



2019 PARTICIPANT SATISFACTION SURVEY: KEY HIGHLIGHTS REPORT

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Introduction:

In 2019 we conducted a Participant Satisfaction Survey, as a way to gain invaluable insight on the Award in Canada from the perspective of a participant. The results enable us to maintain high quality support to young people and continue our efforts to make the Award more accessible.

The overall results from this survey indicate that participants have a high level of satisfaction with their Award experience. The following document is a collection of data highlights collated from the Canada Satisfaction Survey Report. It is intended to help provide quick access to relevant data for review by Award Board Members and Staff.

To view the complete report for Canada as well as the Global results compiled by the International Award Foundation, please follow the links in the [Resources Section](#) of this document.

For questions and comments regarding the content of this overview or reports mentioned, please email us at research@dukeofed.org.

At a glance highlights:

NET PROMOTER SCORE NPS:

The 2019 Net Promoter Score (NPS) for the Award in Canada was 40 overall, which is considered good. In addition, when we look at only Gold Achiever responses, the NPS increases to 58, which is considered excellent. The Net Promoter Score is a measure of how likely the respondents are to recommend the Award to their friends. This gives us a good indication that our participants are satisfied with their Award program, and they would also recommend the Award to a friend or colleague.

INCREASE IN AWARD ACTIVITY SATISFACTION

Increases in activity levels show the majority of respondents indicate they plan to continue their activities after completing their Award. This indicates that the Award is having a lasting impact. Of particular note is an increase in participation in Adventurous Journey (AJ) related activities such as hiking, kayaking, sailing etc. Of those surveyed, 29% of participants had never participated in an AJ type of activity before the Award. After the Award 90% now intend to continue their AJ type activity after at least once a year or more.

DECREASE IN AWARD CEREMONY SATISFACTION

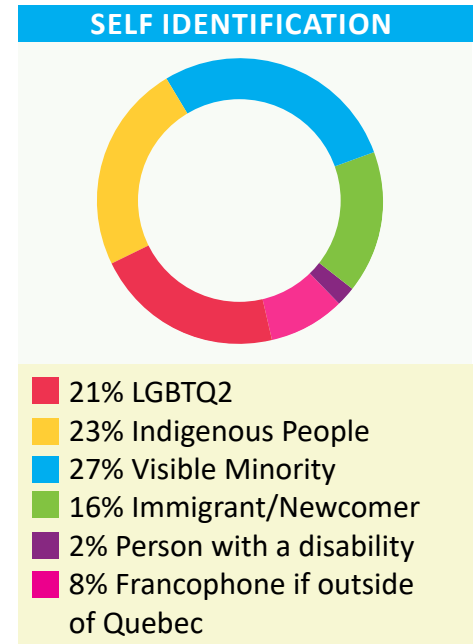
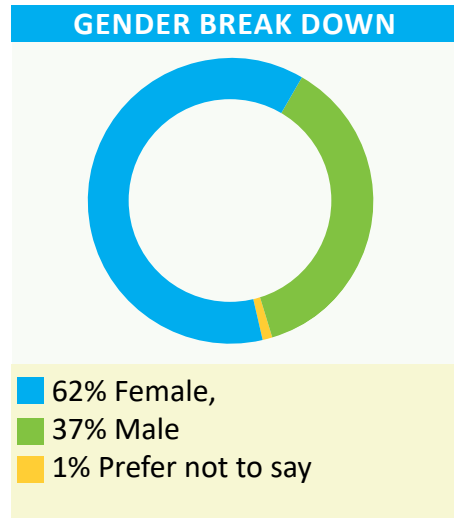
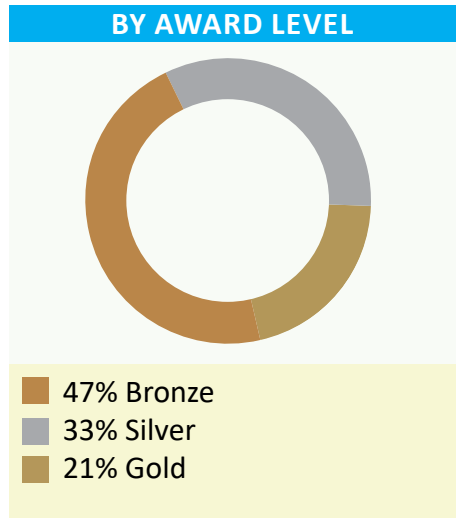
There are some areas where participant satisfaction has decreased from the previous year. For example when asked if Award Ceremonies are enjoyable, 65% of participants agreed. This was down 4% in comparison to the 2018 survey results. This might be due to many different factors and are worth exploring further to help identify what the causes may be.

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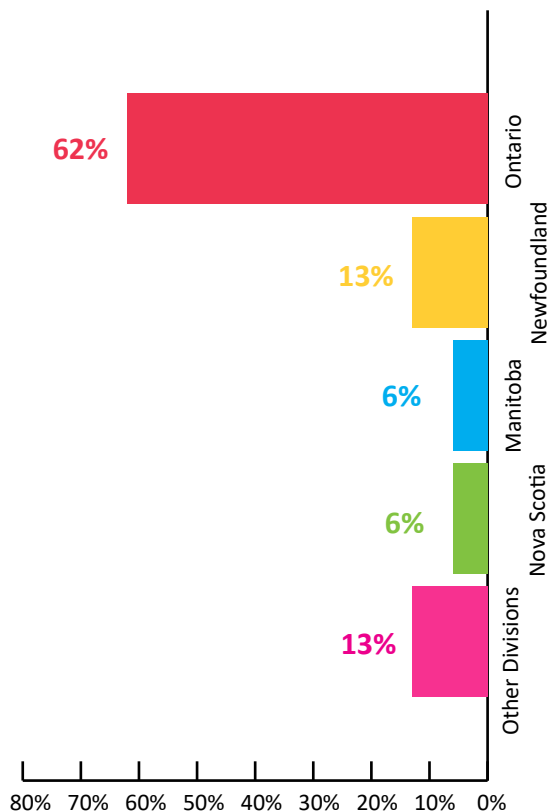


Survey Response Demographics:

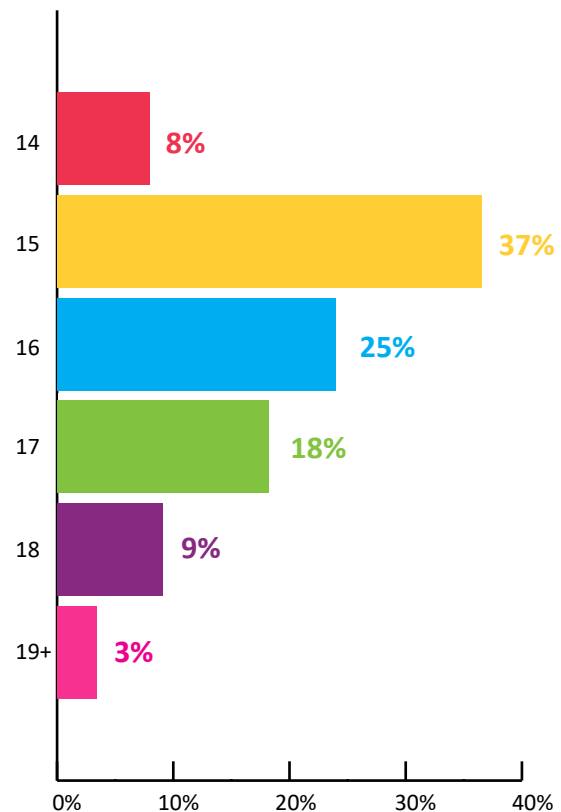


Survey Sample Size: 329

PARTICIPATION DISTRIBUTION BY DIVISION



PARTICIPATION DISTRIBUTION BY AGE



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Survey Result Highlights: Section Participation Levels



Physical Recreation Section:

- Before the Award **88% of respondents** took part in regular physical recreation.*
After the Award **98% of respondents** intend to take part in regular physical recreation.*
*Regular Physical Recreation being defined as once a week or more often.
- This shows an **increase of 10%** in participants planning to continue regular physical exercise at least once a week or more often.



Skills Section:

- Before the Award **78% of respondents** took part in regular skills practice.*
After the Award **90% of respondents** intend to take part in regular skills practice.*
*Regular skills practice is defined as once a week or more often.
- This shows an **increase of 12%** in participants planning to continue practice skill related activities at least once a week after award completion.



Service Section:

- Before the Award **76% of respondents** took part in regular volunteering.*
After the Award **95% of respondents** intend to take part in regular volunteering.*
*Regular volunteering is defined as once a month or more often.
- This shows an increase of **19% in participants** planning to continue regular volunteering at least once a month after award completion.



Adventurous Journey Section:

- Before the Award, **29% of young people** had never participated in an Adventurous Journey (AJ) type of activity.
- Of the participants that never participated in an AJ type of activity before the Award... **90%** now intend to continue doing an AJ type of activity at least once a year or more often.



Gold Project Section:

- After the Award **77% of Gold respondents** feel they are more likely to participate in community activities in the future, as a result of participating in the Gold Project.

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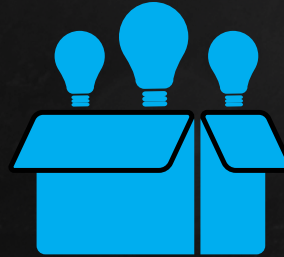


AS A RESULT OF DOING THE AWARD...



89%

felt challenged



92%

tried something new



65%

feel they have made new friends through
participating in the Award



52%

believe they have
changed as a person



79%

felt inspired

Survey of 329 respondents from across Canada. January – December 2019.

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**#WORLD
READY**

BUILDING POSITIVE HABITS...



98%

plan to continue
regular exercise¹



100%

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



29%

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



Of those who'd never done an AJ

90%

now intend to do so at least once a
year



69%

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

¹ Of those surveyed 98% intend to continue regular physical activity at least once a week.

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**#WORLD
READY**

THE AWARD AND VOLUNTEERING...



98,592

hours devoted to volunteering by participants who completed Awards in 2019²



7%

had never volunteered
before the Award



95%

will continue to volunteer regularly
(versus 76% who volunteered
regularly before the Award)³



67%

now feel part of their
community



89%

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

² The approximate amount of time spent volunteering by those who completed an Award in 2019. Does not include volunteering by current participants.

³ As a result of doing the Award, 95% intend to continue volunteering at least once a month, compared to the 76% who regularly volunteered before doing the Award.

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**#WORLD
READY**

RECOMMENDING THE AWARD...



88%

of Award holders would
recommend the Award to others

The Award's Net
Promoter Score⁴ (NPS):

40
Overall

58
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

”

⁴ 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 in Canada is 40, with an NPS of 58 for Gold participants.

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**#WORLD
READY**

Additional Data Highlights:

GENERAL FEELINGS ABOUT THE AWARD



- 95% of participants enjoyed doing their Award.
8% increase from 2018
- 89% of participants felt challenged.
4% increase from 2018
- 79% of participants felt inspired.
7% increase from 2018
- 92% of participants feel the Award is non-competitive.
29% increase from 2018
- 94% planned their own Award program.
7% increase from 2018

IN THEIR WORDS: HOW HAS PARTICIPATING IN THE AWARD CHANGED YOU AS A PERSON?



- "I have developed many important skills and characteristics, such as perseverance, commitment, leadership and communication."
- "I realized that I have so many connections, and that I have special members in my community who I can turn to for help, and to help."
- "I feel that doing this Award has changed me for the better. After doing two levels of this Award, I have experienced new things that I naturally wouldn't have chosen before. This Award has also led me to meet new people and has made me appreciate all the little things that everyone does everyday."

WORKING WITH AN ADULT MENTOR



- 94% of participants feel comfortable contacting their Award Leader for support.
4% increase from 2018
- 91% feel supported and encouraged by their Award Leader.
5% increase from 2018

PROGRESSION WITHIN THE AWARD



- Overall, 74% plan to continue to the next Award level
- 83.8% of Silver respondents plan to continue
- 65.9% of Bronze respondents plan to continue

FINDING OUT ABOUT THE AWARD



- 67% found out about the Award through their school/organization
- 26% through word of mouth
- 2% through online search

VARIETY OF AWARD ACTIVITIES



- 91% of participants feel there was enough activity choice.
6% increase from 2018

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Conclusion:

DATA LIMITATIONS

With 329 complete survey responses, the data presented in this report is statistically relevant and valuable insight into the Award experience of Canadian participants. There are however some data limitations worth taking into consideration.

1. Incomplete Representation:

The representativeness of the results of this survey for the Award participants worldwide is limited due to the following:

- All survey responses are from participants who are completed their Award using the Online Record Book system. This is due to the primary delivery method for the satisfaction survey being a link embedded in an email which is automatically sent to a participant once they complete their Award. As a result, the percentage of Award achievers who completed their Award through the Paper Record Book in 2019 are not represented in this analysis.
- 66% of the responses are from Government and Independent Schools; meaning a variety of Award Centre types are under-represented.
- 87% of survey responses come from four operating Divisions: 62% Ontario, 13% Newfoundland and Labrador, 6% Manitoba and 6% Nova Scotia.

2. Selection Bias:

All responses are from young people who have completed their Award. This survey does not capture the experience of those who have not completed their Award.

3. Non-English qualitative data:

Open ended questions provide a more in-depth insight into how young people talk about their Award experience. This year, we only analyzed the English responses. In order to capture cultural differences better, qualitative data in languages other than English need to be analyzed.

FUTHER RESEARCH

1. Award Team Satisfaction Survey

Participant satisfaction survey results provide valuable insights for the Award experience of young people who have completed their Award in 2019. However further research is required for a more in-depth look at the customer satisfaction levels of all of our Stakeholders. In 2019, the Award in Canada participated in a pilot Satisfaction Survey with Award Leaders and other adult volunteers. The results of this survey were not statistically representative due to the low number of responses, however it does provide insight into the Award experience of some of our adult Volunteers. You can read the results from the 2019 Award Team Satisfaction Survey [here](#).

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Conclusion:

2. Social Value Research Survey

In addition to our Satisfaction Surveys, we are conducting research to understand the Social Value Impact of the Award in Canada. This work is being done in partnership with the International Award Foundation and PricewaterhouseCoopers. Through this project we have surveyed Award participants, Award Leaders and Award Holders about many different aspects of their Award Journey. Data from this survey will enable us to further understand the impact the Award is having on all of our stakeholders.

In conclusion, the results from our 2019 Participant Satisfaction Survey highlight many positive experiences young people gain by doing the Award. However, it also illustrates areas of improvement within the delivery of our Framework and the need to reach a wider demographic of young people when conducting surveys. We look forward to seeing further insights into the Award experience of our participants through the 2020 Satisfaction Survey.

For more information regarding this report or any of our surveys, please email us at research@dukeofed.org.

Resources:

- [2019 Canada Participant Satisfaction Survey Report](#)
- [2019 Global Participant Satisfaction Survey Report](#)
- [2020 Award in Numbers infographic](#)

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