

# THE AWARD IN NUMBERS

## AS A RESULT OF DOING THE AWARD...



**91%**  
felt challenged



**93%**  
tried something new



**57%**  
believe they have  
changed as a person



**80%**  
felt inspired

## THE AWARD AND VOLUNTEERING...



More than  
**7 million**  
hours devoted to volunteering by participants who  
completed Awards in 2018<sup>2</sup>



**25%**  
had never volunteered  
before the Award



**87%**  
will continue to volunteer regularly  
(versus 51% who volunteered  
regularly before the Award)<sup>3</sup>



**66%**  
now feel part of their  
community



**78%**  
of those who volunteered less  
than once a month now plan to  
volunteer regularly

<sup>2</sup> The approximate amount of time spent volunteering by those who completed an Award in 2018.  
Does not include volunteering by current participants.

<sup>3</sup> As a result of doing the Award, 87% intend to continue volunteering at least once a month,  
compared to the 51% who regularly volunteered before doing the Award.

# BUILDING POSITIVE HABITS...



**95%**

plan to continue  
regular exercise<sup>4</sup>



**77%**

of those who exercised less than  
once a month before the Award,  
now exercise at least once a week



**31%**

had never done an Adventurous  
Journey (AJ)-style activity before  
the Award



Of those who'd never done an AJ

**83%**

now intend to do so at least once  
a year



**56%**

of those who didn't practice a skill regularly (or at all)  
before the Award, now plan to at least once a week

<sup>4</sup> Of those surveyed 95% intend to continue regular physical activity at least once a week.

# RECOMMENDING THE AWARD...



**88%**

of Award holders would  
recommend the Award to others

The Award's Net  
Promoter Score<sup>5</sup> (NPS):

**41**  
Overall

**61**  
Gold

“

The Award has helped me  
grow in all sectors of my life.  
I have enjoyed my Award  
journey and though I am  
proud to have completed  
my Gold level, I am sad to  
see it end.

Gold Award participant, Canada

”

<sup>5</sup> Net Promoter Score (NPS) aims to measure the loyalty that exists between a provider and a user. Scores range from -100 to +100. The overall NPS score for the Award is 41, with an NPS of 61 for Gold participants.

## CONTACT US

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**#WORLD  
READY**

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