

Kol Zchut (ALL RIGHTS)

2017 SUMMARY

כל זכות

ג'וינט ישראל אלכא
המכון למנהיגות וממשל
יחד בעשייה חברתית



ישראל דיגיטלית
המשרד לשוויון חברתי



משרד המשפטים
Ministry of Justice

2017: Another year of growth

		2016	2017	Growth
Hebrew	# of Users	3,947,354	4,662,851	18.1%
	# of page views	16,718,507	20,449,989	22.3%
	Average session time (minutes)	2:39	2:46	4.7%
	of Mobile users %	48.0%	52.6%	
	No. of articles	5,257	5,579	322
Arabic	# of Users	162,432	316,282	95%
	No. of articles	1,087	1,458	371

We have noted some trends

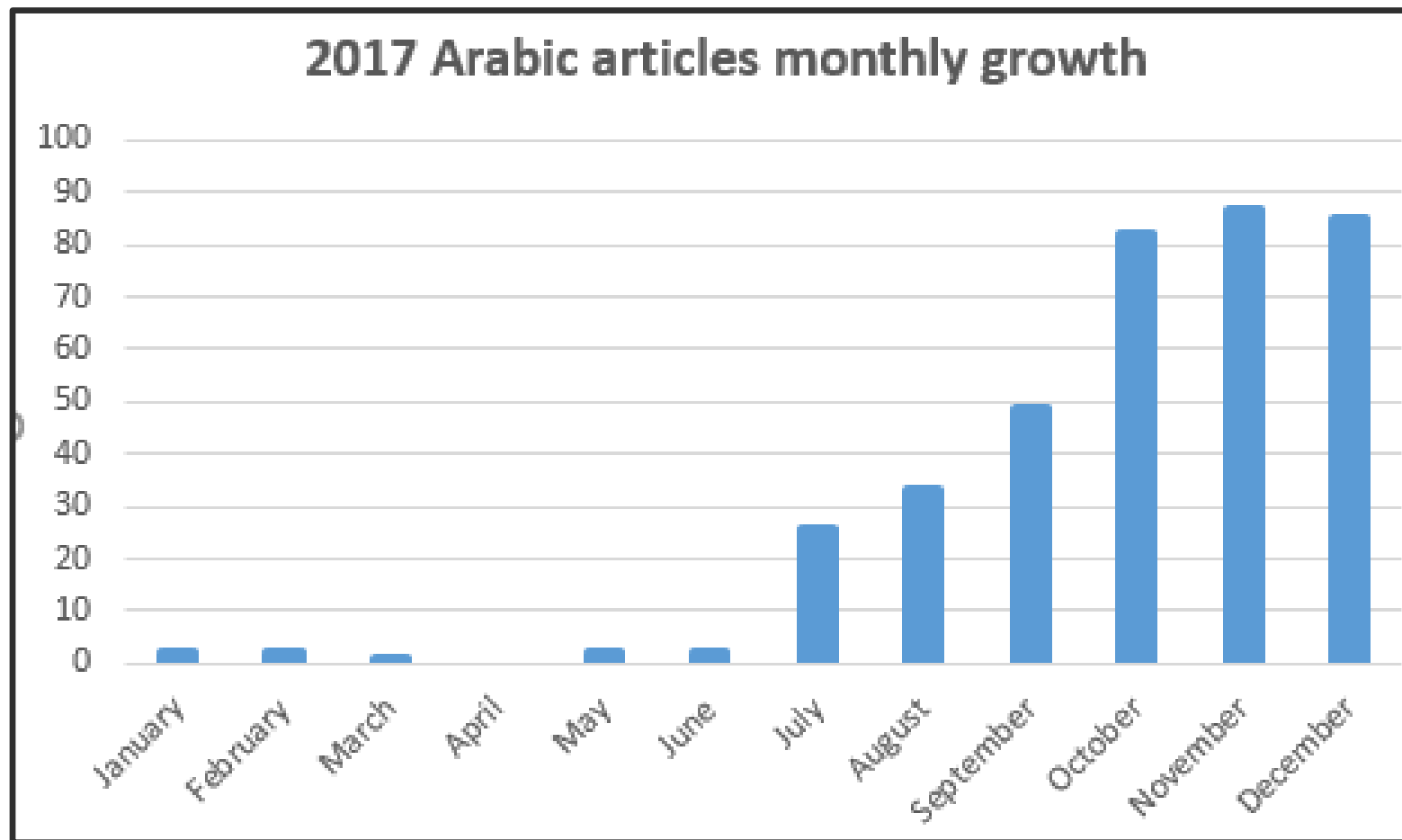
- 95% growth in users count in the Arabic site
- 52.6% of our visitors come from mobile phones. Based on customer surveys (N>6,500) there are some interesting points:

Population	% of desktop (computer) users	% of smart phone users
Young people (21 and below)	3.5%	12.4%
Arabs	3.7%	12.3%
Ethiopian immigrants	1.6%	5.5%

We added a lot of content in areas such as:

- End of life & death
 - Retirement savings and retirement process
 - Mortgages
 - Apartment rentals
 - Families of young and adult people with mental problem
 - Eating disorders
 - Domestic violence
 - Marriage & Divorce
 - Holocaust survivors (continuous update)
- Please note this is a partial list

We accelerated the Arabic translation



We have been recognized for our work

Health minister recognition for an NGO exceling in providing information about patients rights



Legal clinics of the Bar Ilan University Law faculty



The Justice ministry promotes Kol Zchut on its new home page

משרד המשפטים

משרד המשפטים

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נשאים

כל זכות

חדשות

לך חדע לך תחתום!

כל זכות

The main domains used by our users

#	Domain	2017 Users	% growth
1	Employee Rights	6,671,899	19.3%
2	Retirement savings	1,201,866	26.4%
3	Disabilities	1,146,655	20.7%
4	Taxes	1,132,510	47.1%
5	Women	1,042,349	28.4%
6	Housing	664,311	24.1%
7	Low Income / Poverty	620,314	16.3%
8	Health	611,426	15.7%
9	Children	589,919	71.1%
10	Education	534,286	9.2%
11	Elderly	514,363	10.4%
12	Bankruptcy	465,932	9.5%
13	Reserves Duty	373,605	-17.8%
14	Youth	304,409	26.8%
15	Families	296,364	39.6%
16	Holocaust Survivors	271,567	-20.8%
17	Environment	244,041	27.8%
18	Students	236,738	11.1%
19	Consumers	231,542	20.6%
20	Migrant Workers	216,976	19.6%
21	Military	214,248	32.9%

#	Domain	2017 Users	% growth
22	Small/Home Businesses	169,288	220.5%
23	End of life (new)		
24	Citizenship	153,679	192.3%
25	Arabs	148,182	-3.9%
26	Single Parent families	142,524	4.6%
27	Mentally handicapped	134,439	23.1%
28	New Immigrants	114,517	21.1%
29	Labor Accidents	100,834	9.5%
30	Prisons & Police	89,659	31.0%
31	Criminal Law	79,849	-1.7%
32	Ethiopian Immigrants	75,174	15.0%
33	Drivers	73,509	-3.3%
34	Employment plans	68,935	3.2%
35	Democracy & Elections	66,547	49.7%
36	Civic Law	42,894	-68.0%
37	Ultra Orthodox	39,904	34.4%
38	GLTB	29,693	27.7%
39	Terror victims	18,558	-29.7%
40	Emergency	4,013	-3.1%
41	IDF veterans	2,768	-4.5%

2017 most popular pages

#	Page Name	2017 Page views	Change in page views since 2016	Change in rank since 2016
1	Minimum wage	547,449	25.0%	
2	Summer Payment	474,131	11.8%	
3	Annual vacation computation	327,116	12.3%	
4	Mandatory retirement savings	305,022	19.1%	
5	Minimum wage for youth	259,326	55.6%	2
6	Annual vacation	249,810	5.3%	-1
7	Maternity leave	225,612	51.2%	4
8	Tax breaks	218,821	60.9%	6
9	Severance payment on resignation	199,272	11.4%	-3
10	Sickness payment	182,461	20.6%	
11	Sickness days	165,989	21.4%	2
12	Severance payment	164,863	4.4%	-4
13	"Negative tax" payment	152,199	57.1%	8
14	Guide for hourly workers	150,699	10.1%	-2
15	Extra hours compensation	147,506	19.6%	
16	Income tax levels	140,482	67.0%	11
17	Labor rights portal	128,843	7.7%	-1
18	Clause 14 for resignation	127,267	9.9%	
19	Notice before layoffs	122,845	-19.7%	-10
20	Holidays payment	120,666	10.0%	-1
32	House cleaners guide	91,125	-21.4%	-15

How do our users rate our service?

Effectiveness of Kol Zchut					
How do you rate Kol Zchut in helping you find substantial information?					
		2016	2017	Mobile 2016	Mobile 2017
	Very high	48.9%	56.3%	60.6%	64.7%
	High	28.1%	26.4%	26.6%	21.0%
	Somewhat	15.9%	10.3%		
	Minimal	4.0%	2.9%	12.7%	14.2%
	Not at all	5.2%	4.1%		
	N=	3,269	3,564	353	3,219
Were you already able to succeed in claiming your rights?					
		2016	2017		
	Yes	22.5%	27.2%	Typical claims take a long time so we see these results as highly positive	
	In process	33.7%	30.0%		
	No	43.8%	42.9%		
	N=	3,269	3,525		

- For more data, please see attached Excel

What is the demography of our users?

What is your gender?						
		2016	2017			
	Female	45.3%	47.8%			
	Male	51.3%	49.9%			
	Prefers not to answer	3.4%	2.4%			
	N=	4,330	3,318			
What is your age group?						
		2016	2017	Mobile 2017	Israel demography	Notes on deviation
	21 and younger	6.3%	6.5%	12.4%	15.9%	1. We assume only 15 years old and above 2. Mobile users tend to be younger
	22-34	38.7%	43.7%	37.7%	24.7%	
	35-64	42.7%	40.3%	42.6%	44.4%	
	65+	12.4%	9.5%	7.3%	15.0%	The use by retirees is no more on par with the demography...
	N=	4,345	3,328	3,171		

What is the demography of our users?

(continued)

What is your total family net income?				
	2016	2017		
Mostly from pension or government support e.g. Social Security	19.1%	13.9%		
Less than the median (12,000 NIS)	50.6%	49.8%		
Above the median	30.3%	36.4%	Continuous rise in the use by above average income users	
N=	4,155	3,190		
To which sector do you belong?				
	2016	2017	Mobile 2017	
Arabic speaking	4.4%	3.2%	12.3%	Less than the about 20% rate in the demography
Haredim (Ultra Orthodox)	12.2%	14.9%	11.6%	Higher rate of use by Haredim
Russian speaking	9.5%	9.7%	8.6%	Fits the Israeli demography
Ethiopians	1.2%	1.6%	5.5%	Fits the Israeli demography
All the rest	72.7%	70.6%	62.0%	
N=	4,233	3,269	3,151	

You helped us fund the operation in 2017. Thanks!

Source	\$ Amount	Comments
Israeli Prominent funds	320,000	Incl. Arison, Hurvitz, Yedidut Toronto & more
Israeli Corporations	77,000	Incl. Migdal, Teva, Poalim & Leumi Banks, Meitav
Amitay Korn	74,000	
Income	44,000	Mostly from Joint ventures with the government
Non Israeli Prominent funds	25,000	Incl. Orion, Fred Isaac & more
US based Israeli donors	15,000	Mostly via NIF US
Projects with NGO's	9,500	Incl. Rackman center (EU)
Private Israeli donors	16,000	Incl. Internet donations

- Information is before formal audit

2018 Plans

- Marketing in Hebrew & Arabic strengthening our brand recognition
- Converting our government partnerships to long term relationships
- Accelerate Arabic translation while maintaining high quality standards
- Release of new interface to the site including many functional additions

Thank you

כל זכות