

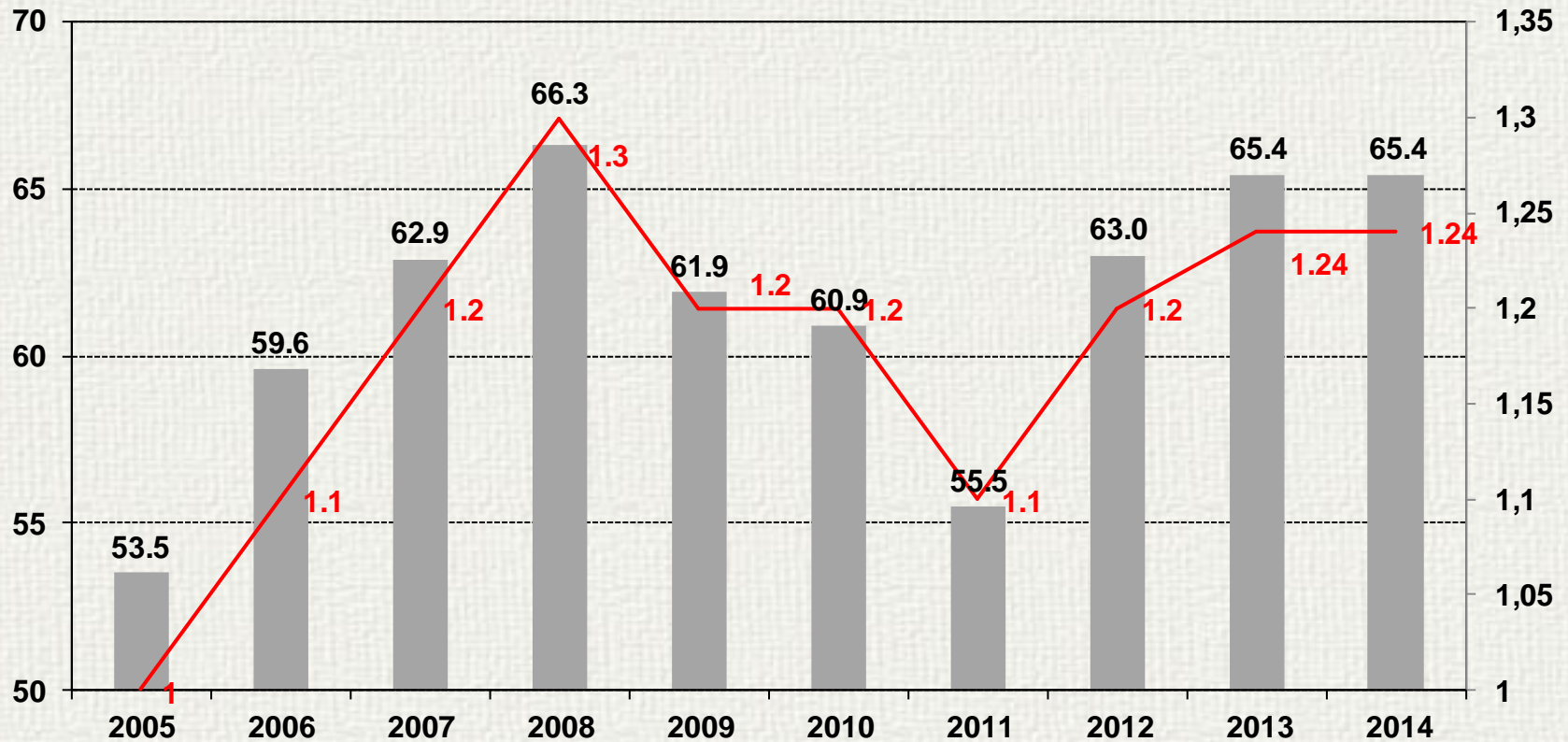


CONSUMER OPINION SURVEYS 2014

- **Of the media – for the 3rd time (30 responses)**
- **Of State and municipal authorities and agencies – for the 3rd time (340 responses, of which 189 – from municipalities)**
- **Of politicians – for the 1st time (80 responses)**

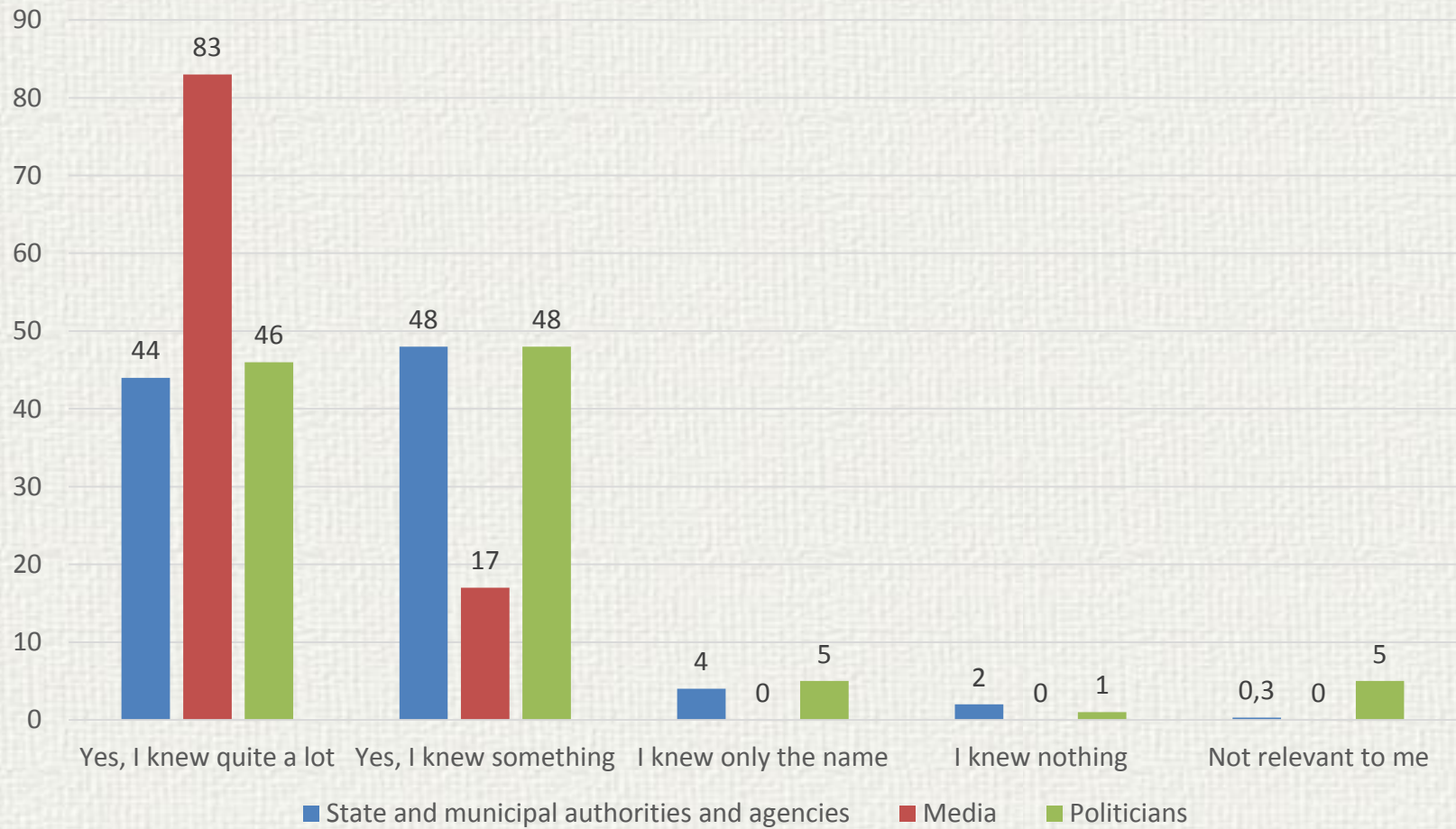


GENERAL SATISFACTION LEVEL AND INDEX



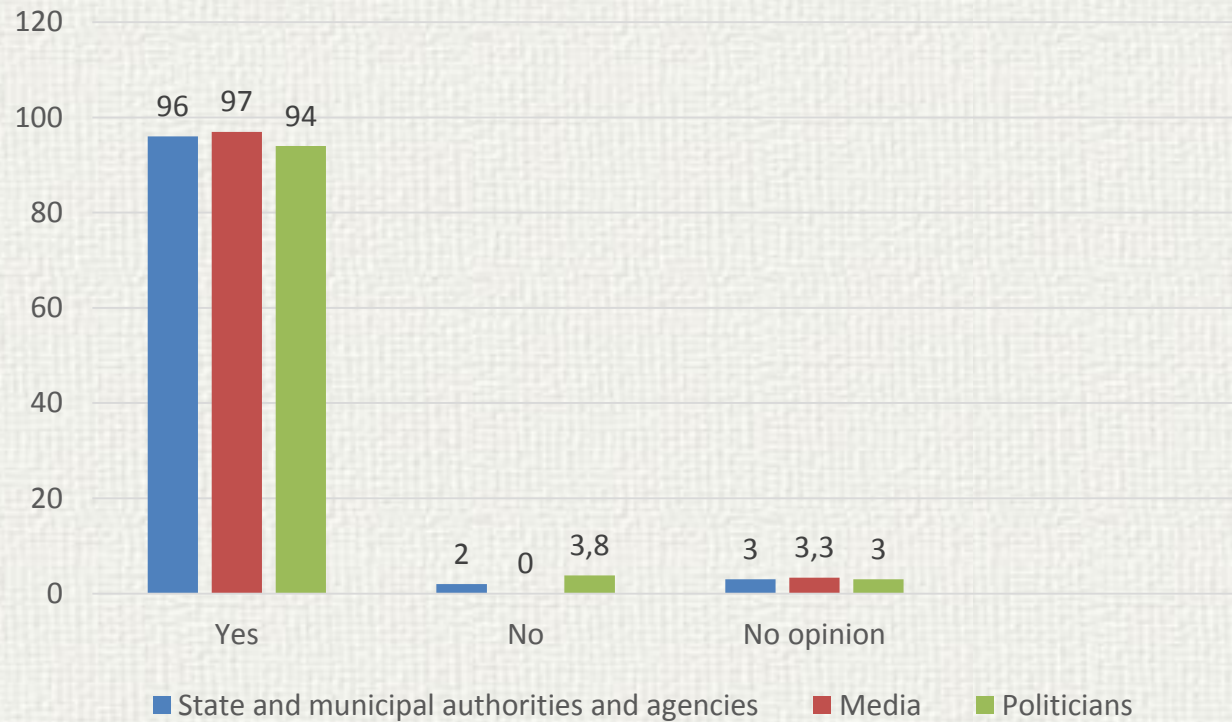


VISIBILITY



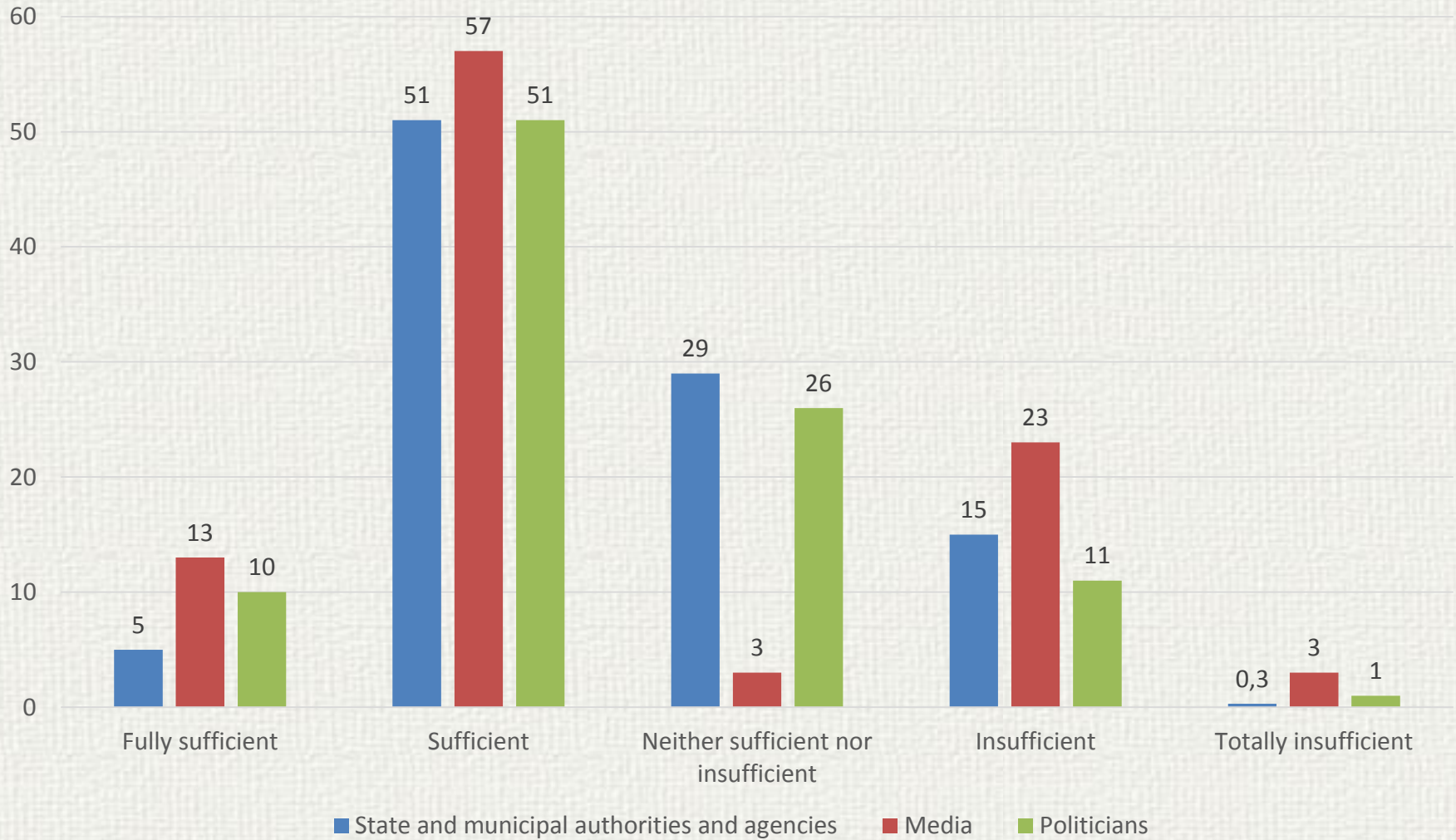


NECESSITY



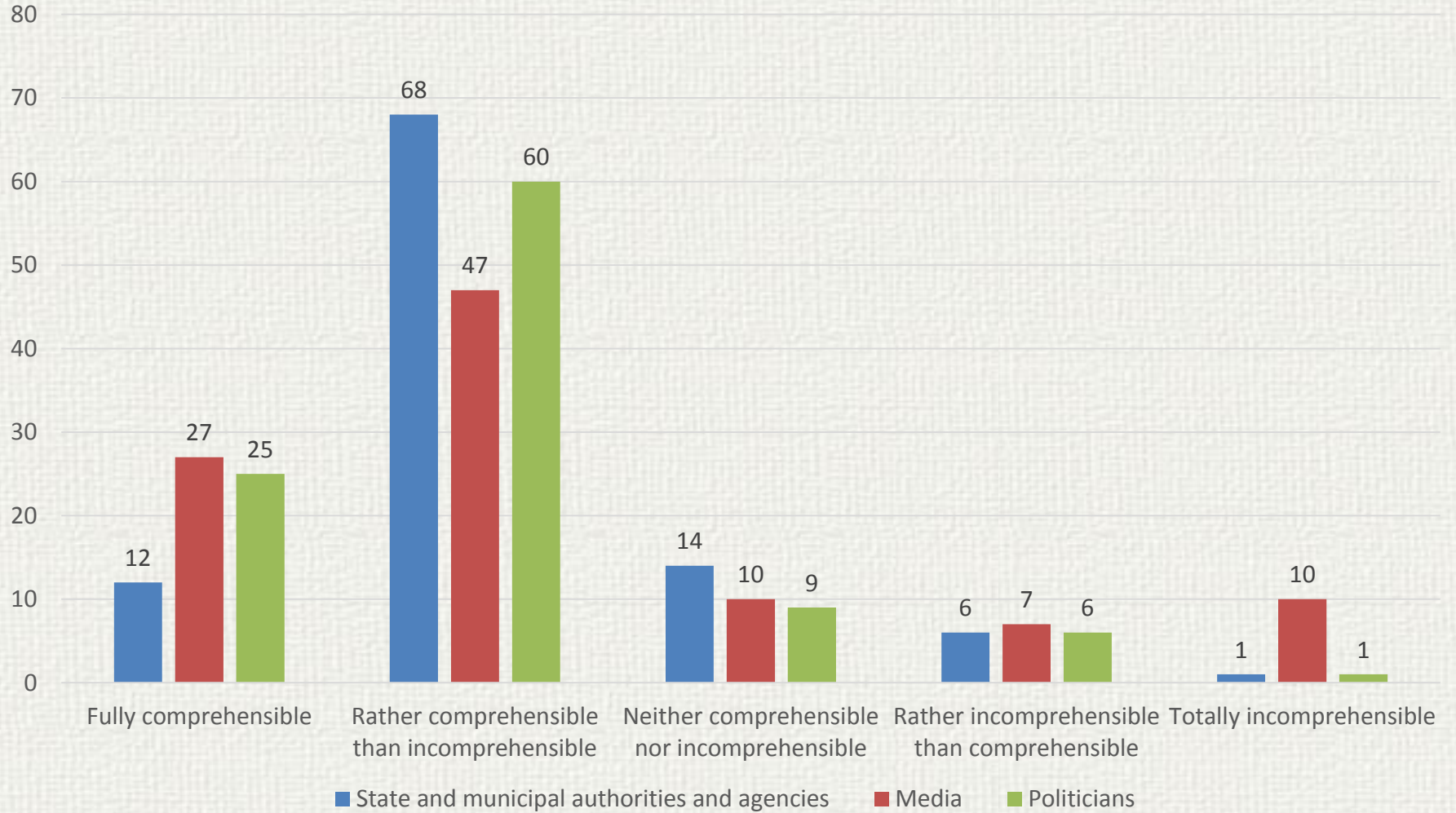


SUFFICIENCY



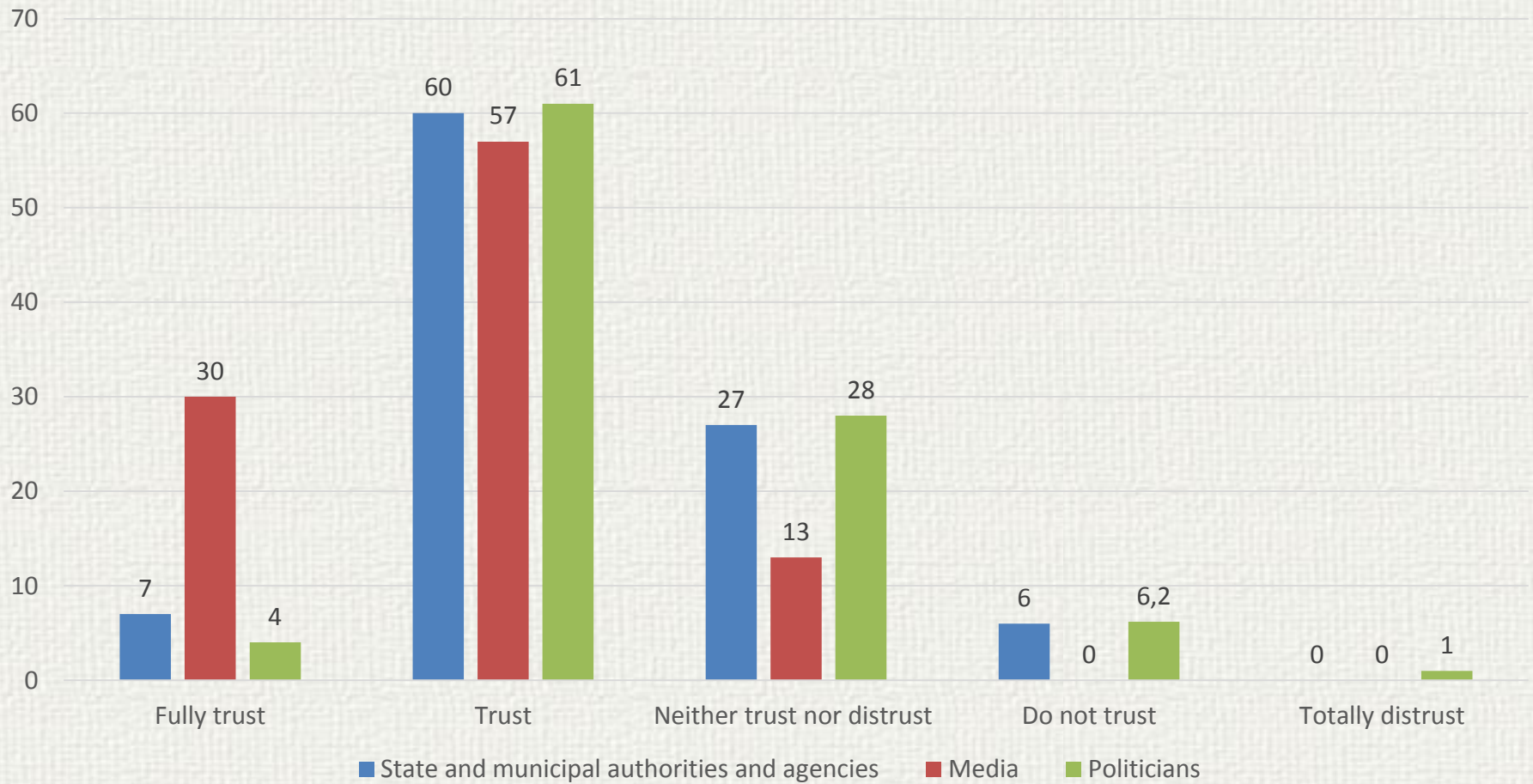


COMPREHENSIBILITY





CONFIDENCE





MAIN CONCLUSIONS

- **Main topics – social, demographic, energy, price statistics;**
- **Search modes – Google, OSP, www.stat.gov.lt;**
- **Missing – regional indicators in a larger number of breakdowns, comparable indicators of other countries;**
- **Services – OSP received the largest number of both positive and negative assessments;**
- **Least-known – guidance on European statistics, library-bookshop, subscription;**
- **New trend – social networks and their usage, most popular among politicians.**



Promotion of Internet services, with a focus on differences between OSP and www.stat.gov.lt

Popularisation and promotion of SL services among **POLITICIANS**

Testing in focus groups



More information in plain language in social networks



ANALYSIS OF PRESS RELEASES. USER-FRIENDLIER TEXTS

Use of tools (keywords etc.) which would make OSP pages appear first in search engines

Continuation of target training for the staff of public authorities and agencies and other user groups, with a focus on the fact that figures are available at osp.stat.gov.lt

Continuation of supplementation of special-purpose OSP sections with relevant information