

RESULTS OF THE USER SATISFACTION SURVEY, 2025



Results of the User satisfaction survey, 2025

Survey period: October 8–31, 2025

Information and communication Unit

Survey design and report: Section for development, preparation and visualization of statistical output

Statistical output development, preparation and visualization division

CONTENTS

Introduction	4
Structure of survey participants	5
1. Data use	8
2. Quality of the statistical data and services	12
3. Dissemination	21
4. Communication and work of SORS	25
5. Users' comments and proposals	26
6. Survey summary	27
7. Conclusion	28

INTRODUCTION

In the period from October 8th to October 31st, 2025, SORS conducted the User Satisfaction Survey for the seventh time. The survey is conducted over a two-year period, and the aim is to show, based on the data obtained, how users perceive the quality of statistical data, services and communication with SORS, as well as which aspects of work need to be improved.

The questionnaire consisted of the following segments: method of accessing the data and their use, quality of the statistical products, data dissemination, communication with the employees and work of SORS, as well as data on survey participants.

The Survey was conducted via web questionnaire, in Serbian and in English. The invitation for participation was announced on the website of SORS, and on Instagram and X accounts, while registered users were sent e-mail invitations, with the reminder seven days before the end of the Survey.

487 users participated in the survey; compared to the survey conducted in 2023 (when 543 users participated), the number of participants in the survey decreased by 10.3%. The Survey results provide insight into what users appreciate and where is area for development, so that SORS, in accordance with available resources, can implement measures to improve the quality of statistical products and services.

In order to ensure comparability, the report also includes the results of 2023 survey, for those questions that retained the same content in both survey cycles.

STRUCTURE OF SURVEY PARTICIPANTS

Based on the research conducted, data was obtained on the demographic characteristics of the Survey participants - users of statistical data and services.

The largest number of participants responded that they belonged to educational institutions, scientific and research centres – 19.7%. Business entities (excluding media) make up 17.2% of participants, while private users make up 14.4%. Local self-governments are represented with 14.0%, and public administration with 12.7%.

Other groups include organizations and chambers (7.0%), media (5.5%), pupils and students (4.3%), and international organizations (0.8%). The Survey covered a wide range of users, which allows for an overview of different needs and expectations of users in relation to the statistical products and services currently provided by the Statistical Office of the Republic of Serbia.

The age structure analysis shows that the largest number of survey participants belongs to the age group from 40 to 49 years – 36.8%. This is followed by the groups from 50 to 59 years, with 25.7%, and from 30 to 39 years with 18.3%. Younger participants, from 20 to 29 years, make up 7.4%, while participants under 20 years represent only 0.6%. Respondents aged 60 and over make up 11.3%.

The majority of the Survey participants are women - 61%, while men make up 39%.

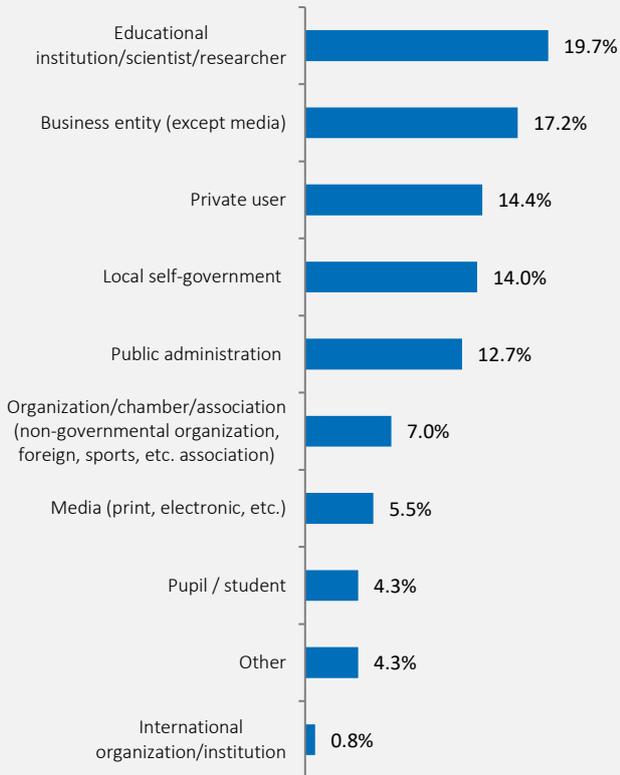
Regarding education – 41.3% of participants have completed college or university, while 38.8% have a master's degree or magistracy. 12.3% of participants have completed doctoral studies, 7.4% has completed high school, and only one respondent (0.2%) has completed primary school.

These data indicate that the survey mainly included more educated, middle-aged users, which corresponds to the profile of SORS data users.

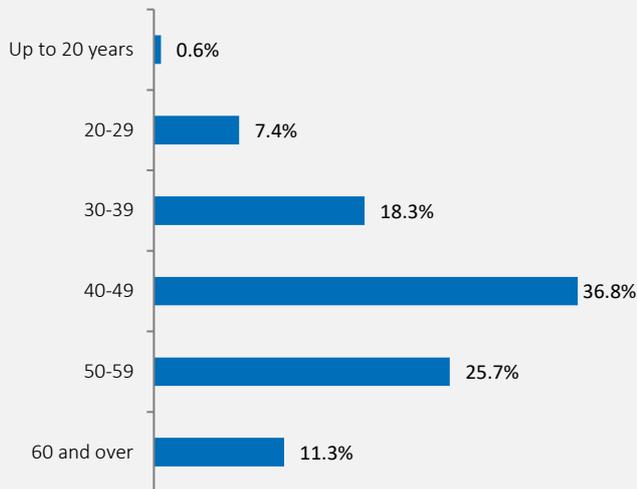


GRAPHIC REPRESENTATION OF THE SURVEY PARTICIPANTS' STRUCTURE, 2025

TO WHICH USERS GROUP DO YOU BELONG

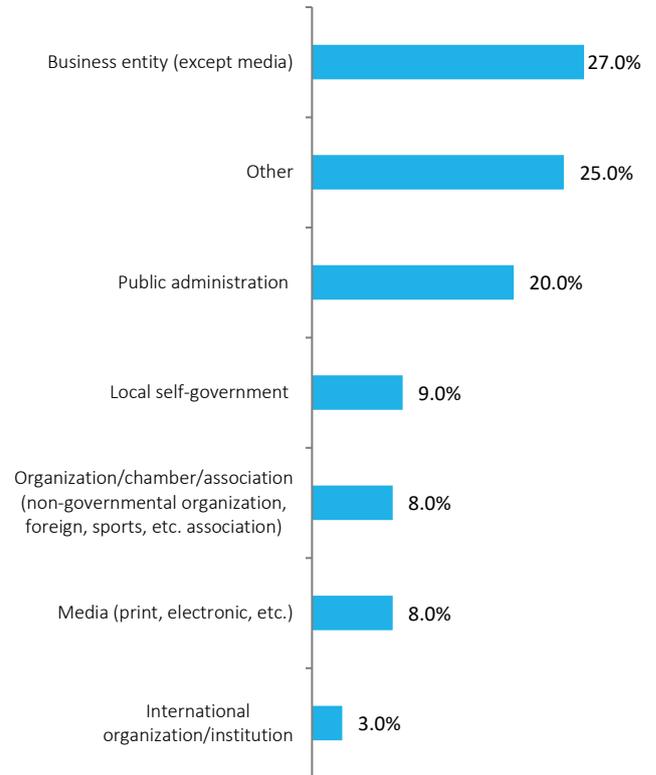


AGE GROUP TO WHICH YOU BELONG

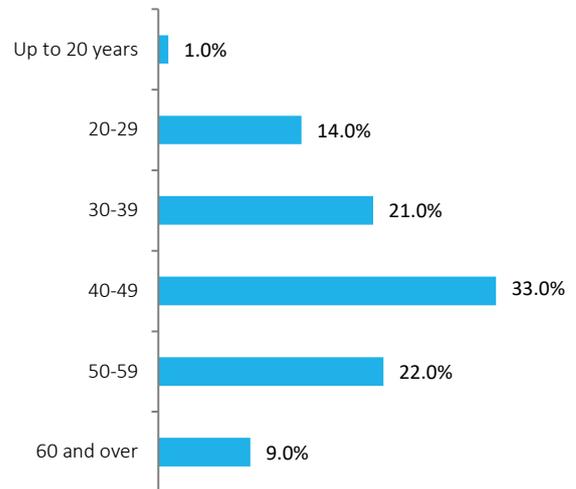


GRAPHIC REPRESENTATION OF THE SURVEY PARTICIPANTS' STRUCTURE, 2023

TO WHICH USERS GROUP DO YOU BELONG



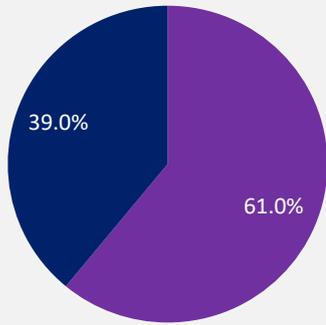
AGE GROUP TO WHICH YOU BELONG



GRAPHIC REPRESENTATION OF THE SURVEY PARTICIPANTS' STRUCTURE, 2025

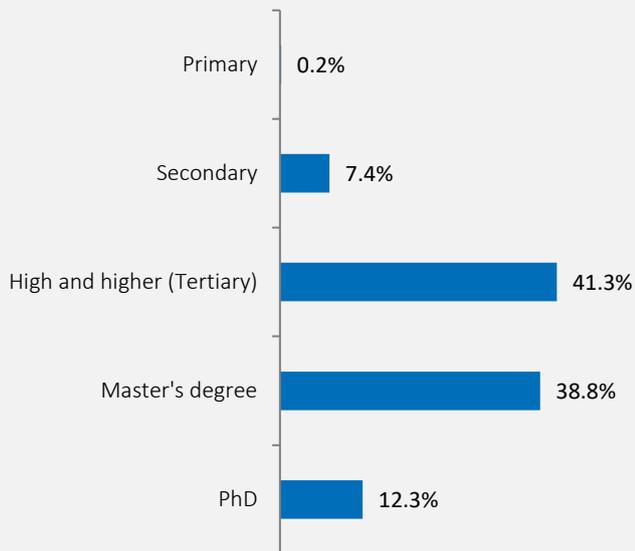


SEX



Female Male

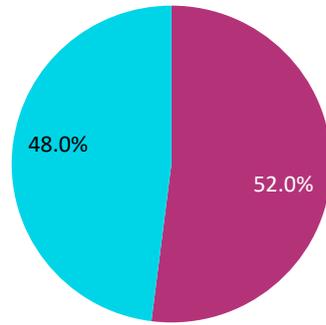
HIGHEST LEVEL OF SCHOOL COMPLETED



GRAPHIC REPRESENTATION OF THE SURVEY PARTICIPANTS' STRUCTURE, 2023

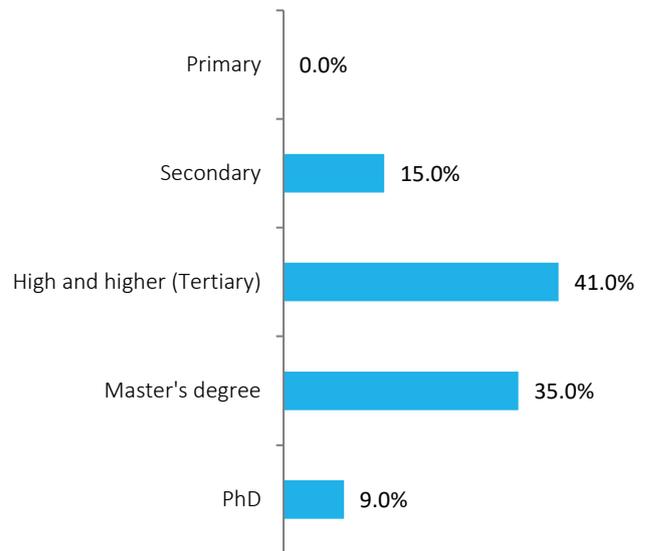


SEX



Female Male

HIGHEST LEVEL OF SCHOOL COMPLETED



1. DATA USE

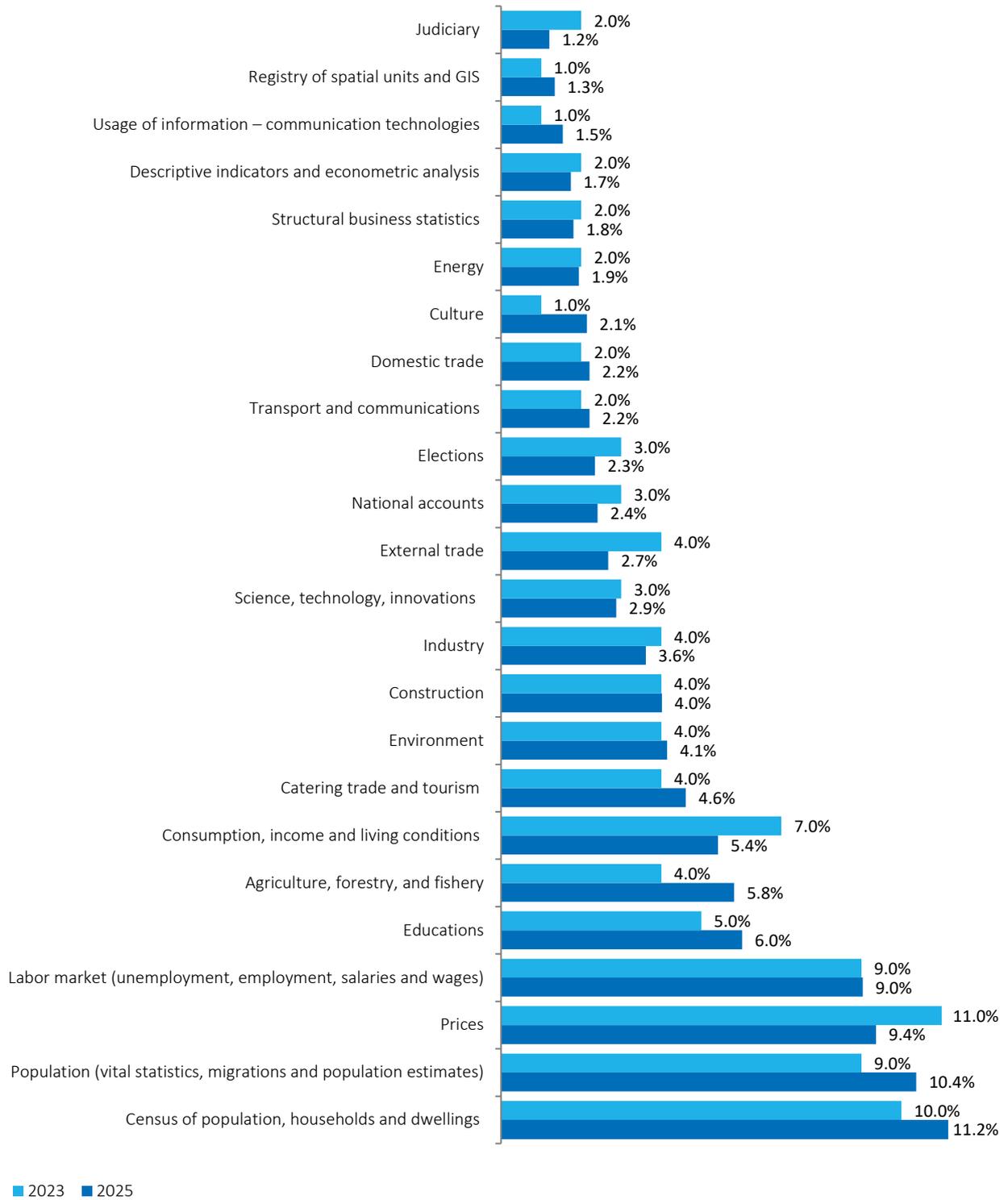
On average, one user operates with slightly more than three statistical areas (3.1). According to the survey results, the most frequently used statistical data are the Census of Population, Households and Dwellings (11.2%) and population statistics – vital statistics, migration and population estimates (10.4%). This is followed by price statistics (9.4%) and labour market statistics (9.0%).

A significant share of consumers use data from the fields of education (6.0%), agriculture, forestry and fisheries (5.8%), consumption, income and living conditions (5.4%) and catering trade and tourism (4.6%). The environment (4.1%), construction (4.0%), industry (3.6%) and science, technology and innovation (2.9%) have a medium level of representation.

A smaller share of users deal with the data from the areas of external trade (2.7%), national accounts (2.4%), elections (2.3%), transport and telecommunications (2.2%), domestic trade (2.2%) and culture (2.1%). The smallest number of users use judiciary statistics data (1.2%), the Register of Spatial Units and GIS (1.3%), the use of information and communication technologies (1.5%), descriptive indicators and econometric analyses (1.7%), structural business statistics (1.8%) and energy statistics (1.9%).

Comparing the data with the results of the previous survey, from 2023, a slight increase in the number of users is observed in the Census of Population, Households and Dwellings (1.2 p. p.), Population Statistics (1.4 p. p.), Education (1.0 p. p.), Agriculture, Forestry and Fisheries (1.8 p. p.), Catering trade and Tourism (0.6 p. p.) and Culture (1.1 p. p.).

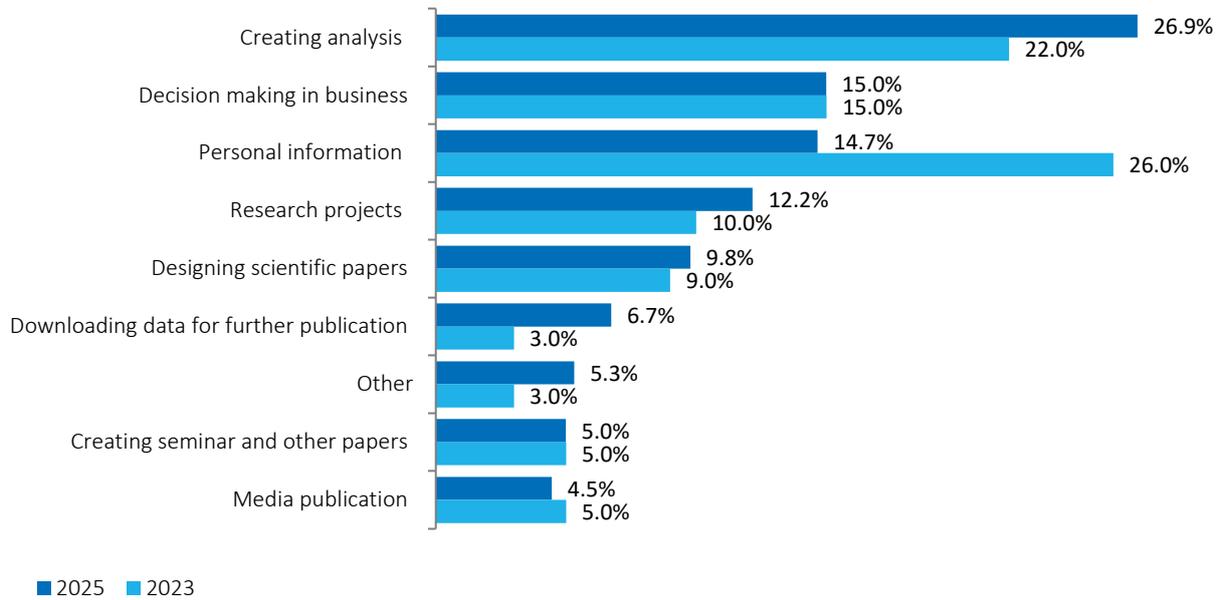
Chart 1.1. From which statistical areas do you use data the most frequently?



According to the Survey results, the purpose of using the data is mostly for making analysis (26.9%). Significant number of respondents uses data for making business decisions (15.0%) and for personal information (14.7%).

Statistical data are also used in research projects (12.2%) and for the preparation of scientific papers (9.8%). A smaller share of users download data for further publication (6.7%), for the preparation of seminar and other papers (5.0%) and for media publication (4.5%). The option "other" is represented by 5.3% of users.

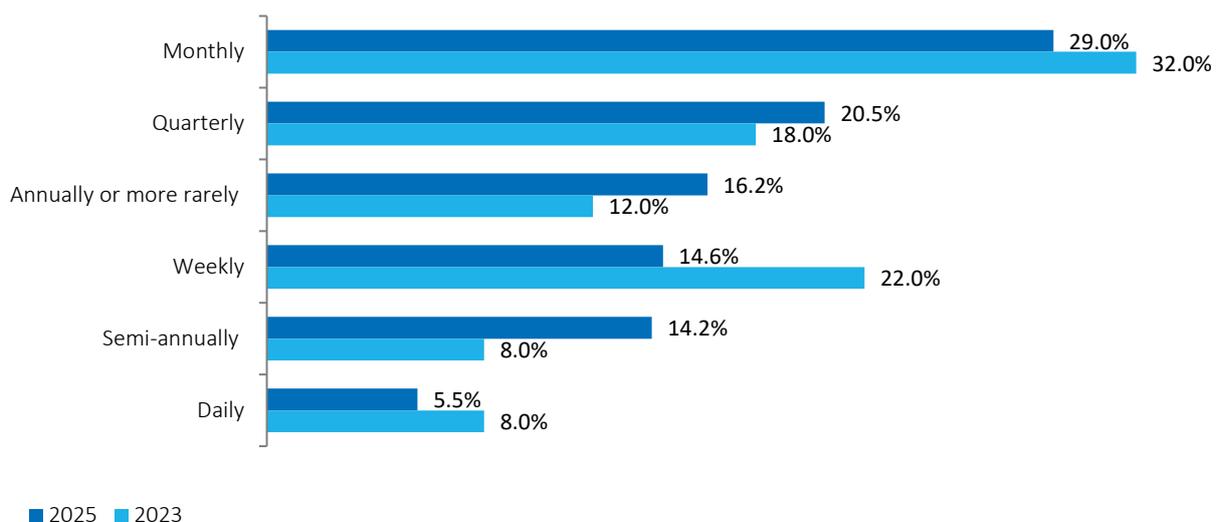
Chart 1.2. For what purpose do you use the statistical data?



According to the frequency of statistical data use, it is most frequently monthly (29.0%), 20.5% use the data quarterly, while 16.2% use them annually or more rarely.

On a weekly basis, statistical data are used by 14.6% of users, and 14.2% of them use the data semi-annually. The smallest share relates to those who use the data daily (5.5%).

Chart 1.3. How often do you use the statistical data?

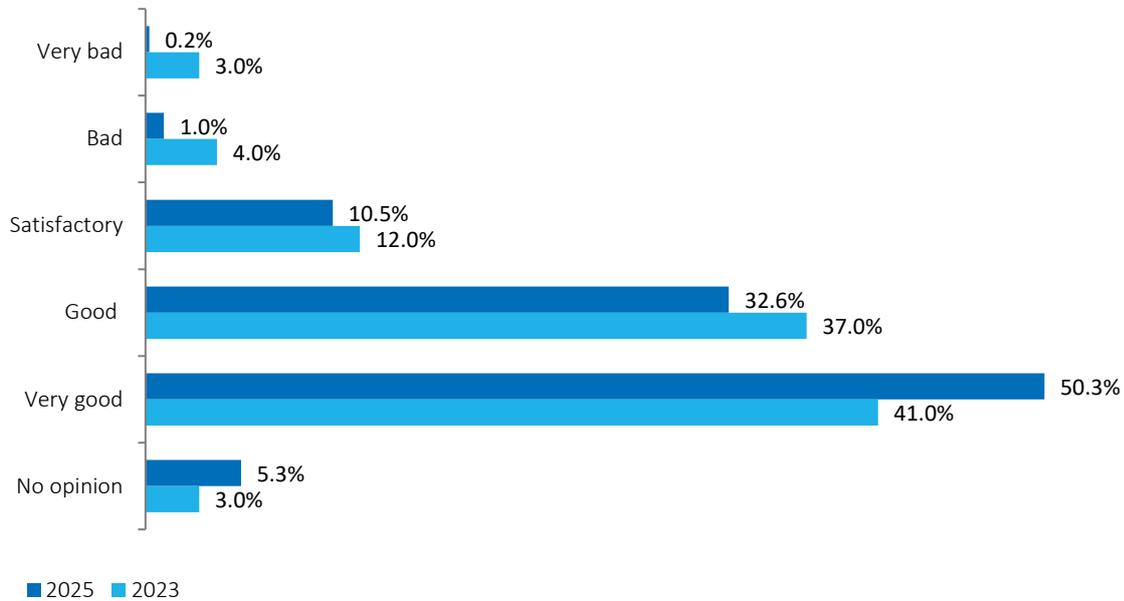


According to self-assessment, most users rated their personal level of understanding of statistical data as good or very good. Specifically, 32.6% of respondents rated it "good", and 50.3% of respondents rated it "very good".

A small number of respondents rated their understanding as "satisfactory", "poor" or "very poor", while 5.3% of respondents had no opinion.

The average score is 4.39 – which indicates a high level of self-assessed understanding of statistical data among the Survey participants.

Chart 1.4. How would you rate your personal level of understanding of statistics?



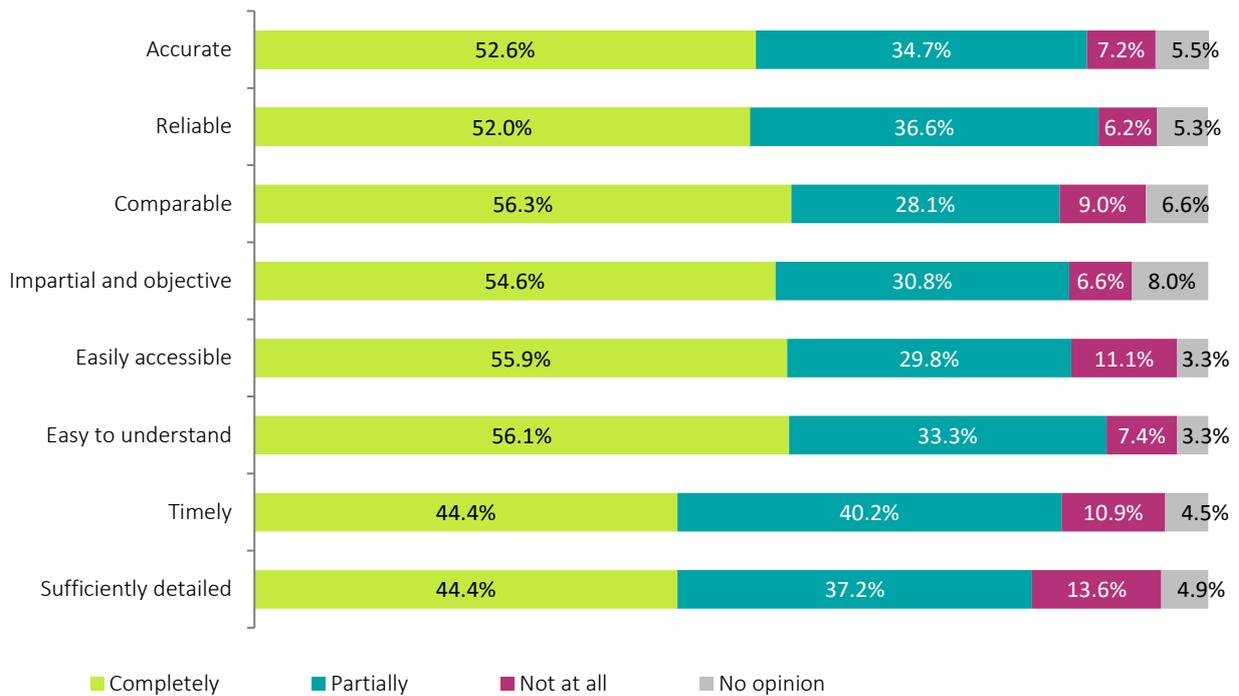
2. QUALITY OF THE STATISTICAL DATA AND SERVICES

Most users believe that statistical data is accurate, reliable, comparable, unbiased, easily accessible and understandable – between 52% and 56% gave the rating "agree".

Timeliness and sufficient detail of the data were rated slightly lower, but still positively – around 44% of users agree, while 37–40% partially agree.

A smaller share of users disagreed or had no opinion, which shows that users are generally satisfied with the quality of statistical data.

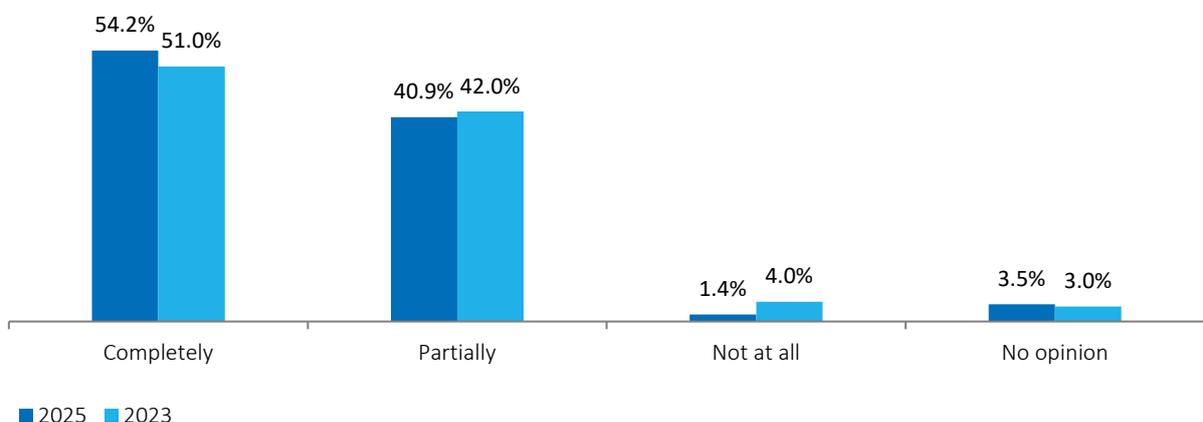
Chart 2.1. To what extent do you agree that the statistics produced by SORS are...?



The majority of users fully or partially trust the statistical data produced by the SORS. Specifically, 54.2% of respondents fully trust the data, while 40.9% partially trust it. A small share of users do not trust the data (1.4%) or have no opinion (3.5%).

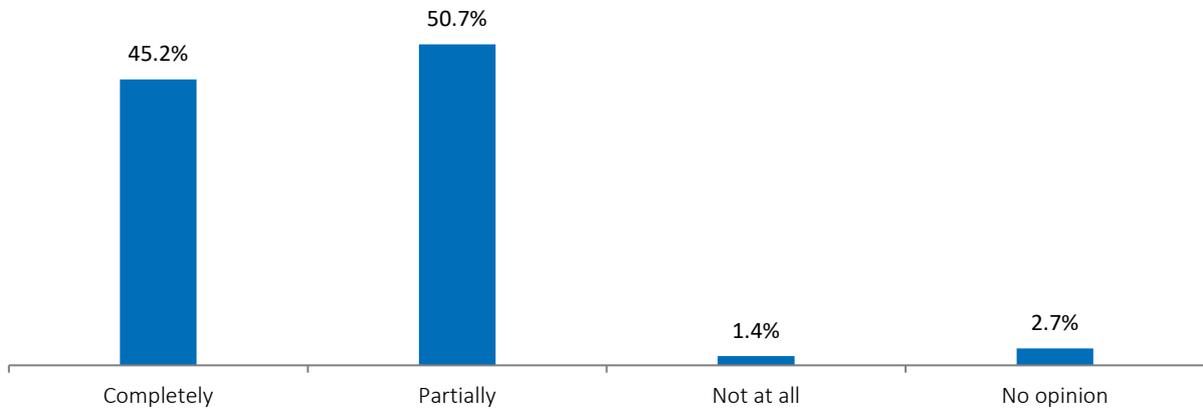
Compared to 2023 survey, there is a slight increase in the share of those who completely trust the data (3.2 p.p.) and a decrease in the share of those who do not trust the data at all (2.6 p.p.).

Chart 2.2. How do you trust SORS statistical data?



Most users believe that the statistical data published by SORS fully or partially meet their needs. Precisely, 45.2% of respondents believe that the data fully meet their needs, while 50.7% of users believe that the data partially meet their needs. A small proportion of users assessed that the data do not meet their needs at all (1.4%), while 2.7% had no opinion.

Chart 2.3. To what extent does SORS satisfy your needs for statistical data?



The overall quality of data provided by SORS was rated by users as good or very good. More precisely, 34.7% of respondents rated it "good", while 43.7% rated the quality as "very good".

A smaller share of users rated the overall quality as satisfactory (12.1%), while a very small share of respondents gave negative ratings – “bad” or “very bad” (1.6% each). The “no opinion” option was chosen by 6.2% of respondents.

Compared to the 2023 Survey, there is a slight increase in the share of "very good" ratings (2.6 p. p.) and a decrease in the share of negative ratings ("bad" and "very bad"), while the share of "good" ratings has slightly decreased (2.5 p. p.).

The average score in 2025 is 4.25, indicating a high level of overall data quality and is slightly increased compared to 2023, when it was 4.13.

Chart 2.4. How do you rate the overall quality of the data provided by SORS?

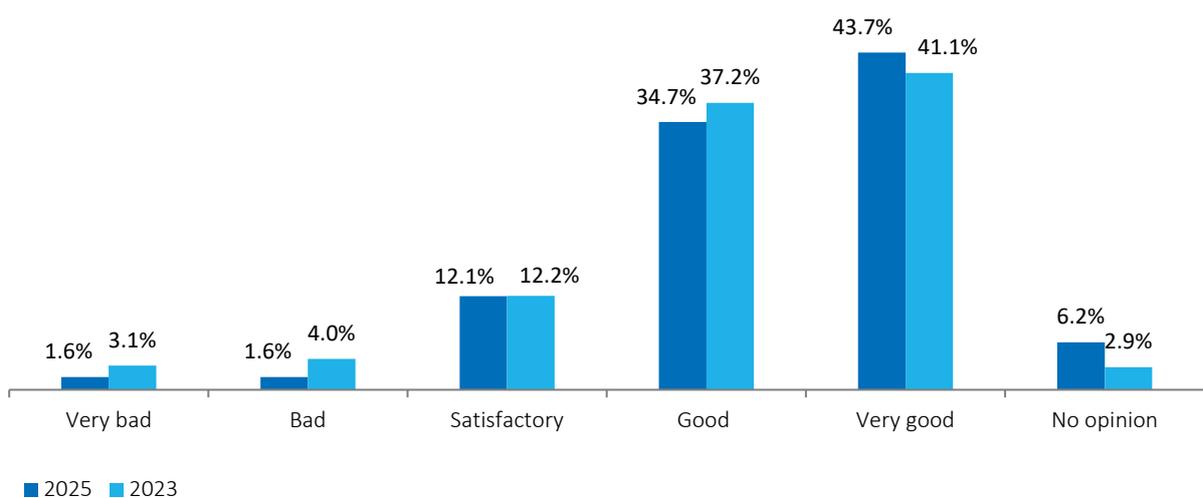
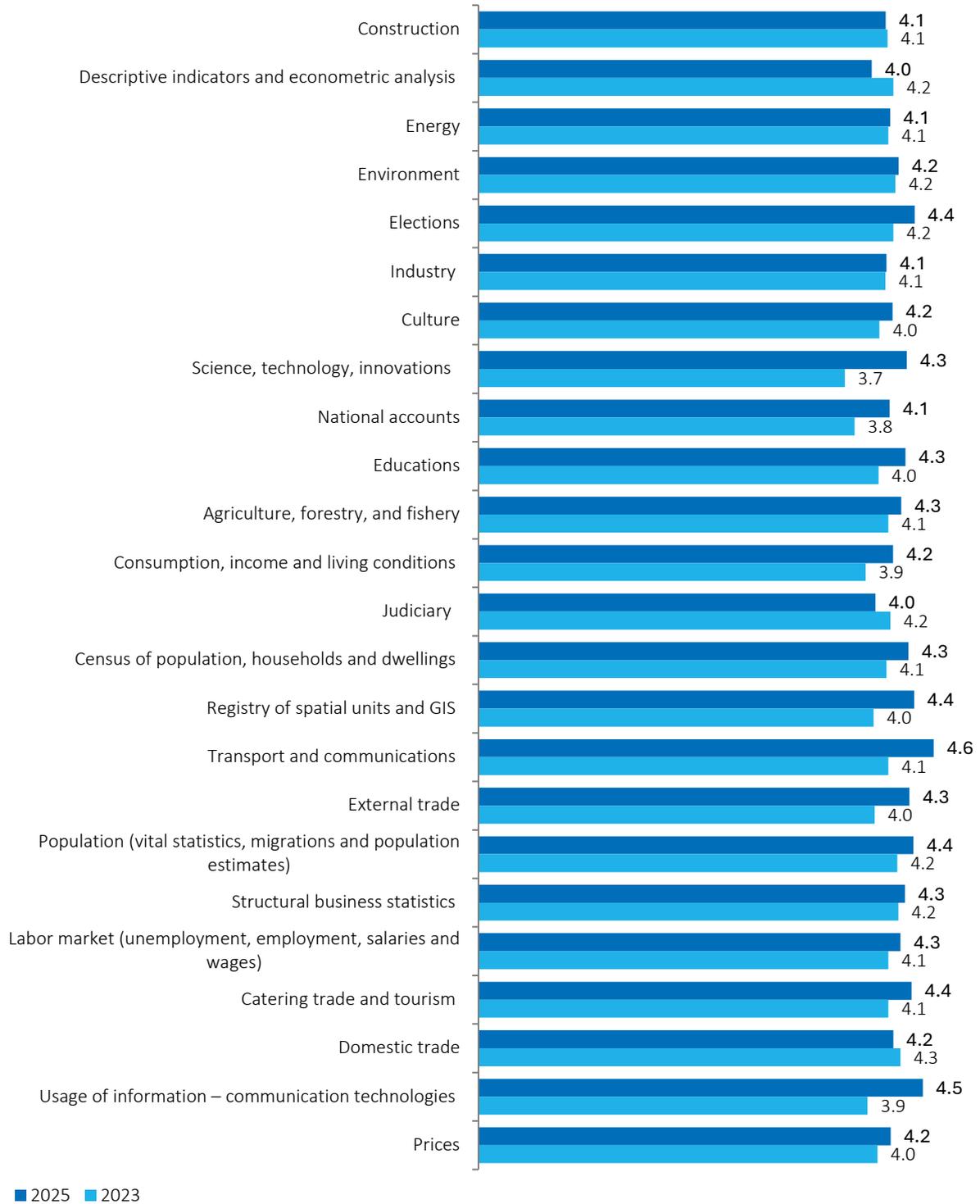


Chart 2.4.1. Quality assessment by statistical areas



By cross-referencing the answers to the two questions – “To what extent do you agree that the statistics produced by the SORS are accurate, reliable, comparable, impartial and objective, easily accessible, easily understandable, timely, sufficiently detailed” and “Rate the quality by statistical area” – an overview was obtained for each statistical area.

Chart 2.4.1. Quality assessment by statistical areas (continued)

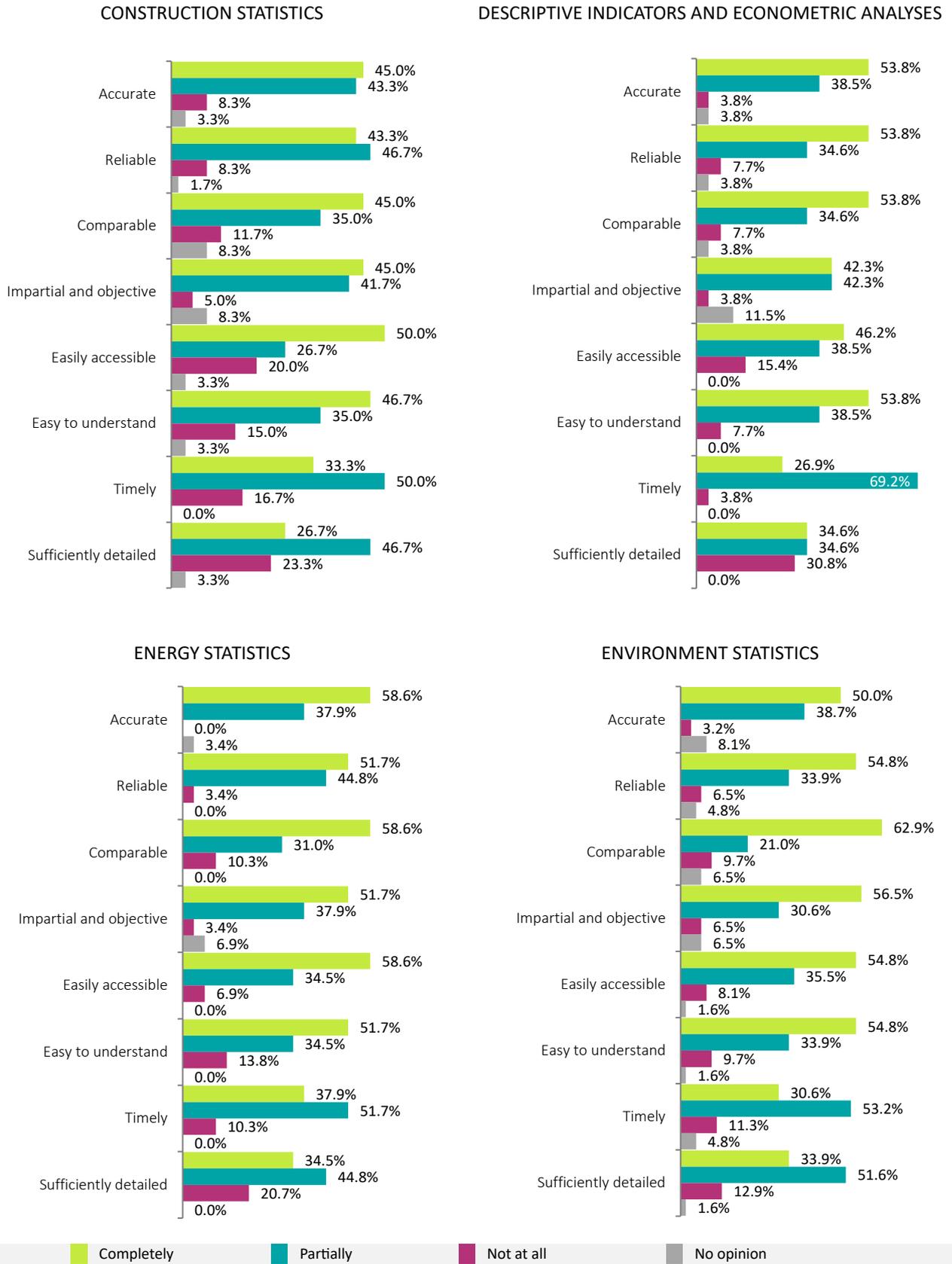


Chart 2.4.1. Quality assessment by statistical areas (continued)

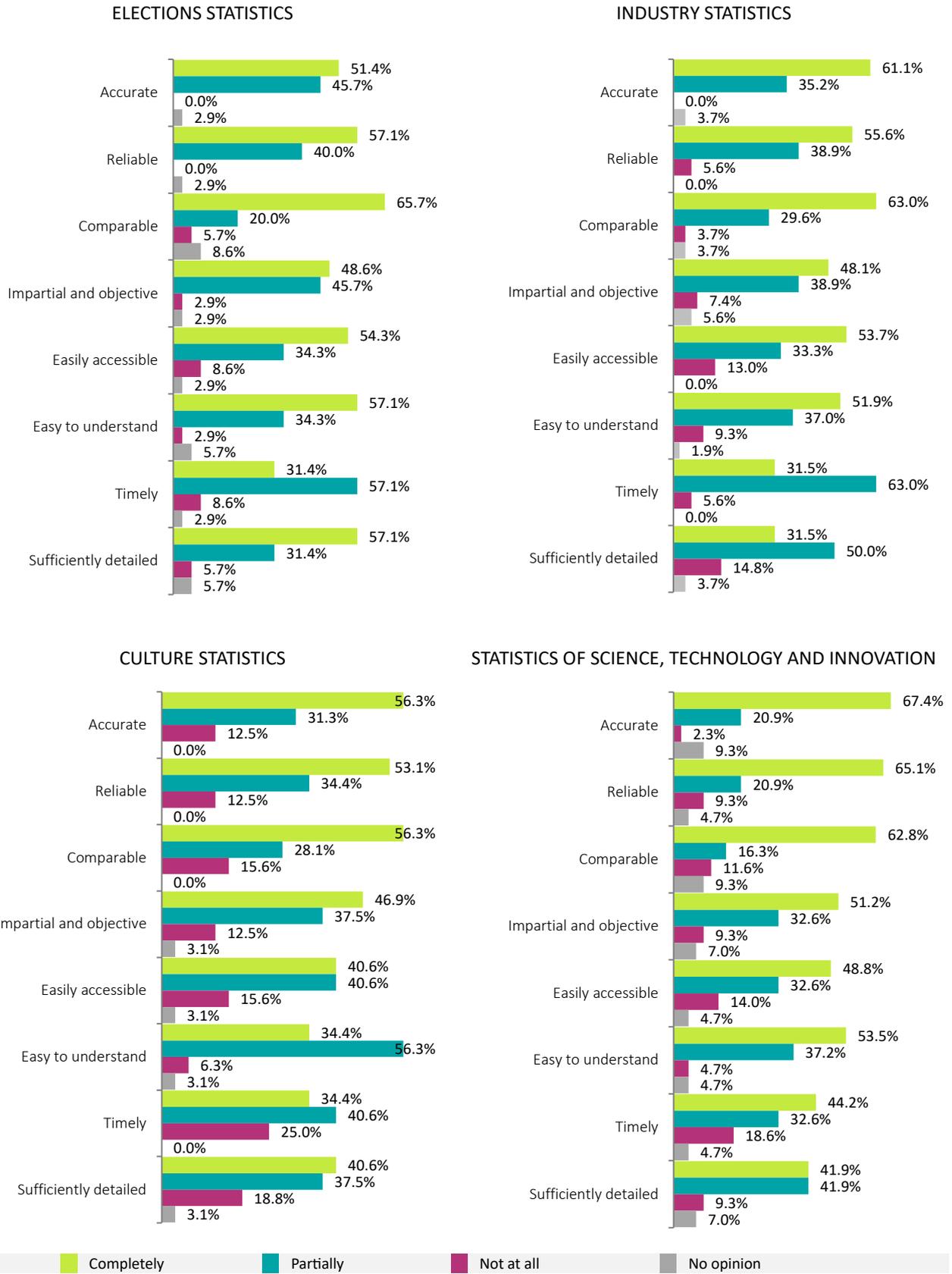
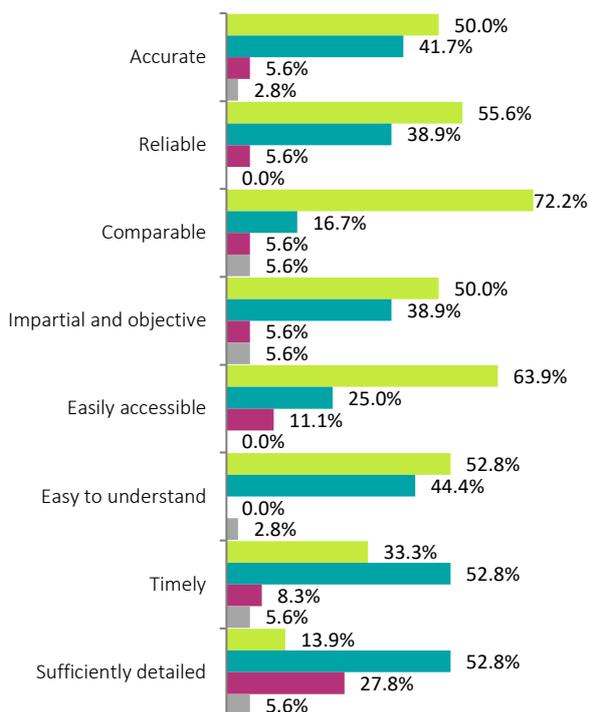
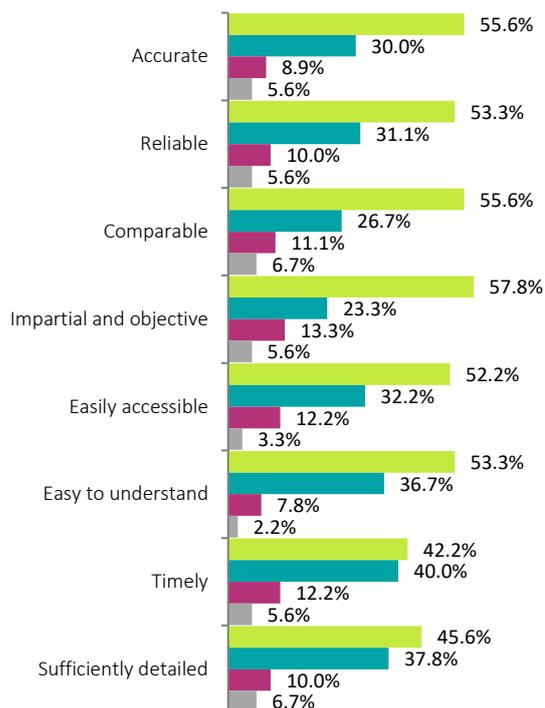


Chart 2.4.1. Quality assessment by statistical areas (continued)

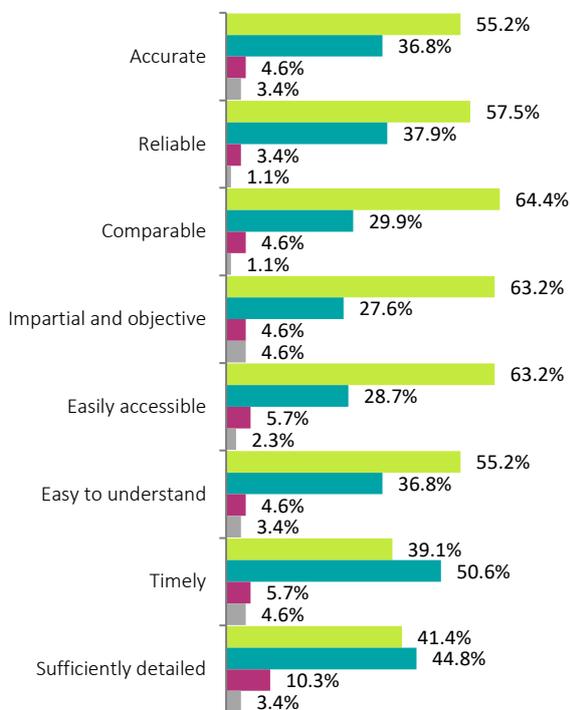
NATIONAL ACCOUNTS STATISTICS



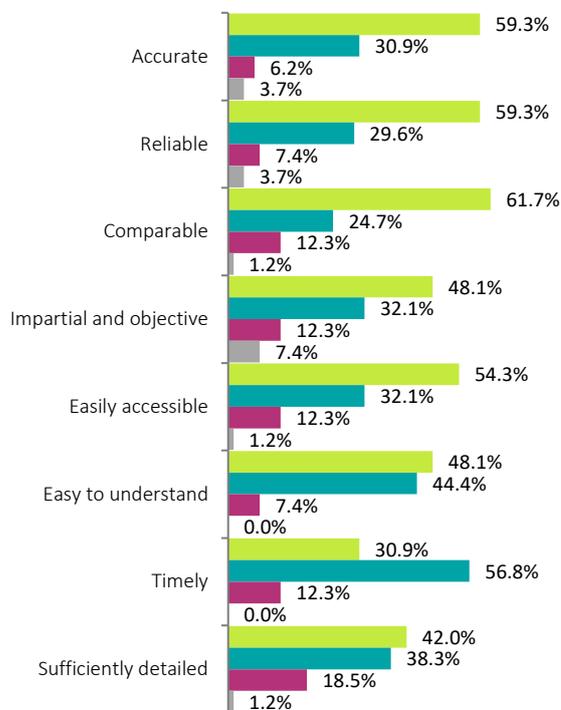
EDUCATION STATISTICS



STATISTICS OF AGRICULTURE, FORESTRY AND FISHERY



STATISTICS OF CONSUMPTION, INCOME AND LIVING CONDITIONS



Completely Partially Not at all No opinion

Chart 2.4.1. Quality assessment by statistical areas (continued)

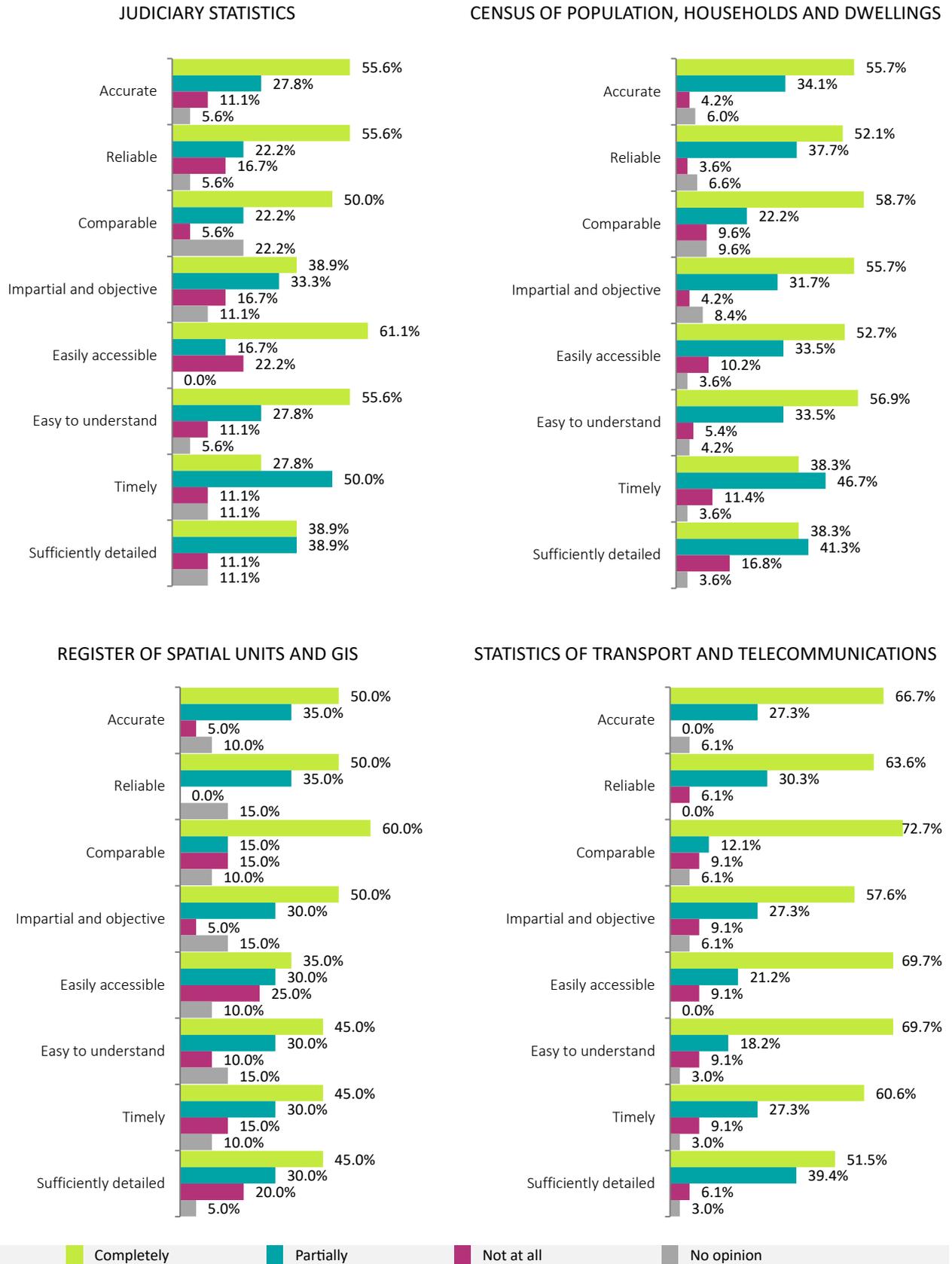


Chart 2.4.1. Quality assessment by statistical areas (continued)

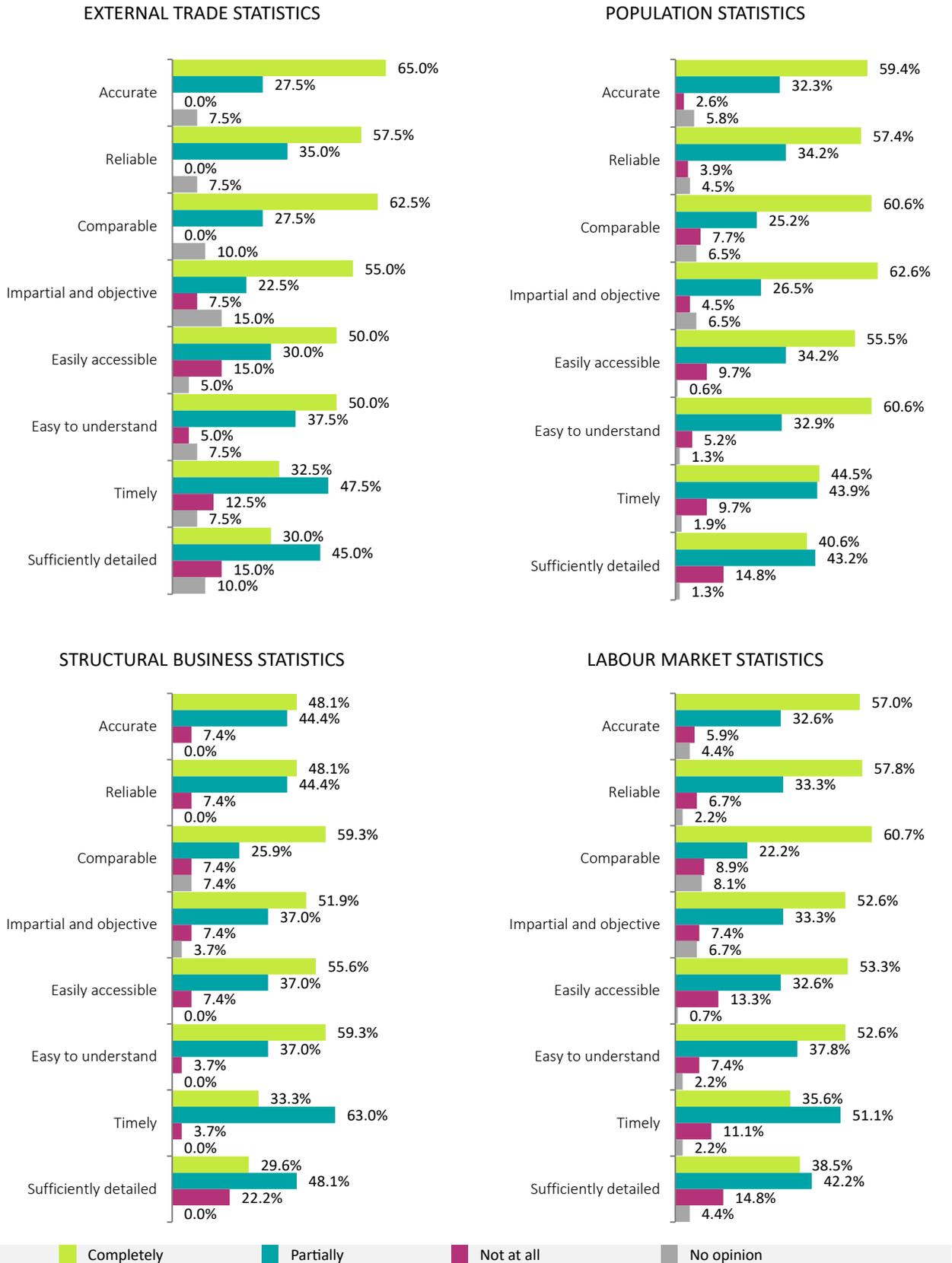
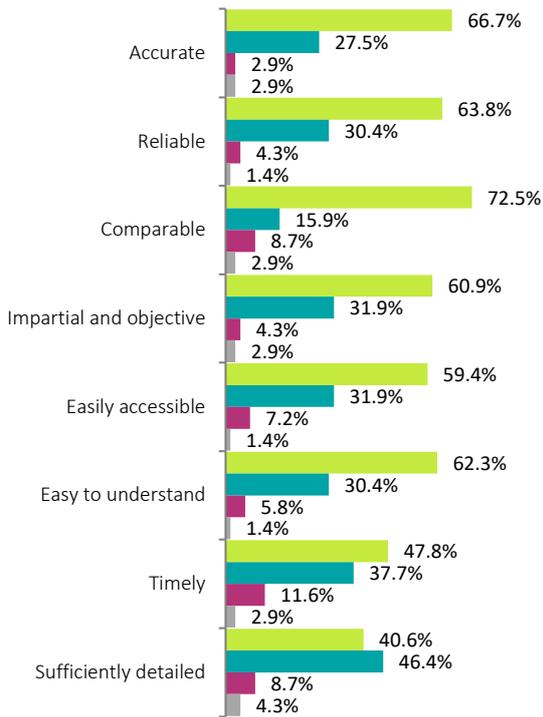
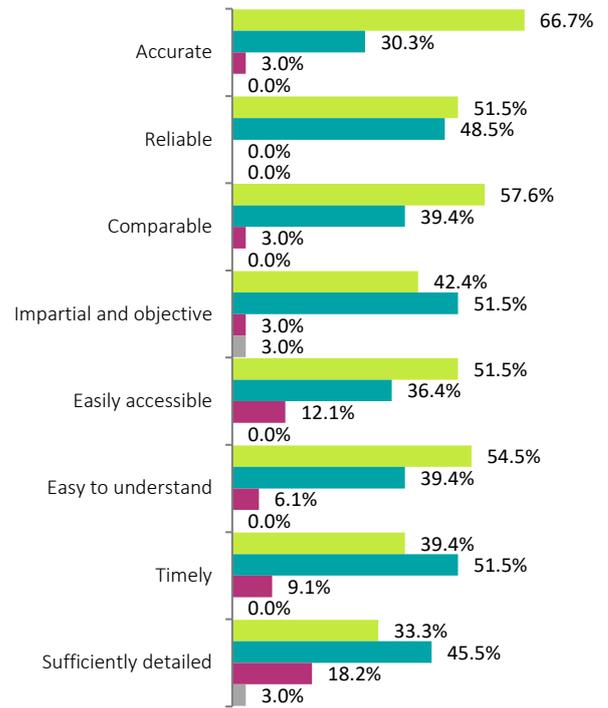


Chart 2.4.1. Quality assessment by statistical areas (continued)

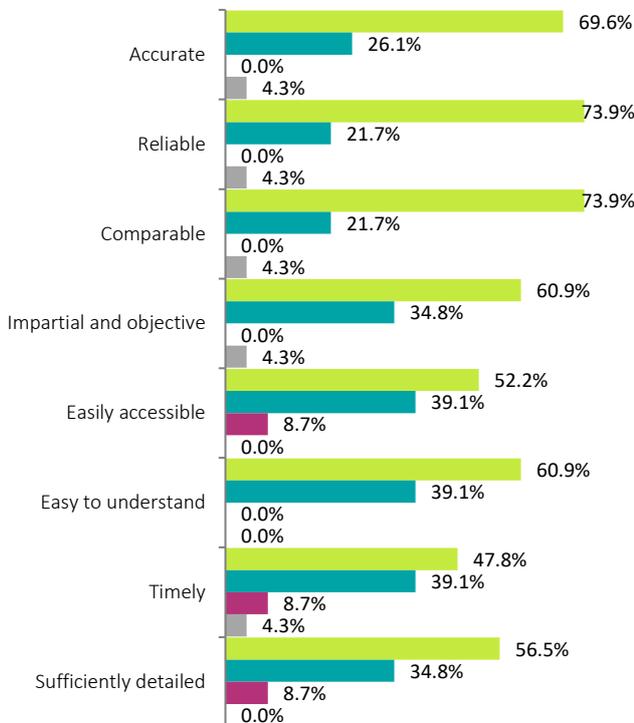
CATERING TRADE AND TOURISM STATISTICS



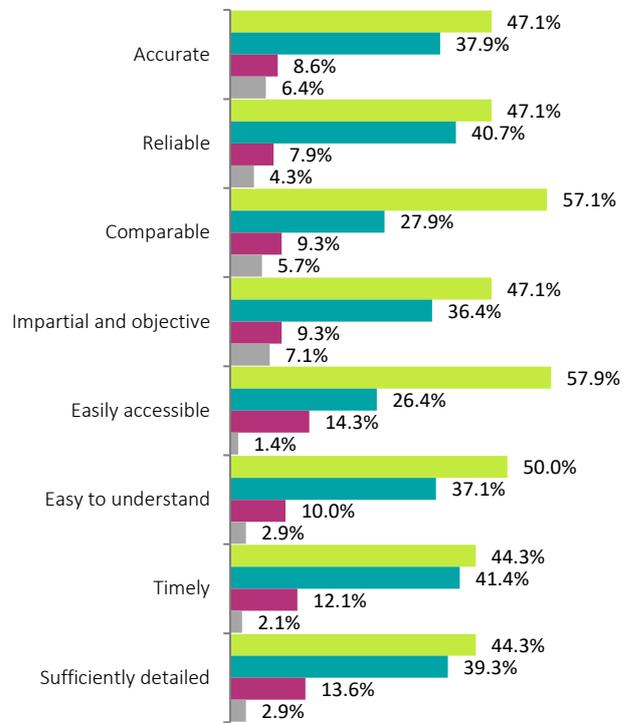
DOMESTIC TRADE STATISTICS



USAGE OF INFORMATION AND COMMUNICATION TECHNOLOGIES



STATISTICS OF PRICES



Completely Partially Not at all No opinion

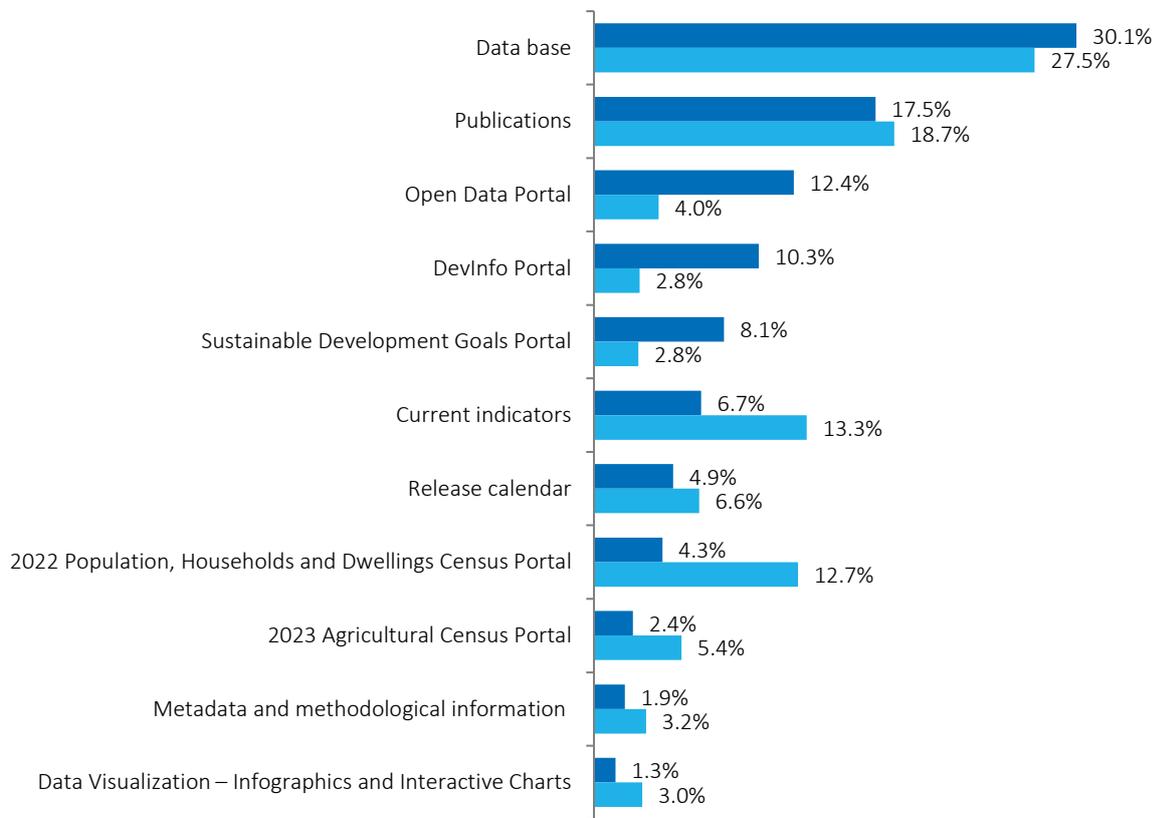
3. DISSEMINATION

According to the results of the 2025 survey, users most often use the SORS Database (30.1%). This is followed by publications (17.5%) and the Open Data portal (12.4%). A significant share of users also use the DevInfo portal (10.3%) and the Sustainable Development Goals portal (8.1%).

The Current Indicators (6.7%), the Publication Calendar (4.9%) and Portal of 2022 Population, Households and Dwellings Census (4.3%) are used somewhat less, while 2023 Agricultural Census portal is used by 2.4% of users. The smallest share is recorded by metadata and methodological information (1.9%), as well as data visualizations - infographics and interactive charts (1.3%).

Compared to 2023 Survey, there was an increase in the use of the Database (2.6 p. p.), the Open Data portal (8.4 p. p.), the DevInfo portal (7.5 p. p.) and the Sustainable Development Goals portal (5.3 p. p.). At the same time, there was a decrease in the use of Current Indicators (6.6 p. p.), as well as portals dedicated to censuses.

Chart 3.1. What type of SORS product do you use most often?

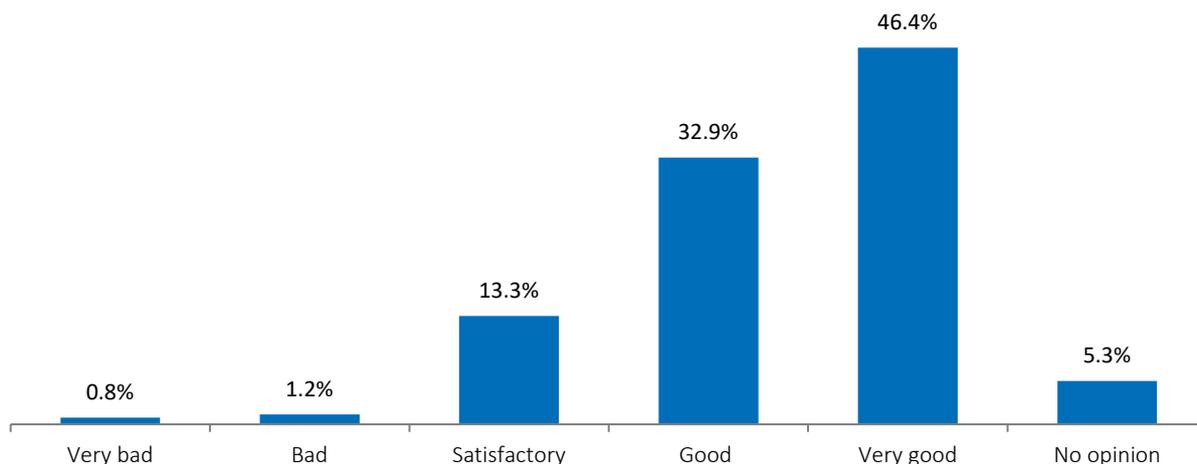


■ 2025 ■ 2023

Most respondents rate the quality of the SORS products they use as good or very good. More precisely, 32.9% of them gave the rating "good", while 46.4% rated the quality as "very good".

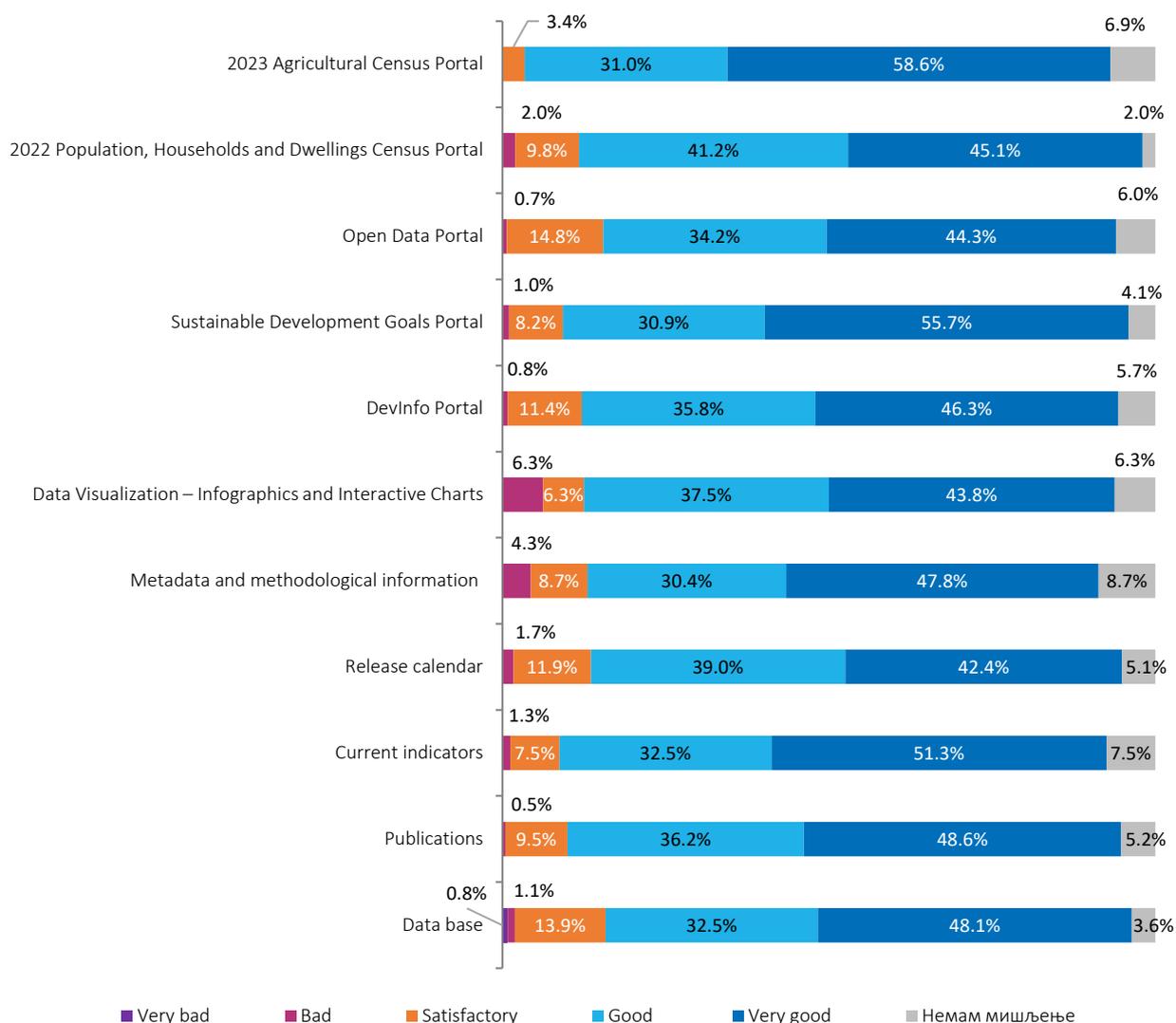
A smaller share of users rated the product quality as satisfactory (13.3%), while a very small share of respondents gave negative ratings – “bad” (1.2%) and “very bad” (0.8%). The “no opinion” option was chosen by 5.3% of the respondents.

Chart 3.2. Evaluate the quality of SORS products you use



By cross-referencing the answers to the question "What type of SORS product do you use most often" and "Evaluate the quality of SORS products you use" - an overview of quality by product type was obtained.

Chart 3.2.1. Quality overview by product type



Most users rate the overall content of the SORS website as good or very good. Specifically, 38% of respondents rated the content as "good", while 37% rated it "very good".

The rating "satisfactory" was given by 16.2% of users, while a very small share of respondents negatively assessed the website's content - "bad" (1.6%) and "very bad" (0.6%). The option "no opinion" was chosen by 6.6% of respondents.

Compared to 2023 Survey, the structure of ratings is generally stable, with a slight increase in the share of "very good" ratings (2 p.p.) and a slight decrease in the share of negative ratings.

The average website content rating in 2025 is 4.17 – indicating a high level of overall user satisfaction.

Chart 3.3. Estimate the overall SORS website contents

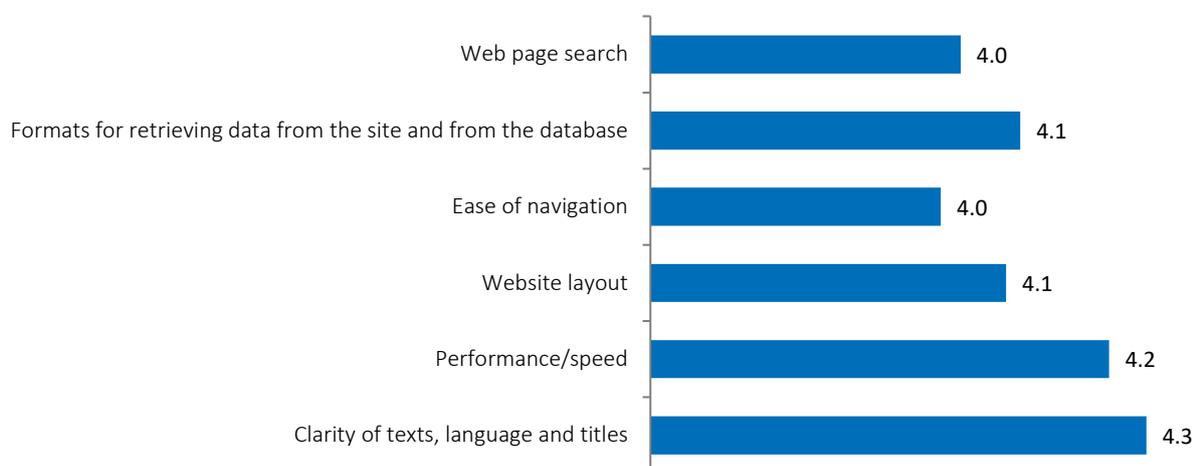


Users generally rate the experience of using SORS website positively. The highest average rating was given to the clarity of texts, language and titles (4.3), as well as the performance and speed of the website (4.2).

The appearance of the website and the formats for downloading data from the website and from the Database were rated with an average score of 4.1. Ease of navigation and searching the website received slightly lower, but still positive ratings (4.0 each).

The results obtained indicate a good overall user experience of SORS website, with all individual components rated above 4.

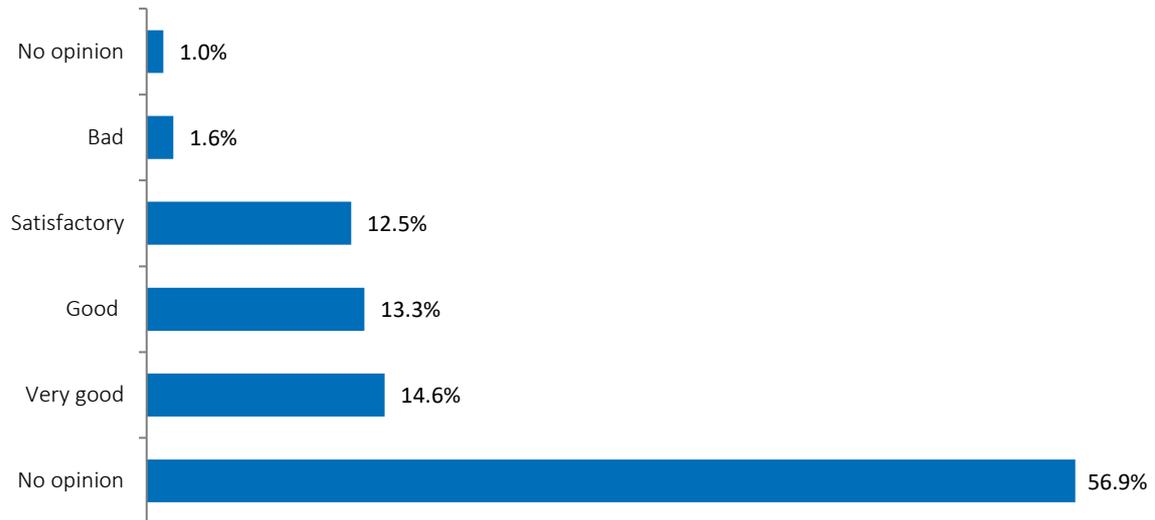
Chart 3.4. How would you rate your experience using the SORS website? (average rating)



According to the results of the survey, most users did not rate the SORS accounts on social networks – 56.9% of respondents chose the option “No opinion”. Among those who did rate the activities, most users rated them as very good (14.6%), good (13.3%) or satisfactory (12.5%). A very small share of users rated the accounts as bad (1.6%) or very bad (1.0%).

Although more than a half of the respondents did not express their opinion about the SORS accounts on social networks, among those who did evaluate the accounts, a positive attitude prevails.

Chart 3.5. How would you rate the SORS's social media accounts (X, Instagram, You Tube)?

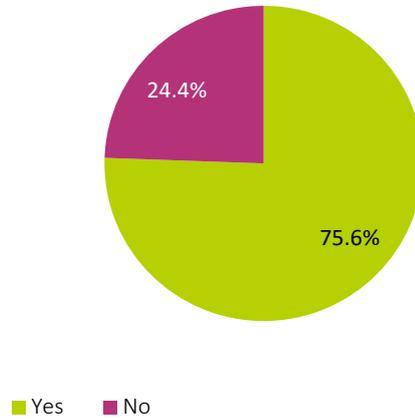


4. COMMUNICATION AND WORK OF SORS

According to the results of the Survey, most respondents had communication with employees of SORS in the past period - 75.6% confirmed this communication, while 24.4% of respondents had no contact.

The results obtained indicate a high level of direct user interaction with SORS.

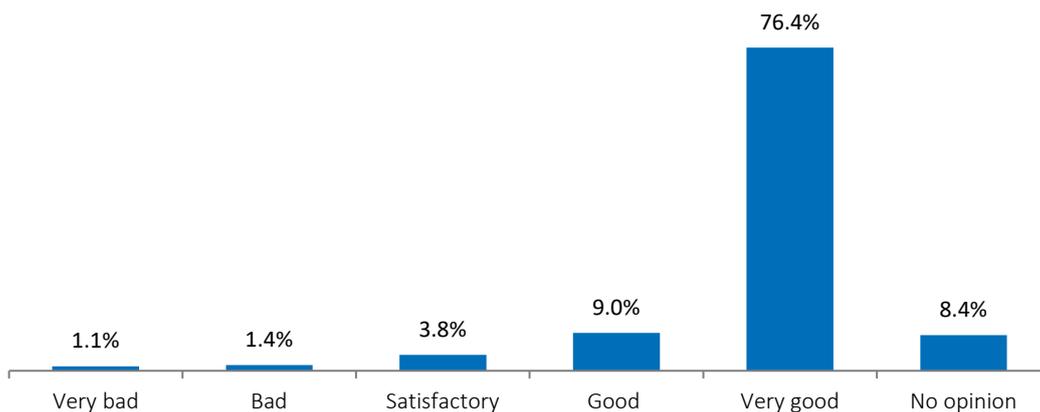
Chart 4.1. Have you had any communication with employees of SORS in the previous period?



Most respondents rate their previous experience in communication with employees of SORS as very good (76.4%). The share of the "good" rating is 9.0%, while 3.8% of respondents rated the experience as satisfactory. A very small share of respondents gave negative ratings – "bad" (1.4%) and "very bad" (1.1%). The option "no opinion" was chosen by 8.4% of respondents.

The results indicate high user satisfaction with communication with employees of the SORS.

Chart 4.2. How do you rate your experience so far in communicating with employees of SORS?

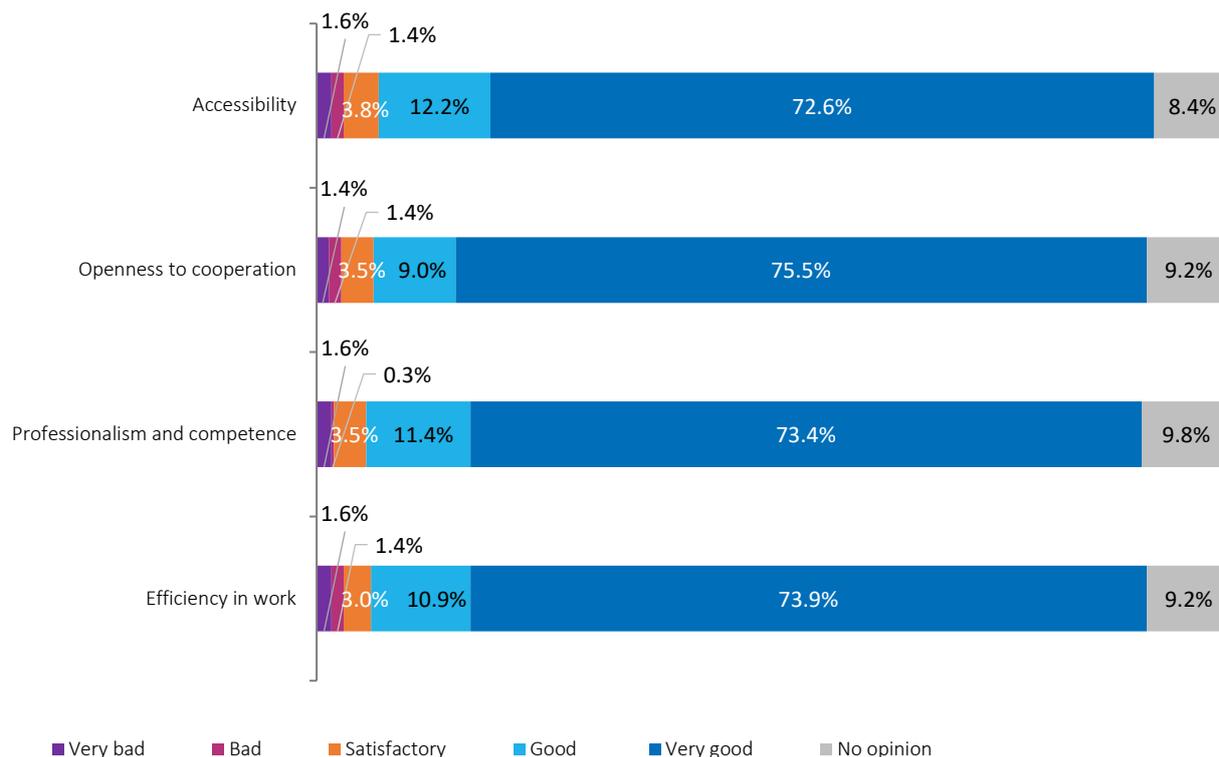


According to the Survey results, users generally rate all aspects of communication with employees of SORS positively. The highest ratings of "very good" were recorded for openness to cooperation (75.5%), work efficiency (73.9%), professionalism and competence (73.4%), and accessibility (72.6%).

The rating "good" is present in 9% to 12.2% of respondents, and the rating "satisfactory" is recorded by a small share of users (3.0% to 3.8%). A very small share of respondents gave negative ratings - "bad" or "very bad" (0.3% to 1.6%), while about 8.4–9.8% of respondents stated that they had no opinion.

The results indicate a high level of user satisfaction in all aspects of communication with employees of SORS.

Chart 4.3. Please rate the following aspects of communication with employees of SORS:



5. . USERS COMMENTS AND PROPOSALS

Based on the analysis of users' comments and suggestions, as well as Survey responses, it was observed that users express a positive attitude towards the work of the Statistical Office of the Republic of Serbia, primarily in terms of fast and efficient communication, professionalism and personal approach of employees. Users particularly emphasize good work organization, willingness to cooperate, as well as clarity and timeliness in statistical data delivery.

In addition, users have made proposals/ suggestions for improvements related to:

- **Website and navigation:** website's visibility and search engine need to be improved, so that users can access data more easily and navigate the website better.
- **Clearer methodology and data presentation:** data should be presented in a simpler way, with an explanation of methodological changes, as well as additional instructions for using the databases. Users also suggested the possibility of data cross-referencing within the database itself.
- **Accelerating data publication:** especially regarding the data that is important for decision-making and for the production of professional, scientific or expert research and publications.
- **Availability of data at lower levels:** would enable better analysis and decision-making at the local level.
- **Improving accessibility and user-friendliness:** although communication with employees was positively assessed, the need for data to be more accessible for scientific, research, and average users who are not statistics experts was emphasized.

6. SURVEY SUMMARY

STATISTICAL DATA USE

- Users most often use data from the fields of population census, population statistics, prices, labour market and education.
- The most common purpose of use is analysis (26.9%), while data is also used for business decisions, research projects and personal information.

FREQUENCY AND UNDERSTANDING

- 29% of users use data monthly, 20.1% daily or weekly.
- The average rating of personal understanding of statistical data is 4.39 (out of 5), which indicates a high level of user self-assessment.

TRUST AND DATA SATISFACTION

- 54.2% of users fully trust SORS data, and 40.9% partially.
- 45.2% of the data fully meets the needs of users, while 50.7% meets them partially.
- The average data quality rating is 4.25, which shows that users generally believe that the data is accurate, reliable, comparable and objective.

SORS PRODUCTS

- The most used products are databases (30.1%) and publications (17.5%).
- Users rate the quality of the products as high: 46.4% very good, 32.9% good.

WEBSITE AND DIGITAL SERVICES

- The overall content of the website was rated on average with 4.17, and the user experience with the website was rated with 4.0–4.3 in various aspects (texts, navigation, data formats).
- Although a large part of users do not use or do not follow the SORS accounts on social networks, which is reflected in the high share of answers “I have no opinion”, positive ratings dominate among users who have experience with these channels. This indicates that SORS accounts on social networks are recognized as a quality communication channel, but also that there is space for their greater visibility and use.

COMMUNICATION WITH SORS

- 75.6% of respondents had direct communication with employees.
- The communication experience so far was rated very high: 76.4% gave the rating “very good”.
- Aspects such as accessibility, openness, professionalism and efficiency also receive high ratings (>72%).

7. CONCLUSION

Users show a high level of satisfaction with the quality of data and the professionalism of the employees of SORS.

There is space for improvement in web presentation, search, publishing speed, and data particulars.

User comments indicate the need for a more clearly defined methodology, more accessible data formats, and additional segmentation and analysis possibilities.

