

User satisfaction survey - 2020

The latest user satisfaction survey (inquiry) was carried out in 2015. Since 2003, when the first user satisfaction survey was launched, the survey content has not changed much in order to preserve data comparability. When it was decided last year that user satisfaction surveys will be renewed, we used the opportunity to change the survey concept. However, it entailed that the possibility to compare the survey results with the results of previous surveys is very limited.

We have designed the survey so that we can find out how our users perceive not only our statistics, outputs (products) and services, but also the whole Czech Statistical Office (CZSO) and its status in the society. We used for that the UN document “Measuring the Value of Official Statistics“ which, among others, offers a template of a user satisfaction survey. We are members of a working group that participates in the testing of this template and we will submit our knowledge from the survey preparation to other group members. The presented version has been significantly reduced in comparison to the original UN's template, because it is impossible to ask respondents to spend an hour or more by completing the survey.

Data collection by means of a web form took place from 11 December 2020 to 2 February 2021. We received answers from 201 respondents. Our request to complete the form (questionnaire) had been sent together with answers to requests of users; we had also addressed our partners, for example, workplaces of the State Statistical Service or institutions co-operating with Regional Offices of the CZSO. This has to be kept in mind while interpreting the results – it is not a standard statistical survey – it is an inquiry, which does not provide representative results for the whole population. On the other hand, it shows us opinions of real users.

Key results

- Data collection by means of a web form took place from 11 December 2020 to 2 February 2021. We received answers from 201 respondents.
- University graduates significantly prevailed among respondents (over 2/3), a fifth consisted of secondary school graduates with A-level examination. Respondents work most often in the private sector, in the state administration and local administration, study, or belong to academics.
- Almost half of the respondents (48%) contacted the CZSO for the last time or used its statistical data a week or less ago, another 23% a month ago.
- 60% of respondents use our data monthly and more frequently – about a tenth use them daily and a quarter weekly.
- Respondents use statistical information most often “for their work”; “personal interest” ranked second. “For my studies” ranked third with a large gap. 70% stated that information of the CZSO is essential or important “for their work” and for 78% of respondents it is essential or important due to their “personal interest”.
- Among statistics, the far most popular one is “Population statistics” followed by “Prices, Inflation” with a large gap, “Employment, Unemployment,” “Regional statistics,” and “Elections”.
- Respondents stated that the most frequently used source they use to draw data of the CZSO from are the web pages of the CZSO while the respondents are very satisfied (93%) with the CZSO’s website. Other most often mentioned sources are: the Public database of the CZSO (88%), other databases and registers (e.g. the Statistical Business Register (RES) and the Register of Enumeration (Census) Districts and Buildings (RSO) (90%), journals of the CZSO (89%), information services of the CZSO (88%), open data of the CZSO (81%), News Releases (85%).

- According to our respondents, outputs of the CZSO are trustworthy, clear (presented in a clear way), accurate, independent (apolitical), and reliable.
- Respondents agreed most often with a statement that the CZSO collects and further provides (disseminates) useful statistical data, provides information services of good quality to its users, and is independent.
- According to 85% of respondents, the CZSO contributes to prosperity of the Czech Republic by its activities.
- Three fifths of respondents are, according to their statement, acquainted well or very well with activities of the CZSO.
- 94% of respondents trust statistics of the CZSO while over a half of all respondents (54%) trust entirely.
- 97% generally assess activities of the CZSO in a very positive or rather positive way.
- The final question of the inquiry expresses, in fact, in a summarised (numerical) way how users generally perceive the CZSO, its name, quality of its services and outputs (products), trustworthiness, professionalism, and the like.
The total assessment is very good – the average is **8.54**.