



## **WORLD ORGANIZATION OF THE SCOUT MOVEMENT:**

### Measuring Scouting's Impact on the Development of Young People

Pilot impact study results for Kenya,  
Singapore, and the United Kingdom

March 2018



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Survey analysis prepared by:

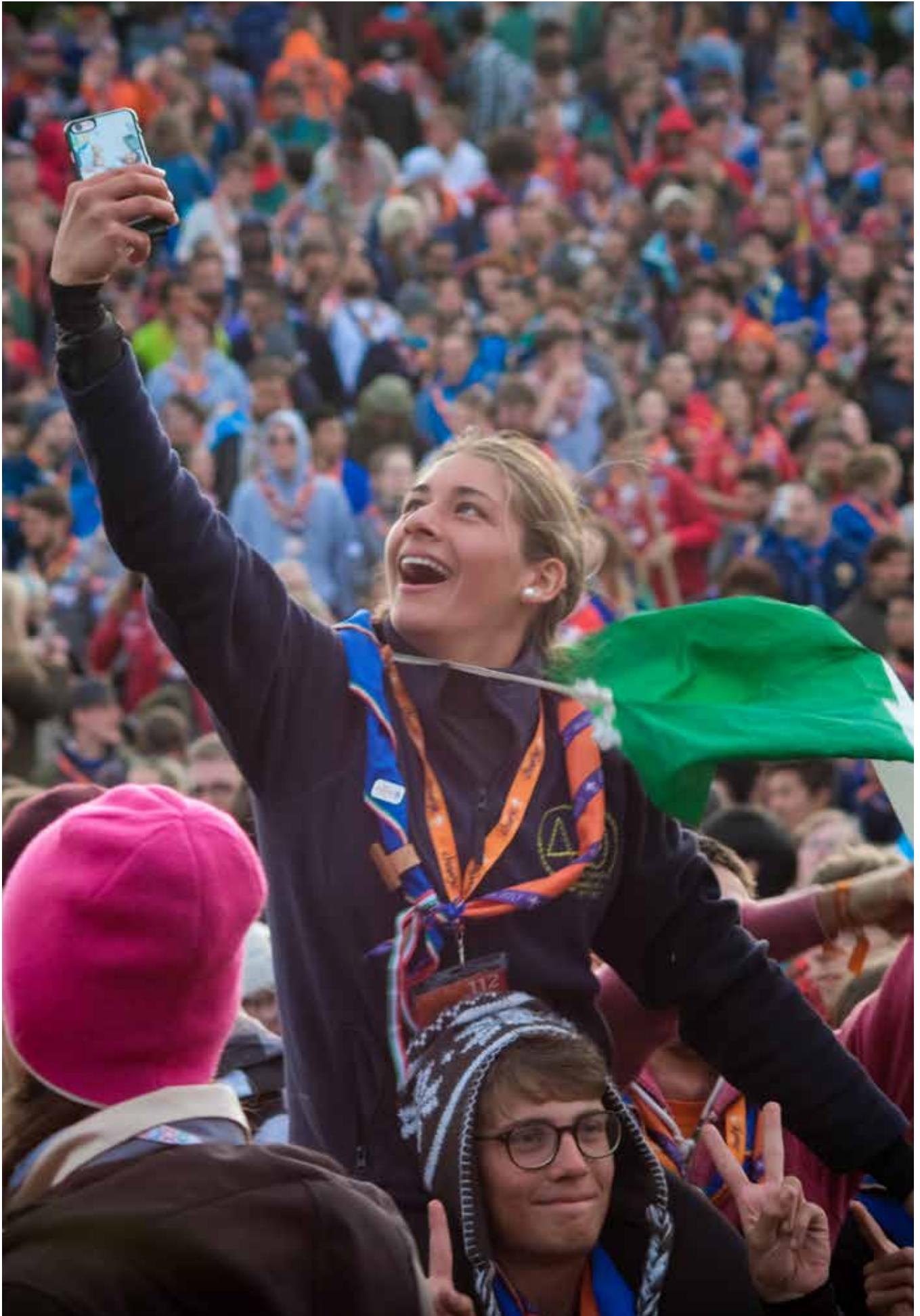
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# TABLE OF CONTENTS

Foreword	7
Methodology	9
Findings	15
Testimonials	19
Next Steps	21
Acknowledgements	22







# FOREWORD

**S**couting improves the lives of millions of people worldwide on a daily basis. Across the globe our volunteers tell stories of the impact Scouting has had on them and the young people they support. Stories are important and should never be underestimated. They capture just how powerful Scouting can be: from life-changing experiences on an individual level, to life-saving support to local communities. .

But stories alone will not guarantee Scouting remains relevant in a world where young people face increasingly complex opportunities, challenges, and pressures. They do not give us sufficient insight to make better decisions about how we improve our youth programme and support our adult volunteers. And in today's world, stories alone are not enough to convince government decision makers and donors to support Scouting.

Now, I am thrilled to share with you the exciting news that our stories can be backed up with hard evidence. We have the first results of professional research conducted by an external organization looking in depth at the impact of Scouting on young people.

When we adopted Vision 2023, we agreed that Social Impact will be one of our six strategic priorities. We want to prove that Scouting has a positive social impact on individual **young people, communities** and **societal Institutions**.

This report details our first steps on that journey. With the help of Scouting in Singapore, Kenya, and the United Kingdom, we piloted a method of measuring the impact Scouting has on the personal development of young people. What we found was that:

- There is statistically significant evidence that Scouting has a positive impact on nearly all of the personal development outcomes we measured.
- The study shows that Scouts outperformed their non-Scout peers in nearly every category measured, across three continents.

Over the coming months we will continue to work with our volunteers and NSOs to plan how we will further progress this work.

This pilot study's results are truly ground-breaking. For the first time ever, we are able to produce hard data and show our impact not only through stories, but also through scientific evidence. We are confident that with more studies like this we can collect robust evidence that improves NSOs' youth programmes, the training we provide to Adults in Scouting, helps us target communities that need Scouting the most, and win the support of decision makers. Ultimately, the results of these studies will help us learn ways in which we can ensure more growth and impact on young people worldwide, and therefore reach our Vision 2023.

Yours in Scouting,



**Ahmad Alhendawi**

Secretary General  
World Organisation of the Scout Movement





# METHODOLOGY

## **Research aim**

The World Organization of the Scout Movement (WOSM) aims to measure the impact Scouting has on an individual, community and institutional level. The purpose of this research was to assess the impact Scouting has on the personal development of youth aged 14 to 17, based on the 14 outcomes listed below. This pilot study used data from Kenya, Singapore and the UK.

## IMPACT OUTCOMES

<b>1</b>	<b>Physical Activity</b>	<b>8</b>	<b>Diversity</b>
<b>2</b>	<b>Life Skills and Employability</b>	<b>9</b>	<b>Belonging</b>
<b>3</b>	<b>Curious about the world</b>	<b>10</b>	<b>Active Citizenship</b>
<b>4</b>	<b>Pro-Environmental</b>	<b>11</b>	<b>Spiritual and Self Reflection</b>
<b>5</b>	<b>Leadership</b>	<b>12</b>	<b>Resilience</b>
<b>6</b>	<b>Problem Solving</b>	<b>13</b>	<b>Responsibility and trustworthiness</b>
<b>7</b>	<b>Emotionally Intelligent</b>	<b>14</b>	<b>Team work</b>



**THE PRIMARY QUESTION THIS RESEARCH WAS SET OUT TO ANSWER WAS:**

**DO SCOUTS EXPERIENCE IMPROVEMENTS IN THE 14 IMPACT OUTCOMES, COMPARED TO NON-SCOUTS?**

## Data collection

The data on the above impact outcomes as well as contextual/demographic data has been collected using a 56-item survey.

### Additional data gathered:

- Demographics: Age and gender, as well as location (country) and condition (scouts vs non-scouts)
- Level of participation in other extra-curricular group activities
- Frequency of participation in scouting activities (data only for scouts)
- Length of time engaged in scouting (data only for scouts)
- Satisfaction with scouting (data only for scouts)

Data was collected from 4796 scouts and 1194 non-scouts in the three pilot countries. The non-scouts are served as a comparison group of relevant teens who have never participated in scouting.



## Analysis methods

- **Multiple regression:** For variables with data for both scouts and non-scouts in all three countries, multiple regressions were conducted to understand the individual influence of each predictor on the 14 impact outcomes and to what extent these influences are statistically significant. Also, in order to examine the influence of extra-curricular group activity on Satisfaction with scouting, a separate multiple regression was conducted using only scouts data.
- **ANOVA:** To investigate country differences in the Satisfaction with scouting outcome, an ANOVA was conducted (control data not applicable) since it involves the comparison of averages in more than two groups (i.e. three countries).
- **Independent t-test:** To investigate group differences between only two groups, independent t-tests were conducted on two occasions. The first was to investigate the significance of differences between male and female scouts, the second to investigate the significance of differences between scouts' and non-scouts' level of engagement in extra-curricular group activities (other than scouting).
- **Bivariate correlation:** To investigate associations between two variables, bivariate correlations were conducted on two occasions. The first was to investigate associations between scout outcomes and the length of engagement in scouting, and the second to investigate associations between scout outcomes and the frequency of engagement in scouting.

## Research limitations

- **Suitability of comparison group:** The research faces some challenges in ensuring the groups of Scouts and non-Scouts are fully comparable, as there is a lack of demographic data that would allow this (e.g. having data on socio-economic status would be an important matching variable).
- **No baseline or follow-up available:** The current data represents a snapshot into a sample of scouts and non-scouts. No baseline data (data collected before a young person gets involved in scouting) or follow-up data (data collected from the same individuals at a later point in time) was collected to date using the current survey.





# FINDINGS

## Demographics

A total of 2685 scouts and 936 non-scouts have provided valid data (although data was collected from 4796 Scouts and 1194 non-Scouts).

A large proportion of the data (77.8% of scouts data and 43.1% of non-scouts data) comes from UK respondents. Among the scouts, a larger percentage is male (61.4%) compared with the non-scouts (48.2%).

All respondents are between 14 and 17 years old. Since the UK non-scouts dataset did not collect specific age data, it is not possible to describe the age distribution across the whole sample.

Primary research question: Do scouts experience improvements in the 14 impact outcomes, compared to non-scouts?

Across all three countries, scouts scored significantly higher than non-scouts on 13 of 14 outcomes, with the largest group differences in Physical Activity, Active Citizenship, and Life Skills and Employability.

The exception is the outcome Spiritual and Self Reflection where non-scouts score slightly higher than scouts, and while the difference is very small, it is statistically significant.








However, it is worth keeping in mind that this outcome involves statements such as "I don't have a religious faith" for which answers would neither be positive nor negative. The result is thus not necessarily negative and should be interpreted simply as scouts being slightly less spiritual/self-reflective.

The results observed across the three countries are to a large extent consistent with the results for each individual country. In all three countries, Scouts scored higher in life skills, employability, responsibility and trustworthiness and being environment-friendly. In addition, Scouts score significantly higher in terms of active citizenship across all three countries.

Although the degrees to which there are differences between Scouts and non-Scouts vary from country to country, overall, the differences are visible in each and statistically significant on 13 of the 14 impact outcomes.

## Overall Results








The results show that there are statistically significant positive differences between scouts and non-scouts on almost all 14 outcomes for all three countries.

Scouts score		
	1	20.2% higher on <b>Physical Activity</b> than non-scouts
	2	16.2% higher on <b>Life Skills and Employability</b> than non-scouts
	3	9.5% higher on <b>Curious about the world</b> than non-scouts
	4	12.8% higher on <b>Pro-Environmental</b> than non-scouts
	5	12.0% higher on <b>Leadership</b> than non-scouts
	6	6.0% higher on <b>Problem Solving</b> than non-scouts
	7	11.4% higher on <b>Emotionally Intelligent</b> than non-scouts







Scouts score		
	8	9.3% higher on Diversity than non-scouts
	9	9.2% higher on Belonging than non-scouts
	10	16.6% higher on Active Citizenship than non-scouts
	11	2.2% lower on Spiritual and Self Reflection than non-scouts <sup>1</sup>
	12	7.2% higher on Resilience than non-scouts
	13	13.7% higher on Responsibility and trustworthiness than non-scouts
	14	12.0% higher on Team work than non-scouts

<sup>1</sup> This outcome involves statements such as "I don't have a religious faith" for which answers would neither be positive nor negative. The result is thus not necessarily negative and should be interpreted simply as scouts being slightly less spiritual/self-reflective.



# TESTIMONIALS



“It is timely that such study had been carried out. It is long overdue. To me, it is extremely necessary and important to know how well Scouting has benefited young people all these years... to know to what extent we are indeed doing the right things. Hence, the results of the impact research will provide relevant data that could serve as pertinent evidence to justify our existence and usefulness and relevance in society and also to let our stakeholders be informed of our impact so that they will continue to support our causes and initiatives.”

**Dr. Mohammed Effendy,**  
The Singapore Scout Association



# NEXT STEPS

In order to further study the extent of scouting's impact on the development of young people, future research will address the following:

- **Replication:** Further plans to replicate this research with a larger group of NSOs during the triennium are being explored. NSOs in Mexico, France, and Saudi Arabia have already been approached and have expressed interest in continuing this research on social impact. This next stage of research will continue across 3 continents and will be the first attempt to measure the impact in languages other than English.
- **Methodology:** Now that the methodology has been established with 56 questions across 14 categories, replication to other NSOs and countries will be much swifter.
- **Future impact studies:** Further work on impact studies have been identified that will look into the impact of Scouting on local communities, the impact of Scouting on the professional careers of Scouting alumni, and the impact of participation in World Scouting events. Scouts have contributed millions of service actions and community service projects around the world. Future studies will aim to measure the impact of some of these contributions to community development. Many of our Scouting alumni attribute their professional success to their Scouting experience, we want to explore this further. Lastly, we would like to explore the positive benefits young people experience in participating in World Scouting events such as the World Scout Jamboree.



# ACKNOWLEDGEMENTS

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