



Looking Inward. Moving Forward.

Globe Scan 2014 Survey Report Card

Girl Guides of Canada–Guides du Canada (GGC) conducted a national survey in 2014 to assess perceptions of Girl Guides. We received input from adult members, girl members and their parents, and parents with girls of Guiding age. We learned a lot about what drives our members' satisfaction with Guiding and the public's awareness of our organization.

This information will help guide our work as we strive to meet our goal of ensuring a strong and growing membership and improving our support of the 19,527 women who help bring Girl Greatness to life.

What our girls and their parents are saying

Where we get high marks . . .

Satisfaction with Guiding is high among both girls and parents:

88% of girls like very much or like the Guiding experience.

86% of girls are proud to be in Guiding.

84% of parents are very satisfied or satisfied with their family's experience with Guiding.

Unit Guiders play a significant role in girl member and parent satisfaction with Guiding:

85% of girl members feel supported by their Guiders.

88% of girl members like the Guiders who lead their unit.

85% of parents believe the quality of their child's Guider is very good.

The way she lights up when it's Sparks day... She loves going and that makes me feel good. A positive group and great Guiders. – Parent of a Spark

I have seen her really blossom and become more confident. – Parent of a Guide

I like that she has the opportunity to try and to learn things that we might not be able to do otherwise. She has the chance to interact with girls from other schools. She is learning skills that she will use every day for the rest of her life. – Parent of a Brownie

The young Guiders my daughter has had over the years have had an amazing influence on her, and given her many opportunities to gain confidence and become an amazing leader. – Parent of a Ranger

Where we can do better . . .

Girls and parents would like to see all branches include more outdoor programming.

Parents would welcome increased consistency of programming across units.

While parents give high marks to Guiding as fun and empowering, they are less likely to view the organization as dynamic and efficient.

I want to go camping or have sleepovers like my friends in other units do. – Brownie

She is not interested anymore since she is nine years old. She would prefer being outdoors more (camping, hiking). – Parent of a Brownie

Interesting to note...

There are distinct differences between branches in terms of level of satisfaction and activities enjoyed.

While overall girls' satisfaction is very high, the level decreases as girls get older.

This trend is also reflected in girls' likelihood to recommend Guiding to a friend.

While all girls enjoy outdoor and community service activities, younger girls tend to like crafts and earning badges, and older girls increasingly like camping and going on field trips.

What our adult members are saying

Where we get high marks . . .

81% of Unit Guiders are either very satisfied or satisfied with the organization.

91% of Unit Guiders would recommend the organization to others.

Adult members feel GGC has contributed to their development of self-confidence, independence, transferable skills and lasting friendships.



Where we can do better . . .

Guider satisfaction tends to be low in relation to processes involved in arranging trips, training and communication. 'Red tape' is cited by many respondents as a concern, particularly considering how important it is to member satisfaction to be able to offer new and challenging experiences to girls.

36% of Unit Guiders find it difficult to find the right tools or support to effectively carry out their role, and 31% find it difficult to find the right people for assistance when they have questions.

25% of members feel GGC could improve our performance when it comes to communication – with both adult members and parents.

You have to plan a month in advance to get all the paperwork done... so they just don't get the girls out in nature as much as they might like. – Adult member

Women just don't have time to commit to the amount of work involved. I am amazed about the amount of record keeping, forms, rules, restrictions, etc. – Unit Guider

Interesting to note...

Key drivers of Unit Guider satisfaction include proper training, support within the field, clear communication, and being able to challenge girls to do new things.

What the public is saying

Where we get high marks . . .

92% of parents of non-registered girls say they have heard of GGC.

78% of parents of non-registered girls have a very positive or positive impression of the organization.

Where we can do better . . .

44% of mothers of girls who are not members indicated they themselves were members as they are familiar with the organization and have a positive impression of Guiding.

The main barriers to parents enrolling their daughter(s) in Guiding are lack of interest shown by their daughter(s) and the fact they already have too many other activities outside of school.

Interesting to note...

When people are asked for the first two things that come to mind when they think about GGC, over half say **cookies**. Other strong associations include **camping, girls, education and discipline, and uniforms**. This points to an opportunity to build awareness of the full scope of what GGC has to offer.

Awareness of GGC is impacted by seeing girls selling cookies, seeing members in their uniforms, and hearing about GGC from friends or their daughters.



Moving Forward

Feedback from the surveys has resulted in a very positive report card. The issues raised are currently being reviewed in order to define our focus moving forward. We continue to:

- ☒ support Guiders in offering new challenges to their girls
- ☒ streamline processes
- ☒ enhance lines of communication
- ☒ convert parents' awareness of Guiding into increased registration numbers