

User satisfaction survey - 2022

The 2022 survey followed the 2020 survey in its content and form. With a few exceptions, the results of the two polls can be fully compared, as the wording of the questions has been retained. A new question 6 has been added: "What form of statistical data on the web do you prefer?" Minor changes have been made to the design of the answers for some questions, for example, the addition of Chatbot and Census 2021 website for question 5, and the list of statistics in question 4 to reflect adjustments made during the year (for example, splitting Industry, Energy into 2 areas).

Data collection via the web form ran from 7 March to 16 May 2022. We obtained responses from 233 respondents - these respondents could complete the questionnaire from the moment they accessed the Authority's website (the notification took the form of a small window 'popping up'), or by direct approach, where a request to complete the form was sent out together with responses to user requests. In addition, our partners, e.g. departments of the State Statistical Service or institutions cooperating with the regional offices of the CZSO, were contacted. University students were also repeatedly invited to participate in the survey through their lecturers. This fact should be kept in mind when interpreting the results - this is not a standard statistical survey, but a survey that does not provide representative results for the whole population. Its undeniable advantage is the fact that it tells about the opinions of real users.

Conclusion

- Respondents (as in 2020) were significantly dominated by university students - nearly three-quarters of them. Compared to the last survey, there was an increase in the number of respondents with a high school education, which is very likely a result of our increased focus on colleges when reaching out to respondents.
- More than half of respondents (54%) last contacted the CZSO or used its statistical information a week or less ago, up 6 pp from 2022.
- As was the case two years ago, more than 60% of respondents use our data monthly or more frequently - about an eighth daily and a quarter weekly or monthly.
- In terms of the purpose for which respondents use our data, the answers are the same as two years ago: the most frequently selected option is "for my work", followed by "personal interest" and "for studying". The most frequently ranked categories are also the highest ranked. Our information was identified as essential or important "for my work" by 78% and for "personal interest" by 68% of respondents.
- Among the statistics, Population is clearly the most popular, followed by SLDB, Prices, Inflation, Employment, Unemployment and Regional Statistics. The proportion of satisfied respondents is highest for Population and Prices, Inflation at 91%, followed by Census at 89%. The Census of Population, Houses and Flats is new compared to the last survey, clearly recalled because of its implementation last year.
- Respondents identified the most common sources from which they draw our data as the Authority's website, the Public Database, the Census website and

volby.cz. Respondents are significantly satisfied with our websites, most notably with Elections (89%), followed by the main website (88%) and the VDB (85%).

- According to our respondents, CZSO outputs are trustworthy, accurate, impartial and objective, reliable, independent (apolitical), and this assessment is shared by 96-99% of those who commented on this question. Our users see some reserves in terms of traceability, visual attractiveness, and detail - for these parameters, the satisfaction rate is "only" between 68% and 71%.
- Respondents most often agreed with the statement that the CZSO collects and continues to provide useful statistical data, protects confidential and individual data, and is independent. The issue of confidentiality protection has moved significantly compared to last year (last time it did not appear in the top three at all).
- According to 80% of respondents, the CZSO contributes to the prosperity of the Czech Republic through its activities.
- There is a high level of trust in the CZSO statistics - 96% of respondents (i.e. 2 percentage points more than last time) trust us, while almost half of all respondents (49%) trust us completely.
- The assessment of the overall performance of the CZSO is unchanged from the last survey: 97% of the survey respondents have a very positive or rather positive overall assessment of the CZSO.
- The final question of the survey is actually a summary (numerical) expression of the overall perception of the Office, its name, the quality of its services and outputs, its credibility, professionalism, etc. The overall rating is very good - 8.41, although it has deteriorated slightly compared to the previous survey when the average was 8.54.
- When organizing the next survey, it is recommended to reassess the importance of each question with a view to reducing the number of questions.