Perception and Trust Survey

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Plan

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- Scope and method
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- Communication goals and targets
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General Information

- It was advised during Peer-Review period by EuroStat in 2014 to conduct a survey related with perception and trust
- Preparation process was started at the end of 2015
- In order to get objective results survey was fully made by a private company
- Survey is going to be held once every two years
General Information

- TurkStat held a perception and trust survey in 2017

- We developed a questionnaire, based on OECD model survey questionnaire, to provide information about the perception and trust of the Turkish public. And our purpose is to measure the level of
  - Public recognition
  - User satisfaction on services and products
  - Public trust
Scope and Method

- **Scope**: permanent residents who live private households in Turkey
- **Sampling unit**: households aged 15 or over
- **Interviewing**: carried out between 15th September and 15th October in 2017
- **Face-to-face computer-assisted personal interviewing (CAPI)**
- **Estimation level**: Turkey
Practice

- Number of surveyed province; 76 out of 81
- Sample size; 5 950
- Number of respondents for the survey; 4 167
- Percentage of non-response; 30% (include out of scope)
Sections of the Questionnaire

- Awareness of TurkStat
- Trust in national organisations
- Trust in official statistics
- Assessment of statistical agency

Model Survey Questionnaire on How to Monitor Trust in Official Statistics
Sections of the Questionnaire

• Satisfaction and trust in selected statistical series
  – population
  – consumer price index
  – GDP
  – foreign trade
  – labour force statistics etc.

• Demographics
  – age completed
  – sex
  – level of education
  – occupation
  – average monthly income etc.
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