

2017 Girl Scout Voices Count



During the spring of 2017, Girl Scouts of Kentuckiana partnered with the Girl Scouts Research Institute to find out what our girls, parents and volunteers have to say about Girl Scouting. All responses in this report are from girls, parents and volunteers in our council.



"I would tell my friends to join Girl Scouts because I love Girl Scouts. It helps you make new friends, learn new skills and have a lot of fun when you go on amazing trips."

- Girl Scout Cadette

89%

of girls said they "liked" or "liked a lot" being in Girl Scouts.

Sample size - 690

84%

of girls said they plan to be Girl Scouts next year.

Sample size - 690

Girl Voices

I am doing things in Girl Scouts that I cannot do in other places.



Sample size - 554

Girl Scouts helped me be more confident in school.



Sample size - 553

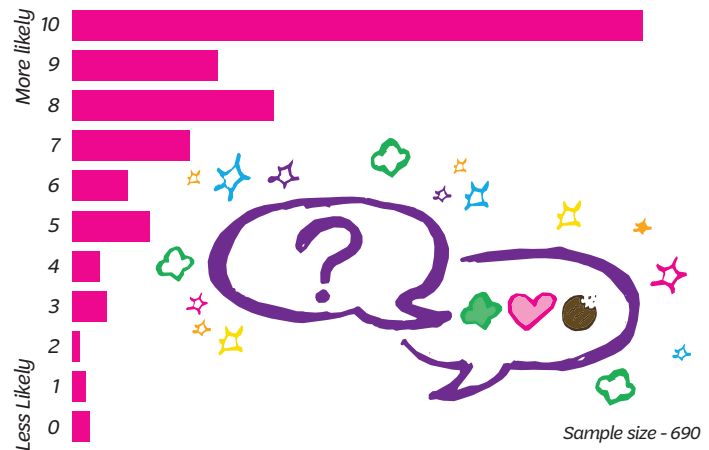
Girl Scouts has helped me be a leader in more activities with my friends, in school, or in my community.



Sample size - 553

Agree a lot | Agree a little | Neither agree or disagree | Disagree a little | Disagree a lot

If your friend or another girl asks you about Girl Scouts, how likely are you to tell them to join?



Sample size - 690

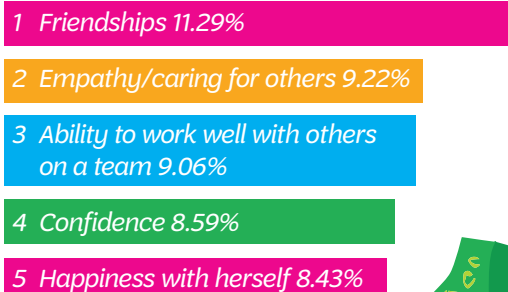
Parent Voices

"My child loves attending Girl Scouts, enjoys her leader and other children. She enjoys the outings and is excited about planning a big trip."

"She looks to her peers in Girl Scouts as her sisters since she is the only child."

How do you think your girl benefited from her Girl Scout experience this year?

Top 5 answers:

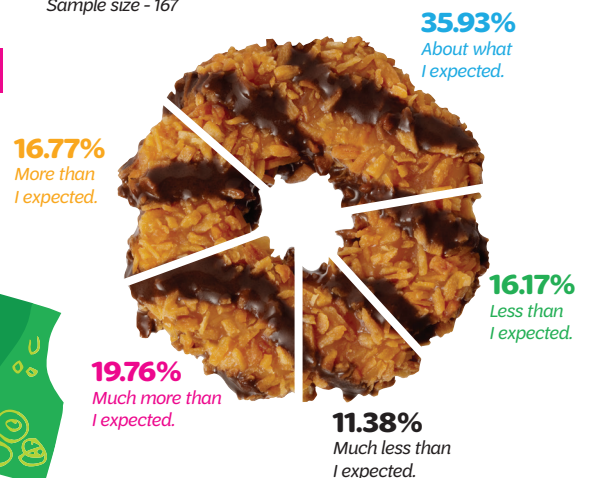


Percentage who answered "improved a lot."

Sample size - 167

Overall, how does her level of activity in Girl Scouts compare to your expectations?

Sample size - 167



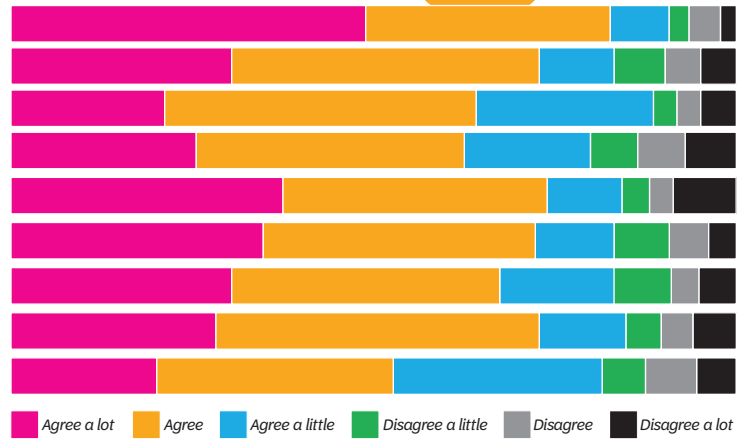
“My daughter feels like she belongs to this positive group of girls and identifies herself as a positive leader in other areas as well...”

Parent Voices (continued)

Key Drivers

- My girl enjoyed participating in Girl Scouts.
- Girl Scouts offered the types of activities my girl wanted to do.
- I can describe the benefits my girl gets from Girl Scouts.
- My girl got opportunities in Girl Scouts that she would not otherwise have had.
- My girl's Girl Scout meetings were well-organized.
- My girl participated in a variety of activities in Girl Scouts.
- My girl worked towards meaningful goals at Girl Scout meetings.
- In Girl Scouts, my girl gained new skills and knowledge.
- Through Girl Scouts, I developed a closer relationship with my girl.

Sample size - 184



Volunteer Voices

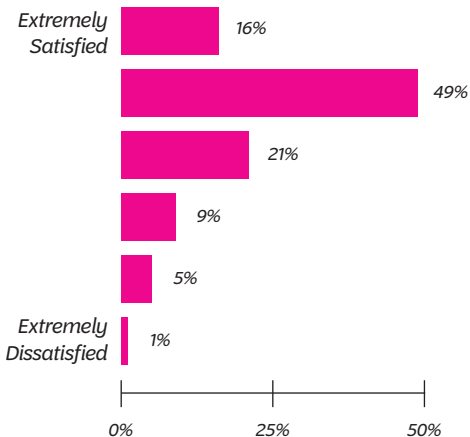


“Teaching girls to canoe was amazing last summer. They started out so scared and ended so proud. It was amazing to see the transformation in such a short amount of time.”
- Troop Leader

88%
of troop volunteers have re-registered or plan to re-register for next year.
Sample size - 154

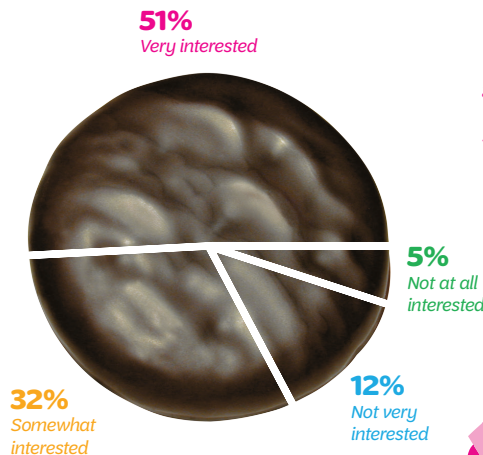
Overall, how satisfied are you with your experience in Girl Scouts this year?

Sample size - 154



How interested are you in having occasional, short-term volunteers come into your troop to help with activities or facilitate meetings?

Sample size - 145



How satisfied are you with the support that you have received from your Service Unit or Community?

Sample size - 132

