User satisfaction survey - 2015

Summary of basic results:

- In total, 485 users responded in the survey.

- Results of the user satisfaction survey cannot be mixed up with or compared to results of a research called "Image of the Czech Statistical Office in the view of Czech public 2015" conducted by the Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences (IS, CAS).

- This year, most of the respondents were civil servants or local authorities' employees, while in previous surveys students dominated.

- For work of 39.8% of respondents statistics is very important, for another 43.3% it is important "adequately".

- Statistical information is used mainly "to prepare background materials for meetings" (201 respondents – this possibility was marked by 41.4% respondents) and to follow socio-economic development (189; 39.0%).

- Among the survey respondents, frequent users of statistical information prevail – 11.5% use data on a daily basis, 30.9% at least once a week, and another 26.2% at least once in a month.

- Most frequently used products are: the Public database (385 respondents), Regional Statistics (312), and Time Series (270).

- The best ranked products are: Yearbooks (mark 1.86), News Releases (1.87), and Time Series (1.90).

- 90.9% of respondents have confidence in statistics published by the CZSO (28.7% without reservation, 62.5% rather have confidence).

- Users are very satisfied with employees of the CZSO – the best mark we received was for helpfulness (1.59), just by two hundredths worse mark was for professional competence. Response speed is evaluated at 1.78 and overall quality at 1.75.

- Overall perception of information provided by the CZSO is the best since 2008 – the resulting mark is 1.87.

Survey results

During the period from 19 October 2015 to 30 November 2015, another user satisfaction survey was carried out. In total, 485 users responded in it.

	2004	2005	2006	2007	2008	2009	2013	2015
Number of responses	302	359	401	426	301	227	611	485

The purpose of the user satisfaction survey was to find out how users are satisfied with outputs and services of the Czech Statistical Office. The survey was carried out only in electronic form; the form (questionnaire) was accessible on the CZSO website and a request to fill in the form was enclosed to e-mail answers to inquiries of users. Also regular clients of the CZSO were addressed by a special e-mail. What was very efficient was involvement of CZSO Regional Offices, which addressed their partners at regional level.

The survey results show opinions of users of statistical outputs – i.e. those, who are in direct contact with us or who visit our website. It applies to absolutely different group of respondents than that which participates in the research of the Public Opinion Research Centre, IS CAS "Image of the Czech

Statistical Office in the view of Czech public 2015". Therefore, results cannot be mixed up or compared.

The content of the form (questionnaire) substantially differed from that of the previous years; hence, it is possible to compare the results only in several questions.

2015 USER SATISFACTION SURVEY – basic results

Total number of responses: 485

I. Information about the user
1. What is your occupation? Select the alternative that describes your specialization most accurately.

	Number	Share
a. journalist	18	3.7%
b. analyst	34	7.0%
c. academic	38	7.8%
d. teacher	25	5.2%
e. student (university, secondary school)	94	19.4%
f. civil servant or local authority employee	224	46.2%
g. entrepreneur, worker in a private sector	38	7.8%
h. worker in the financial sector (banks, insurance companies)	8	1.6%
i. other	42	8.7%

2. How much is statistics important for your work?

	Number	Share
a. very much	193	39.8%
b. adequately	210	43.3%
c. little	60	12.4%
d. I do not need it for my work	18	3.7%
Not filled in	4	0.8%

3. For what do you use statistical data?

	Number	Share
a. for further dissemination of statistical data	145	29.9%
b. for utilization in the media	61	12.6%
c. for research	123	25.4%
d. for market analysis	97	20.0%
e. to monitor socio-economic development	189	39.0%
f. to prepare legal regulations	31	6.4%
g. to prepare background materials for a meeting	201	41.4%
h. to prepare and make econometric models	42	8.7%
i. for decision-making in a business	27	5.6%
j. for other purposes	93	19.2%

4. How often do you use statistical information?

	Number	Share
a. daily	56	11.5%
b. at least once in a week	150	30.9%

	Number	
c. at least once in a month	127	26.2%
d. at least once in a quarter	83	17.1%
e. less often	60	12.4%
Not filled in	9	1.9%

II. Products

5. Please, select products and/or communication channels of the CZSO, which you use most frequently and evaluate them with a mark (rate them).

	Number	Share of respondents	Rating (mark)
a. data in the Public database	385	79.4%	2.04
b. analyses, commentaries	211	43.5%	2.05
c. time series	270	55.7%	1.90
d. publications	214	44.1%	1.96
e. news releases	198	40.8%	1.87
f. regional statistics	312	64.3%	1.99
g. international data	136	28.0%	2.58
h. press releases	145	29.9%	2.15
i. yearbooks	250	51.5%	1.86
j. journals	126	26.0%	2.04
k. newsletters	94	19.4%	2.28
l. registers	177	36.5%	2.12
m. open data	138	28.5%	2.20
n. Twitter	69	14.2%	2.80

6. How much confidence do you have in statistics issued by the CZSO?

	Number	Share
a. I believe them without reservations	139	28.7%
b. I rather believe them	303	62.5%
c. I rather do not believe them	7	1.4%
d. I do not believe them at all	4	0.8%
e. I have no opinion	20	4.1%
Not filled in	12	2.5%

III. Metadata (detailed information on published data, e.g. definitions of indicators, description of data collection, way of calculation, etc.)

7. How do you perceive metadata of the CZSO? Please, rate the following criteria:

	Rating (mark)
a. accessibility	2.07
b. clarity	2.28
c. completeness/comprehensiveness	2.34

IV. Information services of the CZSO

8. How much content are you with information services provided by the CZSO? Please, rate them.

	Rating (mark)
a. response speed	1.78

b. helpfulness	1.59
c. professional competence	1.61
d. overall quality	1.75

V. Overall evaluation of statistical information of the CZSO

9. Please, rate quality of statistical information of the CZSO according to the following criteria:

	Rating (mark)
a. timeliness	2.05
b. completeness/comprehensiveness	2.07
c. clarity	2.00
d. accessibility	2.04

10. What is your overall evaluation of information provided by the CZSO?

	Rating (mark)
Overall evaluation of information provided by the CZSO	1.87

VI. Please, write any other comments including proposals for improvement of CZSO services.

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To conclude, it can be said that the 2015 user satisfaction survey results were very good. Valuable, though rather demanding for processing, were comments and proposals for improvement. Based on them we prepare proposals for measures that can be summarized to several areas as follows:

1) Clear arrangement (of the website, the Public database)
- To make user testing of the website (10 testers at the maximum), which will help us discover weaknesses in the structure and orientation within both websites: czso.cz and vdb.czso.cz as well as relations between the websites.
- To consider possible modification of the navigation tree, especially regarding a possibility to use deeper levels.
- To add help in applications.
- To enlarge FAQ by some recommendations or instructions.
- To add to the application: Tips how to use application functions (Did you know that?)
- To consider usability of simple instructions that would navigate users through the website and recommend them an optimal way to various data.
- Better linkage of the Public database objects with the Catalogue of Products published at the czso.cz website.

2) Data content
- To modify Profile and territory selection in the Public database: to enlarge the offer of profiles by regional data, the offer of the Population and Housing Census enlarge by data for lower territorial units (city parts).
- To make more clear arrangement of the content of branches of the Census chapter in the Public database.
- To add data from the Database of municipalities to the Public database.
- To add further indicators for Own selection.
- To try to further enlarge data basis of regional statistics – e.g. as it is already successful via the VI 1-01 Annual report of selected government institutions form.
- To make a revision of requests for archived publications on the website – to analyse requests, which come to the CZSO Information Services, to add or rather better promote historical information in the Public database, to add further most requested older products to the website (some products have been already added).

3) Promotion

- to promote possibilities of the Public database more, e.g. the possibility to make user inquiries in the Public database;
- to promote international data more.

4) Technology adjustment
- To further continue with optimizing the Public database, especially as for the speed and searching (to be solved via requests for changes in the VZ002 public tender or rather by modification of configuration of the environment).

5) Immediate response in case of dissatisfaction
- To enable to users send **immediate feedback** the easiest way possible – to have in the footer of the website and the Public database a question with one of the following meanings: "Not found what you want?" or "Have a question or comment?" with a possibility to click on it and insert a question, complaint, comment.

Concrete proposals will be further considered and gradually put into practice.