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Item 3 of the provisional agenda –  
**Review of the implementation of UNCTAD's**  
**communications strategy and publications policy**

## **Report on the readership survey of main publications of UNCTAD in 2009**

### *Executive summary*

UNCTAD's publications policy provides that the Working Party on the Strategic Framework and the Programme Budget review the results of a survey of publications issued during the previous year. In this second systematic survey, 17 publications were selected. Responses of readers were also requested for three other publications of their own choice. Six publications – the *Trade and Development Report 2009*, the *World Investment Report 2009*, the *Least Developed Countries Report 2009*, the *Information Economy Report 2009*, the *Voluntary Peer Review on Competition Policy Indonesia*, and the *UNCTAD Annual Report 2008* – were subject to in-depth reviews. A brief and user-friendly questionnaire was disseminated, which contained multiple rating responses to the following attributes on a scale of 1 to 5: (a) overall assessment of the publication; (b) analytical quality; (c) enhancement of readers' understanding of issues; (d) assessment of policy conclusions; and (e) presentation. The total number of responses to questionnaires was 82, of which 85 per cent were from respondents affiliated with governments, 6 per cent with academic and research institutions, and the rest from private enterprises and others. The results showed that the readers rated the publications very positively, the average for the overall assessment being 4.1. The overall average for analytical quality, enhance understanding and presentation attributes was 4 and the overall average for policy conclusions was 3.9. The average ratings of attributes for individual publications ranged from 3.4 to 4.3.

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## I. Mandate and purpose of the readership survey

1. UNCTAD's publications policy provides that the Working Party on the Strategic Framework and the Programme Budget review the results of a survey of publications issued during the previous year, as well as any in-depth readership surveys of selected publications which will have been conducted. Readership surveys should be conducted annually and in the light of recent experience, the secretariat should seek to improve the design, methodology and scope of the surveys so that they fulfil their crucial role. In line with that mandate, readership surveys were carried out in respect of major 2009 publications of UNCTAD to (a) analyze readers' evaluation of the main publications in terms of a number of attributes; (b) facilitate continuous improvements in UNCTAD's publications; and (c) draw lessons for the conduct of future readership surveys.

## II. Methodology

### A. Coverage

2. The 2009 readership survey covers the main UNCTAD publications plus a selection of publications covering the work of the different divisions. Specifically, the following publications were included in the survey: (a) *Trade and Development Report* (TDR); (b) *World Investment Report* (WIR); (c) *Least Developed Countries Report* (LDCR); (d) *Economic Development in Africa* (EDAR); (e) *Information Economy Report* (IER); (f) *Manual for the Production of Statistics on the Information Economy*; (g) *Assessing the impact of current financial and economic crisis on FDI flows*; (h) *Global Economic Crisis: Systemic Failures and Multilateral Remedies* (i) *Global Economic Crisis: Implications for Trade and Development*; (j) *SMEGA – Accounting and Financial Reporting Guidelines for Small and Medium-sized Enterprises, Level 3 Guidance*; (k) *Investment Policy Reviews* (issued in 2009); (l) *the State of Play of the Clean Development Mechanism: Review of Barriers and Potential Ways Forward*; (m) *Energy-related Issues from the Trade and Development Perspective*; (n) *Voluntary Peer Review on Competition Policy: Indonesia*; (o) *Recent Commodity Market Development: Trends and Challenges*; (p) *Progress Report of the Implementation of the Provisions of the Accra Accord Related to Commodities*; (q) *World Investment Prospect Survey 2009–2011*. Responses of readers were also requested for three other publications of their own choice. Six publications – the *Trade and Development Report*, the *World Investment Report*, the *Least Developed Countries Report*, the *Information Economy Report*, the *Voluntary Peer Review on Competition Policy: Indonesia* and the *UNCTAD Annual Report* – were subject to in-depth reviews in which readers were asked additional questions.

### B. Questionnaire

3. A brief and user-friendly questionnaire was prepared, containing multiple rating responses to a number of attributes on a scale of 1 to 5, with 1 as minimum and 5 as the best rating. The attributes were the following: (a) overall assessment of the publication; (b) analytical quality; (c) useful information on emerging and timely issues; (d) enhancement of readers' understanding; (e) policy conclusions; and (f) presentation. The survey questionnaire was disseminated in a number of ways: (a) posted prominently on the home page of UNCTAD website; (b) mailed to permanent missions of member States and distributed in UNCTAD meetings; and (c) disseminated through the use of divisional mailing lists.

### **C. Ratings**

4. Numerical data were obtained on the basis of ratings on a scale of 1 to 5 contained in the individual response to the different attributes for each publication (1=minimum rating...5=best rating). An average of ratings was calculated for each attribute using the following formula:

*Average ratings = sum of all ratings/number of respondents*

5. Average ratings calculated for all attributes pertaining to each publication were rounded off to the nearest decimal point. These results for all attributes were presented in a graph. It should be noted here that the publications in the readership survey were not necessarily comparable in terms of content and the respondents were not the same for all publications.

### **D. Respondents**

6. Responses to the readership survey were collected in three ways: from the UNCTAD website, from letters received by fax or e-mail, and during meetings. The total responses received for this second survey were 82 from 40 countries, which is much less than the 268 responses received for the first survey. Of these responses, 85 per cent were from respondents affiliated with governments, 6 per cent with academic and research institutions, and the rest from private enterprises and others. No responses were received from international organizations, non-governmental organizations or media.

7. As regards respondents affiliated with governments, 30 per cent were from developed countries and 70 per cent from developing countries. A breakdown of respondents by publication is provided in the annex.

## **III. Results of the readership survey of main publications**

### **A. Main publications**

8. The survey of main publications was carried out on the basis of five attributes: (a) overall assessment of the publication; (b) analytical quality; (c) enhancement of readers' understanding; (d) policy conclusions; and (e) presentation.

9. The results showed that the readers rated the publications very positively, the average for the overall assessment was 4.1, the overall average for analytical quality, enhance understanding and presentation was 4 for each attribute and the overall average for policy conclusions was 3.9. The average ratings of attributes for individual publications ranged from 3.4 to 4.3. The most frequent individual rating given for most attributes and publications was 4.

**1. Trade and Development Report, 2009: Responding to the global crisis - Climate change mitigation and development**



The *Trade and Development Report (TDR) 2009* reviews recent trends in the world economy and concludes that the current global financial and economic crisis offers a gloomy outlook for the world economy. It sheds light on the dynamics of the crisis, which, it argues, reflected failures in national and international financial deregulation, persistent global imbalances, absence of an international monetary system and deep inconsistencies among global trading, financial and monetary policies. The *TDR 2009* calls for comprehensive reform and re-regulation, with a vigorous role for governments working in unison, leading to stronger international monetary and financial governance. The report also addresses the question of how increased efforts aimed at climate change mitigation can be combined with forward-looking development strategies and rapid growth in developing countries.

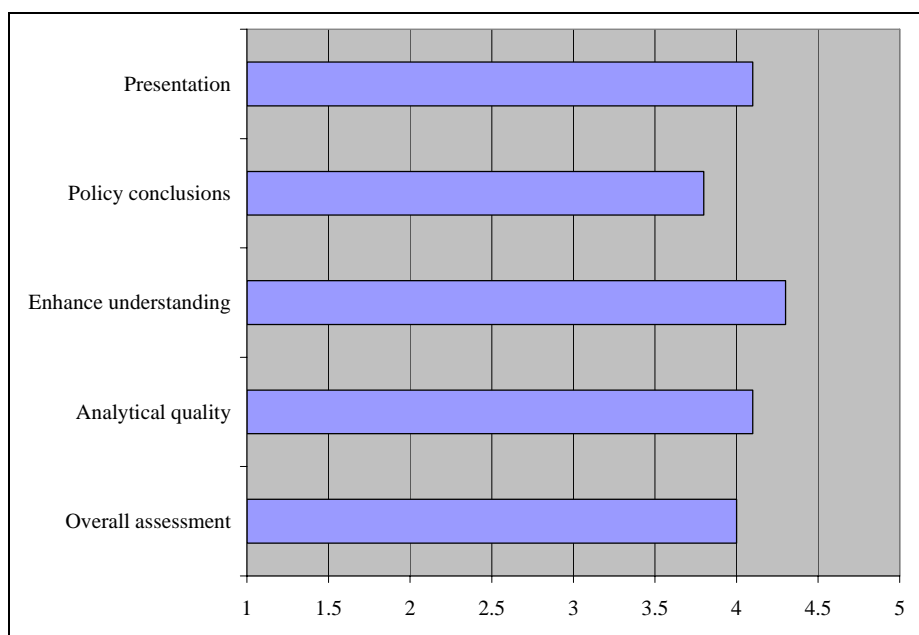
(a) Respondents

10. There were a total of 40 responses received for the *Trade and Development Report, 2009*, of which 85 per cent were from respondents working/affiliated with governments and the rest were from academic and research institutions, private enterprises or others.

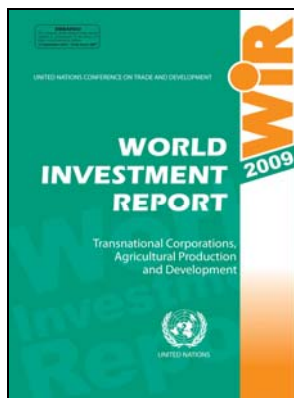
(b) Average ratings

11. Average ratings are presented in graph 1. Except for the policy conclusions rated at 3.8, all other attributes were rate 4 or above.

Graph 1  
Survey results for *Trade and Development Report, 2009*



2. *World Investment Report, 2009: Transnational Corporations, Agricultural Production and Development*



The *World Investment Report (WIR)* analyses trends in foreign direct investment (FDI) worldwide, as well as at regional and country levels, in order to improve its contribution to development. The *WIR 2009* provided a detailed examination of the impact of the current global financial and economic crisis, estimating that FDI flows would fall from about \$1.7 trillion in 2008 to below \$1.2 trillion in 2009, with a slow recovery in 2010, and greater momentum in 2011. The report also examines the role of transnational corporations (TNCs) in addressing critically low levels of agricultural productivity in many developing countries. The *WIR 2009* offers concrete policy advice on how to establish a framework and develop national capabilities to best harness them for agricultural development, with a view to maximizing development benefits and minimizing costs.

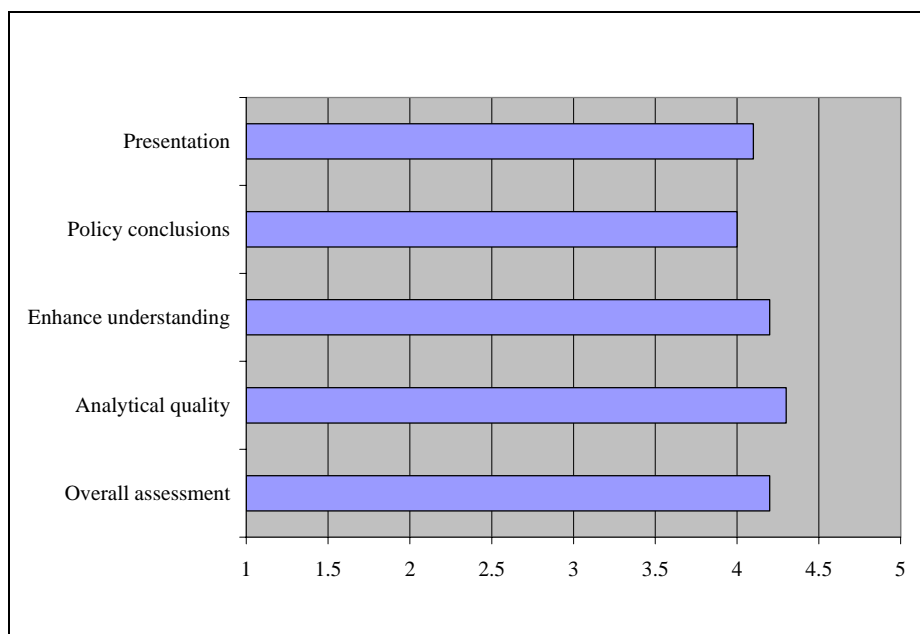
(a) *Respondents*

12. A total of 35 responses were received for *World Investment Report 2009*, of which 91 per cent were from respondents working/affiliated with governments and the rest from academic and research institutions or others.

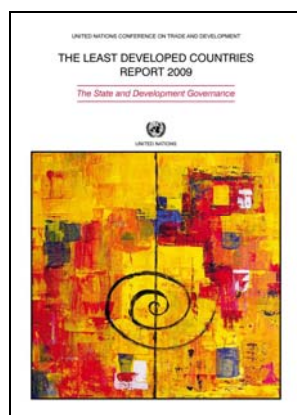
(b) *Average ratings*

13. Average ratings of attributes are presented in graph 2. The ratings range from 4 to 4.3.

Graph 2  
Survey results for *World Investment Report 2009*



### 3. *Least Developed Countries Report 2009: The State and Development Governance*



The *Least Developed Countries Report 2009* argued that the impact of the global economic crisis was likely to be so severe in LDCs that “business as usual” was no longer possible. The crisis offers both the necessity and an opportunity for change. Coping with the impact of the crisis in LDCs will require dedicated policy action and resource flows, including from the international community. But beyond this, new policy approaches are necessary to ensure that development after the crisis will be more resilient and more inclusive. The report argues that neither the good governance institutional reform agenda currently being implemented by many LDCs, nor the old developmental State, which includes successful East Asian economies, are entirely appropriate models now. Rather, it is necessary to build a new developmental State. The report recognizes that LDC governments have a vital role to play in the restructuring of their economies, the development of productive capacities, and the creation of conditions for catch-up growth.

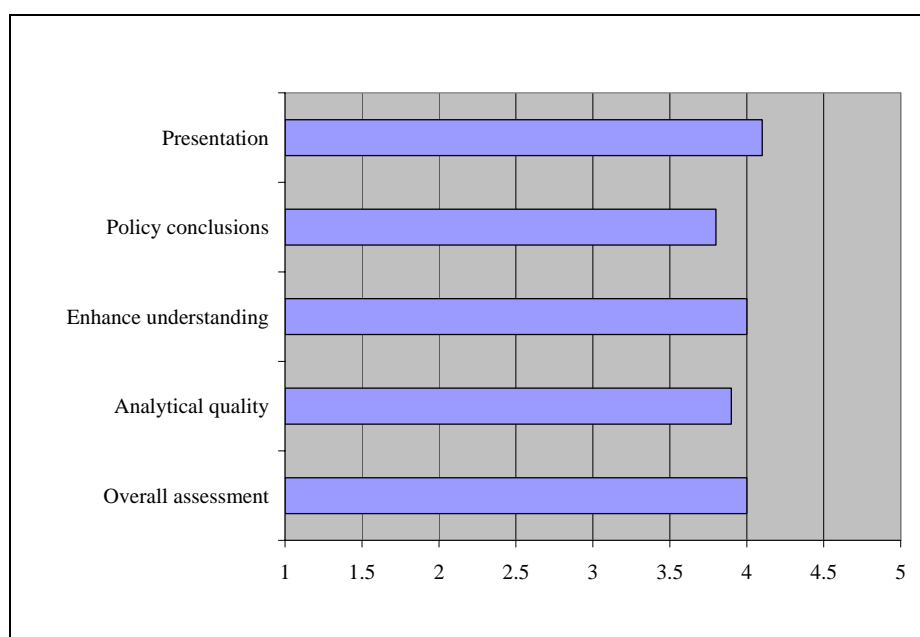
#### (a) *Respondents*

14. A total of 28 responses were received from the main publications survey for the *Least Developed Countries Report 2009*, of which more than 85 per cent were from respondents working with the governments. The rest were from academic and research institutions, private enterprises or others.

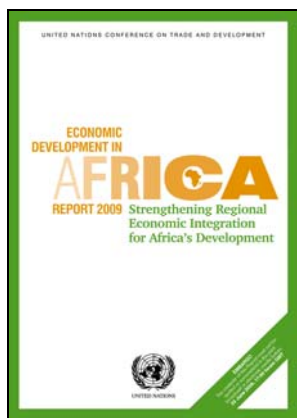
#### (b) *Average ratings*

15. Average ratings in respect of the five attributes are presented in graph 3 below. The ratings are 3.8 or above.

Graph 3  
Survey results for *the Least Developed Countries Report 2009*



4. *Economic Development in Africa 2009: Strengthening Regional Economic Integration for Africa's Development*



The *Economic Development in Africa Report 2009* focuses on ways of strengthening regional economic integration for Africa's development. It complements existing institutional analyses of regional integration in Africa with an economic analysis of trade in goods and services, migration and investment. The report surveys recent trends in these flows and assesses the potential for increasing them in ways that will support economic development. The report finds that - when designed and implemented within a broader development strategy to promote economic diversification, structural changes and technological development - regional integration could help enhance productive capacities of African economies, realize economies of scale, improve competitiveness and serve as a launching pad for African economies' effective participation in the global economy.

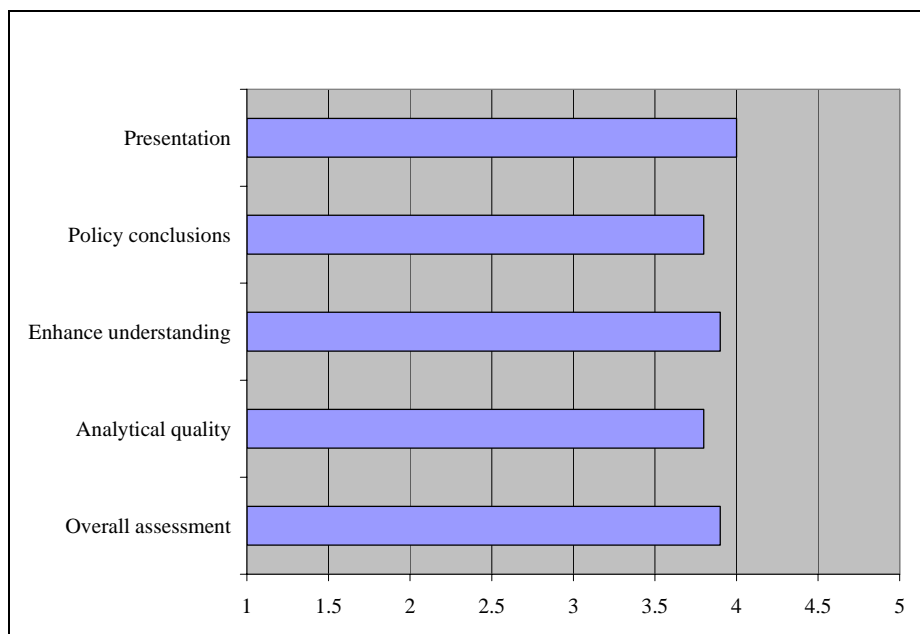
(a) *Respondents*

16. Total responses received from the main publications survey for *Economic Development in Africa 2009* were 29. Out of these, 90 per cent were from respondents working with the governments from 15 countries, and the rest were from academic and research institutions or from others.

(b) *Average ratings*

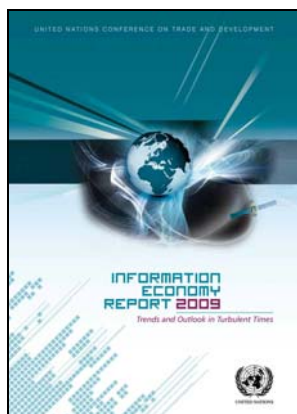
17. Average ratings are presented in graph 4. The average ratings are within the range of 3.8 to 4.

Graph 4  
Survey results for *Economic Development in Africa 2009*





## 5. *Information Economy Report 2009: Trends and Outlook in Turbulent Times*



The *Information Economy Report 2009* discussed information and communication technologies (ICTs) as they affect developing countries, with special focus on the implications of the global economic crisis. The picture that emerges is one of great contrasts. While the developing world has never been better connected, significant gaps still remain - not least with regard to broadband. Although investments in mobile telecommunication continued despite the economic crisis, some parts of the ICT industry have been seriously affected, with dramatic declines in trade and employment. A growing share of exports of ICT goods as well as services is accounted for by developing economies, especially in Asia. However, whereas trade in ICT services has been among the most resilient areas of the global economy, trade in ICT goods has declined sharply in the wake of the crisis. The *Information Economy Report 2009* warns that the financial and economic crisis may affect negatively the investment needed in order to ensure universal access to ICTs, and stresses that governments should consider different options to seize the opportunities created by new technologies.

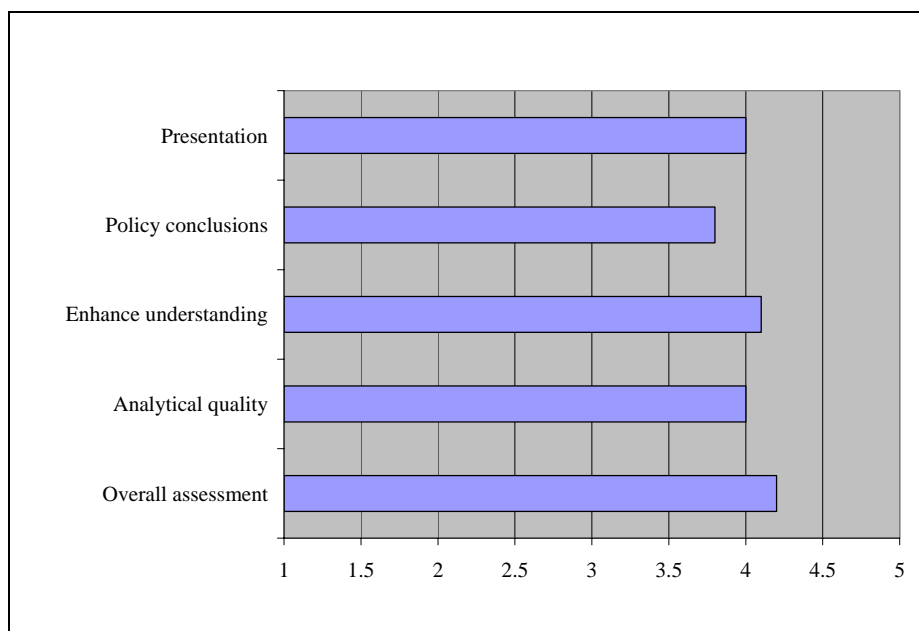
### (a) *Respondents*

18. Total responses received for *Information Economy Report 2009* were 26, of which 92 per cent were from respondents affiliated with the governments and the rest academic and research institutions.

### (b) *Average ratings*

19. Average ratings are presented in graph 5. The average ratings for most attributes are at the level of 4 or above. The rating for “Policy conclusions” is 3.8.

Graph 5  
Survey results for *Information Economy Report 2009*



**6. Manual for the Production of Statistics on the Information Economy**

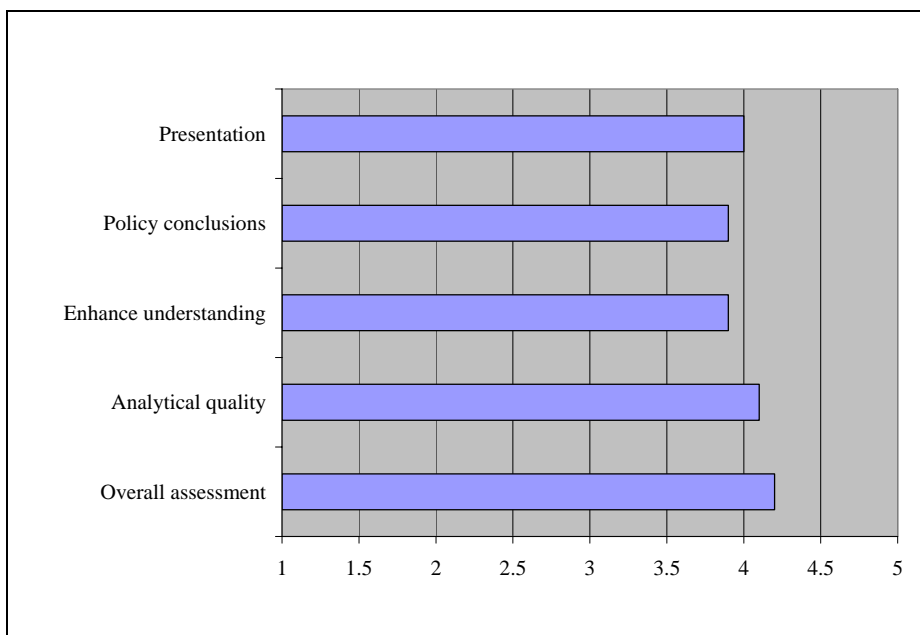
(a) Respondents

20. Total responses received for this report were 22. All except one were from respondents working/affiliated with governments. One was affiliated with the academic and research institutions.

(b) Average ratings

21. Average ratings in respect of the five attributes are presented in graph 6 below. Ratings for all attributes are 3.9 and above.

Graph 6  
**Survey results for Manual for the Production of Statistics on the Information Economy**



## 7. *Assessing the impact of current financial and economic crisis on FDI flows*

### (a) *Respondents*

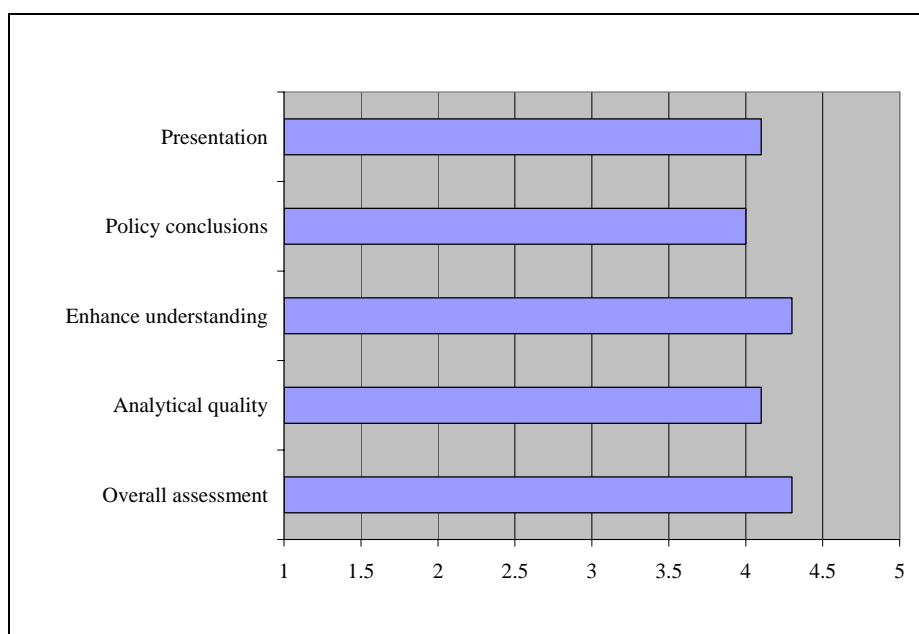
22. A total of 29 responses were received for this publication, of which 93 per cent were from respondents working/ affiliated with governments. The rest were affiliated with academic and research institutions.

### (b) *Average ratings*

23. Average ratings in respect of all five attributes are presented in graph 7 below. Ratings for all attributes are 4 and above. Concerning the overall assessment, enhance understanding and presentation attributes, more than 85 per cent of respondents rated them at 4 or 5.

Graph 7

**Survey results for *Assessing the impact of current financial and economic crisis on FDI flows***



**8. Global Economic Crisis: Systemic Failures and Multilateral Remedies**

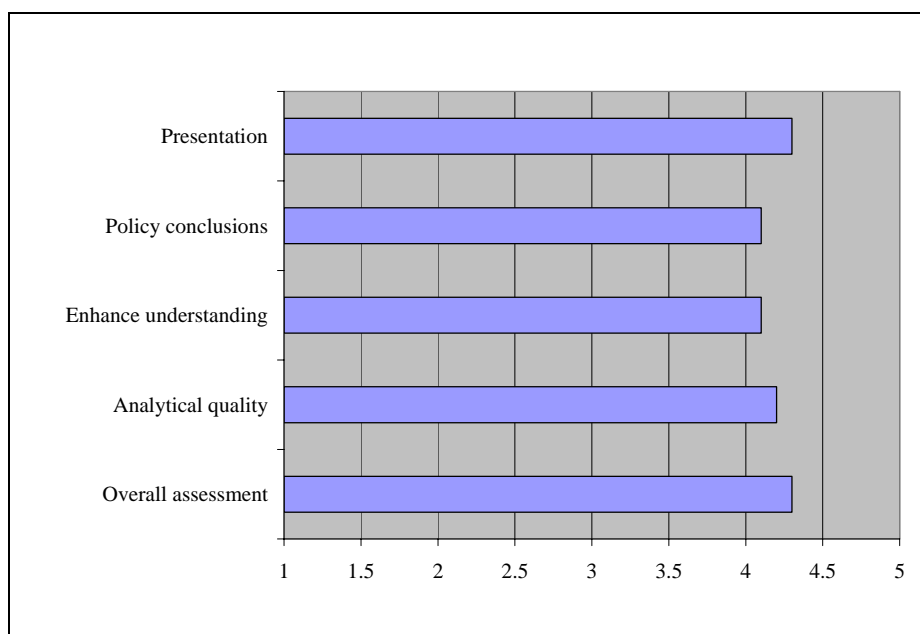
(a) Respondents

24. Total responses received for this report were 28, of which 89 per cent were from respondents working/affiliated with governments. The rest were affiliated with academic and research institutions.

(b) Average ratings

25. Average ratings in respect of the five attributes are presented in graph 8 below. Ratings for all attributes are 4.1 and above. The overall assessment of this report was very good as more than 93 per cent of the respondents rated it at 4 or 5, and the presentation and quality were rated at 4 or 5 by more than 83 per cent.

Graph 8  
**Survey results for *Global Economic Crisis: Systemic Failures and Multilateral Remedies***



## 9. *Global Economic Crisis: Implications for Trade and Development*

### (a) *Respondents*

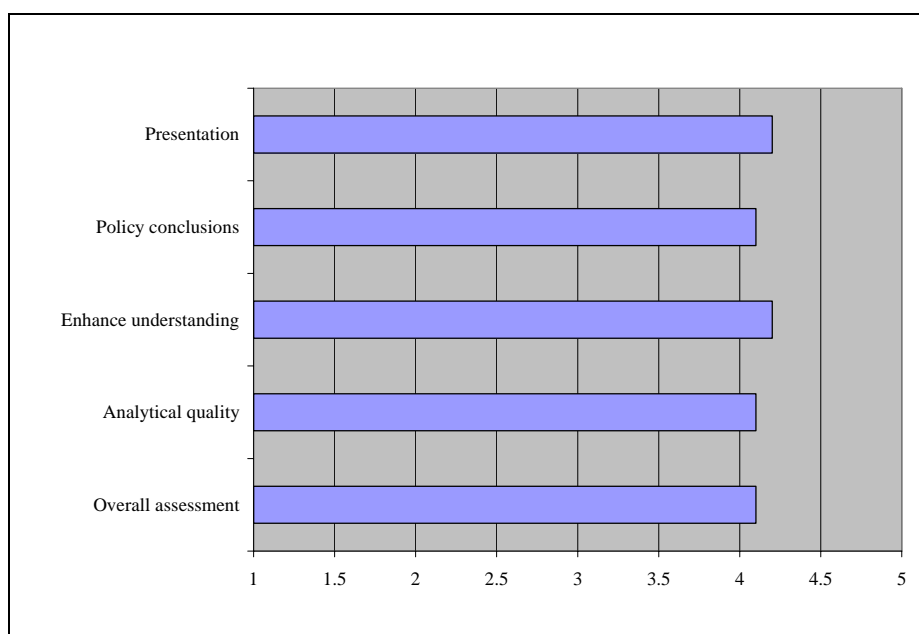
26. Total responses received for this report were 30, of which 93 per cent were from respondents working/affiliated with governments. The rest were affiliated with academic and research institutions.

### (b) *Average ratings*

27. Average ratings in respect of the five attributes are presented in graph 9. Ratings for all attributes are at the level of 4.1 and above. For this report, more than 83 per cent of respondents rated the “enhance understanding” at 4 or 5.

Graph 9

**Survey results for *Global Economic Crisis: implications for trade and development***



**10. SMEGA – Accounting and Financial Reporting Guidelines for Small and Medium-sized Enterprises, Level 3 Guidance**

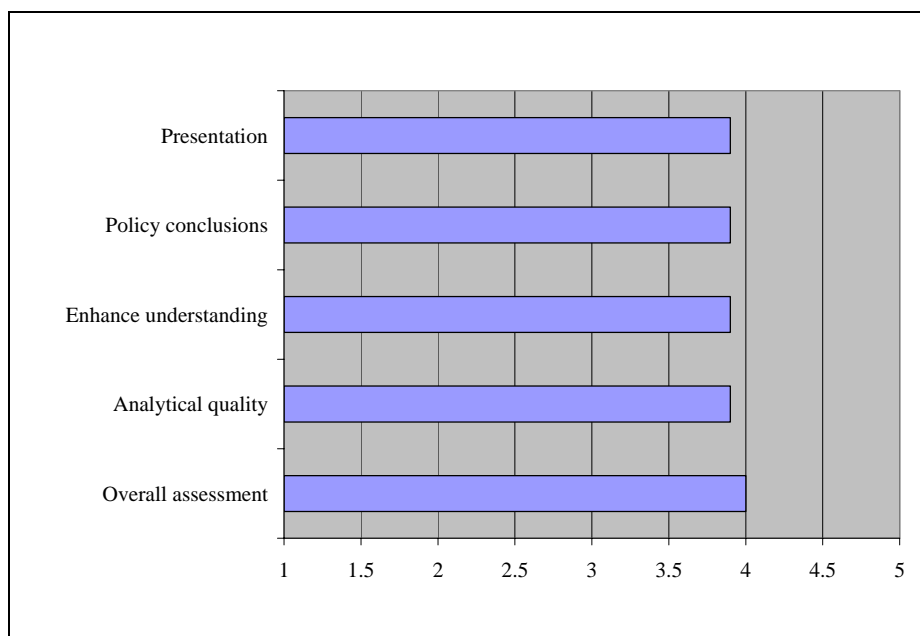
(a) Respondents

28. Total responses received for these guidelines were 18, of which 89 per cent were from respondents working/affiliated with governments. The rest were from academic and research institutions.

(b) Average ratings

29. Average ratings in respect of the five attributes are presented in graph 10 below. The rating for “Overall assessment” is 4, the rating for all other attributes is 3.9.

Graph 10  
**Survey results for SMEGA – Accounting and Financial Reporting Guidelines for SMEs, Level 3 Guidance**



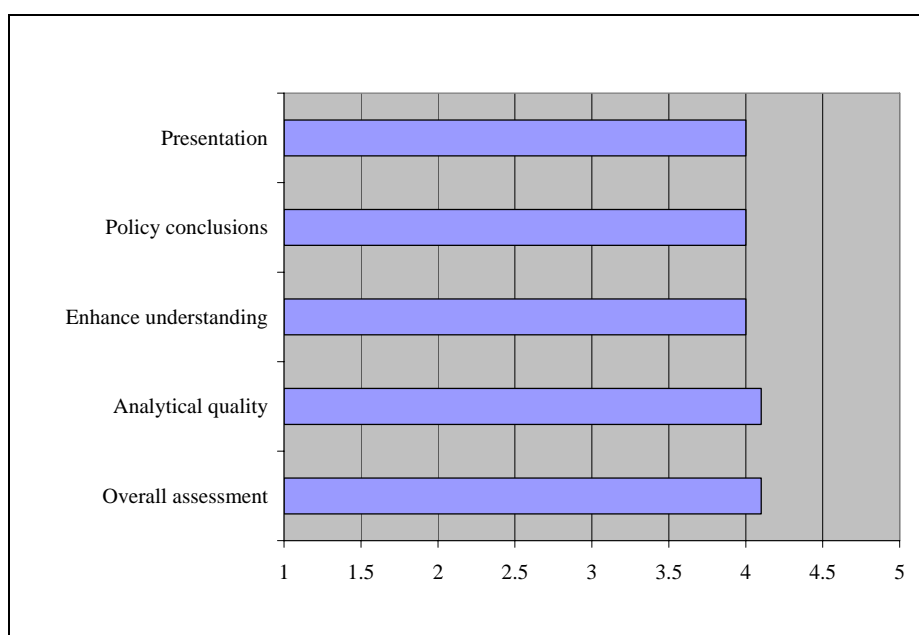
**11. Investment Policy Reviews (issued in 2009)***(a) Respondents*

30. Total responses received for these reviews were 27. All except one were from respondents working/affiliated with governments. One was affiliated with academic and research institutions.

*(b) Average ratings*

31. Average ratings in respect of the five attributes are presented in graph 11 below. Ratings for all five attributes are 4 and above.

Graph 11

**Survey results for Investment Policy Reviews (issued in 2009)**

**12. The State of Play of the Clean Development Mechanism: Review of Barriers and Potential Ways Forward**

(a) Respondents

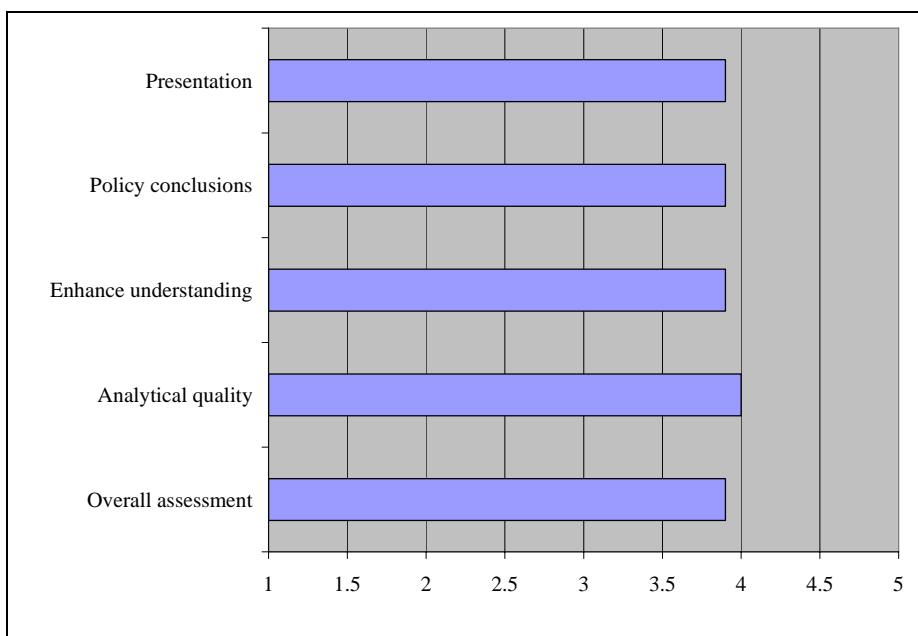
32. Total responses received were 17. All except one were from respondents working/affiliated with governments. One was affiliated with academic and research institutions.

(b) Average ratings

33. Average ratings in respect of the five attributes are presented in graph 12. The rating for “Analytical quality” is 4, and for all other attributes the rating is 3.9.

Graph 12

**Survey results for the State of Play of the Clean Development Mechanism: Review of Barriers and Potential Ways Forward**





### 13. *Energy-related Issues from the Trade and Development Perspective*

#### (a) *Respondents*

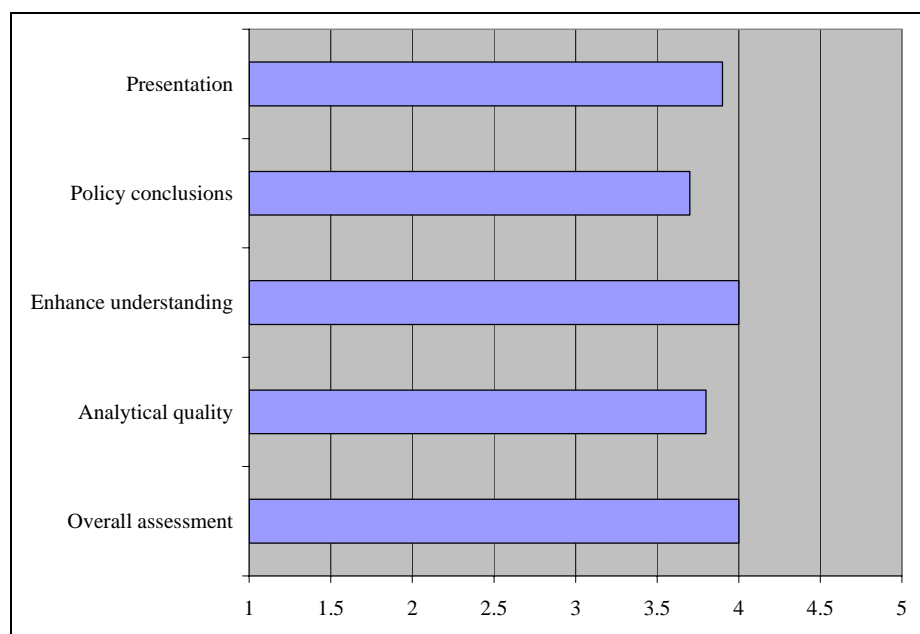
34. Total responses received for this report were 19. All except one were from respondents working/affiliated with governments. One was affiliated with academic and research institutions.

#### (b) *Average ratings*

35. Average ratings in respect of the five attributes are presented in graph 13 below. Ratings for all attributes are within the range of 3.7 and 4.

Graph 13

#### **Survey results for *Energy-related Issues from the Trade and Development Perspective***



**14. Voluntary Peer Review on Competition Policy: Indonesia**

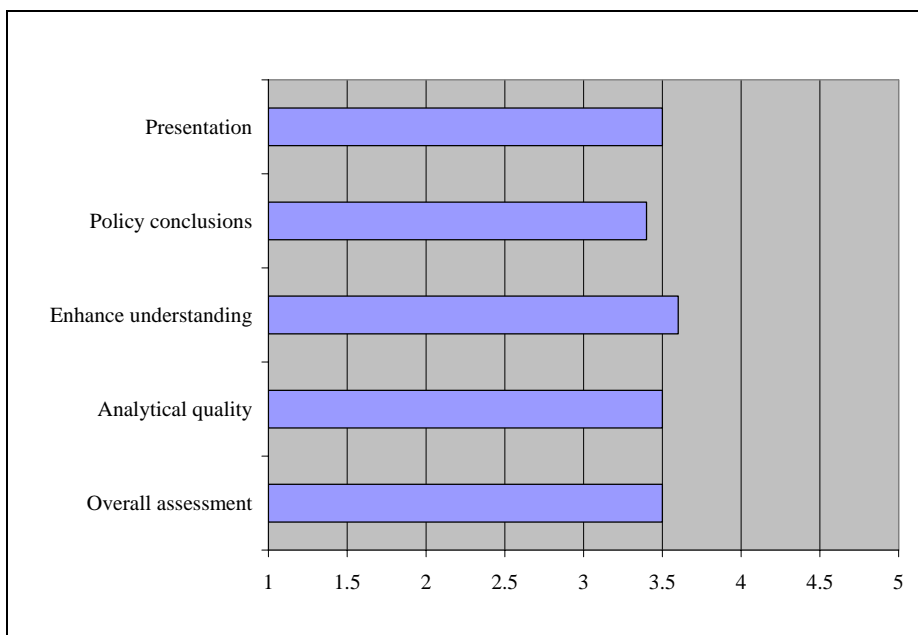
(a) Respondents

36. Total responses received for this report were 12. All except one were from respondents working/affiliated with governments. One was affiliated with academic and research institutions.

(b) Average ratings

37. Average ratings in respect of the five attributes are presented in graph 14 below. Ratings for all attributes are from 3.4 to 3.7.

Graph 14  
**Survey results for Voluntary Peer Review on Competition Policy: Indonesia**



## 15. *Recent Commodity Market Development: Trends and Challenges*

### (a) *Respondents*

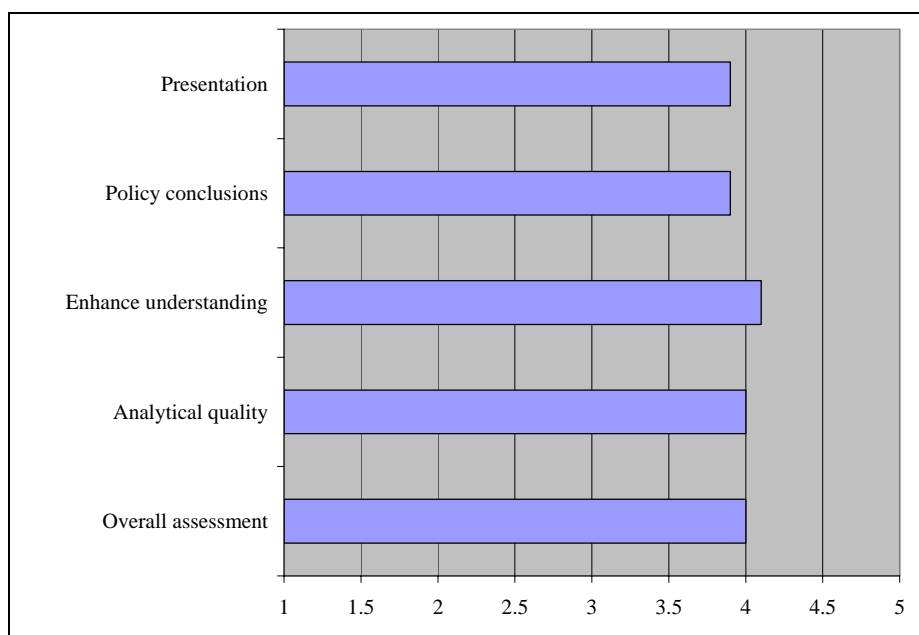
38. Total responses received for this report were 20. All except one were from respondents working/affiliated with governments. One was affiliated with academic and research institutions.

### (b) *Average ratings*

39. Average ratings in respect of the five attributes are presented in graph 15 below. Ratings for all attributes are from 3.9 to 4.1.

Graph 15

**Survey results for *Recent Commodity Market Development: Trends and Challenges***



**16. Progress Report of the Implementation of the Provisions of the Accra Accord Related to Commodities**

(a) Respondents

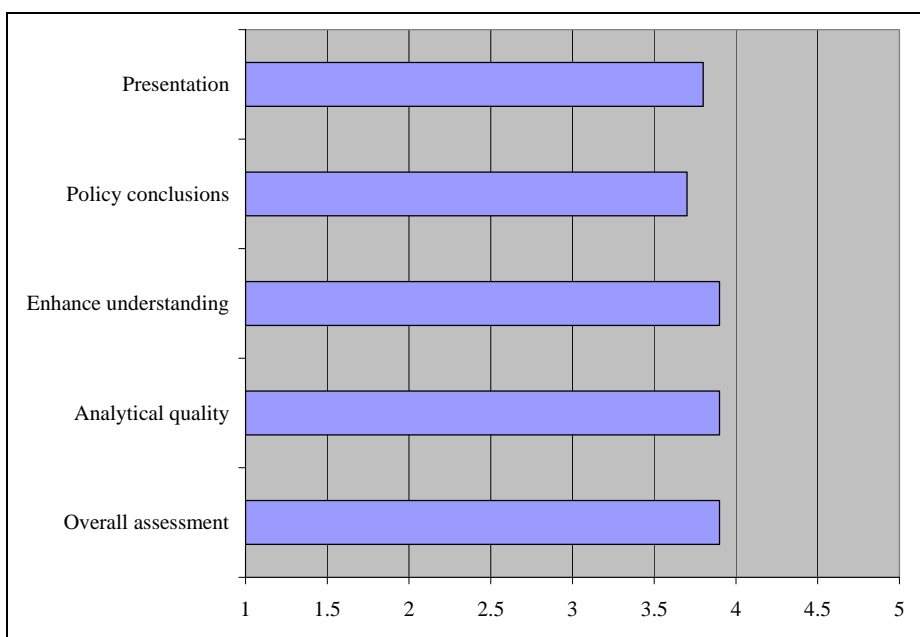
40. Total responses received for this report were 20. All except one were from respondents working/affiliated with governments. One was affiliated with academic and research institutions.

(b) Average ratings

41. Average ratings in respect of the five attributes are presented in graph 16 below. Ratings for all attributes are from 3.7 to 3.9.

Graph 16

**Survey results for Progress Report of the Implementation of the Provisions of the Accra Accord Related to Commodities**



## 17. *World Investment Prospect Survey 2009-2011*

### (a) *Respondents*

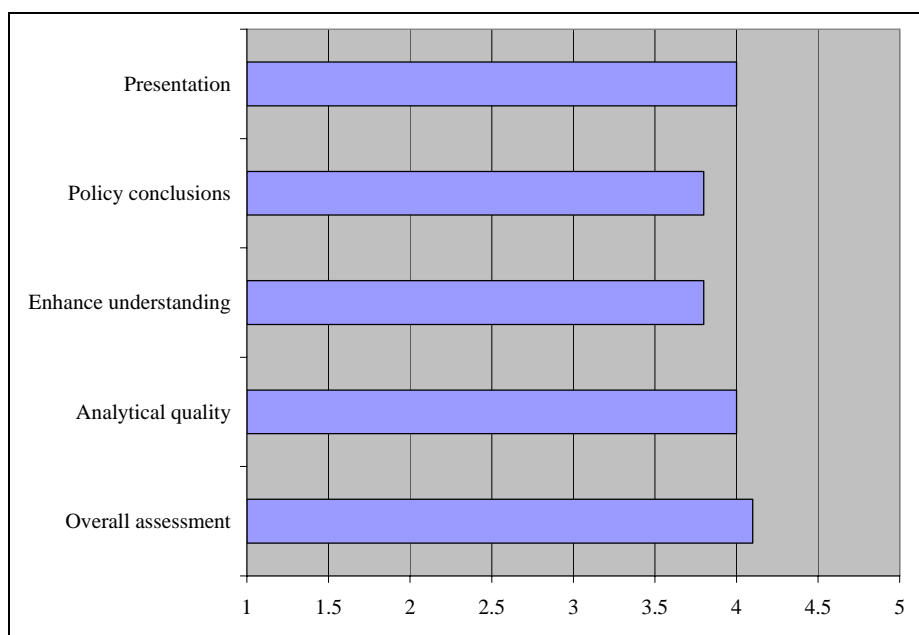
42. Total responses received for this report were 23. All except one were from respondents working/affiliated with governments. One was affiliated with academic and research institutions.

### (b) *Average ratings*

43. Average ratings in respect of the five attributes are presented in graph 17 below. Ratings for all attributes are from 3.8 to 4.1.

Graph 17

**Survey results for *World Investment Prospect Survey 2009-2011***



## B. **Other publications**

44. Four other publications were rated by our respondents under the category, “other publication” (respondent needed to specify). These were: (a) *Review of Maritime Transport 2008*; (b) *Maritime Transport and the Climate Change Challenge*; (c) *UNCTAD Annual Report*; and (d) *UNCTAD Policy Brief No. 9*. These were reviewed by one respondent each. The ratings for all these reports were between 4 and 5.

**C. In-depth readership survey**

45. As noted above, six reports – the *Trade and Development Report 2009*, the *World Investment Report 2009*, the *Least Developed Countries Report 2009*, the *Information Economy Report 2009*, the *Voluntary Peer Review on Competition Policy: Indonesia*, and the *UNCTAD Annual Report 2008* – were subject to in-depth reviews. For all publication except the *UNCTAD Annual Report*, the in-depth readership surveys were carried out on the basis of a questionnaire containing questions on seven attributes: (a) overall assessment of the publication; (b) analytical quality; (c) provides useful information about emerging and timely issues; (d) enhances readers’ understanding of the issues; (e) enhances understanding of policy choices; (f) usefulness of publication; and (g) presentation. The in-depth survey of the *Annual Report* did not contain a question on enhancing understanding of policy choices. A number of additional questions were asked to elicit qualitative responses.

**1. Trade and Development Report, 2009**

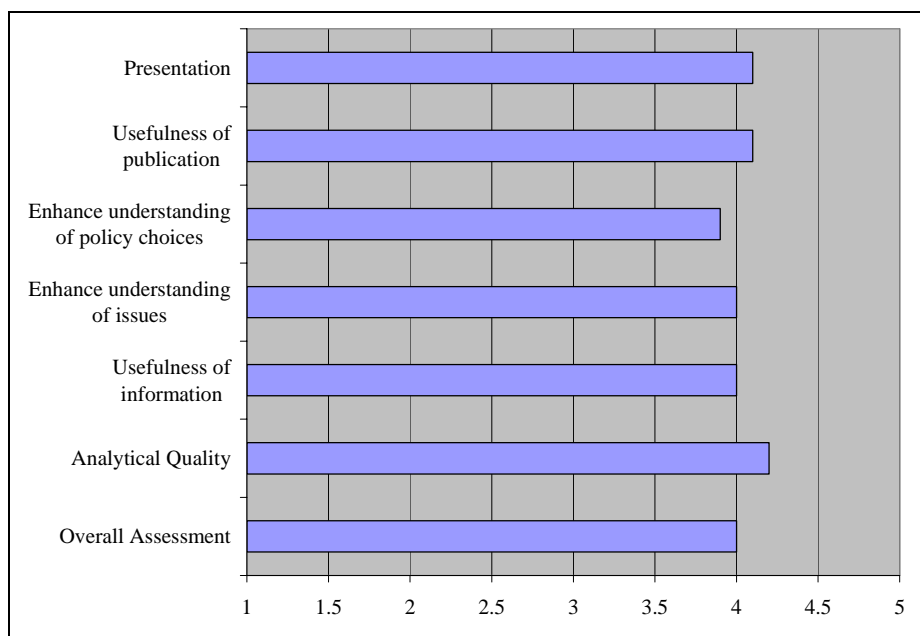
(a) Respondents

46. A total of 10 responses were received for the in-depth readership survey for the *Trade and Development Report, 2009*. Out of these, 60 per cent were from respondents affiliated with governments, the rest were from academic and research institutions or others.

(b) Average ratings

47. Average ratings for each of the seven attributes are presented in graph 18 below. Ratings for attributes are 4 and above, except for “Policy choices”, which is at 3.9.

Graph 18  
**Survey results for *Trade and Development Report, 2009***



(c) Qualitative responses

48. **For what purposes respondents used this report?** The survey indicates that the *Trade and Development Report, 2009* is used simultaneously for multiple purposes by its readers. Out of the total respondents, 90 per cent used the report for analysis and research, 50 per cent used the knowledge and

analyses obtained from the *Report* in negotiations and policy formulation, 10 per cent for education and training.

49. **How frequently respondents consult this report?** The in-depth survey indicates that 30 per cent consulted the report three or more times during the past year for their related work. In terms of receiving the publication in the future, 40 per cent wanted to receive hard copies and 30 per cent wanted electronic copies and/or via web-link. Some of the responses received from the survey are presented in box 1 below.

**Box 1. Sample of Qualitative comments on the *Trade and Development Report, 2009***

***What did you like most about the publication?***

“The report gave a detailed analysis and highlighted all the activities that UNCTAD had carried out.”

“Clarity of language, richness of information and analysis.”

“Its desire to explain objectively the occurrence of the crisis. Its strong emphasis on the financialization of the economic system. Its view in treating financial regulation as a more complicated problem than the suppression of conflicts of interest, insisting on the interconnections between financial actors, between financial actors and the real economy and finally between productive sectors in the real economy. Its strong emphasis on the need to correct imbalances at national, regional and international levels.”

“The in-depth analysis of the issues covered and, in particular, the chapter on ODA.”

***What did you like least about the publication?***

“The lack of vision concerning the development of agricultural production, with regard to green production, the need to reform the ACP, the development of local productions.”

***Comments and suggestions on the report***

“Statistics tables, directly accessible by Internet and downloadable via Excel, for example, could be very useful.”

**2. *World Investment Report 2009***

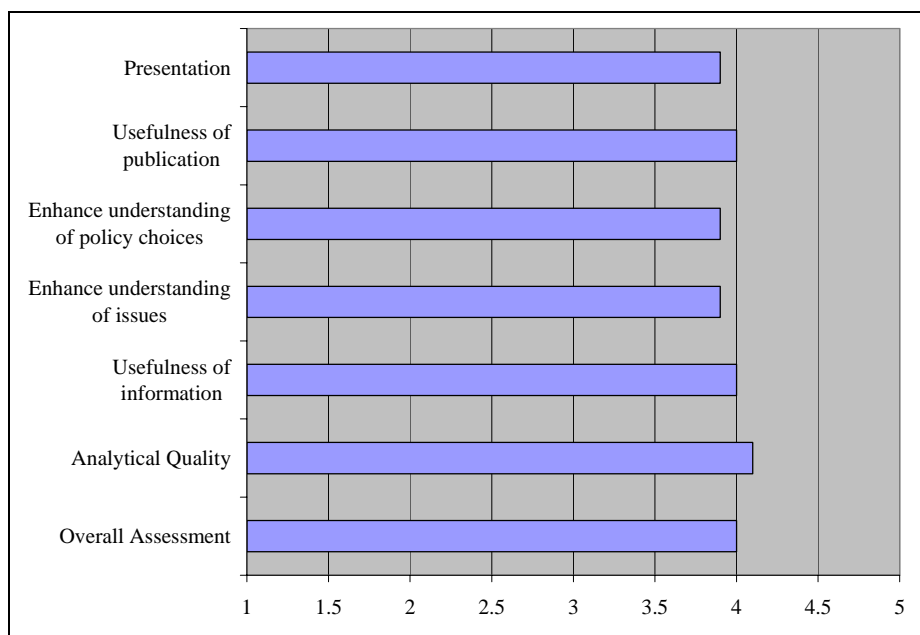
*(a) Respondents*

50. A total of eight responses were received for the in-depth readership survey for the *World Investment Report 2009*. All respondents except one were affiliated with governments.

*(b) Average ratings*

51. Average ratings for each of the seven attributes are presented in graph 19 below. Ratings range from 3.9 to 4.1.

Graph 19  
*Survey results for World Investment Report 2009*



(c) *Qualitative responses*

52. **For what purposes respondents used this report?** The survey indicates that the *WIR 2009* is used simultaneously for multiple purposes by its readers. Out of the total respondents, 37 per cent used the knowledge and analyses obtained from the report in negotiations and policy formulation, and 75 per cent for analysis and research.

53. **How frequently respondents consult this report?** The in-depth survey indicates that 50 per cent consulted the report three or more times during the past year for their related work. In terms of receiving the publication in the future, 62 per cent of respondents asked for hard copies.

54. Some of the responses received from the survey are presented in box 2 below.

**Box 2. Sample of qualitative comments on the *World Investment Report 2009***

***What did you like most about the publication?***

“Chapter (V) Policy Challenges & Options allow us to consider the available options and decide on the policy which would be most appropriate to the individual states situations.”

“The analysis of FDI trends and the statistical annex on FDI.”

“The information on FDI flows, very relevant.”

“The detailed analysis of issues.”

***What did you like least about the publication?***

“The focus on the issues of land acquisition by TNCs.”



### 3. *Least Developed Countries Report 2009*

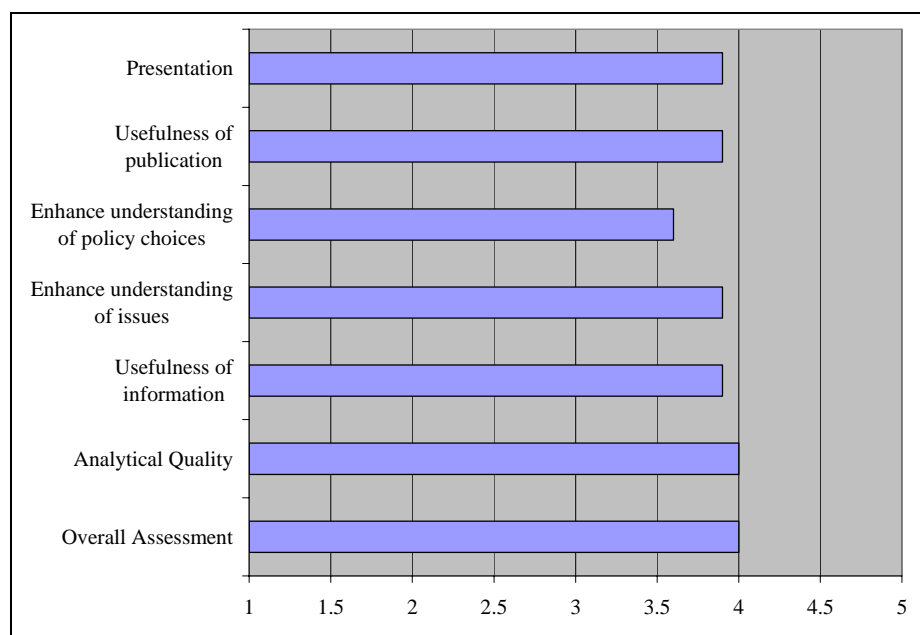
#### (a) *Respondents*

55. A total of eight responses were received for the in-depth readership survey for the report. All respondents except one were affiliated with governments.

#### (b) *Average ratings*

56. Average ratings for each of the seven attributes are presented in graph 20 below. Ratings range from 3.6 to 4.

Graph 20  
*Survey results for Least Developed Countries Report 2009*



#### (c) *Qualitative responses*

57. **For what purposes respondents used this report?** The survey indicates that the *LDCR 2009* is used simultaneously for multiple purposes by its readers. Out of the total respondents, 37 per cent used the knowledge and analyses obtained from the report in negotiations and policy formulation, and 75 per cent for analysis and research.

58. **How frequently respondents consult this report?** The in-depth survey indicates that 25 per cent consulted the report three or more times during the past year for their related work and 75 per cent consulted it once or twice. In terms of receiving the publication in the future, 50 per cent of respondents asked for hard copies.

59. Some of the responses received from the survey are presented in box 3 below.

**Box 3. Sample of qualitative comments on the *Least Developed Countries Report 2009***

***What did you like most about the publication?***

“Part (3) & (4) on Agenda for Agricultural Policy and Industrial Policy.”  
 “Quality of the analysis – choice and complementarity of the chapters.”  
 “The timely and thorough analysis of the main issues concerning LDCs.”  
 “It provides a new insight on the regulation between state and market, and how they can interact positively in our challenging and globalized world, bearing in mind LDCs’ particular situation.”

***What did you like least about the publication?***

“Weakness of the proposals in chapter III on agriculture, especially in the trade sector. ”  
 “Lack of focus on key emerging issues affecting LDCs country-specific cases.”  
 “It does not explain, though, how “state failure” countries can, in fact, embrace and be part of this philosophy of development state. Maybe their case should also be mentioned in the report.”

**4. *Information Economy Report 2009***

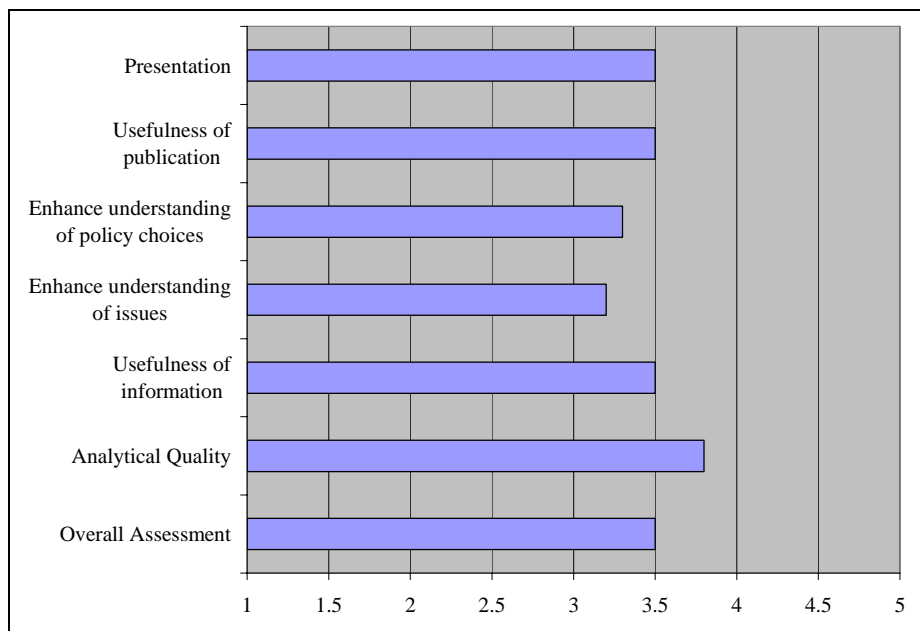
*(a) Respondents*

60. A total of five responses were received for the in-depth readership survey for the *Information Economy Report 2009*. All respondents were affiliated with governments.

*(b) Average ratings*

61. Average ratings for each of the seven attributes are presented in graph 21 below. Ratings range from 3.2 to 3.8.

Graph 21  
**Survey results for *Information Economy Report 2009***



(c) *Qualitative responses*

62. **For what purposes respondents used this report?** The survey indicates that the report is used simultaneously for multiple purposes by its readers, 80 per cent for analysis and research, 40 per cent for policy formulation, 20 per cent in negotiations and 10 per cent in education and training.

63. **How frequently respondents consult this report?** The in-depth survey indicates that 20 per cent consulted the report three or more times during the past year for their related work and 80 per cent consulted it once or twice. In terms of receiving the publication in the future, 80 per cent of respondents asked for hard copies.

64. Some of the responses received from the survey are presented in box 4 below.

**Box 4. Sample of qualitative comments on the *Information Economy Report 2009***

**What did you like most about the publication?**  
 “Chapter II.”  
 “The treatment of a current subject: effects of the economic crisis on ICTs.”

**What did you like least about the publication?**  
 No comments received.

5. **Voluntary Peer Review on Competition Policy: Indonesia**

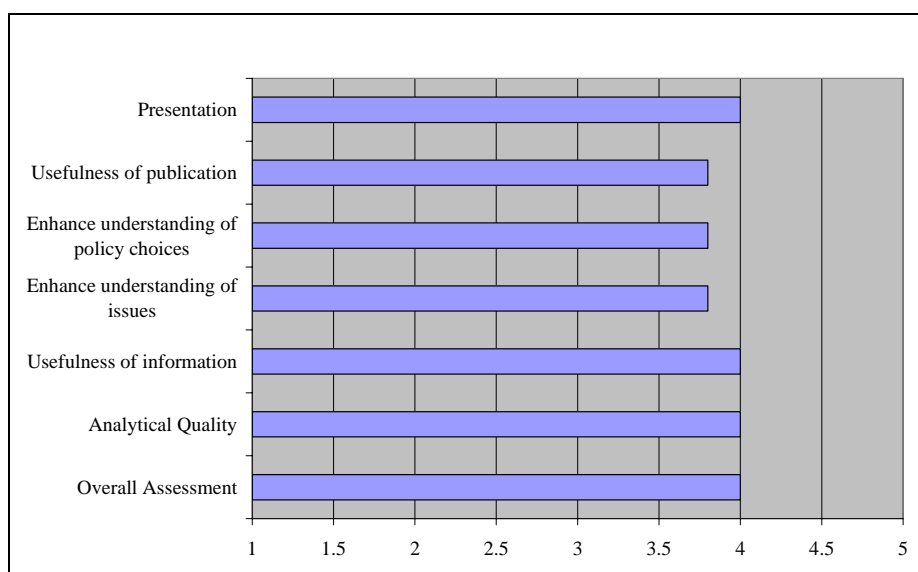
(a) *Respondents*

65. A total of five responses were received for the in-depth readership survey for the *Voluntary Peer Review on Competition Policy: Indonesia*. All respondents were affiliated with governments.

(b) *Average ratings*

66. Average ratings for each of the seven attributes are presented in graph 22 below. Ratings range from 3.8 to 4.

Graph 22  
**Survey results for *Voluntary Peer Review on Competition Policy: Indonesia***



(c) *Qualitative responses*

67. **For what purposes respondents used this report?** The survey indicates that the report is used simultaneously for multiple purposes by its readers, 100 per cent for analysis and research, and 40 per cent for policy formulation and negotiations.

68. **How frequently respondents consult this report?** The in-depth survey indicates that 20 per cent consulted the report three or more times during the past year for their related work and 80 per cent consulted it once or twice. In terms of receiving the publication in the future, 60 per cent of respondents asked for electronic copies and 20 per cent asked for hard copies.

69. Some of the responses received from the survey are presented in box 5 below.

**Box 5. Sample of qualitative comments on the *Voluntary Peer Review on Competition Policy: Indonesia***

***What did you like most about the publication?***

“This publication presented in depth the national system in the matter of competition, which permitted other agencies or competition councils to make a comparative study with their own legislation and procedures, even reflecting the new development methods.”

“The detailed information on the competition policy of Indonesia.”

***What did you like least about the publication?***

“The narrow interest of the publication – its objective is very specific.”

## 6. UNCTAD Annual Report 2008

### (a) Respondents

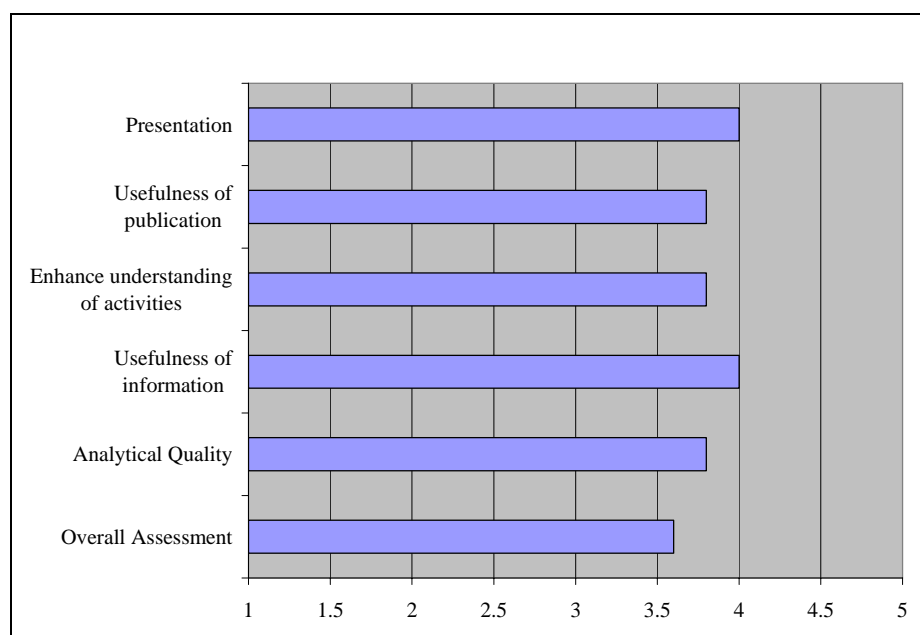
70. A total of five responses were received for the in-depth readership survey for the *UNCTAD Annual Report 2009*. All respondents were affiliated with governments.

### (b) Average ratings

71. Average ratings for each of the six attributes are presented in graph 23 below. Ratings range from 3.6 to 4.

Graph 23

#### Survey results for UNCTAD Annual Report 2008



### (c) Qualitative responses

72. **For what purposes respondents used this report?** The survey indicates that the report is used simultaneously for multiple purposes by its readers, 60 per cent for analysis and research, 60 per cent for policy formulation and 60 per cent in negotiations.

73. **How frequently respondents consult this report?** The in-depth survey indicates that 20 per cent consulted the report three or more times during the past year for their related work and 80 per cent consulted it once or twice. In terms of receiving the publication in the future, 60 per cent of respondents asked for hard copies.

74. Some of the responses received from the survey are presented in box 6 below.

#### Box 6. Sample of qualitative comments on the UNCTAD Annual Report 2008

##### **What did you like most about the publication?**

“Comprehensive reporting on issues and activities.”

“Its clarity and order in the presentation – the usefulness of the information.”

##### **What did you like least about the publication?**

“Does not provide sufficient information on UNCTAD’s activities. No reference to financial data.”

## IV. Concluding comments

75. Following are some general comments on the results of the survey:
- (a) Respondents have evaluated the publications positively. The overall assessment for all publications is 4.1, and the most frequent single rating is 4;
  - (b) In all cases, the ratings for policy conclusions are lower than for the ratings for other attributes. This is probably to be expected, since some respondents may well appreciate the quality of a publication, its presentation, etc., without necessarily agreeing with the policy conclusions;
  - (c) As shown in the in-depth surveys, publications have multiple uses, including policy formulation, negotiation, and research and analysis;
  - (d) The in-depth surveys indicated continuing demand for hard copies;
  - (e) The survey received only 82 responses, which compares unfavourably with the first survey (268 responses). It would be useful to consider ways of improving the response rate, particularly from governments, which are the primary target group for UNCTAD publications;
  - (f) The following three reports responded to a request by member States to address the financial and economic crisis: (a) *Assessing the Impact of Current Financial and Economic Crisis on FDI flows, Global Economic Crisis*; (b) *Systemic Failures and Multilateral Remedies*; and (c) *Global Economic Crisis: Implications for Trade and Development*. It is interesting to note that, based on the responses received, they were rated very highly, an indication that they have been appreciated by the readers for their topical content and overall quality.

## Annex

### A. Breakdown of respondents by publication

Main publications survey

	Report	No. of respondents	Governments	Academic and research institutions	Private enterprises	Other
1	TDR, 2009	40	34	4	1	1
2	WIR, 2009	35	32	2		1
3	LDCR, 2009	28	24	2	1	1
4	EDAR, 2009	29	26	2		1
5	IER, 2009	26	24	2		
6	Manual for the Production of Statistics on the Information Economy	22	21	1		
7	Assessing the Impact of Current Financial and Economic Crisis on FDI flows	29	27	2		
8	The Global Economic Crisis: Systemic Failures and Multilateral Remedies	28	25	3		
9	Global Economic Crisis: Implications for Trade and Development	30	28	2		
10	SMEGA – Accounting and Financial Reporting Guidelines for Small and Medium-sized Enterprises, Level 3 Guidance	18	16	2		
11	Investment Policy Reviews (issued in 2009)	27	26	1		
12	The State of Play of the Clean Development Mechanism	17	16	1		
13	Energy-related Issues from the Trade and Development Prospective	19	18	1		
14	Voluntary Peer Review on Competition Policy: Indonesia	12	11	1		
15	Recent Commodity Market Development: Trends and Challenges	20	19	1		
16	Progress Report of the Implementation of the Provisions of the Accra Accord Related to Commodities	20	19	1		
17	World Investment Prospect Survey 2009-2011	23	22	1		

## B. Most frequent rating given per attribute and per publication

Main publications survey

	Report	Overall assessment	Analytical quality	Enhance understanding	Policy conclusions	Presentation
1	TDR, 2009	4	4	5	4	4
2	WIR, 2009	4	5	5	4	4
3	LDCR, 2009	4	4	4	4	4
4	EDAR, 2009	4	4	4	4	4
5	IER, 2009	4	4	4	4	4
6	Manual for the Production of Statistics on the Information Economy	4	4	4	4	4
7	Assessing the Impact of Current Financial and Economic Crisis on FDI Flows	4	4	4	4	4
8	The Global Economic Crisis: Systemic Failures and Multilateral Remedies	4	4	4	4 & 5*	4
9	Global Economic Crisis: Implications for Trade and Development	4	4	5	4	4
10	SMEGA – Accounting and Financial Reporting Guidelines for Small and Medium-sized Enterprises, Level 3 Guidance	4	4	4	4	4
11	Investment Policy Reviews (issued in 2009)	4	4	4	4	4
12	The State of Play of the Clean Development Mechanism	4	4	4	4	4
13	Energy-related Issues from the Trade and Development Prospective	4	4	4	4	4
14	Voluntary Peer Review on Competition Policy: Indonesia	3 & 4*	3 & 4*	3	4	3 & 4*
15	Recent Commodity Market Development: Trends and Challenges	4	4	4	4	4
16	Progress Report of the Implementation of the Provisions of the Accra Accord Related to Commodities	4	4	4	4	4
17	World Investment Prospect Survey 2009-2011	4	4	4	4	4

\* Equal number of occurrences