



The Statistical Office of the Republic of Serbia

# Results of the User satisfaction survey, 2017

Survey period: October 10-24, 2017

# Introduction

The Statistical Office of the Republic of Serbia (SORS) conducted in the period October 10-24, 2017, for the fourth time, the *User satisfaction survey*; 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 six segments: general information on the respondents, general aspects of data access and using, statistical data quality, data dissemination, communication with SORS employees and users' recommendations.

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 five days before the end of the Survey, the reminder was sent.

The Survey was started by 961 users, and complete questionnaire was fulfilled by 725 of them. Knowing that all questions were obligatory, in the analysis of the Survey only completed questionnaires were included. In the Survey conducted in 2015, filling of the questionnaire was started by 1239 users and questionnaire was totally completed by 664 users. Observing the users' response, it can be said that this was the most successful survey until now.

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.

# Survey results

## 1. Information on user

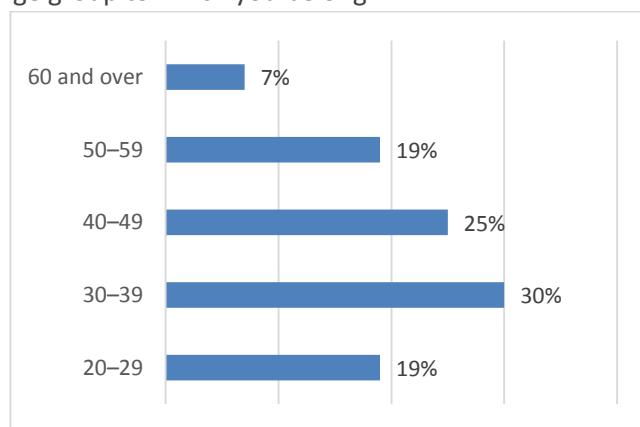
The greatest number of users have tertiary education completed (93%); they belong to the age group of 30-39 years (30%), i.e. 40-49 (25%). The majority of users are females (59%). The most frequent user groups that participated in the survey are as follows: scientists, researchers and analysts (21%), business entities, associations, organizations (19%), public administration (16%), local self-government (10%) and users that require data for private purposes (11%).

Comparing the data with the previous survey from 2015, it is obvious that number of users from the following groups has increased: *Public administration* and *Local self-government* by 4.5 percentage points (p.p.), Business entities (by 3.4 p.p.), Media (by 2.3 p. p.), International organizations (by 1.5 p.p.), while number of users belonging to the groups Scientist, researcher and analyst decreased (by 4 p.p.) and Student, pupil (by 3.7 p. p.).

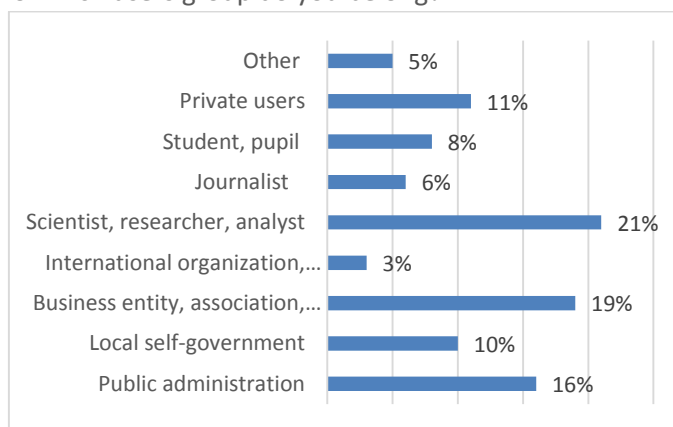
Females, as in the previous survey, present majority of users. Number of users with tertiary education increased by 3 p.p.

97% of users taking part in the survey were from the Republic of Serbia, while 7% were foreign users (1% from Bosnia and Herzegovina, 1% from Montenegro, 1% from Spain, 1% from USA and 3% from other countries).

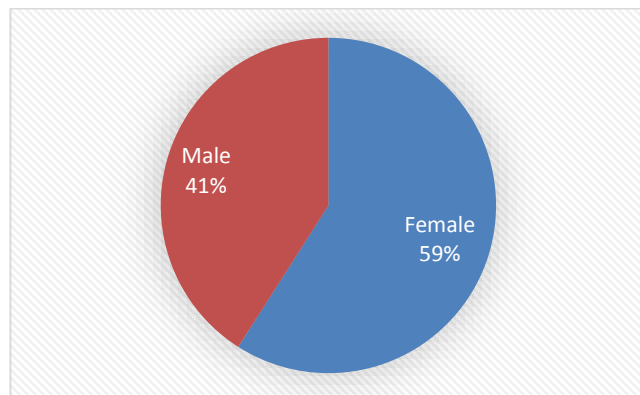
Age group to which you belong



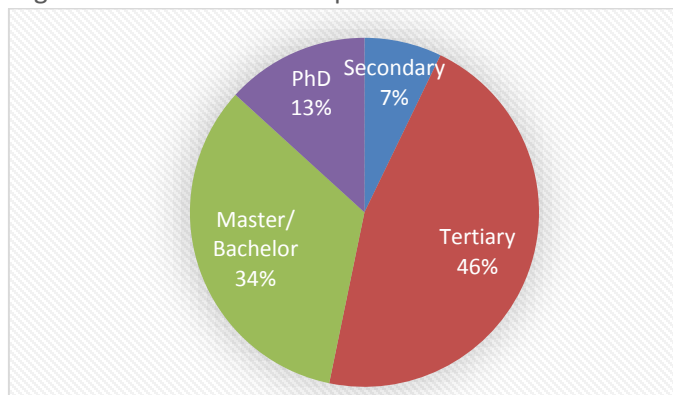
To which users group do you belong?



Sex structure



Highest level of school completed

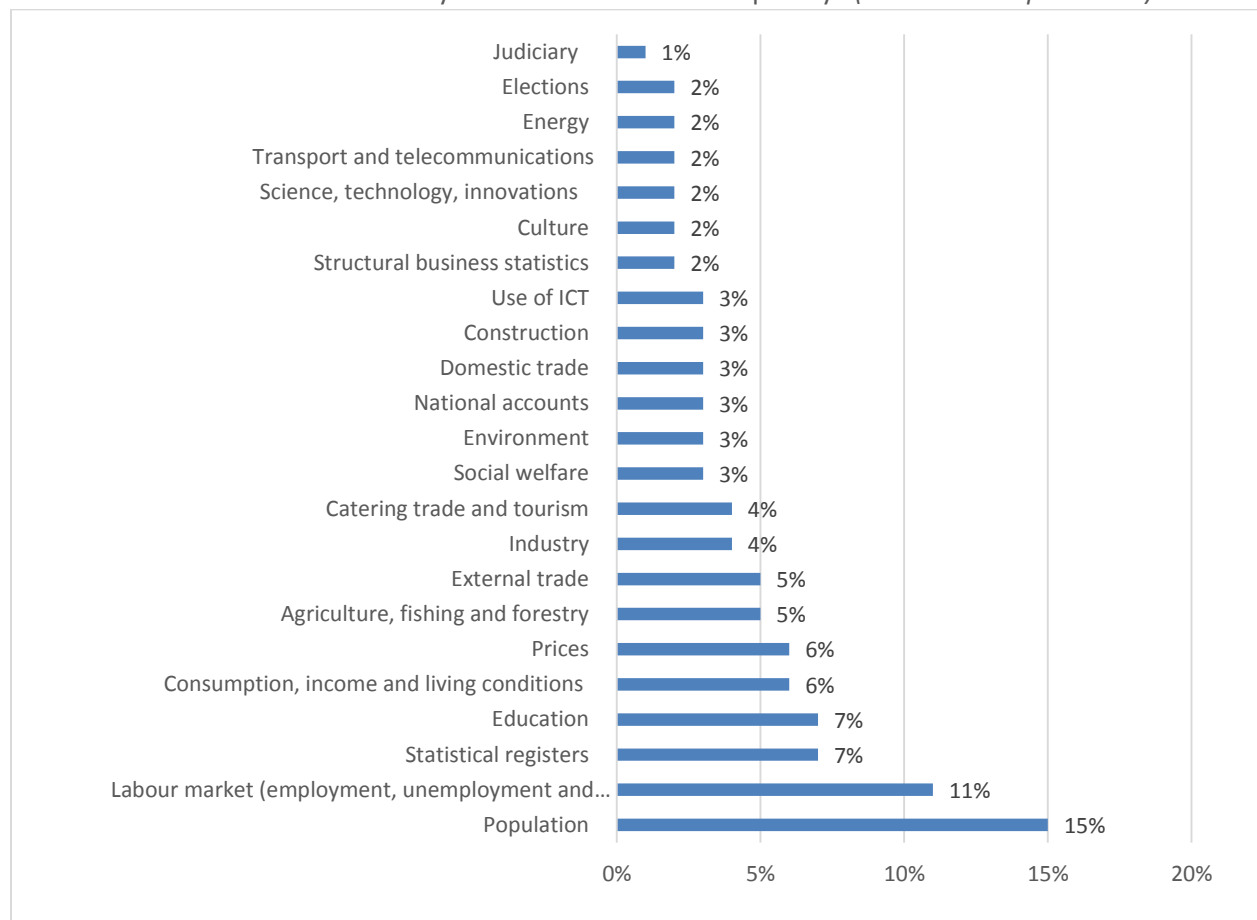


## 2. Data access and use

On average, users need data from four statistical areas. The most frequently required data are from population statistics (15%), labour market statistics (11%), statistical register (7%), education statistics (7%), statistics on consumption, income and living conditions and price statistics (6%, each area).

As in the previous survey, the data from the mentioned six statistical areas present somewhat over 50% of the demanded data.

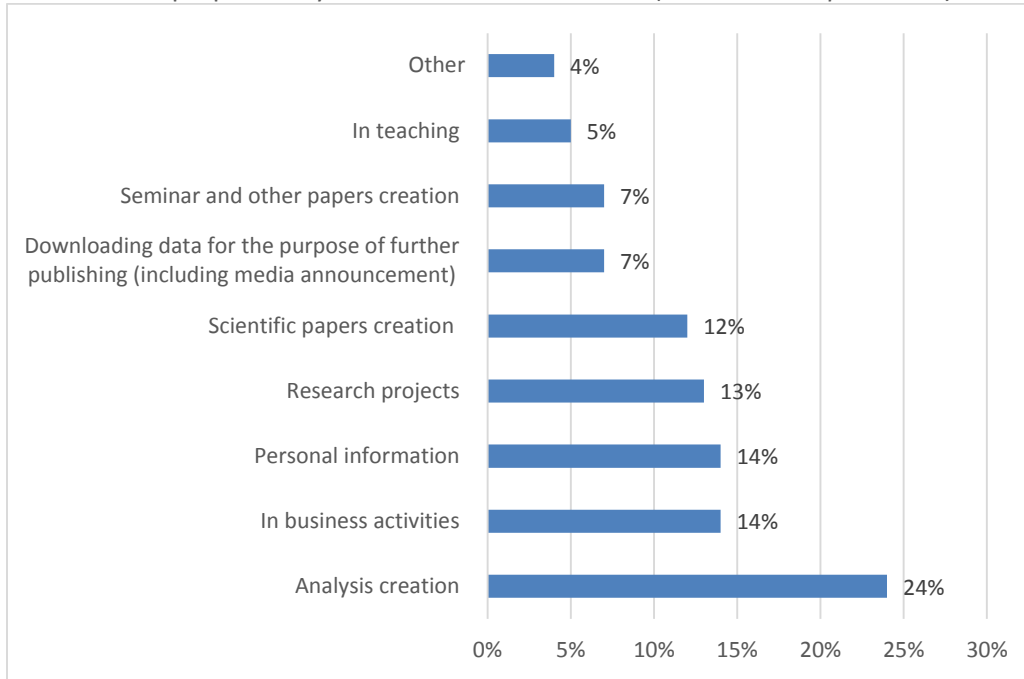
### 2.1. From which statistical areas do you use data the most frequently? (Possible multiple choice)



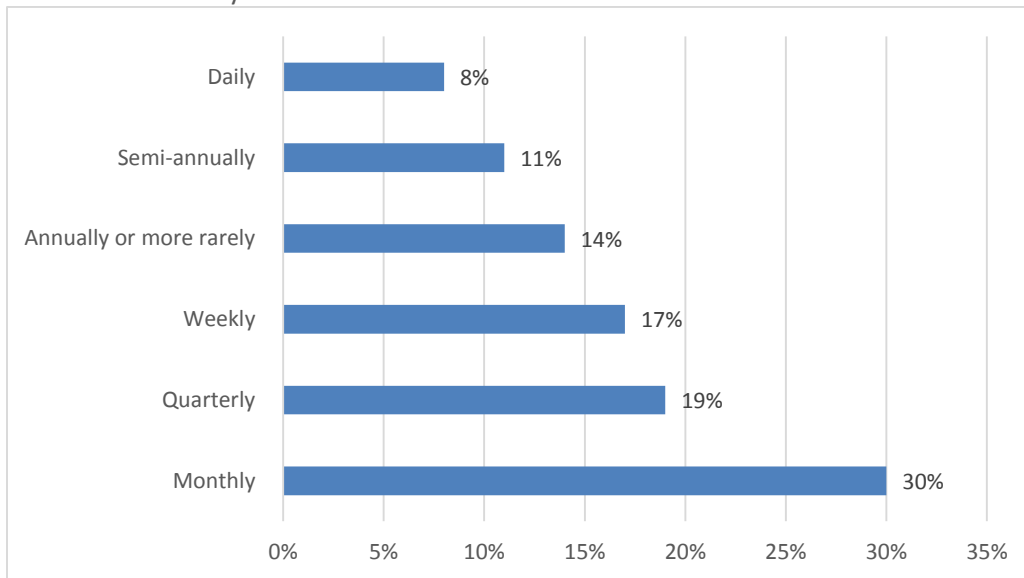
The purpose of data using is mostly analysis creation (24%), business and personal information (per 14%, each), and dynamics of data using is monthly (30%), weekly (17%) and daily (9%), meaning that 26% of users need statistical data on the level below monthly.

When compared to the previous survey, the need for monthly data using increased by 7 p.p. and data using for the purpose of analysis creation increased by 5.4 p.p.

## 2.2. For what purpose do you use the statistical data? (Possible multiple choice)



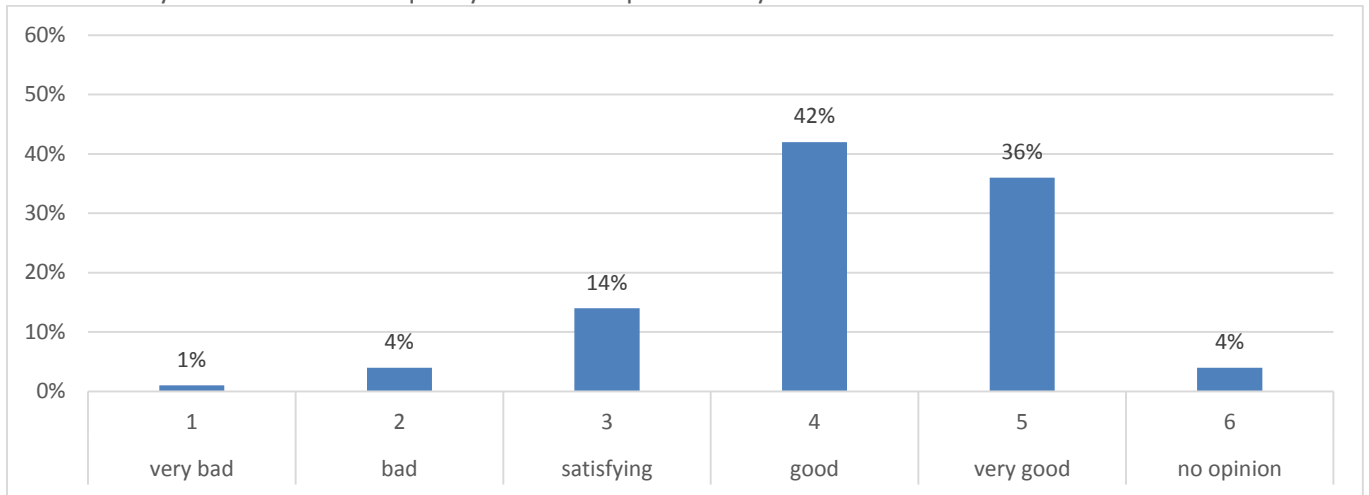
## 2.3. How often do you use the statistical data?



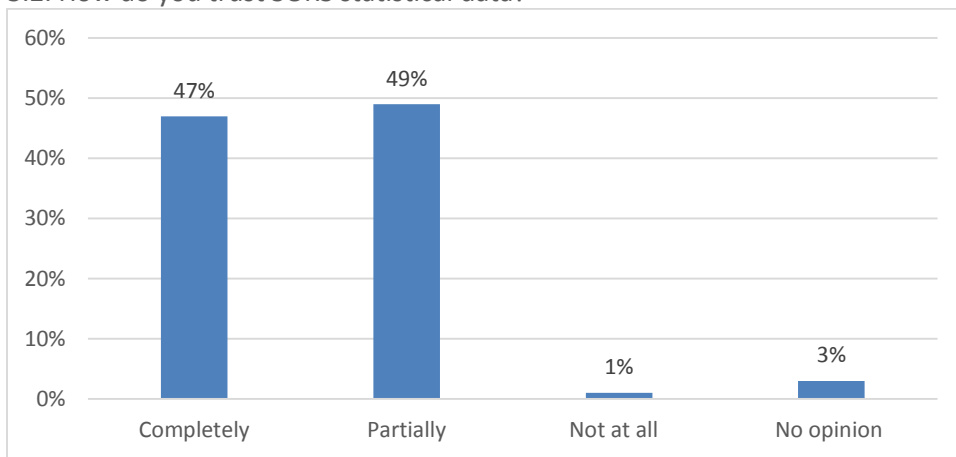
# 3. Statistical data quality

Overall quality of statistical data was estimated with the average of 4.1. 47% of users stated that they completely trust the statistical data, which is by 2 p.p. less than in the previous survey, and 49% partially trust the statistical data, which is by 3.7 p.p. more than in the previous survey. 26% of users were of the opinion that the statistical data completely reflect reality, while 68% were of the opinion that data only partially reflect reality, as in the previous survey. The statistical data completely satisfy the needs of 35% of users, while 62% think that statistical data only partially satisfy their needs. The time of data publishing relative to the referent period of the data (timeliness) was estimated with average grade of 3.78. The level of coherency/ comparability of the statistical data were estimated with 3.79.

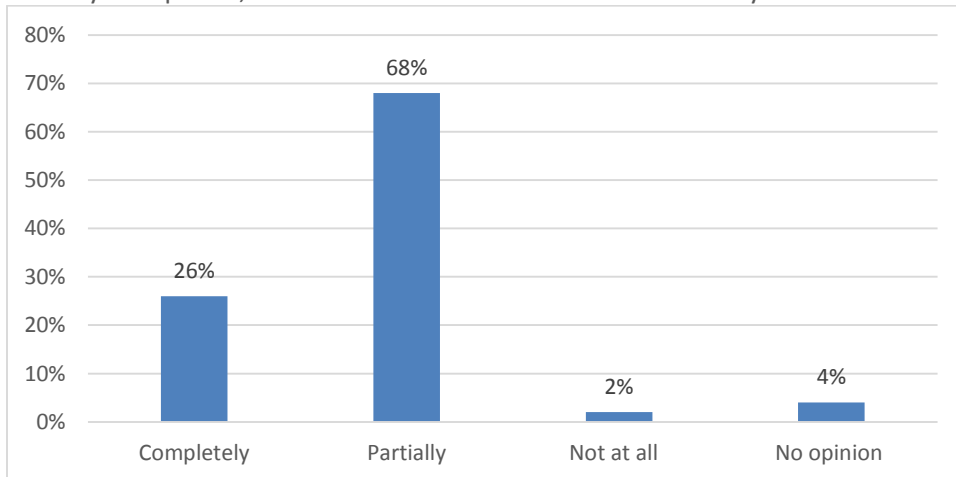
### 3.1. How do you rate the overall quality of the data provided by SORS?



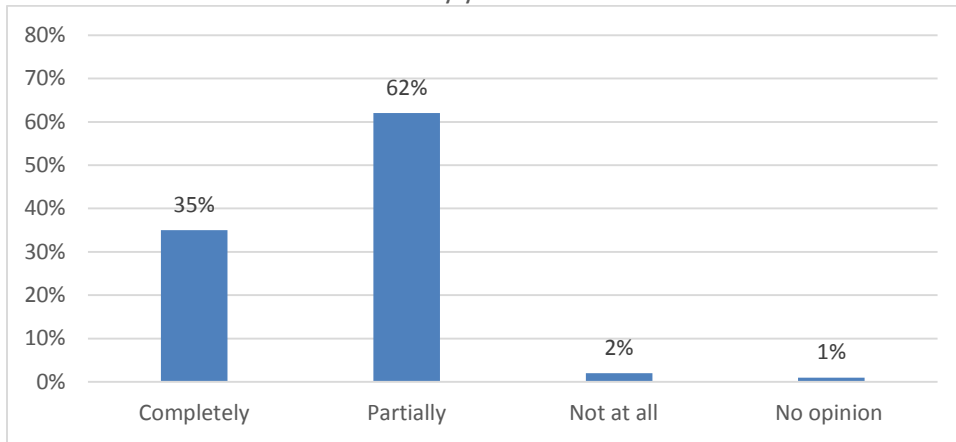
### 3.2. How do you trust SORS statistical data?



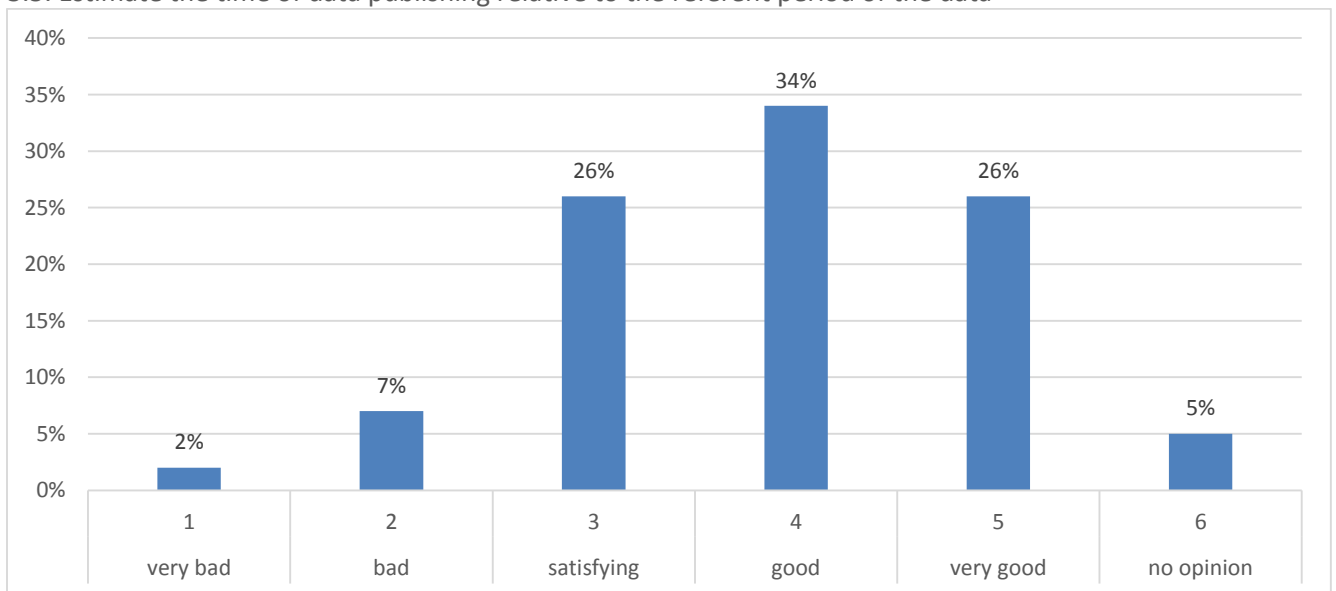
### 3.3. In your opinion, to what extent do SORS data reflect reality?



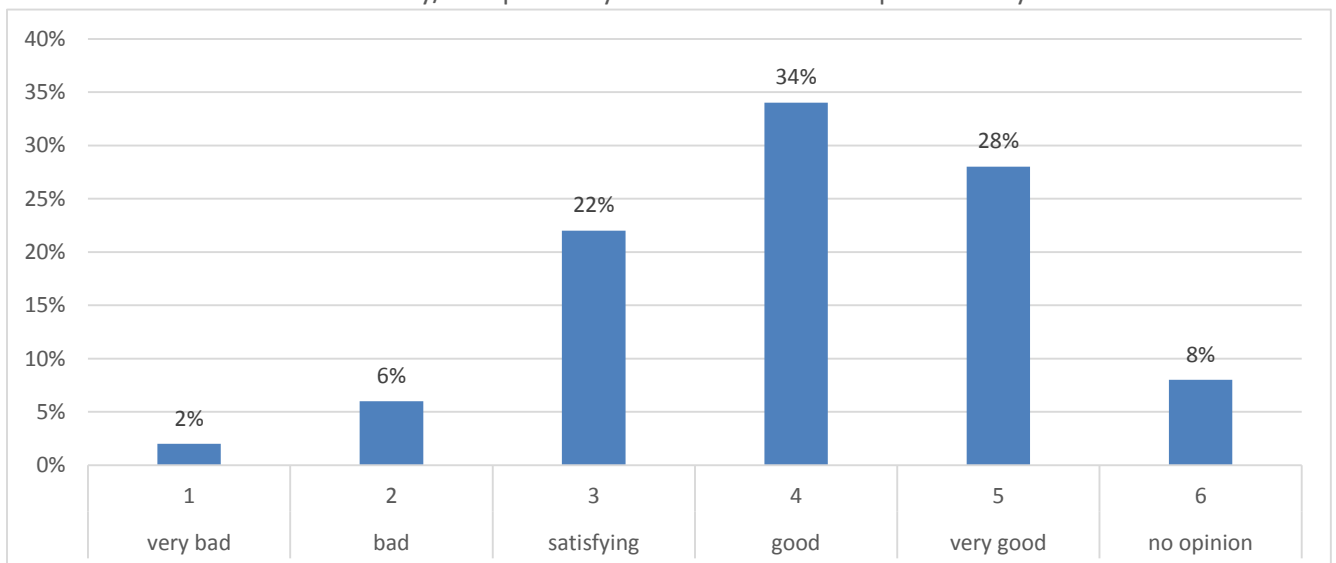
### 3.4. To what extent does SORS satisfy your needs for statistical data?



### 3.5. Estimate the time of data publishing relative to the referent period of the data



### 3.6. Estimate the level of coherency/ comparability of the statistical data produced by SORS

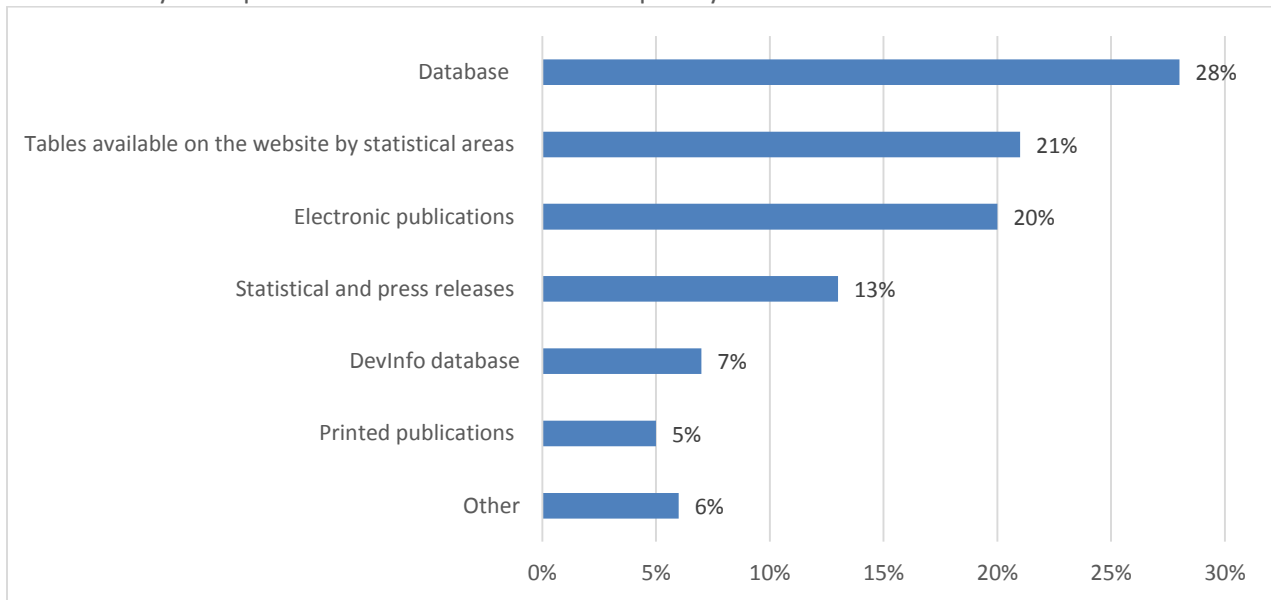


## 4. Dissemination

Users acquire the statistical data the most frequently in database (28%), which is the decrease of 3.6 p.p. relative to the previous survey, then in the tables available on the website in scope of the statistical areas (21%), which is also the decrease of 6.4 p.p. and in electronic publications (20%). 13% of users benefit from the statistical and press releases. The website contents were estimated with the average grade of 3.9, and database contents with 3.95. DevInfo base is used by smaller number of users (7%), denoting the increase of 4 p.p. and those users estimated the contents of the base with 4.25. Design, contents, structure and style of statistical and press releases were estimated with the same grade (3.98). The most frequently used publications are Statistical yearbook (18%), Municipalities and regions (14%), Demography statistics (12%) and Books of population census (13%). Design, contents, structure and style quality was estimated as very good, on average, and the best rated type of publication were the Books of population census, with the grade of 4.39. The published data are easily understandable for 74% of users.

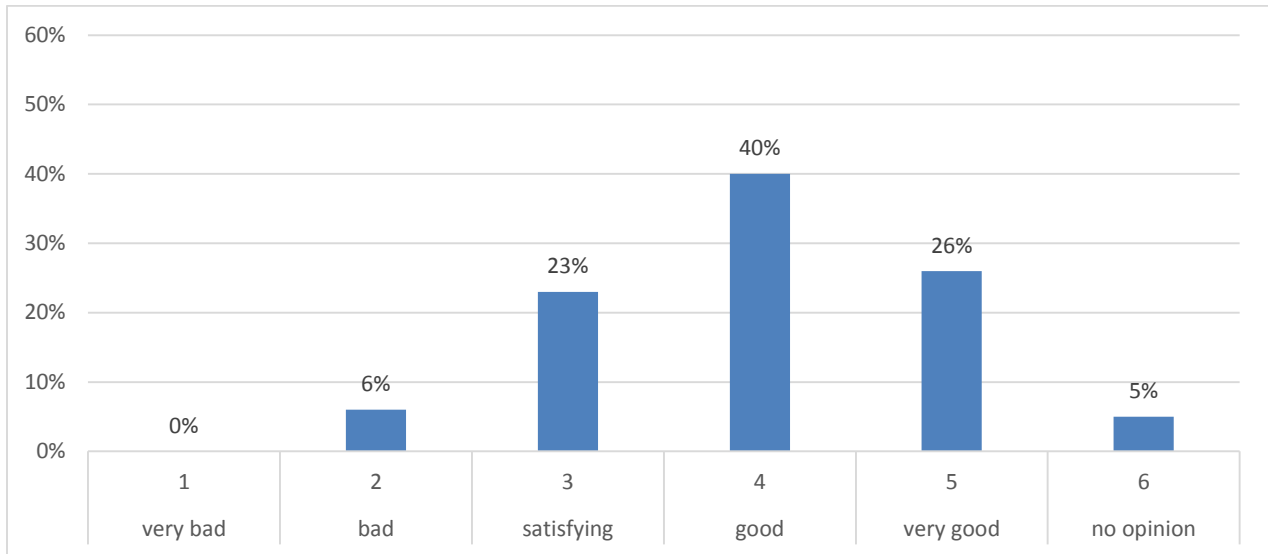
Additional information, i.e. definitions, classifications and methodological explanations were estimated as follows: ease of finding (3.74), intelligibility (4.05) and level of details (3.85). Information from the Publications and Press calendar were considered as useful by 38% of users, 36% think that those information are partially useful, and even 21% are not familiar with the calendars.

### 4.1. How do you acquire statistical data the most frequently?

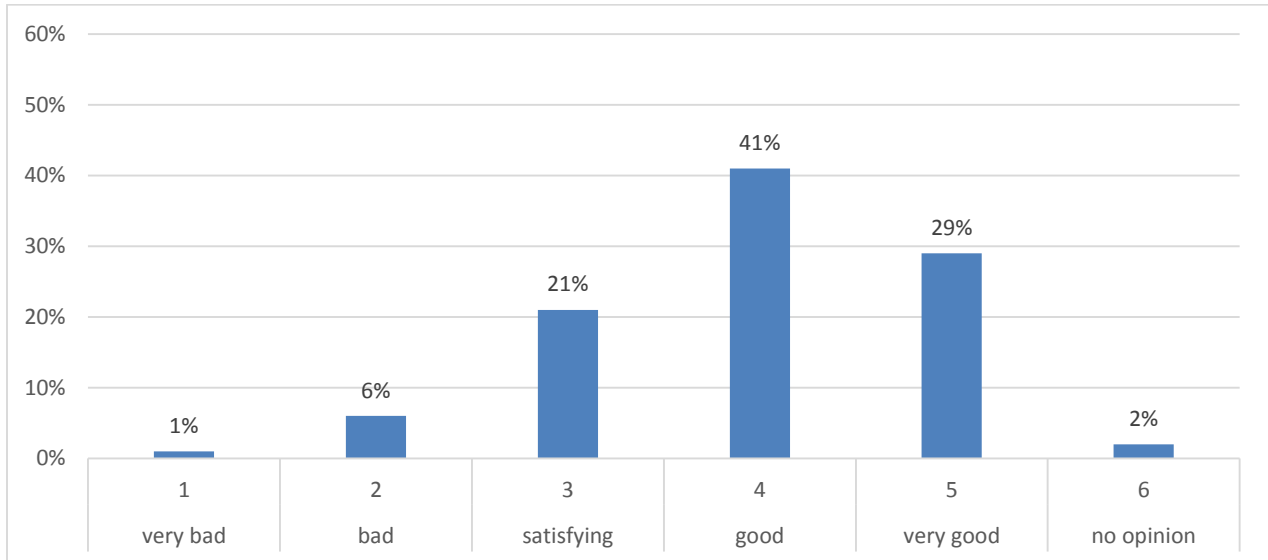




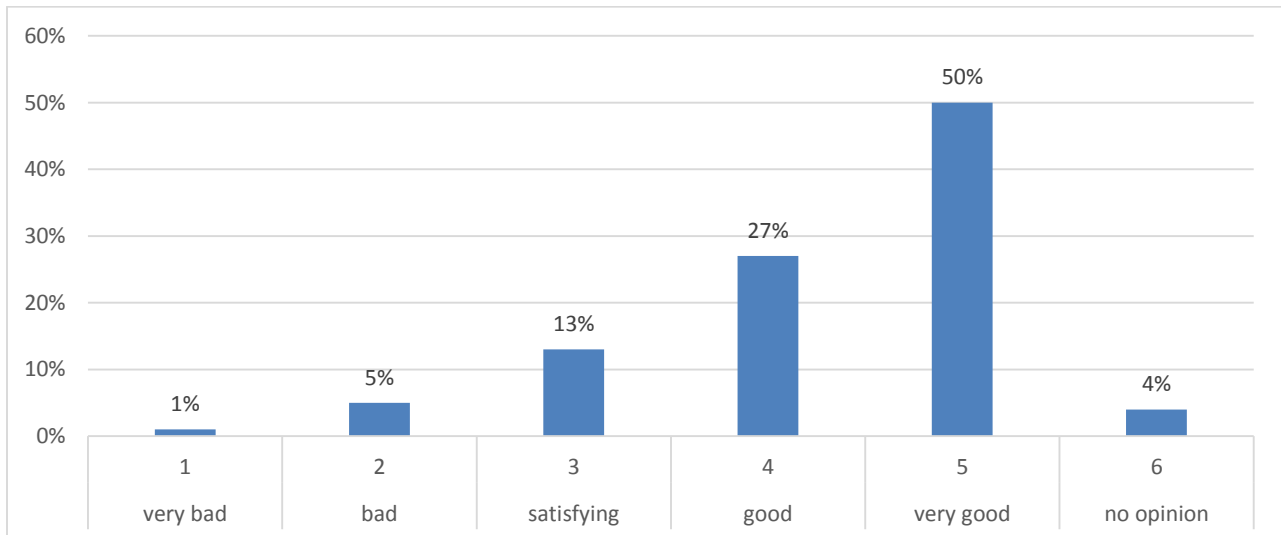
#### 4.2. Estimate the website contents



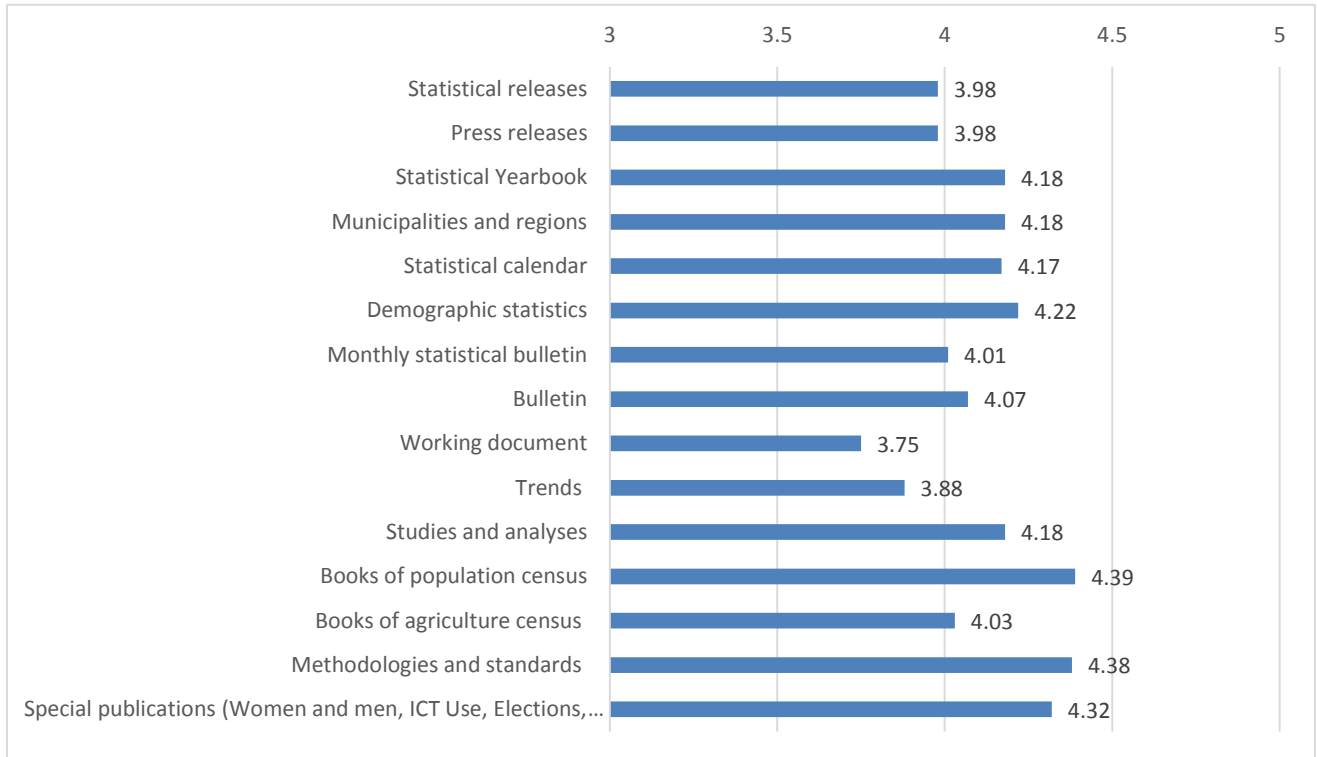
#### 4.3. Estimate the database contents



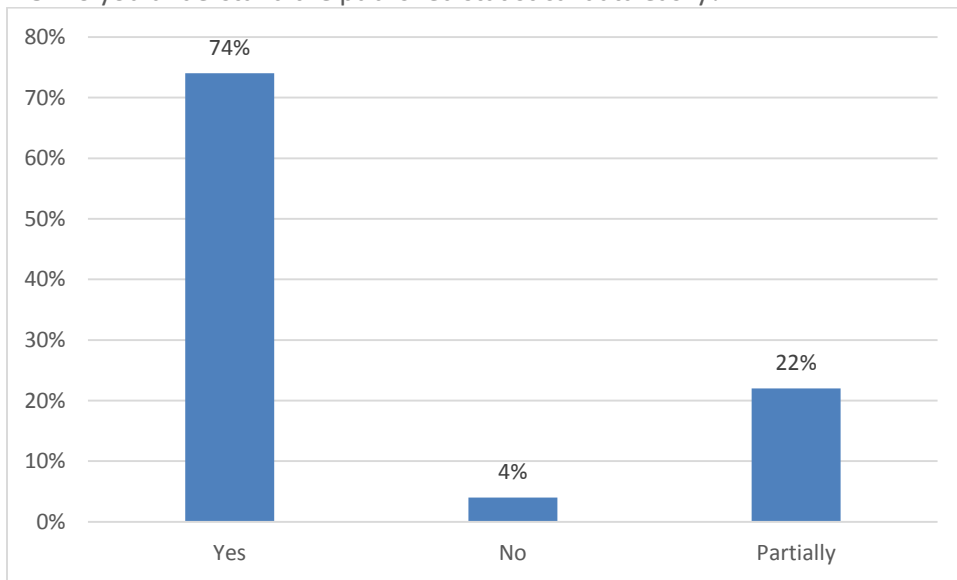
#### 4.4. Estimate the contents of DevInfo database



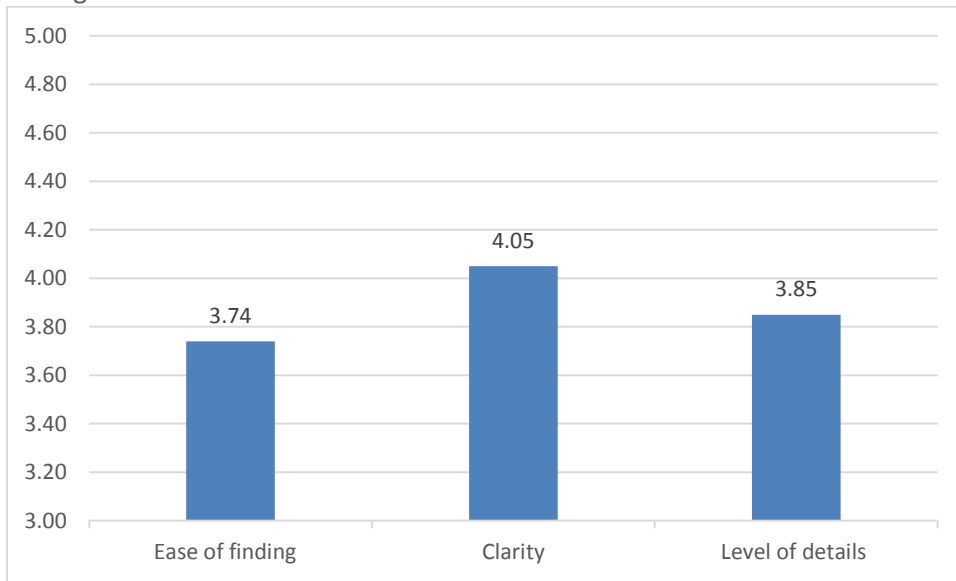
4.5. Estimate the quality of statistical and press releases (design, contents, structure, style) and  
 4.7. Estimate the quality of publications (design, contents, structure, style) – average



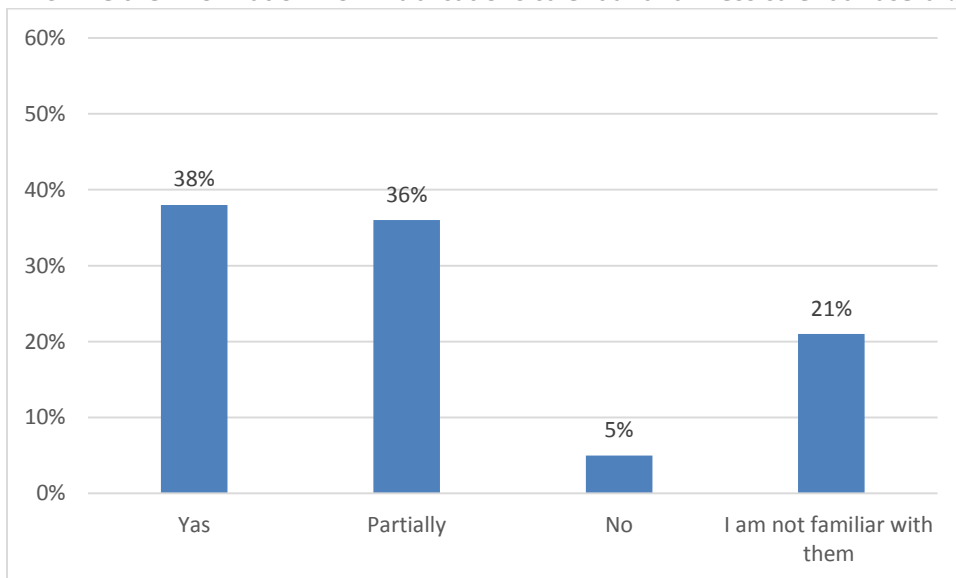
4.8. Do you understand the published statistical data easily?



4.9. Estimate the quality of additional information (definitions, classifications, methodological explanations) - average



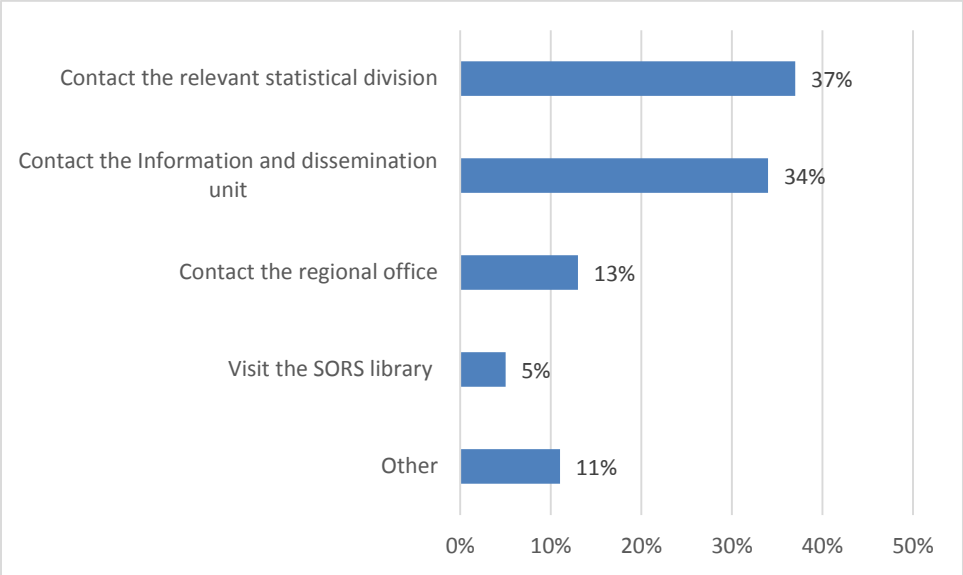
4.10. Are the information from Publications calendar and Press calendar useful?



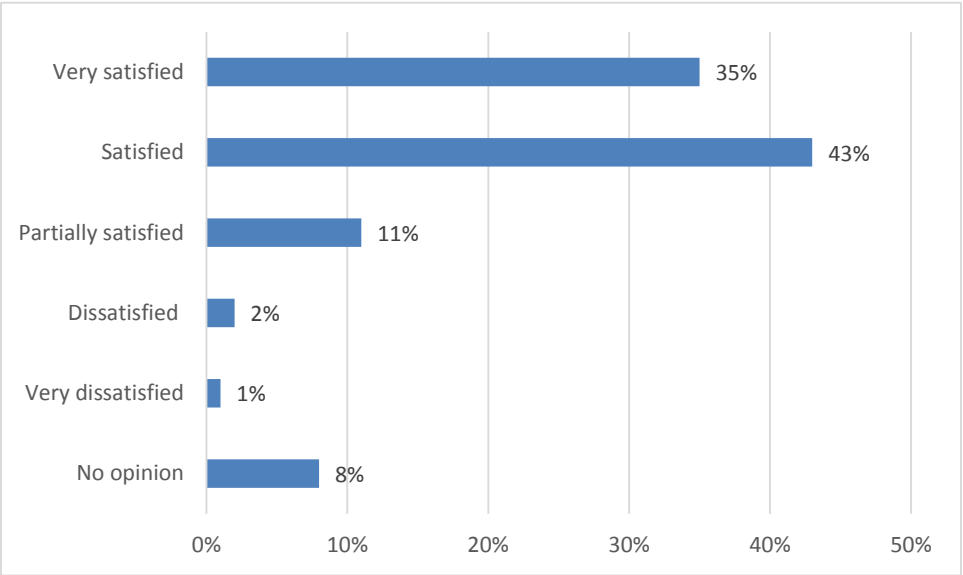
# 5. Communication with SORS

37% of users perform communication with SORS via relevant statistical division, which is the increase of 1.2 p.p. compared to the previous survey; 34% contact the Information and dissemination unit, which is the increase of 6.2 p.p. while 11% of users contact regional offices, and it is the decrease of 4.2 p.p. relative to the previous survey. 78% of the respondents are satisfied and very satisfied with user support, which is also improvement relative to the previous survey. Availability of the employed was highly ranked by users (4.42), openness for cooperation (4.48), professionalism and competence (4.53) and work efficiency (4.40).

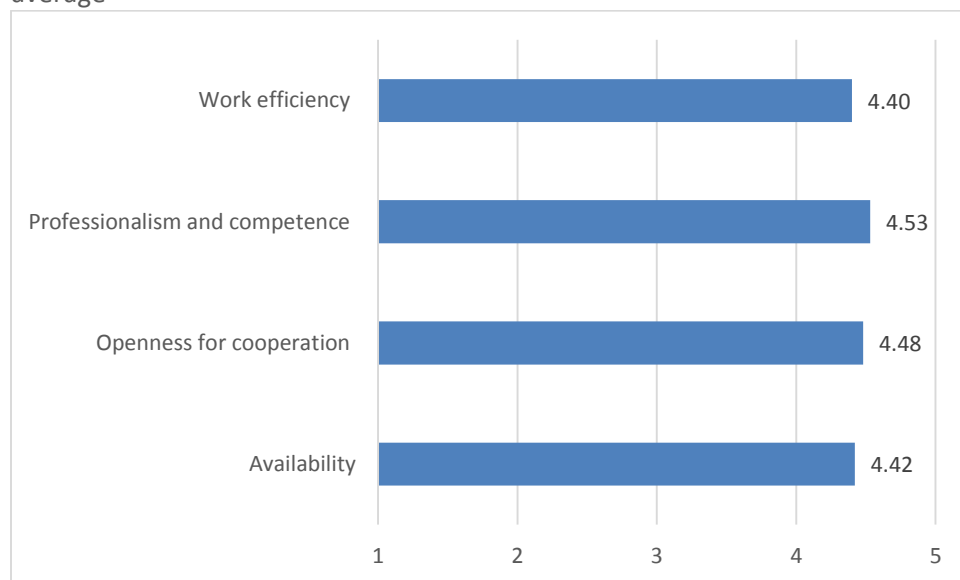
## 5.1. How do you usually contact SORS when you cannot find the required data on the website?



## 5.2. Are you satisfied with the users' support provided by SORS?



5.3. In case you already contacted the SORS employees, how would you estimate them by the following criteria – average



## 6. Users' recommendations

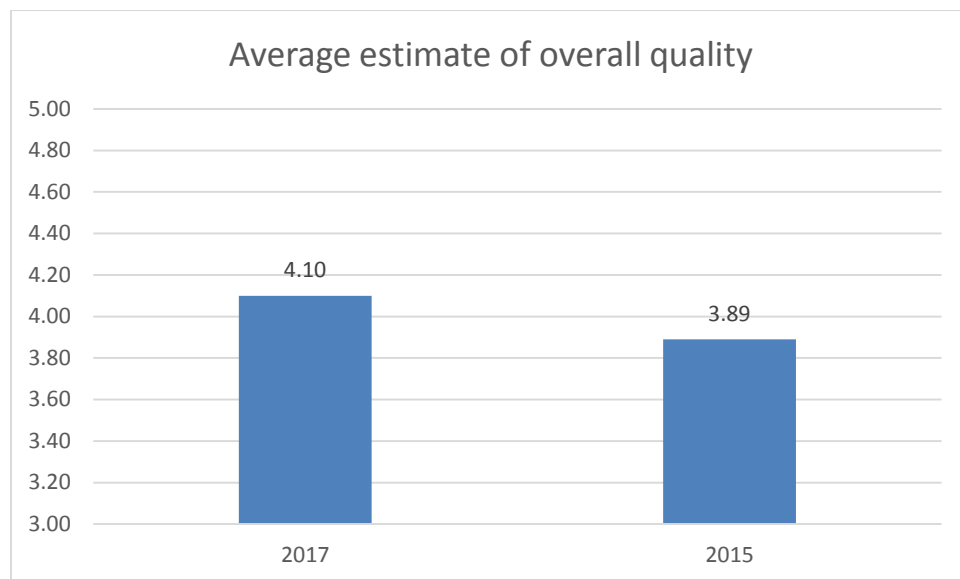
Users were given the possibility to present critics, praise and suggestions regarding SORS work, as well as to mention statistical data they are interested in, and that are not available in SORS.

Summing up all users' recommendations, it can be concluded that users, first of all, emphasize the necessity for improvement of speed, functionality and website design, as well as graphic presentation of the data. Additionally, the users think that database contents should be enriched with all data that are offered to users and that it is necessary to improve database search.

When it comes to statistical releases, press releases and publications, users expressed the need for the tables from the releases to be available in excel format and that access to all releases should be enabled on the home page of the site. According to users' opinion, statistical and press release should be understandable on the level of general population/ average citizen, and their forms should be improved. Moreover, users think that the search function in the electronic library should be advanced and that older publications should also be available in electronic form. It would be also very important if the data are published on lower classification levels, and also on municipal and settlement level. It is necessary to qualitatively explain corrections/ revisions reached, when performing data correction, and to more clearly indicate changes in methodologies when they are performed.

# Conclusion

When the total quality estimate of the data provided by SORS is compared with the previous survey from 2015, it is apparent that satisfaction with total quality has increased by 0.21 p.p.



On the basis of these significant results, the Statistical Office of the Republic of Serbia will try to enhance its business activities in the following two years, in accordance with its capabilities and capacities, and thus the process of data dissemination will be improved, as it is the most important for users.

Knowing that at the beginning of 2018, the new website, dissemination database and re-designed base of electronic publications will be launched our aim is to record significant increase of total quality estimate regarding the produced and published data, in the survey that is to be conducted at the end of 2019. It is expected that the trend of increasing users' satisfaction will be continued in the forthcoming period, and that the average estimate in the next survey will reach to 4.5.