User’s satisfaction surveys in the Czech Statistical Office

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The primary mission

• of the CZSO is to create an objective and complete mapping of the economical, social, demographic and ecological development of the Czech Republic. To this end the CZSO develops methods and tools to survey existing and new phenomena in society. CZSO also participates in international statistical co-operation and co-ordinates it in the Czech Republic.
Quality management in the CZSO

• Quality management in the CZSO is of big importance – many activities have been started since 2002.
• Great attention is paid to users of our products – statistical tables, graphs, publications etc.
• User’s satisfaction survey has been organised since the beginning of TQM activities in the CZSO.
USER´S SURVEY

- USER´S SATISFACITON SURVEY
- WEB-USER´S SATISFACTION SURVEY
- OTHER SURVEYS
  - Public opinion surveys
  - Special surveys
USER´S SATISFACTION SURVEY

• since 2003 (pilot survey), year 2004 was a base for next years.

• Questionnaire
  • more questions at the beginning, simplification along the years (13 questions now)
  • 2 parts
    • stable set of “closed” questions which are comparable between years
    • set of “open” questions
USER´S SATISFACTION SURVEY

- Dissemination:
  - together with Catalogue of publications
    - paper form by mail
    - possibility to answer at our website in electronic form.
  - web advertisement

- Data collection was concentrated to period December to February (6 – 8 weeks).
USER’S SATISFACTION SURVEY

Respondents of User’s satisfaction surveys

- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
USER´S SATISFACITON SURVEY

• 2009 - changed way of data collection
  • questionnaire is available all the year at our website
  • each e-mail answer to user’s request is followed by kind request to fill in our questionnaire.
Overall satisfaction with services and products
(1-5, as at school evaluation)
USER´S SATISFACTION SURVEY

- TOP 10
  - time series,
  - regional data,
  - analyses,
  - international comparisons etc.

- Users miss
  - more analyses,
  - information understandable also for non-statisticians,
  - comprehensive information about one area,
  - more detailed territorial structure etc.
WEB-USERS SATISFACTION SURVEY

- 2006 – Internet Users Satisfaction Survey started
- 5-7 questions
- Dissemination:
  - only electronic version of the questionnaire is available
  - “pop-up” window - length of data collection is limited:
    - three days or 1500 answers
USER’S SATISFACTION SURVEY

Structure of Users

- Users satisf. survey
- Web-users satisf. survey

Categories:
- Others
- Companies
- Analysts, academics, R&D
- Government and self-government institutions
- Students
OTHER SURVEYS

- Special surveys
- Public opinion survey
  - how we are perceived by common public?
  - Public opinion Research Centre, Institute of Sociology of the Academy of Science of the CR
  - 2006 first survey for us was conducted.
  - repeated yearly
  - Set of questions is stable
- different areas of interest – credibility of the CZSO, political independence, knowledge about our activities, etc.
PUBLIC OPINION SURVEY

- Trust to the CZSO (60%)
SATISFACTION SURVEYS

Results of surveys are used mainly for:

• Changes of the website
• The Self-assessment using the EFQM Model
Self-assessment in the CZSO

- 2006 – First round of the Self-assessment using the EFQM Model took place (result: 250 points in November 2007)
- 2007 – Second round: 374 points – 2nd place
- 2008 – Third round: 464 points

→ Czech National Quality Award for the CZSO (November 2009)
Prague Castle – 12.11.2009
Thank you

Petra Kuncová