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User Satisfaction Survey 2017

Introduction

The User Satisfaction Survey is a very important tool for measuring user satisfaction levels in order to have complete information on user needs, satisfaction level, and information on future statistics planning and development.

User Satisfaction Survey was held in July 2017 and is the second survey conducted by KAS. The survey questionnaire, unlike the previous one, has been modified. The questionnaire is distributed electronically (by email) based on the list of users of statistical data. Also, part of the questionnaires was completed during the meeting with the data users.

The purpose of this survey is to measure the level of satisfaction of data users and to have complete information on the needs and requirements of users. The questionnaire was filled by 34 users, consisting of 14 questions.

The questionnaire contained the following topics: Data user groups, Gender and education; Frequency of use of statistical data, the Manner of obtaining information and the purpose of data use; Use of the KAS website, Access to the website and the publication calendar; Assessment of the overall quality of KAS data in general; Reliability and overall quality of statistical data, Comparability over time, how comprehensible statistical data meet the needs of users; Contacts with KAS employees; Communication with employees and services from KAS. In the end, users have had the opportunity to give additional comments regarding the improvement of statistics.

Contents

1. Summarized results

The survey was responded by 34 users of statistical data. The surveyed users were most of female gender 55,9%. About 73,5% of users had the level of education with a master's degree. The largest group of users, around 47,1%, belonged to the policy maker's level at the central level, while the second largest group of users were international organizations with 11,8%.

Information about statistical data was mostly obtained from KAS website with 49,3%, the second largest group has received data by email with 20,9%. Most commonly, data was used once a month by about 31,4%, while the purpose of their use was for policy making by 41,3%. KAS website is mostly used once a week with 34,4%.

The most sought-after areas of the users that were part of the survey were: Labor Market at 8,7%, Prices at 7,4%, Demography and Migration by 6,6%, Health and Social Welfare with 6,1%, etc.

User Satisfaction is measured based on the KAS assessment in general, including the method of user needs, data quality, timeliness, reliability, and how easy the data is accessible. Also the satisfaction rating for the KAS website was measured, satisfaction rating with employee contacts, and of KAS services.

Satisfaction assessment was carried out on a scale from 1 to 5 according to the following description:

- 1 = Very poor
- 2 = Poor
- 3 = Average
- 4 = Good
- 5 = Very good

Given the overall quality of the statistical fields, the highest estimate was given by users for Government accounts with an average of 4,3, Economic Accounts in agriculture by 4,2, then Price index and prices in agriculture by average 4,1, etc.

About 45,5% of users stated that the statistical data is of high quality, about 66,7% of them assessed that the data was reliable, while 62,5% assessed the comparability of data as good. About 12,1% of users stated that KAS did not meet their requirements, while 63,6% of users stated that KAS data was presented in a simple and understandable way, and about 60,6% of them stated that the data is easily found.

The KAS website was rated at an average of 3,5. About 67,6% of users use the publication Calendar.

Users appreciated the professionalism of employees with an average of 4,0; the cooperation with the employees was assessed at average 4,4; establishing contacts with employees was assessed at 4,2; as well as the response speed of 4,1.

About 88,5% of staff were satisfied with the quality of response, 84,6% of users were satisfied with the communication with KAS, about 15.0% of users were not happy with the information received through social media. About 52.0% of users were satisfied with the content of the website, while 20,8% of users said there was not enough statistics.

2. Overall satisfaction level

The overall level of user satisfaction is measured by these pillars:

1. Satisfaction with KAS website - average rating 3,55

2. Satisfaction with quality of statistical products - average rating 3,72

3. Satisfaction with statistics in general - average rating 3,75

4. Satisfaction with KAS employees - average rating 4,18

5. Satisfaction with statistical services - average rating 3,74

Satisfaction level is measured as the average of all the criteria outlined above.
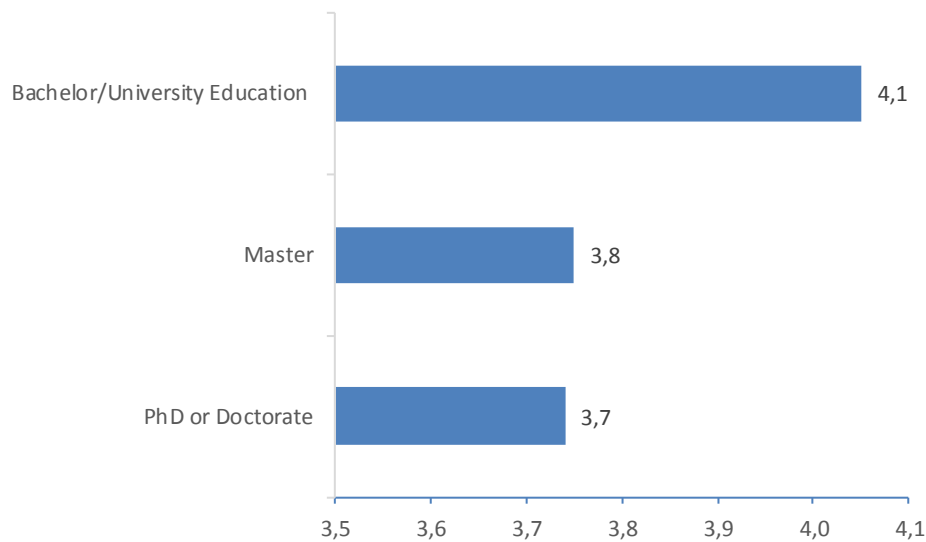

The total level of satisfaction is 3,79.

2.1. Level of user satisfaction according to gender
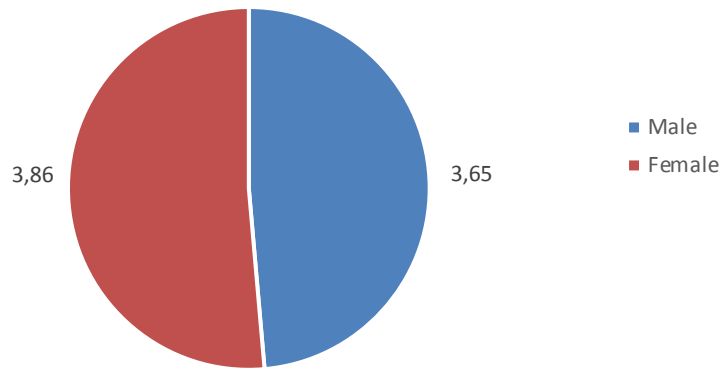
The average KAS rating according to gender is 3,65 for male while 3,86 for female.

2.2. Level of user satisfaction according to education level


Based on user education, the highest level of doctorate education averaged an average rating of 3,7 compared to the level of education with a masters' degree with an average rating of 3,8, as well as a bachelor or higher university education degree with average rating of 4,1.

3. Characteristics of users

The questionnaire was filled or completed by 34 users.

Q-1. User group
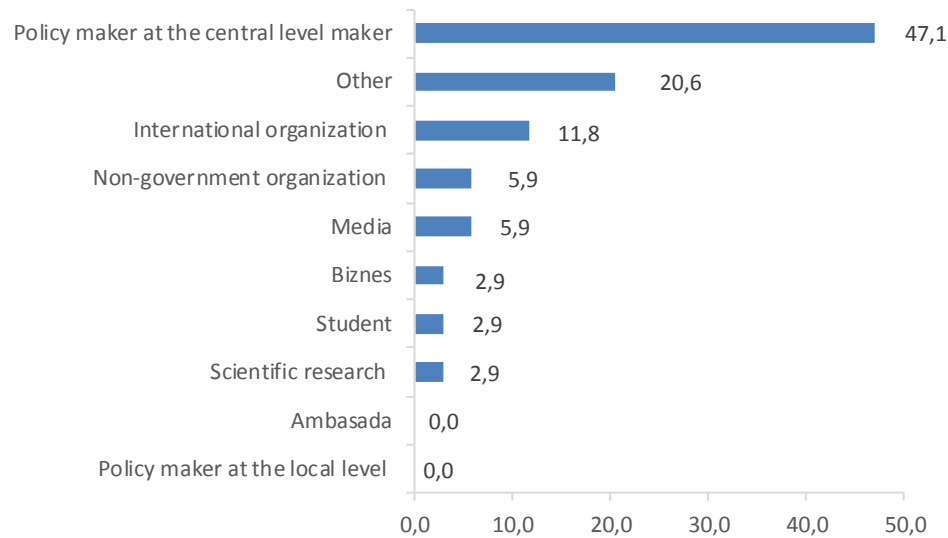
Most of the surveyed users belonged to the policy makers at the central level with 47,1%, the second largest group included other independent institutions as well as the consulting companies with 20,6%, and the third largest user group was the international organizations with 11,8%. Non-governmental organizations as well as the media with about 5,9%, while the group of businesses, students and researchers with 2,9%.

Q-2. Gender
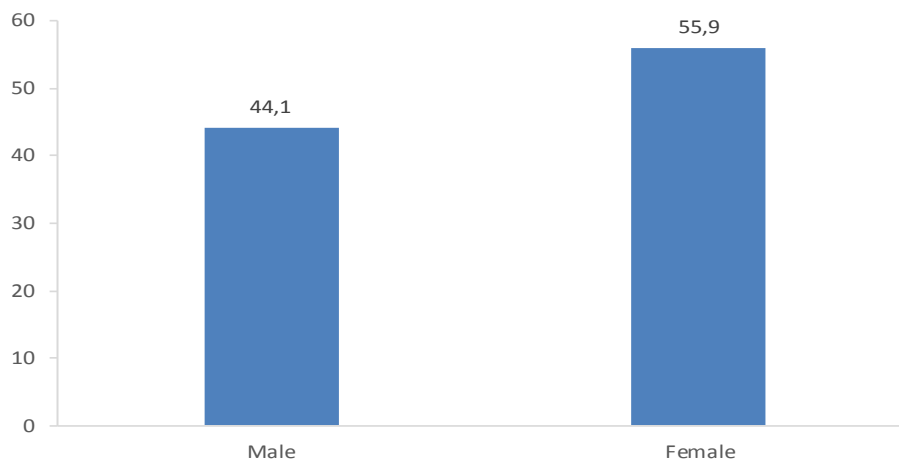
Of the users, 55,9% were female while 44,1% were male.

Q-3. Level of education

Pie chart legend:
- Upper Secondary Education
- Bachelor/University Education
- Master
- PhD or Doctorate
- Other (specialization)

Values shown: 2,9 0 17,6 5,9 73,5
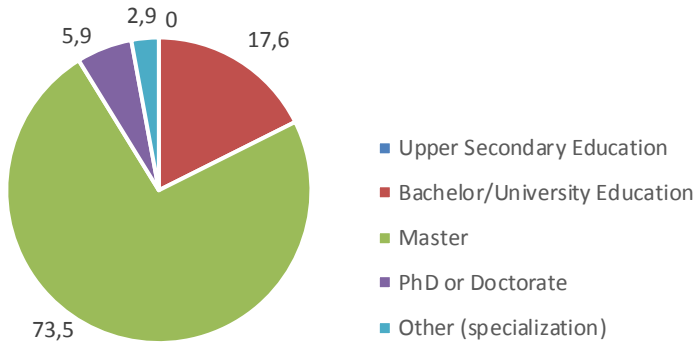
The highest number of surveyed users was with the level of education with a master's degree with 73,5%, with a bachelor's degree with 17,6%, while in the lowest percentage with doctoral degree of 5,9% and other specialization with 2,9%.

Q-4. Frequency of use of statistical data

Pie chart legend:
- Every day
- Once a week
- Once a month
- Once every three months
- Once a year
- Other

Values shown: 20,0 2,9 5,7 31,4 22,9 17,1
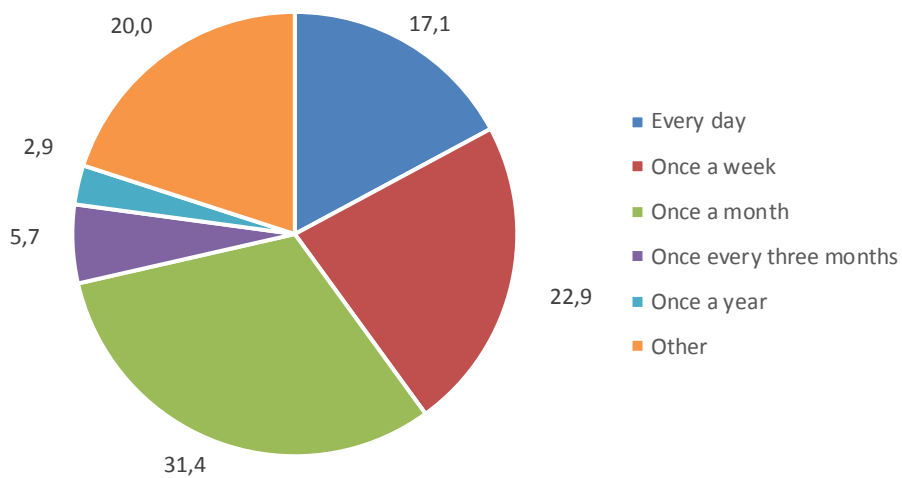
Approximately 31,4% of users use statistical data once a month, 22,9% once a week, then another category that is not specified by the frequency with about 20,0%, every day by 17,1%, once every three months by 5,7% and once a year by 2,9%.
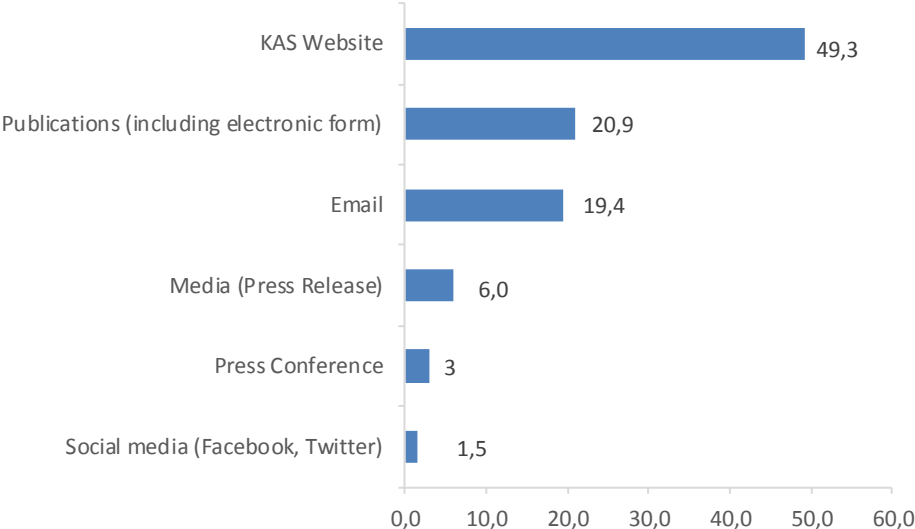
Q-5. Obtaining statistical information

Users have had the right to answer more than once in this question.

KAS website has been the channel that users have used the most for obtaining statistical information. As we had multiple responses, KAS website has a percentage of 49,3%, then publications with 20,9%, emails with 19,4%, media with 6,0%, press conference with 3,0% as well as social networks with a small percentage of 1,5%.

## Q-6. Purpose of using statistical data

Users have emphasized all important areas for them (multiple answers).
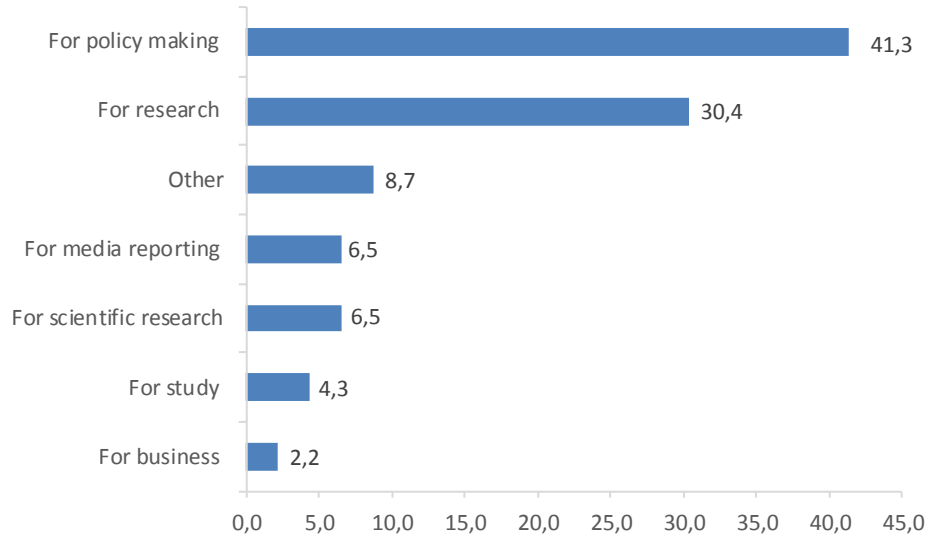
Data was used for policy making by 41,3%, for different research by 30,4%, for other reasons mainly for personal purposes by 8,7%, for media reporting as well as scientific research by 6,5%, study purposes with 4,3% and for business with 2,2%.

## Q-7. The frequency of visit of the KAS website
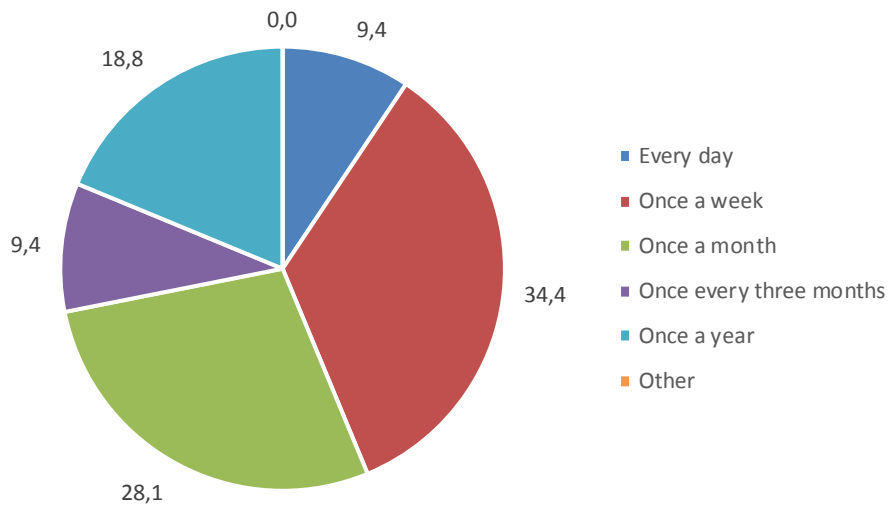
KAS website was visited once a week with 34,4%, once a month with 28,1%, continuing once a year with 18,8%, while once in every three months and every day with the same percentage of 9,4%.

Q-8. Assessment of the KAS website

The KAS website is the most important channel for the dissemination of statistical data. At this point in the questionnaire, users have provided answers on how the KAS website is build, how easy is the data found, whether the website is useful, about the satisfaction of the users with the content of the KAS website, and about the satisfaction of the users with the technical aspects of the KAS website.

The rating is measured with a level of satisfaction, starting from 1- I do not agree, at all, 2 – I do not agree, 3 – I agree on average, 4 – I agree, and 5 – I fully agree.

Assessment of the KAS website on the level of average.
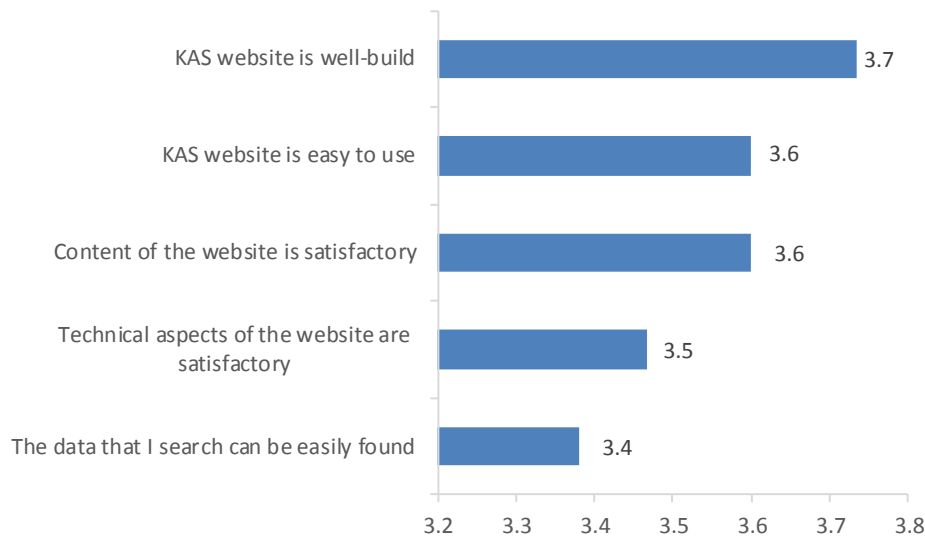
The rating of KAS website is on the average satisfaction level starting from: the fact that the data is easily available with an average rating of 3,4, the technical aspects of the website are satisfactory at 3,5, the content is satisfactory with 3,6, the website is easily accessible with 3,6, and the website is well-build with an average rating of 3,7.

Q-9. Use of the Calendar of Publications

32,4

67,6

- Yes
- No
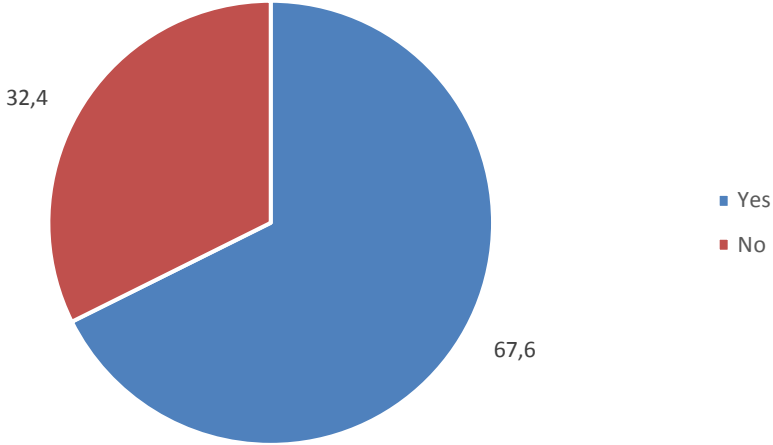
Approximately 67,6% of users use the Calendar of Publications, while 32,4% of them do not use it.

Q-10. The most used statistical fields

Users have been able to choose all of the statistical fields used by providing more than one answer.

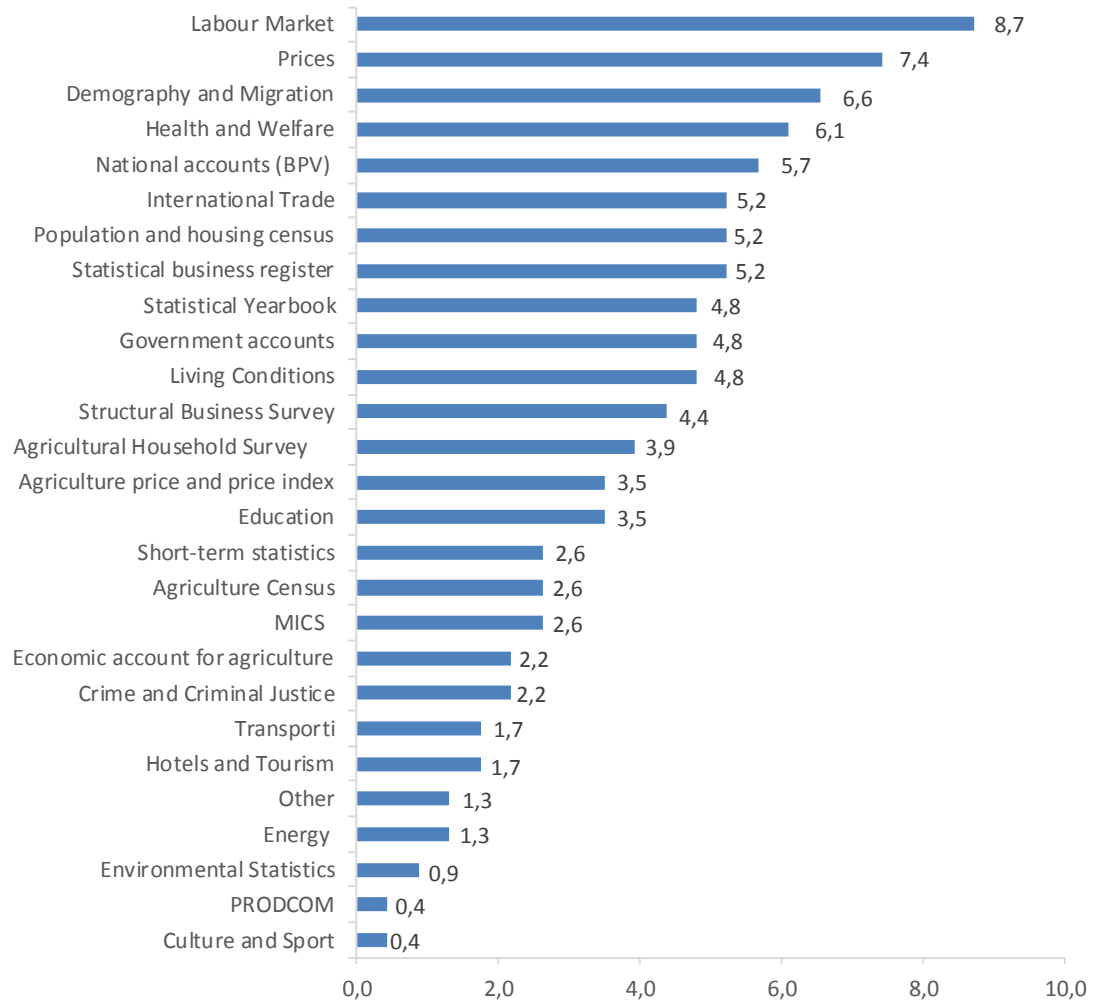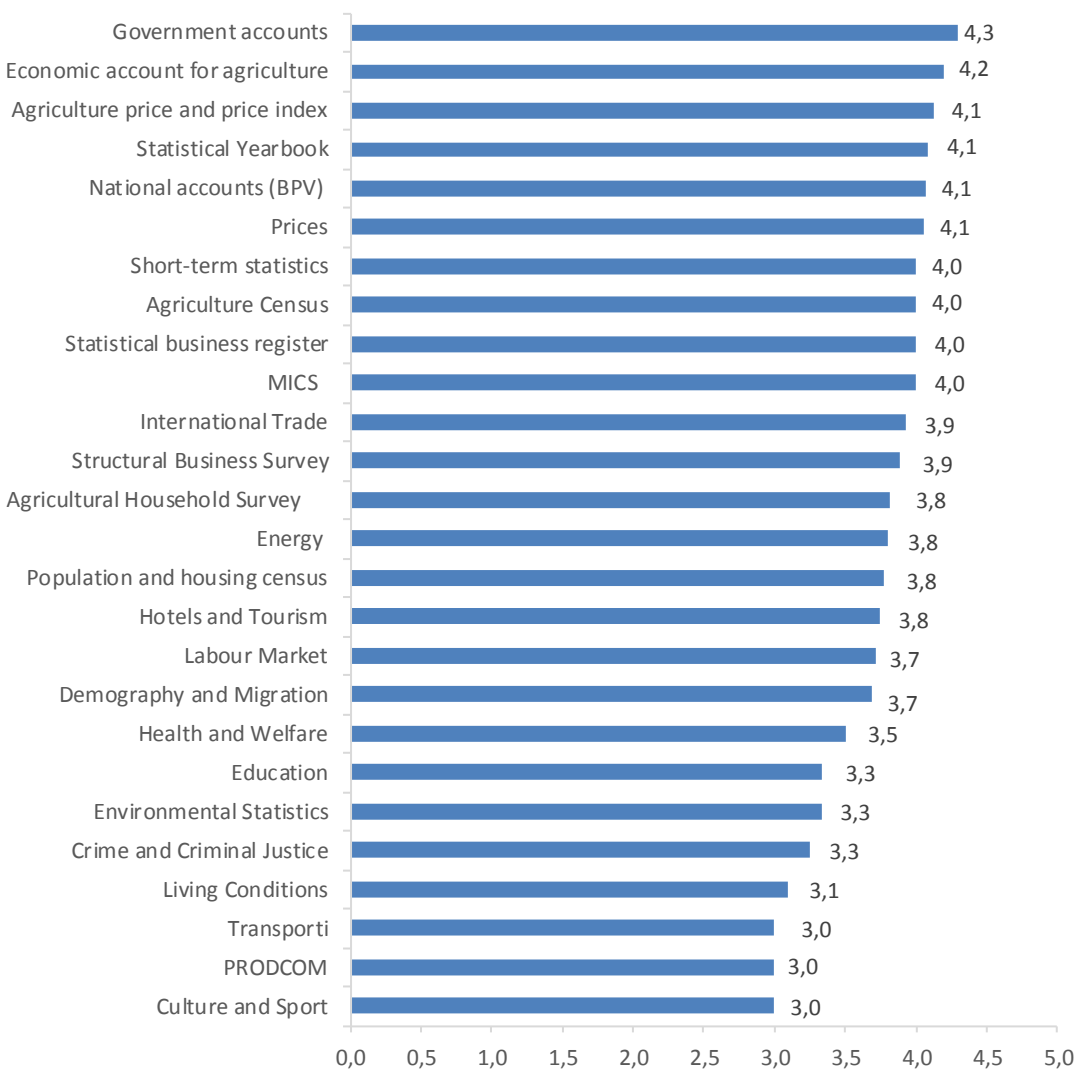| Statistical Field	Value
Labour Market	8,7
Prices	7,4
Demography and Migration	6,6
Health and Welfare	6,1
National accounts (BPV)	5,7
International Trade	5,2
Population and housing census	5,2
Statistical business register	5,2
Statistical Yearbook	4,8
Government accounts	4,8
Living Conditions	4,8
Structural Business Survey	4,4
Agricultural Household Survey	3,9
Agriculture price and price index	3,5
Education	3,5
Short-term statistics	2,6
Agriculture Census	2,6
MICS	2,6
Economic account for agriculture	2,2
Crime and Criminal Justice	2,2
Transporti	1,7
Hotels and Tourism	1,7
Other	1,3
Energy	1,3
Environmental Statistics	0,9
PRODCOM	0,4
Culture and Sport	0,4

The most commonly used statistical fields were: Labor market at 8,7%, Prices by 7,4%, Demography and migration by 6,6%, Health and social welfare by 6,1%. While less used were Environment statistics with 0,9%, PRODCOM with 0,4%, and Culture and Sport by 0,4%.

Q-11. Quality of statistical products

The overall quality of the statistical products is measured by using the scale of 1 - very poor, 2 - poor, 3 - average, 4 – good, and 5 - very good.

The quality of the statistical products is measured by calculating the average for the responses given for each product.

Product	Value
Government accounts	4,3
Economic account for agriculture	4,2
Agriculture price and price index	4,1
Statistical Yearbook	4,1
National accounts (BPV)	4,1
Prices	4,1
Short-term statistics	4,0
Agriculture Census	4,0
Statistical business register	4,0
MICS	4,0
International Trade	3,9
Structural Business Survey	3,9
Agricultural Household Survey	3,8
Energy	3,8
Population and housing census	3,8
Hotels and Tourism	3,8
Labour Market	3,7
Demography and Migration	3,7
Health and Welfare	3,5
Education	3,3
Environmental Statistics	3,3
Crime and Criminal Justice	3,3
Living Conditions	3,1
Transporti	3,0
PRODCOM	3,0
Culture and Sport	3,0

Product quality is assessed as follows: Government accounts with 4,3, Economic accounts in agriculture by 4,2, Price index and prices in agriculture by 4,1, Statistical Yearbook 4,1. The lowest average was in Transport, PRODCOM and Culture and Sport with 3,0.

Q-12. Satisfaction with KAS in general

In this question we generally measured the satisfaction with KAS such as: the quality of data, their comparability in time, reliability, user satisfaction, how easy is the statistical data found, etc., by using the scale of 1- I do not agree, at all, 2 – I do not agree, 3 – I agree on average, 4 – I agree, and 5 – I fully agree.
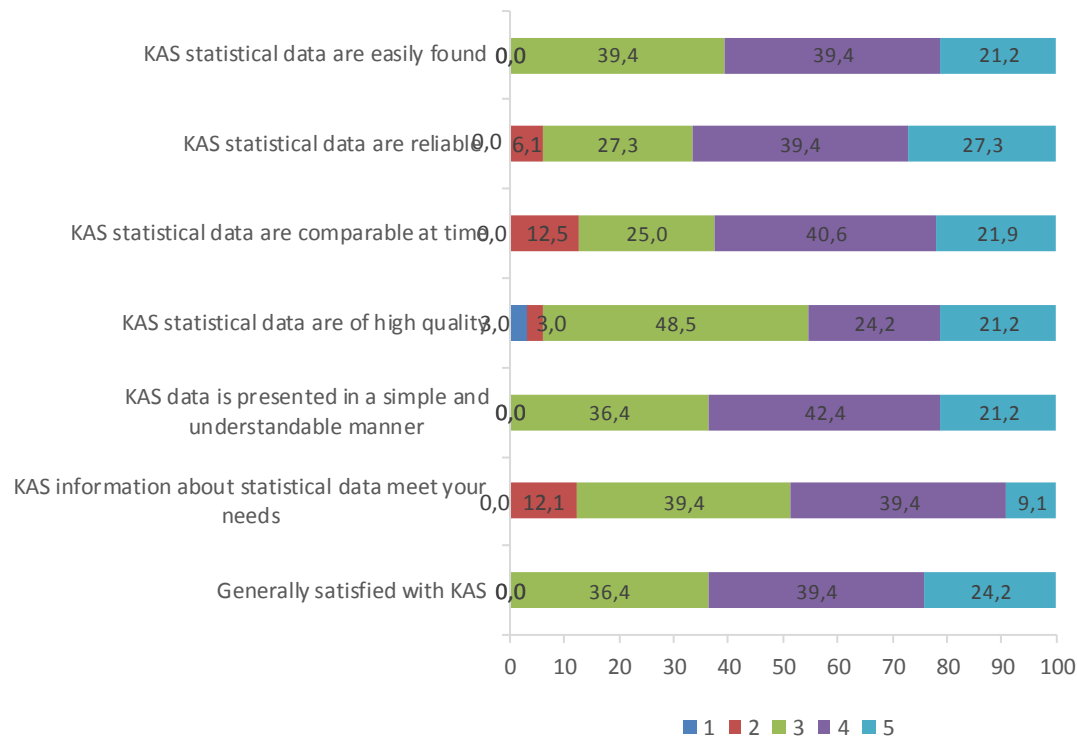

About 60,6% of users estimated that statistical data are easily found. High level data reliability was assessed at 66,7%, while about 62,5% of users stated that data is comparable over time. An average assessment regarding the quality of the data was given by about 48,5%, about 63,6% said that the data was presented in a simple and comprehensible manner, while about 12,1% of users stated that statistical data did not meet their requirements. In total, 63,6% of users are satisfied with statistics.

Q-13. Contacts with KAS employees

Satisfaction level is measured by using the scale 1- I do not agree, at all, 2 – I do not agree, 3 – I agree on average, 4 – I agree, and 5 – I fully agree.

In general, contacts, responsiveness, cooperation and professionalism of KAS employees were at a high satisfaction level of 4,1.
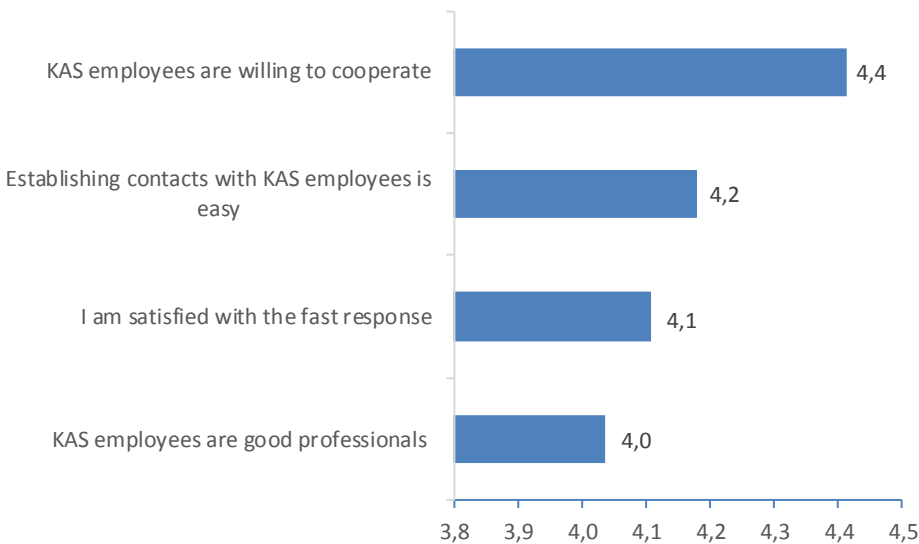

About 78,6% of users stated that KAS employees were good professionals. 85,7% of users stated that making contacts with KAS employees is easy. 78,6% of them were satisfied with the speed of the response, and 93,1% stated that employees are willing to cooperate.

Q-14. Satisfaction with the following services

Satisfaction level is measured by using the scale 1- I do not agree at all, 2 – I do not agree, 3 – I agree on average, 4 – I agree, and 5 – I fully agree.

Communication, response quality, response speed, content of the website, no sufficient statistics, and the information received between social media, had an average of 3,7.
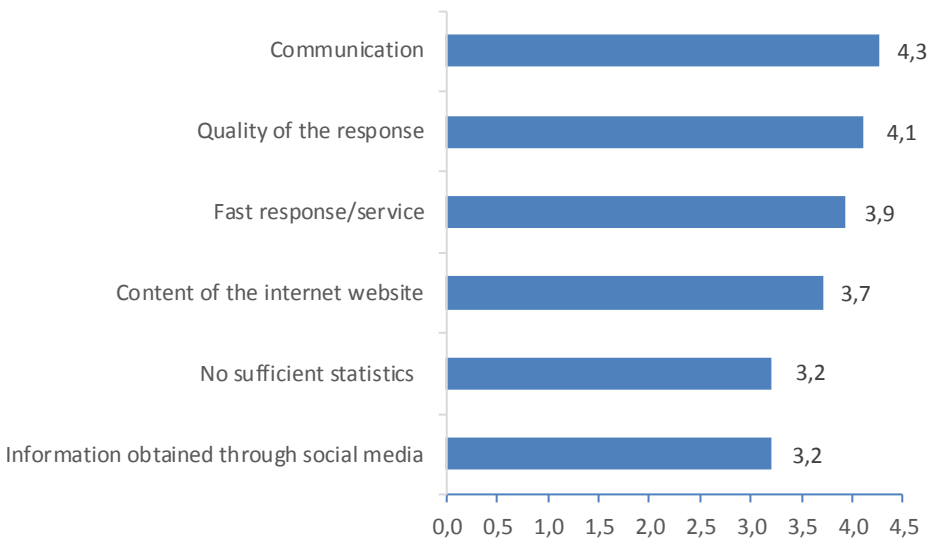
About 88,5% of the staff were satisfied with the quality of the response, 84,6% of users were satisfied with the communication with KAS, 15,0% of users were not happy with the information received through social media. 52,0% of users were satisfied with the content of the website, while 20,8% of users said there was not enough statistics.