

THE IMAGE OF GIRL SCOUTS IN THE
CHESAPEAKE BAY AREA

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In the spring of 1973, the Board of Directors of Chesapeake Bay Girl Scout Council approached the Division of Urban Affairs of the University of Delaware with the idea of doing an attitudinal study of the image of Girl Scouting in the Chesapeake Bay Council area. This idea was prompted in part by the reality of the changing role of women in American society, and in particular by the manner in which this role fits with the future programming of the Girl Scouts. A second issue dealt with the future funding of the Girl Scouts and the public's perception of the amount and appropriate source of this funding. Underlying these broader issues were the basic questions of how the Girl Scouts could become more relevant in meeting the needs of young women in Delaware, Maryland, and Virginia. The general idea was to gauge the public's support for future programming, based on a large scale sample survey of the region.

The first step was to develop the kinds of questions which should be asked in a questionnaire which delves into the image of Girl Scouts. Also, there was the practical problem of whether the survey should be directed toward the public as a whole or toward specific segments of the population which might be in a position to affect the course of Girl Scouting in the future. The result was that the Division of Urban Affairs developed a questionnaire, pretested it, and suggested that the sample population be composed of six distinctive groups: (1) the general public, (2) professionals (doctors, lawyers and other persons having professional training), (3) educators, (4) clergy, (5) older teenagers, and (6) government officials. It was felt that by questioning persons from these groups regarding Girl Scouting and also by carrying on a discussion as to Girl Scouts' role, it would not only be possible to gather information, but that the survey process would also serve as an educational device, which would result in a better climate of opinion in the three-state area.

Sample Population.

It was decided that a sample size should be approximately 1,000 respondents (which is adequate to make generalizations with respect to the attitudes of the public in the Chesapeake Bay region). The distribution of the sample is found

in Table 1. Four of ten of those interviewed resided in northern Delaware; about 20 percent of the sample was located in each of the three remaining areas (Southern Delaware, Maryland-Virginia Eastern shore, and Maryland-Chesapeake).

The sample of the general public was selected randomly from either the University of Delaware Census, phone directories, or city directories from each of the areas surveyed. Professionals, educators, clergy and government were selected from directories in each of the areas (in some cases, from the yellow pages in the phone directory). A sampling of older teenagers was usually selected from public schools in each of the areas surveyed. Thus, the survey as a whole is not only representative of the general public, but is a purposive grouping of specific groups.

The Survey Process.

As soon as the sampling procedure and the questionnaire were developed, interviewers were trained by the Division of Urban Affairs to administer the survey. In some cases volunteers were used; in other cases civic associations or community groups were paid a nominal fee to conduct the interviews. The result was that the survey was professionally administered by trained interviewers for a very low cost. Careful control procedures were implemented to insure that only the persons selected in the sample were interviewed. Additional quality control procedures were implemented by the Division of Urban Affairs to insure the validity and reliability of the data.

The General Image of Girl Scouting.

The first question of the survey was, "When you think of Girl Scouting, what is the first thing that comes to mind?" This very general question resulted in about 60 distinctive types of answers. Results are shown in Table 2. Significantly, "camping" was the most frequently given response. The traditional image of the Girl Scout in the woods by a tent and campfire persists!

TABLE 1
DISTRIBUTION OF SAMPLE POPULATION*
Percentages

<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern shore</u>	<u>Maryland Chesapeake</u>	<u>Total Delmarva Peninsula</u>
40.3 (326)	19.3 (156)	21.5 (174)	18.8 (152)	100.0 (808)

*Number in parenthesis is absolute.
Number outside of parentheses is percentage.

TABLE 2
WHEN YOU THINK OF GIRL SCOUTING, WHAT
IS THE FIRST THING THAT COMES TO MIND?*

	Total Chesapeake Bay Area	
	<u>Percentage</u>	<u>Number</u>
1 Camping	16.1	(130)
2 Cookies	15.7	(127)
3 Uniforms	4.7	(38)
4 Group fun	4.6	(37)
5 Girls	4.6	(37)

*Five most frequently given responses only.

Camping was closely followed in number of responses by "cookies," reflecting the annual cookie sale which apparently receives a great deal of visibility. The next most frequently given answers were "uniforms," "group fun," and "girls." In summary, these instantaneous "top-of-the-head" responses indicate that Girl Scouts are seen as outdoor-oriented, that they conduct an annual cookie sale, that they are remembered for their uniform, that they are portrayed as having a great deal of fun, and finally, that they are seen as feminine. Overall, this

image of Girl Scouting, while certainly positive, does not stress the community service orientation of Scouting, through which projects benefiting persons other than the Scouts themselves are emphasized. This general image, while certainly not negative, indicates that Girl Scouts are seen primarily as a recreational group.

Membership Trends.

Girl Scouting requires massive participation and a relatively stable membership in order to retain a professional staff and to operate numerous facilities, such as camps, which have been developed over the years. It must be stressed that the number of young women in the Delmarva area who are in the age cohort eligible for Girl Scouting has recently declined. This same decline is reflected also in lower school enrollments, particularly in the elementary, junior, and high school levels. Respondents were asked whether (in their opinion) the number of Girl Scouts is increasing, declining, or remaining stable (Table 3). Almost two-thirds of the respondents (57%) did not know and would not even venture a guess whether Girl Scouting was on the increase or decrease. Another 15% perceived a stable membership, while 13% indicated that the membership is decreasing; 11% indicated that it was increasing. The actual figures indicate that the membership of the Girl Scouts of the Chesapeake Council has decreased by 8% during the last year (approximately 1400 members). Most people, then, have no idea whether Girl Scouting is on the increase or decrease. Of those who feel they do know, however, the greatest number indicate, correctly, that the membership is decreasing. The policy implication suggested by this result is largely economic, relating to the services which can be provided with a decreasing membership base. If the birth rate continues to dip, the number of girls enrolled in Girl Scouting will also probably continue to decrease, unless renewed efforts are made to recruit from a much wider population base.

Program Emphasis.

Another question explored program emphasis. The question was phrased, "Girl Scouts put strong emphasis on the following things: How much should each be emphasized?" The list of program components is found in Table 4. The three elements which people thought should be most strongly emphasized were "self-improvement," "preparation for citizenship" and "cooperative relationships." Over two-thirds of those interviewed indicated that these goals should receive

the greatest stress in Girl Scout programming. In contrast, religion and career exploration received the most negative reaction as program components. The traditional functions of the Girl Scouts, which involve good citizenship and getting along with others gain the greatest support.

TABLE 3
MEMBERSHIP TRENDS OF GIRL SCOUTING IN THE CHESAPEAKE BAY AREA
Percentage

<u>Perceived as</u>	<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern Shore</u>	<u>Maryland Chesapeake</u>	<u>Total Chesapeake Bay Area</u>
Increasing	13.5 (44)	14.7 (23)	13.2 (23)	7.9 (12)	12.6 (102)
Stable	16.9 (55)	24.4 (38)	12.6 (22)	26.3 (40)	19.2 (155)
Decreasing	8.9 (29)	15.4 (24)	9.8 (17)	11.8 (18)	10.9 (88)
Don't Know	60.7 (198)	45.5 (71)	64.4 (112)	53.9 (82)	57.3 (463)

TABLE 4

GIRL SCOUTS PUT STRONG EMPHASIS ON THE FOLLOWING THINGS.
HOW MUCH SHOULD EACH BE EMPHASIZED?

Total Chesapeake Bay Area

	<u>Percentage</u>			
	<u>Very much</u>	<u>Some</u>	<u>Not very much</u>	<u>No response</u>
Self-improvement	75.4 (609)	18.9 (153)	1.2 (10)	4.3 (35)
Preparation for Citizenship	71.0 (574)	22.3 (180)	2.4 (19)	4.2 (34)
Cooperative Relationships	74.1 (599)	18.7 (151)	1.7 (14)	5.4 (44)
Community Service	62.4 (504)	31.2 (252)	2.2 (18)	4.2 (34)
Preparation for Adulthood	54.6 (441)	33.4 (270)	5.3 (43)	6.7 (54)
Outdoor Activity	52.7 (426)	40.2 (325)	3.3 (27)	3.7 (30)
Religion	39.9 (322)	34.4 (278)	18.2 (147)	7.5 (61)
Arts and Crafts	41.7 (337)	48.6 (393)	5.6 (45)	4.1 (33)
Physical Improvement and Health	59.2 (478)	32.3 (261)	3.8 (31)	4.7 (38)
Career Exploration	45.7 (369)	38.2 (309)	6.9 (56)	9.2 (74)

The Uniform.

Most respondents felt that the Girl Scout image was enhanced by the uniform (Table 5). While 7 out of 10 indicated that the uniform enhanced the Girl Scout's image, 2 of 10 indicated that it did not. In short, most people are in favor of the idea of girls wearing the Girl Scout uniform. There is, however, some negative connotation presented by the uniform--possibly its quasi-military character, or possibly the fact that the idea of uniforms is counter to the "do-your-own-thing" ethic, which has become so popular during the 60's and 70's.

Girl Scouting and Modern Lifestyles.

In an attempt to discover the perceived relationship between Girl Scouting and the modern woman's image, we asked, "Should the Girl Scouts stress careers and modern lifestyles for women more than stressing the role of girls as mothers and homemakers?" (Table 6.) This question leads to a hypothetical confrontation between the traditional role of American girls in contrast to the modern counterpart which stresses equality between the sexes, and career orientation.

About one-third of those in Northern Delaware indicated that the stress on modern lifestyles, in contrast to the traditional role, was an appropriate direction in Girl Scouting. However, as the areas surveyed became less urbanized, there was a gradual decrease in the number of positive answers to this question. This pattern suggests that in the more urban areas a larger proportion of people feel that Girl Scouting should emphasize a role which stresses a professional career and sexual equality. Probably the more important finding, however, is about half of those in all the areas surveyed indicated Girl Scouting should emphasize both traditional and modern role components--domestic skills as well as the newer orientations that are emerging during the 70's. Responses to this question suggest that more stress might be placed upon considering these broader views and lifestyle alternatives, which contribute substantially to the development of adult roles.

Effect of Girl Scouts in Later Life.

The answers to the previous question on role exploration shows that people do have strong feelings regarding the impact that Girl Scout programming might have upon the socialization of young women. Supporting this idea, more than 6 out of 10 respondents indicated that Girl Scouting had an effect on later life

(Table 7). Most people feel that Girl Scouting is an important institution which will have some effect on the manner in which girls develop into adults.

TABLE 5

DO YOU THINK GIRL SCOUT IMAGE IS ENHANCED BY THE UNIFORM?

Total Chesapeake Bay Area <u>Percentage</u>	
Yes	73.4 (593)
No	24.0 (194)
No response	2.6 (21)

TABLE 6

SHOULD GIRL SCOUTING STRESS CAREERS AND MODERN LIFESTYLES FOR WOMEN MORE THAN STRESSING THE ROLE OF GIRLS AS MOTHERS AND HOMEMAKERS?
Percentage

	<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern Shore</u>	<u>Maryland Chesapeake</u>
Yes	29.8 (97)	26.3 (41)	25.3 (44)	20.4 (31)
No	18.7 (61)	17.9 (28)	24.7 (43)	28.9 (44)
Both	47.9 (156)	50.0 (78)	47.1 (82)	47.4 (72)
Don't know	3.7 (12)	5.8 (9)	2.9 (5)	3.3 (5)

In what way?

Show what careers are available
to them
Create an awareness of both roles
Training for both roles

Total Chesapeake Bay Area

4.8
(39)
4.7
(38)
2.1
(17)

TABLE 7

DO YOU THINK BEING A GIRL SCOUT HAS ANY EFFECT ON LATER ADULT LIFE?
Percentage

	<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern Shore</u>	<u>Maryland Chesapeake</u>	<u>Total Chesapeake Bay Area</u>
Yes	72.1 (235)	61.5 (96)	80.5 (140)	82.9 (126)	73.9 (597)
No	8.6 (28)	9.6 (15)	2.9 (5)	4.6 (7)	6.8 (55)
Don't know	19.3 (63)	28.8 (45)	16.7 (29)	12.5 (19)	19.3 (156)

Specify effects:

Getting along with others	6.4 (52)
Better adjustment	4.5 (36)
Teaching responsibility	4.2 (34)
Useful skill taught	5.3 (43)

Awareness of Girl Scout Activities in Community.

In an effort to gain some idea of the visibility of Girl Scouting, respondents were asked whether they were aware of any Girl Scout activities in their own community (other than cookie sales).

A quarter of those surveyed indicated that they were aware of some Girl Scout activities, approximately 3 out of 4 were not aware of any activities whatsoever (Table 8). This response pattern, which was uniform throughout the Delmarva area, suggests that much greater resources might be placed in the area of publicity and public relations which inform the public what the Scouts are accomplishing. It also suggests that more members of the community might benefit by becoming personally involved or, at a minimum, becoming personally aware of the activities conducted by Girl Scout troops.

Ex-Girl Scouts as Potential Employees.

An important premise of the entire Girl Scout program is that girls will develop desirable attributes which will aid them in their adult lives. Probing this issue, the question was asked, "If you were going to employ a young woman, would the fact that she had been a Girl Scout have an influence on your decision to hire her?" (Table 9.) About two-thirds of those surveyed indicated that the fact that a woman had been a Girl Scout during her youth would not make any difference in an employment decision. On the positive side, about a third suggested that Scouting would have positive influence on their decisions to hire. Less than three percent indicated that the Girl Scout would have a negative influence with respect to employment possibilities.

The fact that a third of those interviewed indicated that Girl Scouts would be preferred candidates for employment testifies to the viability of stressing career readiness in Girl Scout programming. If Girl Scouting is to receive support, financially or programmatically from business or industry, a further stress on career orientation would certainly be a desirable adjunct to the Girl Scout program.

Age Groups Benefited by Girl Scouts.

Respondents were asked, "Do you feel Scouting holds an interest for girls past elementary school age?" While a majority of respondents answered "yes" (Table 10), almost 4 out of 10 indicated that Girl Scouting did not hold an

interest for girls beyond the elementary school years. This pattern should provide a valuable cue for future programming, particularly when coupled with responses regarding employment readiness and value clarification regarding the emergent female role. Overall, the answers to these questions point up a vast potential service gap which might be filled by the Girl Scouts. If programming can be developed which proves to be timely, relevant, and worthwhile, from the prospective of the girls themselves, it is likely that the community will also reflect positively on the program.

TABLE 8

ARE YOU AWARE OF ANY GIRL SCOUT ACTIVITIES IN YOUR COMMUNITY
(OTHER THAN COOKIE SALES)?
Percentage

	<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern Shore</u>	<u>Maryland Chesapeake</u>
Yes	25.8 (84)	26.9 (42)	28.7 (50)	25.7 (39)
No	73.3 (239)	71.8 (112)	70.7 (123)	73.0 (111)
No Response	0.9 (3)	1.3 (2)	0.6 (1)	1.3 (2)

TABLE 9

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?
 Total Chesapeake Bay Area

Yes: positive influence	28.8 (233)
Wouldn't make any difference	67.3 (544)
Yes: negative influence	2.6 (21)
Don't know	1.2 (10)
Reasons for positive influence:	
Training received in scouts	3.1 (25)
Make better able to get along with others	2.0 (16)
Make more trustworthy	2.2 (18)

TABLE 10

DO YOU FEEL SCOUTING HOLDS AN INTEREST FOR GIRLS PAST ELEMENTARY SCHOOL AGE?
 Total Chesapeake Bay Area
 Percentage

Yes	55.1 (445)
No	36.3 (293)
Don't know	8.7 (70)
If no, why?	
Other activities needed	15.6 (126)
Too childish	3.7 (30)
Not interested	2.5 (20)

Respondents' Own Scouting Experience.

Half of those surveyed had been active at some time in their lives with either Girl Scouts or Boy Scouts (with some geographical differences; the largest number of non-participants in Scouting were located in Southern Delaware and the Maryland-Virginia Eastern Shore area, Table 11). The fact that not only had the majority of respondents been involved in Scouting but that they also responded positively to the overall survey suggests that this experience had been both enjoyable and beneficial.

Current Girl Scout Activities.

The survey indicates that between 8% and 13% of the households in the Chesapeake Council Area currently has at least one member in Girl Scouts (Table 12).

Should Your Daughter Become a Girl Scout?

Inquiring further into the general image of Girl Scouting, we posed the question, "If you had a daughter of Girl Scout age, would you urge her to become a Girl Scout?" (Table 13.) Four out of 10 persons indicated a definite "yes," but 5 out of 10 respondents indicated that they would let the girl decide for herself. Less than five percent of the respondents indicated a definite negative reaction to the prospect of their daughter's becoming a Girl Scout.

Impact of Girl Scouting on Smoking, Crime, Drugs and Drinking.

Also probing the influence of Girl Scouting in later life was a question which asked, "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 and drinking?" Approximately two-thirds of the respondents indicated a clear yes--that Scouting was a strong influence which has some impact on these choices of lifestyle (Table 14). On the other hand, approximately a quarter of those surveyed indicated that Girl Scouting does not have a major impact upon the decision to engage in this kind of behavior. Perhaps it is naive to assume that Girl Scouting, a single association which is but one of the many factors influencing girls' behavior, should have a great impact. Besides the Scouts, the other major institutions which have a strong impact on personnel behavior are, of course, the family, the school, the peer group, the church, and the community. Girl Scouting can probably, at best, help to clarify values and to provide some insulation and respite from stressful conflicts.

TABLE 11

HAVE YOU EVER BEEN IN SCOUTING?
Percentage

	<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern Shore</u>	<u>Maryland Chesapeake</u>
Boy Scouts	25.5 (83)	24.4 (38)	20.7 (36)	32.9 (50)
Girl Scouts	29.4 (96)	27.6 (43)	27.0 (47)	28.9 (44)
Neither	33.7 (110)	43.6 (68)	42.5 (74)	32.9 (50)
Don't Know	11.3 (37)	4.5 (7)	9.8 (17)	5.3 (8)

TABLE 12

IS A MEMBER OF YOUR HOUSEHOLD A CURRENT MEMBER OF GIRL SCOUTS?
Percentage

	<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern Shore</u>	<u>Maryland Chesapeake</u>
Yes	13.2 (43)	8.3 (13)	8.6 (15)	10.5 (16)
No	86.2 (281)	91.7 (143)	91.4 (159)	89.5 (136)

TABLE 13

IF YOU HAD A DAUGHTER OF GIRL SCOUT AGE WOULD YOU URGE
HER TO BECOME A GIRL SCOUT?
Percentage

	<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern Shore</u>	<u>Maryland Chesapeake</u>
Yes	42.6 (139)	30.8 (48)	43.7 (76)	44.1 (67)
No	4.3 (14)	5.8 (9)	1.7 (3)	6.6 (10)
Let her decide	50.9 (166)	61.5 (96)	52.3 (91)	47.4 (72)
No opinion or doesn't know	2.1 (7)	1.9 (3)	2.3 (4)	2.0 (3)

TABLE 14

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?
Percentage

	<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern Shore</u>	<u>Maryland Chesapeake</u>	<u>Total Chesa- peake Bay Area</u>
Yes	60.4 (197)	56.4 (88)	62.1 (108)	67.8 (103)	61.4 (496)
No	25.5 (83)	35.3 (55)	21.3 (37)	19.7 (30)	25.4 (205)
Don't know	14.1 (46)	8.3 (13)	16.7 (29)	12.5 (19)	13.2 (107)

How does scouting help?

Education	16.6 (134)
Being with other girls	2.4 (19)
Discussing such things	2.7 (22)
Guidance	2.4 (19)
Channel interests	2.5 (20)

If scouting doesn't help, what should be done?

Lectures	1.7 (14)
Stress different things	2.1 (17)
Education	1.9 (15)

Costs to Parents.

It is obvious that many public agencies are in competition for the United Way dollar. Most of these groups also contend they are actively engaged providing solutions to social problems. Traditional agencies like the Girl Scouts and Boy Scouts, YMCA and YWCA have been placed into a position where they must document their impact on "hard-core" problems if they are to continue to receive the same large proportion of the United Way dollar which they have secured over the years. The spectrum of the public sentiments regarding United Way funding of Girl Scouts is a difficult and delicate area to probe. One way of assessing the public's perception of the relative importance of Girl Scouting is to ask what the appropriate funding should be if parents were to pay for the entire Girl Scout Program. Posing the hypothetical question, "If Girl Scouts received no financial aid from United Fund, 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?" The typical respondent felt that between \$10 and \$15 per year was appropriate for this purpose (Table 15). Assuming that each of the 15,740 Girl Scouts' parents would pay \$15 per year, this would total to \$236,100 per year, which is considerably under the current Girl Scout budget. The gap between inflation and reality is severe in this area, too. Again, more public education is called for!

Adults as Girl Scout Leaders.

In an attempt to determine the reasons why people become Girl Scout leaders, respondents were asked, "Why do you think people become Girl Scout leaders?" (Table 16.) The most frequent reason given was that people become active primarily because they are interested in children (59%). The second most frequent reason given is that people have specific skills that can serve Girl Scouts. These interests are manifest as camping leaders, merit badge experts, etc. The third most frequent reason offered was that many people feel a sense of civic responsibility, or noblesse oblige. This pattern suggests that the Girl Scouts are seen as one of the major institutions of the community, and that many adults feel obligated to serve in this way.

When asked whether they (the respondent) would like to be a Girl Scout leader, respondents were far less affirmative, however. We inquired, "Do you think you or your spouse could enjoy becoming a Girl Scout leader?" only

nineteen of the respondents answered affirmatively. Clearly, this indicates that while many people have the motivation to become Girl Scout leaders, as is the case with many community services, when it comes to the individual himself taking on responsibility, most respondents are less enthusiastic to the prospect of volunteering (Table 17).

Source of Future Funds.

In addition to the funds received through membership dues and the United Way, other sources of funds include council fund raising campaigns, charitable community agencies and foundations, corporate contributions, parents of Girl Scouts, personal contributions, federal funding, and cookie sales. Respondents were asked, "How do you think local Girl Scout Councils could better finance administration, training, recruitment, and direct services to girls?" For each of the funding sources listed, Table 18 indicates whether respondents believed more money should come from each source, less money or the same amount (Table 18A).

TABLE 15

IF GIRL SCOUTS RECEIVED NO FINANCIAL AID FROM 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?
 Percentage

	<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern Shore</u>	<u>Maryland Chesapeake</u>
Under \$5	12.0 (39)	8.3 (13)	7.5 (13)	8.6 (13)
\$5 - 10	22.4 (73)	20.5 (32)	33.3 (58)	17.1 (26)
\$10 - 15	17.8 (58)	19.9 (31)	13.8 (24)	17.1 (26)
\$15 - 20	12.6 (41)	15.4 (24)	11.5 (20)	13.2 (20)
\$20 - 25	15.6 (51)	20.5 (32)	14.4 (25)	24.3 (37)
\$25 - 30	4.3 (14)	5.1 (8)	5.7 (10)	4.6 (7)
\$30 - 35	3.1 (10)	1.3 (2)	2.3 (4)	2.6 (4)
\$35 - 40	4.0 (13)	1.9 (3)	4.0 (7)	3.9 (6)
More than \$40	0.9 (3)	0.6 (1)	0.6 (1)	2.0 (3)
Don't Know	7.4 (24)	6.4 (10)	6.8 (12)	6.6 (10)
<u>Median</u>	\$10-15	\$15-20	\$10-15	\$15-20

TABLE 16

WHY DO YOU THINK PEOPLE BECOME GIRL SCOUT LEADERS?
 Total Chesapeake Bay Area
 Percentage

Interested in children	58.5	(473)
Specific interests to share	16.1	(130)
Sense of civic responsibility	13.9	(112)
Just to keep busy	2.0	(16)
Other	8.4	(68)
Don't know	1.1	(9)

TABLE 17

DO YOU THINK YOU OR YOUR SPOUSE COULD ENJOY BEING A GIRL SCOUT LEADER?
 Total Chesapeake Bay Area
 Percentage

Yes	18.7 (151)
No	55.0 (444)
Don't know	26.4 (213)

In Northern Delaware over half of the respondents indicated corporations should contribute more money than they now do to the Girl Scouts. In this area respondents also felt that council fund raising campaigns should raise more money for Scouting. More than 4 out of 10 also felt that more money could be raised through cookie sales. On the negative side, parents of Girl Scouts and the Federal Government received the least support as prospective sources of funds.

In Southern Delaware the most preferred way of getting more funds for Girl Scouts was through cookie sales, followed by council fund raising campaigns. In this area the prospect of corporate contributions evoked a negative response (Table 18B). The same negative reaction was found in respect to raising more money from parents of Girl Scouts and federal funding.

In the Maryland-Virginia Eastern Shore area (Table 18C) most respondents felt that council fund raising campaigns would be the best way to raise additional funds for Girl Scouts, followed by cookie sales and charitable community agencies. In this geographic area the most negative sentiment was directed toward federal funding and charitable community agencies.

Finally, in the Maryland-Chesapeake area (Table 18D) the most support was generated for council fund raising campaigns (59%), followed by corporate contributions (51%) and charitable community agencies.

Comparing Northern Delaware to the other three areas, strong differences in fund raising preferences were found. Here, much greater emphasis was placed upon developing corporate fund sources. This opinion is understandable, given the traditional involvement of the large corporations of the area in social service and community activities. In contrast, in the other areas surveyed, in which the smaller industries have not taken as active a role in community affairs, respondents were not as receptive to inducing greater participation from these businesses. In general, these perceptions suggest that the general public is willing for the Girl Scouts to explore additional funding sources--beyond the traditional United Fund allocations. Overall, locally-oriented fund raising campaigns and cookie sales gain the greatest support as additional funding sources.

Conclusion.

What is the image of the typical Girl Scout in the Delmarva area? In order

to zero in on the specific attributes which are perceived as most like Girl Scouts and least like Girl Scouts, respondents were given 27 cards with adjectives which might describe Girl Scouts. They were asked to sort these cards in an order in which the first card was most like the typical Girl Scout's image and the last card the least like this image. In other words, respondents were asked to rank certain adjectives which describe the typical Girl Scout. The results are shown in Table 19.

TABLE 18A

HOW DO YOU THINK LOCAL GIRL SCOUT COUNCILS COULD BETTER FINANCE THE ADMINISTRATIVE, TRAINING, RECRUITMENT AND DIRECT SERVICE TO GIRLS?
Northern Delaware
Percentage

	<u>Should supply more</u>	<u>Should supply less</u>	<u>Same</u>	<u>Don't know</u>
United Fund	22.7 (74)	10.1 (33)	50.3 (164)	16.9 (55)
Council fund raising campaigns	54.3 (177)	2.8 (9)	23.6 (77)	19.3 (63)
Charitable community agencies	29.8 (97)	8.0 (26)	40.2 (131)	22.1 (72)
Membership dues	20.6 (67)	9.8 (32)	47.9 (156)	21.8 (71)
Corporate contributions	51.5 (168)	3.4 (11)	23.6 (77)	21.5 (70)
Parents of Girl Scouts	20.2 (66)	13.8 (45)	44.8 (146)	21.2 (69)
Personal contributions	33.4 (109)	4.0 (13)	41.1 (134)	21.5 (70)
Federal funding	35.9 (117)	13.2 (43)	29.1 (95)	21.6 (218)
Cookie sale	42.3 (138)	3.4 (11)	35.6 (116)	18.4 (60)

TABLE 18B

HOW DO YOU THINK LOCAL GIRL SCOUT COUNCILS COULD BETTER FINANCE THE
ADMINISTRATIVE, TRAINING, RECRUITMENT AND DIRECT SERVICE TO GIRLS?
Southern Delaware
Percentage

	<u>Should supply more</u>	<u>Should supply less</u>	<u>Same</u>	<u>Don't know</u>
United Fund	23.7 (37)	5.1 (8)	54.5 (85)	16.7 (26)
Council fund raising campaigns	36.5 (57)	2.6 (4)	41.7 (65)	19.2 (30)
Charitable community agencies	26.3 (41)	5.1 (8)	44.9 (70)	23.7 (37)
Membership dues	23.1 (36)	5.8 (9)	50.0 (78)	21.2 (33)
Corporate contributions	35.9 (56)	1.9 (3)	38.5 (60)	23.7 (37)
Parents of Girl Scouts	22.4 (35)	9.0 (14)	45.5 (71)	23.1 (36)
Personal contributions	30.8 (48)	3.8 (6)	43.6 (68)	21.8 (34)
Federal funding	29.5 (46)	7.7 (12)	42.9 (67)	19.9 (31)
Cookie sale	39.7 (62)	1.9 (3)	41.7 (65)	16.0 (25)

TABLE 18C

HOW DO YOU THINK LOCAL GIRL SCOUT COUNCILS COULD BETTER FINANCE THE
ADMINISTRATIVE, TRAINING, RECRUITMENT AND DIRECT SERVICE TO GIRLS?
Maryland-Virginia Eastern Shore
Percentage

	<u>Should supply more</u>	<u>Should supply less</u>	<u>Same</u>	<u>Don't know</u>
United Fund	23.0 (40)	8.0 (14)	58.6 (102)	10.3 (18)
Council fund raising campaigns	43.7 (76)	3.4 (6)	42.5 (74)	10.3 (18)
Charitable community agencies	37.9 (66)	5.7 (10)	46.6 (81)	9.8 (17)
Membership dues	17.2 (30)	9.8 (17)	63.2 (110)	9.8 (17)
Corporate contributions	36.2 (63)	12.1 (21)	41.4 (72)	10.3 (18)
Parents of Girl Scouts	23.0 (40)	7.5 (13)	57.5 (100)	12.1 (21)
Personal contributions	36.2 (63)	6.9 (12)	46.6 (81)	10.3 (18)
Federal funding	31.6 (55)	11.5 (20)	43.7 (76)	13.2 (23)
Cookie sale	38.5 (67)	2.9 (5)	48.9 (85)	9.8 (17)

TABLE 18D

HOW DO YOU THINK LOCAL GIRL SCOUT COUNCILS COULD BETTER FINANCE THE
ADMINISTRATIVE, TRAINING, RECRUITMENT AND DIRECT SERVICE TO GIRLS?
Maryland Chesapeake
Percentage

	Should supply <u>more</u>	Should supply <u>less</u>	<u>Same</u>	<u>Don't know</u>
United Fund	27.6 (42)	5.9 (9)	59.9 (91)	6.6 (10)
Council fund raising campaigns	58.6 (89)	2.6 (4)	23.0 (35)	15.8 (24)
Charitable community agencies	38.2 (58)	10.5 (16)	34.2 (52)	17.1 (26)
Membership dues	22.4 (34)	5.3 (8)	57.2 (87)	15.1 (23)
Corporate contributions	50.7 (77)	5.9 (9)	26.3 (40)	17.1 (26)
Parents of Girl Scouts	25.7 (39)	9.2 (14)	50.7 (77)	14.5 (22)
Personal contributions	32.2 (49)	4.6 (7)	44.7 (68)	18.4 (28)
Federal funding	34.9 (53)	15.8 (24)	30.3 (46)	18.4 (28)
Cookie sale	30.3 (46)	5.3 (8)	49.3 (75)	13.1 (20)

In Northern Delaware the adjective which was seen by most people as most characteristic of Girl Scouts was "fun-loving" (Table 19). This was followed by "civic-minded," "outdoorsy," "feminine," and "industrious." The adjective which was least like Girl Scouts was "weird," followed by "masculine," "irrelevant," "square" and "old-fashioned." In all four areas surveyed these same five adjectives were cited as least like Girl Scouts.

In Southern Delaware the most typical characteristic of Girl Scouts was "civic-minded" followed by "outdoorsy," "patriotic," "industrious," and "fun-loving." In the Maryland-Eastern Shore area the order of the first five characteristics was "civic-minded," "patriotic," "fun-loving," "outdoorsy," and "industrious." In the Maryland-Chesapeake area the first five were "civic-minded," "patriotic," "fun-loving," "outdoorsy," and "feminine." Thus, the adjectives which are seen as most characteristic of Girl Scouts present a generally positive image. All of the adjectives stress qualities which are revered by American society. With respect to the female role, however, Girl Scouts are not perceived as particularly modern or intelligent, nor are they seen as particularly school- or career-oriented. Rather, they are perceived in terms of a set of adjectives which correspond with the traditional female role model--attributes that a middle class girl should possess as prerequisites to emerging into her maternal or domestic role. This role contains a set of characteristics which are seen primarily as warm and expressive, although somewhat secondary to the main job that society must get done.

TABLE 19

RANKING - MOST LIKE GIRL SCOUT TO LEAST LIKE GIRL SCOUT*

<u>Northern Delaware</u>	<u>Southern Delaware</u>	<u>Maryland-Virginia Eastern Shore</u>	<u>Maryland Chesapeake</u>
Fun-loving	Civic-minded	Civic-minded	Civic-minded
Civic-minded	Out-doorsy	Patriotic	Patriotic
Out-doorsy	Patriotic	Fun-loving	Fun-loving
Feminine	Industrious	Out-doorsy	Out-doorsy
Industrious	Fun-loving	Industrious	Feminine
Patriotic	Feminine	Religious	Industrious
Athletic	Mature	Athletic	Scholarly
Intelligent	Career-oriented	Feminine	Intelligent
Domestic	Athletic	Scholarly	Mature
School-oriented	Scholarly	School-oriented	Religious
Mature	Modern	Intelligent	Athletic
Career-oriented	School-oriented	Mature	Career-oriented
Middle Income	Domestic	Career-oriented	School-oriented
Religious	Religious	Domestic	Modern
Scholarly	Intelligent	Modern	Domestic
Suburban	Middle Income	Middle Income	Establishment
Modern	Establishment	Establishment	Middle Income
Establishment	Rural	Rural	Suburban
Rural	Suburban	Suburban	Rural
City	City	City	City
High Income	Low Income	Low Income	Low Income
Low Income	High Income	High Income	High Income
Old-fashioned	Old-fashioned	Old-fashioned	Old-fashioned
Square	Masculine	Square	Masculine
Irrelevant	Irrelevant	Irrelevant	Irrelevant
Masculine	Square	Masculine	Square
Weird	Weird	Weird	Weird

*1 is most frequently given response; 27 is least frequent.

Ratings by the various subgroups of the population sampled (general public, professionals, educators, clergy, and government) are shown in Table 20. Again, Girl Scouts are seen most typically as "civic-minded," "outdoorsy," "fun-loving," "patriotic," and "feminine." The only major diversion from the overall pattern is by the clergy, who see Girl Scouts as more religious than the other groups studied.

Thus, the image of the Girl Scouts, using this adjective list, remains remarkably consistent across various geographic areas and among the groups studied. Whether this stereotype results from an image which has been built up over the years as a by-product of the public media, or through socialization by family and other social institutions, is impossible to tell from the study. It is not for these writers to judge whether this specific role profile best serves the Girl Scouts in the long run, or whether it must shift in the future. Rather, it is for the Girl Scouts to evaluate the present program, which embraces the fun-loving, outdoorsy, patriotic image presented here and to decide whether this image is best in the long run.

Is it the image that counts or the program that counts? Which is the best way for the future? This study will not answer these questions. But this profile does help us to evaluate the way which the Girl Scouts are perceived. If this perception is so far from reality, or if reflecting upon it leads to a conclusion that the program must change, bold new policy decisions must be made. Such decisions are not easily made. Policy is always based on basic human values which are not only emotionally laden, but which are learned very early in life and which are slow to change. To do other than question these values, however, would be to do a disservice to the historic spirit of Girl Scouting.

TABLE 20

RANKING - MOST LIKE GIRL SCOUT TO LEAST LIKE GIRL SCOUT

<u>General Public</u>	<u>Professionals</u>	<u>Educators</u>	<u>Clergy</u>	<u>Older Teens</u>	<u>Government</u>
1 Civic-minded	Civic-minded	Civic-minded	Civic-minded	Fun-loving	Civic-minded
2 Out-doorsy	Patriotic	Industrious	Out-doorsy	Out-doorsy	Patriotic
3 Fun-loving	Industrious	Fun-loving	Patriotic	Civic-minded	Industrious
4 Patriotic	Out-doorsy	Patriotic	Religious	Feminine	Feminine
5 Industrious	Fun-loving	Out-doorsy	Fun-loving	Industrious	Fun-loving
6 Feminine	Intelligent	Feminine	Feminine	Patriotic	Out-doorsy
7 Athletic	Athletic	Mature	Industrious	Mature	Religious
8 Domestic	Scholarly	Scholarly	School-oriented	Athletic	Athletic
9 Intelligent	Feminine	Athletic	Athletic	Career-oriented	Intelligent
10 Religious	Religious	Religious	Mature	School-oriented	Scholarly
11 School-oriented	Mature	Modern	Middle Income	Intelligent	School-oriented
12 Scholarly	School-oriented	Intelligent	Intelligent	Scholarly	Career-oriented
13 Mature	Career-oriented	Career-oriented	Domestic	Domestic	Mature
14 Career-oriented	Domestic	Domestic	Scholarly	Modern	Domestic
15 Modern	Modern	School-oriented	Career-oriented	Middle-Income	Middle Income
16 Middle Income	Middle Income	Middle Income	Modern	Religious	Modern
17 Establishment	Establishment	Establishment	Suburban	Establishment	Suburban
18 Suburban	Suburban	Suburban	Establishment	Suburban	Establishment
19 Rural	City	Rural	Rural	Rural	Rural
20 City	Rural	City	City	City	City
21 Low Income	Low Income	High Income	High Income	High Income	Low Income
22 Old-fashioned	Old-fashioned	Low Income	Low Income	Low Income	Old-fashioned
23 High Income	High Income	Old-fashioned	Old-fashioned	Old-fashioned	Low Income
24 Irrelevant	Square	Square	Masculine	Square	Irrelevant
25 Masculine	Irrelevant	Masculine	Irrelevant	Irrelevant	Square
26 Square	Masculine	Irrelevant	Square	Masculine	Masculine
27 Weird	Weird	Weird	Weird	Weird	Weird

TABLE 21

WHAT ARE THE MAJOR STRENGTHS OF GIRL SCOUTING?

	Total Chesapeake Bay Area	
Gives good contact with other girls	4.0	(32)
Builds character	3.7	(30)
Training for girls	3.1	(25)
Helps in community	3.1	(25)
Activities	3.0	(24)
Ability to work together	3.0	(24)
Leadership	2.8	(23)

TABLE 22

WHAT ARE THE MAJOR WEAKNESSES OF GIRL SCOUTING?

	Total Chesapeake Bay Area	
Some troops lack stable, qualified leaders	5.1	(41)
Too little publicity	4.5	(36)
Doesn't hold girls' interest	3.7	(30)
Difficult to find leaders	3.6	(29)
Lack of funds	2.7	(22)
Not enough volunteers	2.6	(21)

TABLE 23

DO MEN HAVE A ROLE IN GIRL SCOUTING?

	Total Chesapeake Bay Area	
Yes	67.1	(542)
No	28.6	(231)
No response	4.3	(35)
In what way?		
Leaders	6.2	(50)
Outdoor activities	5.0	(40)
Administrators	3.0	(24)
Help in troop activities	9.0	(73)

TABLE 24

WHY DO GIRL SCOUTS LIKE TO WEAR UNIFORMS?

	Total Chesapeake Bay Area	
Feels pride	11.8	(95)
Shows group belonging	6.6	(53)
Stands out	4.6	(37)
Looks important	5.0	(40)
Identity	4.6	(37)

TABLE 25

DO YOU CONSIDER GIRL SCOUTING PRIMARILY RECREATIONAL OR EDUCATIONAL?

	Total Chesapeake Bay Area	
Educational	12.6	(102)
Recreational	12.5	(101)
Both	73.4	(593)
Neither	0.2	(2)
Other	0.1	(1)
No response	1.0	(8)

TABLE 26

ARE YOU AWARE OF ANY GIRL SCOUT ACTIVITIES IN YOUR COMMUNITY?

	Total Chesapeake Bay Area	
Yes	26.6	(215)
No	72.4	(585)
No response	1.0	(8)
Which activities?		
Clean up drives	3.2	(26)
Fund raising	5.8	(47)
Community service projects	3.1	(25)

TABLE 27

HAVE YOU HEARD OF GIRL SCOUTING RECENTLY IN ANY OF THE FOLLOWING WAYS?

Total Chesapeake Bay Area

	<u>Yes</u>	<u>No</u>	<u>No Response</u>
Your own children	15.6 (126)	77.0 (622)	7.4 (60)
Other children	50.0 (404)	44.9 (363)	4.9 (40)
Adult volunteers	29.3 (237)	64.2 (519)	6.4 (52)
Community service projects	32.1 (259)	60.5 (489)	7.4 (60)
News media	56.4 (456)	36.5 (295)	7.1 (57)
Any other way	9.2 (74)	11.1 (90)	79.7 (644)

Are you personally acquainted with any Girl Scouts?

<u>Yes</u>	<u>No</u>	<u>No Response</u>
55.3 (447)	43.9 (355)	0.7 (6)

Specify relationship:

Daughter	7.7 (62)
Granddaughter	1.7 (14)
Other relative	7.2 (58)
Friend	34.2 (276)
No Response	49.2 (398)

CHESAPEAKE BAY GIRL SCOUT COUNCIL QUESTIONNAIRE

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 _____

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?

Your own children	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Other children	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Adult Volunteers	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Community service projects	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Newspaper, radio or television	<input type="checkbox"/> Yes	<input type="checkbox"/> No

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.

	not very	some	very much	no opinion
Self-improvement	___	___	___	___
Preparation for citizenship	___	___	___	___
Cooperative relationships	___	___	___	___
Community service	___	___	___	___
Preparation for adulthood (mothers, homemakers)	___	___	___	___
Outdoor activities	___	___	___	___
Religion (belief in God)	___	___	___	___
Arts and crafts training	___	___	___	___
Physical improvement and health	___	___	___	___
Career exploration	___	___	___	___
Other _____	___	___	___	___

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

___ Educational ___ Neither
___ Recreational ___ 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 In what way? _____
___ No
___ Both

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

___ Yes Specify _____
___ No

(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
 No

Specify _____

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

Yes
 No
 No opinion

Specify _____

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)

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

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.

- | | |
|--|--|
| <input type="checkbox"/> scholarly | <input type="checkbox"/> square |
| <input type="checkbox"/> athletic | <input type="checkbox"/> fun loving |
| <input type="checkbox"/> modern | <input type="checkbox"/> middle income |
| <input type="checkbox"/> religious | <input type="checkbox"/> high income |
| <input type="checkbox"/> industrious | <input type="checkbox"/> low income |
| <input type="checkbox"/> civic minded | <input type="checkbox"/> old fashioned |
| <input type="checkbox"/> masculine | <input type="checkbox"/> rural |
| <input type="checkbox"/> feminine | <input type="checkbox"/> city |
| <input type="checkbox"/> domestic | <input type="checkbox"/> suburban |
| <input type="checkbox"/> out-doorsy | <input type="checkbox"/> school oriented |
| <input type="checkbox"/> career oriented | <input type="checkbox"/> weird |
| <input type="checkbox"/> establishment | <input type="checkbox"/> irrelevant |
| <input type="checkbox"/> patriotic | <input type="checkbox"/> intelligent |
| | <input type="checkbox"/> 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

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:

Girls of different ages	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Girls of different races	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Girls of different income or community status	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Girls of different ethnicity	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Girls of different religions	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Girls from different schools	<input type="checkbox"/> Yes	<input type="checkbox"/> No

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