

# 2018 Global Participant Satisfaction Survey Results



Data collection period: May 2017 to September 2018

# INTRODUCTION

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The Duke of Edinburgh's International Award Foundation runs satisfaction surveys with young people around the world who are currently participating in, or have recently completed, their Award.

These surveys give us an insight into the experience of Award participants and provides them with a space to give anonymous feedback. The results help us maintain high quality support to young people as they participate in the Award, and assist us in our plans to make the Award accessible to more young people each year.

This report presents the global results of the participant satisfaction survey which was run between May 2017 and September 2018.

Some results are presented at country level for Australia, Canada, New Zealand and Slovakia and a group of selected Independent Award Centre countries from which we collected over 100 responses. We are thankful to National Award Operators in Australia, Canada, New Zealand and Slovakia for allowing us to present their results in this report for benchmarking purposes.



# METHODOLOGY

# METHODOLOGY

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## THE SURVEY

- The data collection was done through an online survey, via Survey Monkey.
- An invitation to complete the survey was sent to Award participants automatically upon completion of their Award level via the Online Record Book (ORB); which is the online system which allows participants to log their Award activities and progress. Since the survey was distributed via ORB communications, the responses are from countries which are using the ORB. Where Award Operators were not using the ORB, there was the option to manually distribute the web link to the survey to collect data (or request our offline, print-out copy of the survey).
- The surveys have so far only been used in English, with our Independent Award Centres (IACs) and English speaking National Award Operators (NAOs). However, since October 2018, the surveys have been transferred from Survey Monkey to Qualtrics and are also available in French. We are now able to translate the surveys into any other language, as per requests from NAOs.
- The first version of the survey was set up in July 2015 (V1) and run through to May 2017, there is a report on the results of the 2017 survey. The survey was then re-drafted in May 2017 (V2) through consultation with Foundation staff and NAO and IAC representatives.
- This report presents the analysis of the participant satisfaction survey (V2) responses, collected between May 2017 and September 2018. Where possible, we make some comparisons to the results from the 2017 survey, which are referred to as '2017 survey results' throughout this report.

# METHODOLOGY

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## DATA CLEANSING & ANALYSIS

- We removed responses where no questions, or only the first few demographic questions (country, Award Centre, Award Centre type and Award level), were answered.
- We identified duplicate responses and removed the second survey response.
- In the instances when respondents answered only closed questions, chose the same answer choice for each question and didn't complete the survey, we removed these responses.
- The answers to the closed-ended questions have been analysed using descriptive statistics and Qualtrics' reporting functions.
- The answers to the open-ended questions have been visualised using the word cloud function on Qualtrics, where similar words are grouped and irrelevant words cut out. For some questions, thematic analysis has been conducted (using Text IQ on Qualtrics) and the most common themes have been presented and explained.



# RESULTS SUMMARY

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This year we had over **7,000** responses to the Participant Satisfaction Survey, and gained predominantly positive feedback about the Award experience from our global network of young people from 62 countries.

We received positive responses on how enjoyable the Award is (91% of respondents enjoyed doing the Award), whether participants tried new things (93% agreed), whether the Award contained an element of challenge (91% agreed). Feedback about the support received from Award Leaders was also positive (91% feel comfortable seeking support from their Award Leader and 88% feel encouraged and supported by them), and the majority of participants (88%) felt they received enough training to complete their Award. **85%** felt their progress was reviewed regularly throughout their Award journey. In terms of taking responsibility for their Award programme, **88%** felt there were enough activities to choose from locally for their Award sections and **85%** planned their own Award programmes.

Although improvement can always be made across all aspects of the Award experience for young people, areas where less than 75% positive responses were seen across the following categories:

- **74%** of participants felt inspired by the Award
- **66%** felt part of their community through participating in the Award
- **62%** felt the Award is non-competitive
- **73%** felt there are enjoyable Award ceremonies for young people to receive their Awards

An interesting result is that **85%** of respondents felt the Award was available to all 14-24 year olds within their Award Centre. When asked why the Award is not open for all, it was reported that Award Centres don't have the capacity to open up the programme to all their young people, and have different methods of choosing who can participate. This is something to be explored further, to ensure the Award Centres are provided with the support they need to run an inclusive Award programme, open to all young people within their network. In contrast, there was some feedback from participants about the Award being not voluntary (schools making the Award a compulsory subject or parents making participation compulsory) - which is again something that may need attention.

# RESULTS SUMMARY

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In this survey young people were also asked about their activity levels; how much they were participating in physical recreation, skills and voluntary service activities before the Award, and how much they intended to continue with these activities after the Award. We see the biggest change in activity levels in voluntary service activities: before the Award, only **48%** of young people volunteered regularly (at least monthly), whereas after the Award **86%** intend to volunteer regularly, an **increase of 38%**. Similarly, the percentage of young people intending to regularly practice a skill increases by **10%** from before to after the Award, and for physical recreation the increase is **6%**.

The results show that **31%** of young people had never participated in an Adventurous Journey (AJ) type of activity such as hiking, kayaking, sailing and so on. Out of those who had never had this type of experience before, **37%** intend to continue doing an AJ type of activity regularly (once a month or more often) after the Award, and **48%** intend to continue doing an AJ type of activity infrequently (less than once a month).

This year, thanks to the descriptive analysis functionalities on our new survey system Qualtrics and our addition of demographic questions to the survey in 2017, we were able to make some results comparisons based on Award level, country, Award Centre type, gender, disabilities and ethnic minorities.

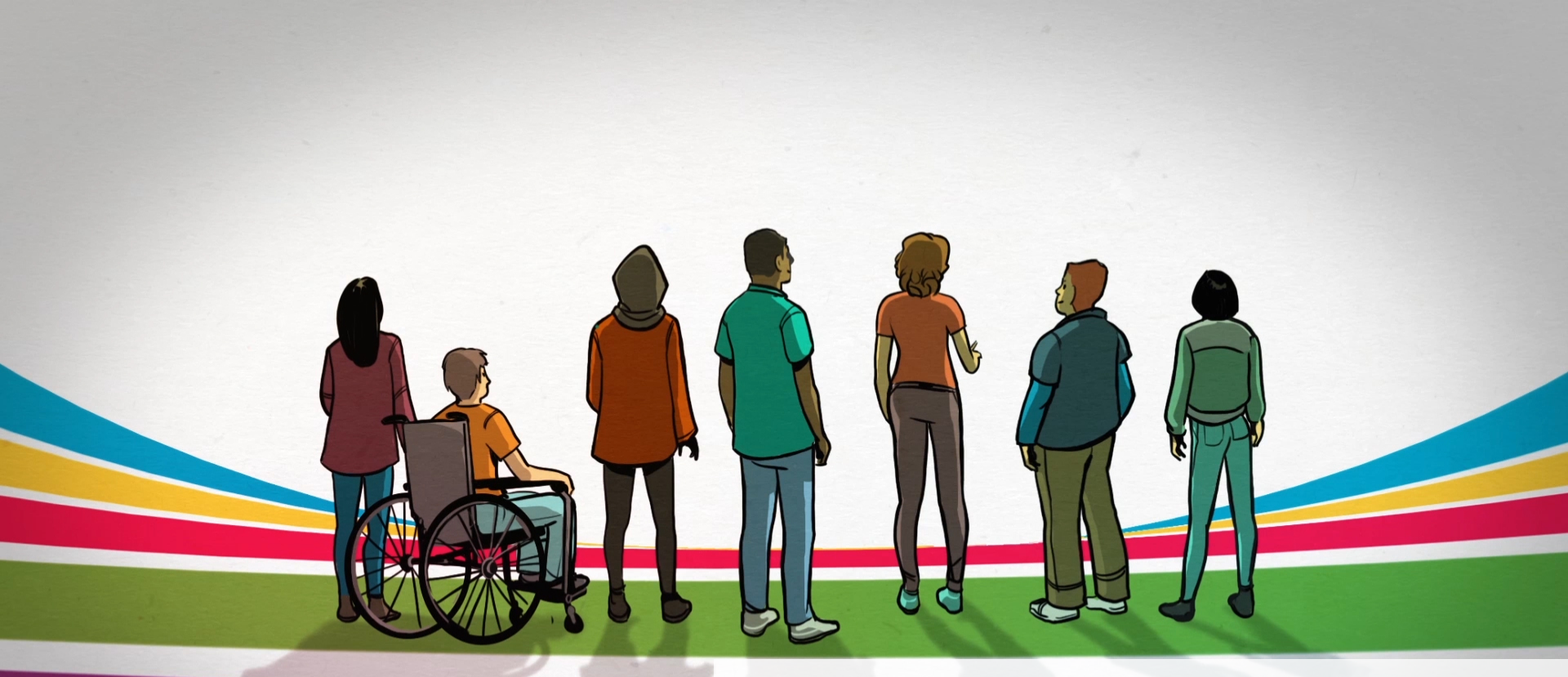
Overall, the responses to most questions were similar across different countries, the results varied the most for the following questions:

- Do you plan to continue to the next Award level? (difference of up to **34%** between countries)
- To what extent do you agree with the following statement: 'The Award is non-competitive' (difference of up to **22%**)
- To what extent do you agree: 'Through participating in the Award, I now feel I am a part of my community' (difference of up to **18%**)

Respondents' satisfaction with their Award experience (enjoyment, feeling challenged, feeling inspired) and their understanding of the Award and taking responsibility for with their own Award (agreeing that the Award is non-competitive, saying they led their own Award programme), increases with their Award level (Gold level participants give the most positive responses and Bronze level participants the least). This is reflected in the fact the Net Promoter Score increases noticeably with Award level.

Throughout the report there are some interesting variances between male participants' and female participants' results. For example females are slightly more likely to say they felt challenged and inspired by the Award, whereas males are more likely to say they had enough activities to choose from, received enough support from their Award Leader and received sufficient training. These comparisons provide some indication of where we need to investigate further, to ensure the Award experience is positive for all young people, no matter their age, gender, ability, background or location.





# DEMOGRAPHICS

# SAMPLE SIZE, GENDER, AGE

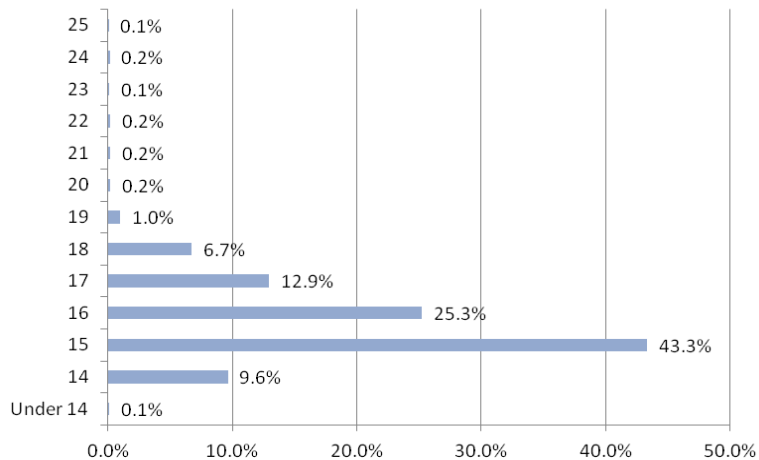
Sample size :  
**7,397**

Gender Distribution



Female Male Prefer not to say Prefer to self-describe

Age Distribution



Since this survey data was collected over 17 months between 2017 and 2018, we cannot accurately give a response rate for the survey or compare to yearly participation rates.

However, to put this in context, in 2017 (across the 12 month calendar year), 328,000 Awards were completed globally.

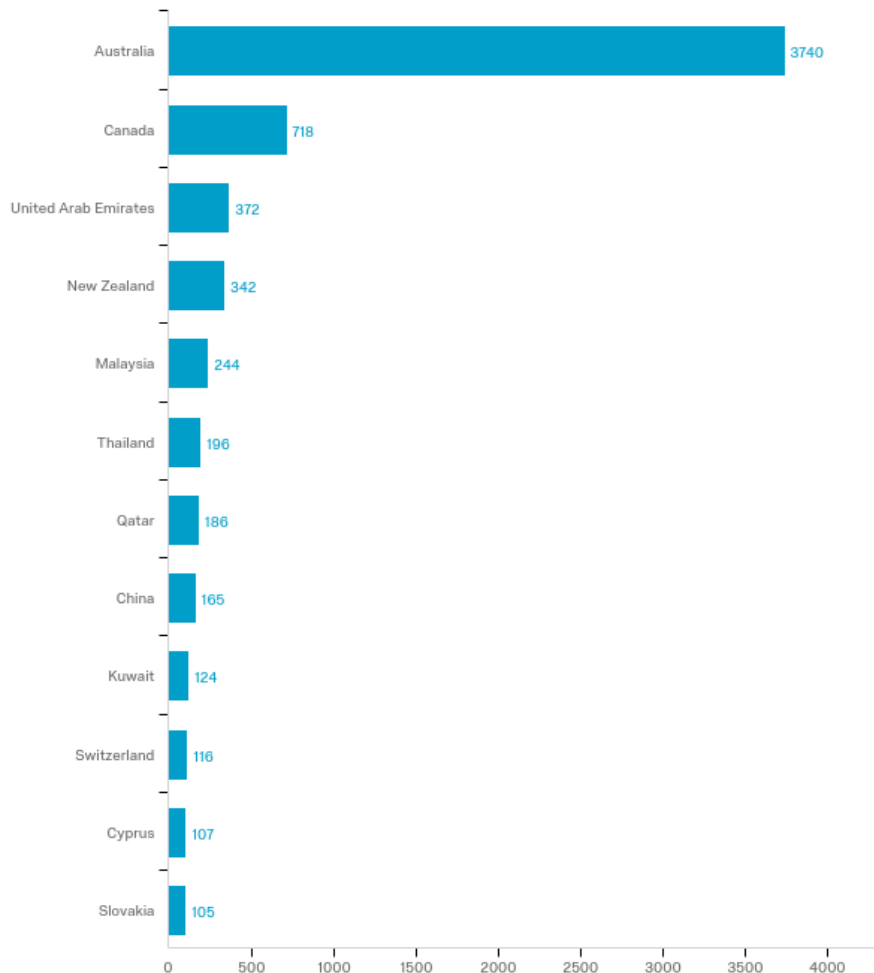
The gender of participants who gained an Award in 2017:

- 46.6% male
- 51.8% female
- 1.7% not disclosed

From 2019 onwards, we are running the survey through the calendar year and will analyse the responses per calendar year, to allow comparison with our global participation statistics.

# COUNTRY

Countries With Over 100 Responses

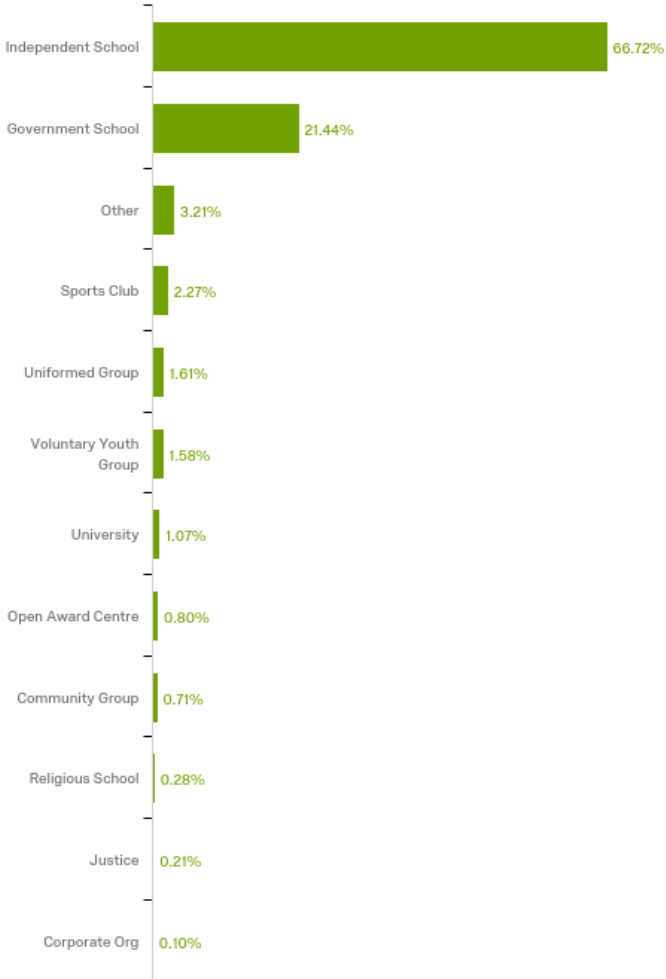


## The respondents are from 62 countries

- 23 NAO countries
- 39 IAC countries
- ❖ The 12 countries displayed in the graph are those with over 100 responses. They make up 87% of the total responses.
- ❖ 51% of participants are from Australia (NAO)
- ❖ 10% are from Canada (NAO)
- ❖ 27% are from IAC countries.

# AWARD CENTRE TYPE

Type of Award Unit



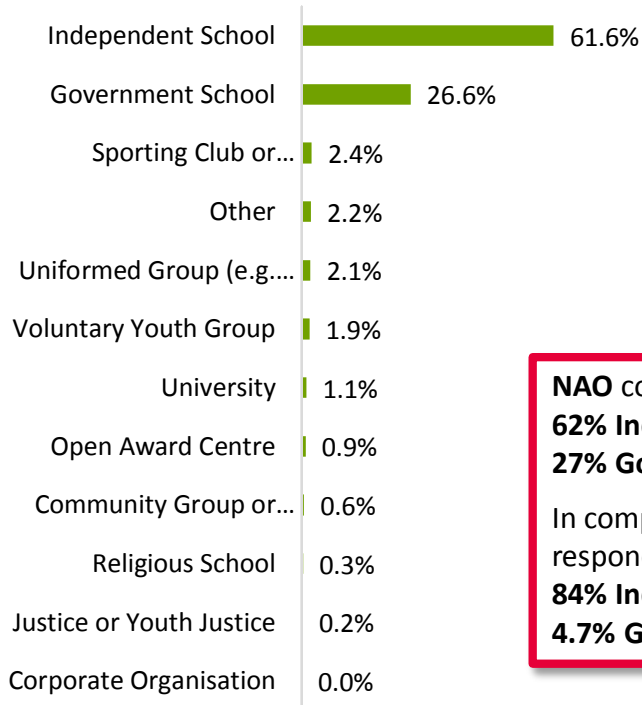
**Overall, the majority of respondents are from Independent or Government Schools (88%).**

In practice, our proportions of Award Centre types are different. Globally in 2017, **37%** of all Award Centres were Governmental Schools, **15%** were Independent Schools and **28%** were uniformed organisations.

As this highlights, the respondent sample of this survey does not truly represent the total, global population of Award participants. This is due to the fact the survey is mostly taken by those participants who are using the Online Record Book and who can take the survey in English. We are keen to work with Award operators to offer the survey in multiple languages and through means other than the ORB.

# AWARD CENTRE TYPE

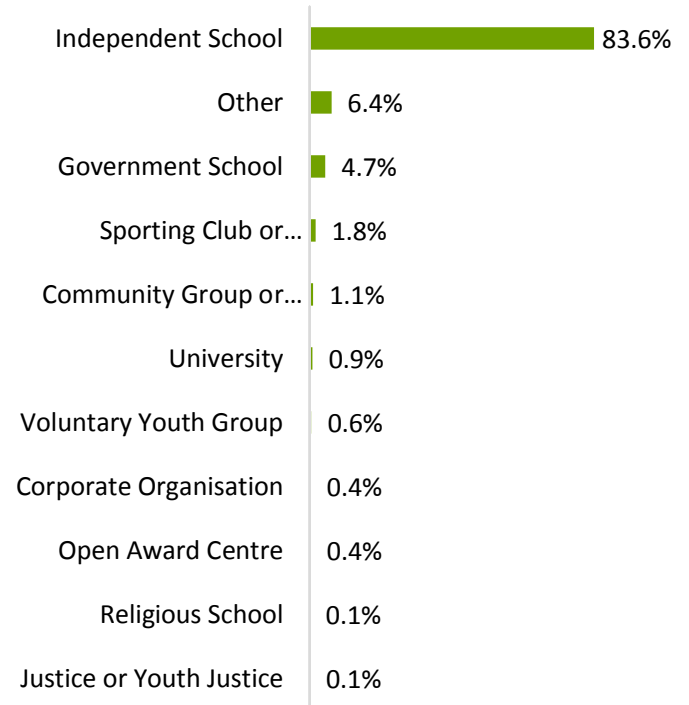
## NAO Award Centre Types



**NAO** country respondents are from **62% Independent Schools** and **27% Government Schools**.

In comparison to **IAC** country respondents from **84% Independent Schools** and **4.7% Government Schools**.

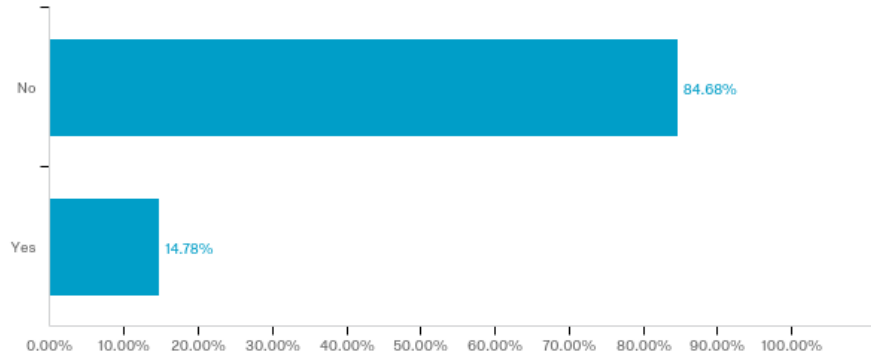
## IAC Award Centre Type



The respondents were asked to define their Award Centre Type. In the future, we may be able to improve the accuracy of these results by manually labelling Award Centres to Award Centre Type, rather than asking the young person to identify this.

# ETHNIC MINORITIES

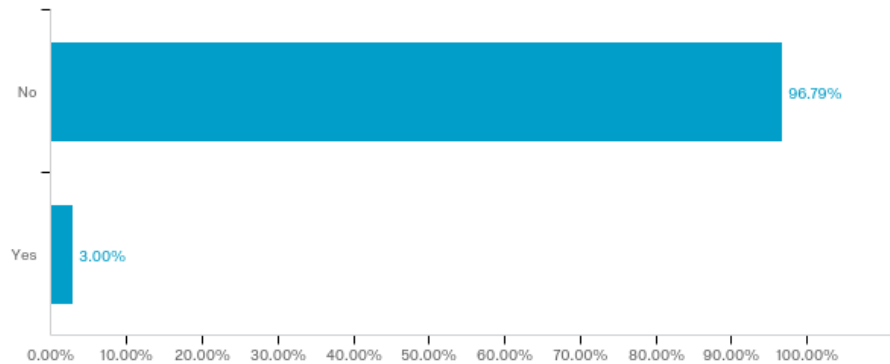
Do you think of yourself as belonging to a minority ethnic group?



**15% have ethnic minority background**

# DISABILITIES

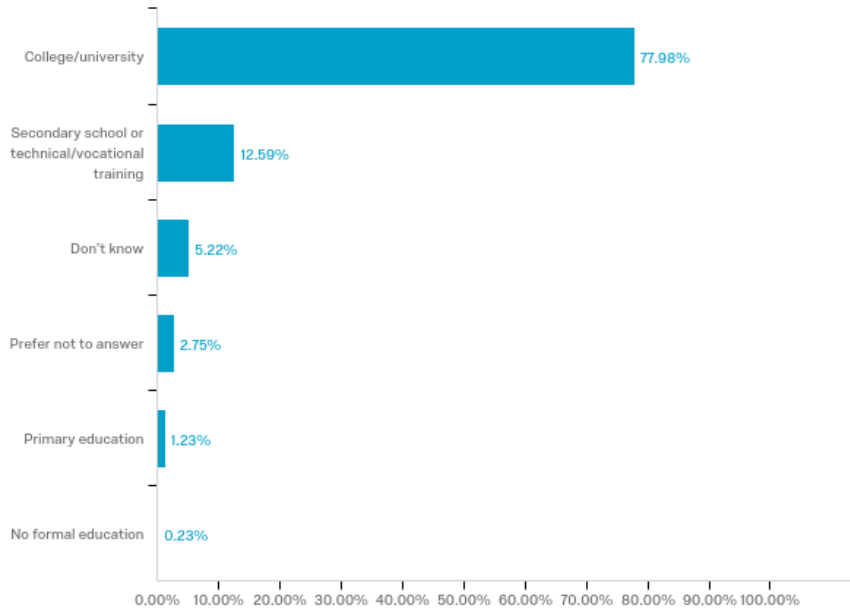
Do you consider you have a disability?



**3% have a disability**

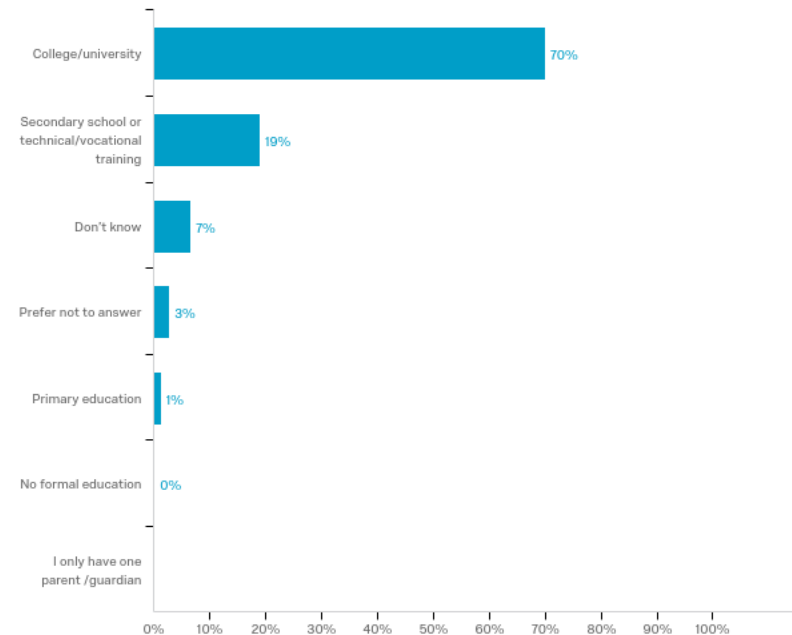
# SOCIO-ECONOMIC STATUS

Level of Education of First Parent/Guardian



**The majority of Award participants' families are from a high Socio-Economic Status, according to their parental education levels.**

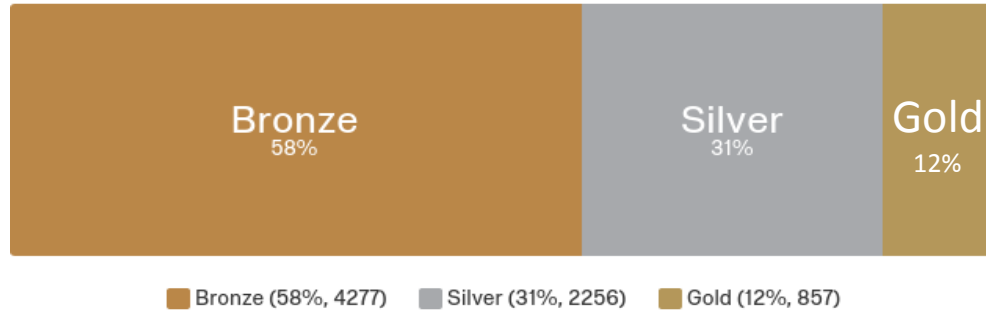
Level of Education of Second Parent/Guardian



These questions were added to the survey to get an idea of the respondents' Socio-Economic Status (SES). Parental education level is thought to be a good indicator of SES, and a suitable way of asking young people about their SES. However, we have had some feedback from operators that it's not appropriate to ask for parental education level. To make sure our demographic questions are appropriate for the respondent age group, give us the depth of data, and are appropriate for use in all countries, we are currently seeking alternative indicators of SES.

# AWARD LEVEL

Current Award Level



**89%** of the Silver level respondents had previously completed their Bronze Award.

**93%** of Gold level respondents had previously completed their Bronze and/or Silver Award.

The average age of Bronze participants answering the survey was 15.3.

The average age of Silver participants answering the survey was 15.7.

The average age of Gold participants answering the survey was 17.5.

As mentioned previously, since this survey data was collected over 17 months between 2017 and 2018, we cannot accurately compare to yearly participation rates. However, to put this in context, in 2017 (across the 12 month calendar year), out of the 328,000 Awards completed in 2017, 64% were Bronze level, 26% Silver, and 9% Gold.

Young people can begin their Award at any level, but a third of all Silver and Gold participants in 2017 were continuing from previous Award levels:

- 33% of all of the Silver participants in 2017 were continuing from the Bronze level.
- 34% of Gold participants in 2017 were continuing from Bronze or Silver level.



# A NOTE ON COUNTRY COMPARISONS...

Throughout this report, we draw out some country comparisons. These are symbolised as follows:



Global results - 7,397 responses



New Zealand

New Zealand: 342 responses  
National Award Operator



Australia

Australia : 3,740 responses  
National Award Operator



Malaysia

Malaysia: 244 responses  
\*The survey responses are from Independent  
Award Operators in Malaysia.



Canada

Canada: 718 responses  
National Award Operator



China

China: 165 responses  
Independent Award Centres



United Arab  
Emirates

UAE: 372 responses  
Independent Award Centres



Slovakia

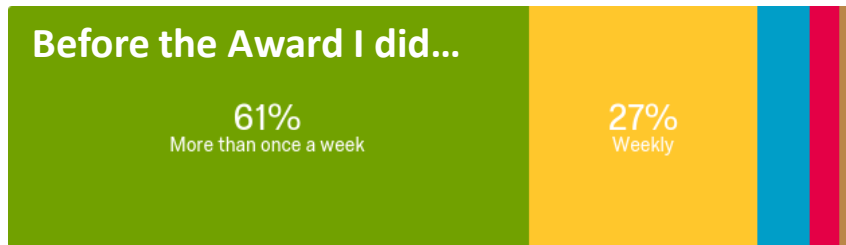
Slovakia: 105 responses  
National Award Operator

Where a country's result for a survey question exceeds above the global average, their results are shown in green.  
Where the result was the same or less than the global average, their results are shown in blue.



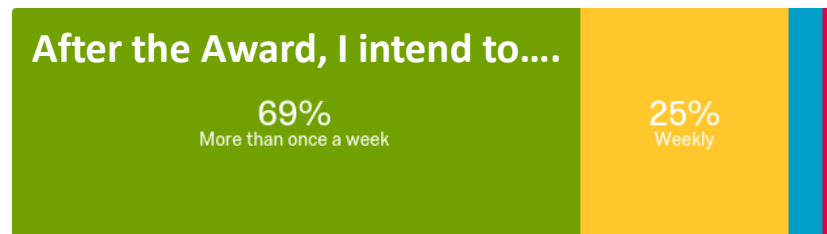
# YOUNG PEOPLE'S ACTIVITY LEVELS

# PHYSICAL RECREATION



More than once a week (61%, 3591) Weekly (27%, 1572) Monthly (6%, 360)

Less than once a month (4%, 208) Never (2%, 111)



More than once a week (69%, 4007) Weekly (25%, 1469) Monthly (4%, 239)

Less than once a month (1%, 79) Never (1%, 34)

Before the Award, the majority of young people already took part in physical recreation weekly or more than once a week (88%).

After the Award, there is a small increase (8%) in young people planning to exercise more than once a week.

**Of the participants that did infrequent\* exercise before the Award... 73% now intend to do physical recreation regularly\* after completing their Award.**

\**Infrequent* physical recreation is defined as once a month or less often.

\**Regular* physical recreation is defined as once a week or more often.



# PHYSICAL RECREATION



Globally, before the Award, **88%** of young people took part in regular\* physical recreation.

↑ **6%**

Globally, after the Award, **94%** of young people intend to take part in regular physical recreation.



Australia

Before the Award, **93%**

↑ **3%**

After the Award, **96%**



Malaysia

Before the Award, **82%**

↑ **9%**

After the Award, **91%**



Canada

Before the Award, **87%**

↑ **7%**

After the Award, **94%**



Slovakia

Before the Award, **65%**

↑ **17%**

After the Award, **82%**



United Arab  
Emirates

Before the Award, **88%**

↑ **4%**

After the Award, **92%**



China

Before the Award, **75%**

↑ **10%**

After the Award, **85%**



New Zealand

Before the Award, **92%**

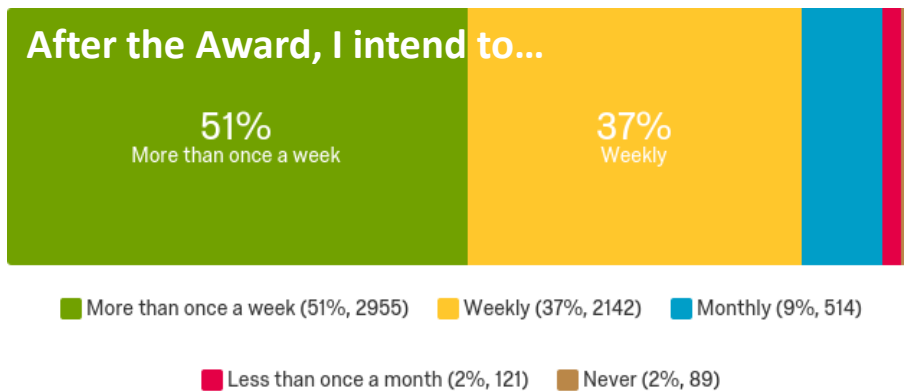
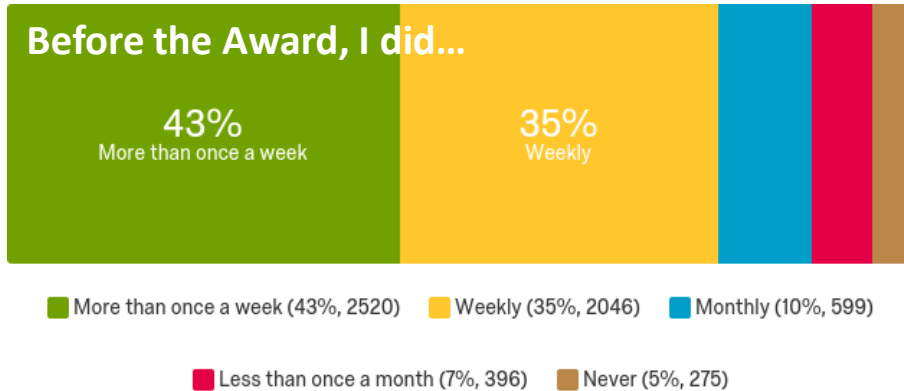
↑ **2%**

After the Award, **94%**

Where the change in activity levels in a country exceeds above the global average, their results are shown in green.

\*Regular physical recreation is defined as once a week or more often.

# SKILLS



Before the Award, 78% of young people practiced a skill once a week or more often. After the Award, this rises to 88%.

The percentage of young people practicing a skill infrequently\* drops by 8% after the Award.

**Of the participants that practiced a skill infrequently\* before the Award...  
54% now intend to practice weekly or more than once a week  
and 28% intend to practice once a month.**

\**Infrequent* skills practice is defined as less than once a month or never.



# SKILLS



Globally, before the Award, **86%** of young people took part in regular\* skills practice.

↑ **10%**

Globally, after the Award, **96%** of young people intend to take part in regular skills practice.



Australia

Before the Award, **90%**

After the Award, **97%**

↑ **7%**



Malaysia

Before the Award, **83%**

After the Award, **96%**

↑ **13%**



Canada

Before the Award, **88%**

After the Award, **97%**

↑ **9%**



Slovakia

Before the Award, **84%**

After the Award, **96%**

↑ **12%**



United Arab  
Emirates

Before the Award, **90%**

After the Award, **98%**

↑ **8%**



China

Before the Award, **85%**

After the Award, **91%**

↑ **6%**



New Zealand

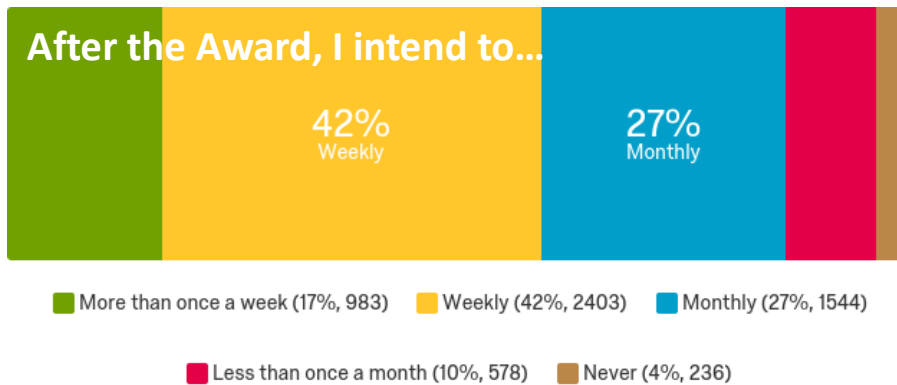
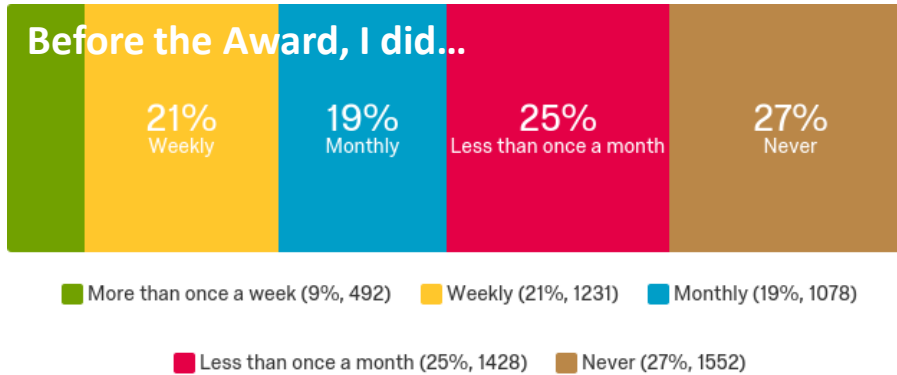
Before the Award, **86%**

After the Award, **96%**

↑ **10%**

\*Regular skills practice is defined as once a month or more often.

# VOLUNTARY SERVICE



Out of the physical recreation, skills and voluntary service section of the Award, we see the greatest change in activity levels in the voluntary service section.

Before the Award, **48%** of young people volunteered regularly (at least monthly), whereas after the Award, **86%** intend to volunteer regularly.

**27%** of participants had never volunteered before the Award.

**Of the participants that did infrequent volunteering\* before the Award...**

**75% now intend to continue volunteering once a month or more often.**

\**Infrequent* volunteering is defined as less than once a month or never.



# VOLUNTARY SERVICE



Globally, before the Award, **48%** of young people took part in regular\* volunteering.

↑ **38%**

Globally, after the Award, **86%** of young people intend to take part in regular volunteering.



Australia

Before the Award, **48%**

↑ **37%**

After the Award, **85%**



Malaysia

Before the Award, **38%**

↑ **48%**

After the Award, **86%**



Canada

Before the Award, **70%\***

↑ **23%**

After the Award, **93%**



Slovakia

Before the Award, **29%\***

↑ **54%**

After the Award, **83%**



United Arab  
Emirates

Before the Award, **40%**

↑ **43%**

After the Award, **83%**



China

Before the Award, **48%**

↑ **35%**

After the Award, **83%**



New Zealand

Before the Award, **43%**

↑ **44%**

After the Award, **87%**

\*Regular volunteering is defined as once a month or more often.

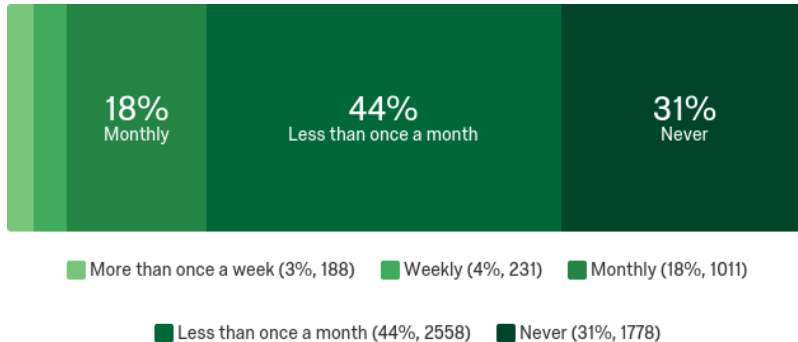
\*In **Canada**, there is a high prevalence of volunteering, and especially among young people. This may be influenced by the requirement in some school districts for students to perform community service in order to graduate in high school.

\*In **Slovakia**, in contrast, there is not an established culture of volunteering and only few young people were volunteering before the Award. Therefore we see the biggest change in volunteering participation in Slovakia.

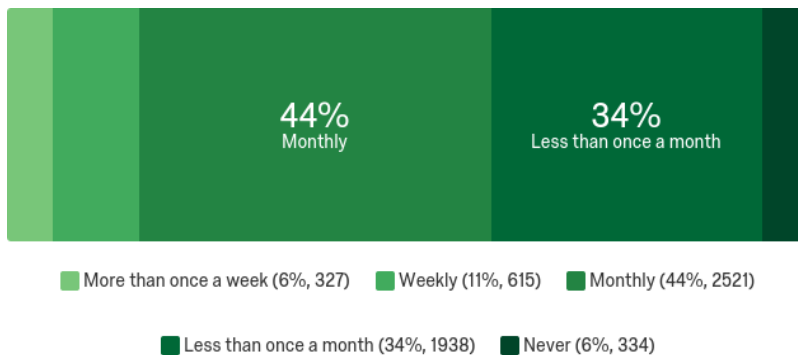


# ADVENTUROUS JOURNEY

## Before the Award I did...



## After the Award, I intend to...



Before the Award, **31%** of young people had never participated in an Adventurous Journey (AJ) type of activity such as hiking, kayaking, sailing and so on. After, only 6% said they would never participate in this type of activity again.

Before the Award, **25%** of young people regularly\* participated in an AJ type of activity. After the Award, **60%** intend to participate regularly.

**Of the participants that never participated in an AJ type of activity before the Award...**

**37%** now intend to continue doing an AJ type of activity regularly\*

**48%** now intend to continue doing an AJ type of activity infrequently (less than once a month) and **15%** intend to continue to never participate.

\*Regular participation in AJ type of activity is defined as once a month or more often.



# ADVENTUROUS JOURNEY



Globally, before the Award, **25%** of young people took part in regular\* Adventurous Journey type activities.

↑ **35%**

Globally, after the Award, **60%** of young people intend to take part in regular Adventurous Journey type activities.



Australia

Before the Award, **25%**

After the Award, **60%**

↑ **35%**



Malaysia

Before the Award, **16%**

After the Award, **62%**

↑ **46%**



Canada

Before the Award, **28%**

After the Award, **53%**

↑ **25%**



Slovakia

Before the Award, **27%**

After the Award, **67%**

↑ **40%**



United Arab  
Emirates

Before the Award, **25%**

After the Award, **65%**

↑ **40%**



China

Before the Award, **29%**

After the Award, **55%**

↑ **26%**



New Zealand

Before the Award, **28%**

After the Award, **59%**

↑ **31%**

\*Regular participation in AJ-type of activity, such as hiking, kayaking, sailing and so on is defined as once a month or more often.



# REFLECTING ON THE AWARD



# HEARING ABOUT THE AWARD

\*Countries here are in alphabetical order. Participants could choose more than one answer to this question.



Australia

**77%** found out through their school / organisation

**25%** through word of mouth

**1%** through online search



Canada

**63%** found out through their school / organisation

**27%** through word of mouth

**2%** through online search



China

**68%** found out through their school / organisation

**16%** through word of mouth

**3%** through online search



Malaysia

**74%** found out through their school / organisation

**33%** through word of mouth

**1%** through online search



New Zealand

**72%** found out through their school / organisation

**37%** through word of mouth

**1%** through online search



Slovakia

**71%** found out through their school / organisation

**11%** through word of mouth

**4%** through online search



UAE

**73%** found out through their school / organisation

**22%** through word of mouth

**2%** through online search

# REGISTERING TO TAKE PART

## When asked why they decided to participate, participants talk about common themes:

- ❖ **Experience** – They talk of the Award seeming a great experience, being enjoyable, interesting, fun and providing them with opportunities (around 1,500 responses include this theme).
- ❖ **Recognition** – They understand the Award is internationally recognised and believe it will help in their current education, in getting into university and in their future careers (~1400 responses).
- ❖ **Adventure** – Young people find the adventure aspect exciting, they want to experience camping, hiking, nature and outdoor education (~1200 responses).
- ❖ **Skills** – They wished to learn new skills (practical skills and also soft skills like leadership and communication skills) (~750 responses).
- ❖ **Challenge / New experiences** – The participants were attracted to the challenge, the chance to push themselves and prove themselves, to try new things (~550 responses).
- ❖ **Giving back** – They talk of volunteering opportunities and the chance to give back to their community (~450 responses).
- ❖ **Their friends are participating** – which encouraged them to take part (~400 responses).
- ❖ **Achieving their goals / personal growth** – They talk of wanting to use the Award to develop as a person, to motivate them to stick to their interests and achieve their goals, and talk of the Award making them a 'better', more 'well-rounded' person (~350 responses).
- ❖ **Other people encouraged them** – Teachers, parents, siblings, school (~250 responses).
- ❖ **Opportunities for team work and socialising** (~150 responses).
- ❖ **Gaining points for other programs** – ATAR, SACE, WACE, HSC, school credit, and so on (~150 responses)
- ❖ **Involuntary** – School / parents forced them to (~100 responses)
- ❖ **Already doing similar extra-curricular activities anyway** (~100 responses)

\*The above themes are listed in order of prevalence within the question answers, with **Experience** being talked about the most.

# ENJOYMENT



91% of participants enjoyed doing their Award

I have enjoyed doing my Award.



■ Strongly Disagree (1%, 44) 
 ■ Disagree (2%, 93) 
 ■ Undecided (6%, 279) 
 ■ Agree (43%, 2084) 
 ■ Strongly Agree (48%, 2321)



Australia

92% enjoyed doing their Award



New Zealand

91% enjoyed doing their Award



UAE

91% enjoyed doing their Award



Slovakia

89% enjoyed doing their Award



Malaysia

88% enjoyed doing their Award



Canada

87% enjoyed doing their Award



China

87% enjoyed doing their Award

**Enjoyable is one of the ten Guiding Principles of the Award;**

*Participants and Leaders should find the Award enjoyable, fulfilling and rewarding.*

Across different countries, participants score the Award highly in terms of enjoyment.

# ENJOYMENT

## By Award level...

**89%** of **Bronze level participants** enjoyed participating in the Award (sample size 2709),

**94%** of **Silver level participants** enjoyed participating (sample size 1573)

**96%** of **Gold level participants** enjoyed participating (sample size 358)

Enjoyment increases noticeably with Award level

## Young people experiencing disabilities...

**93%** of those who **do not** experience a disability enjoyed participating in the Award (sample size 3977), compared to...

**88%** of those who **consider themselves to have a disability** (sample size 126)

The percentage of participants who have a disability who enjoyed participating in the Award is **5% lower** than the percentage of those who don't consider themselves to have a disability.

The sample size of those with a disability is small, but this is something for us to research further.

## Comparing Award Centre type...

**93%** of those who **from Government Schools** enjoyed participating in the Award (sample size 950),

**91%** of those who **from Independent Schools** (sample size 2868)

The percentage of participants from Government Schools who enjoyed participating in the Award is **2% higher** than the percentage from Independent Schools.

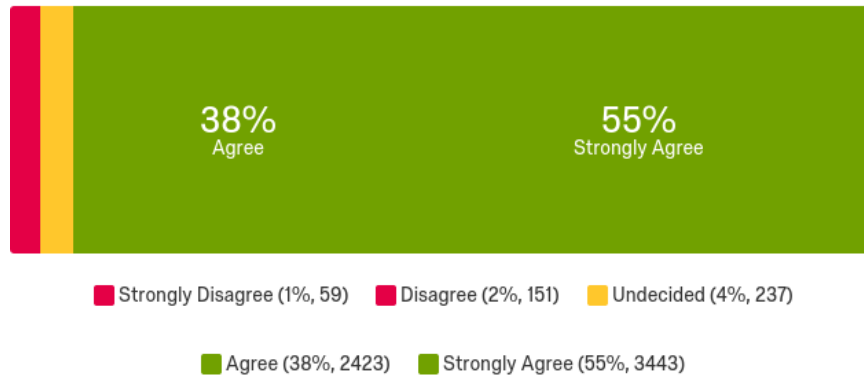


# TRYING NEW THINGS



93% of participants tried something new

The Award has encouraged me to try something new.



Across different countries, the majority of participants felt the Award encouraged them to try something new.



97%

Malaysia



97%

Slovakia



95%

New Zealand



94%

UAE



93%

Australia



92%

China



91%

Canada

# TRYING NEW THINGS

## By Award level...

**92%** of **Bronze level participants** tried new things

**94%** of **Silver level participants** tried new things

**95%** of **Gold level participants** tried new things

The percentage of young people trying new things slightly increases with Award level

## By gender...

**95%** of **female participants** tried new things (sample size 3606), compared to...

**92%** of **male participants** (sample size 2111)

**80%** of participants who **prefer to self-describe** (sample size 49)

**80%** of participants who **preferred not to answer** this survey question (sample size 40)

The percentage of females participants who tried new things is **3% higher** than male participants.

It appears that a lower percentage of young people who don't identify as male or female, or who did not disclose their gender, tried new things, but unfortunately the sample size is too small to draw any concrete conclusions.

# TRYING NEW THINGS

## Young people experiencing disabilities...

**94%** of those who **do not** experience a disability tried new things (sample size 4470), compared to...

**86%** of those who **consider themselves to have a disability** (sample size 137)

The percentage of participants who have a disability who tried new things during the Award is **8% lower** than the percentage of those who don't consider themselves to have a disability.

The sample size of those with a disability is small, but this is something for us to research further.

## Young people from ethnic minorities...

**93%** of those who **do not** consider themselves an ethnic minority (sample size 3119), compared to...

**96%** of those who **consider themselves an ethnic minority** (sample size 544)

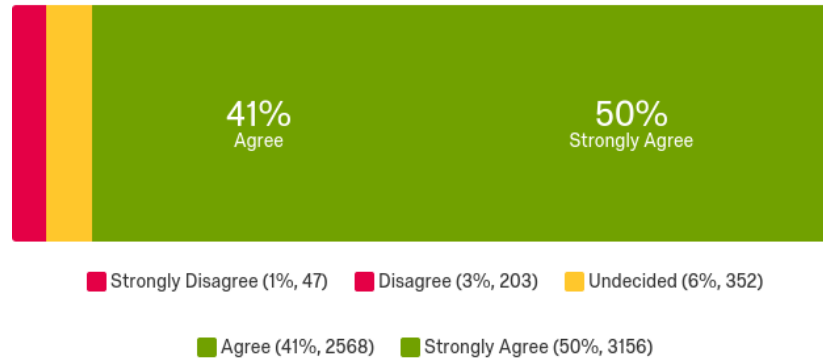
The percentage of participants who are from ethnic minority backgrounds who tried new things during the Award is **3% higher** than the percentage of those who don't consider themselves as ethnic minorities.

# CHALLENGING



91% of participants felt challenged

The Award has challenged me.



Across different countries, the majority of participants felt challenged by the Award



94%

UAE



92%

New Zealand



91%

Slovakia



90%

Australia



89%

Malaysia



87%

China



85%

Canada

# CHALLENGING

## By Award level...

**89%** of **Bronze level participants** felt challenged

**93%** of **Silver level participants** felt challenged

**94%** of **Gold level participants** felt challenged

Challenge slightly increases with Award level

## By gender...

**93%** of **female participants** felt challenged (sample size 3610), compared to...

**89%** of **male participants** (sample size 2116)

**72%** of participants who **prefer to self-describe** (sample size 49)

**73%** of participants who **preferred not to answer** this survey question (sample size 40)

The percentage of female participants who felt challenged by the Award is **4% higher** than the percentage of males who felt challenged.

## Young people experiencing disabilities...

**91%** of those who **do not** experience a disability felt challenged (sample size 4477), compared to...

**88%** of those who **consider themselves to have a disability** (sample size 138)

The percentage of participants who have a disability who felt challenged during the Award is **3% lower** than the percentage of those who don't consider themselves to have a disability.

The sample size of those with a disability is small, but this is something for us to research further.

# INSPIRATIONAL



74% of participants felt inspired

The Award has inspired me.



Strongly Disagree (1%, 74) Disagree (6%, 354) Undecided (19%, 1181)

Agree (45%, 2868) Strongly Agree (29%, 1840)

## **Inspirational** is one of the ten Guiding Principles of the Award;

*The Award inspires individuals to exceed their expectations. They are encouraged to set their own challenges and goals before starting an activity, aim for these goals and by showing improvement will achieve an Award.*

Around three quarters of young people feel inspired by the Award. This is an area in which we can explore further to ensure the Award experience for young people meets the ten Guiding Principles.



78%

Slovakia



76%

Australia



74%

Malaysia



72%

Canada



72%

China



71%

New Zealand



71%

UAE

## Comparing by Award level...

**71%** of **Bronze level participants** were inspired

**77%** of **Silver level participants** were challenged

**84%** of **Gold level participants** were challenged

Inspiration noticeably increases with Award level

## Comparing by gender...

**77%** of female participants felt inspired by the Award (sample size 3610), compared to...

**73%** of male participants (sample size 2110)

55% of participants who prefer to self-describe (sample size 49)

56% of participants who preferred not to answer this survey question (sample size 39)

The percentage of female participants who felt inspired by the Award is **4% higher** than the percentage of males who felt inspired.

## Comparing Award Centre type...

**77%** of those from **Government Schools** felt inspired (sample size 1066),

**73%** of those from **Independent Schools** (sample size 3277)

**77%** of those from **Sports Clubs** (sample size 106),

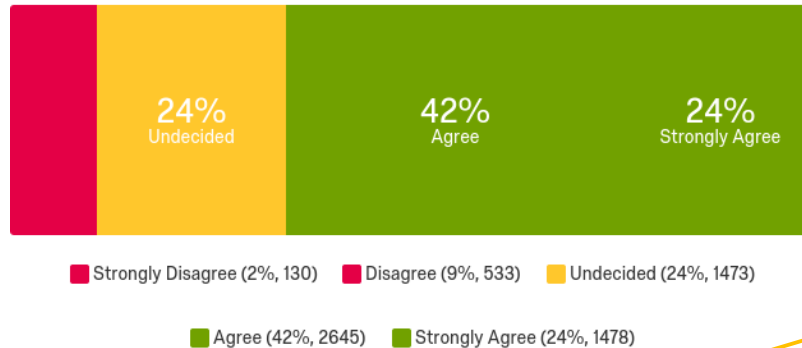
The percentage of participants from Government Schools and Sports Clubs who felt inspired by the Award is **4% higher** than the percentage from Independent Schools.

# FEELING PART OF THE COMMUNITY



66% of participants feel part of their community after participating in the Award

Through participating in the Award, I now feel that I am a part of my community.



Participants gave more varied scores across different countries for the survey question about feeling part of the community.

In China, almost three quarters felt part of their community, whereas in the UAE, just over half felt part of their community, following Award participation.



73%

China



69%

Australia



68%

Malaysia



66%

Slovakia



60%

New Zealand



65%

Canada



55%

UAE



# FEELING PART OF THE COMMUNITY

## Young people experiencing disabilities...

**67%** of Award participants who **do not** experience a disability, **felt part of their community through participating in the Award** (sample size 4429), compared to...

**64%** of Award participants who **consider themselves to have a disability** (sample size 137)

The percentage of Award participants experiencing disabilities, who felt part of their community is **3% lower** than those who don't experience disability.

## Comparing by gender...

**67%** of female participants **felt part of their community** (sample size 3577), compared to...

**66%** of male participants (sample size 2093)

**41%** of participants who **prefer to self-describe** (sample size 49)

**50%** of participants who **preferred not to answer** this survey question (sample size 40)

Around two thirds of male and female participants felt part of their community.

It appears that young people who don't identify as male or female, or who did not disclose their gender, felt less part of their community, but unfortunately the sample size is too small to draw any concrete conclusions.

## By Award level...

**62%** of **Bronze level participants** felt part of their community through participating in the Award

**70%** of **Silver level participants** felt part of their community

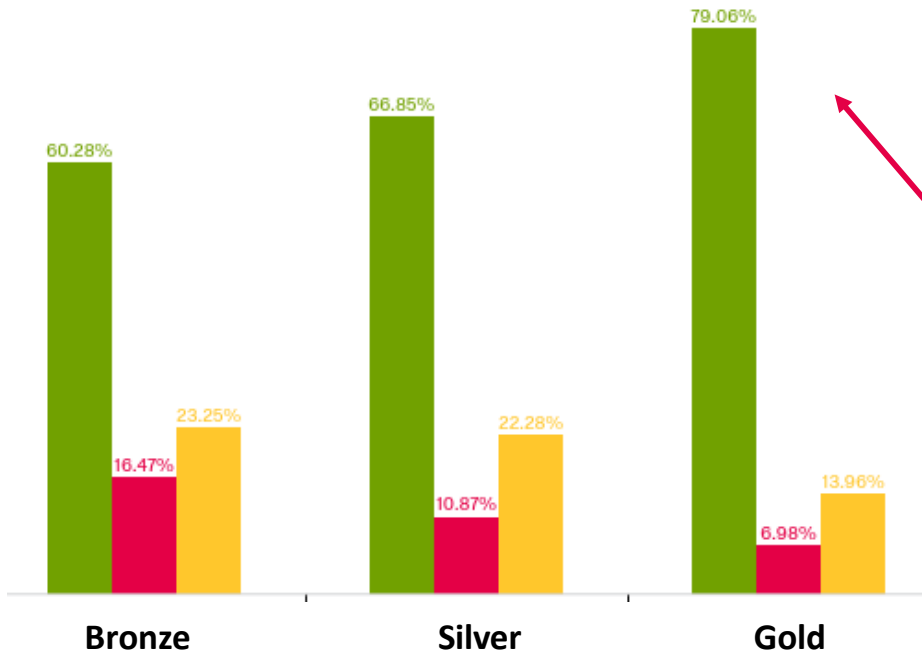
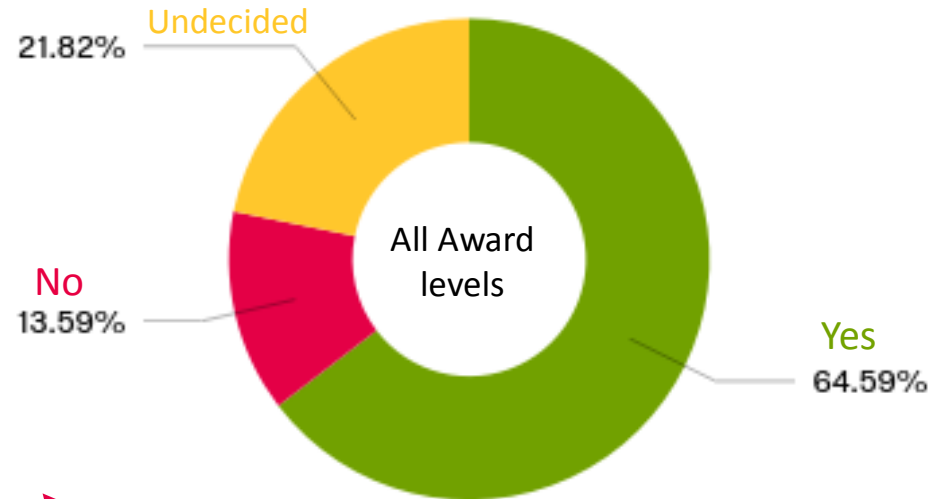
**73%** of **Gold level participants** felt part of their community

The percentage of Award participants who feel part of their community through participating in the Award increases with Award level

# PERSONAL CHANGE



65% of participants feel they have changed as a person, as a result of their Award participation.



The amount of young people who say they have changed as a person noticeably increases with Award level.

# PERSONAL CHANGE



Malaysia

**68%** in Malaysia changed as a person



China

**67%** in China changed as a person



Australia

**64%** in Australia changed as a person



UAE

**63%** in United Arab Emirates changed as a person



New Zealand

**61%** in New Zealand changed as a person



Slovakia

**60%** in Slovakia changed as a person



Canada

**59%** in Canada changed as a person

The percentage of young people who say they have changed as a person varies by **9%** between these countries.

# PERSONAL CHANGE

## Comparing by gender...

**88%** of female participants felt they changed as a person (sample size 3616), compared to...

**86%** of male participants (sample size 2122)

65% of participants who **prefer to self-describe** (sample size 49)

**78%** of participants who **preferred not to answer** this survey question (sample size 41)

The percentage of female participants who felt they changed as a person due to their participation in the Award was **2% higher** than the percentage of males of who felt they changed.

The above percentages (88% and 86%) are much higher than the global average for this survey question (65%), this is because the gender analysis includes less survey responses; To analyse per gender, we can only use survey responses from participants who answered both the personal change question and the gender question, and since all demographic questions appear at the end of the survey, there are less responses we are able to include in this analysis.

This highlights a general trend throughout this results report; those respondents who complete the survey in full seem to be those young people who rate the Award highly across the survey. We include incomplete responses in our analysis for exactly this reason, to ensure that those who only answer half the survey, but rate the Award poorly in their responses, have their opinions counted in these results.

## Young people from ethnic minorities...

**65%** of those who **do not** consider themselves an ethnic minority felt they changed as a person (sample size 3119), compared to...

**70%** of those who **consider themselves an ethnic minority** (sample size 544)

The percentage of participants from ethnic minority backgrounds who changed as a person is **5% higher** than the percentage of those who don't consider themselves as ethnic minorities.

# PERSONAL CHANGE

When respondents told us they felt they had changed as a person, we asked them how...

Participants gave us some feedback, and these are some of the common themes\*:

- ❖ **Adventure** – Participants mention the Adventurous Journey as a stand out moment which changed them, that they're now interested in hiking, that they're now more willing to travel, are more adventurous and appreciate nature more than before.
- ❖ **Volunteering** – The respondents discuss how they now enjoy volunteering and prioritise giving back to others / getting involved in their community.
- ❖ **Skills** – Participants feel they now have more skills; practical skills like survival skills, and soft (life) skills like teamwork and leadership.
- ❖ **Teamwork / Relationships** – The young people feel they are now better at group work, they co-operate with others better and now enjoy teamwork more.
- ❖ **Resilience** – They feel more resilient, they've proven to themselves that they're tougher than they thought, they're more motivated to stick to their goals, push themselves, and confront the challenges they face.
- ❖ **Health and fitness** – Participants feel physically stronger and find an interest in their health and fitness or in specific sports activities.
- ❖ **Confidence** – They describe feeling more confident; "I have more confidence in myself"
- ❖ **Independence / maturity** – Participants discuss developing more independence, growing up, feeling they've had more life experience and are more mature.
- ❖ **Organised / Reliable** – Respondents describe an improvement in time management skills, and they feel more organized and reliable.
- ❖ **New challenges** – Participants talk about being more open to trying new things now, and they describe the new experiences and new challenges they faced during the Award.

\*The above themes are listed in order of prevalence of the themes within the survey responses (4,056 responses in total).

# PERSONAL CHANGE

When respondents told us they felt they had changed as a person, we asked them how...

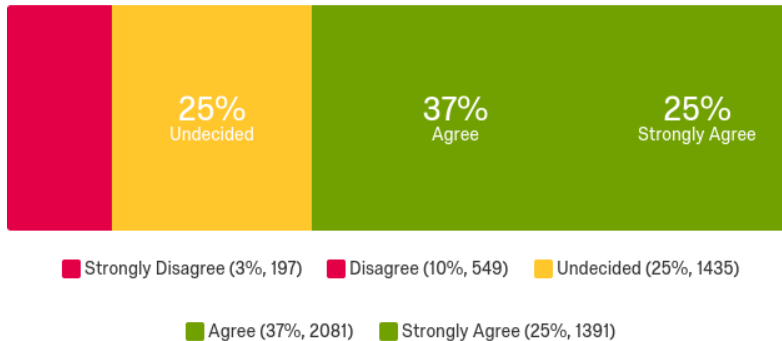


# NON-COMPETITIVE



62% of participants feel the Award is non-competitive.

The Award is non-competitive.



**Non-competitive** is one of the ten Guiding Principles of the Award;

*Doing their Award is a personal challenge and not a competition against others. Every participant's programme is tailor-made to reflect their individual starting point, abilities and interests.*

To explain what we mean by non-competitive, participants were asked the following question:

Do you agree or disagree with the following statement:

The Award is non-competitive.

(Being 'non-competitive' means that you don't compete with your peers, but challenge yourself according to your abilities. Within the Award, it would mean that although there may be some competition between you and your peers in your activities, this competition does not affect your ability to achieve your Award.)

Do you feel the Award is non-competitive? Please rate your response to the statement.

# NON-COMPETITIVE



Slovakia

**71%** in Slovakia feel the Award is non-competitive.



Malaysia

**69%** in Malaysia feel the Award is non-competitive.



Canada

**63%** in Canada feel the Award is non-competitive.



China

**63%** in China feel the Award is non-competitive.



Australia

**60%** in Australia feel the Award is non-competitive.



New Zealand

**57%** in New Zealand feel the Award is non-competitive.



UAE

**49%** in United Arab Emirates feel the Award is non-competitive.

There is a 22% difference between the percentage of young people who feel the Award is non-competitive in Slovakia compared to the United Arab Emirates.

This is something we can explore further to ensure that in all countries, this Guiding Principle is being upheld.



# NON-COMPETITIVE

## By Award level...

**59%** of **Bronze level participants** feel the Award is non-competitive

**64%** of **Silver level participants** feel the Award is non-competitive

**67%** of **Gold level participants** feel the Award is non-competitive

The percentage of Award participants who feel the Award is non-competitive increases with Award level

## By gender...

**61%** of **female participants** feel the Award is non-competitive (sample size 3303), compared to...

**63%** of **male participants** (sample size 1960)

**60%** of participants who **prefer to self-describe** (sample size 45)

**36%** of participants who **preferred not to answer** this survey question (sample size 36)

Around two thirds of male and female Award participants agree that the Award is non-competitive, however **2% less** female Award participants than males, felt it is non-competitive.

It appears that young people who don't identify as male or female, or who did not disclose their gender, are more likely to feel the Award is competitive, but unfortunately the sample size is too small to draw any concrete conclusions.

# NON-COMPETITIVE

## Young people experiencing disabilities...

**62%** of those who **do not** experience a disability feel the Award is non-competitive (sample size 4125), compared to...

**65%** of those who **consider themselves to have a disability** (sample size 124)

The percentage of participants who have a disability who agree that the Award is non-competitive is **3% higher** than the percentage of those who don't consider themselves to have a disability.

The sample size of those with a disability is small, but this is something for us to research further.

## Comparing Award Centre type...

**60%** of those who **from Government Schools** feel the Award is non-competitive (sample size 947),

**63%** of those who **from Independent Schools** (sample size 2980)

The percentage of participants from Government Schools who agree that the Award is non-competitive is **3% lower** than the percentage from Independent Schools.

## Ethnic Minorities...

**62%** of those who **do not** consider themselves to be from an ethnic minority (sample size 2879), compared to...

**65%** of those who **consider themselves as an ethnic minority** (sample size 504)

The percentage of participants who are from an ethnic minority background, who agree that the Award is non-competitive, is **3% higher** than the percentage of those who are not in an ethnic minority.

# MY AWARD LEADER

I feel comfortable contacting my Award Leader/ a member of staff in the Award team at my school/organisation when I have a problem with my Award programme.



**91%** of participants feel comfortable contacting their Award Leader for support.

Strongly Disagree (1%, 76) Disagree (2%, 148) Undecided (6%, 357)

Agree (33%, 2040) Strongly Agree (58%, 3650)



**88%** feel supported and encouraged by their Award Leader

We had a similar results to this question in the 2017 survey:  
**86%** felt their Award Leader was supportive and encouraging.

My Award Leader supports and encourages me.



Strongly Disagree (1%, 85) Disagree (3%, 174) Undecided (8%, 497)

Agree (34%, 2112) Strongly Agree (54%, 3403)

# MY AWARD LEADER



UAE

**94%** in the UAE feel comfortable contacting their Award Leader for support.



New Zealand

**91%** in New Zealand



Australia

**90%** in Australia



Canada

**90%** in Canada



China

**89%** in China



Slovakia

**87%** in Slovakia



Malaysia

**86%** in Malaysia

**90%** in the UAE feel supported and encouraged by their Award Leader



UAE

**89%** in Malaysia



Malaysia

**88%** in Slovakia



Slovakia

**87%** in New Zealand



New Zealand

**87%** in Australia



Australia

**86%** in China



China

**86%** in Canada



Canada

There is not much variation between countries in these two variables.

Across different countries, the majority of participants felt comfortable contacting their Award Leader, and felt supported and encouraged by them.

# MY AWARD LEADER

## Comparing by Award level...

**87%** of **Bronze level participants** felt supported and encouraged by their AL

**90%** of **Silver level participants** felt supported and encouraged by their AL

**89%** of **Gold level participants** felt supported and encouraged by their AL

Silver participants *marginally* feel the most supported and encouraged by their AL.

## Comparing by gender...

**88%** of **female participants** felt supported and encouraged by their AL (sample size 3600), compared to...

**90%** of **male participants** (sample size 2109)

**74%** of participants who **prefer to self-describe** (sample size 49)

**71%** of participants who **preferred not to answer** this survey question (sample size 41)

Male and female participants both rate the support and encouragement from their Award Leader highly, but **2% more** males feel supported and encourage than females.

## Young people experiencing disabilities...

**89%** of those who do not consider themselves to have a disability felt supported and encouraged by their AL  
(sample size 4471), compared to...

**87%** of those who consider themselves to have a disability (sample size 137)

The percentage of Award participants experiencing disabilities, who felt supported and encouraged by their Award Leader is **2% lower** than those who don't experience disability.

## Comparing Award Centre type...

**90%** of those who **from Government Schools** felt supported and encouraged by their AL (sample size 1060),

**88%** of those who **from Independent Schools** (sample size 3264)

**85%** of those who **from Sports Clubs** (sample size 104)

The percentage of participants from Government Schools who felt supported and encouraged by their Award Leader is **2% higher** than the percentage from Independent Schools and **5% higher** than the percentage from Sports Clubs.

# TRAINING AND FEEDBACK

I am given all the training I need to take part in the Award.



Strongly Disagree (1%, 82) Disagree (3%, 163) Undecided (8%, 497)

Agree (35%, 2179) Strongly Agree (53%, 3331)

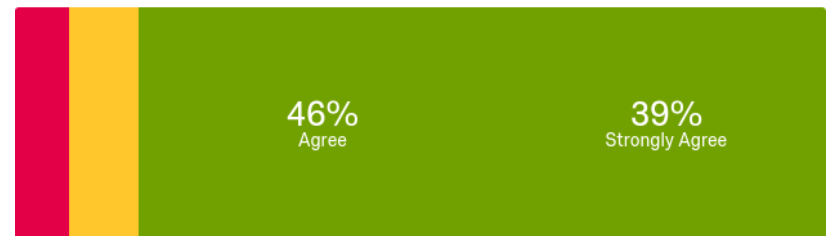


88% of participants feel they had the training they needed



85% felt their progress and achievements were reviewed regularly.

My progress and achievements through the Award are reviewed regularly.



Strongly Disagree (1%, 59) Disagree (5%, 334) Undecided (9%, 531)

Agree (46%, 2798) Strongly Agree (39%, 2402)

This is an improvement from the 2017 survey results; **71%** of participants who responded to the 2017 survey regularly reviewed their progress and achievements.

# TRAINING AND FEEDBACK



**90%** in the UAE feel they had the training they needed

**89%** in Canada feel their progress and achievements are reviewed regularly



Canada



**89%** in Malaysia

**88%** in China



China



**87%** in Australia

**87%** in Australia



Australia



**87%** in New Zealand

**85%** in New Zealand



New Zealand



**87%** in China

**81%** in Malaysia



Malaysia



**86%** in Canada

**76%** in Slovakia



Slovakia



**84%** in Slovakia

**73%** in UAE



UAE

There is not much variation between countries in participants' feelings on whether they've had enough training. The majority feel they've had the training they need.

There is a 16% difference between the percentage of young people who feel they receive feedback regularly in Canada compared to the United Arab Emirates.

This is something we can explore further, to ensure that in all countries participants have enough opportunity for reflection and feedback.



# TRAINING

## Training

**87%** of **Bronze level participants** received the training they needed

**89%** of **Silver level participants** received the training they needed

**90%** of **Gold level participants** received the training they needed

Training satisfaction slightly increases with Award level

## Comparing by gender...

**88%** of **female participants** received the training they needed (sample size 3601), compared to...

**90%** of **male participants** (sample size 2107)

**73%** of participants who **prefer to self-describe** (sample size 49)

**71%** of participants who **preferred not to answer** this survey question (sample size 41)

Male and female participants both rate highly the training they received, but **2% more** males felt they had enough training than females.

## Young people experiencing disabilities...

**89%** of those who do not consider themselves to have a disability received the training they needed (sample size 4469), compared to...

**87%** of those who consider themselves to have a disability (sample size 137)

The percentage of Award participants experiencing disabilities, who felt they received sufficient training, is **2% lower** than those who don't experience disability.

## Comparing Award Centre type...

**90%** of those who from **Government Schools** felt they received enough training (sample size 1056),

**88%** of those who from **Independent Schools** (sample size 3255)

**85%** of those who from **Sports Clubs** (sample size 104)

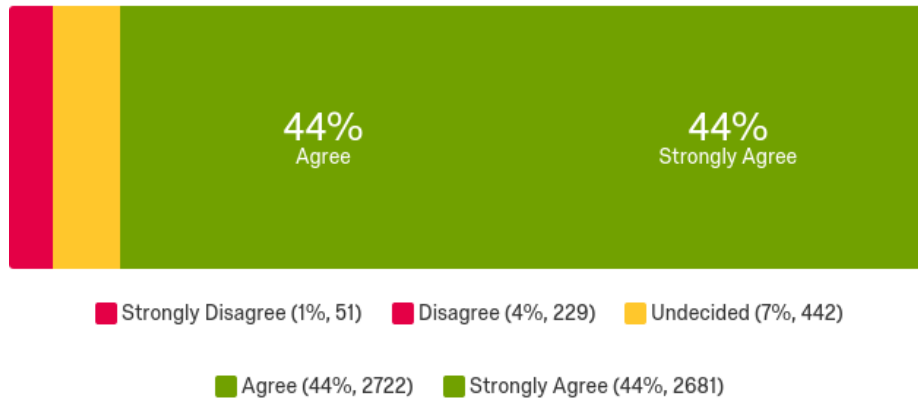
The percentage of participants from Government Schools who felt their received enough training is **2% higher** than the percentage from Independent Schools and **5% higher** than the percentage from Sports Clubs.

# AWARD ACTIVITIES



**88%** of participants feel there was enough activity choice

There are enough different activities to choose from and take part in locally, for each section of the Award.



In comparison to the 2017 survey result (of 78%), 10% more young people reported that they felt there were enough different activities to choose from.



89%

UAE



89%

Australia



88%

Malaysia



88%

New Zealand



85%

Canada



81%

Slovakia



80%

China

# AWARD ACTIVITIES

## By Award level...

**87%** of **Bronze level participants** feel there are enough activities to choose from

**89%** of **Silver level participants** feel there are enough activities to choose from

**90%** of **Gold level participants** feel there are enough activities to choose from

The percentage of Award participants who feel there are enough activities to choose from increases slightly with Award level

## By gender...

**87%** of **female participants** feel there are enough activities to choose from (sample size 3601), compared to...

**90%** of **male participants** (sample size 2113)

**78%** of participants who **prefer to self-describe** (sample size 49)

**75%** of participants who **preferred not to answer** this survey question (sample size 40)

**3% more** male participants than female participants say there are enough activities to choose from locally for Award sections.

It appears that young people who don't identify as male or female, or who did not disclose their gender, are less likely to feel there are enough activities locally, but unfortunately the sample size is too small to draw any concrete conclusions.

## Young people experiencing disabilities...

**89%** of those who **do not** experience a disability feel the Award is non-competitive (sample size 4467), compared to...

**85%** of those who **consider themselves to have a disability** (sample size 137)

The percentage of participants who have a disability who agree that they have enough activities to choose from is **4% lower** than the percentage of those who don't consider themselves to have a disability.

The sample size of those with a disability is small, but this is something for us to research further.

## Comparing Award Centre type...

**91%** of those who **from Government Schools** feel there are enough activities locally (sample size 1038)

**88%** of those who **from Independent Schools** (sample size 3182)

**88%** of those who **from Sports Clubs** (sample size 99)

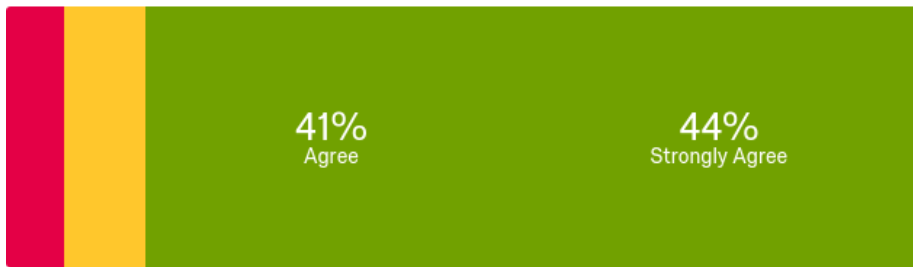
The percentage of participants from Government Schools who feel there are enough activities to choose from locally is **3% higher** than the percentage from Independent Schools and Sports Clubs.

# PARTICIPANT LED



85% said they planned their own Award programme

I plan my own programme and make choices about my Award activities.



Strongly Disagree (1%, 76) Disagree (5%, 303) Undecided (9%, 550)

Agree (41%, 2505) Strongly Agree (44%, 2695)

Similarly, according to the 2017 survey results, **89%** of participants felt they were able to plan their programmes and choose their activities.

There is a **13%** difference between the percentage of young people who feel the Award is participant-led in Australia and New Zealand compared to China.

This is something we can explore further, to ensure that in all countries all young people are empowered to choose and plan their own Award activities.



Australia

88%



New Zealand

88%



Canada

87%



Malaysia

84%



Slovakia

84%



UAE

79%



China

75%

# PARTICIPANT LED

## By Award level...

**83%** of **Bronze level participants** feel they planned their own Award programme

**86%** of **Silver level participants** feel they planned their own Award programme

**91%** of **Gold level participants** feel they planned their own Award programme

The percentage of Award participants who feel they planned their own Award programme and made choices about their activities, increases with Award level

## By gender...

**87%** of **female participants** feel they planned their own Award programme (sample size 3605), compared to...

**83%** of **male participants** (sample size 2112)

**86%** of participants who **prefer to self-describe** (sample size 48)

**61%** of participants who **preferred not to answer** this survey question (sample size 41)

**4% more** female participants than male participants say they planned their own Award programme and made choices about their activities.

It appears that young people who did not disclose their gender, are less likely to plan their own Award programme and make choices about their activities, but unfortunately the sample size is too small to draw any concrete conclusions.

## Young people experiencing disabilities...

**86%** of those who **do not** experience a disability feel they planned their own Award programme (sample size 4475), compared to...

**80%** of those who **consider themselves to have a disability** (sample size 137)

The percentage of participants who have a disability who felt they planned their own programme is **6% lower** than the percentage of those who don't consider themselves to have a disability.

The sample size of those with a disability is small, but this is something for us to research further.

## Ethnic Minorities...

**88%** of those who **do not** consider themselves to be from an ethnic minority (sample size 2879), compared to...

**85%** of those who **consider themselves as an ethnic minority** (sample size 504)

The percentage of participants who are from an ethnic minority background, who felt they planned their own programme, is **3% lower** than the percentage of those who are not in an ethnic minority.

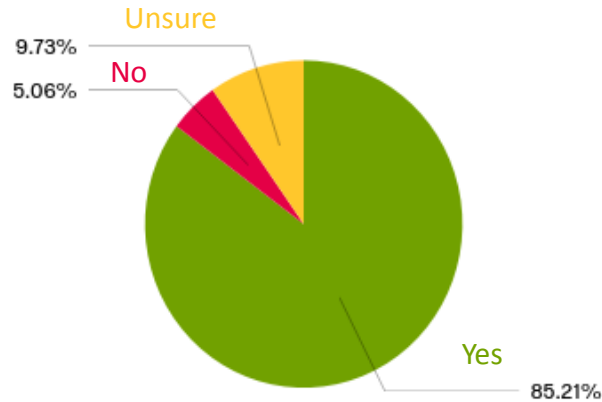


# INCLUSIVITY



85% believe the Award is inclusive to all

Does everyone aged 14-25 in your school / centre / organisation have the opportunity to take part in the Award if they want to?



There is a **16%** difference between the percentage of young people who feel the Award is inclusive to all young people within their Award Centre in Slovakia compared to China.

This is something we can explore further, to ensure that in all countries all young people aged 14-25 within licensed Award operator organisations have the opportunity to participate in the Award.

 **92%**  
Slovakia

 **89%**  
UAE

 **86%**  
New Zealand

 **86%**  
Australia

 **85%**  
Malaysia

 **78%**  
Canada

 **76%**  
China

# INCLUSIVITY

## By Award level...

**83%** of **Bronze level participants** feel the Award is available for all young people within their Award Centre

**88%** of **Silver level participants** feel the Award is available for all young people ...

**88%** of **Gold level participants** feel the Award is available for all young people...

The percentage of Bronze participants that feel the Award is inclusive to all 14-24 years olds at their Award Centre is **5% less** than the percentage of Silver and Gold participants who feel the Award is inclusive.

## Comparing Award Centre type...

**80%** of those who **from Government Schools** the Award is available for all young people within their Award Centre  
(sample size 1034)

**89%** of those who **from Independent Schools** (sample size 3177)

**79%** of those who **from Sports Clubs** (sample size 97)

The percentage of participants from Independent Schools who the Award is available for all young people within their Award Centre is **9% higher** than the percentage from Government Schools and **10% higher** than the percentage from Sports Clubs.

# INCLUSIVITY

When respondents told us not everyone in their school/organisation has the opportunity to participate in the Award, we asked them why...



**When respondents told us not everyone in their school/organisation has the opportunity to participate in the Award, we asked them why... Participants gave us some feedback, and these are some of the common themes\*:**

- ❖ **Cost** – Participants said that the price of participating may have been too high for some of their peers
- ❖ **Award Centre Limitations** – Award Centres only offer the Award to certain year groups, to certain subject groups, to a certain number of participants and decide who will participate based on an application/interview process, there is a limitation of numbers who can participate based on numbers of willing and trained Award Leaders (some participants even mentioned that Award Leaders “understandably tire out”).
- ❖ **Time Pressure** – Students / young people have too much school work / exams, too much in their lives to make the time commitment needed for the Award, or their timetable doesn’t allow them to attend the Award specific meetings.
- ❖ **Didn’t hear about the Award** – Participants indicated that some of their peers simply hadn’t heard about the Award as it wasn’t well advertised through the Award Centre, or they had to specifically approach a teacher to take part, rather than being invited to participate.
- ❖ **Parental restrictions** – A small number of respondents mentioned parental restrictions on participation; parents not understanding the benefits of the Award, parents worrying about the safety of their young people on Adventurous Journeys, and so on.
- ❖ **Uninterested** – A small number of participants mentioned that some young people may simply not be interested to participate, or may be too lazy.
- ❖ **Physical ability** – A small number of respondents discussed that young people with injuries or physical disabilities may not be able to participate, and that some young people are not physically strong enough.

\*The above themes are not listed in order of prevalence of the themes within the survey responses. The 717 responses to this survey question have not yet undergone a full thematic analysis, but the above themes have been identified by reading through a proportion of the results (around one third).

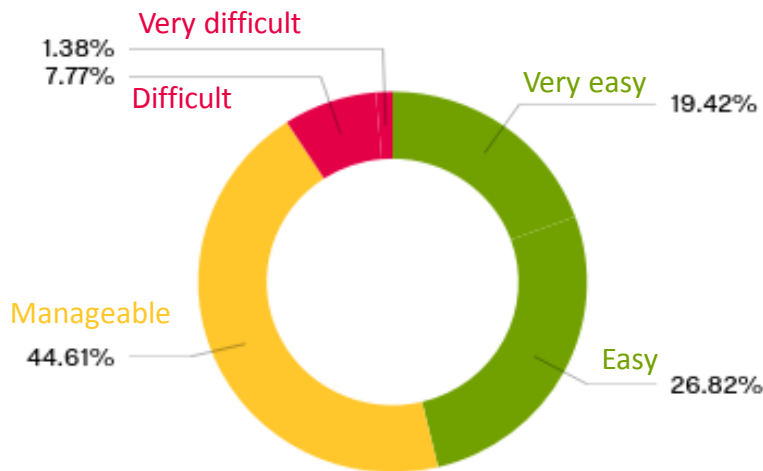
# GOLD RESIDENTIAL PROJECT

The Gold Residential Project is an additional requirement at Gold level and is an opportunity to use many of the skills developed during the overall Award experience such as teamwork and leadership.

Participants are required to undertake a shared purposeful activity, where the majority are not their usual colleagues or friends and in an unfamiliar residential setting e.g. away from their home and familiar locations. Participants should choose an activity that interests them, and take the initiative and responsibility to make the necessary enquiries and arrangements.

Since this section of the Award is very independent and participant-led, we ask Gold participants how easy or difficult it was for them to organise their project...

When completing your Gold Award, how easy was it for you to organise your Gold Residential Project?

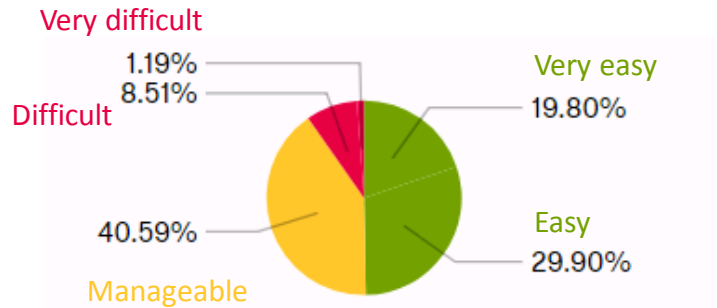


**46%** found organising their Gold Residential project *easy*  
**45%** found it *manageable*  
**9%** found it *difficult*

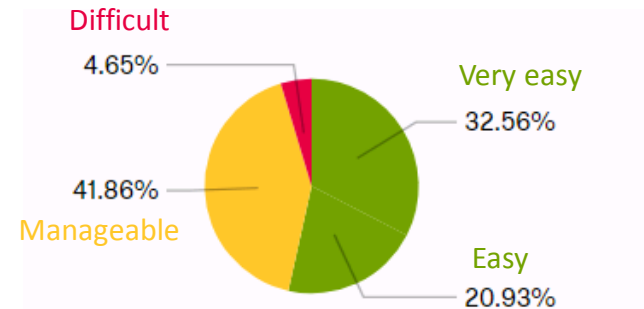
# GOLD RESIDENTIAL PROJECT



Australia



Canada



In Australia, **50% found it easy to organize** and **41% found it manageable**

Similarly in Canada, **54% found it easy to organize** and **42% found it manageable**

There were only enough responses to this question (since there are the least amount of Gold level survey respondents) to break down the results for Australia and Canada.

# GOLD RESIDENTIAL PROJECT

We asked respondents to tell us about their Gold Residential Project...



# GOLD RESIDENTIAL PROJECT

## When asked to tell us about their Gold Residential Project, participants talk about common themes:

- ❖ **Team experience** – Participants talk of enjoying being part of a team, meeting new people, collaboration and teamwork (around 97 responses include this theme).
- ❖ **Leading themselves and others** – They enjoyed planning their own project and activities, the freedom to choose a project that truly interests them, taking ownership and responsibility, learning leadership skill and leading others.  
Many responses in this category mention that they enjoyed taking ownership of their project also explained that this was difficult at first, but ended up being rewarding.
- ❖ **Making an impact** – Many participants did some sort of volunteering, helping the community, helping those less fortunate, coaching children / younger students, and making a difference to people's lives.
- ❖ **School / Company /Camp organised** – Many participants talk about already having opportunities from their school (school trips, 'missions', 'immersions', projects tied in with an Adventurous Journey abroad) and noted that this allowed them to easily fulfill the requirements of the Gold Residential Project. Others mention companies that they went through (Air Force Cadets, Spirit of Adventure, Habitat for Humanity, World Challenge) and camps (language camps, guides/scouts camps, leadership camps), and the majority recommended these experiences.
- ❖ **Difficulties organizing** – A common theme was that the Gold Residential Project was the most difficult section of the Award to organize, because they didn't know what they wanted to do, because they felt it took time and they were too busy with school work and other responsibilities or because participants felt they didn't have enough guidance on what would meet the criteria.  
As above, often participants would talk about these difficulties, then summarise that in the end it was a worthwhile experience. They either found the organizing was rewarding, or they found an organization through which to go through which could help them with the organizing.
- ❖ **Broadened horizons**- Participants discuss the benefits of experiencing a new environment, a new culture, new community, working with new people they wouldn't have met/worked with before. Many participants discuss travelling overseas.
- ❖ **Challenge** – They talk of feeling challenged, overcoming adversity, having to take initiative, pushing yourself outside of your comfort zone.
- ❖ **Cost** – Cost was mentioned a lot, mostly in terms of projects being expensive, but sometimes participants mentioned that they found ways of keeping costs down, and that the experience was worth the costs.
- ❖ **Approval / paperwork difficulties** - Difficulties getting the project signed off by Award Leaders, or difficulties knowing what and how to log projects on the ORB.

\*The above themes are listed in an indicative order of prevalence within the question answers, with **Team Experience** being talked about the most (with around 97 mentions within over 500 responses analysed) and approval/paperwork difficulties the least (appears within around 20 responses).



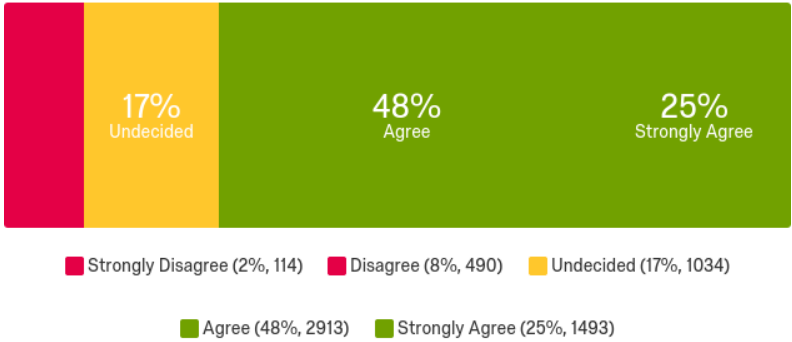
# AWARD CEREMONIES



73% of participants said there are enjoyable Award ceremonies.

This is an improvement from the 2017 survey results where 57% said there are enjoyable Award ceremonies.

There are enjoyable presentation events / ceremonies for people to receive their Awards.



There is a **12%** difference between the percentage of young people who feel there are enjoyable Award ceremonies in China compared to New Zealand.

This is something we can explore further, to ensure that in all countries young people's achievement of their Award is recognised at enjoyable Award ceremonies.



77%

China



75%

Malaysia



74%

Canada



73%

Australia



68%

Slovakia



67%

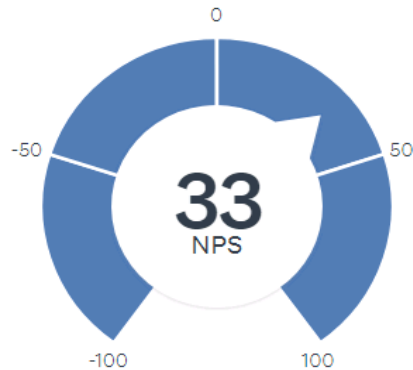
UAE



65%

New Zealand

# NET PROMOTER SCORE (NPS)

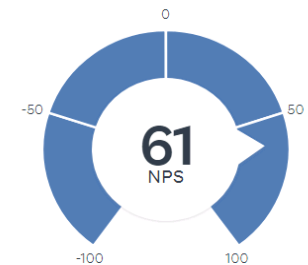


Overall NPS for the Award = **33**  
**'Good'**

- 47% promoters (scores 9-10)
- 38% passives (scores 7-8)
- 15% detractors (scores 1-6)

**NPS score rises with Award level:**

- **21 Bronze**
- **42 Silver**
- **61 Gold**



Gold Award Level NPS = **61**  
**'Excellent'**

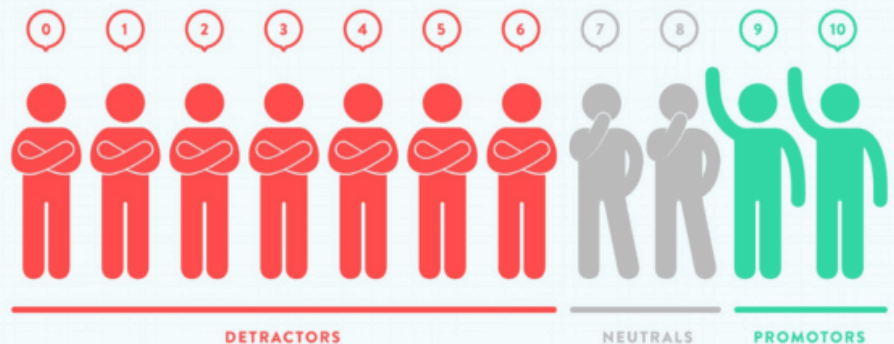
## What is NPS score?

NPS aims to measure the loyalty that exists between a provider and a user. Survey respondents mark on a scale from 1 (not at all likely) to 10 (extremely likely), how likely they are to recommend your product to others.

You subtract the percentage of promoters, from the percentage of detractors (ignoring the neutrals) to calculate your NPS score.

Scores above 0 are considered good, scores 50+ excellent and scores 70+ world class.

Based on global NPS standards, any score above 0 would be considered 'good'. This simply means that the majority of your user base is loyal.



DETRACTORS

NEUTRALS

PROMOTORS

# NET PROMOTER SCORE (NPS)



UAE

**37 NPS** (49% promoters, 38% passives, 12% detractors)



Australia

**36 NPS**



New Zealand

**25 NPS**



Canada

**25 NPS**



Slovakia

**24 NPS**



Malaysia

**21 NPS**



China

**-5% NPS** (28% promoters, 40% passives, 33% detractors)

NPS scores differ between countries. All countries have an NPS score in the 'good' range, except China which is just under the threshold.

These NPS country specific results take a similar order as the results for the question 'I have enjoyed participating in the Award' in which China also came out the lowest.

We are in the process of setting up a National Award Operator in China that will manage the national delivery of the Award in close partnership with the Foundation. This will replace the current set up of the Foundation's operations team managing a high number of Independent Award Centres in this country. It is expected that with this new operating method, the Award experience for young people in China (and subsequently their satisfaction survey results and NPS score) will improve.

# NET PROMOTER SCORE (NPS)



Australia

**36 NPS**

**NPS score rises with  
Award level:**

- **22 Bronze**
- **48 Silver**
- **64 Gold**



Canada

**25 NPS**

**NPS score rises with  
Award level:**

- **11 Bronze**
- **33 Silver**
- **56 Gold**

**With NPS scores over 50, the Award is rated as an 'excellent' youth achievement programme at Gold level at global level and also nationally in Australia and Canada.**

# RECOMMENDING THE AWARD

If we take all scores between 7 and 10 (NPS 'passives' and 'promoters') as recommending the Award, **85% of Award participants would recommend the Award to others.**

Here are some of their responses:

"It is a program that definitely makes you more independent but I struggled with the online record book"  
*Silver level participant, New Zealand, NPS 8*

"As from my experience in the award scheme, I have changed, and developed to a responsible, diligent young man through what the award has to offer to every young man that enrolls into it. It has been a great motivation and life changing experience."  
*Gold level participant, Kenya, NPS 10*

"I chose 7, because it is very useful, in seeing how secure you are as a person and you learn new skills that will be later on useful in life, but I didn't recommend really high as the award is not for everyone, as it was very difficult, and I was about to give up in the middle, but at the end I completed it."  
*Bronze level participant, United Arab Emirates, NPS 7*

"Because I think the Award is a great program for youth to get people interested in a wide selection of activities, not just one sport, for example, but a sport and a skill, sometimes more than one. It is a challenging program that you need support from family and friends to complete, but it is especially rewarding. The adventurous journeys also are really fun and teach you a lot about spending time in nature."  
*Silver level participant, Canada, NPS 10*

"It is a learning experience, encouraging growth as a person into someone who is physically and emotionally healthy and happy."  
*Bronze level participant, Malaysia, NPS 8*

"It is an internationally recognized award - that can serve as evidence for your previous dedications in life"  
*Silver level participant, Slovakia, NPS 9*

# RECOMMENDING THE AWARD

Some issues raised by 'detractors' (NPS scores between 1 and 6):

"We didn't get the right training, so our experience was a disappointment"

*Bronze level participant, Cyprus, NPS 0*

"It is compulsory in our school, so it is not needed."

*Bronze level participant, Australia, NPS 0*

"While I was in the middle of completing my award, the website changed and held me back from completing the award sooner than I could've. I greatly disliked the system for counting Service hours. I had received 48 hours in one week however it only counted 4 due to the limit on the amount of hours a person is able to count in a week. It was extremely difficult, unnecessary and time consuming to have 13 consecutive weeks of service. It was also very annoying that out of the 48 hours I got in one week, only 4 of them counted. The website caused many complications and also sometimes did not even send out an approval email, [...]"

*Bronze level participant, Canada, NPS 1*

"Getting all my stuff in was a big headache. Plus, no one knows about the award, and I would have done all of this stuff regardless."

*Silver level participant, Canada, NPS 5*

"Some people are interested in the only hiking part, instead of the whole procedure. Therefore I would recommend it to people who can commit to it."

*Bronze level participant, Austria, NPS 6*

"If she/he is going to take it through [name of Award Centre], she/he will suffer mentally and physically. I do recommend doing auditing and training for the people out there. The leaders were not qualified enough."

*Gold level participant, Egypt, NPS 1*

"The admin of getting the award can be tedious."

*Gold level participant, Belgium, NPS 5*

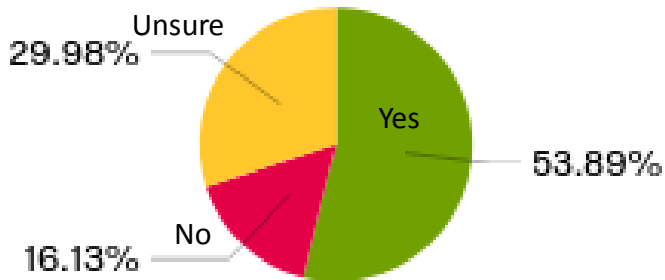
# CONTINUING TO THE NEXT LEVEL



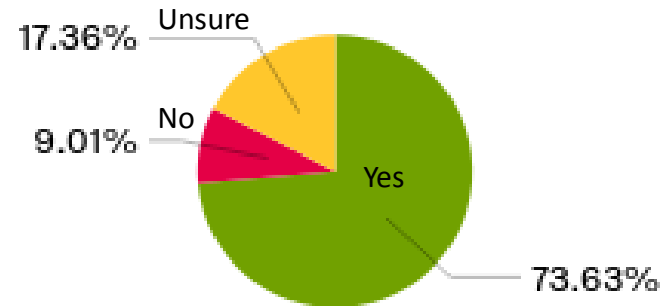
**61%** plan to continue to the next Award level.  
26% are undecided, and 14% don't wish to continue

## Are you planning to continue to the next Award level?

### Bronze



### Silver



Each year we have the highest number of participants at the Bronze level, with less at Silver level, and fewest at the Gold level. These survey results suggest that Silver participants are 20% more likely to continue to the next level than Bronze participants. This question was not asked to Gold participants (since there is no Award level higher than Gold).

# CONTINUING TO THE NEXT LEVEL



New Zealand

**69%** in New Zealand will continue to the next Award level  
19% are undecided



Canada

**67%** in Canada will continue to the next Award level  
25% are undecided



Australia

**62%** in Australia will continue to the next Award level  
23% are undecided



UAE

**57%** in United Arab Emirates will continue to the next Award level  
35% are undecided



Malaysia

**43%** in Malaysia will continue to the next Award level  
42 are undecided



China

**42%** in China will continue to the next Award level  
34% are undecided



Slovakia

**33%** in Slovakia will continue to the next Award level  
42% are undecided

There is a **34%** difference between the percentage of young people who plan to continue to the next Award level in New Zealand, compared to Slovakia.

This is surprising, since Slovakia have had very positive survey results to the other survey questions. In discussion with our National Award Operator in Slovakia, they find this is a general trend due to the fact that currently, participants engage with the Award at a later age (17 or 18) than in other countries. This means by the time they've finished their first Award level, they are finishing/moving school.

Indeed, within the survey, most of the respondents from Slovakia are 16, 17 or 18 (mean age of 17, and mode of 16). Globally, most respondents are 15 and 16 (mean age of 16 and mode of 15).

The fact that the Award runs across the age range in which young people are changing education locations and/or leaving education is something to be aware of when interpreting continuation rates.



# CONTINUING TO THE NEXT LEVEL

## Young people experiencing disabilities...

**62%** of those who **do not** experience a disability plan to continue to the next Award level  
(sample size 3909), compared to...

**58%** of those who **consider themselves to have a disability** (sample size 120)

The percentage of participants who have a disability, who plan to continue to the next Award level, is **4% lower** than the percentage of those who don't consider themselves to have a disability.

The sample size of those with a disability is small, but this is something for us to research further.

## Ethnic Minorities...

**64%** of those who **do not** consider themselves to be from an ethnic minority (sample size 2657),  
compared to...

**57%** of those who **consider themselves as an ethnic minority** (sample size 497)

The percentage of participants who are from an ethnic minority background, who plan to continue to the next Award level, is **13% lower** than the percentage of those who are not in an ethnic minority.



# CONTINUING TO THE NEXT LEVEL

We asked respondents why there were / were not planning to continue to the next Award level.

## Continuing to the next level:

“Its a great way to ensure I stay focused and actually achieve what I set out to do.”

*Silver level participant, Australia*

“I believe the Award has helped to improve my dedication to the activities that I do, as well as push myself out of my comfort zone to work on a goal that I would not typically work towards. As well, it has helped me to connect with members of society who will encourage me to always do well.”

*Silver level participant, Canada*

“I really enjoyed our trip as I got to spend time with and get to know lots of people I wasn't close to before as well as learn new skills that I wouldn't get to anywhere else. I also found my trip really fun and it was a completely different experience to what I'd done before.”

*Bronze level participant, Malaysia*

## Not continuing:

“I thought it was fun but now want to focus on my studies.”

*Bronze level participant, Australia*

“Gold sounds too difficult, and it is in a different country.”

*Silver level participant, Bermuda*

“Not able to balance my school work and sports properly so won't be able to cope up with the requirements of the next level of award.”

*Bronze level participant, United Arab Emirates*

“I need to focus more on the upcoming IGCSE exams.”

*Bronze level participant, Thailand*

“I'm content with this level.”

*Bronze level participant, Nigeria*



# CONCLUSION

# CONCLUSION

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As these surveys results demonstrate, generally Award participants around the world who complete their Award are very satisfied with their experience.

It is worth noting that since these surveys are shared with young people when they complete each Award level, through the Online Record Book (ORB) communications, the results are *mostly* from Award participants who have completed their Award level (*mostly*, because the web links to surveys may also be shared by Award Operators at various times throughout the year, to increase response numbers). Further research must be done to ensure we can capture, and act on, the feedback and experiences of young people who do not complete their Award levels. The Foundation's research team are in the process of conducting a research project on completion rates, which will begin to investigate these young peoples' experiences and reasons for stopping participation in the Award.

As mentioned in the introduction, the Participant Satisfaction Survey is now run on Qualtrics and is available in both English and French. This online survey system can hold any other language versions. The surveys can also be run offline (in paper format) and the data can be uploaded and merged with the survey data on Qualtrics for ease of analysis.

These surveys are reviewed and improved each year to ensure we are collecting the data we need. Any feedback on this report, or on the survey, is highly appreciated, and should be sent to the Foundation's research team.

As mentioned throughout, there are a couple of areas for survey development that were identified during the data analysis process, including (but not restricted to) the following:

- We are looking into other ways of measuring social economic status
- We require higher response numbers from different demographic groups (such as young people experiencing disabilities) to ensure we can meaningfully analyse their survey results as a specific respondent group
- The data collection period for these surveys will now run January to December each year, aligning with the collection of Annual Participation Statistics with Award Operators

Finally, it is worth noting that the 2017 survey was run alongside an Award Team Satisfaction Survey – a survey to gain the feedback, experiences and opinions of all adults involved in Award delivery at the Award Centre level. In 2018 we did not receive sufficient responses to the Award Team Satisfaction Survey, hence the data has not been analysed. In 2019 we would like to work with our operators closely to attract a sufficient volume of responses for this survey, which will give us the opportunity to gain valuable insights about how we can improve our support and services to the adults in the Award.

**Thank you for reading this report.**

**For more information, please contact the research team:**



**Melek De-Wint**  
Research & Evaluation Director  
[melek.de-wint@intaward.org](mailto:melek.de-wint@intaward.org)



**Amy Pearce**  
Research Officer  
[amy.pearce@intaward.org](mailto:amy.pearce@intaward.org)