

## Awareness and Knowledge of Accreditation Survey 2007

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### BACKGROUND

On December 5th 2007, INAB distributed its "Awareness and Knowledge of Accreditation Survey" to approximately 1,200 contacts which included senior government staff (TD, Senators, policy makers), Irish Industry (Managers, CEOs etc). Participants were given the option to fill in a hard copy of the survey, or log online to complete the survey from our website.

The objective of the survey was to ascertain the awareness of INAB and Accreditation.

The survey was 2 pages long and took no more than 5 minutes to complete.

### SUMMARY

This summary is based on 184 responses received between December 2007 and February 2008.

- 95% of respondents are familiar with term accreditation
- 75% of respondents are familiar with INAB.
- 31% of respondents use the services of an accredited inspection, certification or laboratory.
- 56% of Respondents were not familiar with INAB Branding, namely our symbol.
- 67% of respondents are familiar with other AB's other than INAB!
- 65% of respondents requested feedback.
- Accreditation impacts on 55% of respondents (note this statistic includes Academic accreditation).
  
- Accreditation and Certification terms are still misunderstood.
  
- Confusion by respondents in relation to INABs accreditation V's Academic and Education Accreditation of courses etc.
  
- INAB Branding / symbol not familiar to half respondents....

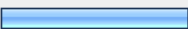

# SUMMARY OF RESULTS

## Response Rate

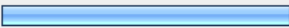

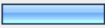


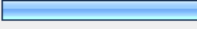
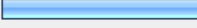
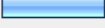

The survey received a 15% response rate. 184 respondents started the survey. 169 completed the survey in full.

## Profile of Respondents

69 of those that responded to the survey were from the Public Sector. 31 of respondents represented the Private Sector.

3. Are you a private or public company?			Response Percent	Response Count
Private			31.0%	57
Public			69.0%	127
			<i>answered question</i>	<b>184</b>
			<i>skipped question</i>	<b>0</b>

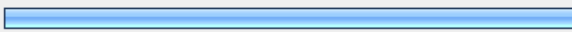

## Industry Sectors Served

2. Which Industry Sectors do you serve? (Tick all that apply)			Response Percent	Response Count
Public Service			48.4%	31
Food			26.6%	17
Pharmaceutical			17.2%	11
Industrial Products			14.1%	9
Medical			14.1%	9
Construction			32.8%	21
Manufacturing			32.8%	21
Electronics			17.2%	11
Other (please specify) 				73
			<i>answered question</i>	<b>64</b>
			<i>skipped question</i>	<b>120</b>

## Questionnaire - Survey Results

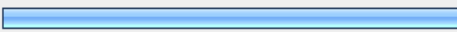

### Question 1

95% of respondents are familiar with Accreditation. 5% are not.

1. Are you familiar with the term Accreditation?			Response Percent	Response Count
Yes			95.3%	161
No			4.7%	8
			<i>answered question</i>	<b>169</b>
			<i>skipped question</i>	<b>15</b>

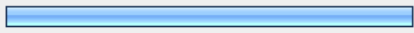
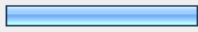
### Question 2

76% are aware of INAB. 24% are not.

2. Are you aware of the Irish National Accreditation Board (INAB)?			Response Percent	Response Count
Yes			75.7%	128
No			24.3%	41
			<i>answered question</i>	<b>169</b>
			<i>skipped question</i>	<b>15</b>

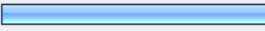
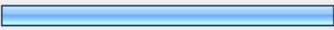
### Question 3

68% are familiar with other Accreditation Bodies other than INAB. 32% are not.

3. Are you familiar with any other Accreditation Body other than INAB?			Response Percent	Response Count
Yes			68.0%	115
No			32.0%	54
			<i>answered question</i>	<b>169</b>
			<i>skipped question</i>	<b>15</b>

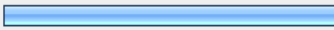
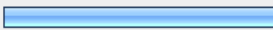

#### Question 4

56% do not recognise the INAB Symbol. 44% do.

4. Do you recognise the above image - the INAB Symbol?			
		Response Percent	Response Count
Yes		44.4%	75
No		55.6%	94
<i>answered question</i>			<b>169</b>
<i>skipped question</i>			<b>15</b>

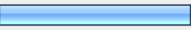
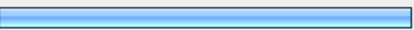

#### Question 5

55% of respondents said Accreditation does impact on their organisation. 45% said it did not impact.

5. Does Accreditation currently impact on your organisation?			
		Response Percent	Response Count
Yes		55.2%	91
No		44.8%	74
If Yes, how?  view			80
<i>answered question</i>			<b>165</b>
<i>skipped question</i>			<b>19</b>

#### Question 6


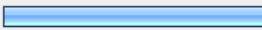

Only 32% of respondents use the services of an accredited Laboratory, Inspection or Certification Body. 68% do not use an accredited body.

6. Do you currently use the services of an accredited inspection body, certification body or Laboratory?			
		Response Percent	Response Count
Yes		31.6%	49
No		68.4%	106
If Yes? Was it beneficial?  view			42
<i>answered question</i>			<b>155</b>
<i>skipped question</i>			<b>29</b>

Of the 42 responses to "was it beneficial" - Majority said yes - 4 responses related to academic courses.

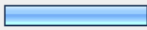
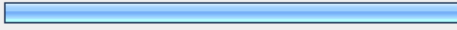
### Question 7

57% of respondents are involved in purchasing or specifying services within their organisation. 43% do not.

7. Are you involved in the purchasing or specifying services within your organisation?			Response Percent	Response Count
Yes			56.5%	87
No			43.5%	67
If Yes, did you consider accreditation?			 view	51
			<b>answered question</b>	<b>154</b>
			<b>skipped question</b>	<b>30</b>



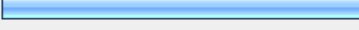
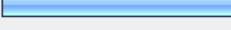

### Question 8

74% of respondents feel that the difference between Accreditation and Certification is NOT understood. Only 26% believe it is understood.

8. Do you think the difference between Certification and Accreditation is understood?			Response Percent	Response Count
Yes			23.8%	36
No			76.2%	115
			<b>answered question</b>	<b>151</b>
			<b>skipped question</b>	<b>33</b>

### Question 9

- 5 requested one-to-one meetings
- 1 requested a phone call
- 72 persons requested Information Packs
- Other requests - (4)

9. Please indicate if you would like to receive further information from INAB?			Response Percent	Response Count
Meeting one-to-one			4.1%	5
phone			0.8%	1
Information Pack			59.5%	72
No contact required			38.0%	46
Other (please specify)			 view	7
			<b>answered question</b>	<b>121</b>
			<b>skipped question</b>	<b>63</b>