

Republic of Serbia
Statistical Office of the Republic of Serbia

Users' satisfaction survey, 2013

Introduction

One of the basic principles of quality statistics implies user friendly services, meaning that statistics should be easy to find, easy to use and easy to understand. In case the data are not presented in an adequate and comprehensible way, that is, in case data are not available to users – the data lose their value.

European Statistics Code of Practice, in Principle 11, emphasizes the importance of this fact: European statistics must meet the users' needs. Therefore, it is essential to regularly monitor users' satisfaction and analyze their requests.

Statistical Office of the Republic of Serbia has during June 2013, for the second time, conducted the Users' satisfaction survey, with the aim of obtaining the information on reasons and modes of usage of Office's data and services, as well as how the users rank the data quality.

The questionnaire applied in this survey encompassed the following issues: data use, users' satisfaction with the website, database and statistical data, users' awareness, rating of the Office's staff, ranking of the data quality, also including the issues related to demographic characteristics of the respondents.

The Survey was conducted in the period June 15 – 31, via web questionnaire.

The Survey questionnaire was also placed on the website of the Office, meaning that it could be completed by all interested users who visited the Office's website during the survey period. According to the base of statistical data users, users who contacted the Office in the last year, requiring the data in electronic form, the information about conducting the survey and the possibility of completing the *on line* questionnaire was sent to total of 2524 e-mails. Compiling the data in paper form was performed by surveying the users of the Office's library services in the period of survey conducting, also involving the regional offices of SORS.

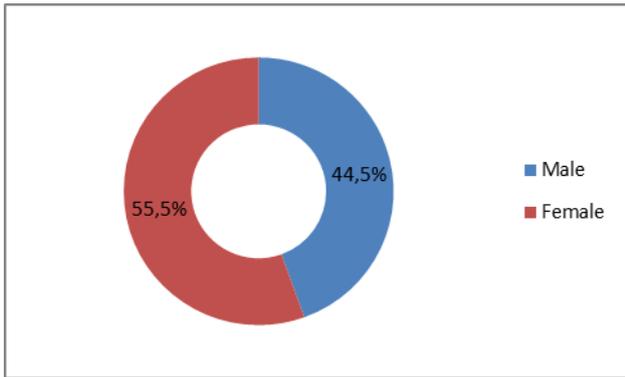
Questionnaire was completed by 1223 users, divided in the following groups:

- Scientists, researchers, analysts
- Students, pupils
- Private users
- Public administration and local self-government
- Business entities
- Political parties and other organizations
- Media – printed and electronic
- EU institutions / agencies
- International organizations
- Other

Results of the survey

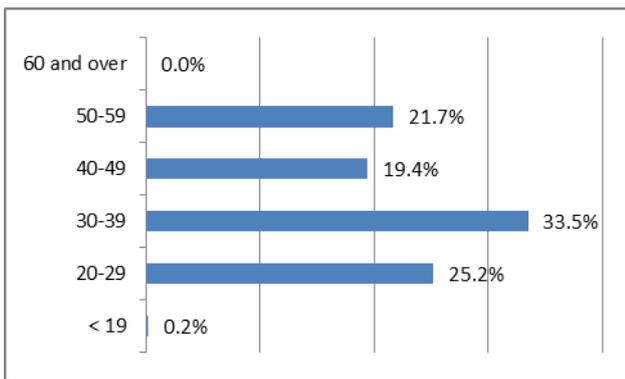
- Survey included 55.5% of females and 44.5% of males. More than a third of the surveyed belonged to the age group of 33 - 39 (33.5%), 81.5% completed higher school, while 9.7% completed high school. The greatest number of users are employed in public administration and local self – government (23.1%), followed by scientists, researchers and analysts (20.1%) and business entities (18%).
- 60.1% of the respondents find the required data on the Office's website and they use the data for gaining the basic information and work analysis; 28.3% demand the data on monthly basis, while 21.1% use the data on quarterly basis.
- 56.4% of users inform about the offer of statistical data and services on the website, 32.7% find the data in the database and 29% in statistical and press releases.
- The respondents think that contents of dissemination database and DevInfo base are good (47.6% and 46.4% respectively).
- Website contents are ranked as good by 51.7% of the interviewed, while 3% think that it is bad. Technical performances of the website (speed, navigation, search...) are marked as good.
- 52.1% state that Office's data satisfy their needs.
- The greatest number of the respondents is interested in the statistical area of population, followed by areas of employment and earnings, education, prices and household consumption.
- 41.3% declare that receiving the answers via website suit them best, 13.2% want to get the data in direct contact with the Dissemination unit, while 12.7% contact the responsible statistician.
- Users rank as very good the staff competences (41.8%), waiting time for data delivery (38.8%) and staff friendliness (45.7%).

1. Demographic characteristics of the interviewed users



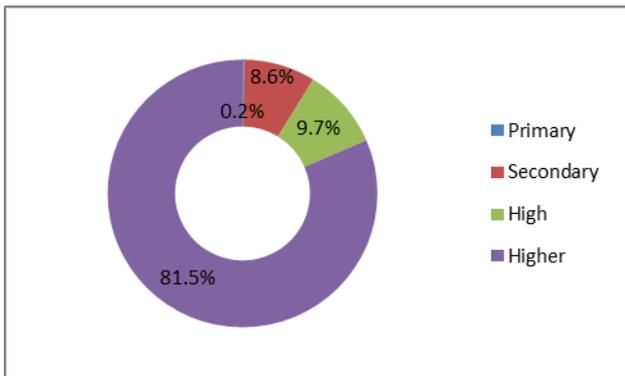
The Survey covered 1223 users, whereof 55.5% were females and 44.5% males.

Users were divided in six age groups: up to 19, 20-29, 30-39, 40-49, 50-59 and 60 and over.

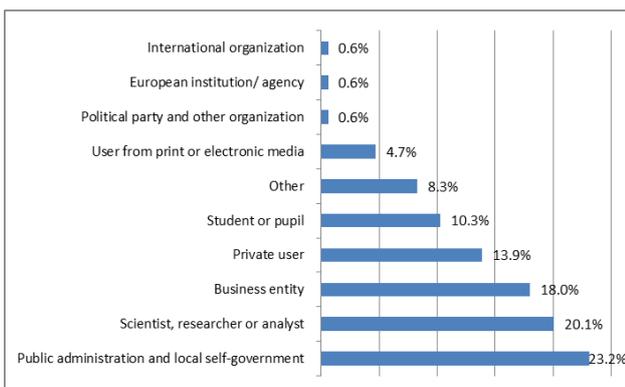


The greatest number of interviewed users, 33.5% belongs to age groups 30-39, followed by users in the groups 20-29 (25.2%), 50-59 (21.7%), while 19.4% are from the group 40-49.

Out of total number of interviewed, 81.5% completed higher education, 9.7% completed high school and 8.6% secondary school.



23.2% of interviewed users work in public administration and local self-government, 20.1% belong to the group of scientists, researchers and analysts, 18% are employed in enterprises. 13.9% of respondents use data for private purposes, 10.3% relate to the group of students/ pupils, while 4.7% referred to the media (printed or electronic).



Profile of statistical data and services' user is the following: female user, aged 30-39, with university degree, employed in public administration and local self-government.

2. Data use

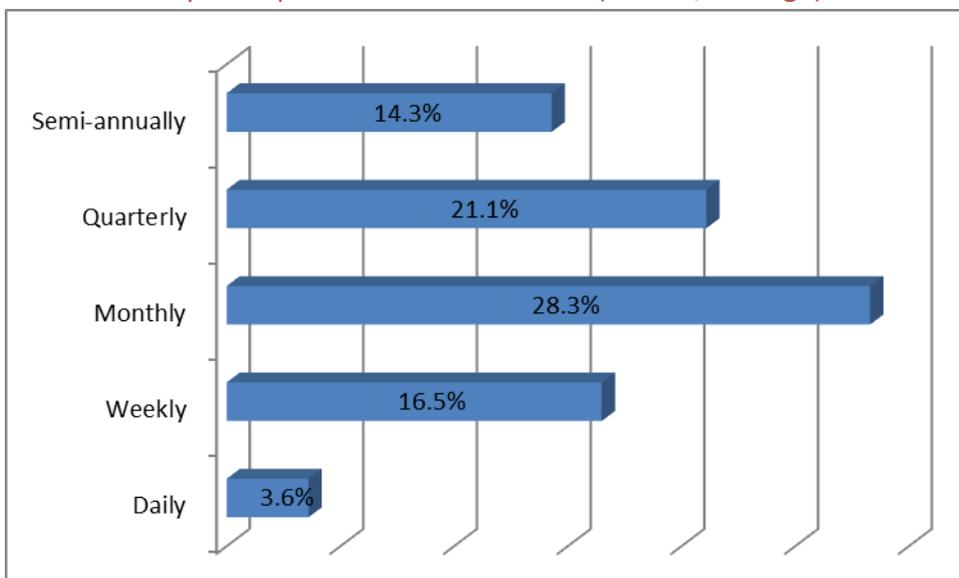
In this set of questions, the aim was to find out more about the users' habits: where they find the statistical data, for what purposes they use the data, how often they need the statistical data, in which publications they find the data, do they find the data in database, which method of receiving the data suits them best and which statistical area they are most interested in.

For what purposes do you use the statistical data (n= 1223; possible multiple choice)



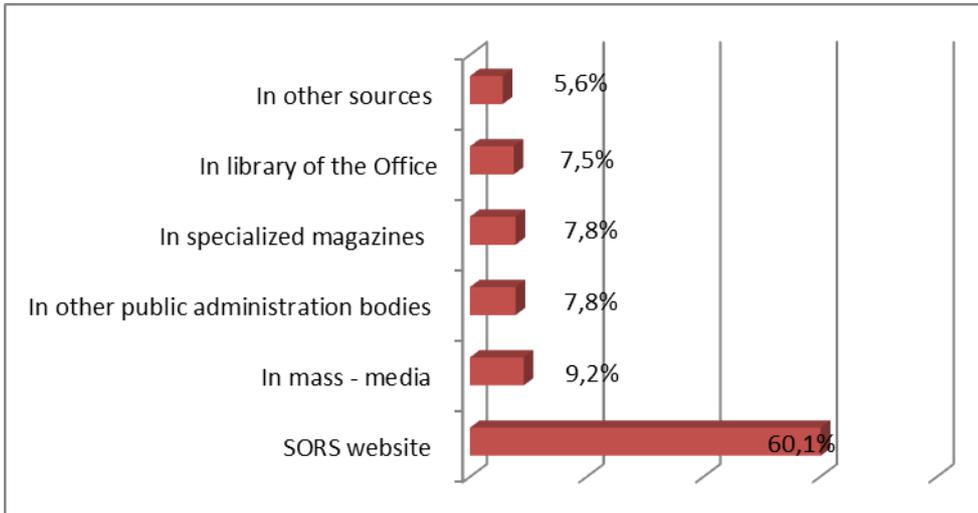
38.9% of the surveyed users want statistical data for obtaining the basic information, 31.6% for work analysis, 21.9% for education needs and needs of professional development, 13.7% for administrative needs, 8.4% for international projects, 8.3% for decision making in business and 7% for other purposes.

How often do you request the statistical data (n= 805, average)



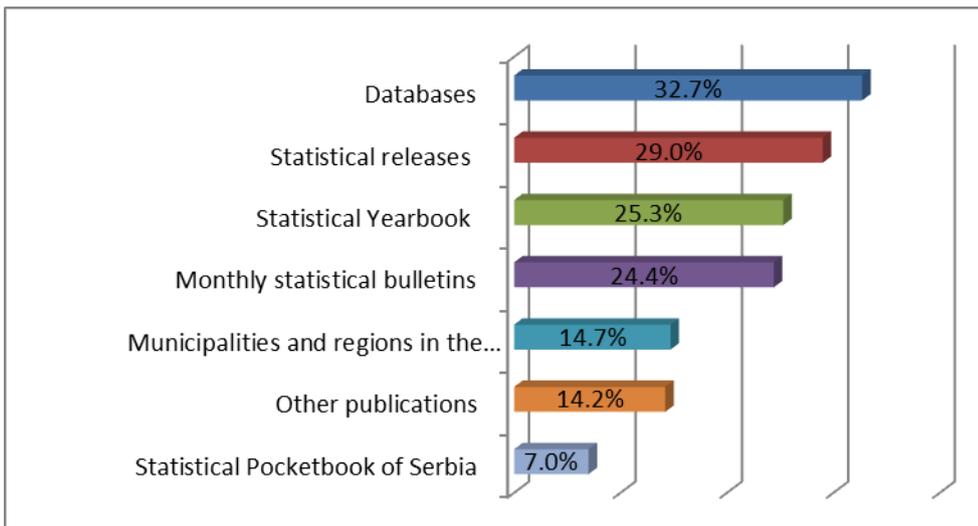
28.3% use data on monthly basis, 21.1% on quarterly, 16.5% on weekly, 16.1% need the data annually or more rarely, 14.3% semi-annually, while 3.6% of the surveyed use data on daily basis.

Where do you find the necessary statistical data? (n= 1223, possible multiple choice)



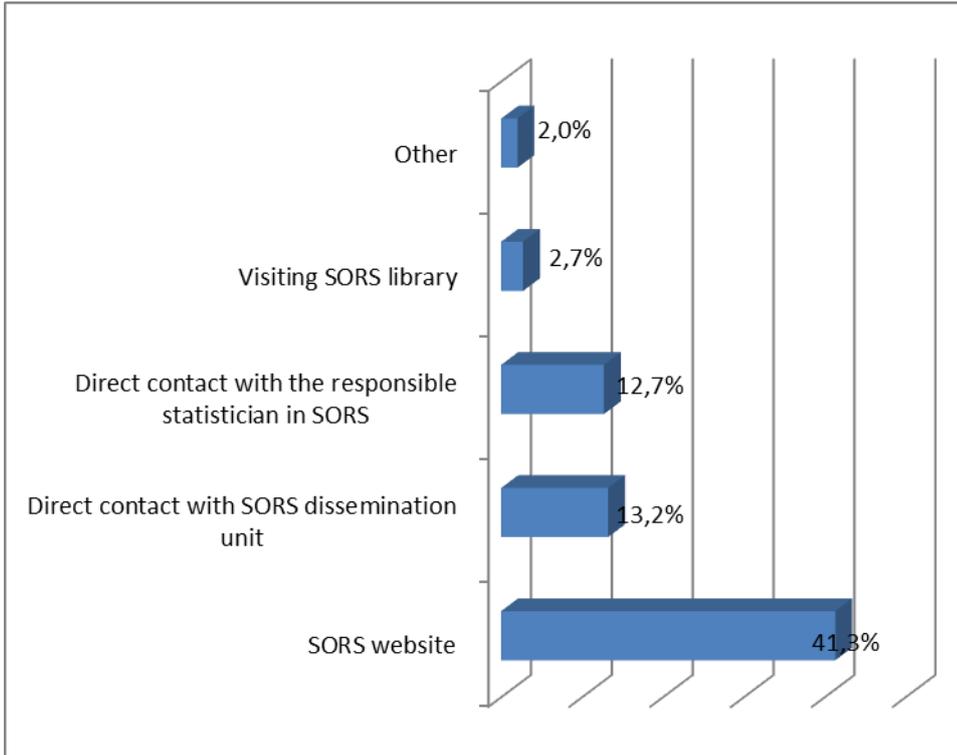
60.1% of the surveyed users find the data on the website, 7.5% in the library of the Office, while 32.4% of users find data in other sources (mass – media, other public administration bodies, specialized magazines).

The required data are found in: (n= 1223, possible multiple choice)



A third of the interviewed find the data in databases, while two thirds find the data in publications (electronic or printed issues). Regarding the publications, the most frequently used are: statistical and press releases (29%), “Statistical Yearbook of Serbia” (25.3%), “Monthly Statistical Bulletin” (24.4%), “Municipalities and regions in Serbia” (14.7%), “Statistical pocketbook of Serbia” (7%) and other publications (14.2%).

Which method of acquiring SORS data suits you best? (n= 1223, possible multiple choice)



Data overtaking from the website is suitable for 41.3% of the surveyed users, while 25.9% declare that receiving data from the responsible statistician or dissemination service suit them most. 2.7% of the respondents visit the library of the Office to find the needed data there.

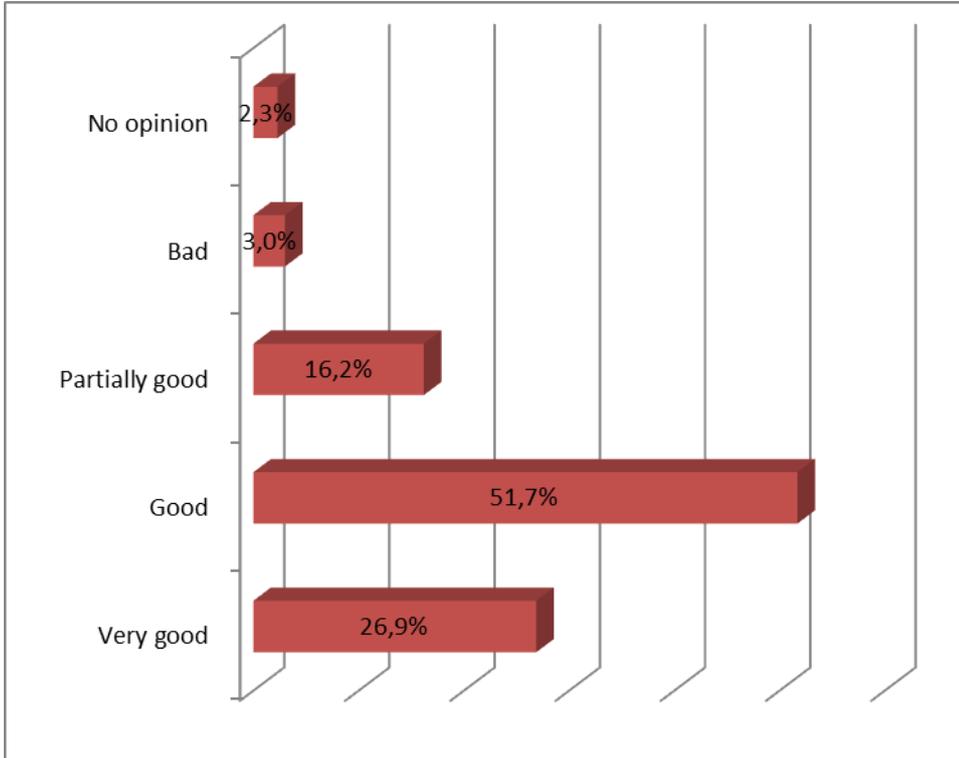
Referring to the data use, one can conclude that a user of the statistical data is most frequently informed about the Office's offer on the website and it is the place the user finds the required data. Data are overtaken from the database and the most frequently used type of publication relates to statistical releases. An average user has a need to access the data once a month, and uses the data for obtaining the basic information and for work analysis.

Comparing these results with the results from 2010, it can be noted that users were also in 2010 informed about the Office's offer on website, most used publication related to the "Statistical Yearbook of RS" and statistical releases, the data were mostly used for studies and analysis demanded in the work they perform. Also, users had the need to monthly overtake the data. In contrast with 2010, users in 2013 survey less use the electronic publications since they find the data in the database, which is available on the website since March 2011.

3. Users' satisfaction with the website

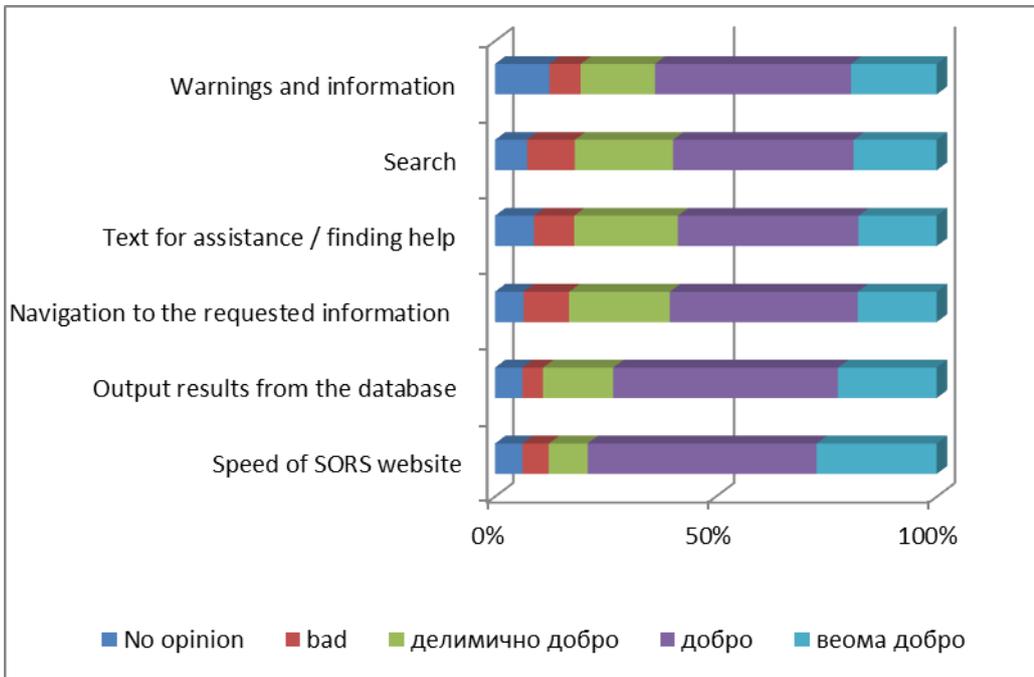
Website is the main data dissemination channel, and therefore, in this segment of the Survey, the aim was to find out how the users rank the technical performances and contents of the website.

How would you rate website contents of SORS? (n=569, average)



More than half of the interviewed users consider that contents of the website is good, 26.9% think that it is very good, 16.2% rate the contents as partially good, 3% think it is bad and 2.3% have no opinion.

How would you rate technical performances of SORS website? (n=536, average)



In this set of questions, the respondents were given the scale from 1 to 5, that is the marks: Very good, Good, Partially good, Bad and No opinion on technical performances of the website. The respondents mostly agree that the technical characteristics of the website are good.

When it comes to speed of the website and obtaining the output results from databases, the interviewed users mainly observe the mentioned characteristics as Good and Very good, while somewhat worse are the ranks of the following performances: Help, Navigation and Search.

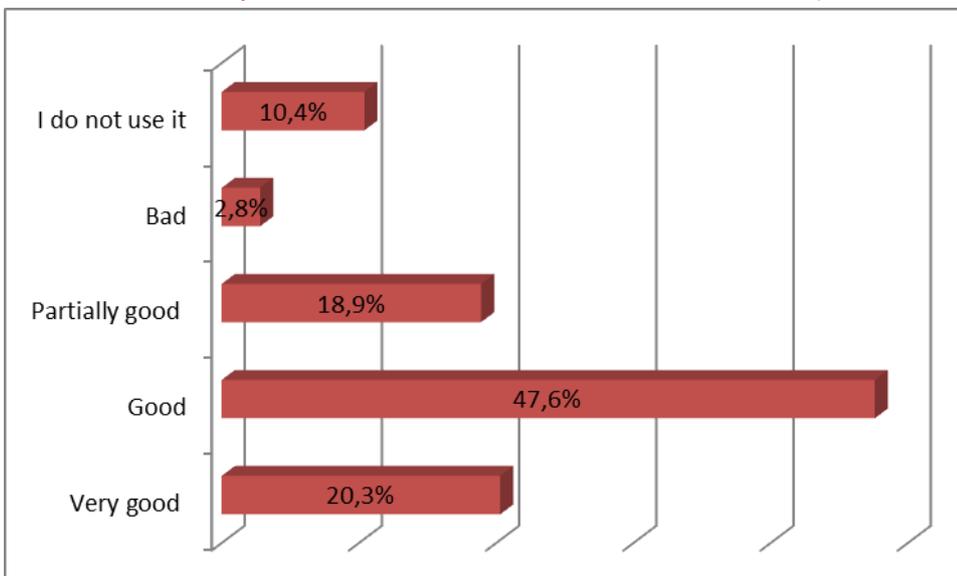
If compared with the results of the previous survey, it can be concluded that in this survey the users are more satisfied with the website contents. In 2010, 20% of the interviewed stated that website contents was very good, 42.9% that it was good, and 20.5% considered that website contents was satisfying. The difference between Very good and Good in 2013 amounted to 15.7 percentage points relative to 2010.

4. Usres' satisfaction with databases contents

Two databases are available to users- dissemination and DevInfo.

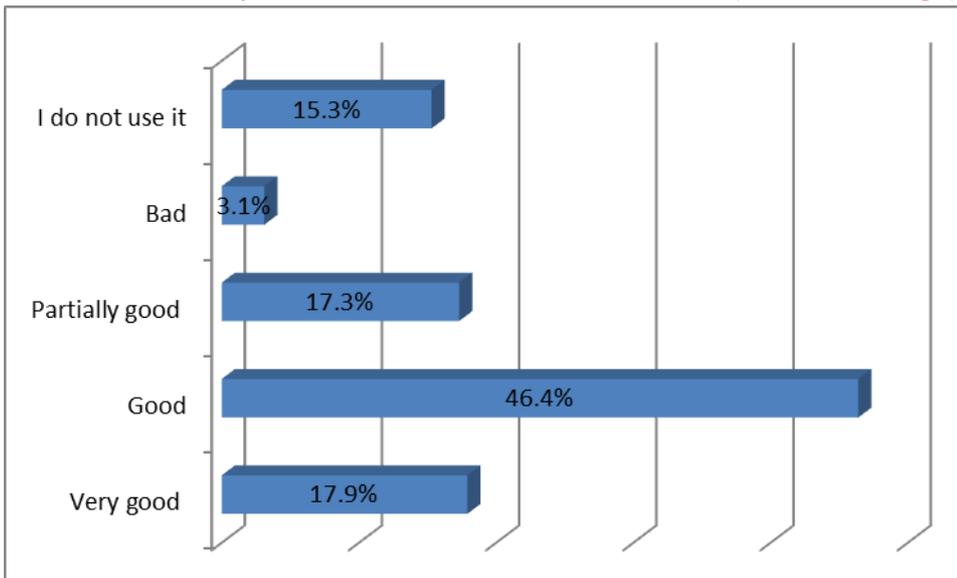
It is very important to realize whether the users are satisfied with databases, as it is one of the modern ways of data overtaking. Knowing users' opinion enables further development and improvement of the databases.

How satisfied are you with dissemination database contents? (n= 750, average)



More than two thirds of the interviewed users think that dissemination database contents is very good and good (67.9%), 18.9% think that it is partially good, 2.8% rank the contents as very bad, while 10.4% of the respondents do not use the database.

How satisfied are you with DevInfo database contents? (n= 750, average)



15.3% of the interviewed do not use DevInfo base, 3.1% think that its contents is bad, 17.3% consider it is partially good and 64.3% think that contents is very good and good.

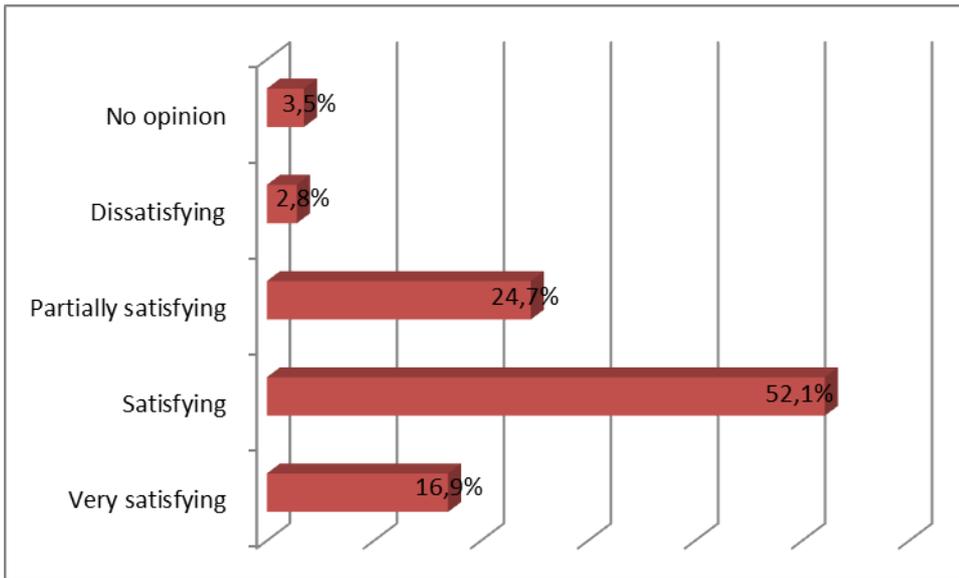
Contents of dissemination and DevInfo databases are very similarly ranked by the respondents.

One of the Office's goals is making users overtake the data from databases, as well as making them use the electronic versions of publications. Dissemination database contains about 400 indicators and data from this base can be overtaken in PDF XLS, HML forms. DevInfo database includes the indicators up to the levels of municipalities and profiles of municipalities with charts. All electronic publications are available in PDF, while statistical releases are also obtainable in Word or Excel.

5. Users' satisfaction with statistical data

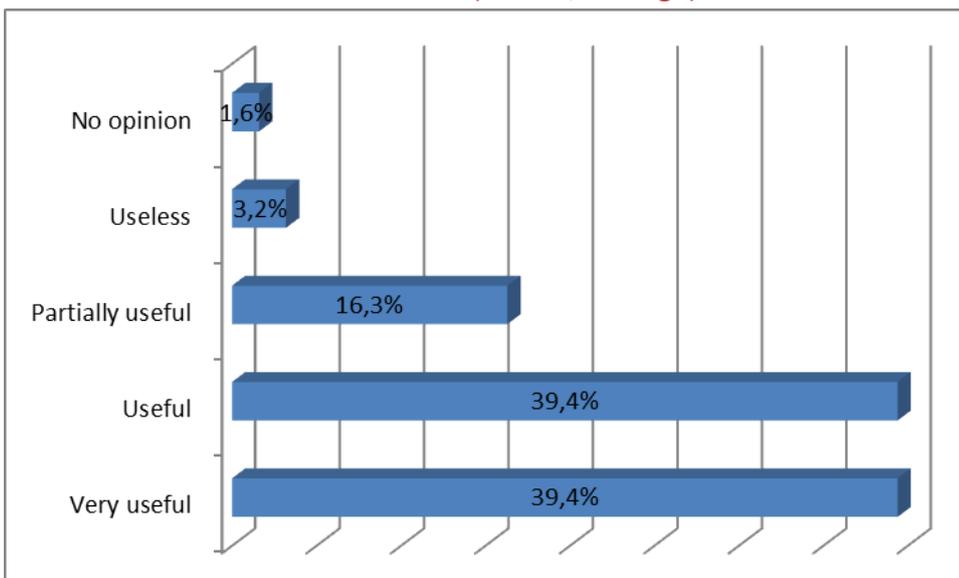
The respondents had the possibility to show how SORS data satisfy their needs and how useful are SORS data, by giving the rates 1 to 5, from Very satisfying, meaning that data are very useful, up to having no opinion about SORS data.

How do you rate SORS data in relation to your needs? (n= 750, average)



Somewhat more than a half of the respondents think that SORS data satisfy their needs, 16.9% state that SORS data are very satisfying and 24.7% think that data are partially satisfying. 2.8% say that data are not satisfying and 3.5% have no opinion.

How useful are the statistical data? (n= 834, average)



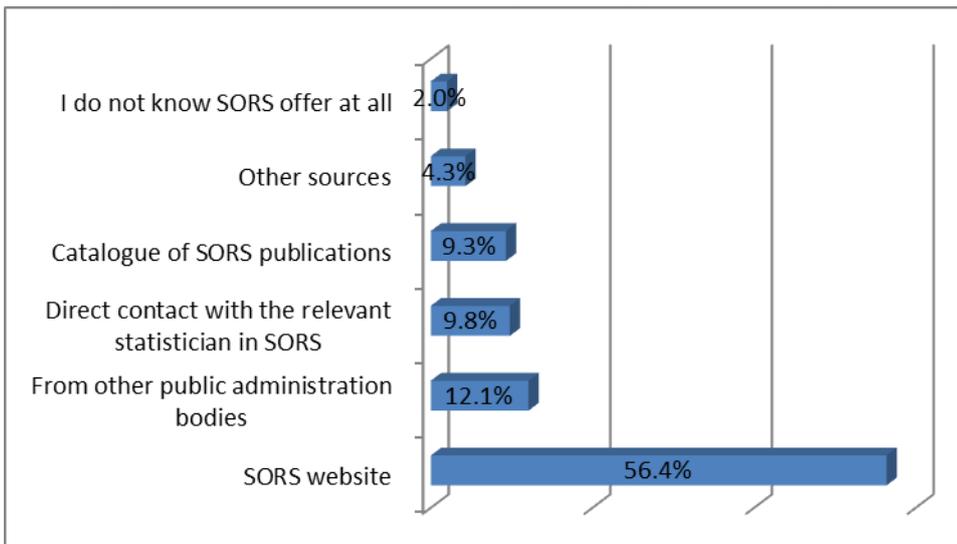
Almost 40% of the surveyed users consider data are very useful and the same percentage think that the data are useful, 16.3% declare that data are partially useful, 3.2% that they are not useful and 1.6% have no opinion.

Comparing the results with the data from 2010, when 49.8% of users said the data were very useful, in 2013, 39.4% of the respondents think the data are very useful. Almost equal is the percent of the respondents that in 2010 and 2013 marked the data as useful (41.7% and 39.4%, respectively). Decrease of 10.4 percentage points in the segment of ranking the data as very useful indicates that in the forthcoming period, activity of adjusting the data to users' needs should be continued.

6. Informing users

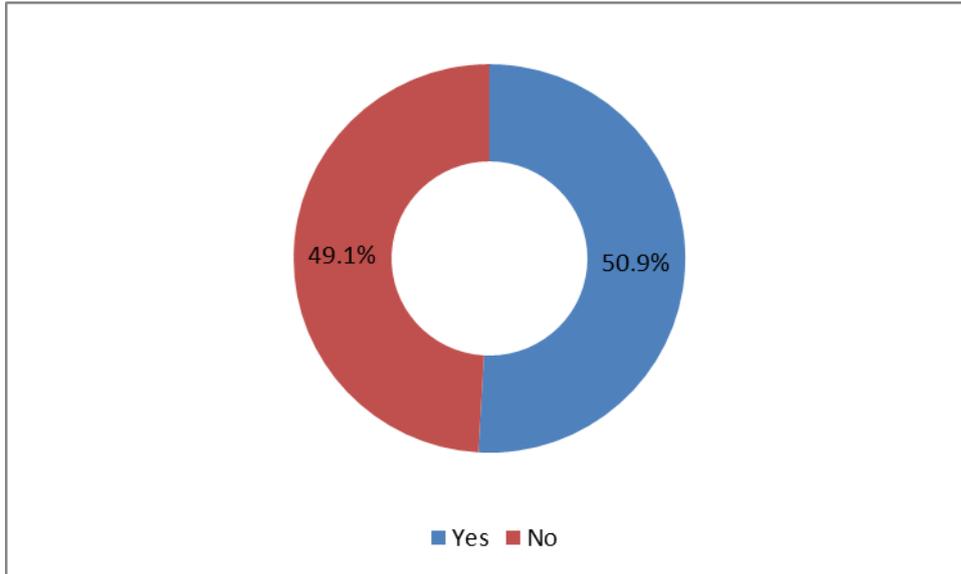
How are the users informed about SORS offers, are they aware of the Publications calendar on SORS website (in which they can get the insight in all publications, with correct dates and time of publishing) are the main issues in this set of questionnaire.

How do you inform about SORS offer? (n= 1223, possible multiple choice)



More than half of users find the Office's offer on the website (56.4%), 12.1% from other public administration bodies, 9.8% in direct contact with the relevant statistician, 9.3% in Catalogue of SORS publications, 4.3% from some other sources and 2% of the respondents do not know SORS offer at all.

Are you aware of the Publications calendar on SORS website? (n= 750, average)



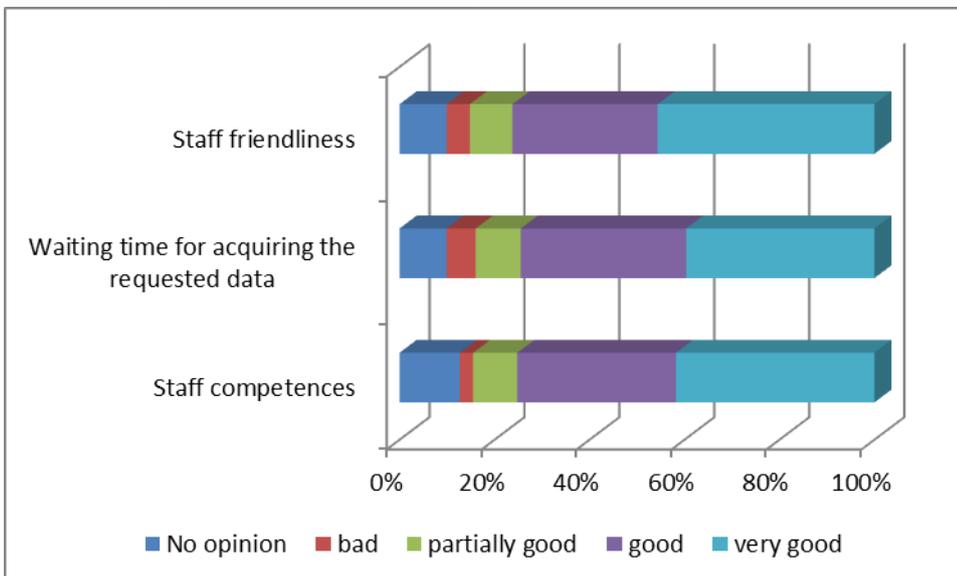
Almost half of users is not aware of the Publications calendar being placed in the website of SORS.

Regarding the SORS offer, users are, as in 2010 survey, mostly informed on the website, while direct contact of users with the statistical divisions has significantly decreased, from 40.2% to 9.8%. Users' awareness of the Publications calendar and Press calendar on the website of SORS has somewhat increased in relation to 2010 (by 6.5 percentage points). Publications calendar presents an important instrument that provides professional independence of the Office and also ensures equal treatment of all users. The Office enables its users access the Publications calendar for the following year in December of the current year.

7. Rate of staff competences

Users are asked to rate their own experience about the staff competences, waiting time for acquiring the requested data and staff friendliness.

How would you rate: (n= 536, average)



On average, the respondents mostly agree with the ranks of Very good and Good. It can be considered that about 75% of the respondents think that SORS staff is competent and friendly. Regarding the waiting time for acquiring the requested data, users are mostly satisfied, marking these three segments as Very good and Good.

In 2010, the respondents marked competences and friendliness of the staff in a similar way, (about 70%), while waiting time for acquiring the requested data is in 2013 better ranked (by 8.8 percentage points).

8. Quality of the statistical data

Users are asked to rate the quality of the statistical data regarding the statistical area they most frequently use. Four quality dimensions have been offered: data accessibility, timeliness and punctuality, reliability and easy understanding and clarity.

Users could rank these four segments of quality with marks 1 to 4

| Statistical areas | Accessibility | Timeliness and punctuality | Reliability | Understanding and clarity | Average by areas |
|--|---------------|----------------------------|-------------|---------------------------|------------------|
| Population | 2,72 | 2,64 | 2,71 | 2,72 | 2,70 |
| Employment and Earnings | 2,74 | 2,76 | 2,68 | 2,69 | 2,72 |
| Education | 2,69 | 2,75 | 2,67 | 2,69 | 2,70 |
| Culture | 2,72 | 2,73 | 2,64 | 2,68 | 2,70 |
| Household Budget | 2,81 | 2,78 | 2,72 | 2,74 | 2,76 |
| Social Welfare | 2,82 | 2,76 | 2,77 | 2,75 | 2,78 |
| Judiciary | 2,65 | 2,65 | 2,64 | 2,66 | 2,65 |
| Elections | 2,84 | 2,73 | 2,71 | 2,74 | 2,76 |
| Structural Business Statistics | 2,72 | 2,71 | 2,64 | 2,62 | 2,67 |
| Industry | 2,75 | 2,77 | 2,71 | 2,72 | 2,74 |
| Construction | 2,79 | 2,68 | 2,66 | 2,68 | 2,70 |
| Trade | 2,79 | 2,73 | 2,75 | 2,71 | 2,75 |
| Catering | 2,81 | 2,75 | 2,69 | 2,80 | 2,76 |
| Energy | 2,76 | 2,72 | 2,63 | 2,61 | 2,68 |
| Transport and Communications | 2,74 | 2,66 | 2,61 | 2,61 | 2,66 |
| Tourism | 2,76 | 2,74 | 2,69 | 2,70 | 2,72 |
| National Accounts | 2,72 | 2,91 | 2,71 | 2,66 | 2,75 |
| Prices | 2,87 | 2,78 | 2,78 | 2,79 | 2,80 |
| External Trade | 2,69 | 2,67 | 2,66 | 2,65 | 2,67 |
| Agriculture and fishery | 2,76 | 2,71 | 2,64 | 2,66 | 2,70 |
| Forestry | 2,75 | 2,67 | 2,68 | 2,62 | 2,68 |
| Environment | 2,59 | 2,63 | 2,61 | 2,59 | 2,61 |
| Science, Technology and Innovation | 2,66 | 2,69 | 2,58 | 2,60 | 2,63 |
| Information and Communication Technology | 2,65 | 2,60 | 2,58 | 2,59 | 2,61 |
| Register of special units and GIS | 2,64 | 2,66 | 2,53 | 2,58 | 2,60 |
| Average, by segments | 2,74 | 2,71 | 2,67 | 2,67 | |
| Total satisfaction on all four segments | 2,70 | | | | |

Average mark regarding the segment of **Accessibility**, on the level of the Office is 2.74. The highest mark relates to the statistical area of Prices (2.87) and the lowest to Environment (2.59).

According to the respondents' opinion, **Timeliness and punctuality** are mostly obeyed by National accounts statistics, with the average mark of 2.91, while Information and communication technology takes the last place (mark 2.60). Average mark of the Office in this quality segment amounts to 2.71.

Referring to the segment of **Reliability**, the best is ranked the statistical area of Prices (2.78) and the worst Register of spatial units and GIS (2.53). Total average rank of this segment is 2.67.

Related to the segment of **Understanding and clarity** respondents rank Catering trade with the best score (2.8), while the worst score is given to Register of spatial units and GIS (2.6). Average score of the Office was 2.67, regarding the segment of Understanding and clarity.

Overall satisfaction of the respondents according to these four segments of quality (data accessibility, timeliness and punctuality, reliability and easy understanding and clarity) is marked with 2.70. Observing the statistical areas separately, one can conclude that respondents mark all areas similarly. Based on all four segments, the best scored is Price statistics (2.80), while the Register of spatial units and GIS is with the lowest score of 2.60.

Average scores of four quality segments

