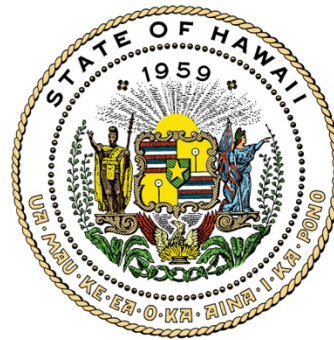


August 19, 2008

# Research & Economic Analysis Division

## *Customer Satisfaction Survey Results*



**Department of Business, Economic Development and Tourism**

Earlier this year the Research & Economic Analysis Division (READ) launched a Customer Satisfaction Survey to identify READ's core clientele, READ products most utilized by clientele, the overall level of satisfaction with those products, and recommended improvements in products, services and on-line content.

Users were asked both multiple choice and fill in questions. There were 52 anonymous participants in the survey. Results are presented in two pie charts formats the first being a value format, i.e., how many participants answered a particular question and the second format is presented as the percentage of participants who answered a particular question. In the case of questions 2, 4, and 8 users were given the option to fill-in a more appropriate response if one was not listed in the multiple choice options. These responses can be found after the percentage table.

Question 11 presented users with the option to provide written comments and/or questions. READ has provided responses to these comments and/or questions.

**Question 1: Where are you located? Please enter your Zip Code.**

A total of fifty responses were recorded:

Thirty replies from Zip Code 96813 Honolulu downtown

Two replies from Zip Code 96817 Honolulu

Two replies from Zip Code 96822 Honolulu

Two replies from Zip Code 96753 Kihei

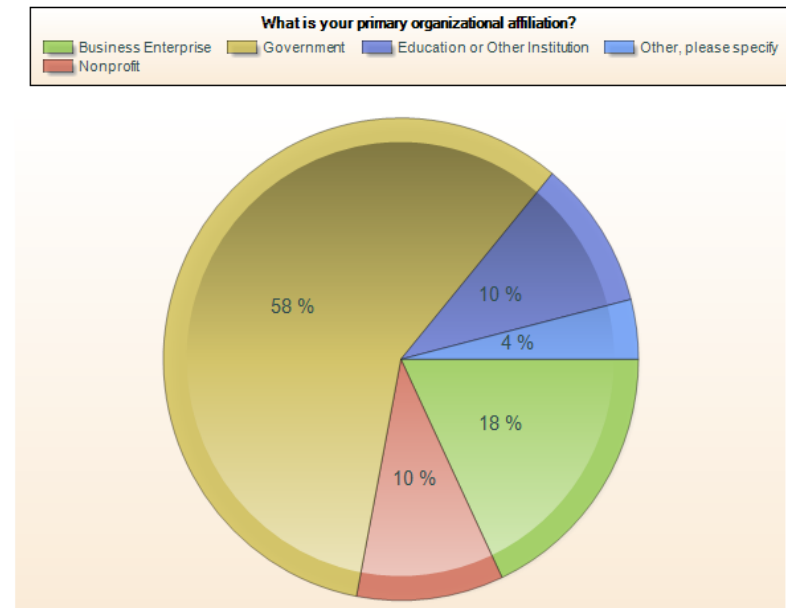
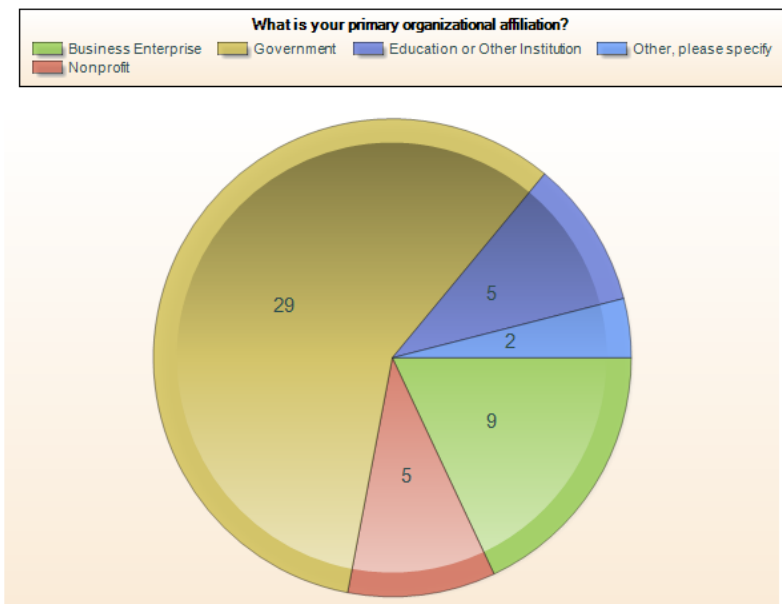
The following Zip Codes all had one reply for a total of fourteen replies:

- 96789 Mililani
- 96797 Waipahu
- 96790 Kula
- 96766 Lihue
- 96734 Kailua
- 96743 Kawaihae
- 96762 Laie
- 96814 Honolulu

96744 Kaneohe  
96815 Honolulu  
96819 Honolulu  
96740 Kailua Kona  
96720 Hilo  
96826 Honolulu

Overall the majority of users participated in the survey did so from PC's located in downtown Honolulu; however, it is clear that READ's products and/or services do reach across the entire state.

**Question 2: What is your primary organizational affiliation?**

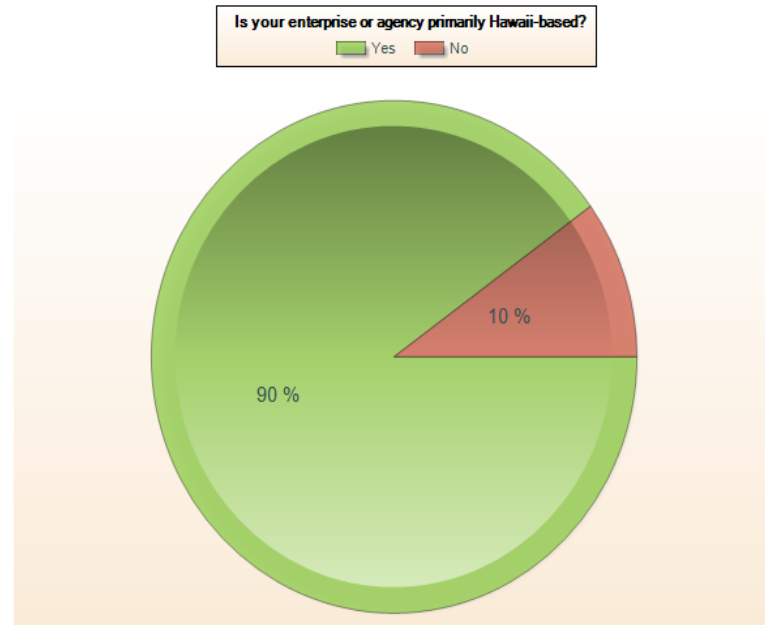
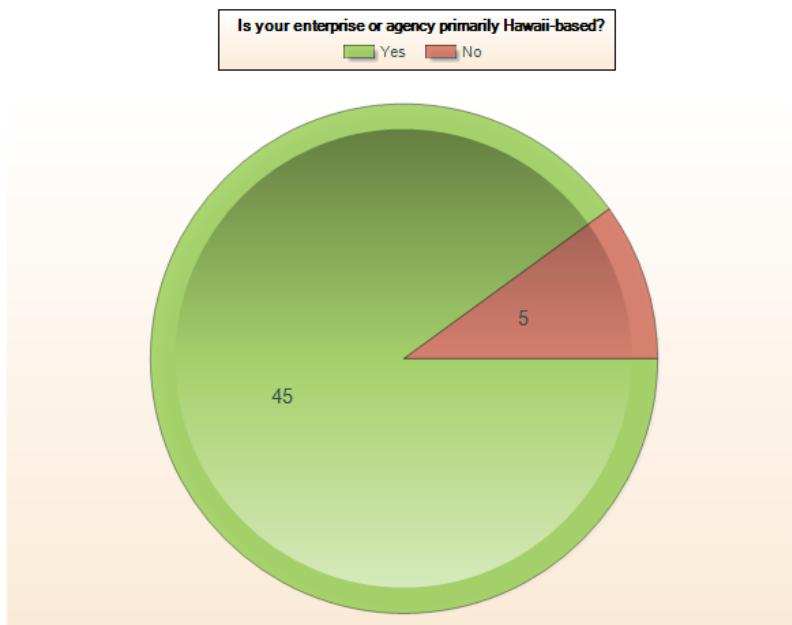


Two replies under Other:

1. User noted N/A as their response
2. Unemployed: library assistant/ legislative aide

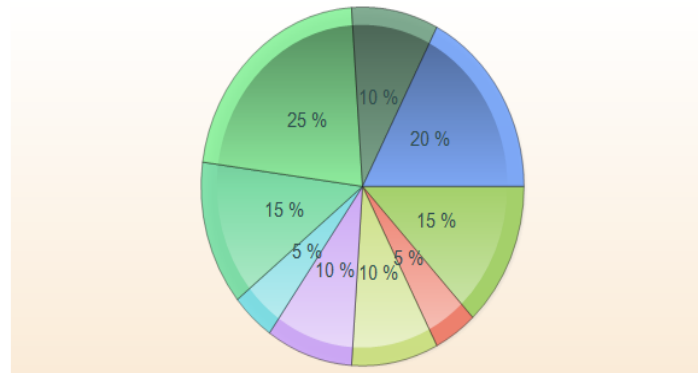
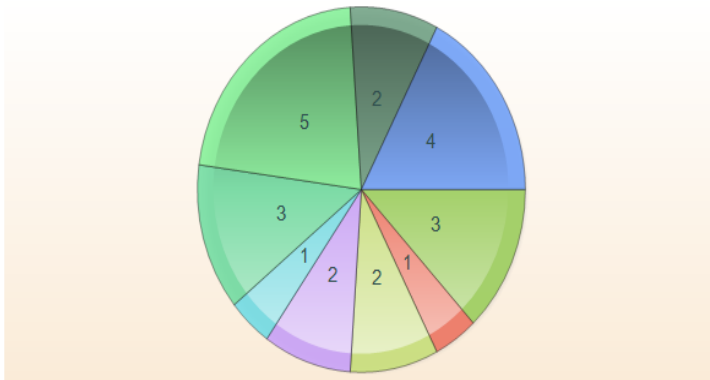
The majority of users identified themselves as affiliated with a government organization, question five asked the user to further define their government affiliation. Non-government agency affiliation made up 42% of the users, question four asks the user to further define their business enterprise by industry. Even though 68% of users identified themselves as affiliated with a government agency READ endeavors to raise its level of awareness and make its products and/or services known to the public sector.

**Question 3: Is your enterprise or agency primarily Hawaii-based?**



Clearly, most users (90%) identified themselves as Hawaii-based. This is not surprising and although it is highly desirable to have READ's products and/or services reach far beyond Hawaii, DBEDT's primary objective it to serve the people of the State of Hawaii.

**Question 4: If you are with a business enterprise, what is your primary industry?**



Four replies under Other:

1. Nonprofit state association
2. Aerospace
3. Community Health Improvement
4. Business Development

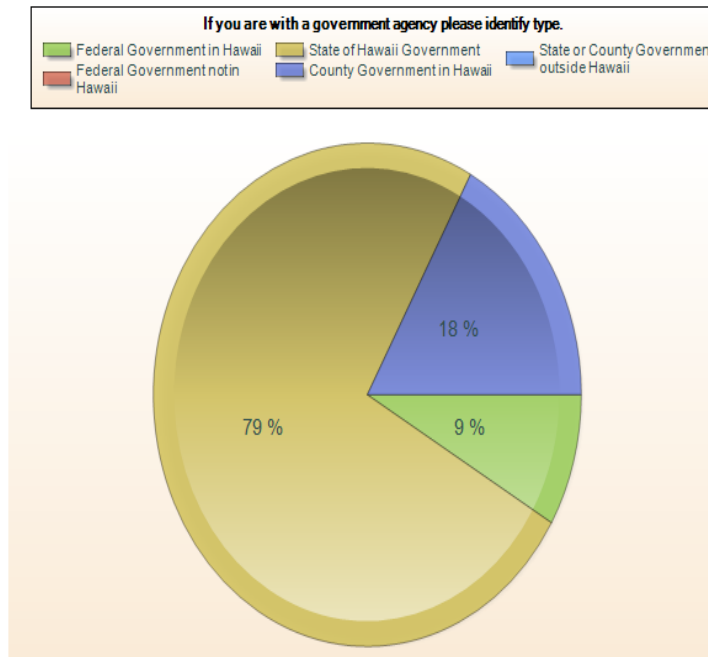
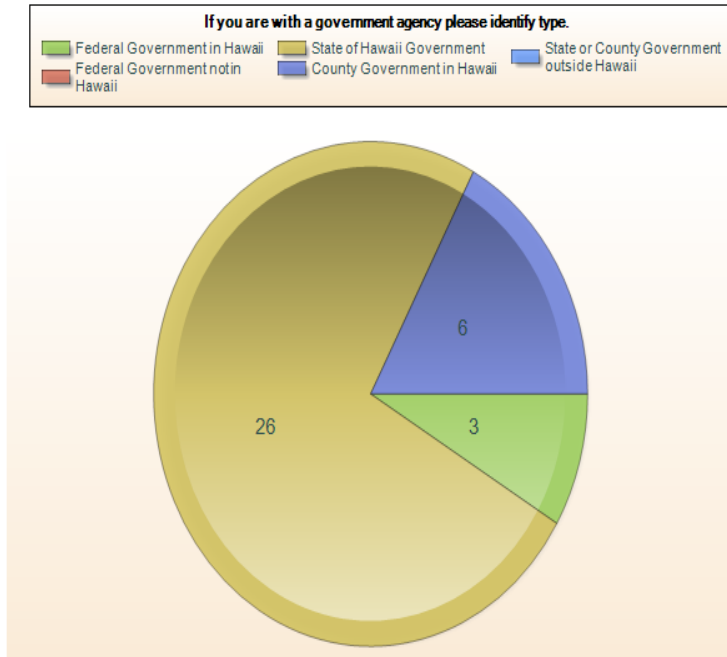
Responses per option are as follows:

Retail/Wholesale	3
Accommodations	0
Food & Beverage Services	0

Arts/Entertainment/Recreation	0
Other Visitor Industry	0
Manufacturing	0
Utilities	0
Health Care	1
Education	2
Media/Public Relations	2
Information Technology	1
Research & Development	3
Other Technology	0
Financial	0
Development Related (Planning/Architect/Engineering)	5
Other Professional Services	2
Construction	0
Transportation	0
Warehousing	0
Agriculture	0
Other, please specify	4

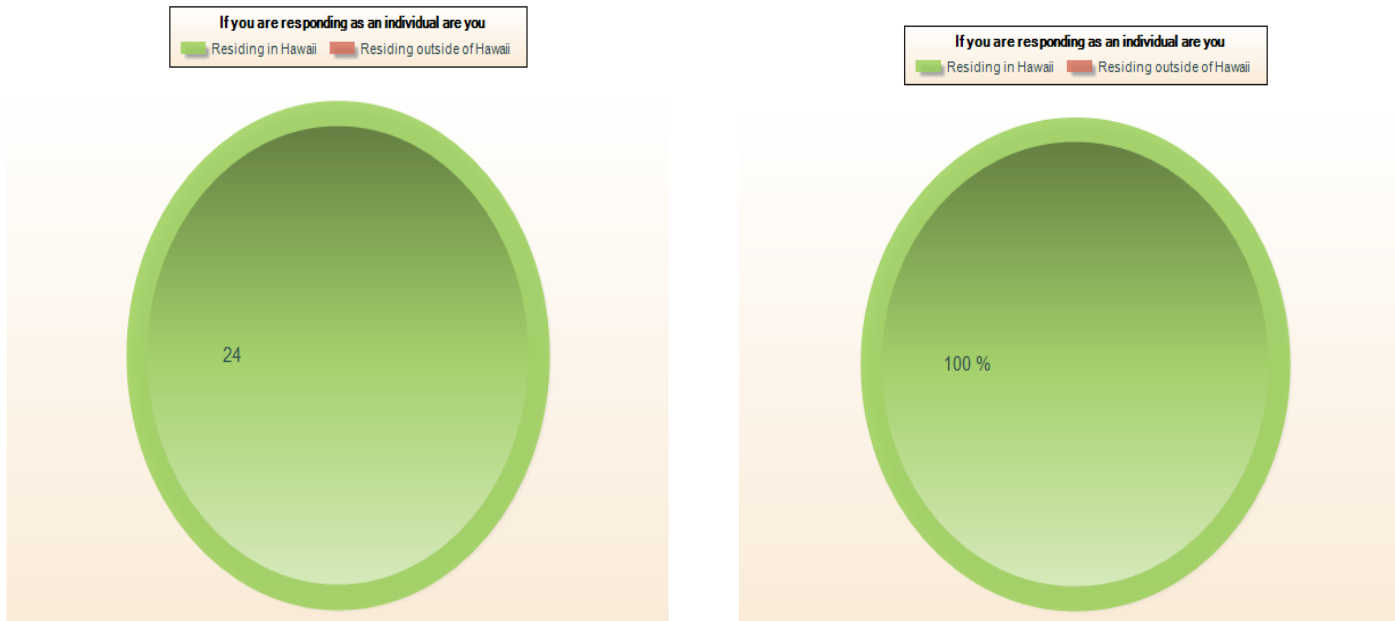
Question four enables READ to identify the industry's familiar with its products and/or services. The options were chosen from a broad spectrum of industries allowing READ to identify its strengths and weaknesses in industry awareness and use of READ's products and/or services.

**Question 5: If you are with a government agency identify type.**



Thirty-five of the fifty survey participants responded as being affiliated with a government agency. The majority of users (79%) identified themselves as affiliated with a State of Hawaii government agency. All users identified themselves as affiliated with government agencies residing in the State of Hawaii.

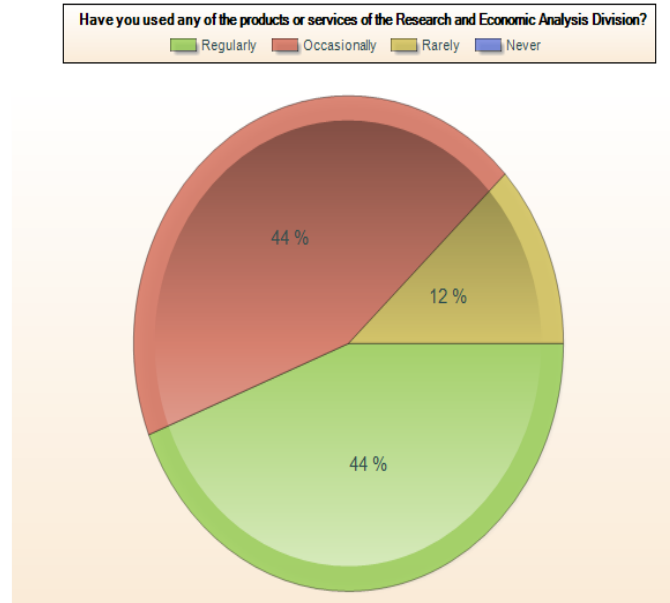
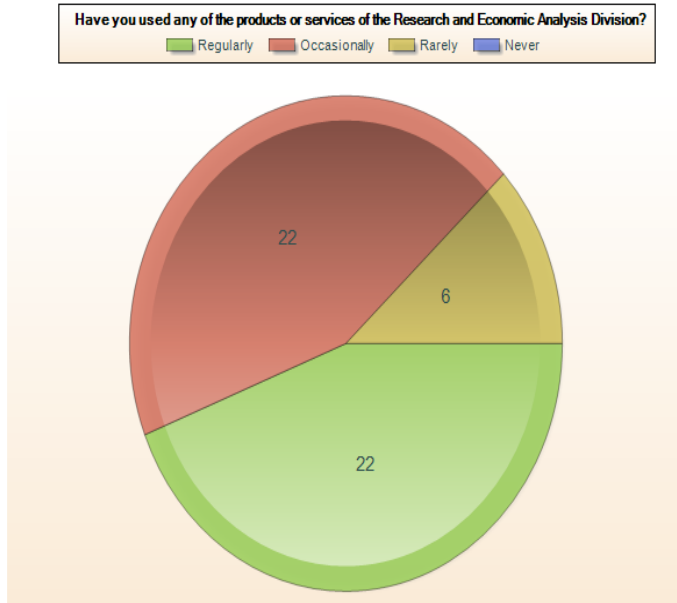
**Question 6: If you are responding as an individual are you (residing in Hawaii, residing outside Hawaii).**



Twenty-four participants identified themselves and responding as an individual; furthermore, all participants replied that they reside in Hawaii.

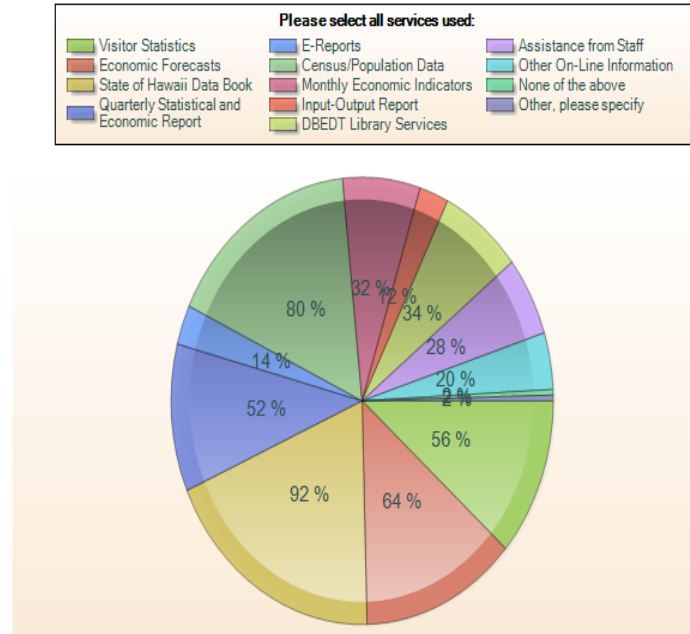
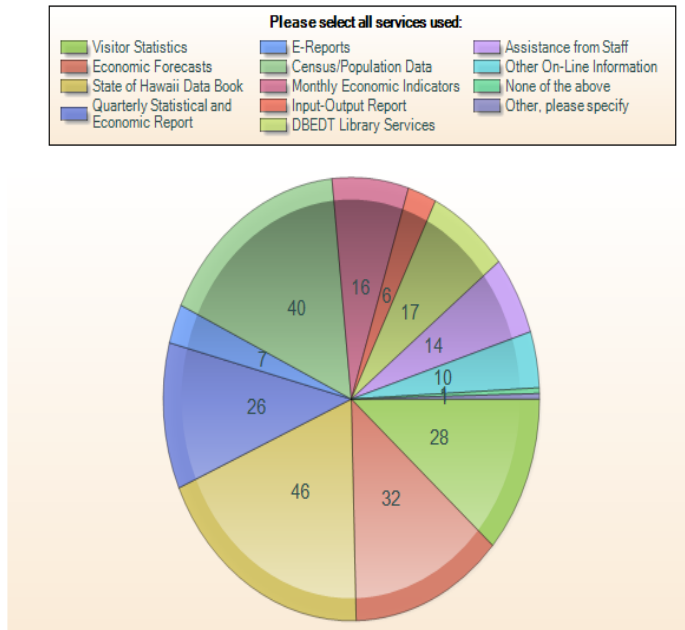


**Question 7: Have you used any of the products or services of the Research and Economic Analysis Division?**



Responses from users indicate that most either regularly or occasionally use the products and/or services of READ. Six users responded that they rarely used READ's products and/or services and zero chose the option indicating that they have never used the products and/or services offered by READ.

**Question 8: Please select all services used.**

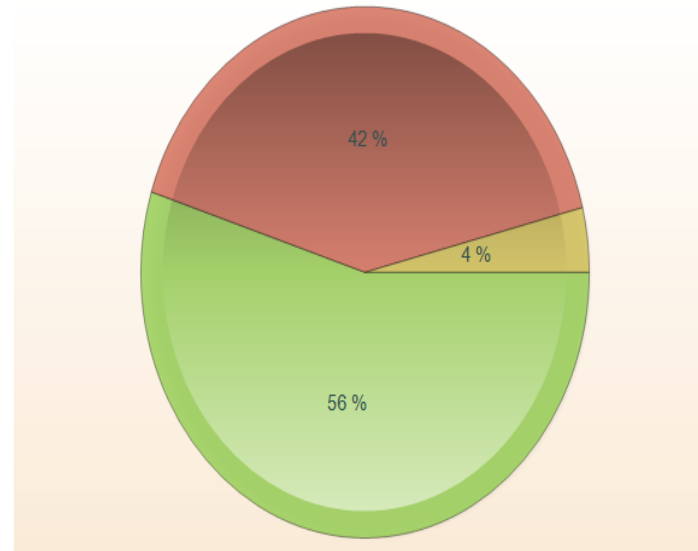
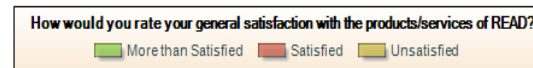
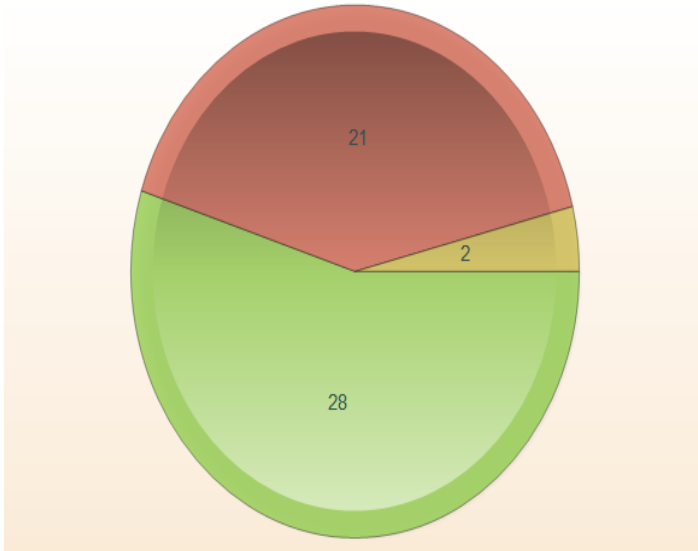
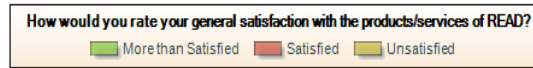


One reply under Other:

1. Dr. Iboshi's Economic Outlook

Users found listed all products and/or services offered by READ and were asked to indicated all that they have used. The options to receive the largest amount of replies (over 50%) were the State of Hawaii Data Book, followed by Census/Population Data, Economic Forecasts, Visitor Statistics, and Quarterly Statistical and Economic Report. One user reported using *None of the Above*.

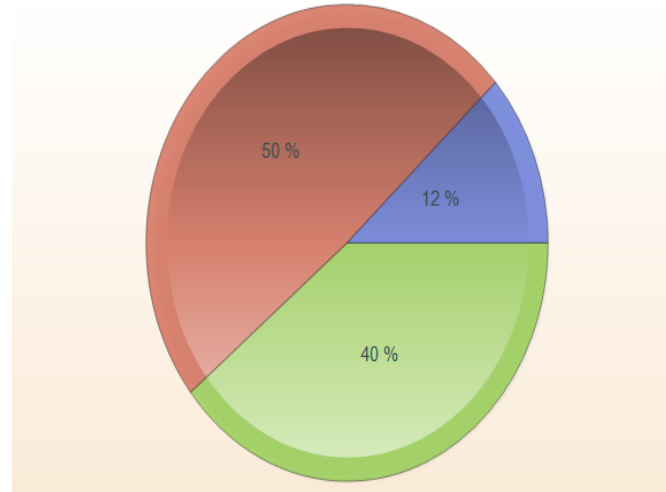
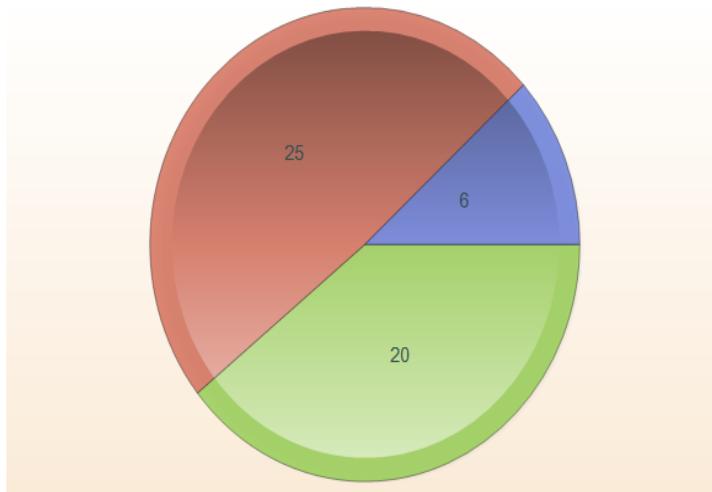
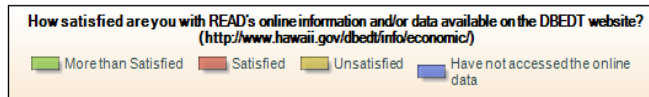
**Question 9: How would you rate your general satisfaction with the products/services of READ?**



Question nine sought to gauge the users' general level of satisfaction with the products and/or services offered by READ. The majority of users indicated that they were more than satisfied or satisfied with the products and/or services offered by READ. Two users indicated that they were unsatisfied with the products and/or services offered by READ.

READ strives to meet the needs of its clientele, the information accumulated through this survey will be used to improve and strengthen the products and/or services offered by READ.

**Question 10: How satisfied are you with READ's online information and/or data available on the DBEDT website?**



Users were asked to provide their level of satisfaction with READ online content. The majority of users indicated that they were more than satisfied or satisfied with the products and/or services offered by READ. Six users had never accessed READ's online content and zero indicated that they were unsatisfied with READ's online content.

Many of the products and/or services offered by READ are readily available online, unfortunately, with 12% of survey participants indicating that they have never accessed READ's online data it is unclear if they did not access the data because they did not wish to or if they were unaware with READ's online content.

**Question 11: What improvements or additions to READ's products, services or on-line content would you like to see?**

Question eleven asked users to submit comments and concerns over READ's performance and products. Each question was carefully considered and a thoughtful response provided.

**Research:**

1. More easy access to information on the internet. The new DBEDT website makes it even harder to find the information we use. The Data Book and tourism and other data are not on the front page.

As the amount of data and information made available on our website increases, the difficulty of sorting through it to find specific data has also increased. Over the coming months, the Research & Economic Analysis Division (READ) will be implementing a solution to this problem that should help all users immensely. The solution is a 'data warehouse system' with an interface that will permit users to quickly find the data or reports needed and the ability to customize that data to suite their particular needs. We expect this system to be in operation before the end of 2008 and we will be sharing more about this system as it evolves.

Visitor data and Hawaii census information can now be accessed directly from the DBEDT home page. All other data and information needs, including the State of Hawaii Data Book, are consolidated under a link for "Economic Data."

2. Faster response time for downloading.

Downloading speed depends on a number of factors including the traffic on the system and the speed of the user's connection to the internet. We are not aware of this being a frequent or widespread problem with our site. We would welcome hearing from anyone experiencing undue downloading time.

3. I'd like to see more content that is not tourism-related, to get more information and statistics on other industries. Or, if another agency is handling an industries' reports (e.g. agriculture or other significant industry in Hawaii), provide links to that.

READ is expanding the range of reports it is generating, including more studies on emerging industries and innovation in the economy. You should see a significant increase in new reports and data in the coming months. Cross linking to similar research in other agencies is done in some sections of the website, but we will try to expand these links in all sections.

4. Would like to see more economic impact studies available online. Website is a little confusing to use.

Again, the number of reports available should show a significant increase in coming months. In addition the data warehouse, mentioned earlier, will help make the search for data less confusing.

5. Searchable databases, rather than pdfs.

A major value of a data warehouse system is that all information will be data-based. We expect that search features will be a part of the data warehouse project.

### **Statistics:**

1. How does DBEDT information differ from the Census or American Community Survey GIS information.

READ's *State Data Center* extracts Hawaii data from U.S. Census Bureau sources and formats it into Excel, and PDF formats so that it can be viewed/downloaded in a user friendly way. DBEDT also provides analysis of Hawaii-related Census data, such as characteristics of Hawaii's migrants, spending pattern of Honolulu consumers, and characteristics of Hawaii Public Use Microdata Areas (PUMA).

2. Faster release of previous year's statistics.

The program does try to release data as soon as it is available and can be formatted for publication or other distribution form. Much of the data are obtained from Federal and other state-agency sources and are not available for many months after the year ends. For annual data, we target release the State of Hawaii Data Book on or before August 15 of each year. We have been consistently on time in releasing the Data Book. Quarterly data are released 4 times a year, in February, May, August, and November, about a month after the end of the quarter for which data is reported. Monthly data are released within 30 days of the end of the month for which data are reported.

3. Easier summaries of what is available and kinds of data.

We are striving to improve the organization and clarity of the data provided on-line. Currently, all similar data are usually in one place, for example, Census and Population. Users can view and download data in Excel and PDF files. Within the next six months, READ will be making substantial improvements to the organization and presentation of data on-line that should address many of the problems users have in sifting through large numbers of data series for what they need.

4. More cross referencing of population growth estimates with economic indicators over a longer chronology.

Another feature of the improvements READ will be making in its on-line data presentations will be the ability to do such cross-referencing. Users will be able to select only the data series they would like to see (such as population growth estimates and GDP) and have those presented in a single report.

### **DBEDT Library:**

1. Better public services at library: hours, periodicals photocopy services/ equipment/ parking avails

The DBEDT Library is a limited service operation that is designed to provide services primarily to DBEDT's staff and researchers. In addition, it attempts to assist the public, businesses, agencies, outside researchers and the media to find specialized economic and demographic information. The library provides limited photocopying when other options are not available. Space and funding limitations preclude it from duplicating public library services such as computer access and research work space. The state's major public library is only a couple of blocks away for this purpose. Within its constraints the DBEDT Library attempts to serve the needs of researchers help the public better understand the world of economic information.

### **CONCLUSION:**

READ sincerely thanks those who took time to help us better understand our clientele and the value they place on our research products. In the coming months READ will be adding new research products that focus on Hawaii's emerging economy and the State's Innovation Initiative. We will also be initiating a new, online interface for our data and reports that will greatly simplify the process of obtaining information as well as providing more choice to users in terms of customizing the data to their needs.