The Statistical Office of the Republic of Serbia

Results of the User satisfaction survey,2021

Survey period: October 12–November 12, 2021

Communication and Information section
Belgrade, December 2021

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Introduction

The Statistical Office of the Republic of Serbia (SORS), in its work, strives to understand the users of the official statistics - who they are, why and how they use statistical data, what their needs are and what challenges they face when using official statistics data. Presenting the data in a clear, efficient and user-friendly way, in order to simplify their comprehension and use, is the basic goal that should be met when presenting data and information of the official statistics. Aiming at receiving the feedback, SORS conducts a User Satisfaction Survey in two-year periodicity. In addition to this Survey, SORS continuously analyses user requirements, media announcements and web analytics.

In the period from October 12 to November 12, 2021, SORS conducted the User Satisfaction Survey for the sixth time. The aim of the Survey is to obtain information on the users' needs, their satisfaction with the data and services, as well as to acquire information on the quality of data and services provided by the SBS.

The questionnaire consisted of the following segments:

1. General aspect of data access and use,

2. Quality of the statistical data,

3. Dissemination,

4. Communication with users and satisfaction with the work of SORS and

5. Information on survey participants.

As part of the survey, we wanted to examine and obtain the opinion of users on new trends applied in the publication of statistical data, which relate to data visualization, attractive titles, as well as the increasingly popular publishing on social networks. The imperative of visualization is clear - a lot of data needs to be converted into graphical forms that are user-friendly. During the visualization process, the integrity of the data must not be violated, because this type of data presentation concerns only their form, and not the essence. The SORS has been striving, especially recently, to adhere to these principles and provide its users with a visual representation of the data. Keeping accounts on social networks enables communication with a group of potential users of statistics in order to identify their needs and promote official statistics.

The survey was conducted through a web survey in Serbian and in English. The news about the survey was posted on the website and on the Twitter account of SORS. Registered users were sent an email inviting them to participate in the survey.

484 users participated in the survey; compared to the survey conducted in 2019 (when 469 users participated), the number of participants in the survey increased by 15.

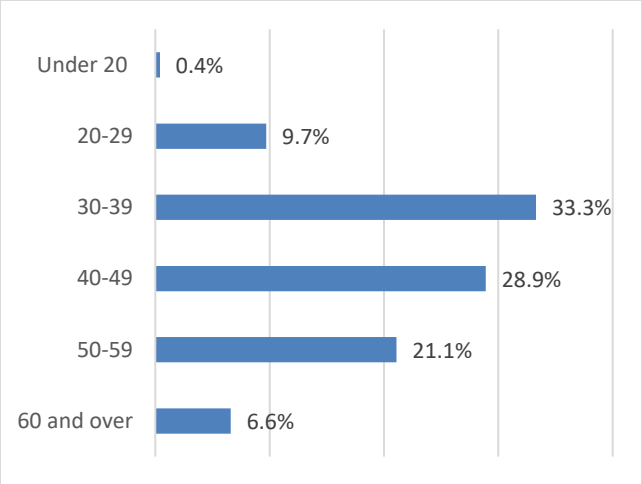
The results of the Survey will enable the improvement of the quality of data and services provided by the SORS, primarily in the segments in which users have expressed less satisfaction or dissatisfaction. In addition, the answers to some questions can serve to better direct the relevant activities of SORS in the field of quality management policy. Based on the obtained results, and in accordance with the available resources, SORS will apply the measures to improve the current situation.

I Survey results

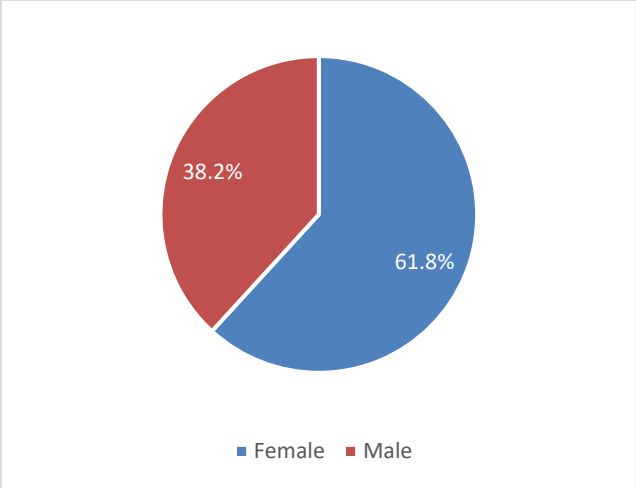
1. Socio-economic structure of survey participants

The largest number of users belongs to the age group of 30 to 49 years (62.2%), most users are women (61.8%), and almost all users are highly educated (92%) and employed (89%).

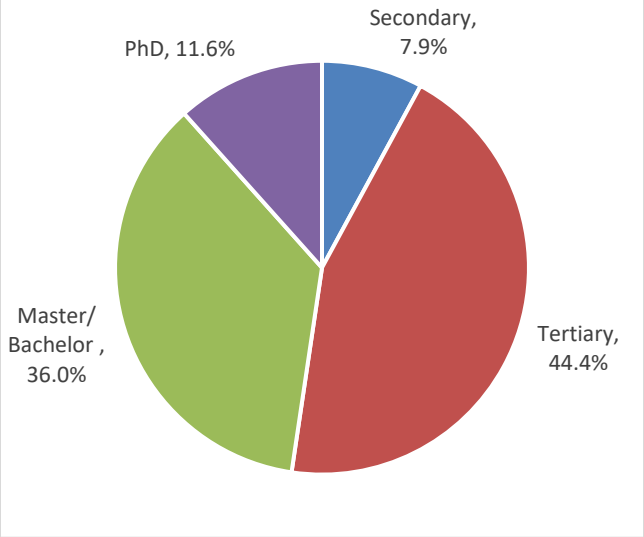
1.1. Age structure



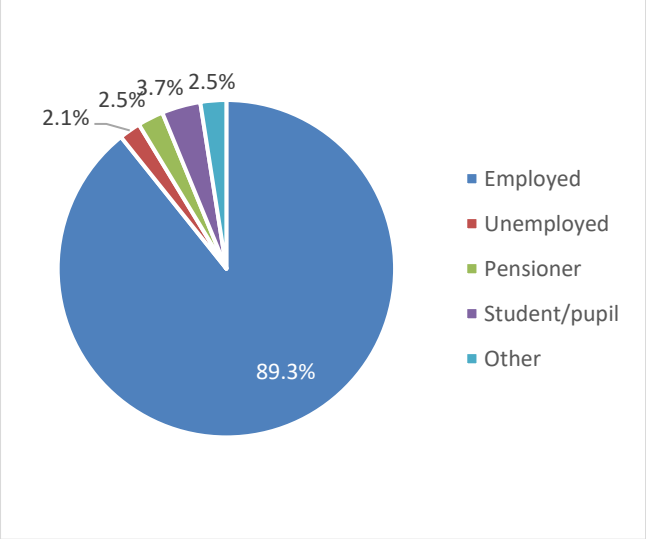
1.2. Gender structure



1.3. Highest level of school completed

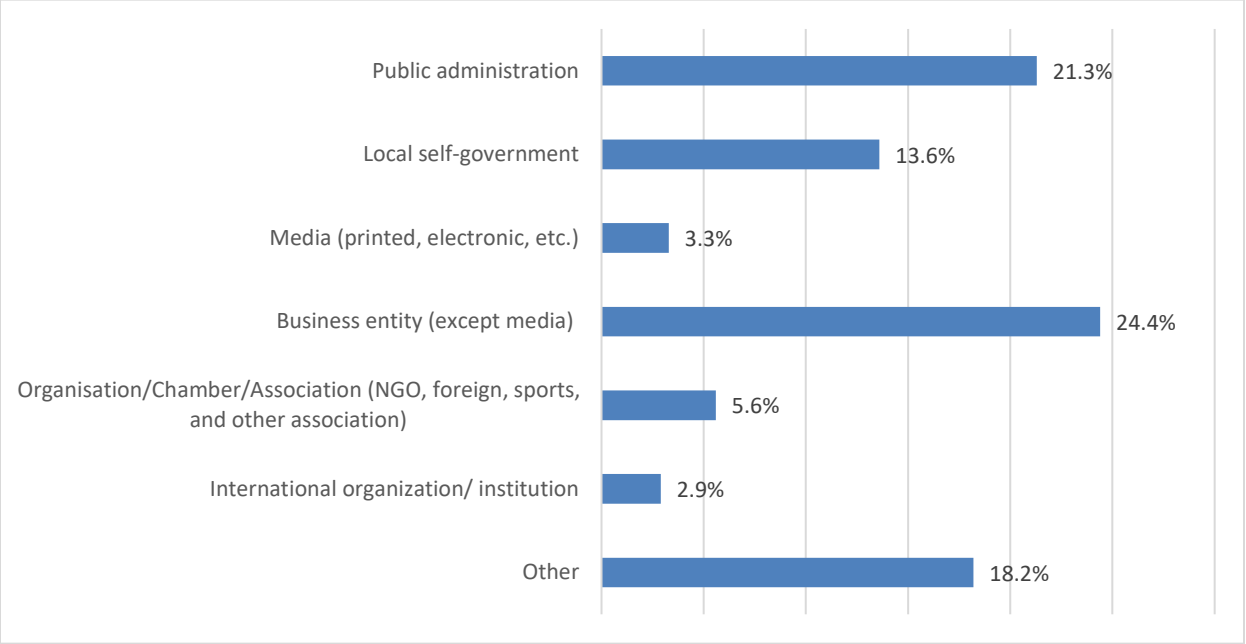


1.4. Working status



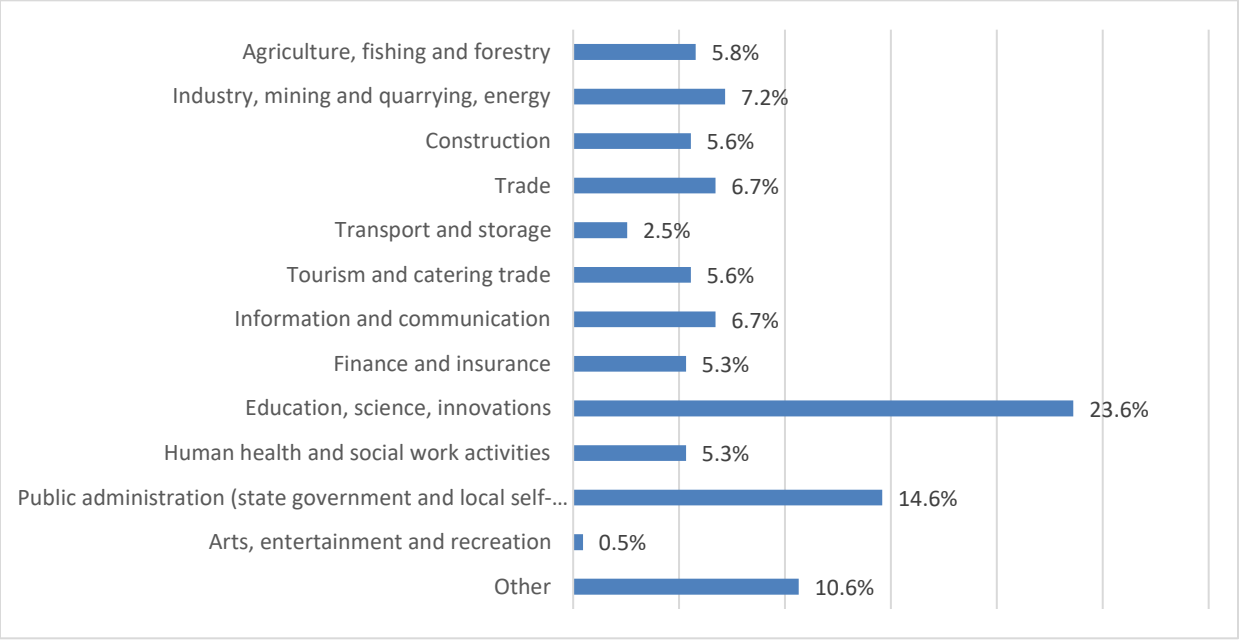
If we look at the distribution of responses by user groups, the greatest number of users belongs to the group of business entities (27.3%), followed by users working in public administration bodies / organizations (23.8%) and local self-government bodies (15.3%).

1.5. Users group



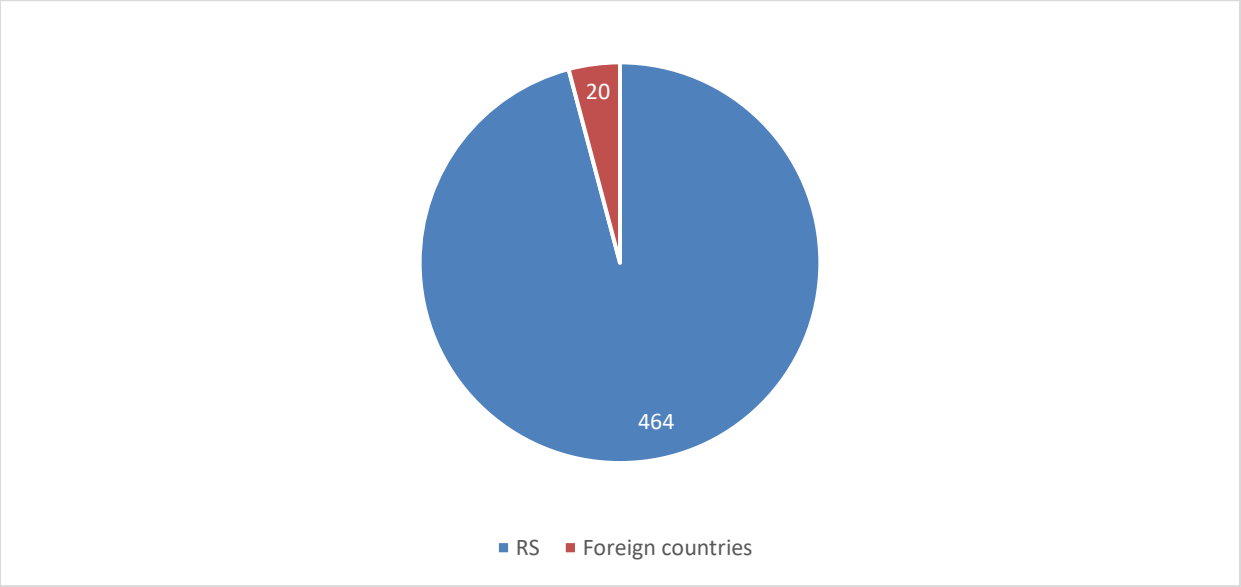
Looking at the users according to the activity in which they work, it can be concluded that the most numerous users are from the sectors of Education, science, innovation (23.6%), Public administration and local self-government (14.6%) and Industry, mining and quarrying, energy (7.2%).

1.6. Activity



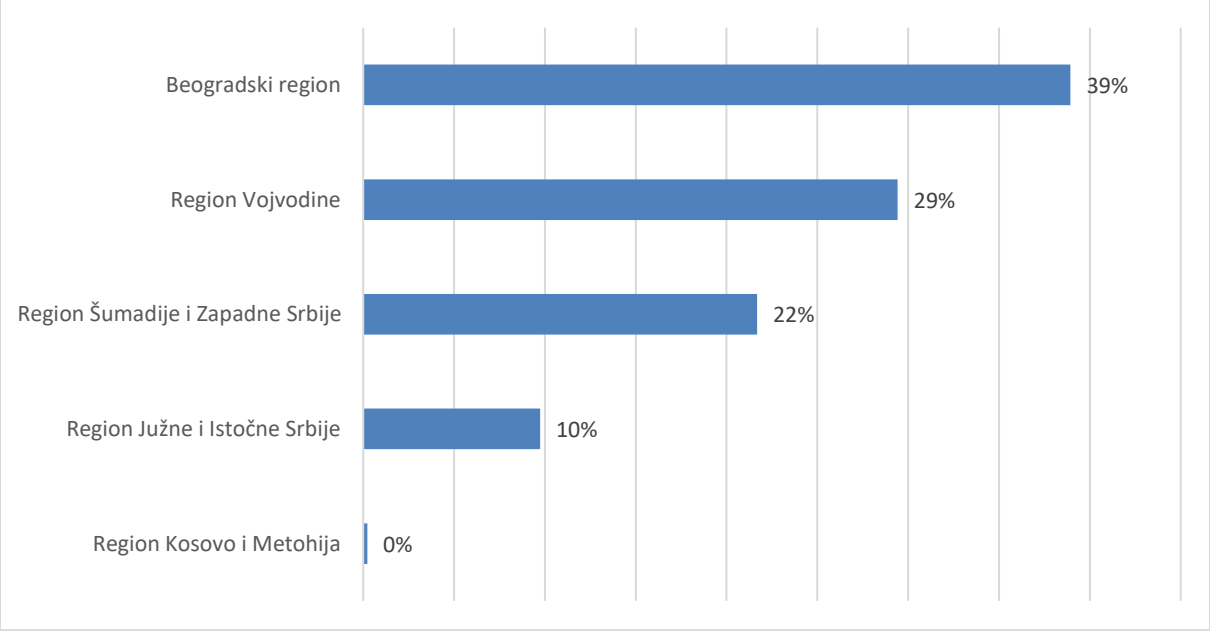
The survey involved 464 users from the Republic of Serbia and 20 users from abroad (three from Greece and Romania, two from Germany and Macedonia and one from Austria, Bulgaria, Belarus, Spain, Croatia, Italy, Japan, China, Korea and Slovakia).

1.7. Country of residence



The largest number of users is from Beogradski region (38.9%), followed by Region Vojvodine (29.4%), Region Sumadije and Zapadne Srbije (21.7%), Region Juzne I Istocne Srbije (9.7%) and Region Kosovo I Metohija (0.2%).

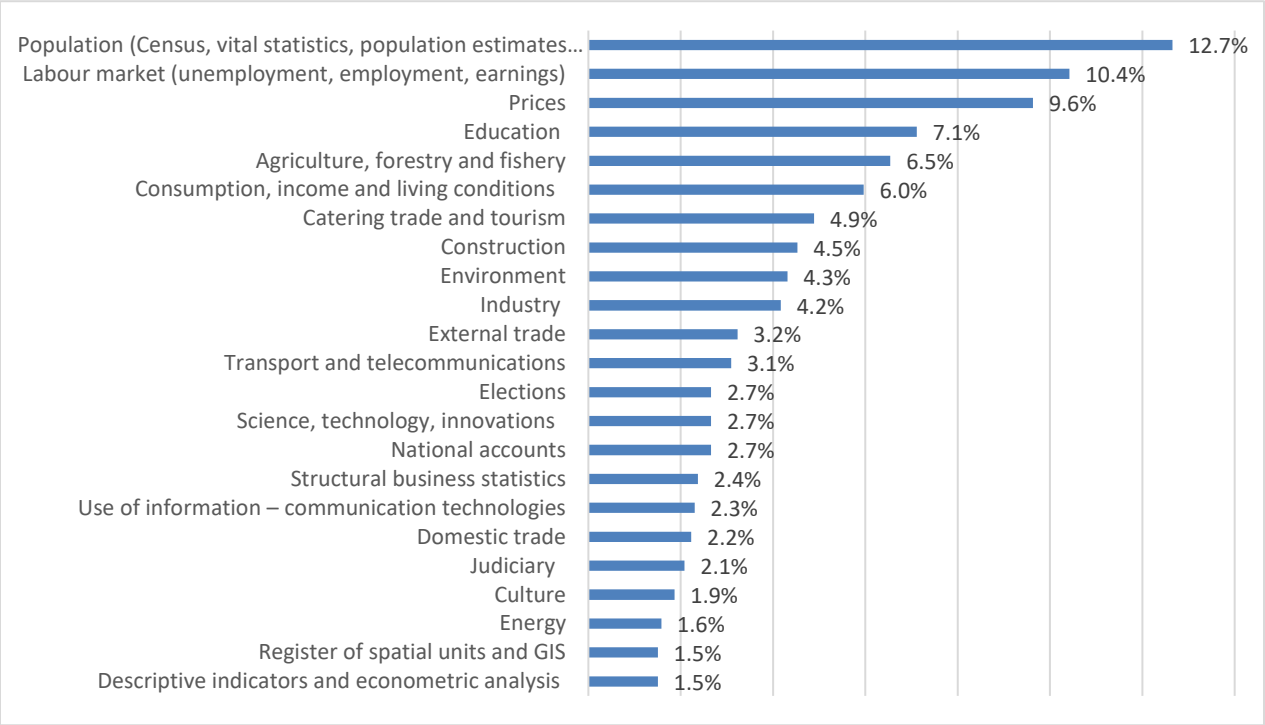
1.8 Users by regions (NUTS2)



2. Data use

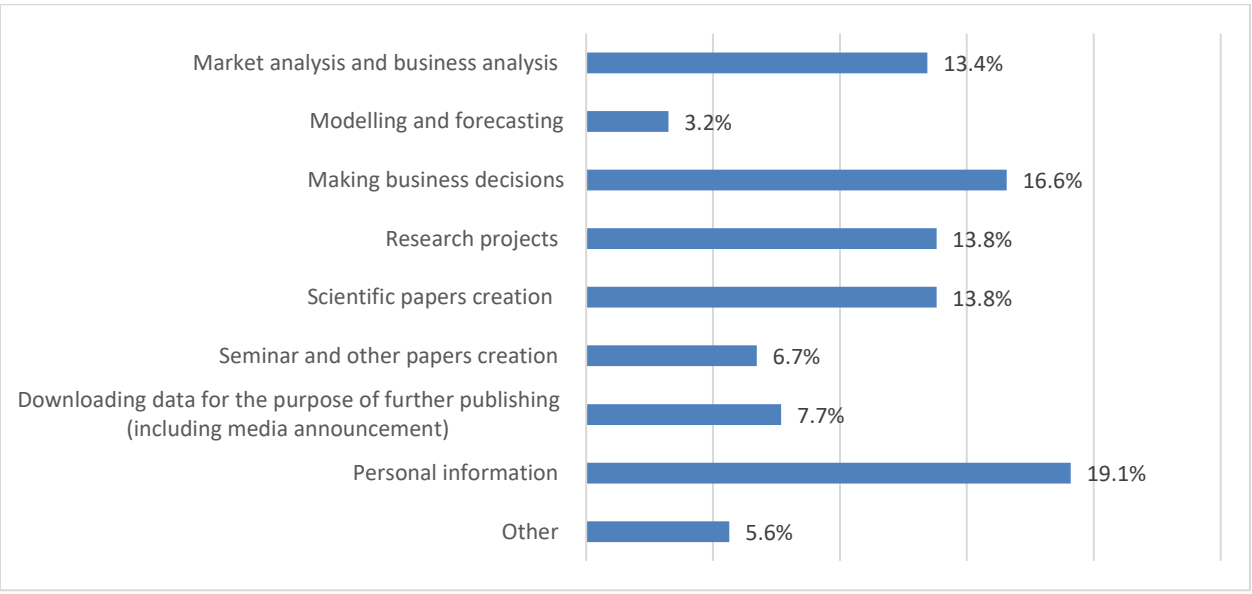
The most used data relate to population statistics (12.7%), labour market statistics (10.4%), price statistics (9.6%), education statistics (7.1%), agriculture, fishing and forestry statistics (6, 5%) and statistics on consumption, income and living conditions (6.0%). Data from these six statistical areas make up more than 50% of the data used.

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



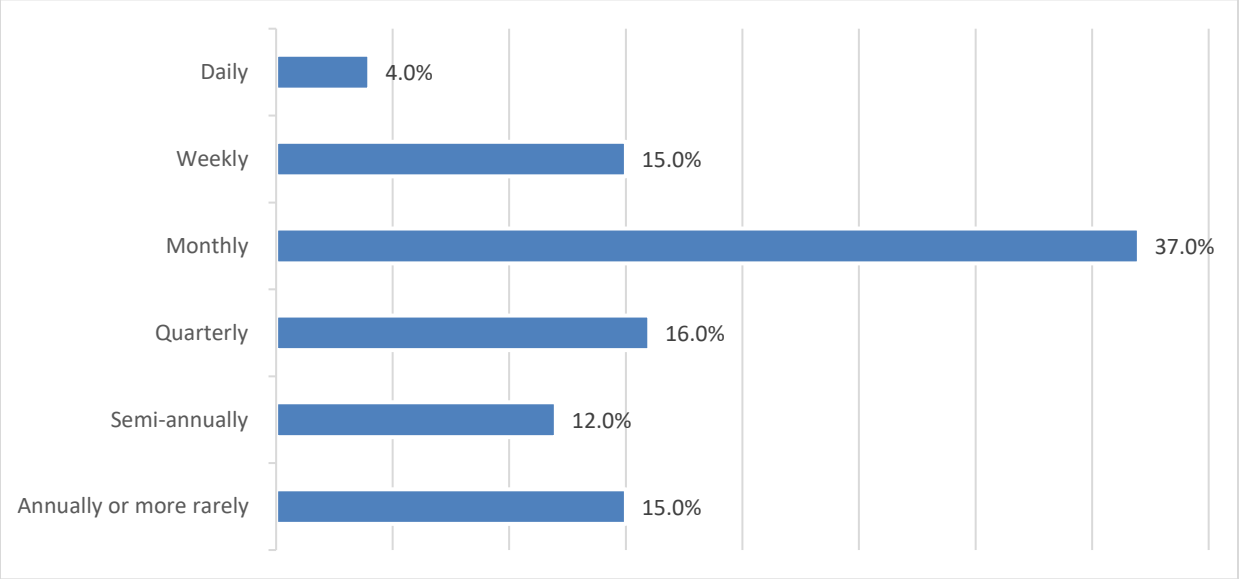
The purpose of using the data is mostly personal information (19.1%), followed by making business decisions (16.6%) and research projects and scientific papers (13.8%, each).

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



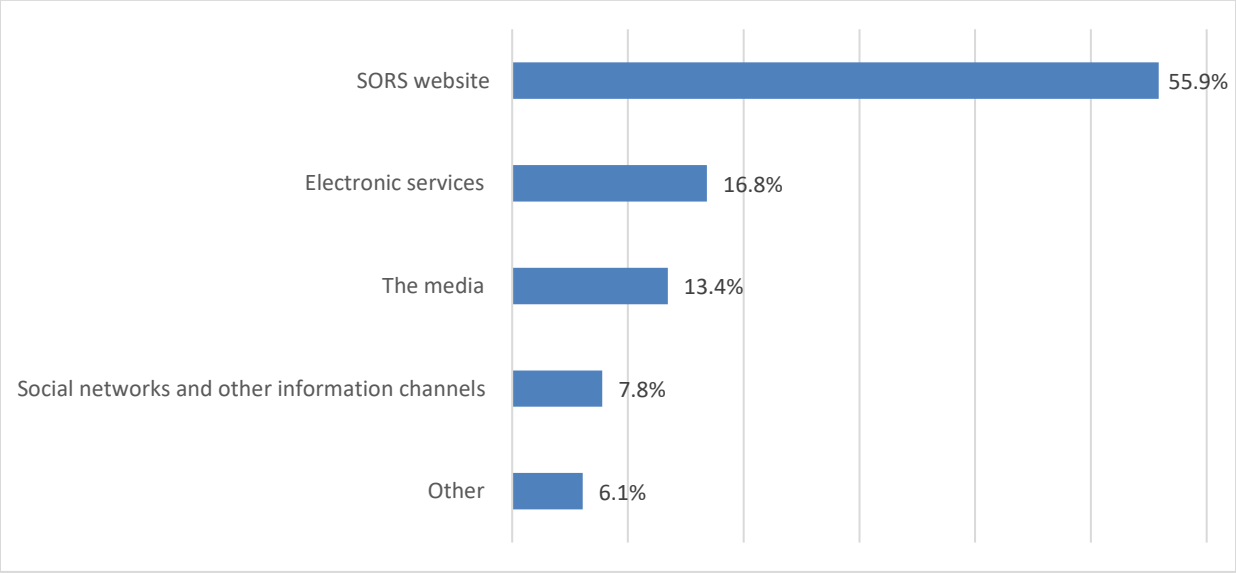
The dynamics of data use is most frequently monthly (37%), 15% of users use data on a weekly basis, while 4% use it on a daily basis, meaning that more than 55% of users need to use the data on a monthly and lower level.

2.3. How often do you use the statistical data?



Most users are informed about the statistical data through SORS website (55.9%), then through electronic services (16.8%), through the media (13.4%), and through social networks and other information channels 7.8% of users.

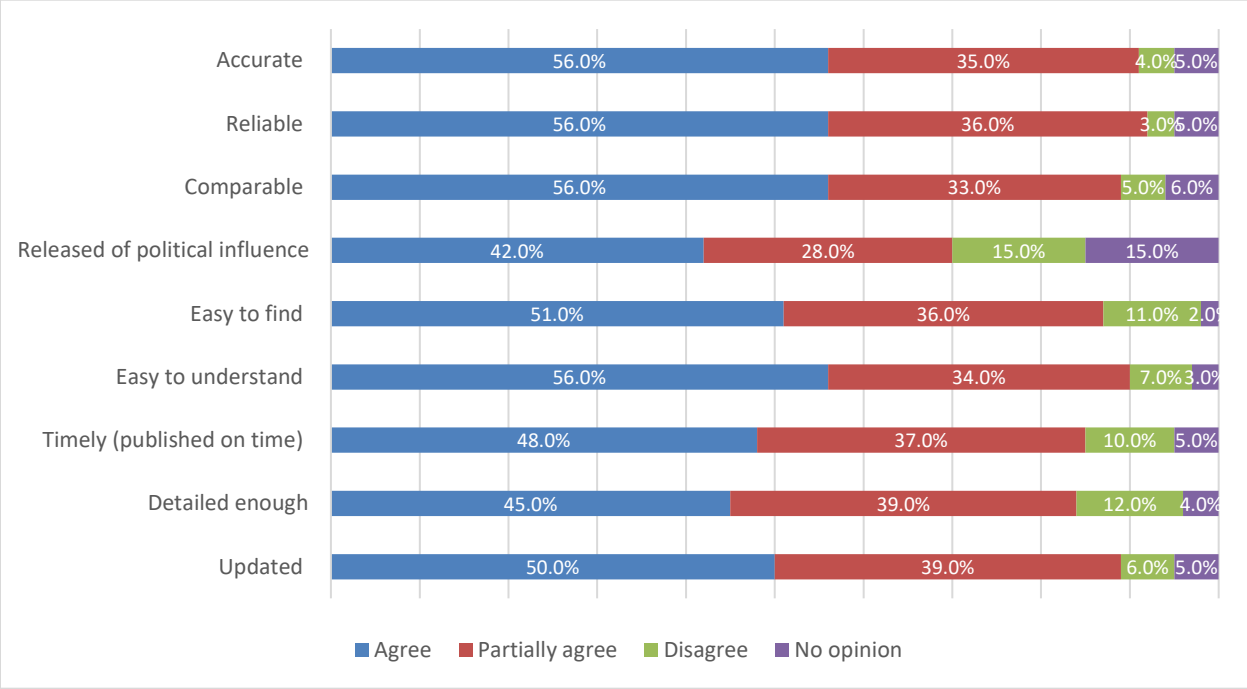
2.4. How do you acquire statistical data the most frequently?



3. Statistical data quality

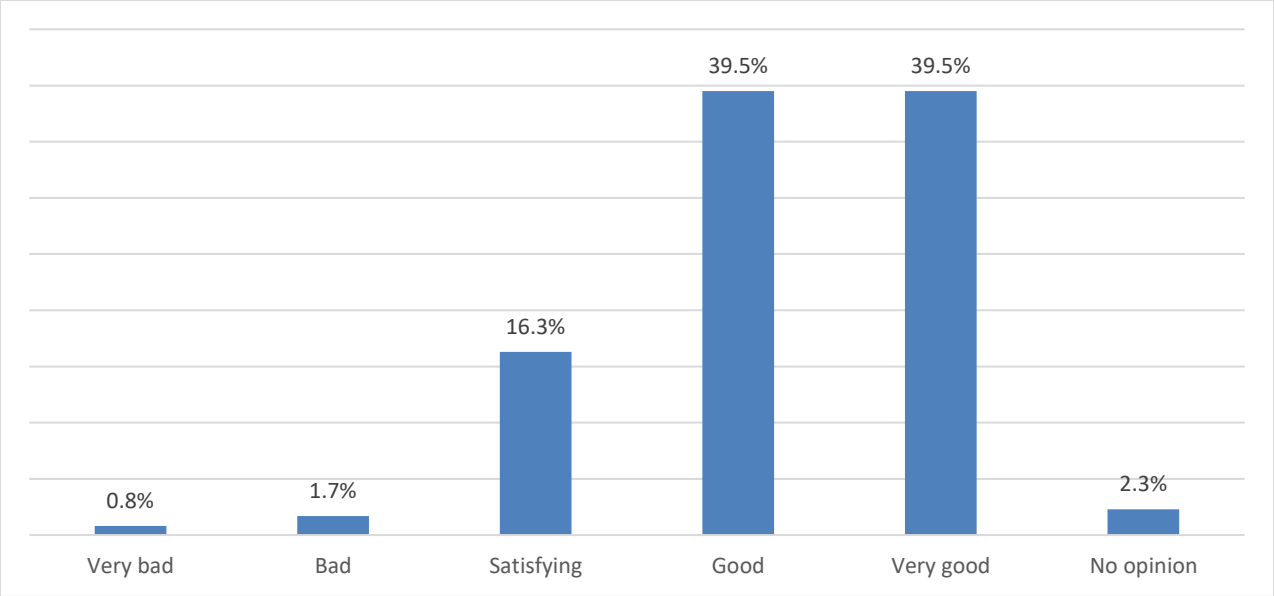
More than 50% of users believe that the statistics produced by SORS are accurate, reliable, comparable, easily accessible, easy to understand and up-to-date, while the percentage of those who agreed on its independence from political influence, timeliness and that it is detailed enough is slightly lower, ranging from 42% to 48%.

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



The overall quality of data provided by SORS was assessed by 79% of users as very good and good, while 16.3% believe that the quality is satisfying. Based on the results, the average score of the overall quality was calculated and it is 4.08.

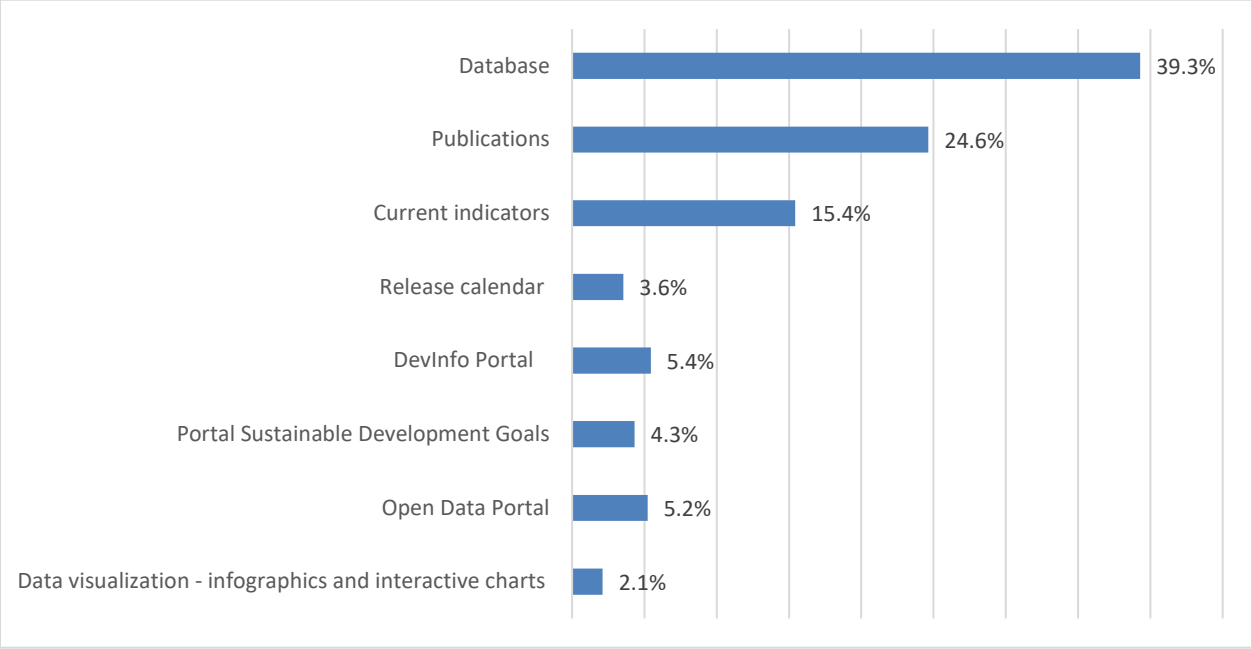
3.2. How do you estimate total quality of statistical data provided by SORS?



4. Dissemination

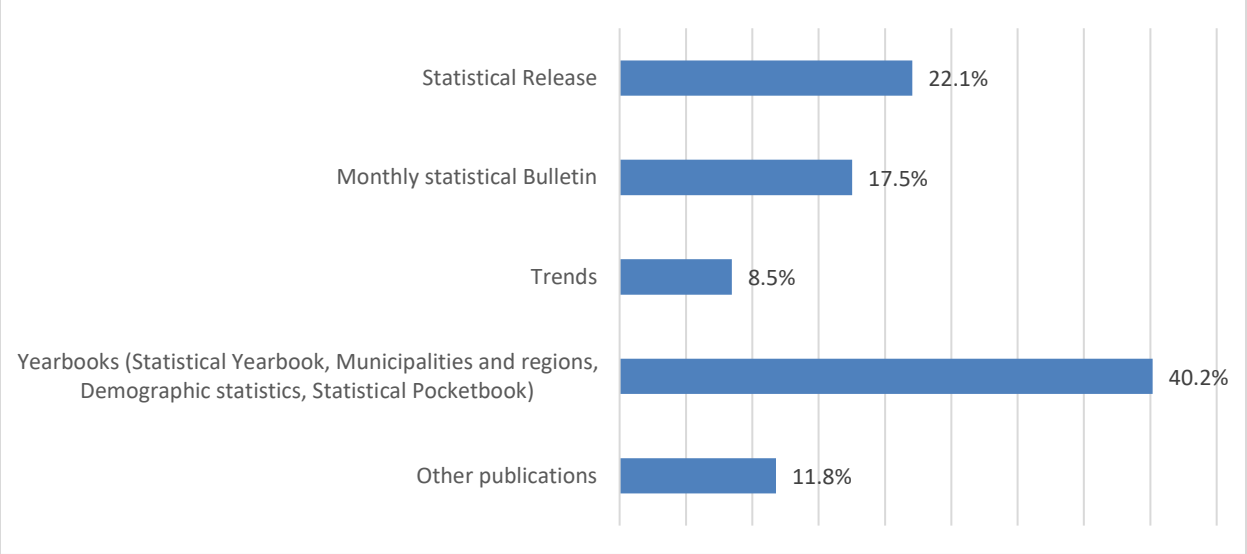
Users mostly use database (39.3%) and publications (24.6%), current indicators are used by 15.4%, all other portals are used by a total of 14.9%, release calendar by 3.6%, and only 2.1 % of users use infographics and interactive charts.

4.1 What type of SORS product do you use most often?



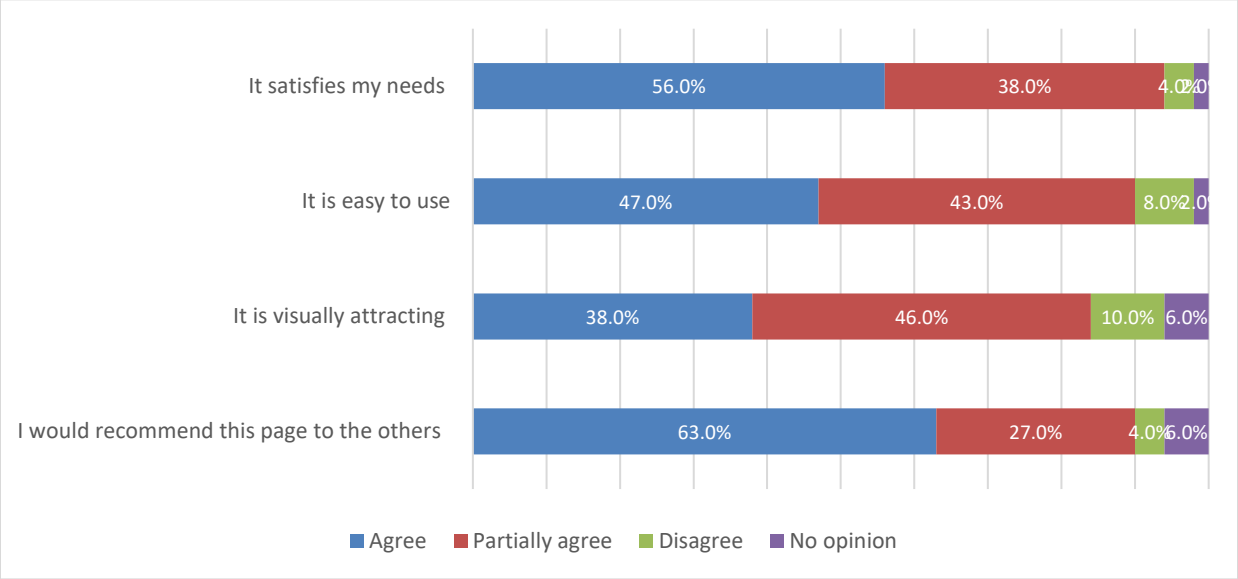
Of the electronic publications issued by SORS, most users, over 40%, use yearbooks (Statistical Yearbook, Municipalities and regions, Statistical Pocketbook and Demographic Statistics), 22.1% use Statistical Releases, Monthly statistical Bulletin 17.5%, and Trends 8.5 % of users, and other publications issued by SORS are used by 11.8% of users.

4.1.1. Use of publications



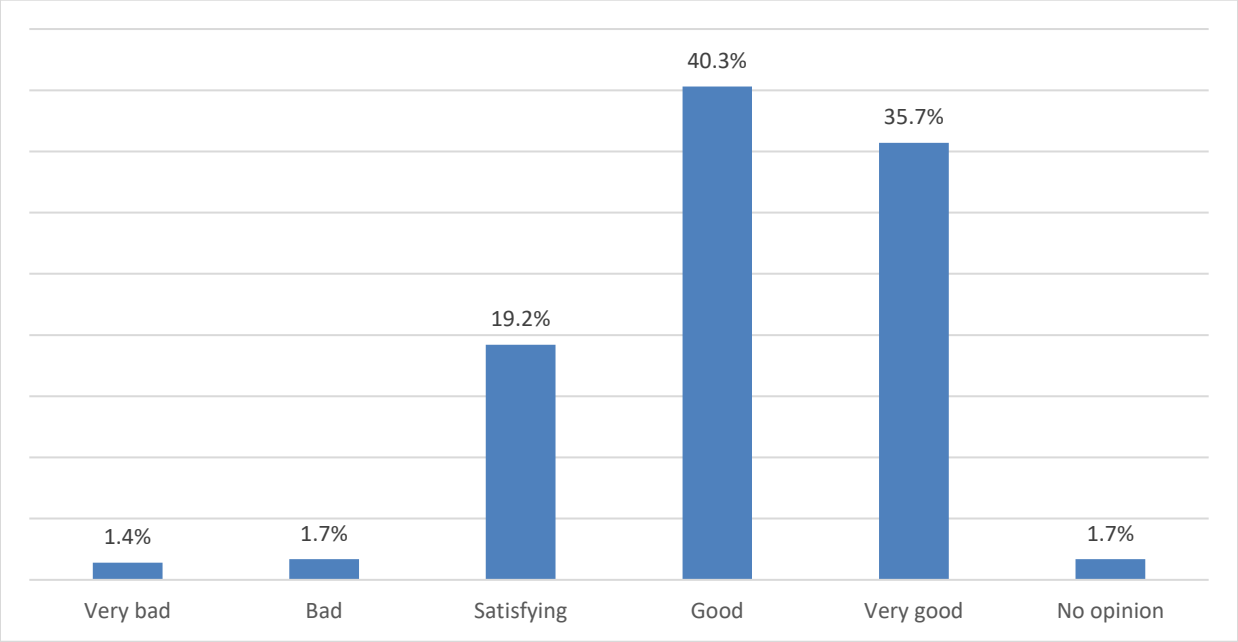
56% of users think that SORS website meets their statistical data needs; slightly less than a half of users think that the website is easy to use (47%), 38% of users think that it is visually attractive, and most users (63%) would recommend the website to others.

4.2. Do you agree or disagree with the following statements regarding SORS website?



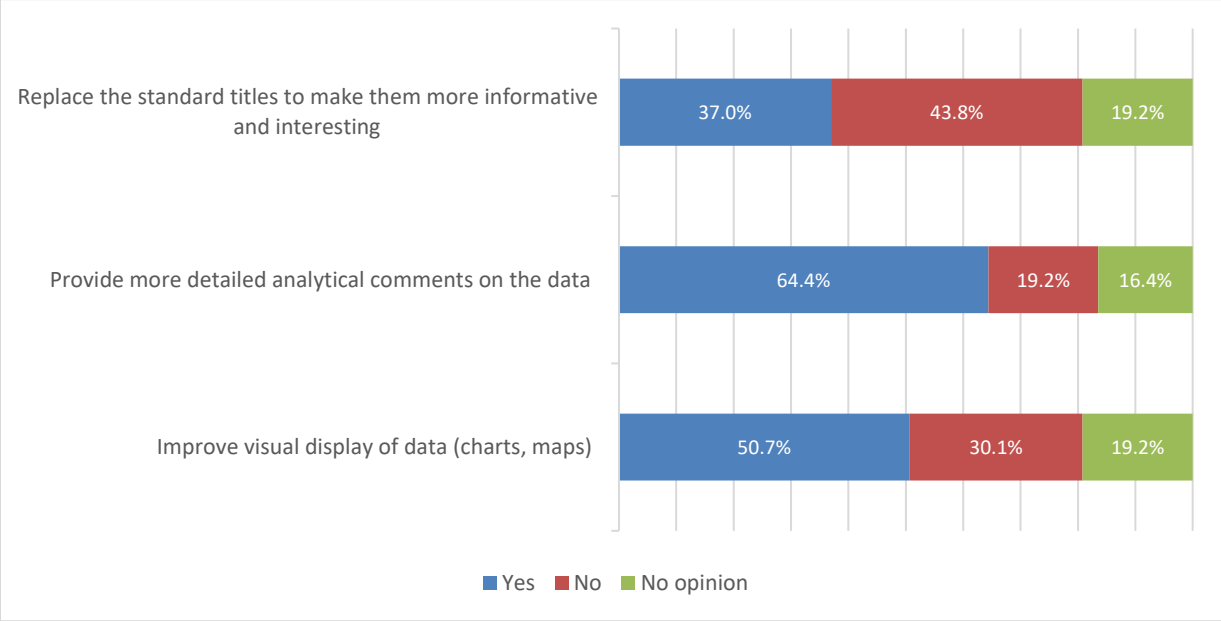
With an average score of 4.02, users rated the entire experience with using SORS website, i.e. 40.3% of users rated their experience with using the website as good, and 35.7% of users rated it very good, 19.2% users reported a satisfying experience with using the website, while slightly more than 3% of users rated their experience as bad or very bad.

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



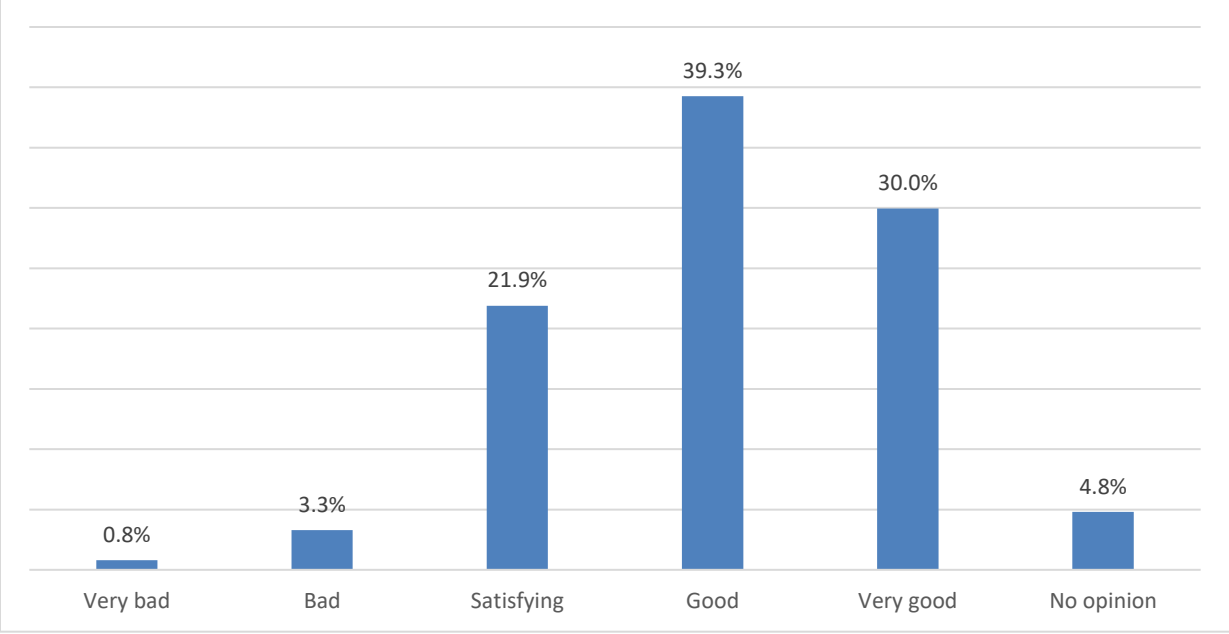
Nearly 44% of users believe that the titles of the statistical releases should not be changed in order to make them more informative and interesting. Even 64.4% of users believe that statistical releases should have more detailed analytical comments, and 50.7% of users believe that visual data presentation should be improved.

4.4. Do you think that SORS in its statistical releases should



Almost 70% of users think that the visualization of data published by SORS is very good or good; almost 22% think that it is satisfying, while 4.1% of users think that the visualization is bad or very bad, and 4.8% of users have no opinion on data visualization. The average grade given by the respondents is 3.80.

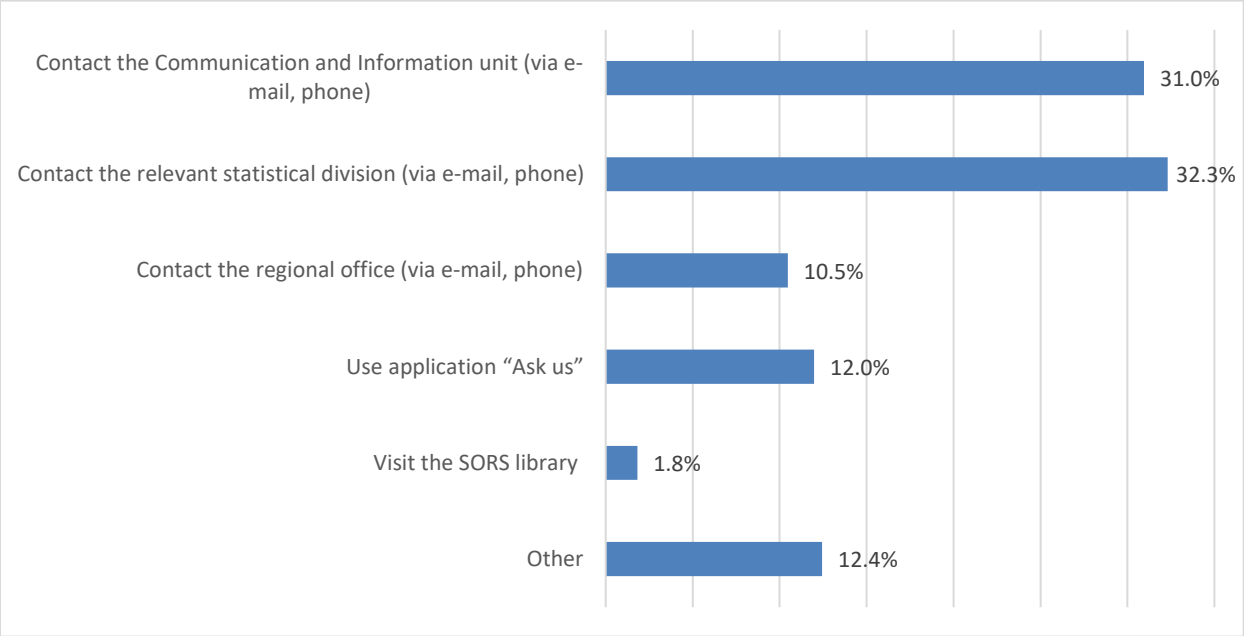
4.5. How do you rate data visualization (infographics and interactive charts) published by SORS



5. Communication with SORS

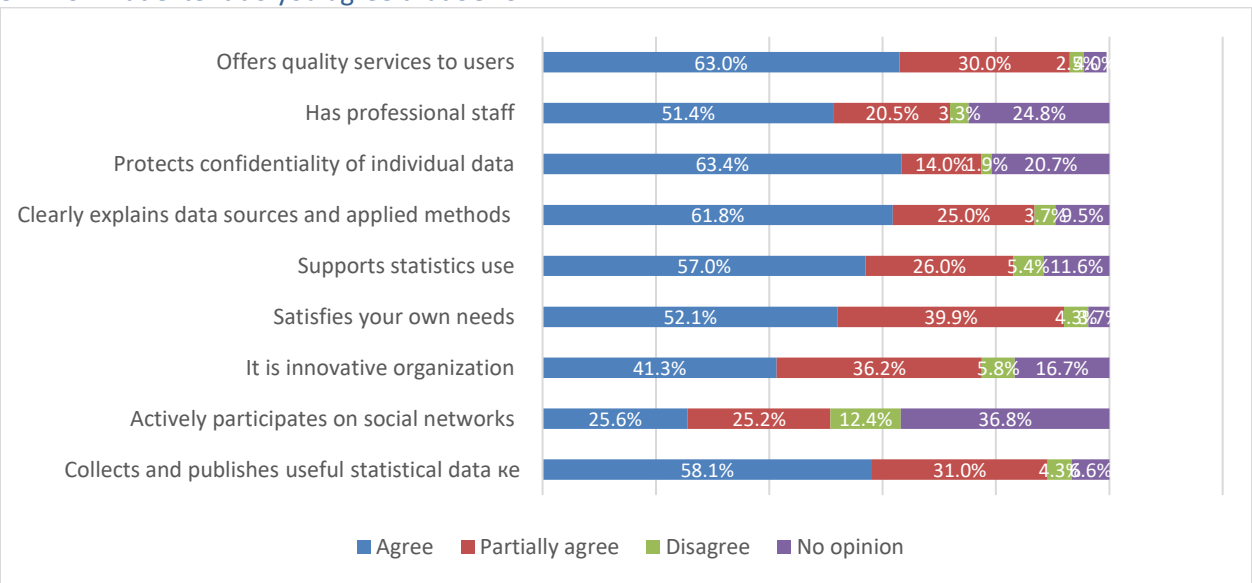
32.3% of users communicate with SORS through the relevant statistical division; 31% of users contact the Communication and Information division, while 10.5% contact the regional departments. 12% of users use the electronic service (application) to submit a request "Ask us".

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



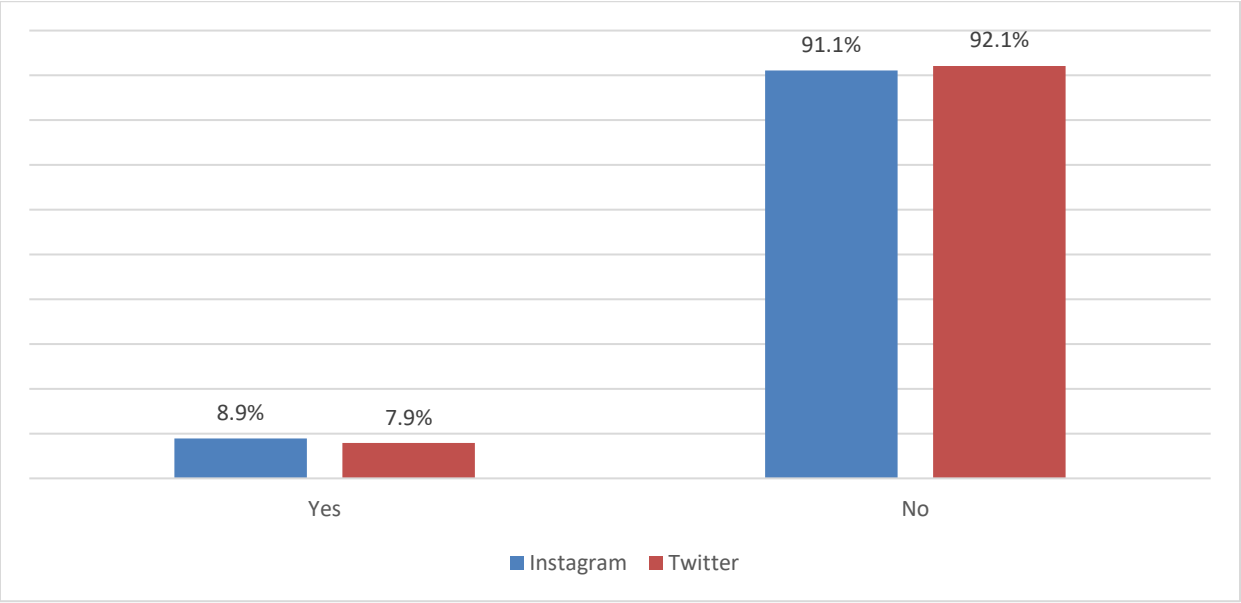
Over 60% of users believe that SORS provides users with quality service, protects individual data confidentiality, and clearly explains the sources and methods used. Over 50% of users believe that SORS employs professional staff, promotes the use of statistics, meets user requirements, and collects and publishes useful statistics. 41% of users are of the opinion that SORS follows modern trends and introduces innovations, and only 21% agree with the view that SORS is actively present on social networks.

5.2. To what extent do you agree that SORS:



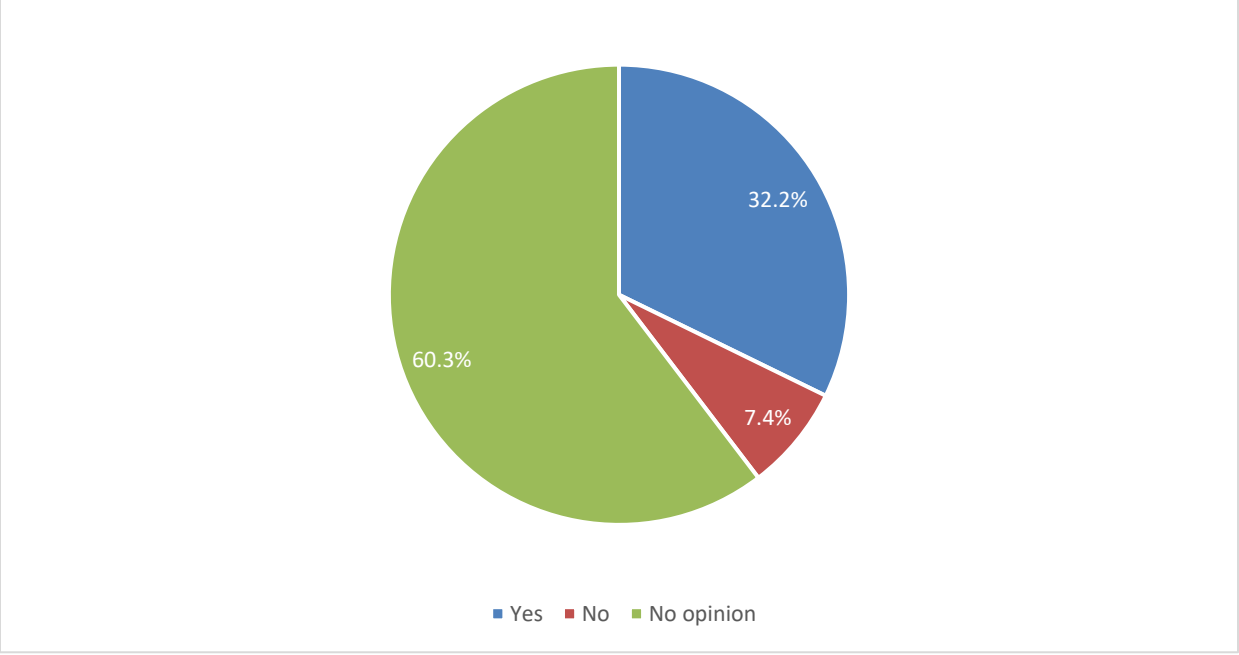
Out of the total number of participants in the Survey, only 7.9%, i.e. 8.9% of users follow SORS on social networks - Twitter and Instagram.

5.3. Do you follow the announcements of SORS on social networks?



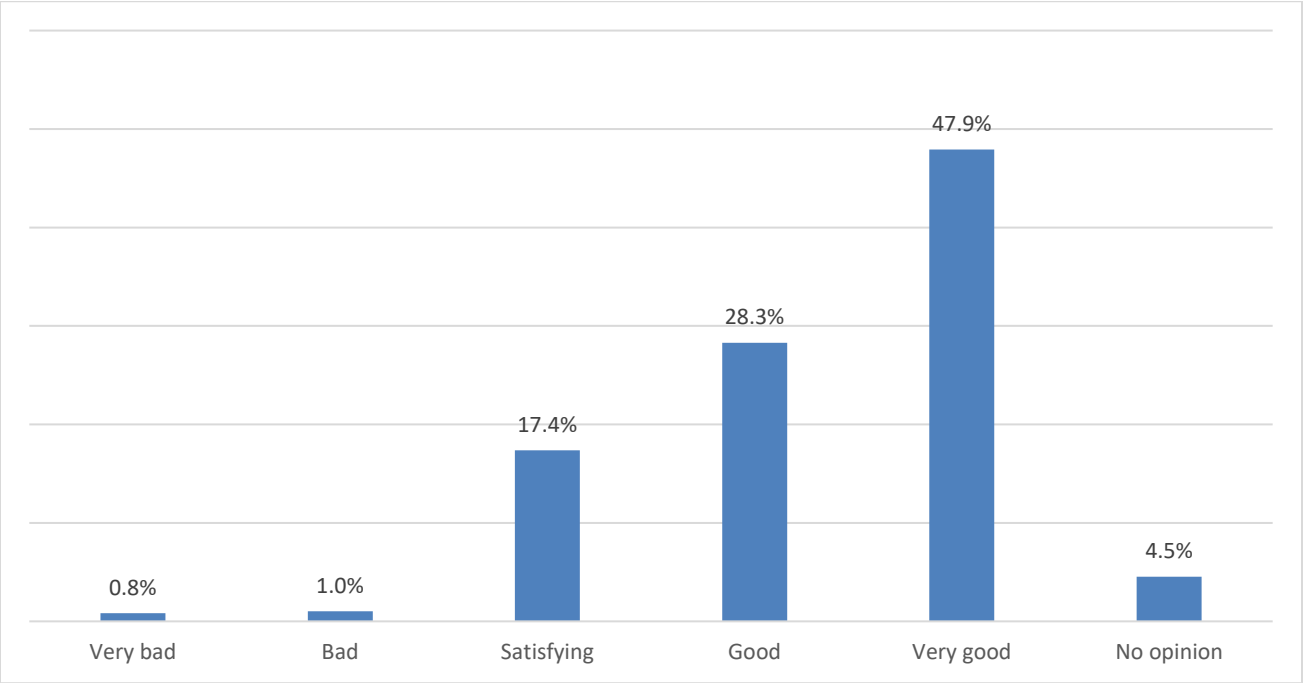
Over 60% of users do not have an opinion on whether SORS should be more active on social networks, 32.2% think it is necessary, and 7.4% think it is not necessary.

5.4. Do you think that SORS should be more active on social networks?



Respondents rated the communication so far with an average score of 4.08, i.e. 47.9% of users think that communication is very good, 28.3% think it is good, while 17.4% rated the level of satisfaction as satisfying.

5.5. How do you estimate the level of satisfaction with the communication so far/up to now?



6. Recommendations of the Survey participants

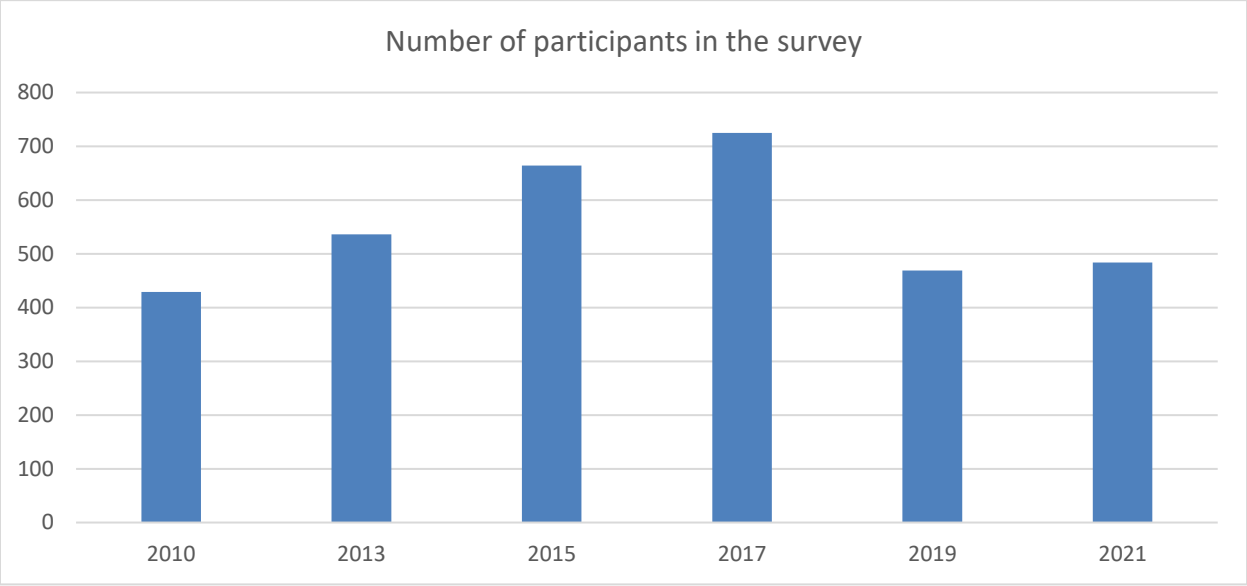
A summary of the improvement proposals was compiled taking into account the quantitative analysis of the answers to the survey questions and the comments that the respondents could give in free form.

- Further improve the statistical data quality, especially in terms of timeliness, detail and impartiality.
- Provide more data at the level of districts, municipalities / cities.
- Redesign the SORS website, making it more modern, efficient and easier to use, easier to navigate.
- Improve search engines and downloads in excel format
- Publish data in statistical releases and in the database at the same time
- Improve the visual display of data
- Provide more detailed analytical comments on the data
- Improve the timeliness of announcing the publications and linking tables from publications to a database
- Work on the promotion of the Sustainable Development Goals portal, the DevInfo portal and the Open Data portal in order to improve visibility
- Be more up-to-date, active and picturesque on social networks and more intensively promote the purpose of existence and the area of work of SORS
- Organize free courses on statistical data production (collection, processing and analysis) and webinars on various topics related to statistics (how to search the data, presentation of research results)

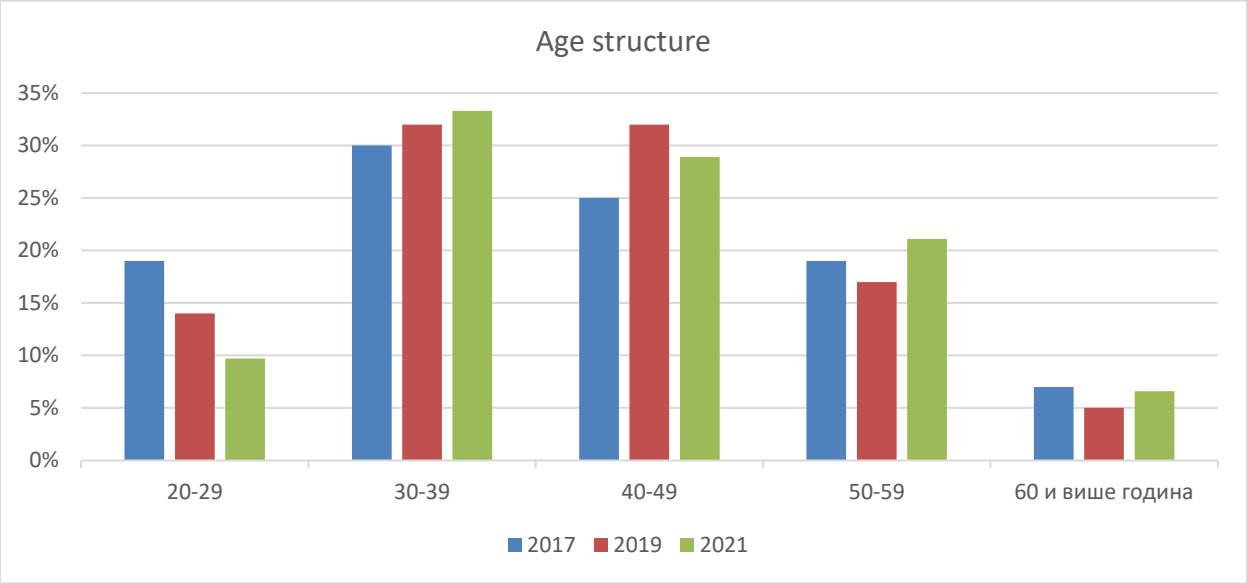
II Comparative review with the previous years' surveys

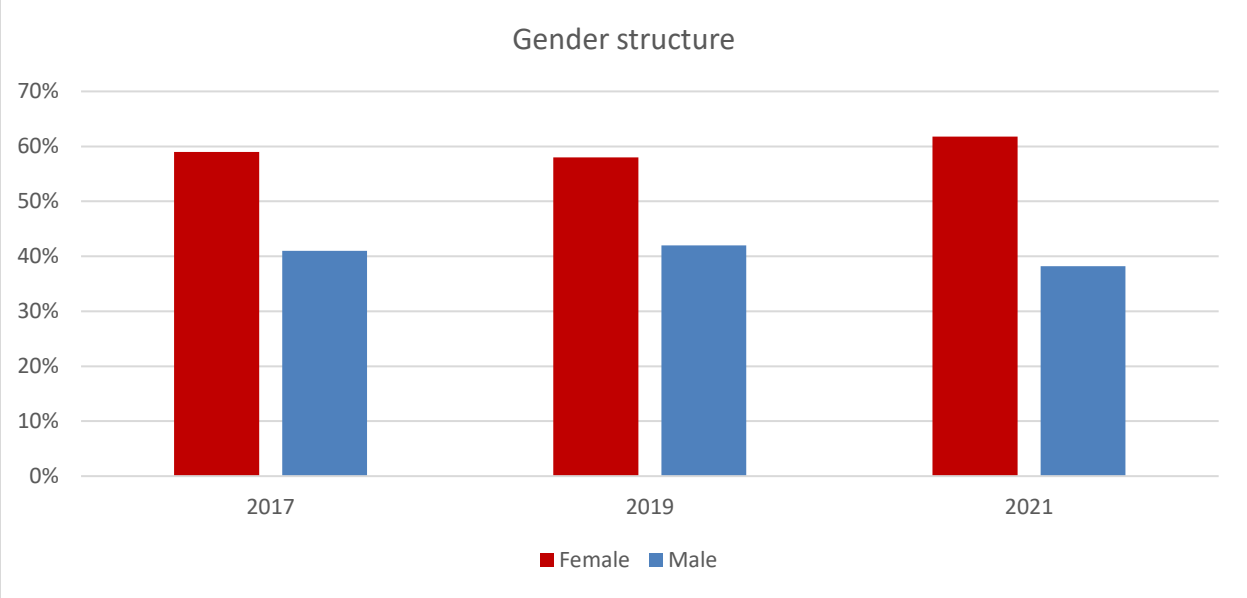
A comparative overview of the survey from 2021 with the data from 2019 and 2017 is given for those questions that remained the same in all three surveys.

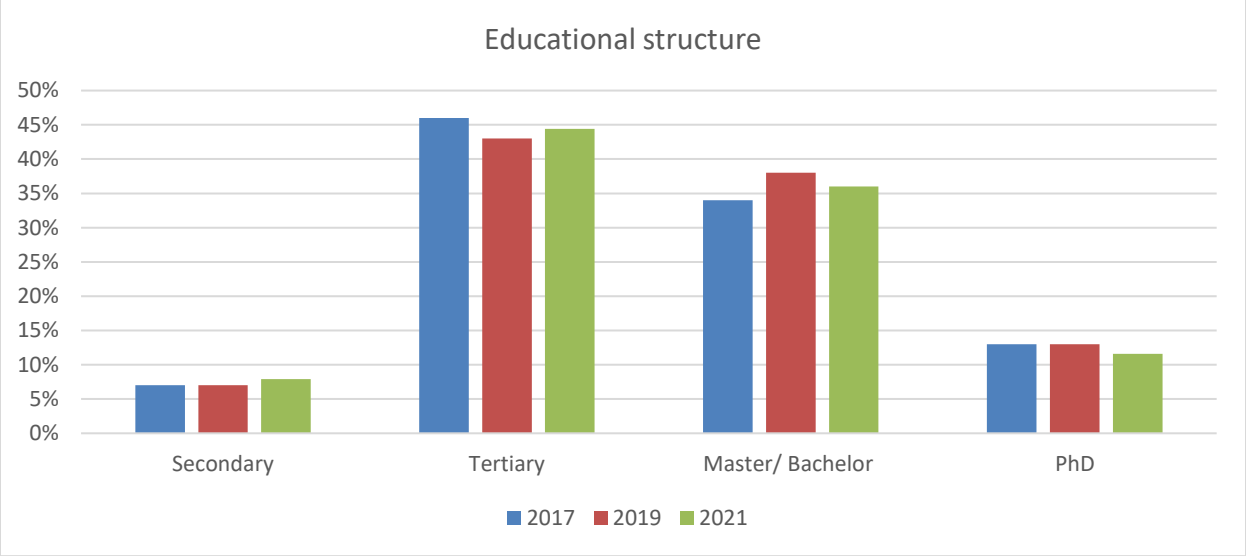
SORS conducted a total of six customer satisfaction surveys. The number of participants in the survey from 2010 to 2017 increased, while in 2019 it decreased by about 30% compared to the previous survey. In the last two surveys, the number of participants is almost identical.

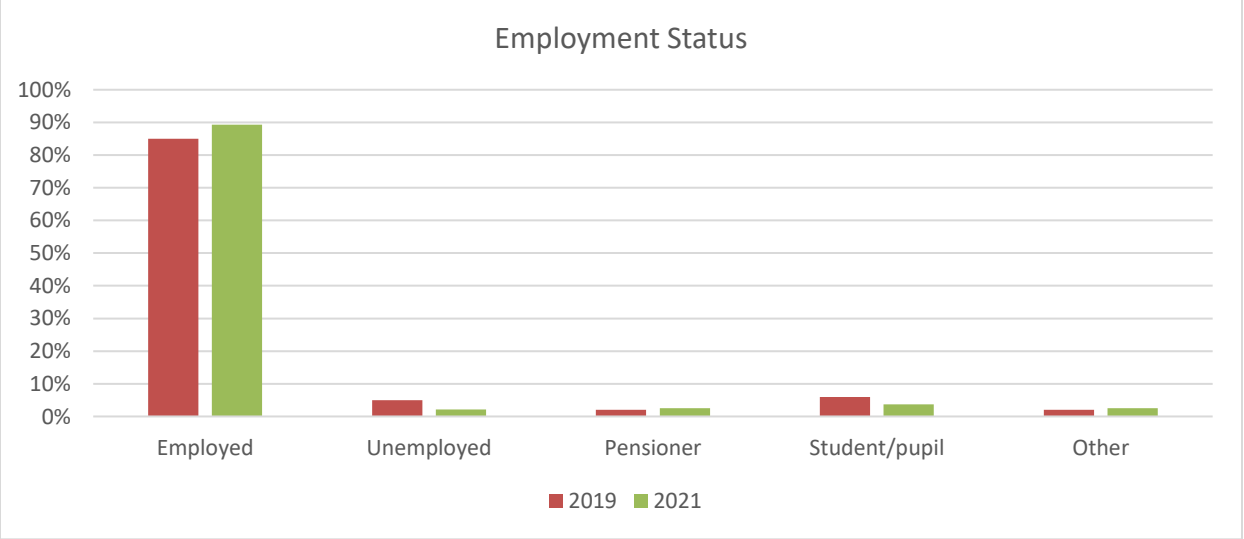


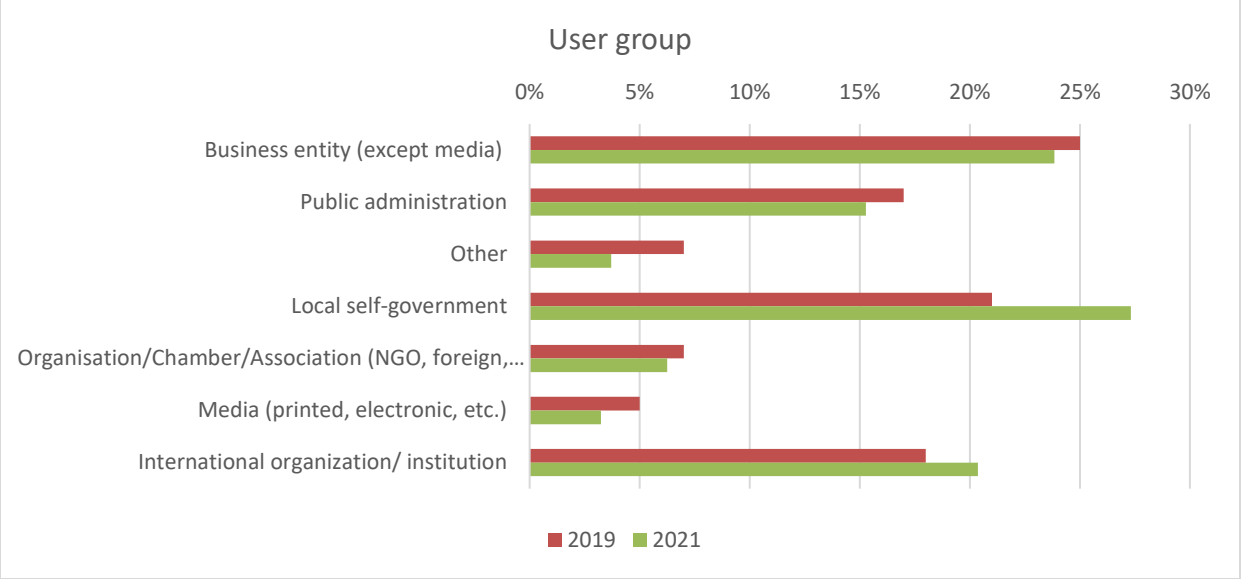
1. Socio-economic structure of survey participants

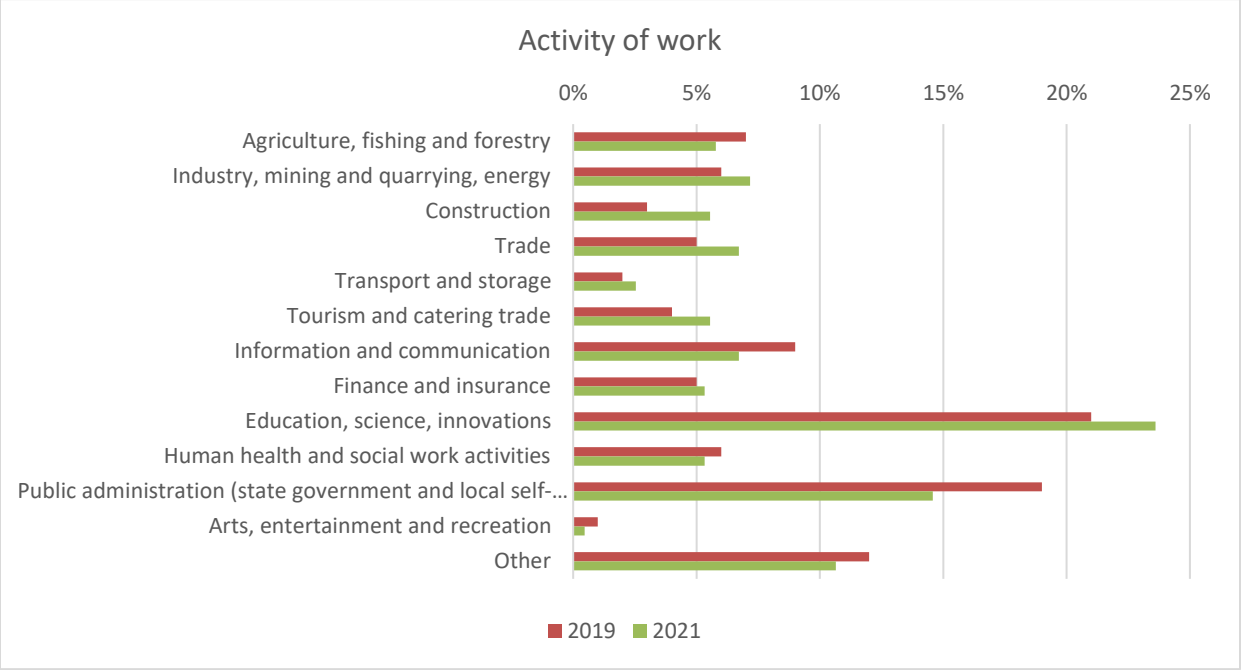



Gender structure
70%
60%
50%
40%
30%
20%
10%
0%
2017
2019
2021
Female
Male

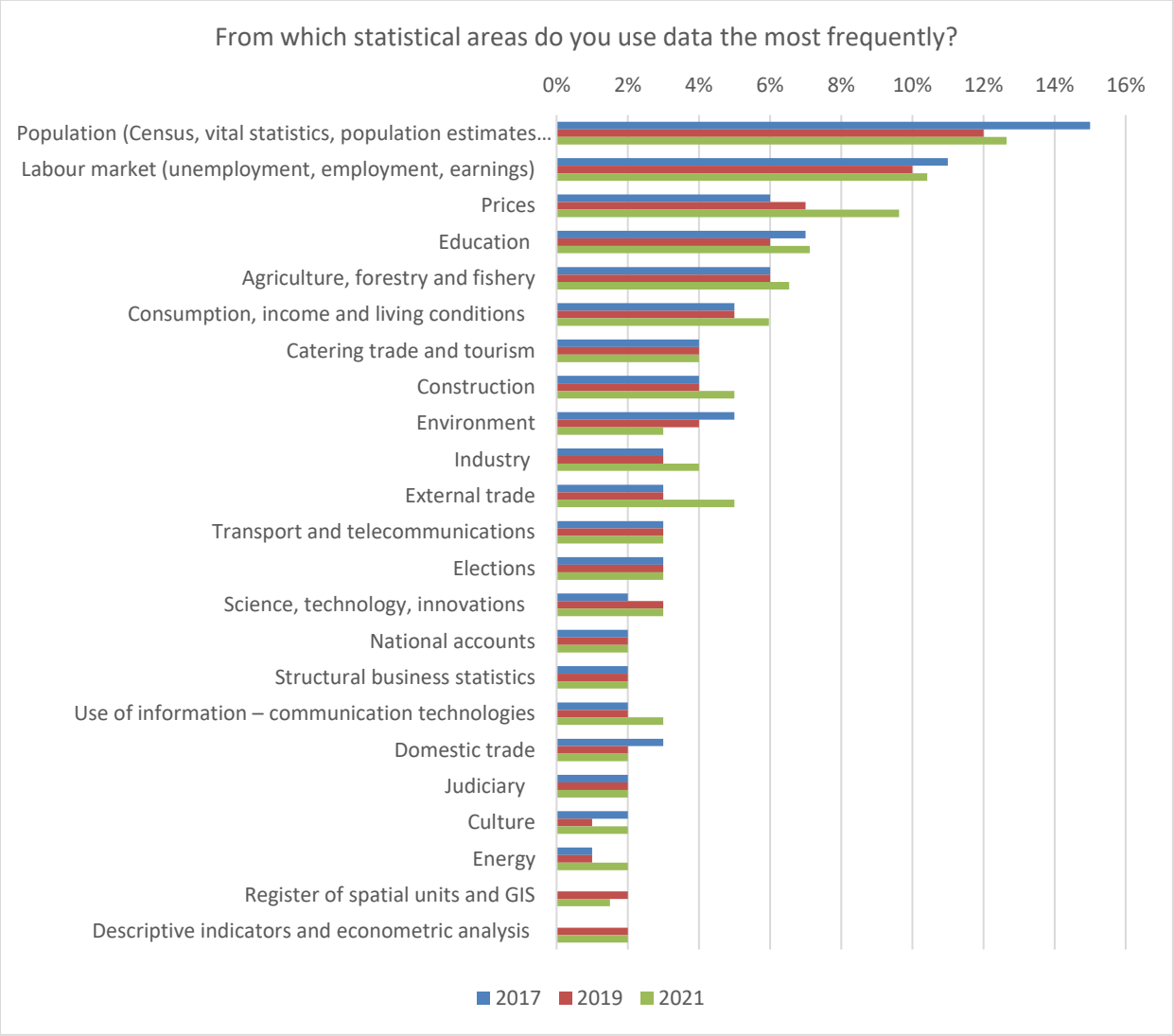

Educational structure
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Secondary
Tertiary
Master/ Bachelor
PhD
2017
2019
2021

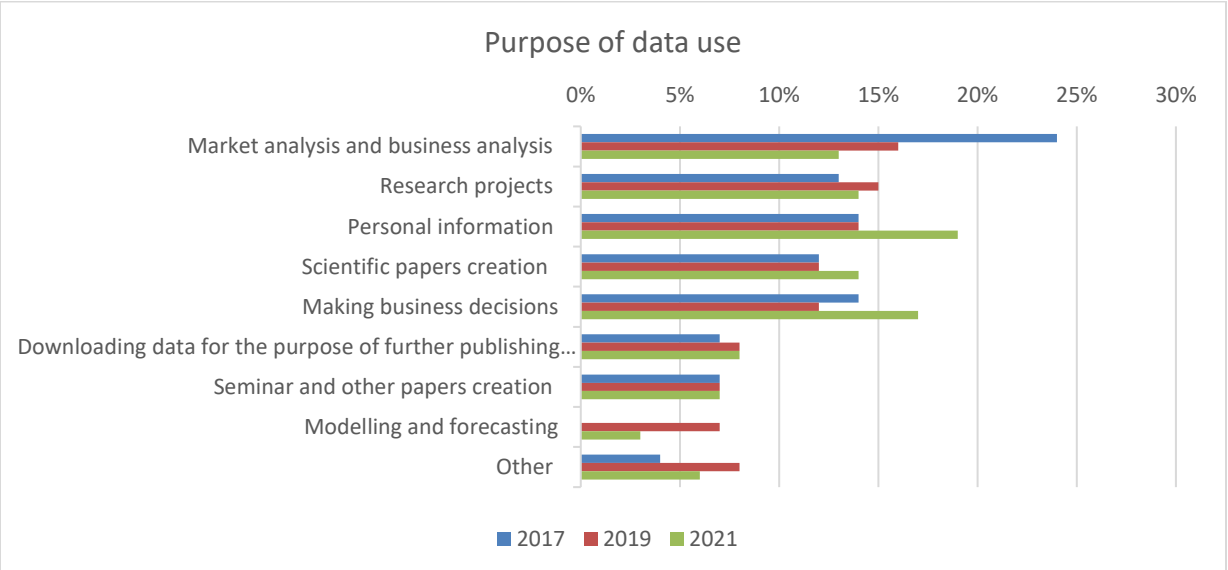

Employment Status
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Employed
Unemployed
Pensioner
Student/pupil
Other
2019
2021

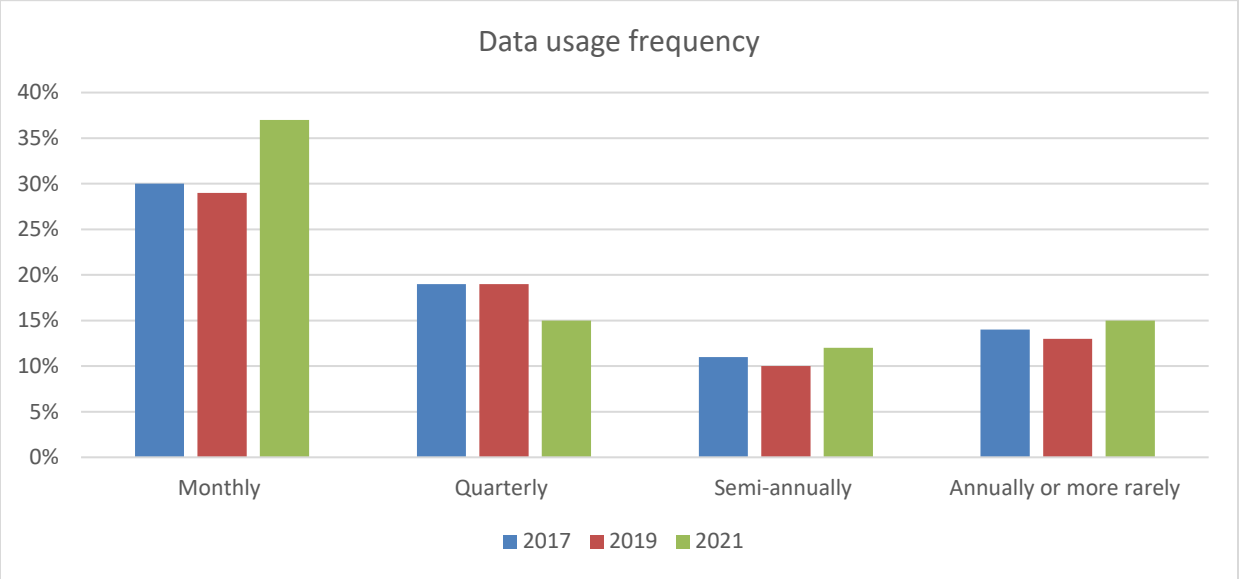

User group
0%
5%
10%
15%
20%
25%
30%
Business entity (except media)
Public administration
Other
Local self-government
Organisation/Chamber/Association (NGO, foreign,...
Media (printed, electronic, etc.)
International organization/ institution
2019
2021

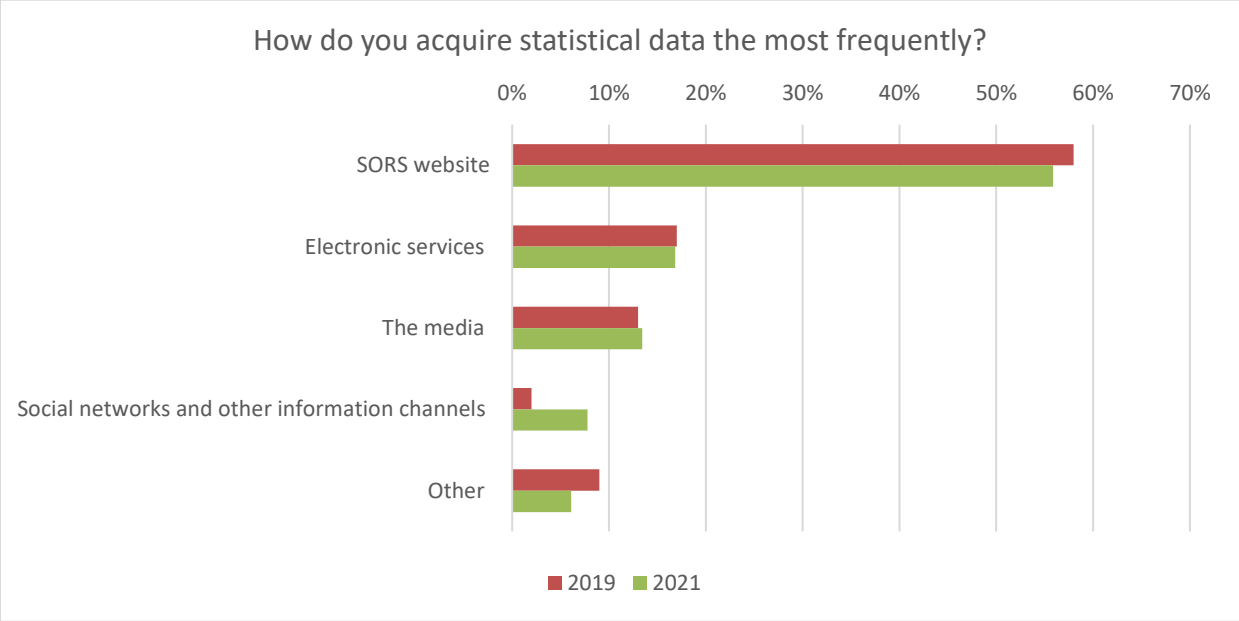

Activity of work
0%
5%
10%
15%
20%
25%
Agriculture, fishing and forestry
Industry, mining and quarrying, energy
Construction
Trade
Transport and storage
Tourism and catering trade
Information and communication
Finance and insurance
Education, science, innovations
Human health and social work activities
Public administration (state government and local self-...
Arts, entertainment and recreation
Other
2019
2021

2. Data use


From which statistical areas do you use data the most frequently?
0%
2%
4%
6%
8%
10%
12%
14%
16%
Population (Census, vital statistics, population estimates...
Labour market (unemployment, employment, earnings)
Prices
Education
Agriculture, forestry and fishery
Consumption, income and living conditions
Catering trade and tourism
Construction
Environment
Industry
External trade
Transport and telecommunications
Elections
Science, technology, innovations
National accounts
Structural business statistics
Use of information – communication technologies
Domestic trade
Judiciary
Culture
Energy
Register of spatial units and GIS
Descriptive indicators and econometric analysis
2017
2019
2021

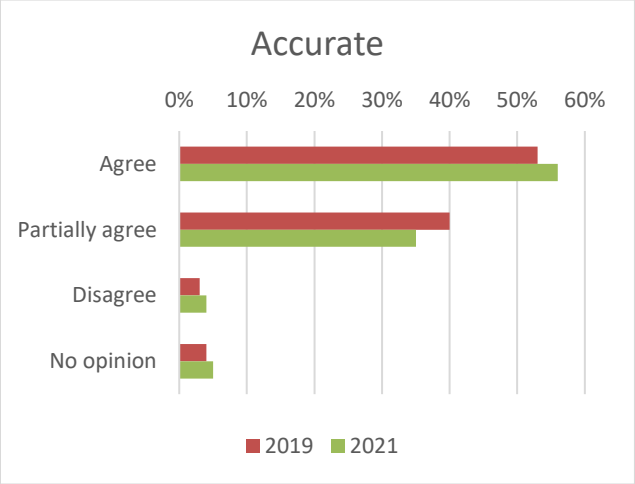

Purpose of data use
0%
5%
10%
15%
20%
25%
30%
Market analysis and business analysis
Research projects
Personal information
Scientific papers creation
Making business decisions
Downloading data for the purpose of further publishing...
Seminar and other papers creation
Modelling and forecasting
Other
2017
2019
2021

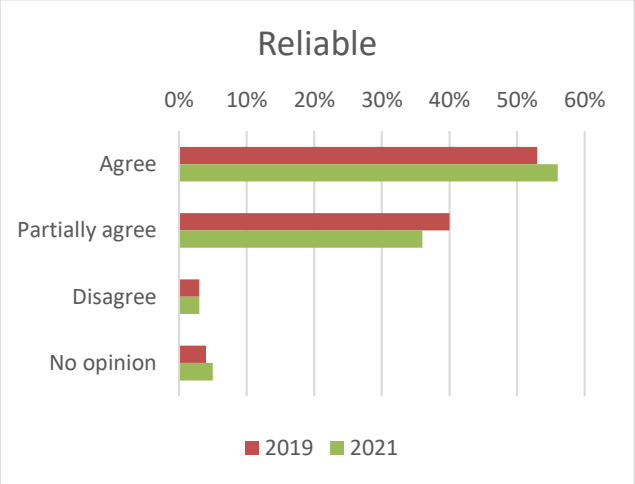

Data usage frequency
40%
35%
30%
25%
20%
15%
10%
5%
0%
Monthly
Quarterly
Semi-annually
Annually or more rarely
2017
2019
2021

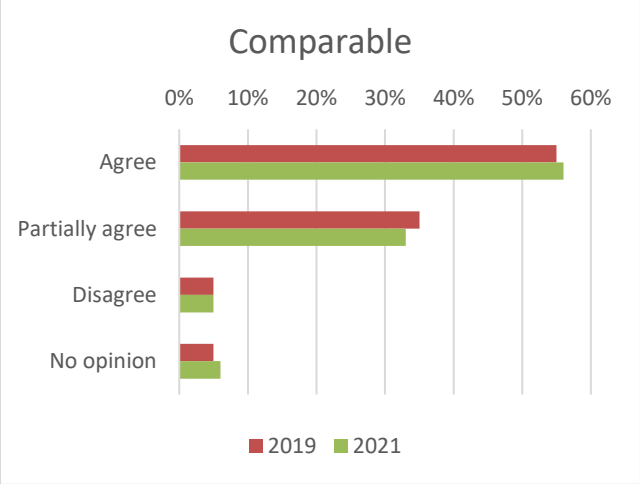

How do you acquire statistical data the most frequently?
0%
10%
20%
30%
40%
50%
60%
70%
SORS website
Electronic services
The media
Social networks and other information channels
Other
2019
2021

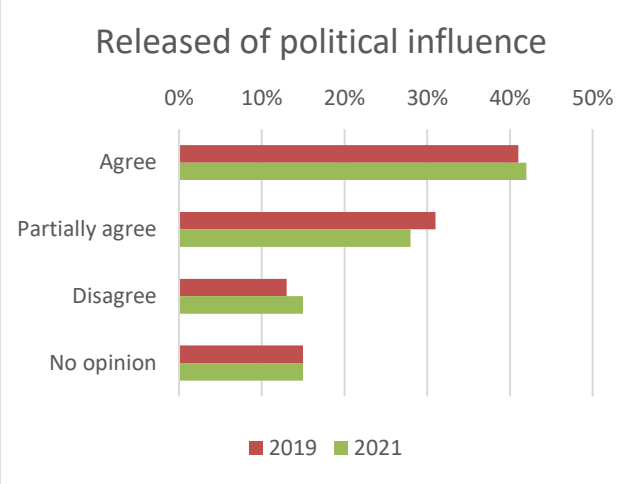
3. Statistical data quality

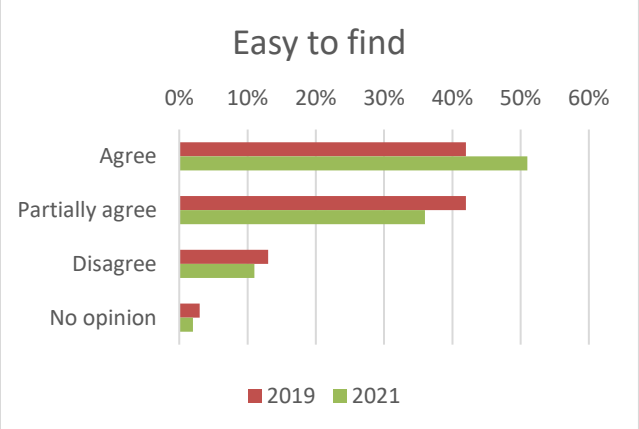
To what extent do you agree that the statistics produced by SORS are

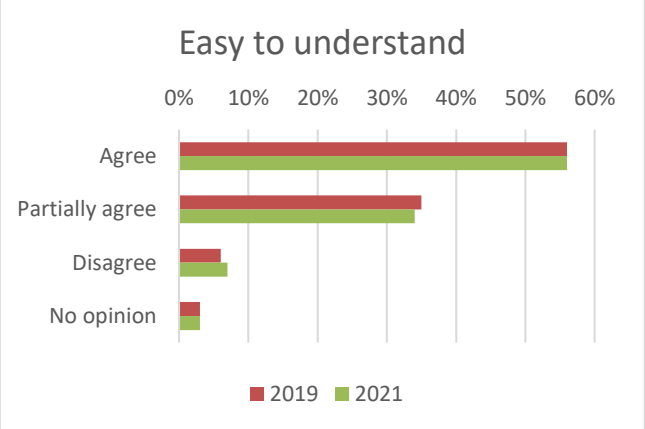


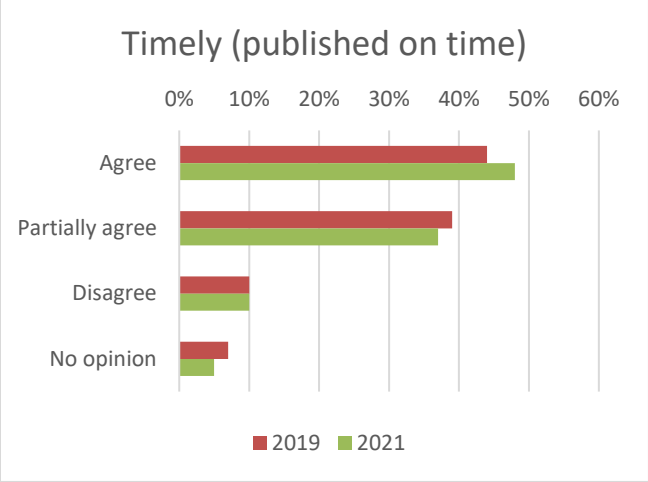


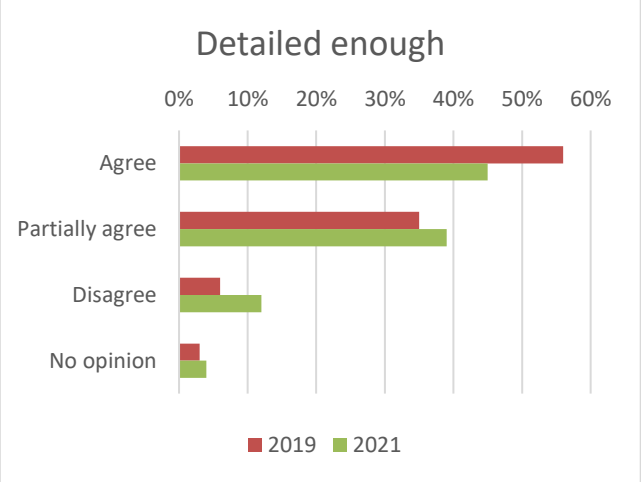


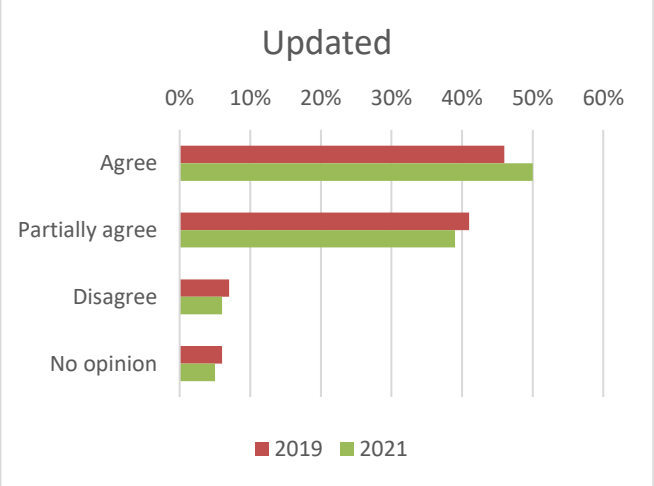


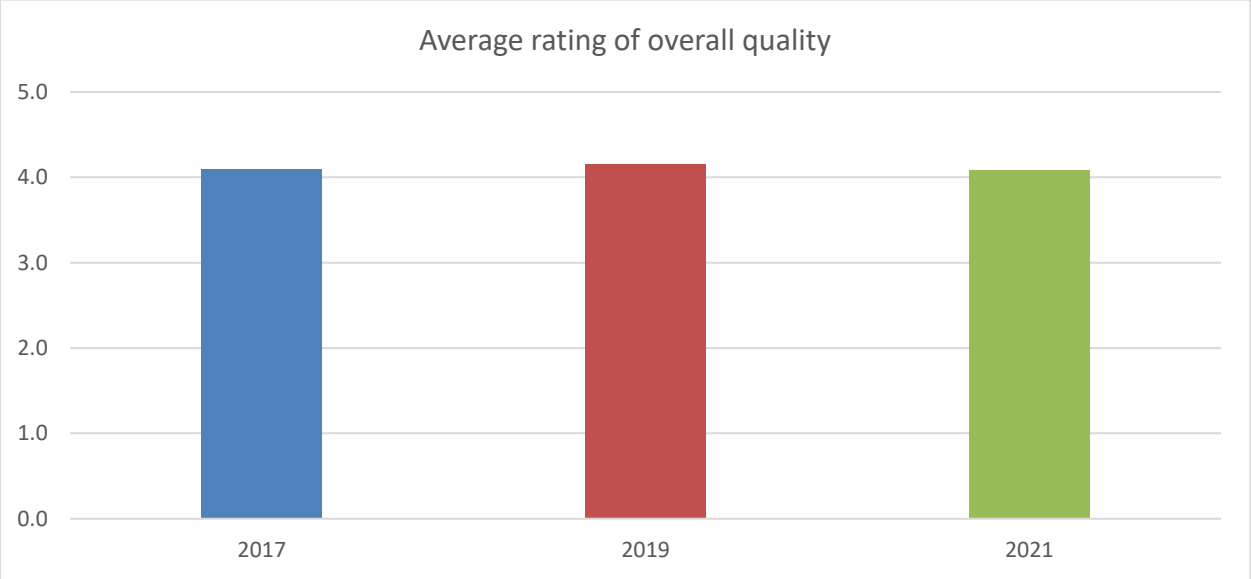


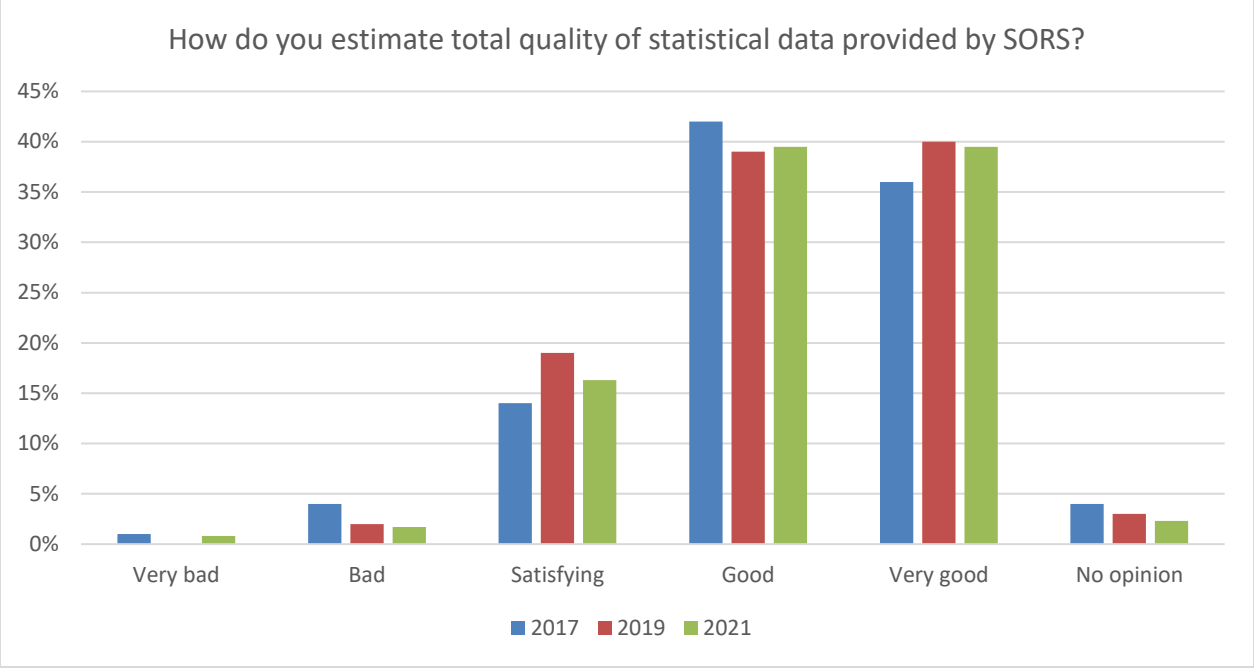



Timely (published on time)
0%
10%
20%
30%
40%
50%
60%
Agree
Partially agree
Disagree
No opinion
2019
2021

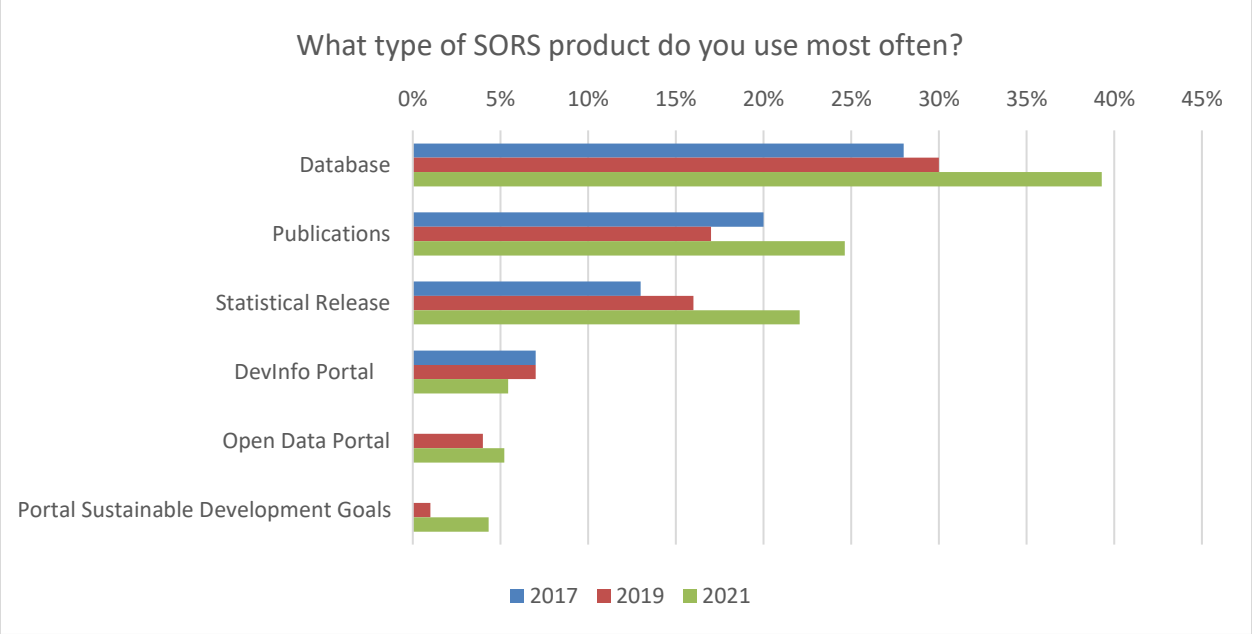

Detailed enough
0%
10%
20%
30%
40%
50%
60%
Agree
Partially agree
Disagree
No opinion
2019
2021


Updated
0%
10%
20%
30%
40%
50%
60%
Agree
Partially agree
Disagree
No opinion
2019
2021

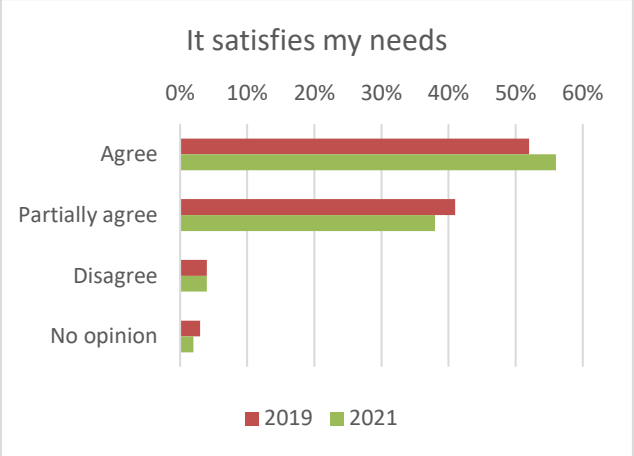

Average rating of overall quality
5.0
4.0
3.0
2.0
1.0
0.0
2017
2019
2021

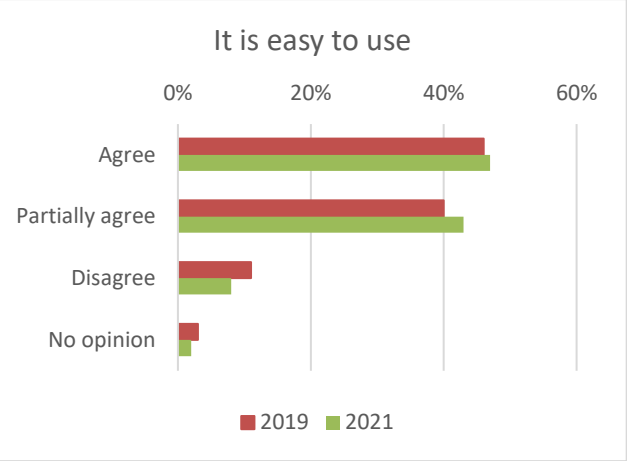


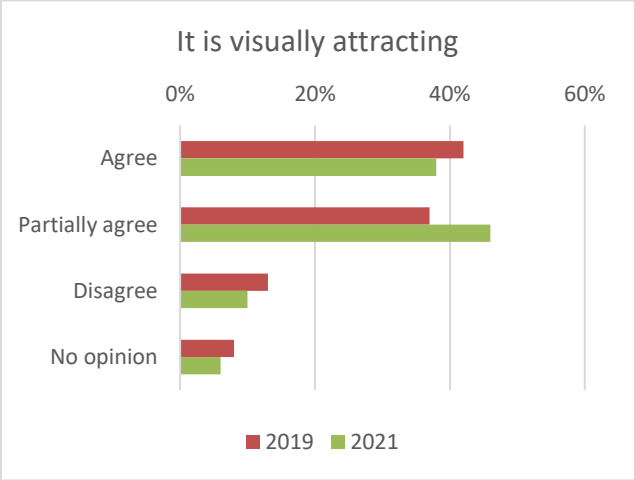
4. Dissemination

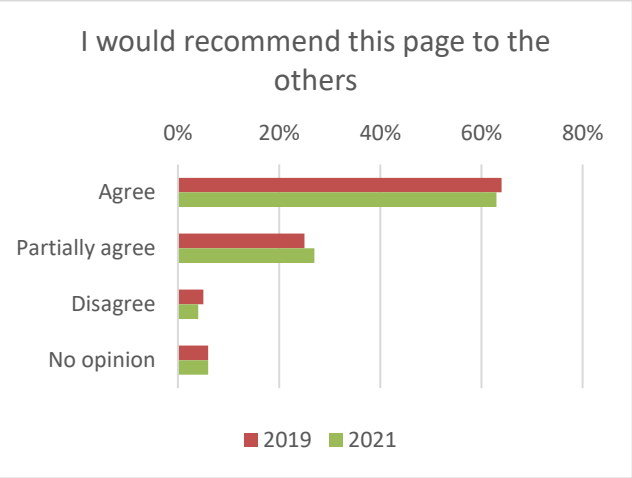


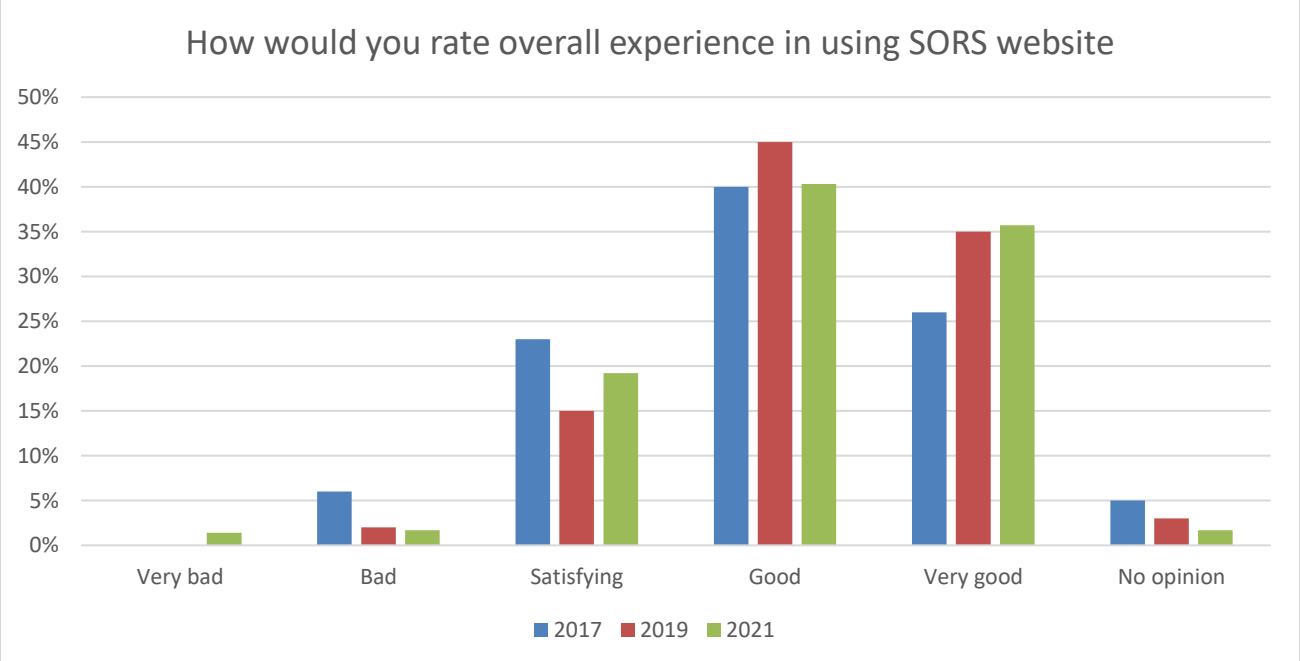
To what extent do you agree or disagree with the following statements about SORS website?



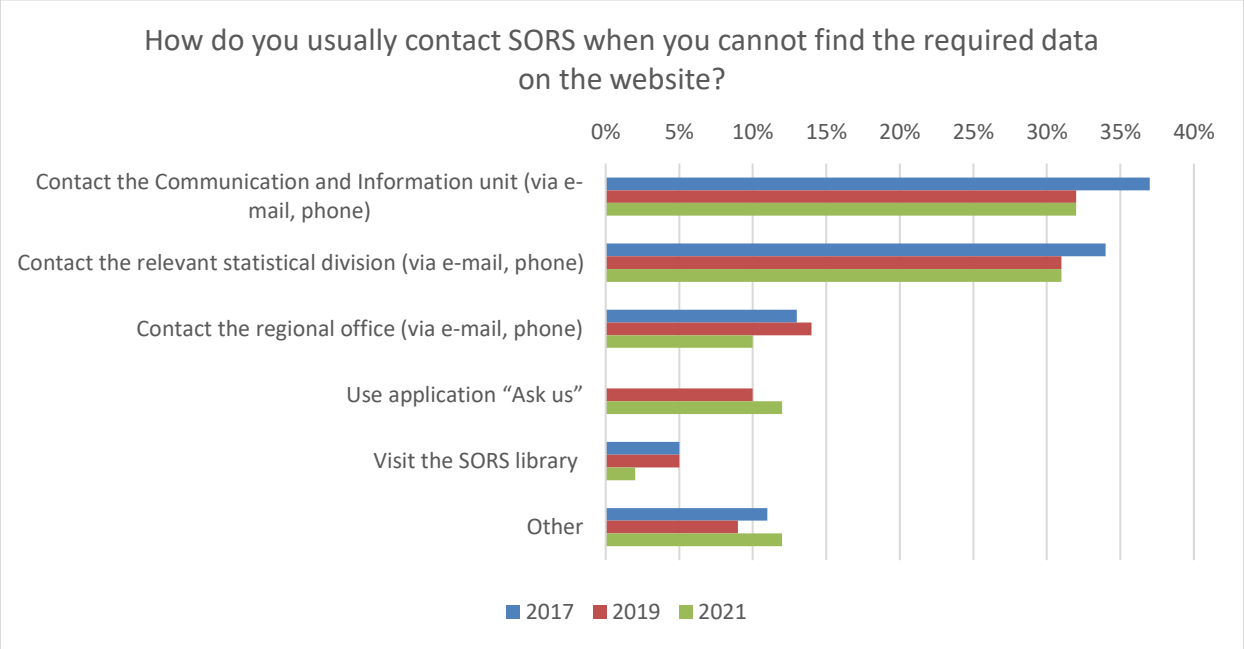




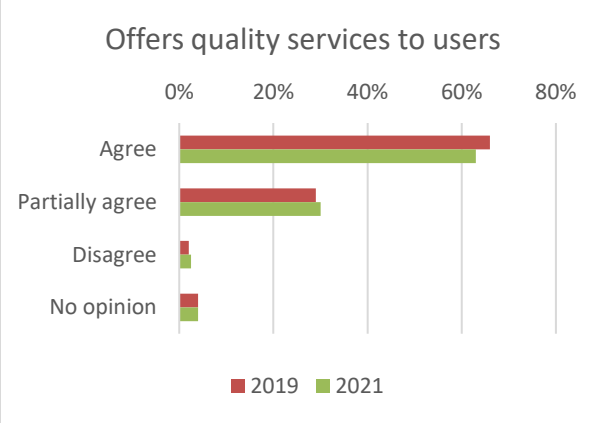


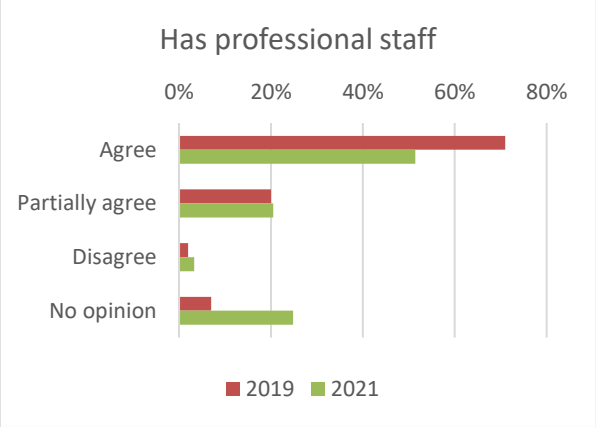


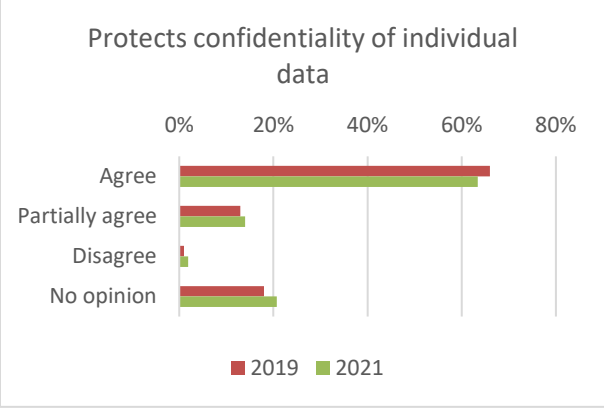
5. Communication with SORS

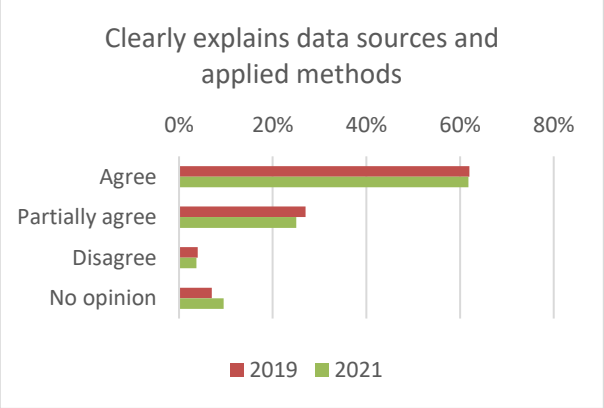


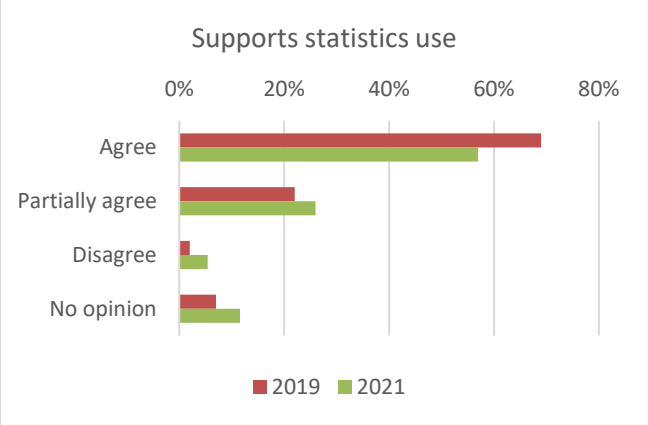
To what extent do you agree that SORS:

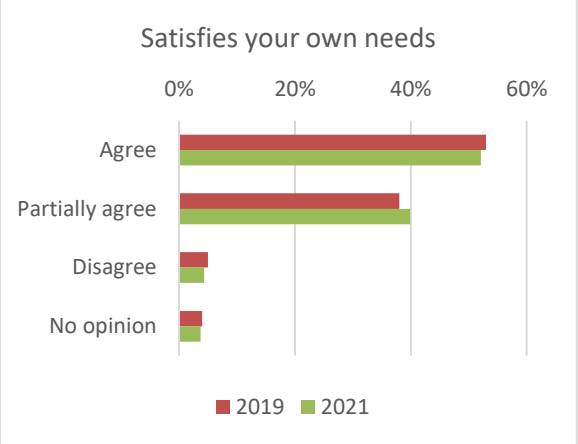


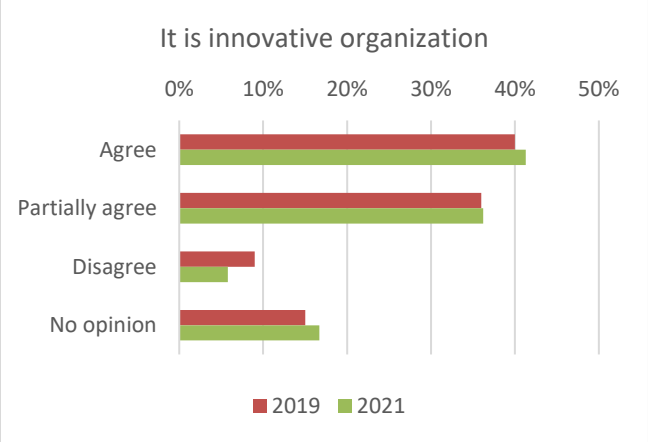


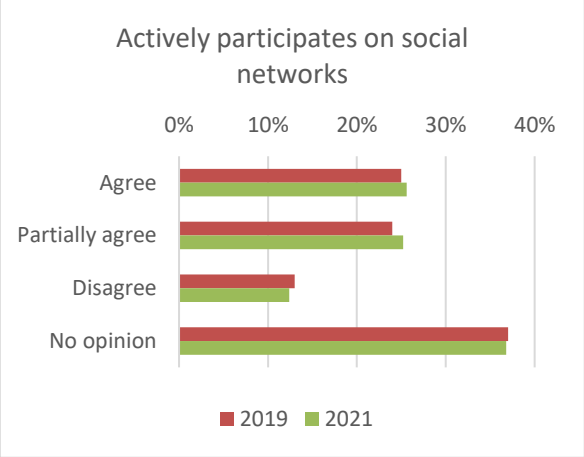


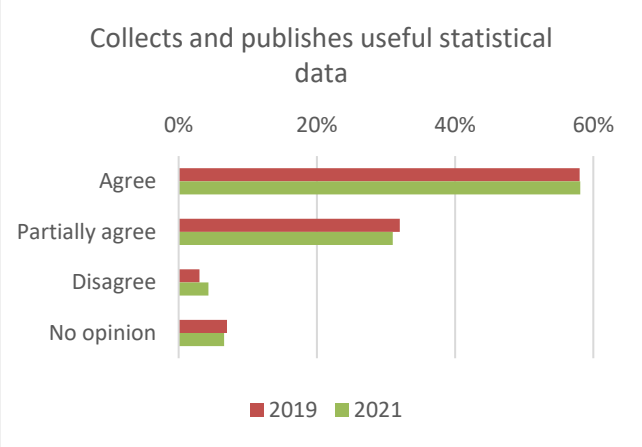



Supports statistics use
0%
20%
40%
60%
80%
Agree
Partially agree
Disagree
No opinion
2019
2021


Satisfies your own needs
0%
20%
40%
60%
Agree
Partially agree
Disagree
No opinion
2019
2021


It is innovative organization
0%
10%
20%
30%
40%
50%
Agree
Partially agree
Disagree
No opinion
2019
2021


Actively participates on social networks
0%
10%
20%
30%
40%
Agree
Partially agree
Disagree
No opinion
2019
2021


Collects and publishes useful statistical data
0%
20%
40%
60%
Agree
Partially agree
Disagree
No opinion
2019
2021

Survey coordinator:	Aleksandra Danilović
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Application development and data processing:	Danijel Bibić
Survey design and report:	Aleksandra Danilović, Nataša Cvetković, Miodrag Cerovina, Sanja Aksentijević and Jelena Savković
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