Answering Practices Survey of CBI Industrial Trends Survey respondents

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Jonathan Wood
Head of CBI Survey Management Group

jonathan.wood@cbi.org.uk

ITS Answering Practices Survey

- Conducted to improve our understanding of ITS answering practices to aid interpretation of survey results
- Sixth APS
- Eight new questions added, many questions repeated so we can compare consistency of answering practices over time
- Conducted between 9th and 30th April 2008
- 302 responses (213 exporters) over half of usual ITS response rate

Outline slide

- What is the ITS and who answers it?

- Main technical results of APS, categorised as follows:
- Main influences behind results
- Statistical issues such as seasonality
- Whether respondents adhere strictly to the question being asked
- Respondents' interpretation of complex concepts used in survey questions

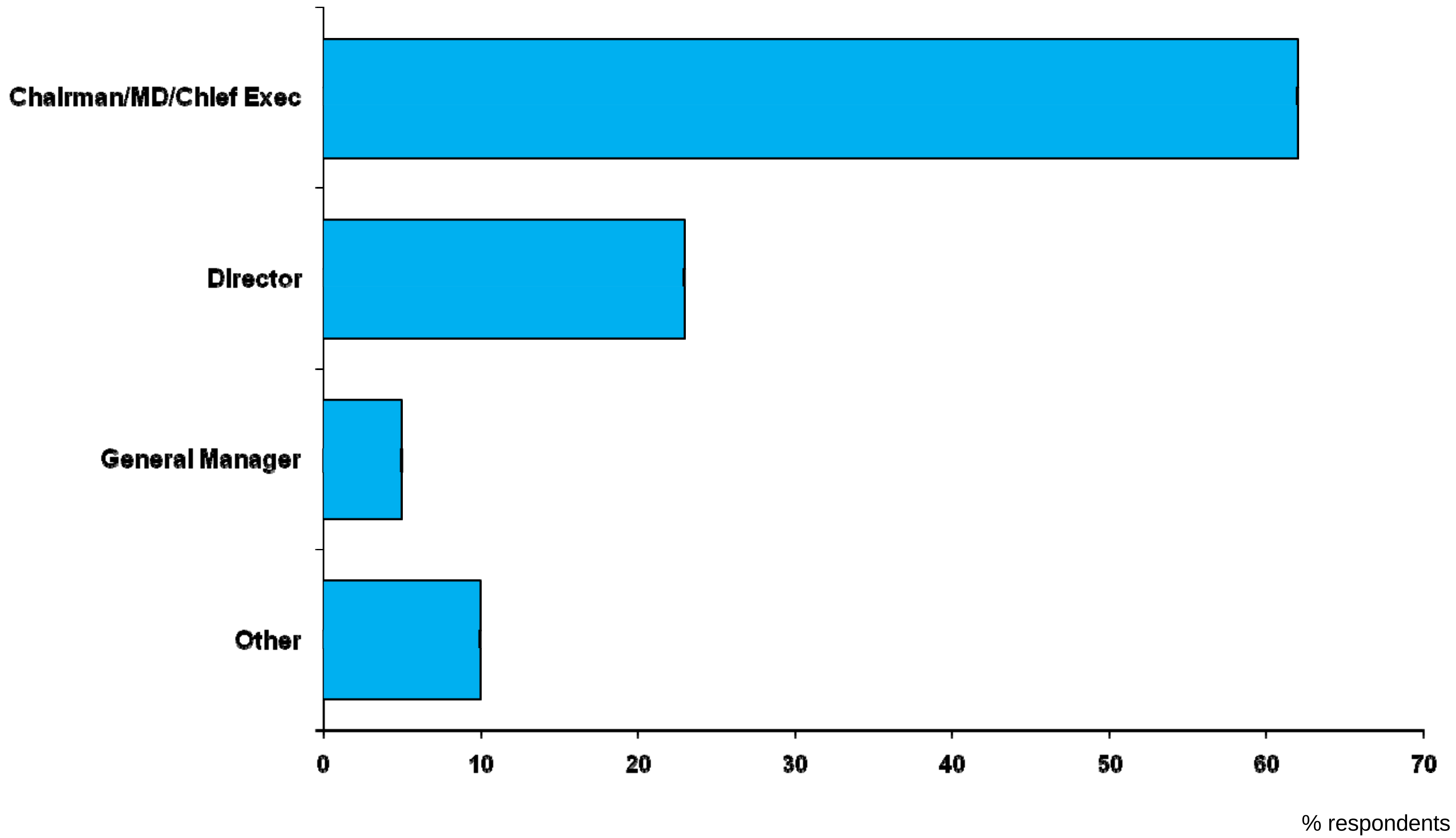
- Survey management questions

- Conclusions

Industrial Trends Survey

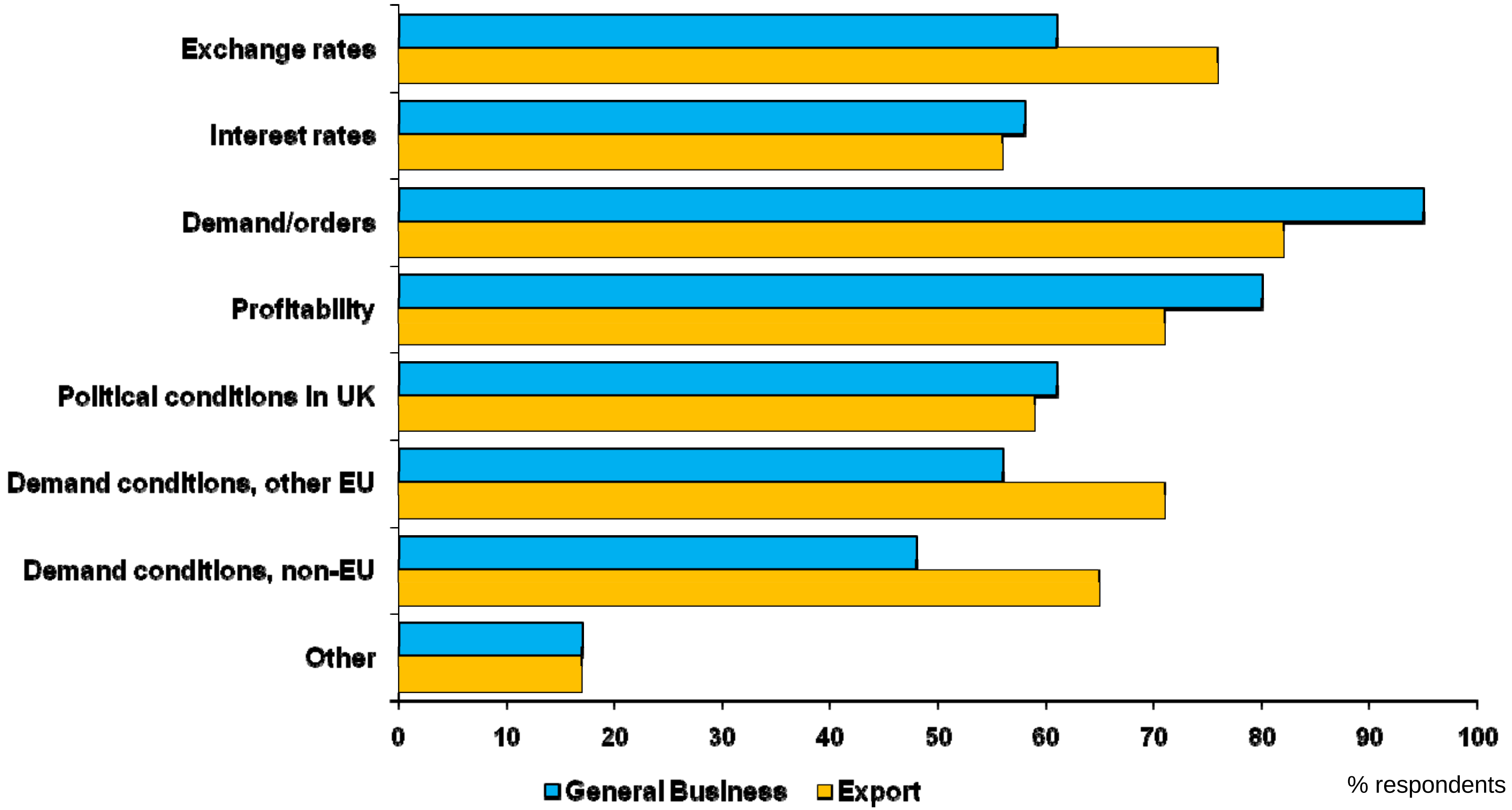
- Launched in 1958 - celebrated 50th anniversary in July
- Quarterly surveys (Jan, Apr, Jul, Oct)
- 17 questions covering a broad range of topics
- 50 industries – complete coverage of manufacturing sector
- Shorter monthly survey, Monthly Trends Enquiry, launched in 1977
- 400 to 600 respondents
- Used by policy makers, financial institutions, academics and journalists

Who fills in the ITS questionnaire?

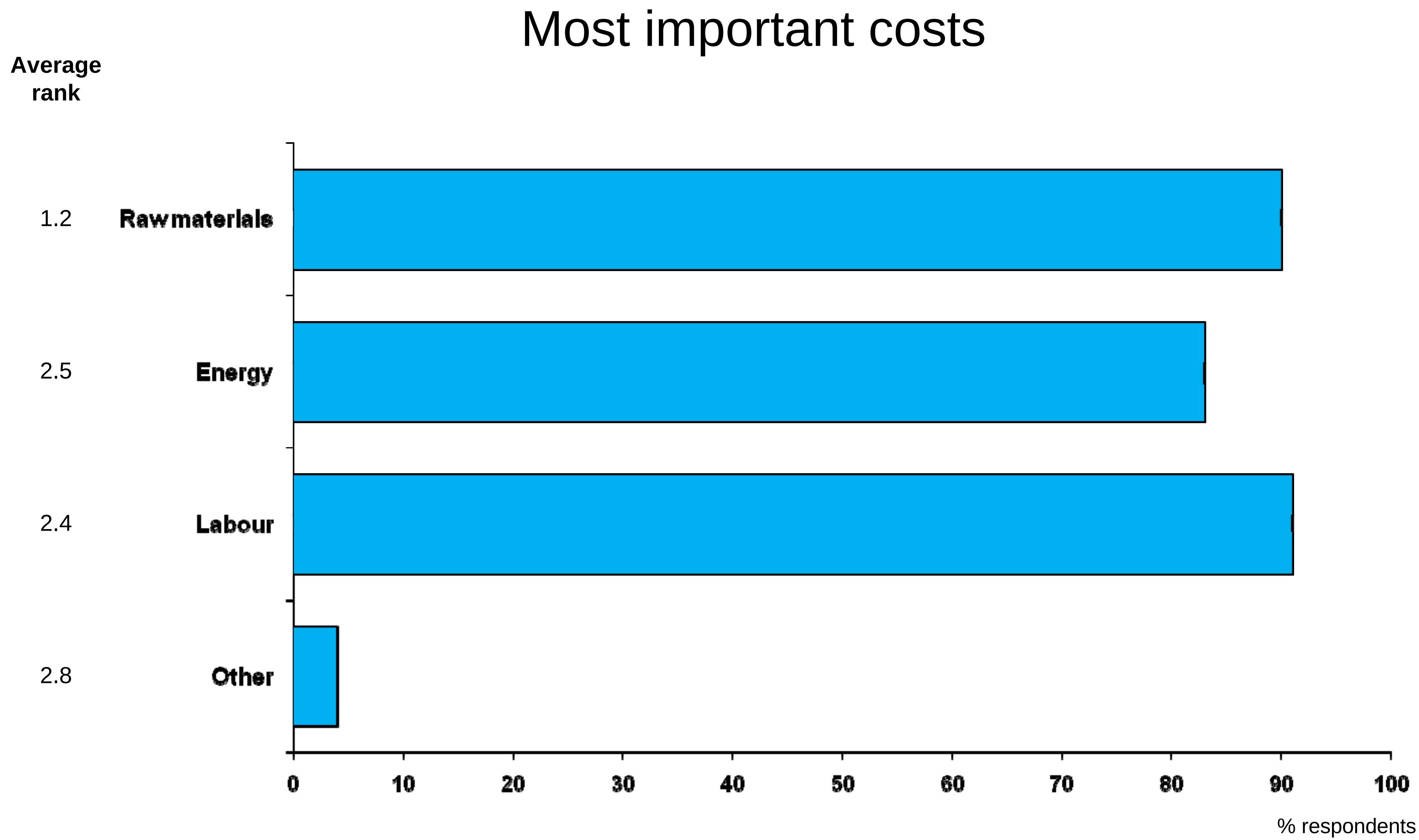


Main influences 1

Determinants of business and export optimism

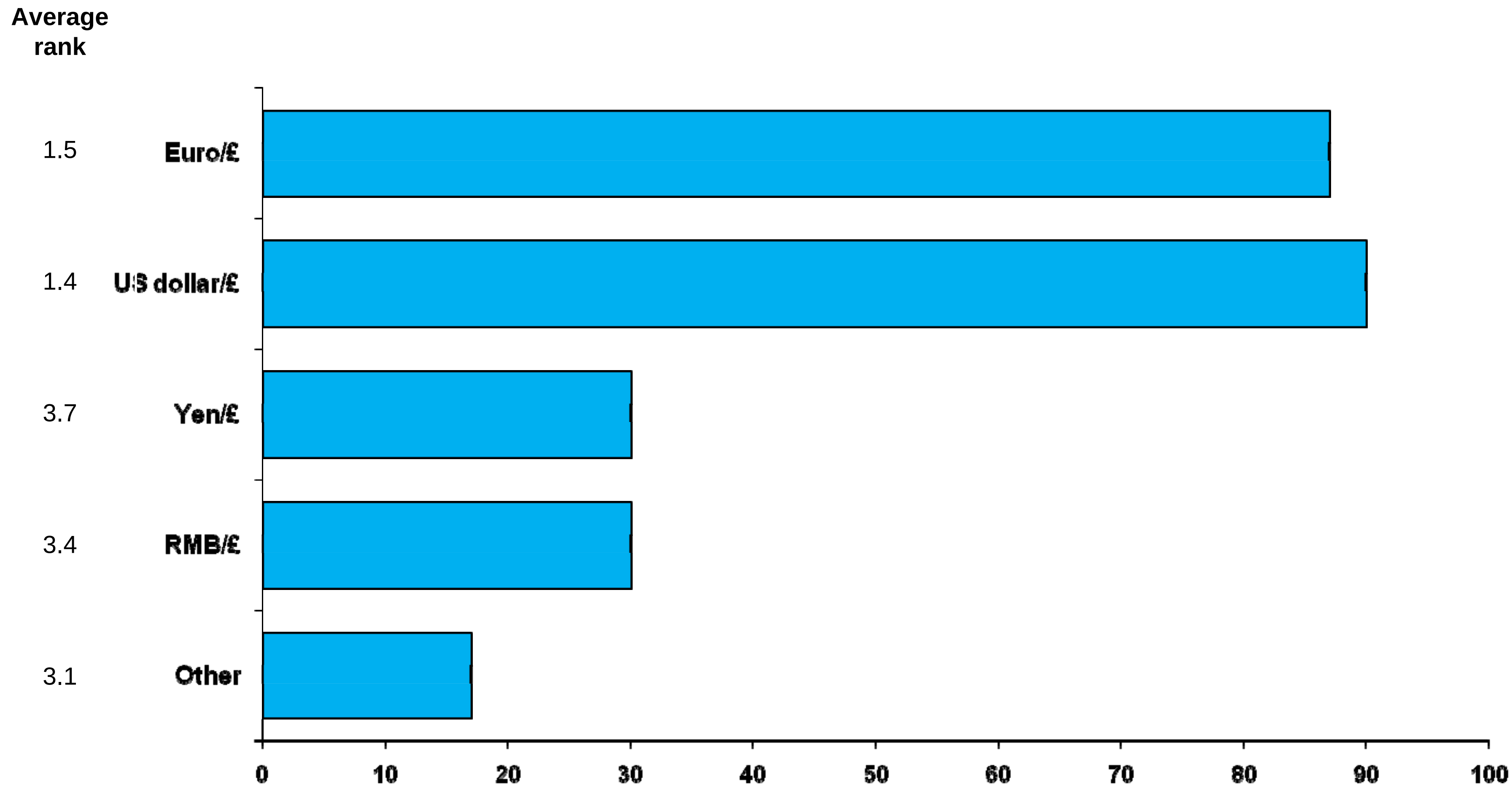


Main influences 2



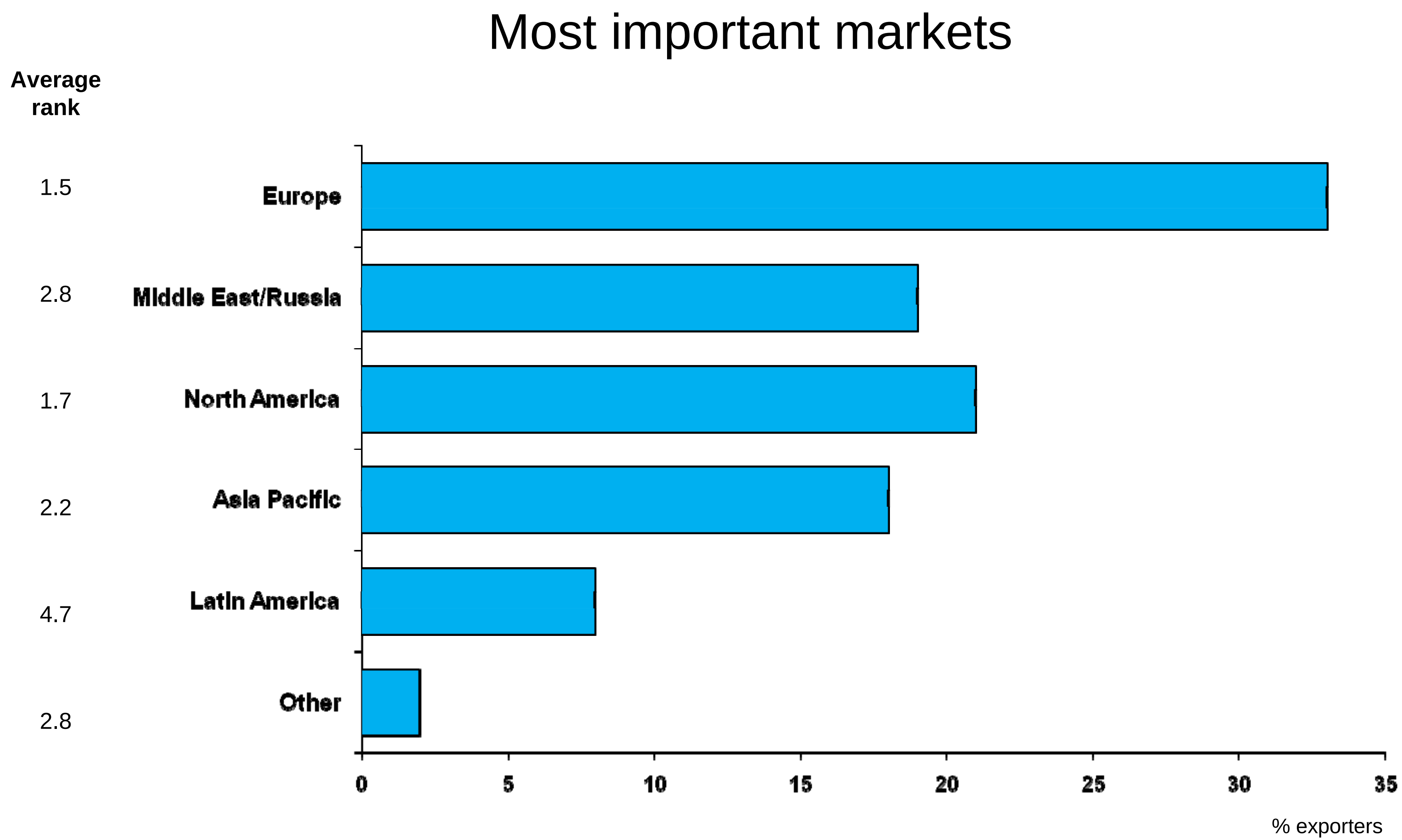
Main influences 3

Most important exchange rates



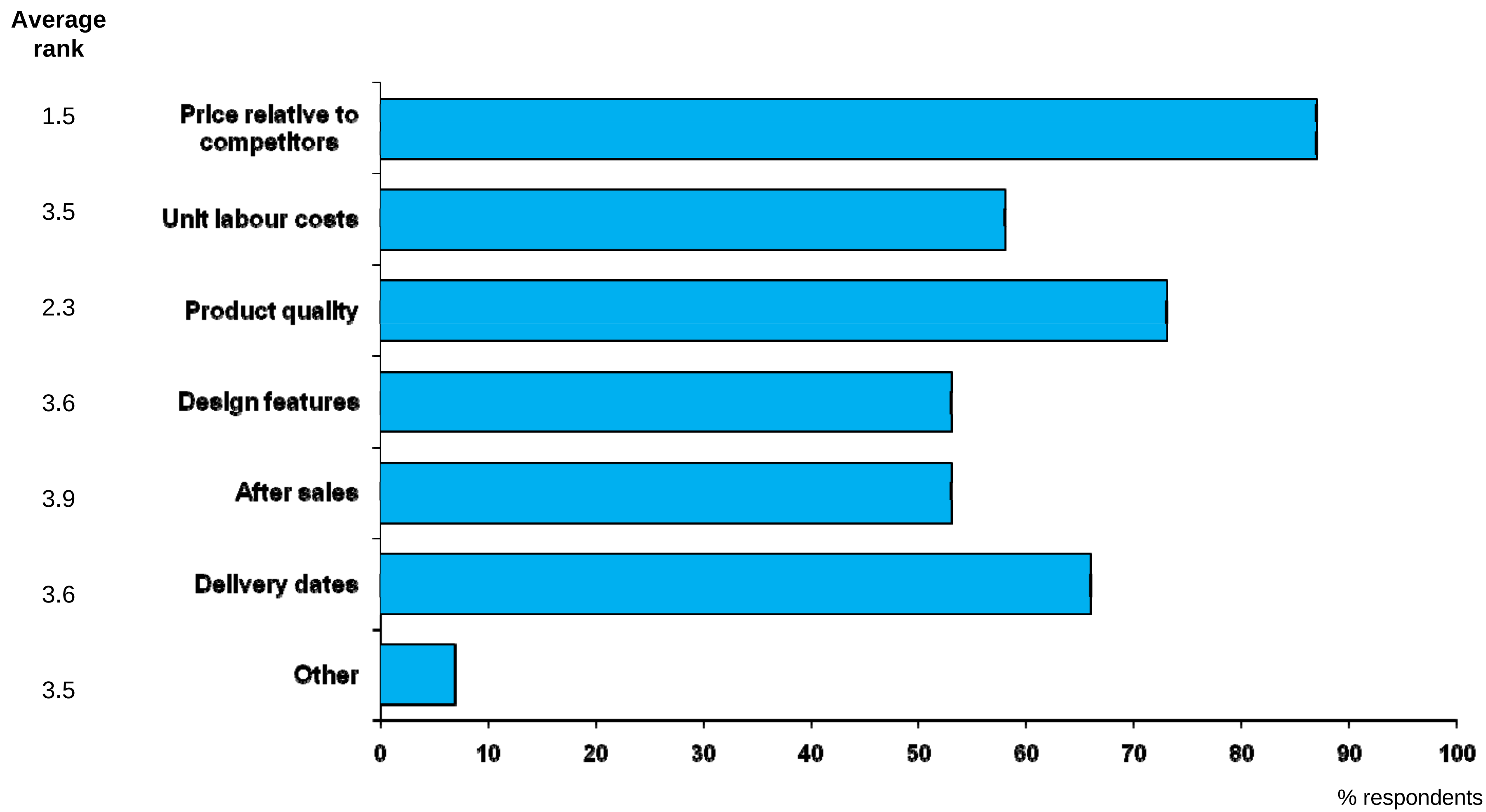
% respondents answering Q15 with reference to a specific exchange rate

Main influences 4



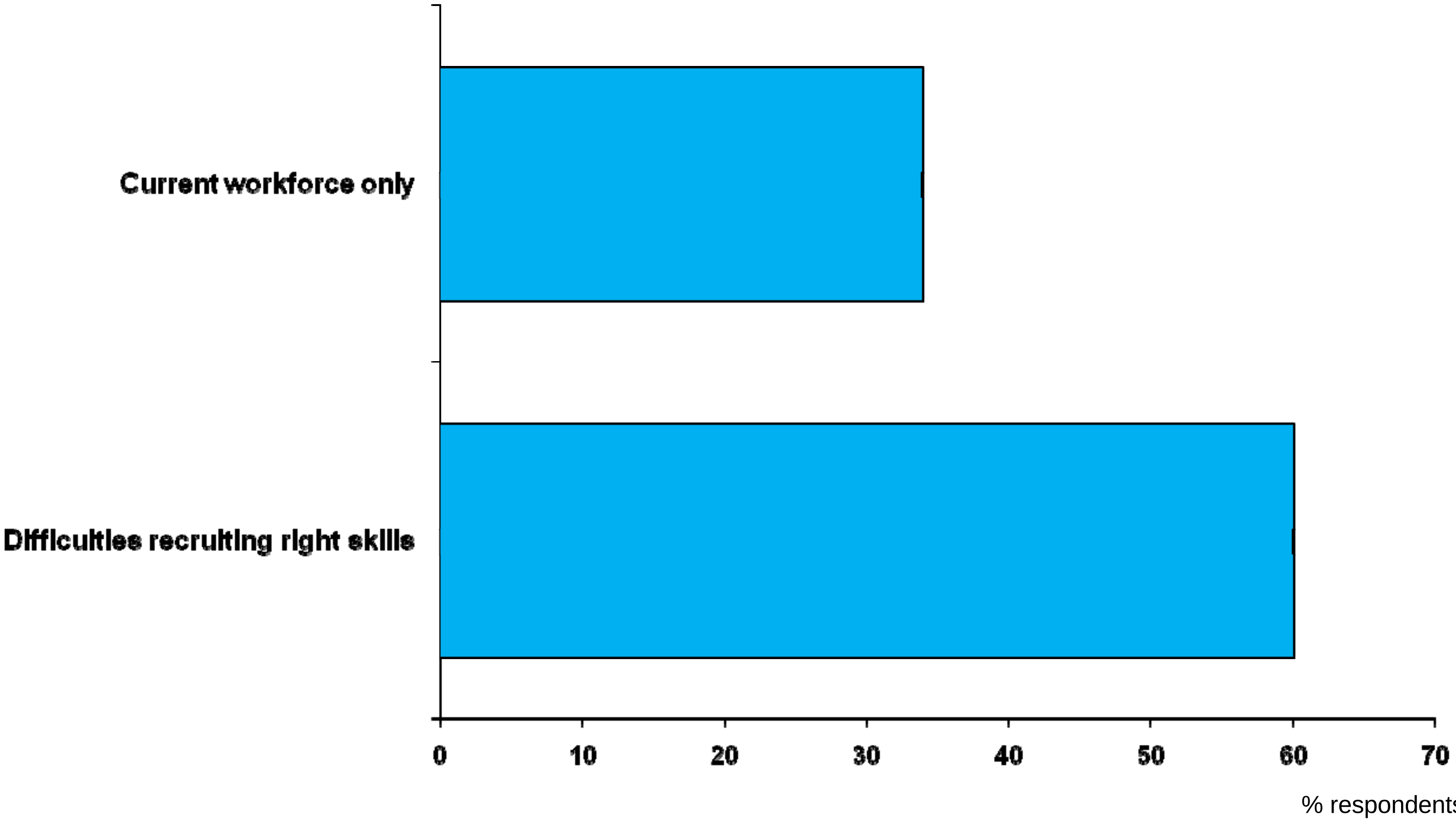
Main influences 5

Drivers of competitiveness (in UK market)



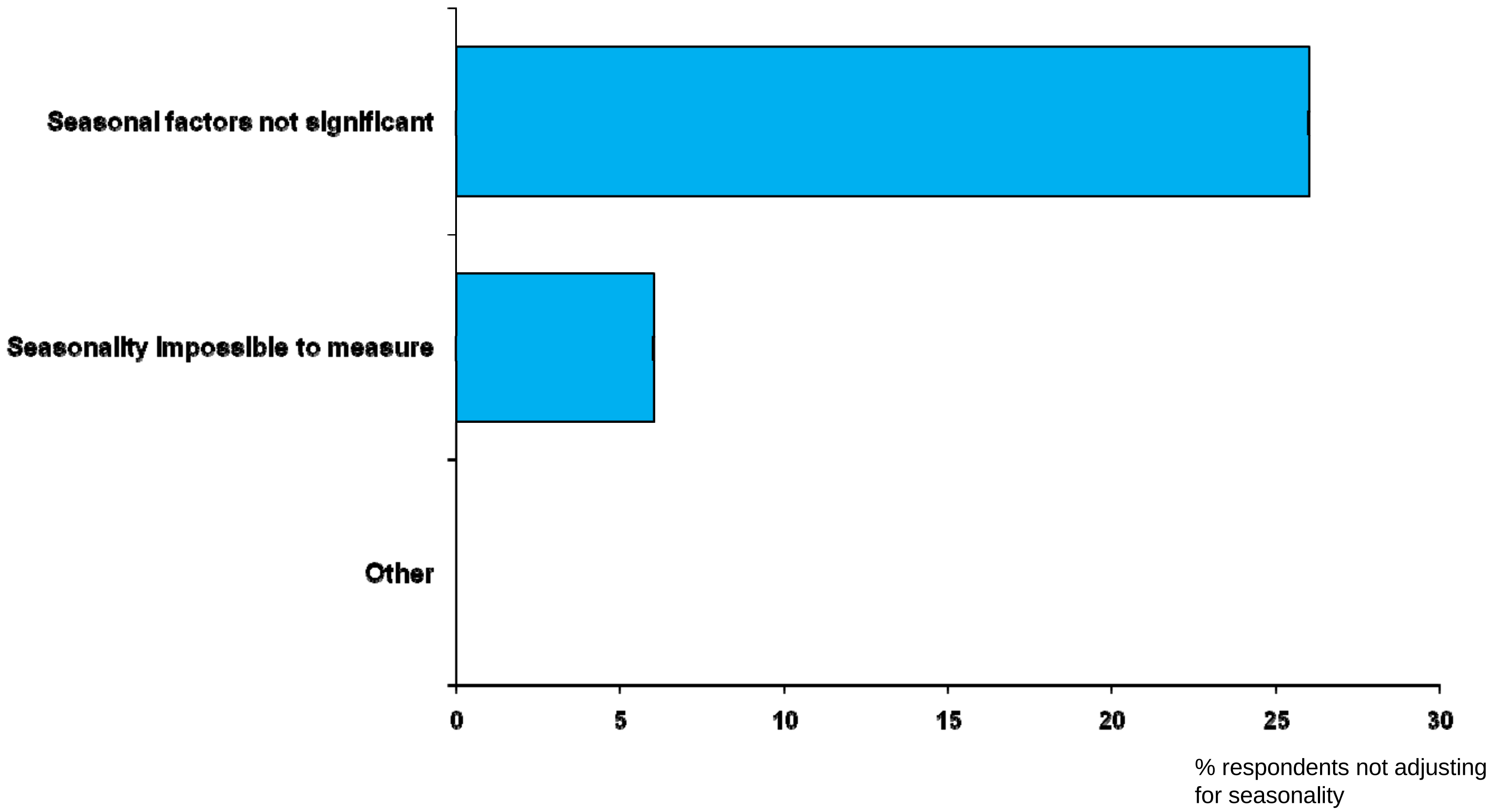
Main influences 6

Types of labour constraints



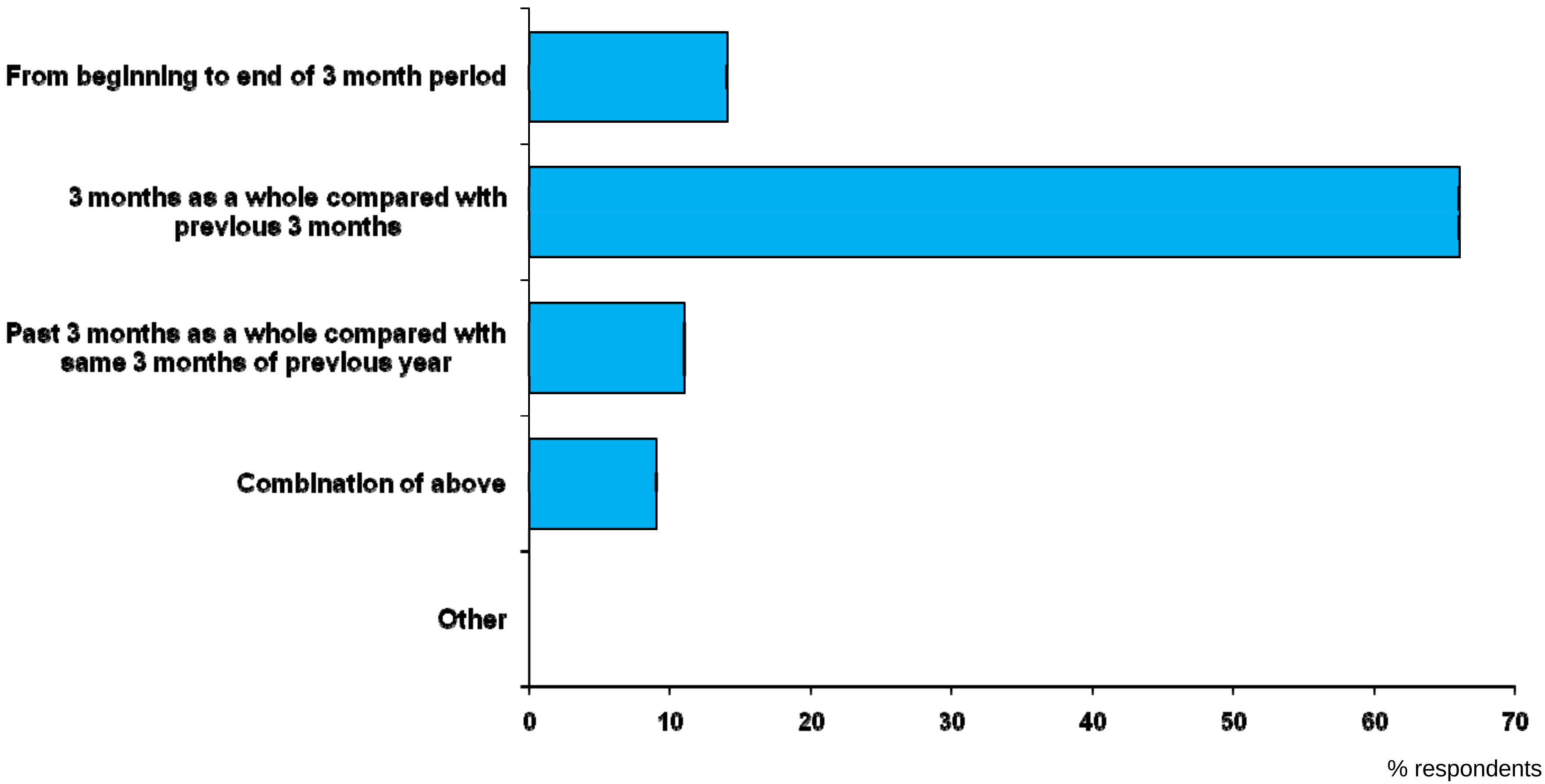
Statistical issues 1

Reasons why answers are not adjusted for seasonality



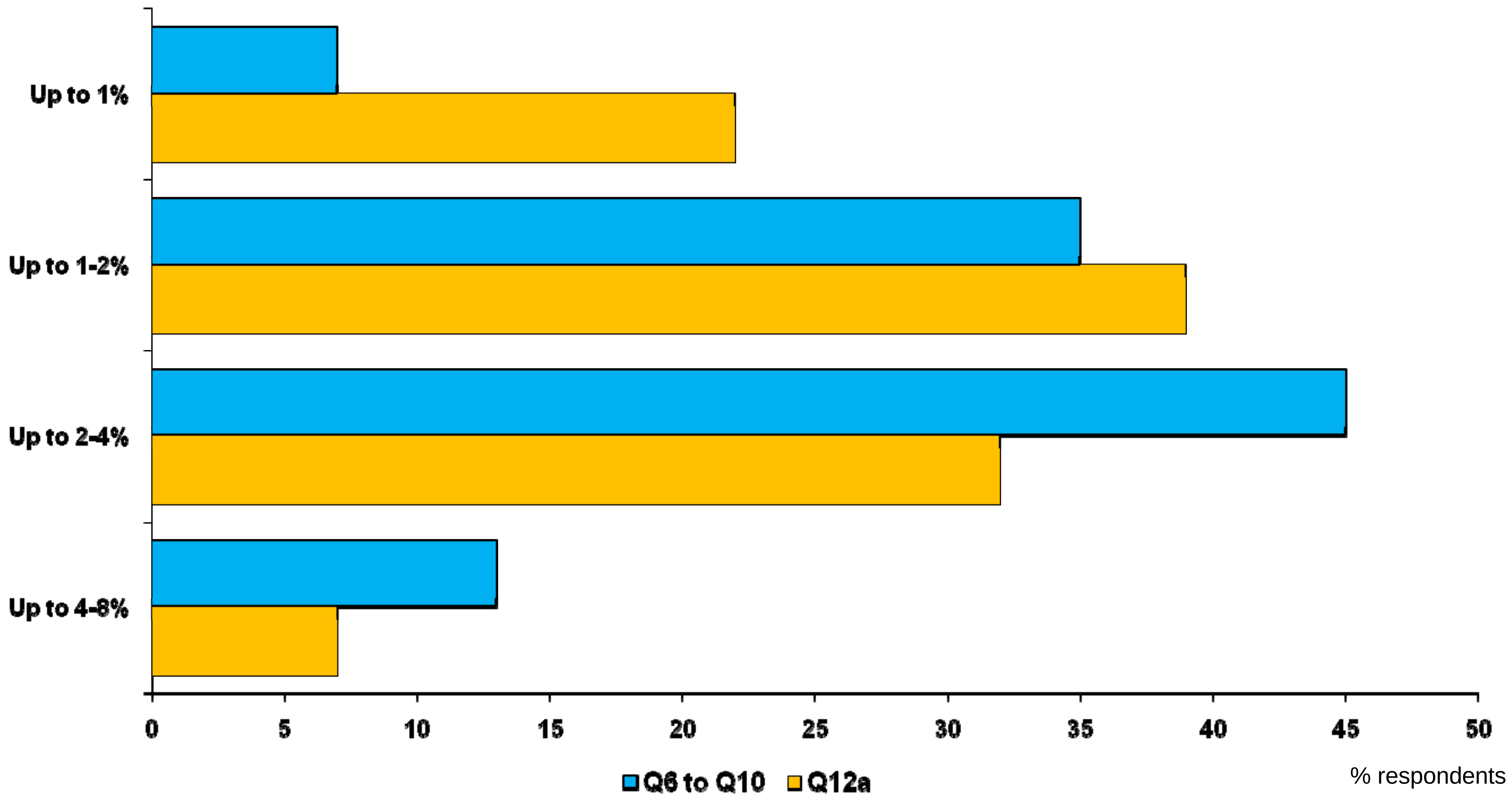
Statistical issues 2

Interpretation of 'trend over past three months'



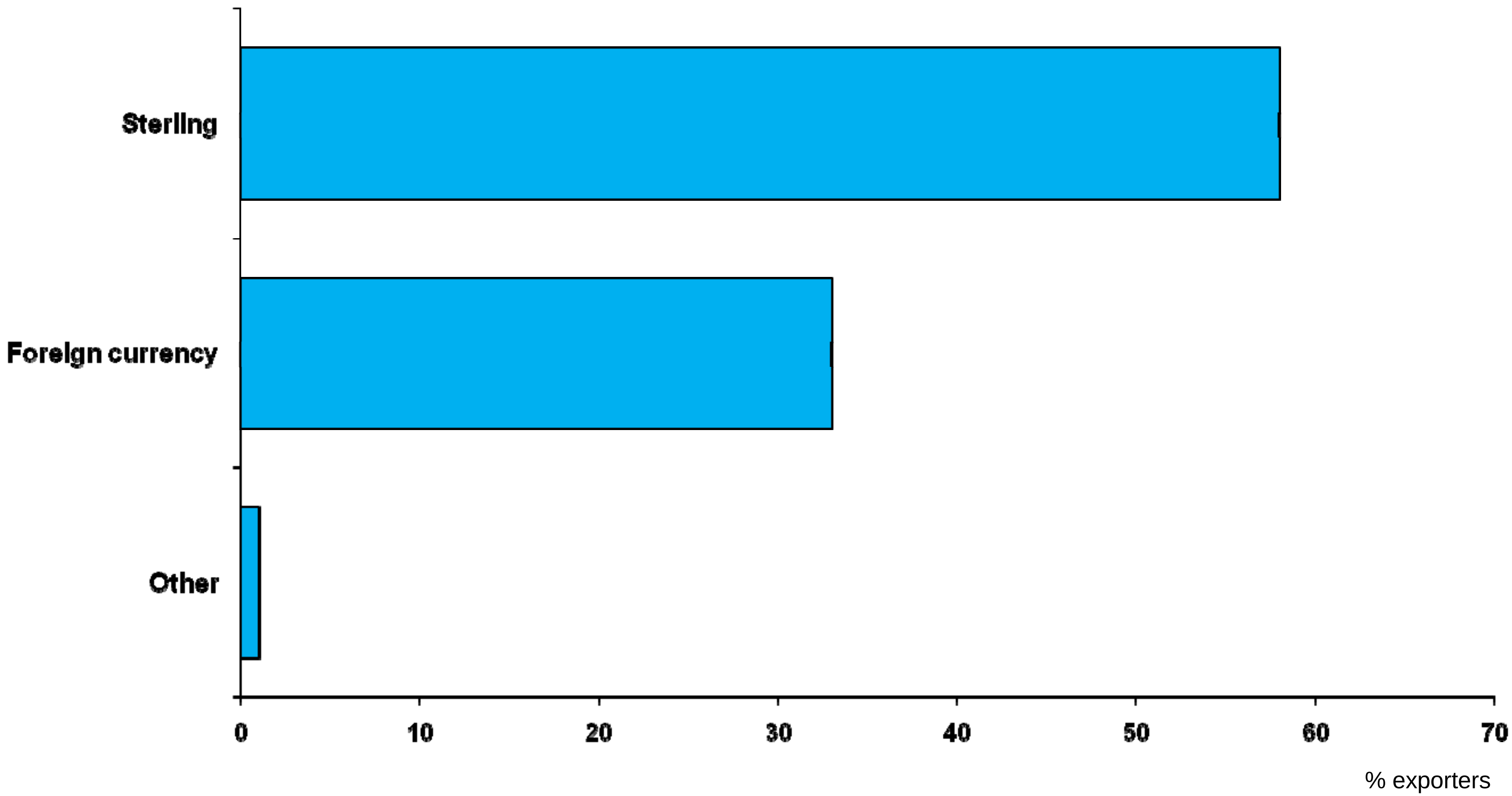
Statistical issues 3

Range of movement regarded as the 'same'



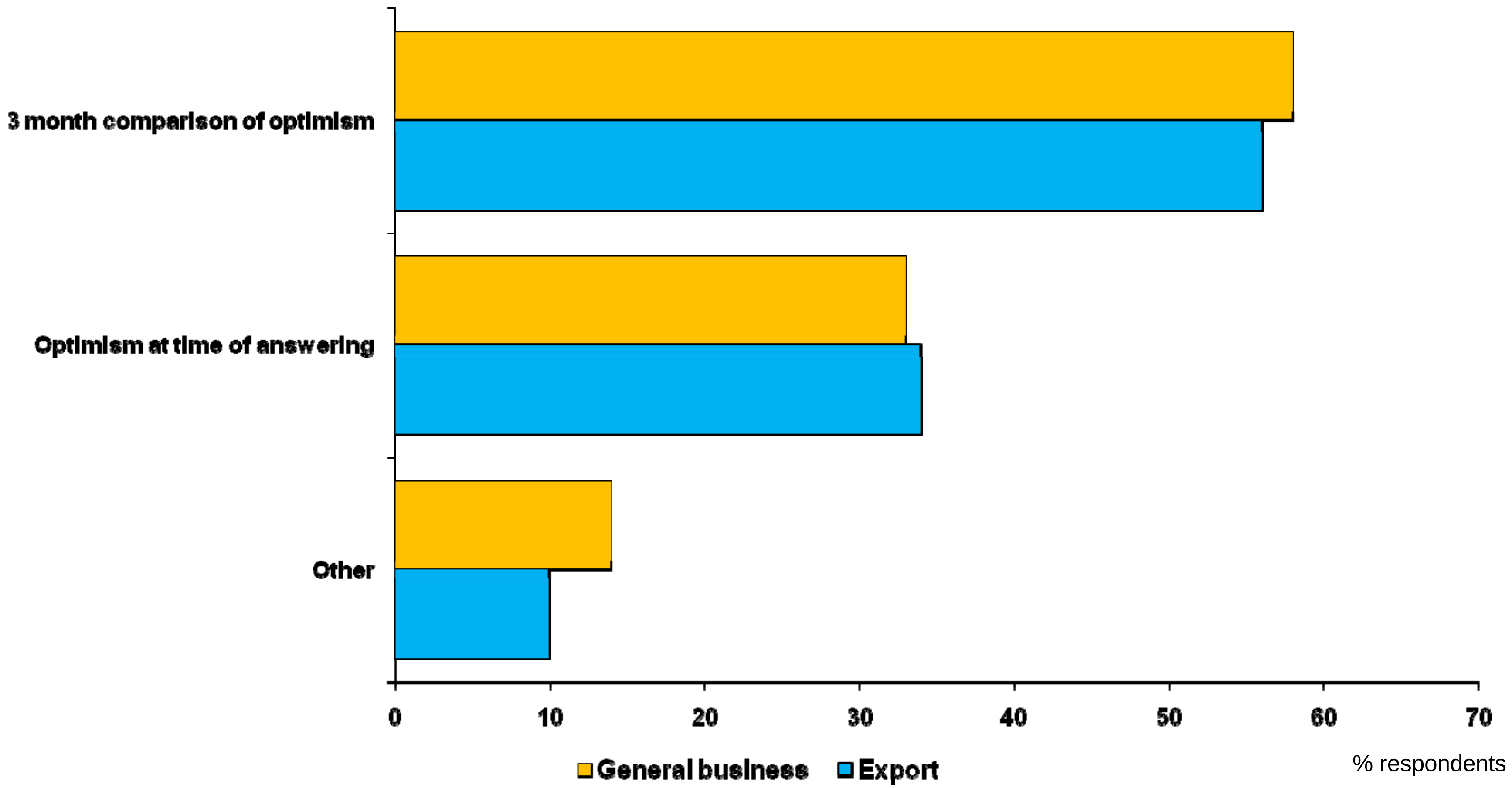
Statistical issues 4

Measurement of export prices



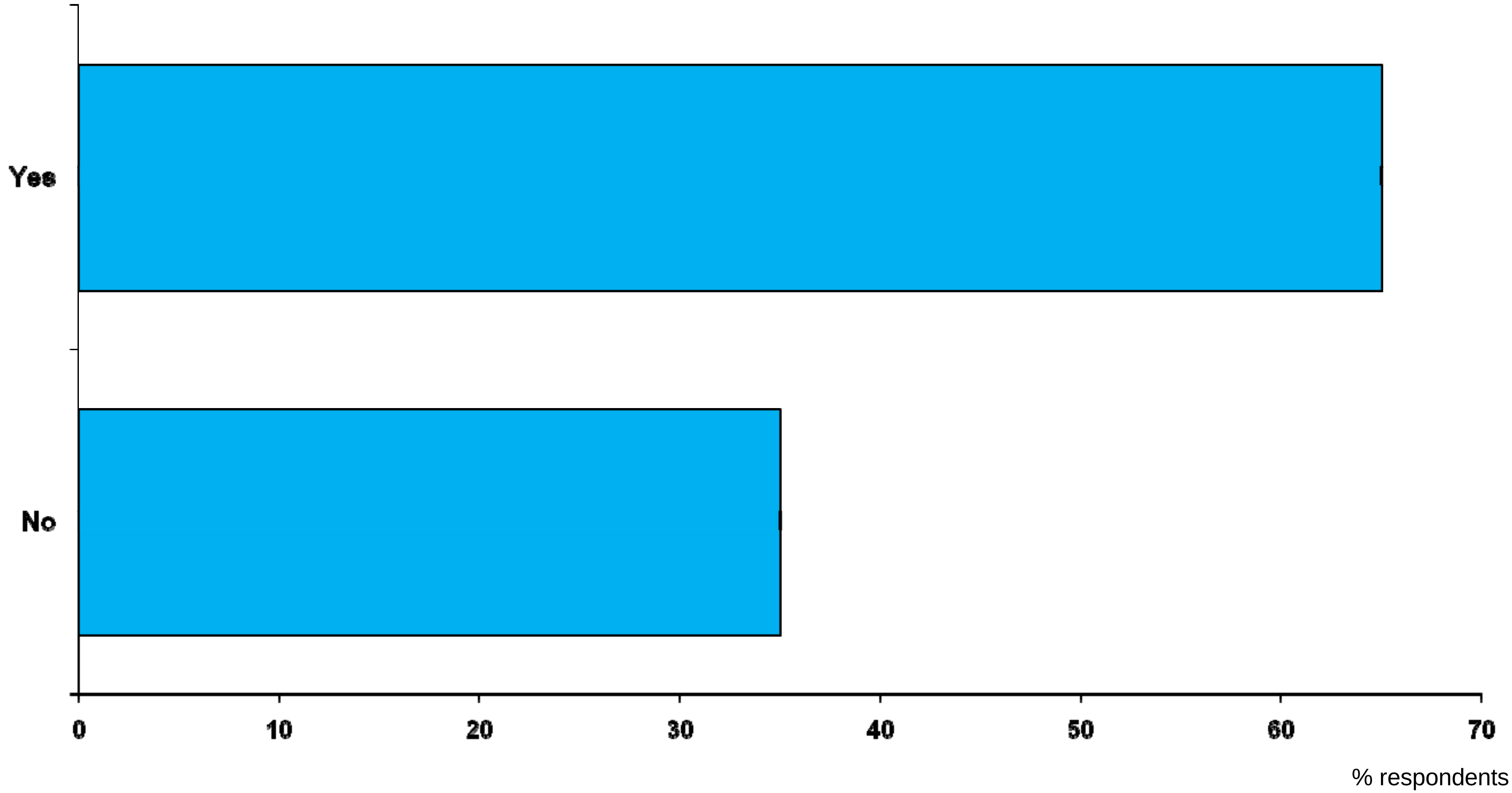
Adherence to questions 1

Answering practices for 'optimism' question



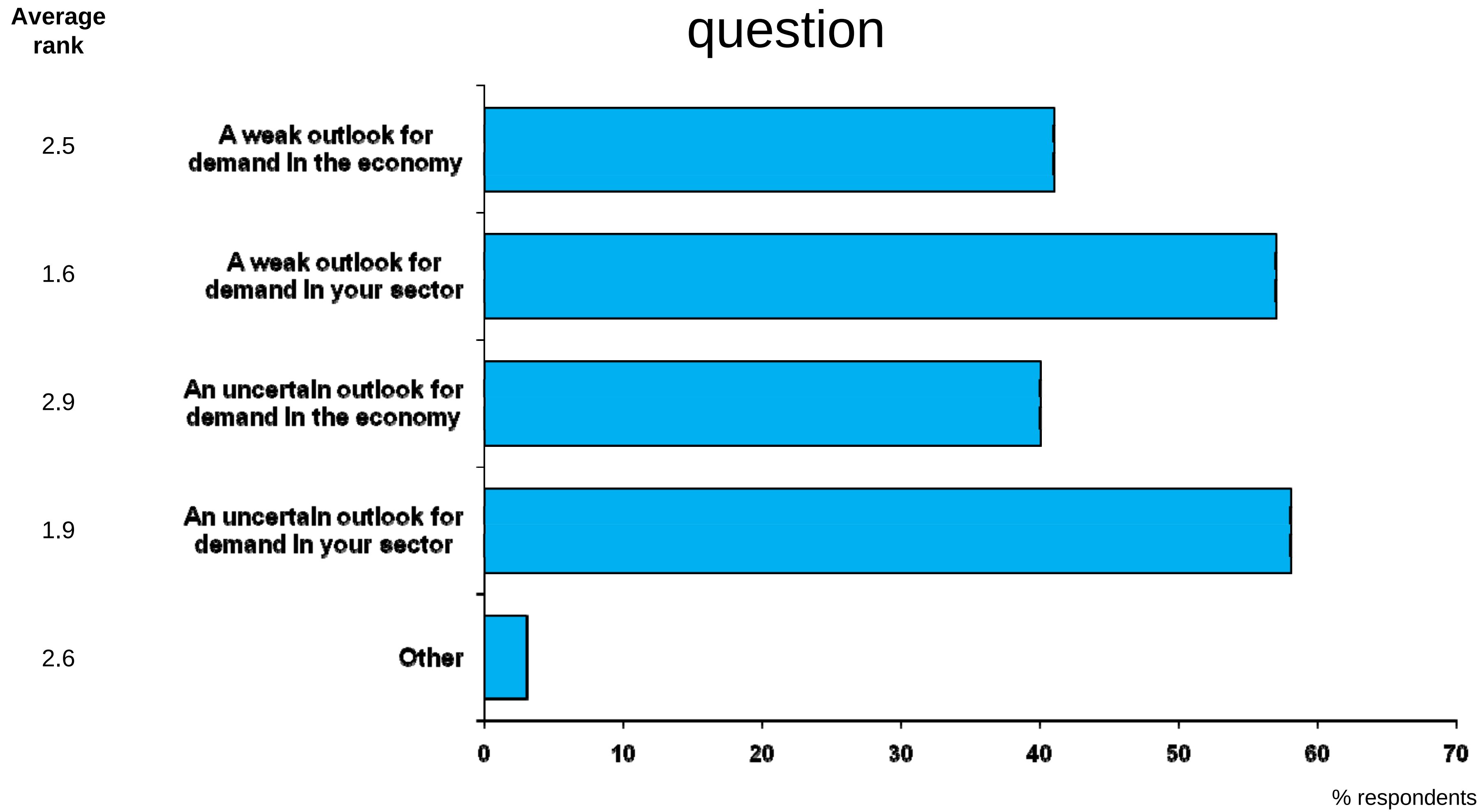
Adherence to questions 2

Proportion taking productivity improvements into account when answering cost question



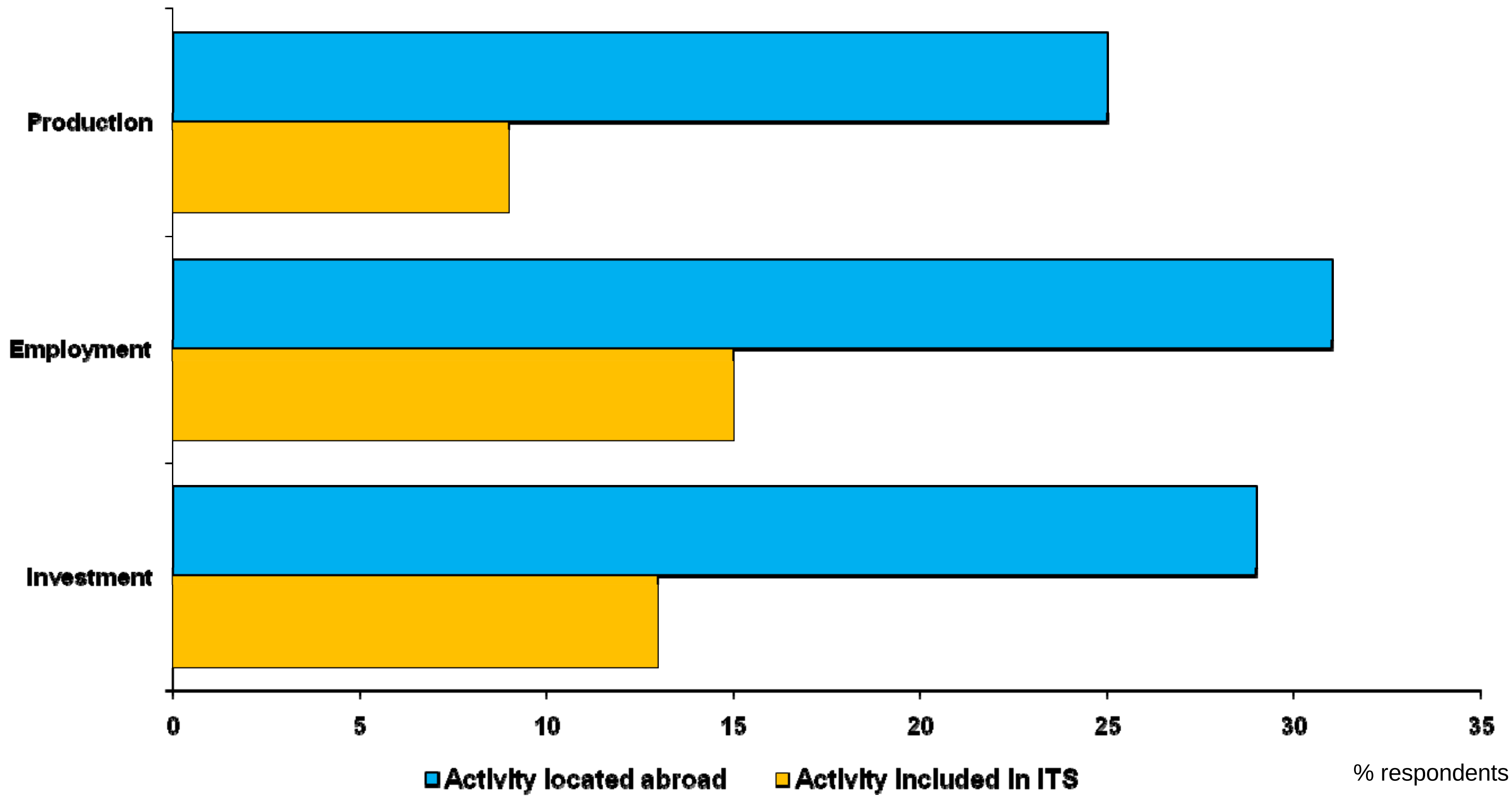
Adherence to questions 3

Answering practices for 'uncertainty about demand' question



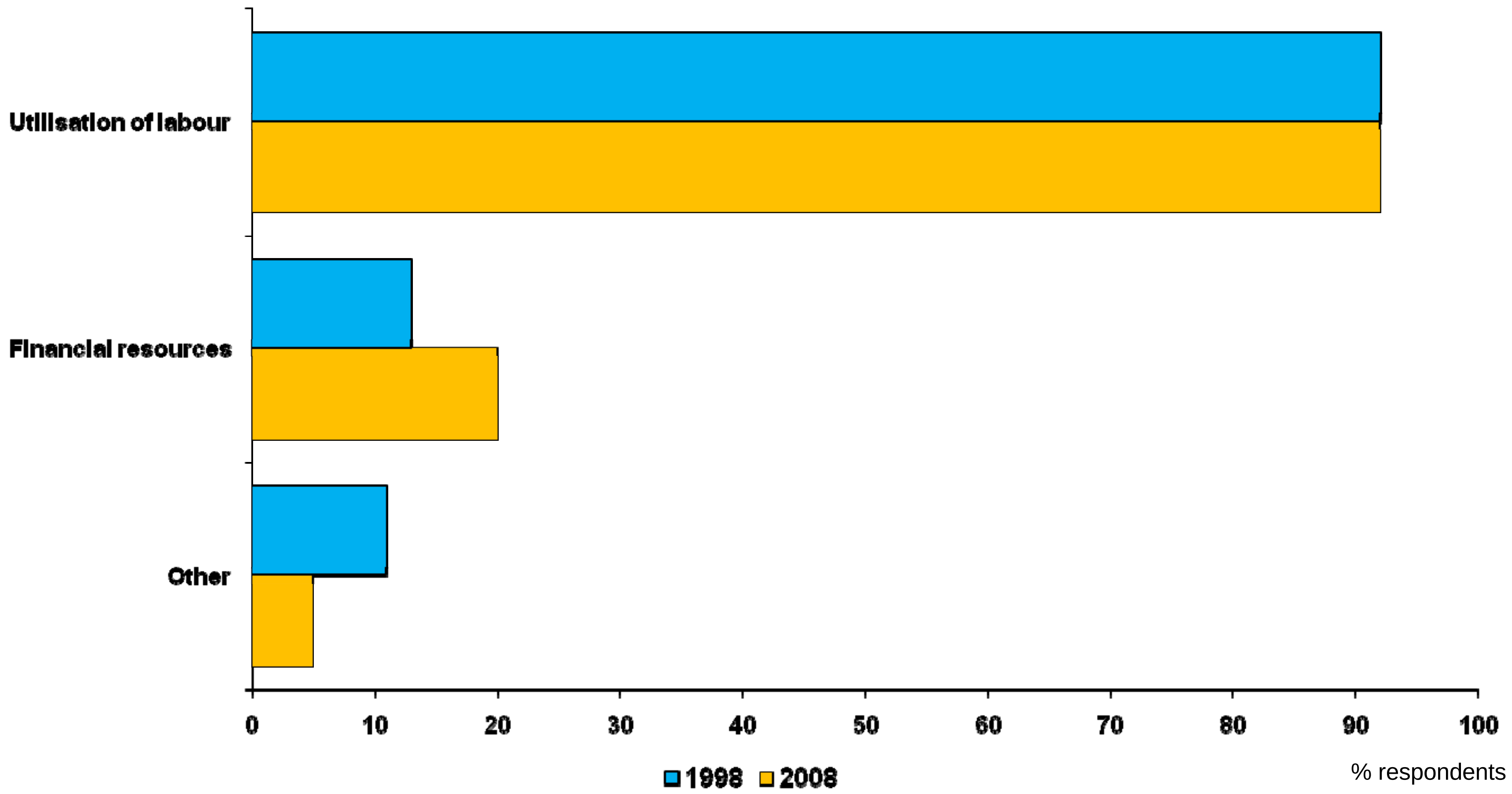
Adherence to questions 4

Location of activities



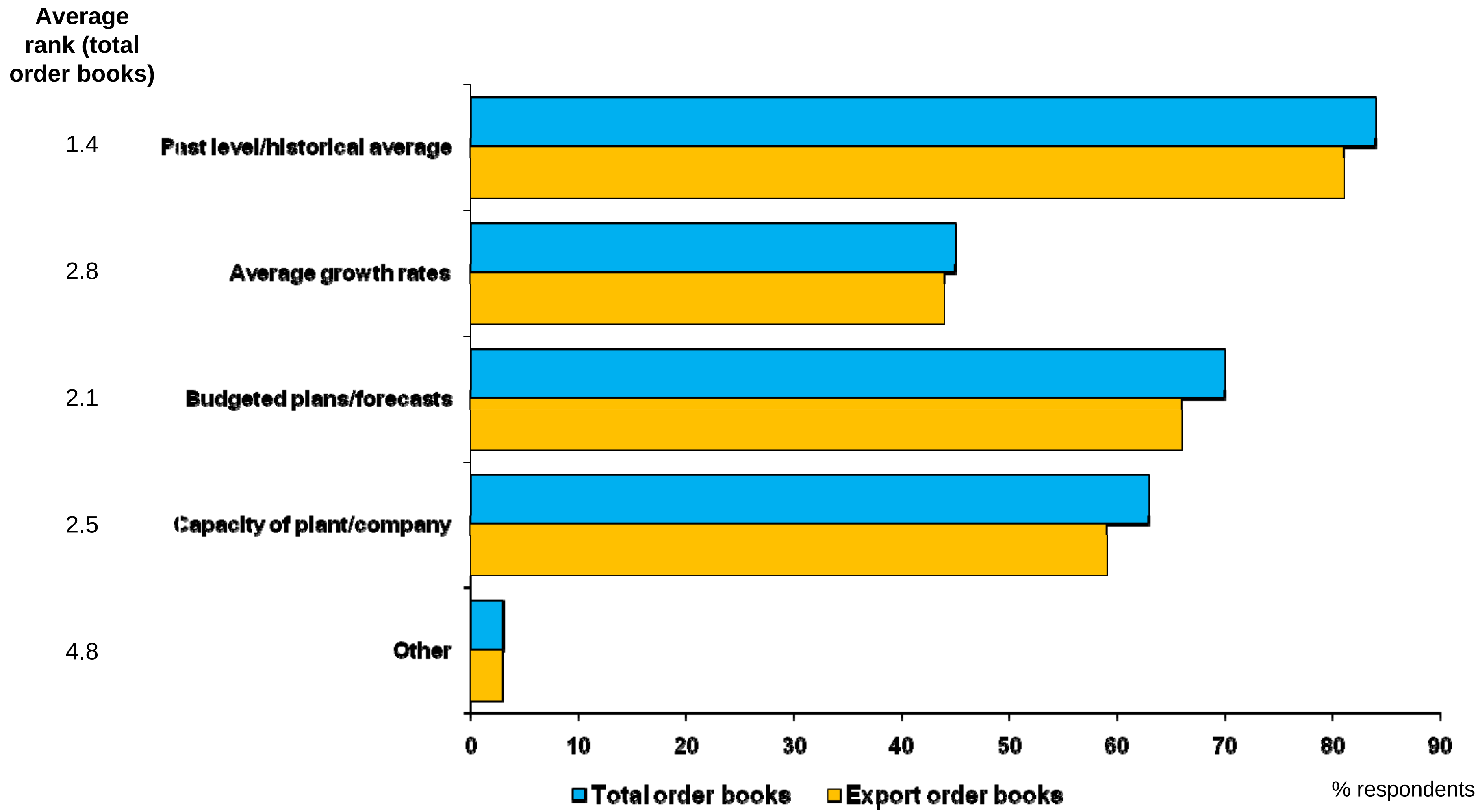
Interpretation of complex concepts 1

Other factors included in 'capacity utilisation'



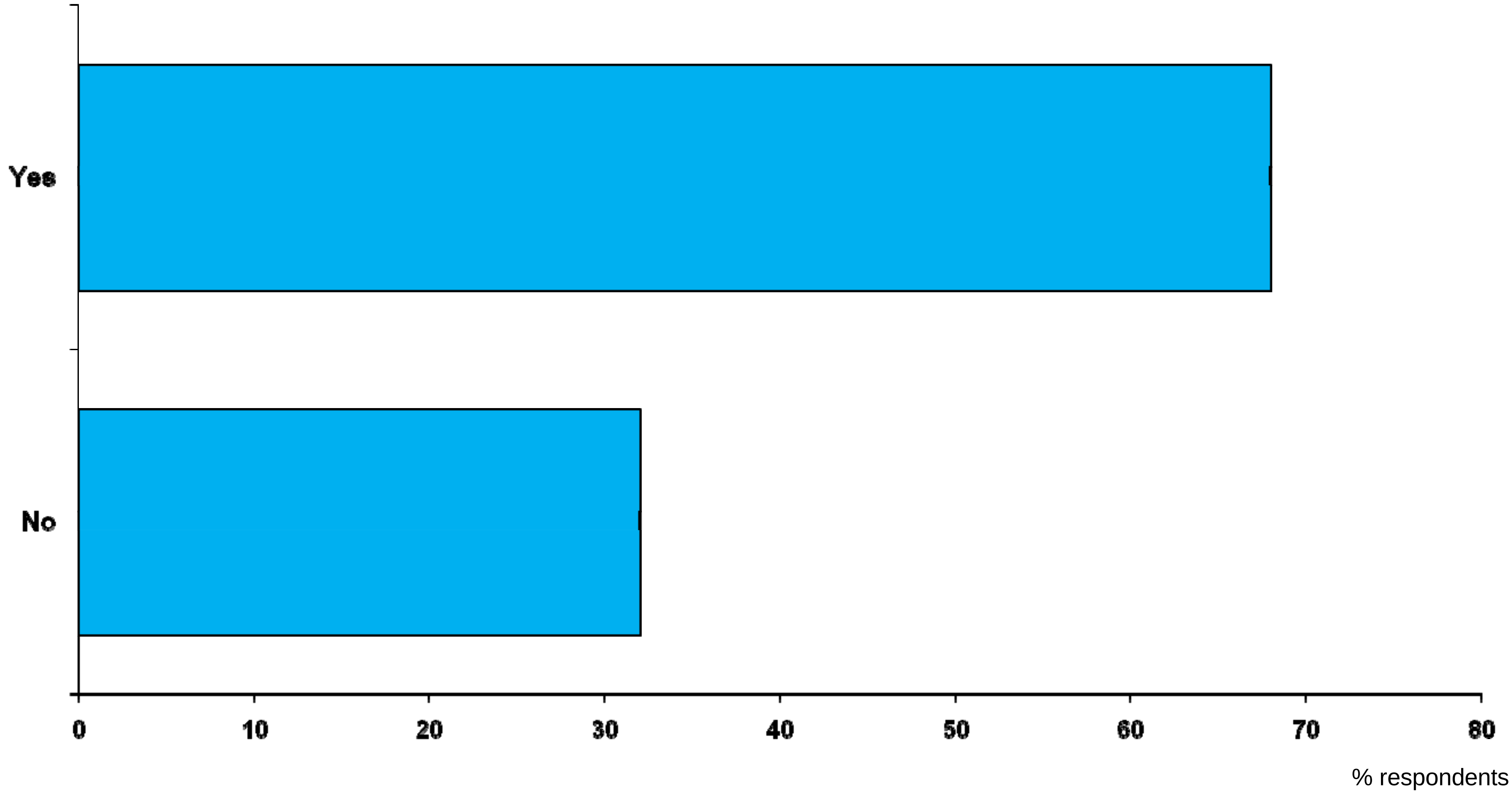
Interpretation of complex concepts 2

Benchmark for 'normality'



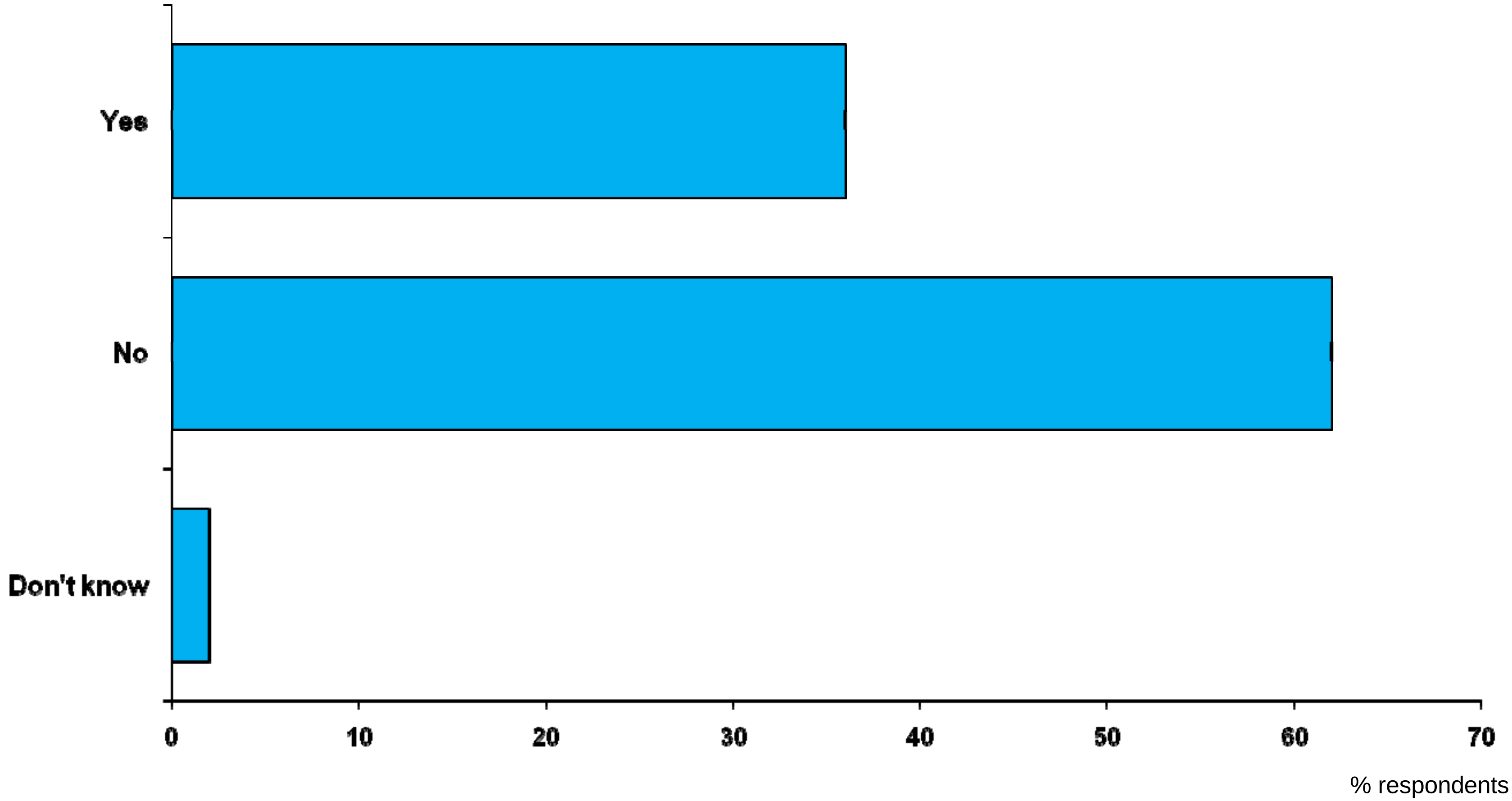
Interpretation of complex concepts 3

Proportion using values/revenues as an approximation for volumes



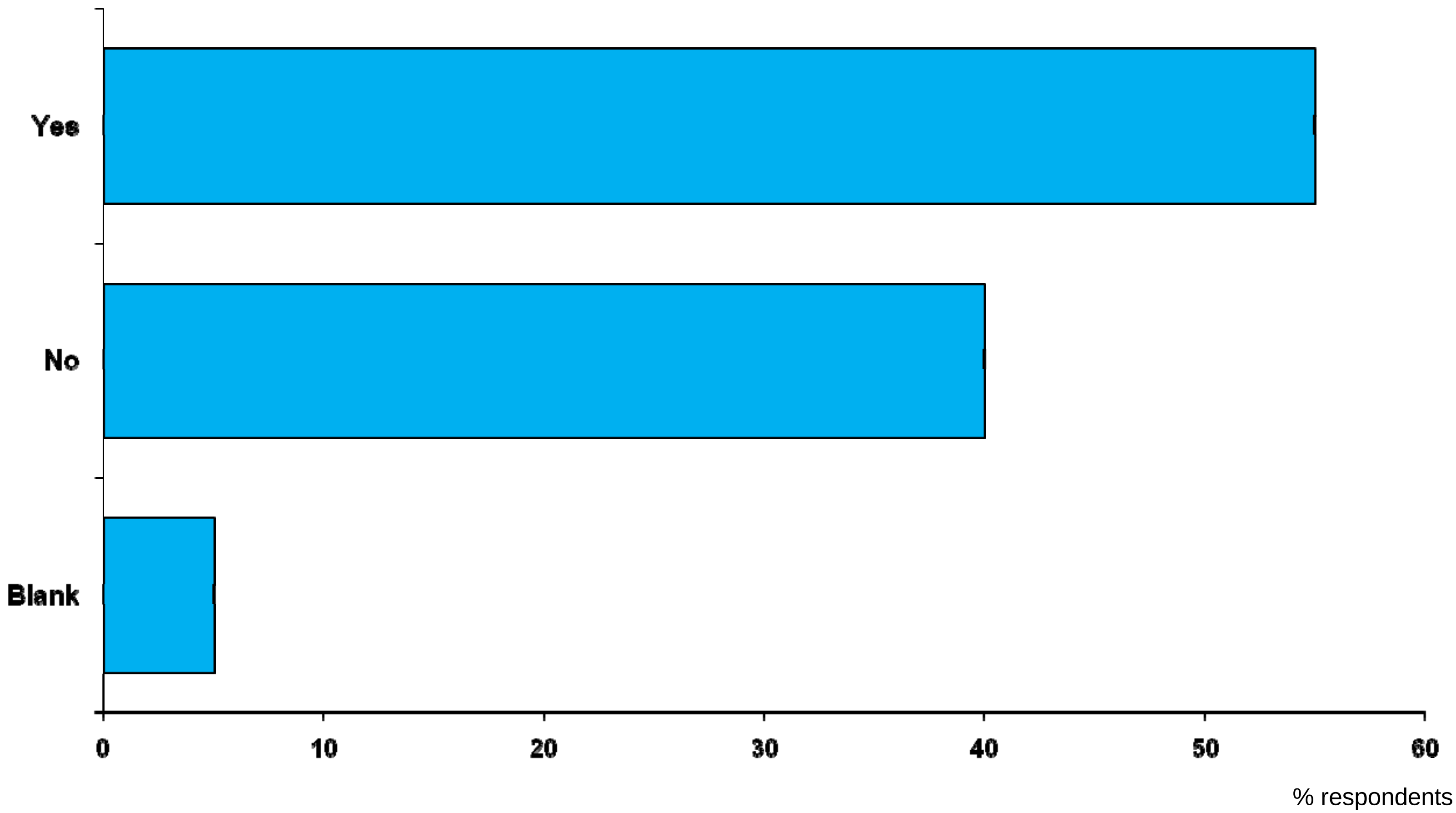
Interpretation of complex concepts 4

Proportion taking account of improvements in quality of output/product specification



Survey management issues

Proportion who would like to be offered choice of completing survey online/by email



Conclusions

- Some questions need to be interpreted carefully
- Reaffirmed messages from previous Answering Practices Surveys
- And highlighted new issues for research
- Some differences over time in main influences driving responses
- But remarkable consistency on more narrow statistical and interpretational issues