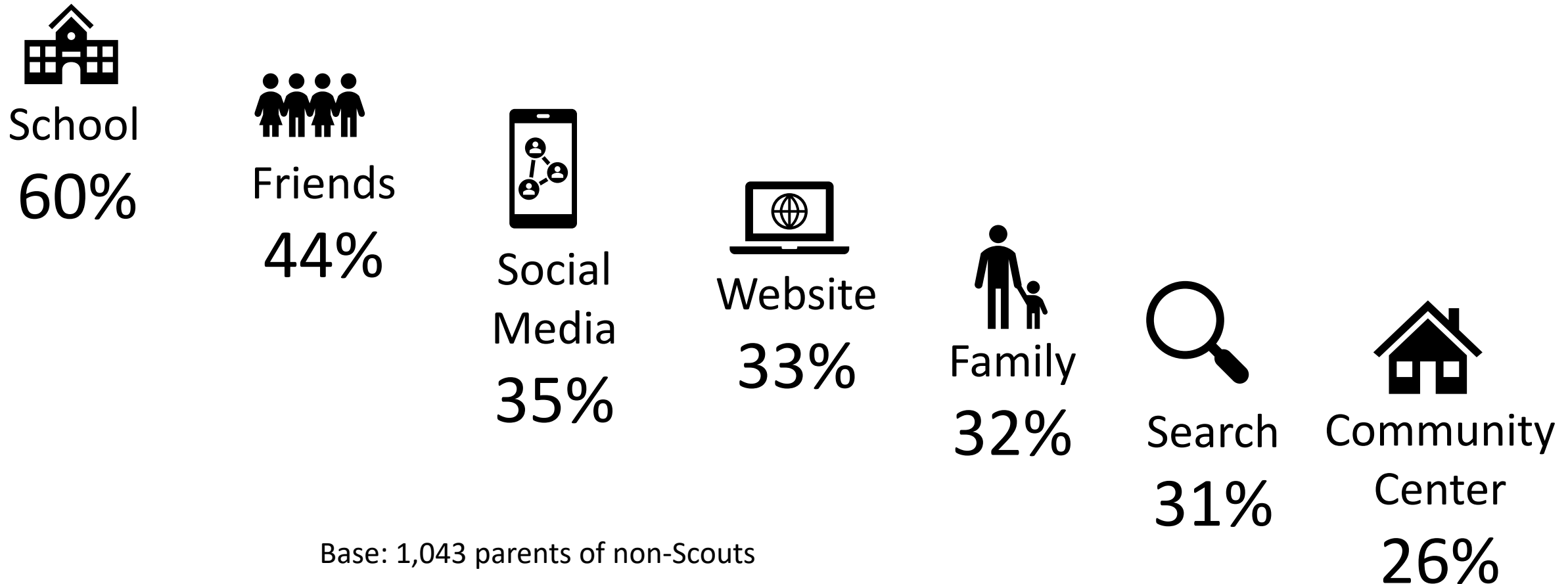


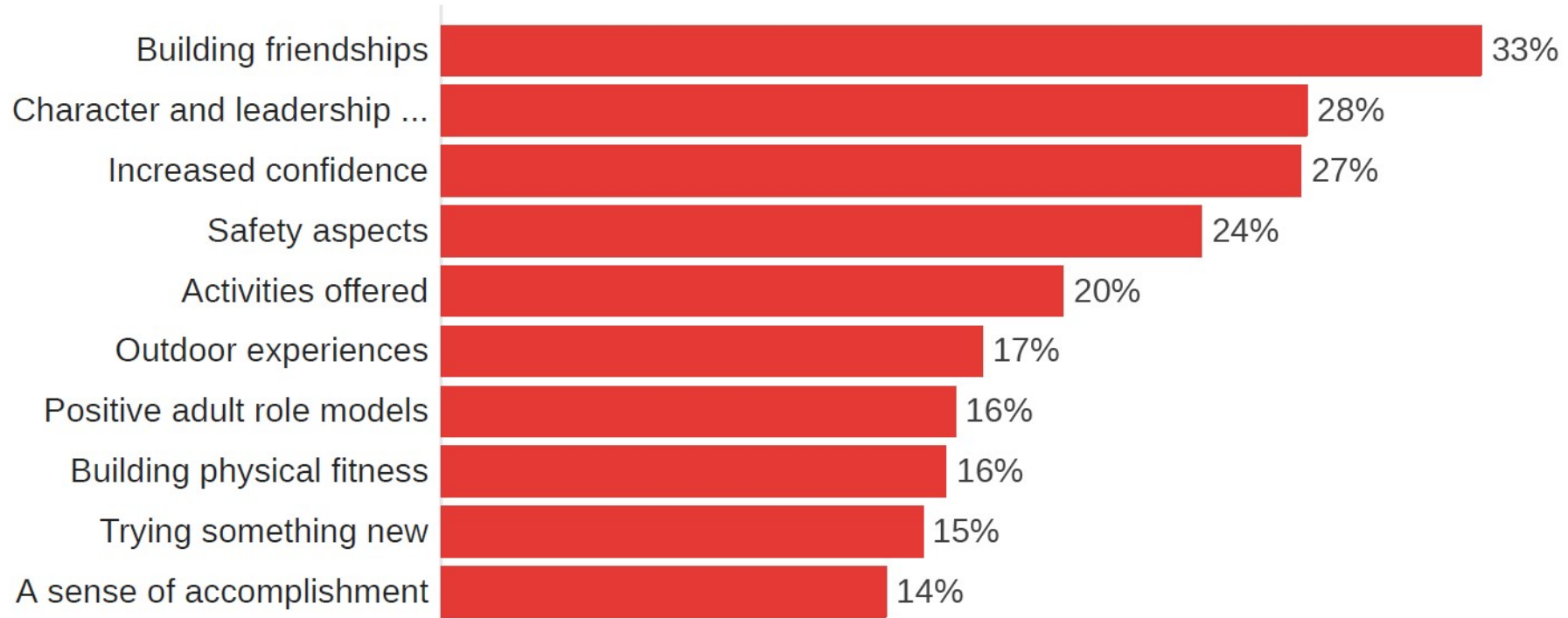
SCOUTING FORWARD

Survey of Parents of Non-Scouts
Conducted March 2023

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

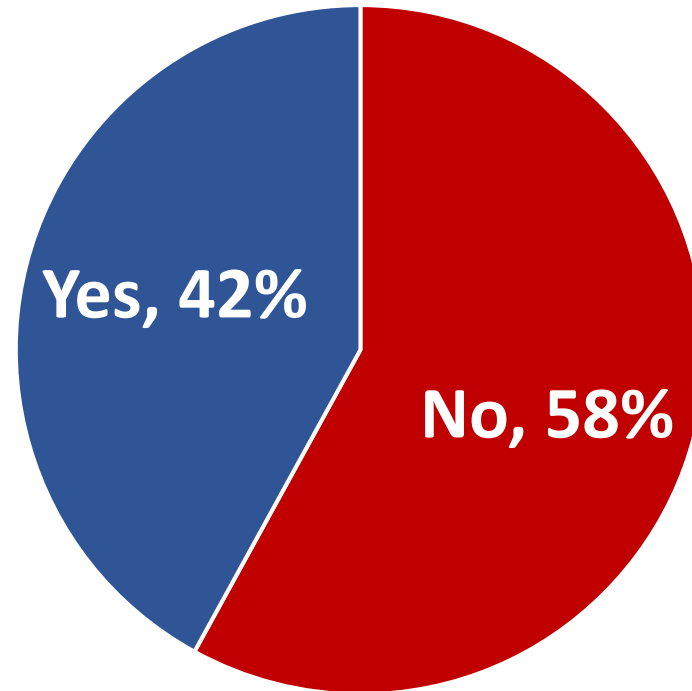


What is most important to you when determining what youth programs your child should join? Please select your top three choices.



Base: 1,043 parents of non-Scouts

Before seeing these advertisements, had you ever considered enrolling your child(ren) in a Cub Scout or BSA program?



Base: 1,043 parents of non-Scouts