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USER SATISFACTION SURVEY

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INTRODUCTION

The Statistical Office has adopted the Quality Management Strategy, the Guidebook to the Implementation of the Quality Management Strategy, as well as the Plan for the Implementation of the Quality Policy. In order to measure the degree to which fulfills obligations towards users and within the new quality policy, the Statistical Office for the first time conducted User satisfaction survey. Data collection was carried out through a web survey, in the period from 1 September to 20 October, 2017.

The survey objectives relate to:

- Measuring user satisfaction for all aspects of MONSTAT work;
- Measurement of user satisfaction with data and services, as well as the way in which data / information reach to users;
- Identification of user needs and familiarity with the official documents of the MONSTAT, as well as the ways in which they can be included in the work of the MONSTAT and in general the Statistical System of Montenegro;
- Determining the ways and purposes of using MONSTAT services.

The results of the survey will serve as a basis for continuous work on improving the quality of data and services, as well as for the development of action plans in the field of quality assurance of the work of the MONSTAT. At the same time, this survey represents the first step in strengthening communication with data users in order to meet their needs.

METHODOLOGICAL EXPLANATIONS

The target group of the survey was users who have submitted at least one data request for the last three years to the official e-mail address of the MONSTAT.

Survey information and link to the questionnaire was sent via e-mail to the addresses of 1,198 users. Additionally, the link for survey and information was put on the MONSTAT website, for all users who wanted to fill in the questionnaire, but were not informed by e-mail. The questionnaire was filled in by 26.0% of contact users (312 respondents) and only their answers were analyzed.

The survey was conducted using an on-line questionnaire created in the EU-SURVEY form, representing EUROSTAT's official form for creating on-line questionnaires. This type of questionnaire provides users with complete anonymity. The questionnaire was prepared in Montenegrin and English and contained 26 questions.

Users rated the items using the scale from 1 to 5, with 1 being rated if they were very unsatisfied, 2 - dissatisfied, 3 - neither satisfied nor dissatisfied, 4 - satisfied and 5 - very satisfied. The questionnaire also contained open questions, which enabled users to write their suggestions for improving the work of the Statistical Office.

The survey implementation period is defined as a two-year period.

SUMMARY

The user satisfaction survey was conducted on a sample of 312 respondents and provides more information about the needs of users for statistical products and their satisfaction with the data and services that MONSTAT produces.

- The overall average rating of users satisfaction with MONSTAT services on a scale of 1 to 5 (1-dissatisfied, 5-very satisfied) is 4.0, and 54.2% of respondents rated MONSTAT with a score of 4 or more.
- Observed by the elements of the overall satisfaction index, the users are most satisfied with MONSTAT employees (4.4), data reliability (4.1), coverage of the needs of data produced by MONSTAT (4.0) and the overall quality of data and services (4.0), while they are least satisfied with the web site of the MONSTAT (3.8).
- Demographically, the sample has the following structure:
 - - 58.7% of the respondents were women,
 - - 73.4% of respondents are from Montenegro,
 - - The majority of respondents have between 30 and 49 years of age (65.1%),
 - - 54.2% of respondents have completed higher education.
- The highest number of respondents from the executive power - 23.4%; then researchers - 22.4%; while the smallest percentage of the legislative and judicial authorities (0.6%).
- Half of the respondents were acquainted with the Law on Statistics, while 43.9% of respondents were acquainted with the Calendar of Publication of Statistical Reports.
- The Statistical System Council of Montenegro acquainted 22.0% of respondents, while 19.0% of them have so far provided some suggestions for improving the system.
- Respondents are most often collecting statistical data using the MONSTAT website (89.3%), followed by contact with employees (61.0%).
- More than half of respondents (51.6%) use MONSTAT data frequently (monthly or quarterly), while 20.5% use them daily or weekly.
- The users mostly use data from the statistical area employment / unemployment (42.9%) and census data (38.5%), while the smallest percentage of users use data from the statistical area of justice (4.5%) and culture and art (5.4%).

The recommendations or guidelines given by the respondents regarding the improvement of the quality of MONSTAT services, which would also contribute to the increase in satisfaction, relate to improvements in the following areas:

- Improving and redesigning the web site by improving the dynamics of database updates, with the possibility of accessing data from different statistical areas in one place;
- Improving the timing of data delivery;
- Availability of data at a more detailed level, or at lower levels of classification;
- Encouraging inter-institutional cooperation and increasing the quality of administrative sources;
- Further harmonization with international standards;
- More efficient communication with employees.

PROFILE OF USERS

Gender and country of residence of respondents

The largest percentage of users, who participated in the survey, is from Montenegro - 73.4%. Of the total number of respondents in the sample, 58.7% were women, while male users were 41.3%.

Age structure of respondents

The highest percentage of respondents from the sample belongs to the age group of 30-49 years (65.1%).

In the age group between 16 and 29, there are 18.3% of users, 16.3% of users have between 50 and 64 years of age, while the smallest percentage of users in the age structure of 65 and over (0.3%) of users.

Level and type of education of respondents

Of the total number of respondents in the sample, the highest percentage belongs to those who have completed a college (54.5%). Only 3.5% of the respondents completed secondary school, while the remainder of 42.0% of those with completed masters or doctoral studies.

Using ISCED classification, we classified respondents by ***type of school they completed***.

The highest percentage of respondents is from the field of social sciences, journalism and information (32.1%), then from the field of business, administration and law (21.8%), while the least respondents in the field of education are 2.2% in the field of arts and Humanities (2.6%).

Activity of respondents

The largest number of respondents who answered the questionnaire was employed by the Executive power (23.4%).

The researchers accounted for 22.4% of the sample, 16.3% of the business entities, while the smallest percentage of users responding to the questionnaire from the legislative and judicial authorities - 0.6% and the diplomatic and consular missions (embassies) - 1.6%.

BACKGROUND EITJH THE ACTS AND ACTIVITIES OF MONSTAT

Knowledge of the official acts of the Statistical Office

Only 4.2% of the respondents from the sample were not familiar with any official act of the Statistical Office.

The largest number of respondents were informed by the Law on Official Statistics (50.0%) and the Calendar of Publication of Statistical Data (43.9%), while respondents were at least familiar with the Reports on International IPA Projects (17.6%) and the Report on Negotiation Chapter 18 (22.4%).

Awareness of the Council of the Statistical System of Montenegro

Asked if they were familiar with the work of the Statistical System Council, which takes care of the needs of users of official statistics and was compiled in order to spread statistical knowledge and culture, we received the answer that only 22.0% of respondents were familiar with the same.

When asked whether they had an initiative to introduce a new statistical survey or data into a statistical system, 19.0% of users answered yes.

The kind of data the respondents use, the way they are used and the frequency

Of the total number of respondents, the largest number (61.9%) use statistical information as the data source they need. The least respondents use specific data obtained on request (23.1%) and other publications (17.6%), or other sources not mentioned by the question (1.3%).

When asked to give an answer on **how they are collecting statistical data**, 98.7% of respondents answered. Among them, the most are those who use the website of the MONSTAT (89.3%). The mass media, as a data source, uses the smallest number of respondents (13.0%). Under other users, they were instructed to collect data through expert meetings, EUROSTAT, etc.

The most frequently used statistical areas are: employment / unemployment (42.9%), population censuses (38.5%), demographics (37.2%), national accounts (36.2%) and earnings (34.0%), and least used were: justice (4.5%), culture and art (5.4%), administrative registers (8.3%), information communication technologies (9.0%) and economic accounts in agriculture (9.3%).

Out of a total of 99.0% of respondents who answered the question about **the purpose of using MONSTAT data**, the largest number indicated that they needed data as general information (41.7%). Users use data for scientific research purposes (40.1% of users) in order to analyze the market (38.5% of users), while the smallest percentage of users who have specified the other (data comparison, in order to make local plans etc.).

When asked about frequency of usage of MONSTAT data, users mostly use MONSTAT data monthly (30.8%) in the majority of respondents.

Answers to the previous question *How often do you use MONSTAT data?* they served as a basis for grouping users who specified the frequency of using data in three categories.

Very common users of statistics - are those who used statistical data daily or weekly. The percentage of these users in this survey is 20.5%;

Frequent users of statistical data - represent those who used statistical data monthly or quarterly. The percentage of these persons are 51.6%;

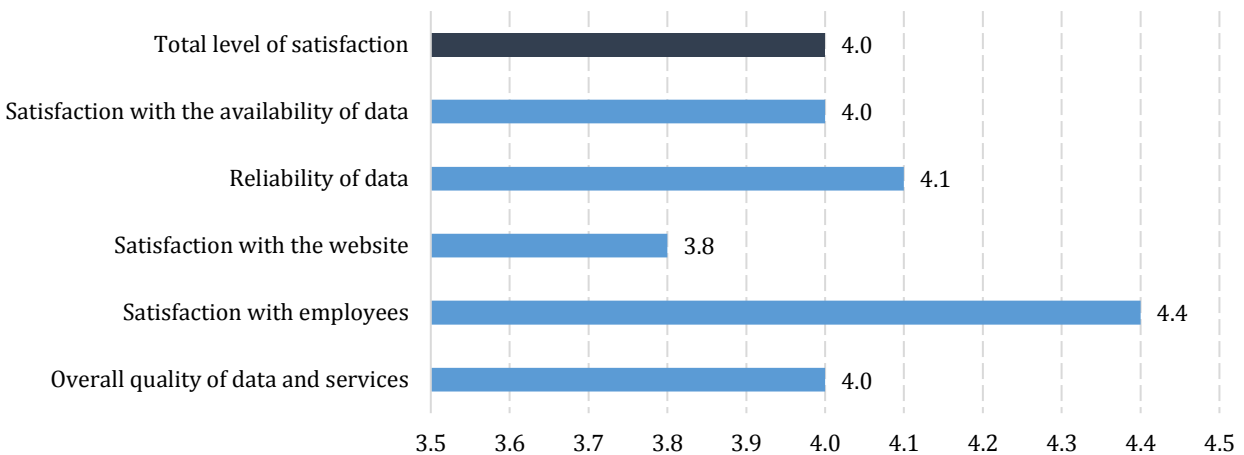
Rare users of statistical data - represent those who used statistical data annually or more, or, where appropriate. The percentage of these users is 27.9%, with users who could not determine how often they use the data, are also classified in this category.

USER SATISFACTION

To measure overall user satisfaction, *American customer satisfaction index (ASCI)* was used, an indicator that measures the overall satisfaction of users in the public administration. The following 5 variables that have the greatest impact on the total satisfaction of the users have been used to calculate the ASCI indicator: satisfaction with the availability of data produced by MONSTAT, the reliability of MONSTAT data, the satisfaction of the web site, the satisfaction of the employees and the overall satisfaction of the users with the overall quality of data and services.

The average ratings for all five categories are shown on the graph. On the basis of the average, the rating of all five categories was given the ***overall rating of satisfaction with MONSTAT, which is 4.0.***

Graph 1. Average rating of overall user satisfaction per category



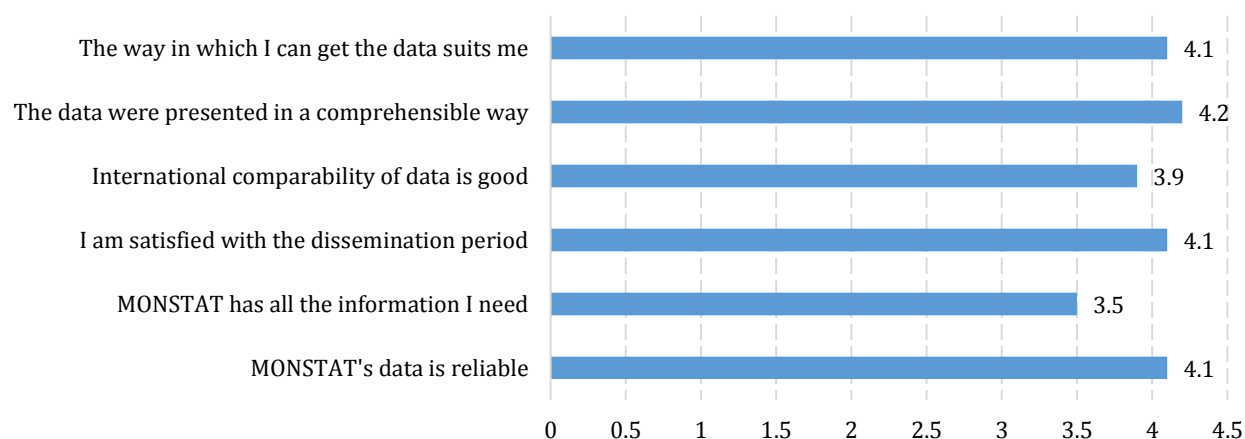
In the following text, all categories that affect the overall satisfaction assessment of MONSTAT are processed in particular.

Satisfaction with data

Satisfaction with the coverage of the respondents' needs with the data available to MONSTAT

The users had the opportunity to evaluate ***the satisfaction of the respondents with the coverage of the need for MONSTAT data.*** The ratings were given on the scale from 1 to 5. The overall average rating of the respondents' satisfaction with the coverage of ***the needs of the data that MONSTAT disposes of is 4.0.***

Graph 2. The average estimate of the coverage of data needs by MONSTAT



The users best rated the item that the *data were presented in a comprehensible way*, with an average score of 4.2, while the worst case assessment was that "*MONSTAT has all the information I need*" with an average score of 3.5, and then *international comparability of data*, with an average grade 3.9.

As a reason for dissatisfaction with the available data, the users most often stated the following:

- Level of data detail - there are data, but for certain areas are not detailed in relation to: sex, age, activity, territorial classification, etc.
- The method of presenting data is not adapted to the different needs of users - it is necessary to introduce new ways of presenting data such as info graphics, various formats, etc.
- There are no studies on certain phenomena (eg ecological footprint, cycling).
- Timeliness of data publishing - for most indicators it is proposed to publish data on a monthly basis.
- It is difficult to get information on the website.

Reliability of data

The average rating of the reliability of MONSTAT data is 4.1, which is very good on the scale from 1 to 5. Also, an indicator that measures the percentage difference between satisfied (grade 5 or 4) and dissatisfied respondents (grade 1 or 2) is very high and amounts to 68.3 (on a scale of -100.0 to +100.0).

Data quality assessment of MONSTAT

The users had the opportunity to evaluate the statistical area on a scale of 1 to 5. The total average service for all types of data that MONSTAT offers is 4.0 which is on a scale from 1 to 5 very high grade.

Asked to evaluate the overall quality of data for the statistical areas they use, users were best rated by the following domains: demographics and foreign trade with 4.3; construction, population censuses and gross domestic product in purchasing power parity with an average grade of 4.2.

The users are least satisfied with the quality of statistical data in the following statistical areas: the judiciary is rated by the average score of 3.6, the poverty line 3.7, social protection and the minimum consumer basket 3.7. It is important to note that at the time of conducting the survey there were no data for the stated statistical areas due to the dynamics of survey in these areas.

Rating of MONSTAT website

Visiting the website

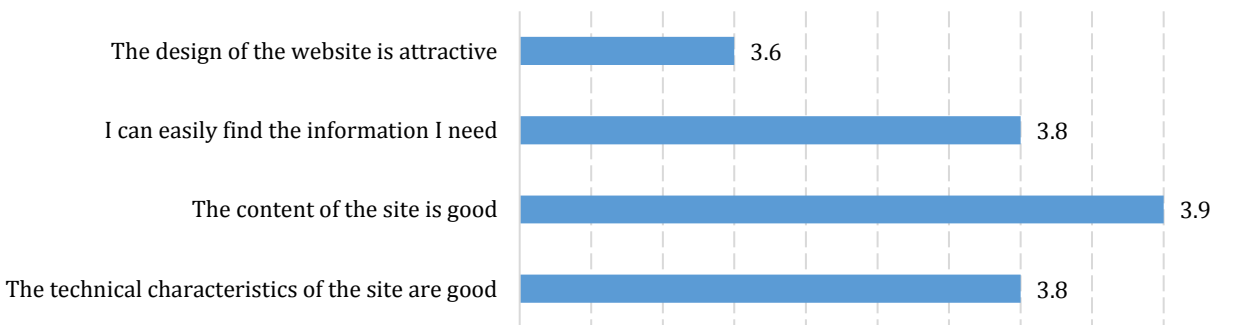
Only 1.0% of the respondents have not yet visited the Statistical Office website, and have stated that there was no need to use the website because they found other channels of access to data. Among those who visited it the highest number is those who visit it several times a year - 43.0%, 30.4% of the visitors per month, 20.7% a week, while 5.8% visit the daily.

Satisfaction with the website

Overall satisfaction with the web page measured by the average satisfaction of all 4 categories is 3.8 (on a scale from 1 to 5).

Users who visited the MONSTAT website are most satisfied with the content of the site with an average score of 3.9; then the technical characteristics of the page - 3.8; the ease of finding the data was rated by an average score of 3.8 while the design of the website was the least satisfied (3.6).

Graph 3. Average ratings of satisfaction with the internet site



Asked to specify the reasons for their dissatisfaction with the Internet site, respondents generally stated that the design was outdated, that it was poorly organized, and that it was sometimes difficult to find the information.

Respondents also submitted suggestions for changing the website, and among the proposals the next ones stand out:

- It is necessary to redesign the site, on the reputation of the EU countries, or on the site of EUROSTAT;
- The page should be more transparent and search easier;
- Terminology should be tailored to users.

Assesment of employees

Contact with employees

In this part of the questionnaire, users answered questions about whether they had contact with employees in MONSTAT. The users who contacted the employees had the opportunity to evaluate their satisfaction with the employees and their service.

When asked *how they usually communicate with employees*, 99.0% answered the question. Most users contact with employees via e-mail - 64.1%; then by telephone 17.2%; personal visit to MONSTAT - 2.9%.

In total, 15.9% of users who answered this question had no contact with employees.

Satisfaction with employees in MONSTAT

Users were given the opportunity to rate employee satisfaction. The ratings were given on the scale from 1 to 5 (1 - very dissatisfied, 5 - very satisfied). The average rating of satisfaction with the work of the employees of MONSTAT is very high and average grade is 4.4.

Graph 4. Average employee satisfaction ratings



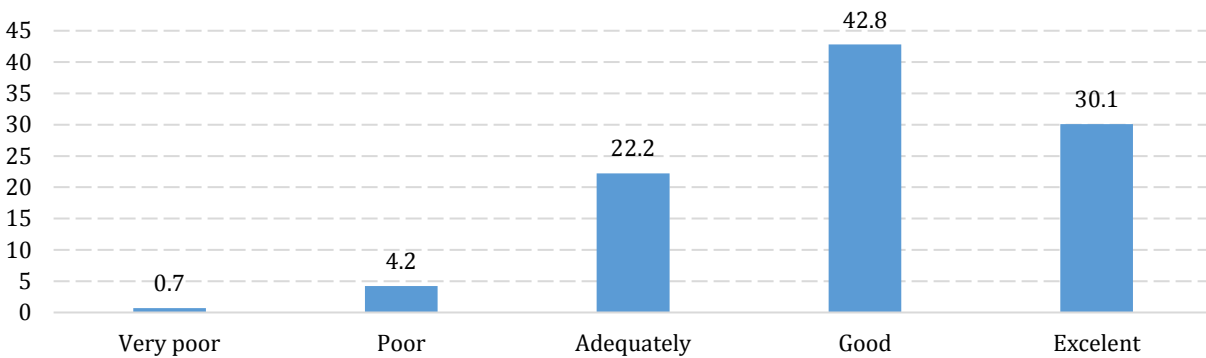
The users are most satisfied with the professionalism of employees in MONSTAT, with an average grade of 4.5, while they are least satisfied with the speed of obtaining information from employees with an average grade of 4.3.

Respondents who were not satisfied with the work of MONSTAT employees had the opportunity to explain in more detail the reasons for their dissatisfaction. 18 of them gave reasons and they are primarily related to the speed of answering by employees.

Evaluation of the comprehensive quality of data and services offered by MONSTAT

Respondents were asked to evaluate *the overall quality of MONSTAT data and services*. Out of 312 respondents, 98.1% gave a rating, while 1.9% had no opinion. *The average grade on a scale from 1 to 5 is 4.0.*

Graph 5. Evaluation of the overall quality of data and services



In most cases, users rated the quality of data and services as good - 42.8% and excellent 30.1%, while only 4.9% of the respondents said that the quality was poor or very poor.

As a reason for their dissatisfaction, the users were most often said:

- Need for greater transparency of the website,
- The inability to navigate the website as well
- More efficient communication between employees and users via e-mail.

CONCLUSIONS AND NEXT STEPS

Commitment to users is the first and basic principle of quality management. This survey is the first step in measuring user satisfaction and is the basic tool used to find out whether the Statistical Office is in the right direction in field of production, processing and dissemination of statistical data.

- The overall average rating of users satisfaction with MONSTAT services on a scale of 1 to 5 (1-unsatisfied, 5-very satisfied) is 4.0, and 54.2% of respondents rated MONSTAT with a score of 4 or more.
- Observed by the elements of the overall satisfaction index, the users are most satisfied with MONSTAT employees (4.4), data reliability (4.1), coverage of the needs of data produced by MONSTAT (4.0) and the overall quality of data and services (4 , 0), while they are least satisfied with the web site of the MONSTAT (3,8).
- Groups of respondents who are more satisfied with the work of the MONSTAT than others are: employees in executive bodies and international institutions, respondents who often or very often use the MONSTAT's data, those who visit the website daily and those who are mature by age.
- As even 89.3% of respondents use the website as a way of collecting data, it is very important that this mode of communication is improved.
- The overall assessment of the quality and reliability of data is high and average rate is 4.0.
- Employees and their work with users are generally rated very well (4.4), but the place for improvement is in the speed of response to the requests of the parties, and also the respondents expressed the need for a more detailed explanation of the data and special analyzes.
- The users are generally well acquainted with the acts of the Statistical Office, however, only 22.0% are familiar with the work of the Statistical Council, and therefore the percentage of respondents who submitted proposals for new survey are smaller (19.0%).

Based on the findings of the survey, the proposals for the creation of action plans are followed:

- **Improving and redesigning a website** that would include simplifying the use of the same, simplifying terminology, improving the way data is presented, with multiple dynamic databases that contain all historical data in one place with the ability to view data by category. In redesigning the site, we can rely on the positive experiences of the EU countries.
- **Improving communication with data** users through employee training and defining communication with the public through job descriptions for one or more employees. At present, there is no special service for communication with users in the MONSTAT. Employees who are not trained for contact with the media, the general public or researchers, provide data at the request of the user. Due to the fact that employees are often not able to meet their customers due to their regular work obligations, there is a delay. Also, since an employee working closely with his area is not able to provide timely information for all areas needed by users, the MONSTAT needs a professional staff to contact all users of data that the Office produces.

- **Promoting the work of the Statistical Council** and the ways in which the general public can engage in the creation of new research.
- **Defining the desired level of user satisfaction** through an average grade that will be measured by survey in 2019 to a level of 4.2 for the overall level of satisfaction.
- **Correction of the length of the questionnaire** and the method of contacting the respondents, taking into account the data on the user's response to this survey and the importance of the survey.