



AGJENCIA E STATISTIKAVE TE KOSOVES  
AGENCIJA ZA STATISTIKU KOSOVA  
KOSOVO AGENCY OF STATISTICS

# **KOSOVO AGENCY OF STATISTICS**

## **User Satisfaction Survey 2019**

Prishtina, July 2019

## **Introduction**

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

User Satisfaction Survey is held on July 2019 and is the third survey conducted by KAS. The survey questionnaire has undergone some changes from the previous survey which was held in 2017.

The purpose of this survey is to determine the satisfaction of users regarding the quality of KAS data and services, as well as the determination of their needs, thus, based on user responses, KAS makes improvements of services to users aiming to increase the quality of KAS products.

The questionnaire was distributed electronically to users based on the list of users of statistical data and the users were notified by email in order to complete the survey. The questionnaire was emailed to users along with the questionnaire filling link, therefore interested users could participate in this survey.

The main objectives of this survey are:

- To measure the level of user satisfaction after the actions taken after the previous survey;
- To measure the level of user satisfaction with statistical products and services;
- To identify the current state of users;
- To obtain information in order to identify possibilities for further improvement in order to meet requirements of the users;

The main advantages of completing the online survey were:

- Relatively free of cost;
- Answers were received much faster than through the paper questionnaire method;
- Easy to send, etc.

The questionnaire is completed by 33 users and contained 19 questions. In some parts of the questionnaire, users could write suggestions and proposals on possible improvements. The User Satisfaction Survey questionnaire covered the following topics: Demographic characteristics of users, use and quality of statistical data, satisfaction with KAS online website, satisfaction with KAS employees and quality of services, as well as questions about following KAS in social networks.

## 1. Summarized results

Based on the results of the survey, more than (60.6%) of users of statistical data were males, most users of statistics were users aged 40 years with about 13.04%. The largest group of users were with a Master's degree by 46%, the second group of users were with Bachelor's degree with 42%, while PhDs were 12% of users.

Out of the total of respondents, 82% collected the data through the KAS official website, about 51.5% collected data on general information, 36.4% collected data to analyze the market. About 31% of users used the data every day and most of the data requested were from the fields of Prices, Labor Market, National Accounts, etc.

User Satisfaction is measured based on the overall KAS evaluation, including meeting user needs, data quality, timeliness, reliability, and how easy is to access the data. USS measured the level of satisfaction for evaluating the KAS website, satisfaction rating of the contact with KAS employees, and evaluation of KAS services.

Satisfaction evaluation was conducted on a scale from 1 to 6 according to the following description:

1. 1 = Very weak
2. 2 = Weak
3. 3 = Moderate
4. 4 = Good
5. 5 = Very good
6. 6= Don't know / no opinion

Given the 4 (Good) and 5 (Very good) evaluation of users, 60.6% of users thought that KAS data met their requirements, 66.7% of users responded that KAS data are presented in a simple and comprehensible manner, about 60.6% of users agreed that KAS data are of high quality, 57.6% of users thought that KAS data are comparable on time, 48.5% of users evaluated that KAS data are available on time, 57.6% of users thought that KAS data are reliable, 60.6% of they agree that KAS data are easy to find and about 54.5% of users estimate that KAS takes care of credibility (protects individual data).

The Calendar of Statistical Publications is used by 73% of users.

Considering the satisfaction scale of 4 (Good) and 5 (Very good), 57.6% evaluated that KAS employees are good professionals, about 66.7% thought that establishing contacts with KAS employees is easy, about 60.6% are satisfied with the speed of response, while 57.6% evaluated that KAS employees are willing to cooperate.

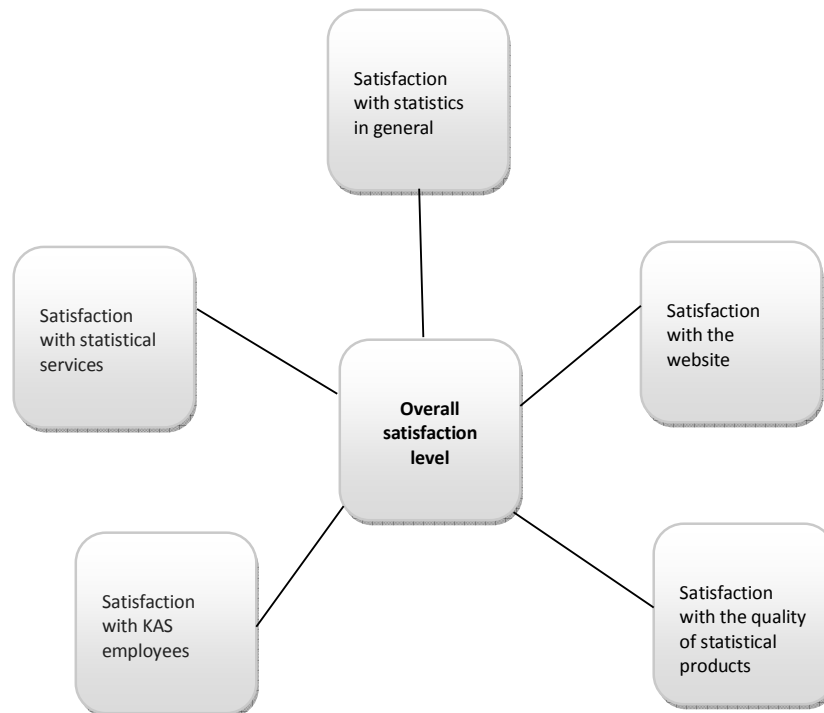
## 2. Overall satisfaction level

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

1. Satisfaction with KAS website - average rating 3,7
2. Satisfaction with the quality of the statistical products - average rating 4,1
3. Satisfaction with statistics in general - average rating 3,8
4. Satisfaction with KAS employees - average rating 4,0
5. Satisfaction with statistical services - average rating 3,8

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

**Figure 1:** Model for measuring the overall satisfaction of KAS users

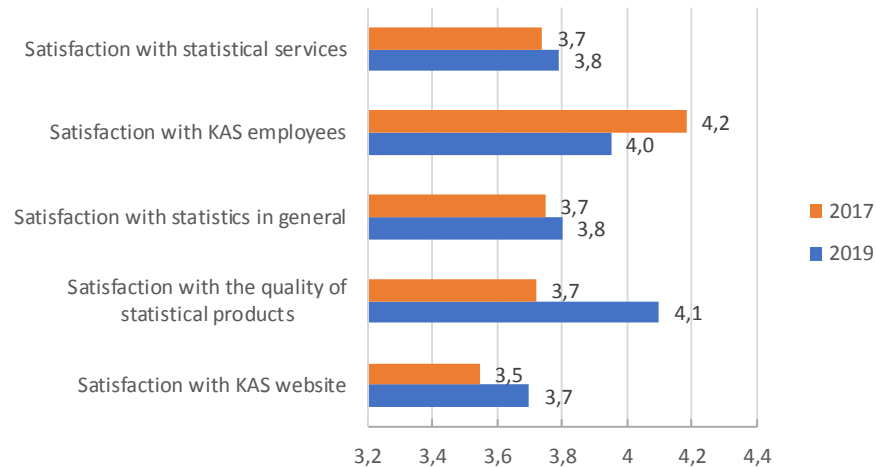


The Graph below describes the comparison of the satisfaction level during the last two surveys.

An important increase is attributed to the "Satisfaction with the quality of KAS statistical products" with an increase by 9.8% compared to the previous year, while the decrease is observed in the indicator of "Satisfaction with KAS employees" with around 5%.

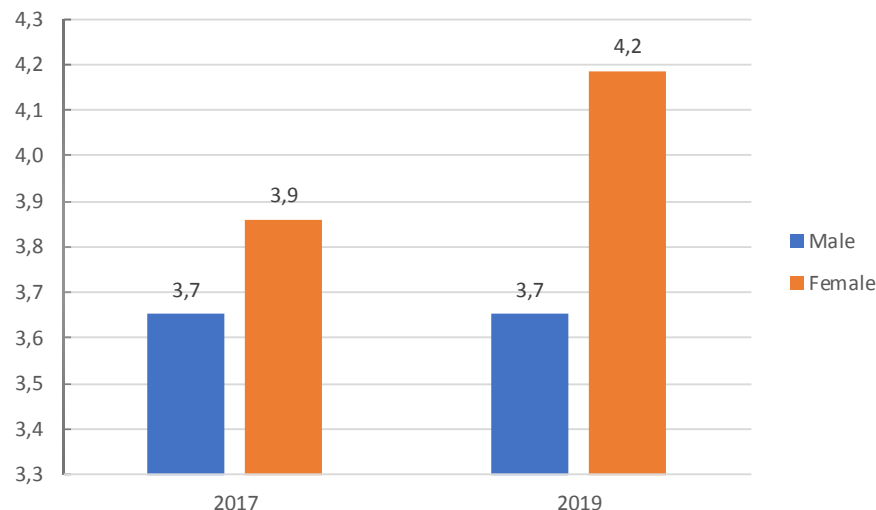
This survey also indicates an increase in other indicators compared to the previous survey.

**Graph 1:** *Overall satisfaction level and satisfaction by criteria 2017-2019*



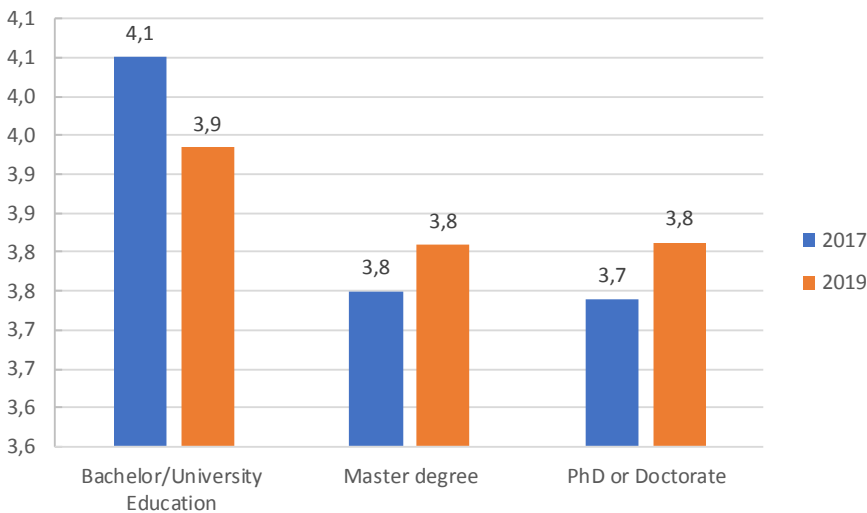
Below are the results of the user satisfaction level combined with the demographic characteristics of users.

**Graph 2:** *User satisfaction level by gender 2017-2019*



The average KAS rating by gender is 4.20 for males and 3.65 for females. Where 60.6% of them are males.

**Graph 4:** *User satisfaction level by education level 2017-2019*

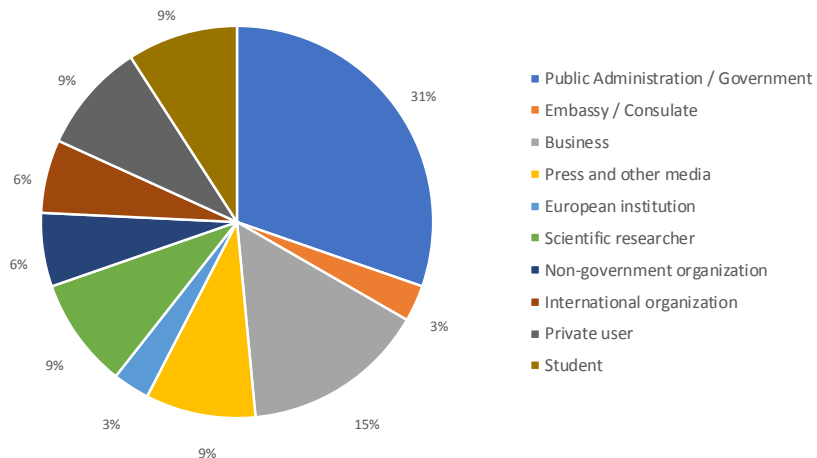


The level of user satisfaction with Master and PhD level of education has increased by about 2% compared to the previous survey. Slightly lower level of user satisfaction by about 3% is with users with a level of education with a Bachelor / University degree.

### 3. Results of the User Satisfaction Survey 2019

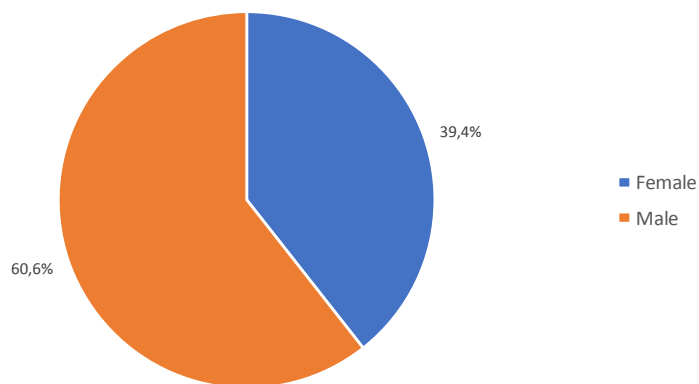
Based on the transparency connected with the users of statistical data, KAS in this report publishes the data of this survey also for each question separately that users of this data are as informed as possible, i.e. how much you are satisfied with KAS services having in mind your comments and suggestions that are needed to improve our services in the future.

**Graph 4: User group**



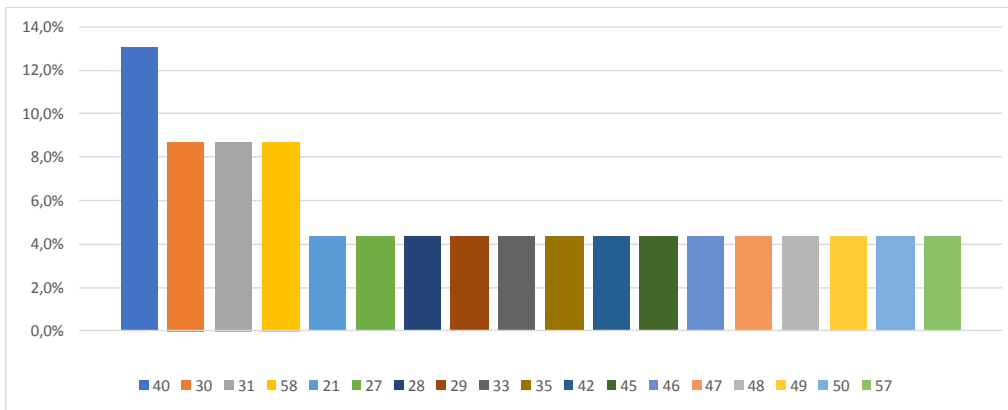
The group of users who mostly use the statistical data belongs to the Public Administration with 31%, continuing with businesses by 15.2%, a significant proportion of users are journalists and media, researcher, private user and students with 9%.

**Graph 5: Gender of users**



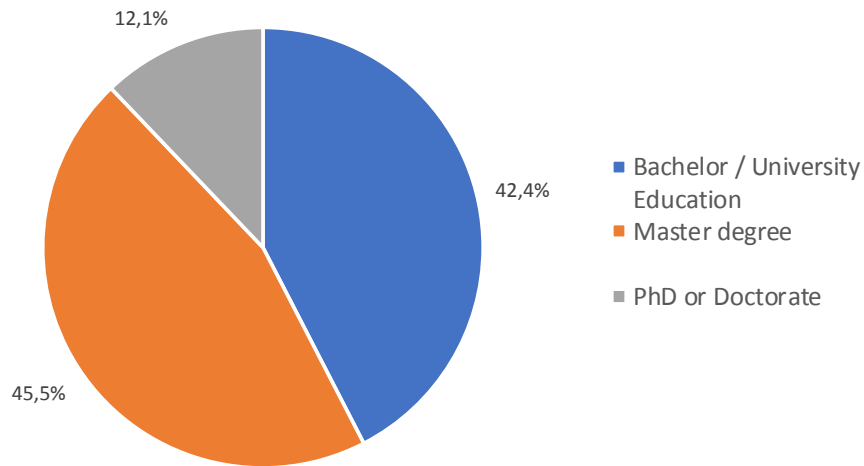
By gender, 60.6% of users are males, while 39.4% are females.

**Graph 6: Age of users**



The age of users is relatively variable from 21 to 30 years old with 4.3%, age 31 and 32 with 8.7%, while the majority of users are of age 40 with 13%.

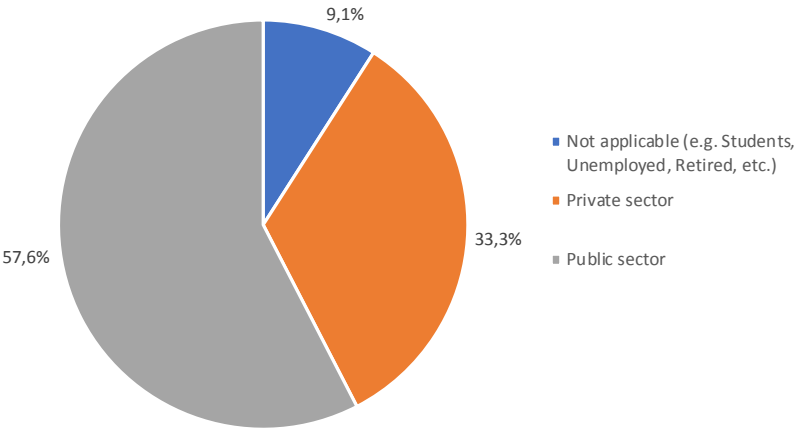
**Graph 7: Highest level of user education level**



According to the level of education, 45.5% of users are with Master degree, Bachelor/University Education with 42.4% of them, and with PhD or Doctorate 12.1% of users.

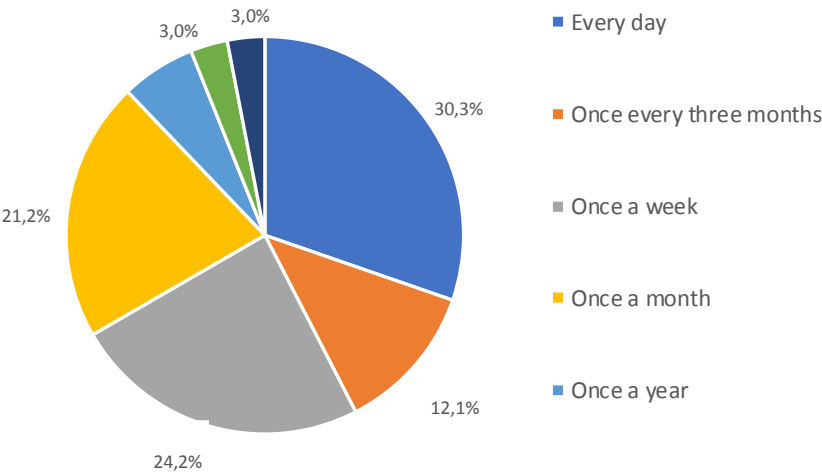


**Graph 8:** *Sector where most statistical data is used*



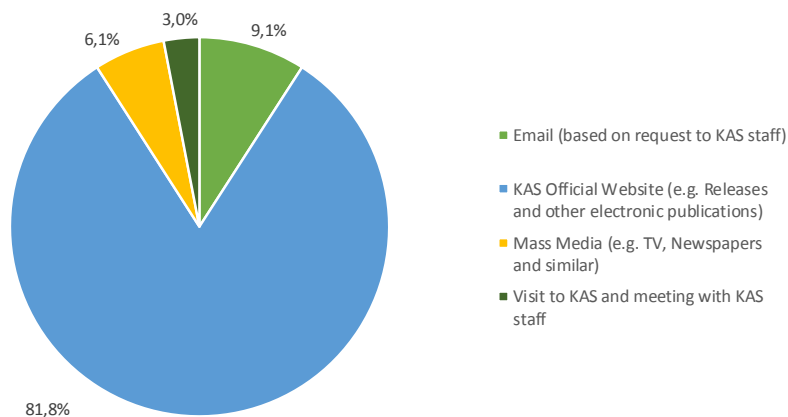
Users of statistical data are mostly from the public sector with 57.6% then from the private sector with 33.3% continuing with users of other categories that are 9.1%.

**Graph 9:** *Frequency of using statistical data and information published by KAS*



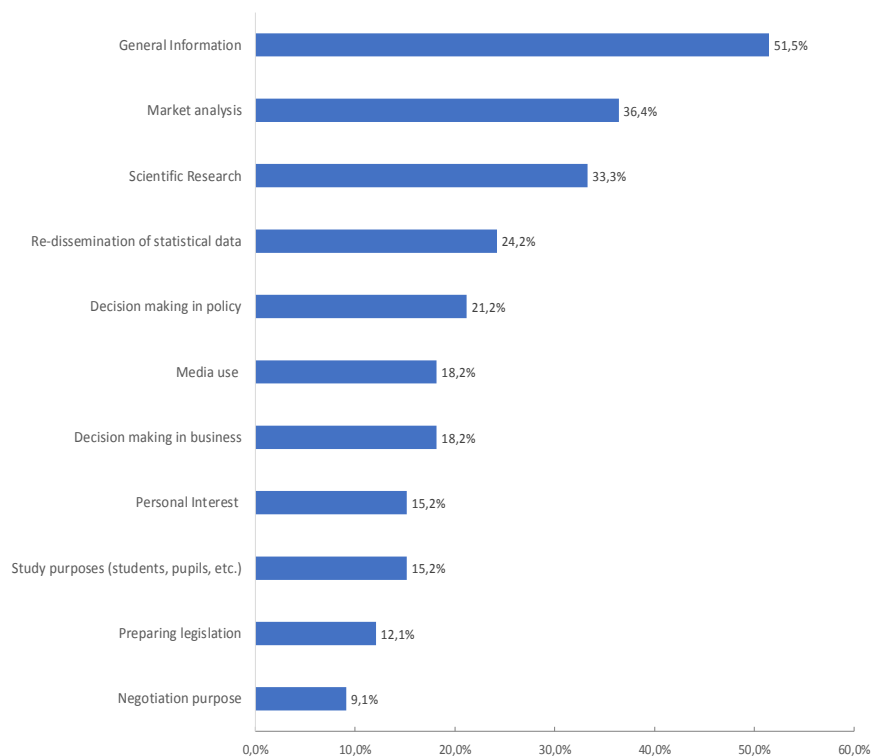
As a result of this survey, statistical data are used on a daily basis by 30.3% of users, 24.2% once a week, 21.2% once a month, the frequency of using statistical data is relatively good.

**Graph 9: From where the user obtains information about KAS statistical data**



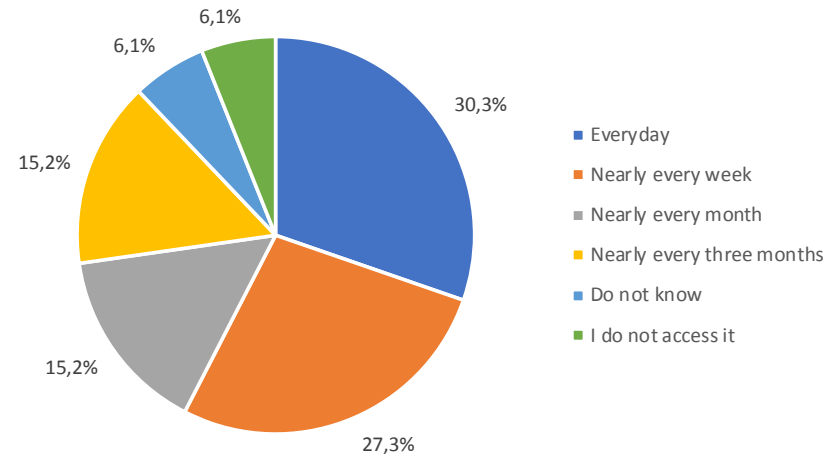
Information about KAS data is downloaded from KAS official website (e.g. press releases and other electronic publications) by 81.8% while 9.1% by email (based on a request to KAS staff), 6.1% of them are informed by the media, while only 3% of users obtain information through visits and meetings with KAS staff.

**Graph 10: Purpose of using statistical data**



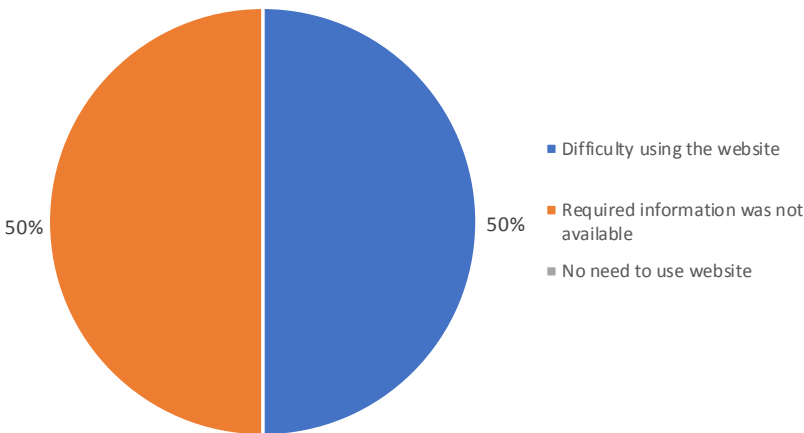
51.5% of users use KAS statistical information on general information 36.4% to analyze the market, 33.3% of users use statistical data for research or scientific research, while continuing to use statistical data for other purposes that are presented in the Graph.

**Graph 10:** *Frequency of use of KAS website*



KAS website is visited by 30.3% of users every day, 27.3% once a week, 15.2% of users visit website almost every month and almost every three months.

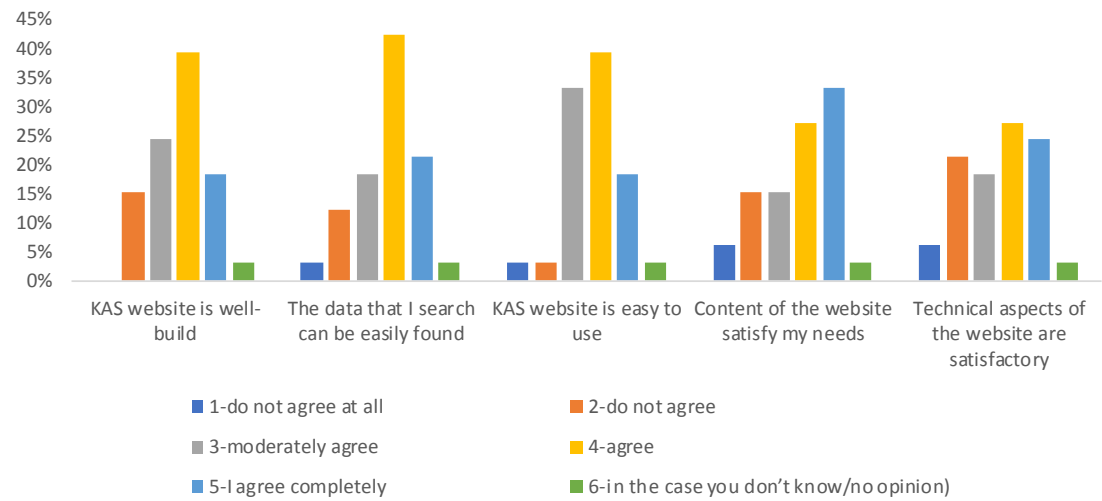
**Graph 11:** *Reason for not using the KAS website*



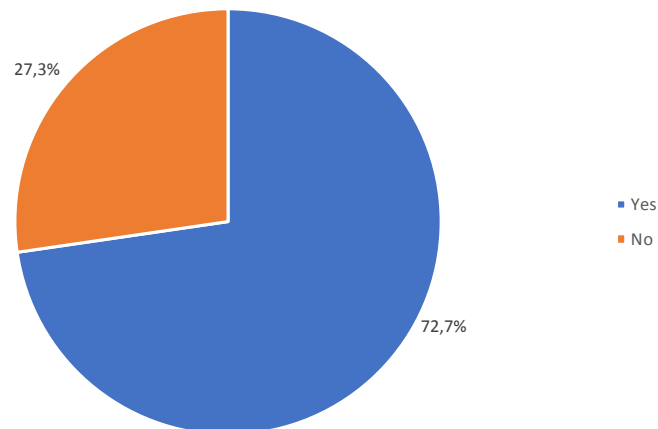
More than 50% of users as reasons not to access the KAS website is that they have difficulty accessing the website, while 50% stated that the information they requested was not available on the website.

The following Graph represents the user evaluation of the use of the website expressed in% based on scale 1 (do not agree at all) to scale 6 (no opinion).

**Graph 12:** *Evaluation of the KAS website by users*

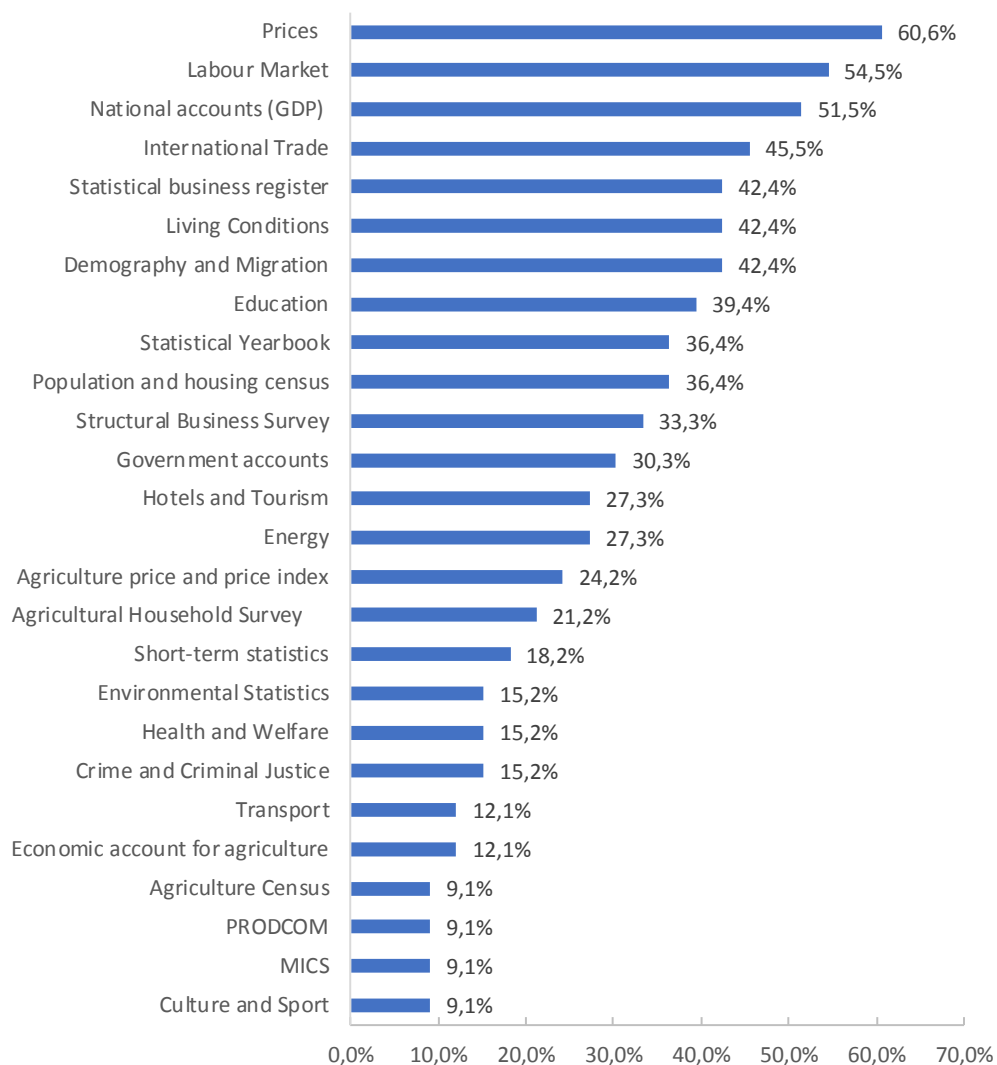


**Graph 13:** *Use of the Publication Calendar that is available on the KAS website*



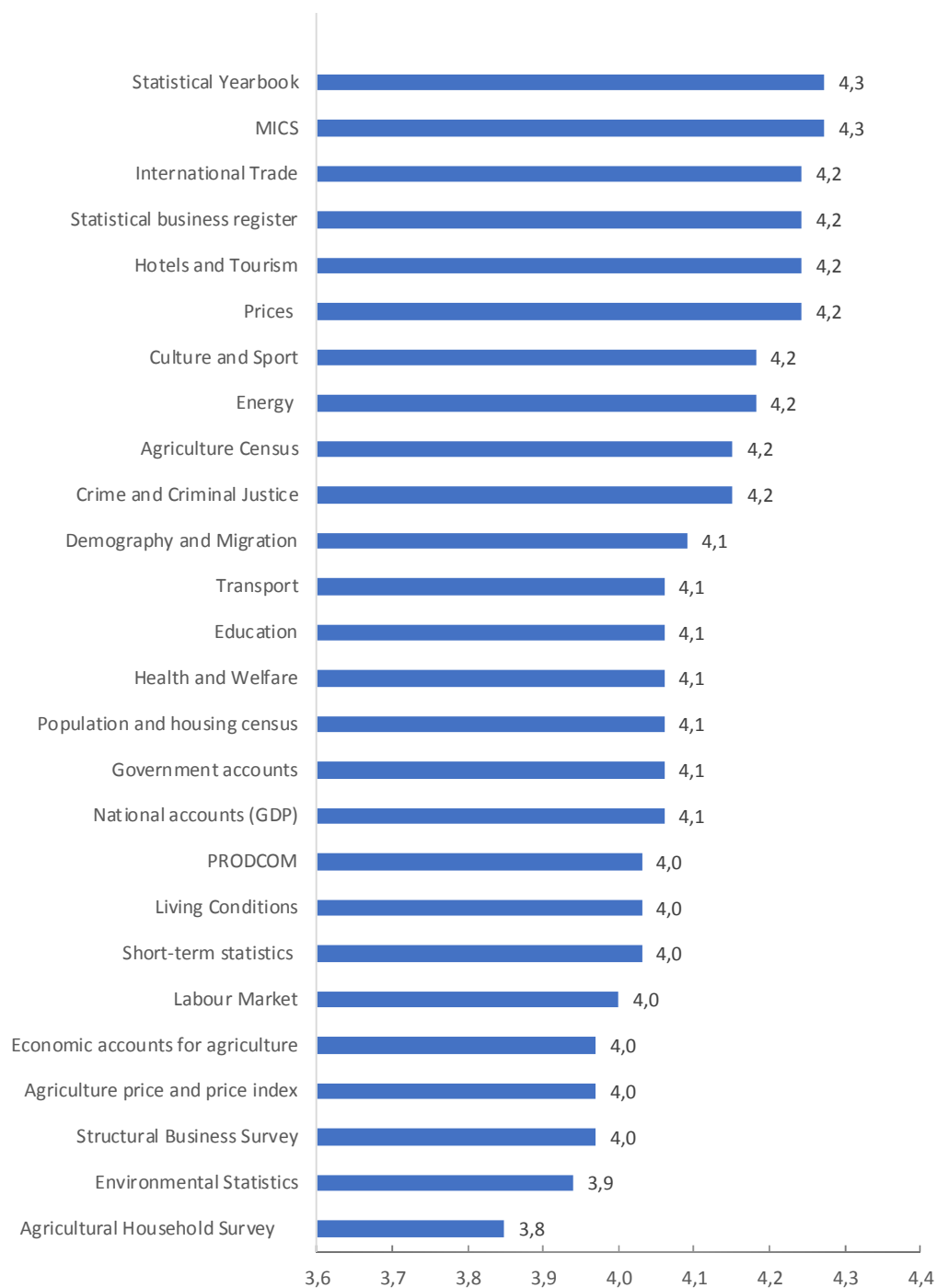
Most users use the Publications Calendar as guidance on when are statistical data released, so 72.7% of users use the Publications Calendar, while 27.3% of them do not use the Publication Calendar.

**Graph 14: Statistical areas frequently used by users**



The most frequently used statistical fields are Prices by 60.6% of users, the Labor Market by 54.5%, continuing with National Accounts by 51.5% and so on.

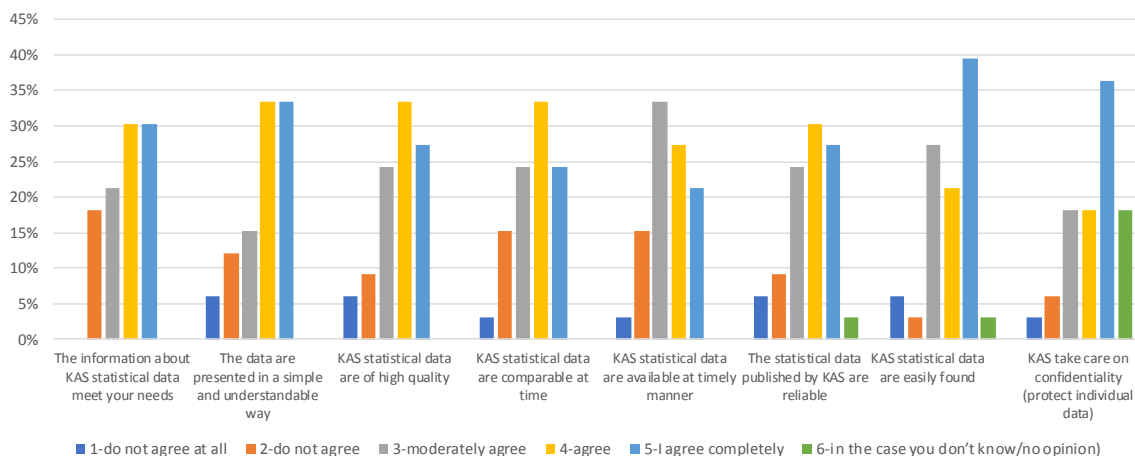
**Graph 15: Rating of statistical products**



According to this survey, expressed on average, it is found that the Statistical Yearbook and the MICS data are mostly rated by 4.3, continuing with the other fields as presented in the Graph.

The Graph below indicates the statistics rating in general by users expressed in% based on the scale 1 (do not agree at all) to scale 6 (no opinion).

**Graph 16: Rating of statistics in general**



The following Graph indicates the user ratings regarding their contacts with KAS employees expressed in% based on the scale 1 (do not agree at all) to scale 6 (no opinion).

**Graph 17: Contacts with KAS employees**

