

**2004 IPA Performance Benchmarking Program
- Preliminary Results -**

Benchmarking Element	Maximum	All IPAs	Developed countries IPAs	Developing countries IPAs	Developing countries IPAs				
					Eastern Europe / Central Asia	Middle East / North Africa	Sub-Saharan Africa	Asia / Pacific	Latin America / Caribbean
Overall score	100.0%	37.7%	49.0%	27.1%	32.7%	23.9%	26.7%	18.8%	33.0%
Marketing factor	28.0%	9.7%	13.5%	6.1%	8.1%	5.6%	6.4%	3.5%	6.2%
Professional image	10.0%	3.9%	5.1%	2.8%	3.0%	2.0%	3.2%	1.7%	3.3%
Brochure	9.0%	2.3%	3.6%	1.0%	1.9%	1.0%	1.1%	0.4%	0.4%
Business card/e-card	3.0%	1.3%	1.7%	0.9%	1.5%	1.0%	0.8%	0.5%	0.9%
Folder/attached email files	3.0%	1.1%	1.6%	0.6%	0.7%	0.7%	0.5%	0.3%	0.6%
Envelope/email presentation	3.0%	1.1%	1.5%	0.8%	1.0%	0.8%	0.8%	0.6%	1.0%
Service factor	32.0%	13.0%	15.5%	10.6%	11.1%	10.4%	10.3%	10.0%	11.5%
Telephone contact	10.0%	5.4%	5.8%	5.1%	5.6%	5.6%	4.6%	5.1%	5.1%
Response time	9.0%	3.7%	4.2%	3.3%	3.5%	3.5%	3.4%	3.2%	3.1%
Follow up with investor	8.0%	2.1%	3.4%	0.8%	0.4%	0.1%	1.3%	0.5%	1.3%
Letter/email customisation	5.0%	1.7%	2.2%	1.3%	1.6%	1.2%	1.0%	1.1%	2.0%
Content factor	40.0%	15.1%	20.0%	10.4%	13.4%	7.9%	10.1%	5.3%	15.3%
Content relevance	15.0%	6.3%	7.8%	4.8%	5.7%	3.7%	4.8%	3.0%	6.8%
Customised information	10.0%	3.2%	4.3%	2.1%	3.1%	1.5%	1.7%	0.6%	3.9%
Content presentation	8.0%	3.2%	4.1%	2.4%	2.7%	1.8%	2.6%	1.2%	3.3%
Maps, graphs etc.	7.0%	2.5%	3.9%	1.1%	1.9%	0.8%	1.0%	0.5%	1.4%
Respond		177	86	91	16	13	32	15	15
Non Respond		11		11	0	0	10	0	1
% respond		94%	100%	89%	100%	100%	76%	100%	94%
% non respond		6%	0%	11%	0%	0%	24%	0%	6%
Distribution of total scores									
0-10		44	12	32	7	5	9	7	4
11-20		11	1	10	3	1	4	2	0
21-30		20	2	18	2	4	7	3	2
31-40		18	10	8	0	0	4	1	3
41-50		26	17	9	0	2	4	1	2
51-60		23	14	9	3	0	3	0	3
61-70		20	15	5	1	1	1	1	1
71-80		10	10	0	0	0	0	0	0
81-90		5	5	0	0	0	0	0	0
91-100		0	0	0	0	0	0	0	0
Total		177	86	91	16	13	32	15	15