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BOY SCOUTS OF AMERICA
Sam Houston Area Council

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Media Survey

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Media Survey of Scouter family preferences

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In an effort to better position the Boy Scouts of America program in the Houston community we ask that complete this short survey. We thank you in advance for helping the Scouting program be the premiere agency in the world!!!! Please complete only one form per household.

1. If you are or have been an active member/leader in the Boy Scouts of America, what are the primary reasons that yo involved. Limit your response to 240 letters and spaces.

ANSWER 1:

2. If you have never been involved in the Boy Scouts of America, what are the primary reasons why you have not been ir Limit your response to 240 characters and spaces.

ANSWER 2:

3. List the languages spoken in your home, list the language that is primarily spoken as #1.

#1:

#2:

4. List the 3 television programs you watch the most, list in order of preference with #1 being the most preferred.

#1:

#2:

#3:

5. List the 3 radio stations you listen to the most, list in order of preference with #1 being the most preferred.

#1:

#2:

#3:

6. List the 3 magazines your read the most, list in order of preference with #1 being the most preferred.

#1: My family does not read magazines.

#2:

#3:

7. What is the name of the newspaper you read the most?

My family does not read newspapers.

8. List the 3 Internet search engines you use the most, list in order of preference with #1 being the most preferred.

#1: My family does not use Internet Search Engines

#2:

#3:

9. Which age group do you belong to? (At this time, the Council asks only adults 18 and older to complete this form.)

- 18 to 25
- 26 to 29
- 30 to 49
- Over 49

10. Sex: Female Male

11. Marital Status: Married Single Divorced Widowed

12. Race: African American Asian Hispanic Native American Anglo Mixed Race Other Not Listed Here

13. How many male children under the age of 18 live in your home?

0

14. How many female children under the age of 18 live in your home?

0

15. In terms of children, list your three greatest social concerns (i.e., gangs, drug use, sexual promiscuity, education, order with #1 being your greatest social concern for children.

#1: I have no social concerns for children.

#2:

#3:

16. When you consider joining an organization like the Boy Scouts of America or when you consider enrolling your child, three reference sources you would use to help you make your decision in order of preference with #1 being the most preferred (Examples include: family, friends, pastor or spiritual leader, the Internet, books, newspapers, magazines, etc.)

#1:

#2:

#3:

17. ZIP Code: *Required

18. List the 3 supermarkets you use the most, list in order of use with #1 being the supermarket you most frequent.

#1:

#2:

#3:

Please check this box to confirm that you are at least 18 years old and have read the Council's Privacy Policy and Use.



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