

Statistical Office of the Republic of Serbia

Users' satisfaction survey, 2015

Survey conducted in the period November 10th – December 10th, 2015

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Introduction

The Statistical Office of the Republic of Serbia has, in the period November 10th to December 10th, 2015, for the third time, conducted the Users' satisfaction survey, with the aim of obtaining the information on users' needs, their satisfaction with data and services, as well as gaining the information on quality of data and services provided by SORS.

The questionnaire used in this survey covered the following topics: data usage, quality of statistical data and services, data dissemination (users' satisfaction with website, database and publications, users' support, rank of the employed), segment of questions regarding European Statistical System, as well as questions regarding general information on respondents.

664 users participated in the survey. The survey was conducted by web questionnaire in Serbian and in English. Banner was placed on the initial page of the website and on SORS Twitter account. E-mail was sent to registered users, with the invitation to take part in the survey. Reminder was sent to all users five days before closing the survey.

All questions in the questionnaire from 2015 were obligatory. 1239 users started the survey, and complete questionnaire was filled by 664 respondents, meaning that the analysis encompassed only fully completed questionnaires. In the survey conducted in 2013, questions in the questionnaire were not compulsory, and 1223 users started the questionnaire, and 536 users completed the whole questionnaire. In the first survey, conducted in 2010, 429 users took part. Regarding the users' response, this survey was, up to now, the most successful one.

Questionnaire in this survey differs from the previously used questionnaire, so that data comparisons are not possible.

Results of this survey will provide quality improvement of data and services offered by SORS, in the segments with which users were least satisfied.

Results of the survey

Average user of the statistical data and services is the female person, aged 30 to 39 years, with higher educational attainment. Population statistics is most often used. The purpose of data using is creation of short – term analyses, and dynamics of data using is occasional (quarterly and annual). Published data are easily understandable and main data source is website, i.e. database. In case requested data are not available on the website, majority of users contacts statistical divisions. Users are satisfied with provided users' support, and cooperation with SORS employees was marked as very good.

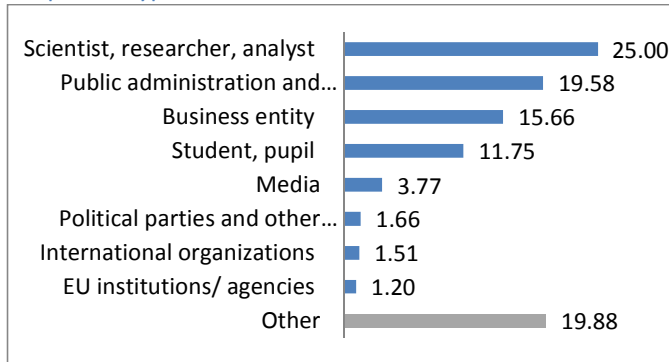
Three most numerous groups of users in the survey related to: scientists, researchers and analysts, public administration and local self – government, and business entities. **Scientists, researchers and analysts** most frequently use statistical data for scientific papers, data quality was observed as good, they completely trust statistical data, but consider that data reflect reality only partially. Statistical data satisfy their needs only partially, they find the data in database, consider that contents of the website is good, they easily understand the published data, find information from Calendar of publications and releases useful. They are satisfied with users' support and they most often contact statistical divisions. Users from the group of **Public administration and local self – government** use statistical data occasionally for the purpose of short – term analyses, they find that quality of data and services is good and completely trust statistical data. Moreover, they think that statistical data only partially reflect reality and partially satisfy their needs. They most frequently access data in the database, easily understand published data and observe website contents as good. They find information from Calendar of publications and releases useful, they most often contact statistical divisions and are satisfied with users' support. They also estimated relations with staff as good. **Business entities** occasionally use data for short – term analysis and decision – making, see the quality of data and services as good and completely believe in statistical data. They think that data only partially reflect reality and that data satisfy their needs. They access the data on the website and think its contents are good. Information from the Calendar of publications and releases are useful and they most often contact statistical divisions. They are satisfied with users' support, they ranked the relations with employees as very good and they most often establish contact via statistical divisions.

Quality aspects

- 67, 77% of users who participated in the survey think that total data quality is *very good* and *good*.
- 49, 85% of users completely believe in statistical data.
- 35, 24% of users consider that statistical data completely satisfy their needs.
- 64, 84% of users observe accuracy (timeliness) as *very good* and *good*.
- 66,87% of users thinks that website contents is *very good* and *good*, 65.58% thinks that contents and functionalities of the database is *very good* and *good*, 64.22% thinks that quality of electronic publications is *very good* and *good*.
- 77, 11% of users easily understand published statistical data.

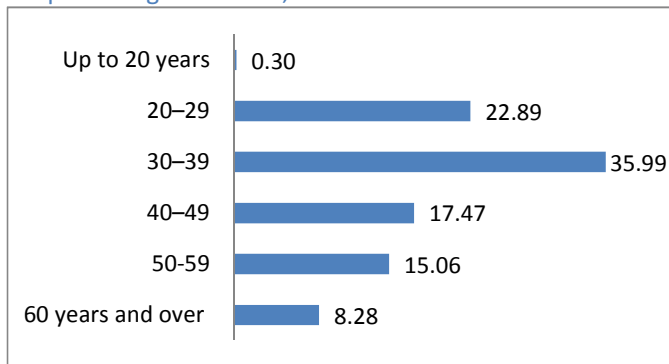
1. Information on users

Graph 1.1. Type of users, in %



Out of total number of the participants in the survey, 25% related to scientists, researchers and analysts, 19.58% of them works in public administration and local self- government, 15.66% refers to employed in enterprises, 11.75% are students, while 3.77% are the media representatives. International organizations encompass 1.51% and institutions and agencies of the EU, 1.20% of the interviewed. 1.66% of users relates to the group „Political parties and other organizations“, while 19.88% belongs to the group „Other“.

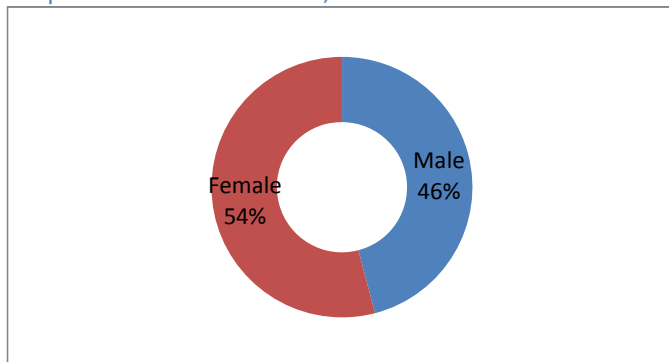
Graph 1.2. Age structure, in %



Comparing the data with the previous survey, it can be noted that the number of users in the group „Scientists, researchers and analysts“ has increased by 5 percentage points, while the number of users belonging to the groups of „Public administration and local self- government“ decreased by 3% and „Business entity“ by 2 p.p.

The hugest group of users still refers to users aged from 30 to 39, and their participation has increased by 2%, relative to 2013, while the number of users aged from 20 to 29 has decreased by the same value. Users aged over 60 present 8 % of the respondents, while in the previous survey, they did not participate at all. Number of users aged from 50 to 59 decreased by 6%, and number of users from 40 to 49, by 2 p.p.

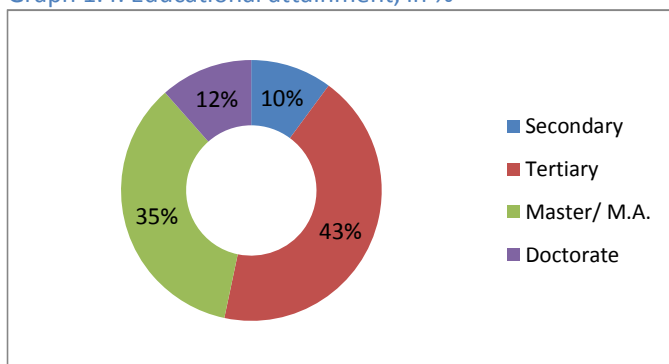
Graph 1.3. Gender structure, in %



When observing the gender structure of users, greater percentage refers to women, as was the case in the previous survey.

Educational structure of the survey’s participants has not much changed when compared with the previous survey. The largest group of users still refers to participants with higher and high school completed (43%). Persons with completed master studies and bachelor degrees presented more than a third (35%), and doctors presented 12% of total number of participants. Therefore, respondents with tertiary education completed presented 90% of the respondents, while 10% related to users with completed secondary school.

Graph 1.4. Educational attainment, in %



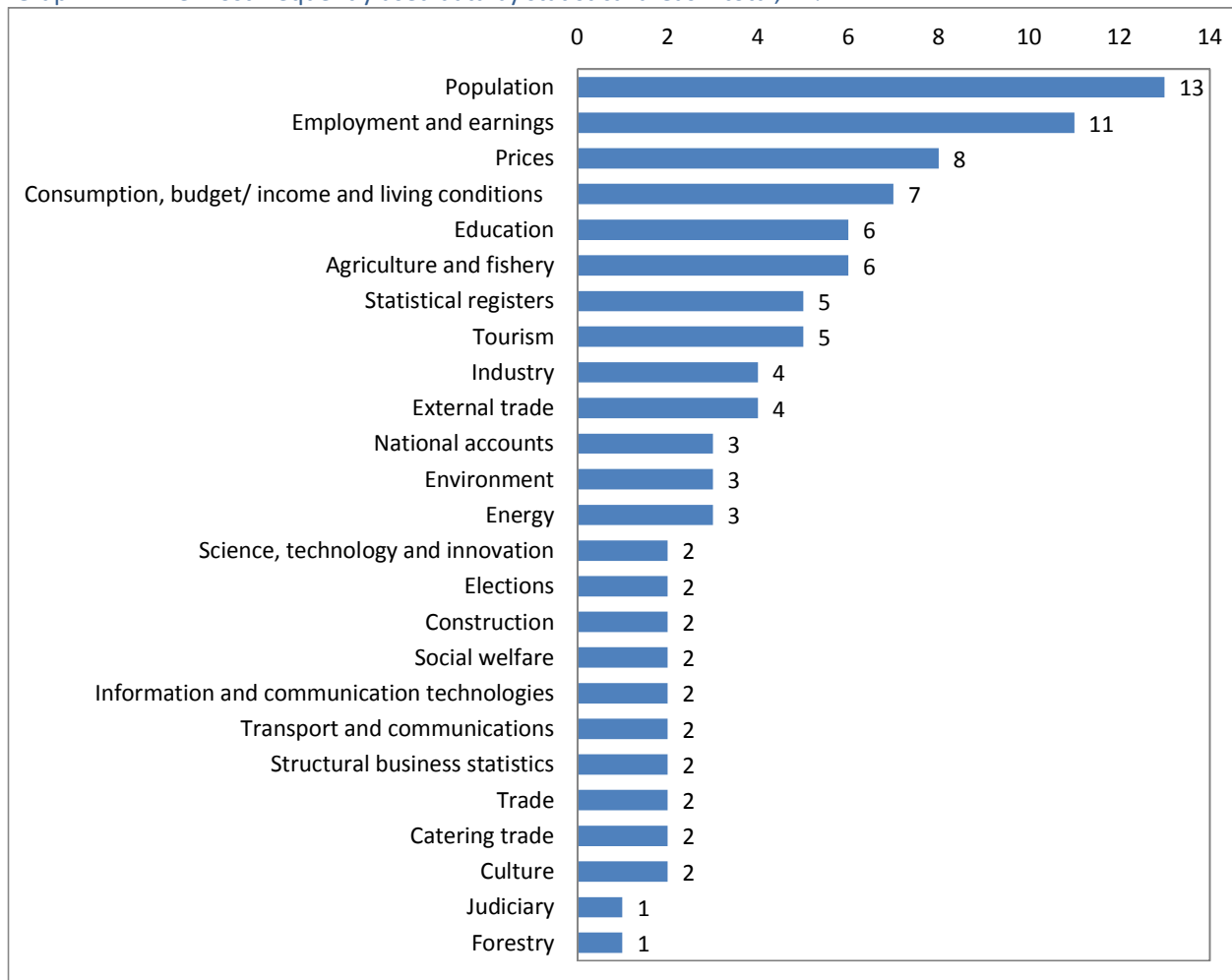
2. Data usage

In this section, the aim was to better realize habits and needs of our users: which statistical area they most frequently use, for what purpose and how often.

2.1. From which statistical areas do you most frequently use the data?

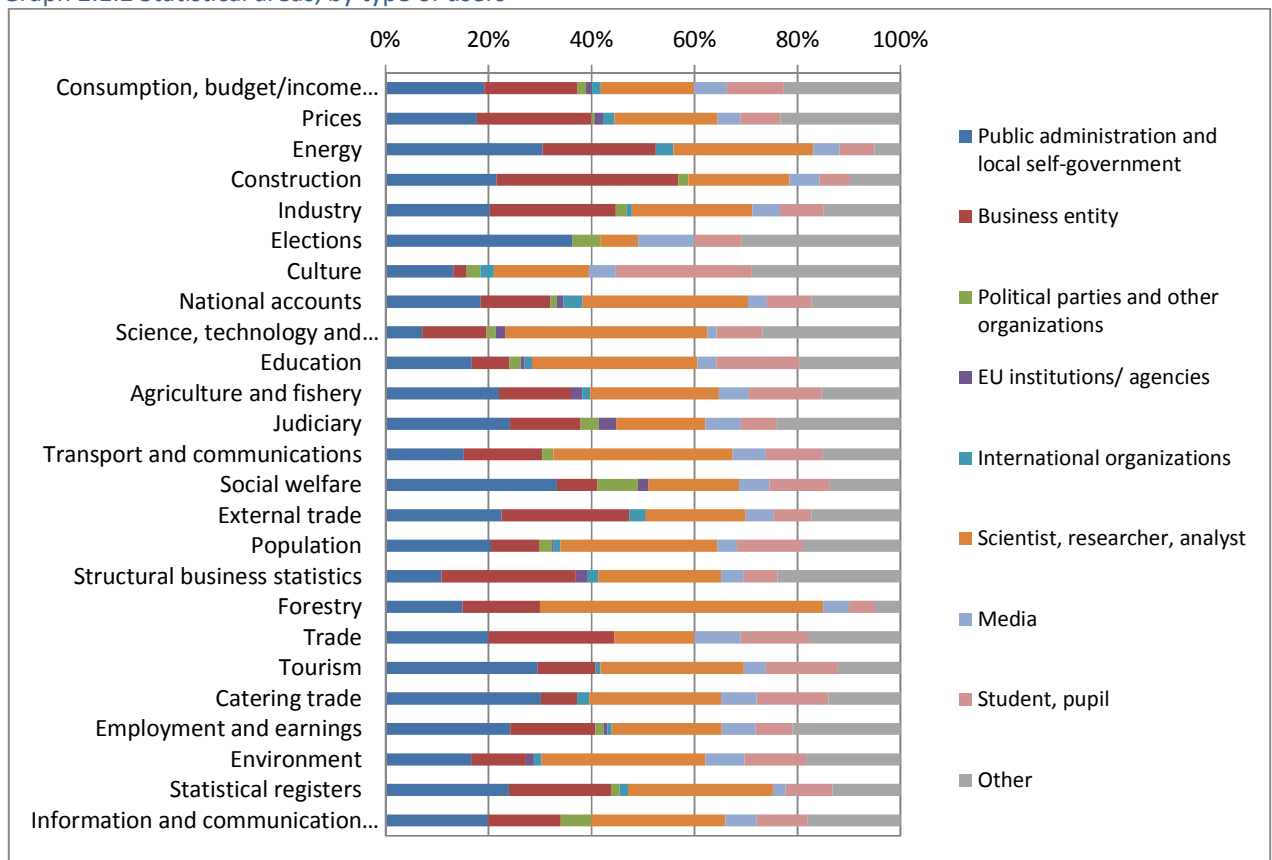
Data from population statistics have been mostly used, followed by statistics of employment and earnings, prices, consumption, income and living conditions, as well as education statistics, statistics of agriculture and fishery. These six areas encompass somewhat over 50% of the used data. Being asked this question, users had the opportunity of multiple choices. On average, a single user uses the data from 2.8 statistical areas.

Graph 2.1.1 The most frequently used data by statistical areas – total, in %



Users from the group “Public administration and local self – government” mostly use the data from population statistics (12.8%) and statistics of employment and earnings (12%). Business entities mostly used data from employment and earnings statistics (11.36%) and prices statistics (11.08%). Scientists, researchers and analysts are interested in population statistics (16.16%) and employment and earnings statistics (9.01%). Media mostly download data on statistics of employment and earnings (13.11%), population statistics (9.84%) and consumption, income and living conditions (9.02%); students and pupils satisfy their interest in statistics with the data on population (16%), education (8.8%), consumption, income and living conditions and agriculture and fishery (7.6%, each group).

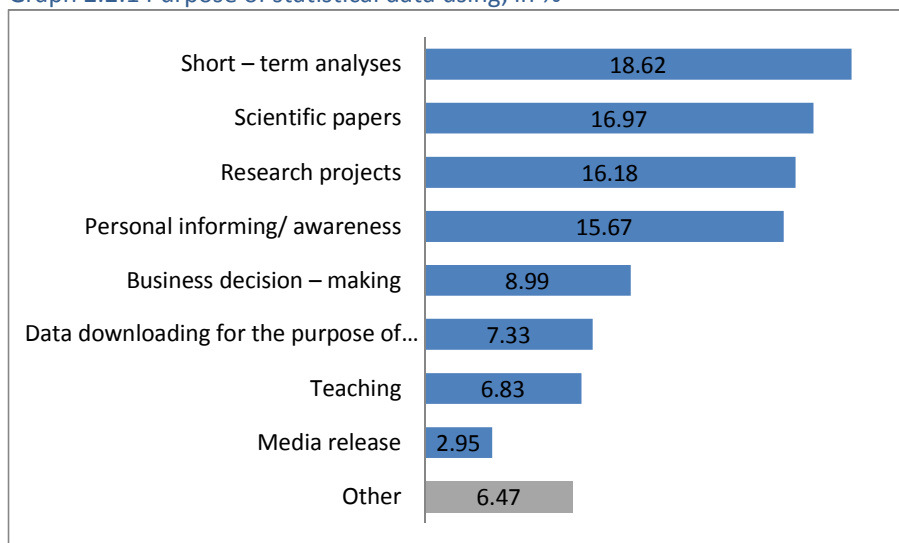
Graph 2.1.2 Statistical areas, by type of users



2.2. For what purposes do you use the statistical data?

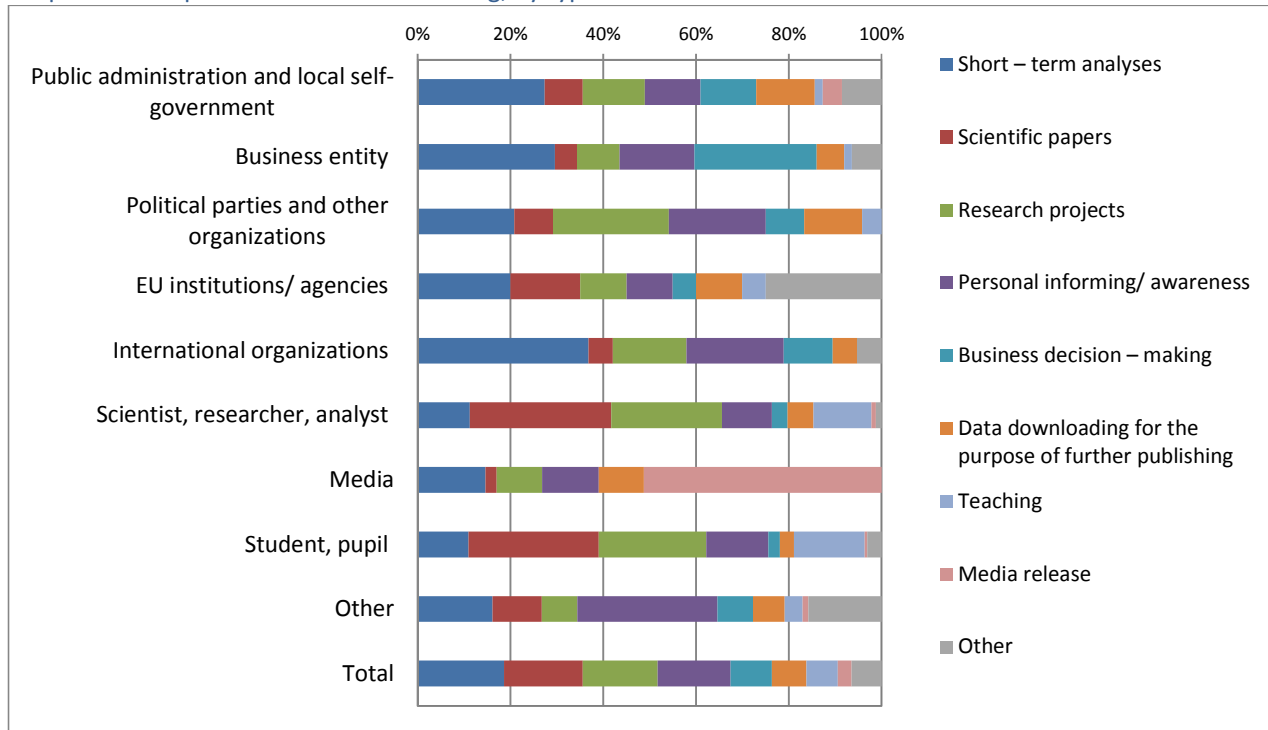
Statistical data are mostly used for the purpose of short – term analysis (18.62%), scientific papers (16.97%) and research projects (16.18%).

Graph 2.2.1 Purpose of statistical data using, in %



Public administration and local self – government most frequently use data for short – term analysis and data downloading for further publishing. Business entities use the data for short – term analysis and decision – making. Users from the group „Scientist, researcher, analyst“ use the data for scientific papers, research projects and for lectures (teaching).

Graph 2.2.2 Purpose of statistical data using, by type of users

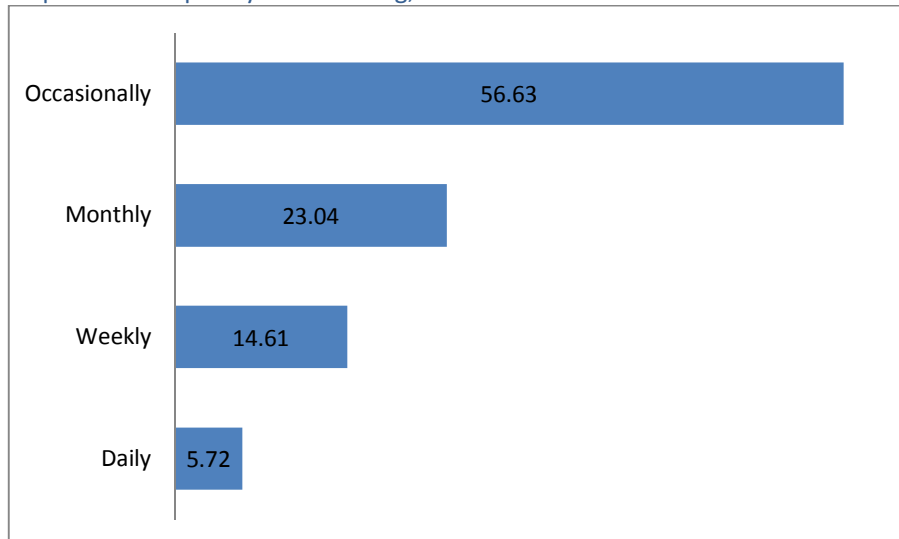


2.3. How often do you use statistical data?

Users use statistical data occasionally, i.e. in quarterly and monthly dynamics (56.6%), in monthly periodicity (23.04%), weekly (14.61%), and 5.72% use the data daily.

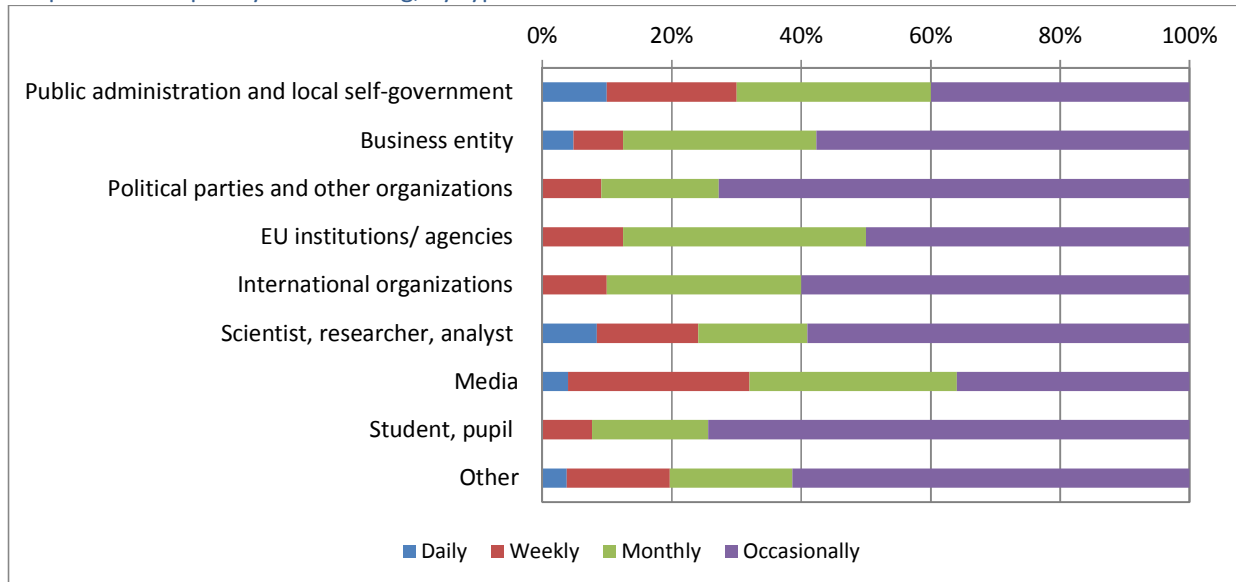
Compared with the previous survey, daily use has increased by 2.4 p.p, while weekly usage has decreased by 2.5 p.p. Monthly usage has decreased by 5.3%. When comparing the results on occasional usage of the data from this survey with the categories of quarterly, semi-annually, annually and more rarely from the previous survey, the increase of 5.5 p.p. can be noticed.

Graph 2.3.1 Frequency of data using, in %



For users from the group „Public administration and local self – government“, frequency of statistical data usage in daily/ weekly/ monthly dynamics amounts to 60%, somewhat greater percentage relates to media, while users from other groups mostly use the data occasionally.

Graph 2.3.2 Frequency of data using, by type of users



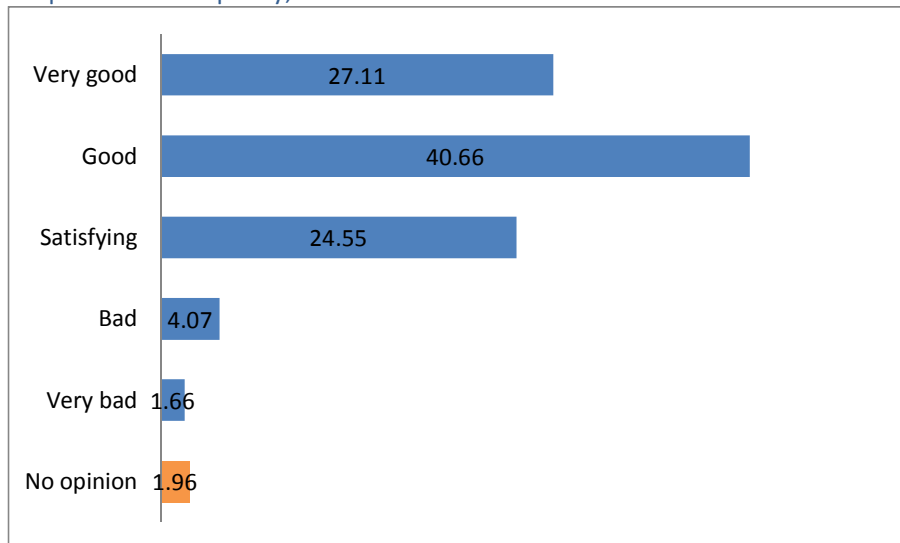
3. Quality of statistical data and services

This section refers to users' opinion on quality, trust and level of satisfaction with statistical data and services provided by SORS.

3.1. How do you estimate total quality of the statistical data and services provided by SORS?

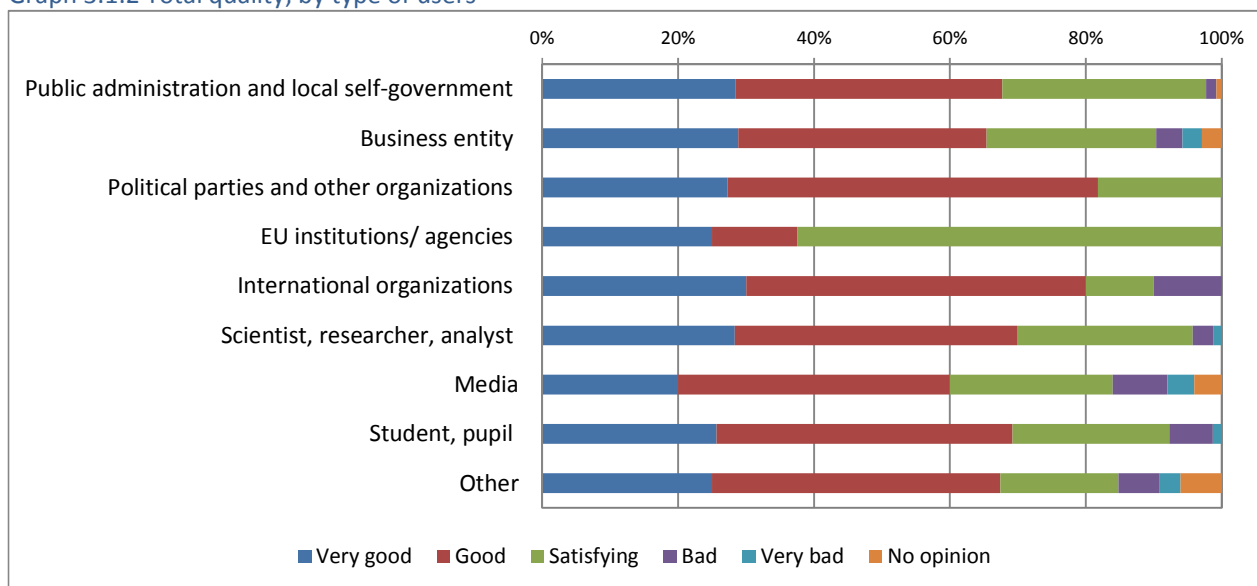
Level of satisfaction with total quality of data and services provided by SORS is high, more than two thirds of the respondents consider the quality *very good* (27%), i.e. *good* (41%), 24.55% think it is *satisfying*. On the other hand, 5.73% think that total quality is *bad* and *very bad*, while 1.96% had no opinion on this question.

Graph 3.1.1 Total quality, in %



Summing up the categories of *very good* and *good*, users from the group „Institutions and agencies of the EU“ are least satisfied with total quality, while all other users have shown the level of satisfaction with total quality of over 60%, for these two categories.

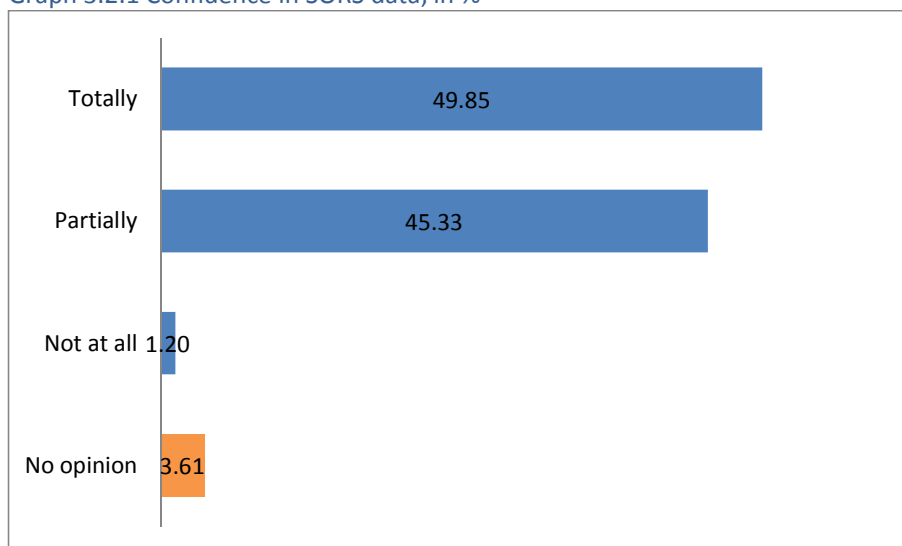
Graph 3.1.2 Total quality, by type of users



3.2. How much do you trust the statistical data of SORS?

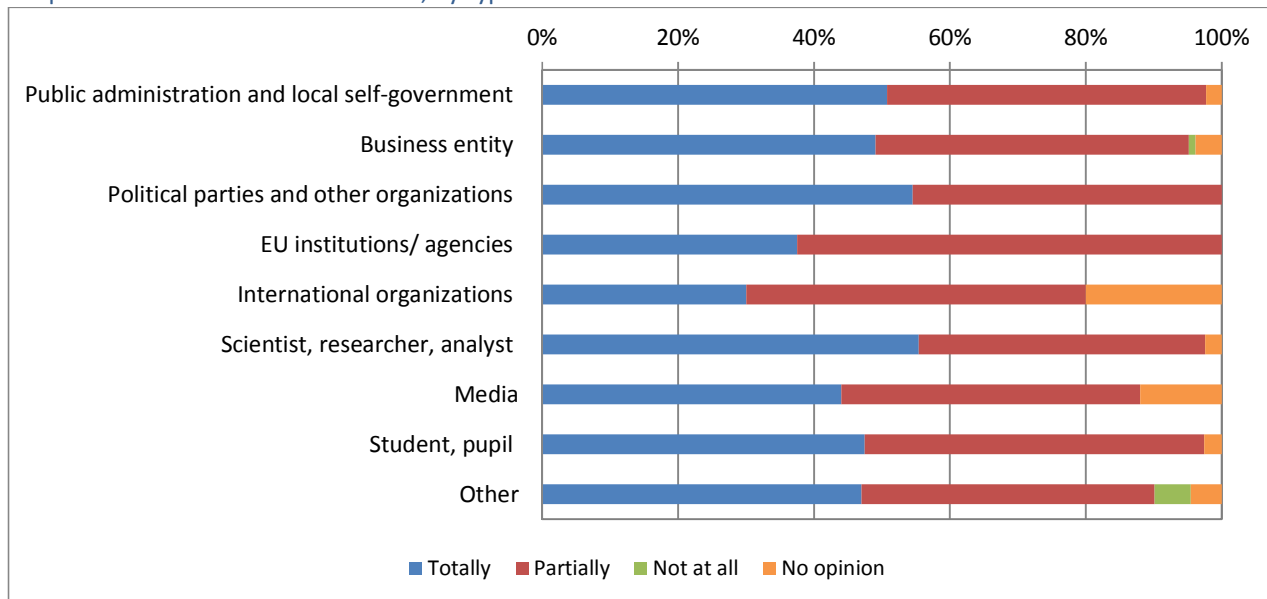
Answers to this question were extremely positive: half of users in the survey *completely* trust the SORS data, while 45% *partially* believes. Only 1% answered that there is no trust in statistical data, and 4% had no opinion.

Graph 3.2.1 Confidence in SORS data, in %



Over 50% of total trust in data published by SORS expressed the following groups of users: „Public administration and local self – government“, „Political parties and other organizations“, „Scientists, researchers and analysts“. The lowest level of confidence was expressed in the group „International organizations“ and „Institutions / agencies of the EU“.

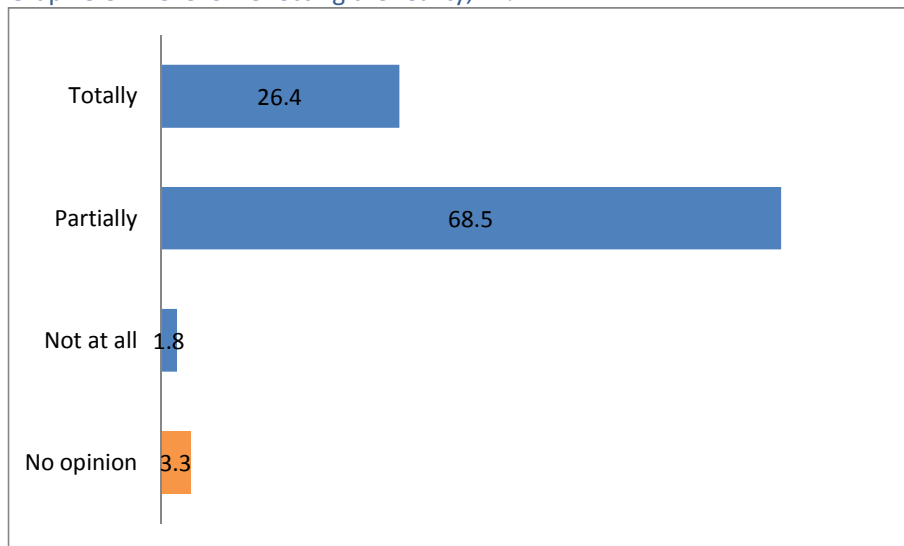
Graph 3.2.2 Confidence in SORS data, by type of users



3.3. In your opinion, to which level do SORS data reflect reality?

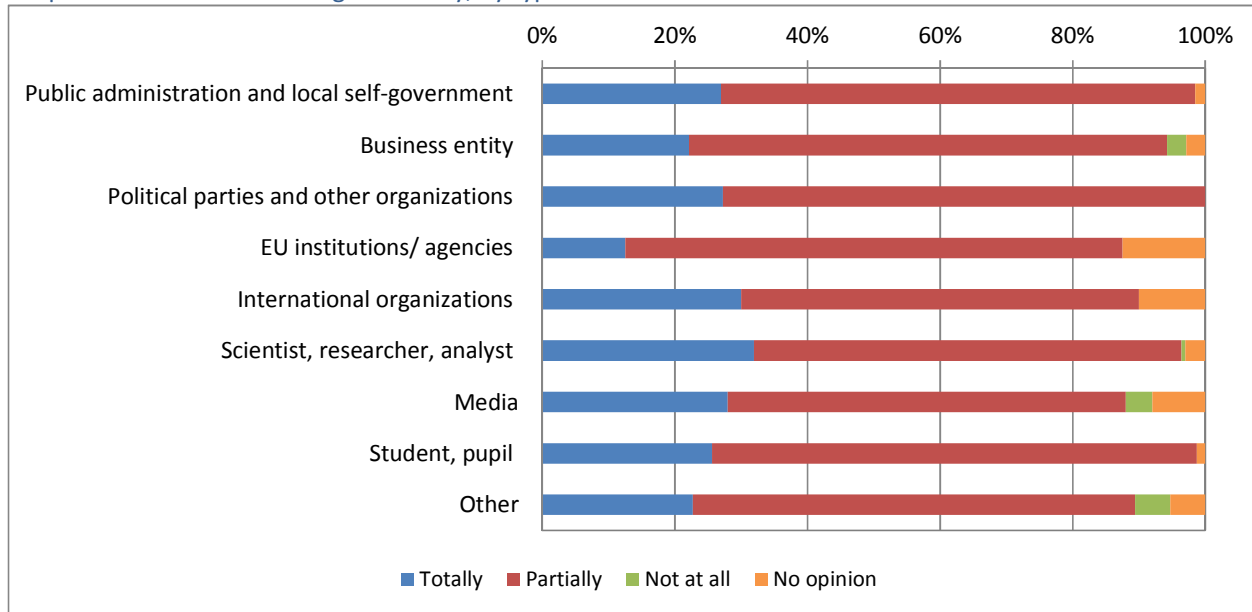
By answering this question, the aim was to find out how users realize the statistical data, i.e. do they think that SORS data reflect the reality of living. More than a fourth part of the respondents (26%) think that the data *completely* reflect the reality, and almost 70% think that it is *partially*.

Graph 3.3.1 Level of reflecting the reality, in %



Observing the data by type of users, it can be noted that scientists, researchers and analysts belong to the group of users who, in highest percent, consider statistical data as completely reflecting the reality; on the contrary, users from the institutions / agencies of the EU have completely different opinion.

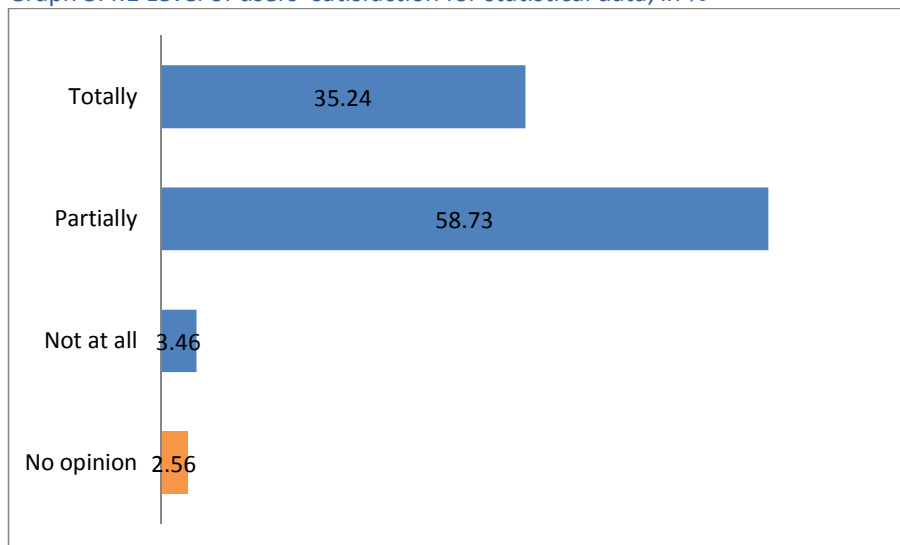
Graph 3.3.2 Level of reflecting the reality, by type of users



3.4. To which level does SORS satisfy your need for statistical data?

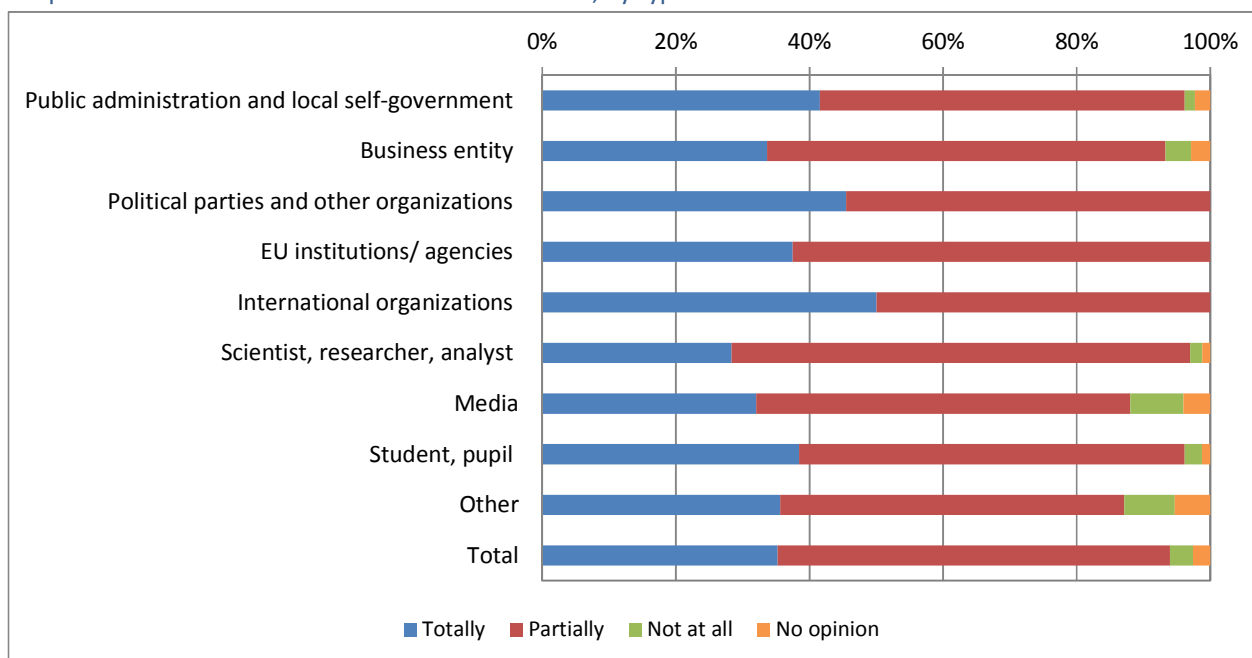
Somewhat more than a third of participants (35.24%) reported that statistical data *completely* satisfy their needs, 58.73% are *partially* satisfied, 3.46% thinks that SORS data do not satisfy their needs, and 2.56% had no opinion.

Graph 3.4.1 Level of users' satisfaction for statistical data, in %



Scientists, researchers and analysts belong to the group which considers that statistical data *partially* satisfy their needs (more than two thirds), and the following group relates to business entities and media.

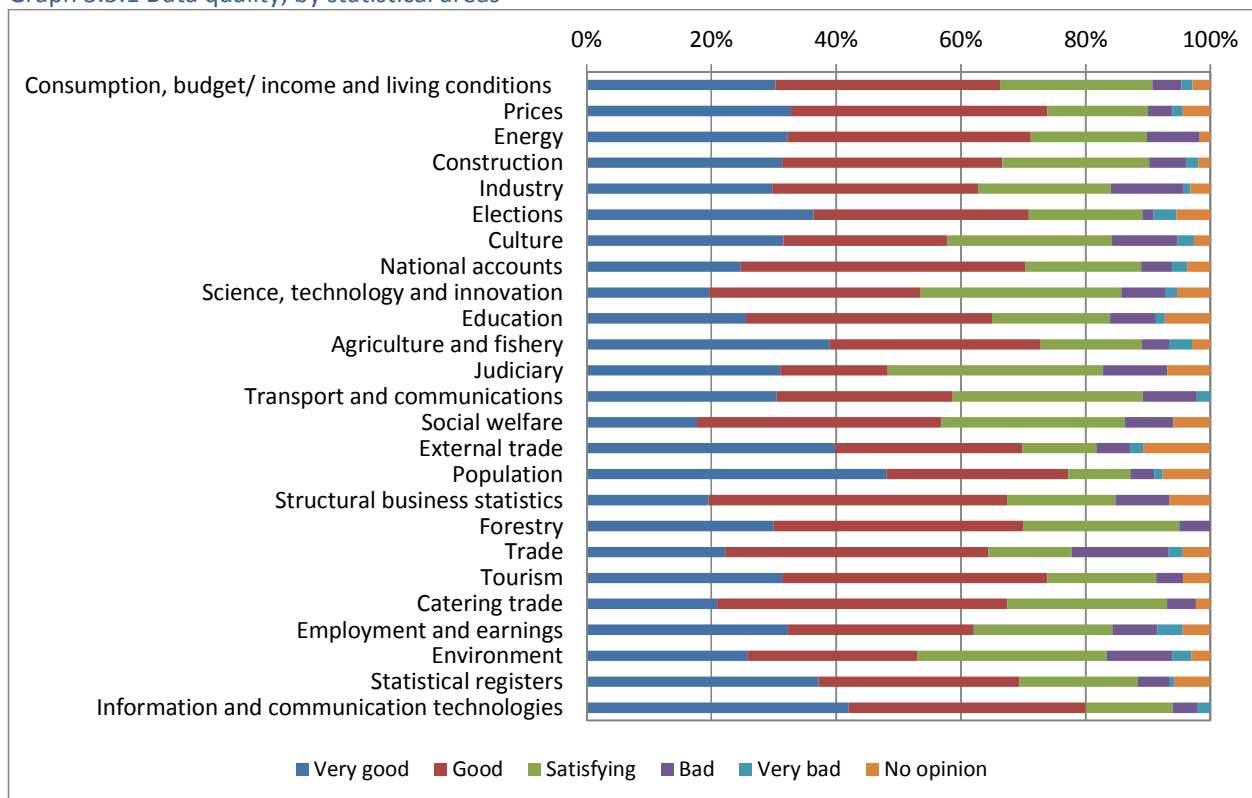
Graph 3.4.2 Level of satisfaction with statistical data, by type of users



3.5. Rate the quality of data by statistical areas

Observing the users' answers by statistical areas, it can be stated that users find the best data quality regarding the data from population statistics, followed by usage of information and communication technologies, external trade, statistical register and statistics of tourism. Considering that data from population statistics and statistics of employment and earnings are the most frequently used data, users rated the population statistics data with the highest grade, while employment and earnings statistics was on the 17th position, among total of 25 statistical areas.

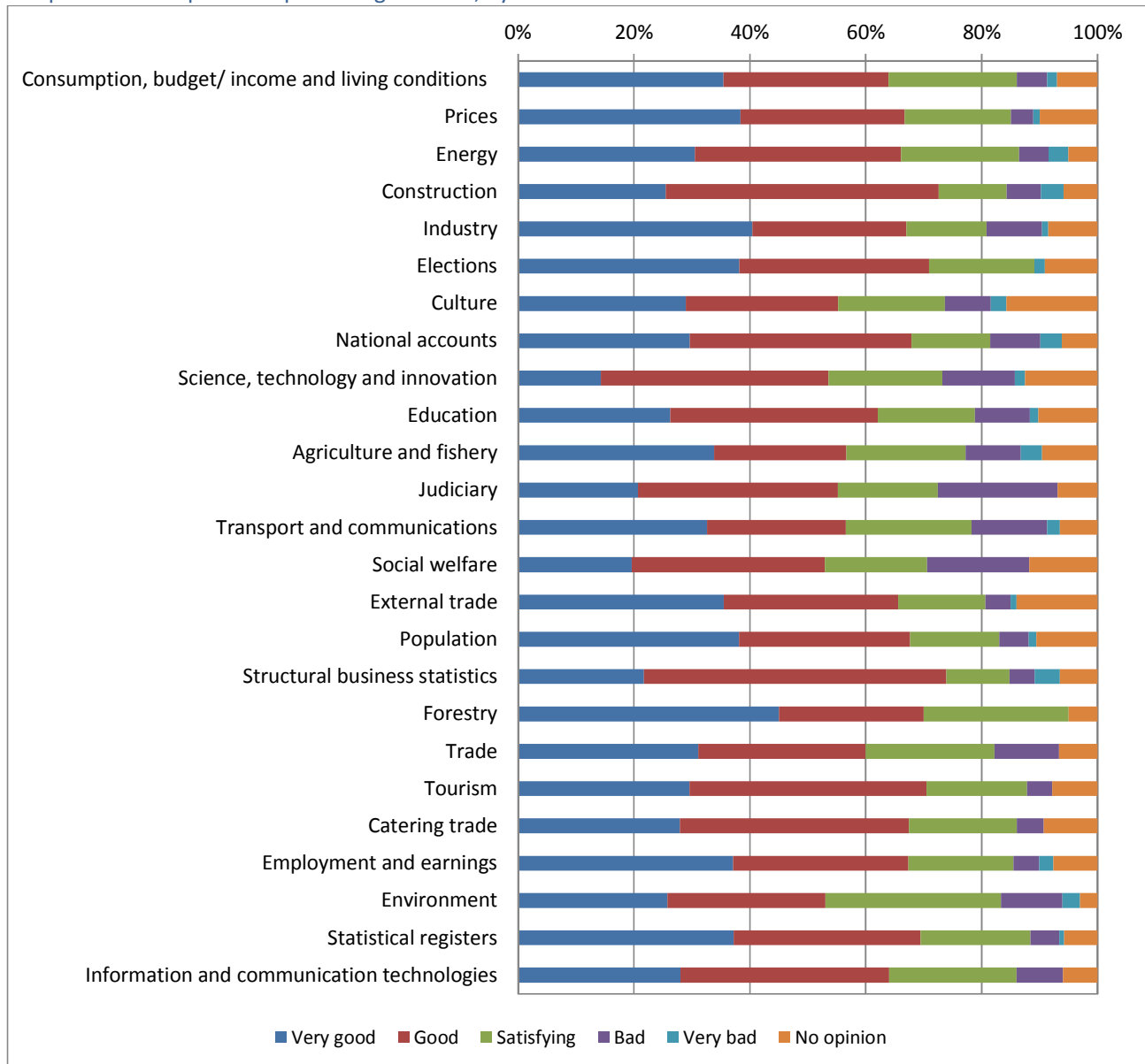
Graph 3.5.1 Data quality, by statistical areas



3.6. Rate the promptness of data publishing by statistical areas

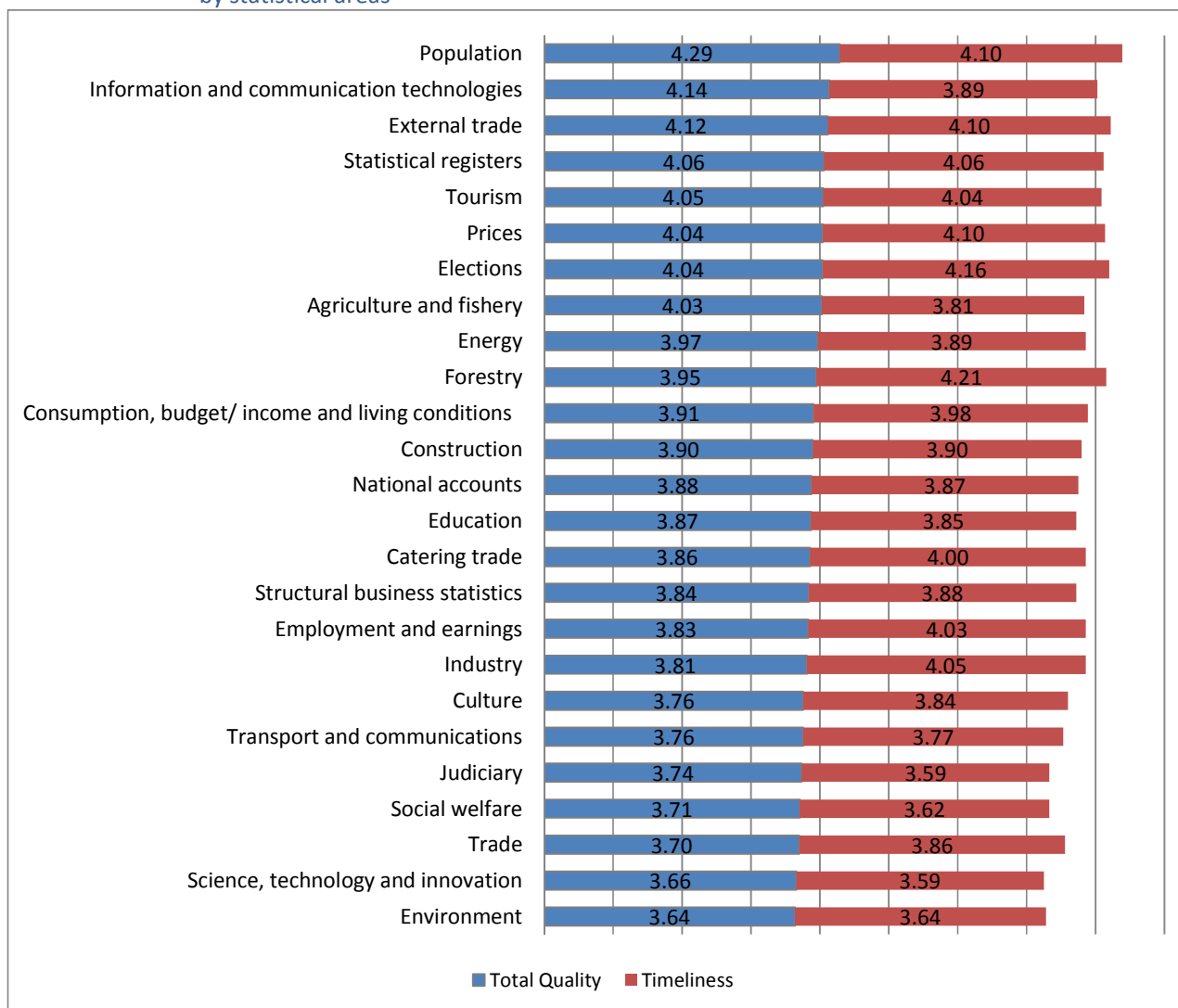
Promptness, that is timeliness, presents the quality dimension, providing the information on the time period between the moment of data availability and the moment of the phenomenon occurrence. Users have estimated that the most prompt is the statistics of forestry, elections, population, prices and external trade.

Graph 3.6.1 Promptness of publishing the data, by statistical areas



As users were given the possibility of stating on quality and timeliness of the data by statistical areas on the level of the described criteria, we have transformed the criteria into the number scale and obtained the average ranks for every statistical area. Average grades for the quality were between 4.3 up to 3.6, and regarding timeliness, from 4.2 to 3.6. Generally speaking, we can be very satisfied with the average estimates, and the fact is that difference between these two grades is relatively small, amounting to 0.7, i.e. 0.6, thus indicating the fairly uniform estimate of total data quality with the grade of timeliness regarding data publishing.

Graph 3.5 and 3.6 Comparative review of average estimates for total quality and timeliness of publishing by statistical areas



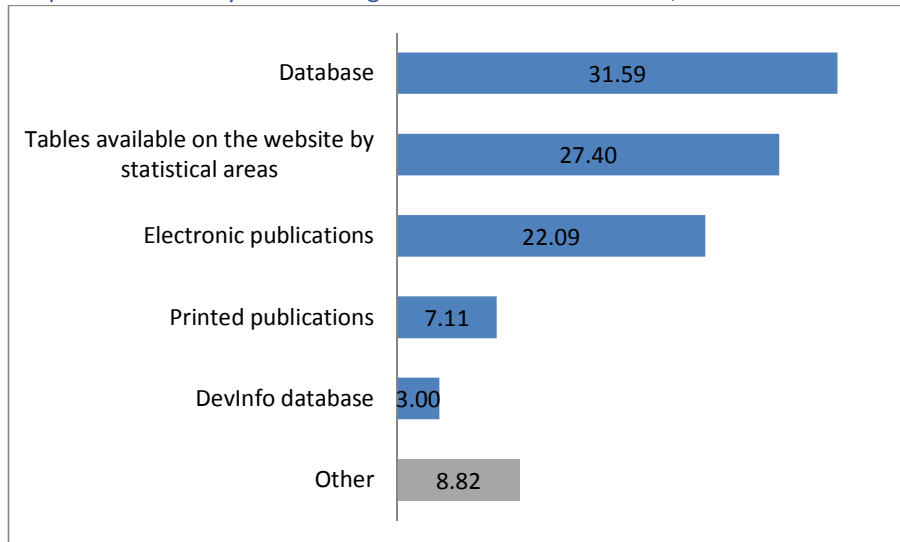
4. Dissemination

Dissemination of the statistical data means making data available to the public, regardless of the way in which that activity is performed. In the following set of questions, the aim was to find out the way our users reach the required statistical data, whether it is easy to understand the published data, how the users estimate the quality of the website, database and electronic publications.

4.1. What is the most frequent way in which you access the statistical data?

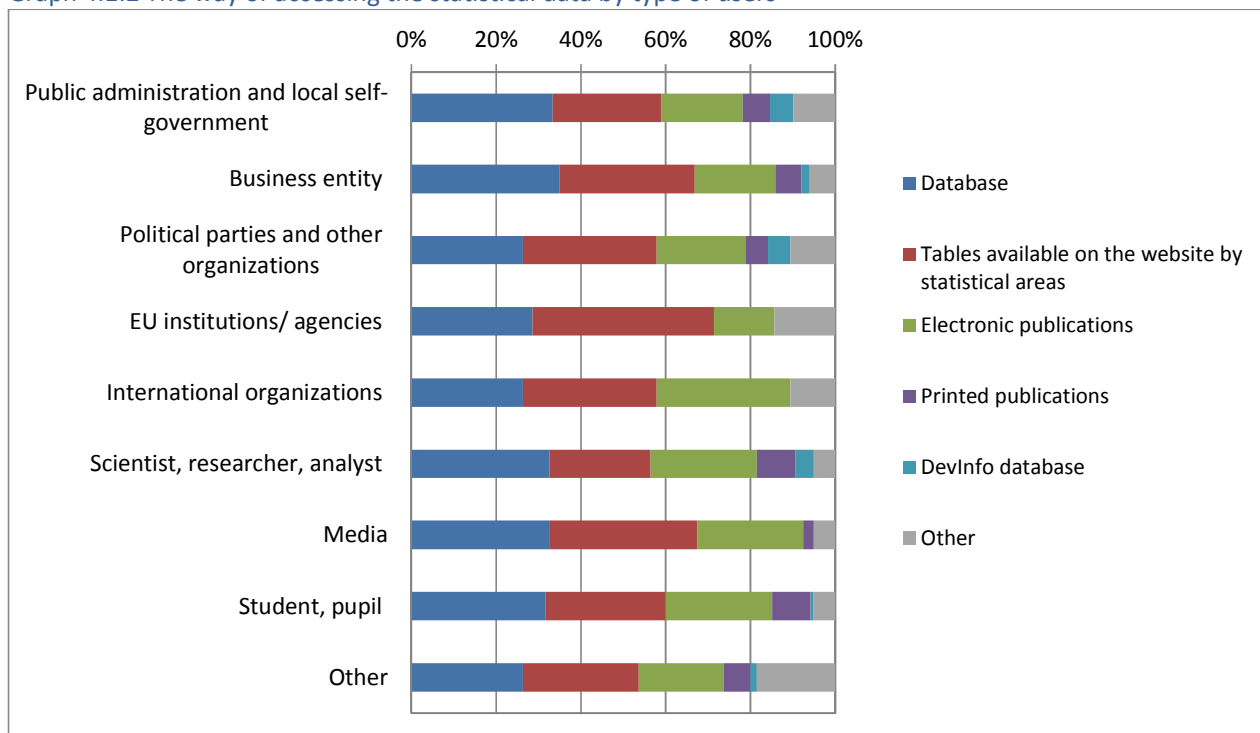
Users most frequently access the statistical data in the database and tables derived therefrom and which are available on the website, by statistical areas. This means that even 59% of users directly or indirectly use the dissemination database. Electronic publications are used by 22% of users, printed publications by 7%, while 3% access the database via DevInfo base.

Graph 4.1.1 The way of accessing the statistical data – total, in %



Graph 4.1.2 presents the way of accessing the statistical data by type of users. Users from the groups „Public administration and local self – government“, „Business entity“, „Scientist, researcher, analyst“, as well as from the group „Student, pupil“ find the statistical data in the database, while other users’ groups prefer the derived tables.

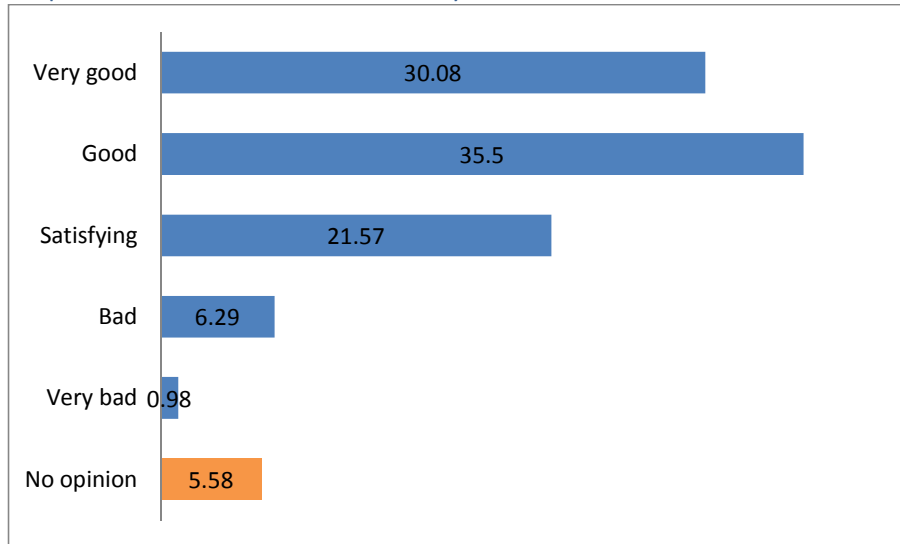
Graph 4.1.2 The way of accessing the statistical data by type of users



4.1.1 Estimate the contents and functionality of the database

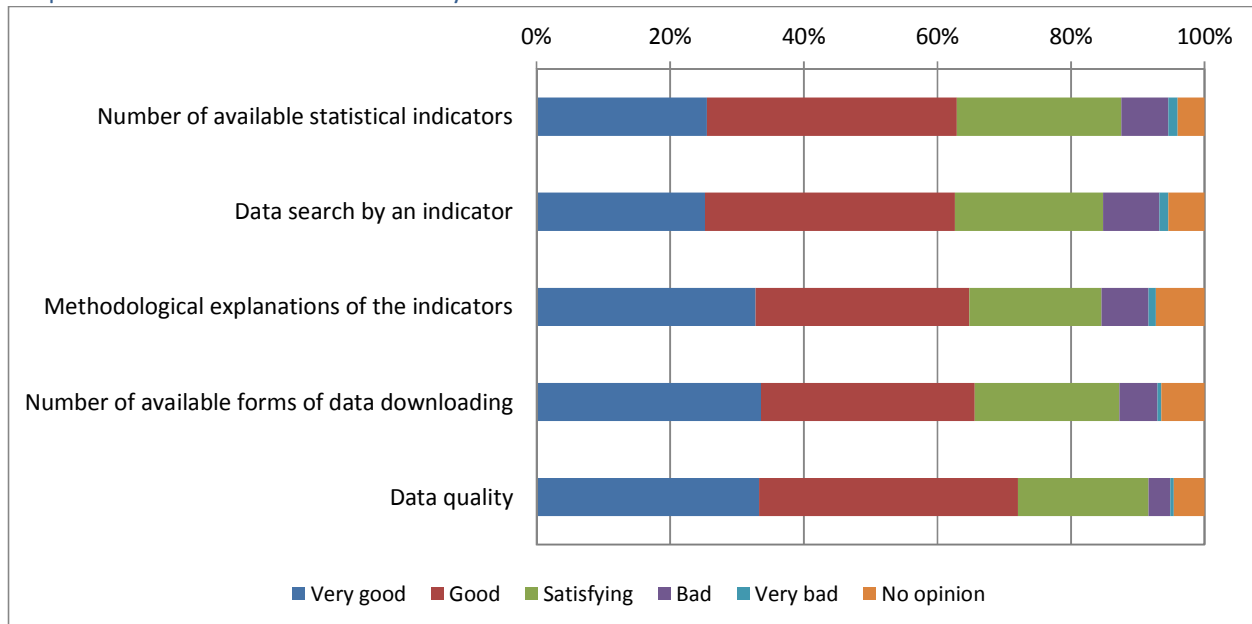
65.58% of users that use the database rate its contents and functionality as *very good* and *good*.

Graph 4.1.1.1 Contents and functionality of the database – total, in %



Over 70% of users consider that quality of the data in database is *very good* and *good*. Over 60% of users expressed their satisfaction by ranking all other listed categories with the same marks.

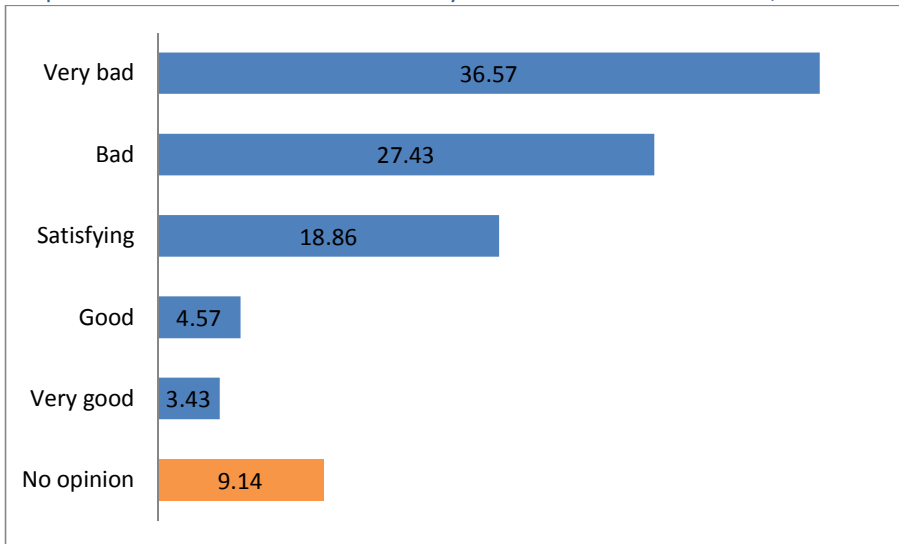
Graph 4.1.1.2 Contents and functionality of the database



4.1.2. Estimate the contents and functionality of DevInfo database

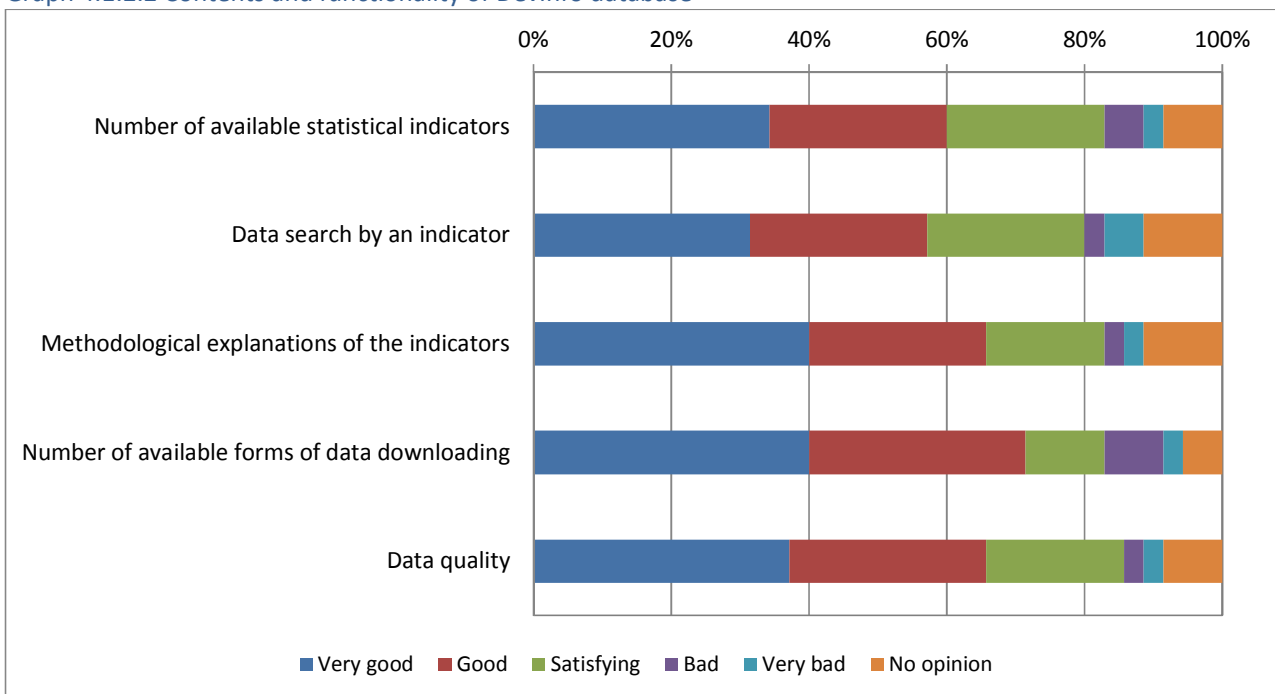
Relatively small number of users in this survey marked DevInfo database as the dissemination channel used for acquiring the statistical data (3%), but such users expressed high level of satisfaction with DevInfo base (64%).

Graph 4.1.2.1 Contents and functionality of DevInfo database – total, in %



Among the offered categories, the best estimated was the number of offered forms for data downloading and methodological explanations of the indicators, followed by data quality and number of available statistical indicators. Relative to other categories, users were the least satisfied with search/ find function of the data by indicators.

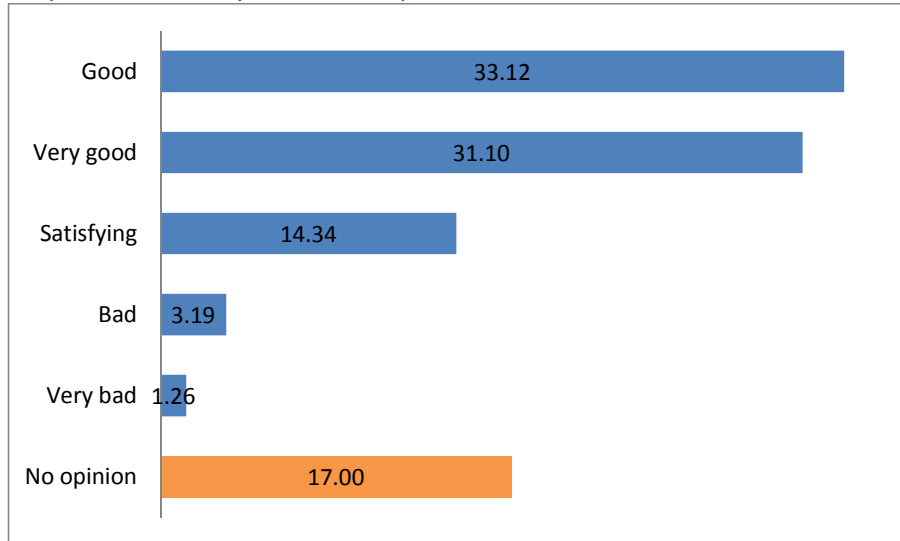
Graph 4.1.2.2 Contents and functionality of DevInfo database



4.1.3. Estimate the quality of electronic publications

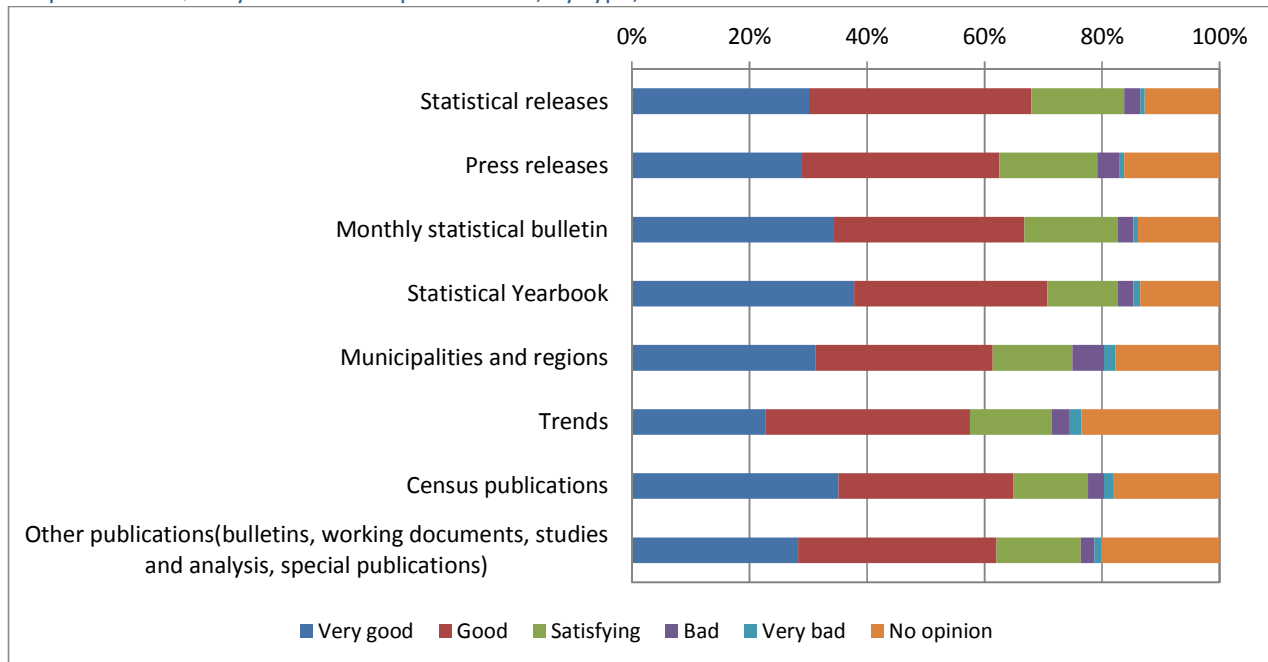
64.22% of users find quality of electronic publications *very good* and *good*, while 14.34% consider it *satisfying*. Small number of users, i.e. 4.45% ranked the quality as *bad* and *very bad*, and 17% had *no opinion* regarding this question.

Graph 4.1.3.1 Quality of electronic publications – total, in %



The publication Statistical Yearbook was mostly observed as *very good* and *good* (70.66%), followed by Statistical Releases (67.96%) and Monthly Statistical Bulletin (66.79%).

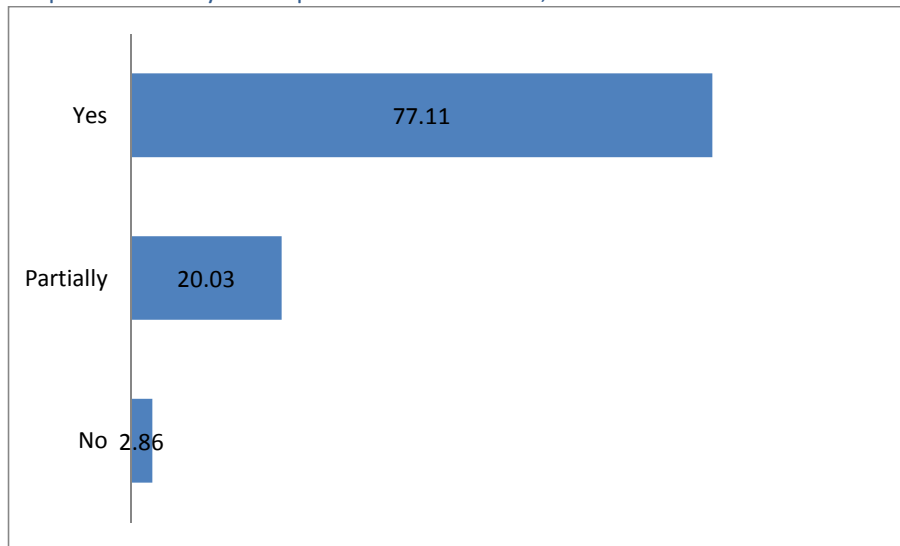
Graph 4.1.3.2 Quality of electronic publications, by type, %



4.2. Do you easily understand the published statistical data?

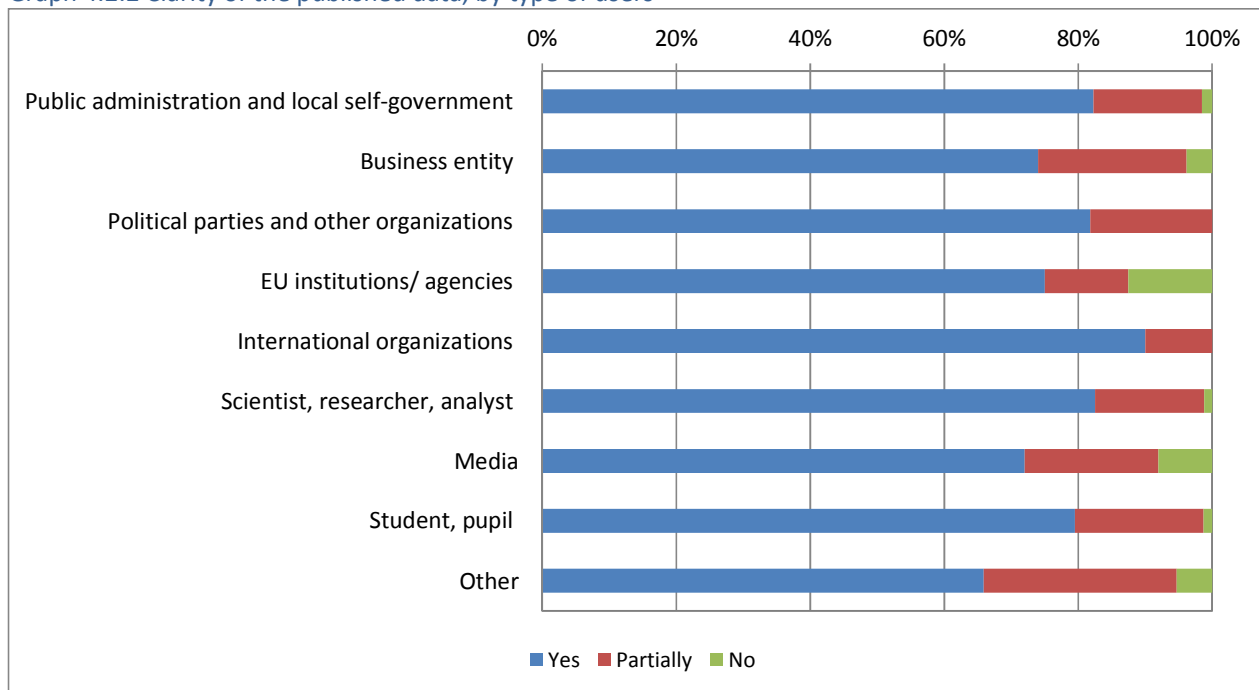
One of the principles of quality in statistics implies that published data are easily understandable for users. Result that we got was great, since even 77% of users declared that published statistical data are easily understandable.

Graph 4.2.1 Clarity of the published data – total, in %



Graph 4.2.2 presents the opinion of users' groups regarding the issue of published data clarity. Business entities, institutions/ agencies of the EU, media, students and pupils expressed somewhat smaller percent of understanding the published data, relative to other users' groups.

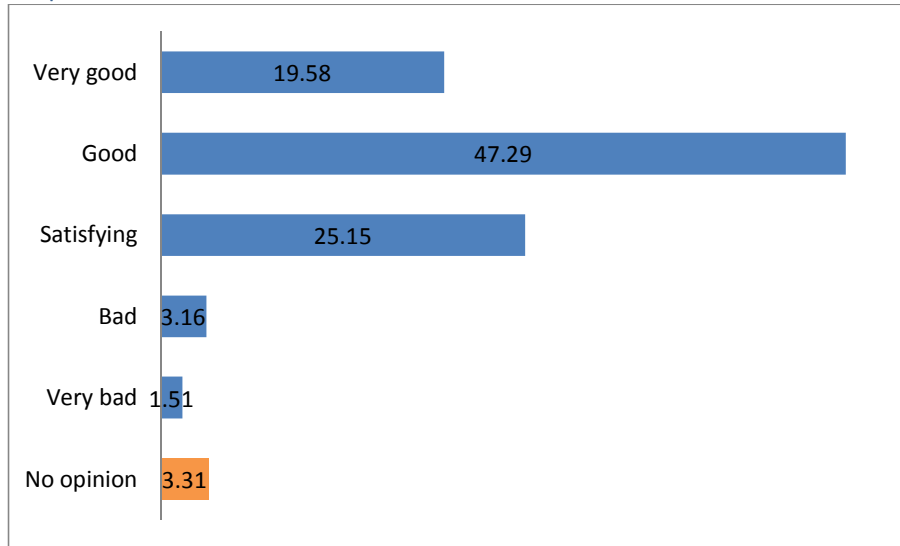
Graph 4.2.2 Clarity of the published data, by type of users



4.3. Estimate the contents of the website

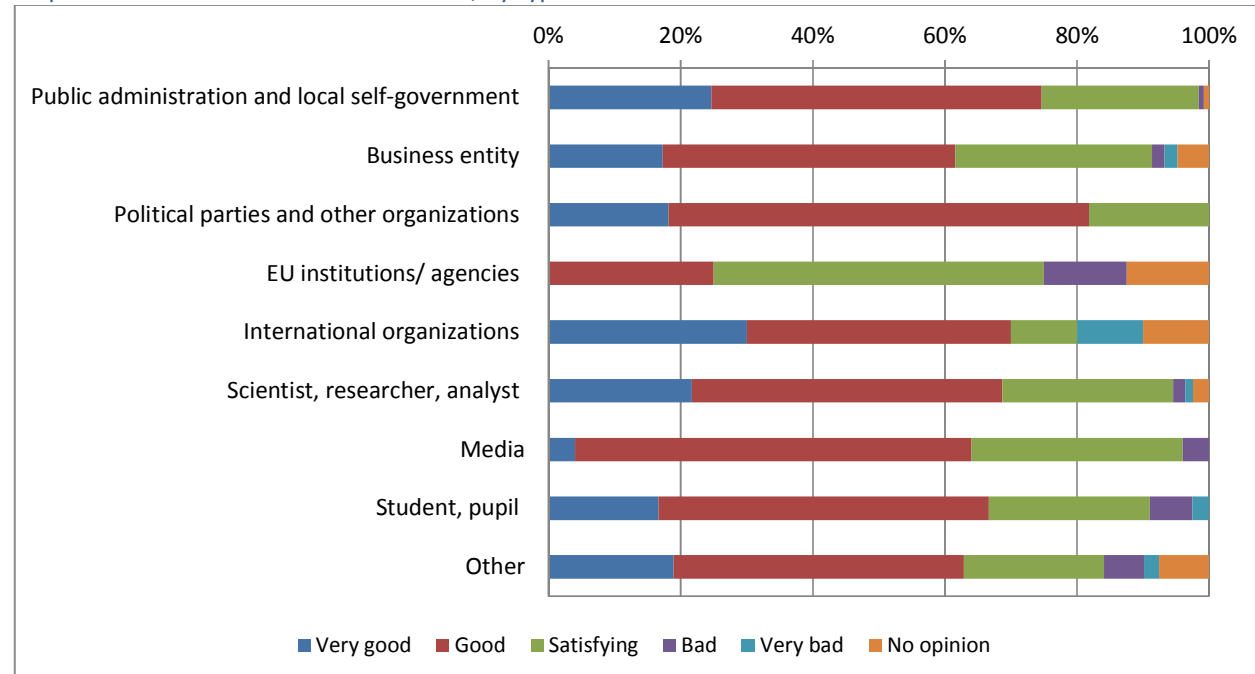
Website has become the leading dissemination channel, and even 66.87% of users rated its contents as *very good* and *good*. In the previous survey, 78.6% of users rated it as *very good* and *good*, meaning that in this survey, the decrease of 11.73% was noted regarding the website contents estimate.

Graph 4.3.1 Estimate of website contents – total, in %



Graph 4.3.2 presents how the users' groups ranked the website contents. Users belonging to the group „Institutions / agencies of the EU“ is the only group in which none of the respondents estimated the website contents as *very good*, and all other groups ranked the website contents as *very good* and *good*, thus expressing their satisfaction with over 60%.

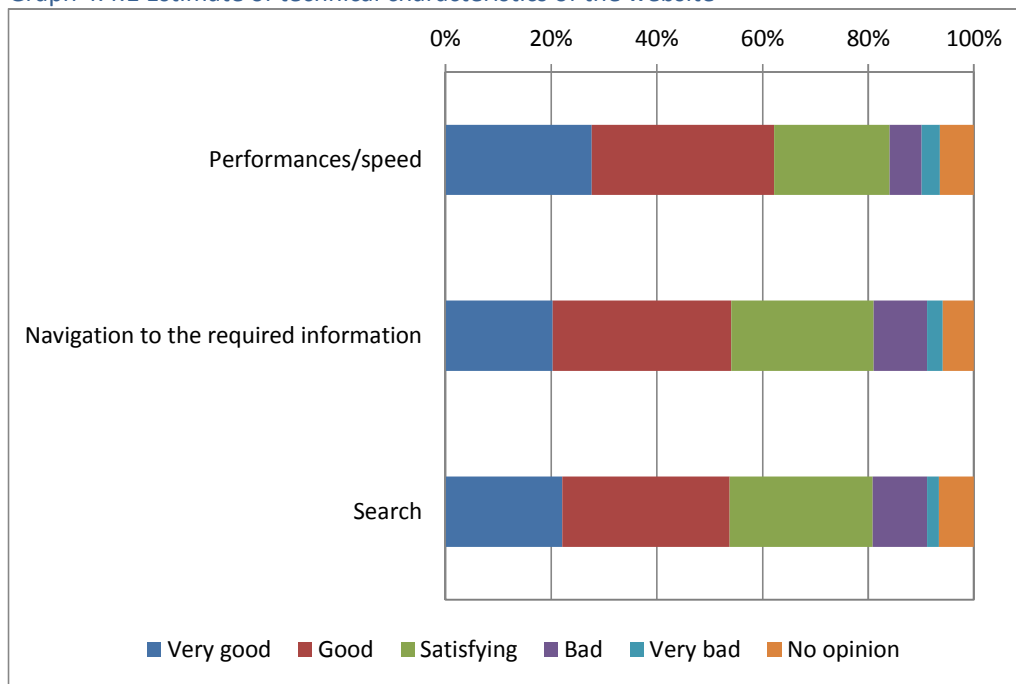
Graph 4.3.2 Estimate of website contents, by type of users



4.4. Estimate the technical characteristics of the website

On average, respondents showed high level of agreement with total estimate that technical characteristics of the website are *very good* and *good* (57%). Regarding the performances/ speed of the website, respondents also showed high level of agreement with the estimates *very good* and *good* (62.2%), while navigation was the characteristic marked with somewhat worse estimates (54.06%) and search/ find function (53.77%).

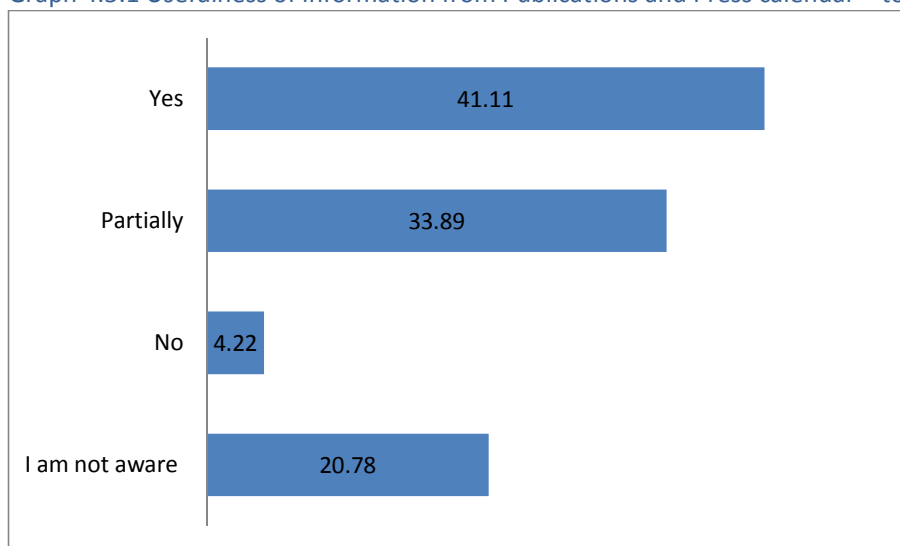
Graph 4.4.1 Estimate of technical characteristics of the website



4.5. Do you find information from Publications and Press calendar useful?

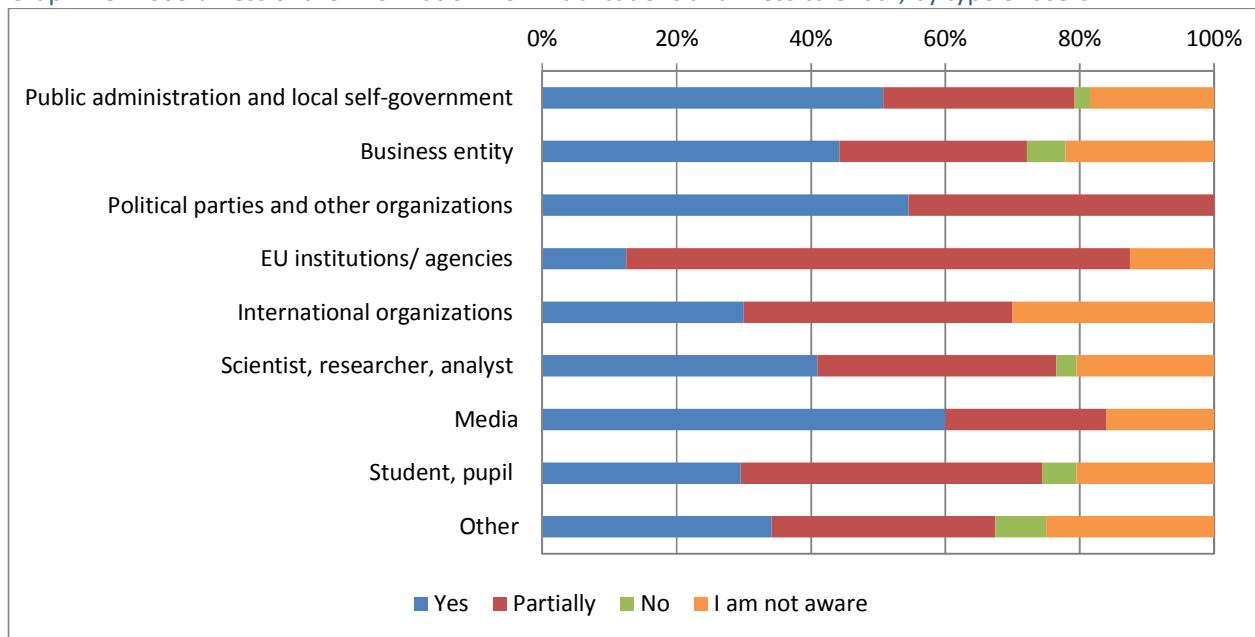
Calendars offer the users exact information on date and time of publishing. Somewhat over 40% of users agree that Calendars' information is useful, over 33% find such information partially useful. Percentage of users who are not informed about the calendars is relatively high, but compared with the previous survey, noticeable improvement was recorded. Namely, in the previous survey, even 50.9% of users had no information about the calendars being available on the website.

Graph 4.5.1 Usefulness of information from Publications and Press calendar – total, in %



EU institutions / agencies, international organizations, scientists, researchers and analysts, students and pupils mostly share the opinion that calendars partially satisfy their needs, while other users' groups expressed that the mentioned information is useful. Majority of users belonging to the group of „Media” stated that information from the calendars is useful (60%).

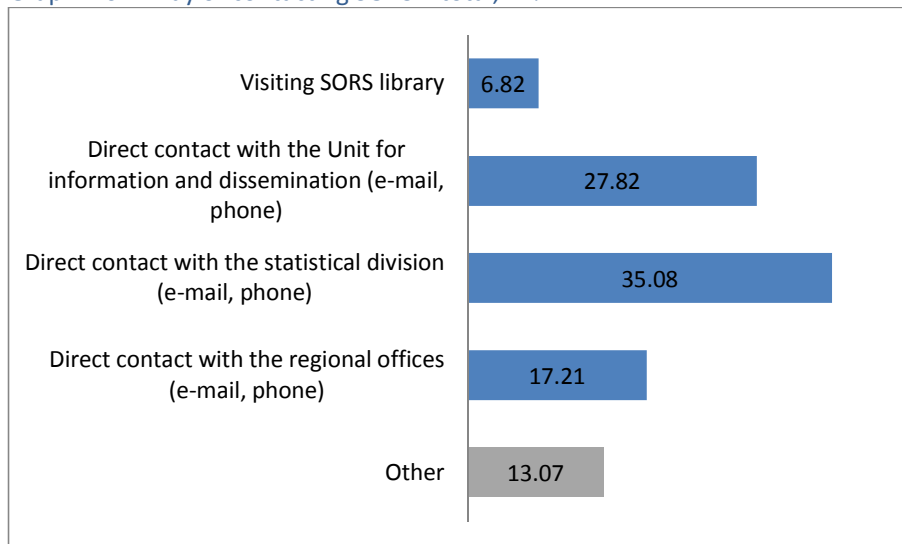
Graph 4.5.2 Usefulness of the information from Publications and Press calendar, by type of users



4.6. How do you usually contact SORS when you cannot find the required data on the website?

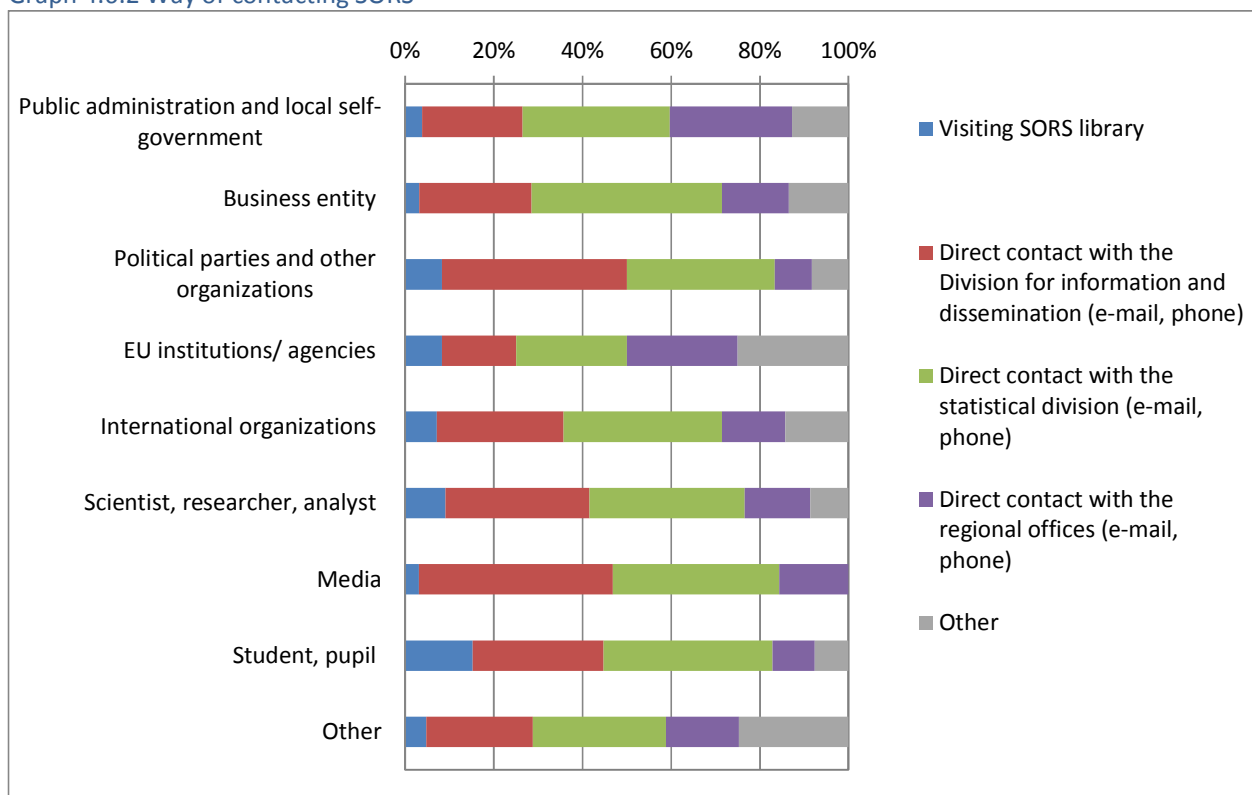
In case it is not possible to find the necessary data on the website, majority of users contact statistical divisions (35.05%), then Information and dissemination unit (27.82%). 17.21% of users contact regional offices, 13.07% of users acquire the necessary data from other sources, while 6.82% visit SORS library.

Graph 4.6.1 Way of contacting SORS – total, in %



Majority of users from the group of „Public administration and local self – government” contact statistical divisions (33.15%), as well as users from the groups of „Business entity” (42.86%), „Institutions / agencies of the EU” (25%), „International organizations” (35.71%), „Scientist, researcher, analyst” (34.98%), „Student, pupil” (38.10%). „Political parties and other organizations”(41.67%) and media (43.75%) contact Information and dissemination Unit. Students and pupils (15.24%) and scientists, researchers and analysts (9.05%) acquire the data by visiting the library. Users from „Public administration and local self – government”(27.62%) mostly contact SORS regional offices.

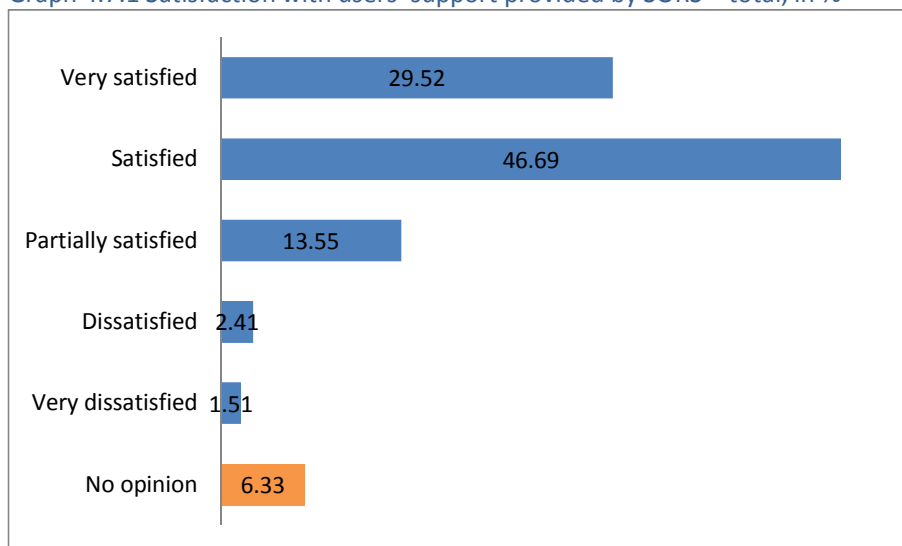
Graph 4.6.2 Way of contacting SORS



4.7. Are you satisfied with users' support provided by SORS?

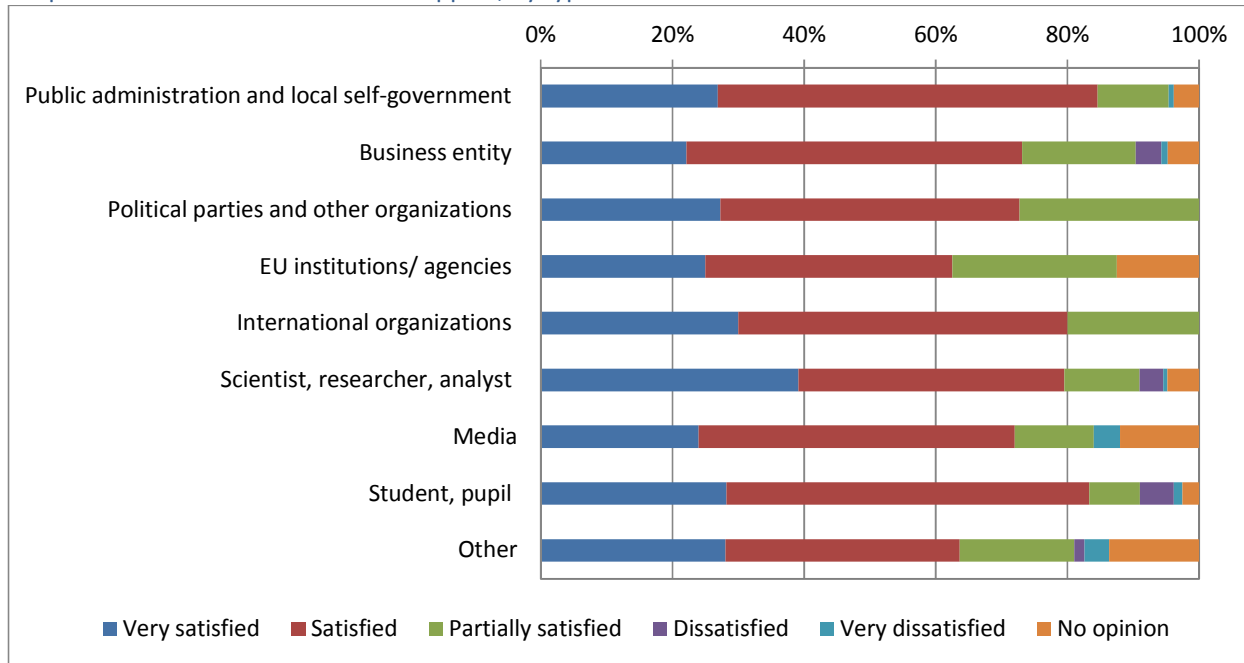
76.21% of users declared as very satisfied and satisfied with users' support provided by SORS.

Graph 4.7.1 Satisfaction with users' support provided by SORS – total, in %



Graph 4.7.2 presents the data on users' satisfaction with the support provided by SORS. It can be noticed that users from the group of „Public administration and local self – government“ showed the highest degree of satisfaction, expressing the level of satisfaction with *very satisfied* and *satisfied* (84.62%), followed by users from the group „Student, pupil“ (83.34%).

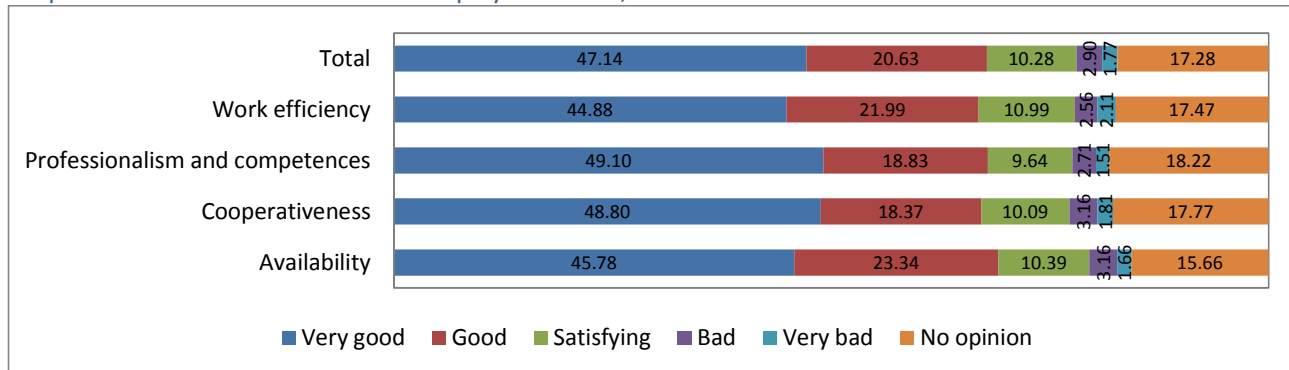
Graph 4.7.2 Satisfaction with users' support, by type of users



4.8. In case you have had contacted SORS employees, how would you estimate: availability, readiness for cooperation, professionalism, competences and work efficiency?

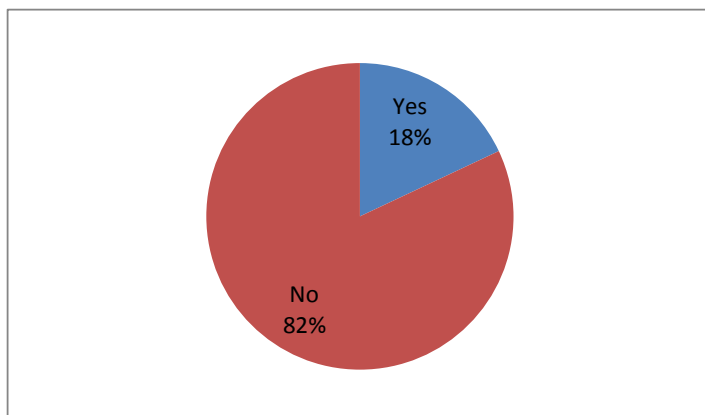
69.12% of users ranked SORS employees' availability as *very good* and *good*. 67.93% of users expressed their satisfaction with professionalism and competences, 67.17% with staff friendliness and 66.87% with work efficiency. Users' satisfaction with overall cooperation with SORS staff expressed 47.14%, that is, 67.77% of users, if we sum up the categories of *very good* and *good*.

Graph 4.8.1 Users' estimate of SORS employees – total, in %



5. European Statistical System

Graph 5.1 Using information about ESS and Eurostat, available on SORS website – total, in %

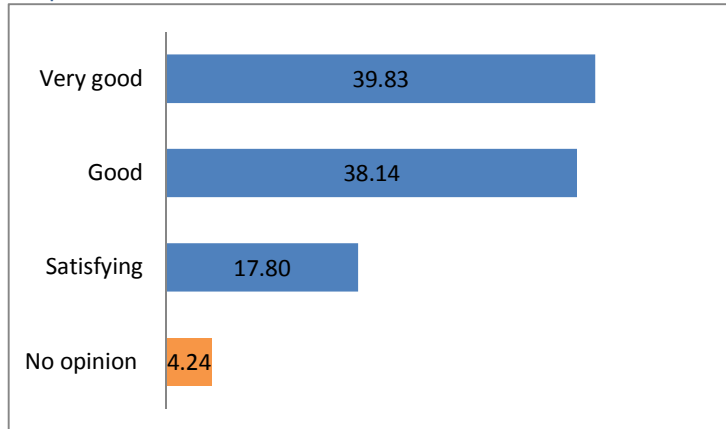


The Office delivers its data to Eurostat. Data for the Republic of Serbia are accessible to users on the official Internet presentation of Eurostat, in databases and publications. Dissemination and public relations division of SORS offers the support and assistance to users, regarding search of the data on the EU countries. On the website of SORS, the special webpage has been created, with the instruction:

Assistance to users in searching the website of Eurostat, with the following link:

<http://webrzs.stat.gov.rs/WebSite/Public/PageView.aspx?pKey=477>.

Graph 5.2 Estimate of usefulness of the information – total, in %

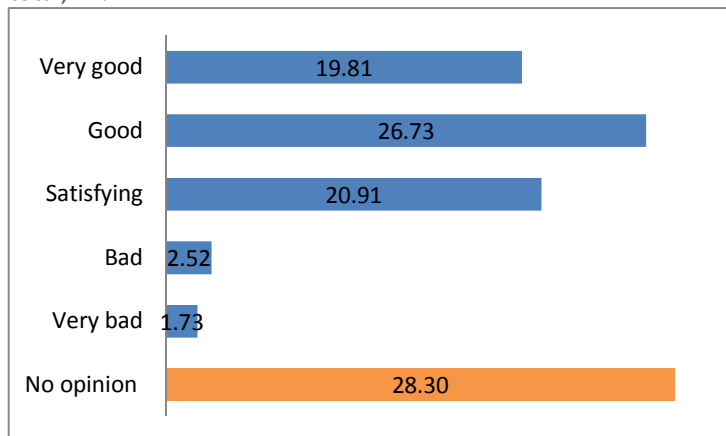


On the basis of Eurostat recommendations, our goal was to find out whether our users use information on European Statistical System, and Eurostat, as these are available on the website of SORS, how they estimate the usefulness of such information and how they level the trust in the mentioned data, in case they use them.

Great number of users, i.e. 82% of the participants in the survey was not familiar with the information available on our webpage.

Out of 18% of users who are familiar with the information, 78% of them find such information *very good* and *good*.

Graph 5.3 Level of confidence in ESS and Eurostat, regardless of the way of accessing the data and information – total, in %



Level of confidence in ESS and Eurostat was ranked as very good and good by 47% of users, while 21% marked the level of trust as satisfying. 28% of them had no opinion regarding this issue, and 5% think that it is bad and very bad.

6. Users' recommendations

Users had the opportunity to criticize, praise and suggest SORS activities, as well as to list statistical data they are interested in, but which are unavailable on the website of SORS.

Summarizing the users' recommendations regarding statistical data from all areas, it can be concluded that users require data on lower levels of aggregation, that is, on the level of municipalities and settlements, and lower levels of classifications.

One of the users' suggestions related to realization of better cooperation with scientific and research institutions, level of adjustment and availability of statistical indicators with the indicators provided by Eurostat, including also the „open data“.

Judging by users' opinion, the structure of press releases should be changed. Every statistical release should be, according to users' opinion, accompanied by more detailed interpretation of the data, and all data in the publications should also be available in the database. Users have pointed to the problems they face with while searching the data on the website, as well as to the difficulties when downloading the data from the database.