

ORGANISATION DE COOPÉRATION ET DE DÉVELOPPEMENT ÉCONOMIQUES

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ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT

OECD WORKSHOP ON BUSINESS AND CONSUMER TENDENCY SURVEYS

Internet Business Tendency Surveys

Anna Stangl¹

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¹ Address for correspondence: Anna Stangl, Ifo Institute for Economic Research, Business Surveys Dpt. Poschingerstr. 5, D-81679 Munich, Germany. Tel: +49-89-9224-1227. Fax: +49-89-9224-2227. E-Mail: stangl@ifo.de.

Purpose

We are presently experiencing an explosion in the use of Internet surveys. While there is broad experience and knowledge on interviews and paper questionnaires, there is not yet a consensus among researchers involved in business survey research on how best to conduct Internet surveys and little attention has been given so far to their scientific underpinnings. However, most researchers agree that the electronic environment has characteristics that make it distinct from the other survey methods. The aim of this project is twofold: In the first place to contribute to higher research standards in the realm of business surveys and to develop research-based design principles for Internet questionnaires in business tendency surveys. At the same time, given that the Internet applies the same technology across borders, to establish a sound basis for harmonization of business surveys in the European Union and beyond.

This report contains the second part of an on-going research project on Internet business surveys. It bases on research that was launched on behalf of the European Commission and the OECD in April-July 2006, in order to identify the state of present survey practices of institutions that conduct Business Tendency Surveys (BTS) world-wide and to summarize the research findings and experiences with the Internet surveys. It is the first study in business survey research that has covered such an extensive number of countries on this topic.

The first part of the project was based largely on the analytic reports, workshop documents and other instruction material which were prepared in 2005 by the task force members² and other researchers working on Internet surveys within a wide range of countries. At the end of this report we offer a set of recommendations for good Internet survey design that summarizes the general experience, gives advice for good research practice and provides a platform for further discussion.

² Task Force Members: Curtin, R. (University of Michigan, United States), De Greef, I. (Bank of Belgium), Etter, R. (KOF / ETZ, Switzerland), Malgarini, M. (Institute for Studies and Economic Analysis – ISAE, Italy), Neubarth, W. (ZUMA - Center for Survey Research and Methodology, Germany), Scherrer, P. (INSEE, France), Stangl, A. (Ifo Institute for Economic Research, Germany), Wood, J. (Confederation of British Industry – CBI, United Kingdom), European Commission, OECD. For further details and information contact Anna Stangl (stangl@ifo.de) or Ronny Nilsson (ronny.nilsson@oecd.org).

PART I

Internet and Present Business Tendency Survey Practices

Introduction

The Internet has altered the way we communicate in our professional and private lives. Email, corporate and private websites have become as part of our every day life, as other media, or are even steadily replacing them. Almost a decade has now passed after the Internet has connected people across borders. No doubt that it is merely a matter of time, when these new channels of communication will become common practice also in Business Tendency Surveys. However, although the Internet bears a high potential for simplifying and accelerating our communication, it bears, as any innovation, challenges and problems. To mention are apart from technological and psychological aspects, due to an uneven Internet adoption in the population, methodological issues. Internet surveys are still in their fledgling stages, and to Business Tendency Surveys it applies in particular. While there is already a very broad academic literature on Internet survey methodology, its research methods and findings have not yet been systematically applied. However, before addressing methodological questions, it seemed appropriate to monitor the present state of affairs in the realm of Business Tendency Surveys.

The present study was launched on behalf of the European Commission and the OECD in April-July 2006. The aim of the project was to identify the state of present survey practices of the institutions that conduct business tendency surveys world-wide. The questionnaire that was sent to the executive institutions in 45 countries focused on the questions how and to what extent Internet has been integrated in the institutes' survey practices. 32 institutes³ have responded to the questionnaire and provided information on their present survey techniques. Among them were all European Union countries (*Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, United Kingdom*), two EU candidates (*Bulgaria and Romania*), two European non-EU countries *Switzerland and Norway*, as well as some non-European countries (*Japan, South Africa and Brazil*).

It is the first study in business survey research that has covered such an extensive number of countries on this topic.

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1. Internet Adoption of the BTS Institutes

For the vast majority of institutes in the European Union (20 of 25) and all seven institutes in countries surveyed outside the EU, corporate websites have become an inherent part of their information policy. 18 institutes also use their websites to display the survey results to the public. An Intranet facility exclusively for survey participants has been created only by 5 institutes (in four countries of the EU and in one non-EU country), where results that may be particularly interesting to participants are displayed and not accessible by the public (for example personalized survey results that put the responses of the participant in perspective with the responses of his sector or industry branch).

Table 1. Institutes' Reasons for Using the Web

Web is used for the following reasons:	Countries EU / non-EU
▪ Website of the institute	20 / 7
▪ Display of survey results to the public	18 / 7
▪ Display of individualized survey results for participants	4 / 1
▪ Web questionnaire	10 / 4

However, although the vast majority of BTS institutes in the EU have created corporate websites, at present only ten institutes use them for direct survey purposes. Among the six surveyed countries outside the EU, four have implemented a Web-based questionnaire. However, none of the 14 institutes has abandoned the traditional survey mode yet. The Web questionnaire is offered as a complement to the traditional mode – mail or interview.

The following section will briefly monitor the history of Web-surveying in business tendency research and give an overview about the present state of affairs – the acceptance of Web surveys in different sectors across countries, the response rates and the institutes' experiences with the Web and E-mail modes, compared to the traditional paper-and-pencil survey techniques.

2. Web Surveys

In some countries Web surveying has already a long tradition. Estonian Institute of Economic Research are the pioneers in Europe as they started to conduct business tendency surveys via Internet already by the end of 1998 and have nowadays a response rate to the Internet questionnaire of more than 95% in manufacturing, services and construction sectors, and over 85% in the retail sector. Five other institutes (three of them in the EU) followed closely, in the years 2000 and 2001. Three institutes – INSEE in France and Instituto Nacional de Estatística in Portugal, as well as the Bureau for Economic Research in South Africa – have implemented the Web questionnaire just recently, in the years 2005/2006.

Table 2. Countries that Have Implemented or Plan to Implement Web Surveys in Various Sectors

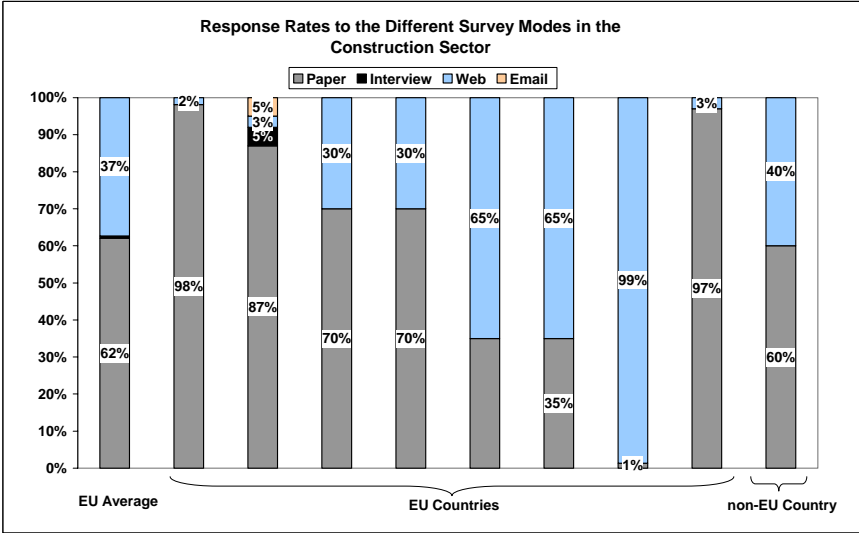
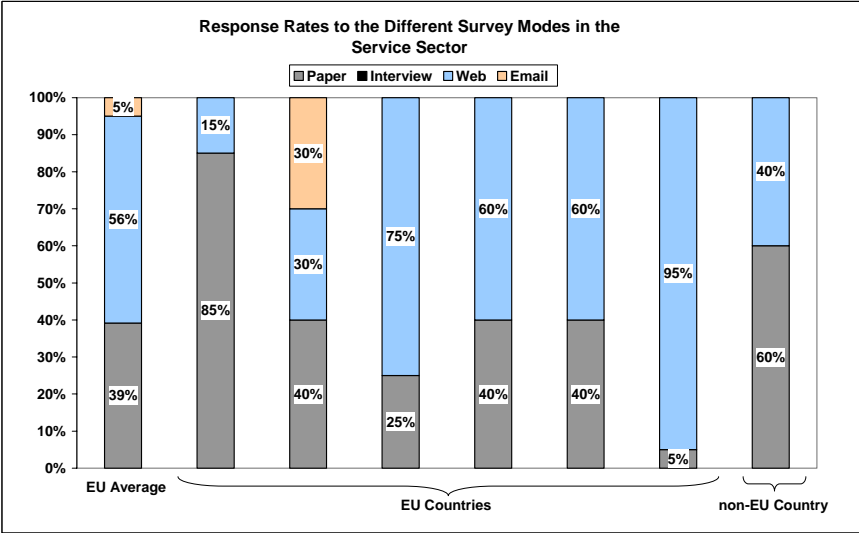
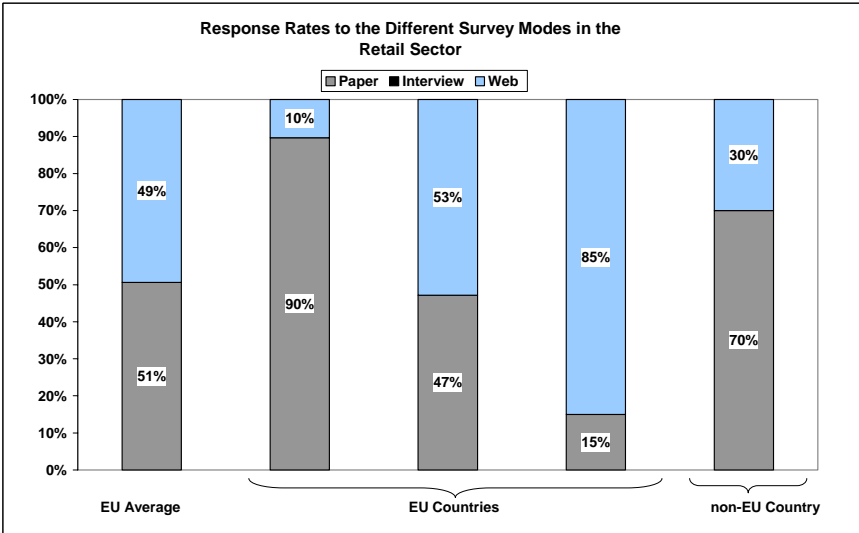
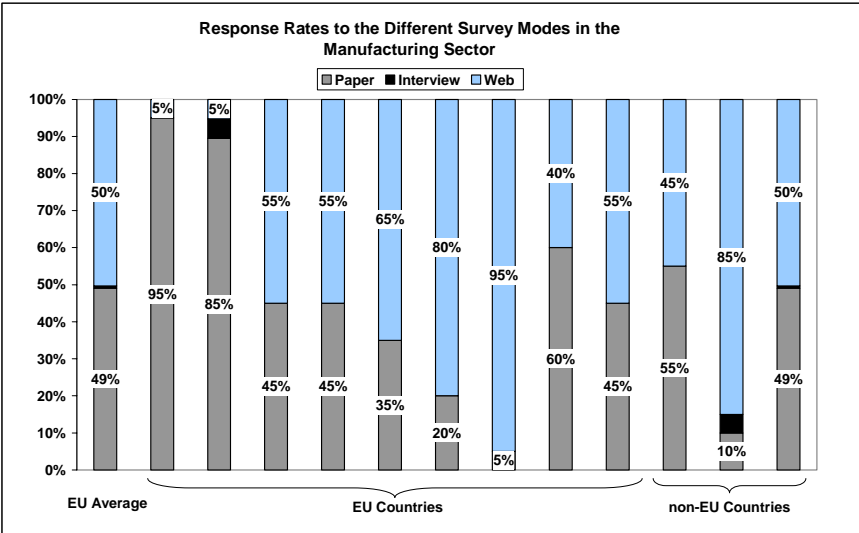
Implemented in the year	Manufacturing	Retail	Services	Construction	Investment
1998	Estonia	Estonia	Estonia	Estonia	
2000	Sweden, <i>Switzerland</i>	Sweden, <i>Switzerland</i>	Sweden, <i>Switzerland</i>	Sweden	
2001	Finland, <i>Brazil</i>		Finland, Germany	Finland	
2002	Luxembourg			Germany, Luxembourg	Finland
2003	Malta				
2004	Hungary, Germany, <i>Austria, Norway</i>	Hungary	Austria, Hungary	Austria, Hungary	
2005	France				Austria
2006	Portugal, <i>South Africa</i>	Portugal, <i>South Africa</i>	France, Portugal, <i>South Africa</i>	Portugal, <i>South Africa</i>	Portugal
Existing Web surveys	14	6	10	9	3
Web surveys planned for 2007/2008	Romania, Czech Rep., Latvia, Slovenia, Italy	Romania, Czech Rep., France, Latvia, Slovenia, Italy	Slovenia, Italy, Romania, Czech Rep., Latvia	Romania, Czech Rep., France, Latvia, Malta, Slovenia, Italy	Malta, Slovenia, Romania, Czech Rep., France

Five further EU countries plan to implement Web surveys in the coming two years, so that in the near-term future in the vast majority of EU countries business tendency data will be collected on the Internet. The remaining ten EU countries have not yet planned to conduct their business tendency surveys on the Web.

The response rates to the Web questionnaires differ strongly across countries. The lowest response rates are close to 5%, the highest at 95% and 80% (see Figure 1). As a rule, the earlier Web-based questionnaire was implemented, the higher are nowadays the reported response rates to the electronic mode. In all six countries (four in the EU) that have offered a Web survey before 2002 the majority of participants (over 50%, in three countries even over 80%) now prefer the electronic questionnaire over the paper counterpart. The experiences of the other institutes that have implemented the Web survey mode in the following years are very heterogeneous. While in four EU countries the response rates to the Web questionnaires are close to 50% or gaining in popularity (between 15% and 25%), they are at about 5% or even lower in the two other EU countries. In the manufacturing sector, on average of the nine EU countries, the response rate to the Web questionnaire is at about 50%. In the retail sector Web survey has been introduced only by three EU institutes and by one institute of a non-EU country. In two countries, the response rates to the Web questionnaire in the retail sector are somewhat lower, compared to the manufacturing sector. In the service sector, six institutes are conducting their surveys on the Web. Here the Web questionnaire is somewhat more popular than in the manufacturing sector; in three countries the response rates to the Web form are higher than in the other sectors. On average of the five countries, the response rate to the Web questionnaire in the service sector is above 50%. The Web survey seems to be somewhat less popular in the construction sector. Five institutes reported lower response rates to the on-line form than in the other sectors. However, an average response rate at about 37% in the construction sector is quite high, indicating that there is a considerable share of population in this sector that prefers Internet surveys over the traditional mode.

In the other countries – outside the EU – that have adopted Web surveys the response rates to the electronic version of the questionnaire in the manufacturing sector are at about 45% or above (at about 50% and 85% respectively). Only one non-EU country has implemented a Web questionnaire in the other sectors: the response rates to the Web form range here at about 30-40%.

Figure 1: Response Rates to the Web-based and Other Questionnaire Modes in Different Sectors



Relating the questionnaire design, there are two basic versions for the design of the Web form – a one-page and a multiple-page design. Both offer advantages and drawbacks. A one-page design (scroll form) closely follows the design of the established paper questionnaires and thus provides a better sense of orientation. A multi-page design allows automating skipping of questions, but may result in a longer down-load time. All institutes in the EU, except one, have chosen the one-page design for the Web questionnaire. Outside the EU two of four institutes are using a multiple-page questionnaire.

3. E-mail Surveys

E-mail is the most popular Internet feature and there are various ways, how it can be used for survey purposes. While the conventional mail and fax correspondences are rather of an official character, the E-mail offers a simple and fast form of communication. Furthermore, its existence has yield additional reasons for interaction with the survey participants, which is contributing to stronger social bonds, enhancing the response rates and improving the data quality. However, not all institutes have already embedded this instrument in their survey practices. Merely those nine institutes that have implemented a Web-based questionnaire are also using the E-mail tool extensively.

Table 3. Reasons for Using the E-mail

Email is used for the following reasons	Countries EU/non-EU
▪ Invitation letter to participate in the survey	10 / 2
▪ Information how to access the Web questionnaire	10 / 3
▪ The E-mail questionnaire	8 / 1
▪ Reminder to respond to the survey	14 / 2
▪ Dissemination of information about the results	7 / 1
▪ Dissemination of information how to access the results on the Web	10 / 1
▪ <i>E-mail is not used for survey purposes</i>	9 / 3

In the EU, all over 16 of 25 institutes are using the E-mail in the one or the other way for survey purposes. Ten institutes send the invitation to participate in the survey per E-mail and almost all institutes that have implemented a Web questionnaire, send the access details (the link and the password) electronically. All over 14 institutes find the E-mail very useful for the follow ups and the reminder. And 14 institutes send participants information about the survey results per E-mail, either directly or as a link to the corporate website.

All over, twelve institutes exploit all the communication opportunities on the electronic way (invitation to the survey, follow-up, information about the results).

Table 4. Countries that Implemented or Plan to Implement E-mail Surveys in Various Sectors

Implemented in the year	Manufacturing	Retail	Services	Construction	Investment
2000	Slovakia, Netherlands	Slovakia,		Slovakia	
2002	<i>Austria (abandoned)</i>		Slovakia, Germany	<i>Austria (abandoned)</i>	
2003	Italy, Belgium	Italy, Belgium	Netherlands, Italy, Belgium	Belgium	
2004				Italy	
2005	Czech Rep. <i>Romania</i>	Czech Rep. <i>Romania</i>	Czech Rep. <i>Romania</i>	Czech Rep. <i>Romania</i>	Czech Rep. <i>Romania</i>
2006		Greece	Greece	Greece	
Existing E-mail surveys	6	6	8	6	2

Relating the message format, of all 23 institutes in the EU and abroad that use the E-mail for survey purposes only 5 send their E-mail in the fancier HTML format, while 17 institutes adhere to the plain-text format, which is without controversy less worrisome. It is practical for short questionnaires. However, as the plain-text format does not allow any graphical or structural elements (as tables etc.) its visual appearance may lead to more mistakes and inaccuracies in longer questionnaires and be generally tiresome for the respondents to answer. Further drawback of the plain-text E-mail questionnaire is that it is difficult to create analysis software for it, as respondents can easily modify any area of the form.

Generally, it is easier for the participants to handle with an E-mail questionnaire than with Web based questionnaires, because it can be accessed directly. For the surveyor, the creation of an E-mail questionnaire is easy and inexpensive. However, only in eight EU countries an E-mail version of the questionnaire is offered to participants. Similarly to the Web surveys, those institutes with the longest E-mail survey tradition – Slovakia and the Netherlands – have today the highest response rates to the E-mail questionnaires, ranging at around 80% and 70% respectively in the manufacturing sector.

Only two institutes of 32 offer all survey modes (paper/interview, Web and E-mail questionnaires) simultaneously. In both countries the E-mail questionnaire enjoys a similar popularity as the Web questionnaire. However, while it is quite low (about 5%) in the one country, the response rate in the other country lies at around 30% to both electronic survey modes.

Among the EU institutes that have not yet implemented a Web survey, six are offering an E-mail questionnaire in addition to the traditional mode. The popularity of this survey mode also differs strongly across countries and also across sectors (see Figure 2). As in all EU countries the E-mail questionnaire is sent in the plain-text format, the different popularity must result from other reasons than pure design issues. The length of the questionnaire or cultural aspects may be the source of variety.

In the manufacturing sector, the average response rate to the E-mail questionnaire of the six EU institutes amounts circa 33%. As mentioned above, in two countries this survey mode has become highly popular achieving response rates of more than 70%. In two other EU countries 20%-25% of participants respond per E-mail while the rest per mail or fax. In the remaining two EU countries the response rates to the E-mail questionnaire are negligible (below 1%).

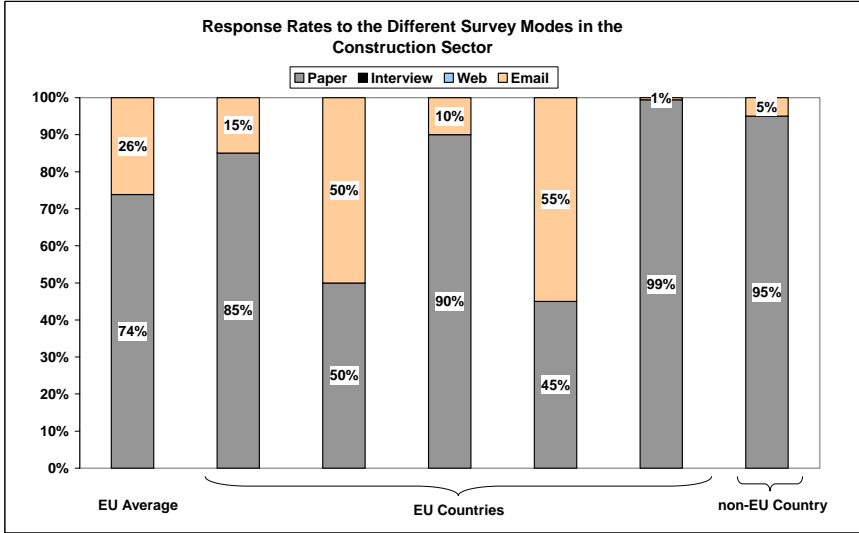
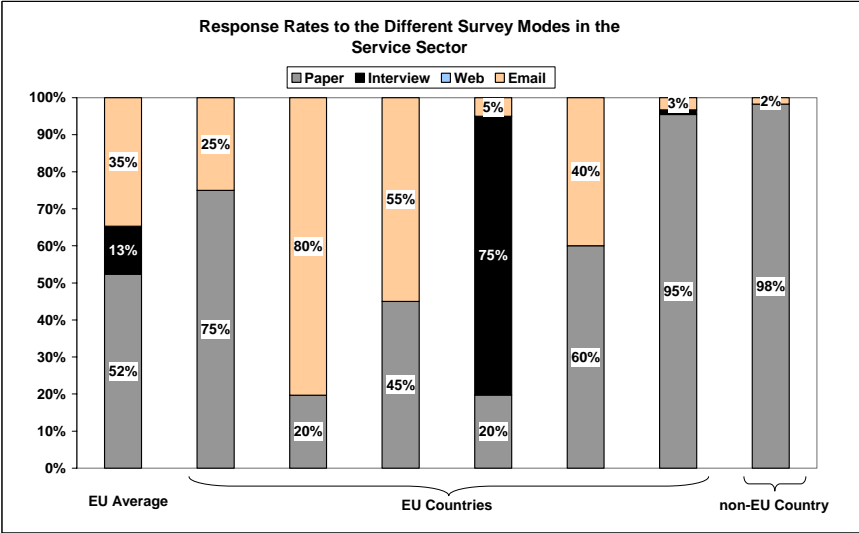
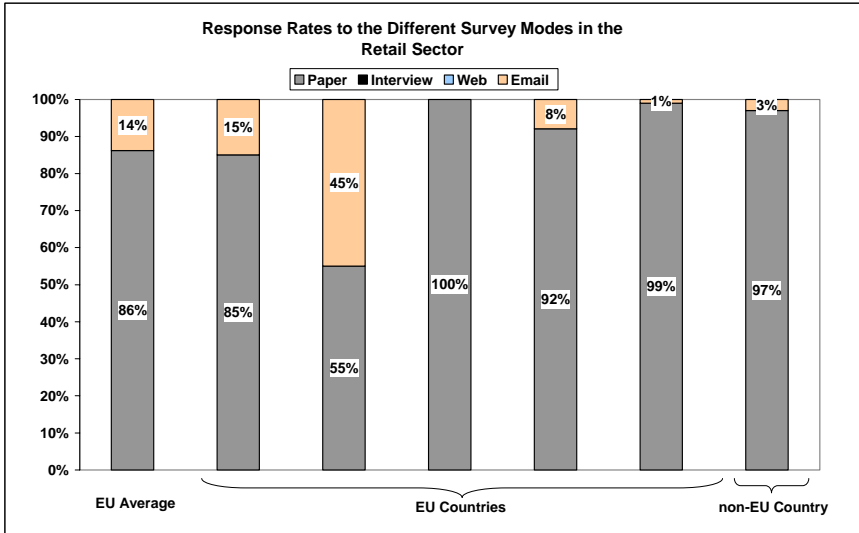
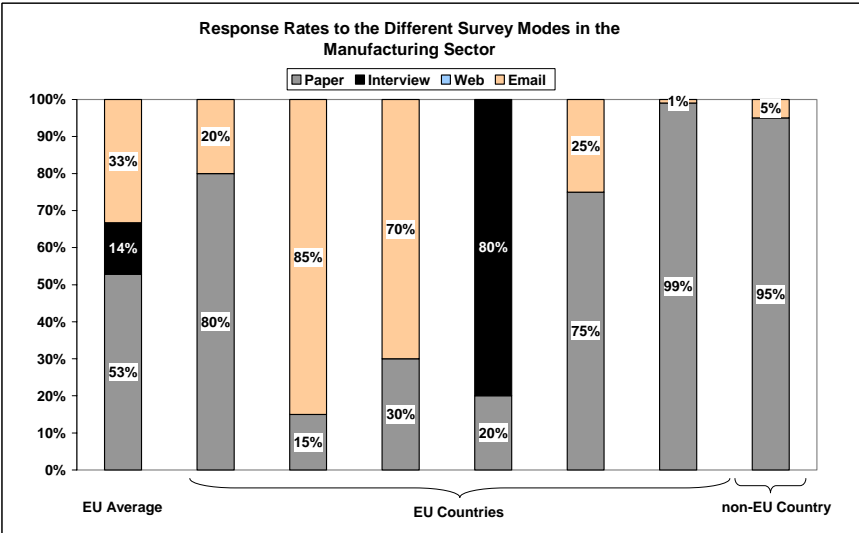
Similar picture can be observed in the service sector. However, the acceptance of the E-mail questionnaire is here somewhat higher – at about 35% on average of the six EU institutes. Also in this sector the response rates to the E-mail form range from 25% to 80% in four of six countries, while being below 5% in the other two EU countries. In contrast, in the retail sector the average response rate to the E-mail questionnaires is at around 14% much lower than in the manufacturing and the service sector. In only one country, ca. 45% of survey responses are collected via E-mail. While in other four countries that offer an E-mail questionnaire in the retail sector this share is below 15%. In the construction sector the E-mail version seems to be more welcome than in the retail sector. However, the average response rate of five EU institutes that have an E-mail survey in this sector is below 30%. But also here the experiences of the institutes are quite different, while about half of the respondents prefer the

electronic version of the questionnaire in two countries, in the other countries only about 10% to 15% or even only 1% responds via E-mail.

Outside the European Union only one institute is conducting its business tendency survey simultaneously by traditional mail and E-mail. Here the response rates to the E-mail version of the questionnaire are in all sectors below 5%.

Another aspect that is important to be mentioned in the context of E-mail communication are the E-mail bounce rates. A proportion of E-mails is always rejected due to errors in the E-mail address but also due to Spam filters on the respondent site. The majority of institutes reported an overall bounce rate below 5%, which indicates that the E-mail is a quite reliable and comfortable communication tool. According to the institutes' estimations, of those E-mails that do not reach the recipients, about 20% are due to Spam-filter, and the remaining 80% of E-mails return due to invalid E-mail addresses.

Figure 2: Response Rates to the E-mail Questionnaires and Other Questionnaire Modes in Different Sectors



4. The Overall Experience with the Internet as Survey Instrument

Keeping up-to-date with the latest design and technological requirements can be challenging, time and work-intensive. However, according to the majority of surveyed executives, as a survey instrument Internet is practical for both sides – the surveyor and the survey participants. Nevertheless, in four countries the executives stated that it is still problematic for the respondents to participate in a survey via Internet. Four of the five institutes reported that also the implementation of an Internet based survey mode was rather problematic (see Annex, Table 1. for a detailed country break-down).

Table 5. Practicability of the Internet as Survey Instrument for Participants and the Surveyor

Practicability of the Internet for surveying	Very practical	Practical	Somewhat problematic	Problematic	Total
For Participants	8	9	4	1	22
For the Surveyor	12	6	4	1	23

Concerning the overall experience with the different survey modes, the traditional survey mode – the paper questionnaire – has been assessed throughout positive. Nevertheless, six institutes reported to have also an excellent experience with the Web based questionnaire mode and four institutes with the E-mail questionnaire. Five institutes reported to have even a better experience with the Web questionnaire than with the traditional paper-and-pencil technique. Five further institutes regard both modes as equally good. All over 17 institutes described their experience with the electronic modes – Web and E-mail – as good or satisfactory. However, none of the 15 institutes that use electronic questionnaires has abandoned the traditional survey mode, indicating that mixed-mode surveys will be the near-term future.

All over six institutes would prefer to conduct their surveys via traditional mail and fax rather than on the Internet (see Annex, Table 2): There were two institutes that reported a bad experience with both electronic modes. Two institutes had particular negative experience with the E-mail and two further with the Web survey.

Table 6. The Overall Experience of the Institutes with the Different Survey Modes

Experience with the different survey modes	Very good	Good	Satisfactory	Rather bad / bad	Total
Paper questionnaire	9	12	4	0	25
Email questionnaire	4	3	2	4	13
Web questionnaire	6	4	1	4	15

The overall experience with the Web survey seems to be independent of the chosen questionnaire format. Both institutes that use a multiple-page design of the questionnaire have reported a positive experience with the Web survey mode. Although these results are far from being representative they indicate that both questionnaire designs may be suitable for business tendency surveys.

Only few institutes have systematically analyzed the data quality aspects in Internet surveys, such as validity and reliability. The empirical evidence is very mixed. While three institutes found no differences in response accuracy, item non-response and validity, four institutes report different response patterns for different survey modes. These findings yield the conclusion that this area of inquiry is still quite unexplored, and questions on data quality in different survey modes are to be addressed in the future.

Summary and Research Outlook

This report summarized the present survey practices in Europe and some countries on other continents. The history of Internet surveys is still very young – the experiences so far very different. While some institutes can not imagine surveying without the Web, others are facing financial and operational constraints to a development of a user friendly and effective Internet survey tool. It is still too early to make a summary judgement and promoting this tool, but the research findings indicate that Internet modes are becoming more and more imperative in Business Tendency Surveys, being a preferable survey mode by a significant proportion of participants. In the EU manufacturing sector, already a half of the data is collected with Web questionnaires, the Web response rates in the service sector are even higher, indicating that in the very near future, the majority of EU business survey data will be collected via Internet. However, the Internet survey methodology and techniques are still very immature, as can be seen at different experience reports about the electronic modes. An absolutely open question remains the data quality from Internet business surveys. Therefore, the future task will be to summarize existing and if necessary to develop new methods specifically for the analysis of data quality from Internet surveys. These methods have to encompass issues of representativeness and specific weighting, the analysis of reliability of the Internet as a survey tool and exploration of possible bias in survey data collected by the Internet.

Further interesting research area is on the new kinds of scales and interactive elements, which application was difficult on paper, but can be easily adopted on the Web (such as the visual analog scale). The potentials of different question formats for business tendency forecasts are also still completely unexplored.

Based on research findings specific Web survey tools can be developed. Once created, they can be easily adopted by other BTS institutes, spurring know-how transfer and harmonization of survey data in the European Union and abroad. Not until comments as the following cease to be exceptional in surveys like this, we can be content with having found the right way: *“Web has been a useful tool since it has increased efficiency and reduced manual work related to the surveys. It has helped us to have a good control on costs and has made it possible to increase sample size without very much additional work. It has proved to be quite reliable and we have found no major differences in responses compared to the traditional method (paper, mainly fax).”*

Part II - Annex

Table 1. Practicability of the Internet as Survey Instrument and the Overall Experiences with the Different Questionnaire Modes

Countries	Practicability of the Internet as a survey instrument		Experience with the different questionnaire modes		
	For Participants	For the Surveyor	Paper questionnaire	Email questionnaire	Web questionnaire
EU Countries					
1	😊	😊😊	😊		😊
2	😊😊	😊😊	😊	😞	😊😊
3	😞😞	😞	😊	😊	😞
4	😊😊	😊😊	😊		😊😊
5	😊	😊😊	😊😊		😊😊
6	😊	😊	😊	😞😞	😞
7	😊	😊😊	😊		😊😊
8	😊😊	😞	😊😊	😊	😊
9	😊😊	😊😊	😊	😊	😊
10	😊	😊	😊		
11	😊😊	😊😊	😊😊	😊😊	
12	😊	😊😊	😊	😊😊	
13	😊	😊😊	😊	😊😊	
14	😞	😞😞	😊	😊	
15	😊😊	😊	😊	😊	😊
16	😞	😞	😊😊	😊😊	
17			😊		
19			😊😊		
21			😊😊		
Non-EU Countries					
26	😞	😊	😊😊	😞😞	
27		😊😊	😊😊	😞	😞
28	😊😊	😊😊	😊		😊😊
29	😊	😊	😊		😊
30	😊😊	😊😊	😊		😊😊
31	😊	😊	😊		
32	😞	😞	😊😊		😞

😊😊 very positive, 😊 positive, 😊 satisfactory, 😞 rather bad, 😞😞 bad

Countries		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Email	Survey invitation	x	x		x	x	x	x	x	x			x			x		
	Access to the Web questionnaire	x	x		x	x	x	x	x	x	x		x					
	Email questionnaire			x					x			x	x	x	x	x	x	
	Reminder	x	x	x	x	x		x	x	x	x	x	x	x	x	x		
	Information on results						x		x			x	x	x	x		x	
	Information about the website		x		x	x		x	x	x	x		x			x	x	
	Email is not used for surveying																x	x
	Format	html	plain-text	html	plain-text	html	plain-text	plain-text	plain-text	plain-text	plain-text	html	plain-text	plain-text	plain-text	plain-text	plain-text	plain-text
Bounce Rate	3-5%	< 1%	< 1%	1-3%	3-5%	< 1%	1-3%	3-5%	1-3%	< 1%	< 1%	1-3%	1-3%	< 1%	1-3%	< 1%	1-3%	
Web	Website of the institute	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	
	Results provided to the public		x		x	x	x	x	x	x	x	x	x	x		x	x	
	Individualized results		x			x			x				x					
	Web questionnaire	x	x	x	x	x	x	x	x	x	x							
	Web is not used for surveying														x			
Questionnaire mode implementation																		
Manufacturing	Email									2002			2000	2000	2003	2003	2003	
	Web	2003	1998	2002	2000	2005	2004	2001	2004	2004	2006				2008	2007		
Retail	Email											2006	2000		2003	2005	2003	
	Web		1998		2000	2008	2004				2006				2008	2007		
Services	Email								2002	2002		2006	2002	2003	2003	2005	2003	
	Web		1998		2000	2006	2004	2001	2001	2004	2006				2008	2007		
Construction	Email									2002		2006	2000		2004	2005	2003	
	Web	2007	1998	2002	2000	2007	2004	2001	2002	2004	2006				2008	2007		
Investment	Email															2005		
	Web	2007				2007		2002		2005	2006					2007		
Response rates																		
Manufacturing	Paper	45%	5%	85%	20%	75%	95%	35%	45%	60%		80%	15%	30%	20%	75%	99%	
	Interview			5%											80%			
	Web	55%	95%	5%	80%	25%	5%	65%	55%	40%								
	Email			5%									20%	85%	70%		25%	1%
Retail	Paper		15%		47%	100%	90%					85%	55%		100%	92%	99%	
	Interview																	
	Web		85%		53%		10%						45%					
	Email											15%				8%		
Services	Paper		5%		40%	85%	85%	25%	40%	40%		75%	20%	45%	20%	60%	95%	
	Interview														75%		1%	
	Web		95%		60%	15%	15%	75%	30%	60%								
	Email								30%			25%	80%	55%	5%	40%	3%	
Construction	Paper		1%	87%	35%	100%	98%	35%	70%	70%	97%	85%	50%		90%	45%	99%	
	Interview			5%														
	Web		99%	3%	65%		2%	65%	30%	30%	3%							
	Email			5%								15%	50%		10%	55%	1%	
Investment	Paper					100%		50%		85%					29%	80%		
	Interview														70%			
	Web							50%		15%								
	Email														1%	20%		
Web questionnaire design		one-page	one-page	one-page	one-page	one-page	one-page	one-page	one-page	multiple-p	one-page		one-page					

Countries		17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
Email	Survey invitation												x		x			
	Access to the Web questionnaire												x	x	x			
	Email questionnaire											x						
	Reminder												x		x			
	Information on results												x					
	Information about the website															x		
	Email is not used for surveying	x	x	x	x	x	x	x	x	x	x	x					x	x
	Format	plain-text				plain-text				plain-text			html	plain-text	plain-text	plain-text		
Bounce Rate				< 1%					< 1%			3-5%	1-3%	3-5%	5-10%			
Web	Website of the institute	x		x	x	x				x	x	x	x	x	x	x	x	
	Results provided to the public	x		x	x	x				x	x	x	x	x	x	x	x	
	Individualized results																x	
	Web questionnaires												x	x	x		x	
	Web is not used for surveying		x					x	x	x								
Questionnaire mode implementation																		
Manufacturing	Email																	
	Web					2008		2008					2005					
Retail	Email												2005					
	Web					2008		2008					2007	2000			2006	
Services	Email												2005					
	Web					2008		2008					2007	2000			2006	
Construction	Email												2005					
	Web					2008		2008					2007				2006	
Investment	Email												2005					
	Web					2008							2007					
Response rates																		
Manufacturing	Paper					95%					65%	95%	45%	55%	10%			
	Interview					5%					35%				5%			
	Web												55%	45%	85%			
	Email												5%					
Retail	Paper					70%					55%	97%	70%					
	Interview					30%					45%							
	Web												30%					
	Email												3%					
Services	Paper					80%					60%	98%	60%					
	Interview					20%					40%							
	Web												40%					
	Email												2%					
Construction	Paper					90%					65%	95%	60%					
	Interview					10%					35%							
	Web												40%					
	Email												5%					
Investment	Paper					90%					70%	95%						
	Interview					10%					30%							
	Web																	
	Email												5%					
Web questionnaire design												one-page	multiple-p.	multiple-p.		one-page		