

## **‘Questionnaire on customer satisfaction of the ISPRA Portal users’**

### **Results and main inputs**

In the period analyzed (January-June 2011) 170.577 unique visitors have visited the ISPRA Portal and have been registered 310,530 visits and 1,058,727 pages visualized. During this time, 112 users (including 14 ISPRA employees) participated to the survey on-line about ‘User’s satisfaction of the ISPRA Portal’. The sample was composed by 66% male and 34% female, and about 61% belongs to an age-group between 35 and 55 years. That means probably that most of those who visits the ISPRA portal are users who have completed their academic studies and access to the web-site for work reasons, research or personal interest in the environmental subjects.

#### Profile of the user-type

Male (66%) 35-55 years (61%) Graduated(64%) Private citizen (44%)
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Below are reported the main inputs from the questionnaires analyzed:

- The 28% of the sample visits the website "at least once a week", that means the presence of a satisfactory number of permanent users that daily consult the ISPRA portal.
- The environmental issues which users are most interested: "Water", "Nature and Biodiversity" and "Air". The "Publications", with 25% of the preference, representing the service offered by ISPRA that has received the most interest followed by "information about events organized by ISPRA" (15.4%) and technical tools such as "Databases" and "Mapping".
- With regard to pleasantness, navigability and usability of the site and the completeness of its contents, the data are satisfactory: 79% of users like the graphics adopted by the portal ‘above the sufficiency’ and the organization and the contents are valued ‘good’ from 44% of them.
- The question on the overall assessment of the ISPRA portal has seen the 86% of sample to assign a ‘sufficient’ evaluation. Specifically, 19% of users are ‘very satisfied’ , 46% "enough satisfied " and 21% "quite satisfied ". It seems important to underline that only the 5% of sample evaluates negatively the ISPRA Portal.