

SUPPORTER SURVEY

INTRODUCTION

This recent survey was conducted among the Council and Board Members of Junior Achievement Ireland.

The main objectives of the survey were to:

- Find out if Junior Achievement was meeting the expectation of supporting companies.
- Help guide the future development of Junior Achievement.

The survey was based on a total population of 86 member companies which yielded 37 replies giving a response rate of 43%.

SUMMARY OF FINDINGS

In terms of meeting the expectations of Board and Council members, Junior Achievement has received a ringing endorsement from the respondents of this survey with:

- 100% of Member Companies rating the JA initiative as successful in their company
- 100% believe that their Business Volunteers benefit in terms of Confidence Building, Personal Development, Presentation Skills and Interpersonal Skills.
- 100% feel that the JA initiative is well managed in their Company
- Almost half believe that the financial contribution should be increased.

Junior Achievement is working very well indeed in its Member Companies with 78% of respondents giving it the highest rating of “Extremely Successful”.

Business Volunteers gain considerable benefits from their experience of teaching the JA programmes:

100% of respondents believe that it: Helps Build Confidence

Provides Personal Development

Improves Presentation Skills

Improves Interpersonal Skill

97% believe that it:

Enhances Communication Skills

JA Staff were widely praised with 100% of respondents saying that the JA initiative was well managed in their company

83% of respondents would “definitely” recommend the JA initiative to their peers.

Almost half – 48% of respondents recommend increasing the annual contribution.

SURVEY FINDINGS

Q 1. In overall terms how would you rate the success of the Junior Achievement initiative in your company?

All respondents rated the Junior Achievement initiative as successful in their company.

78% rated it extremely or very successful

Q 2. Many companies use the Junior Achievement initiative as part of fulfilling their Corporate Social Responsibility role. In terms of value for money, how does Junior Achievement compare to other CSR initiatives which your company supports?

60% rated Junior Achievement as better value with 40% rating it about the same value.

Q 3. Would you say that the Business Volunteers in your company derive any benefit from teaching the programmes in terms of: Building Confidence; Personal Development; Presentation Skills; Communication Skills; Interpersonal Skills?

Building Confidence

100% of respondents said that their business volunteers benefit with 89% believing they benefit a lot.

Personal Development

100% of respondents believe that their business volunteers benefit with 77% believing they benefit a lot.

Presentation Skills

100% of respondents believe that their business volunteers benefit with 68% believing that they benefit a lot.

Communication Skills

97% believe that their business volunteers benefit with 53% believing that they benefit a lot.

Interpersonal Skills

100% believe that their business volunteers benefit with 50% believing that they benefit a lot.

Q 4. How would you rate the Junior Achievement initiative in terms of helping staff retention in your company?

41% of respondents felt that it helped a little with 50% believing that it made no difference.

Q 5. Junior Achievement had tried to establish and maintain its profile with both the business and education communities through the various media.

From what you may have seen or heard, how successful or unsuccessful do you think these efforts have been?

88% of respondents felt that JA had been “very” or “fairly” successful with 11% believing that JA had been fairly unsuccessful

Q 6. On the basis of your experience to date how would you rate the management of the Junior Achievement project in your company by the JA staff?

100% of respondents felt that it was well managed with a very high 83% giving the highest rating of “Very well managed”.

Q 7. How likely or unlikely would you be to recommend Junior Achievement to one of your peers?

83% of respondents said they “Definitely” would with 17% saying they “Probably” would.