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INTERNAL EVALUATION OF READERSHIP REPSONSES TO

THE INDUSTRIAL DEVELOPMENT REVIEW SERIES^{*/}

Prepared by the

Regional and Country Studies Branch
Studies and Research Division

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I. Introduction

The Regional and Country Studies Branch of the United Nations Industrial Development Organization (UNIDO) issues a series of Country Industrial Development Reviews on developing countries.

The Review series constitutes a significant part of the work programme of the Branch. The series was launched in its present form in early 1985. Up to now 35 Reviews, covering more than 80 per cent of MVA of all developing countries, have been issued. A number of additional Reviews are under preparation (see attached list, Annex I). In the course of the preparation of these Reviews the Branch had received numerous responses, comments and suggestions from outside users. It is felt that the time has come to take stock of these responses in a systematic way and carry out an evaluation of the Reviews, their content, format, etc. This is particularly important when attempts are now being made to have the Reviews published by a commercial publisher and thus increase the dissemination to a wider audience.

This evaluation is based on two sets of information: first, the replies received on a questionnaire that had been included in the Reviews until July 1986; second, letters and other communications received. This report presents the findings of these various responses and attempts to draw some conclusion for the continued work. It is also hoped that this brief report will prompt other readers, in particular staff in UNIDO and UNDP, to provide their views and suggestions for the further work on the Reviews.

II. Background

The Reviews represent brief factual and analytical surveys of industrial development in developing countries. Such industry-specific Reviews are in demand for a variety of purposes: to provide an information service to relevant sections within UNIDO and other international organizations and aid agencies concerned with technical assistance to industry; to be used as a reference source for financial organizations, public and private industrial enterprises, and economic research institutes in developed and developing countries; and to serve as a handy, useful information source for policy-makers in developing countries. Although the Reviews do not represent in-depth industrial surveys, they focus exclusively on industry and the analyses contained in the Reviews cover the entire spectrum of the industrial development process in the countries concerned in a condensed and yet comprehensive form.

The main features covered in the Reviews pertaining to the industrial sector of the respective country are listed in Annex II. The Reviews draw primarily on information and material available at UNIDO Headquarters from national and international sources, as well as data contained in the UNIDO data base. Generally, no specific field survey is undertaken. Around 2,000 copies of each Review are printed, of which 800 copies are destined for in-house and official UN/UNIDO distribution. Due to increasing demand for several Reviews re-rolling was required, bringing the number of copies to between 2,000 and 2,400. Thus, on average, more than 1,200 copies of each Review are distributed externally.

III. External readership response

a. Results of the questionnaire survey

This section represents a brief survey of questionnaire replies and correspondence relating to external readers of the Industrial Development Review Series. The section examines the readership profile and the usefulness of the Reviews to external readers, with a view to providing the staff of the Branch with information on the need and scope for revising the Reviews in the light of the feedback.

A questionnaire was included in an earlier format of the Industrial Development Reviews issued in 1984. The questionnaire was then modified into a revised format and was included in subsequent Reviews until July 1986. The questionnaire included multiple-choice answer type questions designed for objective evaluation of the importance and usefulness of the Reviews and for knowing the professional occupation of the reader and the regions on which the reader would like to receive Reviews. In addition, space was provided for additional information, suggestions and criticism. A sample of the questionnaire is provided in Annex III.^{a/}

The information in this report is based on 510 questionnaires, letters and cables from external readers^{a/} received between May 1985 and July 1987. This represents a response rate of more than 40 per cent, which is adequate to allow a generalization of the results for the entire external readership.

In the following the results of the survey are summarized according to the various parts of the questionnaire.

The respondents resided in 78 different countries on six continents (see Table 1). The developed market economy countries accounted for the majority (60.6 per cent) of respondents; followed by the developing market economy countries (34.1 per cent) and the centrally planned economy countries (5.3 per cent). Region-wise classification of respondents indicated that Europe accounted for almost half of all respondents. In descending order the remaining readership was located in Asia and the Pacific, North America, Africa, Latin America and West Asia (see Table 2 for the percentage distribution).

The general response to the Reviews was very positive with compliments on their comprehensive and yet condensed nature. Many readers added that the Reviews provided information that was hard to find elsewhere. The high quality of many Reviews were emphasized by many readers. Of those respondents who answered the first question on how they considered the Review, 58.8 per cent checked "very important", 41.2 per cent checked "useful" and none checked "of little importance". The respondents from centrally planned and developing market economies checked the more favourable "very important" statement more often than did their developed market economy counterparts (see Table 3).

a/ It is noted that the questionnaire survey is combined with a request for copies of the Reviews. Since this may influence some of the replies the survey does not pretend to be based on a scientific methodology for questionnaire surveys. It is believed, however, that the results of the questionnaire remain valid for the purpose for which it was undertaken.

b/ This refers to Table 1. The information contained in Tables 2 to 5 and all percentage figures found in the text are based on an initial sample of 490 questionnaires, letters and cables received before July 1987.

The largest proportion of respondents stated that their occupation was in academic research (45.3 per cent) and business/industry (34.5 per cent). Following those two categories, in descending order, were international aid (18.5 per cent), government policy making (15.6 per cent), industrial institutions (10.8 per cent) and journalism (8.3 per cent). The order changed little when the respondents were divided by region. Noteworthy changes included a higher representation of journalists in European countries and of governments and industrial institutions in the developing countries (see Table 4).

Thus, the readership of the Industrial Development Review Series is very heterogeneous, containing readers involved in a wide range of occupations. The readership includes, inter alia, high level officials of private banks; national and international development banks; investment promotion agencies; central banks; international organizations; governmental and non-governmental organizations; public and private enterprises seeking trade and investment opportunities in developing countries; industry associations; federation of industries; aid organizations; universities; research institutes; market research organizations; industrial institutions; government ministries (industry, finance and foreign affairs); and media organizations. A large international investment organization receives 25 copies of each Review for inclusion in their foreign investment kits. The commercial delegation of a UNIDO member country distributed 50 copies of the Review of that country in connection with an export promotion meeting. Further, the Reviews are stocked in major university and other libraries.

Also examined were the particular developing region(s) in which readers were interested. A large majority of readers stated an interest in all developing regions. Of those readers who specified a specific region, Asia and the Pacific was the most frequent choice, followed by Africa, Latin America and West Asia. Among respondents from developing countries, 49.1 per cent reported an interest in their own country or region (see Table 5 for a regional breakdown). Readers from the least developed countries stated interests in other countries of their own region and in the industrially more developed of the developing nations; whereas readers from the more developed of the developing nations, particularly business people and industrialists, were interested in markets and opportunities both in the developing countries and the OECD countries. Interest in all developing countries was predominant across all regions with Europeans showing a noteworthy interest in African countries (see Table 6).

In the area of suggestions and criticisms some interesting and recurrent items were found. Some readers, reflecting the research community's use of the Reviews, asked for more information on socio-political and cultural issues. Readers, representing the business interest, wanted more information on foreign investment opportunities and the names and addresses of public and private sector enterprises and institutions. Some readers wanted more branch and enterprise-specific data and analysis. The inclusion of a map of the country concerned, as well as a greater number of French and Spanish editions, were two other suggestions mentioned by some respondents.

b. Media coverage

The media coverage of the Country Review Series shows the potential of the Country Reviews to penetrate international and national media and thus create awareness of UNIDO's work and promote public relations for UNIDO in general. The Public Relations and Information Section issues a UNIDO Press Release for each Review and an article on new Reviews usually appears in the UNIDO Newsletter.

The media exposure of the Country Reviews includes inter alia: The Economist (China Review), The Financial Times (Nigeria Review), the Economist Development Report (General), South Magazine (Egypt and Nigeria Reviews), Marché Tropicaux (Congo Review), Cuba Business (Cuba Review), Daily News (Sri Lanka Review, 2 articles), Bangkok Post (Thailand Review, full page), Cercle Diplomatique International (various Reviews), Dansk Industri (China Review) and Development and Co-operation (the Review of the Republic of Korea). This list is not exhaustive but merely illustrative. In addition, the Country Reviews have been quoted in a number of economic journals and books.

IV. Other responses

Generally responses from UNIDO Advisory and Legislative Bodies and concerned UNIDO staff members have also been positive: Some examples are cited below:

Commenting on the medium-term plan of UNIDO, 1990-1995, the Special Advisory Group to the Director-General of UNIDO on new concepts and new approaches for international co-operation felt that the Plan "seemed to underplay the information function of UNIDO. Its industrial statistics, the Global Report, the Industrial Development Reviews and other publications constituted an important set of public goods that deserved greater prominence in the Plan. Furthermore, good publications could generate revenues as well as project a good image of the Organization as a focal point for world industrial development.^{1/}

Commenting upon the UNIDO Work Programme 1988-89 the delegation of a UNIDO member state, speaking on behalf of a group of developed countries, suggested that the Country Reviews may usefully focus on the identification of industrial development projects particularly in the least developed countries.

"For the past several months, officials in the Development Agency have been making a concerted effort to distribute country studies prepared under the UNIDO Industrial Review Series to the appropriate country desks in, I understand that the general response has been positive and I hope to have more specific comments from on these studies in due course. In the meantime, a number of country desks have inquired about UNIDO's plans for future studies in this series."

{Permanent Mission of a UNIDO member state}

^{1/} UNIDO, General Conference, Second Session, Bangkok, Thailand, 9-13 November 1987, Advice given by the Special Advisory Groups to the Director-General of UNIDO on new concepts and new approaches for international industrial co-operation GC-2/7, 13 August 1987.

"The Industrial Development Reviews present a useful and concise picture of each country concerned. I would be much obliged if you could put this Mission on your mailing list so that we are assured of receiving each document that will be published by your Branch in future."

[Permanent Mission of a UNIDO member state]

"Your distributing the new issues of the Country Industrial Development Reviews to DIO is much appreciated. It really helps us in our efforts related to country programming exercises and developing new projects. These Reviews are also useful additions to our library in the Experts Briefing Unit, serving as background information."

[Deputy Director, IOD]

"This Branch uses UNIDO Country Reviews in its work, mostly in the formulation and/or presentation of projects. The industry-specific economic analysis and information contained in the Reviews are quite sufficient as far as our needs are concerned. Also when information not available elsewhere in the reports by other institutions/organizations is needed."

[Head, IO/T/ENG]

"On the whole we find the scope of subject coverage adequate. However, in the specific area of pesticides we would appreciate information on supply/consumption and country plans to increase the manufacturing capacity."

[Head, IO/T/CHEM]

"We have received examples of the Country Industrial Development Reviews. We find them very interesting and would appreciate if the UNIDO Investment Promotion Services could receive copies of them on a regular basis."

[Chief Information Service Unit, Promotion UNIDO]

Some observers have indicated a possible improved role of country reviews in matters pertaining to industrial policy co-ordination. This would require that each review should have greater depth in order to act as spearhead for information on the industrial sector in a particular country. This would strengthen the co-ordinating role of UNIDO in the field of industrial development. Yet some observers seem to stress that future Reviews should be more selective and that the general publication-oriented approach should be minimised.

Other observers have suggested that the Regional and Country Studies Branch might examine the feasibility of increasing the coverage of country reviews on science and technology matters.

The in-house responses indicate that the reviews are used in UNIDO's technical assistance programme and project development. An attempt is made to synchronize the country review cycle with the UNDP Country Programming Cycle at the request of the Area Programmes Division. The Industrial Operations Division uses the Reviews in the formulation of new technical projects.

A close link exist between the investment promotion activities of UNIDO and the Review series; some Reviews were prepared specifically for the UNIDO Investment Promotion meetings. They have also been quoted in the UNIDO Industry and Development Global Report and other studies. The Reviews are also used as briefing material for senior staff and experts going on mission to specific countries.

V. Conclusions

Based on the above, the following main conclusions may be drawn:

- The international readership reaction reveals that the Reviews with their industry-specific focus fill a need for detailed country information on the manufacturing sector.
- There appears indeed to be a growing market for such industry-specific-country information and analysis, and a substantial sales publication potential thus exist.
- The analysis confirms that the Reviews present an opportunity for UNIDO to strengthen its co-ordinating role for multilateral and bilateral assistance to industry in developing countries.
- The Reviews thus serve multi-purpose functions within UNIDO. However, it is obvious that their usefulness can be enhanced by increasing branch level coverage, providing enterprise specific data and extending the identification of crucial bottlenecks and major priorities and emphasis in national industrial policies.
- The great diversity of readers necessitate that the scope and contents be refined and dovetailed with the needs of specific target reader groups.

The target users of the Reviews cover four major groups: (a) UN and UNIDO in-house officials concerned with technical assistance questions and the co-ordination of multilateral technical co-operation on programmes; (b) officials in national and non-UN aid agencies (such as bilateral aid agencies, the EC, ASEAN, CACM, etc.) who require neutral evaluative performance at a sectoral level in order to identify scope for assistance or policy harmonization; (c) business and investor groups concerned to identify areas for future investment potential and the existing business environment and (d) national government authorities. This latter very important readership group constitutes at present only a small proportion of total readers. More systematic and active marketing to some of these groups, especially in developing countries seems to be called for. A commercial publisher may in fact be in a better position to do this.

There is a need to create an optimal balance in content to reflect the diversified readership and to strengthen those aspects of the Reviews which provide information and analyse not readily available in other source material.

Generally it is necessary to focus more on micro level information at branch and enterprise level as well as investment opportunities and plans.

The survey reveals that the large majority of the readership is interested in receiving Reviews on all developing countries. Thus, the presumption that adequate industrial information already exists in more industrialized countries does not seem justified. Indeed, indications from prospective investors and business people show that their interest is particularly great in some of the more advanced countries. The Review Series would thus need to cover all categories of developing countries. As in preparing Reviews on the more advanced developing countries efforts would be made to avoid duplication of readily available information on the macro-economy.

It is important to investigate means for substantially expanding information on: (i) export opportunities in specific product areas; (ii) terms and conditions of recently concluded industry-specific financial assistance packages; (iii) syndicated loans made available to industrial borrowers; (iv) technological collaboration agreements; and (v) the scope for enterprise co-operation between the particular developing country and developed countries.

Current resources permit an annual output of 10-15 Reviews implying a cycle of around 6-7 years if all major developing countries were covered. It is obvious that the optimum annual output is higher, around 15-20 Reviews which would result in a cycle of 4-5 years corresponding more closely to the UNDP Country Programming Cycle of 5 years. An annual output of 15-20 Reviews would imply that all major developing countries could be reviewed within a cycle of 4-5 years.

This brief, internal assessment of the Review Series shows that considerable scope exists for expanding the country coverage, disaggregating the data and information, increasing the updating cycle and intensify the marketing efforts. It is hoped that these endeavours can be pursued. Collaboration with an external commercial publisher would seem to be an essential step in this direction also in respect of generating income to cover the increasing resource requirements.

Previously issued in the Industrial Development Review Series:

Indonesia	UNIDO/IS.458	1984
Kenya	UNIDO/IS.459	1984
Argentina	UNIDO/IS.460	1984
Paraguay	UNIDO/IS.461	1984
Uruguay	UNIDO/IS.462	1984
Bangladesh	UNIDO/IS.510	1985
Swaziland	UNIDO/IS.516	1985
Zambia	UNIDO/IS.520	1985
The Philippines	UNIDO/IS.527	1985
Pakistan	UNIDO/IS.535	1985
The Sudan	UNIDO/IS.541	1985
Malaysia	UNIDO/IS.545	1985
India	UNIDO/IS.547	1985
Thailand	UNIDO/IS.548	1985
Peru	UNIDO/IS.552	1985
Nigeria	UNIDO/IS.557	1985
Bolivia	UNIDO/IS.564	1985
Chile	UNIDO/IS.579	1985
The People's Republic of China	UNIDO/IS.582	1985
Bahrain	UNIDO/IS.592	1985
Sri Lanka	UNIDO/IS.613	1986
Cuba	UNIDO/IS.615	1986
Tanzania	UNIDO/IS.628	1986
Egypt	UNIDO/IS.637	1986
Mali*	UNIDO/IS.640	1986
Zaire*	UNIDO/IS.644	1986
Pacific Island States:	UNIDO/IS.645	1986
Papua New Guinea, Fiji, Solomon Islands, Western Somoa, Vanuatu, Tonga Kiribati, The Federated States of Micronesia and Micro States		
Côte d'Ivoire*	PPD.6	1986
Saudi Arabia	PPD.7	1986
Congo*	PPD.10	1986
Central African Republic*	PPD.11	1986
Colombia	PPD.16	1986
Ghana	PPD.18	1986
The Republic of Korea	PPD.29	1987
Botswana	PPD.37	1987
The Caribbean Region:	PPD.51	1987
Jamaica, Trinidad and Tobago, Guyana, Barbados, The Netherlands Antilles, The Bahamas, Belize, Bermuda, St. Lucia, St. Vincent & The Grenadines, Grenada, Antigua and Barbuda, Dominica, St. Christopher-Nevis, Cayman Islands, British Virgin Islands, Montserrat, Turks and Caicos Islands, and Anguilla		

* Also available in French.

Enquiries: Regional and Country Studies Branch
United Nations Industrial Development Organization (UNIDO)
P.O. Box 300 (Room D-2036)
A-1400 Vienna, Austria

C O N T E N T S

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- 1.2 Economic structure
- 1.3 The manufacturing sector: an overview

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- 2.2 Performance and efficiency
- 2.3 Investment and ownership pattern
- 2.4 Geographic distribution of manufacturing units
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3. SELECTED INDUSTRIES PERFORMANCE AND PROSPECTS

- 3.1 Engineering industries
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- 3.3 Packaging industries

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- 4.2 Instruments of industrial policy
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- 5. Main findings of UNIDO survey of manufacturing in 1983
- 6. List of UNIDO projects
- 7. List of manufacturing investment projects seeking external assistance

SELECTED REFERENCE

Dear Reader,

Would you like to have your name included in the mailing list for the *Country Industrial Development Review Series*?

In order to make future issues more relevant and informative and to aid in the updating and revision of the *Reviews*, the staff of the Regional and Country Studies Branch solicit your comments and suggestions. We would therefore appreciate your response to the questions listed below. Please return this pre-addressed form to UNIDO (as an aerogramme—no envelope needed).

Industrial Development Review of **PEOPLE'S REPUBLIC OF CHINA**

(a) Do you consider the *Industrial Development Review*:

- | | |
|----------------------|--------------------------|
| | <i>Check</i> |
| Very important | <input type="checkbox"/> |
| Useful | <input type="checkbox"/> |
| Of little importance | <input type="checkbox"/> |

(b) For which particular purpose is the *Review* useful? _____

(c) Suggest additional topics to be covered or additional emphasis on specific subject: _____

(d) Criticism of analyses and other comments: _____

(e) Which of the following activities are you involved in?

- | | |
|--------------------------|--------------------------|
| | <i>Check</i> |
| Government policy making | <input type="checkbox"/> |
| International aid | <input type="checkbox"/> |
| Business/industry | <input type="checkbox"/> |
| Industrial institution | <input type="checkbox"/> |
| Academic research | <input type="checkbox"/> |
| Journalism | <input type="checkbox"/> |
| Other (please specify) | <input type="checkbox"/> |

(f) Would you like to receive *Reviews* on:

- | | |
|--|--------------------------|
| | <i>Check</i> |
| Asia and Pacific countries | <input type="checkbox"/> |
| West Asian (Arab) countries | <input type="checkbox"/> |
| African countries | <input type="checkbox"/> |
| Latin American countries | <input type="checkbox"/> |
| All developing regions referred to above | <input type="checkbox"/> |
| Specific countries (please specify) | <input type="checkbox"/> |

(g) Please send future *Reviews* to the following address:

_____ (Name)
 _____ (Occupation, title)
 _____ (Organization)
 _____ (District, city)
 _____ (P.O. Box)
 _____ (Country)

S T A T I S T I C A L A N N E X

Table 1 Composition of Responses by Country

Country	No. of Responses	Country	No. of Responses
United States	52	Australia	4
United Kingdom	46	Indonesia	4
India	44	Poland	4
France	42	Romania	4
Fed. Rep. of Germany	32	Tanzania	4
Belgium	21	Zambia	4
Italy	15	Ethiopia	3
Canada	14	Mexico	3
Netherlands	14	Philippines	3
Switzerland	13	Spain	3
Denmark	10	Bahrain	2
Nigeria	10	Brazil	2
Pakistan	9	Ghana	2
China	8	Ireland	2
Peru	8	Israel	2
Sri Lanka	8	Jamaica	2
Thailand	8	Kenya	2
Austria	7	Kuwait	2
Hungary	7	Malta	2
Japan	7	Morocco	2
Sweden	7	Nepal	2
Yugoslavia	7	New Zealand	2
Finland	6	Portugal	2
Malaysia	6	Tunisia	2
Argentina	5	Turkey	2
Singapore	5	Uganda	2
Zaire	5	Venezuela	2

Countries with 1 Response: Bangladesh, Benin, Bhutan, Cameroon, Chile, Colombia, Congo, Costa Rica, Czechoslovakia, Dominican Republic, Egypt, Hong Kong, Iran, Jordan, Mali, New Caledonia, Norway, Panama, Saudi Arabia, Senegal, Sudan, U.S.S.R., Vietnam and Zimbabwe.

Total Number of Responses: 510

Total Number of Countries: 78

Table 2 Composition of Responses by Region and Economic Grouping

Region	No. of Responses	Percentage of Total
Europe	239	48.8
Asia and the Pacific	110	22.4
North America	61	12.4
Africa	41	8.4
Latin America	27	5.5
West Asia	12	2.4
All Regions	490	100.0 ^{a/}

Economic Grouping	No. of Responses	Percentage of Total
Developed Market Economies	297	60.6
Developing Market Economies	167	34.1
Centrally Planned Economies	26	5.3
All Economic Groups	490	100.0

Table 3 Importance/Usefulness of Reviews
Composition of Responses by Region and Economic Grouping

Region	checked "very important" ^{b/}	checked "useful" ^{b/}	checked "of little importance"
Asia and the Pacific	56 (59.6)	87 (46.0)	0
Africa	19 (63.3)	11 (36.7)	0
Latin America	13 (56.5)	10 (43.5)	0
West Asia	10 (90.9)	1 (9.1)	0
Europe	102 (54.0)	87 (46.0)	0
North America	33 (67.3)	16 (32.7)	0

Economic Grouping	checked "very important" ^{b/}	checked "useful" ^{b/}	checked "of little importance"
Developed Market Economies	130 (55.6)	104 (44.4)	0
Developing Market Economies	86 (61.4)	53 (38.6)	0
Centrally Planned Economies	17 (77.3)	5 (22.7)	0
All Economic Groups	233 (58.8)	163 (41.2)	0

^{a/}

Totals do not add precisely due to rounding.

^{b/}

Percentages of regional and group totals shown in brackets.

Table 4 Reader Occupations
Composition of Responses by Region and Economic Grouping^{a/}

Region	Responses (as a percentage of regional total)					Journal-ism
	Government	Business	Aid Agency	Industrial Institution	Research	
Asia and the Pacific	27.5	36.7	21.1	15.6	43.1	7.3
Africa	33.3	28.2	7.7	12.8	41.0	0.0
Latin America	7.4	25.9	11.1	22.2	51.9	3.7
West Asia	33.3	66.7	8.3	33.3	33.3	0.0
Europe	8.5	32.9	20.5	8.1	45.3	12.4
North America	10.0	38.3	18.3	1.7	51.7	3.3
<u>Economic Grouping</u>						
Developed Market Economies	9.0	34.3	21.1	6.2	45.0	10.0
Developing Market Economies	24.7	36.7	15.1	19.3	42.8	4.8
Centrally Planned Economies	30.8	23.1	11.5	7.7	65.4	11.5
<u>Total Responses(percentage)</u>	15.6	34.5	18.5	10.8	45.3	8.3

Table 5 Reader Interest in Specific Regions
Composition of Responses by Region and Economic Grouping^{a/}

Region	Responses (as a percentage of regional total)				All Developing Regions
	Asia and the Pacific	Africa	Latin America	West Asia	
Asia and the Pacific	40.4 ^{b/}	5.8 ^{a/}	4.8	5.8	74.0
Africa	7.5	47.5 ^{b/}	2.5	5.0	50.0
Latin America	16.7	0.0	66.7 ^{b/}	0.0	41.7
West Asia	33.3	41.7	8.3	58.3 ^{b/}	33.3
Europe	17.2	27.8	13.2	4.8	66.5
North America	25.5	12.7	18.2	1.8	69.1
<u>Economic Grouping</u>					
Developed Market Economies	18.5	26.4	14.3	4.6	66.0
Developing Market Economies	28.5	16.7	12.2	7.6	62.8
Centrally Planned Economies	32.0	4.0	16.0	12.0	68.0
<u>Total Responses(percentage)</u>	22.9	21.6	13.6	5.8	64.9

^{a/} Horizontal totals exceed 100 per cent due to multiple responses.
^{b/} Indicates readers interest in their own region.

Table 6 Reader Interest in Specific Regions
Composition of Responses by Occupation^{a/}

Occupation	Responses (as a percentage of occupation total)					
	Asia and the Pacific	Africa	Latin America	West Asia	All Developing Regions	Own Region
Government	29.7	18.1	11.1	5.6	68.1	29.2
Business	19.5	22.0	10.7	8.8	59.7	23.9
Industrial Institution	32.0	24.0	16.0	6.0	58.0	36.0
Aid Agency	23.3	20.9	12.8	4.7	48.8	15.1
Research	23.2	15.5	15.0	4.3	69.1	16.9
Journalism	13.0	18.8	11.6	1.4	26.1	5.8
All Occupations	22.9	21.6	13.6	5.8	64.9	49.1 ^{b/}

^{a/} Horizontal totals exceed 100 per cent due to multiple responses.
^{b/} Among the developing countries only.

Notes on Tables

- Table 1 is based on information received from the final sample of 510 questionnaires, letters and cables.
- Tables 2, 3, 4, 5 and 6 are based on information received from the original sample of 490 questionnaires, letters and cables.
- Some percentages when added horizontally may add to more than 100 due to multiple and combination responses.