

IPPR Readers' Survey No. 3, January 2004

## The IPPR Readers' Survey

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**The latest IPPR readers' survey suggests that most readers are able to read the research sent to them and want to continue receiving the research papers. A majority of the respondents also indicated that they forward research material to more than five people each. The survey also discovered that the majority of the respondents are satisfied with the IPPR's performance thus far. An overwhelming 98% stated that they want to continue receiving future research and many have complemented the institute on what it has done so far. The IPPR also monitors traffic on its website [www.ippr.org.na](http://www.ippr.org.na). This shows that the IPPR's website is rapidly becoming a more important way of disseminating research and data.**

The IPPR Readers' Survey is carried out annually to determine the readership of the institute's research materials and give readers an opportunity to air their views. The survey was conducted during December 2003 and January 2004. It was conducted by telephone and e-mail, as those were seen as the most suitable methods that all the readers could be contacted within a short period of time. All readers were telephoned and had to give multiple-choice answers, for those who could not be reached by telephone, e-mails with questions were forwarded to them where they had to tick off the appropriate answer and return the e-mail. The survey results were analysed for frequency of responses for all questions and a cross tabulation was carried out for some of the answers provided.

The IPPR electronic mailing list had 566 e-mail addresses at the time when the survey was conducted and has increased since then, of which only 536 were eligible for taking part in the survey and 151 responses were received. This represents a response rate of approximately 28% for 2003. This gives us a response rate that is the same as of 2002. Therefore the response rate for 2003 did not fall or increase compared to 2002. This Readers' Survey only includes responses from the people on the electronic mailing list and does not include the ones that receive research material by post. Readers on the postal mailing list were not considered for the survey because the IPPR is in regular touch with most of them and receives feedback on a regular basis. The postal mailing list consists of more 60 individuals and institutions who receive five copies or more per publication produced. The IPPR website received an average of 7,100 hits and 220 MB of downloads per month during 2003. The constant response rate of the survey could be attributed to the fact that the survey was conducted during holiday time when most people were on leave and could not take part.

### **Awareness and continuation**

#### **Did you know that you are on the electronic mailing list of the Institute for Public Policy Research?**

Nearly all the respondents 146 (97%) indicated that they knew that they were on the mailing list and that only 6 (3%) stated that they were not aware that they were on the list

#### **Do you want to continue receiving IPPR research in this way?**

An enormous percentage of respondents 148 (98%) pointed out that they would like to continue receiving research in this way with, only 3 (2%) indicating the opposite. These individuals have indicated that they want to be taken off the list. They have since been taken off the list.

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## **Opening and reading of e-mail messages**

### **Do you open the attachments that accompany these messages and if not why not?**

A total of 98 (65%) said yes that they do open the attachments while 49 (33%) indicated that they only open them sometimes and 4 (2%) stated they do not open them.

The participants were asked to give reasons as to why they do not open the attachments. Most people 126 (83%) did not respond to this question, possibly because they had indicated that they do open the attachments, 9 (6%) gave security reasons, 2 (1%) indicated that attachments are scrambled, 3 (2%) said that attachments are too big with 1 (1%) pointing out that the attachments are big and he/she has software problems. The remaining 10 (7%) stated other reasons.

### **Can you read the e-mail messages that IPPR sends to you?**

Overall 133 (88%) survey participants said that they always read the e-mail messages, with 12 (8%) indicating sometimes and 6 (4%) saying they never read them.

### **Can you read these attachments?**

The majority of respondents 141 (93) said yes that they read the attachments while 5 (3%) indicated that they only read them sometimes and another 5 (3%) pointed out that they do not.

### **Have you ever read IPPR research that has been e-mailed to you?**

Out of the total 151 responses that were received, 98 (64%) pointed out that they had read all the research sent to them, with 51 (34%) only having read some. Only 2 (1%) readers indicated they had never read any of the research that had been e-mailed to them.

## **Downloading and assistance with PDF**

### **Do you know that you can download IPPR research from the internet?**

A lot of respondents 133 (88%) know that they can download and only 18 (12%) did not know. The IPPR wanted to know if people actually download documents and it was discovered that 98 (65%) have done so whilst 5 (35%) had never downloaded any documents.

### **Do you download documents in PDF format and if not why not?**

A total of 115 (76%) indicated yes, with 26 (17%) saying no and 10 (7%) not responding. The institute also wanted to know why some people do not download documents in PDF format, 14 (9%) said they do not have the software, with 8 (5%) indicating that they do not like PDF, another 7 (4%) pointed out that they do not know how, and 3 (2%) did not have software and did not know how to get it. A total of 119 (78%) did not respond to the question.

### **Would you like help to be able to read PDF documents?**

Only 29 (19%) respondents said they would welcome help with reading PDF documents while 84 (56%) said no. The remaining 38 (25%) decided not to respond.

### **Would you like to download data from our website?**

Overall 96 (64%) indicated yes with 29 (19%) indicating no and 26 (17%) opting not to answer.

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## **Interest and another method of dissemination**

### **Are you more interested in the IPPR 's economic research or research on democracy and governance?**

Most respondents 109 (72%) indicated that they are interested in both, with 20 (13%) preferring only economics and 16 (11%) saying democracy and governance. The rest 5 (3%) did not respond and 1 (1%) was not interested in any of the research produced.

### **Would you like to receive IPPR research by post and if so what is your postal address?**

A total number of 115 (76%) readers indicated no, while 25 (17%) said that they would like to receive IPPR research by post. The remaining 10 (7%) did not answer the question. Overall 34 (22%) gave their postal to receive research material by post.

## **Forwarding and respondent's opinions**

### **Do you forward IPPR research to other people and if so to how many?**

By far most people 100 (66%) stated that they forward IPPR research to other people while 51 (34 %) indicated that they do not forward research to anyone. Among those who said that they forward to others, 74 (49%) said they forward to less than five, while 18 (12%) indicated between six and ten with 3 (2%) saying between ten and twenty and the remaining 6 (4%) forwarding to more than twenty people.

### **Any suggestions on how we might improve our research?**

Out of the total respondents of 151, only 13 (9%) gave suggestions while 108 (72%) gave no suggestions with 30 (20%) complementing the IPPR.

## **Readership base and cross tabulations**

In effort to assess the readership base of the research materials, the institute grouped the respondents into seven different sectors consisting of the various industries in which the respondents work. The seven sectors are government institutions and parastatals, the media, banks and financial institutions, academia, think-tanks and non-governmental organisations, private sector and other sectors. It was discovered the government institutions and parastatals and private sector both contributed the same proportion of 35 (23%) readers each, with 36 (24%) coming from think-tanks and non-governmental organisations. A total of 15 (10%) come from other sectors with 12 (8%) from banks and financial institutions, 10 (7%) coming from media and 7 (5%) from academia.

In order to determine where the 13 respondents who suggested, are from the institute run a cross tabulation for respondents and the seven sectors. It was discovered that the media provided the most, 4 in total while the government institutions and parastatals and the private sectors contributed 3 each with 2 coming from think-tanks and the remaining 1 from others.

A cross tabulation was done between some questions that were asked to the respondents, the first was to find out whether the participants that indicated that they open the attachments can read them. It was discovered that a total of 98 indicated that they open attachments while 49 open them sometimes with only 4 stating that they did not open them. Among those who indicated that they open the attachments, 92 always read them, while 4 sometimes and 2 never read the attachments even though they open them. Out of the total 49 that stated that they opened them sometimes, 40 read them always while 7 read them sometimes and 2 never read the messages. Among the 4 respondents who pointed out that they do not



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open the attachments, 1 indicated that he/she always read the attachment and another 1 read them sometimes and 2 never read them.

The IPPR wanted to find out if the people who said they do not download documents in PDF all wanted help or not. A total of 115 respondents signified that they able to download documents in PDF, 26 indicated they were not and 10 did not respond. Among those who were able to download, 74 indicated that they did not need help, 11 would welcome help and 30 did not respond to the question of help. A total of 26 said they did not download documents in PDF format but 9 of the 26 indicated they did not need help, 15 would welcome help and 2 did not respond. The remaining 10 did not respond to whether they downloaded PDF documents or not, but 3 among them stated they would welcome help. 6 did not respond and 1 indicated that he/she did not need help.

## **Content**

The readers suggested various issues they want to be looked into. Listed below are their suggestions.

“More on economical-political issues”

“Here is an idea if you have the resources to do this: I think that there is little understanding in Namibia of how the poor, especially the orphans, actually survive. Can you do a study on how poor people actually patch things together (e.g. through their own earnings and in-kind efforts, plus borrowing \$, cutting on consumption, also stealing and money-for-sex where that applies) and also look at what they eat and what they otherwise spend, day to day, over the course of several months. It would also be especially interesting to focus on orphan-headed households, or households with a lot of orphans and just one or two caregivers – as there will be more and of them”

“I would like to see more work regarding reforms/constraints (apart from the useful budget analysis) in the public financial management, which covers both Economics and Governance pillars within IPPR”.

“Too little is done on costs of ineffective services, e.g. how is it possible that NATIS can have effective licensing system, but MHA cannot get ID system off the ground, time wasted on queues, etc and also focusing on best practices in effective services delivery, what works and what not”.

“Research on how increasing of welfare grants and pensions could affect economy vs non-generating capital expenditure”.

“Research on quality control of public works, roads, and effective control of this e.g. the wall around the naval base in Walvis Bay had to be rebuild several times. How often do engineers or architects do independent quality control checks instead of rally on the test of contractors? Example: Government office park. How many laboratories does Namibia have how do they rate vs others in SADC”.

“Same for forensic services, how many legal cases, eg rape cases, drunken driving accidents have been delayed or lost due to forensic tests either not done, delayed or lost. Compare to RSA, which is among the best in the world. Case of women found at Centaurus is a good example”.

“Role and effectiveness of labour courts and unions, e.g. land grab instead of reconciliation”.

## **Method**

“You should go beyond opinion surveys and analyse actual historical processes”

“Write your research outcomes in story form for the media, due to deadlines, sometimes we find it difficult to write substantial stories on your research. In future, summary the research in article form for the media”

“How about improving audience accessibility to the fundamental tenets and of your findings by making “infotainment” videos for broadcast by the NBC?”

“Very short biography of writers”

“Include media sometimes in your research (as background info)”

### Other suggestions

“Make continued efforts to share your research finding with local stakeholders/Government/UNAM/NGOs, Business and Communities. Do not conduct research to feed the negative thirst of the donors and their agencies, constructive engagement with the government is more important than the admiration of the donor community”

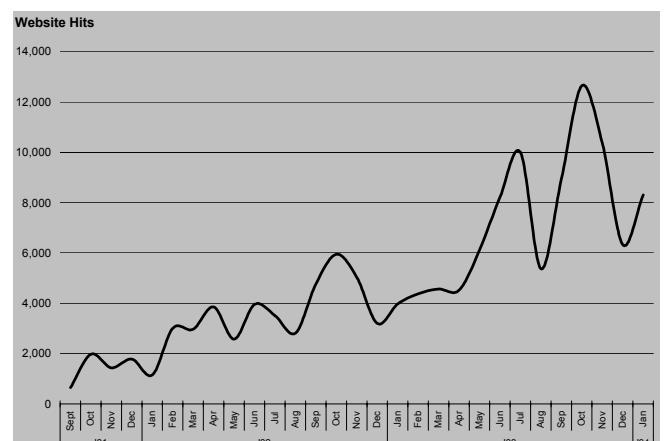
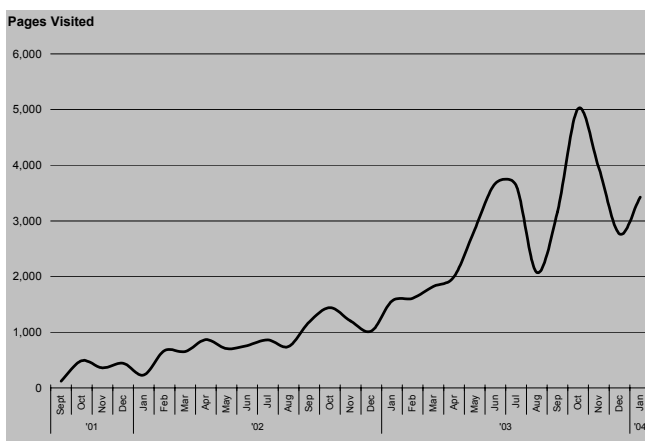
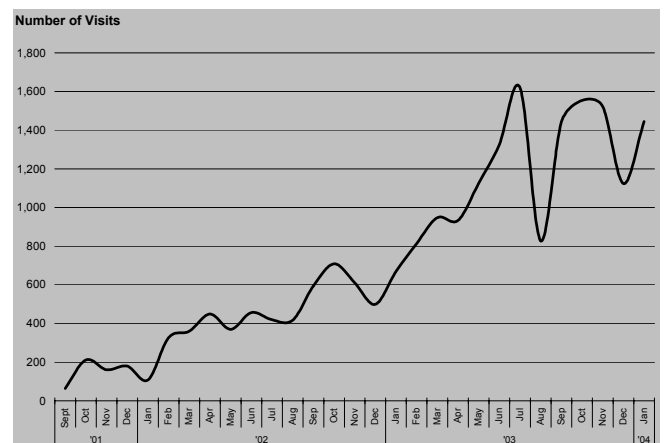
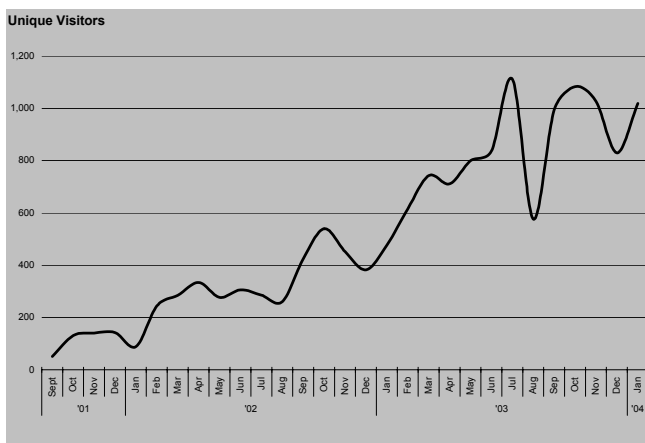
“More detail and provide suggestions and recommendation”.

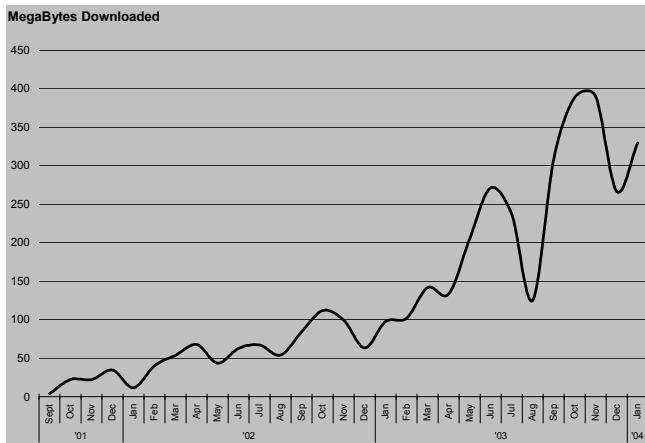
“Contact number of the researcher for additional information and maybe interview”.

### IPPR Website

The IPPR has monitored the use of its website since it was established in September 2001. The five charts below show trends in the following variables:

- The number of unique visitors per month
- The number of visits to the website per month
- The number of pages visited per month
- The number of hits per month
- The megabytes downloaded from the website per month





All variables have clearly increased significantly since September 2001. There is some seasonality in that all variables drop around the Christmas period. August 2003 saw a drop in all variables because of a computer crash at the IPPR which prevented new material from being published.

## Conclusions

In short it is clear that majority of the respondents are happy with the work of the IPPR and the method of dissemination and equally important they have indicated that the institute should continue doing research. This can be seen from survey results and the compliments. It is also evident that most respondents do not have problems to excess the research materials e-mailed to them. This said, it was a daunting task to trace all readers, considering the fact that the survey is conducted by telephone and e-mail. Still when this survey is compared to previous years, the survey response rate did not improve or decline. The non-improvement could be attributed to the fact that many of the respondents were possibly too busy to participate or away on holiday. Some might have thought that it would just be a waste of time to participate. These reasons are just speculations and therefore conclusions for such a response rate cannot be reached. Therefore the IPPR will do its best to encourage all readers to participate in future surveys. The IPPR considers this exercise worthwhile as it gives all the readers a platform to air their voices. Various inputs from the readers would help the institute measure its performance and put it in a better position to judge its effectiveness and improve areas were it has to. This will also give the institute ideas as to what the readers want the IPPR to research and this will allow IPPR to do policy and readers orientated research. Clearly the IPPR website will grow in importance as a tool for disseminating IPPR research and data to its intended audience.