




MONITORING USERS' SATISFACTION

ICBS
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CBS Current list of questionnaires

1. Usage of CBS website for CBS employees and external users
2. Feedback of participants in public seminars
3. Questionnaire to authors of press releases
4. Questionnaire on press releases
5. Ongoing Survey on satisfaction from the current site
http://www.cbs.gov.il/publications09/about/sheelon_new.html
6. Usage of the monthly abstract
7. Usage of the price index monthly abstract
8. Usage of PUF files
9. Usage of the graphs leaflet attached to the Annual Abstract

Some comments on the surveys' impact

1. **Access:** Usage of CBS website – *the survey was run once, with CBS staff, and used in preparation of the new website*
2. **Users:** Feedback of participants in public seminars – *the survey is conducted after each seminar, and includes the possibility to register to the mailing lists for updates and press releases on specific subjects.*
3. **Content:** Questionnaire to authors of press releases – *conducted within the CBS; used to learn difficulties and improve guidance*
4. **Users:** Questionnaire on press releases – *the survey was run once with all our customers.*
5. **Access** Ongoing Survey on satisfaction from the current site
http://www.cbs.gov.il/publications09/about/sheelon_new.html
6. **Content:** Usage of the monthly abstract – *the survey addressed all subscribers. The subscriptions were consequently suspended and the results will be implemented in the new website.*
7. **Content:** Usage of the price index monthly abstract – *the telephone survey addressed all subscribers before the suspension of the paper publication.*
8. **Content:** Usage of PUF files – *the survey was conducted with all purchasers and the results were used to improve the product.*
9. **Content:** Usage of the graphs leaflet attached to the Annual Abstract – *as a result, the dissemination formats were improved and the paper version suspended.*

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User satisfaction – Planned for the new website

- It will depend heavily on finding quickly and easily the needed information on the website.
- The methodology is planned to use a combination of **web statistics** and **user feedback** from different sources:
 - ICBS Facebook page.
 - Feedback form in the contact page of the website
 - Telephone calls
 - Specific questionnaires on various products & tools

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Web Statistics

Scenarios considered for web statistics:

1. Users leave the website from the search results page.
2. Users leave the website from a page after few seconds in the page (not for all pages)
3. Users leave the website from the data query system without using it.

Counts by scenario:

1. Absolute number of times in a month
2. Percentage out of total use
3. Change over time of both

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Opinion survey on CBS website (internal)

1. Are you using the CBS website, and if so how often?

1. Yes, several times a day
2. Once a day
3. Once or twice a week
4. Rarely
5. I do not use the CBS website

2. When you enter the site, do you usually enter the issues related to your unit?

1. Yes, generally
2. Issues related to my unit and other issues
3. Other issues usually
4. Other _____

3. When you are having trouble finding your way in the site, what do you do?

1. phone or e-mail the information unit
2. phone or e-mail the internet (IT) unit
3. ask a colleague in my unit
4. Give up

4. How satisfied are you of the subject matter webpage of your unit?

1. largely
2. To some extent. Explain _____
3. To little extent. Explain: _____
4. Not at all. Explain: _____

5. How would you rate the CBS website:

1 = strongly agree ... 4 = do not agree at all

- | | |
|------------------------------|---------|
| 1. Overloaded | 1 2 3 4 |
| 2. User friendly | 1 2 3 4 |
| 3. Diversified | 1 2 3 4 |
| 4. Rich in information | 1 2 3 4 |
| 5. Obsolete | 1 2 3 4 |
| 6. Design-less | 1 2 3 4 |
| 7. Updated | 1 2 3 4 |
| 8. Difficult to get oriented | 1 2 3 4 |

6. Please rate each of the following by the order of importance you attach to the investment which has to be put in the website (1 = most important 7 = least important)?

- 2 ___ Search Engine
- 1 ___ Home page
- 6 ___ structured thematic pages
- 7 ___ site in English
- 3 ___ Explanations
- 4 ___ concrete means of displaying the data (charts, maps, etc)
- 5 ___ adding interactive products / Table Generator
- 8 ___ Other _____

7. Are you the contact person appointed for your unit for Internet issues?

1. Yes
2. No, but I would like to be appointed
3. No. Someone else has been appointed
4. There is no contact person appointed yet
5. I do not know

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Thank you for your time

Ongoing Survey on satisfaction currently in the website

1. How often do you visit the CBS website?
 - Once a year or less
 - Every few months
 - Every few weeks
 - At least once a week
2. What made you visit the website?
 - Personal interest
 - advertising in the media
 - Personal search for information (for example: select a residential area, find a place to start a business, clarify indicators)
 - I'm a student / pupil, I need the site for writing a paper /homework
 - It is part of my work
 - Other, specify : _____
3. If it is a part of your work, how would you define your organization?
 - Research Institute
 - a government body / local authority
 - public / private
 - NGO or nonprofit enterprise
 - The media
 - educational institution / academy
 - other, specify: _____
4. How do you use the website?
Think about your last visit to the site. What was your goal?
What were you looking for?
5. What actions have you performed to find the desired information?
 - Free Search
 - navigation by subject
 - navigation by type of publication (eg. Statistical Yearbook, press releases, statistical newsletters , etc.)
 - interactive tools (such as Calculator, Generator and maps, databases, etc.)
 - other, specify: _____
6. How easily did you find the information?
 - Quickly and easily
 - with some difficulty
 - with great difficulty
 - the information was not found
7. Users' satisfaction
In general, how satisfied are you from CBS website?
 - greatly
 - largely
 - Moderately
 - Slightly
 - to a very small extent
8. Mentioned two or three things you would recommend to add, delete or modify in the site

Do you want to help further improving the CBS website?

We are looking for users who are willing to be partners in the process of upgrading the site: Answering questions, participating in focus groups or test the new website.

Do you want to participate and influence? Please fill in an email address or phone number and we will contact you if necessary:

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Examples of specific questionnaires:

Press releases

1. How often do you address CBS to get data (regardless of press releases)?
2. How often do you address CBS questions and clarifications following the publication of a press release?
3. When preparing an article, or for any other use, do you use the text of the release or mainly tables and / or graphs?
4. When using a press release, do you utilize additional information such as: databases, table generator, "Additional Information", or do you rely only on the press release without additional sources?
5. Are accompanying tools (Charts / Maps) generally clear and easy to understand?
6. In the press releases that you are interested in, which are good and which are less good and why?
7. Do you enter the links and references in the press release, if so which of them primarily?
8. In general, how would you rate the CBS press releases in terms of clarity (1 - not at all clear, very clear 5) and why?
9. Would you like to see press releases in additional subjects?
10. To what extent are you satisfied with your relationship with the CBS-speaker unit?
11. What do you think could be improved? Accessibility of data, user friendliness, Definitions and explanations

Authors of press releases

- What is for you the role of the press release?
 1. Preliminary dissemination to the public through the media
 2. Preliminary dissemination to data users in the website
 3. Early preliminary dissemination
- What is the most important in a press release , in your opinion?
 1. the flashes (bullets) 2. the text 3. the tables 4. the diagrams
- Why? _____
- Do you follow what is published in the media?
 1. Regularly
 2. Only after the publication of my release
 3. Only if someone draws my attention to a specific publication
- Is the way the media report the press release made you change something in the next release?
 1. Yes, what did you changed? _____ 2. No
- As a whole, are your press releases receiving adequate coverage?
 1. Usually
 2. Yes, but occasionally things go wrong
 3. Generally, my releases do not receive adequate coverage
 4. My releases rarely receive any media coverage
- How do you explain the actual coverage?
 1. The complexity of the release
 2. Complicated tables
 3. The text is not as clear as it should
- Other _____
- What do you think could be improved in the current process of preparing a press release?

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PUF - Public Use Files questionnaire

(to active users)

Dear User, you recently purchased our digital PUF product, *[specify which: _____]*

CBS is conducting user feedback surveys to improve products and services. We would like to ask you a few questions. Would you be willing to participate?

[If not: Ask to fix another time for the interview. Quit]
[If yes: Continue]

1. Data products exist in two formats - SAS and ASCII. What format do you use? *[If ASCII, go to 2] [Else: Go to 4]*
2. *[If ASCII]* How was the preparation of the data with your software? Easy, Not easy not difficult, Difficult ...
3. *[If SAS]* How easily did you copy the files under a new name? 4. Which software do you use for tabulation? _____
5. How easily did you import the data from our product?...
6. Was the data dictionary in the product:
Totally clear, Reasonably clear, Incomprehensible
7. Does the PDF version of the data dictionary suit your needs? 8. Have you read the document detailing the contents of the product and how to use it, namely MethodologyAdd? Yes/No ...
9. How clear to you was the documentation of the contents of the product and how to use it (MethodologyAdd)? ...
10. Did you consult the documents linked to the product on the CBS website : Introduction to research Yes/No, Research method Yes/No, Other documents and classifications such as: occupations, industries, localities Yes/No
11. In your estimation, how many times did you demand support / service: A number of times from the Information unit; A number of times from the subject unit which collects and processes the data ...

12. How satisfied were you from the support / services you received: Satisfied, Reasonably satisfied, Dissatisfied...
- From the Information unit; from your purchase; from problems handling - response time, quality of service;...
- From the subject unit which collects and processes the data - response time, quality of service in general, response time, quality of service during data processing
13. In general, how satisfied are you with the PUF product(s) you work with? Satisfied, Reasonably satisfied, Dissatisfied...
14. In general, how the PUF product(s) you work with answer(s) your needs: Fully, Moderately, Don't ...
15. Have you purchased in the past products from CBS:
Paper publications Yes / No, Tailored statistics Yes / No, Data CD Yes / No.
16. In general, what improvement would you like to suggest _____
17. Do you think complementary services should be given with the product , such as:
Training , Additional processing services (in return for payment), Others...
18. What was the purpose of the purchase of the product(s):
Research purposes, For work, part of my job / my institution role, Other ...
19. How many years of experience do you have with statistical data analysis: 1-2, 3-5, Over 5

The Central Bureau of Statistics thank you for your time

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QUESTIONS?

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