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# **Experience With Users' Satisfaction Surveys**

**Strategic Management Seminar on Quality Frameworks**

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# Users' Satisfaction Surveys at SORS

One of the basic principles of quality statistics implies user friendly services

Code of Practice, in **Principle 11**, emphasizes the importance of this fact:

**European statistics must meet the users' needs.**

Therefore, it is essential to regularly monitor users' satisfaction and analyse their requests.

In 2010 and 2013, Statistical Office of the Republic of Serbia (SORS), conducted the Users' satisfaction survey

*On line* questionnaire was sent to total of 2524 e-mails - questionnaire was completed by 1223 users.

# Issues covered by the 2013 Survey

The survey encompassed the following issues:

- data use,
- users' satisfaction with the website,
- database and statistical data,
- users' satisfaction with statistical data,
- rating of the SORS' staff,
- ranking of the data quality,
- issues related to demographic characteristics of the respondents.

# Data Use



## Data Use:

This set of questions, explains more about the users' habits:

- where they find the statistical data,
- for what purposes they use the data,
- how often they need the statistical data,
- in which publications they find the data,
- do they find the data in database,
- which method of receiving the data suits them best and
- which statistical area they are most interested in.

Users' satisfaction with the website and users' satisfaction with databases contents:

### Users' satisfaction with the website:

Website is the main data dissemination channel, and therefore, in this segment of the survey, the aim was to find out how the users rank the technical performances and contents of the website.

**Users rated 'Very good' and 'Good' in 2013 higher 15.7%, comparing to 2010.**

### Users' satisfaction with databases contents:

Two databases are available to users and DevInfo.

**Dissemination database contains about 400 indicators and data from this base can be obtained in PDF XLS, HTML forms. DevInfo database includes the indicators up to the levels of municipalities and profiles of municipalities with charts. All electronic publications are available in PDF, while statistical releases are also obtainable in Word or Excel.**

**More than 2/3 of users rated databases as 'Good' or 'Very good'**

## Users' satisfaction with statistical data and staff competence

### Users' satisfaction with statistical data:

The respondents had the possibility to show how SORS data satisfy their needs and how useful are SORS data, by giving the rates 1 to 5, from

**Comparing the results with the data from 2010, when 91.5% rated data as 'very useful' or 'useful', in 2013 this percentage decreased for nearly 10%. This decrease in the segment of ranking the data as very useful indicates that in the forthcoming period, activity of adjusting the data to users' needs should be continued.**

### Rating of the SORS' staff competence:

**It can be considered that, in both surveys, more than 75% of the users think that SORS staff is competent and friendly.**

## Ranking of the data quality

### Ranking of the data quality:

Users are asked to rate the quality of the statistical data regarding the statistical area they most frequently use. Four quality dimensions have been offered: **data accessibility, timeliness and punctuality, reliability and easy understanding and clarity**. Users could rank these four segments of quality with **marks 1 to 4**

Average scores of four quality segments are:

Data accessibility	2.67
Timeliness and punctuality	2.67
Reliability	2.71
Easy understanding and clarity	2.74

**Observing the statistical areas separately, one can conclude that respondents mark all areas similarly.**