
PESQUISA DE SATISFAÇÃO DO PROFISSIONAL DA CONTABILIDADE 2º SEMESTRE DE 2019

Período de aplicação da pesquisa: 18/11/2019 a 17/12/2019

Total de respostas recebidas: 1506

Resultado do indicador: 72,36% de satisfação

Meta: 72%

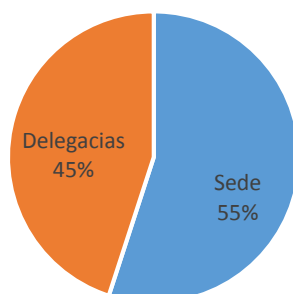
1) Amostragem da pesquisa



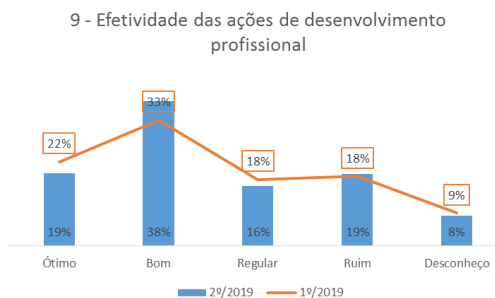
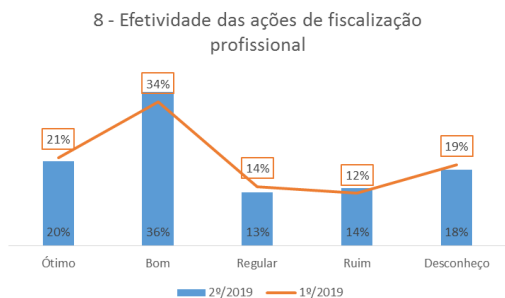
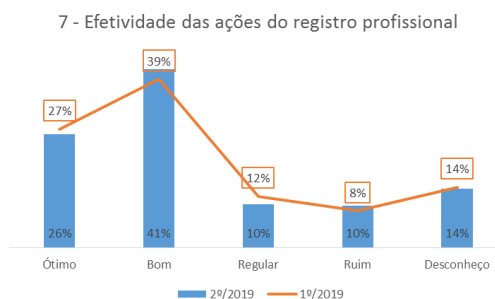
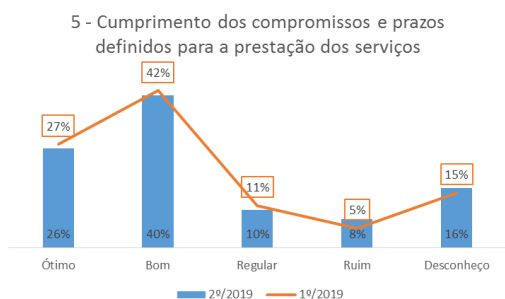
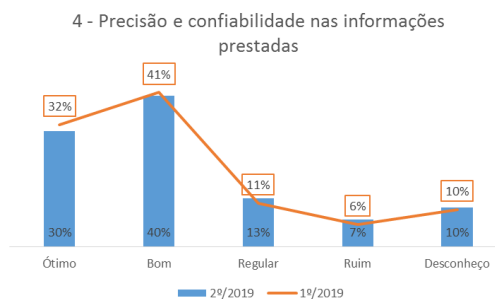
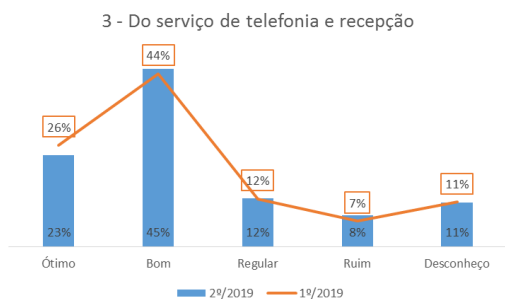
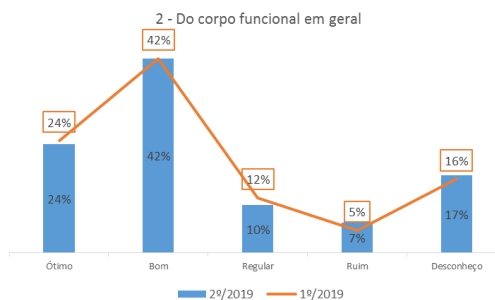
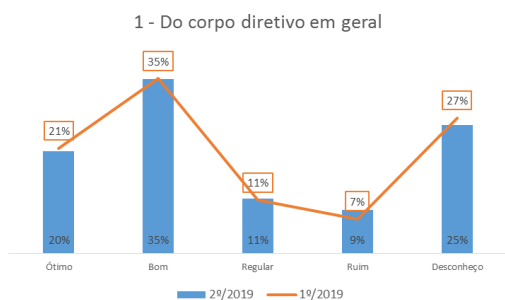
* Amostra significativa (com erro amostral de 3% e nível de confiança de 95%, a amostra deveria ser de, no mínimo, 1.047)

Aumento de 15% com relação à pesquisa aplicada em junho de 2019, quando foram recebidas 1.307 respostas.

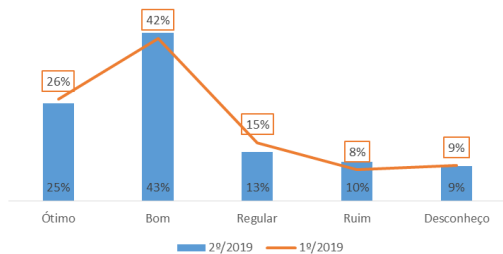
2) Perfil dos respondentes



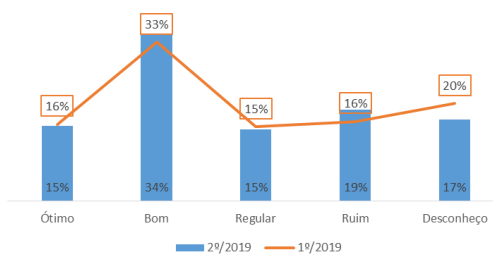
3) Resultados quantitativos



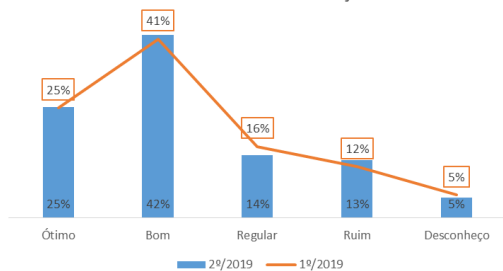
10 - Serviços prestados em meio digital



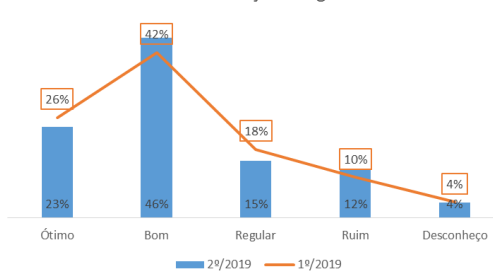
11 - Parcerias com instituições públicas



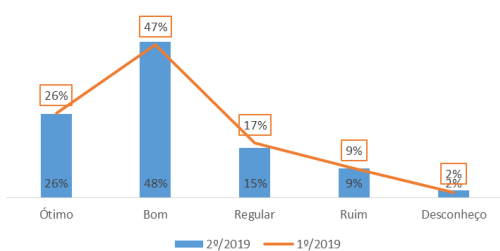
12 - Meios de comunicação



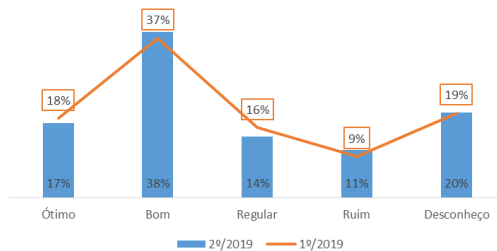
13 - Publicação em geral



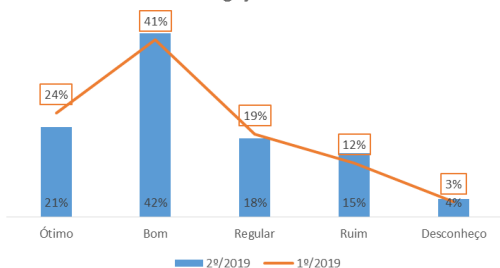
14 - Site do CRC



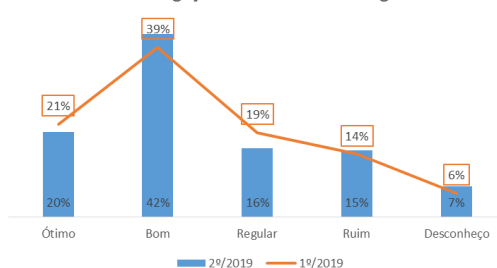
15 - Redes sociais



16 - Divulgação de eventos



17 - Divulgação de normas da categoria

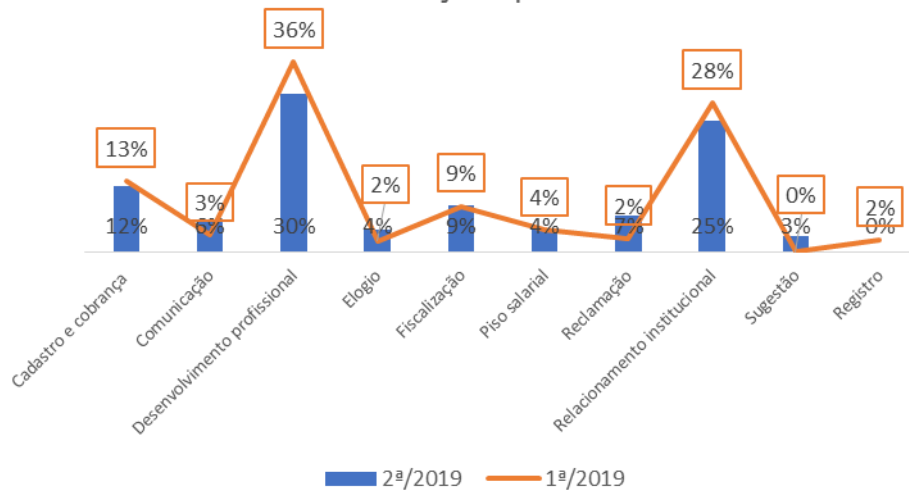


4) Manifestações no campo aberto

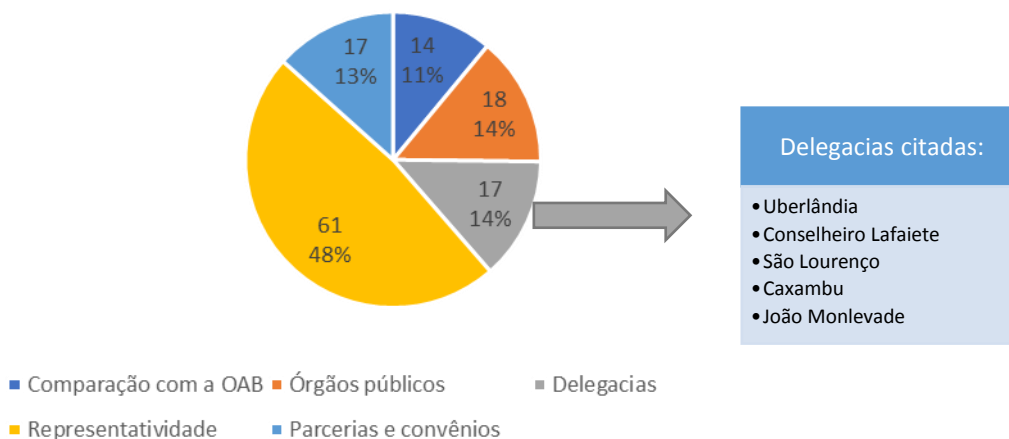
Total de manifestações: 515

Aumento de 17% em relação à pesquisa do primeiro semestre de 2019, que teve 441 manifestações.

Manifestações por tema

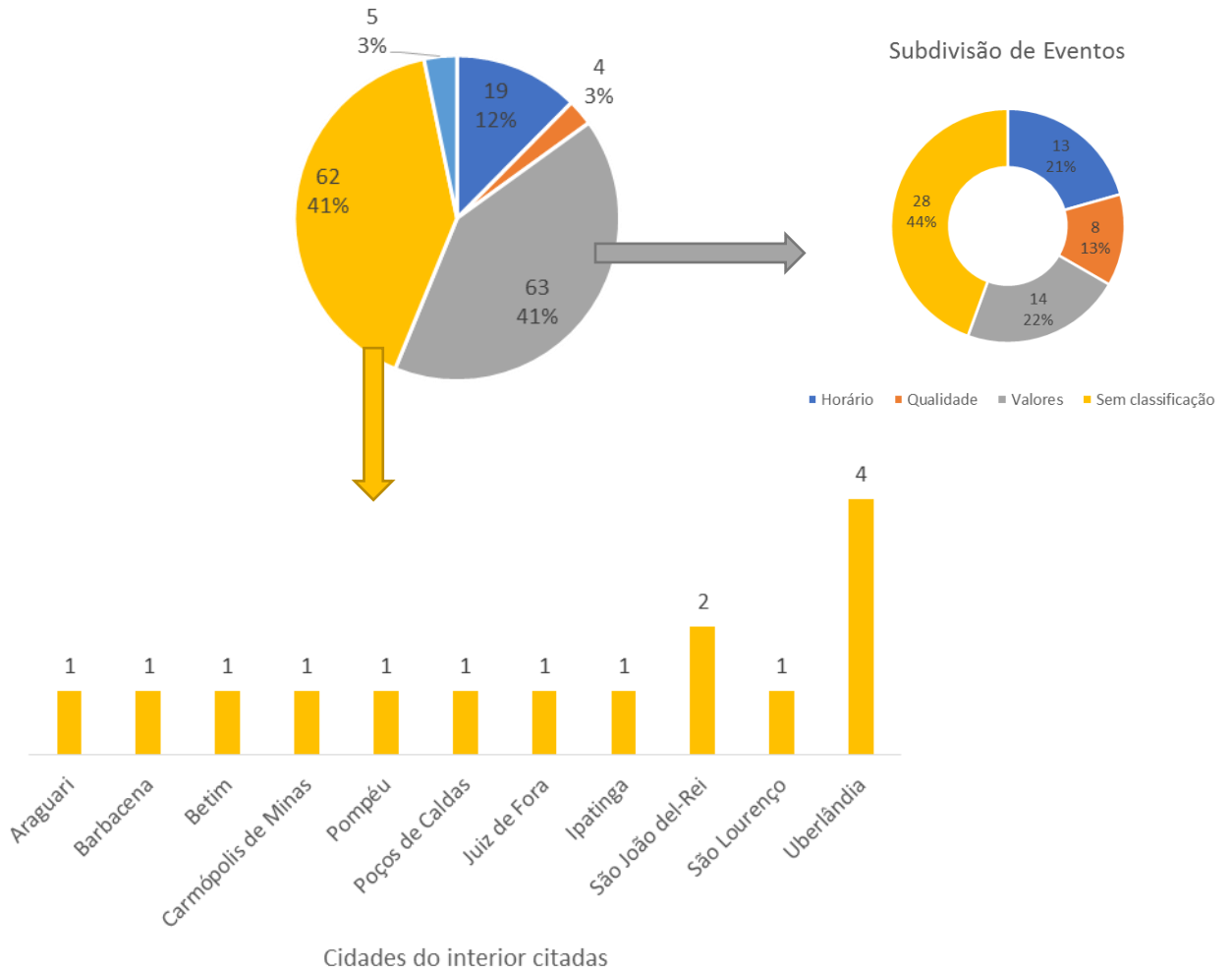


Relacionamento institucional

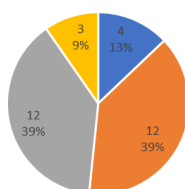


Desenvolvimento profissional

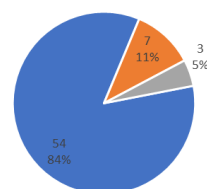
■ Cursos online ■ EPC ■ Eventos ■ Eventos no interior ■ Parcerias e convênios



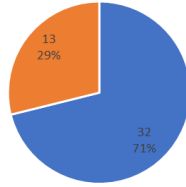
Comunicação



Cadastro e cobrança

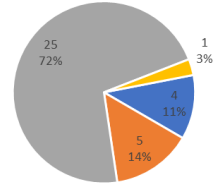


Fiscalização



■ Aumento da fiscalização ■ Sem classificação

Reclamação



■ Atendimento ■ Eleições ■ Sem classificação ■ Carteira digital