The Statistical Office of the Republic of Serbia

Results of the User satisfaction survey, 2019

Survey period: October 15-November 12, 2019

Belgrade, December 2019

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Introduction

The Statistical Office of the Republic of Serbia (SORS) conducted in the period October 15- November 12, 2019, for the fifth time, the *User satisfaction survey*. The Survey is conducted in two-year periodicity. The aim of the Survey is to gain the information on users' needs, their satisfaction with SORS data and services, as well as providing information on quality of data and services offered by SORS.

The questionnaire consisted of the following segments: general aspect of data access and use, statistical data quality, data dissemination, communication and activity of SORS and information on the respondents in the survey.

The Survey was conducted via web questionnaire in Serbian and English language. The banner was placed on the homepage of the website and SORS twitter account. The registered users were sent the e-mail with the invitation to participate in the Survey, and seven days before the end of the Survey, the reminder was sent.

469 users participated in the Survey; compared to 2017 Survey (when 725 users participated), this interviewing records fall of 256 users.

Results of the *Users satisfaction survey* will enable improvement of the quality of data and services provided by SORS, primarily regarding the segments in which lower level of satisfaction was expressed. Additionally, the answers to some questions may serve to better targeting of appropriate SORS activities in the area of quality management policy. Based on the results obtained, and in accordance with the resources available, SORS will implement measures to improve the current situation.

Survey results

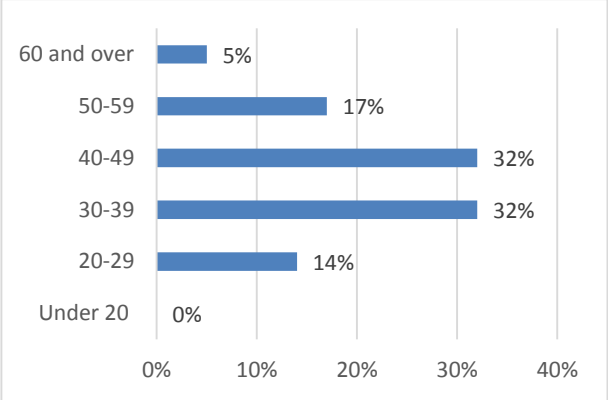
1. Socio-economic structure of survey participants

Based on the conducted survey, obtained were the data on demographic characteristics of participants in the survey, i.e. users of statistical data and services.

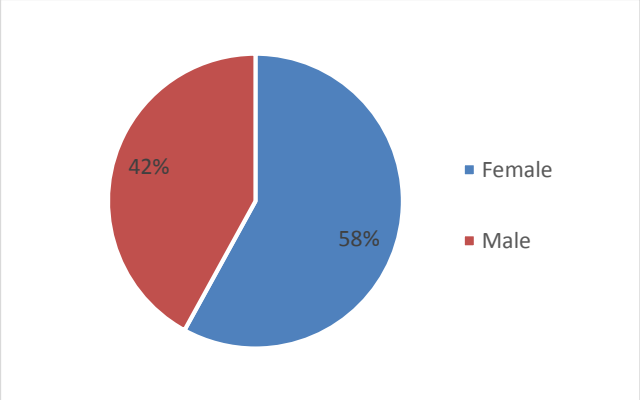
The majority of users belong to the age group of 30-49 years (64%), the majority of users are females (58%), and the users are mostly with university education (93%) and employed (85%). Every fourth user works in bodies/ organizations within public administration (25%), then in business entities (21%) and local self-government bodies / organizations (17%).

Looking at the users according to the activity in which they work, the most numerous users are from the section of Education, science, innovation (21%), Public administration and local administration (19%) and Information and Communication (9%).

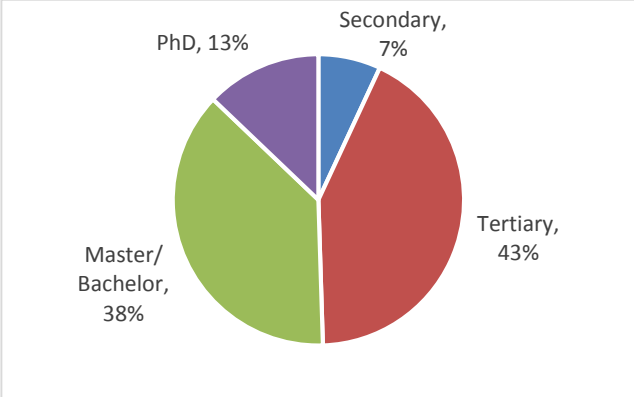
1.1. Age structure



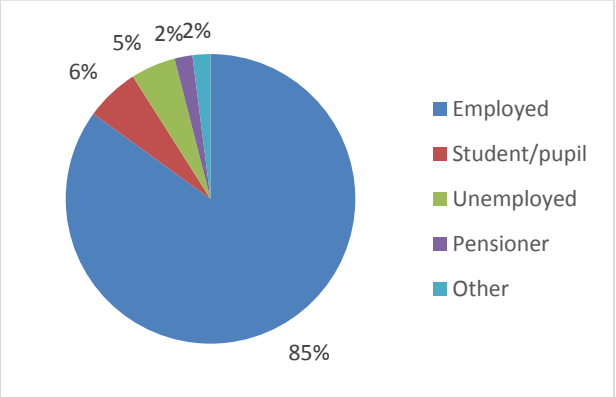
1.2. Gender structure



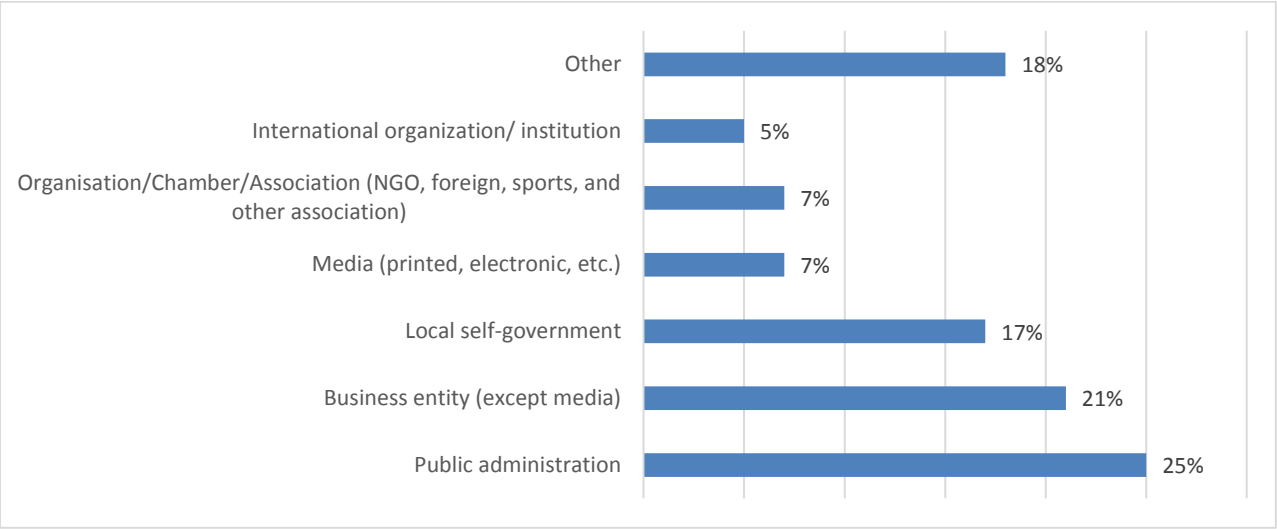
1.3. Highest level of school completed



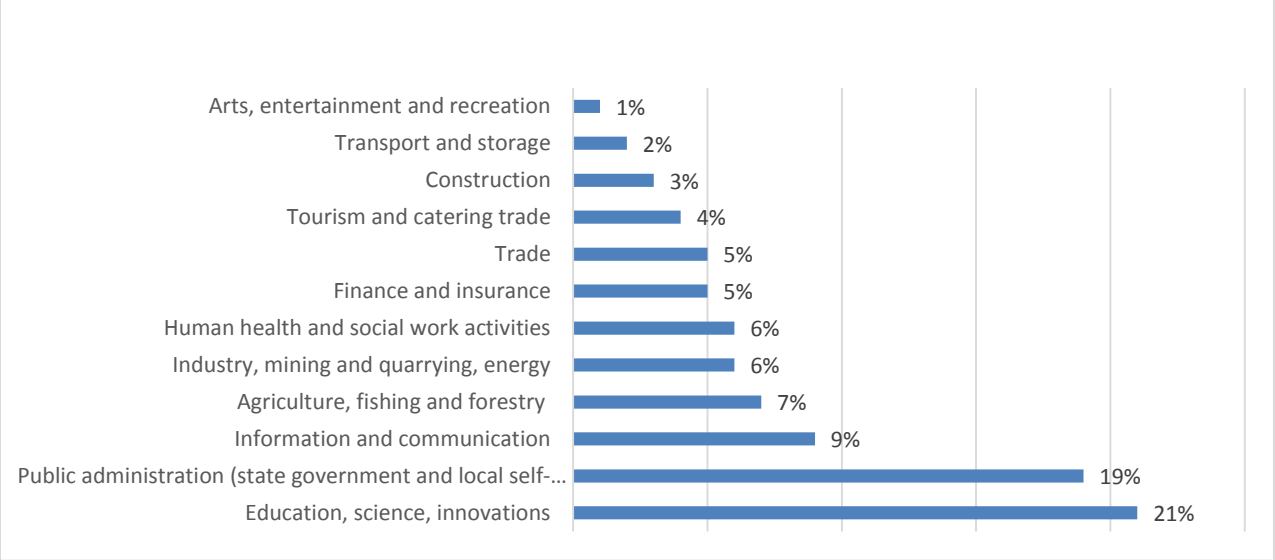
1.4. Working status



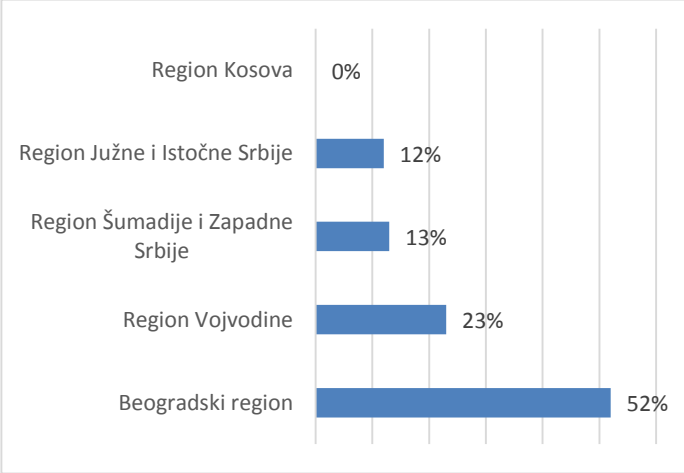
1.5. Users group



1.6. Activity



1.7 Users by regions (NUTS2)



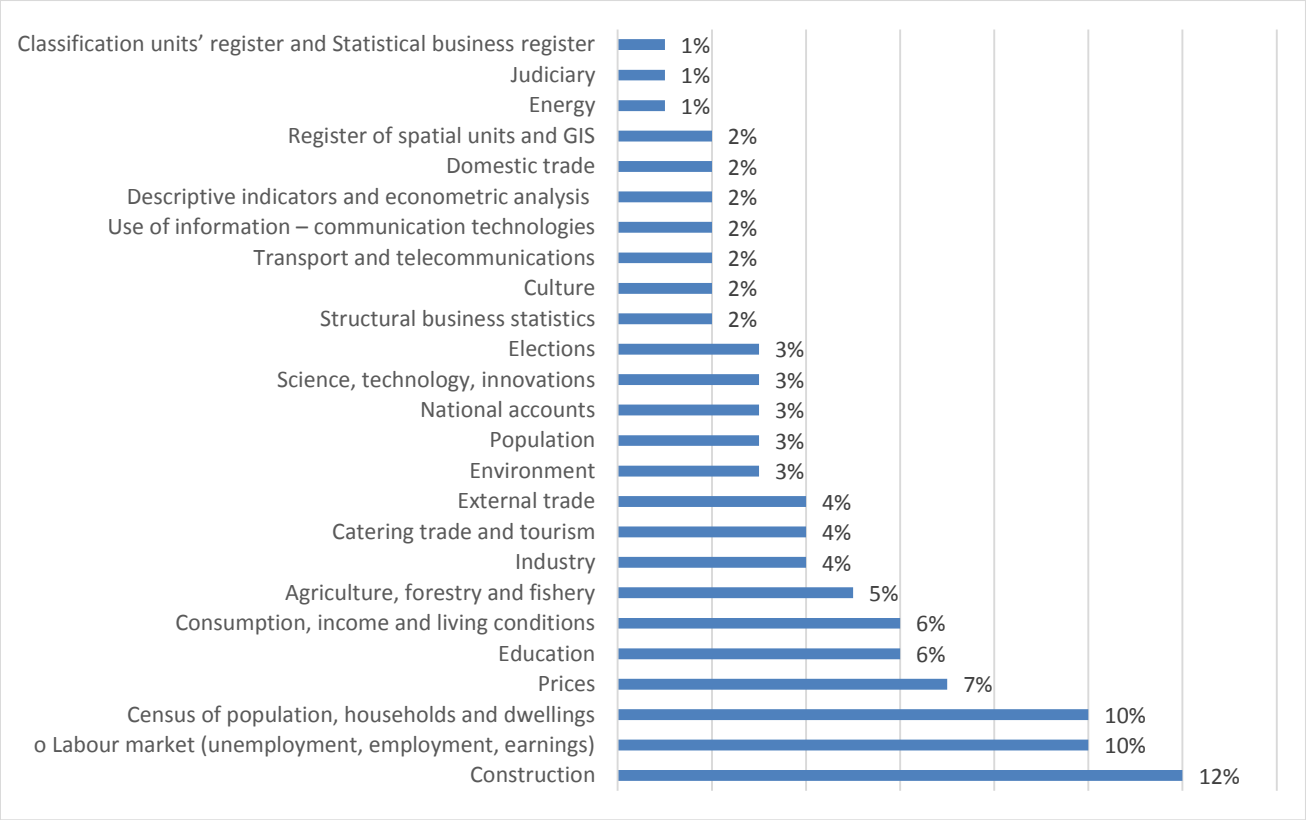
94% of users from the Republic of Serbia participated in the survey, while 6% consisted of users from abroad - 1% each from Bosnia and Herzegovina, Bulgaria, Germany and Romania, while 2% were from other countries.

The largest number of users who participated in the survey is from Beogradski region (52%).

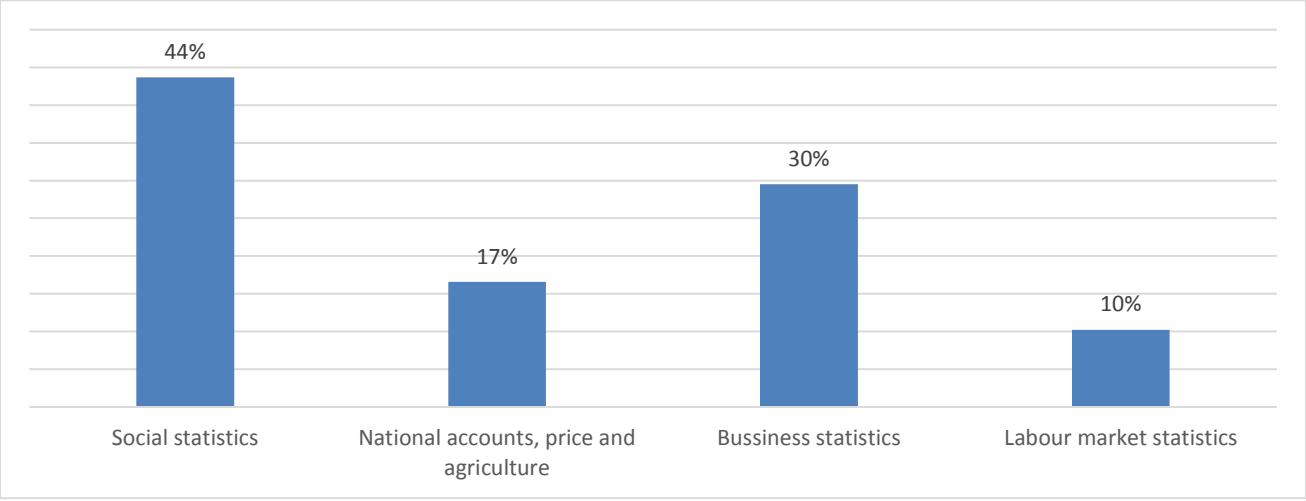
2. Data access and use

The most frequently required data are from population statistics (12%), labour market statistics (10%), census of population, households and dwellings (10%), price statistics (7%), education statistics (6%), and statistics on consumption, income and living conditions (6%).
The data from the mentioned six statistical areas present somewhat over 50% of the used data.

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

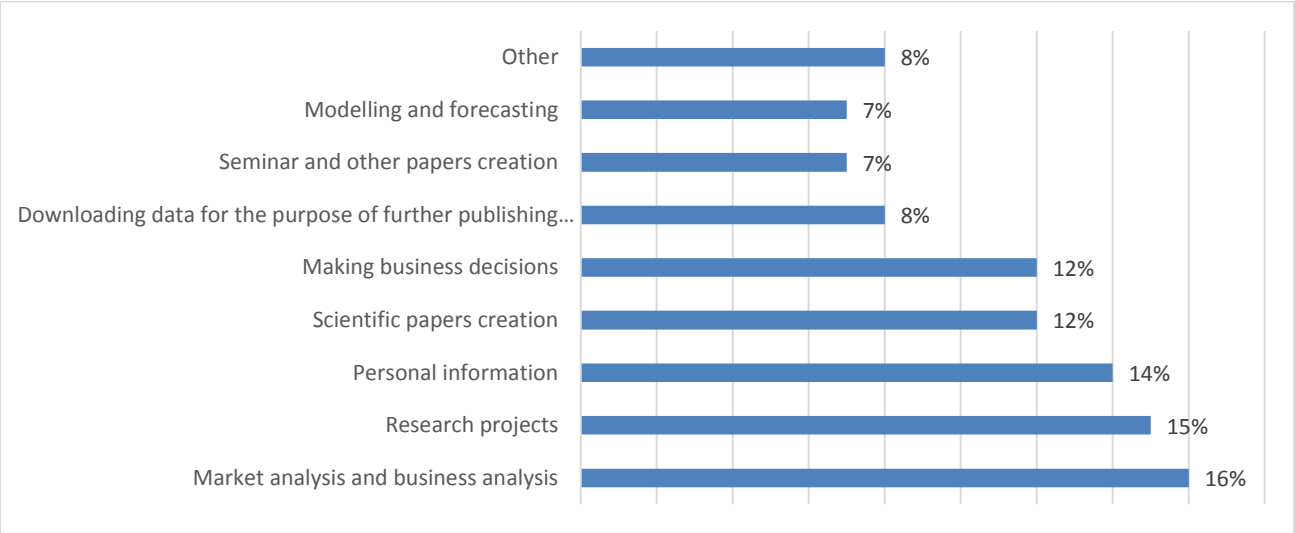


Review of data usage grouped by statistics



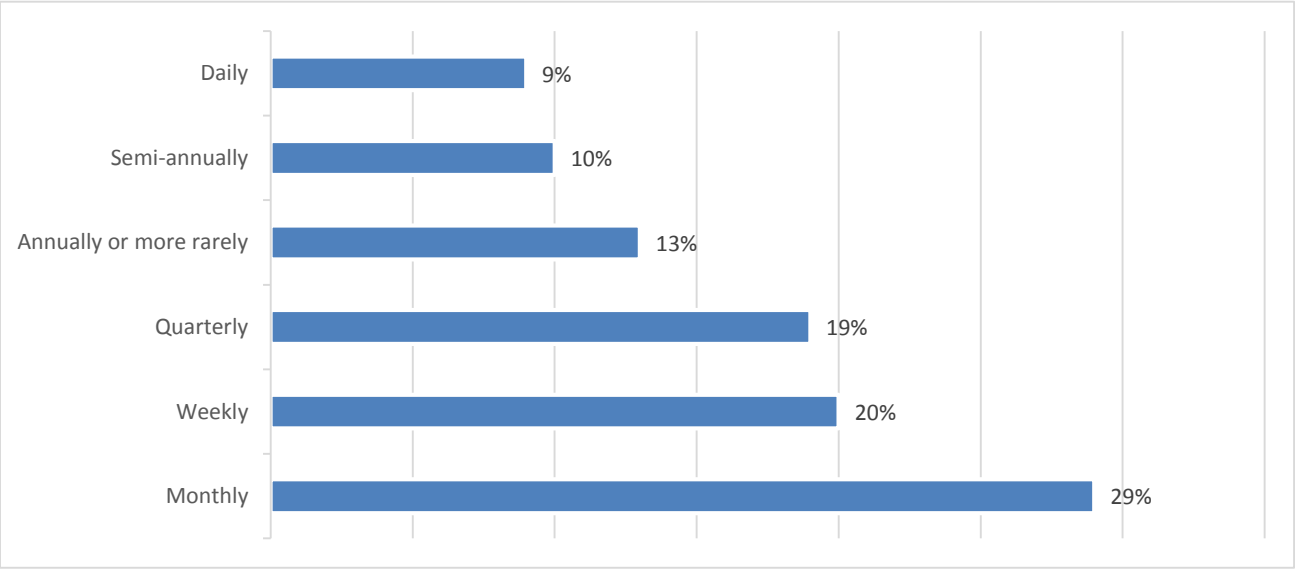
The purpose of data using is mostly analysis creation (16%), and research projects (15%), personal information (14%), and scientific papers creation (12%).

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



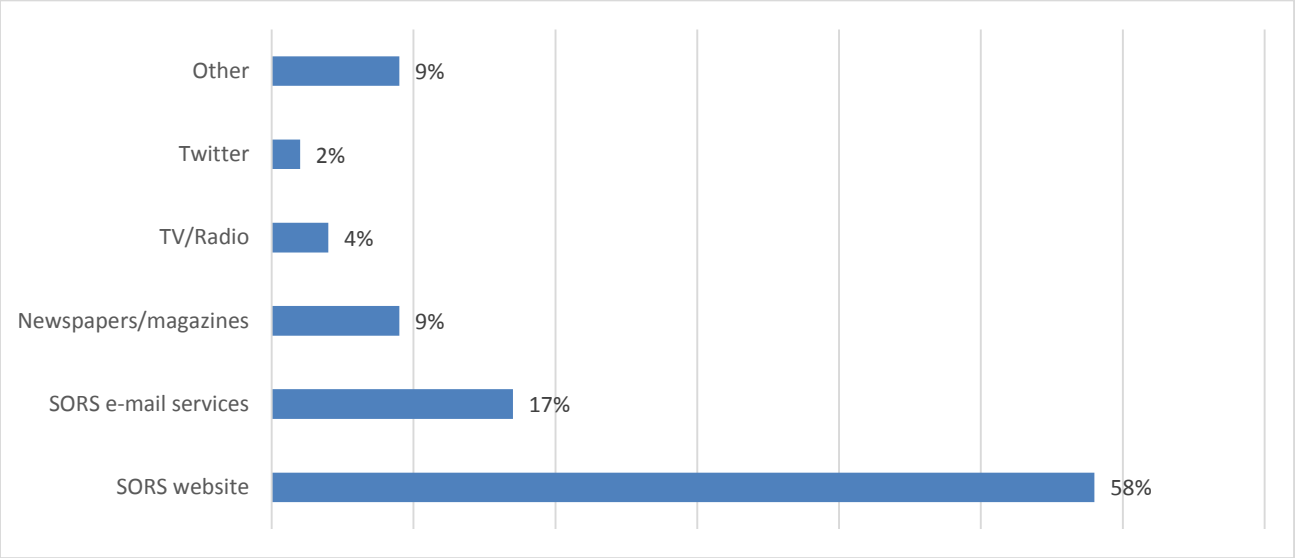
Dynamics of data using is most frequently monthly (29%), weekly (20%) and daily (9%), meaning that almost a third of users (29%) need statistical data on weekly and daily level.

2.3. How often do you use the statistical data?



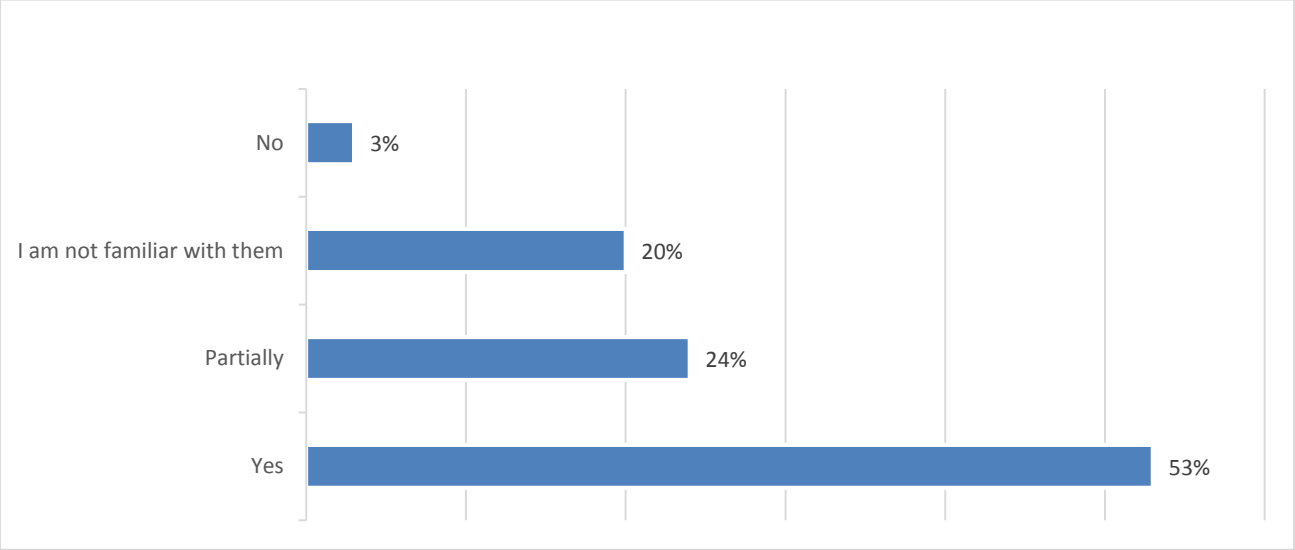
Most users are informed about the latest statistics via SORS website (58%), and then via email service (17%), through the media (newspapers, TV, radio), 13% and social network Twitter is used by 2 % of users.

2.4. How do you acquire the latest statistical data the most frequently?



More than a half of the users (53%) find the information in the Release Calendar useful, while 20% of users are unfamiliar with the Release Calendar.

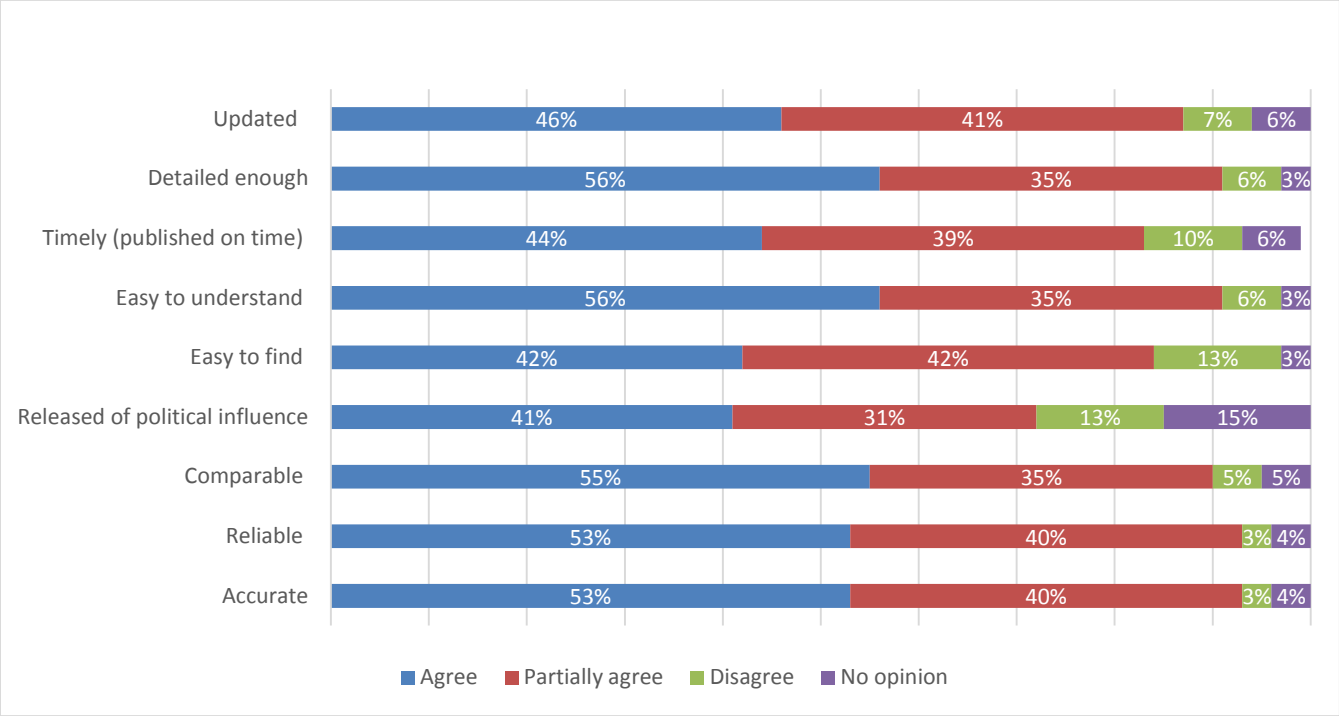
2.5. Do you find Release Calendar information useful?



3. Statistical data quality

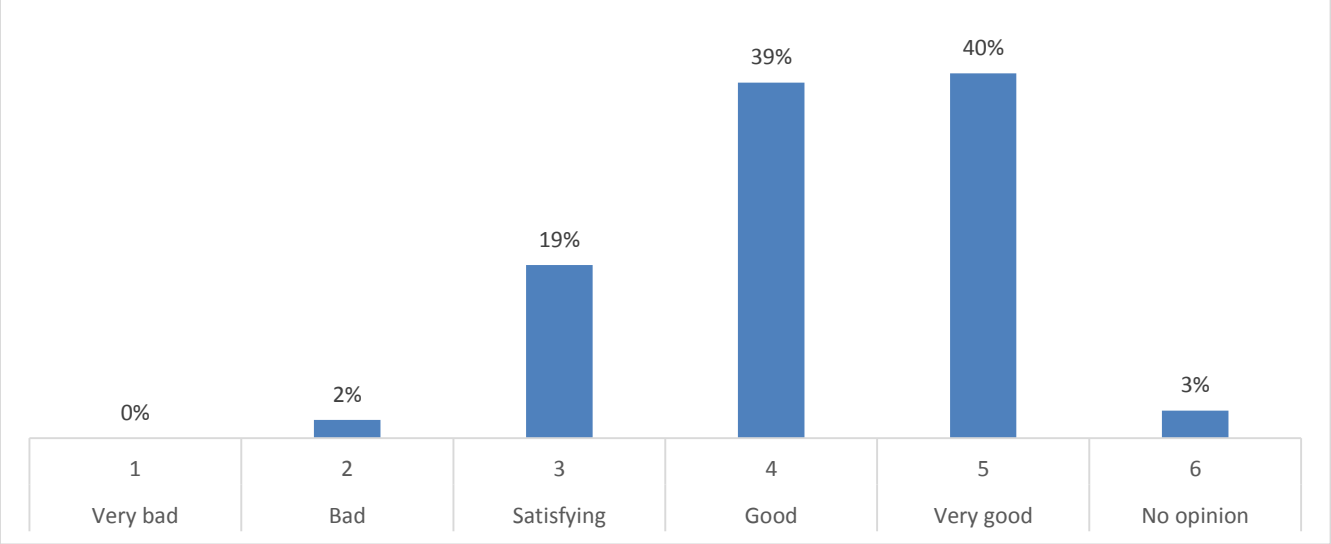
Alost a half of users consider the statistics produced by SORS to be sufficiently detailed, easy to understand, comparable, reliable and updated, while the percentage of those who expressed agreement regarding accuracy, timeliness, ease of finding and release from political influence is somewhat lower.

3.1. To what extent do you agree that the statistics produced by SORS is



Overall quality of statistical data was estimated with the average of 4.16; over 50% of users agree that the statistics produced by SORS are sufficiently detailed, easy to understand, comparable, reliable and updated.

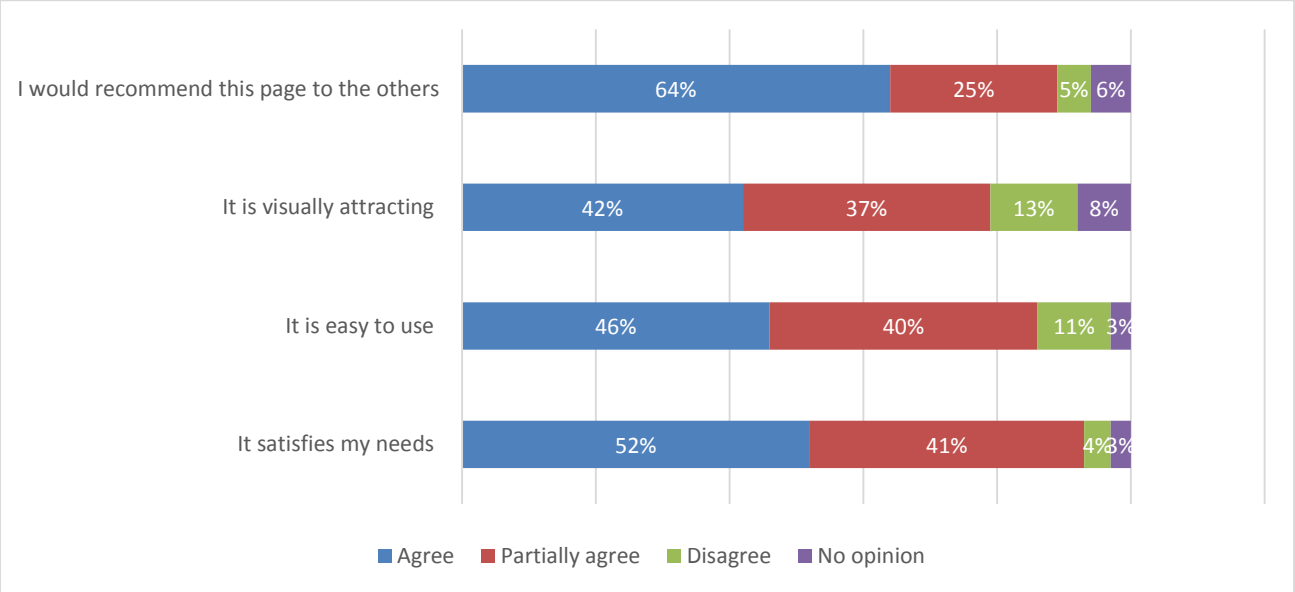
3.2. How do you estimate total quality of statistical data provided by SORS?



4. Dissemination

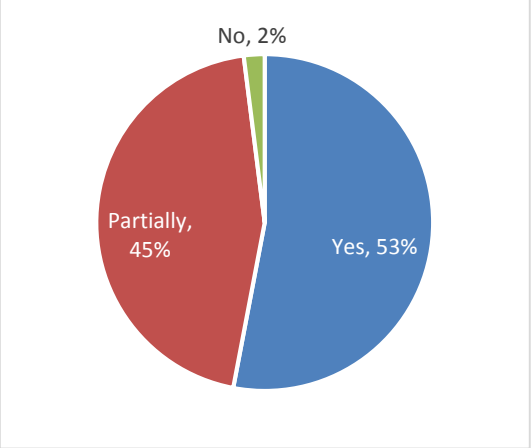
Every second user consider that SORS website satisfy their needs. Most users would recommend the website to the others (64%), and somewhat less than a half of users found the website attracting and easy to use. 53% of users can find the required information on SORS website, and only 2% of users cannot find the information they are looking for. The language used on the website was rated as easy to use (47%), while 3% said it was too professional/ expert.

4.1. How much do you agree or disagree with the following statements regarding SORS website?



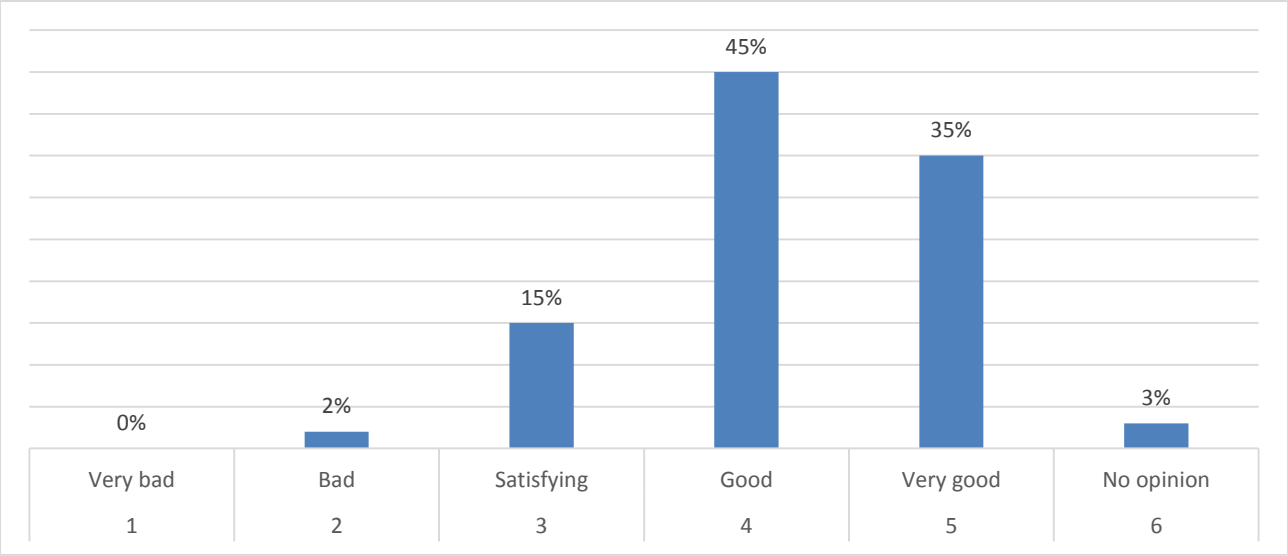
4.2. How would you describe the language used on SORS website?

4.3. Can you, generally, find the searched information on SORS website?



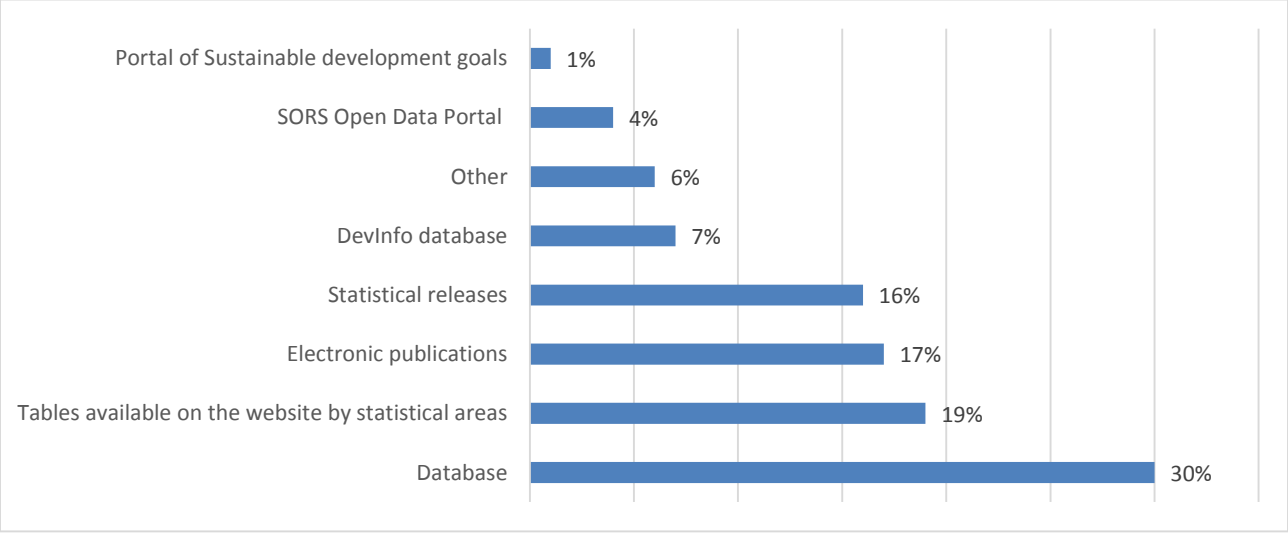
With an average rating of 4.15 users estimated their overall experience in using SORS website, that is, 45% of users rated their experience of using the site as "good" and 35% of users rated it as "very good". Only 2% of users rated their experience as "bad".

4.4. How would you rate overall experience in using SORS website?

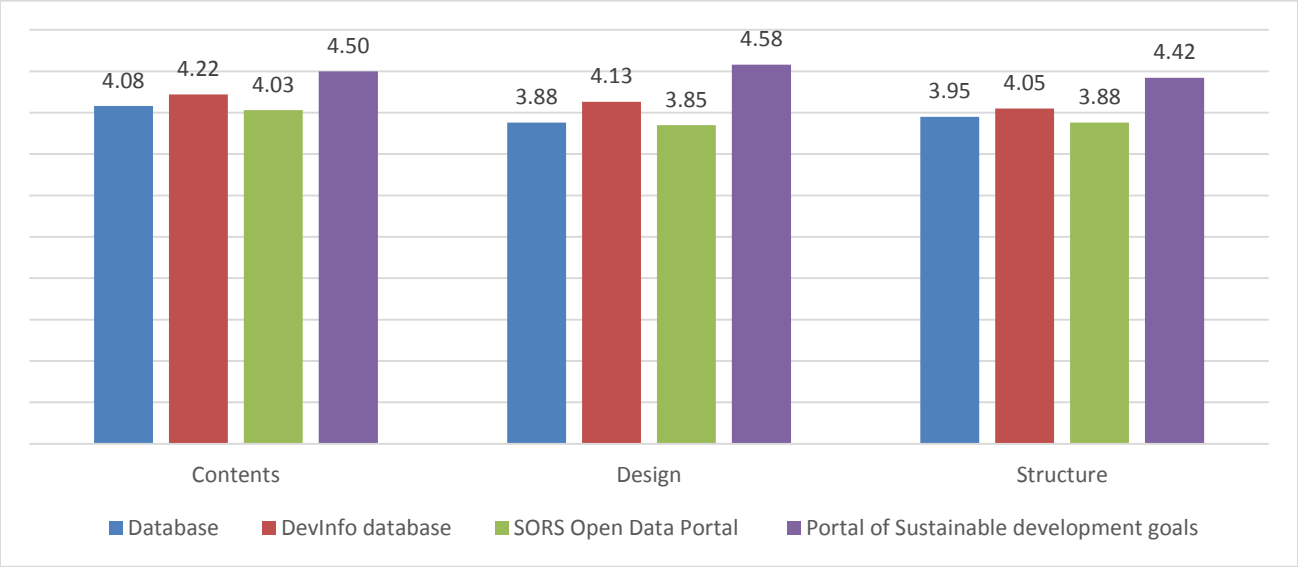


Every third user downloads statistics through the database, 19% of users download data through tables, 17% use electronic publications and 16% use statistical releases. DevInfo database is used by 7% of users, Open Data portal and Portal of Sustainable Development Goals, by 5% of users.

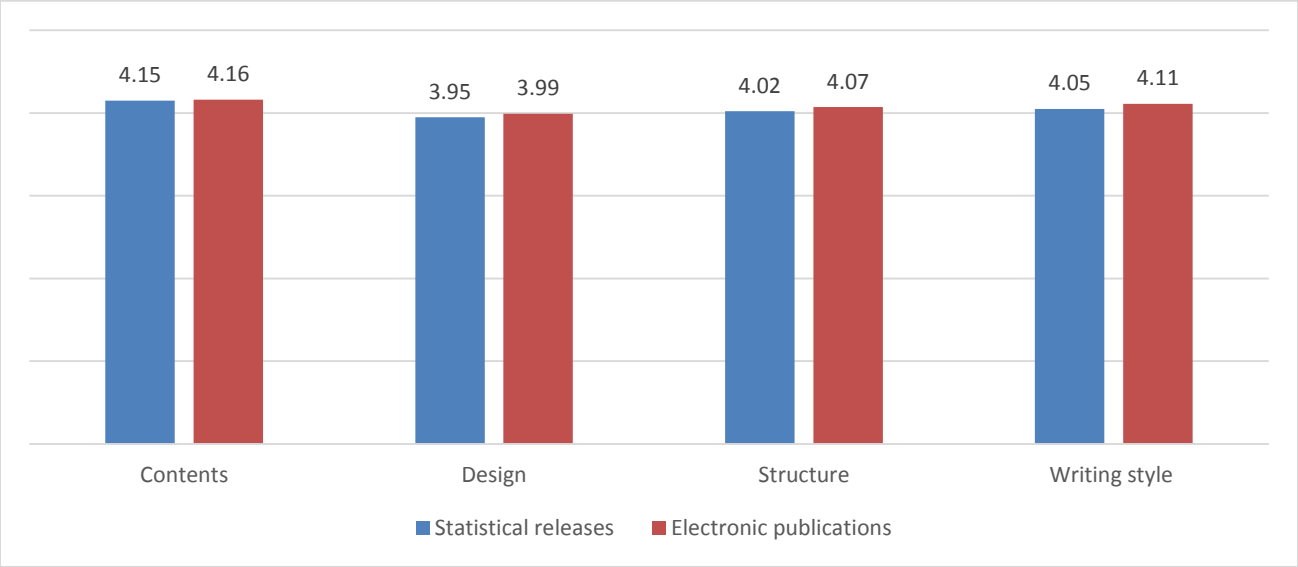
4.5. How do you acquire statistical data from SORS website the most frequently?



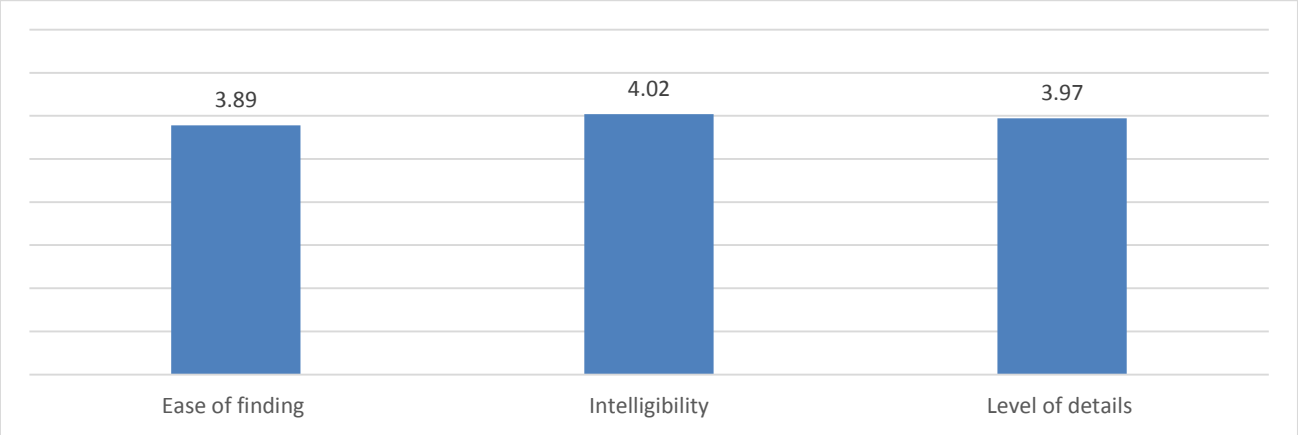
4.6. Average estimates of database, DevInfo base, Open Data Portal and Portal of Sustainable development goals



4.7. Average estimates of statistical releases and electronic publications



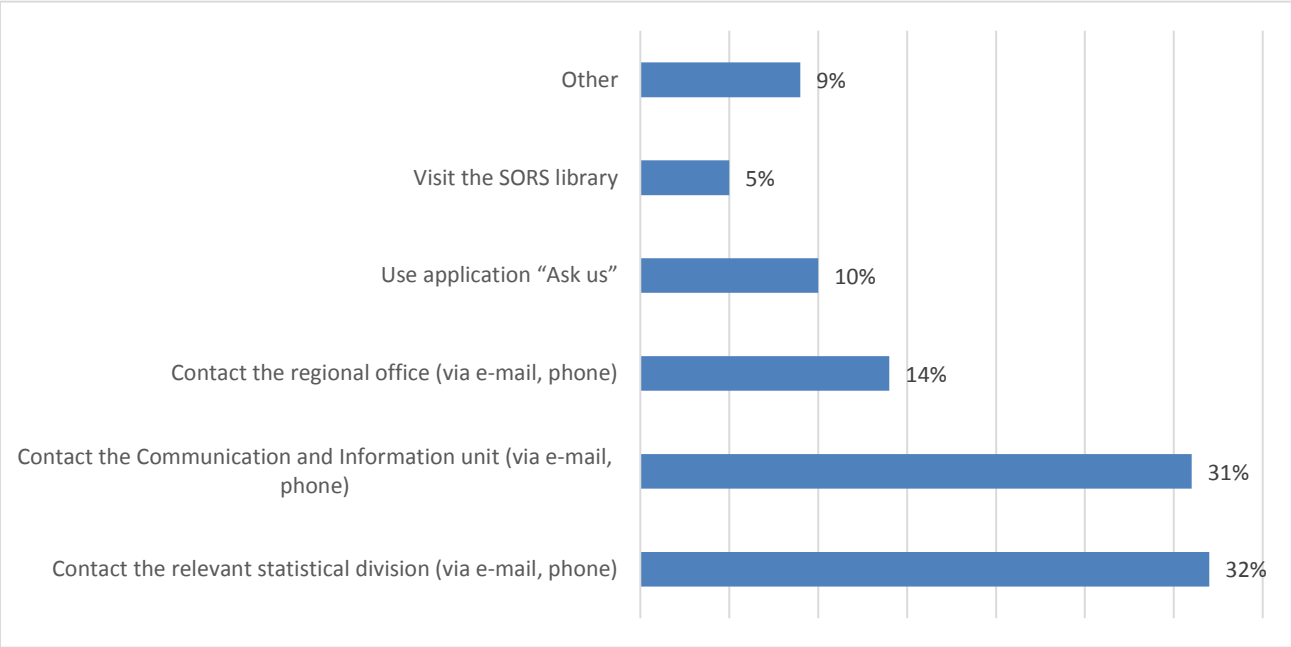
4.8. Estimate the quality of additional information (definitions, classifications, methodological explanations, referent metadata)



5. Communication with SORS

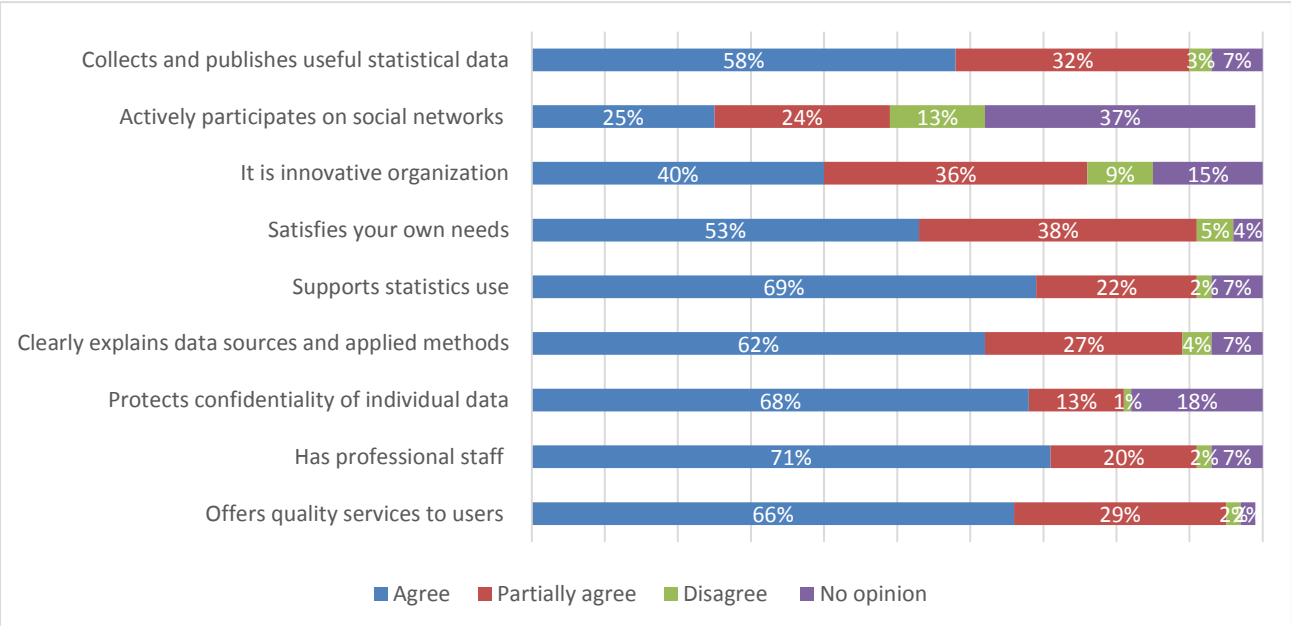
32% of users communicate with SORS through the relevant statistical division; 31% of users contact the Communication and Information Unit, while 14% contact the regional offices.

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



Over 70% of users believe that SORS has professional staff, and over 60% of users consider that SORS supports the use of statistics, protects the confidentiality of individual data and provides quality services to users. Only a quarter of users agree with the view that SORS is actively present on social networks.

5.2. To what extent do you agree that SORS:



6. Users' recommendations

Users had the opportunity to answer three open-ended questions in the survey. The first question related to information that users could not find on SORS website, the second one to a proposal to improve the website, and the third to the work of SORS. Based on the answers received, a list of the most frequent proposals was formed.

The information users need but have not been able to find on the website mostly refers to:

• Data on the municipal level (tourism, transport, unemployment rate, economic growth rate),

• Demographic indicators on the level of settlement (even at grid level)

• Foreign trade data by customs tariff (although such search is enabled in the database)

• Information on social network usage, way of usage, online media usage

Knowing that the largest number of users obtain statistics through our website, users believe that the promotion of the website should focus on:

• Improving keyword search

• Holding the header while using the slider

• Expanding the web presentation by magnifying glass without increasing the font

• Linking news / information to the previous ones

• Modernizing graphic display

Critics, praise and suggestions regarding the work of SORS expressed by the users in the survey:

Critics:

• The processing and publishing of data from certain statistical fields should be accelerated so as to improve timeliness - it was stated that the Monthly Bulletin was published two months and 10 days after the reference period, that the Judiciary Bulletin publication is issued only in December of the current year for the previous year, etc.

• Users find that survey methodologies are quite complicated to understand and should be simplified and "brought closer" to the average user

Praise:

• The users praised the efficiency and timeliness of SORS activities and users- oriented communication

• Professionalism and kindness of employees

• Trust in employee's data and proficiency

• SORS has been declared as a good example of how modern public administration should look like nowadays in Serbia

• The professional work and data published and disseminated by SORS conveys confidence in statistics

Suggestions:

• Proposal to occasionally organize meetings (training sessions) with users who frequently use statistics but do not have sufficient expertise or sufficient knowledge to understand statistics

• Regular cooperation with data sources

• Business entities generally do not have research and analysis staff, so they need ready-made economic and demographic reports instead of "bare" data.

• Innovation in the work of an institution when presenting the data is necessary - for example, through analysis, i.e. deeper analytical review

• A very rich production of publications should be brought closer to interested users, as much as possible

• Adjust content so as to be readable on your mobile phone

• Digitization of older data

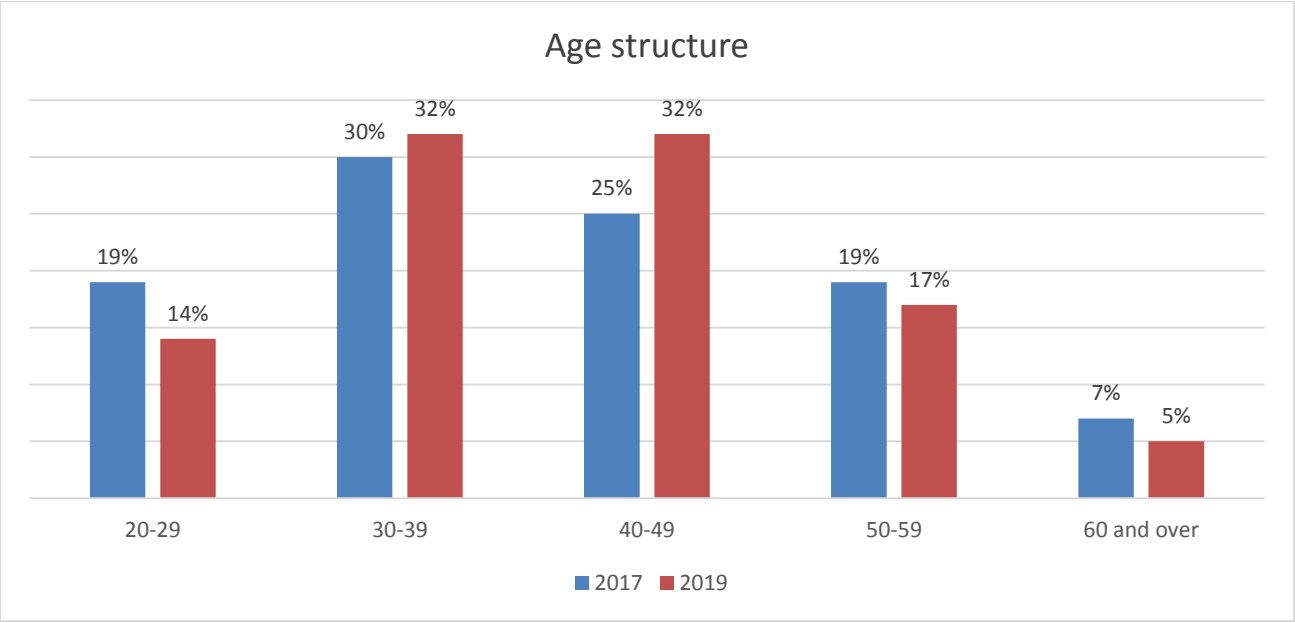
• Improve and simplify the publication of information on public competitions and highlight them separately on the website (as a separate page or similar)

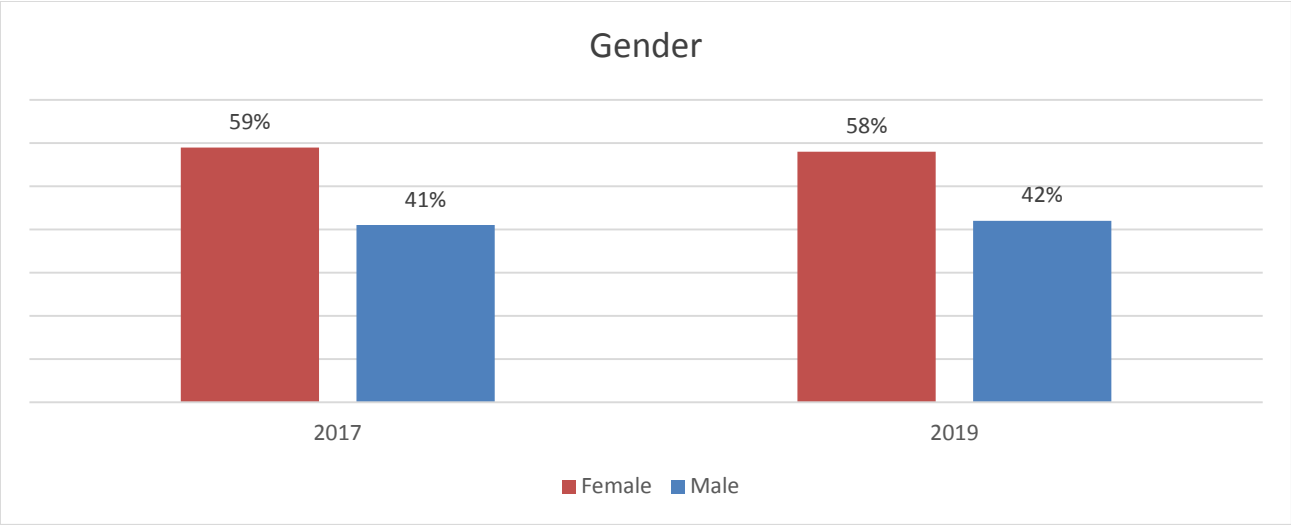
• Ability to cross data from multiple surveys

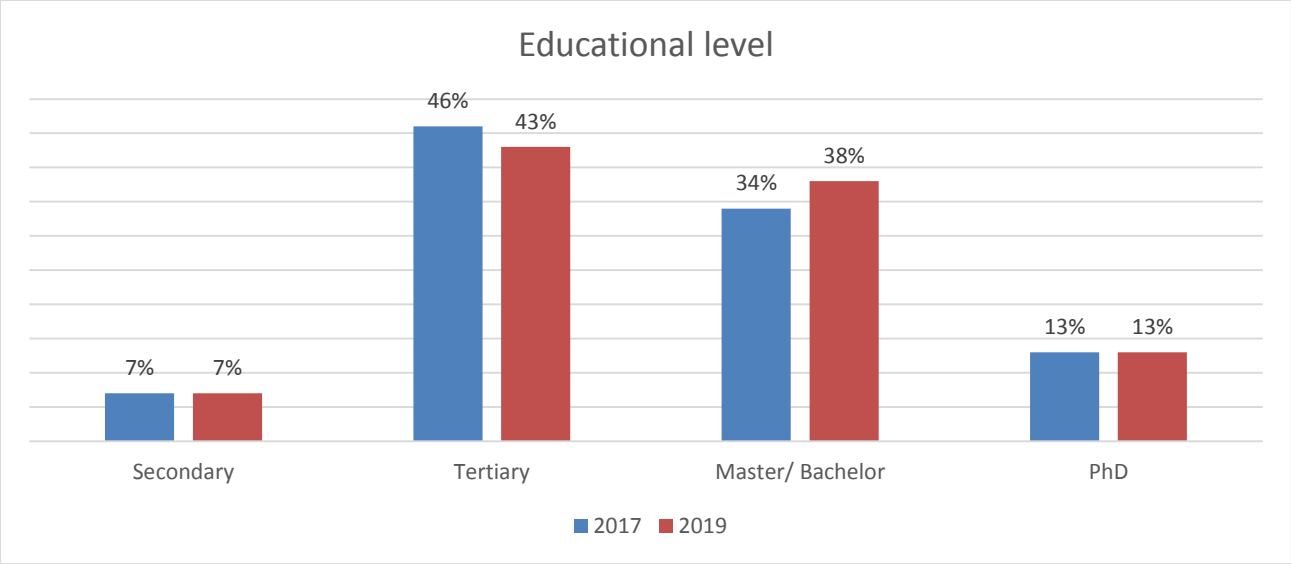
7. Comparative review of 2019 and 2017 surveys

Comparative overview of 2019 and 2017 surveys' data is given only for those questions that remained the same in both surveys. For the questions "Most used statistical areas" and "Most common way of downloading data from the website", comparisons were made, although the statistical areas or the ability of data downloading from the website are not exactly the same in both surveys. The reason is the opening of new portals that did not exist in 2017 and changes in the statistical areas on the new website.

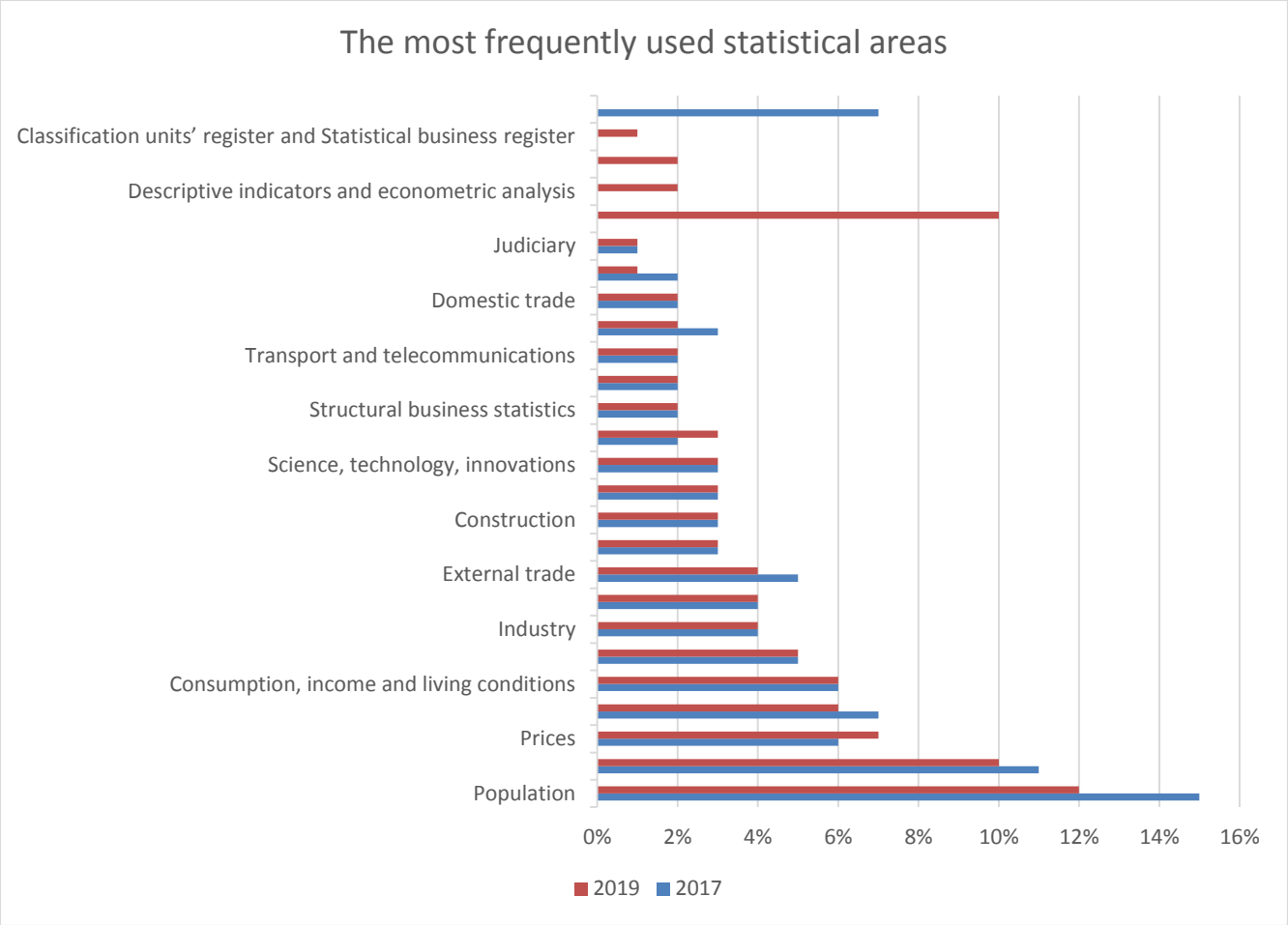
7.1. Socio- economic structure of survey participants

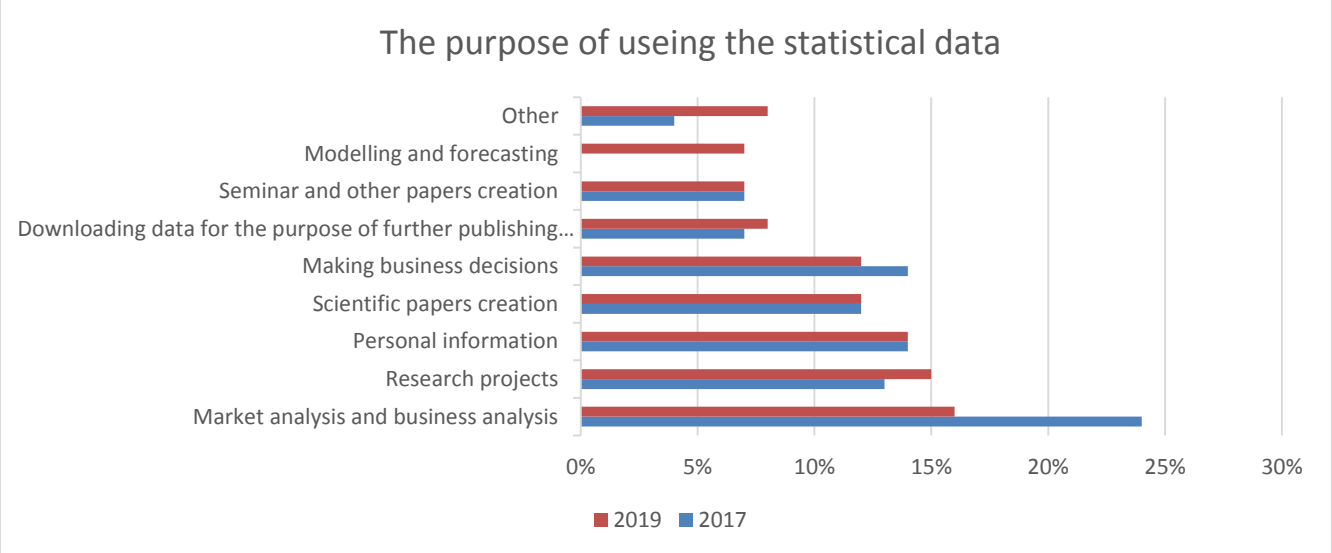


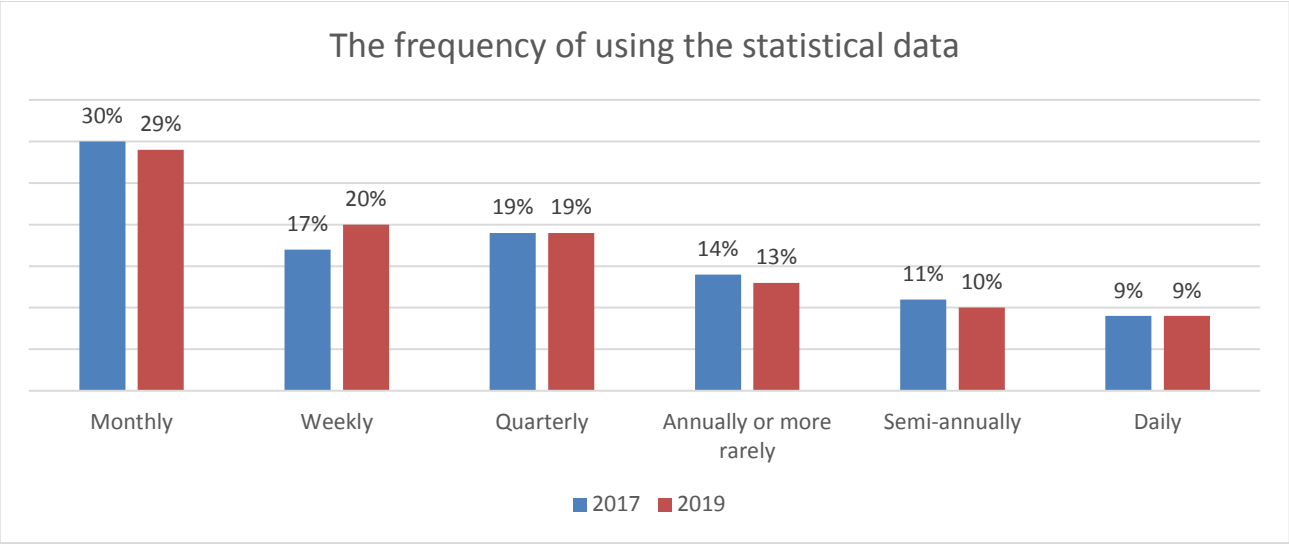

Gender
59%
41%
58%
42%
2017
2019
Female
Male

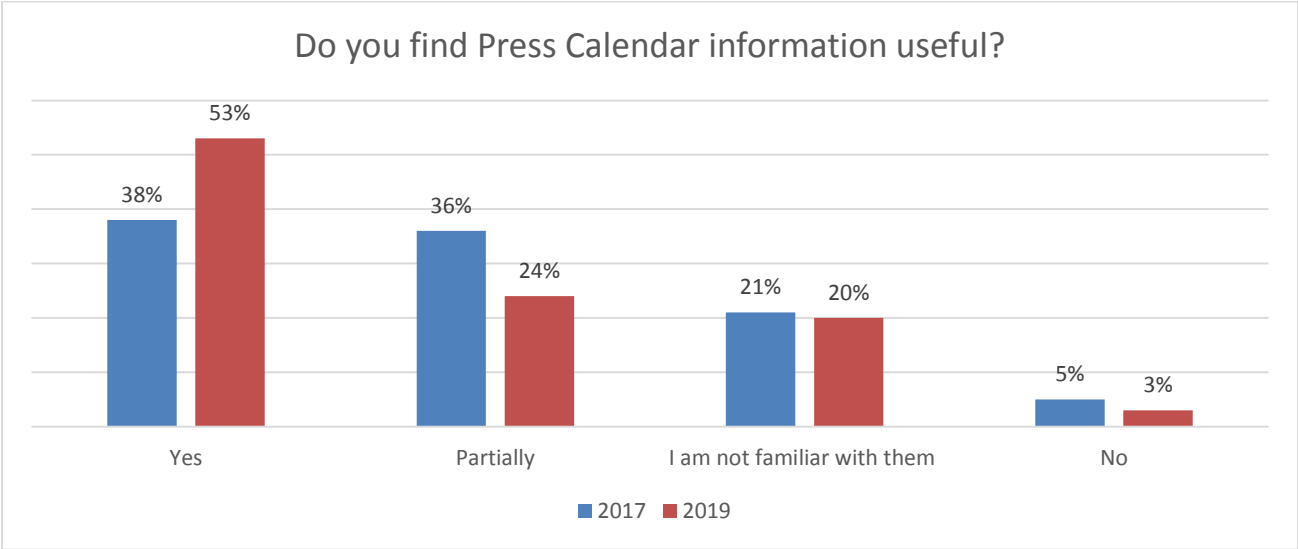

Educational level
7%
7%
46%
43%
34%
38%
13%
13%
Secondary
Tertiary
Master/ Bachelor
PhD
2017
2019

7.2. Data access and use

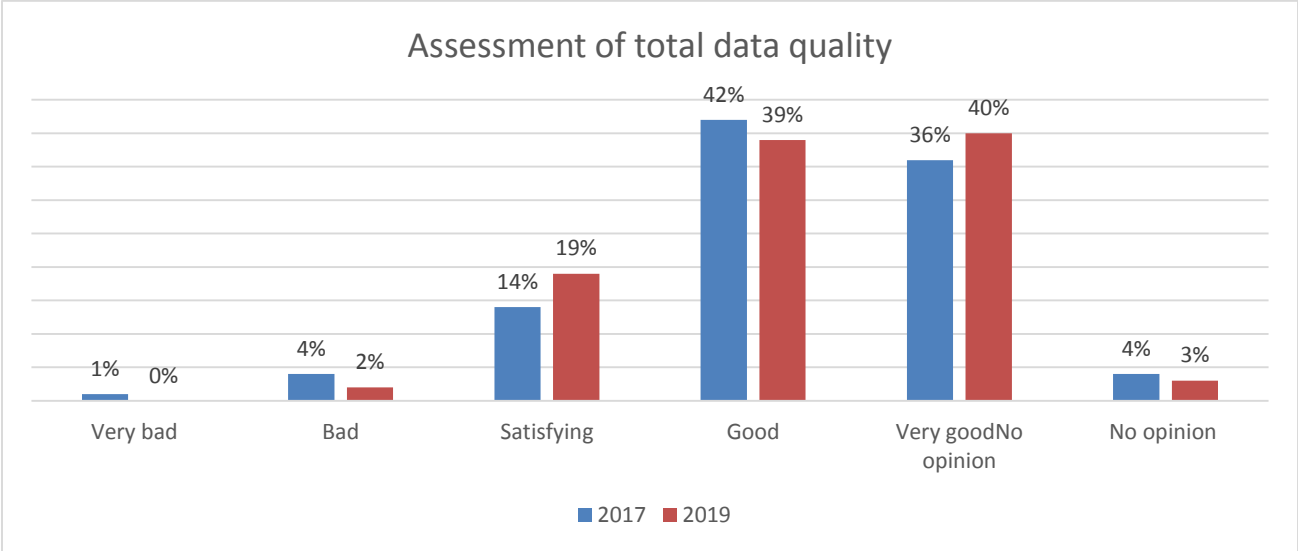


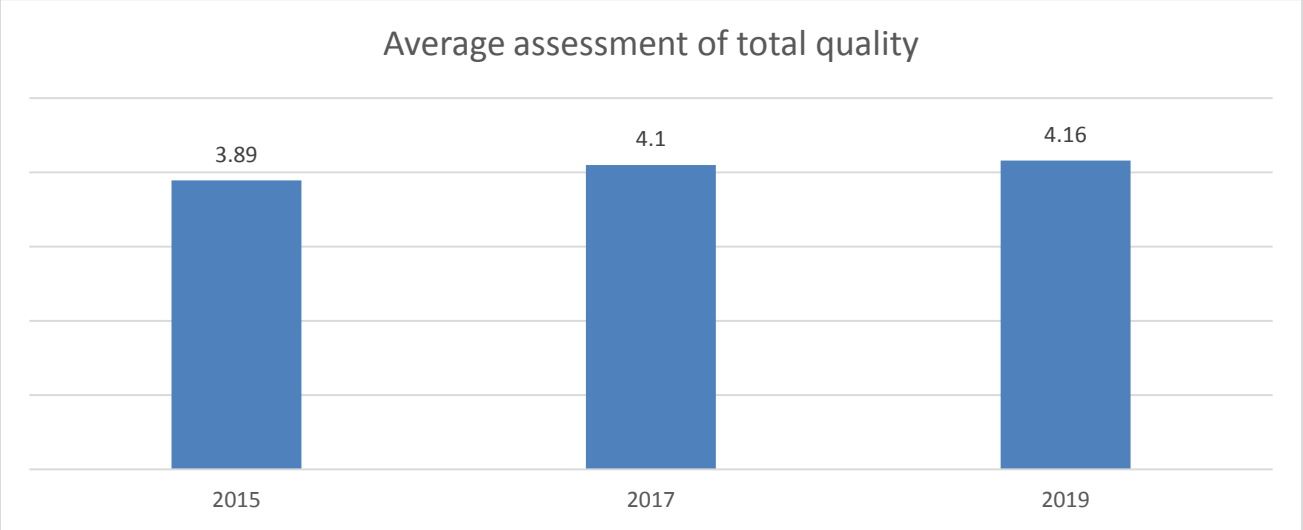




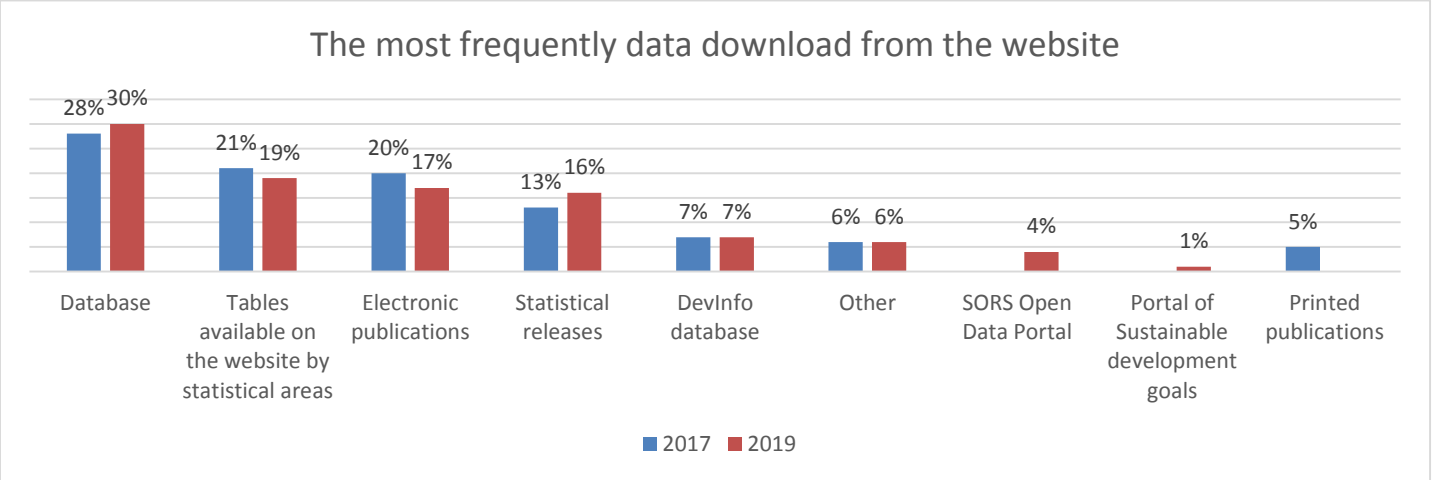


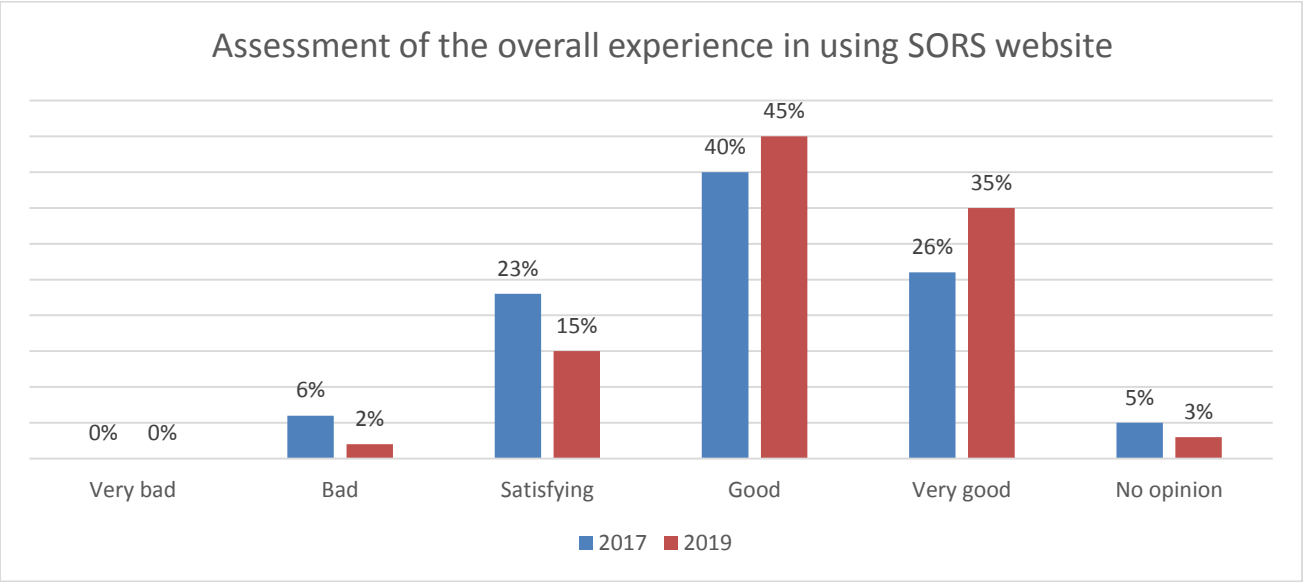
7.3. Statistical data quality

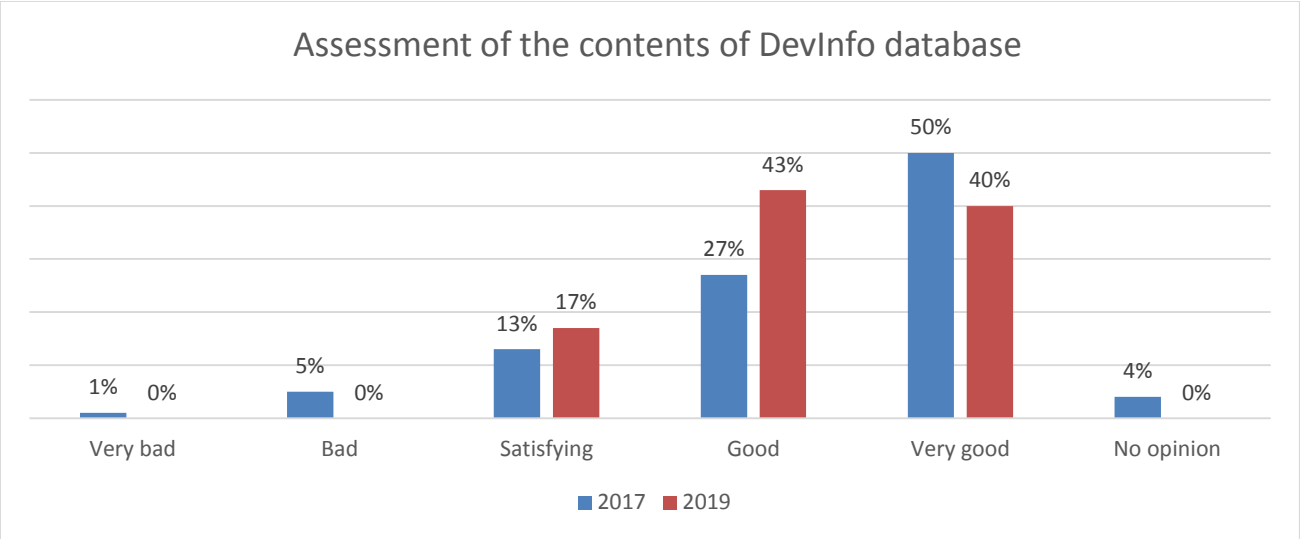


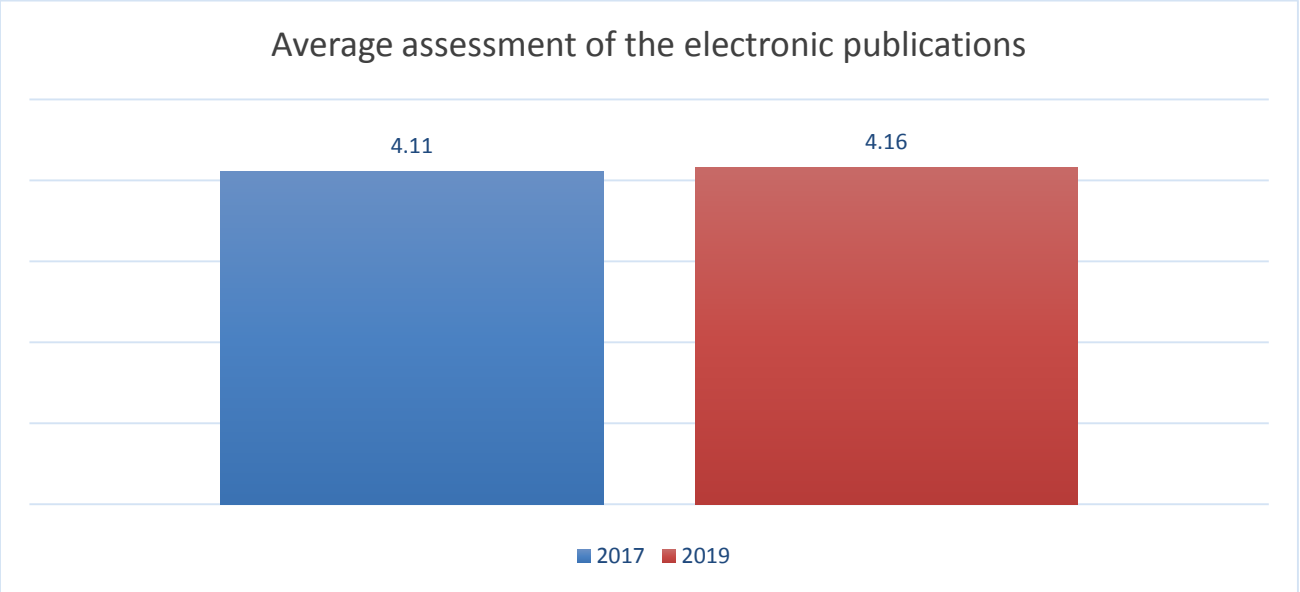


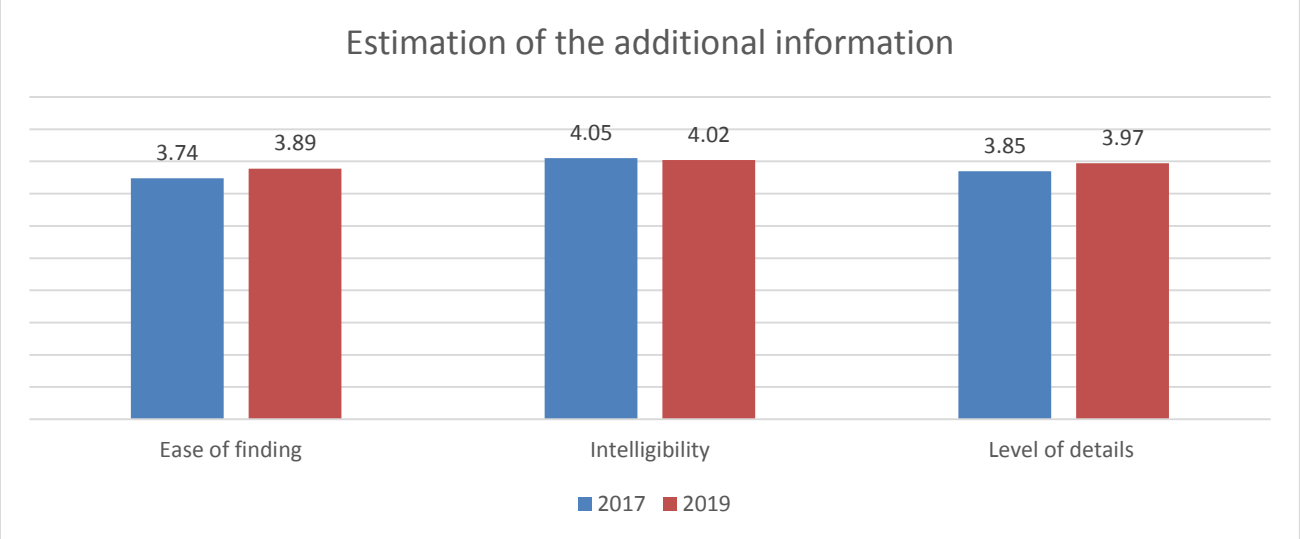
7.4. Dissemination



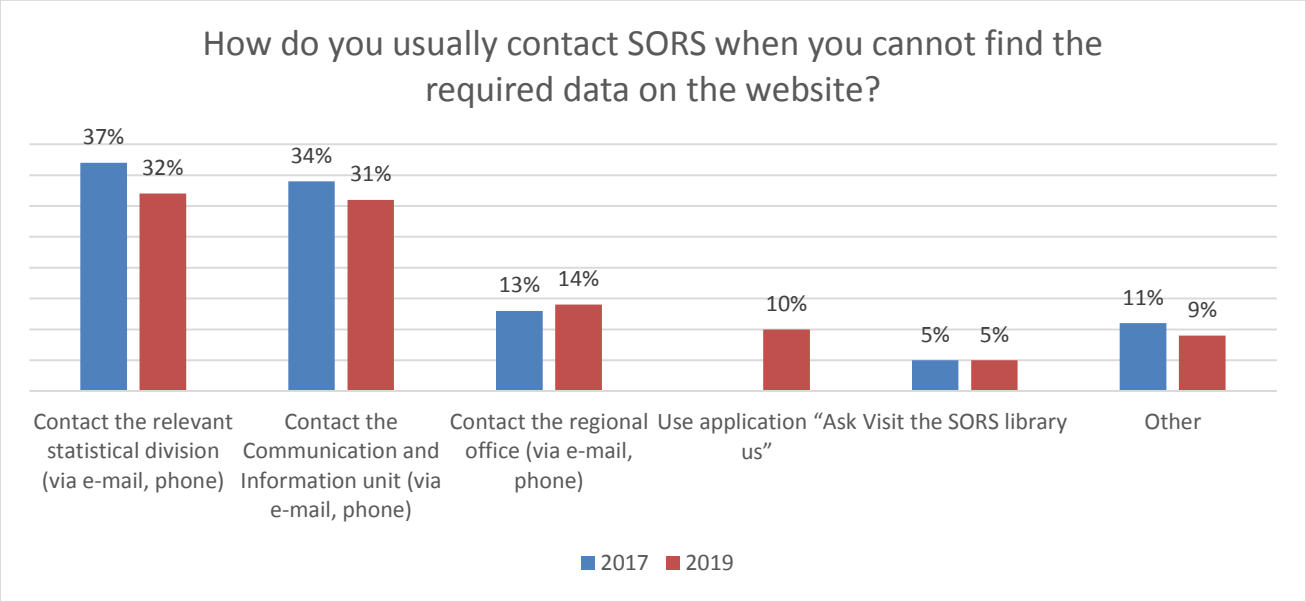



Assessment of the contents of DevInfo database
1%
0%
5%
0%
13%
17%
27%
43%
50%
40%
4%
0%
Very bad
Bad
Satisfying
Good
Very good
No opinion
2017
2019


Average assessment of the electronic publications
4.11
4.16
2017
2019


Estimation of the additional information
3.74
3.89
4.05
4.02
3.85
3.97
Ease of finding
Intelligibility
Level of details
2017
2019

7.5. Communication with SORS



8. Conclusion

Comparing the results of this survey with the previous ones (from 2017), it can be concluded that users expressed somewhat higher level of satisfaction with the statistical data and services provided by SORS.

The greatest shift in user satisfaction is noted in the field of data dissemination. This result was expected given that in 2018 SORS launched the new website and redesigned database. By comparing the results in this area with the results of the previous survey, we come to the conclusion that estimation "very good", which refers to the overall experience with using the website, increased by 9 p. p. while the estimation "good" increased by 5 p.p. Comparing the results related to the database, the estimates "very good" and "good" increased by 5 p. p., while the Release Calendar was rated as useful by 15 p. p. more than in the previous survey.

The overall quality score has not been significantly increased, although slight upward trend can be noticed, especially if 2015 data is observed, amounting to 0.27 p. p. relative to 2019 data.

A very significant contribution to the work and improvement of SORS presentation data is in the comments received and which, in a very clear and constructive way, provide us with the opportunity to consider the various issues from the perspective of our services' users.

In the following two years, SORS will endeavour to include in the work plan the suggestions of the users obtained by this survey.