



2021 GLOBAL PARTICIPANT SATISFACTION SURVEY RESULTS



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INTRODUCTION



INTRODUCTION: IMPORTANT NOTE



IMPORTANT NOTE ABOUT THIS REPORT:

This report is designed primarily for The Duke of Edinburgh's International Award Association as an *internal* resource and tool to;

- critically evaluate young people's feedback and use it to challenge current practices with an aim to improve the quality of Award experience for all young people
- understand the differences in experience of and impact for young people from diverse backgrounds with an aim to support the strategic objective of making the Award more attractive and accessible for such young people
- support communication about the impact of the Award on young people.

We would recommend using the results presented in this report selectively, in order to make sure that they convey the right message for the right audience in the right context.



INTRODUCTION



The Duke of Edinburgh's International Award Foundation (the Foundation) runs satisfaction surveys annually with young people around the world who are involved in the Award.

These surveys give young people an outlet to give anonymous feedback on their Award experience which provides invaluable insights for the Foundation and its national and local delivery partners. The results should help us maintain high quality support to young people as they participate in the Award, and assist plans to make the Award more accessible.

In this this report we present the results of the analysis of global participant satisfaction survey data comprised of 2,200 responses that were collected between 26 February 2021 and 6 January 2022.

The report consists of the following sections:

- In the first section of this report, we set out the *methodology* we followed in data collection and analysis of the survey data.
- Secondly, we introduce the *demographic* categories we used in the survey and present the distribution of data by these demographic categories.
- As a way of providing an assessment of the respondents' overall satisfaction of their Award experience, we start the *results* section with presenting the *Net Promoter Score (NPS)* of the Award. NPS is a widely used measure of satisfaction of the user of a product or service.



INTRODUCTION



- The rest of the *results* are organised under the following themes:
 - ❖ *Activation of the Award*: In this section we present the results about the change in activity levels of respondents in physical activity, skills practice, volunteering and outdoor activity as a result of participating in the Award.
 - ❖ *Achievements of the Award*: The results in this section are about what young people got out of participating in the Award, such as making new friends, feeling challenged, experiencing personal change and so on.
 - ❖ *Administration of the Award*: In this section we look into the Award experience of respondents from hearing about the Award all the way to Award ceremonies and continuing to the next level.
 - ❖ *Aspirations of the Award*: The aspiration shared across The Duke of Edinburgh's International Award Association is that the Award delivery is aligned with certain key and guiding principles. This section of the results is about respondents' feedback on how much they observed these principles throughout their Award journey.
 - ❖ *Award Outcomes*: In this section we present results related to key Award outcomes to compliment our ongoing Outcomes Research in some countries.
 - ❖ *Impacts of COVID-19*: This section details the impacts of the COVID-19 pandemic on Award participants including their ability to continue with the Award and how the Award has impacted them during this time.
- Finally, in the *conclusion* section we present the limitations of this survey and provide a discussion of these limitations and the findings.



INTRODUCTION - HIGHLIGHTS



Here are some of the highlights from the results:

Net Promoter Score (NPS)

NPS, which is a measure of how likely the respondents are to recommend the Award to their friends, continued to increase from 33 in 2018 to 41 in 2019 to 46 in 2020 to 47 in 2021. Changes between 2020 and 2021 are mainly due to an increase at the Gold level.

Participant Wellbeing

A wellbeing measure was first introduced to the survey in 2020. 29% of respondents noted life satisfaction as a 9 or 10 out of 10. The average response was 7.4 out of 10.

Achievements of the Award

Over 90% of respondents said that the Award gave them the opportunity to try new things and challenge themselves.

70% of respondents feel they have made new friends through participating in the Award

61% of respondents feel part of their community after participating in the Award



INTRODUCTION - HIGHLIGHTS



Administration of the Award

Over 90% of respondents said that they were comfortable seeking support from their Award Leader, received sufficient training to complete their Award, and felt there were enough activities to choose from.

92% felt supported by their Award Leader (up from 88% in 2020)

75% of respondents said there are enjoyable Award ceremonies

68% of respondents reviewed their Award progress and achievements regularly with their Award Leader.

62% plan to continue to the next Award level (up from 56% in 2020)

Aspirations of the Award

Over 90% of respondents said that the Award is enjoyable and felt they were able to plan their own Award programme

Over 80% felt the Award was available to all 14-24 year olds in their Award Centre, felt they were able to plan their own Award programme, felt the Award was non-competitive, and felt the Award has inspired them.



INTRODUCTION - HIGHLIGHTS



Outcomes of the Award

Since participating in the Award...

Over 85% of respondents say they now see challenges as opportunities to develop, find it more exciting to try new things, and got better at working in a team.

83% of respondents say that it has become more important to them to contribute to their community and society.

Over 80% of respondents said they will be more likely to participate in outdoor activities, volunteering activities, and skills practice activities due to the related Award sections.

Over 80% of respondents said they now feel more confident, more determined, and more resilient.

67% of respondents say they are now more satisfied with their life.



INTRODUCTION - HIGHLIGHTS



Impacts of COVID-19

Over 75% felt they were supported by their Award Leader, and that the Award assisted with physical fitness and health during the COVID-19 lockdown/quarantine.

Over 70% felt the Award helped with personal development, felt that their Award Leader helped them to continue their Award during lockdown/quarantine, and felt that the temporary changes introduced during this time helped them be able to continue.

Over 65% felt that the Award provided structure and relief during the COVID-19 lockdown/quarantine.

66% felt that the COVID-19 lockdown/quarantine affected their ability to continue their Award (up from 59% in 2020).

Voluntary Service and Adventurous Journey Sections were the most impacted at **74%** and **75%** respectively (up from 72% and 68% in 2020).

71% felt that the COVID-19 lockdown/quarantine affected their ability to attend an Award Ceremony (83% of respondents said they have not been to an Award ceremony).



METHODOLOGY



METHODOLOGY: DATA COLLECTION



Survey

The survey questions were originally based on the satisfaction survey in the Duke of Edinburgh's Award's Quality Toolkit. They were reviewed and revised by a working group consisting of Foundation staff and representatives of national delivery partners prior to the launch of the 2018, 2019, 2020, and 2021 rounds.

The survey was conducted through an online data collection platform, called [Qualtrics](#). It was available in English, Czech, Arabic, Lithuanian, Bulgarian, Chinese (Simplified), and French. In 2021, 82% of responses were in English. This is an increase from 26% in 2020, but still maintains an overall increase from 2% in 2019. The diversity in response language is encouraging in terms of the improvement in collecting data from young people from more diverse national backgrounds and start to get a better understanding of their Award experience.

Recruitment

In those countries where the Online Record Book (ORB) is actively used, when young people complete their Award level, they receive a system email that confirms this. An invitation to complete the survey was included in this system email. In countries where the ORB is not actively used, the Qualtrics survey link was shared by the national and local delivery partners with their Award participants via email, newsletters and social media channels.



METHODOLOGY: DATA ANALYSIS



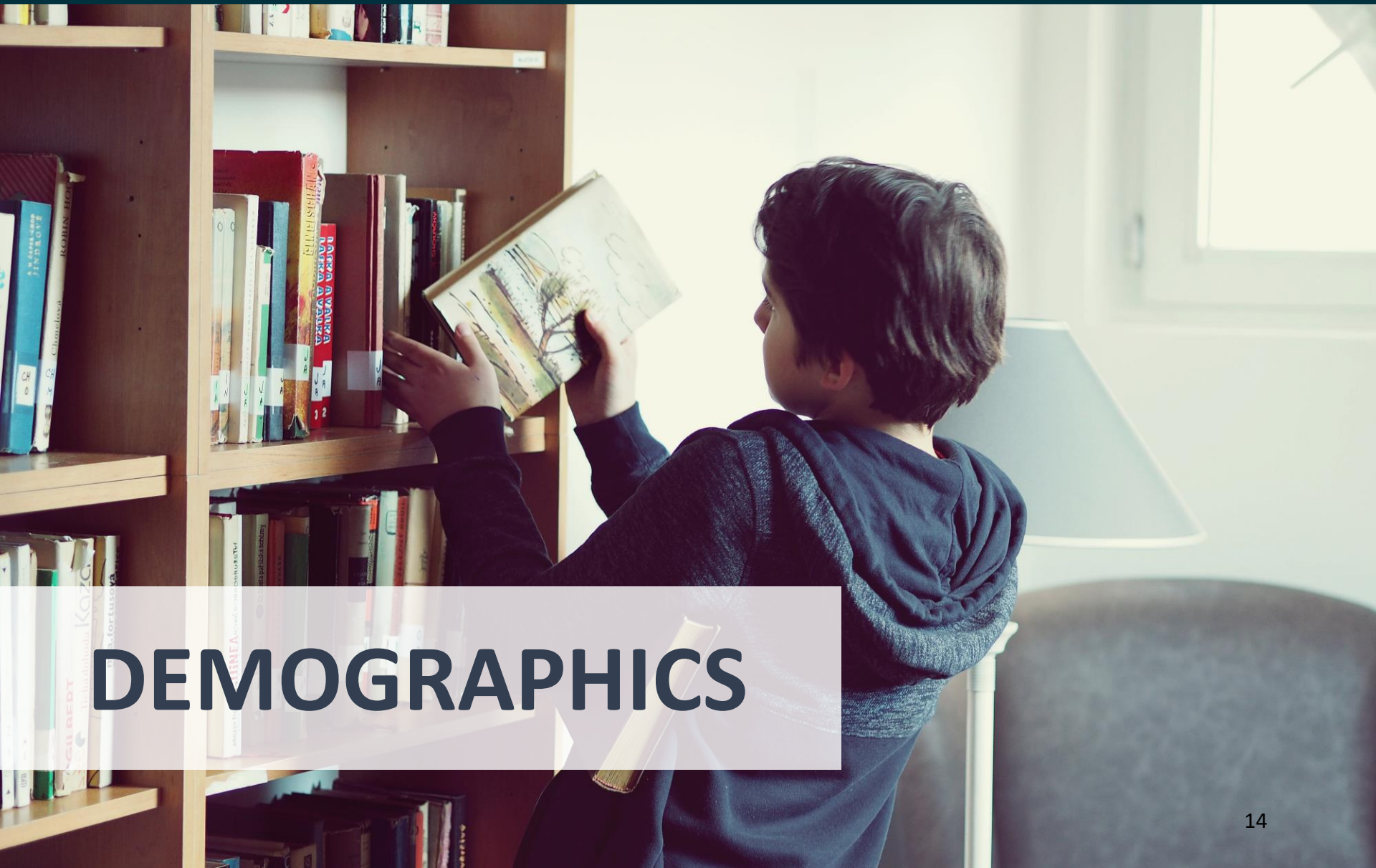
As a result of the data cleansing process a data set of 2,200 responses was used for analysis.

Quantitative analysis

The responses to the closed-ended questions were analysed using descriptive statistics and the analysis function of Qualtrics.

Qualitative analysis

Open ended questions have been analysed using the Text iQ function of Qualtrics, which allows for response coding. The codes used were developed for the 2020 survey responses and last year's responses are compared. Only text responses in English were analysed.



DEMOGRAPHICS



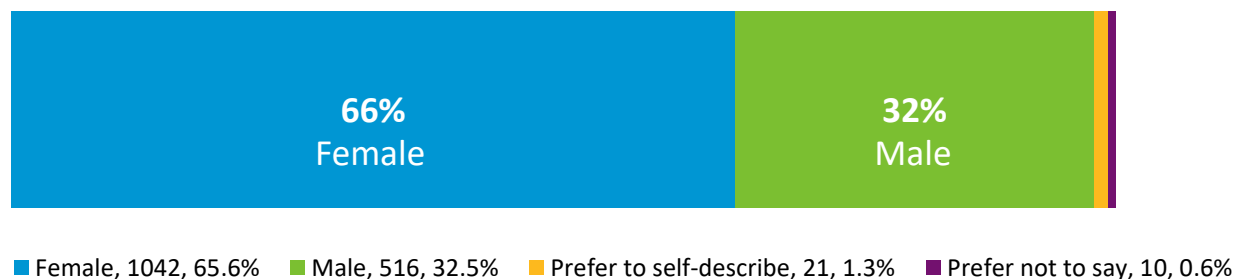
SAMPLE SIZE AND GENDER



Sample size:

2,200*

Response rate = 1.4%**



To put this in context, in 2021, 151,407 Awards were completed globally. A representative sample size for a total population of 115,407, with a 95% confidence level and 5% margin of error would be 384. Therefore, this can be considered as a representative sample.

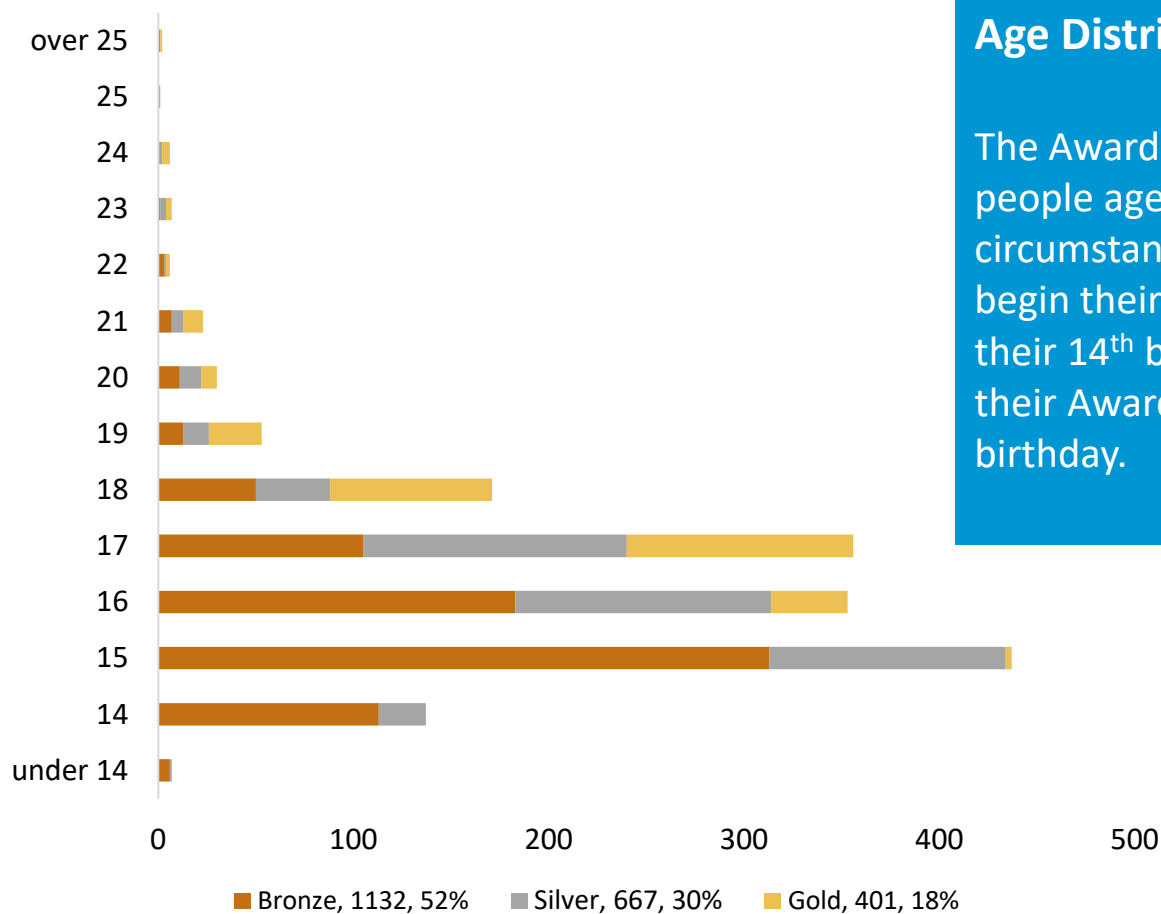
Among the young people who completed an Award in 2021, 43% were male and 54% were female. Female participants are therefore over-represented in this survey.

*The number of responses to the 2021 survey has decreased from over 2,400 in 2020 and over 4,500 in 2019.

** Response rate was calculated as a percentage of the Awards gained in 2021, as per the most recent global participation statistics, which may increase before they are finalised.



AGE DISTRIBUTION



Age Distribution

The Award is available to young people aged 14 to 24. In some circumstances, young people may begin their Award slightly before their 14th birthday and may complete their Award slightly after their 24th birthday.



RESPONDENTS WITH DISABILITIES



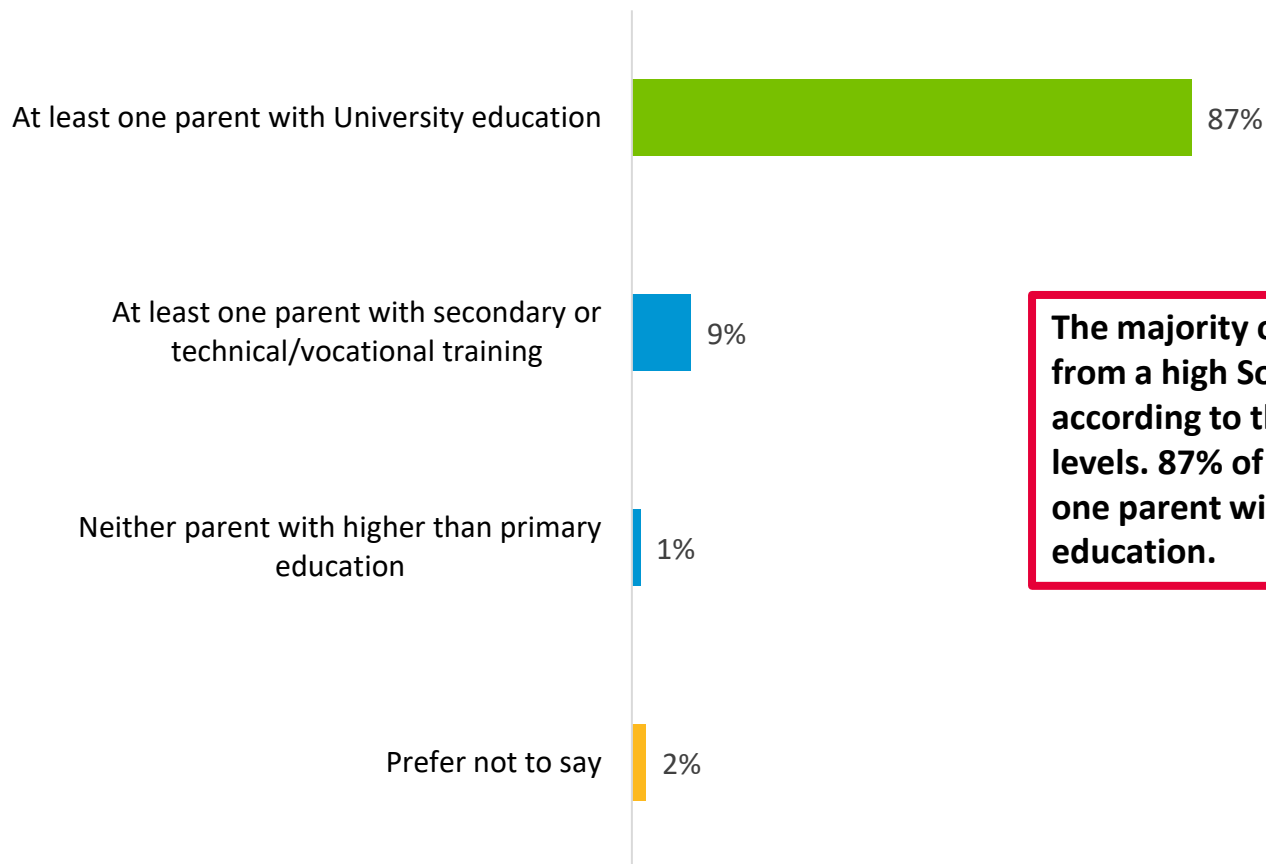
In 2021, we changed how we asked about disabilities. The 2021 survey used the Washington Group set of disability questions which ask about any difficulties the respondent may have due to a health problem. Please find the full question set [here](#).



■ Moderate or Severe Disability, 111, 7.9% ■ Mild Disability, 472, 33.8% ■ No Disability, 815, 58.3%

42% of the respondents have reported some level of disability and 8% have reported at least one moderate or severe disability. When comparing responses, the group noting a moderate or severe disability was compared to respondents who noted a mild disability or no disability.

100 SOCIOECONOMIC STATUS



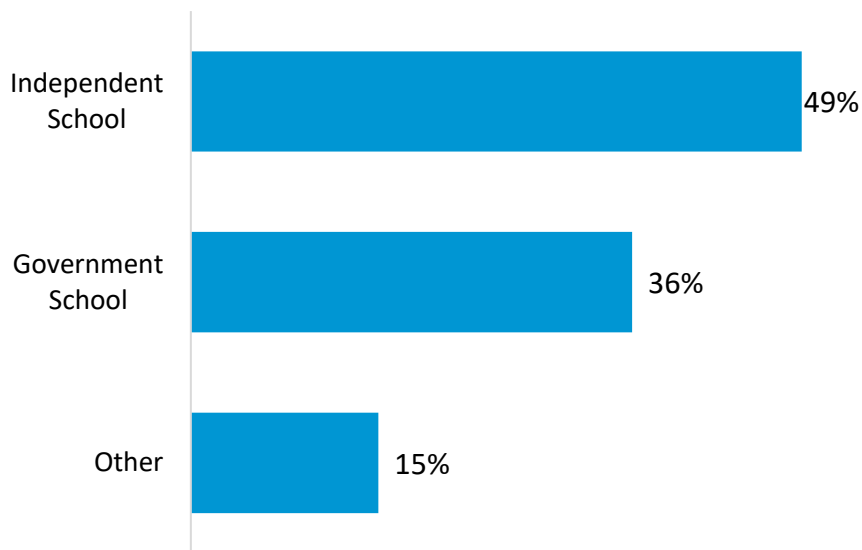
The majority of respondents' families are from a high Socio-Economic Status, according to their parental education levels. 87% of respondents have at least one parent with university-level education.



AWARD CENTRE TYPE



Overall, the majority of respondents are from Independent or Government Schools (82%).



We can compare these responses to the % Awards Gained at each Award Centre type by participants registered at NAOs on the Online Record Book (ORB). In 2021, 49% of Awards Gained registered on the ORB were through Independent Schools, 31% were through Government Schools, and 19% were from other Award Centre types. Based on this, the survey responses are roughly representative of Awards Gained at each Award Centre type.



AWARD LEVEL



■ Bronze, 1132, 51.5% ■ Silver, 667, 30.3% ■ Gold, 401, 18.2%

To put this in context, out of the 151,407 Awards completed in 2021, 67% were Bronze level, 26% Silver, and 7% Gold. Gold participants are overrepresented in these survey results and Bronze participants are underrepresented.

Over a third of all Silver and Gold participants who achieved an Award in 2021 were continuing from previous Award levels:

- 35% of all of the Silver Awards gained were participants continuing from the Bronze level.
- 41% of all of the Gold Awards gained were participants continuing from the Silver level.

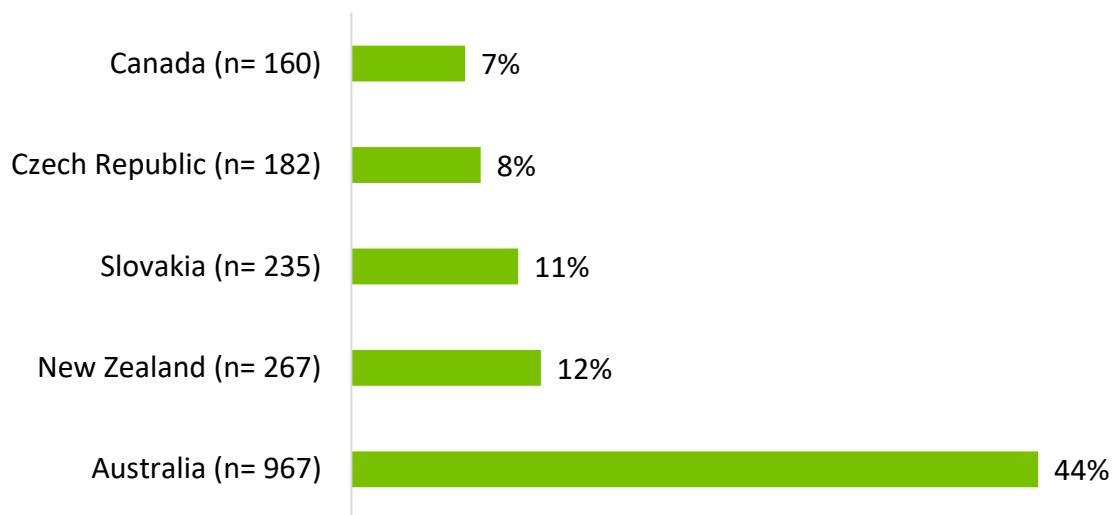
In this survey:

- **85%** of Silver level respondents had previously completed their Bronze Award.
- **82%** of Gold level respondents had previously completed their Silver Award.

In this regard, direct Silver and Gold participants are underrepresented in this survey.



COUNTRY



The respondents are from 52 countries

- 29 NAO countries
- 23 IAC countries

- ❖ The 5 countries displayed above are those with over 100 responses. They make up 82% of the total responses.
- ❖ 94% of responses are from NAO countries (up from 90% in 2020)

Countries that did not have over 100 responses but still had a good response rate include: Lithuania (n=49), India (n=43), China (n=35), Bermuda (n=24)



A NOTE ON PRESENTATION OF RESULTS



Throughout this report, we present global results by the two different types of operators as well as note any changes from the previous survey and between demographic groups.

These are symbolised as follows:



Global results
Response rate = 1.4%*

NAOs

NAOs – 2,070 Responses
Response rate = **1.4%**

IACs

IACs – 130 Responses
Response rate = **4.3%**

Groups within the following demographic groups with over 100 responses have been compared and any notable response differences are noted:

- Gender
- Award Level
- Disability
- Award Centre Type

Flashback to 2020 survey: Past results will be noted when results have changed from 2020.

*Response rate was calculated as a percentage of the Awards gained in 2021, based on the most up-to-date values.



RESULTS: NET PROMOTER SCORE



NET PROMOTER SCORE (NPS)



Overall, NPS for the Award is 47 (good)

With an NPS of 72 at the Gold level, the Award is rated as a 'world class' youth achievement programme at Gold level globally.

NAOs 46 NPS

IACs 43 NPS

NPS by Award level
39 Bronze 46 Silver 72 Gold

What is NPS?

NPS aims to measure the loyalty that exists between a provider and a user. Scores above 0 are considered *good*, scores 50+ *excellent* and scores 70+ *world class*.

You subtract the percentage of detractors (those who gave an NPS score of 0 to 6), from the percentage of promoters (those who scored 9 or 10), (ignoring the neutrals, who scored 7 or 8), to calculate your NPS score.

Based on global NPS standards, any score above 0 would be considered 'good'. This simply means that the majority of the respondents would recommend the Award to others.

Significant differences were found for the following groups:

- Among respondents noting a disability, the NPS is 44, whereas among those who did not note a disability, the NPS is 52.
- Female respondents noted a higher NPS of 53, compared to 48 for male respondents.

Flashback to 2020 survey:

In 2020, the overall NPS for the Award globally was 46. Compared to 2020;

- NPS for Gold Award has increased from 64 in 2020 to 72 in 2021



EXPLAIN NPS



We asked Award respondents:

Please explain your reason for the above score?

The top response themes for Promoters (9 or 10) were:

1. **Personal Development, 64%** (523/812 responses): resilience, independence, learned, ability, comfort zone, challenge, ability, experience
2. **Fun, 32%** (256/812 responses): fun, new, exciting
3. **Enjoyed, 15%** (120/812 responses): enjoyed, liked Award

The top response themes for Detractors (6 or less) were:

1. **Personal Development, 42%** (45/107 responses): resilience, independence, learned, ability, comfort zone, challenge, ability, experience
2. **Difficult, 22%** (24/107 responses): demanding, difficult, hard, tough
3. **Adventure, 18%** (19/107 responses): outdoor, camping, hiking, expedition, nature, adventurous journey, explore

Flashback to 2020 survey: In 2020, the top 3 themes were the same for both Promoters and Detractors.



RESULTS: ACTIVATION OF THE AWARD



We asked Award respondents:

What made you interested in participating in the Award? Please tell us what you see as the main appeal of the Award.

The top response themes were:

1. **Personal Development, 50%** (772/1,555 responses): growth, challenge, independence, resilience, learn, commitment
2. **Fun, 25%** (384/1,555 responses): fun, exciting, new
3. **Future Job or Academics, 21%** (323/1,555 responses): resume, interview, college/university application, employment, scholarship
4. **Adventure, 19%** (297/1,555 responses): explore, camping, expedition, outdoors, hiking, nature, adventurous journey
5. **Opportunity, 16%** (249/1,555 responses): opportunities, chance [to do something]

Other themes included: Interest, Community, School, Team/Friends, Non-academic pursuits, Achievement, Recognition, Family

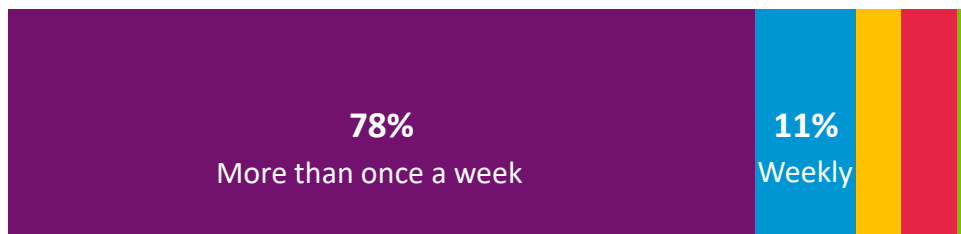
Flashback to 2020 survey: The top 5 themes in 2020 were Personal Development (49%), Fun (22%), Adventure (21%), Future Job or Academics (19%), Opportunity (13%).



PHYSICAL RECREATION - GLOBAL



Before the Award I did...



- more than once a week (77.8%)
- weekly (10.6%)
- monthly (4.6%)
- less than once a month (5.9%)
- never (1.1%)

After the Award I plan to...



- more than once a week (85.2%)
- weekly (8.7%)
- monthly (3.8%)
- less than once a month (1.9%)
- never (0.5%)

Before the Award, the majority of the respondents already took part in physical recreation regularly* (88%).

Of the respondents who exercised less than once a month or never before the Award, 84% intend to do physical activity regularly after completing their Award.

NAOs

Before the Award, **88%**
After the Award, **94%**

↑ 6%

IACs

Before the Award, **92%**
After the Award, **91%**

↓ 1%

Flashback to 2020 survey:

90% of respondents planned to regularly participate in physical recreation after their Award.

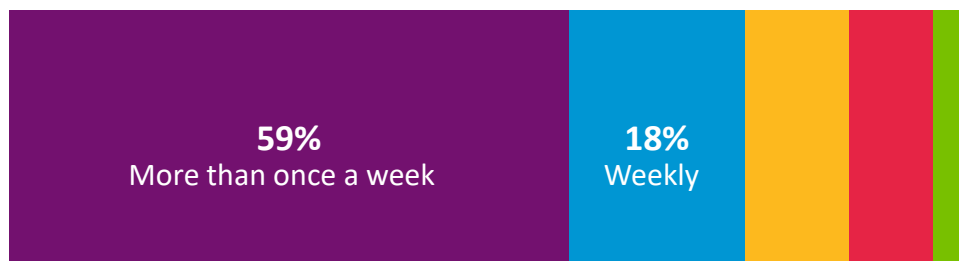
*Regular skills practice is defined as once a week or more often.



SKILLS - GLOBAL

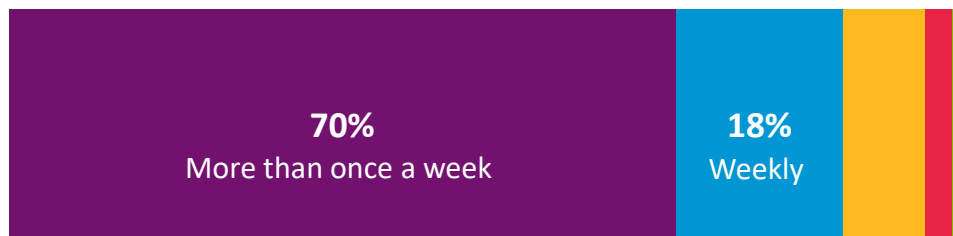


Before the Award I did...



- more than once a week (58.5%)
- weekly (18.5%)
- monthly (10.9%)
- less than once a month (8.8%)
- never (3.4%)

After the Award I plan to...



- more than once a week (70.1%)
- weekly (17.6%)
- monthly (8.7%)
- less than once a month (2.8%)
- never (0.8%)

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

Before the Award, 77% of respondents already practised a skill regularly*. After the Award, this rises to 88%.

Of the respondents that practiced a skill less than once a month or never before the Award, 58% intend to practice weekly or more than once a week and 20% intend to practice once a month.

NAOs Before the Award, **74%** ↑ **14%**
After the Award, **88%**

IACs Before the Award, **80%** ↑ **4%**
After the Award, **84%**

Significant differences were found only for the following group:

- Male respondents were more likely to plan on continuing a skill regularly (91% at least weekly) compared to female respondents (87%).

Flashback to 2020 survey: There was an increase from 64% regularly practicing skills before to 77% of respondents after the Award.

100 VOLUNTARY SERVICE - GLOBAL

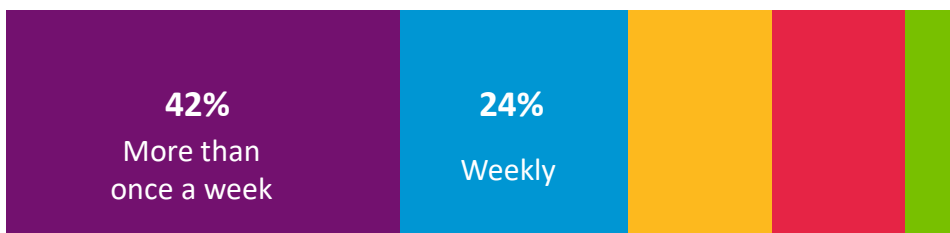


Before the Award I did...



- more than once a week (21.0%)
- weekly (13.6%)
- monthly (14.2%)
- less than once a month (28.4%)
- never (22.7%)

After the Award I plan to...



- more than once a week (41.5%)
- weekly (24.0%)
- monthly (15.1%)
- less than once a month (14.0%)
- never (5.3%)

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

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.

Of the respondents that volunteered less than once a month or never before the Award, 47% intend to continue volunteering regularly and 18% intended to volunteer monthly.

NAOs Before the Award, **34%** ↑ **32%**
After the Award, **66%**

IACs Before the Award, **46%** ↑ **12%**
After the Award, **58%**

Significant differences were found only for the following group:

- Bronze respondents were less likely to plan to continue regular volunteering after their Award. Only 58% of bronze respondents plan to continue volunteering at least weekly, compared to silver and gold respondents (71%).



IMPACT OF THE ADVENTUROUS JOURNEY



80% of respondents are more likely to participate in outdoor activities similar to the Adventurous Journey in the future.



I will be more likely to participate in outdoor activities similar to the Adventurous Journey in the future, as a result of completing my Adventurous Journey with the Award.



■ Strongly Agree (43.8%) ■ Agree (36.5%) ■ Undecided (13.1%) ■ Disagree (5.3%) ■ Strongly Disagree (1.2%)

Significant differences were found for the following groups:

- Female respondents were less likely to say they would participate in outdoor activities similar to the AJ in the future (81%) compared to male respondents (89%).
- Likelihood to say they would participate in outdoor activities similar to the AJ in the future increased with respondent Award level: Bronze (75%), Silver (83%), Gold (91%).



IMPACT OF THE ADVENTUROUS JOURNEY



We asked Award respondents:

Please describe the impact that participating in the Adventurous Journey had on you. For example did it help you develop any skills or was it a new experience for you?

The top response themes were:

1. **Learn/Survival Skill, 62%** (646/1038 responses): skill, learn, survival, fire, navigation, orienteering, compass, map, tent, knot
2. **Challenge/Personal Development, 51%** (532/1038 responses): comfort zone, push myself, confidence, outlook, mental, developed, independent, confident, resilient, persevere
3. **Fun/Friends/Social, 34%** (357/1038 responses): fun, exciting, friendship, new people, teamwork, social
4. **New Experience, 21%** (219/1038 responses): new experience
5. **Appreciation of Nature, 8%** (82/1038 responses): nature, wilderness, outdoors
6. **Increased Fitness, 3%** (29/1038 responses): exercise, endurance, stamina, fitness, muscles

Flashback to 2020 survey: The top themes in 2020 were: Learn/Survival Skill (52%), Challenge/Personal Development (47%), Fun/Friends/Social (27%), New Experience (24%), Appreciation of Nature (7%), Increased Fitness (4%).



GOLD RESIDENTIAL PROJECT COMMUNITY ENGAGEMENT



84% feel they are more likely to participate in community activities in the future, as a result of participating in the Gold Residential Project.

NAOs 84%

IACs 88%

I will be more likely to participate in community activities in the future, as a result of participating in the Gold Residential Project.



■ Strongly Agree (43.6%) ■ Agree (40.1%) ■ Undecided (12.4%) ■ Disagree (3.2%) ■ Strongly Disagree (0.7%)

Significant differences were found for the following groups:

- Male respondents were more likely to say they are more likely to participate in community activities in the future (87%) compared to female respondents (82%).



IMPACT OF THE GOLD RESIDENTIAL PROJECT



We asked Award respondents:

Please describe the impact that participating in the Gold Residential Project had on you. For example, did it help you develop any particular skills (if so, please tell us what skills)?

The top response themes were:

1. **Met New People/Friends, 40%** (51/126 responses): friends, community, connection, met people, friendship, new people
2. **Soft Skills, 25%** (32/126 responses): creative thinking, organisation, problem solving, communication, teamwork, collaboration, social skills, conversation, people skills
3. **Teaching/Leading, 19%** (24/126 responses): teach, leadership
4. **Personal Development, 18%** (23/126 responses): confidence, perseverance, resilience, empathy, determination, more comfortable, patience, independence
5. **Helping other people or animals, 17%** (22/126 responses): caring, volunteering, help people, help others, assisting, serve people

Other themes included: Physical Skills/Hard Skills, Language/Culture/Travel, Hike/Nature

Flashback to 2020 survey: The top 5 themes in 2020 were: Met New People/Friends (28%), Soft Skills (27%), Personal Development (24%), Teaching/Leading (20%), Helping other people/animals (15%).



IMPACT OF THE PHYSICAL RECREATION SECTION



79% said they will be more likely to participate in exercise / sports activities in the future, as a result of completing the Physical Recreation section within the Award.

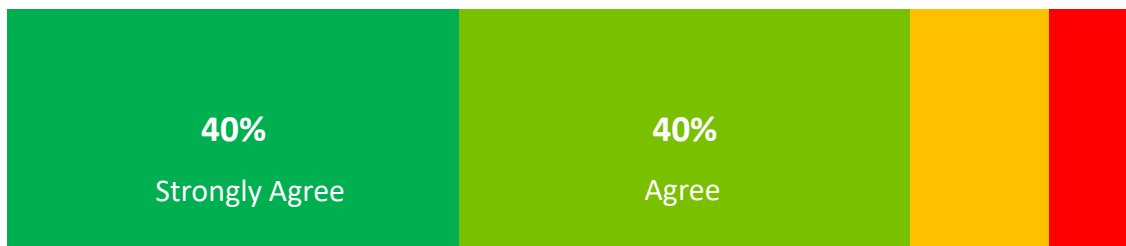
NAOs

79%

IACs

83%

I will be more likely to participate in exercise / sports activities in the future, as a result of completing the Physical Recreation section within the Award.



■ Strongly Agree (39.8%) ■ Agree (39.6%) ■ Undecided (12.2%) ■ Disagree (7.0%) ■ Strongly Disagree (1.3%)

Significant differences were found for the following groups:

- Likelihood of respondents to say they will continue exercise due to the Award increases with Award level: Bronze (75%), Silver (81%), Gold (88%).
- Respondents from Independent Schools are more likely so say they will continue exercising because of the Award (80%) compared to respondents from Government Schools (76%).
- Respondents who reported disabilities are less likely to say they will continue exercise due to the Award (77%) compared to respondents who did not report disabilities (80%).



IMPACT OF THE VOLUNTARY SERVICE SECTION



84% said they will be more likely to participate in volunteering in the future, as a result of completing my Voluntary Service section within the Award

NAOs

84%

IACs

81%

I will be more likely to participate in volunteering activities in the future, as a result of completing my Voluntary Service section within the Award.



■ Strongly Agree (43.6%) ■ Agree (40.1%) ■ Undecided (12.4%) ■ Disagree (3.2%) ■ Strongly Disagree (0.7%)

Significant differences were found for the following groups:

- Female respondents are more likely to say they will continue volunteering because of the Award (86%) compared to male respondents (82%).
- Likelihood of respondents to say they will continue volunteering due to the Award increases with Award level: Bronze (80%), Silver (88%), Gold (90%).
- Respondents from Independent Schools are more likely so say they will continue volunteering because of the Award (87%) compared to respondents from Government Schools (80%).



IMPACT OF THE SKILLS SECTION



87% said they will be more likely to participate in skills in the future, as a result of completing the Skills section within the Award.

NAOs

87%

IACs

91%

I will be more likely to participate in skills practice activities in the future, as a result of completing my Skills section within the Award.



■ Strongly Agree (45.2%) ■ Agree (41.4%) ■ Undecided (9.1%) ■ Disagree (3.3%) ■ Strongly Disagree (1.0%)

Significant differences were found for the following groups:

- Likelihood of respondents to say they will continue with skills due to the Award increases with Award level: Bronze (84%), Silver (88%), Gold (91%).
- Respondents who reported disabilities are less likely to say they will continue skills due to the Award (84%) compared to respondents who did not report disabilities (87%).



AWARD ACHIEVEMENTS



We asked Award respondents:

What do you feel you have achieved personally, through participating in the Award?

The top response themes were:

1. **Hobbies/Skills/Travel/Sports, 48%** (579/1,211 responses): art, craft, yoga, biking, programming, band, instrument, language, music, acting
2. **Personal Development, 45%** (548/1,211 responses): confidence, motivated, independent, determination, decision making, self-esteem
3. **Soft Skills/Social, 39%** (476/1,211 responses): time management, friends, conversation, met people, communicate, teamwork, organisation
4. **Hike/AJ/Navigation/Survival, 24%** (294/1,211 responses): nature, orienteering, first aid, backpacking, camping, outdoors, adventurous journey
5. **Helping other people or animals, 20%** (242/1,211 responses): volunteer, charity, community service

Other themes included: Teaching/Leading, Nothing

Flashback to 2020 survey: The top 5 themes in 2020 were: Personal Development (54%), Hobbies/Skills/Travel/Sports (33%), Soft Skills/Social (28%), Hike/AJ/Navigation/Survival (20%), Helping other people and animals (11%).



RESULTS: ACHIEVEMENTS OF THE AWARD



WELLBEING



29% of respondents rated their wellbeing as a 9 or 10 out of 10. The response average was 7.4 and the median response was 8.

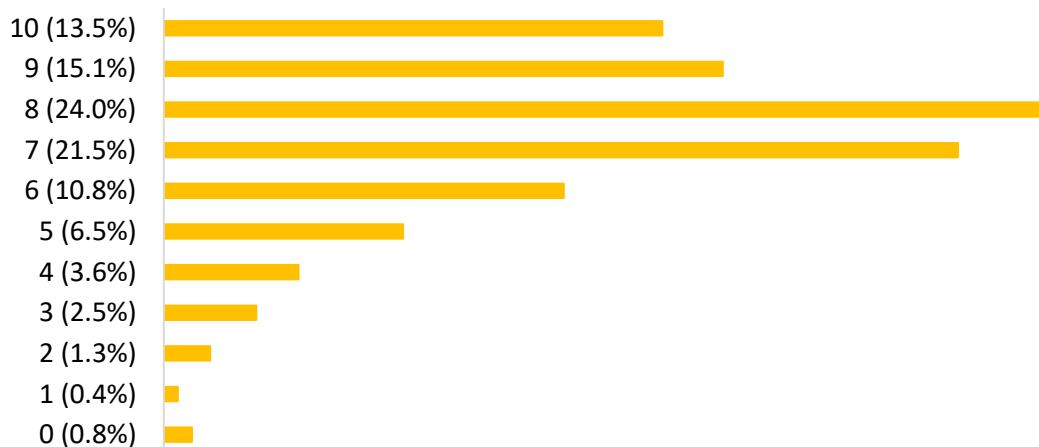
NAOs

29%, 7.4

IACs

27%, 7.1

Overall, how satisfied are you with your life nowadays?
(0 = Not at all, 10= Completely)



Significant differences were found for the following groups:

- Male respondents had an average of 7.6 compared to 7.3 for female respondents.
- The average wellbeing response increases with Award level.
- Respondents with a disability also reported a lower average life satisfaction of 6.0 compared to the global average.



TRYING NEW THINGS



96% of respondents tried something new.

Flashback to 2020 survey: 95% of respondents tried something new.

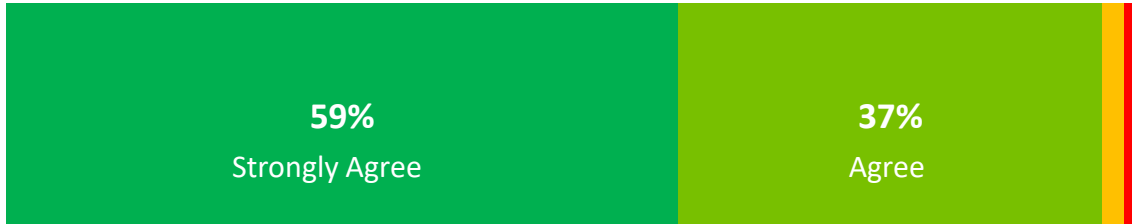
NAOs

96%

IACs

95%

Through taking part in the Award, I tried something new.



■ Strongly Agree (58.9%) ■ Agree (37.1%) ■ Undecided (1.9%) ■ Disagree (1.1%) ■ Strongly Disagree (1.0%)

There were no significant differences between demographic groups.



CHALLENGING



90% of respondents felt challenged because of the Award

NAOs

91%

IACs

87%

The Award has challenged me.



■ Strongly Agree (49.7%) ■ Agree (40.7%) ■ Undecided (6.2%) ■ Disagree (2.6%) ■ Strongly Disagree (0.8%)

Significant differences were found for the following groups:

- The percentage of respondents with a disability who felt challenged (86%) is less than those who did not note a disability (91%).
- Feeling challenged increases with each Award level increase: Bronze (89%), Silver (90%), Gold (94%).

100 MAKING NEW FRIENDS



70% of respondents felt they have made new friends through participating in the Award

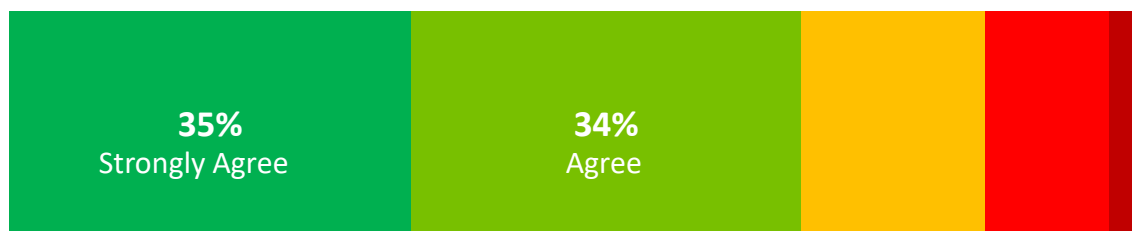
NAOs

70%

IACs

73%

I have made new friends through participating in the Award.



■ Strongly Agree (35.4%) ■ Agree (34.3%) ■ Undecided (16.2%) ■ Disagree (10.9%) ■ Strongly Disagree (3.1%)

Significant differences were found for the following groups:

- Making new friends increases noticeably with Award level. **85%** of Gold respondents, **69%** of Silver respondents and **65%** of Bronze respondents made new friends through the Award.
- Respondents from Government Schools were more likely to make friends through the Award (**73%**) compared to respondents from Independent Schools (**66%**).
- Respondents with a disability were more likely to make friends through the Award (**75%**).



FEELING PART OF THE COMMUNITY



61% of respondents felt part of their community after participating in the Award.

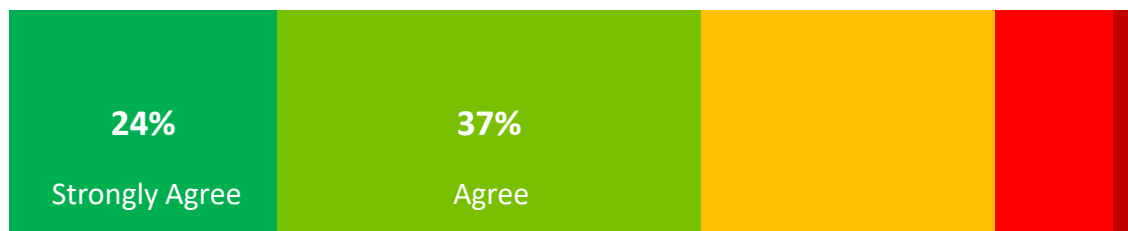
NAOs

61%

IACs

58%

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



■ Strongly Agree (23.6%) ■ Agree (37.3%) ■ Undecided (25.9%) ■ Disagree (10.4%) ■ Strongly Disagree (2.8%)

Significant differences were found for the following groups:

- The percentage of respondents who feel a part of their local community through their Award participation increases with Award level: Bronze (54%), Silver (64%), Gold (76%).
- Respondents from Independent Schools are more likely to feel part of their community because of the Award (62%) compared to respondents from Government Schools (57%).
- Respondents with disabilities were less likely to say they felt part of their local community (57%) compared to respondents who did not note a disability (62%).



RESULTS: ADMINISTRATION OF THE AWARD



CONTACTING AWARD LEADER FOR SUPPORT



96% of respondents felt comfortable contacting their Award Leader for support

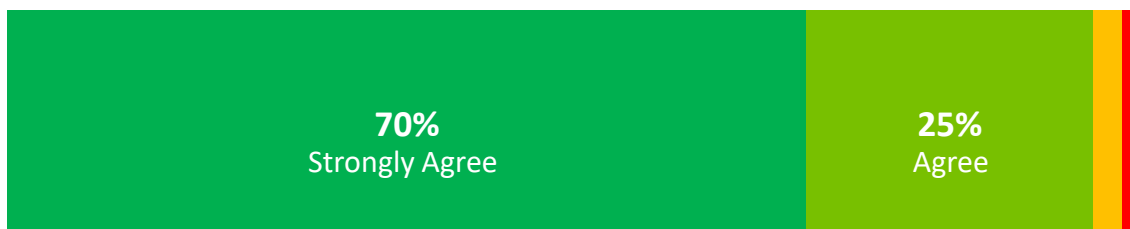
NAOs

96%

IACs

92%

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.



■ Strongly Agree (70.4%) ■ Agree (25.2%) ■ Undecided (2.6%) ■ Disagree (1.3%) ■ Strongly Disagree (0.5%)

Flashback to 2020 survey:
Compared to 2020, feeling comfortable contacting their Award Leader increased from 93%.

Significant differences were found for the following group:

- Respondents feeling comfortable contacting their Award leader increases with Award level.



FEELING SUPPORTED BY AWARD LEADER

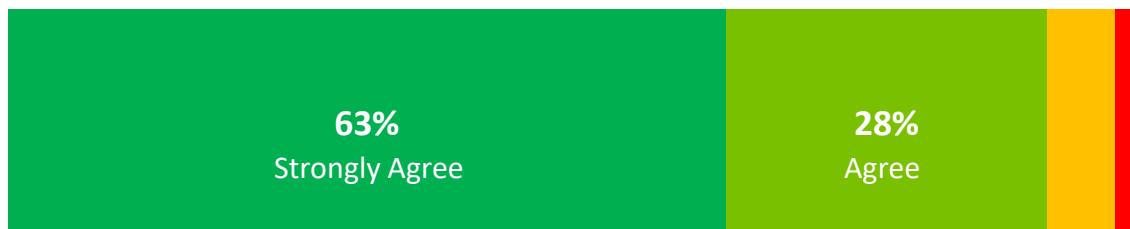


92% felt supported and encouraged by their Award Leader.

NAOs 92%

IACs 88%

My Award Leader supports and encourages me.



■ Strongly Agree (63.2%) ■ Agree (28.3%) ■ Undecided (5.9%) ■ Disagree (1.7%) ■ Strongly Disagree (0.9%)

Significant differences were found for the following group:

- Male respondents felt more supported and encouraged by their Award Leader (93%) than female respondents (90%).

Flashback to 2020 survey:

Compared to 2020, respondents feeling supported by their Award Leader increased from 88%.



93% of respondents felt they were told about how the Award works and what they needed to do to complete the Award when they decided to take part.

NAOs 92%

IACs 97%

When I decided to take part in the Award, I was told about how the Award works and what I needed to do to complete the Award.



■ Strongly Agree (60.2%) ■ Agree (32.4%) ■ Undecided (3.7%) ■ Disagree (2.8%) ■ Strongly Disagree (1.0%)

Significant differences were found for the following demographic group:

- Male respondents were more likely to feel they were told enough about how the Award works (95%) compared to female respondents (91%).
- Feeling told enough about the Award increases with Award level.

Flashback to 2020 survey:

Compared to 2020 (92%) more respondents felt they were told enough about how the Award works.



REGULAR REVIEW OF PROGRESS



68% of respondents reviewed their Award progress and achievements regularly with their Award Leader.

NAOs 68%

IACs 80%

I review my progress and achievements through the Award regularly with my Award Leader.



■ Strongly Agree (30.5%) ■ Agree (38.0%) ■ Undecided (16.5%) ■ Disagree (11.5%) ■ Strongly Disagree (3.5%)

Significant differences were found for the following groups:

- Male respondents were more likely to say they reviewed their progress regularly with their Award Leader (73%) compared to female respondents (66%).
- Likelihood of a participant to say they reviewed their progress with an Award Leader regularly increased with Award Level.
- Respondents who noted a disability were more likely to say they reviewed their progress with the Award Leader regularly (71%) compared to respondents who did not note a disability (68%).



ACTIVITY CHOICE



93% of respondents felt there were enough activities to choose from.

NAOs 93%

IACs 97%

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



■ Strongly Agree (56.9%) ■ Agree (36.2%) ■ Undecided (4.4%) ■ Disagree (2.2%) ■ Strongly Disagree (0.3%)

Significant differences were found for the following groups:

- Respondents feeling as though there were enough activities to choose from increases with Award Level.
- Respondents who noted a disability were less likely to feel there were enough activities to choose from (90%) compared to respondents without a disability (94%).

Flashback to 2020 survey:

Compared to 2020, respondents feeling like there were enough activities to choose from increased from 91%.



ACTIVITY CHOICE



We asked Award respondents who responded either disagree or strongly disagree to if they thought there were enough activities to choose from:

Please explain why you feel you didn't plan your own Award programme and make choices about your Award activities?

The top response themes were:

1. **Continued with same activities, 45%** (5/11 responses)
2. **Schedule Conflicts, 27%** (3/11 responses)
3. **School, 18%** (2/11 responses)
4. **Limited Options, 9%** (1/11 responses)

Flashback to 2020 survey: The top themes in 2020 were: School (33%), Award Leader (25%), Family (17%), Cadets/Air Force (17%), COVID-19 (8%).



AWARD CEREMONIES

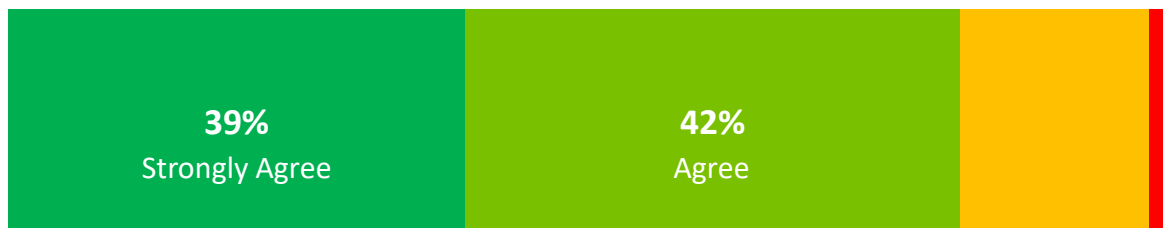


81% of respondents felt there are enjoyable Award ceremonies

NAOs 78%

IACs 65%

I think there are enjoyable presentation events/ceremonies for people to receive their Awards.



■ Strongly Agree (39.1%) ■ Agree (42.3%) ■ Undecided (16.1%) ■ Disagree (2.2%) ■ Strongly Disagree (0.4%)

Significant differences were found for the following groups:

- Respondents enjoying Award ceremonies dips at the Silver level (73%) compared to both Bronze (83%) and Gold (88%) Award levels.

Flashback to 2020 survey:

We have seen an increase in respondents saying there are enjoyable presentation events/ceremonies to receive their Awards (76% in 2020).



AWARD CEREMONY RECOGNITION



74% of respondents felt that the Award Ceremony where they received their certificate recognised the effort they put into achieving their Award.

NAOs	74%
IACs	83%

I feel that the Award Ceremony where you received your certificate recognised the effort you put into achieving your Award.



■ Strongly Agree (32.7%) ■ Agree (41.6%) ■ Undecided (13.2%) ■ Disagree (4.0%) ■ Strongly Disagree (1.0%)

Significant differences were found for the following groups:

- Female respondents were less likely to say that their Award Ceremony recognised their effort (70%) compared to male respondents (83%).
- Silver respondents were the least likely to say that their efforts were recognised at their Award Ceremony (65%) compared to Bronze respondents (73%) and Gold respondents (85%).



CEREMONY EXPERIENCE



We asked Award respondents who said they disagree or strongly disagree that there are enjoyable Award ceremonies OR that their effort was recognised at their Award Ceremony:

Please tell us about your Award ceremony experience, and why you felt it didn't recognise the effort you put into your Award, or wasn't enjoyable?

The top response themes were:

- 1. No Recognition, 62%** (8/13 responses): Details of the Award were not part of the ceremony and/or those attending did not necessarily know what the Award was or the effort it required.
- 2. School, 23%** (3/13 responses): The respondent mentioned the ceremony was through their school.
- 3. Basic/Simple, 15%** (2/13 responses): The ceremony was simple and/or only involved receiving certificates.
- 4. Long/Boring, 8%** (1/13 responses): The ceremony dragged on.

Flashback to 2020 survey: The top 5 themes in 2020 were: Basic/Simple (38%), No Recognition (25%), Rushed (19%), Boring (19%), COVID-19 (13%).



PROGRESSION WITHIN THE AWARD

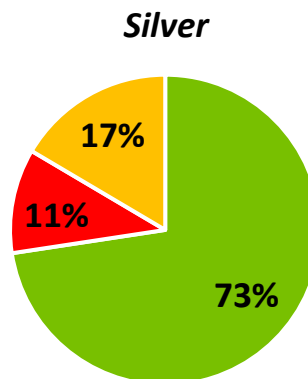
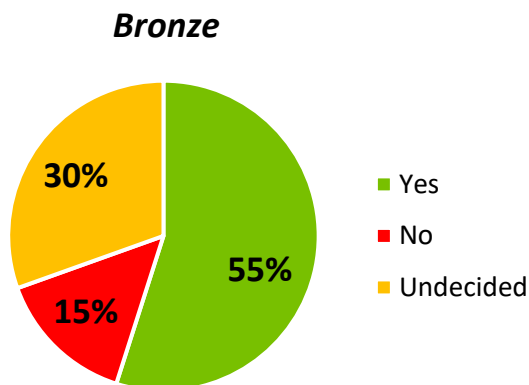


Overall, 62% plan to continue to the next Award level

NAOs 63%

IACs 44%

Are you planning to continue to the next Award level?



Significant differences were found for the following groups:

- Female respondents are more likely to say they will continue (66%) compared to male respondents (60%).
- Respondents who noted a disability are less likely to say they will continue to the next Award level (54%) compared to respondents who did not note a disability (64%).

Flashback to 2020 survey: Compared to 2020,

- The overall percentage of respondents who are planning to continue has increased from 56%.
- The percentage of Bronze and Silver level respondents planning to continue to the next level have increased by 4%p.p. and 8%p.p. respectively.



REASON FOR NOT CONTINUING



We asked Award respondents:

Please tell us why you are not planning to continuing to the next Award level?

The top response themes were:

1. **Time, 46%** (153/333 responses): time, busy, work, commit
2. **School, 38%** (127/333 responses): college, university, school, studies, exam, study
3. **Undecided, 32%** (106/333 responses): undecided, unsure, don't know, not sure
4. **Change in Focus, 9%** (29/333 responses): focus, change
5. **Commitment, 6%** (20/333 responses): commitment

Other themes included: Job, COVID-19, Satisfied with completing current level, Cost, ORB/Admin, Graduating, Physical Requirements of AJ

Flashback to 2020 survey: The top 5 themes in 2020 were: Time (42%), School (35%), Undecided (23%), Change in Focus (9%), COVID-19 (7%).



RESULTS: ASPIRATIONS OF THE AWARD



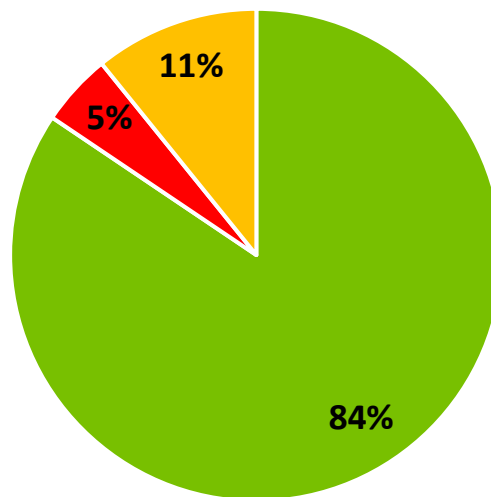
THE AWARD IS INCLUSIVE



84% believe the Award is inclusive for all.

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

- Yes (84.4%)
- No (4.7%)
- I don't know (10.8%)



NAOs 84%

IACs 85%

Significant differences were found for the following groups:

- Respondents who identified as having a disability were less likely to believe everyone in their school/organisation is able to take part in the Award (80%) compared to respondents who did not note a disability (87%).
- Respondents from Government Schools were less likely to believe everyone at their school had the opportunity to participate (84%) compared to respondents from Independent Schools (92%).
- Believing the Award is available to all increases with Award level.



WHY NOT EVERYONE CAN TAKE PART



We asked Award respondents:

Please explain why not everyone in your school/organisation is able to take part?

The top response themes were:

1. **Not Widely Known/Only Pitched to Some, 33%** (15/45 responses): Only some students are selected to be told about the Award or there is no information advertising the Award.
2. **Cost, 29%** (13/45 responses): Respondents believe that it is too expensive for some or that the fees are not reasonable for all young people in their school/organisation.
3. **Capacity, 29%** (13/45 responses): There are either limited Award Leaders or only some classes are selected to be able to take part in the Award through the school.
4. **Not Through School, 9%** (10/45 responses): Respondents sought out the Award outside of their school/completed their Award virtually.

Other themes included: Physical abilities of young people, Cultural limitations

Flashback to 2020 survey: The top 5 themes in 2020 were: Cost (19%), Age (16%), Not Widely Known/Only Pitched to Some (16%), Capacity (9%), Not Through School (7%)



THE AWARD IS ENJOYABLE



92% said they have enjoyed doing their Award.

NAOs 92%

IACs 91%

I have enjoyed doing my Award.



■ Strongly Agree (47.2%) ■ Agree (44.7%) ■ Undecided (5.6%) ■ Disagree (1.5%) ■ Strongly Disagree (1.0%)

Significant differences were found for the following groups:

- Award enjoyment increases with Award level: Bronze (89%), Silver (94%), Gold (96%).
- Respondents who noted a disability were less likely to say they enjoyed doing their Award (88%), compared to those who did not note a disability (94%).

THE AWARD IS INSPIRATIONAL



80% said the Award has inspired them.

Flashback to past surveys: in 2020 82% of respondents felt inspired by the Award, in 2019, 80% and in 2018, 75%.

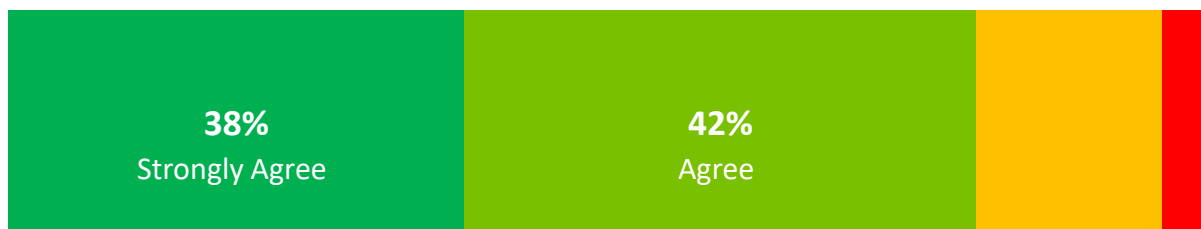
NAOs

80%

IACs

77%

The Award has inspired me.



■ Strongly Agree (37.7%) ■ Agree (42.3%) ■ Undecided (15.4%) ■ Disagree (3.8%) ■ Strongly Disagree (0.8%)

Significant differences were found for the following demographic groups:

- Female respondents were more likely to be inspired by the Award (85%) compared to male respondents (77%).
- Being inspired by the Award increases with Award level: Bronze (75%) Silver (83%), Gold (88%).
- Respondents from Government Schools were more likely to be inspired by the Award (81%) compared to Independent School respondents (78%).
- Respondents who noted a disability were less likely to be inspired by the Award (76%) compared to respondents who did not note a disability (82%).



THE AWARD IS NON-COMPETITIVE



90% of respondents feel the Award is non-competitive

Flashback to past surveys: In 2020, **89%** of respondents felt that the Award is non-competitive, in 2019, **87%** and in 2018, **62%**.

NAOs 91%

IACs 84%

I feel the Award is non-competitive.



■ Strongly Agree (53.7%) ■ Agree (36.5%) ■ Undecided (6.2%) ■ Disagree (2.7%) ■ Strongly Disagree (1.0%)

Significant differences were found for the following demographic groups:

- Feeling that the Award is non-competitive increases with Award level: Bronze (88%), Silver (91%), Gold (93%).
- Respondents with a noted disability are less likely to think the Award is non-competitive (86%) compared to respondents without a disability (91%).

THE AWARD IS INDIVIDUAL



95% said they planned their own Award programme

Flashback to past surveys:
 In 2020, **91%** felt they were able to plan their own Award programme, in 2019, **93%** and in 2018, **85%**.

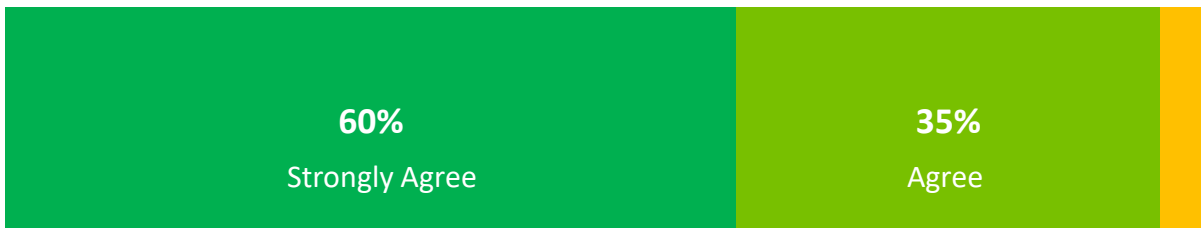
NAOs

96%

IACs

93%

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



■ Strongly Agree (60.4%) ■ Agree (35.0%) ■ Undecided (3.4%) ■ Disagree (1.0%) ■ Strongly Disagree (0.1%)

Significant differences were found for the following demographic groups:

- Female respondents were more likely to say they planned their own Award programme (97%) compared to male respondents (94%).
- Likelihood of respondents to say they planned their own Award programme was highest for the Gold level at 98%.
- Respondents who noted a disability were less likely to say they planned their own Award programme (93%) compared to respondents without a disability (96%).



RESULTS: AWARD OUTCOMES



81% said they feel more confident due to the activities they have done in their Award programme.

NAOs

81%

IACs

86%

I feel more confident.



■ Strongly Agree (36.0%) ■ Agree (45.2%) ■ Undecided (14.1%) ■ Disagree (3.9%) ■ Strongly Disagree (0.9%)

Significant differences were found for the following demographic groups:

- Respondents who said they felt more confident increases with Award level: Bronze (77%), Silver (80%), Gold (93%).
- Respondents who noted a disability were less likely to say that they feel more confident (73%) compared to respondents without disabilities (81%).

100 DETERMINATION



82% said they feel more determined due to the activities they have done in their Award programme.

NAOs 82%

IACs 88%

I feel more determined.



■ Strongly Agree (36.6%) ■ Agree (45.3%) ■ Undecided (13.8%) ■ Disagree (3.6%) ■ Strongly Disagree (0.7%)

Significant differences were found for the following demographic groups:

- Respondents who said they felt more determined increases with Award level: Bronze (77%), Silver (84%), Gold (92%).
- Respondents from Independent Schools were more likely to say that they felt more determined (85%) compared to respondents from Government Schools (76%).



85% said they are more resilient due to the activities they have done in their Award programme.

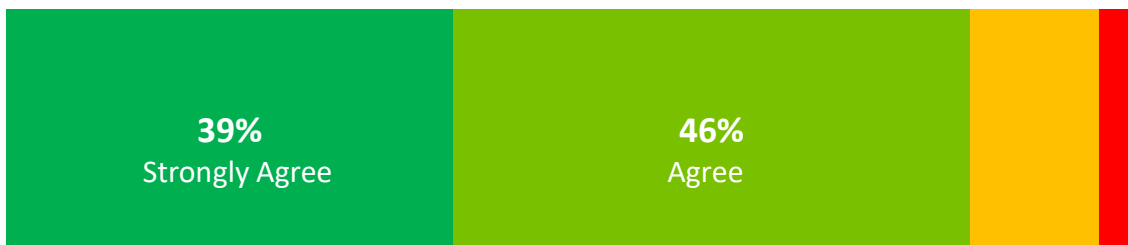
NAOs

85%

I am more resilient.

IACs

85%



■ Strongly Agree (39.3%) ■ Agree (45.6%) ■ Undecided (11.3%) ■ Disagree (3.2%) ■ Strongly Disagree (0.6%)

Significant differences were found for the following demographic groups:

- Respondents who said they are more resilient increases with Award level: Bronze (80%), Silver (86%), Gold (96%).
- Respondents who noted a disability were less likely to say that they are more resilient (77%) compared to respondents without disabilities (85%).



CHALLENGES AS OPPORTUNITIES TO DEVELOP



87% said they now see challenges as opportunities to develop due to the activities they have done in their Award programme.

NAOs

87%

I now see challenges as opportunities to develop.

IACs

90%



■ Strongly Agree (44.0%) ■ Agree (42.8%) ■ Undecided (9.3%) ■ Disagree (3.2%) ■ Strongly Disagree (0.7%)

Significant differences were found for the following demographic groups:

- Respondents who said they now see challenges as opportunities to develop increases with Award level: Bronze (84%), Silver (88%), Gold (94%).
- Respondents who noted a disability were less likely to say that they now see challenges as opportunities to develop (79%) compared to respondents without disabilities (87%).



EXCITEMENT TO TRY NEW THINGS



87% said they find it more exciting to try new things due to the activities they have done in their Award programme.

NAOs

87%

I find it more exciting to try new things.

IACs

91%



■ Strongly Agree (47.0%) ■ Agree (39.8%) ■ Undecided (10.1%) ■ Disagree (2.7%) ■ Strongly Disagree (0.4%)

Significant differences were found for the following demographic groups:

- Respondents who said they find it more exciting to try new things increases with Award level: Bronze (84%), Silver (87%), Gold (93%).
- Respondents who noted a disability were less likely to say they find it more exciting to try new things (77%) compared to respondents without disabilities (88%).

BETTER IDEA COMMUNICATION



77% said they got better at communicating an idea in different ways due to the activities they have done in their Award programme.

NAOs

77%

I got better at communicating an idea in different ways.

IACs

83%



■ Strongly Agree (37.0%) ■ Agree (40.2%) ■ Undecided (16.3%) ■ Disagree (5.9%) ■ Strongly Disagree (0.6%)

Significant differences were found for the following demographic groups:

- Respondents who said they got better at communicating an idea in different ways increases with Award level: Bronze (72%), Silver (80%), Gold (88%).
- Respondents from Independent Schools were more likely to say they got better at communicating an idea in different ways (80%) compared to respondents from Government Schools (73%).

100 LIFE SATISFACTION



67% said they are more satisfied with their life due to the activities they have done in their Award programme.

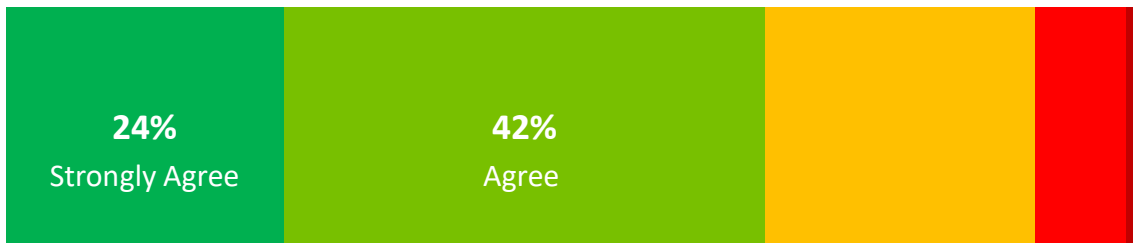
NAOs

67%

I am more satisfied with my life.

IACs

62%



■ Strongly Agree (24.4%) ■ Agree (42.5%) ■ Undecided (23.7%) ■ Disagree (8.0%) ■ Strongly Disagree (1.4%)

Significant differences were found for the following demographic groups:

- Respondents who said they are more satisfied with their life increases with Award level: Bronze (62%), Silver (66%), Gold (82%).
- Respondents who noted a disability were less likely to say they are more satisfied with their life (52%) compared to respondents without disabilities (68%).

100 TIME MANAGEMENT



72% said they got better at managing the way they use their time due to the activities they have done in their Award programme.

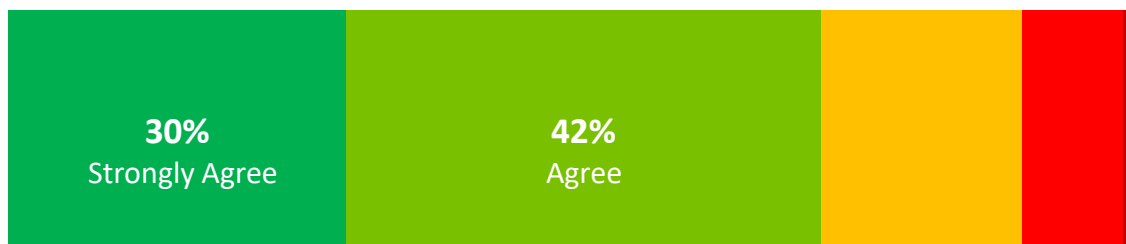
NAOs

72%

I got better at managing the way I use my time.

IACs

71%



■ Strongly Agree (29.8%) ■ Agree (41.8%) ■ Undecided (17.7%) ■ Disagree (8.9%) ■ Strongly Disagree (1.8%)

Significant differences were found for the following demographic groups:

- Female respondents are more likely to say that they got better at managing the way they use their time (73%) compared to male respondents (68%).
- Respondents who said that they got better at managing the way they use their time increases with Award level: Bronze (69%), Silver (72%), Gold (78%).



80% said they feel strongly that they can be a good group leader due to the activities they have done in their Award programme.

NAOs

80%

I feel strongly that I can be a good group leader.

IACs

82%



■ Strongly Agree (43.7%) ■ Agree (36.6%) ■ Undecided (14.1%) ■ Disagree (3.9%) ■ Strongly Disagree (1.6%)

Significant differences were found for the following demographic groups:

- Male respondents were more likely to feel like they can be a good group leader (85%) compared to female respondents (78%).
- Respondents who feel like they can be a good group leader increases with Award level: Bronze (76%), Silver (82%), Gold (90%).
- Respondents from Independent Schools were more likely to feel like they can be a good group leader (85%) compared to respondents from Government Schools (72%).
- Respondents who noted a disability were less likely to say feel they can be a good group leader (74%) compared to respondents without disabilities (80%).



88% said they got better at working in a team due to the activities they have done in their Award programme.

NAOs

88%

I got better at working in a team.

IACs

88%



■ Strongly Agree (44.9%) ■ Agree (43.1%) ■ Undecided (8.4%) ■ Disagree (2.7%) ■ Strongly Disagree (1.0%)

Significant differences were found for the following groups:

- Respondents who said they have gotten better at working in a team increases with Award level: Bronze (85%), Silver (89%), Gold (95%).

100 UNDERSTANDING OTHERS



82% said they got better at seeing other people's point of view due to the activities they have done in their Award programme.

NAOs

81%

I got better at seeing other people's point of view.

IACs

87%



■ Strongly Agree (37.9%) ■ Agree (43.6%) ■ Undecided (14.2%) ■ Disagree (3.3%) ■ Strongly Disagree (1.0%)

Significant differences were found for the following demographic groups:

- Respondents who said that they got better at seeing other people's point of view increases with Award level: Bronze (69%), Silver (72%), Gold (78%).
- Respondents from Independent Schools were more likely to say that they got better at seeing other people's point of view (84%) compared to respondents from Government Schools (78%).

100 IMPORTANCE OF COMMUNITY



83% said it has become more important to them to contribute to their community and society due to the activities they have done in their Award programme.

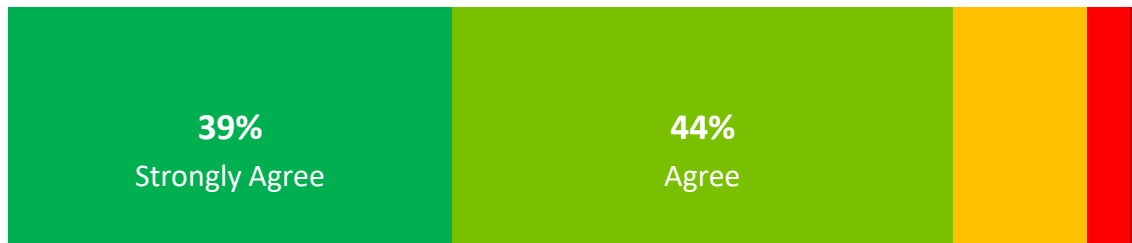
NAOs

83%

IACs

85%

It has become more important to me to contribute to my community and society.



■ Strongly Agree (39.1%) ■ Agree (44.2%) ■ Undecided (11.8%) ■ Disagree (3.7%) ■ Strongly Disagree (1.2%)

Significant differences were found for the following demographic groups:

- Female respondents were more likely to say that it has become more important to them to contribute to their community and society (85%) compared to male respondents (81%).
- Respondents who said that it has become more important to them to contribute to their community and society increases with Award level: Bronze (79%), Silver (87%), Gold (90%).
- Respondents from Independent Schools were more likely to say that it has become more important to them to contribute to their community and society (85%) compared to respondents from Government Schools (80%).

100 COMMUNITY CHANGE

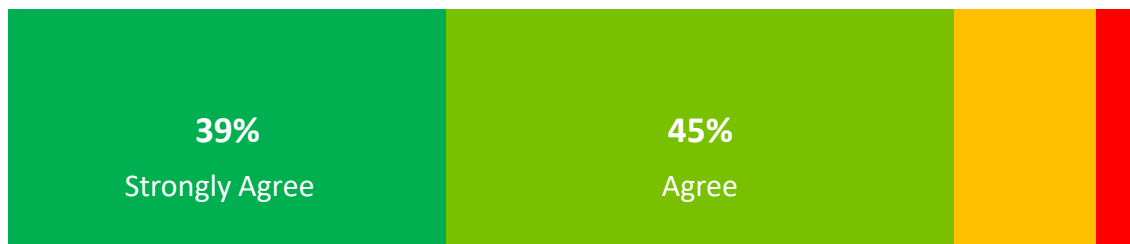


83% said they believe they can make a difference in their community due to the activities they have done in their Award programme.

NAOs 83%

It has become more important to me to contribute to my community and society..

IACs 86%



■ Strongly Agree (38.5%) ■ Agree (44.8%) ■ Undecided (12.5%) ■ Disagree (3.5%) ■ Strongly Disagree (0.8%)

Significant differences were found for the following demographic groups:

- Respondents who said they believe they can make a difference in their community increases with Award level: Bronze (80%), Silver (85%), Gold (89%).
- Respondents from Independent Schools were more likely to believe they can make a difference in their community (86%) compared to respondents from Government Schools (79%).
- Respondents who noted a disability were less likely to believe they can make a difference in their community (78%) compared to respondents without disabilities (83%).



COMFORTABLE WITH NEW SITUATIONS



83% said they feel more comfortable in new and unusual situations due to the activities they have done in their Award programme.

NAOs

83%

I feel more comfortable in new and unusual situations.

IACs

81%



■ Strongly Agree (35.4%) ■ Agree (47.3%) ■ Undecided (12.2%) ■ Disagree (4.2%) ■ Strongly Disagree (0.9%)

Significant differences were found for the following groups:

- Respondents who said they feel more comfortable in new and unusual situations increases with Award level: Bronze (77%), Silver (86%), Gold (92%).
- Respondents who noted a disability were less likely to say feel more comfortable in new and unusual situations (77%) compared to respondents without disabilities (83%).

IMPROVED PHYSICAL FITNESS



81% said they have improved their physical fitness due to the activities they have done in their Award programme.

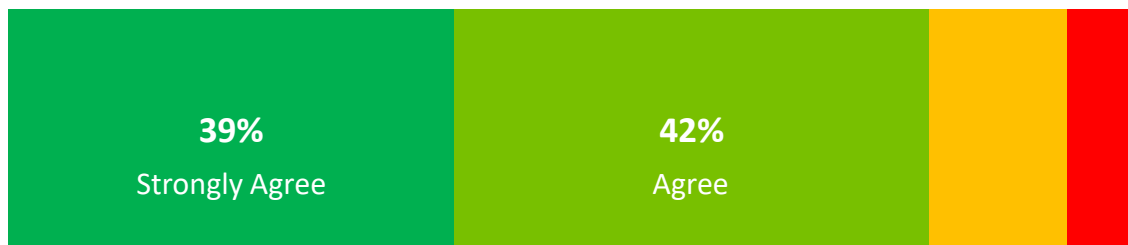
NAOs

81%

I have improved my physical fitness.

IACs

77%



■ Strongly Agree (39.3%) ■ Agree (41.9%) ■ Undecided (12.1%) ■ Disagree (5.7%) ■ Strongly Disagree (1.0%)

Significant differences were found for the following demographic groups:

- Respondents who said they have improved their physical fitness increases with Award level: Bronze (77%), Silver (83%), Gold (89%).
- Male respondents are more likely to say they have improved their physical fitness (83%) compared to female respondents (80%).

IMPROVED PROBLEM-SOLVING



84% said they have improved their problem-solving skills due to the activities they have done in their Award programme.

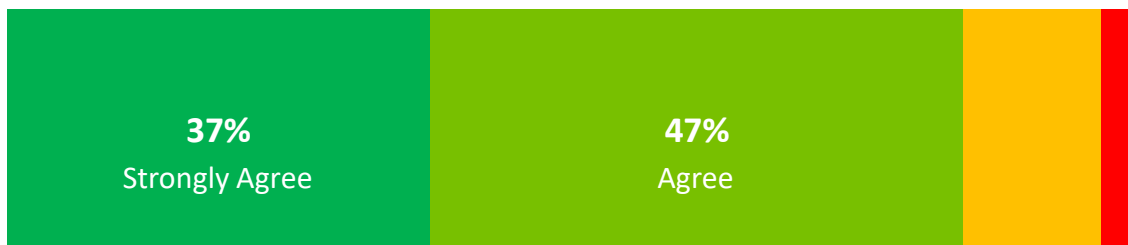
NAOs

84%

I have improved my problem-solving skills.

IACs

82%



■ Strongly Agree (37.3%) ■ Agree (47.0%) ■ Undecided (12.1%) ■ Disagree (2.9%) ■ Strongly Disagree (0.8%)

Significant differences were found for the following demographic groups:

- Respondents who said they have improved their problem-solving skills increases with Award level: Bronze (80%), Silver (87%), Gold (90%).
- Respondents who noted a disability were less likely to say they have improved their problem-solving skills (77%) compared to respondents without disabilities (83%).



RESULTS: IMPACTS OF COVID-19



RESPONSES TO COVID-19 QUESTIONS



COVID-19 questions have been kept for 2021 to gain more insight into the impact of COVID-19 on Award participants and how these may have changed since 2020. This slide shows the response rates for a variety of groups.*



582 total responses, 26% of survey respondents also completed the section on the impact of COVID-19.

NAOs

550, 95%

IACs

32, 5%

We also received the following responses from relevant demographic groups:

- Respondents who identified as having a disability (47, 8%).
- Respondents from Independent Schools (256, 44%) and Government Schools (227, 39%).
- Respondents who identified as Male (175, 30%) and Female (394, 68%)
- Bronze level (292, 50%), Silver level (182, 31%), and Gold level (108, 19%) Respondents.

*Only groups with over 100 Participant responses were considered for analysis comparison in this section.



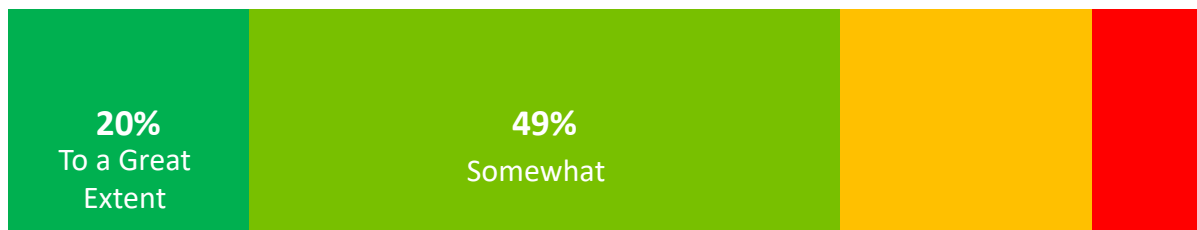
THE AWARD AND RELIEF DURING COVID-19



69% said the Award provided relief during lockdown/quarantine.

Flashback to 2020 survey:
In 2020, 63% said the Award provided relief during lockdown/quarantine.

The Award provided relief for me during the lockdown / quarantine.



■ To a great extent (20.0%) ■ Somewhat (49.1%) ■ Very little (20.9%) ■ Not at all (10.0%)

No significant differences were found for demographic groups.



THE AWARD AND STRUCTURE DURING COVID-19

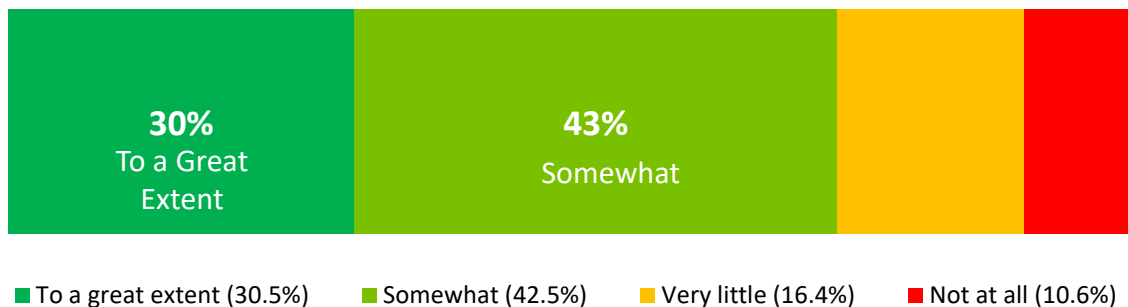


73% said the Award provided structure during lockdown/quarantine

Flashback to 2020 survey:

In 2020, 66% said the Award provided structure during lockdown/quarantine.

The Award provided me with structure during this time.



Significant differences were found for the following groups:

- Female respondents were more likely to say the Award provided them with structure during this time (75%) compared to male respondents (69%)



THE AWARD AND SOCIAL CONNECTION DURING COVID-19

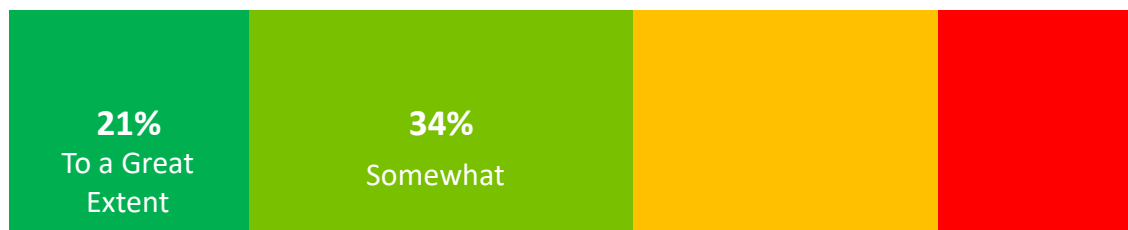


55% said the Award encouraged them to stay in touch with friends during lockdown/quarantine.

Flashback to 2020 survey:

In 2020, 56% said the Award encouraged them to stay in touch with friends during this time.

The Award encouraged me to stay in touch with friends.



■ To a great extent (21.2%) ■ Somewhat (33.8%) ■ Very little (26.9%) ■ Not at all (18.1%)

Significant differences were found for the following groups:

- The percent of respondents who said the Award encouraged them to stay in touch with friends during this time increased with Award level: Bronze (50%), Silver (59%), Gold (61%).
- Respondents from Government Schools were less likely to say the Award encouraged them to stay in touch with friends (52%) compared to respondents from Independent Schools (57%).



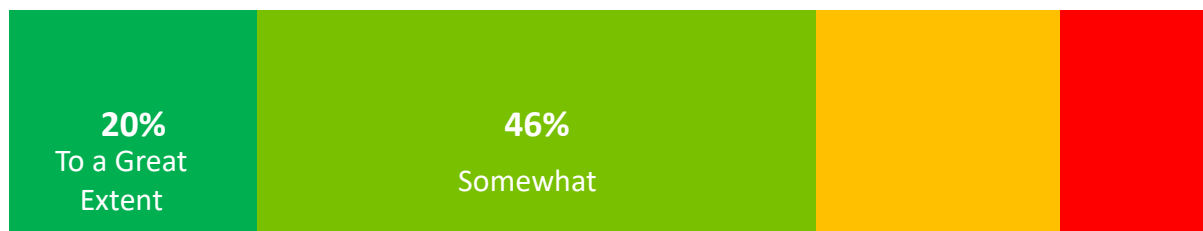
THE AWARD AND MENTAL HEALTH AND WELLBEING DURING COVID-19



67% said the Award assisted with their mental health and wellbeing during lockdown/quarantine.

Flashback to 2020 survey:
In 2020, **59%** said the Award assisted with their mental health and wellbeing during this time.

The Award assisted with my mental health and wellbeing.



■ To a great extent (20.5%) ■ Somewhat (46.3%) ■ Very little (20.1%) ■ Not at all (13.2%)

Significant differences were found for the following groups:

- The percent of respondents who said the Award assisted with their mental health and wellbeing during this time increased with Award level: Bronze (64%), Silver (68%), Gold (71%).
- Respondents from Government Schools were more likely to say the Award assisted with their mental health and wellbeing (70%) compared to respondents from Independent Schools (65%).



THE AWARD AND PHYSICAL FITNESS AND HEALTH DURING COVID-19

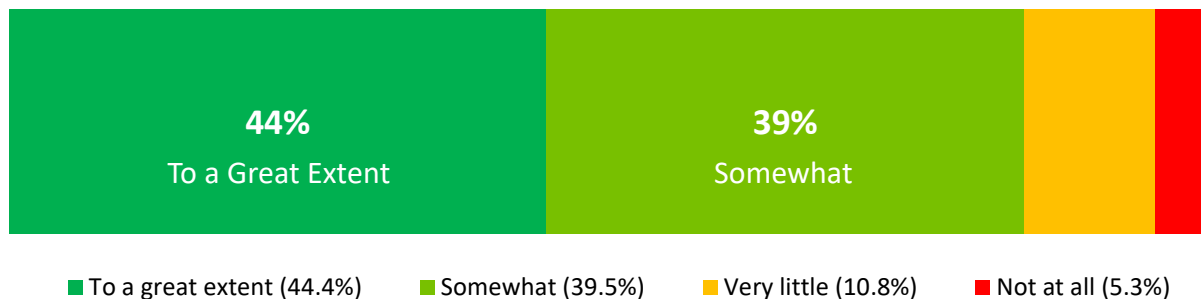


84% said the Award assisted with their physical fitness and health during lockdown/quarantine.

Flashback to 2020 survey:

In 2020, **77%** said the Award assisted with their physical fitness and health during this time.

The Award assisted with my physical fitness and health.



Significant differences were found for the following groups:

- Respondents from Government Schools were less likely to say the Award assisted with their physical fitness and health (82%) compared to respondents from Independent Schools (85%).



THE AWARD AND PERSONAL DEVELOPMENT DURING COVID-19

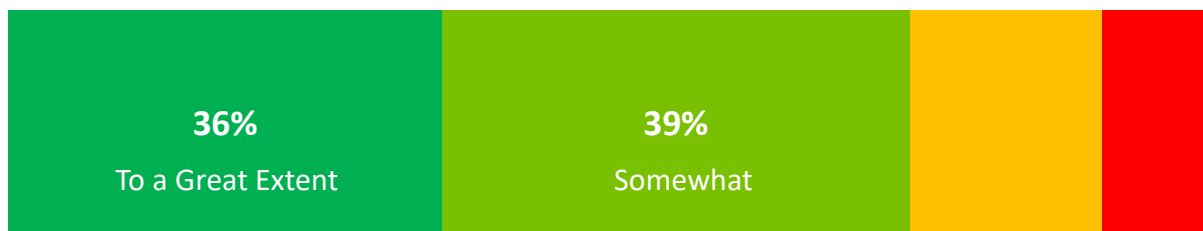


75% said the Award helped them to develop personally during lockdown/quarantine.

Flashback to 2020 survey:

In 2020, 70% said the Award helped them to develop personally during this time.

The Award helped me to develop personally during this period.



■ To a great extent (35.9%) ■ Somewhat (38.6%) ■ Very little (15.9%) ■ Not at all (9.5%)

Significant differences were found for the following demographic groups:

- Respondents from Government Schools were more likely to say the Award helped them, to develop personally (75%) compared to respondents from Independent Schools (72%).



INCREASED VALUE PLACED ON THE AWARD DURING COVID-19

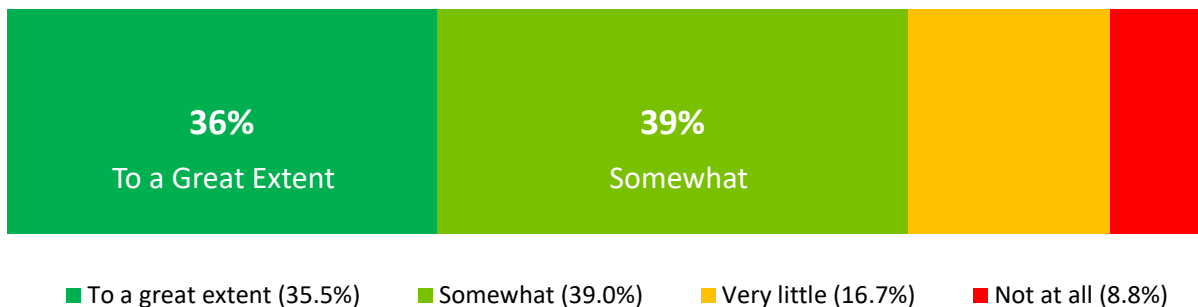


75% said that lockdown/quarantine increased the value they place on doing their Award.

Flashback to 2020 survey:

In 2020, 68% said that lockdown/quarantine increased the value they place on doing their Award.

The experience of living through the COVID-19 lockdown/ quarantine increased the value I place on doing my Award.



Significant differences were found for the following demographic groups:

- Male respondents were more likely to say the value they place on the Award has increased due to lockdown/quarantine (78%) compared to female respondents (73%).
- Respondents were more likely to say the value they place on the Award has increased with increasing Award level: Bronze (72%), Silver (76%), Gold (79%).



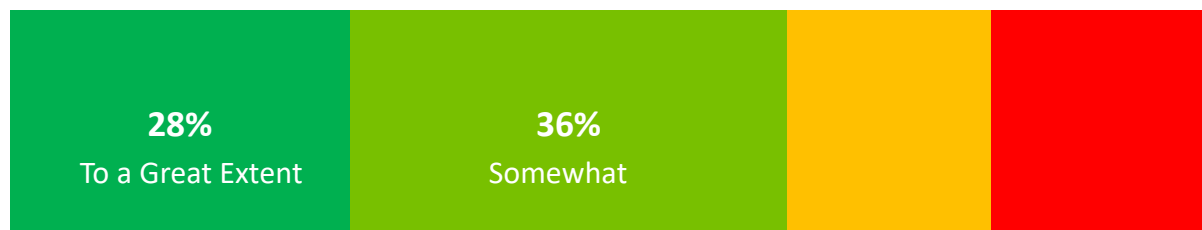
MAINTAINING REGULAR VIRTUAL CONTACT DURING COVID-19



64% said that they maintained regular virtual contact with their friends in their Award group during quarantine/lockdown.

Flashback to 2020 survey: No changes from 2020 survey.

I maintained regular virtual contact with my friends in my Award group.



■ To a great extent (28.2%) ■ Somewhat (36.1%) ■ Very little (16.9%) ■ Not at all (18.8%)

Significant differences were found for the following demographic groups:

- Male respondents were more likely to say that they maintained regular contact with their friends in their Award group during this time (67%) compared to female respondents (63%).
- Likelihood for respondents to say that they maintained regular contact with their friends in their Award group during this time increases with Award level: Bronze (62%), Silver (64%), Gold (71%).
- Respondents from Independent Schools were more likely to say that they maintained regular contact with their friends in their Award group during this time (70%) compared to respondents from Government Schools (61%).



AWARD LEADER SUPPORT DURING COVID-19



79% said that they felt supported by their Award Leader during quarantine/lockdown.

Flashback to 2020 survey:
In 2020, **77%** said that they felt supported by their Award Leader during this time.

I felt supported by my Award Leader during this time.



■ To a great extent (46.5%) ■ Somewhat (32.9%) ■ Very little (13.2%) ■ Not at all (7.4%)

Significant differences were found for the following demographic groups:

- Male respondents were more likely to say that they felt supported by their Award Leader during this time (82%) compared to female respondents (78%).



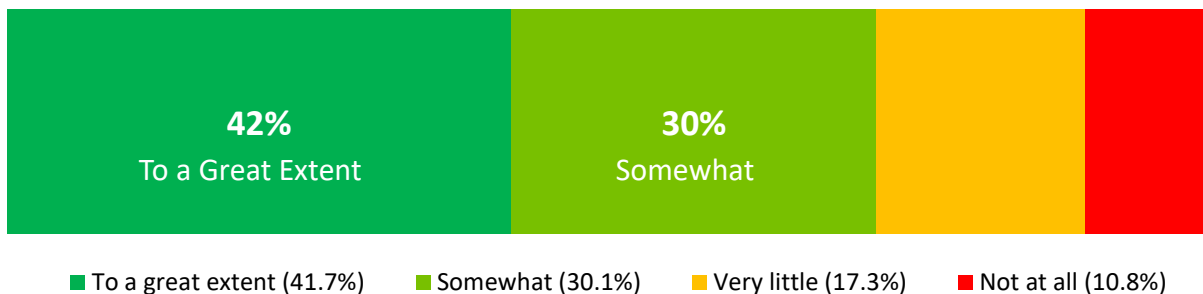
AWARD LEADER IMPACT ON CONTINUING THE AWARD DURING COVID-19



72% felt that their Award Leader helped them continue their Award during quarantine/lockdown.

Flashback to 2020 survey:
In 2020, **73%** said that their Award Leader helped them continue their Award during this time.

My Award Leader played an important role in my ability to continue my Award during this time.



Significant differences were found for the following groups:

- Female respondents were less likely to say that their Award Leader helped them continue their Award during this time (69%) compared to male respondents (78%).
- Likelihood of respondents to say that their Award Leader helped them continue their Award increased with Award level: Bronze (71%), Silver (72%), Gold (75%).
- Respondents from Independent Schools were more likely to say that their Award Leader helped them continue their Award (74%) compared to respondents from Government Schools (68%).



TEMPORARY AWARD CHANGES DURING COVID-19



78% felt that the temporary changes introduced by the Award authorities during this time helped them to be able to continue.

Flashback to 2020 survey:

In 2020, **73%** felt that the temporary changes introduced by the Award authorities during this time helped them to be able to continue.

The temporary changes introduced by the Award authorities during this time helped me to be able to continue the Award.



■ To a great extent (46.9%) ■ Somewhat (31.4%) ■ Very little (12.0%) ■ Not at all (9.8%)

Significant differences were found for the following groups:

- Female respondents were less likely to say that the temporary changes helped them to continue their Award (77%) compared to male respondents (81%).
- Respondents at Independent Schools were more likely to say that the temporary changes helped them to continue their Award (80%) compared to Government School (74%).



IMPACT OF COVID-19 ON AWARD COMPLETION

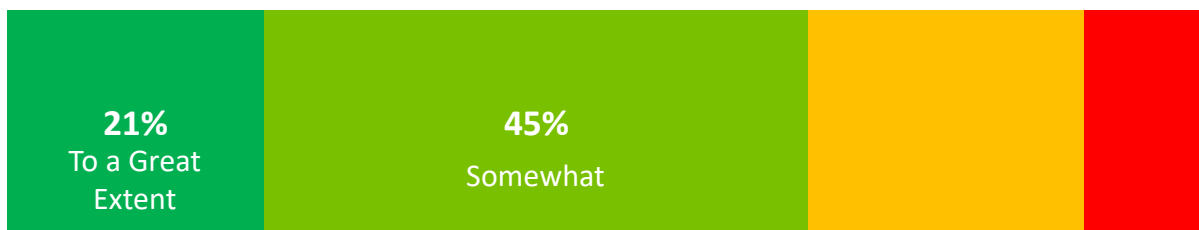


66% felt that the COVID-19 lockdown/quarantine affected their ability to continue their Award.

Flashback to 2020 survey:

In 2020, 59% felt that the COVID-19 lockdown/quarantine affected their ability to continue their Award.

To what extent has the COVID-19 lockdown / quarantine affected your ability to continue with your Award programme?



■ To a great extent (21.3%) ■ Somewhat (45.0%) ■ Very little (22.8%) ■ Not at all (10.9%)

Significant differences were found for the following groups:

- Male respondents were more likely to say that the COVID-19 lockdown/quarantine affected their ability to continue their Award (72%) compared to female respondents (64%).
- The percentage of respondents who said the lockdown/quarantine affected their ability to continue their Award increases with Award level: Bronze (63%), Silver (65%), Gold (78%).
- Respondents from Independent Schools were more likely to say that the lockdown/quarantine affected their ability to continue (74%) compared to respondents from Government Schools (59%).



IMPACT OF COVID-19 PER AWARD SECTION



Skills Section



34% felt that the COVID-19 lockdown/quarantine affected their Skills Section.

Flashback to 2020 survey: 37% felt that their Skills Section was affected.

- Male respondents were more likely to say their Skills Section was affected (43%) compared to female respondents (30%).
- Gold respondents were the most likely to say their Skills Section was affected (37%).

Physical Recreation Section



53% felt that the COVID-19 lockdown/quarantine affected their Physical Recreation Section.

Flashback to 2020 survey: 52% felt that their Physical Recreation Section was affected.

- Respondents from Independent Schools were more likely to feel that their Physical Recreation Section was affected (59%) compared to respondents from Government Schools (46%).



IMPACT OF COVID-19 PER AWARD SECTION



Voluntary Service Section



74% felt that the COVID-19 lockdown/quarantine affected their Voluntary Service Section.

Flashback to 2020 survey: 72% felt that their Voluntary Service Section was affected.

Male respondents were more likely to say their Voluntary Service Section was affected (78%) compared to female respondents (72%).

Adventurous Journey



75% felt that the COVID-19 lockdown/quarantine affected their Adventurous Journey.

Flashback to 2020 survey: 68% felt that their Adventurous Journey Section was affected.

Gold respondents were the most likely to say their Adventurous Journey Section was affected (80%).

Gold Residential Project



65% felt that the COVID-19 lockdown/quarantine affected their Gold Residential Project*.

Flashback to 2020 survey: 53% felt that their Gold Residential Project* was affected.

Female respondents were more likely to say their Gold Residential Project was affected (74%) compared to male respondents (57%).

*Gold Project in Canada.



IMPACT OF COVID-19 ON AWARD EXPERIENCE



Beginning an Award Programme.



29% felt that the COVID-19 lockdown/quarantine affected their Award registration.

Flashback to 2020 survey: 38% felt that their Award registration was affected.

- Gold respondents were the least likely to say that their Award registration was affected (22%).
- Government School respondents were more likely to say Award registration was affected (30%) compared to Independent School respondents (25%).
- Male respondents were more likely to say that Award registration was affected (40%) compared to female respondents (24%)

Mentoring Support from Award Leader



30% felt that the COVID-19 lockdown/quarantine affected the mentoring support from their Award Leader.

Flashback to 2020 survey: 35% felt that Award Leader mentoring support was affected.

- Bronze respondents were the most likely to say they felt that Award Leader mentoring support was affected (32%) compared to Silver respondents (29%) and Gold respondents (28%).



IMPACT OF COVID-19 ON AWARD EXPERIENCE



Training Support from Activity Coaches / Instructors



47% felt that the COVID-19 lockdown/quarantine affected the training support from Activity Coaches / Instructors.

Flashback to 2020 survey: 44% felt that training support from Activity Coaches / Instructors was affected.

- Female respondents are less likely to say that training support from Activity Coaches / Instructors was affected (45%) compared to male respondents (52%).
- Respondents saying they felt impacted increases with Award level: Bronze (43%), Silver (47%), Gold (55%).
- Respondents from Government Schools were less likely to say they were impacted (38%) compared to respondents from Independent Schools (50%).

Training Support from Assessors



40% felt that the COVID-19 lockdown/quarantine affected the training support from Assessors.

Flashback to 2020 survey: 40% felt that training support from Assessors was affected.

- Respondents from Government Schools were less likely to say they were impacted (33%) compared to respondents from Independent Schools (44%).



IMPACT OF COVID-19 ON AWARD EXPERIENCE



Locating an Activity Assessor



42% felt that the COVID-19 lockdown/quarantine affected their ability to locate an Activity Assessor.

Flashback to 2020 survey: 40% felt that locating an Activity Assessor was affected.

- Silver respondents were the most likely to feel that locating an Activity Assessor was affected (47%) and Bronze respondents the least likely (38%).
- Respondents from International Schools were more likely to feel that locating an Activity Assessor was affected (41%) compared to respondents from Government Schools (36%). Respondents from all other Award Centre types were the most impacted.

Having their Award Approved



47% felt that the COVID-19 lockdown/quarantine affected their ability to have their Award approved.

Flashback to 2020 survey: 47% felt that their ability to have their Award approved was affected.

- Silver respondents were the most impacted (55%) and Gold respondents were the least impacted (37%).
- Male respondents were more likely to feel that the ability to have their Award approved was impacted (49%) compared to female respondents (46%).



IMPACT OF COVID-19 ON AWARD EXPERIENCE



Attending an Award Ceremony



71% felt that the COVID-19 lockdown/quarantine affected their ability to attend an Award Ceremony.

Flashback to 2020 survey: 71% felt that their ability to attend an Award ceremony was affected.

- Male respondents were more likely to say their ability to attend an Award ceremony was impacted (73%) compared to female respondents (71%).
- Respondents from Independent Schools were less likely to say their ability to attend an Award ceremony was affected (66%) compared to respondents from Government Schools (70%).



CONCLUSION



- **Representation:** The representativeness of the results of this survey for the Award participants worldwide is limited due to the following:
 - 56% of responses are from only two countries: Australia and New Zealand.
 - Female respondents were overrepresented in this survey compared to the portion of Awards completed by female participants in 2021.
 - Continuing Award Participants (those who have completed the previous Award level) are overrepresented in this survey.
- **Selection bias:** As this survey is sent to participants once they have completed their Award, this survey does not capture the experience of those who have not completed their Award. The main way of delivering this survey is through the Online Record Book, which excludes participants from countries not using this service unless their Award Operator distributes the survey in an other way.
- **Limited responses to COVID-19 questions.** Not all respondents opted to continue to the COVID-19 questions once they finished the main survey. There were about 582 responses to the COVID-19 impact questions (excluding questions about the Gold Residential Project and Gold Project (Canada), which were only asked of Gold level respondents).



- **Lack of data in all gender categories:** There is evidence to suggest that participants who selected 'prefer to self-describe' or 'prefer not to say' when asked their gender, have a less positive experience relating to their Award journey. They report considerably lower satisfaction levels in the following areas:
 - Net Promoter Score,
 - how satisfied they are with their lives,
 - how much they enjoyed the Award,
 - how much they feel part of their community as a result of doing their Award, and
 - how much they found the Award non-competitive.

A similar result was found in 2018, 2019, and 2020. The sample sizes for these two gender categories are currently too small to draw any statistically significant conclusions and are therefore not included in the report.



DISCUSSION



Participant satisfaction survey results provide valuable insights for the Award experience of young people who have completed their Award journey in 2021. There have been some positive changes from the 2020 survey results: more respondents felt comfortable contacting their Award Leader (96%, up from 92% in 2020), more respondents felt supported by their Award Leader (92%, up from 88% in 2020), more respondents said they would be progressing to the next level (62%, up from 56% in 2020).

While the respondents' satisfaction with their Award experience is high, there are some areas with lower scores. Some areas that were not as highly rated include whether they believed they reviewed their progress regularly with their Award Leader, how much respondents felt a part of their community after participating in the Award, and their intention to continue to the next Award level. The enjoyability of Award Ceremonies continues to increase; from 60% in 2019 to 76% in 2020 to 81% in 2021.

For the 2021 survey, we added a series of questions about the Outcomes of the Award. Some of the highest rated outcomes included respondents saying they: got better at working in a team (88%), find it more exciting to try new things (87%), now see challenges as opportunities to develop (87%), are more resilient (85%), got better at problem-solving skills (84%).



DISCUSSION – DEMOGRAPHIC GROUPS



Respondents' satisfaction increases with their Award level; Gold level participants tend to give the most positive responses and Bronze level participants the least. This is also reflected in the fact that the NPS increases noticeably with Award level. Respondents' perceived Award Outcomes also increase with Award level for all 14 Outcomes questions. Gold and Silver respondents were more likely to continue with Award activities beyond completing their Award: volunteering, skills, physical activity, and participating in outdoor activities like the AJ.

Young people with disabilities who took the survey reported higher likeliness to make new friends and have their process reviewed regularly by their Award Leader. However, they also found the Award to be less inclusive, less inspiring, and less enjoyable, with a NPS 8 points lower than those without disabilities. Respondents with disabilities were also less likely to agree that they experienced Award Outcomes such as confidence, resilience, improved problem-solving, feeling like they can be a good leader, excitement to try new things. They also noted a lower life satisfaction average (6, compared to the 7.4 overall average).



DISCUSSION – COVID-19



The COVID-19 pandemic and its global impacts have continued to have an impact on Award participants in 2021. The majority of respondents felt that the COVID-19 lockdown/quarantine affected their ability to continue their Award (66%, up from 59% 2020). The percentage of those who felt impacted was highest at Bronze level, male respondents, and those from Independent Schools.

Since 2020, there was a decrease in Award registration being impacted (29%, down from 38% in 2020), however a higher portion of respondents felt that their Voluntary Service and Adventurous Journey sections were affected by the pandemic (74% and 75% respectively). At the Gold level there was also an increase in those who felt that the Gold Residential Projects was impacted (65%, up from 53% in 2020). The ability to find and receive support from adults in the Award, such as Award Leaders, Activity Coaches, Assessors, and Instructors continued to be impacted by COVID-19 lockdown/quarantine.

The Award also continued to be a source of benefits during the COVID-19 lockdown/quarantine in 2021, with most saying that the Award provided them with relief and structure, and encouraged them to stay in touch with friends during this time. There was also a significant increase in those who felt the Award helped with their mental health and wellbeing (67%, up from 59% in 2020), and those who felt the Award assisted with their physical fitness and health (84%, up from 77% in 2020). The majority of respondents also stated that the Award helped them develop personally during the COVID-19 lockdown/quarantine and that the value they place on the Award has increased during this time. Most respondents also felt supported by their Award Leader and felt the temporary changes introduced helped them continue with their Award.



DISCUSSION - CONCLUSION



In 2021, there is not a lot of geographical diversity among countries with the highest response rates and several countries where the Award operates have provided few responses (such as the African countries). There is still a lot of room for improvement in terms of increasing the representativeness of data, as explained further in the *Limitations* section.

Among these limitations, one of the key areas from which the Operations Teams would benefit the most is understanding the experience of those young people who decide early on in their Award programme, not to continue further. In order to understand why young people drop out of the Award and how we can improve the Award experience of all Award participants, we need to find a way to seek feedback systematically from young people at various stages throughout their Award programme.

In order to improve representation globally, we need more NAO countries to come on board in future years. The survey is currently available in 9 languages and can be available for as many languages as required. It can be run online or offline in paper format. Increased participation from more NAO countries will also have a positive impact on ensuring higher response numbers across all demographic groups, which would enable us to start to see and work with the differences in Award experience in different contexts.



DISCUSSION - CONCLUSION



Overall, the responses to most questions showed few changes from 2020, with some exceptions for particular demographic groups. These comparisons provide some indication of where we need to investigate further, to ensure the Award experience is positive for all young people, regardless of their age, gender, ability, background or location.

The 2022 round of the participant satisfaction survey is launched and we will continue to monitor the quality of Award experience of young people across the world. As we receive responses from more NAO countries and different types of Award Centres, we will get better at understanding to what we need to pay closer attention in order to make it a world class Award experience for all young people.



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