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Working Party on the Strategic Framework and the Programme Budget
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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 2010

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 third systematic survey, 11 publications were selected. Responses of readers were also requested for three other publications of their own choice. Six publications – the *Trade and Development Report, 2010,* the *World Investment Report 2010,* the *Least Developed Countries Report 2010,* the *Economic Development in Africa Report 2010,* the *Information Economy Report 2010,* and *UNCTAD's Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010* – 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 223, of which approximately 34 per cent were from respondents affiliated with governments, 22 per cent with academic and research institutions, 17 per cent from the private sector, 11 per cent from non-governmental organizations (NGOs), and the rest from international organizations, media, public enterprise 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 also 4.1 and the overall average for policy conclusions was 4. The average ratings of attributes for individual publications ranged from 3.8 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 2010 publications of UNCTAD to (a) analyse 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 2010 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) the *Economic Development in Africa Report* (EDAR); (e) *Information Economy Report* (IER); (f) *UNCTAD's Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010*; (g) *Trade and Environment Review* (TER) *2009/2010;* (h) *Technology and Innovation Report 2010* (TIR)*;* (i) *Review of Maritime Transport* (RMT) (issued in December 2009); (j) *Investment Policy Reviews* (examined in 2010); (l) the *Iron Ore Markets 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 *Economic Development in Africa Report*, the *Information Economy Report*, and *UNCTAD's Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010* – 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 third survey were 223 from 74 countries, which is much more that the 82 responses received for the second survey. Of these responses, approximately 34 per cent were from respondents affiliated with governments, 22 per cent with academic and research institutions, 17 per cent from the private sector, 11 per cent from NGOs, and the rest from international organizations, media, public enterprise and others.

7. As regards respondents affiliated with governments, 16 per cent were from developed countries and 84 per cent from developing countries. A breakdown of respondents by publication is provided in the annex.

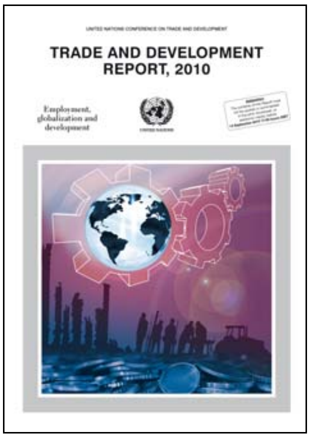
III. Results of the readership survey of main publications

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 also 4.1 for each attribute; and the overall average for policy conclusions was 4.0. The average ratings of attributes for individual publications ranged from 3.8 to 4.3. The most frequent individual rating given for most attributes and publications was 4.

1. *Trade and Development Report, 2010: Employment, globalization and development*



The *Trade and Development Report, 2010* focuses on employment, globalization and development. It reviews recent trends in the global economy, and examines the potential impact on developing countries of macroeconomic policies and ongoing adjustments in major economies. In particular, it considers the role and design of countercyclical policies to overcome the global economic crisis. It also reviews the record of employment creation, unemployment and underemployment in many developed and developing countries over the past decades. It addresses the need for strengthening domestic demand and reducing excessive reliance on exports for employment generation. The report makes recommendations for reorienting macroeconomic policies and institution-building in support of a virtuous circle of fixed investment, productivity growth, wage increases and employment creation.

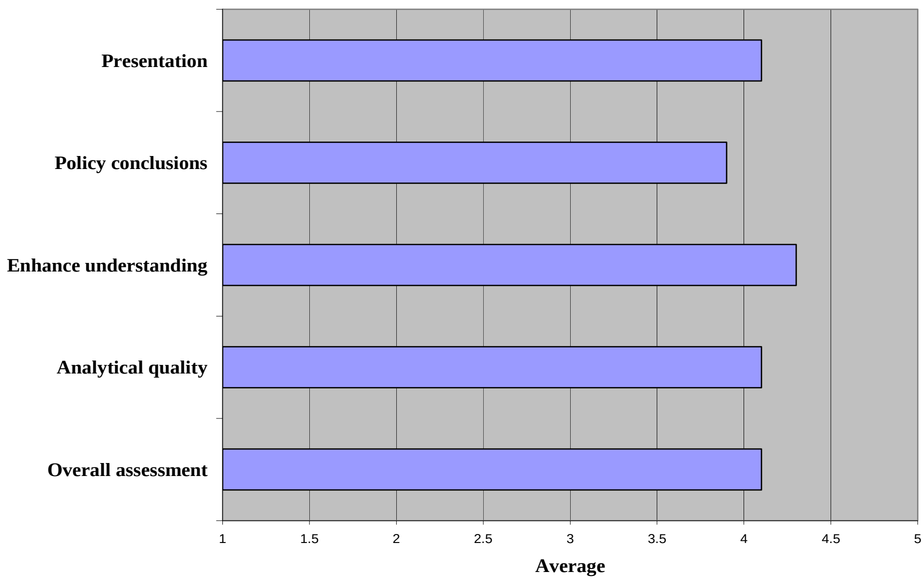
(a) Respondents

10. There were a total of 121 responses received for the *Trade and Development Report, 2010,* of which 28 per cent were from respondents working/affiliated with governments, 20 per cent from academic and research institutions, 17 per cent from NGOs, 20 per cent from the private sector, and the rest from international organizations, media, public enterprises or others.

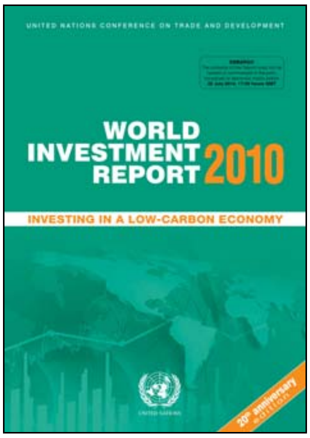
(b) Average ratings

11. Average ratings are presented in graph 1. Except for the policy conclusions rated at 3.9, all other attributes were rate 4 or above.

Graph 1
Survey results for *Trade and Development Report, 2010*



2. *World Investment Report 2010: Investing in a low-carbon economy*



The *World Investment Report 2010* focuses on the role that transnational corporations (TNCs) can play in the move towards a low-carbon economy, especially in developing countries. The *Report* examines the characteristics, contributions, key sectors, drivers, and determinants of TNC involvement in low-carbon industries and sectors, as well as analysing government policy options that may enhance their contribution. It estimates that, in 2009, foreign direct investment (FDI) flows into three key low-carbon business areas alone (renewables, recycling and low-carbon technology manufacturing) amounted to roughly $90 billion. Moreover, the potential for additional investment is enormous, as governments increasingly act in shifting their countries towards a low-carbon economy. Policymakers need to maximize the benefits and minimize the risks of low-carbon foreign investment and, to foster this, an international support structure is thus essential. Among other options, the report proposes a global partnership to coordinate synergies between investment and climate change policies to promote low-carbon foreign investment.

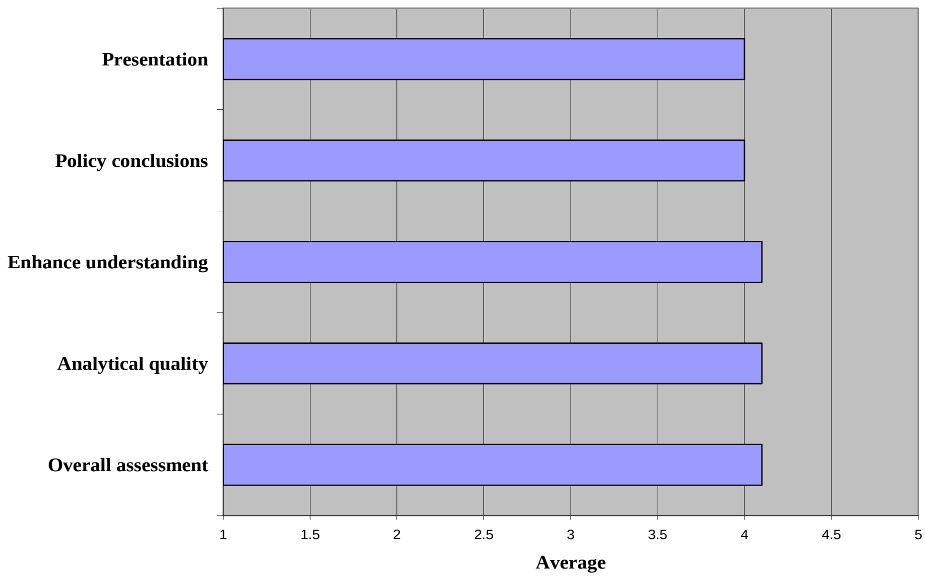
(a) Respondents

12. A total of 94 responses were received for *World Investment Report 2010*, of which 34 per cent were from respondents working/affiliated with governments, 17 per cent from academic and research institutions, 18 per cent from NGOs, 17 per cent from the private sector, and the rest from international organizations, media, public enterprises or others.

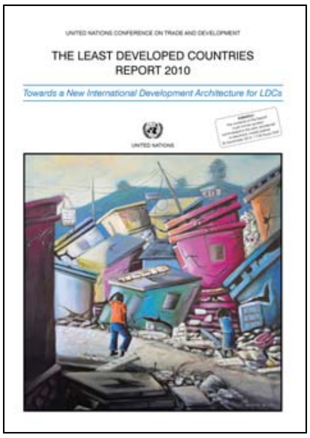
(b) Average ratings

13. Average ratings of attributes are presented in graph 2. The ratings range from 4 to 4.1.

Graph 2
Survey results for *World Investment Report 2010*



3. *Least Developed Countries Report 2010: Towards a new International Development Architecture for LDCs*



The *Least Developed Countries Report 2010* examines economic trends LDCs during the boom and bust cycle of the 2000s and shows that, despite strong economic growth before the crisis, progress towards poverty reduction has been limited and most LDCs are off track to meet most Millennium Development Goals (MDGs). It assesses the effectiveness of LDC-specific international support measures and finds that they have largely had symbolic rather than practical development effects. The *Report* thus calls for the creation of a new international development architecture (NIDA) for the LDCs aimed at (a) reversing their marginalization in the global economy and helping them in their catch-up efforts; (b) supporting a pattern of accelerated economic growth and diversification which would improve the general welfare and well-being of all their people; and (c) helping these countries graduate from LDC status. The *Report* argues that these objectives can be achieved if there is a paradigm shift that supports new, more inclusive development paths in LDCs. This requires the State to play a more developmental role in creating favourable conditions for job creation, capital accumulation, technological progress and structural transformation. The NIDA should be designed to facilitate the new development paths. The *Report* shows, through alternative policy scenarios, that accelerated growth and poverty reduction are achievable through policy changes. The *Report* proposes five major pillars of the NIDA: finance, trade, commodities, technology, and climate change mitigation and adaptation, and it identifies a forward-looking agenda for action in the NIDA for LDCs in all five areas.

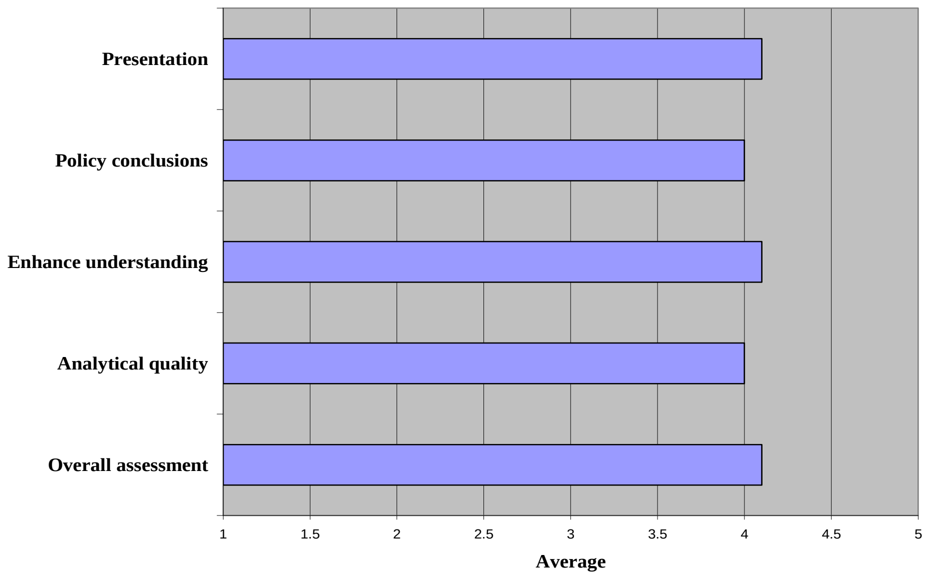
(a) Respondents

14. A total of 85 responses were received from the main publications survey for the *Least Developed* Countries *Report 2010*, of which 33 per cent were from respondents working/affiliated with governments, 15 per cent from academic and research institutions, 22 per cent from NGOs, and 16 per cent from the private sector. The rest were from international organizations, media, public enterprises or others.

(b) Average ratings

15. Average ratings in respect of the five attributes are presented in graph 3 below. The ratings are 4 or above.

Graph 3
Survey results for *the Least Developed Countries Report 2010*



4. *Economic Development in Africa Report 2010: South-South Cooperation: Africa and the New Forms of Development Partnership*

The *Economic Development in Africa Report 2010* examines recent trends in the economic relationships of Africa with other developing countries and the new forms of partnership that are animating those relationships. It discusses the variety of institutional arrangements that are guiding and encouraging these new economic relationships. It provides up-to-date information on African trade with other developing countries outside Africa, as well as on official financial flows and foreign direct investment into Africa from those countries. It also assesses important policy issues that arise from the new relationships in each of these areas. The report argues that South–South cooperation opens new opportunities for Africa, particularly as official flows from developing countries are increasingly channelled to the infrastructure and production sectors of African economies. The main challenge facing African countries is how to harness these new relationships more effectively to further their long-term development goals. There is a need for policies at the national level to ensure that Africa–South cooperation does not replicate the current pattern of economic relations with the rest of the world, and in particular increase African commodity dependence. The *Report* argues that South–South cooperation should be seen as a complement rather than a substitute for relations with traditional partners, and that the latter can make South–South cooperation work for Africa by strengthening support for triangular cooperation as well as through better dialogue with developing country partners.

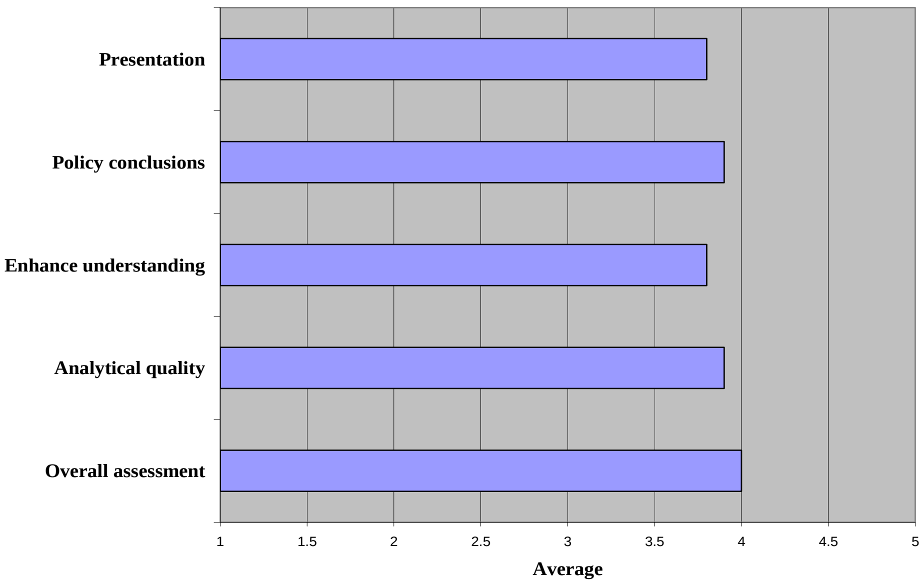
(a) Respondents

16. Total responses received from the main publications survey for *Economic Development in Africa 2010* were 81. Out of these, 36 per cent were from respondents working/affiliated with governments, 15 per cent from academic and research institutions, 23 per cent from NGOs, and 14 per cent from the private sector. The rest were from international organizations, media, public enterprises or others.

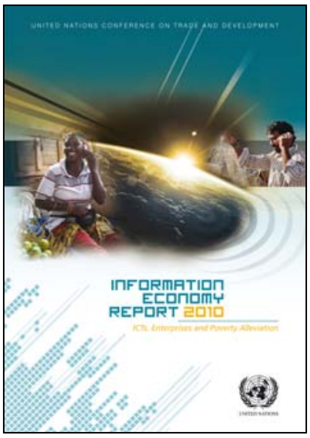
(b) Average ratings

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 2010*



5. *Information Economy Report 2010: ICTs, Enterprises and Poverty Alleviation*



The *Information Economy Report 2010* focuses on information and communications technologies (ICTs), enterprises and poverty alleviation. It examines the global and regional trends in the diffusion and affordability of ICTs and analyses the potential impact of ICTs in enterprises for reducing poverty and improving livelihoods. The *Report* puts the spotlight on how improved access to ICTs – especially mobile phones – in low-income countries can impact on development and poverty. It also discusses how business ICT applications can help address specific information and communication needs of small and micro-enterprises in rural and urban areas of low-income countries. The *Report* urges policymakers in developing countries to make ICTs and the private sector a more important component in their poverty-reduction strategies, and it provides a series of recommendations on making the most of the new opportunities to leverage ICTs and enterprise to bring tangible benefits to the poor.

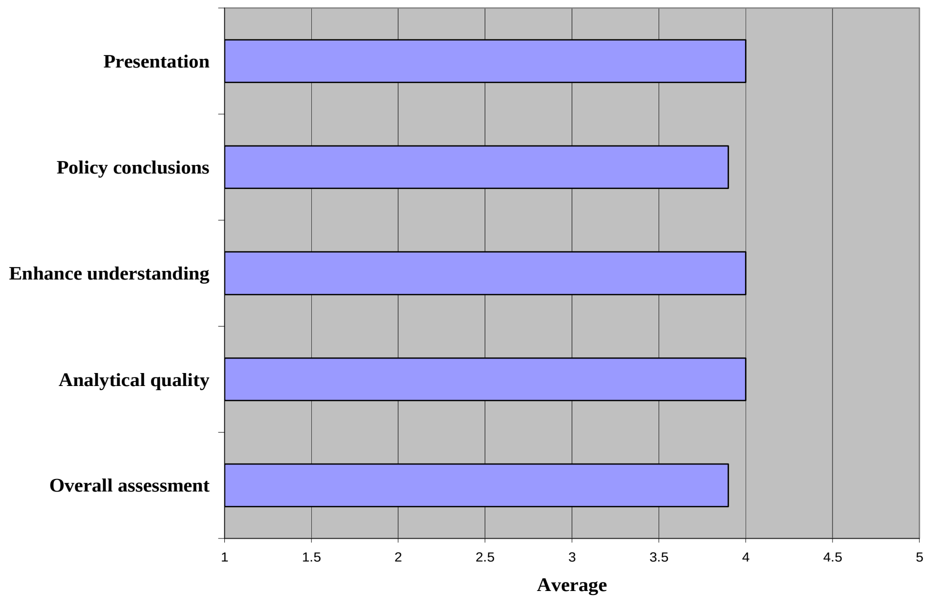
(a) Respondents

18. Total responses received for *Information Economy Report 2010* were 65, of which 32 per cent were from respondents working/affiliated with governments, 17 per cent from academic and research institutions, 26 per cent from NGOs, and 15 per cent from the private sector. The rest were from international organizations, media, public enterprises or others.

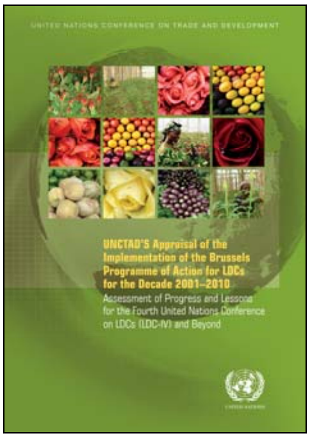
(b) Average ratings

19. Average ratings are presented in graph 5. The average ratings for attributes are within the range of 3.9 and 4.

Graph 5
Survey results for *Information Economy Report 2010*



6. *UNCTAD's Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010*



The study provides a brief account of the challenges faced in undertaking objective and results-oriented assessment of progress and impact evaluation of the Brussels Programme of Action (PoA), based on the implementation experience of UNCTAD and the annual review of progress by the regular session of the Trade and Development Board since the adoption of the PoA in 2001. It makes an assessment of progress and trends in the implementation of key commitments that are within the mandates and competence of UNCTAD. It also analyses the role of commodities especially non-traditional exports (such as horticulture) in improving the growth and development prospects of LDCs and draws policy conclusions and lessons from successful experiences of selected LDCs. The study argues that the key reasons for success in non-traditional exports in LDCs include activist but less interventionist government policies and attractive incentives for investors, effective domestic policies and institutions, a favourable environment for private sector–led growth and targeted donor support. The study provides policy recommendations together with UNCTAD's perspectives and suggestions for the Fourth United Nations Conference on LDCs, to be held in Istanbul, Turkey, in 2011.

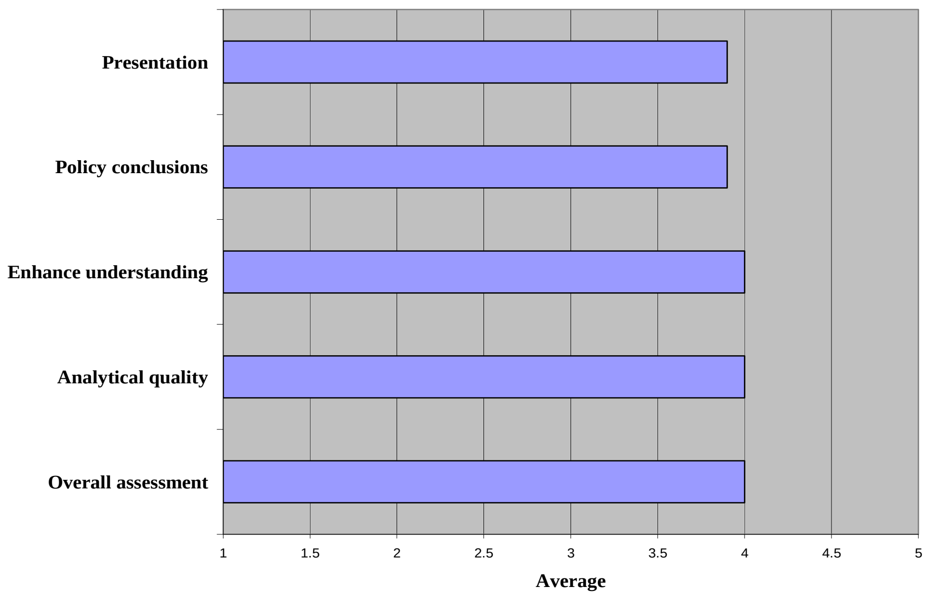
(a) Respondents

20. A total of 69 responses were received for this publication, of which 33 per cent were from respondents working/affiliated with governments, 14 per cent from academic and research institutions, 25 per cent from NGOs, and 16 per cent from the private sector. The rest were affiliated with international organizations, media, public enterprises or others.

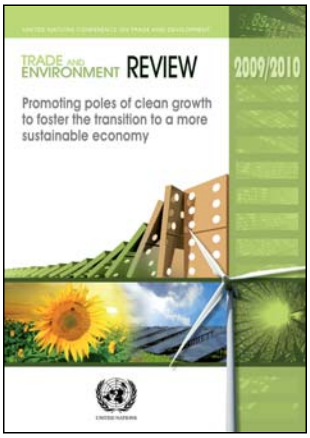
(b) Average ratings

21. Average ratings in respect of all five attributes are presented in graph 6 below. They range from 3.9 to 4.

Graph 6
Survey results for *UNCTAD's Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010*



Trade and Environment Review 2009/2010: Promoting poles of clean growth to foster the transition to a more sustainable economy



The *Trade and Environment Review 2009/2010* singles out three areas of sustainable, "*green*" growth that are of particular and strategic importance for the low-income and least developed countries: (a) enhancing energy efficiency, often implemented in combination with material and resource efficiency; (b) mainstreaming sustainable agriculture, including organic agriculture; and (c) harnessing the use of off-grid renewable energy technologies for sustainable rural development. Overall, the three clean growth poles proposed by the *Review* offer, on the one hand, significant energy/material/resource cost-cutting potential (in some cases to the extent of negative costs). On the other hand, they offer income-generation potential that makes the investment either virtually self-financing, thereafter resulting in self-dynamic growth, or so lucrative that attracting appropriate funding – including from private sources – should pose few problems.

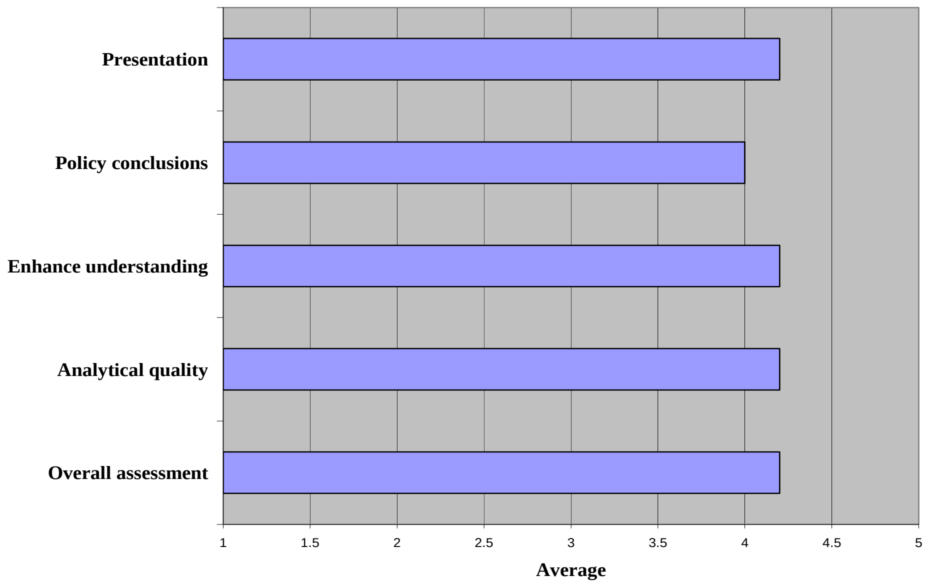
(a) Respondents

22. A total of 73 responses were received for this publication, of which 32 per cent were from respondents working/affiliated with governments, 18 per cent from academic and research institutions, 23 per cent from NGOs, and 15 per cent from the private sector. The rest were affiliated with international organizations, media, public enterprises or others.

(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.

Graph 7
Survey results for *Trade and Environment Review 2009/2010*



8. *Technology and Innovation Report 2010 – Enhancing food security in Africa through science, technology and innovation*

The *Technology and Innovation Report 2010 – Enhancing food security in Africa through science, technology and innovation* – focuses on the challenges of improving agricultural performance in Africa and the role of technology and innovation in raising agricultural production and incomes of all farmers, including smallholder farms. The *Report* argues that the main challenge is to strengthen the innovation capabilities of African agricultural systems as a means of addressing poverty, improving food security and achieving broader economic growth and development. The *Report* covers the following matters: (a) key issues in the development of African agriculture; (b) building innovation capabilities in Africa agriculture; (c) agriculture and national food security; (d) challenges and opportunities to achieve food security; (e) transfer and diffusion of agricultural technology; and (f) technology mixes for small-scale farming. The *Report* also puts forward 12 main recommendations.

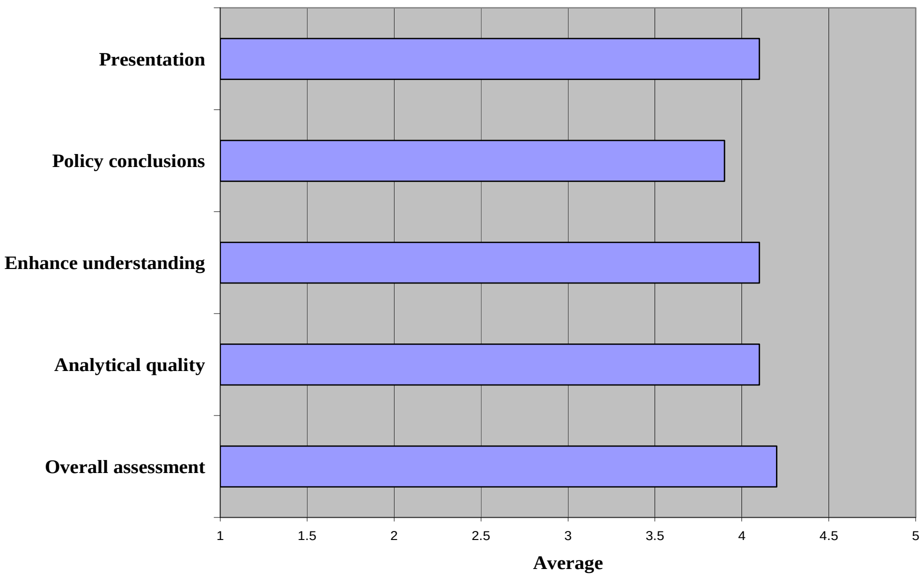
(a) Respondents

24. Total responses received for this report were 70, of which 33 per cent were from respondents working/affiliated with governments, 17 per cent from academic and research institutions, 24 per cent from NGOs, and 14 per cent from the private sector. The rest were affiliated with international organizations, media, public enterprises or others.

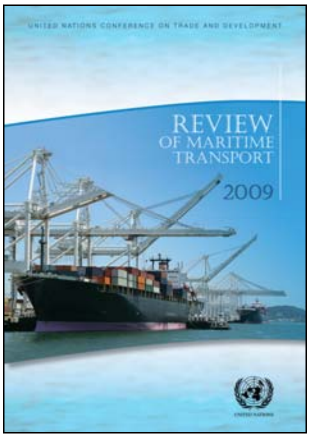
(b) Average ratings

25. Average ratings in respect of the five attributes are presented in graph 8 below. Ratings for all attributes range from 3.9 to 4.2.

Graph 8
Survey results for the *Technology and Innovation Report 2010*



9. *Review of Maritime Transport 2009*



The *Review of Maritime Transport 2009* covers developments in maritime and other modes of transport from January 2008 to the mid-2009, and provides updates to existing statistical data. It closely monitors developments affecting world seaborne trade, freight rates, ports, surface transport and logistics services, as well as trends in ship ownership and control, fleet age, tonnage supply and productivity. The *Review* also dedicates one chapter to relevant legal and regulatory developments affecting the transport and trade of developing countries and another chapter to transport-related developments taking place in a given region. The 2009 edition reports that, against the background of a global financial crisis and economic downturn, growth in seaborne trade in 2008 continued, albeit at a slower rate. The regional chapter, which focused on relevant developments in Africa over the 2006–2008 period, notes that, despite the global financial crisis, the region still experienced strong growth in 2008 and the top performers in Africa were the resource-rich countries. However, Africa's share of world trade remained at 2.7 per cent.

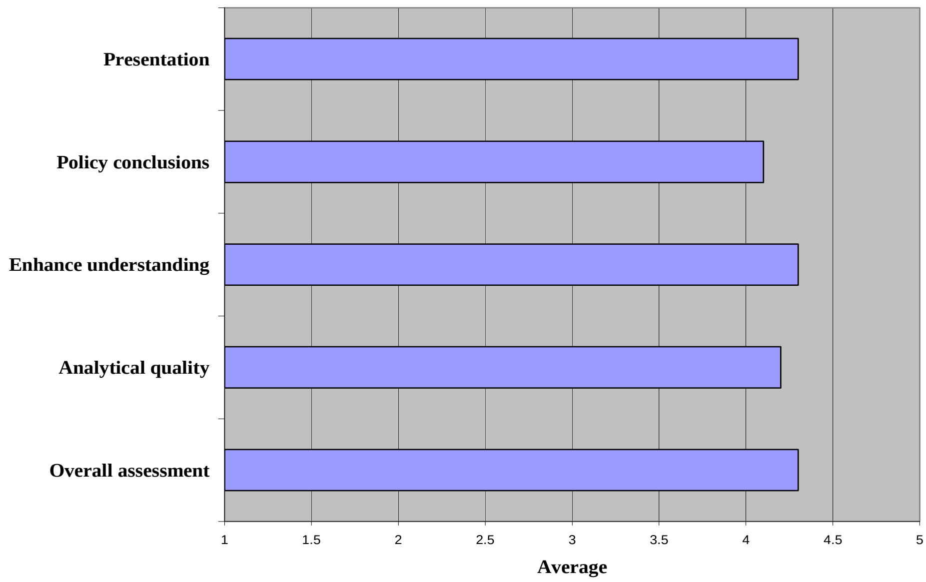
(a) Respondents

26. A total of 119 responses were received for this publication, of which 24 per cent were from respondents working/affiliated with governments, 24 per cent from academic and research institutions, 15 per cent from NGOs, and 22 per cent from the private sector. The rest were affiliated with international organizations, media, public enterprises or others.

(b) Average ratings

27. Average ratings in respect of all five attributes are presented in graph 9 below. Ratings for all attributes are 4.1 and above.

Graph 9
Survey results for the *Review of Maritime Transport 2009*



10. *Investment Policy Reviews* (examined in 2010)

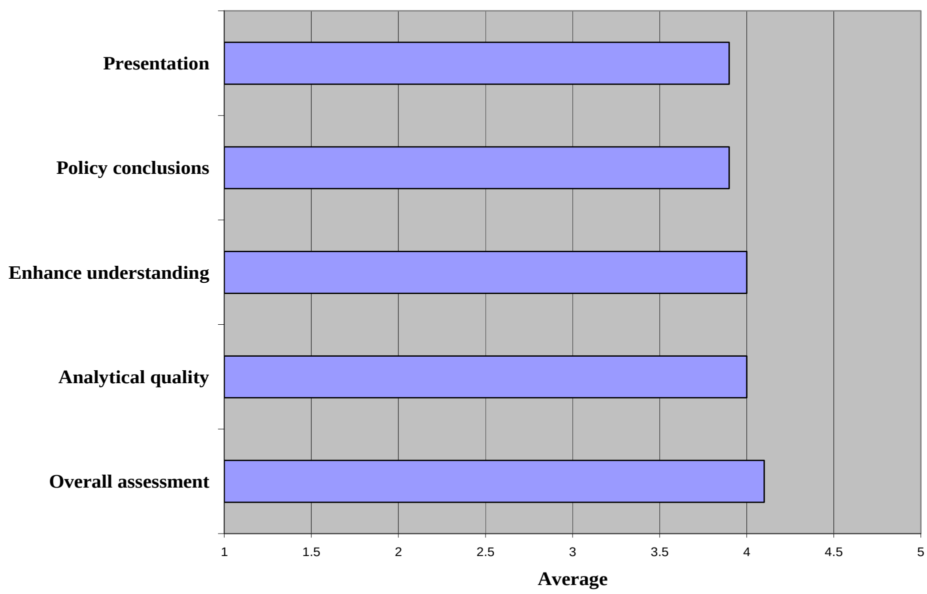
(a) Respondents

28. Total responses received for these reviews were 62, of which 32 per cent were from respondents working/affiliated with governments, 26 per cent from NGOs, and 13 per cent from both the academic and research institutions and the private sector respectively. The rest were affiliated with international organizations, media, public enterprises or others.

(b) Average ratings

29. Average ratings in respect of the five attributes are presented in graph 10 below. The rating for "Overall assessment" is 4.1, the other range from 3.9 to 4.

Graph 10
Survey results for *Investment Policy Reviews* (examined in 2010)



11. *The Iron Ore Markets 2009-2011*

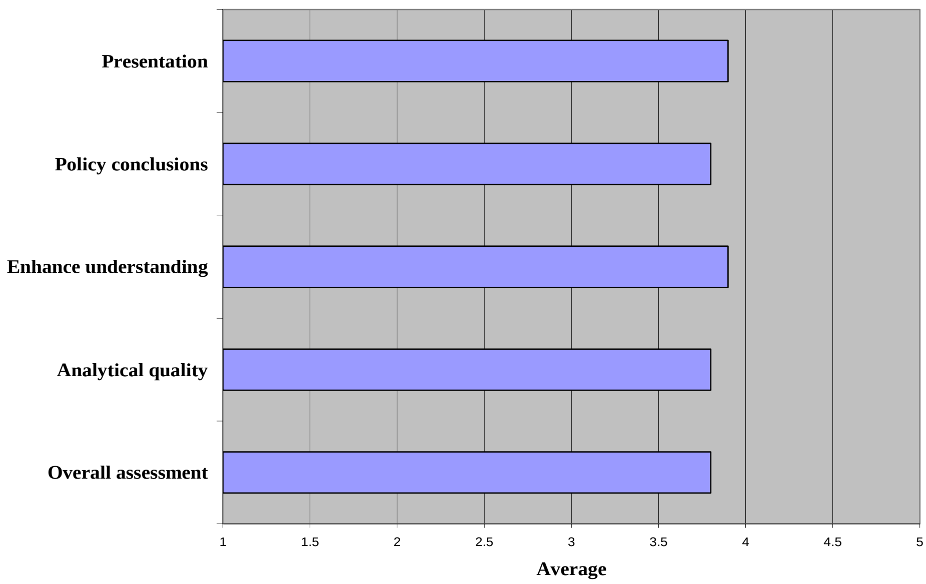
(a) Respondents

30. A total of 60 responses received for this report, of which 33 per cent were from respondents working/affiliated with governments, 27 per cent from NGOs, 15 per cent from the private sector, and 10 per cent from academic and research institutions. The rest were affiliated with international organizations, media, public enterprises or others.

(b) Average ratings

31. Average ratings in respect of the five attributes are presented in graph 11 below. Ratings for all five attributes range between 3.8 and 3.9.

Graph 11
Survey results for the *Iron Ore Markets 2009-2011*



B. Other publications

32. Several other publications were rated by our respondents under the category, "Other publication" (respondent needed to specify). The *Transport Newsletter* was the most frequently mentioned publication and the majority of the ratings were between 4 and 5. Other publications and reports mentioned included: *Economic Development in Africa 2009*; Seminars and workshop reports; *Investor–State Disputes: Prevention and Alternatives to Arbitration*; *Trade Facilitation: Technical Notes* (Update 2010); *Responding to the Challenges Posed by the Global Economic Crises to Debt and Development Finance*; *Creating Business Linkages: A Policy Perspective*; and *Creative Economy Report*. Ratings ranged mostly between 4 and 5.

C. In-depth readership survey

33. As noted above, six reports – the *Trade and Development Report 2010,* the *World Investment Report, 2010,* the *Least Developed Countries Report 2010,* the *Economic Development in Africa Report 2010,* the *Information Economy Report 2010,* and *UNCTAD's Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010* – were subject to in-depth reviews. For all publications, 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. A number of additional questions were asked to elicit qualitative responses.

1. *Trade and Development Report, 2010*

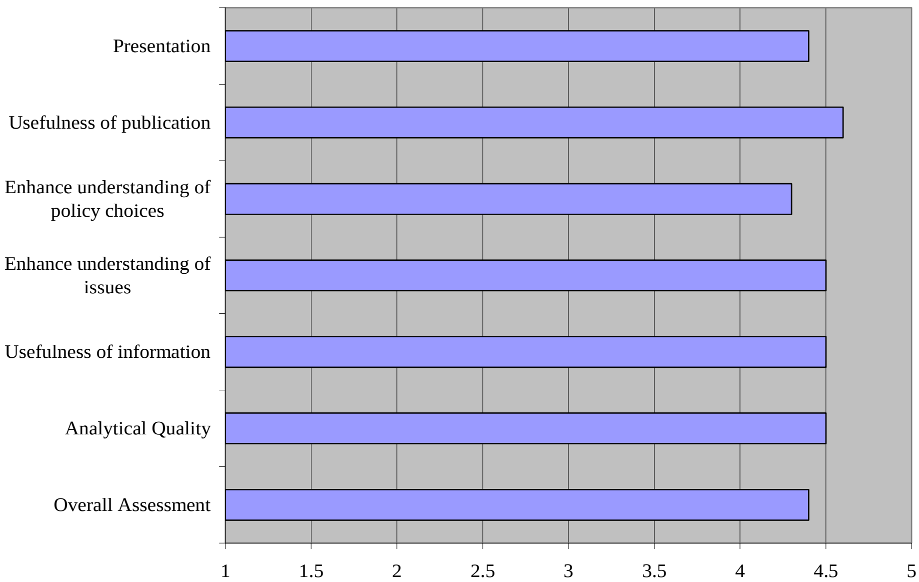
(a) Respondents

34. A total of 33 responses were received for the in-depth readership survey for the *Trade and Development Report, 2010*. Out of these, a third were from respondents affiliated with governments, another third from academic and research institutions and the rest were from international organizations, NGOs, private and public enterprises and others.

(b) Average ratings

35. Average ratings for each of the seven attributes are presented in graph 12 below. Ratings for all attributes are 4.3 and above.

Graph 12
Survey results for *Trade and Development Report, 2010*



(c) Qualitative responses

36. **For what purposes respondents used this report?** The survey indicates that the *Trade and Development Report, 2010* is used simultaneously for multiple purposes by its readers. Out of the total respondents, 87 per cent used the report for analysis and research, 47 per cent used the knowledge and

analyses obtained from the *Report* in negotiations and policy formulation, and 28 per cent for education and training.

37. **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. Most respondents had hard copies of the report, some consulted web-version. In terms of receiving the publication in the future, most wished to receive hard copies. 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, 2010*

What did you like most about the publication?
"Hard data on development and growth in the world."
"A little more concise wording."
"Analytical component." "Good balance between rigour and clarity."
"The importance of employment generation. The importance of the domestic market."
"Striking a balance between domestic demand and external demand."
"Influence of high informality of the economy on the quality of jobs created."
"Different angles compared to other IFIs, unconventional views."
"Information on the International financial order and its crisis."
"Critical attitude toward mainstream theorizing."
"Its timeliness and broad perspective."
"Its professionalism and timeliness."
Willingness to deal with issues less handled by other international organizations."
"Part B - Global recovery." "Tables and Charts."
"Critical and concise analysis of relevant policy issues."
"Options for economic policy." "The analysis and the data."
"The way topical issues are tackled and their presentation."
"Statistical data and country profiles."

What did you like least about the publication?
"The French translation should be available as soon as possible on the site."
"Weak development on the mechanisms of strengthening and increasing domestic demand as an engine of job creation."
"Policy conclusions."
"Insufficient calendars of events during the reporting period."
"It's only in English."
"Technical details."

Comments and suggestions on the report
"All publications should be available online for easy access to everyone."
"It is very useful and informative."
"As a library professional, my focus rests on issues that highlighted discussions relevant to India empirical data explaining issues or analysis as a part of Research Information, Services, Reference-Services."
"The publications are a source of information and since our IT system is not developed, it will be difficult to receive electronic copies. We use them for capacity development and justification for funding."

2. *World Investment Report 2010*

(a) Respondents

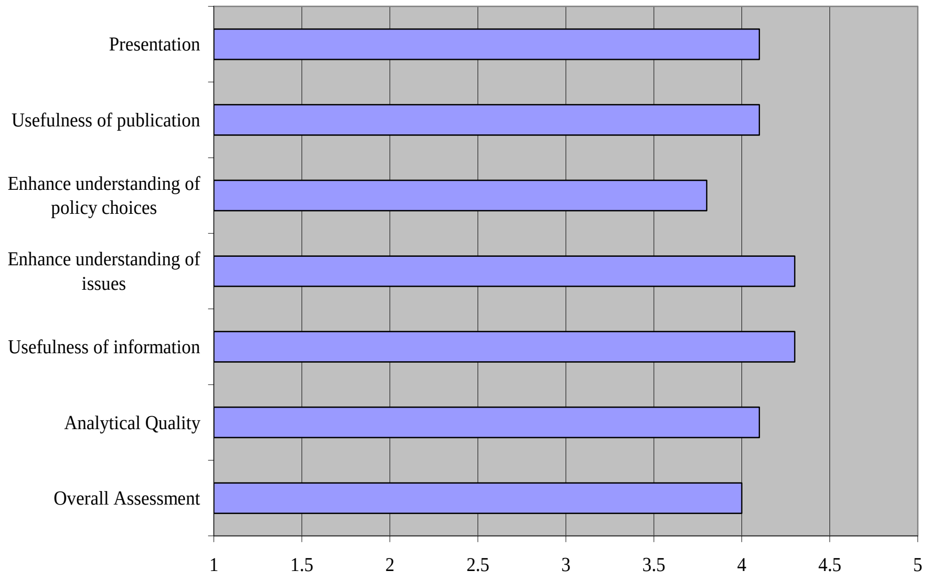
38. A total of 12 responses were received for the in-depth readership survey for the *World Investment Report 2010.* About half were affiliated with governments and the rest were a mix of

respondents from academic and research institutes, international organizations, private sector and others.

(b) Average ratings

39. Average ratings for each of the seven attributes are presented in graph 13 below. Ratings range from 3.8 to 4.3.

Graph 13
Survey results for World Investment Report 2010



(c) Qualitative responses

40. **For what purposes respondents used this report?** The survey indicates that the *World Investment Report 2010* is used simultaneously for multiple purposes by its readers. All except one of the respondents used the report for analysis and research, and about a third used knowledge and analyses obtained from the report in negotiations and policy formulation.

41. **How frequently respondents consult this report?** The in-depth survey indicates that 25 per cent of respondents consulted the report once or twice during the past year for their related work and another third consulted the report three or more times. One third of respondents had a hard copy of the report and another third used the web link. 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 2010*

What did you like most about the publication?
“Analytical component.”
“The upsurge of foreign direct investment and in Africa. Overcoming barriers for attracting FDI remains a key challenge for small, vulnerable and weak economies.”
“The publications allow us to better appreciate the flow of FDI in our countries and understand the beneficiary sectors.”
“The advantages, disadvantages and possibilities for action, developing strategies to promote investments to the national level.”
“The analytical details on investment flows.”

What did you like least about the publication?
"Strategies for small economies to cope with future obstacles to FDI."
"Parties relative to the country are not well specified."

Comments and suggestions on the report
"Increase communication and reflections on how best to attract FDI, especially in the industrial sector."

3. *Least Developed Countries Report 2010*

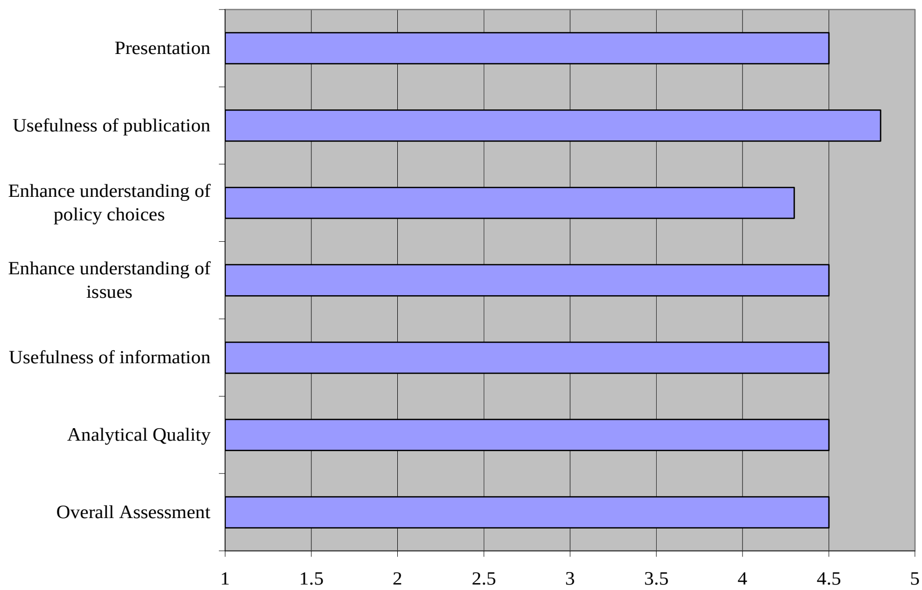
(a) Respondents

42. A total of five responses were received for the in-depth readership survey for the report. All respondents were affiliated with governments.

(b) Average ratings

43. Average ratings for each of the seven attributes are presented in graph 14 below. Ratings range from 4.3 to 4.8.

Graph 14
Survey results for Least Developed Countries Report 2010



(c) Qualitative responses

44. **For what purposes respondents used this report?** The survey indicates that the *Least Developed Countries Report 2010* is used simultaneously for multiple purposes by its readers. All except one used the knowledge and analyses obtained from the report in negotiations and policy formulation, and most also used it for analysis and research.

45. **How frequently respondents consult this report?** The in-depth survey indicates that all except one consulted the report once or twice during the past year for their related work. Three had received a hard copy and two had consulted the web version. 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 2010*

What did you like most about the publication?
"As discussed in previous *LDC Reports*, the LDCs have remained marginal in the world economy owing to their structural weaknesses and the form of their integration into the global economy. Unless both these aspects are directly addressed, they will remain marginal and their vulnerability to external shocks and pressures will persist, as will their need for more and new forms of financial assistance to support domestic resource mobilization and the emergence of a profit investment nexus in the LDCs involving the domestic resource private sector. Technology and commodities, which at present are neglected issues, should be among the core pillars of the new architecture for LDCs. Climate change adaptation and mitigation should also be made a new priority. Development partners need to enhance coherence between the different domains of the international architecture, particularly between trade and finance, and they also need to honour their commitments to ensure that interests of the LDCs themselves are taken into account in these areas."

"Given the French translation is in progress, we were unable to identify the relationship."

"A better economic analysis of the situation of LDCs in the context of ongoing negotiations on the Doha Round."

Comments and suggestions on the Report
"Relocate frequently the conferences, especially for least developed countries in Africa, to enable wider participation."

4. *Economic Development in Africa Report 2010*

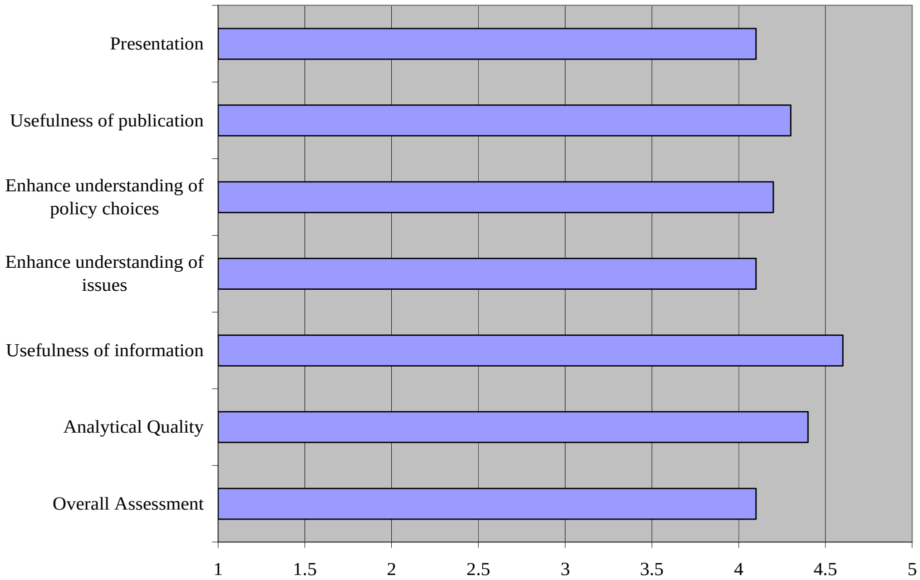
(a) *Respondents*

46. A total of nine responses were received for the in-depth readership survey for the *Economic Development in Africa Report 2010.* Two thirds of the respondents were affiliated with governments.

(b) *Average ratings*

47. Average ratings for each of the seven attributes are presented in graph 15 below. Ratings range from 4.1 to 4.6.

Graph 15
Survey results for *Economic Development in Africa Report 2010*



(c) Qualitative responses

48. **For what purposes respondents used this report?** The survey indicates that the report is used simultaneously for multiple purposes by its readers; two thirds used it for analysis and research, more than half for policy formulation and negotiations, and 20 per cent in education and training.

49. **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 40 per cent consulted it once or twice. A third consulted it on the Web. Some of the responses received from the survey are presented in box 4 below.

Box 4. Sample of qualitative comments on the *Economic Development in Africa Report 2010*

What did you like most about the publication?
"Improved analysis on the crisis and the growth prospects for Africa. The advantage and the statistics provided in the framework of South-South cooperation."
"An overview of development prospects."
"The impact of the policy flexibility of the labour market in reducing the unemployment rate. The persistence of a large informal sector in Africa with an enormous impact on the quality of jobs created."

What did you like least about the publication?
"The impact of the policy flexibility of the labour market in reducing the unemployment rate. The persistence of a large informal sector in concrete terms, what each country should do to grow as needed to guide decision–making."
"Weak development on the mechanisms of strengthening and increasing domestic demand as an engine of job creation."

Comments and suggestions on the report
"Accompanying letters, faxes and e-mail to facilitate communication and responsiveness because the letters we receive sometimes have a delay or a limit."

5. *Information Economy Report 2010*

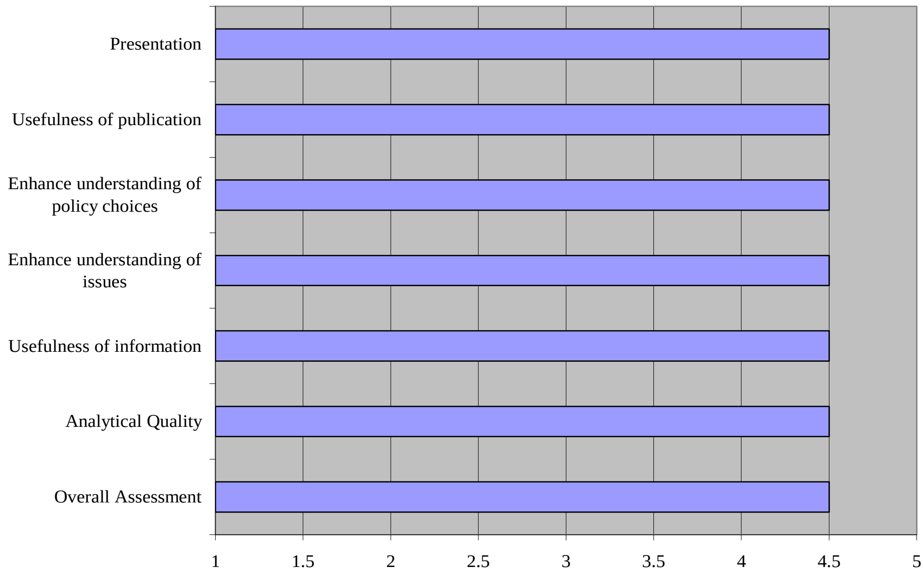
(a) Respondents

50. Only two responses were received for the in-depth readership survey for the *Information Economy Report 2010.* Both respondents were affiliated with governments.

(b) Average ratings

51. Average ratings for each of the seven attributes are presented in graph 16 below. All ratings were 4.5.

Graph 16
Survey results for the *Information Economy Report 2010*



(c) Qualitative responses

52. **For what purposes respondents used this report?** One respondent used the report for analysis and research, and the other for policy formulation.

53. **How frequently respondents consult this report?** Only one respondent indicated having consulted the report once or twice. Some of the responses received from the survey are presented in box 5 below.

Box 5. Sample of qualitative comments on the *Information Economy Report 2010*

What did you like most about the publication?
"Chapter V – The Policy Challenge is the best part of the publication. Some of the suggestions, such as raising the capabilities of micro-business to make use of ICTs, are useful for me."

6. *UNCTAD's Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010*

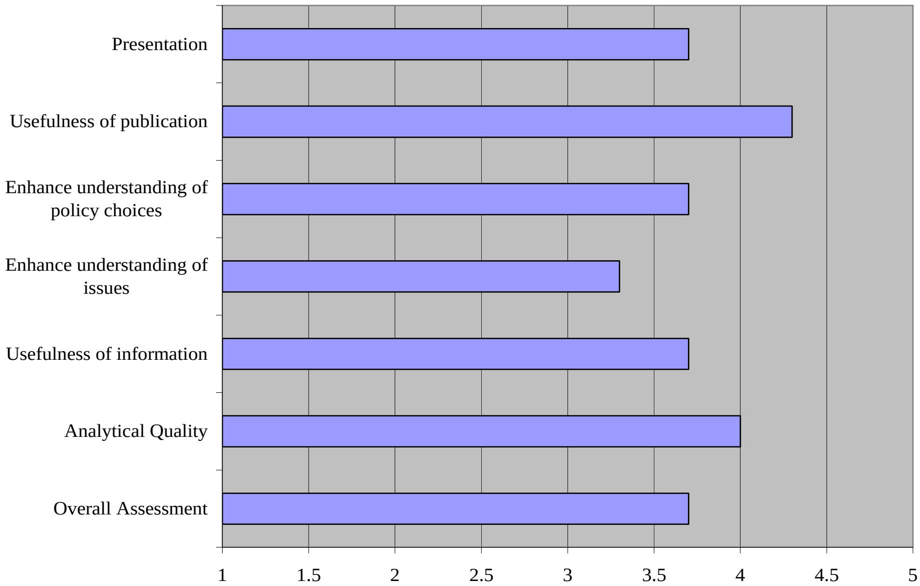
(a) *Respondents*

54. A total of three responses were received for the in-depth readership survey for *UNCTAD's Appraisal.* All respondents were affiliated with governments.

(b) *Average ratings*

55. Average ratings for each of the six attributes are presented in graph 17 below. Ratings range from 3.3 to 4.7.

Graph 17
Survey results for *UNCTAD's Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010*



(c) *Qualitative responses*

56. **For what purposes respondents used this report?** The survey indicates that the report is used for multiple purposes by its readers, and mostly for analysis and research, and/or policy formulation and negotiations.

57. **How frequently respondents consult this report?** One respondent consulted the report once or twice, the others consulted it three or more times during the past year for their related work. Some of the responses received from the survey are presented in box 6 below.

Box 6. Sample of qualitative comments on *UNCTAD's Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010*

What did you like most about the publication?
"Policies to promote sustainable tourism development and impact of trade on economic development."

Comments and suggestions on the report
"Make more publications available to everyone."

IV. Concluding comments

58. 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. This trend is similar to those of the previous two surveys;

(b) As shown in the in-depth surveys, publications have multiple uses, including policy formulation, negotiation, and research and analysis;

(c) The in-depth surveys indicated continuing demand for hard copies;

(d) The survey received 223 responses, which compares favourably with the second survey (82 responses). There was also a broader range of categories of respondents this year compared to last year. One third of respondents were from Governments. This year there was also a higher response especially from academic and research institutions, and the private sector. Nevertheless, it would be useful to consider ways of improving the response rate, particularly from governments, which are the primary target group for UNCTAD publications.

Annex

A. Breakdown of respondents by publication

Main publications survey

	Report	No. of respondents	Governments	Academic and research institutions	NGOs	Private enterprises	Others
1	TDR, 2010	121	34	24	21	24	18
2	WIR, 2010	94	32	16	17	16	13
3	LDCR, 2010	85	28	13	19	14	11
4	EDAR, 2010	81	29	12	19	11	10
5	IER, 2010	65	21	11	17	10	6
6	UNCTAD's Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010	69	23	10	17	11	8
7	TER 2009/2010	73	23	13	17	11	9
8	TIR 2010	70	23	12	17	10	8
9	RMT 2009 (*issued in December 2009*)	119	29	28	18	26	18
10	Investment Policy Reviews (examined in 2010)	62	20	8	16	8	10
11	Iron Ore Markets 2009-2011	60	20	6	16	9	9

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, 2010	4	4	4	4	4
2	WIR, 2010	4	4	4	4	4
3	LDCR, 2010	4	4	4	4	4
4	EDAR, 2010	4	4	4	4	4
5	IER, 2010	4	4	4	4	4
6	UNCTAD’s Appraisal of the Implementation of the Brussels Programme of Action for LDCs for the Decade 2001–2010	4	4	4	4	4
7	TER 2009/2010	4	4	5	4	4
8	TIR 2010	4	4	4	4	4
9	RMT 2009 (*issued in December 2009*)	5	4	5	4	5
10	Investment Policy Reviews (examined in 2010)	4	4	4	4	4
11	Iron Ore Markets 2009-2011	4	4	4	4	4