

NPS All Segments YTD SnapShots Comparison Comments Help

Net Promoter Score (NPS) by Segment

Cub Scout Parents 37%

16.872 Total Registrants 1,700 Available to Survey 91 Respondents 5% Response Rate

Boy Scout/ Venturer Parents



3.054 Total Registrants 378 Available to Survey 33 Respondents 9% Response Rate

Cub Scouts



16.872 Total Registrants 1,700 Available to Survey 56 Respondents 3% Response Rate

Boy Scouts/ Vénturers



7.634 Total Registrants 814 Available to Survey 36 Respondents 4% Response Rate

Youth-Facing **Volunteers**



6,628 Total Registrants 3,170 Available to Survey 575 Respondents 18% Response Rate

District/Council **Volunteers**



1,305 Total Registrants 280 Available to Survey 57 Respondents 20% Response Rate

Chartered Organizations



832 Total Registrants 257 Available to Survey 21 Respondents 8% Response Rate

Explanation

Total Registrants: Total Number of paid registered members.

Total Registrants Registered members who have an e-mail With Email: address associated with their membership record.

Available to Total number of registered members who have Survey: an email (unique member ID) and have not opted out.

Total Number of The total number of members completing the Respondents: survey.

Response Rate: Total Number of Respondents/Available to

Survey Cycle The survey cycle can be selected by using the Selection: dropdown box at the top right side of the home screen

What is the Net Promoter Score?

"How likely is it that you would recommend the Boy Scouts to a friend or colleague?"

The Net Promoter® score allows you to categorize customers into three groups based on their willingness to recommend the Boy Scouts:

- Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- Detractors (score 0-6) are unhappy customers who can damage the BSA brand and impede growth through negative word-of-mouth.