

## Foreword

This guide helps officials use perception surveys to evaluate and communicate the results of reform processes. While the guide draws on examples from the regulatory field, it is also useful for other policy areas. In non-technical language, the guide clearly explains the challenges involved in the design and use of business and citizen perception surveys – and ways to overcome them. It also helps officials get the most out of survey results, whether conducted internally or by external experts.

This guide is based on OECD research and discussions on perception surveys that were conducted in a two-day workshop in Istanbul, Turkey. The workshop was hosted by the Office of the Prime Minister of the Turkish Government, on 21-22 June 2010. Forty delegates to the Regulatory Policy Committee and experts from 15 countries met to share experiences on the topic of “Measuring progress in regulatory reform through the use of perception surveys.” The meeting was chaired by Mr. Jeroen Nijland, Director, Regulatory Reform Group, Ministry of Economic Affairs, Agriculture and Innovation, the Netherlands. Discussions were conducted under Chatham House Rules. Citations are therefore limited to published material. Publicly available background reports and presentations at the workshop are available on the website: [www.oecd.org/regreform/perceptions](http://www.oecd.org/regreform/perceptions). This guide also draws on factual information relating to perception surveys in OECD countries that was provided by delegates to the OECD Regulatory Policy Committee in 2010. Overview tables on the use of regulatory perception surveys in OECD countries are available in the Annex.

The workshop and subsequent research are part of the programme on Measuring Regulatory Performance. It aims to assist OECD countries in the design and use of indicators for communicating progress, for diagnosing successes and failures, and for improving regulatory policies, programmes and tools. Further information on the programme can be obtained from [www.oecd.org/regreform/measuringperformance](http://www.oecd.org/regreform/measuringperformance).

The OECD Secretariat thanks the members of the informal advisory group for their invaluable advice on the project on perception surveys: Rachel Atkinson, Paul Bland, Rogier Boer, Dominique de Vos, Brian Huijts, Wim Jansen, Esben Larsen, Daphne Lureman-van der Zwet, Hazel Russo and Rebecca Ward. This project was financed by voluntary contributions from Belgium, Denmark, the Netherlands and the United Kingdom which are gratefully acknowledged by the OECD. The OECD Secretariat is very thankful to the Turkish government for hosting the workshop. Finally, the Secretariat would like to thank all countries which provided information for the overview tables on perception surveys in OECD countries.

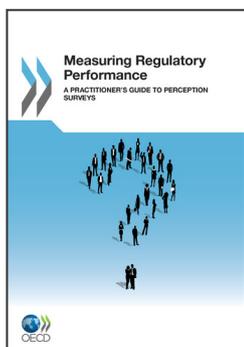
The guide was prepared by Christiane Arndt, Gregory Bounds, Trent Kim, Engin Kucet, and Helge Schröder, Regulatory Policy Division, OECD Public Governance and Territorial Development Directorate. Miriam Allam, Philipp Beiter, Stéphane Jacobzone, Zsuzsanna Lonti, Maria Varinia Michalun and Daniel Trnka provided valuable comments. Jennifer Stein was responsible for the text layout and the editing.

## The OECD Regulatory Policy Committee

The mandate of the Regulatory Policy Committee is to assist members and non-members in building and strengthening capacity for regulatory quality and regulatory reform. The Regulatory Policy Committee is supported by staff within the Regulatory Policy Division of the Public Governance and Territorial Development Directorate. For more information please visit [www.oecd.org/regreform](http://www.oecd.org/regreform).

The OECD Public Governance and Territorial Development Directorate's unique emphasis on institutional design and policy implementation supports mutual learning and diffusion of best practice in different societal and market conditions. The goal is to help countries build better government systems and implement policies at both national and regional level that lead to sustainable economic and social development.

We would welcome your feedback on this guide. Please visit [www.oecd.org/regreform/measuringperformance](http://www.oecd.org/regreform/measuringperformance) to fill out a short online questionnaire.



**From:**  
**Measuring Regulatory Performance**  
A Practitioner's Guide to Perception Surveys

**Access the complete publication at:**  
<https://doi.org/10.1787/9789264167179-en>

**Please cite this chapter as:**

OECD (2012), "Foreword", in *Measuring Regulatory Performance: A Practitioner's Guide to Perception Surveys*, OECD Publishing, Paris.

DOI: <https://doi.org/10.1787/9789264167179-1-en>

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