

Quantify Survey Research April 2009

Green shoots?

One of the factors that led to the current economic climate was the collapse of the property market in the US and the UK. Nobody would advocate a return to the conditions which pumped up the boom which preceded that bust but any signs of greater confidence are welcome. Our survey of the month this time is the RICS Housing Market Survey completed in February and it indicates that some measures are tentatively improving, while others are at least not deteriorating as fast as hitherto. Nationwide have also recently published a survey of house prices, which indicates a small improvement.

The Prime Minister thought he had abolished boom and bust. We can reach our own conclusions on that based on the evidence all around us. More apposite, perhaps are the words used by an earlier, greater Prime Minister who at a time of far greater adversity for the world, said of the November 1942 victory at El Alamein "Now this is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning."

Let us hope that it is. Even if they are only people taking advantage of the current depressed prices, and low interest rates, anyone who has the confidence to invest now will help to stoke up activity in the economy and hasten the day when it returns to growth, preferably a more sustainable growth based on sound finance, not the kind which prompts the thought "if it sounds too good to be true, it probably is".



David Lusty
Principal Consultant
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We can help with

Consultancy and bureau support for
[Employee Satisfaction Surveys](#)
[Customer Satisfaction Surveys](#)
[Internal Customer Satisfaction Surveys](#)
[Bespoke 360° Management Feedback](#)
[360° Feedback off the shelf](#)

We also offer:

A comprehensive [Employee Satisfaction Survey Research Kit](#) for those who just can't instruct a consultant to help. It provides everything you need to develop, administer and reports an employee survey in-house.

[Training Seminars](#)

You can access *Quantify Survey Research* for previous months [here](#).

Click [here](#) to see what clients say about us.

For a free initial consultation, please call David Lusty, Quantify London on 08452 41 41 60 or 020 8704 1296 or click to [email](#).

The QUANTIFY sample Web Survey

You can visit our sample web survey [here](#). This imaginary employee survey demonstrates the speed and flexibility of our system, provides links to selected outputs illustrations and describes the many aspects which can be configured to suit your preference.

If you know anyone who is considering a web survey, please forward this email to them and suggest they have a poke around in our sample survey.

Refer a Friend?

Would you please forward this email to anyone you know who might be interested in any of our services? Or if they prefer, pass us their details, and we'll get in touch directly.

Quantify Press Releases

[April 2008 Quantify launches Employee Satisfaction Survey Research Kit](#)

[January 2008 Quantify launches web-based 360 degree Feedback systems \(off the shelf\)](#)

[November 2007 British Medical Journal seeks second opinion](#)

[September 2007 Gold award to Quantify Principal Consultant for 50 blood donations.](#)

[September 2007 Harrow Council consults about the Way Ahead](#)

[June 2007 Quantify Principal Consultant enrolls as Blood Platelet Donor](#)

[April 2007 Quantify's unique presentation of employee survey results helps prevent a waste of resources](#)

[April 2007 Identifying room for business and individual improvement](#)

[April 2007 Quantify illumines Cara Irish Housing Association's room for improvement](#)

[April 2007 Quantify launches a bespoke 360° feedback system](#)

Blood Doning

I had some blood samples taken so that they could check that I'm not incubating malaria. Assuming that I'm not, I should be back on the monthly donation routine imminently.

David

P.S. If you aren't already a blood donor, click the logo below to visit the National Blood Service site to find out more about why it is so important and how easy it is.



Do something amazing today

Save a life Give blood

David is the proud possessor of a Gold Award for 50 donations (illustrated on the left), and these days, he is a [blood platelet donor](#).

The process involves being connected for an hour or more to a machine which draws out blood, separates the platelets, and returns the rest of the blood.

Because most of the blood is returned to the donor, platelet donors can donate every four weeks. "Normal" whole blood donors give only three donations a year. The procedure is much simpler and their donation is limited to ten minutes.

Quantify in the Media

Date	Publication	Item	Link
March 2009	Training Journal	Article by David Lusty "Maximise the Response Rate to your Employee Survey". This is a digest version of a more detailed article. The full article is here .	Link
November 2007	Human Resource Management International Digest Vol 15 No 7	Article by David Lusty "Debunking the Benchmarking Myth".	Link
September 2007	Human Resource Management International Digest Vol 15 No 6	Article by David Lusty "How to avoid the pitfalls of employee satisfaction surveys".	Link
September / October 2007	Human Capital Management	Article by David Lusty "Answers Before Questions"; 12 key points to get useful information form an Employee Satisfaction Survey	Link
12 June	Personnel Today	Article by Kirstie Redford on 360 Feedback with a case study and expert comment from Azure Consulting (Quantify Yorkshire)	NA
May / June 2007	Human Capital Management	Article by David Lusty "Debunking the Benchmarking Myth" pointing out the risks associated with benchmarking comparisons.	Link
May 2007	Training & Coaching Today	"Digest" version of the HCM article above	Link
May 2007	Training Journal On Line	Announcement of bespoke 360 Feedback capability on the web, inventory based on client competencies framework	Link
March 2007	Training Journal On Line	Release of latest Subset Tabulation report providing significance indicators for differences between subset results for individual items, and for clusters of items	Link

Free "How to" guides

- **Your Customer Satisfaction Survey**
- **Your Employee Satisfaction Survey**
- **Your Internal Customer Satisfaction Survey**
- **Your Management Feedback System (360 Feedback)**

These e-books are full of practical advice and checklists for planning every stage of the project. Most people will find something useful in them. To request your FREE copy, please [click here](#).

Survey of the month

The survey of the month is not one of ours. It might not always be particularly topical, or very important or even serious, but we hope you will find it interesting.

OUR surveys are more than just interesting. They provide **management information** about how people **feel** doing business with you or working in your organisation. This allows you to manage your relationship with clients and employees, to retain clients and employees better, to reduce costs, improve customer satisfaction and to compete more successfully.

RICS Housing Market Survey February 2009

New buyer enquiries increased at the fastest pace since August 2006, but actual sales continue to decline. New instructions and the stock of unsold properties both fall but sales expectations and price expectations both improve.

The market is very slow but the turnaround in enquiries indicates that some level of buyer interest is returning, probably because of the sharp cuts in interest rates and the decline in house prices which have made property more affordable.

Confidence in the sales outlook improved slightly but is still below the survey's long run average.

With the exceptions of the East Midlands, Yorkshire and Humberside and the North West, sales expectations are now positive across all regions in England and Wales. Price expectations improved across all regions in England and Wales, with the exception of the West Midlands.

Read the story in more detail [here](#).

Questionnaire authors' Top Tips

These tips are drawn from our popular and successful one-day seminar, [Developing, Authoring and Designing Survey Questionnaires](#).

2009 open course dates are on the web page.

We also offer a seminar about analysing and interpreting the results of surveys.

Double negatives

To be as sure as we can be that our questionnaire items (questions) are understood in the way we intended, and responses really indicate the opinions we take them to, we should express them as clearly and simply as possible. How confident could you be that every informant had successfully negotiated the mental gymnastics involved in the following item, and that the tick, wherever you find it, genuinely represents their feeling?

ABC does not give enough attention to its returns procedure

Strongly
disagree

Disagree

In between

Agree

Strongly
agree

If I think the returns procedure is OK, I need to disagree with this, so a favourable answer is on the disagree side of the response frame. The unnecessary complexity introduced by expressing the item negatively causes confusion and calls into question the validity of any conclusion you draw from the results.



David Lusty, Quantify London

More information

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Management information about how people FEEL

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