

# THE AWARD IN NUMBERS

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



**93%**  
felt challenged



**93%**  
tried something new



**63%**  
believe they have  
changed as a person



**77%**  
felt inspired

## THE AWARD AND VOLUNTEERING...



More than  
**102 THOUSAND**  
hours devoted to volunteering by participants who  
completed Awards in 2019 in IACs.<sup>2</sup>



**14%**  
had never volunteered  
before the Award



**93%**  
will continue to volunteer regularly  
(versus 66% who volunteered  
regularly before the Award)<sup>3</sup>



**62%**  
now feel part of their  
community



**83%**  
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 2019. Does not include volunteering by current participants.

<sup>3</sup> As a result of doing the Award, 93% intend to continue volunteering at least once a month, compared to the 66% who regularly volunteered before doing the Award.

# BUILDING POSITIVE HABITS...



**91%**  
plan to continue regular exercise<sup>4</sup>



**70%**  
of those who exercised less than once a month before the Award, now exercise at least once a week



**38%**  
had never done an Adventurous Journey (AJ)-style activity before the Award



Of those who'd never done an AJ  
**85%**  
now intend to do so at least once a year



**78%**  
of participants feel they have made new friends through participating in the Award

<sup>4</sup> Of those surveyed 91% intend to continue regular physical activity at least once a week.

# RECOMMENDING THE AWARD...



**91%**  
of Award holders would recommend the Award to others

“

I believe now I am a more independent person, and I learned how to work as a group even more..

Bronze Award participant, Peru

”

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

**42**  
Overall

**60**  
Gold

“

I've become much more aware of the environment around me and I've developed new skills.

Silver Award participant, Egypt

”

<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 42 (rated 'good'), with an NPS of 60 for Gold participants (rated 'excellent').

## CONTACT US

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**#WORLD  
READY**

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