

APPENDIX THREE: SURVEY OF CUTS READERSHIP

Before the survey was sent out, CUTS emailed everyone on the list giving them notice that an email survey would be sent by the evaluator and requesting their cooperation. The survey was sent out two days later to a total of 748 people who were selected from the CUTS mailing list in a random circular sample. Of these 369 were on a list of people who also receives hard copies of materials, the other 379 only receive soft copies. A reminder regarding the closing date for returning responses to the survey was sent out five days later.

A total of 31 emails bounced back, two people replied asking for names to be taken off the list and two others said they didn't think they were receiving CUTS mailings. The normal response rate to this type of survey is around 10%. In this case only 18 or 2.4% responses were received. This proportion is not high enough to provide anything other than anecdotal conclusions.

The text of the survey is provided below with the number of respondents choosing each option given in brackets next to the questions.

Of those who responded, the just less than half (8) had been receiving CUTS documents for over 5 years and (9) received both hard and soft copies.

The pattern emerging from regarding the percentages of people who read papers immediately or stored them for later was that roughly 30% are read materials straight away and 70% stored for later. Only 4 people said they deleted papers.

The most notable points arising are that 15 people said they had read TDP project papers. One said they hadn't but then identified papers they had read, one other said no and one didn't answer the question but both then went on to comment on how useful TDP papers were.

Of the 15 + 3 readers of TDP papers, 7 of these thought they were very useful, while 11 said they were quite useful.

The Country Background Papers that had the most readers were India (10); Bangladesh (8); Vietnam (6); China (4); Pakistan (4); Sri Lanka (4); followed by Kenya (3), Uganda (3) and Zambia (3).

The most read sectoral/perception studies were Agriculture (6); Clothing (6); and Textiles (4); while of the TDP briefing papers the most popular issues were Mainstreaming Development at the WTO (8); Aid for Trade (6); Trade and Poverty (6); and Wages and Employment (4).

Regarding recommendations regarding how CUTS could improve the way it communicates its research and analysis, 9 people would like to have an abstract of the paper alongside its website link; 8 wanted CUTS to provide links to papers from other organisations on the similar issues; 7 would like all documents to have an executive summary; 6 would like CUTS to provide links to its own papers on similar issues; and 5 wanted all CUTS papers to contain clear recommendations.

SURVEY QUESTIONS

1. How long have you been receiving CUTS written materials via their e-list (please mark with a cross):

- (a) Less than 1 year (4)
- (b) 1 - 3 years (3)
- (c) 3 -5 years (3)
- (d) more than 5 years (8)

2. How do you receive CUTS materials (please mark with a cross):

- (a) as a soft copy via a link to CUTS website (5)
- (b) as a hard copy (4)
- (c) as both a soft and a hard copy (9)

3. Approximately what percentage of CUTS materials do you:
 (a) read immediately

20	50	20	20	100	70	20	10	30	35	20	50	10	50	20	10	30	20
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(b) save/keep for use in the future

80	50	60	80	0	30	40	90	70	65	80	50	20	50	80	90	70	80
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(c) delete

0	0	20	0	0	0	40	0	0	0	20	0	70	0	0	0	0	0
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Include any comments here:

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4. Have you read any CUTS papers on the links between trade, development and poverty (please mark with a cross):

- (a) Yes (13)
- (b) No (1)
- (c) Not sure (1)

If your answer is No, please skip to question 8

5. If yes, please indicate on the list below the subjects or countries that you remember reading about (please mark all relevant categories with a cross):

Country overview studies on the impacts of trade liberalisation/reform and integration into development policies for:

Bangladesh (8) Cambodia (4) China (4) India (10) Nepal (1)
 Kenya (3) Netherlands (1) Pakistan (4) Sri Lanka (4)
 Tanzania (2) Uganda (3) UK (1) Vietnam (6) Zambia (3)

Aid for Trade (6) Home Appliances (1) Poverty and trade (6)
 Agriculture (6) Leather/footwear (1) Remittances (2)
 Agro-processing (2) Maize (0) Integrated Framework (2)
 Carpets (1) Rubber (0) SPS (1)
 Cotton (2) Shrimps (2) Trade Preferences (3)
 Cell phones (2) Textiles (4) UNCTAD XII (3)
 Clothing/garment (6) Tea (0) Mainstreaming development
 Cutlery (2) Telecommunications (2) at WTO (8)
 Dairy (1) Tourism (1)
 Fisheries (2) Employment/wages (4)

6. How useful to your work and thinking were the papers that you read (please mark with a cross):

- (a) Very useful (7)
- (b) Quite useful (11)
- (c) Not very useful (0)

Include any comments here:

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7. From your perspective, what would improve the way CUTS communicates its research and analytical studies (please mark all relevant categories with a cross):

- (a) Providing an abstract of the paper alongside its website link **(9)**
- (b) Ensuring all papers include an executive summary **(7)**
- (c) Ensuring all papers include clear recommendations -
- (d) Improving the layout and design of papers **(1)**
- (e) Improving the graphics used in papers -
- (f) Including links and/or references in papers to CUTS research on similar topics **(6)**
- (g) Providing links and/or references to papers on similar topics from other organizations **(8)**
- (h) Other: please write comments here

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