



International Organization for Standardization

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Public Report on the results of the ISO 9001 User Survey 2020

Prepared by ISO/TC 176/SC 2/TG 5 “Preparing for a potential revision of ISO 9001”

May 2021

Introduction

On 29 July 2020, a web-based, world-wide user survey was launched to support understanding of current and future user needs for the international standard ISO 9001 *Quality Management Systems – Requirements*. This report contains a summary of the substantive data, graphical analysis and findings of the survey.

Analysis of 8397 survey responses indicates that:

- There was a [slight majority](#) of respondents choosing option “A” for confirming ISO 9001:2015 versus those selecting option “B” for revising the standard.
- A relatively high number of organizations expressed having [no difficulties](#) in conforming with the requirements of ISO 9001, particularly small and medium enterprises (SMEs).
- There was good support for [potential new topics](#) to be addressed in future ISO 9001 revisions.
- There was a slight advantage for smaller organizations in using ISO 9001, and for those who have been using the standard for less than 20 years.

ISO/TC176/SC2 created a team called Task Group 5 (TG 5) in November 2019 to prepare for the possibility of a potential revision of ISO 9001, and TG 5 conducted the survey. It was available in 14 languages and closed on 31 December 2020.

8397 responses were received from people and organizations representing a wide variety of sectors, across 149 countries.

It has been determined that the sample is valid, with a confidence interval of 95% and an accepted error rate of 5%.

The survey data shows no major variation in responses received due to:

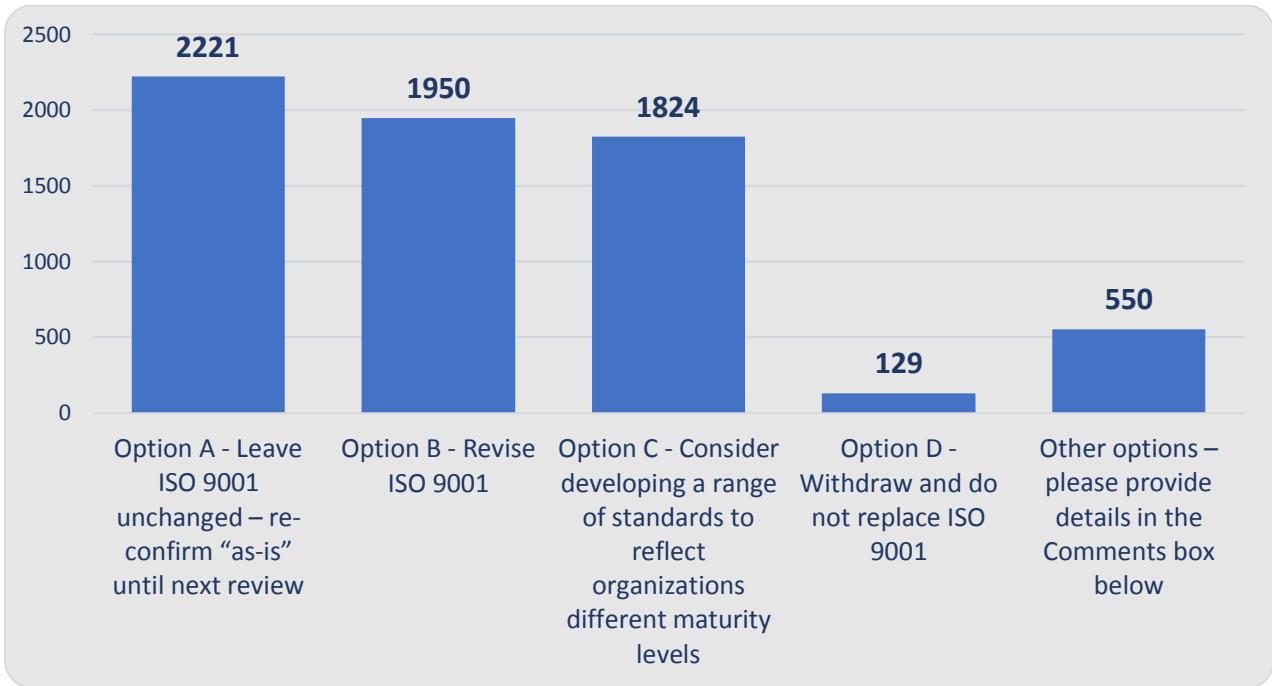
- the size or geography of the organizations.
- the different level (operational, intermediate managerial or executive) or function of the respondent in the organization.
- whether or not the organization was certified to ISO 9001.
- the sector in which the organization operates.

A comprehensive internal report was provided to the ISO/TC 176/SC 2/AG 1 *Strategic Planning and Operations Task Group* (SPOTG) for consideration alongside the systematic review conducted by TC 176/SC 2 members, in developing its recommendation on the action to be taken on ISO 9001:2015 (which was to confirm the standard).

RESULTS AND CHARTS

“Which of the following options would you prefer for the future of ISO 9001?”

Respondents could select more than one option.



5332 responses

There were additional comments on this question that have been combined into main topics.

Topics for revising ISO 9001

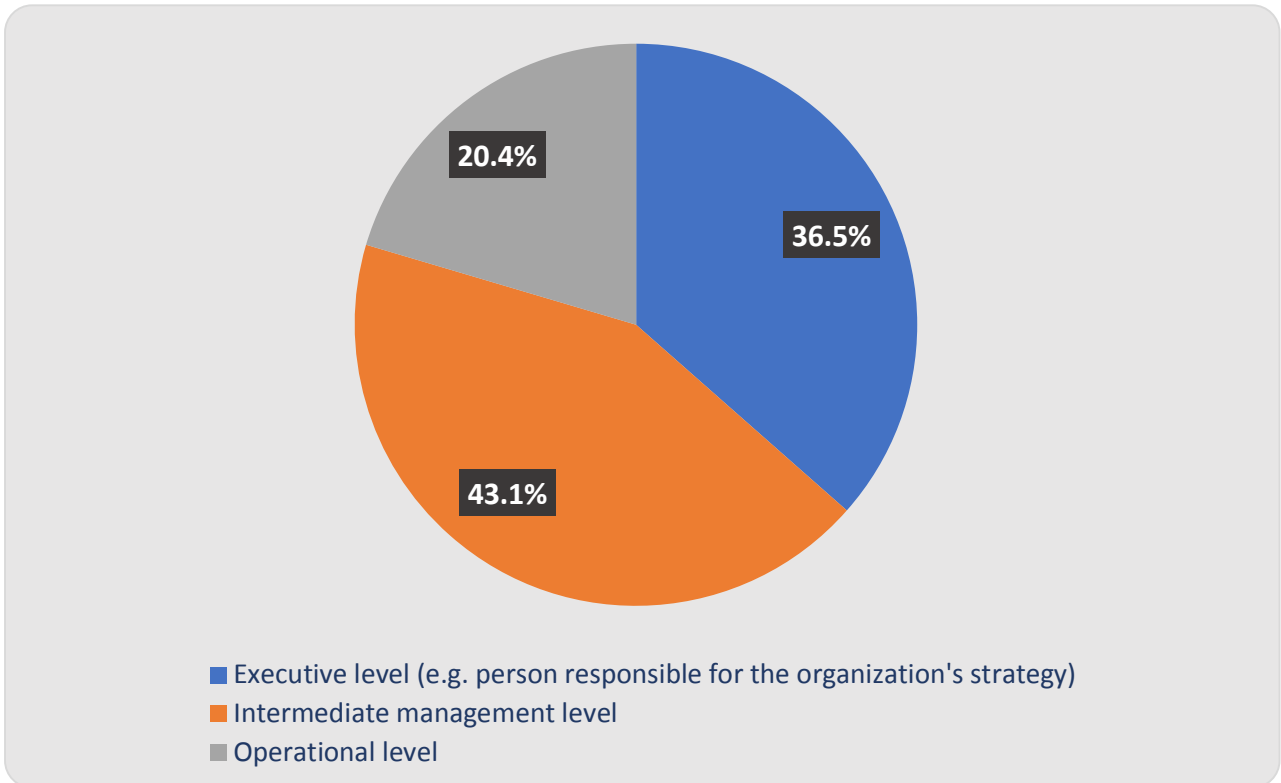
Topics for Option B - Revise ISO 9001	# of Responses	%
1. Minor revision to reflect changing needs (includes risk management, technologies, sustainability, ROI, clause updates, etc.)	157	33%
2. Improved integration with other management system standards	53	11%
3. Simplify and clarify, more examples and guidance	49	10%
4. Improved sector relevance	33	7%
5. Develop scalable QMS for SME and size of the organization	22	5%
6. Service/Products	16	3%
7. Non-specific comments	7	1%
Total	337	70%

Themes for “Other” comments

Themes for Other comments	# of Responses	%
1. Non-specific comments	65	14%
2. Revert to ISO 9001:2008	16	3%
3. Certification & Audit issues	11	2%
Total	92	19%

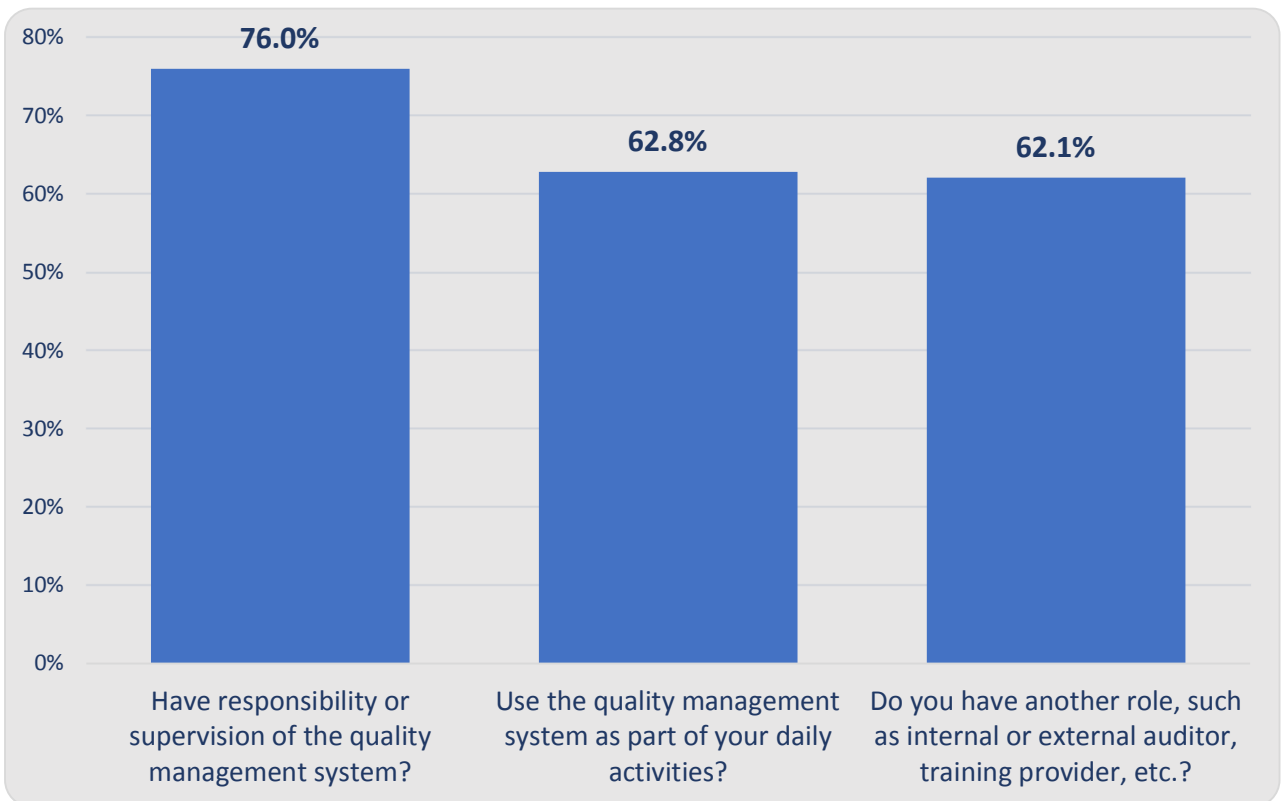
Total comments received included Option A 7%, Option C 4%, and option D less than 1%

“At what level are you in your organization?”



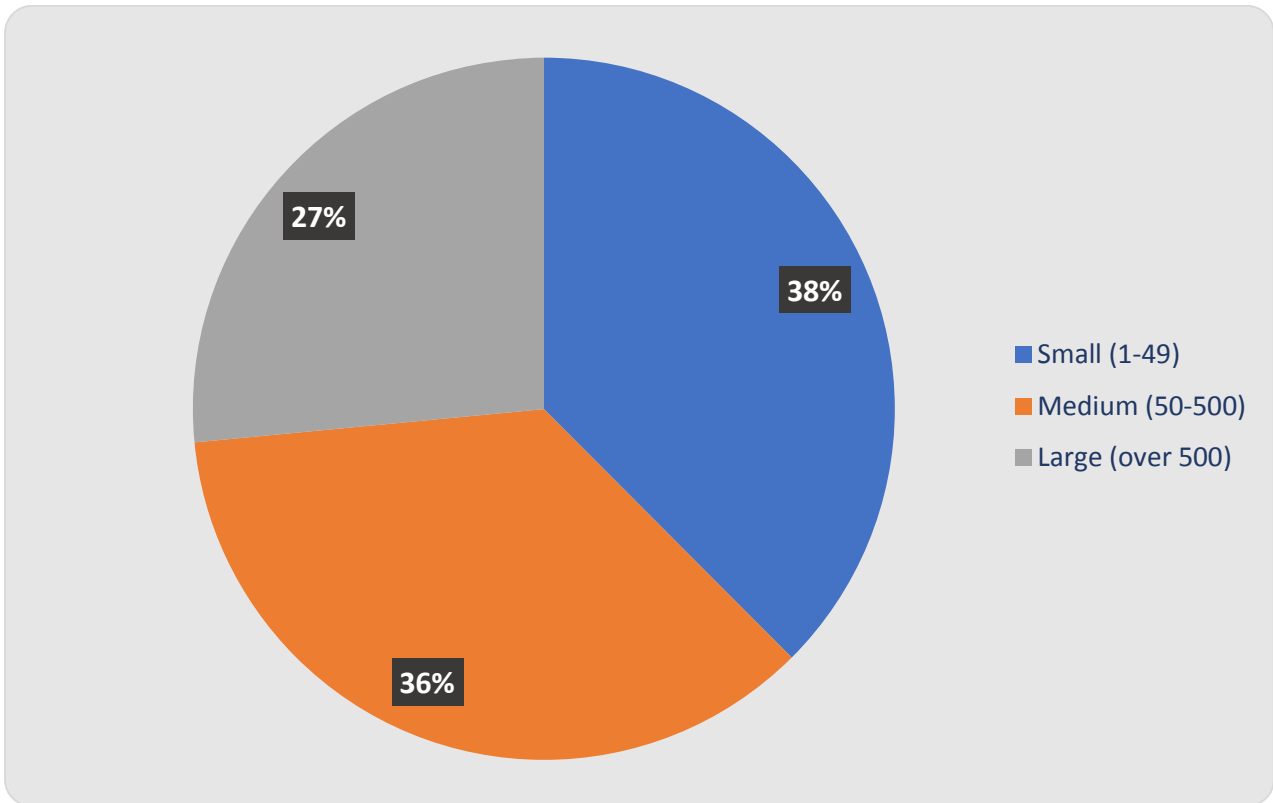
7954 responses.

“Do you...?”



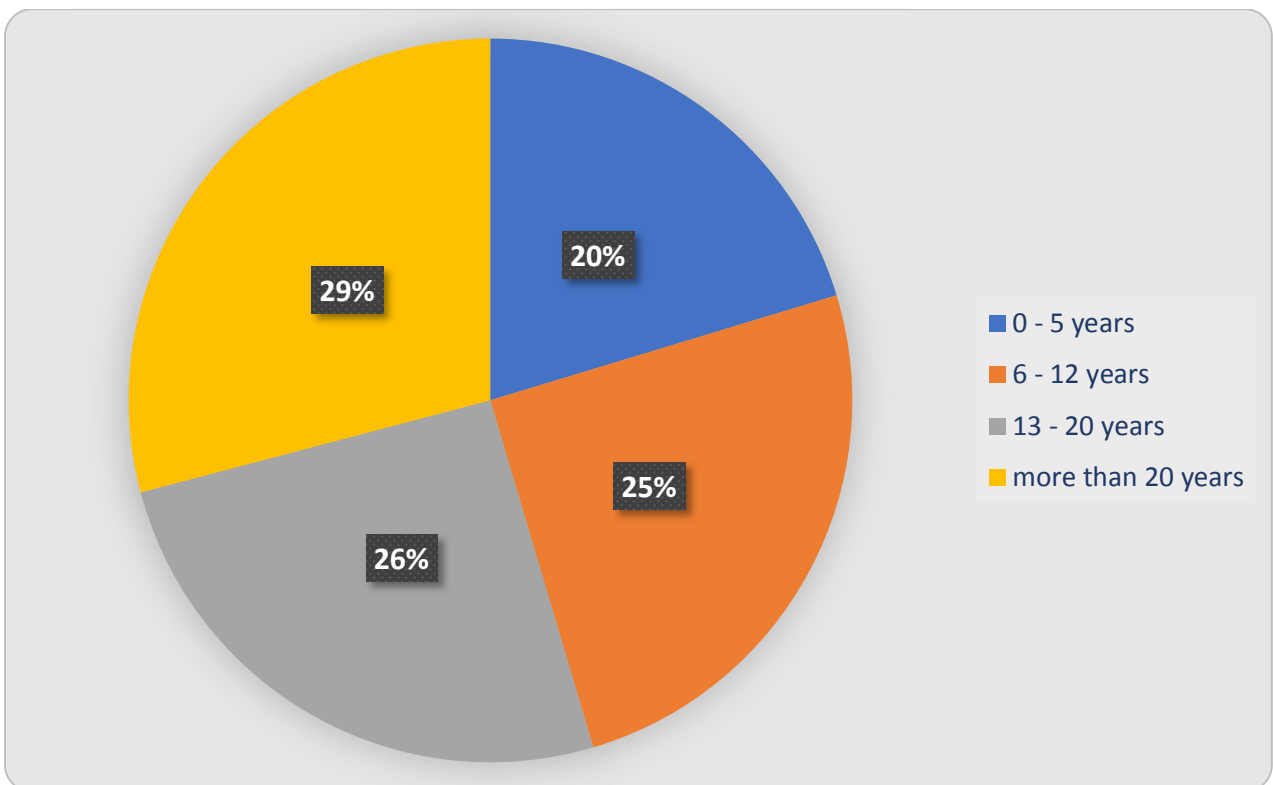
7974 responses.

“What is the size of your organization in number of employees and other persons under the control of your organization?”



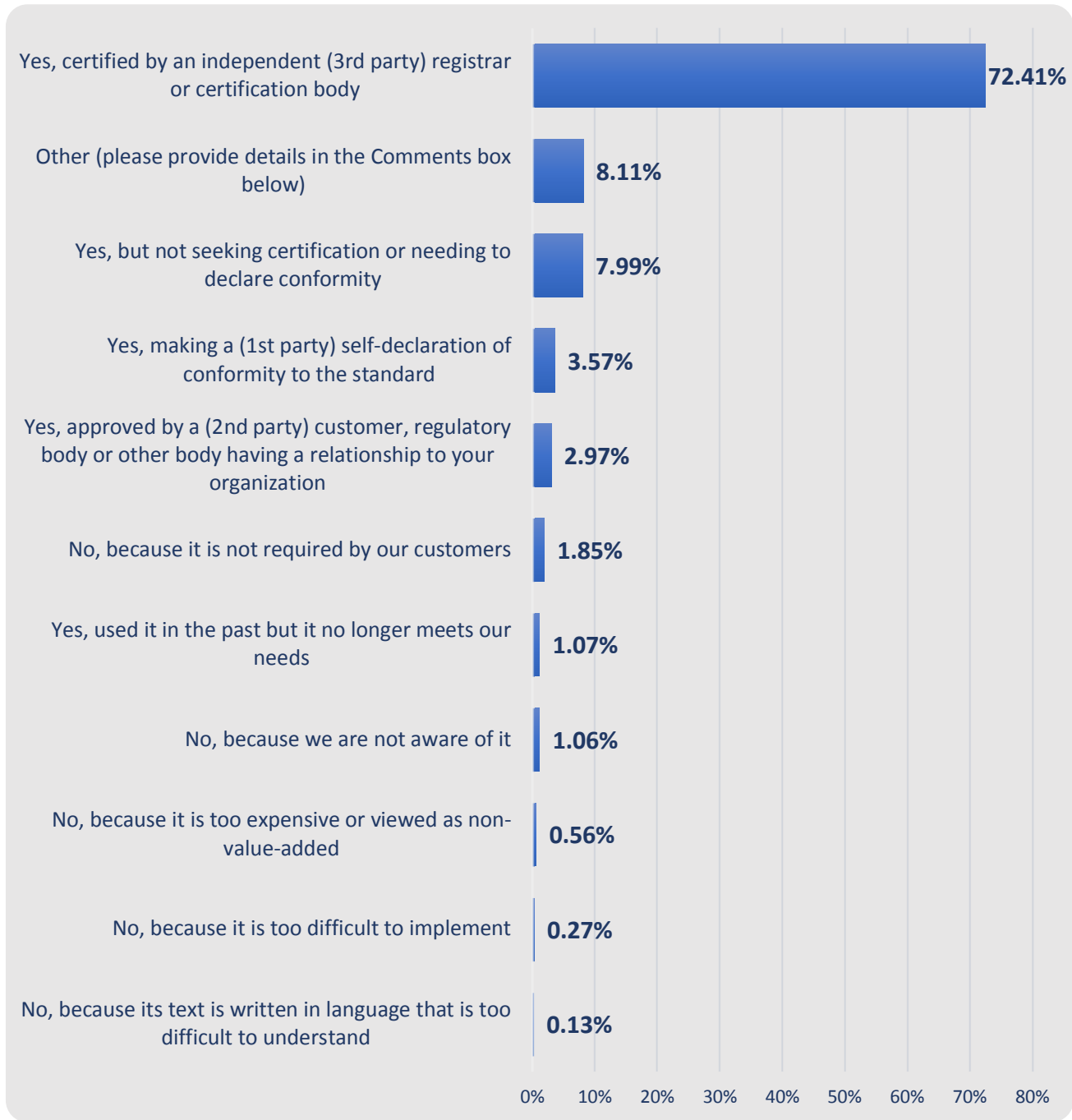
7984 responses.

“How long have you been using ISO 9001?”



7975 responses.

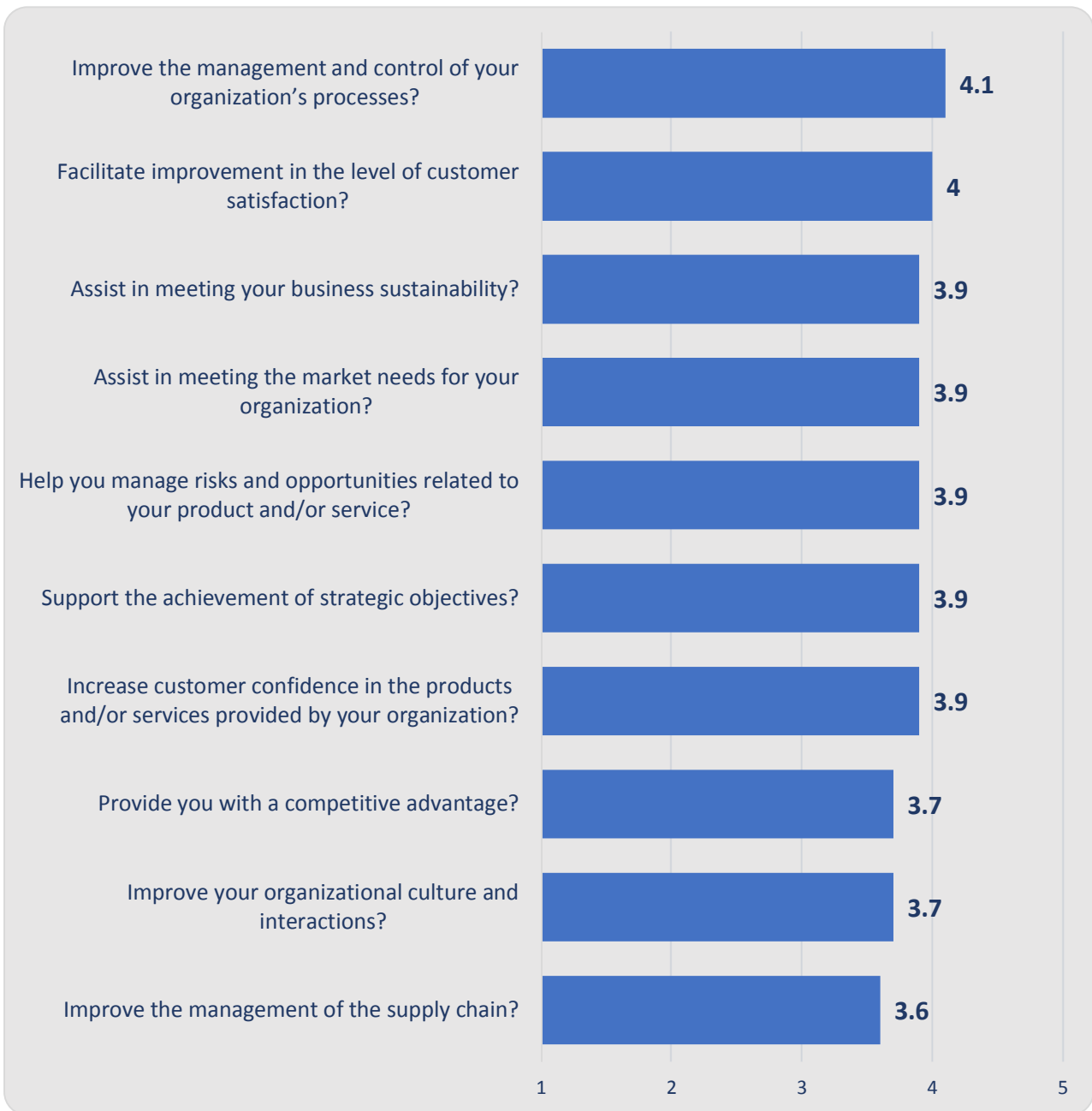
“Has your organization used a quality management system based on ISO 9001? “



7678 responses.

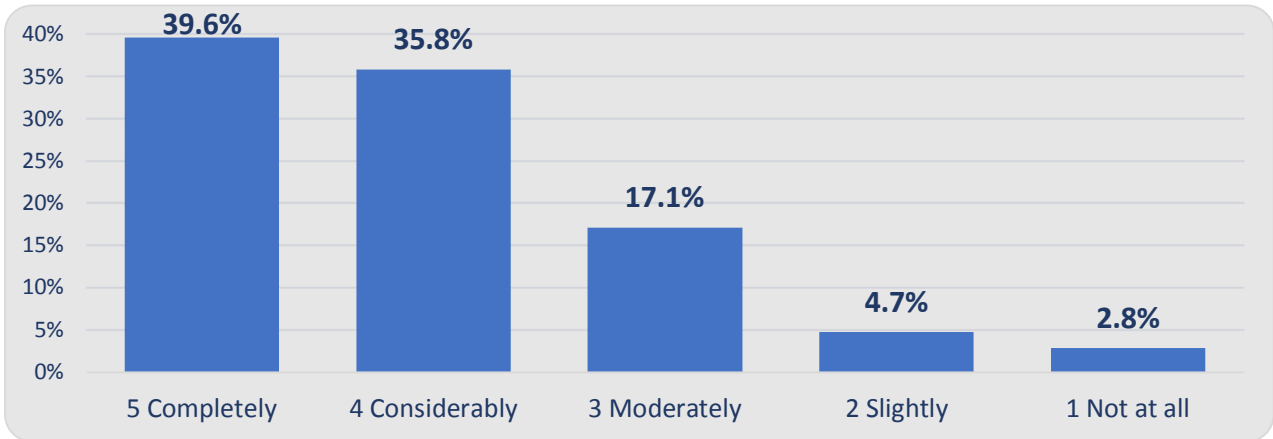
Note: Participants who responded “no” to this question were taken directly to the end of the survey and so did not provide responses to subsequent questions.

“Does your QMS...? (1 indicates "not at all" while 5 indicates "completely")”



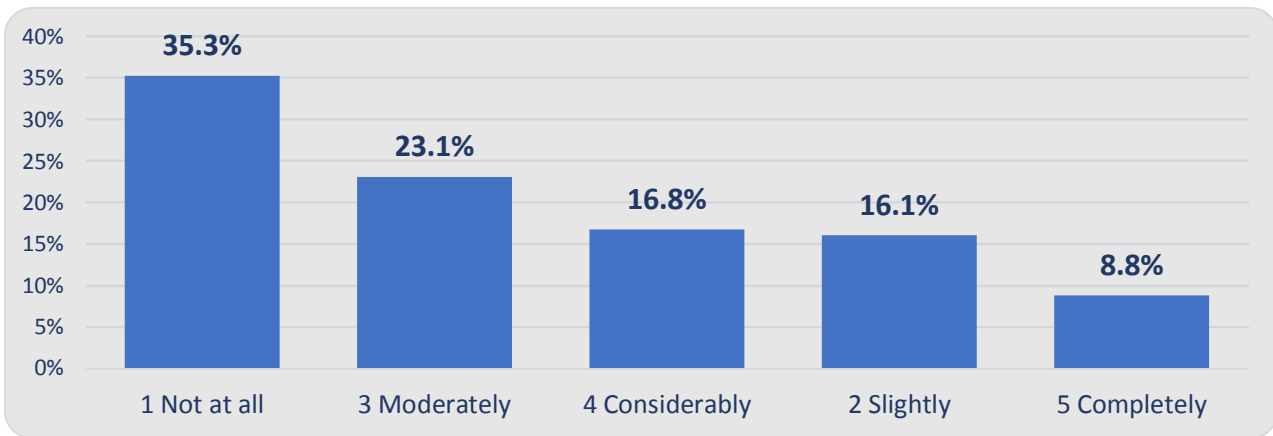
6732 responses.

“Are you familiar with and how beneficial is the vocabulary in ISO 9000 to gain a better understanding of ISO 9001 requirements?”



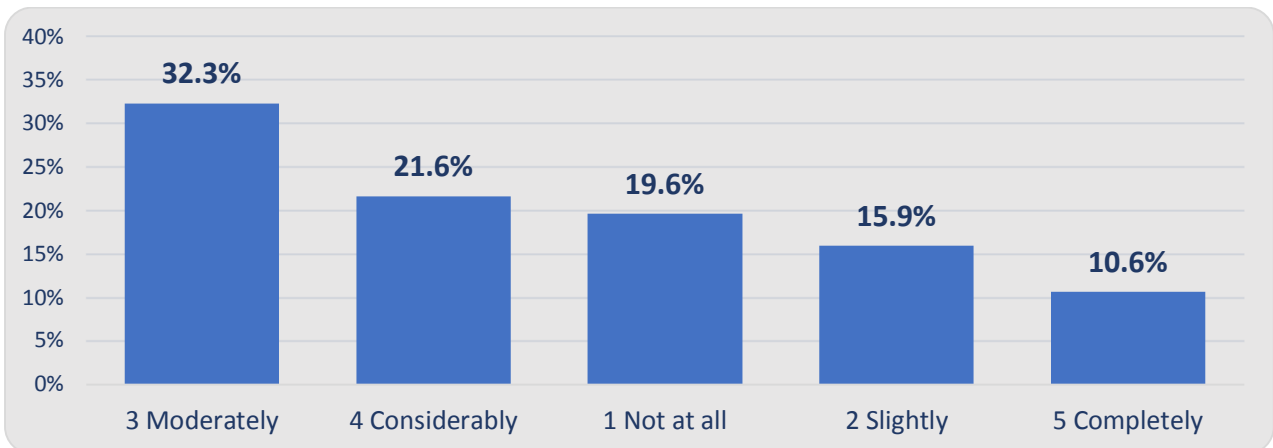
6468 responses.

“To what extent do you use ISO/TS 9002 to gain a better understanding of ISO 9001 requirements?”



6435 responses.

“How beneficial are the supporting documents and presentation materials on the ISO/TC 176/SC 2 website that are available for your use?”



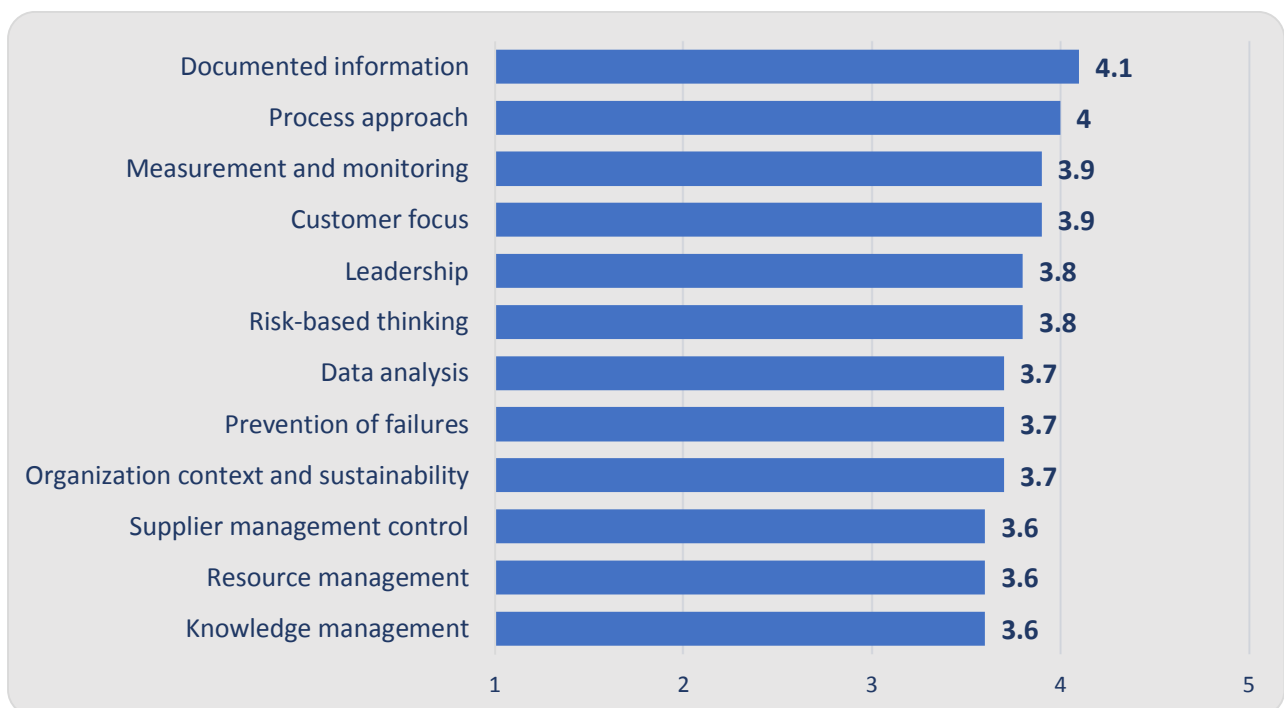
6355 responses.

“Has applying ISO 9001 requirements to your organization resulted in ...? (Scoring: 1 indicates "no advantage" while 5 indicates "an advantage")”



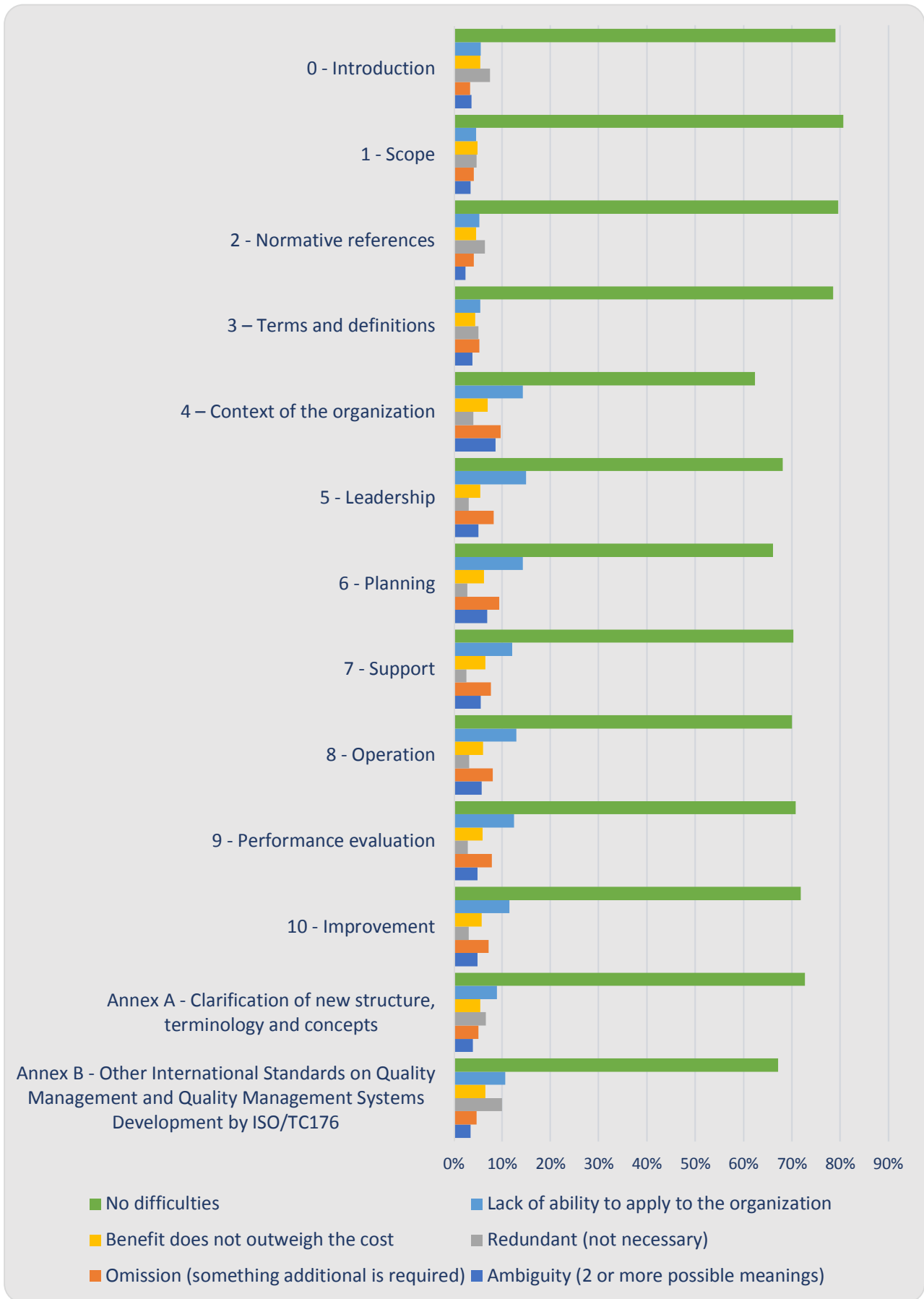
5985 responses.

“With the Implementation of ISO 9001:2015, how adequately has it facilitated you to address the following in your organization: (Scoring: 1 indicates "not at all" while 5 indicates "completely")”



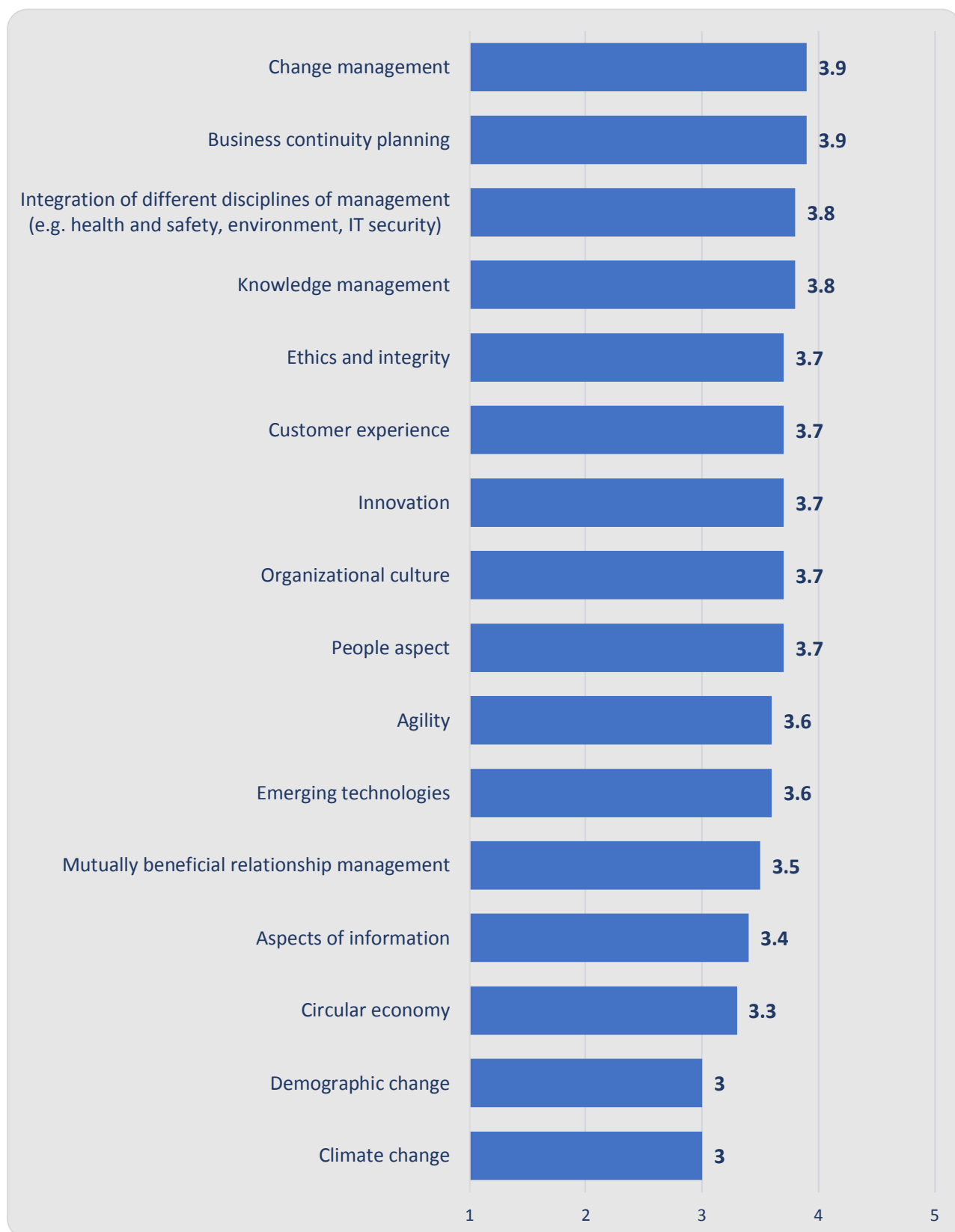
5922 responses.

“Identify any difficulty you have in applying clauses 0 – 10 and the Annexes.”



5307 responses.

“How important is it to enhance the current content in ISO 9001 with the following concepts in the next revision? (Scoring: 1 indicates "not at all" while 5 indicates "very important")”



5274 responses.

There were additional comments on this question that have been combined into main themes.

Specific to the concepts

Themes	# of Responses	%
1. Emerging technologies, aspects of information	54	9%
2. People and culture	41	7%
3. Ethics and integrity, circular economy, climate	35	6%
4. Relationship management	18	3%
5. Integration of different disciplines of management	15	3%
6. Non-specific comments	13	2%
7. Change management	7	1%
8. Business continuity	5	1%
Total	188	32%

“Other” comments

Themes	# of Responses	%
9. Non-specific comments	166	28%
10. Financial aspects / Value / Efficiencies	60	10%
11. Business management. leadership & objectives	50	8%
12. Other content suggestions	48	8%
13. Risk	42	7%
14. Relevance re size, maturity, activities	28	5%
15. Compliance	13	2%
Total	407	68%

The final question in the survey allowed for any further comments from respondents.

One thousand, one hundred and thirty-three (1133) relevant comments were analyzed from a total of one thousand, four hundred and forty-seven (1447). The table below shows the high-level analysis separated into some broad topics.

Composition of comments from the final question

Topics	# of Responses	%
Other themes (see below)	364	32%
Non-specific comments	239	21%
"Future" concepts	214	19%
Decision on ISO 9001:2015	206	18%
Improvements for specific clauses	110	10%
Total	1133	100%

There were further comments on the future of ISO 9001:2015.

"Other" themes

Themes	# of Responses	%
1. Compliance / Certification issues	103	9%
2. Guidance / Implementation improvements	67	6%
3. Improved relevance in relation to e.g., size, maturity, activities	64	6%
4. Business management, leadership & objectives	41	4%
5. Risk	28	2%
6. Financial aspects / Value / Efficiencies	15	1%
7. Additional process focus	14	1%
8. Clarity regarding design and development	12	1%
9. Service focus	10	1%
10. Technologies, data & cyber security	5	0%
11. Reinstate ISO 9001:2008	5	0%
Total	364	32%

Annex A – Listing of ISO/TC 176/SC 2/TG 5 members who contributed to the User Survey.

In addition to the names listed below recognition needs to be given to Ms. Petya Lilova from ISO' Secretary General's Office for her dedication and support in establishing and managing the online survey

Last name, First name	Role/Representing
Chattergoon, Devindra	Convenor (Trinidad and Tobago)
Uhrig, Lisa	Secretary (United States)
Dzedik, Valentin	Deputy Convenor (Russian Federation)
Cressionnie, Buddy	Deputy Convenor (United States)
Simpson, Paul	ISO/TC 176/SC2 Chair
Corrie, Charles	ISO/TC 176/SC 2 Committee Manager
Bell, Rosemarie	Australia
McLean, Michael	Australia
L'Esperance, Pierre	Canada
Marshall, Robert T.	Canada
Amestica, Carlos	Chile
Fuenzalida, Patricio	Chile
López, Marly	Chile
Kang, Jian	China
Barrantes, Laura	Costa Rica
Civet, Rodolphe	France
Bünting, Frank	Germany
Stühler, Leo	Germany
Votsmeier, Thomas	Germany
Proll, Kristofer	Germany
Rouzbeh, Mir Mohammad	Iran, Islamic Republic of
Sarkissian, Hovsep Hovsep	Iran, Islamic Republic of
Teimoori, Hossein	Iran, Islamic Republic of
Cox, Kieran	Ireland
Seaver, Matt	Ireland
Sheps, Isaac	Israel
Suda, Shinsuke	Japan
Takekita, Shinko	Japan
Jeffries, Sheronda	Liaison IAF
Poldermans, Bastiaan	Liaison IIOC

Last name, First name	Role/Representing
Trott, Chris	Liaison IIOC
Anastaopoulos, George	Liaison IPC
Roshka, Natalia	Liaison IPC
Deguchi, Naoki	Liaison ISO/TC269
Dos Guimarães Sá, Joana	Liaison IQNet
Vivas Torrez, Wilbert Arturo	Mexico
Schumacher, Warner	Netherlands
Elliot, Lily	Peru
Gatera, Emmanuel	Rwanda
Manirareba, Ildephonse	Rwanda
Mugabekazi, Sylvie	Rwanda
Shema Mugambira, Emmy	Rwanda
Ericsson, Gustaf	Sweden
Hedin, Eva-Stina	Sweden
Skalin, Hans	Sweden
Campbell, Orett	Trinidad and Tobago
Braham, Mark	United Kingdom
Somerville, Sam	United Kingdom
Freeman, Robert	United States

Annex B – Breakdown of respondents’ country or region

Countries	Number of answers	
Brazil	10.9%	860
France	9.1%	716
United States	8.7%	684
Germany	8.0%	632
Portugal	5.8%	459
Mexico	4.5%	350
Peru	3.7%	294
United Kingdom	3.2%	253
Japan	3.2%	251
India	3.0%	239
Russia	2.8%	221
China	2.7%	209
Belgium	1.8%	140
Iran, Islamic Republic of	1.8%	138
Italy	1.8%	138
Australia	1.4%	110
Colombia	1.3%	99
Malaysia	1.1%	90
Spain	1.1%	84
Netherlands	1.0%	81
Saudi Arabia	1.0%	81
South Africa	0.9%	72
Canada	0.8%	65
Sweden	0.8%	60
Indonesia	0.7%	56
Venezuela	0.7%	55
Costa Rica	0.7%	53
Egypt	0.6%	50

Countries	Number of answers	
Algeria	0.6%	49
United Arab Emirates	0.6%	49
Finland	0.6%	46
Turkey	0.6%	45
Switzerland	0.6%	44
Argentina	0.6%	43
Austria	0.5%	41
Dominican Republic	0.5%	41
Chile	0.5%	35
Ecuador	0.4%	33
Trinidad and Tobago	0.4%	33
Morocco	0.4%	28
Norway	0.4%	28
Nigeria	0.4%	27
New Zealand	0.3%	23
Senegal	0.3%	23
Bolivia	0.3%	22
Uzbekistan	0.3%	22
Philippines	0.3%	20
Kenya	0.3%	19
Greece	0.2%	17
Iraq	0.2%	17
Panama	0.2%	17
Poland	0.2%	17
Romania	0.2%	16
Ukraine	0.2%	16
Croatia	0.2%	15
Cuba	0.2%	15
Ethiopia	0.2%	15
Rwanda	0.2%	15
Czechia	0.2%	14
Denmark	0.2%	14

Countries	Number of answers	
Ireland	0.2%	14
Israel	0.2%	14
Malta	0.2%	14
Nicaragua	0.2%	14
Pakistan	0.2%	13
Serbia	0.2%	13
Singapore	0.2%	13
Tunisia	0.2%	13
Bangladesh	0.2%	12
Jamaica	0.2%	12
Angola	0.1%	11
Azerbaijan	0.1%	11
Bahrain	0.1%	11
Bulgaria	0.1%	11
Slovenia	0.1%	11
Suriname	0.1%	11
Oman	0.1%	10
Qatar	0.1%	10
Guyana	0.1%	9
Libya	0.1%	9
El Salvador	0.1%	8
Hungary	0.1%	8
Sri Lanka	0.1%	8
Thailand	0.1%	8
Albania	0.1%	7
Korea, The Republic of (South)	0.1%	7
Sudan	0.1%	7
Uganda	0.1%	7
Cameroon	0.1%	6
Guatemala	0.1%	6
Kazakhstan	0.1%	6
Latvia	0.1%	6

Countries	Number of answers	
Palestine, State of	0.1%	6
Syria	0.1%	6
Uruguay	0.1%	6
Yemen	0.1%	6
Belarus	0.1%	5
Cyprus	0.1%	5
North Macedonia	0.1%	5
Botswana	0.1%	4
Côte d'Ivoire	0.1%	4
Hong Kong, China	0.1%	4
Mongolia	0.1%	4
Myanmar	0.1%	4
Saint Lucia	0.1%	4
Slovakia	0.1%	4
Zimbabwe	0.1%	4
Afghanistan	0.1%	3
Belize	0.0%	3
Georgia	0.0%	3
Ghana	0.0%	3
Honduras	0.0%	3
Jordan	0.0%	3
Lebanon	0.0%	3
Luxembourg	0.0%	3
Madagascar	0.0%	3
Mauritius	0.0%	3
Armenia	0.0%	2
Bosnia and Herzegovina	0.0%	2
Cabo Verde	0.0%	2
Congo, Democratic Republic of the	0.0%	2
Fiji	0.0%	2
Kuwait	0.0%	2
Maldives	0.0%	2

Countries	Number of answers	
Mali	0.0%	2
Mozambique	0.0%	2
Sao Tome and Principe	0.0%	2
Tanzania, United Republic of	0.0%	2
Timor-Leste	0.0%	2
Vietnam	0.0%	2
Zambia	0.0%	2
Andorra	0.0%	1
Barbados	0.0%	1
Bhutan	0.0%	1
Burkina Faso	0.0%	1
Equatorial Guinea	0.0%	1
Iceland	0.0%	1
Korea, Democratic People's Republic of (North)	0.0%	1
Kyrgyzstan	0.0%	1
Moldova, Republic of	0.0%	1
Nepal	0.0%	1
Paraguay	0.0%	1
San Marino	0.0%	1
Somalia	0.0%	1
South Sudan	0.0%	1
Tajikistan	0.0%	1
Togo	0.0%	1
Turkmenistan	0.0%	1
Vanuatu	0.0%	1

Annex C – Respondents’ sector

Industrial Sector (based on the IAF’s ID1:2014 codes)	Percentage
Agriculture, forestry, and fishing	1.0%
Mining and quarrying	0.7%
Food products, beverages, and tobacco	2.9%
Textiles and textile products	1.1%
Leather and leather products	0.1%
Wood and wood products	0.4%
Pulp, paper, and paper products	0.7%
Publishing companies	0.2%
Printing companies	0.5%
Manufacture of coke and refined petroleum products	0.5%
Nuclear fuel	0.1%
Chemicals, chemical products, and fibers	4.3%
Pharmaceuticals	1.3%
Rubber and plastic products	2.5%
Non-metallic mineral products	0.4%
Concrete, cement, lime, plaster etc.	0.5%
Basic metals and fabricated metal products	4.5%
Machinery and equipment	4.4%
Electrical and optical equipment	3.5%
Shipbuilding	0.3%
Aerospace	3.6%
Other transport equipment	1.4%
Manufacturing not elsewhere classified	6.2%
Recycling	0.3%
Electricity supply	0.8%
Gas supply	0.3%
Water supply	0.4%

Industrial Sector (based on the IAF's ID1:2014 codes)	Percentage
Construction	3.4%
Wholesale and retail trade; repair of motor vehicles, motorcycles, and personal and household goods	0.8%
Hotels and restaurants	0.2%
Transport, storage, and communication	2.1%
Financial intermediation; real estate; renting	0.5%
Information technology	3.4%
Engineering services	6.2%
Other services	16.2%
Public administration	2.6%
Education	4.4%
Health and social work	2.7%
Other social services	0.9%
Other	13.7%