The purpose of this survey is to see the general image that Girl Scouting holds in the community; to assess what the community expects the Scouting program to accomplish, and to determine any changes in the current system of Scouting to better serve the community. All information will be kept in confidence.

Name of Respondent
Address
Date of Interview
Time begun:
Time ended:

Interviewer's Name
Interviewer's Address
Interviewer's Telephone
Make Check Payable to
Authorized by Area Chairman
Date Paid

10-17-73
1. When you think of Girl Scouting, what is the first thing that comes to your mind? (Specify)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

2. Have you heard of Girl Scouting recently in any of the following ways?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your own children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult Volunteers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community service projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper, radio or television</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Any other way (Specify)______________________________________________________

3. Are you personally acquainted with any Girl Scouts?

   Yes __  No __

   (Specify relationship)______________________________________________________

4. Do you think that the Girl Scouts membership in the DelMarVa area is:

   Increasing __
   Decreasing __
   Staying about the same __
   Don't know, NA __

(ANSWER: STAYING ABOUT THE SAME)
5. Girl Scouts put strong emphasis on the following things. Please say how much each should be emphasized.

<table>
<thead>
<tr>
<th></th>
<th>not very</th>
<th>some</th>
<th>very much</th>
<th>no opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-improvement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preparation for citizenship</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cooperative relationships</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preparation for adulthood</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(mothers, homemakers)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religion (belief in God)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts and crafts training</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical improvement and health</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career exploration</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Do you consider Girl Scouting primarily recreational or educational?

- Educational
- Recreational
- Neither
- Other
- Both

7. Do you think that the Girl Scout image is enhanced by the uniform?

- Yes
- No

8. Do you think that Girl Scouts like to wear uniforms?

- Yes
- No
- Why?

9. Should Girl Scouting stress careers and modern lifestyles for women more than stressing the role of girls as mothers and homemakers?

- Yes
- No
- Both
- In what way?

10. Do you feel men have any role in Girl Scouting?

- Yes
- No
- Specify

(ANSWER: YES, MEN USED IN ALL CAPACITIES, INCLUDING ABOUT ONE-THIRD OF THE BOARD OF DIRECTORS.)
11. Are you aware of any Girl Scout activities in your community (other than the Cookie Sale)?
   __Yes  Specify
   __No

12. Do you think being a Girl Scout has any effect on later adult life?
   __Yes  Specify
   __No
   __No opinion

13. If you were going to employ a young woman, would the fact she had been a Girl Scout have any influence on your decision to hire her?
   __Yes, negative (specify manner)
   __Yes, positive (specify manner)
   __No difference

14. Do you feel Scouting holds an interest for girls past elementary school age?
   __Yes
   __No, why? (specify)

15. Have you ever been in Scouting?
   __Boy Scouts
   __Girl Scouts

16. Are you currently active in Girl Scouts?
   __Yes  __No

17. Is a member of your household a current member of Girl Scouts?
   __Yes  __No
18. If you had a daughter of Girl Scout age (7-17), would you urge her to become a Girl Scout?
   ___ Yes
   ___ No
   ___ Let her decide
   ___ No opinion
   ___ If not, why not?

19. Do you feel the influence of Girl Scouting is strong enough to help girls cope in a positive manner with such things as smoking, crime, drugs, drinking, etc.
   ___ Yes (if so) in what way?
   ___ No What should be done?

20. Do you think that Girl Scout leaders are paid or do they volunteer?
   ___ Paid
   ___ Volunteer
   ___ No opinion

   (Answer: There are over 3,000 volunteers. All leaders are volunteers. There are 13 full-time paid staff serving 17,000 girls.)

21. Why do you think people become Girl Scout leaders?
   (Check the one which is most important.)
   ___ Specific interests to share
   ___ Interested in children
   ___ Sense of civic responsibility
   ___ Just to keep busy
   ___ Other (specify)

22. Do you know if Girl Scout leaders receive special training?
   ___ Yes they do
   ___ No they do not
   ___ Don't know

   If yes, what kind of special training?

   (Answer: Yes, types of training include leadership and orientation training, skills such as camping, arts, crafts, water safety.)
23. What do you think are the two main ways Girl Scout troops finance their troop plans and activities?

--- Troop dues
--- Parental assessment
--- Troop money-making activities (product sales, bake sales, car washes, etc.)
--- Portion of annual cookie sale
--- Receive a part of United Fund and Chest allocations
--- Other (specify) 

(ANSWER: (1) TROOP DUES, (2) TROOP MONEY-MAKING ACTIVITIES, (3) COOKIE SALES. UNITED FUND CONTRIBUTES TO ADMINISTRATION ONLY.)

24. The Council is financed 55% by seven United Funds, 2% by Council fund drives in non-United Fund areas, 4% investment income, 2% special area services income, 19% by camp and special event income, and 18% transferred from product sales. How do you think the local Girl Scout Council (Chesapeake Bay Girl Scout Council) could better finance its administrative, training, recruitment and direct service to girls? (Ask each part)

<table>
<thead>
<tr>
<th>should supply more</th>
<th>should supply less</th>
<th>same</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Fund</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Council fund-raising campaigns</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charitable community agencies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership dues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate contributions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents of Girl Scouts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Contributions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal funding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cookie Sale</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

25. If Girl Scouts received no financial support from the United Funds, how much do you think typical parents would or should be willing to pay annually for a girl to be a member of a Girl Scout troop?

--- Under $5
--- $5 - $10
--- $10 - $15
--- $15 - $20
--- $20 - $25
--- $25 - $30
--- $30 - $40
--- More than $40

(ANSWER: $20 - $25)
26. If some parents were unable to meet these costs, should girls be:

- Automatically excluded
- United Funds asked to provide these funds
- Funds be sought from other sources such as: foundations, service clubs (Rotary, Lions, Quota, church groups), federal government, other.
- Other (specify) ____________________________

27. Here are some adjectives on cards which could describe Girl Scouts. Would you sort them, arranging the cards in the order which you feel is characteristic of a Girl Scout. Put those characteristics most like a Girl Scout first.

( ) scholarly ( ) square
( ) athletic ( ) fun loving
( ) modern ( ) middle income
( ) religious ( ) high income
( ) industrious ( ) low income
( ) civic minded ( ) old fashioned
( ) masculine ( ) rural
( ) feminine ( ) city
( ) domestic ( ) suburban
( ) out-doorly ( ) school oriented
( ) career oriented ( ) weird
( ) establishment ( ) irrelevant
( ) patriotic ( ) intelligent
( ) mature

28. How far, in minutes, is the nearest Girl Scout troop?

________________________________________________________________________

29. Have you or your spouse ever done volunteer work?

- Yes (specify) __________________________________________________________
- No
- Would you if asked?

30. Have you or your spouse ever been approached to be a Girl Scout leader?

- Yes
- No

31. Do you think you or your spouse would enjoy being a Girl Scout leader:

- No (specify) __________________________________________________________
- Yes
- Don't know

- 6 -
32. It is the policy of the national organization and of this Girl Scout Council to be open to all girls. If you had a girl in Scouting, would you want her associated in her troop with the following:

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls of different ages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Girls of different races</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Girls of different income or community status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Girls of different ethnicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Girls of different religions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Girls from different schools</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

33. Based on what you know about Girl Scouting, what are the major strengths and major weaknesses of their program?
Chesapeake Bay Girl Scout Council, Inc.

ADULT SURVEY

September 15, 1974

1. When you think of Girl Scouting, what comes to your mind (specify in order)?
   - □ recreational
   - □ educational
   - □ feminine
   - □ religious
   - □ square
   - □ modern
   - □ patriotic
   - □ tomboy
   - □ domestic
   - □ relevant
   - □ regimented
   - □ mature
   - □ immature
   - □ fun loving
   - □ old fashion
   - □ irrelevant
   - □ service
   - □ other

2. In your community, where have you heard of Girl Scouting recently:
   - □ Yes
   - □ No

   □ other children
   □ adult volunteers
   □ community service projects
   □ newspaper
   □ radio
   □ television
   □ posters

   Any other way (specify)?

3. Do you think that the Girl Scout image is helped by the uniform?
   - □ Yes
   - □ No

4. What role do you feel men have in Girl Scouting?
   - □ camping
   - □ fund raising
   - □ committees
   - □ board of directors
   - □ leaders
   - □ staff
5. What co-ed activities would you like in your troop?
   - ☐ camping  ☐ boating  ☐ field trips  ☐ other:
   - ☐ sports  ☐ career exploration  ☐ none of these __________

6. Do you think being a Girl Scout has a positive effect on later adult life?
   - ☐ Yes  ☐ No  ☐ No opinion

7. Do you feel Scouting holds an interest for girls past elementary school age?
   - ☐ Yes  ☐ No, why? (specify) ____________________________

8. As a child, were you an active member of:
   - ☐ Scouts  ☐ Church youth groups
   - ☐ Campfire  ☐ Community youth groups
   - ☐ 4-H  ☐ Other (specify) ____________________________

9. What other volunteer work have you done:
   - ☐ Hospital work  ☐ Red Cross
   - ☐ Religious  ☐ Door-to-door canvassing
   - ☐ School  ☐ YWCA-YMCA-YWHA-YMHA
   - ☐ Fraternal  ☐ United Way (Community Chest)
   - ☐ Service clubs  ☐ AAUW
   - ☐ Professional  ☐ Other ____________________________

10. Is another member of your family a current member of Girl Scouts?
    - ☐ Yes  ☐ No

11. Do you feel the influence of Girl Scouting is strong enough to help girls cope in a positive manner with such things as:
    - ☐ ☐ morality
    - ☐ ☐ crime
    - ☐ ☐ drugs
    - ☐ ☐ drinking
12. Why did you become a Girl Scout volunteer?
☐ specific interests to share ☐ broader personal horizon
☐ interested in children ☐ to meet new people
☐ sense of civic responsibility ☐ other________________________

13. Do you have some special skills you could share?
☐ Yes ☐ No
What are they?_________________________________________________

14. What would be the best way to raise money for the Council in your unit/geographic area?
☐ local fair ☐ benefit performance
☐ dinner ☐ other________________________
☐ art show

15. Do you feel Sustaining Membership Enrollment is a worthwhile means of raising Council funds?
☐ Yes, specify why____________________________________________________
☐ No, specify why____________________________________________________

16. Do you feel we should do as other youth organizations and assess parents annually?
☐ Yes ☐ No If yes, per family, how much $________

17. If some parents were unable to meet these costs, should:
☐ the girls be excluded from Girl Scouting
☐ United Way (community chest) be asked to provide these funds
☐ funds be sought from other sources such as: foundations, service clubs
☐ other (specify)____________________________________________________
18. Do you think a troop should have girls of:

- [ ] Yes
- [ ] No

- [ ] the same age (within 1 to 2 years)
- [ ] different races
- [ ] from different schools
- [ ] from different neighborhoods

19. What kinds of skills do you think Girl Scouting should emphasize (check one)?

- [ ] only homemaking skills
- [ ] mostly homemaking and some job skills
- [ ] homemaking and job skills equally
- [ ] mostly job skills and some homemaking
- [ ] only job skills

20. Are you in favor of women becoming more job oriented and less of full-time homemaker?

- [ ] Yes
- [ ] No

21. Are you in favor of Girl Scouting becoming more job oriented and with less stress on homemaking skills.

- [ ] Yes
- [ ] No

22. Do you plan to continue in Scouting next year?

- [ ] Yes
- [ ] No

Why?

23. When did you take basic leadership training?

24. Did your basic leadership training prepare you adequately to fulfill your role as a leader?

- [ ] Yes
- [ ] No

If no, what did you feel was lacking?
25. What could Council offer in training to meet your specific needs?

____________________________________________________________________________

26. How could training be scheduled more conveniently for you?

Would you favor:

☐ weekly session
☐ 4 successive all-day Saturdays
☐ weekends
☐ other________________________

27. Do you consider training to be:

☐ too vague
☐ too much detail
☐ not enough detail
☐ too much practical, not enough theory
☐ too much theory, not enough practical
☐ just perfect
☐ other________________________

28. Do you personally know someone qualified to be a trainer/instructor?

☐ Yes ☐ No

29. How many times does your troop go camping each year?_________

30. If you have not been camping in the past two years is there any special reason why not?

☐ Council Campsites not available ☐ haven't had training
☐ money ☐ don't like camping
☐ transportation ☐ need qualified assistance

31. How many girls are in your troop now?_________

32. Would you like your troop to be:

☐ smaller ☐ larger ☐ same
33. List in order of importance what you dislike about Scouting.
   1. 
   2. 
   3. 

34. List in order of importance what you like about Scouting.
   1. 
   2. 
   3. 