

User satisfaction survey - 2008

The sixth user satisfaction survey of users of statistical outputs of the Czech Statistical Office (CZSO) was carried out in the period from 15 December 2008 to 20 February 2009. An absolute majority of users used an opportunity to complete the survey (inquiry) questionnaire in an electronic form; another possibility was to fill in the printed form of the questionnaire. 229 persons participated in the survey (inquiry), which is by 197 respondents less than in 2007. The decrease of interest in the user satisfaction survey might be ascribed to the fact that there was a survey of users of web pages of the CZSO, which is similar in its contents to a significant extent and that took place from 17 to 21 November 2008.

The questionnaire has not been modified in any sense compared to the one from the previous year and therefore the results can be compared in a time series. It was focused on thirteen thematic groups (including an opportunity to make further comments or suggestions). Although it was an inquiry, not a representative survey, results of the inquiry have to be taken seriously and used for further improvement and innovation of products and services of the CZSO.

In general, it can be stated that the user satisfaction survey for the year 2008 has brought much better results than these surveys for the years 2007 and 2006. Comments of respondents are factual (objective), their comments regarding what data they are missing have been repeating for several years so it would be necessary to include them in some form to products and offer of services of the CZSO. The following belong to the key results of the 2008 user satisfaction survey (inquiry):

- The number of responses decreased to 229 (compared to the year 2007 when 426 users answered; in 2006, 401 responses in total).
- The total mark for satisfaction with products and services of the CZSO is 2.1 (it was 2.24 in 2007; in 2006, it was 2.22; in 2005, it was 2.04). It is the best result for the last three years.
- Users-respondents who filled in that they belong to the group of "Other" and representatives of the media and TV were the most satisfied. Representatives of the financial sector are the least satisfied. Almost a quarter of the respondents use statistical information for the purposes of research and analyses; a fifth of the respondents used it as a matter of interest and for information, and to 16% of the respondents it serves as a basis for their school projects, coursework, and thesis.
- There was a change in the structure of respondents. The proportion of respondents from the state administration decreased to a quarter (in 2007 it was a third of all respondents); a significant increase was recorded in a group of analysts, academics, and persons classifying themselves to research and development: from 7% in 2007 to almost a quarter of respondents, the number of respondents-students increased to 18% (in 2007, it was 16%).
- An absolute majority of respondents (90%) can be considered regular users of statistical outputs; in 2007, it was about 86% of respondents. Analysts, academics, people working in the media, and teachers search for information most often.
- Over 60% of the respondents coming daily consider statistical information to be accessible in an excellent or a very good way; they mainly comprise representatives of the financial sector and employees of the state administration and local administration. As usually, students awarded a worse mark of 2.49 to accessibility of statistical information; however, also their assessment was better than in 2007 (2.56). Analysts are less satisfied with accessibility compared to the year 2007 (mark 2.48; it was 2.29 in 2007).
- Users assess the CZSO in a very positive way. They awarded their expertise with an excellent mark of 1.28 (1.80 in 2007), they also awarded an excellent mark of 1.15 to helpfulness (1.58 in 2007); it is not surprising in every context that the best marks in this category come from users who use statistical information daily.
- Over 70% of respondents is satisfied in an excellent way and very well with quality of provided statistical information (64% of respondents in 2007; in 2006, it was 68%).

- There were comments criticising a complicated or poorly arranged structure of web pages, regarding better comprehensibility of information also for the lay public; respondents were missing territorial breakdown of data, more detailed data, and other things.