



2011 Cookie Sales Survey Summary

The Girl Scout of New Mexico Trails conducted a survey with the council's top volunteers who help and assist during the Cookie Sales season to further judge and identify areas of success and areas for opportunity. The survey has provided the council with data to accurately assess the services we currently provide our members as well as help to guide us in decisions for future cookie seasons.

The Girl Scouts of New Mexico Trails has learned from the survey that we are continuing to provide good customer service; staff is providing helpful and convenient assistance for volunteers during the cookie season; the mystery/reward event proved to be a welcome and good form of motivation for Girl Scouts, but the council needs to do a better job of promoting the event to service units and troops; the switch to GS\$ was easy for parents and Girl Scouts to understand and Girl Scouts enjoyed the freedom and choice GS\$ gave them; the council's system for Booth Sales registration is fair and convenient for troops.

Specific results from survey:

- 55% viewed customer service from staff as very helpful. Only 16% found it to be unhelpful.
- 68% found assistance from staff to be convenient and readily available.
- Only 27% thought that GS\$ was not a beneficial or good form of motivation for the Girl Scouts
- On a scale of one to ten (ten being the most beneficial), GS\$ received an average score of 6.105
- 53.8% of the volunteers found explaining GS\$ to parents as easy to very easy (only 14.5% found it to be difficult).
- 86.7% found the booth registration system to be fair and convenient for troops.
- Girl Scout of New Mexico Trails was able to find out the most beneficial and least beneficial forms of cookie sales for troops:
 - Pre-Sales: 81% found it to be important
 - Booth Sales: 75% found it to be important
 - Direct Sales: 63% found it to NOT be important
- Survey indicated that the Gift of Caring remains a very important part for troops and they want to continue to have that option, (only 6% felt it was not important)
- Survey allowed the Girl Scouts to gauge the general reaction to the a possible increase cookie prices:
 - \$3.75/box: 38% favorable; 23% indifferent; 38% unfavorable.
 - \$4.00/box: 11% favorable; 12% indifferent; 76% unfavorable.