

User satisfaction survey - 2013

In the period from 5 March to 27 May 2013, already the eighth survey (inquiry) was carried out in order to find out how users are satisfied with the way and quality of presentation of statistical outputs of the Czech Statistical Office (CZSO). After a three-year pause, we followed surveys (inquiries) that were carried out every year from 2004 to 2010.

The survey questionnaires (forms) were available on the web pages of the CZSO, they were enclosed to responses to user requests that we were sending via e-mail, and, moreover, they were distributed in a paper form by the staff of information services both in the headquarters and at Regional Offices of the CZSO. We addressed mainly our customers – namely both customers of information services and visitors of our web pages. Therefore, results of the survey (inquiry) express opinions of our customers – i.e. people who have some experience with the CZSO.

As far as the questionnaire itself is concerned, the contents of it has partially changed compared to previous inquiries. For example, the number of questions for which a set of answers had not been prepared in advance, i.e. those that only required a text answer, has increased. These questions are more demanding as for processing of the results, however, they give respondents an opportunity to express themselves free on a given topic; moreover, they do not distort answers by offering a limited (and therefore often incomplete) list of answers. Nevertheless, several questions remained unchanged both as for their content and form. For these questions, results can be presented in a time series.

A three-year pause and extension of time during which it was possible to complete the questionnaires contributed to an increase in the response rate. The CZSO has to take into account comments, views (attitudes), and opinions of respondents in its concept for further development. It shows that some comments, for example, regarding missing data, as to insufficient interactive enquiry databases and the like repeat. Concurrently, however, comments on deficiencies that are perceived by respondents, however, that have already been removed in fact a long time ago also repeat. For the future, it will thus be useful not only to enhance the system of publishing data and information but also to devote more effort to working with customers, our users.

- The number of completed questionnaires increased to 611 (it was by 293 more completed questionnaires compared to 2010; in 2010, 318 respondents answered).
- The total mark of satisfaction with products and services of the CZSO is 2.14.
- User satisfaction has not markedly worsened or improved and is on a very good level.
- Composition of respondents to the inquiry changed; the proportion of students who completed the questionnaire (inquiry) has significantly increased (50%), which has also entailed a slightly increased criticism in some areas.

Conclusions from the survey (inquiry) should not be overestimated; from the contact of the information services and the Internet staff monitored on an ongoing basis we know that the CZSO, or rather its information services units, are addressed by about 20 to 30 thousand customers every year and the website has 1.2 million unique visitors annually. Therefore, 611 completed survey (inquiry) questionnaires we should take as a supplementary piece of information in addition to the work with users that is monitored throughout the whole year. .