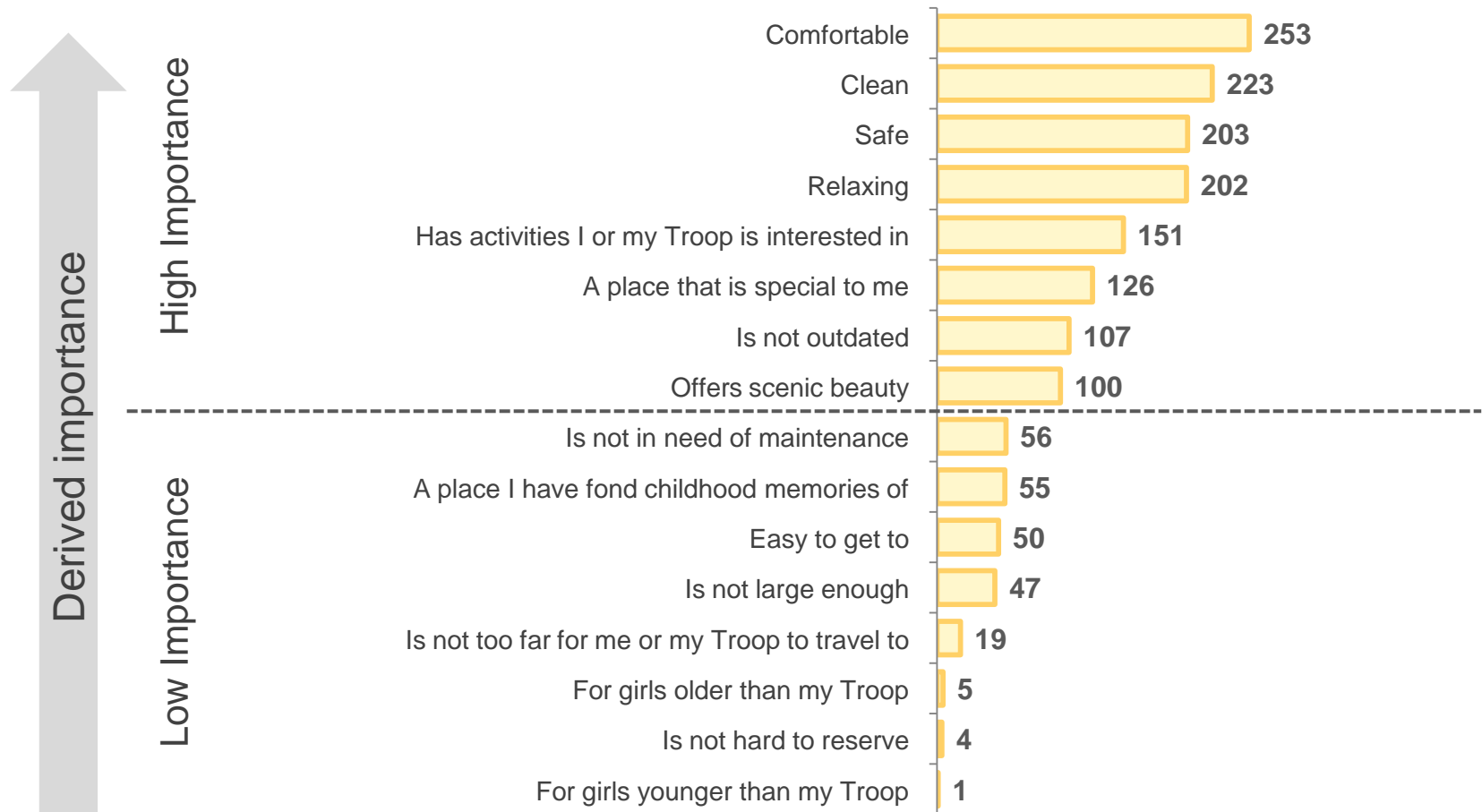
Camp Mariposa, Montrose Program Center, and Marine Landing have the highest satisfaction among Leaders and Non-leaders who have visited in these properties in the past two years.



*CAUTION: Small base size (n<50) **NOTE: Base size too small to analyze (n<30)
BASE: Visited property is past two years
Q8. How would you rate your overall satisfaction with the following properties/facilities?

Key Drivers of Program Center Satisfaction

A program center's comfort, cleanliness, safety, and ability to be relaxing are the most important drivers of satisfaction among Leaders.



BASE: Leaders Visited Program Center Property and assigned to rate property

NOTE: The derived importance scores shown above are obtained using binary logistic regression to predict top 2 box Leader satisfaction using the attitudinal attribute ratings shown above. Scores are indexed, so that 100 equals the average derived importance.

Q8. How would you rate your overall satisfaction with the following properties/facilities?

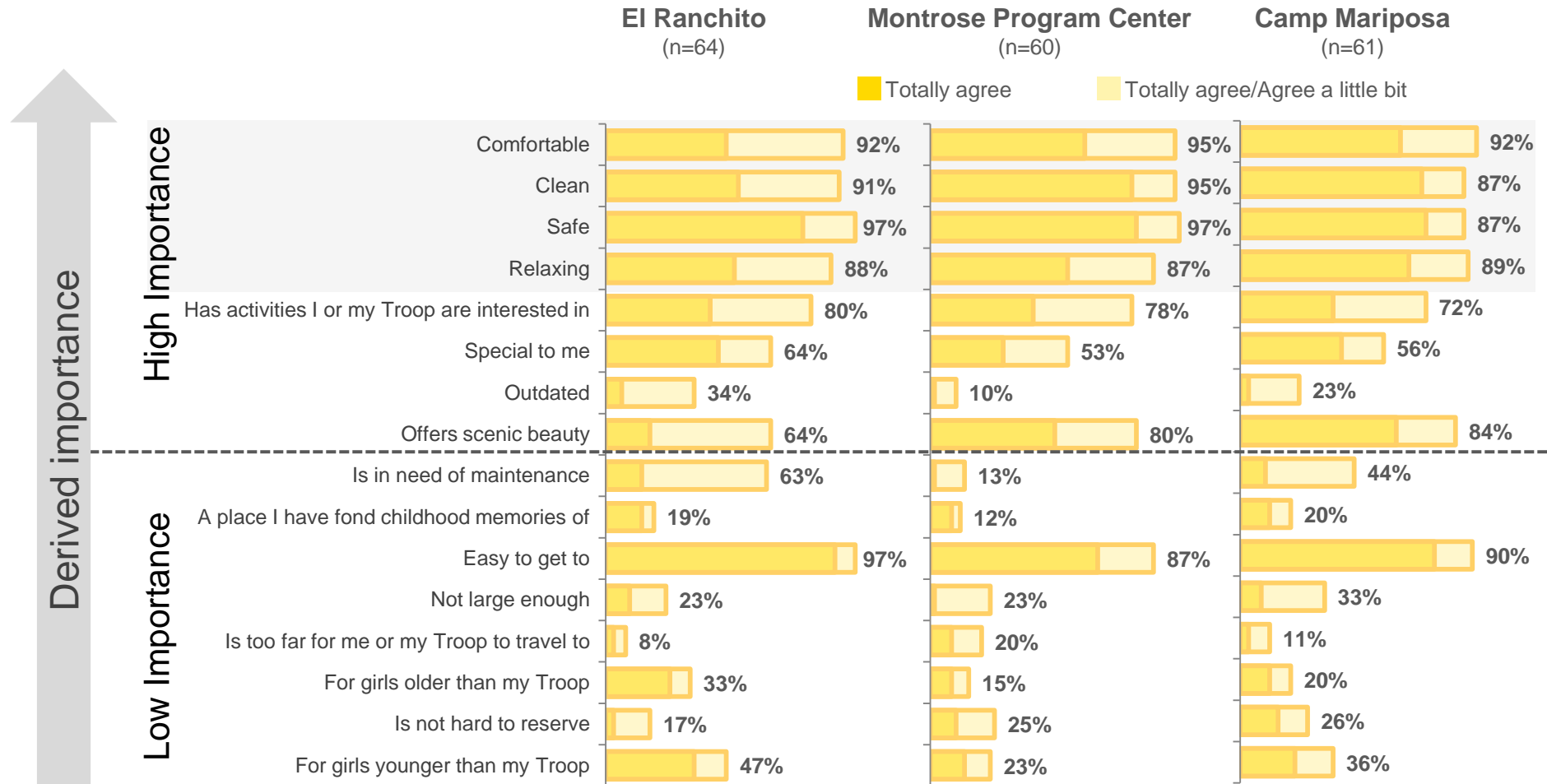
Q11. How much do you agree or disagree with each of the following statements about...





Program Center Property Attributes

El Ranchito, Montrose Program Center, and Camp Mariposa all perform well on key drivers of satisfaction.



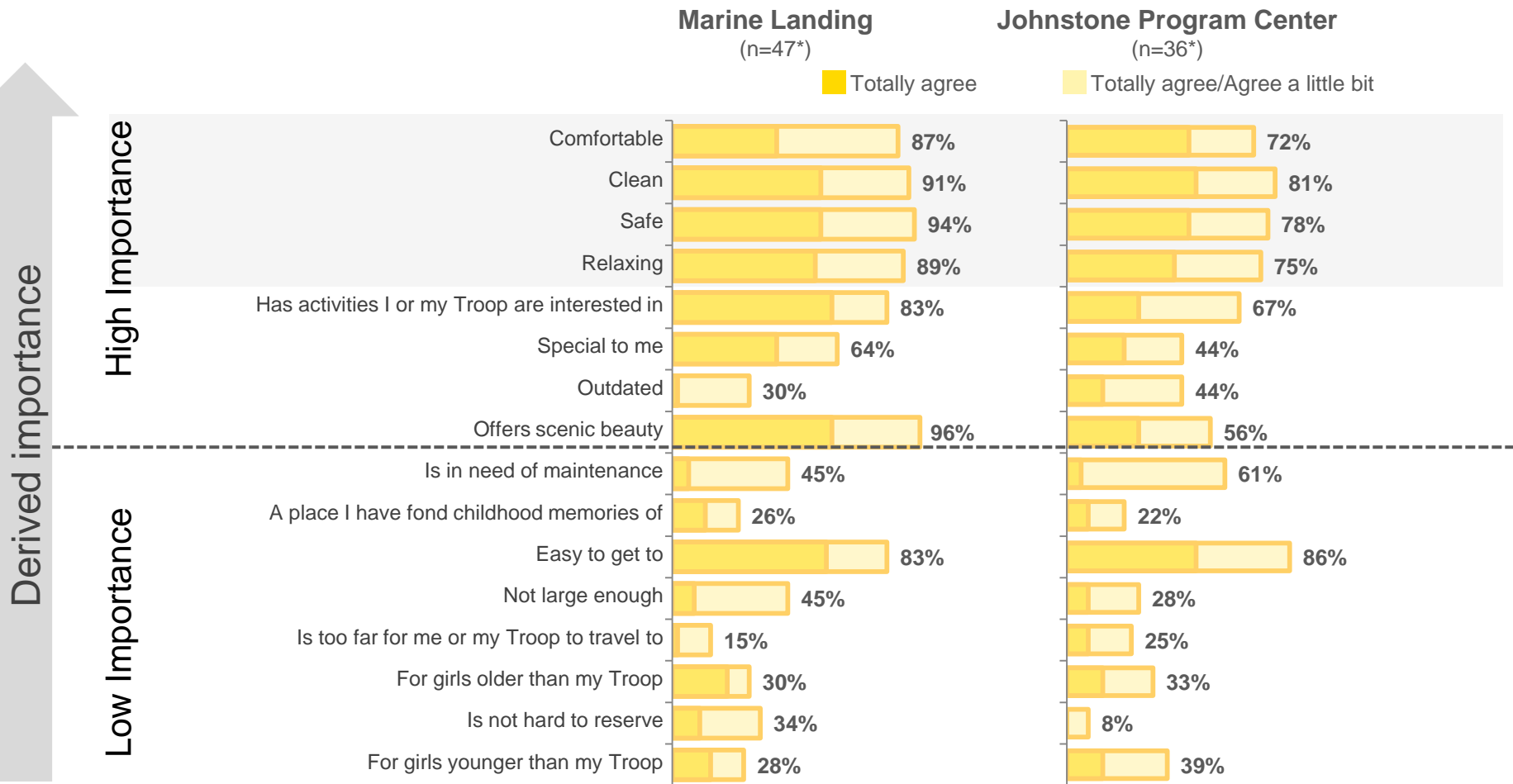
NOTE: Due to small base sizes, the following properties are not shown: Covina Program Center, Chino Program Center, La Casita Program Center, Whittier Program Center, San Gabriel Program center

BASE: Leaders Visited program center property in past 2 years and assigned to rate property Q11. How much do you agree or disagree with each of the following statements about...



Program Center Property Attributes

Marine Landing also performs well on key drivers. However, Johnstone Program Center does not perform as well on those attributes.



*CAUTION: Small base size (n<50)

NOTE: Due to small base sizes, the following properties are not shown: Covina Program Center, Chino Program Center, La Casita Program Center, Whitter Program Center, San Gabriel Program center

BASE: Leaders Visited program center property in past 2 years and assigned to rate property Q11. How much do you agree or disagree with each of the following statements about...

Reasons for Liking and Disliking Properties

	Likes	Dislikes
EI Ranchito	<p>Great place for first-time overnights and skill building</p> <ul style="list-style-type: none"> — <i>Great place to practice camping and use for events. – Leader</i> — <i>Used to camp there yearly when the girls were younger. A great place to start camping skills. –Leader</i> <p>The location feels safe and secure</p> <ul style="list-style-type: none"> • <i>A great area to camp, safe and fun. The enclosed area made camping a great experience without having to worry about having a girl wander away. –Leader</i> • <i>It is a secured park like setting that leaders and parents feel comfortable about the safety of the young girls. - Leader</i> 	<p>Being so close to the streets, it can be noisy at night</p> <ul style="list-style-type: none"> • <i>Traffic noise, doesn't provide a true outdoor wilderness camping experience. –Leader</i> • <i>I don't like the noise of the cars. –Leader</i> <p>It lacks in available activities</p> <ul style="list-style-type: none"> • <i>Camps don't offer many different activities. More geared for younger girls. –Leader</i> • <i>They need more programs at the location and more overnight opportunities. Also more Service Unit activities. - Leader</i>
Montrose Program Center	<p>Great space to hold meetings</p> <ul style="list-style-type: none"> — <i>Excellent meeting rooms, beautiful grounds, convenient location. –Leader</i> — <i>It is perfect! Multiple rooms make a wide range of programs possible. The backyard is well-appointed yet secluded from the street. There are multiple restrooms. The kitchen facilities are user-friendly. –Leader</i> <p>The grounds are kept clean and beautiful</p> <ul style="list-style-type: none"> • <i>This property is very comfortable, clean, and the grounds are very nice. –Leader</i> • <i>My favorite thing is the beautifully landscaped backyard and the deck. The spacious back yard makes it seem as if you are in a more rural area. I like that the facility is clean and neat. –Leader</i> 	<p>Renting the property is expensive</p> <ul style="list-style-type: none"> — <i>I don't like the fee charged for using indoors, separate rooms and outdoors. –Leader</i> — <i>It costs too much to use for a troop event. –Leader</i> <p>Limited space for overnight events</p> <ul style="list-style-type: none"> • <i>Difficult for overnight events - hard floors to sleep on, no blinds on the windows in the downstairs rooms, and no showers. –Leader</i> • <i>Lack of places to sleep. –Leader</i> <p>Parking can be an issue</p> <ul style="list-style-type: none"> • <i>Parking seemed to be at a premium –Leader</i> • <i>The parking is limited. –Non-leader</i>

Reasons for Liking and Disliking Properties

Likes

Dislikes

Marine Landing

The access to the beach is very appealing.

- *The property has a fantastic location on Mothers' Beach. The private beach provides safety and fun for campers, while the park nearby extends the space for outdoor games. –Non-leader*
- *Wonderful space on the water. Kids love to share the beach and entry to the ocean with Boy Scouts. Summer camp is great. Clean and well taken care of. –Leader*

Offers a great variety of activities and good amenities

- *Having our own parking lot, bathroom, and kitchen made it a wonderful experience for the families. The beach was separate from the public. –Leader*
- *I like the beach atmosphere and the boating and other activities are super fun! –Non-leader*

Camp Mariposa

Beautiful Grounds and Well Maintained

- *I like the "wilderness" feeling, clean, well-equipped building. –Leader*
- *Beautiful grounds, well-equipped clubhouse, easy access, well maintained. –Leader*

Great location is close, yet feels removed

- *Feeling of being out of doors but yet in the city, perfect for a troop's first camping trip and doing outdoors trainings. - Leader*
- *It's an attractive location. You can feel like you are in the woods, but you're still close to home. –Leader*

Great for camping with younger troops

- *It's completely fenced in, so you can let younger kids roam. -Leader*

The lack of parking poses an issue

- *No parking on facility. Small property. –Leader*
- *We need to park in the Boy Scout parking lot because there is no parking at marine landing. –Leader*

The grounds are in need of maintenance

- *It was not as clean as it should be. -Leader*
- *The indoor space needs attention. -Leader*
- *It is not being maintained. Last time I was there the sail boats and canoes were not in good shape for the girls to use. –Non-leader*

Could use better sleeping arrangements

- *Overnight camping on the hard floor is difficult! -Leader*
- *Not very comfortable for overnights, but acceptable. –Non-leader*

It is hard to get a reservation

- *It's popular and hard to get a reservation. It seems like you could make the reservation process more transparent. – Leader*
- *It is very busy and hard to get a reservation. –Non-leader*

Parking can be a challenge

- *There are not that many parking spaces, so it's fine for troop meetings or small groups, but not when there's a big event. -Leader*

Noisy traffic takes away from the "camping" experience

- *Our only complaint is the constant noise from the bus route and traffic at night. It really distracted from the "camping" experience. –Leader*

Reasons for Liking and Disliking Properties

Likes

Johnstone Program Center

Great indoor and outdoor facilities

- *Modern facilities, large outdoor area for outdoor events. – Leader*
- *Love that it has indoor and outdoor space. The meeting space can accommodate large groups. I like the location. – Leader*
- *It's a great place for indoor or outdoor camping. Love the complete kitchen and that is it close to a market. –Leader*

Easily accessible

- *Proximity, central location, easy accessibility, hidden retreat in the middle of the city, great for training center and Troop/Group Day events. –Non-leader*
- *The facility is easy to get to. -Leader*

Covina Program Center

The remodel was very well done

- *Remodel is beautiful, new fire pit and new trees are great. The yard is coming along and looks very nice. -Leader*
- *I like that it was newly updated, painted inside and out, nice new mural and nice updated bathrooms. –Leader*

It has useful and versatile amenities

- *I like that it is enclosed and has a kitchen and two separate bathrooms on the premises. –Leader*
- *The facilities lend themselves to indoor and outdoor experiences. It is a great property for teaching young girls skills. It is excellent for training adults and adult facilitators. -Leader*

Dislikes

The grounds are in need of maintenance

- *Property and area around it can be cleaned up and maintained better. –Leader*
- *Stagnant water, needs to be sprayed regularly for bugs and fencing needs to be more secure to keep intruders out. – Non-leader*

The property is small

- *It's small. I only saw the main room. –Leader*
- *There is not enough space outside. –Non-leader*
- *The size is limiting. -Leader*

Not a great space for large events

- *Not appropriate for large groups due to its small size. – Leader*
- *Not large enough for Service Unit functions, including girls and parents. –Leader*

Lack security and surrounding area feels unsafe

- *It is in a public park. Using the property for overnights is risky because of the public that hangs out there. –Non-leader*
- *Is a little weird being attached to a park. Some sense of lack of security due to location. Some homeless in park at times. –Leader*

Reasons for Liking and Disliking Properties

Likes

La Casita Program Center

Great location

- *The location is beautiful, rustic, close to home. –Leader*
- *I like that it is close to stores, freeways, etc., but has a rustic feel. It is close to a very easy walking path, but there are opportunities for more difficult hikes nearby. –Leader*

Great for indoor and outdoor camping

- *Great outdoor or indoor camping. I love the feeling of wilderness but so close to town. –Leader*
- *I like that it's close to us and that you have a choice of tent camping or using the cabin or both. –Leader*
- *I like the ability to have tent camping and/or cabin camping within the same property. –Non-leader*

Chino Program Center

A good location for troop meetings and overnights

- *I love the convenience of this facility (I live in Chino) for troops in our area. It is a wonderful location to use for an indoor overnight as we prepare the girls for outdoor camping. –Leader*
- *Great place for a CPR Training. Nice bathroom and kitchenette. Traditional feel with modern amenities. –Leader*

The new remodel is very nice

- *Very nice after the remodel. Good space for adults and girls to spend the night. A secure facility. –Leader*
- *I love that has been recently renovated! –Leader*

Dislikes

There was a rodent issue that turned some troops off from the property

- *Very run down and has a major rodent and tarantula problem! –Leader*
- *A few years ago it had a mouse problem inside. –Leader*

Limited parking

- *There is very limited overnight parking. Street parking is necessary for pickup and drop off for programs. –Leader*
- *That we are not supposed to park on the property, which is a dangerous situation in case of emergencies. –Leader*

The grounds are in need of maintenance

- *Very run down interior. Not enough warning about wildlife posted. –Leader*
- *Less than well maintained (but much better than it was) –Non-leader*

The property is too small for large events

- *It needs a larger yard for activities. –Leader*
- *Small building and yard with street parking only. –Leader*

Using the property can be expensive

- *The fees to use it can be prohibitive. –Leader*
- *Expensive for one night use. –Leader*



Reasons for Liking and Disliking Properties

Likes

Whittier Program Center

The atmosphere is nice and cozy

- *I love how little and hidden away it is. I love the fact that it is a little wood cabin and that there is an amphitheater and a park. –Non-leader*
- *It is cozy, shaded, and quaint. –Leader*

Great location for meetings

- *I really like the park setting with playground equipment & the amphitheater. This site is good for troop or small group meetings. –Non-leader*
- *Nice setting for one day trainings or events. –Leader*

Easily accessible

- *I like its central location in Whittier since it serves many service units; its location is also convenient for the neighborhoods in the area. –Leader*
- *It is close to the people in that area of the council. –Non-leader*

San Gabriel Program Center

A great atmosphere for meetings

- *I like its house like feel. Gives the girls a feeling of being at home. –Non-leader*
- *It is within a reasonable driving distance. It is a nice facility with a large room to hold a troop of girls. –Non-leader*

Some like the park location is appealing

- *I like that it's part of a park. –Leader*
- *I like the park setting, very beautiful, easy access –Leader*

Dislikes

There is a lack of privacy and security

- *It felt kind of exposed and open to the public for an overnight stay. We may have felt more secure with a fence or enclosure of some sort. –Leader*
- *It is in a park with no fence. Police patrol often, but not often enough at night. –Non-leader*

Property could use some maintenance

- *Less than well maintained. –Non-leader*
- *It could be updated while still maintaining its historic feel. –Leader*
- *The building is too old and there is no yard for camping, not a secure location. –Leader*

The property size is limiting

- *It isn't as large as I would have liked. –Leader*
- *It is small and limited in size of groups that can use. –Leader*

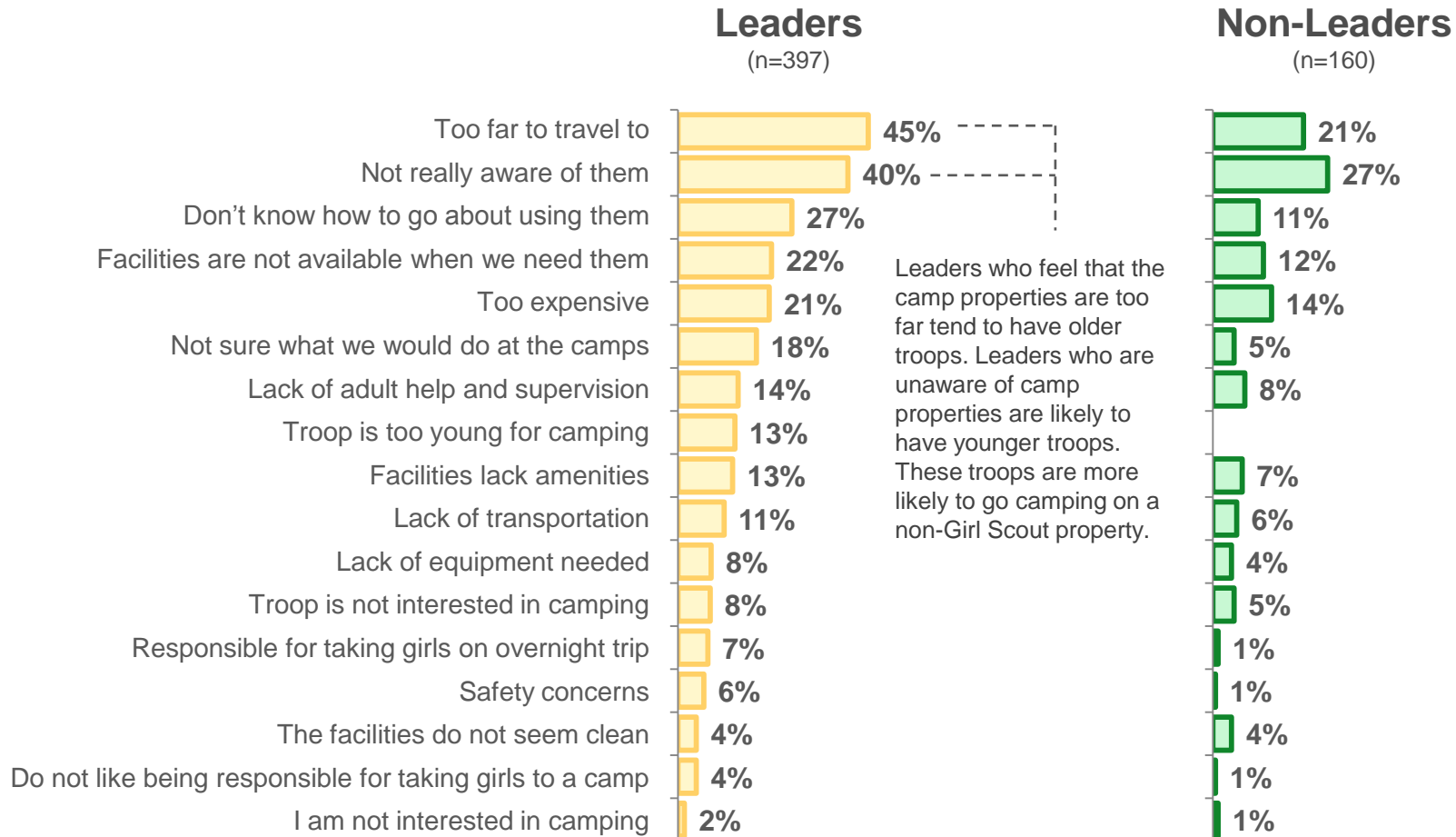
Some do not like the park location as it does not feel secure

- *It is in the midst of a public park and I am a little nervous about security. –Non-leader*
- *Sometimes people in the park think it is part of the park and try the locked doorknob. –Non-leader*



Reasons for Not Visiting Camp Properties

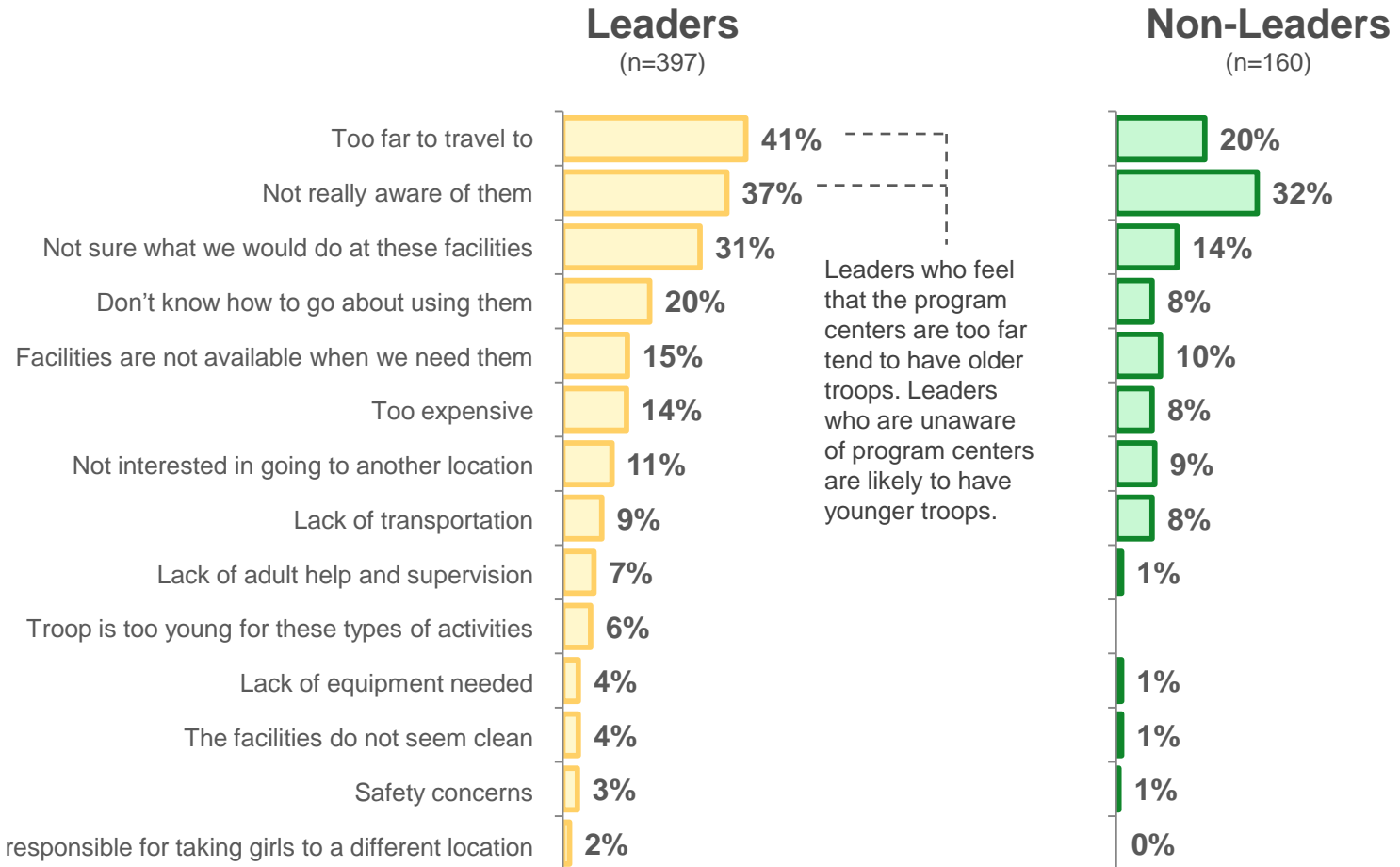
Distance and lack of awareness are the main barriers to Camp visitation among Leaders and Non-leaders.





Reasons for Not Visiting Program Center Properties

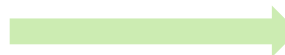
Distance and lack of awareness are also the main barriers to property center visitation among leaders and non-leaders.



Barriers and Bridges to Property Usage

Similar to the quantitative data, qualitative research also revealed that when it comes to a number of the properties, distance and lack of awareness are major barriers to usage.

Barriers



Bridges

Distance

- Currently, Troops feel that many properties are just too far to drive to, especially for short day trips.
- *"It is too far for our own things, but close enough if someone else is offering something there."* — Leader

- Give troops a reason to visit properties. Plan events, workshops and trainings at properties. Make sure they are informed and have information about what to do at the property and what they need to bring.
- *"We would drive about 200 miles for a good opportunity."*—Leader

Lack of awareness

- The current website does not have enough information for Troops to make informed decisions.
- *"There is a lack of information on the website. Create a slide show with what these properties look like. Show what girls can do there. Include tips and ideas for activities."* – Leader

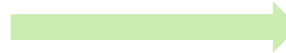
- Word-of-mouth is highly valuable and feasible.
- Holding council-run events gives Troops and Leaders a reason to visit a property
- *"Having an open house at these places would be helpful. There are 4 corners and everyone knows their corner and no one has a reason to go outside of their corner."* -Leader



Barriers and Bridges to Property Usage (continued)

For a number of the properties, cost, logistics, and outside competition are also barriers for usage.

Barriers



Bridges

Cost

- Some Troop Leaders perceive the cost to go to certain camps too high and it becomes more affordable to go to a non-Girl Scout site.
- *“For just a troop it is more expensive to rent than to get your own cabin somewhere else.”* —Leader

- Promote the affordability of using properties and give discounts (not just scholarships).
- *“As a summer camp, it was very expensive. It was much more affordable to go to another camp. If they want to get more local girls, it needs to have sliding scale payments.”* -Leader

Logistics

- Planning and executing camping trips can be a lot of work, especially for younger troops.
- *“Planning, logistics and execution is usually a group effort.”* -Leader

- Including information on the website will let Leaders know what they should plan for with each property.
- Create more events where older Troops can help plan for younger Troops.
- *“Older girl workshops are better for Daisies. It gives them someone to look up to. And leaders don’t have to plan.”* -Leader

Competing with non-Girl Scout sites

- Girl Scout properties are competing with national parks, other properties, and different destinations, particularly for older girls who look forward to taking big trips.
- *“At a certain price and distance, you start competing with other places like Joshua Tree and Yellowstone. Girls take so few trips that some girls don’t want to keep going back to Girl Scout camps.”* —Leader

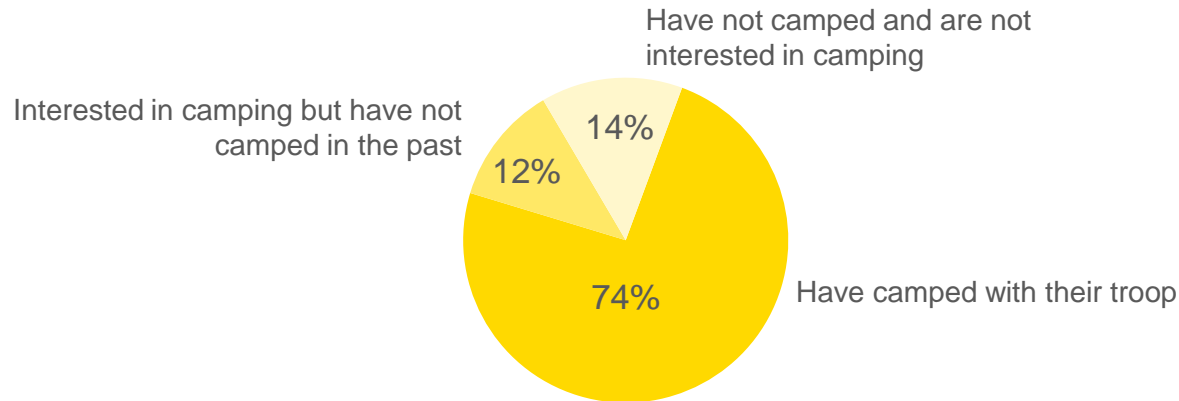
- Encourage Troops to support Girl Scout properties.





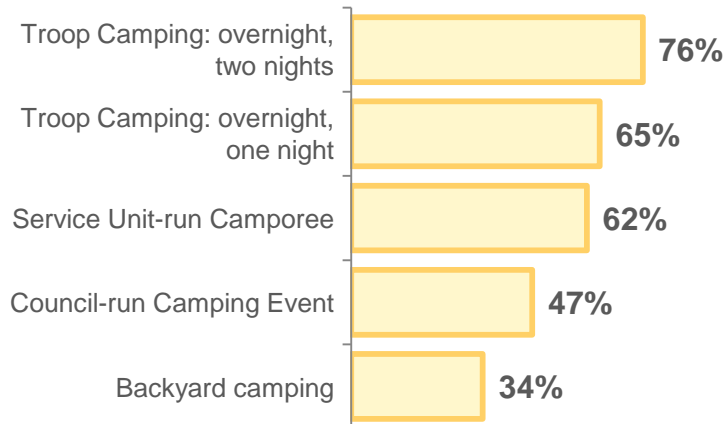
Camping Overview Among Volunteers

Camping is a large part of the Girl Scout experience. 74% of all leaders have taken their Troops camping. Two-night and one-night trips are the most popular trip length.



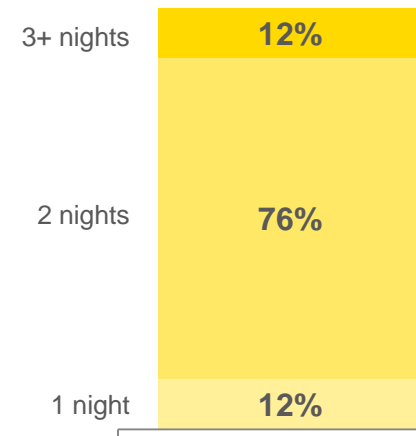
Type of Camping Trips Taken

Camped in past (n=294)



Preferred Length of Camping Trip

Camped in past/interested in camping (n=341)



BASE: Total Adult Leaders (n=397)

Q16. For each of the following activities, please indicate if you have ever done them with your Troop.

Q17. In the last two years, indicate all the types of camping in which your Troop has participated.

Q20. You mentioned that you have camped with your troop or are interested in camping with them. How long do you prefer to camp with your Troop?



Camping and Outdoor Experiences

Leaders enjoy watching girls getting outside of their comfort zone and becoming more independent.



"I like when the girls get out of their comfort zone in a non-threatening environment." —Leader

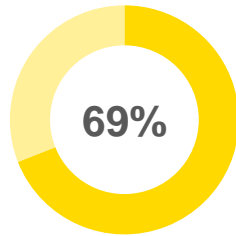
"I enjoy seeing the transition. For example, when camping, watching them go from having all their meals prepared to having the stations and the girls do everything themselves as they get older." -Leader



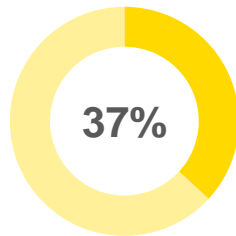
Usage of Any Non-Girl Scout Properties for Camping

As a large number of troops get older, they are more likely to go camping on a non-Girl Scout property, likely because these troops are looking for different experiences.

Camped at Non-Girl Scout Property

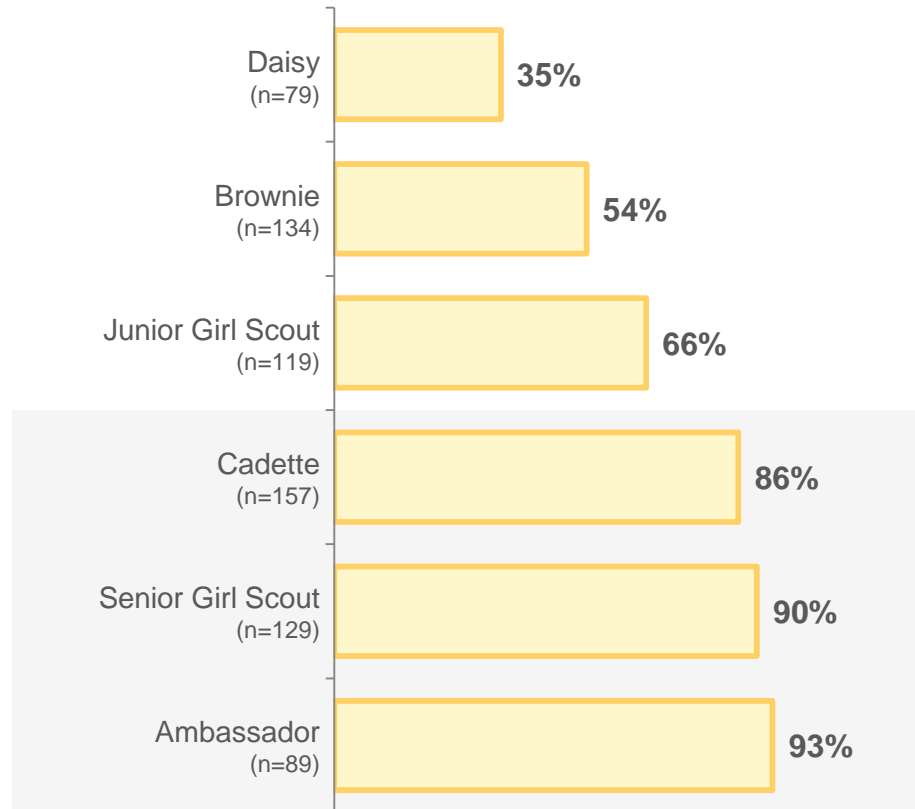


...of leaders camped with their Troop on a non-Girl Scout property at least once



...of leaders who have camped with their Troop on a non-Girl Scout property have gone more than once.

Camped at Non-Girl Scout Property by Troop Level



BASE: Total Adult Leaders

QF. What is the program level of your Troop?

Q14. Has your Troop ever camped at a non-Girl Scout property/campground?

Q15. Please tell us which non-Girl Scout properties/campgrounds you have camped at in the past 2 years, and how often you camp there



Importance of Camping Amenities for Leaders - % Very/Somewhat Important

Volunteers like to have more primitive camping experiences, including sleeping in tents and cooking over fires. However, they do prefer the convenience of indoor flush toilets and the safety of a ranger on site.

Sleeping Facilities



83%

Pitch your own tent

59%

Cabins with electricity/plumbing

54%

Cabins with electricity/plumbing/heat

42%

Platform tent

35%

Cabin with ½ wall ½ canvas walls

Food Preparation



89%

Space to cook over a fire

73%

Picnic shelter with fireplace

67%

Kitchen in building/lodge

Toilet Facilities



91%

Indoor flush toilets

74%

Porto-Potties/
Porto-Johns

Shower Facilities



65%

Shower house

52%

Outdoor shower house

Other Amenities



78%

Ranger on site

68%

Picnic shelter in every unit/area



BASE: Leaders who Camped in the past two years or are interested in camping
Q21. When deciding on a camp, how important is it to you that your Troop has the following amenities?

Camping Experiences

A variety of camping experiences are appealing to and used by troops. Many factors go into deciding on the type of trip the troop will take and needs can change depending on key factors such as the age of the girls, amount of time available to plan, price, and weather.



Primitive Camping	Trips to a local property	All Inclusive Camping
<p><i>"Camping is meant to be outdoors, not inside."</i></p> <p>-Leader</p>	<p><i>"[Montrose] is still safe and self contained. It would be good for my girls. They could have freedom to wander but no worries of getting lost or going too far."</i></p> <p>-Leader</p>	<p><i>"What's nice [at Cabrillo] is the Leaders go, but the meals are provided and all activities are also taken care of. There are life guards and the programs are planned."</i></p> <p>-Leader</p>

Key Decisions for Choosing Camp Experience

<p>Older girls</p> <p>Time to plan</p>	<p>Younger girls</p> <p>Time to plan</p> <p>Safe activities</p> <p>Less expensive</p>	<p>Less time to plan, good for busy times of the year</p> <p>Nice break from doing it all yourself</p> <p>Supervision needed for more dangerous activities (swimming, etc.)</p> <p>More expensive, but sometimes worth it</p>
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Girl Scouts and Community Members

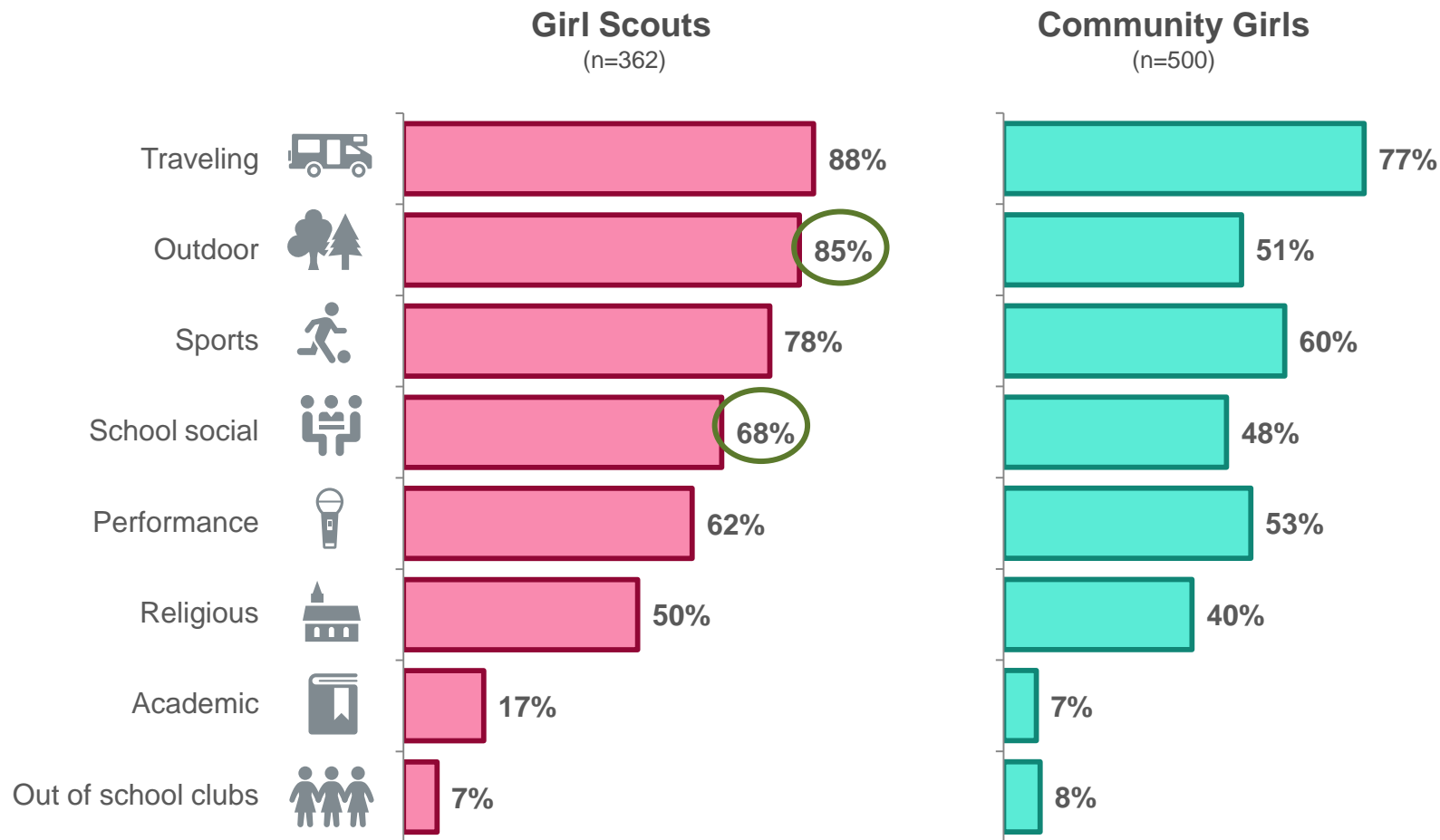
Activities: Current and Aspirations



Activities Currently Participating In

girl scouts

Girl Scouts and community girls are currently traveling and participating in sports. Girl Scouts are more likely than community girls to also be participating in outdoor activities and school social events.

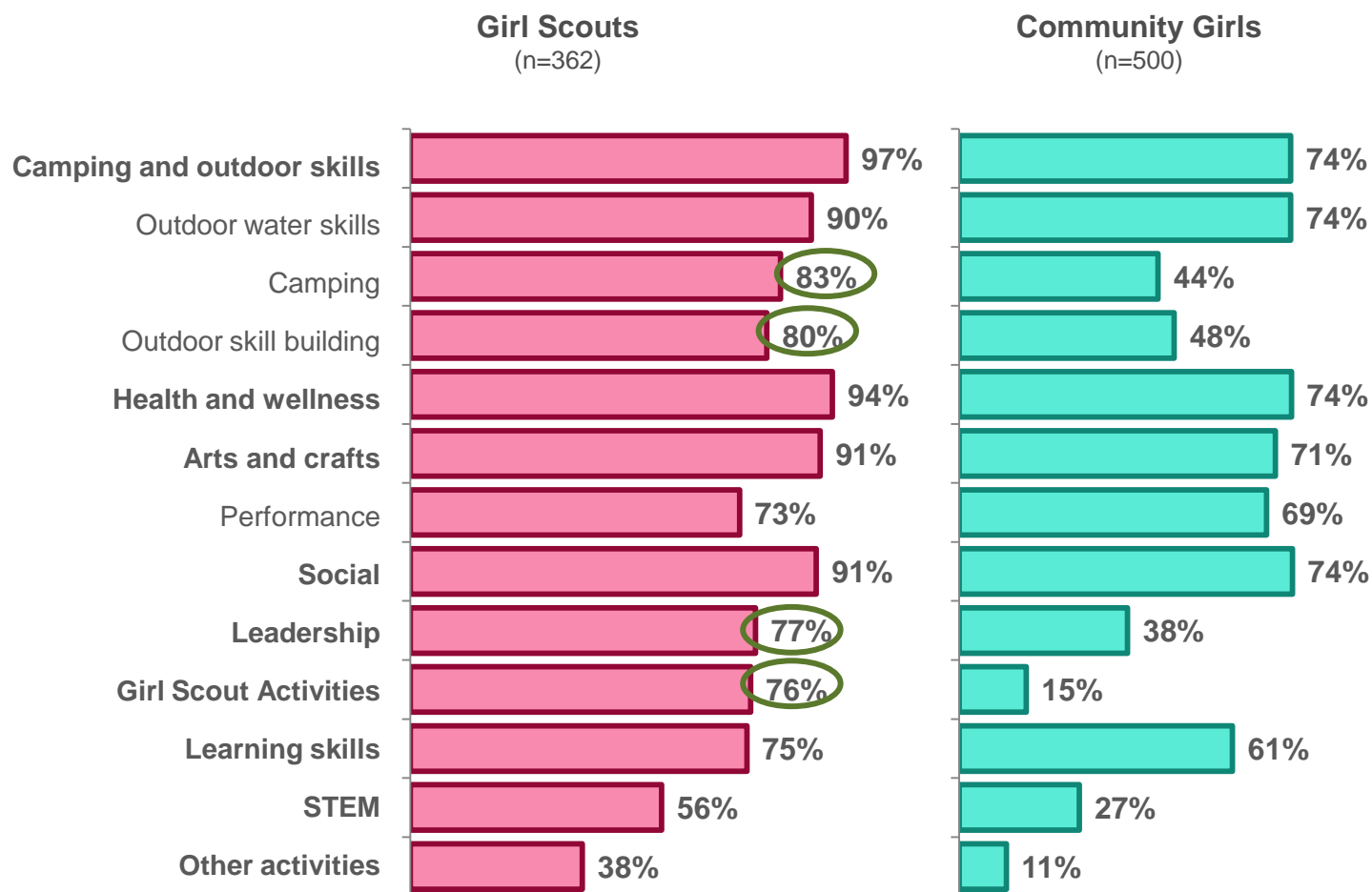


BASE: Total Girl Respondents
Q1. In the past year have you...?



Activities Interested In

Outdoor activities are still an integral part of the Girl Scout experience. Many Girl Scouts are looking forward to camping and outdoor skill building in the future, more so than community girls are. Community girls are interested in water skills, health and wellness, and social activities; promoting these activities could help recruit community girls to the Girl Scouts.



Camping

Camping Overview

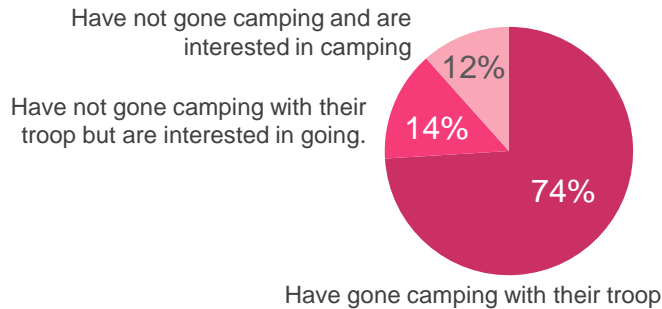
Among Girl Scouts and Community Girls

Nearly three-quarters of Girl Scouts have gone camping in the past year, whereas less than a third of community girls have camped. Girl Scouts typically go on one to two night overnight trips with their troops.

Camping Experience

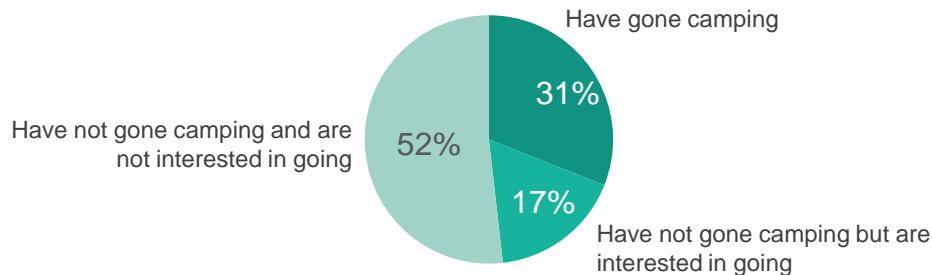
Girl Scouts

(n=362)



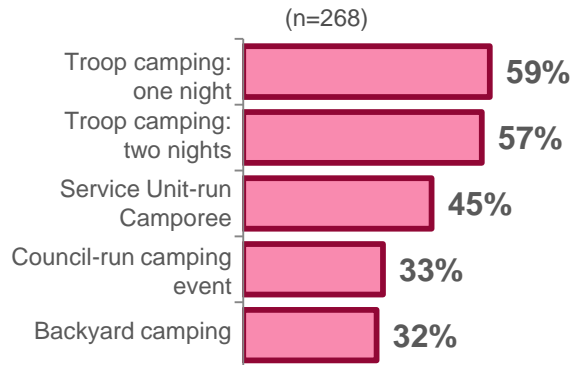
Community Girls

(n=500)



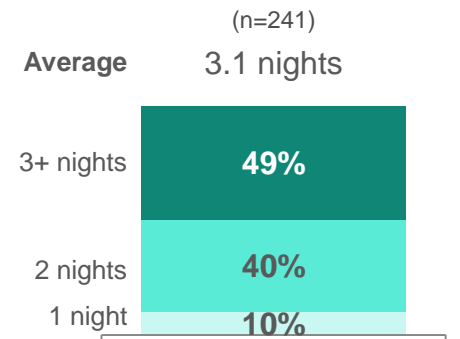
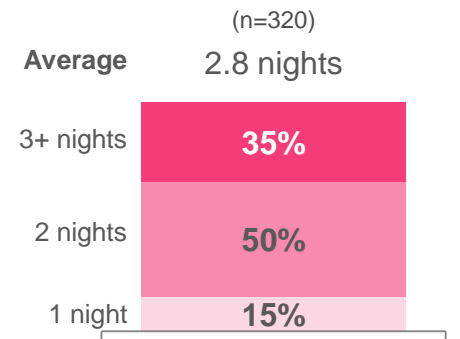
Type of Camping Trip

Camped in the past year



Length of Camping Trip

Camped in the past year/interested in camping



Q1. In the past year have you...?

Q5. You mentioned that you have [GIRL SCOUT: camped with your Troop/GENERAL MARKET: gone on a camping trip] or are interested in camping. How long do you prefer to camp with your Troop?

Q6. How do you feel about having each of the following things when you go camping [GIRL SCOUTS: with your Troop?]



Girl Scout Past Year Campers vs. Girl Scout Past Year Non-Campers

Overall, Girl Scouts who camp tend to be older and interested in future camping trips. Both campers and non campers equally enjoy being Girl Scouts.

Girl Scout Camper

(Camped in the Past Year)

(n=268)



Girl Scout Non-Camper

(Have not Camped in the Past Year)

(n=94)



5.4 Avg. # yrs. of Girl Scout Membership 4.1

Program level

6% Daisy 15%

15% Brownie 27%

20% Junior 21%

32% Cadette 19%

18% Senior 6%

10% Ambassador 12%

83% Interest in camping in the future 55%

40% Suggesting Troop Activities a lot of the time 31%

87% Like being a Girl Scout a Lot 83%

Region

39% Southeast 34%

37% Southwest 38%

22% North 22%

Camping and Outdoor Experiences

Camping and outdoor experiences are essential to the Girl Scout experience.



Girl Scouts enjoy spending time with their friends while camping.

“Camping is a better way to get to know other girls. You have the campfire and singing and fun nighttime activities.”

—Cadette Girl Scout

“They just like hanging out and talking with each other.”

—Leader

Girl Scouts look forward to, and enjoy doing outdoor activities with their Troops

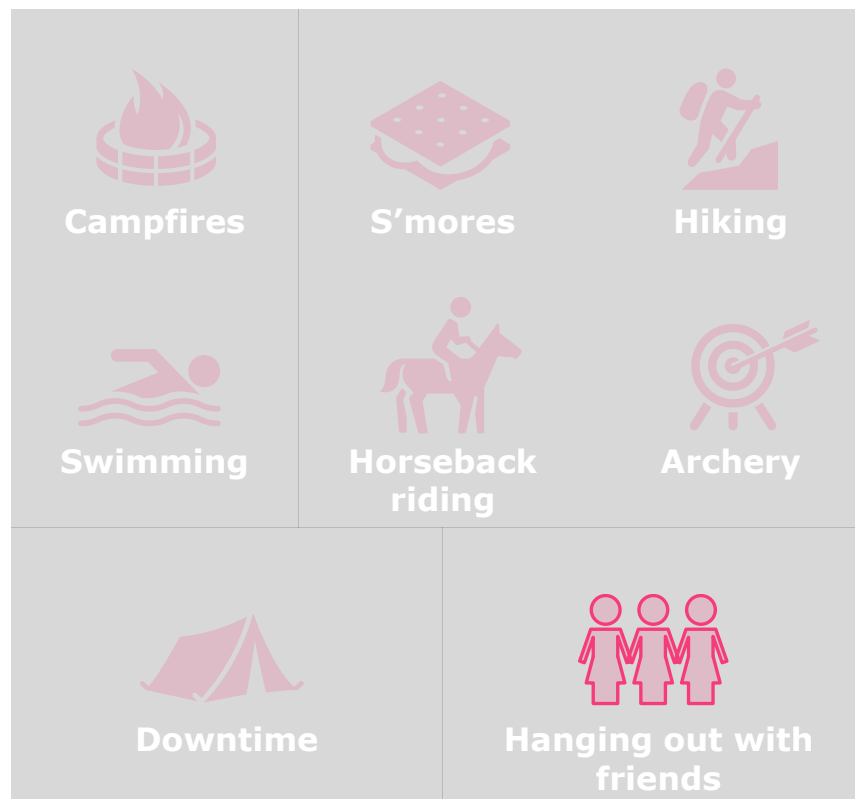
“I’m looking forward to going camping so we can hike on the mountains.” —Daisy

“I like being in the wilderness and building a shelter out of logs.” —Junior Girl Scout



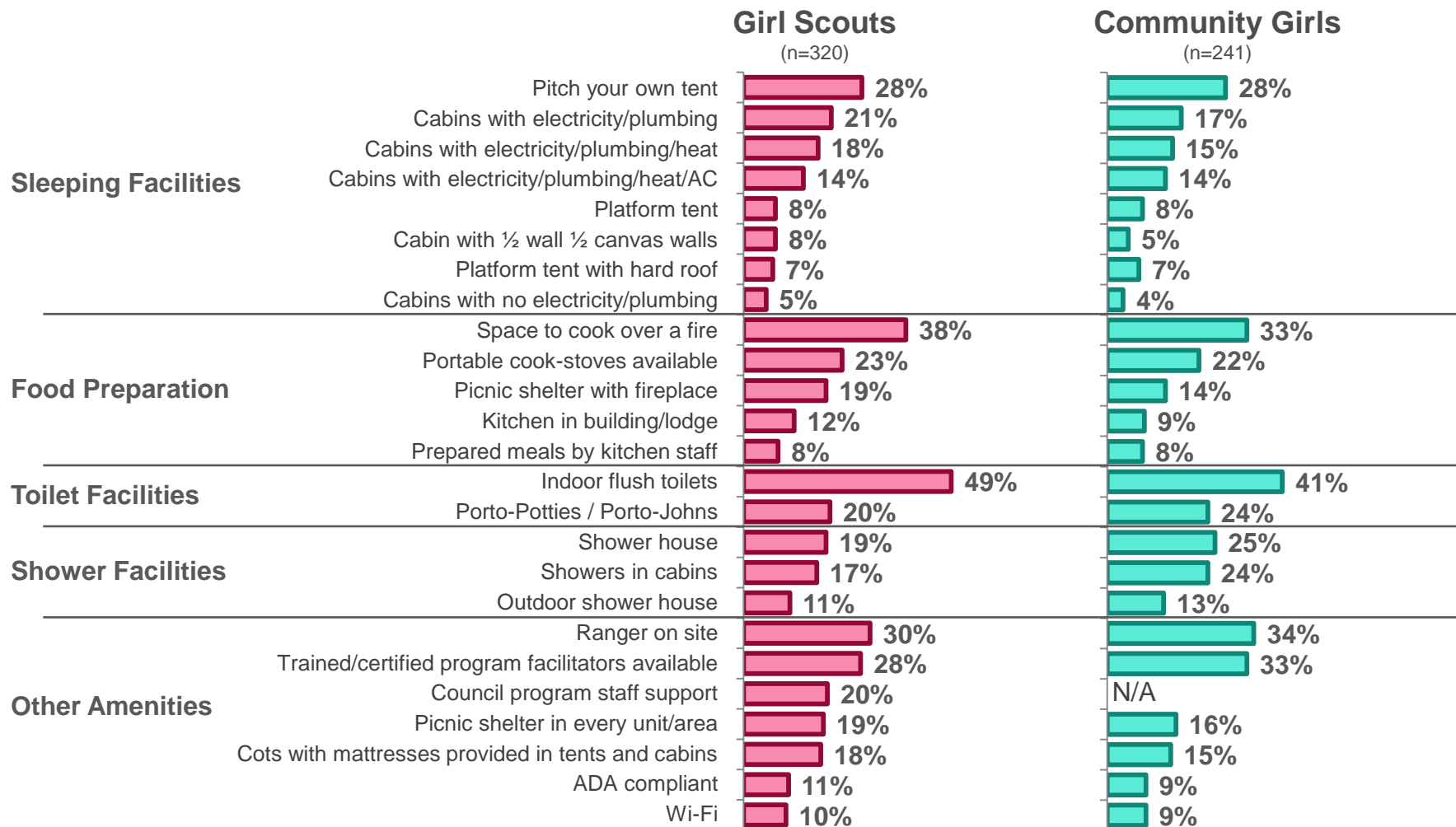
Favorite Outdoor/Camping Activities

Girls still enjoy very traditional camping activities such as, hiking, swimming and archery. Downtime and hanging out with friends are also key likes of the outdoor experience.



Importance of Camping Amenities: % Would not go without

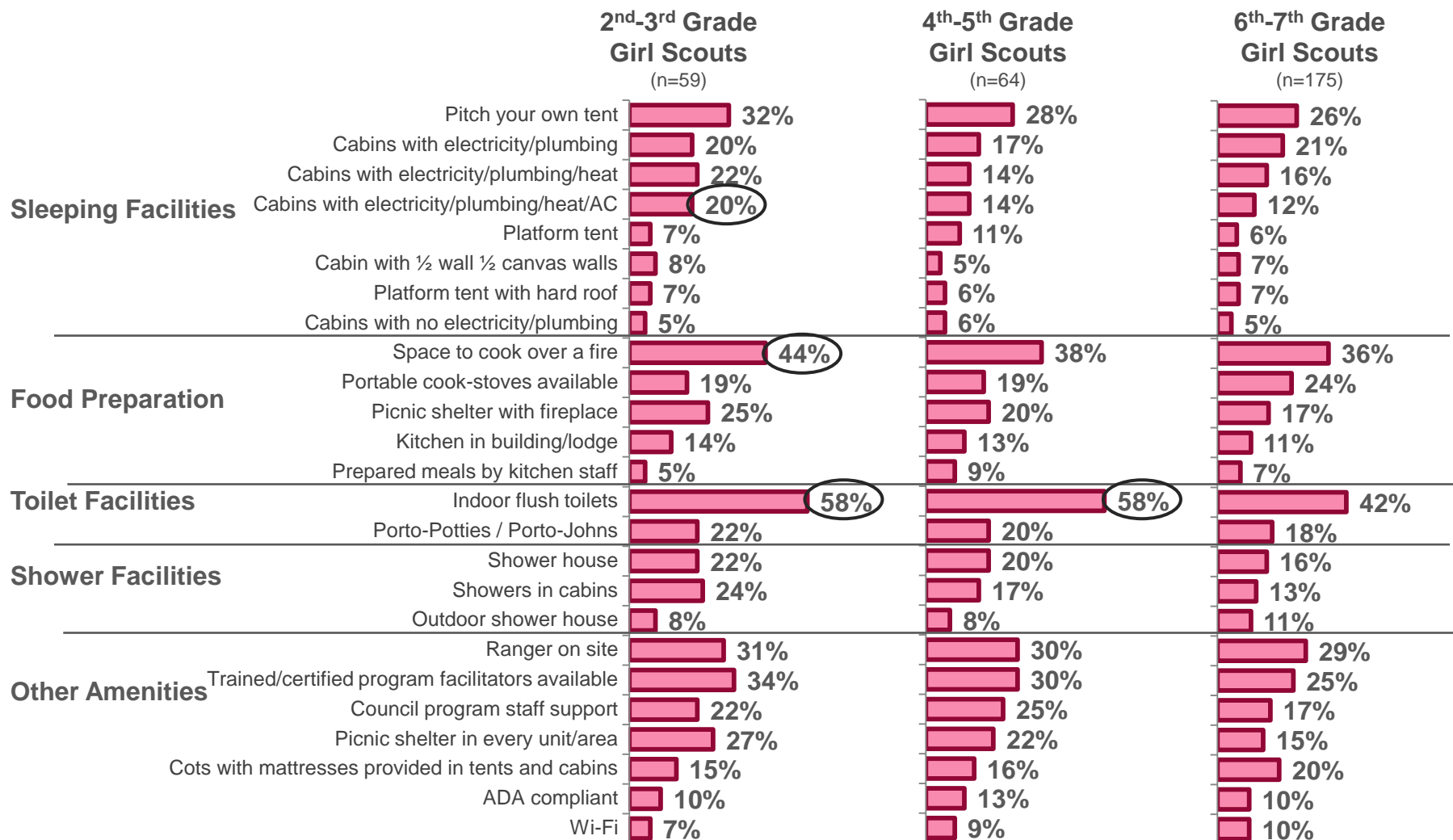
Although Girl Scouts are more likely than community girls to go camping, the two groups have similar desires when it comes to camping amenities. Girls like having a mixture of amenities including sleeping in tents and cooking over a fire, but prefer indoor toilets.



Importance of Camping Amenities: By Troop Level

% Would not go without

While desired camping amenities stay relatively consistent as Girl Scouts get older, older Girl Scouts are less likely to need more modern amenities such as electricity and indoor toilets.



BASE: Camped in the past year or interested in going camping

**NOTE: Due to small base size (n<30) Kindergarten-1st grade is not shown

Q6. How do you feel about having each of the following things when you go camping (GIRL SCOUT: with your Troop)?

Sleeping Amenities

Most Girls prefer to sleep outdoors under the stars, but many consider cabins ideal for colder weather and longer trips.

	+ Likes	- Dislikes
Directly outside	Girls like being able to sleep under the stars.	Girls don't like waking up in the dew. Can be cold sleeping outside.
Tents	The most preferred of all sleeping amenities. Considered by many to be "real" camping and girls enjoy pitching tents and sleeping close to each other.	Tents don't allow for girls to star gaze at night and can be cold in the winter time.
Platforms	Some girls like platforms because platforms keep them off the dirt while still feeling like camping outside.	Some troops don't need platforms. <i>"Girls don't care about platforms. They are used to bringing a tarp to put their sleeping bags on top of." –Leader</i> Can be cold.
Cabins	Are a nice option in the winter when it is too cold to sleep outside. Some older girls also like cabins for longer trips since they provide more comfort.	Sleeping in cabins takes away from the true "camping" experience. <i>"Cabins really take away the joy of camping." — Jr. Girl Scout</i>



Cooking Amenities

Cooking preferences vary by Troop and camping occasion, but all options have clear advantages and disadvantages.

	+ Likes	- Dislikes
Outdoor cooking	<p>Most girls enjoy cooking their own food on camping trips.</p> <p>In addition, s'mores and other campfire treats are unanimously loved. Girls love making s'mores and banana boats around the campfire.</p>	<p>Some of the younger girls would prefer to continue playing instead of having to cook.</p> <p>Requires more planning prior to the camping trip. Troop leaders of younger girls find it difficult to plan and execute meals while camping.</p>
Indoor kitchen available for use	<p>Having access to a full kitchen is nice for some troops who are camping for longer periods of time.</p>	<p>Like cabins, indoor kitchens can take away from the true "camping" experience.</p>
Indoor kitchen with kitchen staff	<p>Having meals prepared is very helpful (and almost necessary) when a large number of troops are camping.</p> <p>After a long day, some girls find it better to have meals prepared for them, instead of cooking themselves.</p>	<p>More expensive option.</p> <p>Sometimes food options are limited.</p>

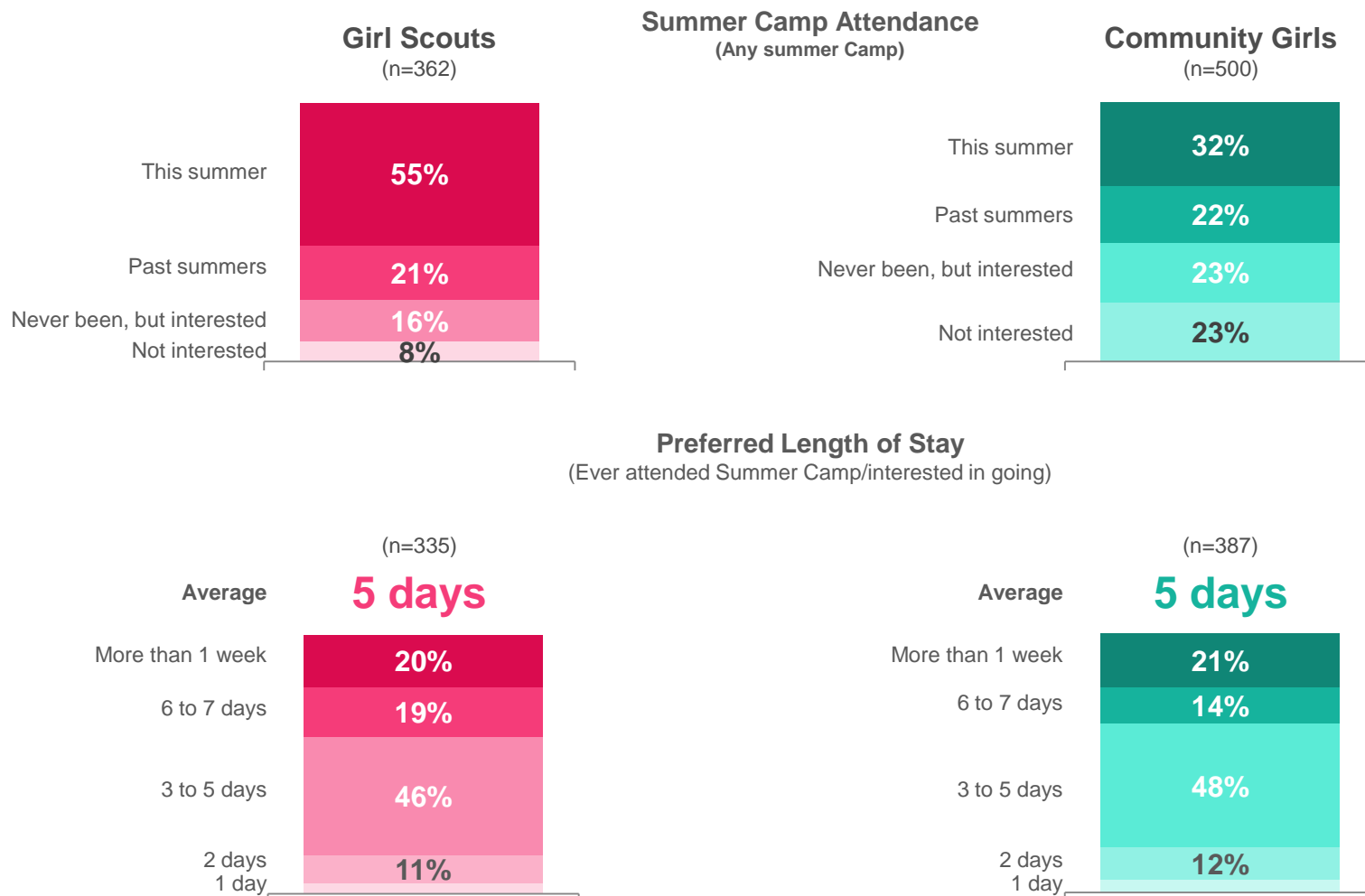


Summer Camp Programs



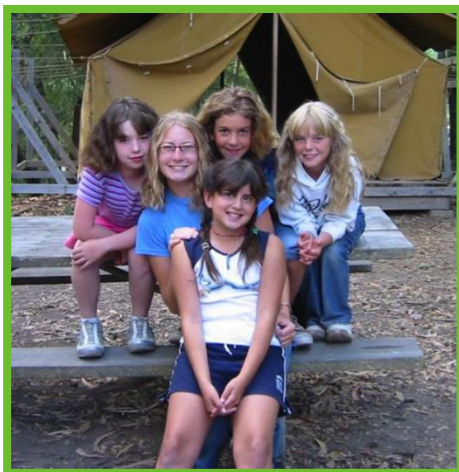
Summer Camp Attendance

Girl Scouts are more likely than community girls to have gone to summer camp this past summer (2013) as well as be interested in going to a summer camp in the future. Both groups would prefer to go to camp for 5 days.



Q7. When was the last time you attended a summer camp or program?
Q9. Would you be interested in going to a summer camp or program?
Q10. For how long do you prefer to go to summer camp?

Girl Scout Summer Camps



A number of Girl Scouts from the qualitative research have participated in Girl Scout summer camps.

Most do not participate in these camps with their troops, but attend with a few girls from their troops.

Girls feel that sleep-away camps are great for making friends.

"You get to make friends in the tents." —Cadette Girl Scout

Girls like going to the themed camps. However, they get upset when the theme they are interested in fills up. Additionally, shortening the camps from 5 days to 4 days was upsetting to some.

"The themes at El Ranchito are good. I chose camps based on the theme." —Ambassador Girl Scout

"I didn't like how some of the camps were 4 days and not 5 days." —Cadette Girl Scout

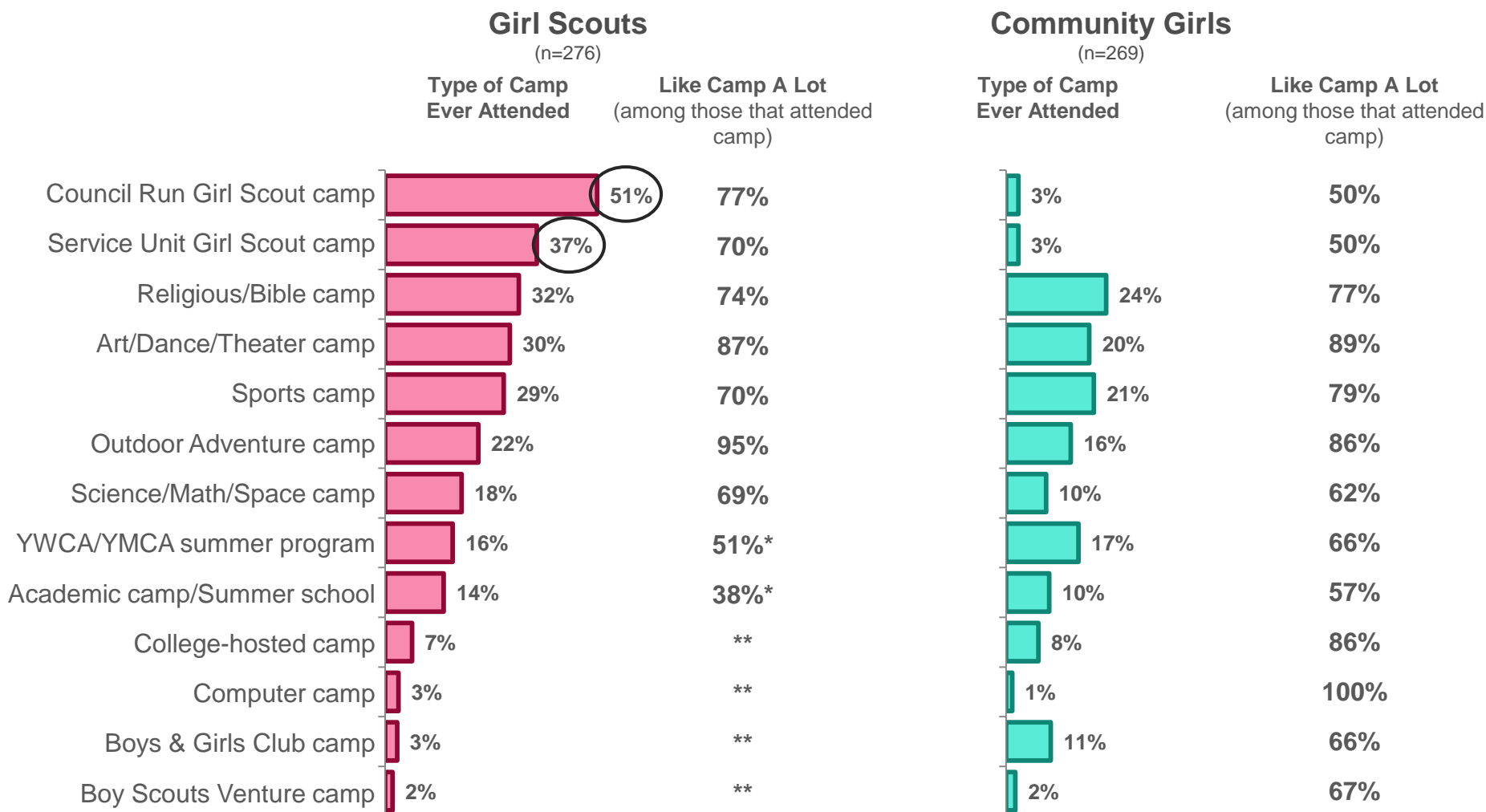
Older girls like being able to return to the camp as a counselor.

"At El Ranchito there is a nice balance of power and Program Aides get to have responsibilities." —Ambassador Girl Scout



Summer Camps Attended

Girl Scouts and community girls are interested in an array of summer camps. Girl Scouts are more likely to attend Girl Scout camps, and satisfaction with Girl Scout camp is high.



*CAUTION: Small base size (n<50) **NOTE: Base size too small to analyze (n<30)

BASE: Ever gone to summer camp

Q11. What type of summer camps or programs have you EVER gone to?

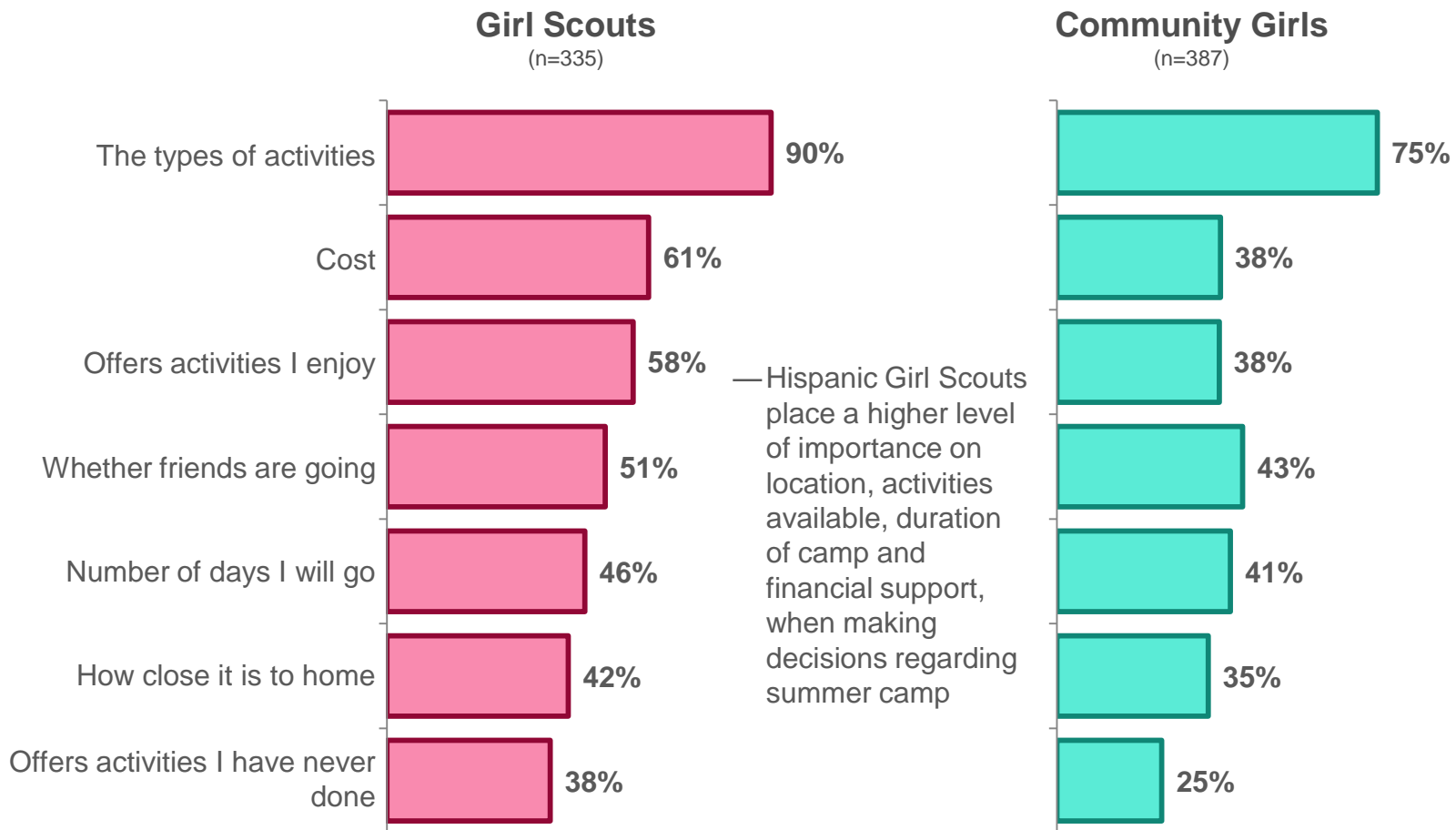
Q13. How much do you like each of the following types of camp?





Important Factors when Deciding on Summer Camp

Girl Scouts and community girls consider the types of activities offered by the camp to be the most important factor when deciding what camp to attend. Costs are more important to Girl Scouts than to community girls.





Girl Scout Camp

Both Girl Scouts and community girls are interested in a Girl Scout camp next year and both groups of girls have similar interest in the types of Girl Scout camps offered.

Girl Scouts

(n=362)

88% are interested in attending a Girl Scout camp next summer

Community Girls

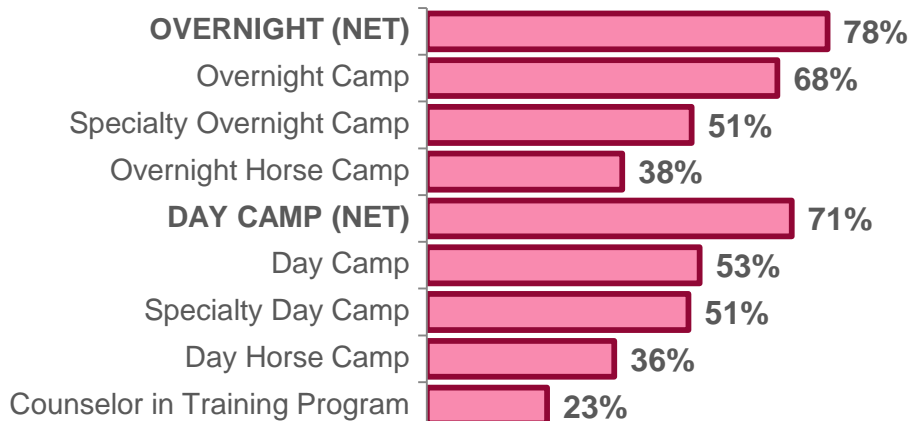
(n=500)

70% are interested in attending a Girl Scout camp next summer

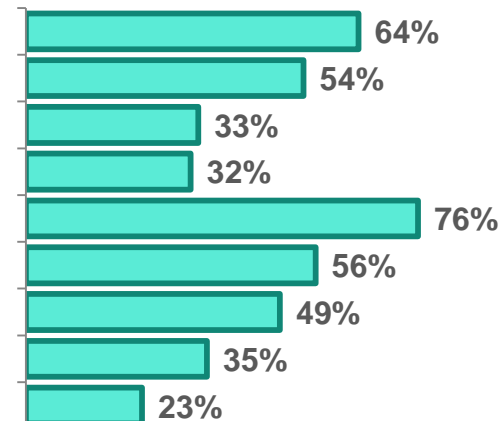
Type of Girl Scout Summer Camp Interested in Attending

(Interested in going to Girl Scout Camp)

(n=320)



(n=348)



BASE: Total Girl Respondents

Q24. How interested are you in going to a Girl Scout Camp next summer, (GENERAL MARKET: even if you are not interested in becoming a Girl Scout member)?

Q25. What type of Girl Scout camp or program would you want to go to next summer?



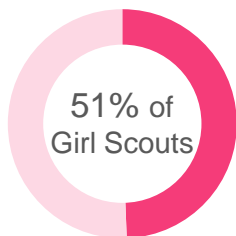


Reasons for Not Going to Summer Camp this Past Summer

Community girls have a lot less interest in going to summer camp, mainly because they do not have time and their friends are not going. Promoting Girl Scout camp as a great place to go with friends, as well as meet new friends, may help drive interest among girls.

Girl Scouts

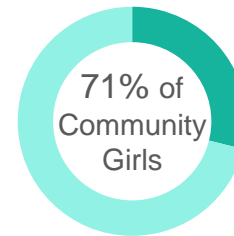
(n=162)



...were not interested in going to **Girl Scout camp** this summer.

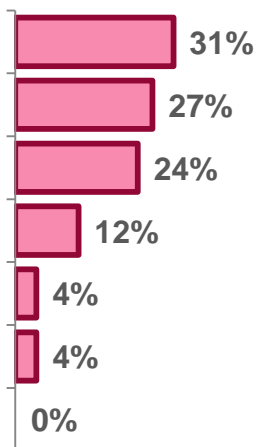
Community Girls

(n=339)



...were not interested in going to **any summer camp** this summer.

In Girl Scout Camp
(n=49*)

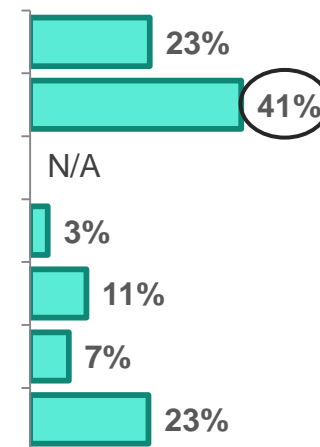


Reason for Lack of Interest

(Not interested in Girl Scout Camp)

Friends were not going
I don't have time
I am too old for Girl Scout camp
Too expensive
I don't like camping
I didn't know I could go
I am too old for camp

In **any** summer camp
(n=147)



*CAUTION: Small base size (n<50)

BASE: Did not go to camp this summer

Q17. Did you want to go to a (Girl Scout) camp or program this past summer (Summer 2013)?

Q18. Why do you not want to go to (Girl Scout) camp or program this past summer (Summer 2013)?



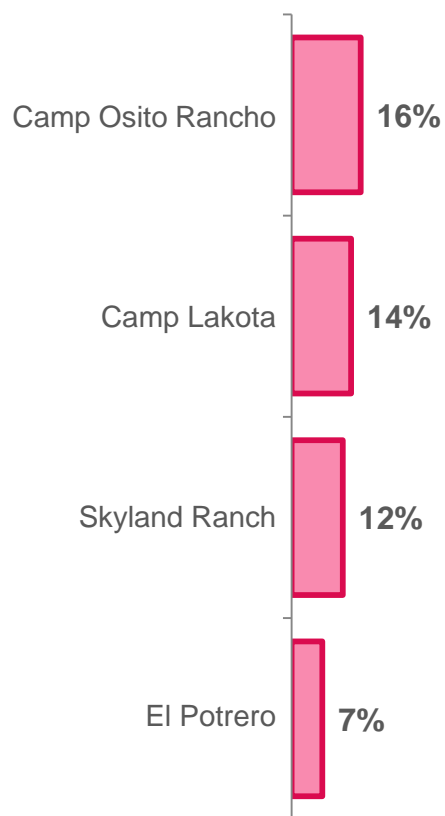
Property Awareness and Usage



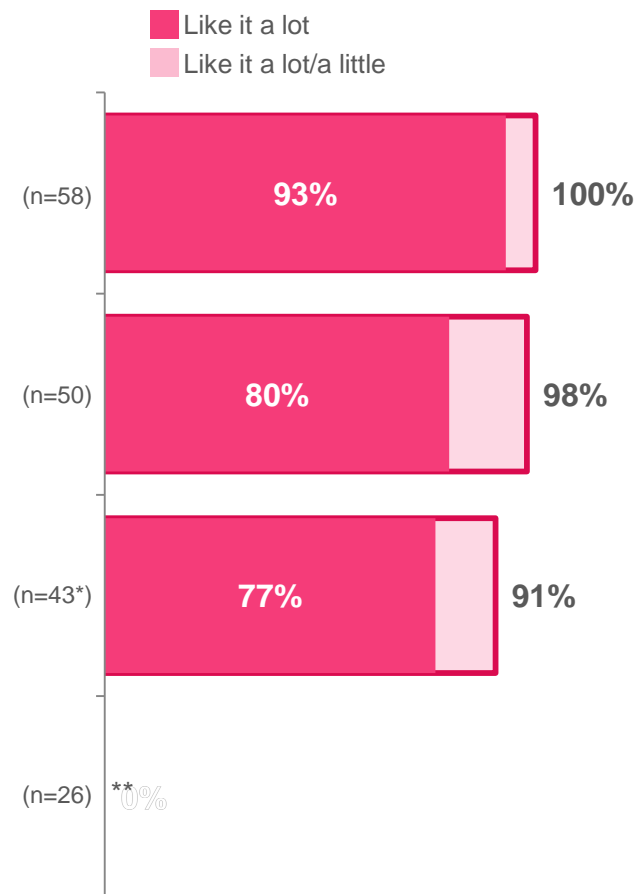
Camp Property Visitation and Satisfaction

Overall, camp properties have very low visitation among Girl Scouts. However, of the camp properties visited, satisfaction is very high.

Camp Properties Ever Visited



Camp Property Satisfaction



*CAUTION: Small base size (n<50) **NOTE: Base size too small to analyze (n<30)

BASE: Total Girl Scouts (n=362)

Q27. Which of the following Girl Scout camp locations or in town program centers have you ever gone to with your Troop?

Q28. How much do you like the following Girl Scout camps or program centers?

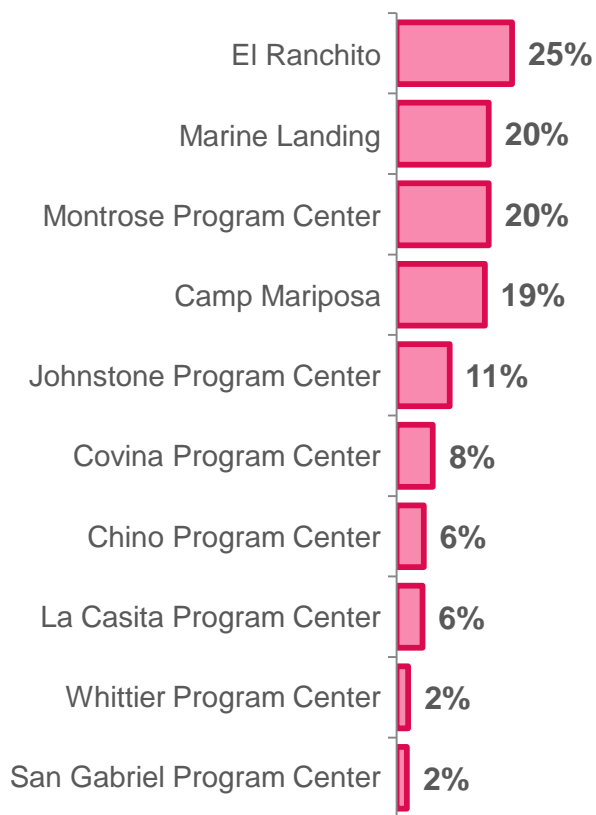




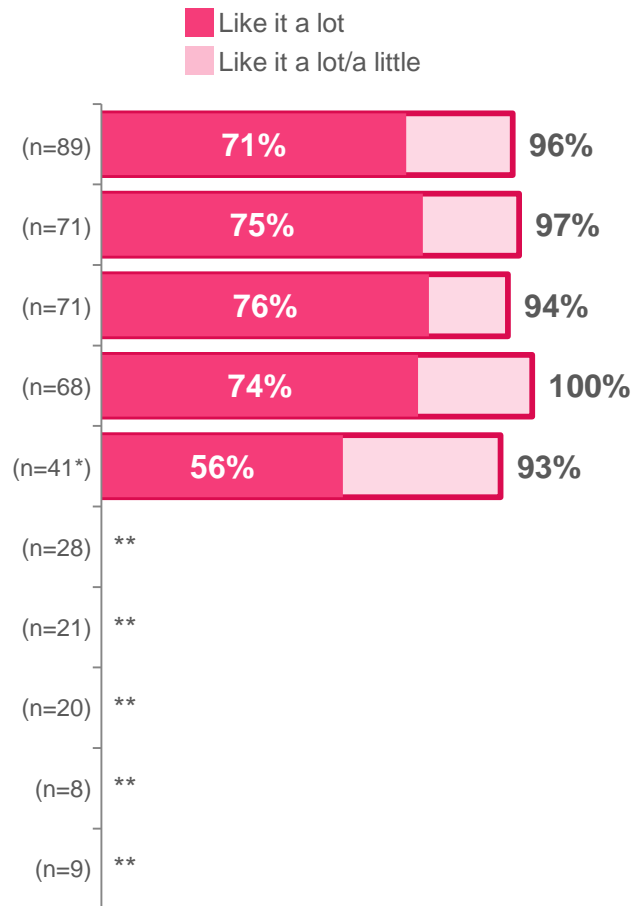
Program Center Property Visitation and Satisfaction

While slightly higher than camp properties, program center visitation is also low among Girl Scouts. Satisfaction with program centers is high.

Program Centers Ever Visited



Program Center Satisfaction



*CAUTION: Small base size (n<50) **NOTE: Base size too small to analyze (n<30)

BASE: Total Girl Scouts (n=362)

Q27. Which of the following Girl Scout camp locations or in town program centers have you ever gone to with your Troop?

Q28. How much do you like the following Girl Scout camps or program centers?



Girl Scout Profile

Girl Scout Profile by Age

As Girl Scouts get older, they enjoy being a Girl Scout slightly less – likely because they have other commitments or their friends have left their troop. Overall, older Girl Scouts are more likely to have gone and be interested in camping, as well as attended Girl Scout summer camp.

	Daisy (n=29*)	Brownie (n=64)	Junior Girl Scout (n=73)	Cadette, Senior, Ambassador Girl Scout (n=196)
Avg. # years of Girl Scout membership	1.1	2.1	3.4	7.2
Gone on a camping trip with Troop	52%	61%	73%	82%
Interest in camping trip in the future	69%	84%	82%	72%
Suggesting Troop activities a lot of the time	21%	27%	30%	46%
Like being a Girl Scout a lot	90%	92%	86%	83%
Attended Girl Scout summer camp				
Council Run Girl Scout camp	0%	29%	54%	59%
Service Unit Run Girl Scout camp	11%	18%	30%	45%
Activities Interested in Doing				
Cooking	62%	80%	88%	73%
Hiking	45%	67%	53%	55%
Badge Work	55%	80%	67%	59%
Leadership Training	21%	25%	38%	48%
Region				
Southwest	31%	30%	41%	39%
North	34%	25%	22%	20%
Southeast	31%	44%	31%	38%

*CAUTION: Small base size (n<50)

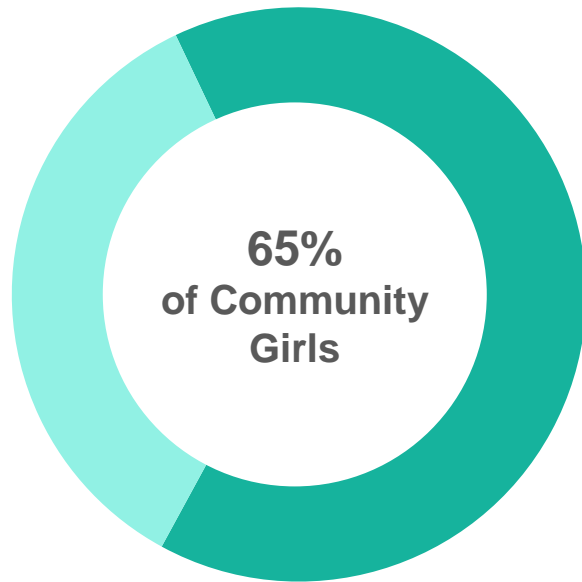


Community Members

Girl Scout Awareness and Interest Among Community Girls

Nearly two thirds of community girls are aware of the Girl Scouts. Community girls regard the Girl Scouts highly and believe that the Girl Scouts do fun activities and are fun, overall. However, 31% consider the Girl Scouts hard to join and 22% consider it too expensive.

Girl Scout Awareness

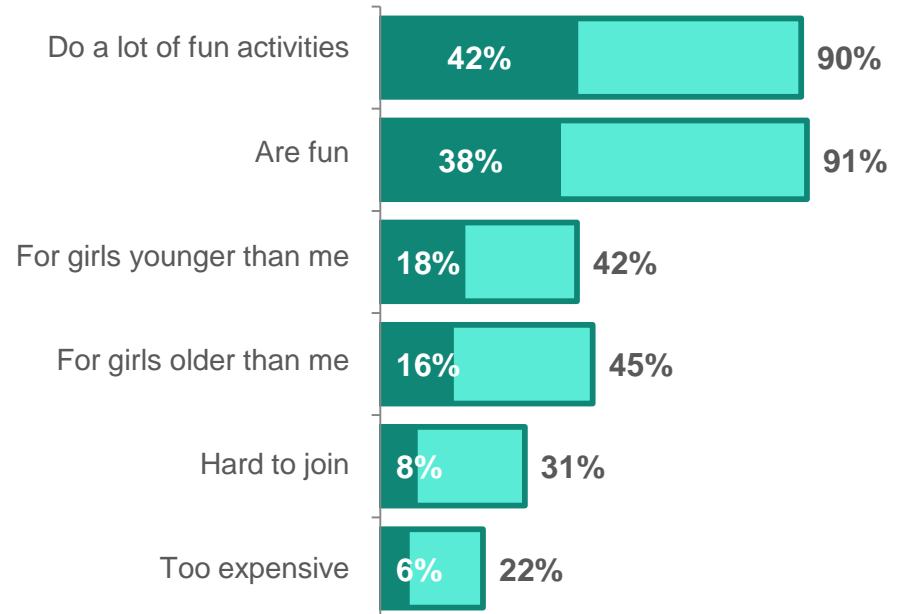


...are aware of the Girl Scouts.

Girl Scout Perceptions

(Aware of Girl Scouts)
(n=325)

Totally agree
Totally agree/agree a little bit



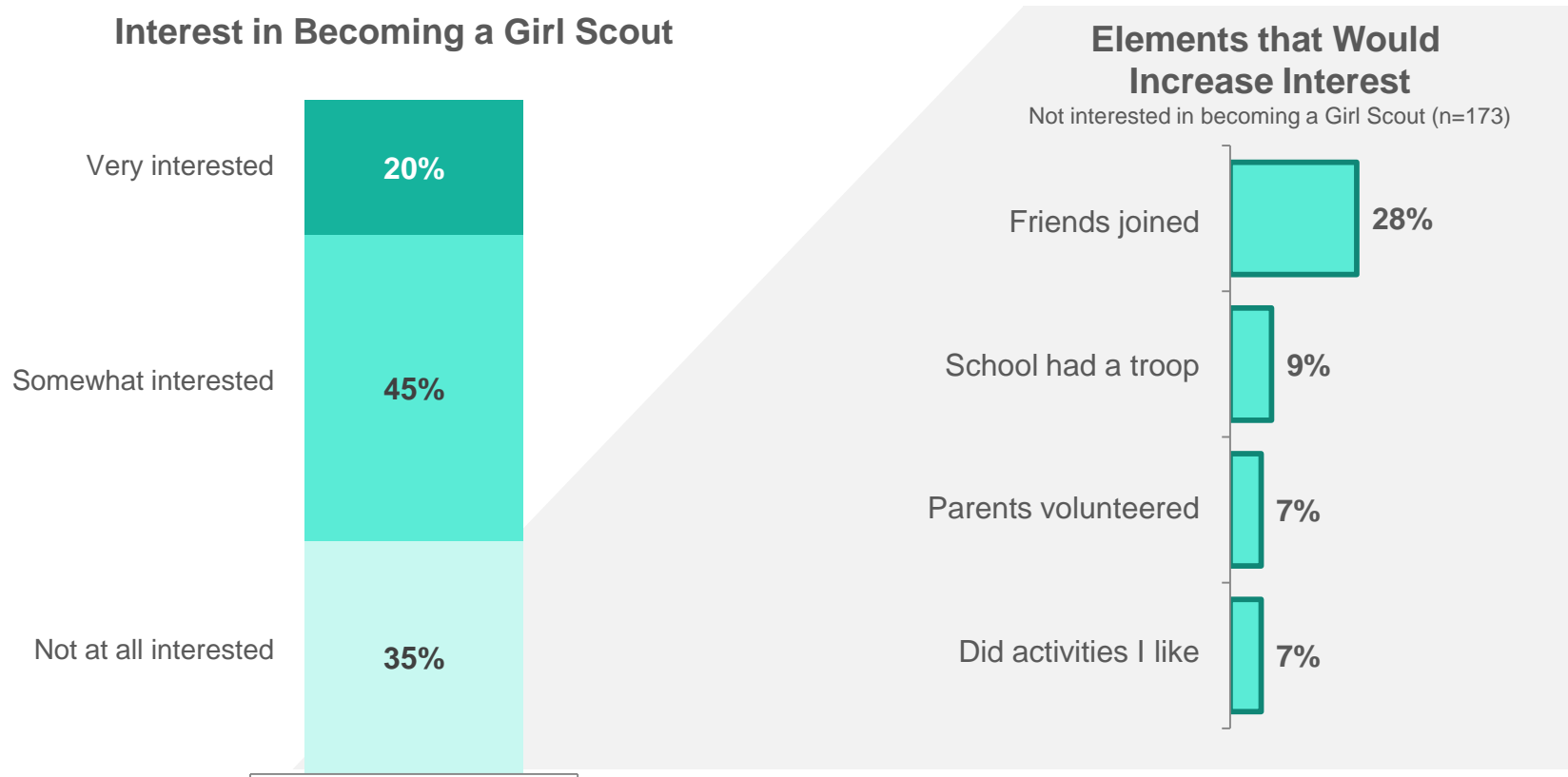
BASE: Community Girls (n=500)

Q19. How much do you know about the Girl Scouts?

Q20. How much do you agree or disagree with each of the following statements about Girl Scouts?

Girl Scout Awareness and Interest Among Community Girls

About two thirds of community girls aware of the Girl Scouts are interested in becoming a Girl Scout next year. Having friends in the troop would be the most important factor to convert these girls to Girl Scouts.



BASE: Community Girls (n=500)

Q21. How interested are you in becoming a Girl Scout in the next school year?

Q23. What would make you more interested in becoming a Girl Scout?

Profile of Interested Community Girls

Community girls most interested in the Girl Scouts tend to be younger, interested in camping and other outdoor activities, and already know someone in the Girl Scouts.

Interested in Girl Scouts

(n=327)



Current Grade

32%	Kindergarten – 1 st Grade	17%
33%	2 nd – 3 rd Grade	15%
28%	4 th – 5 th Grade	24%
5%	6 th – 8 th Grade	13%
1%	9 th – 10 th Grade	9%
2%	11 th – 12 th Grade	23%

33%	Interest in camping	27%
43%	Interest in outdoor activities	27%

Not Interested in Girl Scouts

(n=173)



People known in Girl Scouts

93%	School has a troop	91%
95%	Sister is in a troop	98%
80%	Friends in a troop	85%
40%	Don't know anyone in Girl Scouts	61%

Interest in Attending Girl Scout Summer Camp

29%	Very Interested	2%
61%	Somewhat Interested	27%

Region

48%	Southwest	48%
26%	North	26%
26%	Southeast	25%



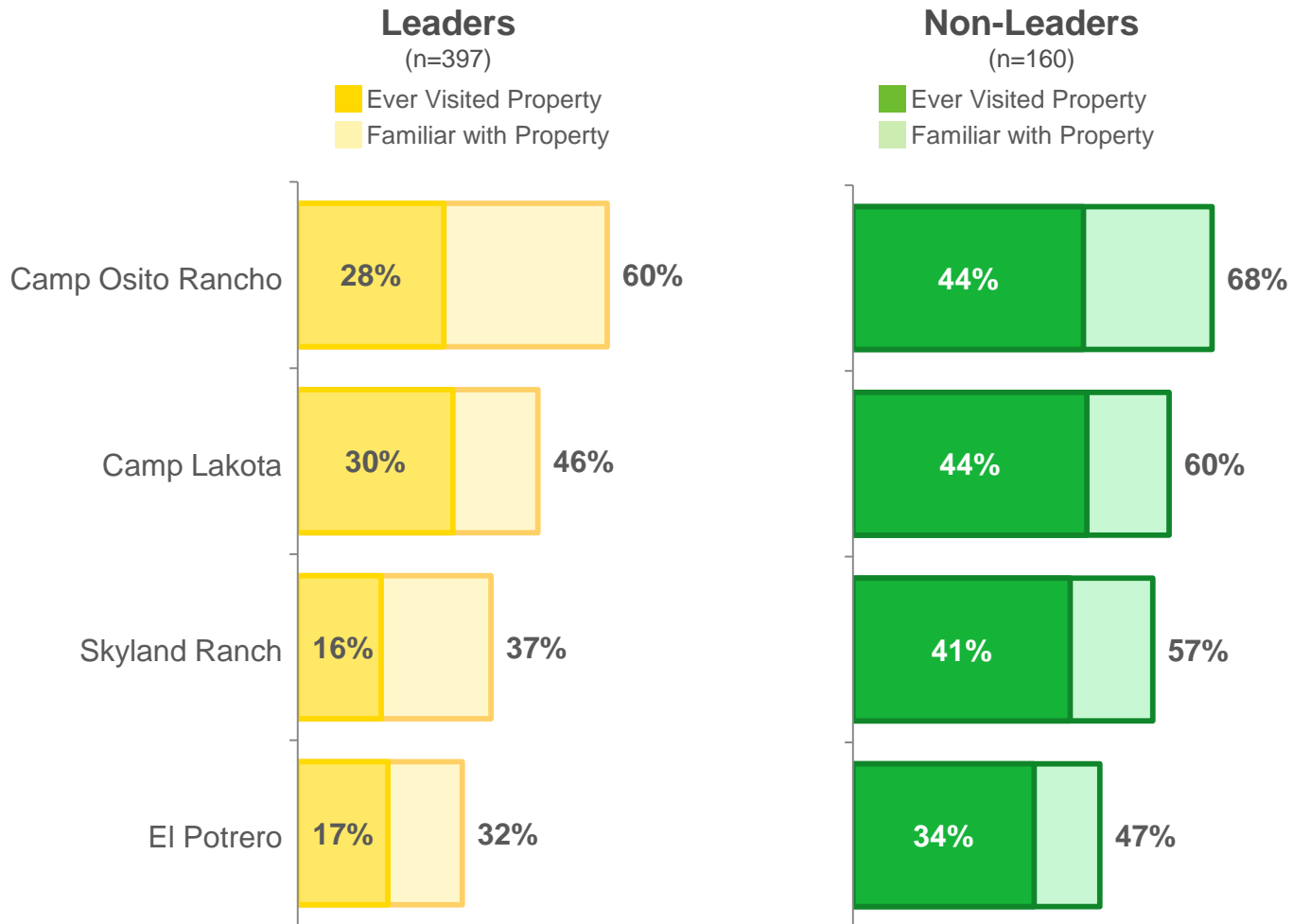
Additional Findings

Additional Findings: Volunteers



Familiarity with Girl Scout Properties: Camps

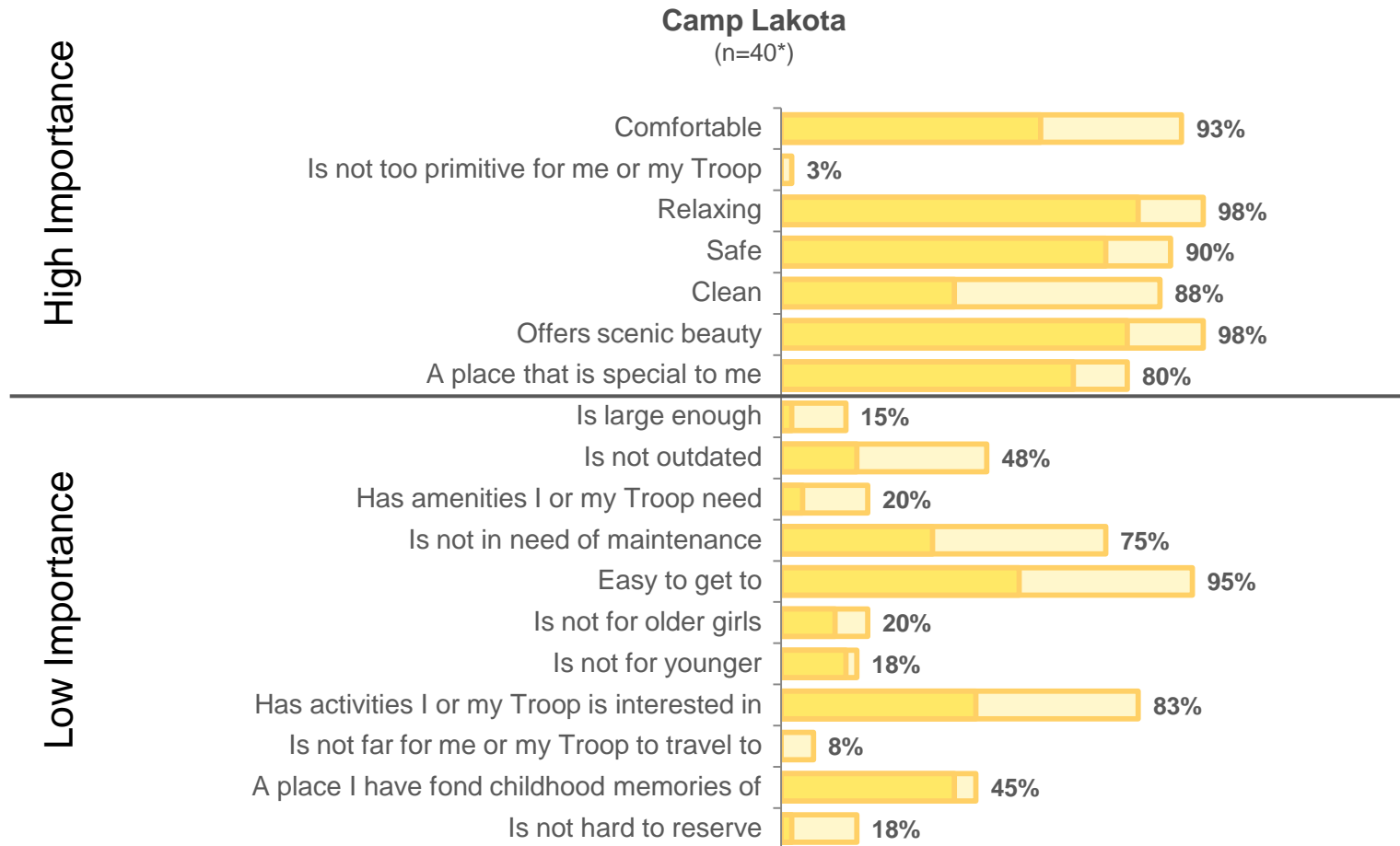
volunteers



BASE: Total Adult Volunteers
Q4. How familiar are you with each of the following Girl Scout properties?

Camp Property Attributes

*Caution: Small base size



*CAUTION: Small base size (n<50)

NOTE: Due to small base sizes, the following properties are not shown: Camp Osito Rancho, El Potrero, Skyland Ranch

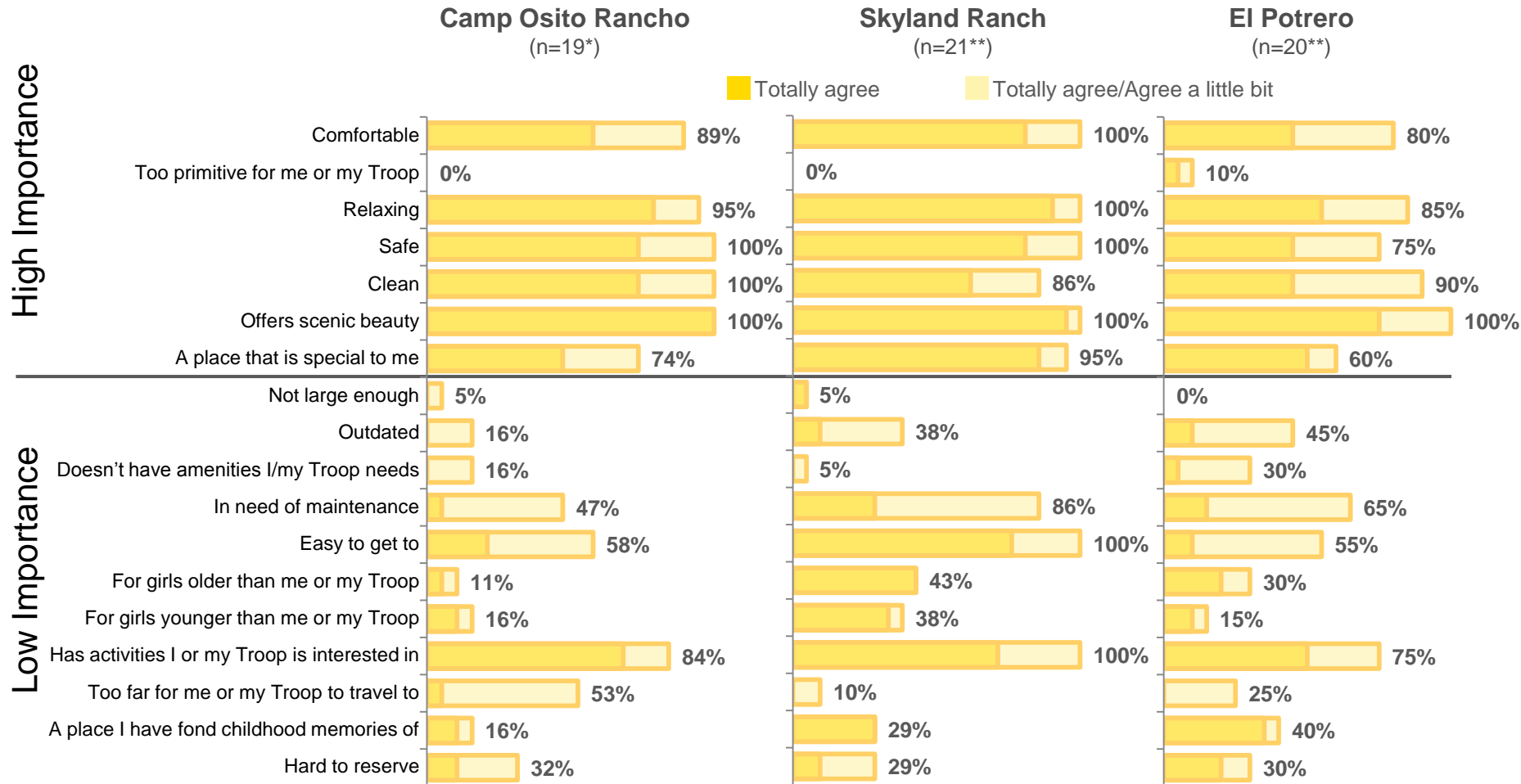
BASE: Visited camp property in past 2 years and assigned to rate property

Q11. How much do you agree or disagree with each of the following statements about [INSERT PROPERTY]? [INSERT PROPERTY] is...



Camp Property Attributes

*Caution: Small base size



*Caution: Small base size (n<50)

**Extreme caution: base size too small to analyze (n<30)

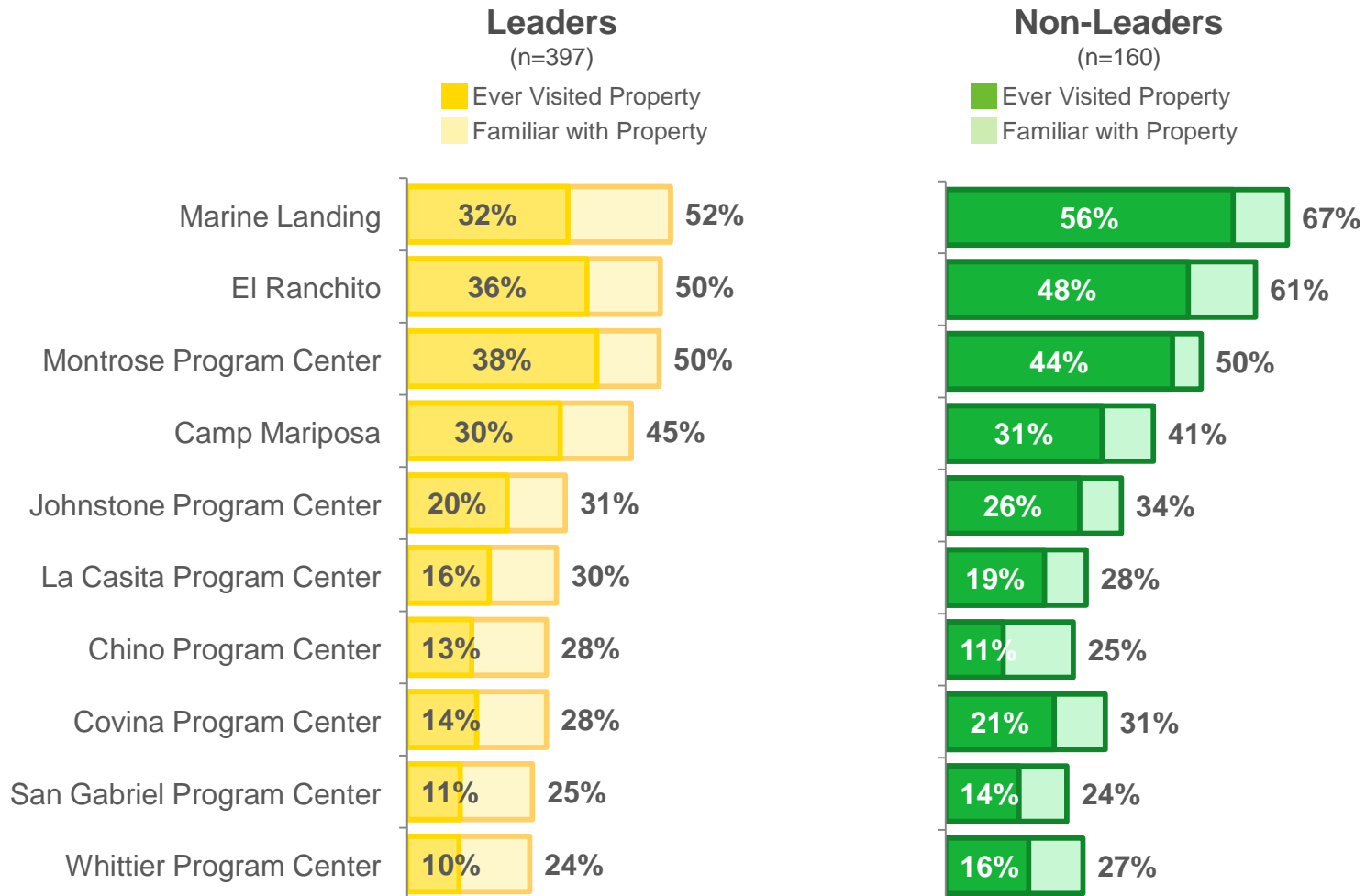
BASE: Visited camp property in past 2 years and assigned to rate property

Q11. How much do you agree or disagree with each of the following statements about [INSERT PROPERTY]? [INSERT PROPERTY] is...



Familiarity with Girl Scout Properties: Program Centers

volunteers



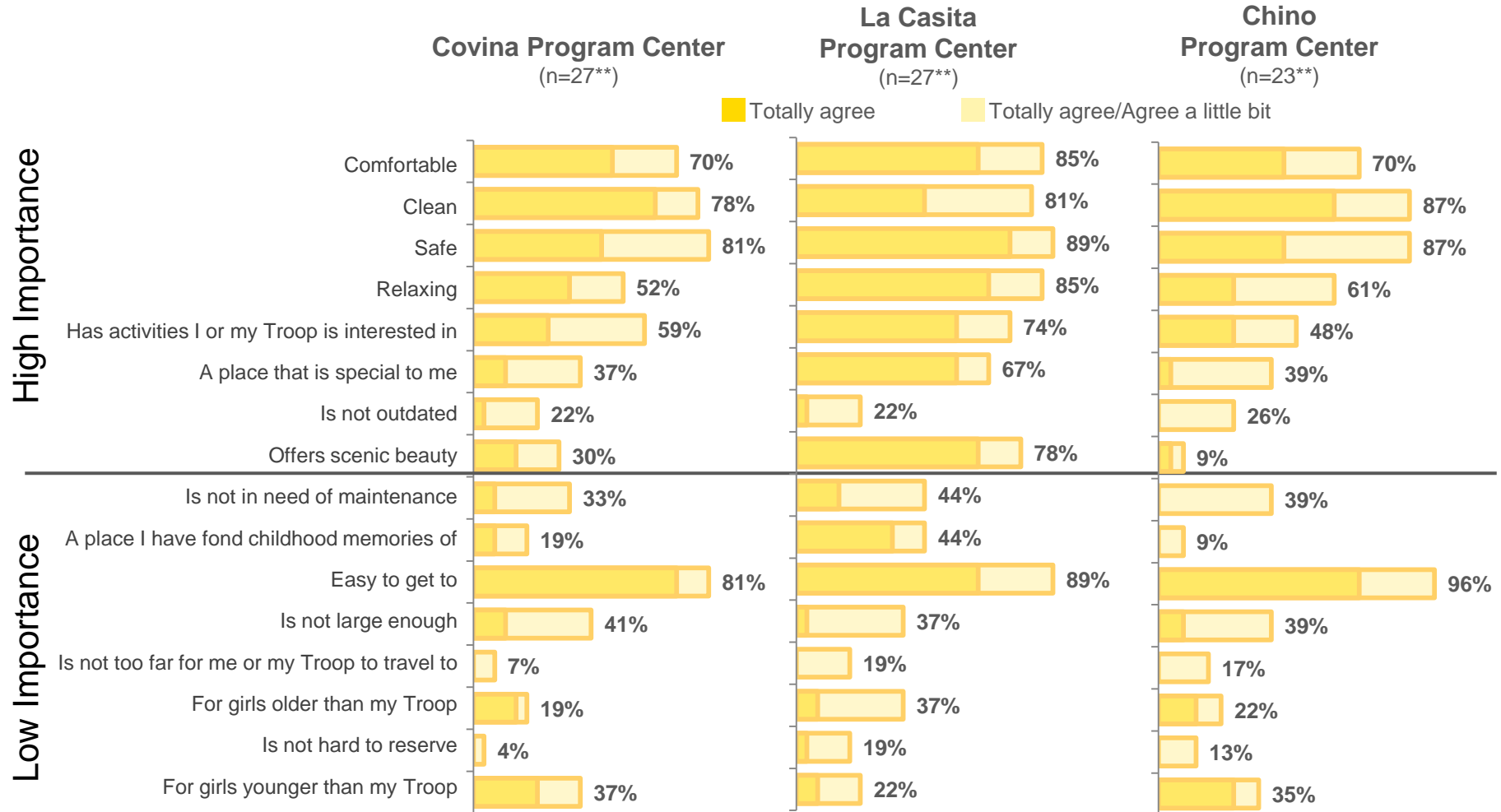
BASE: Total Adult Volunteers
Q4. How familiar are you with each of the following Girl Scout properties?





Program Center Property Attributes

*Caution: Small base size



*Caution: Small base size (n<50)

**Extreme caution: base size too small to analyze (n<30)

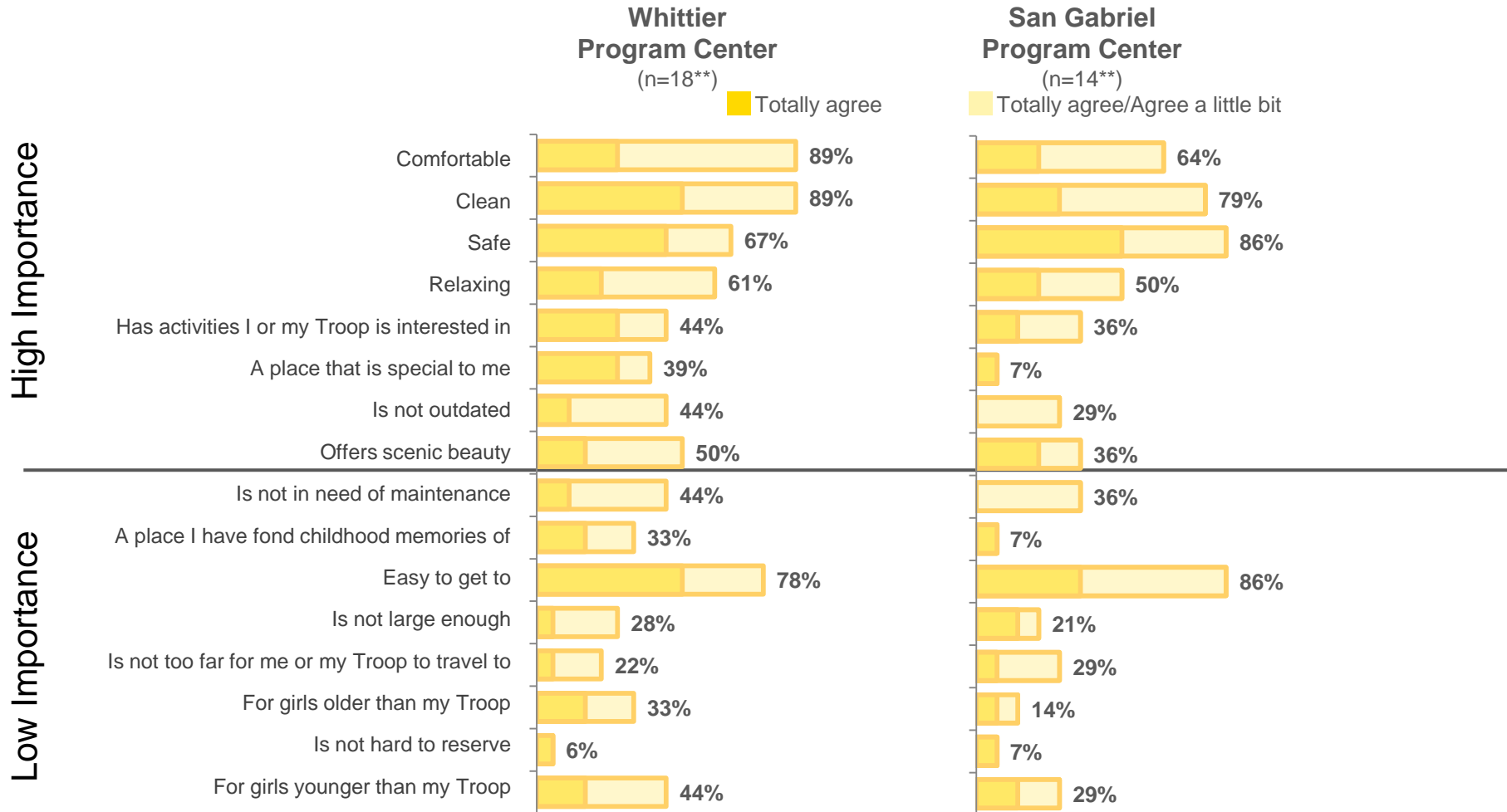
BASE: Visited program center property in past 2 years and assigned to rate property

Q11. How much do you agree or disagree with each of the following statements about [INSERT PROPERTY]? [INSERT PROPERTY] is...



Program Center Property Attributes

*Caution: Small base size



*Caution: Small base size (n<50)

**Extreme caution: base size too small to analyze (n<30)

BASE: Visited program center property in past 2 years and assigned to rate property

Q11. How much do you agree or disagree with each of the following statements about [INSERT PROPERTY]? [INSERT PROPERTY] is...

Profile of those Satisfied vs. Dissatisfied with Available Property Offerings

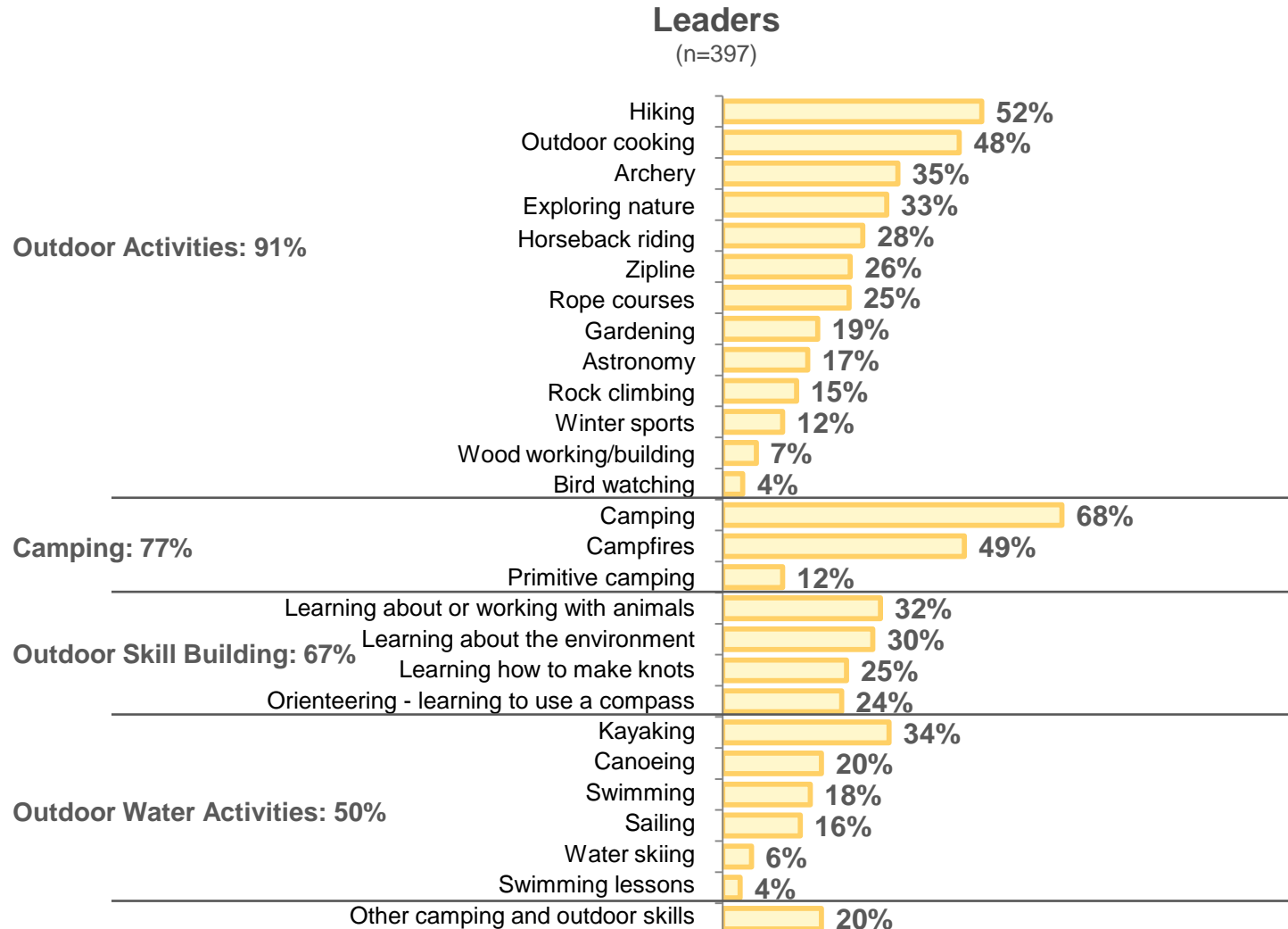
	Day Visit		Troop Overnight Visit		Council Event		Service Unit Event	
	Satisfied (n=241)	Dissatisfied (n=103)	Satisfied (n=250)	Dissatisfied (n=120)	Satisfied (n=193)	Dissatisfied (n=113)	Satisfied (n=190)	Dissatisfied (n=129)
Avg. # years volunteering	9.6	8.6	10.5	8.1	10.2	9.7	10.8	9.5
Program level								
Daisy	20%	26%	18%	22%	19%	20%	18%	15%
Brownie	37%	31%	33%	36%	34%	28%	32%	28%
Junior	33%	27%	33%	26%	33%	27%	31%	29%
Cadette	40%	34%	45%	33%	42%	36%	43%	43%
Senior	32%	27%	36%	28%	33%	37%	34%	37%
Ambassador	22%	23%	24%	23%	25%	23%	25%	25%
A lot of input in Troop/Group	76%	72%	80%	70%	78%	76%	83%	77%
Camped with Troop in past 2 years	77%	64%	82%	67%	80%	71%	81%	74%
Camped on Non-Girl Scout Property	72%	59%	74%	66%	76%	66%	75%	74%
Region								
Southeast	41%	28%	38%	30%	39%	27%	42%	22%
Southwest	37%	35%	35%	38%	38%	35%	36%	36%
North	21%	34%	24%	31%	20%	35%	21%	38%





Activities Interested in Doing Next Year with Troop (1 of 3)

volunteers



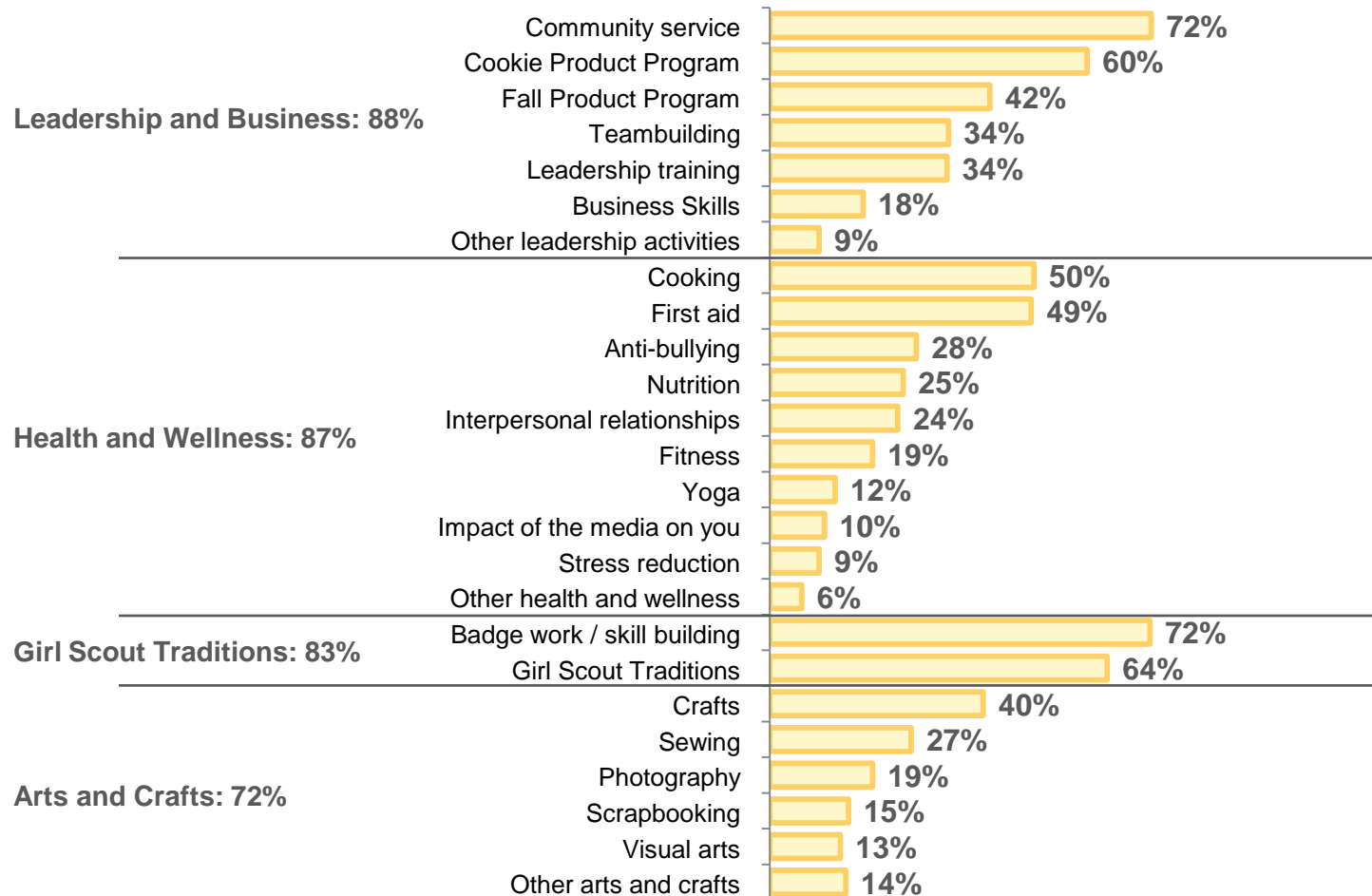
BASE: Total Adult Leaders
Q18. Which of the following activities are you interested in doing in the next year with your troop?



Activities Interested in Doing Next Year with Troop (2 of 3)

volunteers

Leaders (n=397)



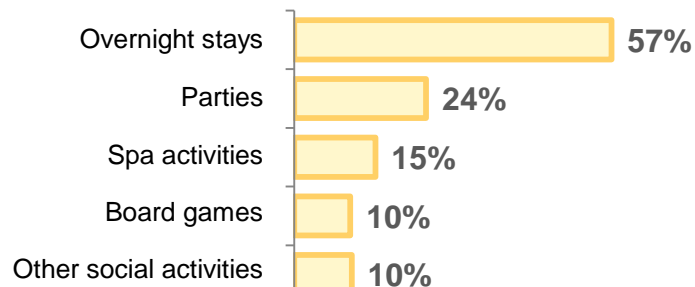
BASE: Total Adult Leaders
Q18. Which of the following activities are you interested in doing in the next year with your troop?

Activities Interested in Doing Next Year with Troop (3 of 3)

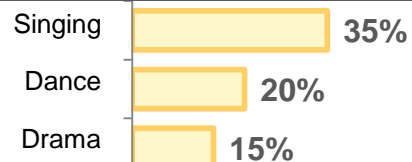
Leaders

(n=397)

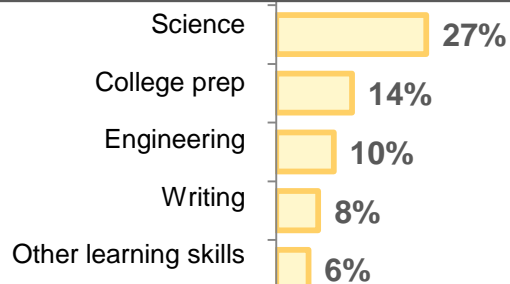
Social: 71%



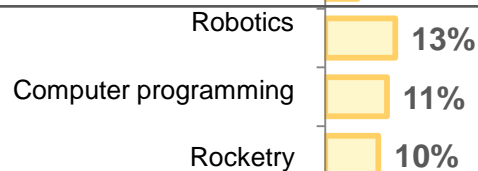
Performance: 48%



Learning Skills: 46%



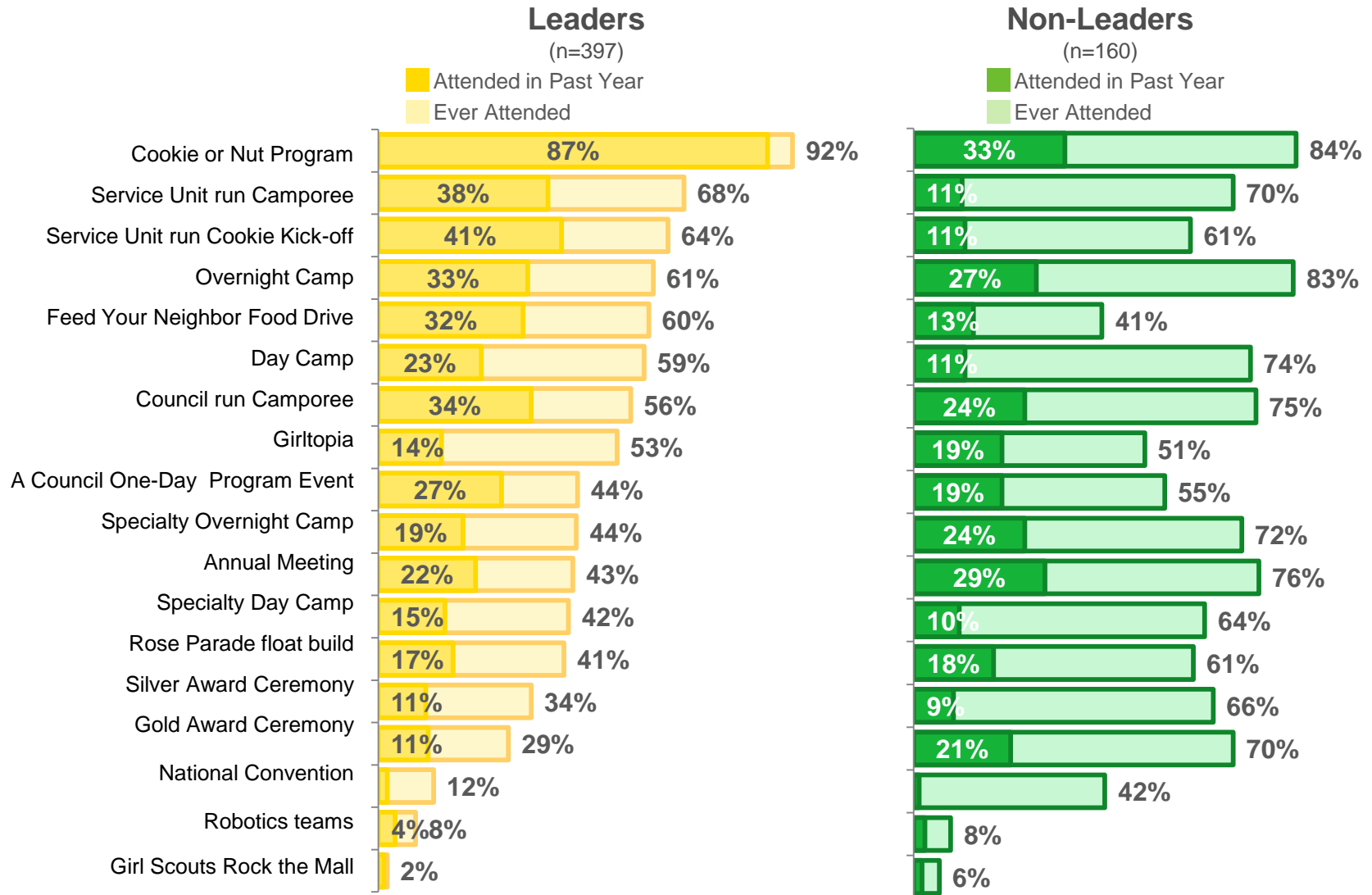
STEM: 24%





Council Run Events Attended

volunteers



BASE: Total Adult Volunteers
Q22. When was the last time you participated in each of the following council sponsored events?



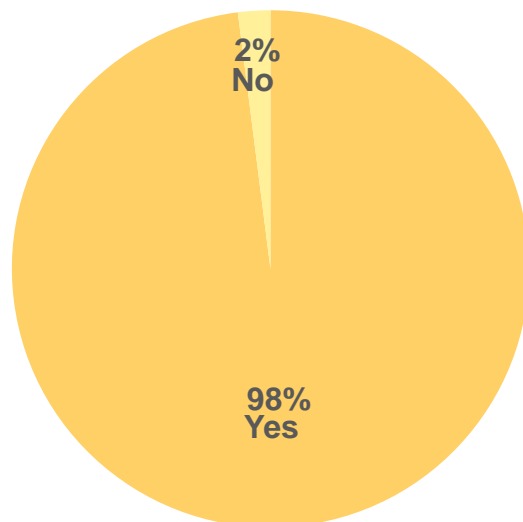


Volunteer Demographics

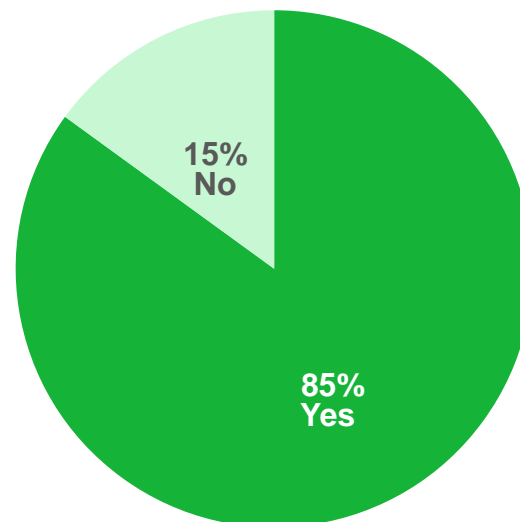
	Leaders (n=397)	Non-Leaders (n=160)
Average age	45 years old	50 years old
% Female	98%	96%
Ethnicity		
White, Caucasian, European, European-American	76%	87%
Hispanic, Latina/o, Latin American	14%	7%
Asian American, Asian, Pacific Islander	10%	5%
Black, African-American, Caribbean, African, Caribbean-American	5%	2%
American Indian, Native American	1%	3%
Arab, Middle Eastern	1%	1%
Education: College graduate	80%	80%
Average household income	\$89,492	\$75,254
Region		
Southwest	36%	34%
Southeast	36%	36%
North	26%	22%

Plan on Volunteering Next Year

Leaders
(n=397)



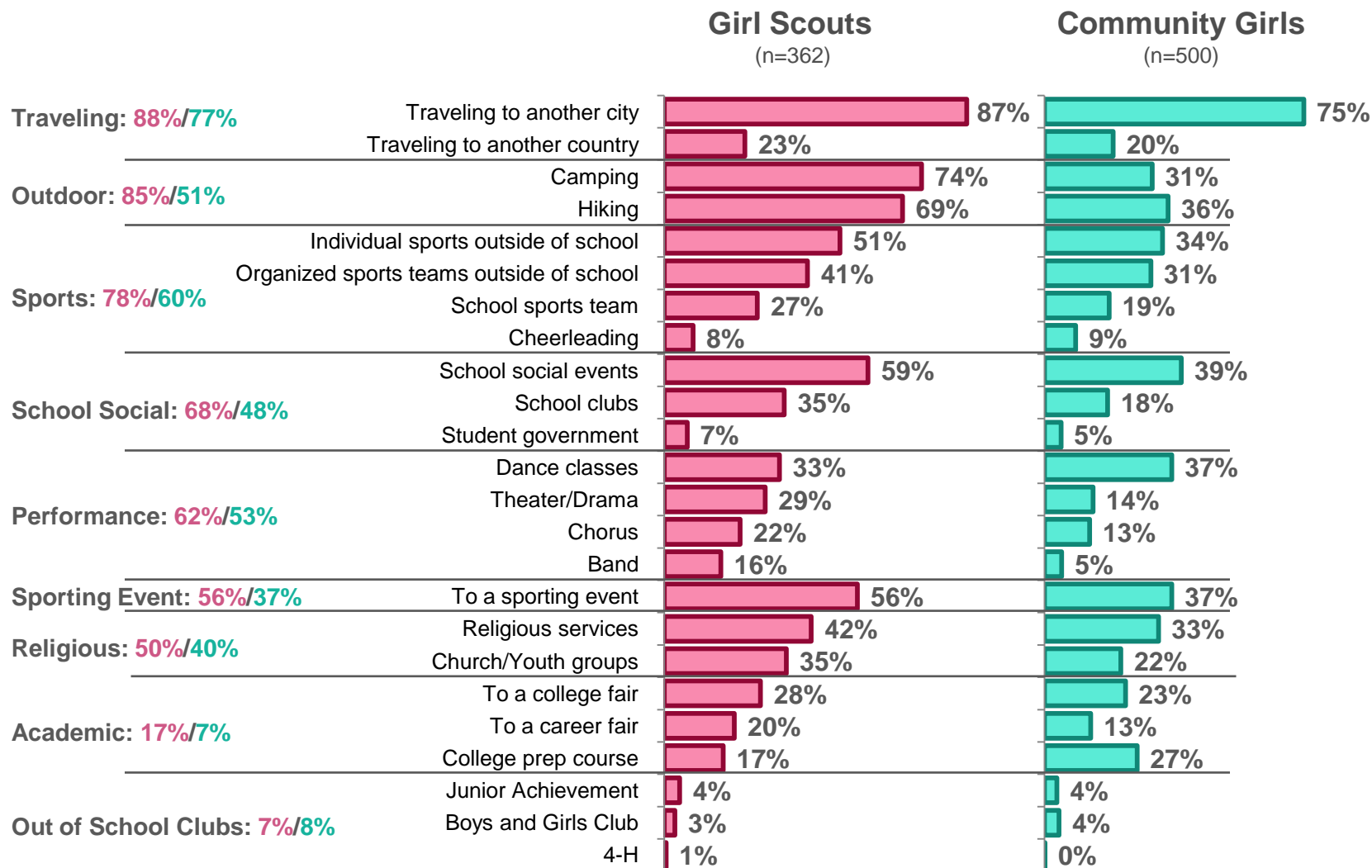
Non-Leaders
(n=160)



**Additional Findings:
Girl Scouts and Community Members**



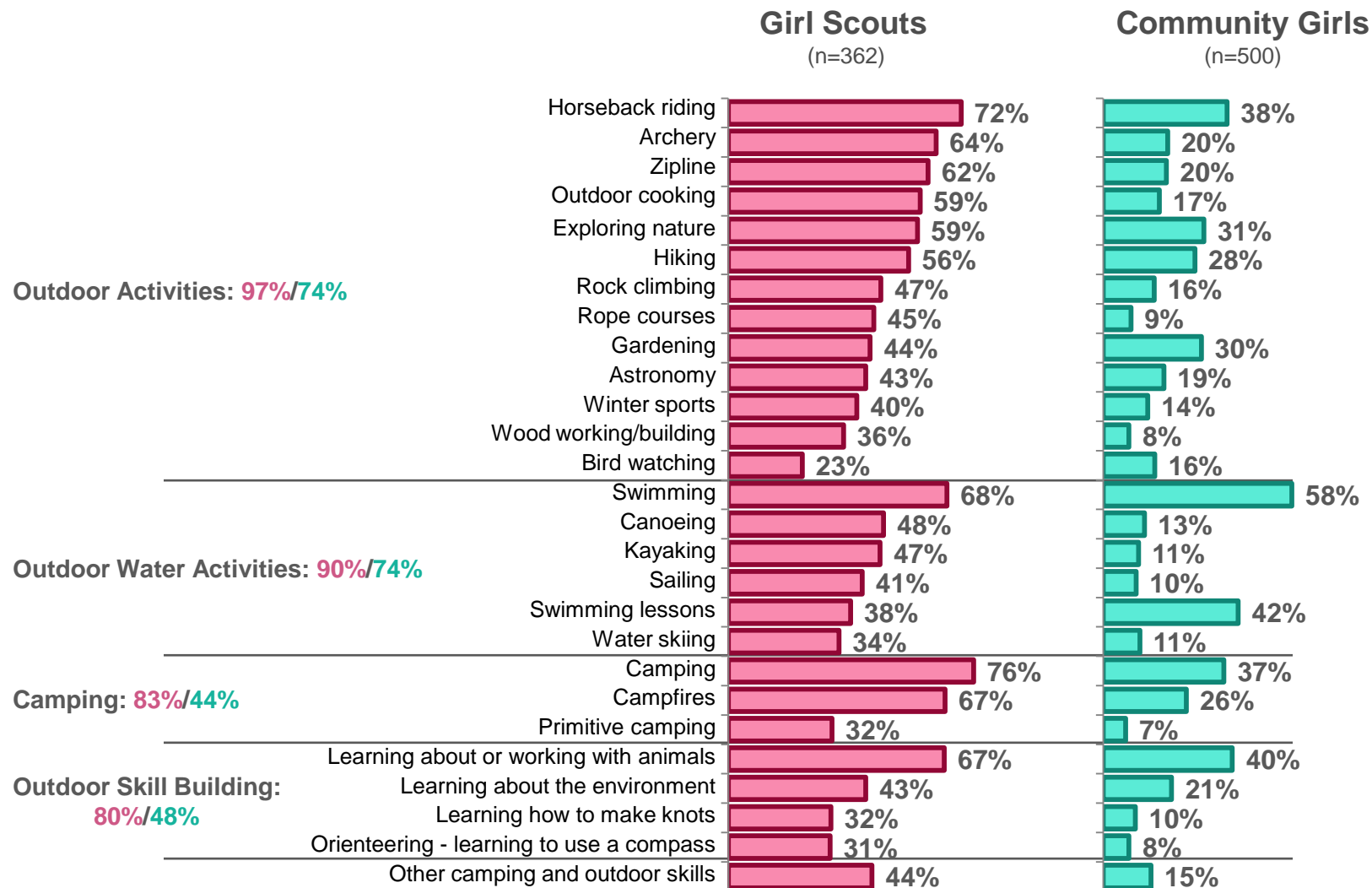
Activities Done in Past Year: Detailed Findings





Activities Interested in Doing with Troop (1 of 3)

girl scouts



BASE: Total Girl Respondents
Q2. Which of the following activities are you interested in doing or learning more about?

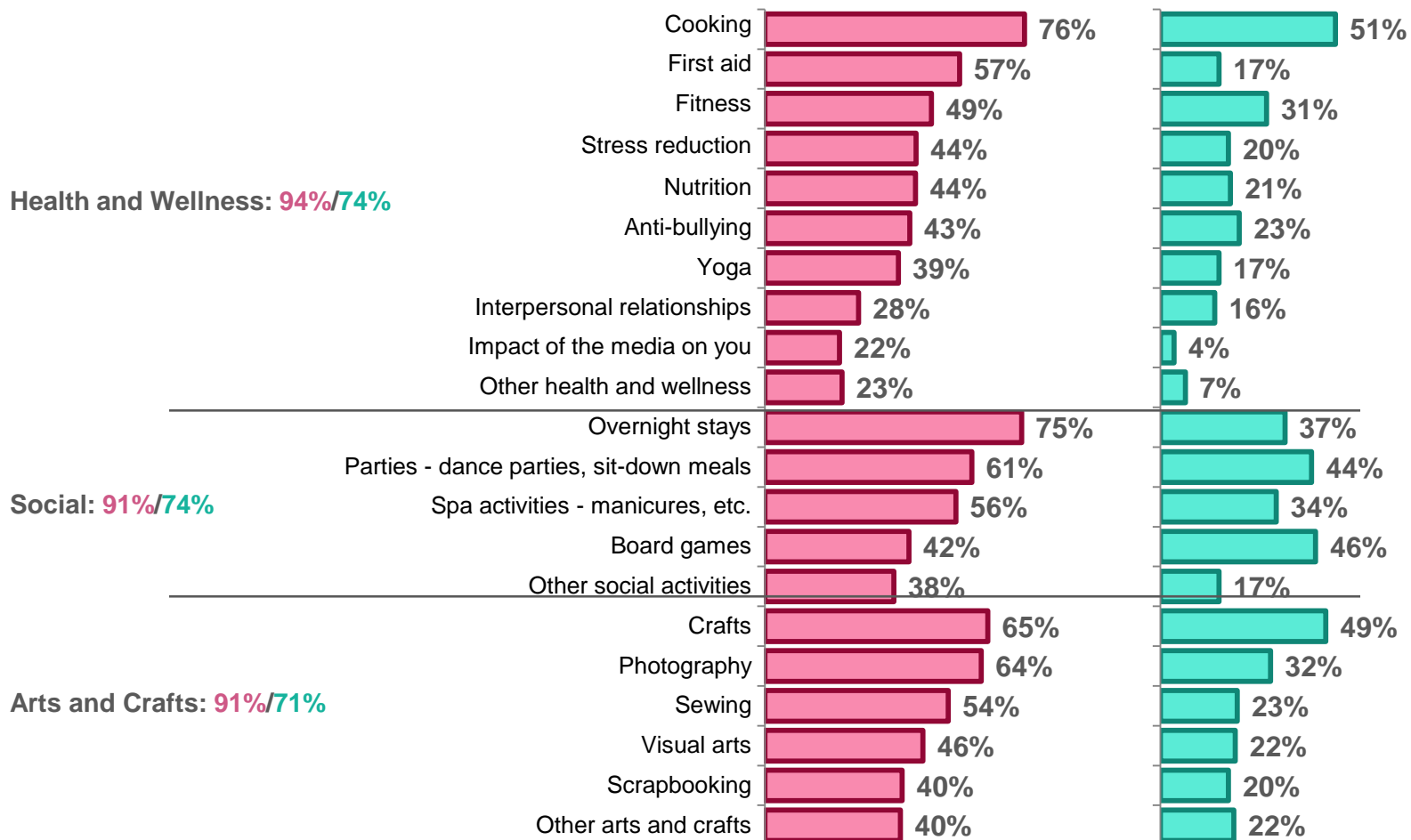


Activities Interested in Doing with Troop (2 of 3)

girl scouts

Girl Scouts
(n=362)

Community Girls
(n=500)

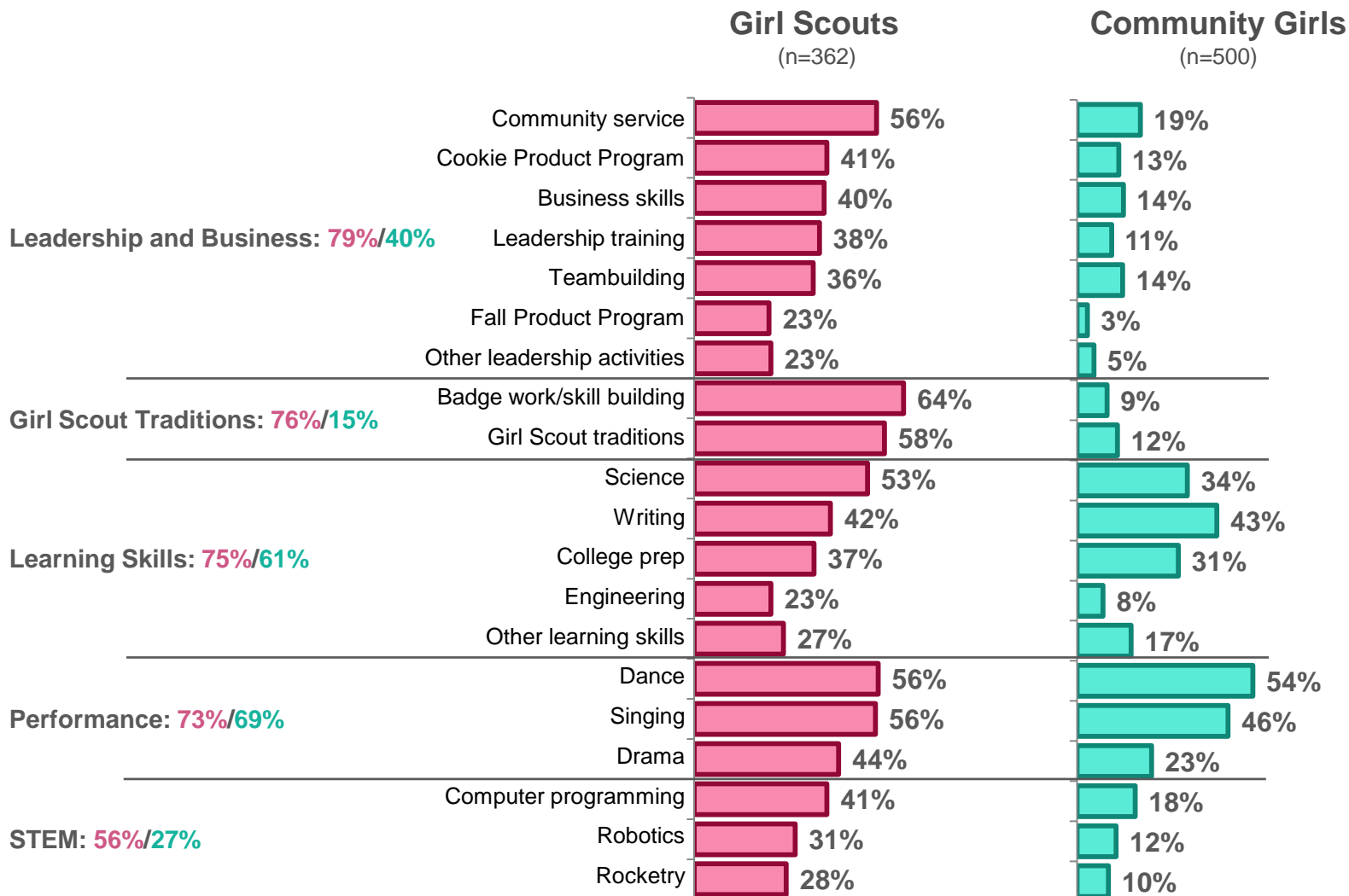


BASE: Total Girl Respondents
Q2. Which of the following activities are you interested in doing or learning more about?



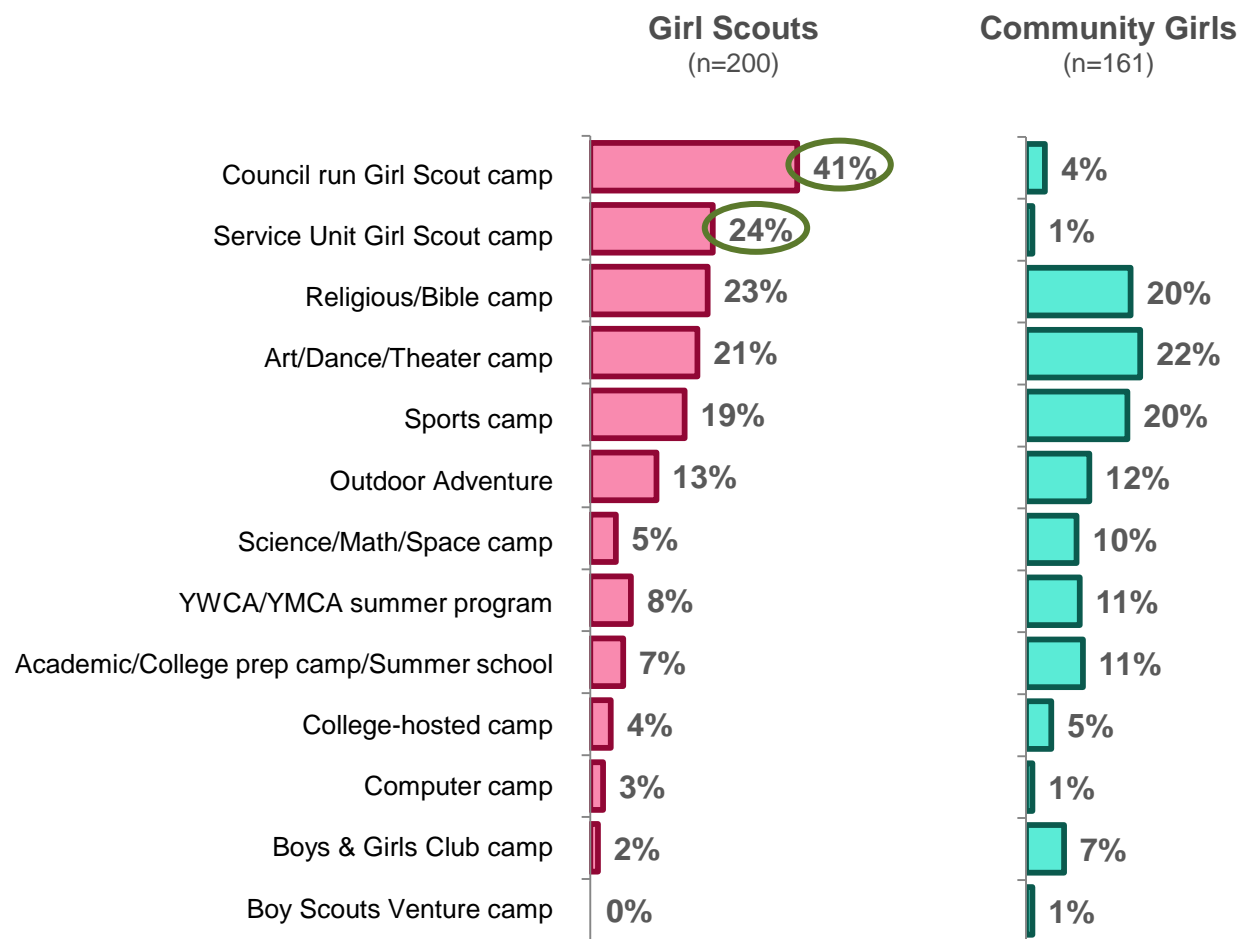
Activities Interested in Doing with Troop (3 of 3)

girl scouts



BASE: Total Girl Respondents
Q2. Which of the following activities are you interested in doing or learning more about?

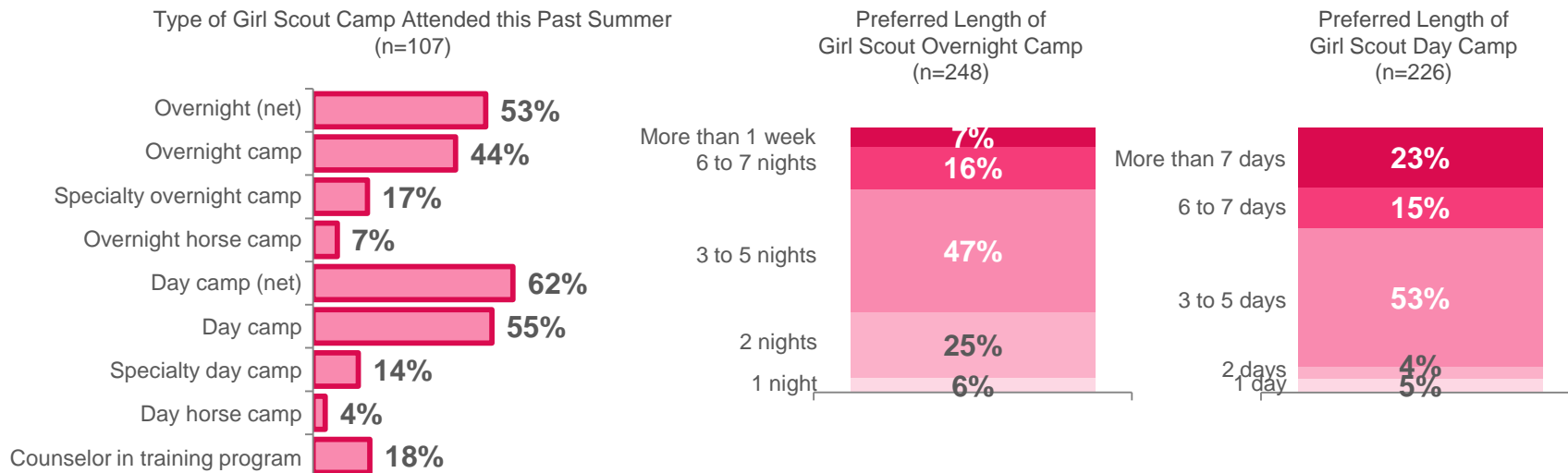
Summer Camps Attended This Summer



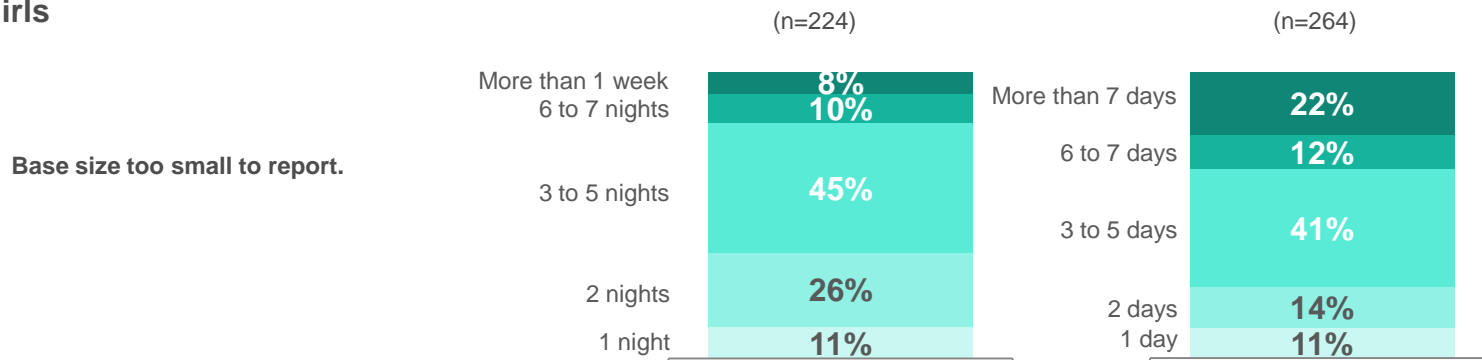


Girl Scout Camp Details

Girl Scouts



Community Girls



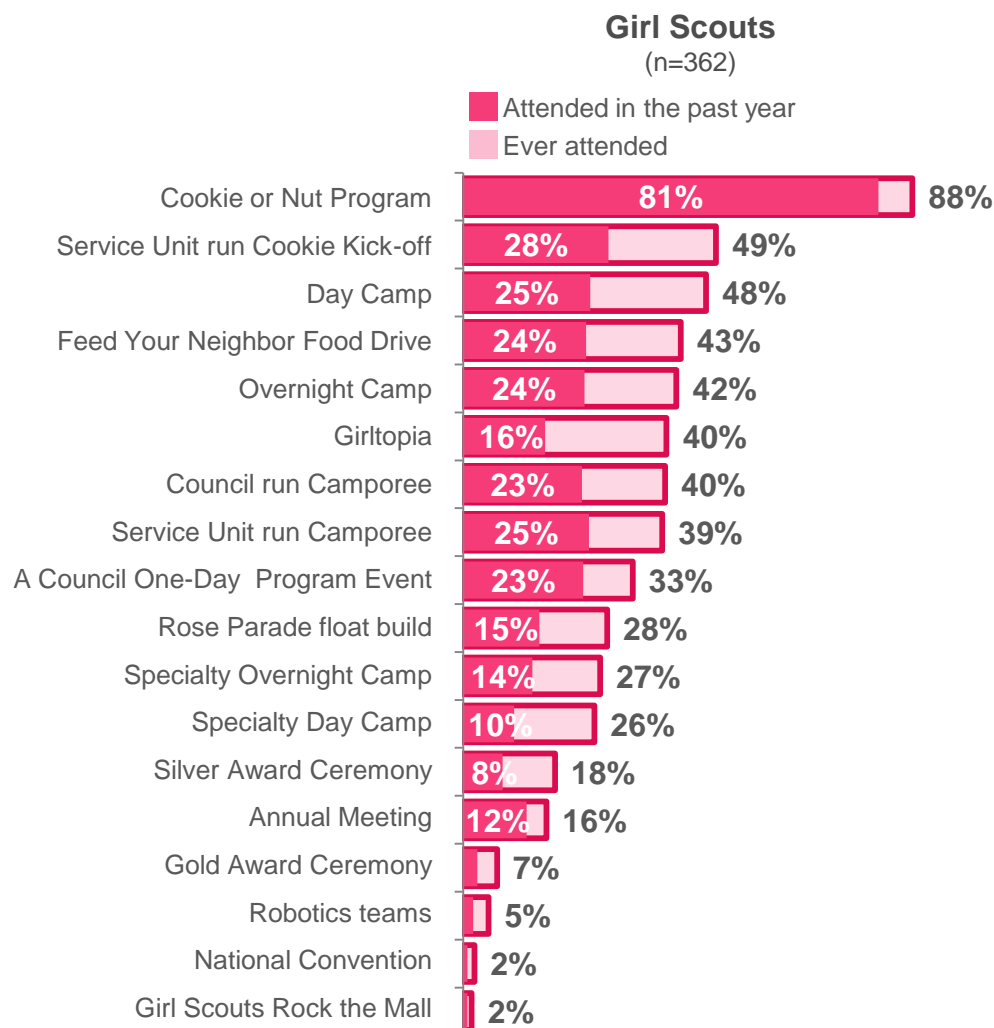
BASE: Ever attended summer camp

Q16. Thinking about the Girl Scout camp or program you are going to this summer or have already attended this summer, which of the following types of camp or program was it?

Q26. You mentioned that you have gone or are interested in going to a Girl Scout summer camp or program. For how long do you prefer to go to...?



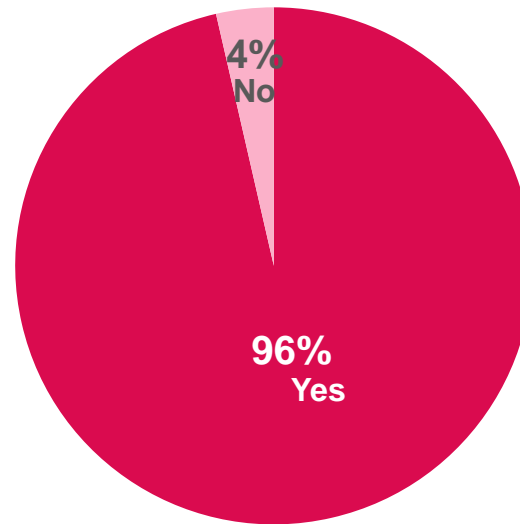
Council Run Event Attendance



BASE: Total Girl Scouts
Q30. When was the last time you participated in each of the following council sponsored events?

Planning on Being a Girl Scout Next Year

Girl Scouts
(n=362)





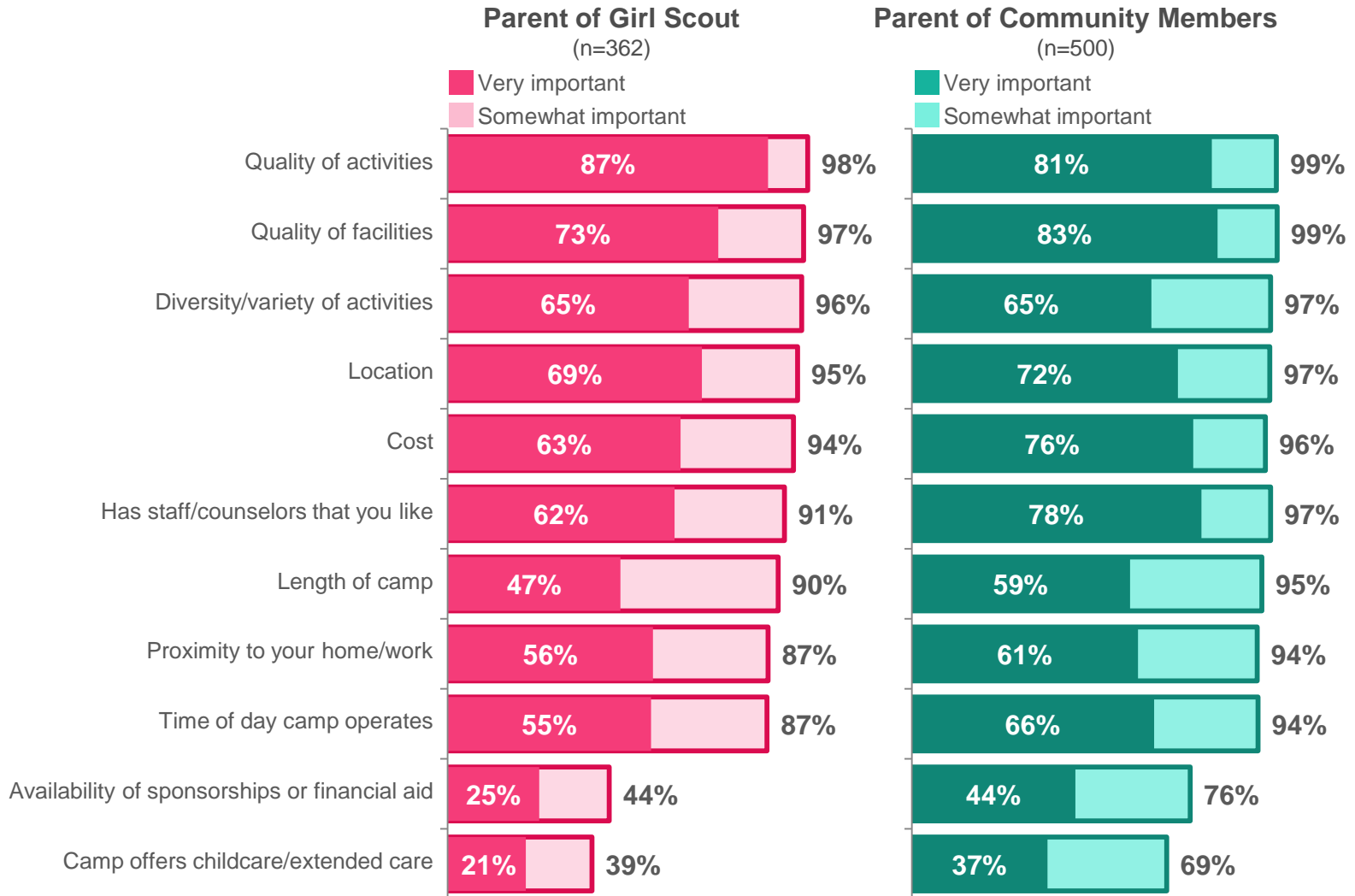
Girl Respondent Demographics

	Girl Scouts (n=362)	Community Members (n=500)
Location of Girl Scout meetings		
School	34%	NA
Troop or Group leader's home	25%	NA
Girl Scout Council Program Center	7%	NA
Community center	6%	NA
Local recreation center	4%	NA
Troop or Group member's home	3%	NA
Local park	2%	NA
Average number of members in household	4.04	4.33
Ethnicity		
White, Caucasian, European, European-American	71%	46%
Hispanic, Latina/o, Latin American	24%	29%
Asian American, Asian, Pacific Islander	12%	19%
Black, African-American, Caribbean, African, Caribbean-American	7%	14%
American Indian, Native American	3%	1%
Arab, Middle Eastern	2%	1%
Education: College graduate	77%	69%
Average household income	\$84,202	\$77,835



Additional Findings: Parent Section

Importance of Factors in Summer Camp/Program Decision Making



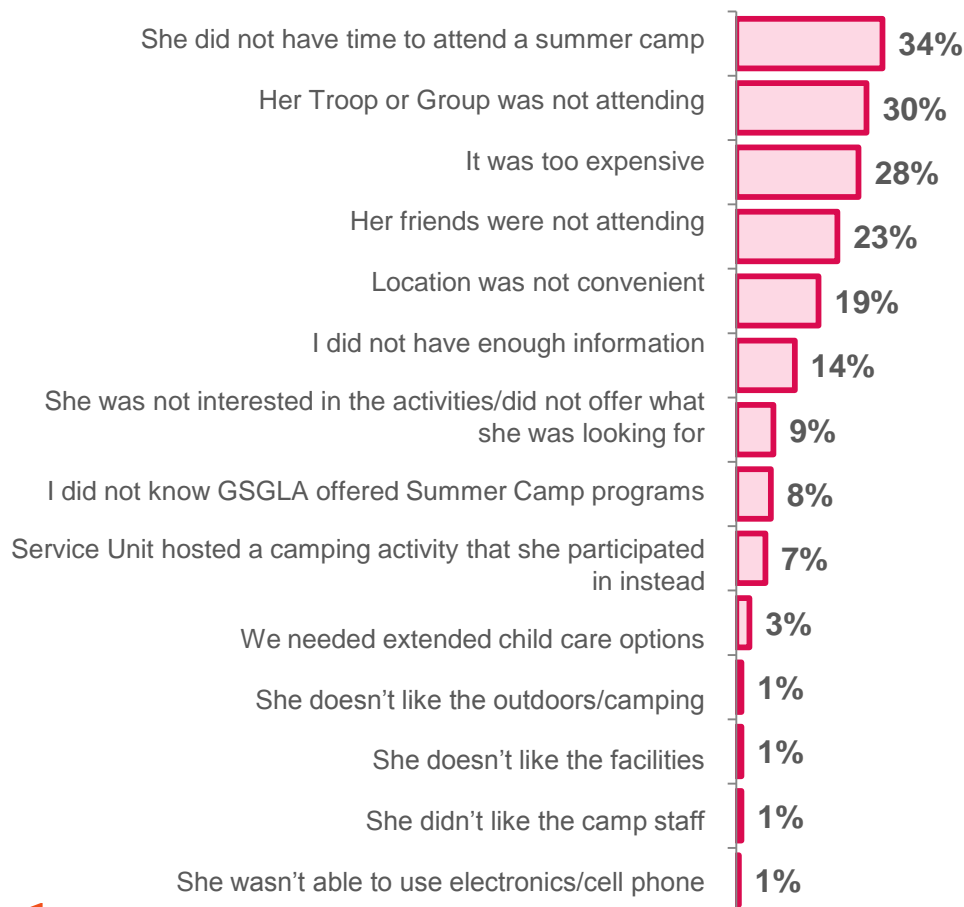
BASE: Total Parents of Girl Respondents
P1. How important are each of the following factors in your decision to send your daughter to a summer camp/program?



Reasons for Not Sending Daughter to Camp

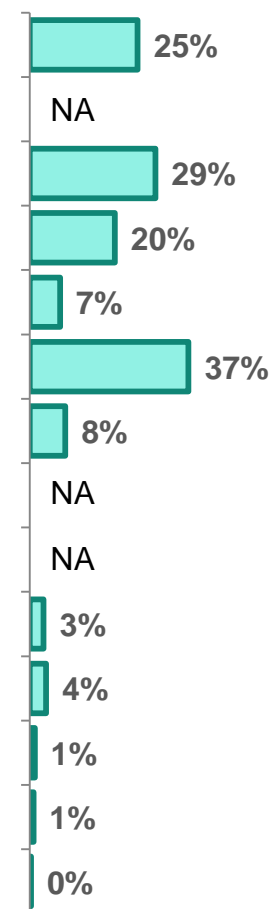
Reasons for not sending daughter to Girl Scout camp

Parent of a Girl Scout
(n=162)



Reasons for not sending daughter to summer camp

Parent of a Community Members
(n=339)

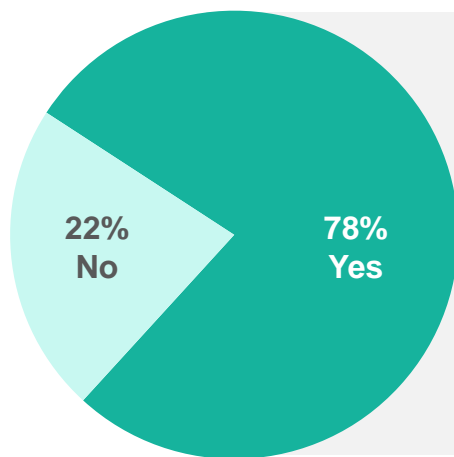


BASE: Total Parents of Girl Respondents who did not attend summer camp
P2. What are some reasons your daughter did not go to a [Girl Scout] camp this year?



Familiarity and Membership Interest

Parent Awareness of Girl Scouts
(n=500)



Parent's Willingness to Allow Daughter to Join
Among those aware of Girl Scouts
(n=388)

