DATA UTILISATION NEEDS
WITH SPECIAL EMPHASIS ON CENSUS DATA

What was our objective?

Our objective with this survey was to assist the better design of census orientated materials, also allowing portfolio level developments, suitable for publishing other data collections.

What was examined?

During the survey users
- reported about their data use habits and their opinion about HCSO products and services (with special emphasis on census data);
- tested and estimated international databases, applications (the StatBan app of the Danish Statistical Office, the OECD.Stat database of the OECD, the Table Builder app of the Australian Statistical Office);
- furthermore reported about their opinions regarding possible change developments related to protection against disclosure.

When and how did it take place?

There were 4 focus group interview rounds during fall of 2019, in the research framework, involving a total of 20 practiced users. The interviews took place in the headquarters of HCSO, Budapest.

Main results

- **Users would need more detailed data**, especially for **territorial data**, **timeliness of data was also stressed.**
- Users' definition of a good database was that it is fast loading, reliable in functioning, clear cut in structure and easy to operate.
- Majority of respondents urged the creation of a **unified database** where all data is accessible simultaneously.
- Users preferred the easily malleable tables, easier calculation options as well as access to maps and graphs embedded in the database as complementary features.
- The research highlighted the importance of **transparency and the accessibility of metadata**.
- There was a demand to **access anonymised data on their own PC**, and to have a concise, practical user manual for that function.
- Users' opinion showed great differences as regards possible changes in protection against disclosure methods. These changes might be necessary in case of certain developments. Some users supported the idea, others preferred the existing methods.

Utilisation of research results

We pay special attention to user demands when developing the Dissemination database. We aim to incorporate the content and functional features as well. We plan an improved application to meet users' demands, when replacing the present Methodology / Metadata application.