

User Satisfaction Survey 2019

Purpose of the survey

In order to obtain the opinions of users on the products and services, the State Statistical Office conducts a survey to measure user satisfaction. The first survey was conducted in 2009, the second in 2012, the third in 2015, the fourth in 2017, and at the beginning of 2019 the SSO conducted the survey for the fifth time.

The questionnaire was designed to obtain information about the habits of users in the use of statistics, their views on the statistical data and the quality of statistical data and products, the principles of the European Statistics Code of Practice relating to statistical outputs, the services of employees with regard to the provision of data and information, the website, as well as to obtain basic demographic data on participants in the survey.

Method of conducting the survey

The survey took place from 4th to 20th of March 2019. This is the fourth time to conduct a survey through a web questionnaire where the users are invited to participate in the survey anonymously.

Coverage

The register of users is the frame for the User Satisfaction Survey, and 11.5% of the total number of users invited by email participated in the survey.

Demographic characteristics of the respondents

Of the total number of users who participated in the survey, 58.5% are female and 41.5% are male. According to age, most of the participants were aged 41 to 60 years with a 50% share, and according to completed education, the majority of users, 55%, have higher education degree, while the share of respondents with PhD and Master's degree is 41%. According to the group of users, the largest proportion of respondents, 34%, are from the public administration and local government, followed by enterprises with 23% and scientists and students with 14%. The participation of the media is 4.6%.

Questions related to the habits of users

In the questionnaire, several questions were asked related to the habits of users in the use of statistical data: what do they use the statistical data for, how often they use the data, which are the statistical areas they most frequently use data from, and where do they find SSO statistical data.

The most frequent answers of the respondents are that they use these data for personal informing and scientific research and less for business and planning activities and to create socio-economic policies. Analysed by groups of users, there are no major deviations from the expected: business entities mostly use the data for business and planning activities, scientists use the data much more for scientific research and less for educational purposes, while media mostly use the data for informing.

According to the answers of the respondents, the greatest part, or 28%, use the data less than once a month, while 36% of the users use the data very often (on a daily basis or at least once a week). Or, 64% of respondents use the data at least once per month or more often. The most frequently chosen area by the respondents is Population (8% of the total responses).

Chart 1: Frequency of use of data, in %

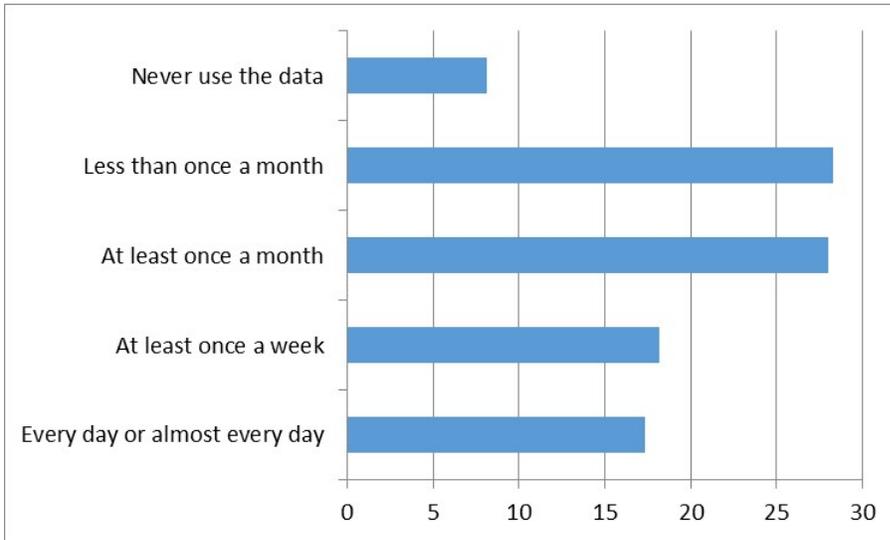
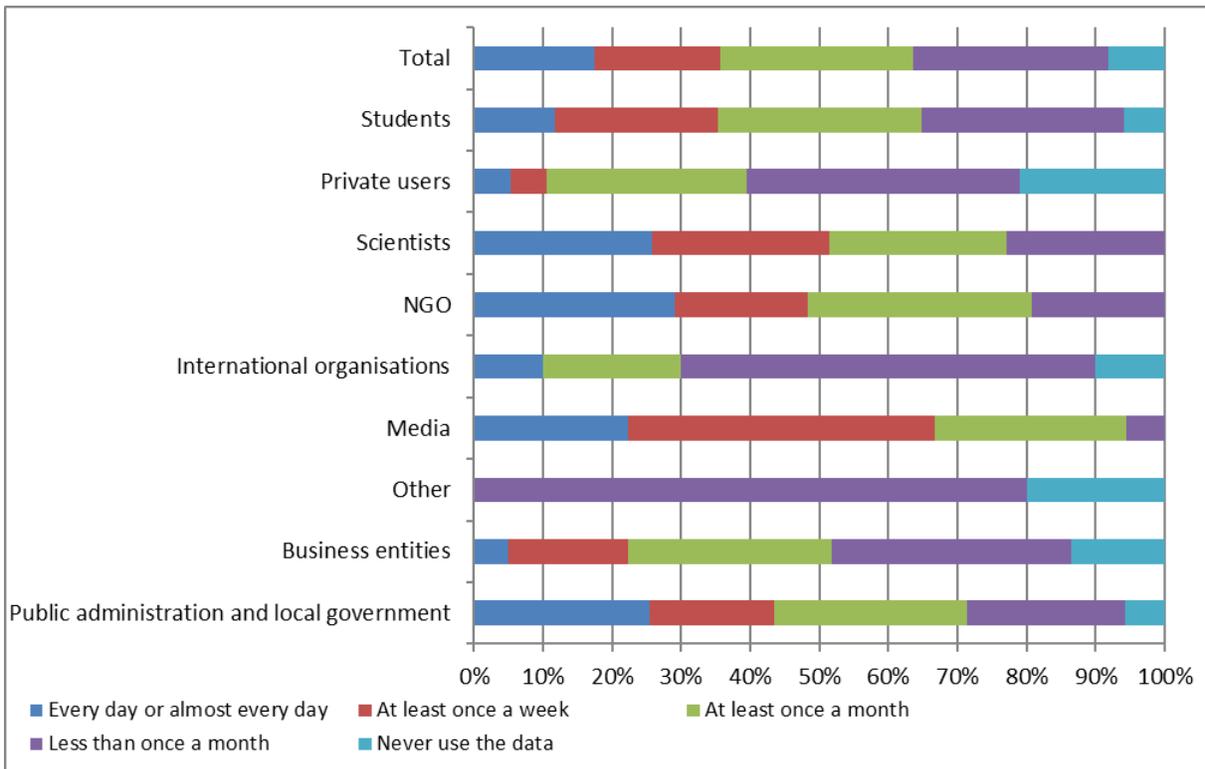
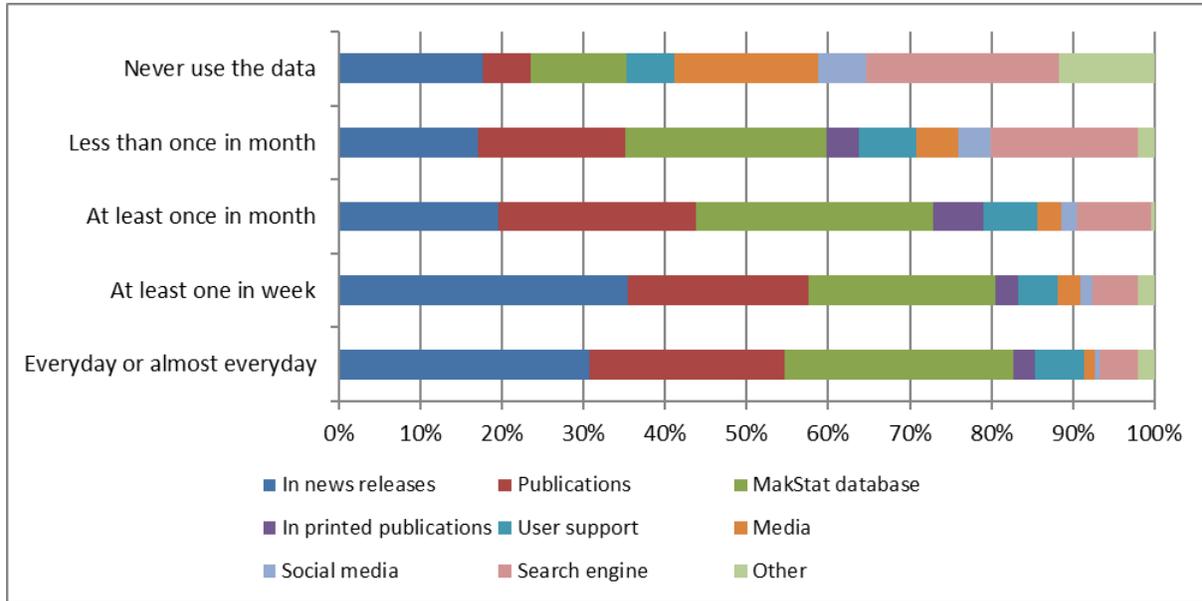


Chart 2: Frequency of use of data, by user groups, in %



With regard to the SSO products, the users mostly use: MakStat database (26.1%), news releases (24.3%) and publications (21.8%).

Chart 3: Where users find the statistical data, by user groups



Questions related to the SSO

In this set of questions, the users evaluate the degree of agreement (totally disagree – 1, to fully agree – 5) with the statements related to the SSO. The average scores for several aspects of this group of questions are as follows:

- SSO meets my expectations 3.76
- Overall, I am satisfied with the SSO 3.89
- SSO data are of high quality 3.77
- SSO protects the individual data 4.23

Questions related to the confidence in the SSO and the statistical data

When asked whether they have **confidence in the State Statistical Office** as an institution, the surveyed responded with a rather high average score, 3.97, while regarding the question of **confidence in the statistical data** produced by the State Statistical Office, the average score is 3.92.

Questions related to statistical data produced by the SSO

In this set of questions, the users evaluated various aspects of the basic statistical principles, such as data availability, usage of appropriate statistical methods, clarity, information on statistical data, data comparability, timeliness. Users assessed the degree of agreement with several statements, from completely disagree (1) to totally agree (5).

The **access to SSO statistical data** was evaluated by the respondents with an average score of 3.90, and the statement that the **data produced by SSO are easily understood** by the users with an average rating of 4.07.

The statement that **the information on statistical data** meets their needs was evaluated by the users with an average score of 3.83, and most users believe that the **statistics are comparable** (with an average rating of 3.88). The overall **timeliness of statistical data publication** has slightly lower average score of 3.74.

The statement that SSO statistical data **satisfy users' needs regarding data on the Republic of North Macedonia** was given an average rating of 3.74 by the users. The question on quality (**accuracy, availability and clarity**) of the statistical data was given an average rating of 3.76. The question on **timeliness** of data publishing scored an average of 3.69.

With regard to the **quality of sources / products** used, the average score is relatively high, 3.83, and the highest rated quality is that of the News releases (3.94) and MakStat database (3.75), while the lowest the quality of Infographics (3.62) and Macedonia in Figures (3.75). The question related to the **publishing calendar** was given an average rating of 3.74, with the highest rating given by the media and public administration (3.94).

Table 1: Rating of the quality of sources, by user groups

	News releases	Makstat database	Statistical reviews	Statistical Yearbook	Macedonia in Figures
Public administration and local government	3,99	3,98	3,97	4,07	3,83
Business entities	4,00	4,07	3,98	3,87	3,78
Other	4,00	4,33	4,40	4,33	4,33
Media	4,24	3,76	3,88	3,79	3,94
International organisations	3,50	3,67	3,00	3,17	3,20
NGO	3,93	3,83	3,90	3,86	3,90
Scientists	4,00	3,91	3,77	4,03	3,52
Private users	3,78	3,91	3,77	3,74	3,67
Students	3,53	3,47	3,47	3,18	3,35

Questions related to contacts with the SSO

In this section the users assessed the degree of agreement (from completely disagree to completely agree, and if they did not have any opinion - an option "I do not know") with questions related to contacts with SSO employees and the services offered by them regarding the requests for statistical data and information.

According to the results, the respondents have rated the statement that one can easily contact the SSO employees with an average score of 3.89. The professional conduct of the employees is rated with an average score of 4.07, while the satisfaction with the service with an average score of 4.00.

Regarding the **efficiency in responding to requests / enquiries** by the SSO, the users have given an average score of 3.91.

Questions related to the SSO website

The last part of the questionnaire was related to the SSO website.

More than 36% of the respondents from the media visit the website every day or at least once a week. With respect to the website design, more than 20% of the respondents completely agree that it is good from a visual point of view, and the average score is 3.62. An average rating of 3.67 is given to the statement that the website is **user-friendly**. With regard to the **quick access to the website contents** required by users, the users gave an average rating of 3.67, whereas the statement that the **content of the website is well organised** got an average score of 3.63 by the respondents.

Regarding the question **whether users usually find the information** they require on the SSO website, 81.4% of the respondents answered "Yes, always" and "Yes, often". About 2.6% did not find the required information.