



REPUBLIC OF CYPRUS



STATISTICAL SERVICE

RESULTS OF THE USER SATISFACTION SURVEY 2015

MAY 2016

Results of the User Satisfaction Survey 2015

The aim of this report is to present the summary results of the user satisfaction survey 2015. The survey was conducted during the period September-December 2015 with the participation of 108 respondents. The data were collected by completing a questionnaire on the website of the Statistical Service.

PARTICIPANTS CHARACTERISTICS

- ❖ The majority of the respondents were men with a percentage 67,6%, lower compared to the 2014 survey (74,0%). Persons in the age group 30-39 years old had the highest participation rate with 38,0%, similar to 2014 (37,6%).
- ❖ The first four user categories were: Individual 22,2%, Civil Service 22,2%, Researcher/ Consultant 17,6% and Company/ Enterprise 13,9%. In 2014 the sequence of user categories and their share was about the same, except the Company/ Enterprise which had a higher percentage and was in the third place.
- ❖ Registered users accounted for the 79,6% of the respondents, significantly increased from 69,0% in 2014.
- ❖ 16,7% of the participants visits CYSTAT's website at least once a day while the 31,5% at least once a week. These rates are lower compared to the respective percentage rates (19,4% and 38,8%) of the 2014 survey.

USE OF OFFICIAL STATISTICS

- ❖ The most popular statistical subthemes are: Main Economic Indicators (55,6%), Population and Unemployment (53,7%). The least popular are: Crime (12,0%), Environment and Agriculture (19,4%). Compared to the 2014 survey there is a shift in the interests since at that time while the first preference was again Main Economic Indicators (54,9%), the second was Public Finance (49,0%) and the third National Accounts (47,1%).
- ❖ The vast majority of the respondents use the Statistical data tables (Key Figures, CYSTAT's website) with a percentage rate of 78,7%, lower from 87,3% in 2014. Publications (website of the Statistical Service) followed with a percentage rate of 52,8%, almost the same as in 2014 (52,9%). In the third place is Announcements (CYSTAT's website) with 50,9% which is significantly higher than 42,2% in 2014.
- ❖ The main purposes for which official statistics are used are the following: Research (51,9%) and Market Analysis (45,4%). Compared to the 2014 survey there is no significant change in the main two purposes where the percentages rates were 54,9% and 40,2% respectively. For the first time the option "For general information" was provided which recorded 41,7%.
- ❖ The 68,5% of the participants claimed that the official statistics are very important for them, lower from the corresponding percentage rate of the 2014 survey (75,5%).

QUALITY

- ❖ Users recognize the high quality of official statistics since a significant share (36,1%) of respondents evaluated overall quality as "Very good" and adding to that the percentage of those who evaluated it as "Good" (47,2%) the total reaches 83,3%, almost the same as that of 2014 (83,6%).
- ❖ 64,8% rated the timeliness as "Very good" or "Good" and thus, it can be deduced this dimension of quality needs improvement.

- ❖ Three out of four (75,0%) rated the completeness of official statistics at least as “Good”.
- ❖ Improvement of the Methodological Information compared to the previous year was recognized by the 25% of users while more than half (51,9%) responded that the information remained the same.
- ❖ As regards the evaluation of the quality of selected statistics/ indices (Appendix – Survey questionnaire/ question 15), the Consumer Price Index received the highest (total “Good” plus “Very good”) percentage rate (64,8%), followed by Unemployment (Labour Force Survey) (63,8%). The lowest evaluation was given to the Turnover Volume Index of Retail Trade and Production Index in Construction with 47,2%.
- ❖ 74,7% of users claimed that the customer service offered to them is from “Good” to “Very good”, almost the same as in 2014 (77,4%). However, significant decrease is observed in the level of satisfaction, since the percentage of users that rated customer service as “Very good” declined from 45,4% in 2014 survey to 33,6% in 2015.
- ❖ The percentage of users who trust greatly the statistics produced by the Statistical Service, declined from 63,6% in the survey of 2014 to 50,9% in 2015. However, in total the percentage rate of users that trust the statistics (Tend to trust them and Trust them greatly) was 94,4%, higher than the corresponding figure of 2014 (89,9%).

WEB DESIGN

- ❖ More than six out of ten (62,0%) users consider that the official statistics and methodological information are presented in a way that is easy for them to understand.
- ❖ The users rated the design and presentation of CYSTAT’s website in relation to their needs as “Good” with a percentage of 47,2% and as “Very good” with only 18,5%, which signifies that the website needs improvement.

APPENDIX - SURVEY QUESTIONNAIRE

USER SATISFACTION SURVEY 2015

Part A: User Profile

1. Age group:
 - ☐ Under 20
 - ☐ 20-29
 - ☐ 30-39
 - ☐ 40-49
 - ☐ 50-59
 - ☐ 60 and over
2. Sex:
 - ☐ Male
 - ☐ Female
3. Are you a registered user of CYSTAT's website?
 - ☐ Yes
 - ☐ No
4. User category:
 - ☐ Individual
 - ☐ Student/ Academic
 - ☐ Researcher/ Consultant
 - ☐ Commercial Company/ Enterprise
 - ☐ EU Institution/ Agency
 - ☐ Civil Service
 - ☐ Press and other Media
 - ☐ International Organisation
 - ☐ Political Party
 - ☐ Other
5. How often do you visit CYSTAT's website?
 - ☐ At least once a day
 - ☐ At least once a week
 - ☐ At least once a month
 - ☐ Less than once a month

Part B: Use of Official Statistics

6. Which Official Statistics do you usually use?
{Multiple response}

Στατιστικό Θέμα / Υπόθεμα	
National Accounts	
Public Finance	
Main Economic Indicators	
Consumer Price Index	
Harmonized Index of Consumer Prices	
Population	
Population Census	
Health	
Education	
Living Conditions and Social Protection	
Gender Statistics	
Crime	
Employment	
Unemployment	
Labour Cost and Earnings	
Business Register	
External Trade	
Agriculture	
Industry	
Construction	
Tourism	
Transport and Communications	
Wholesale and Retail Trade	
Other Services	
Energy	
Environment	
Research and Development	
Innovation	
Information Society	
General	

7. What products do you usually use?
{Multiple Response}
- ☐ Announcements (Media)
 - ☐ Announcements (CYSTAT's website)
 - ☐ Statistical data tables (Key Figures, CYSTAT's website)
 - ☐ Publications (CYSTAT's website)
 - ☐ Publications (Printed)
 - ☐ Tailor-made statistics
 - ☐ Methodological information
8. For what purposes do you use the official statistics?
{Multiple Response}
- ☐ Policy making and/ or monitoring of policy implementation
 - ☐ Research
 - ☐ Market Analysis
 - ☐ Media Use
 - ☐ Re-dissemination of statistical data
 - ☐ For general information
 - ☐ Other
9. How important are the official statistics to you?
- ☐ Very important
 - ☐ Important
 - ☐ Not that important
 - ☐ Not important

Part C: Quality

10. How do you rate the overall quality of official statistics?
- ☐ Very good
 - ☐ Good
 - ☐ Fair
 - ☐ Bad
 - ☐ Very bad
 - ☐ No opinion
11. How do you rate the timeliness of official statistics?
- ☐ Very good
 - ☐ Good
 - ☐ Fair
 - ☐ Bad
 - ☐ Very bad
 - ☐ No opinion
12. How do you rate the completeness of official statistics?
- ☐ Very good
 - ☐ Good
 - ☐ Fair
 - ☐ Bad
 - ☐ Very bad
 - ☐ No opinion
13. If you have selected "Bad" or "Very bad" in at least in one of the questions 10/11/12, please explain. *[Free text]*

14. How do you rate the quality of the Methodological Information compared to the previous year?

- ☐ Better
- ☐ Same
- ☐ Worse
- ☐ No opinion

15. How do you rate the quality of the following statistics?

Statistics	Very good	Good	Fair	Bad	Very bad	No opinion
Growth Rate of GDP						
Consumer Price Index						
Unemployment (Labour Force Survey)						
Registered Unemployed						
Index of Industrial Production						
Building Permits						
Production Index in Construction						
Arrivals of Tourists						
Revenue from Tourists						
Registration of Motor Vehicles						
Turnover Volume Index of Retail Trade						

16. If you have rated at least one of the items in Question 15 as "Bad" or "Very bad", please explain. *[Free text]*

17. How do you rate the customer service of CYSTAT?

- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Bad
- ☐ Very bad
- ☐ No opinion

18. How much do you trust the statistics produced by CYSTAT?

- ☐ Trust them greatly
- ☐ Tend to trust them
- ☐ Tend not to trust them
- ☐ Distrust them greatly
- ☐ No opinion

Part D: Web Design and Suggestions

19. Are official statistics and methodological information presented in a way that is easy for you to understand?

- ☐ Yes
- ☐ Partly
- ☐ No
- ☐ No opinion

20. How do you rate the design and presentation of CYPSTAT's website in relation to your needs?

- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Bad
- ☐ Very bad
- ☐ No opinion

21. Do you have any suggestions for improving the design and presentation of CYPSTAT's website to better meet your needs? You may provide examples of other websites that you consider as best practices. *[Free text]*

22. If you want to be contacted by CYPSTAT to follow-up on your comments/suggestions, please provide your email address.

[Free text]