

## User Survey of Population Statistics 2005

On 6–26 April 2005 the Statistical Office conducted a web survey among the users of population statistics with the aim to chart the usage of statistics and to rate the adequacy of services and products of population statistics.

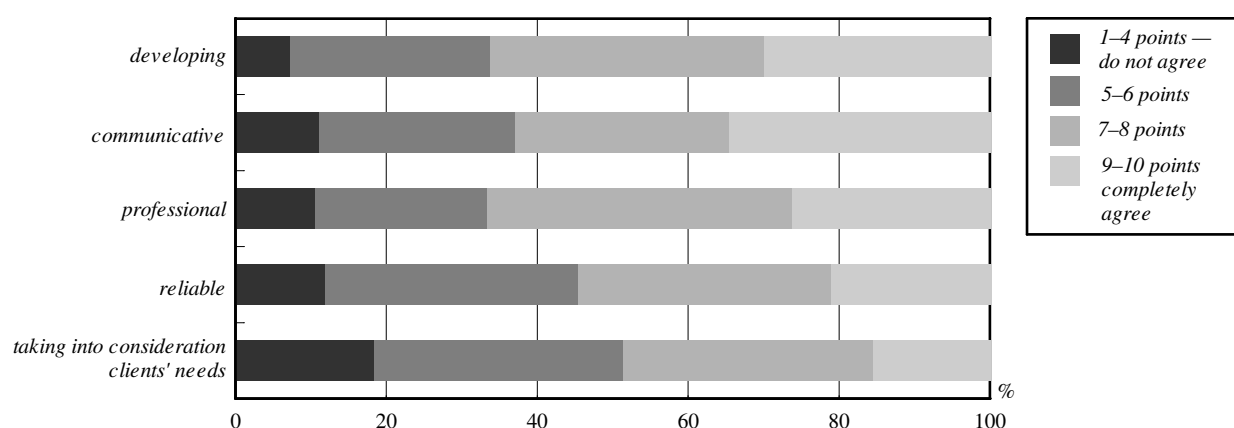
The sample of the survey covered customers who had presented queries to the Statistical Office during the last two years and enterprises who had ordered the publications of population statistics<sup>1</sup>. 389 e-mail letters were sent.

The results of the survey:

1. The Statistical Office as a provider of statistical information was rated as developing (7.20 points) and communicative (7.14 points) organisation, but the needs of customers are not taken into consideration as much as necessary (6.24 points).

### Rating to the Statistical Office by clients of the Population Statistics Department\*

Statistical Office as a provider of statistical information is...

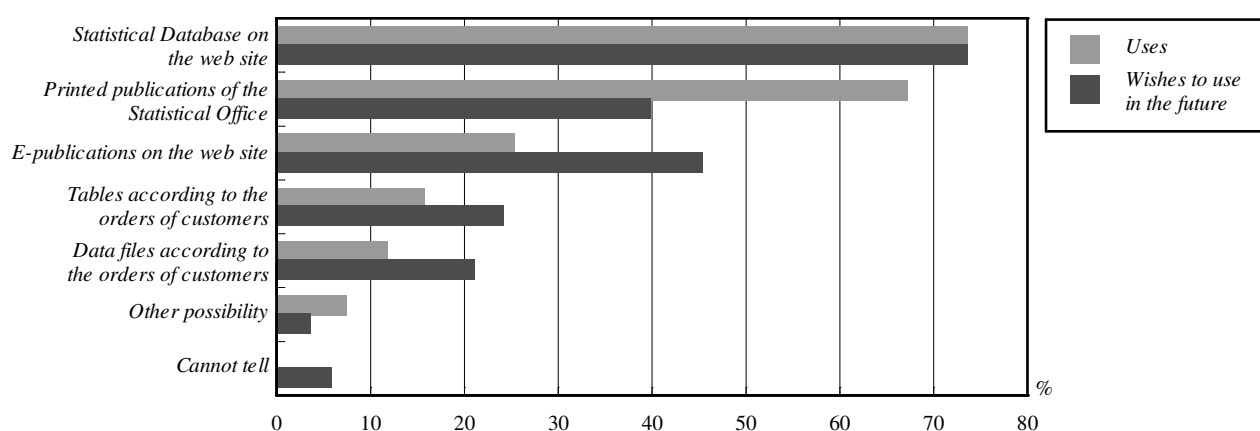


\*Percentage of all respondents, n = 215

<sup>1</sup> Customers who use only the statistical database were not charted with the survey..

2. 76% of customers use regular population statistics and 55% use Population Census statistics in their work. Half of the customers use statistics at least 2–3 times a year for several purposes, e.g. for drawing up plans (43.3%), for background information (36.7%), for making prognosis (33.3%), etc.
3. Only each fourth customer out of ten considers him/herself well-informed about the products and services of the population statistics. Almost half (46%) of customers needed more information for population statistics.
4. Most typical ways to receive statistical information are the Statistical Database (73%), printed publications (67%) and e-publications (25%). Most customers use several data sources in their work. In the future the customers wish to use more e-publications (45% of respondents wish to use them in the future), tables (24%) and data files (20%) drawn up according to customers' wishes.

#### Use of data sources and wishes for the future<sup>\*</sup>



<sup>\*</sup>Percentage of all respondents, n = 215

5. About three quarters of customers use the statistical database (73%) and also in the future this will remain the most essential data source for obtaining population statistics. A great share of consumers (69.8%) are satisfied with it (rating 7–10 points, average 7.1 points).

The customers are satisfied with the way the database can be operated and the way information is presented (7.3 points), but it is quite complicated to find

information (6.5 points). The consumers are less satisfied with the details of the data in the database and with the possibilities to combine the data (6.6 points).

6. Three quarters of consumers use regular population statistics. Almost all of them (99%) use the data on population number and population composition. Local governments also need general information for population (births, deaths and migration). For other consumers more specific data are important (life tables, causes of death, marriages, prognosis, etc.)
7. The regular population statistics available for users are more or less in accordance with the expectations of consumers, the satisfaction with it was rated good (average 6.8 points). Ratings are higher than average as concerns the way of presenting the data, data reliability and analytical overviews. Satisfaction with the length of time series, with methodological explanations and with data combinations is lower.
8. The consumer of Population Census data (55% of respondents) is more active consumer of population information and usually uses Population Census data in addition to regular statistics. Most of consumers (97%) have used general population data, the data on employment and information on households and dwellings are equally important (ca 65% of users).
9. The Population Census statistics available for the user are considered good and meeting the consumers' expectations (average rating 6.8 points). The ratings on data presentation in publications, on data reliability and on explanations of methodology were higher than average. Satisfaction with analytical overviews, data combinations and thematic maps is smaller.