

Product Development Survey of the Publications of Statistics Estonia

The aim and tasks of the survey

The aim of the survey was to collect suggestions for the product development of the publications of Statistics Estonia, to study the users' satisfaction and expectations with regard to the contents and form of the publications of Statistics Estonia and to find out the motives of consumers' behaviour.

The background of the survey

The present report has been compiled on the basis of the results of the face to face interview conducted during 3–23 December and of the web survey conducted during 11 February – 5 March 2008 by Turu-uuringute AS.

In case of face to face interview a voluminous questionnaire was used the aim of which was detailed mapping the respondent's satisfaction with the different aspects of the publication under observation. The aim of the web survey was to question larger number of respondents, using a less voluminous questionnaire.

During the survey information was collected about the following publications:

- *Eesti Statistika Aastaraamat*. 2007. Statistical Yearbook of Estonia;
- *Ettevõtete majandusnäitajad*. 2005. Financial Statistics of Enterprises;
- *Keskkond*. 2005. Environment;
- *Linnad ja vallad arvudes*. 2007. Cities and Rural Municipalities in Figures;
- *Maakonnad arvudes*. 2002–2006. Counties in Figures;
- *Põllumajandus*. 2006. Agriculture;
- *Sotsiaaltrendid 4*. Social Trends 4;
- *Teadus- ja arendustegevus*. 2005. Research and Development;
- *Tööturg*. 2005. Labour Market;
- *Turism. Majutus*. 2006. Tourism. Accommodation.

Conclusion

Besides the publications under observation the majority of respondents (85%) used also other paper publications of Statistics Estonia. The output of official statistics on the Internet was also used actively.

The publications of Statistics Estonia are used most often for getting the general economic-political background (71%), for analysing the current situation and making the necessary decisions (65%) and for determining the trends (56%).

88% of the respondents considered the publications having an advantage over the statistical database on the web site. The advantage was first and foremost the compactness of the paper publication, convenience of use and explanatory texts, analysis and diagrams.

The publications were mainly used for getting an overview of the field of statistics, as well as for compiling reports, prognoses, overviews and development plans. Employees of research and educational institutions used publications also for research and articles, journalists for writing the news.

58% of respondents were satisfied with the proportions of the ways of information presentation. 23% wished more analytical texts, 19% wanted to increase the share of diagrams, 10% — the share of thematic maps and 10% — the share of tables.

Respondents were most satisfied with the logical structure of publications (the average 8.08 in 10-point-scale) and with the general look of the publications (8.04). The composition of the text was also highly evaluated (8.06), as well as the comprehensibility of the text (8.00), of tables (8.48), of diagrams (8.45) of thematic maps (8.14).

More than half of the respondents considered the price of the publication normal. The price was judged on the content, quality and usability of the publication or it was compared with the general price level of printed matter. The 50% price increase was considered suitable by 12% of respondents, 30% price increase — 35% of respondents and 15% price increase — 54% of respondents.

Respondents were satisfied with the format of the publication. 44% of respondents were very satisfied, 52% were rather satisfied. Half of respondents thought that the topics of the certain field can be published also as pocket-sized reference books, which could be used first and foremost outside the office and during trips; in reports and presentations, and in finding the data quickly in everyday work.

Half of respondents thought that CD would give extra value to the publication. 58% of respondents considered a good opportunity to compile interactive thematic maps with the help of thematic map module added to the CD.

Suggestions for product development

Respondents' suggestions for product development:

1. To present the data in publications in detail. Many respondents stressed the necessity to present the data in smaller units (e.g. county is too big, statistics should be presented by cities / rural municipalities instead).
2. In addition to the comparison in time also the comparability with internationally used indicators is relevant.
3. To increase the share of texts / thoroughness of analysis.
4. Besides trends and analysis of the current situation the publications should also include prognoses.
5. Co-operation with the specialists outside Statistics Estonia while compiling the publications.
6. More detailed discussion of the methodology of data collection, adding explanations to the statistical indicators / concepts being used. Additional information should be easily found for the user (clearly visible references).
7. Using of colours would help to understand the diagrams and thematic maps.
8. Fresh data in paper publications or on the web site.

Satisfaction with the content and form of the publications of Statistics Estonia

