



**MONTENEGRO  
MONSTAT**

IV Proleterske 2, 81000 Podgorica

Tel: +382 (0) 20 230 811

Fax: +382 (0) 20 230 814

E-mail: [contact@monstat.org](mailto:contact@monstat.org)

**REPORT ON USER SATISFACTION WITH SERVICES OF MONSTAT**

Podgorica, May 2020

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## INTRODUCTION

The vision of Statistical Office of Montenegro – MONSTAT is to be recognised as an institution that provides internationally comparable, reliable, and timely data in accordance with the users' needs at both national, and international level. MONSTAT relies in its work on modern European trends, following the European Statistics Code of Practice and Total Quality Management – TQM principles which represent a common quality framework of the European Statistical System - ESS. The implementation of quality management system is supported by IPA 2014 Multi-beneficiary Statistical Cooperation Programme. For the implementation of the project, MONSTAT obtained the technical assistance via an expert assistance of the European Union - EU. The introduction of quality management system improves the quality of statistical processes, final results and satisfaction of users.

Having in mind mentioned, MONSTAT adopted: Quality Management Strategy; Guide for Implementation of Quality Management Strategy<sup>1</sup>; and Implementation Plan for Quality Policy. One of key objectives of Quality Management Strategy in MONSTAT is 'a complete commitment to users and stakeholders', because the quality of statistical products and services must be adapted to the users' needs. Additionally, there is established a national quality reporting system toward users.

Aimed at the measurement of level up to which MONSTAT fulfils its obligations toward users and within new quality policy, MONSTAT carried out the user satisfaction survey for the second time. The data collection is done via the web survey in period from 6 March to 27 April 2020. Objectives of the survey relate to:

- Measurement of users' satisfaction by all aspects of MONSTAT's work;
- Measurement of users' satisfaction with data and services, and way of data dissemination to the end users;
- Defining users' needs and learning ways how to include them in the MONSTAT's work and Montenegro statistical system in general;
- Defining manners and purposes of using MONSTAT's services.

The survey results will serve as a basis for a continued work on the improvement of quality of data and services, and to produce action plans in area of providing quality of MONSTAT's work. Simultaneously, this survey represents a step for strengthening communication with data users aimed at meeting their needs, and especially having in mind the planned population census that should be carried out in 2021.

In addition to the mentioned objectives, this year's survey aims to provide suggestions for creating a communication strategy for the next population census.

Additionally, this year's survey will give a special attention to the measurement of satisfaction in special users' groups: international institutions; scientific and research institutions; and media.

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<sup>1</sup> <https://www.monstat.org/cg/page.php?id=1513&pageid=1513>

## METHODOLOGICAL NOTES

The legal basis for the implementation of the user satisfaction survey is the Law on Official Statistics and Official Statistical System (Official Gazette of Montenegro No 18/12) and IPA project under which the project on introducing quality management is carried out in MONSTAT.

The objective of implementing this survey is to define the satisfaction of users with the quality of statistical data, and users' needs. Indicators obtained with this survey will enable producers to observe more realistically users' needs.

The survey has been carried out on the users that sent at least one data request in last three years to the MONSTAT's e-mail address. There was sent an email to all users from that list to fulfil the survey on a given link. Additionally, the link for the survey and information can be found on the MONSTAT's website for all users that want to fulfil the survey, and were not informed via the email.

In addition to the data obtained by interviewing users, the analysis of data for special users' groups, such as: international organizations, scientific and research institutions and media, there were used public data on measuring satisfaction, so that wider picture on cooperation of MONSTAT with these users' groups is obtained.

The results of this survey will be used, first of all, by MONSTAT so that the activities are carried out related to the increase the level of users' satisfaction.

The periodicity of survey's implementation is defined as biannual. The first survey was carried out in 2017. This year's survey started on 6 March and ended on 27 April 2020. The questionnaire created in Montenegrin and English language<sup>2</sup> was sent to 1.218 e-mail addresses. Total collected responses are 220, what is less than previous survey, but satisfactory regarding the current situation with COVID-19.

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<sup>2</sup> <https://ec.europa.eu/eusurvey/runner/Istrazivanje-o-zadovoljstvu-korisnika-2020>

## SUMMARY

The user satisfaction survey was carried out on a sample of 220 respondents and provides more information on needs of users for statistical products and on their satisfaction with data and services produced by MONSTAT. A summary of key results from the carried-out survey is given below:

- Total average rating of users' satisfaction with MONSTAT's services is on the scale from 1 to 5 (1-unsatisfied, 5-very satisfied) is 4.0, i.e. 56.4% respondents rated their satisfaction with MONSTAT with 4 or more;
- Observed by elements of the overall satisfaction index, the users are most satisfied with MONSTAT employees (4.3); data reliability (4.1); meeting the needs for the data produced by MONSTAT (4.0); and the overall quality of data and services (4.0), while they are least satisfied with the MONSTAT website (3.8);
- Demographic sample has the following structure:
  - 55.5% respondents are women;
  - 79.1% respondents are from Montenegro;
  - Majority of respondents are between 30 and 49 years of age (43.6%);
  - 51.6% respondents completed higher education.
- Out of total 220 respondents that participated in the survey, the majority is employed in business entities – 25.9%; and after that employed in executive power (20.0%);
- Acquainted with the work of the Council of Statistical System of Montenegro are 23.2% respondents, while there are 20.9% up to now gave a proposal for the improvement of the system;
- Respondents mostly collect the statistical data using the MONSTAT website (84.1%), and by direct contact with employees (64.1%);
- Almost a half of respondents (46.4%) uses the data of MONSTAT often (monthly or quarterly), while there are 24.1% respondents that use the data very often (daily or weekly);
- Users mostly use the data from the following statistical domains: earnings (42.3%); employment and unemployment (42.3%); national accounts (39.1%); and demography (38.2%).

Recommendations or guidelines given by the respondents, and regarding the improvement of quality of MONSTAT services that in the same time will contribute to the increase of satisfaction relate to the improvements in the following areas:

- Improvement and modernization of website and general communication via the Internet;
- Improvement of manner of public presentation of survey results and data available in MONSTAT;
- Need for trainings and explanations of data which are released.

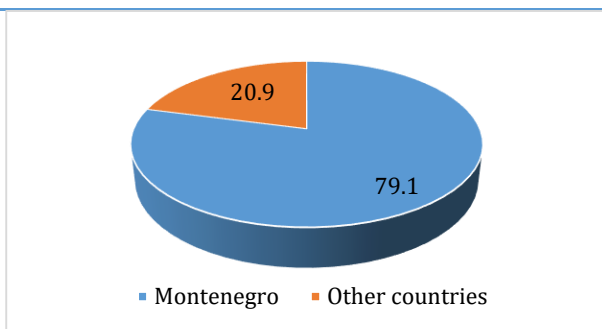
Based on the survey results and respondents' recommendations, there are given conclusions and proposals for the production of action plans at the end of this document.

## PROFILE OF RESPONDENT

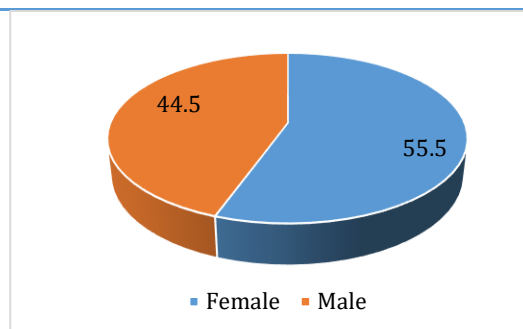
### Sex and country of residence of respondent

The highest percentage of users participated in the survey is from Montenegro – 79.1%. Users from other countries are mostly from: Serbia, Croatia, Bosnia and Herzegovina, and SAD.

**Graph 1. Country of residence**



**Graph 2. Sex of respondent**

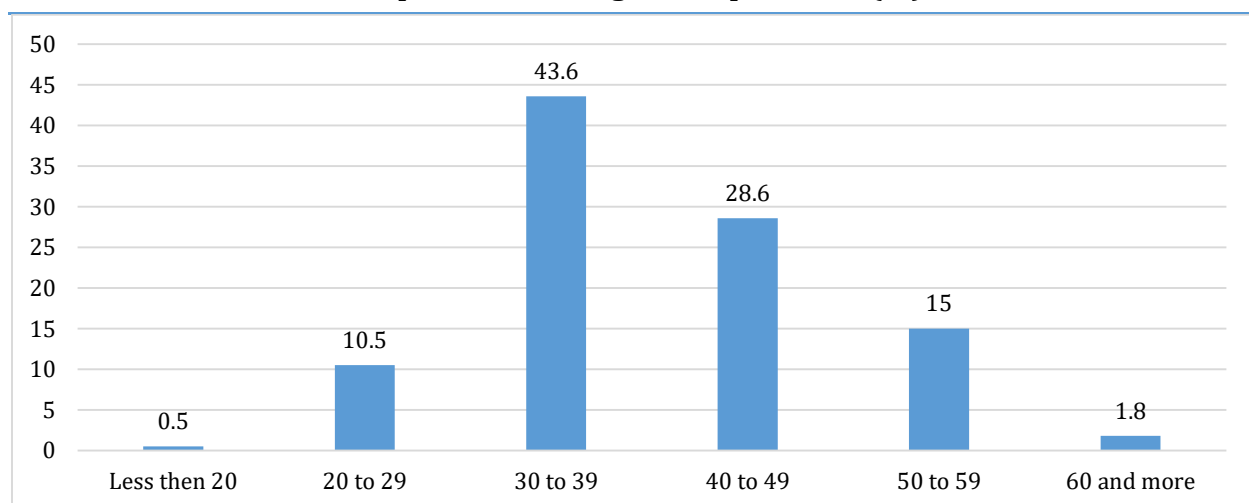


Out of total number of respondents in the sample, there are 55.5% of female respondents.

### Age structure of respondents

The highest percentage of respondents from the sample belongs to the age group 30-39 years (43.6%), and then 40-49 years of age (28.6%).

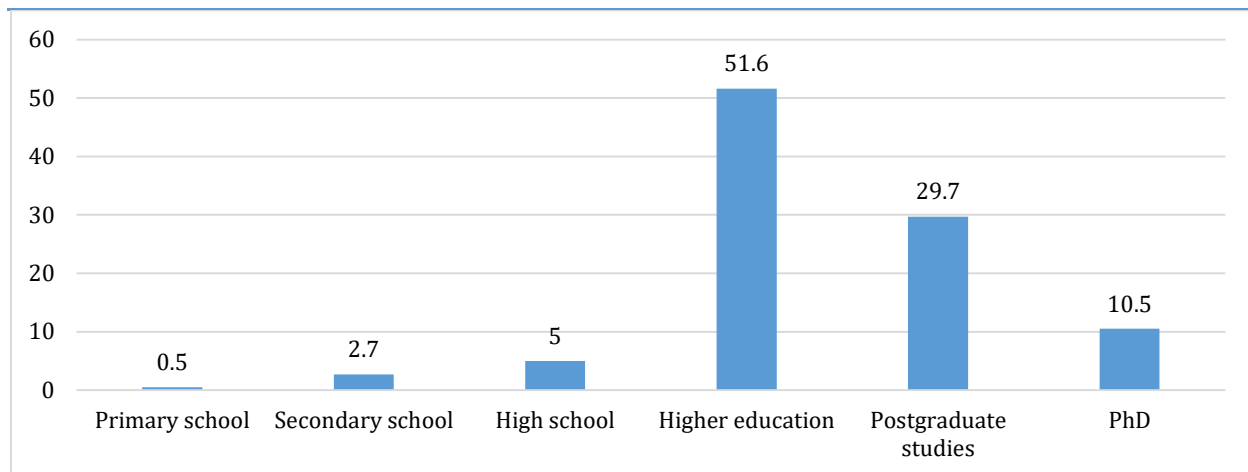
**Graph 3. Years of age of respondents (%)**



### Level and type of education of respondents

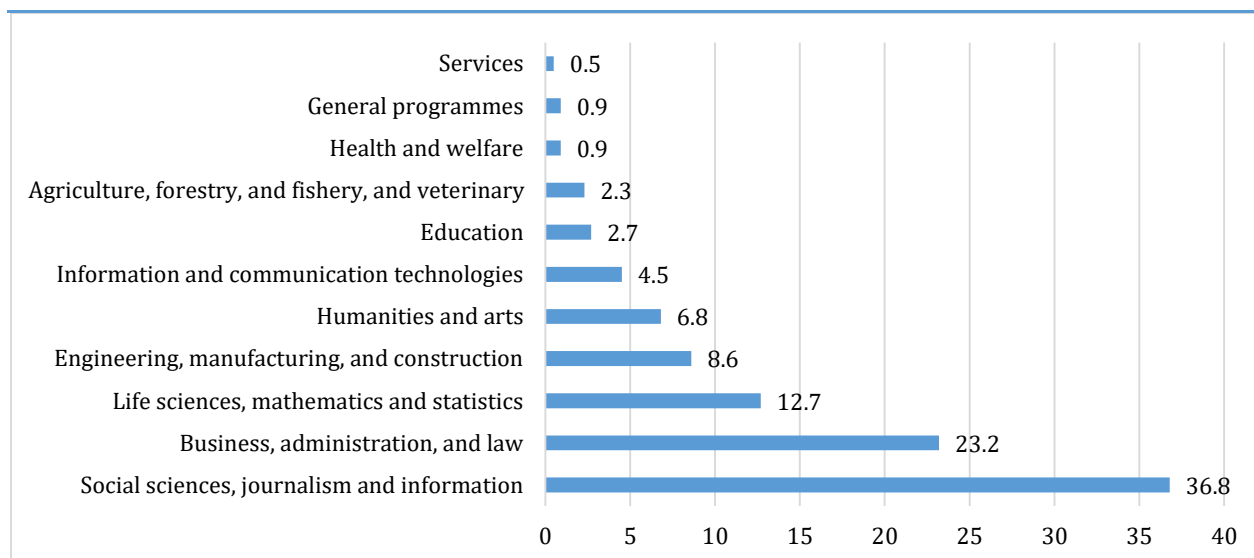
Out of total number of respondents, the highest percentage belongs to those with faculty finished (51.6%).

**Graph 4. Level of education of respondent (%)**



Using the ISCED classification, the respondents are classified by type of education they completed. The highest percentage of respondents is from the area of: social sciences, journalism, and information (36.8%); business, administration and law (23.2%); while the lowest number of respondents is from health (0.9%); general programmes (0.9%), and other services (0.5%).

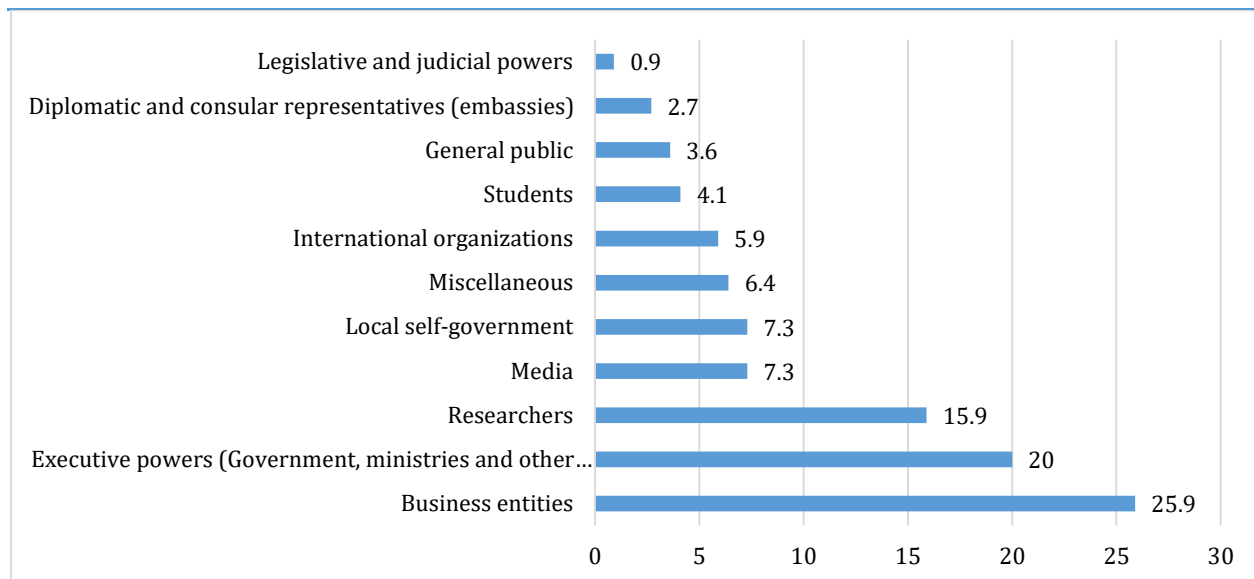
**Graph 5. Type of school completed (%)**



### Activity of respondents

The highest number of respondents is employed in businesses (25.9%), while the lowest number is in legislative and judicial powers (0.9%).

**Graph 6. Structure of respondents by activities they are engaged in (%)**



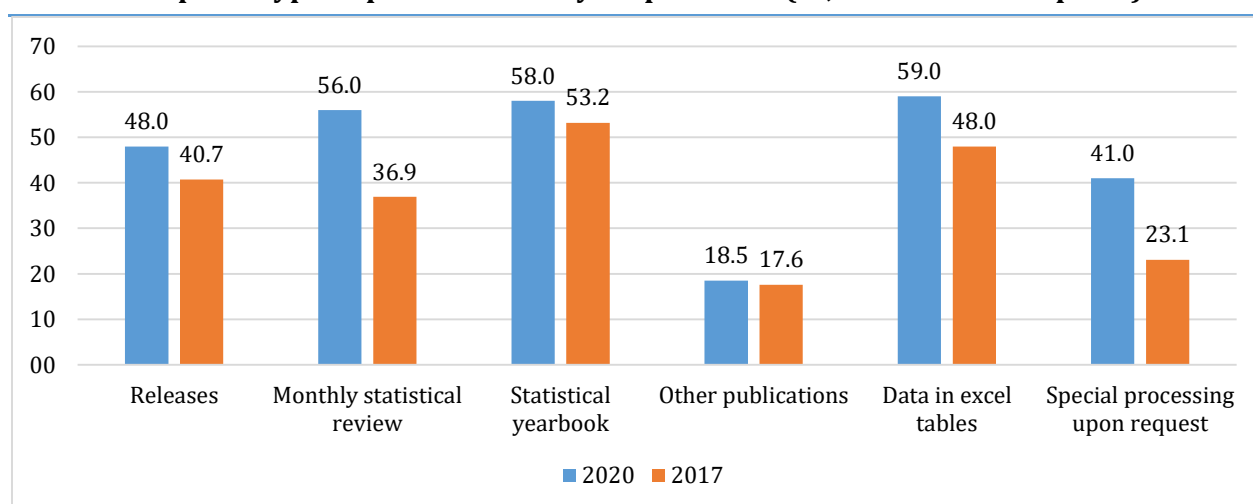


## HOW RESPONDENTS REACH DATA; TYPE OF DATA USED; PURPOSE AND FREQUENCY OF DATA USE

### Type of data used by respondents

Out of total number of respondents, the highest number (59.0%) uses the data in Excel tables as a data source. The graph below provides percentage answers to this question obtained by this year's survey, as well as answers from the previous survey.<sup>3</sup>

**Graph 7. Type of product used by respondents (% , multi-answer option)**

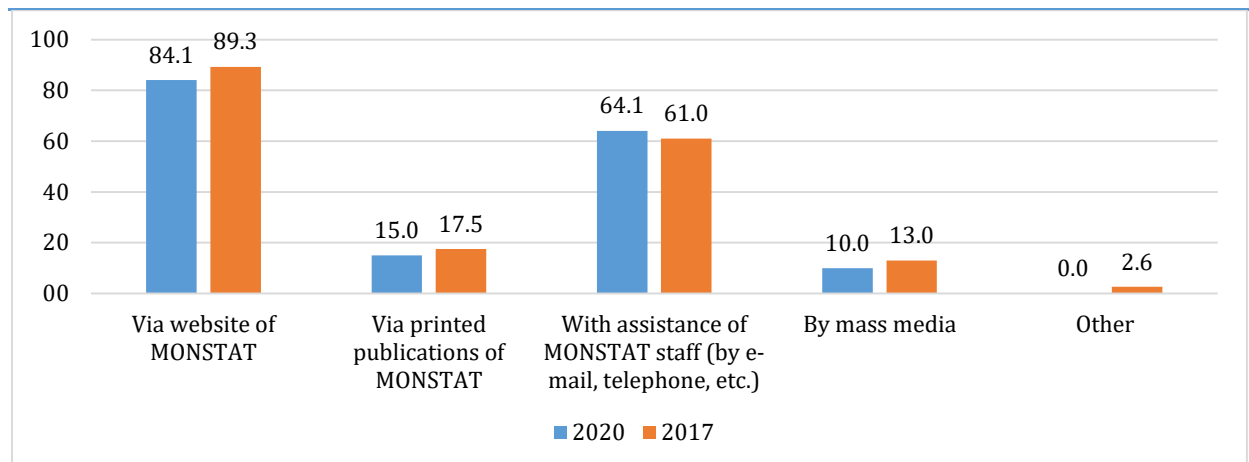


Compared to the previous survey, all MONSTAT products are more used. There is a significant increase in the percentage of respondents that use special data processing upon request (23.1% in 2017, and 41.0% in 2020). A percentage of using monthly statistical reviews also increased from 36.9% in 2017, to 56.0% in 2020.

### Manner of data collection

When they are asked to give answers about how they collect the statistical data, the highest percentage of respondents responded they use the MONSTAT website (84.1%).

<sup>3</sup> Answers are not fully comparable having in mind that in this year's questionnaire does not possess the 'statistical information' item

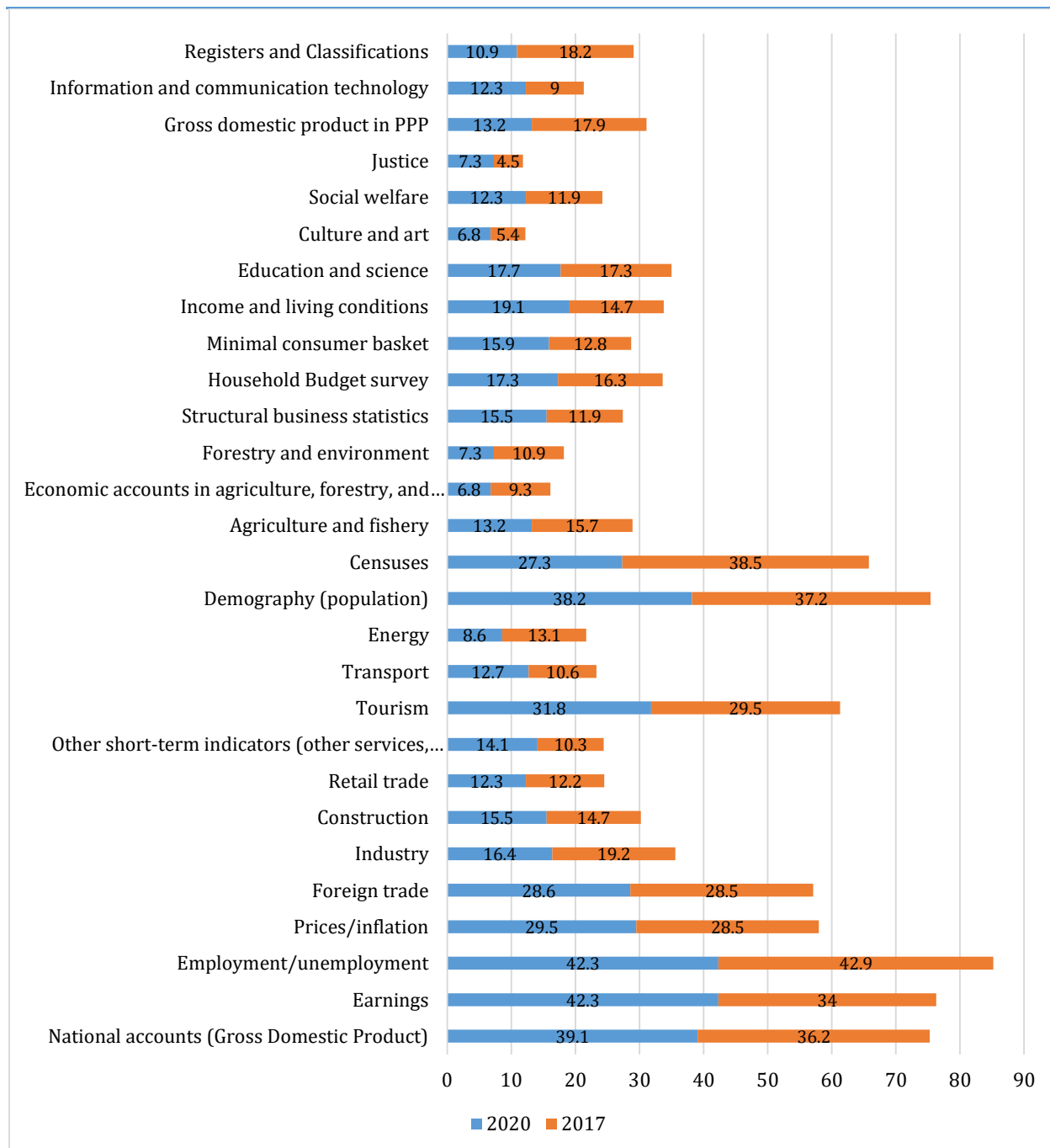
**Graph 8. Manner of data collection (% , multi-answer option)**

Mass media, as a data source, are used by the lowest number of respondents (10.0%), while this percentage in 2017 was somewhat higher. The percentage of respondents that obtain the data from the MONSTAT staff increased from 61.0% to 64.1% what is in accordance with the answer to the previous question (more respondents use special data processing) and speaks about higher engagement of MONSTAT staff compared to the previous survey.

### Data use by statistical domains

The most used statistical domains are: earnings (42.3%) and employment/unemployment (42.3%); national accounts (39.1%); and demography (38.2%).

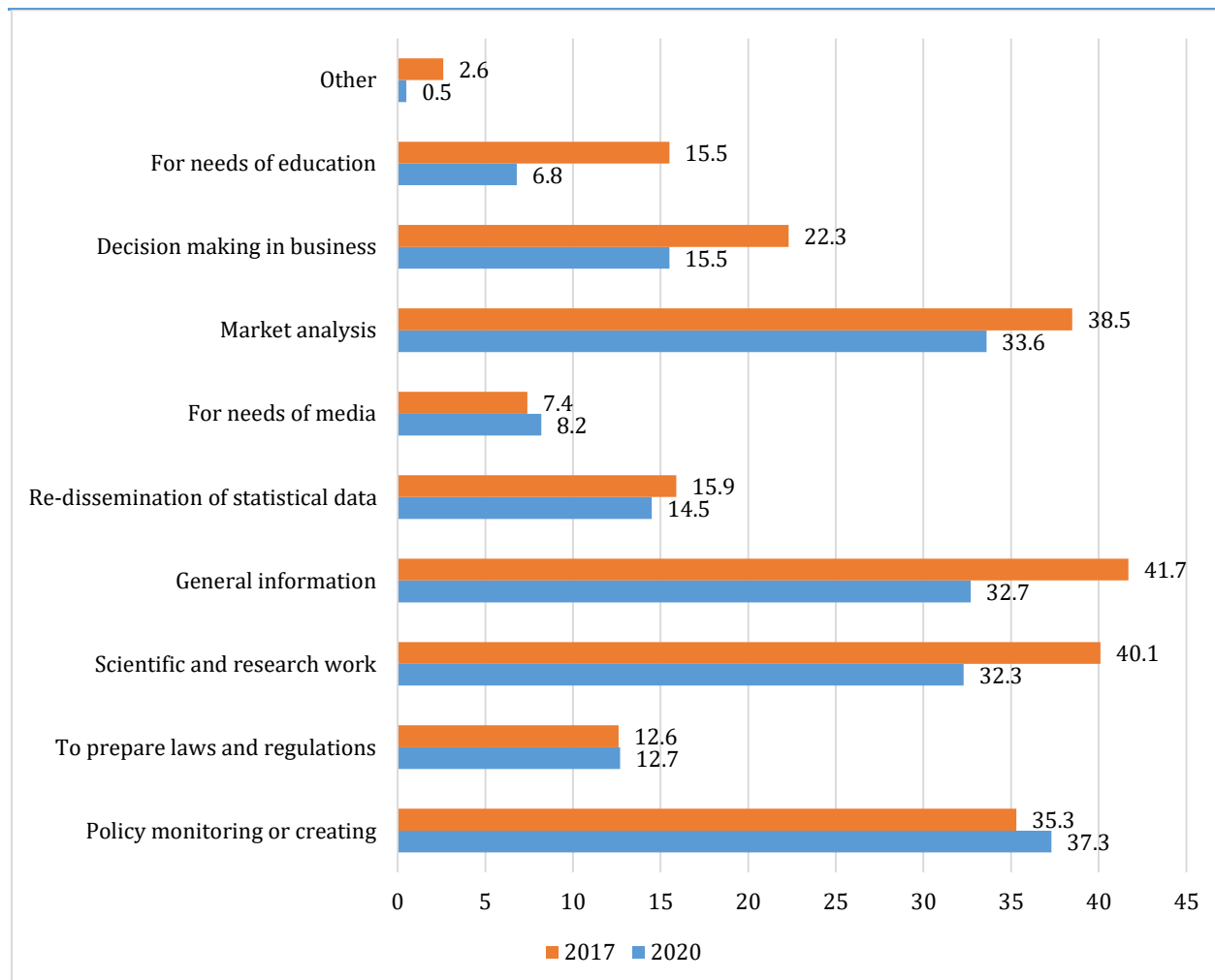
In addition to the data from this survey, the graph also presents answers of the respondents in the previous survey with the explanation that this question was not formulated in the same manner in the previous survey. Namely, this survey uses the term 'income and living conditions', while it was before 'poverty line', also, one of statistical domains was defined before as 'household budget survey', and now 'household consumption'. Additionally, this survey uses the term 'purchasing power parity', while the previous survey rated 'gross product by purchasing power parity'. Registers in previous survey were not defined as one statistical domain, such as the case in this year's survey, but classified as administrative registers and registers. Thus, the percentage of usage of registers obtained by this survey is compared with the sum of percentage of users that in the previous survey mentioned use of administrative registers and registers in general.

**Graph 9. Use of data by statistical domains (% , multi-answer option)**


### Purpose of data use

A question about what is the purpose of using the data of MONSTAT was responded by the highest number of respondents that the data are needed for monitoring or creating policies (37.3%). In addition to the data from this survey, the graph also presents the answers from the previous survey.

**Graph 10. Purpose of data use (% , multi-answer option)**

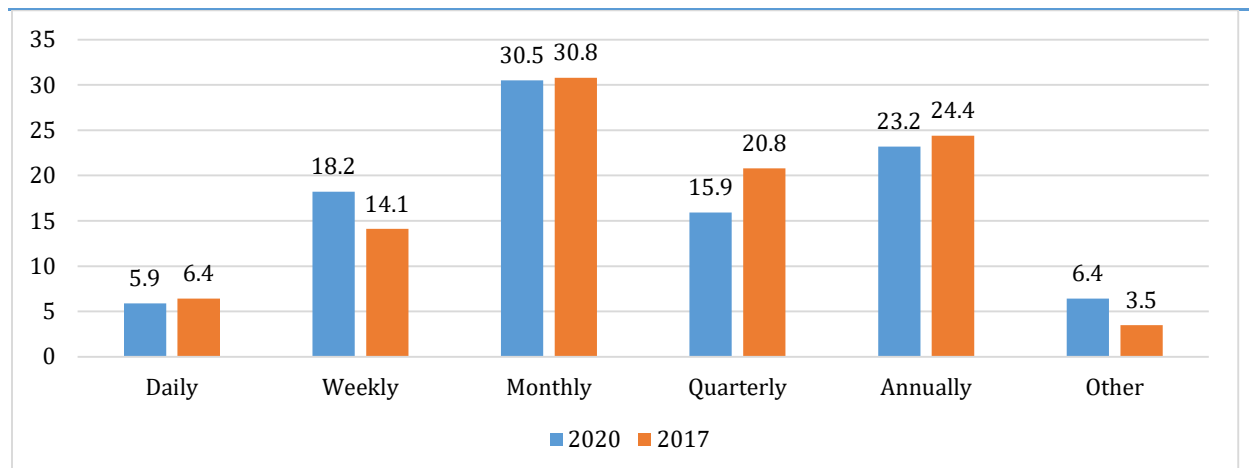


Data users mostly use the data for market analyses (33.6%) and general information (32.7%), while the lowest percentage of users reported the needs of education (6.8%) and other (internal analyses for specific projects) as a purpose of their data use.

### Frequency of data use

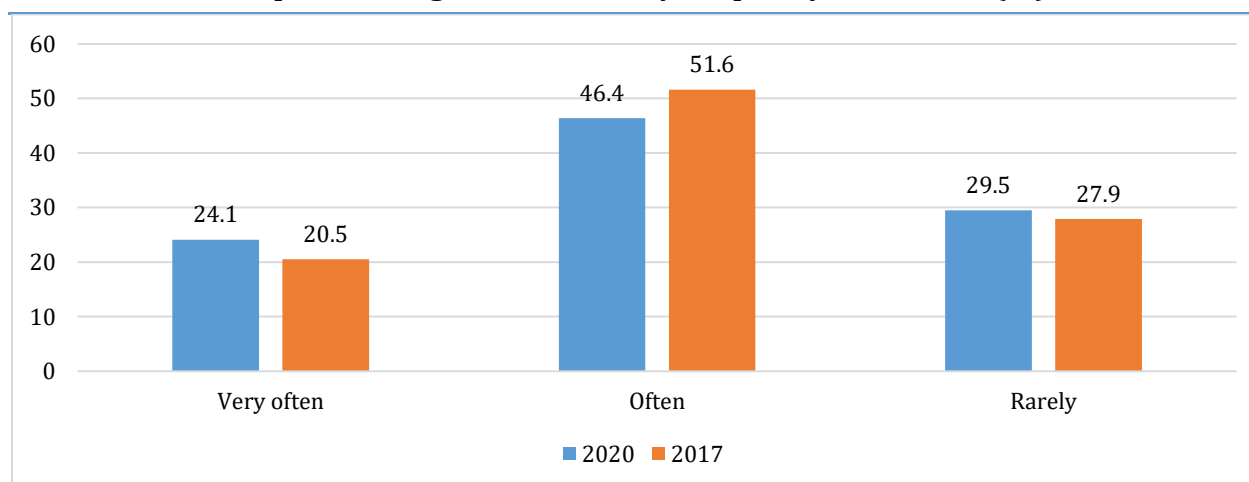
Question on frequency of MONSTAT data usage, the users answered that they mostly use the data of MONSTAT at the monthly level (30.5%). The graph below, in addition to the data from this survey, presents comparable data with the previous survey.

**Graph 11. Frequency of data use (%)**



Answers to the previous question *How much often do you use the data of MONSTAT?* served as a basis for making groups of users reporting the frequency of data use in three categories.

**Graph 12. Categories of users by frequency of data use (%)**



Data users using very often the data represent those that use statistical data on a daily or weekly basis. The percentage of users in this survey is 24.1%, while earlier there were somewhat less (20.5%);

The respondents that often use them are those that used statistical data monthly or quarterly. The percentage of those persons is 46.4%;

Rare users of statistical data – represents those users that use statistical data once a year or less than that, i.e. upon a need. The percentage of those users is 29.5%, classifying here also those users not know how often they use the data.

## Awareness about the Council of Statistical System of Montenegro

Question *Are you familiar with the work of the Council of Statistical System that takes care on the needs of users of official statistics and composed with the aim to expand statistical knowledge and culture*, is affirmatively answered by 23.2% respondents, while this percentage in the previous year is 22.0%.

Question *Did they have an initiative for the introduction of new statistical survey or data in statistical system* is affirmatively answered by 20.9% of respondents (19.0% in the previous survey).

More than half of respondents (53.6%) wants that MONSTAT organizes meetings (trainings) with the statistical data users, and almost 44 respondents gave their email addresses so that they can be contacted for purpose of education.<sup>4</sup>

Answers to these questions encourages MONSTAT to continue to work on the exchange of knowledge and culture, promotion of statistics as a science and informing users with the ways they can meet their needs for statistical data. It is necessary that the objective of MONSTAT is a continuous education of users.

## Suggestions of respondents with the aim to improve the work of MONSTAT

Suggestions given by respondents with the aim to improve the work of MONSTAT can be summarized in several main groups:

- Improvement and modernization of website and communication in general via the Internet;
- Improvement of way of public presentation of survey results and data available in MONSTAT;
- Need for trainings and explanations of data released.

A table with specific suggestions from respondents for the improvement of MONSTAT work is given below.

**Table 1. Proposals for the improvement of MONSTAT services**

Better communication in digital space
Better cooperation with users in certain areas. Although with present spatial and human capacities, I appraise their commitment to the production of statistics!
Be more responsible and communicate with people
To have some data more precise, not to mention only percentage of decrease or increase, but to release concrete numbers.
To calculate a real consumer basket, to calculate earnings by several methodologies and for a real number of employees, to present the number of employees with permanent contracts and number of employees for who employers pay taxes and contributions, to publish the number of tourists in private accommodation at the monthly level.
To put financial resources in everything what can improve work and communications.
It is necessary to more efficiently use technologies with the aim of faster and more efficient data processing that have impact on business quality
I think that the database on the website should provide to users a possibility to derivate statistics on foreign trade by filling names of country and period. Otherwise, we need to consult MONSTAT staff, what is time consuming for both sides.

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<sup>4</sup> E-mail addresses are not mentioned in the survey aimed at the protection of data on respondents

It is necessary that the data are faster updated and more quickly available to users. A special proposal refer to the need for consultations with the representatives of tourist economy and media representatives that monitor the area so that the reporting are more quality.
It is necessary to modernize the website.
There should be organized Internet trainings with potential statistical data users and uploaded on YouTube or some public server.
MONSTAT must initiate an introduction of new surveys that exist not only for the harmonization with the European regulation, but also for the purpose with social phenomena in the country. Considering this, MONSTAT should initiate the survey on migration of youth, since it is obvious that the youth leave the country.
It is necessary to motivate MONSTAT staff
To make services similar to services of other country, to possess the same parameters and to work on more efficient service providing if it is possible.
Data dissemination for new municipalities; more data by municipalities
Trainings are necessary, first of all for data users
Before data release, there should be derived conclusions and present them to the public.
To look at the work of any world statistical agency (for ex. NY).
It is necessary to develop e-surveys and others e-services
Surveys should be more regular and relevant. Census population is necessary to be carried out immediately
Regular answering on emails
It is necessary to organize meetings with statistical data users
Area 'Culture and art' should have more importance.
MONSTAT should publish and comment the data in media, not only on its website, and only for smaller circle.
To include the data on public finances which are managed currently by Ministry of Finance. It is necessary that the annual and quarterly data on deficit, budget revenues and expenditures exist. To be faster released. That the annual numbers are adopted at the beginning of new year, not at the end.
To improve both website and methodology for work, as well as communication with users
Modernization, meeting the needs
More experts among staff that will adequately present and disseminate data
Organization of webinars and similar.

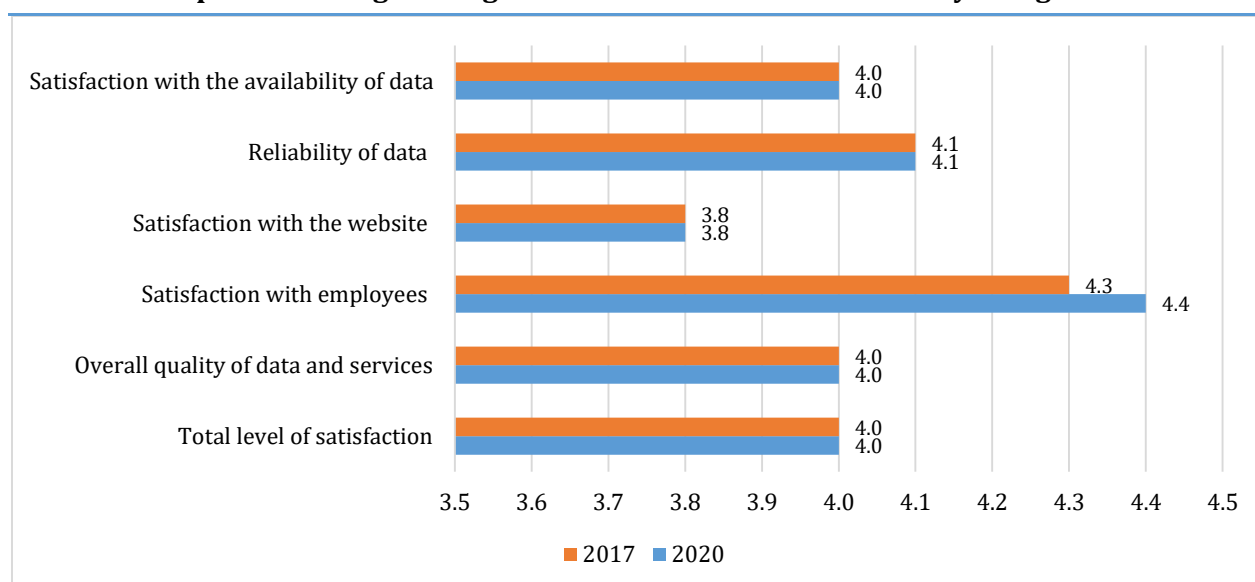
## USER SATISFACTION

### Overall satisfaction

For the measurement of overall satisfaction of users there was used *American customer satisfaction index (ASCI)*, indicator that serves for the measurement of overall satisfaction of users in state administration. For the calculation of ASCI indicators there was used the following 5 variables that has the most influence on the overall satisfaction of users: satisfaction with meeting the needs for the data produced by MONSTATA; reliability of MONSTAT data; satisfaction with the website; satisfaction of staff and general satisfaction of users with the quality of data and services.

Average rates for all five categories are presented in graph. Based on the average rate of all five categories, there is obtained a **total rating of satisfaction with MONSTAT, which is 4.0, the same as in the previous survey.**

**Graph 13. Average rating of overall satisfaction of users by categories**



Observing the level of satisfaction by groups of respondents, we can conclude the following:

- Women are more often satisfied with the overall work of MONSTAT (total average rate is 4.1);
- Persons between 50 and 59 years of age and older than 60 years are more satisfied (rate 4.3 and 4.5) than others;
- Respondents that use very often the data of MONSTAT (daily or weekly) are somewhat more satisfied (rate 4.1);
- Persons that weekly visit the website of MONSTAT are more satisfied (4.2) than those that visit less often;
- Persons that communicate with the MONSTAT staff via e-mail are somewhat satisfied than others (4.1).

All categories that impact on the overall satisfaction with MONSTAT are processed separately below in the text.

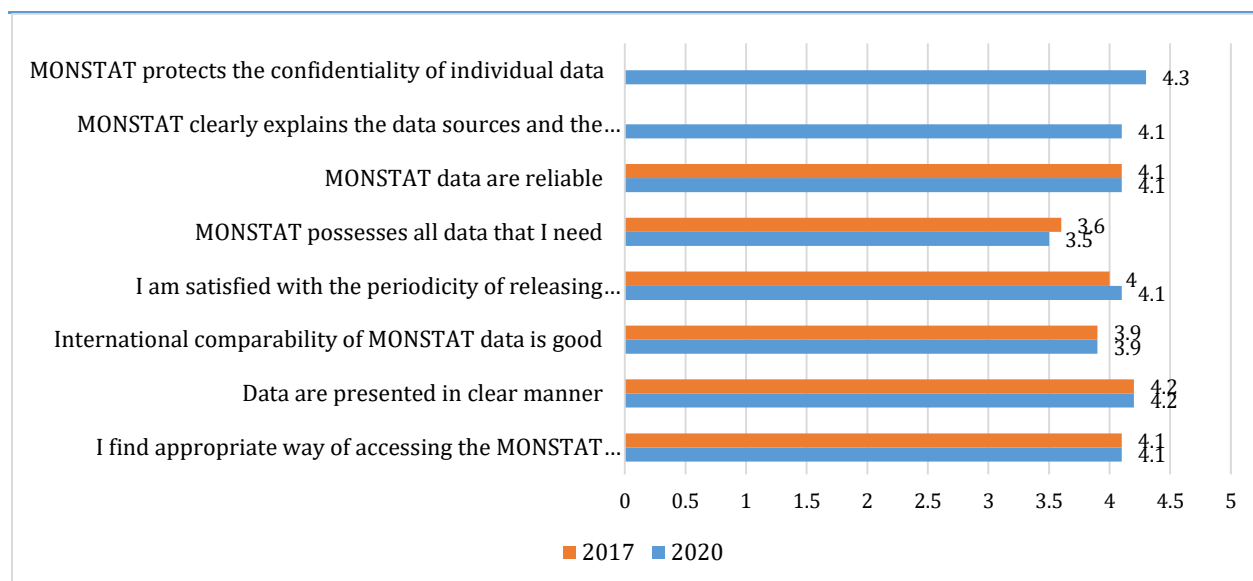


## Satisfaction with data

### *Satisfaction with meeting the needs for data*

Users were able to rate *satisfaction of respondents with meetings the needs for data of MONSTAT*. The rates are given on a scale from 1 to 5, where 1 is very unsatisfied, while 5 is very satisfied. Overall average rate of satisfaction of respondents with meeting the needs for the data of MONSTAT is **4.0**. The graph presents average rates of individual categories of satisfaction with meetings the needs of respondents, with the comparison with the data from 2017.<sup>5</sup>

**Graph 14. Average rate of meeting the needs for data of MONSTAT by categories**



Users best rated *protection of individual data confidentiality*, with average 4.3, while worst rated was '*MONSTAT does not possess all the data that are necessary*', with average rate 3.6, then international data comparability with average rate 3.9. Below are given reasons for dissatisfaction with separate categories of data availability:

- Late answers to e-mails;
- Bad organization of website, data are not easily found;
- Process of obtaining the data is slow, often with errors in data and need that the data are additionally formatted so that they can be used;
- Data provided by staff in MONSTAT upon request are readable, but although the website is full of data, they are often "hidden" for those who are not skilful to interpret the statistical data. The website should be improved, simplified and to observe an option to work more on education and informing;
- International comparability of MONSTAT data is good, but not always possible since some general demographic characteristics not comparable due to different categories;
- Periodicity for releasing the data for some of the reports in the area of tourism should be at weekly and monthly level;

<sup>5</sup> Compared to 2017, two categories are added

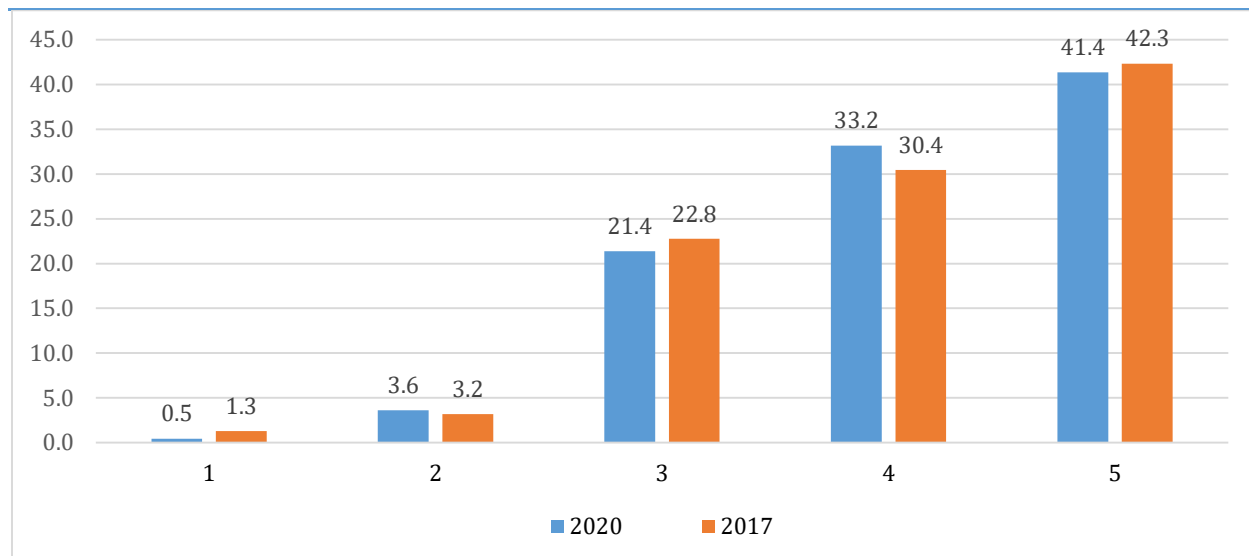
- Respondents whose opinion is that MONSTAT does not possess all data which are necessary for them, mention the following areas that should be improved:
  - Tourism – there are necessary the data on individual accommodation at the monthly level, and statistics on guests on vacation; daily tourist consumption, i.e. income achieved in tourism;
  - Data of FATS statistics (foreign affiliates statistics);
  - Safety in transport – disaggregated data for this area;
  - Detailed data in area of business statistics;
  - Data on number of dyslexic persons and number of partially sighted persons;
  - NACE level 3 is missing;
  - Number of unemployed persons by cities, average consumer basket at the level of Montenegro, by regions and cities;
  - Data on number of populations at the semi-annual level;
  - It is necessary to carry out a census;
  - In addition to quarterly data on GDP growth, no cumulative data exist at the annual level;
  - Statistics in area of movie production, financing production and cinematography by the state;
  - Wider scope of data on standard, living condition, poverty and inequality of income;
- MONSTAT data are not reliable because they often are not comparable with the data of other state institutions and differ from the real situation;
- No understanding of methodology, i.e. manner by which MONSTAT obtains the data because there are several times mentioned that as a reason for distrust in MONSTAT data, also as a reason of not understanding the data.

If the satisfaction with the data availability is observed by groups of respondents, we can conclude:

- Women are more often satisfied with the data availability (overall average rate is 4.1);
- Similar as for the overall level of satisfaction and satisfaction with data availability is higher among older respondents over 50 years of age (4.3);
- Respondents that very often use the data of MONSTAT (daily or weekly) are more satisfied (4.1);
- Persons that weekly visit the MONSTAT website are more satisfied (4.2) than the rest;
- Persons that contact MONSTAT staff via e-mail are more satisfied (4.2) than the rest;
- Respondents that are familiar with the work of Council of Statistical System are more satisfied (4.2) than those that are not familiar.

### **Data reliability**

Average rate of **MONSTAT data reliability** is **4.1** what is on scale from 1 to 5 very good. Data reliability is rated with the highest rate 41.4% respondents, while the lowest rate is given by only 0.5% of respondents. The graph presents the answers to this question, together with the comparison of answers from the previous survey.

**Graph 15. Data reliability (%)**

If the satisfaction with data reliability is observed by groups of respondents, the conclusion is following:

- Respondents over 40 years of age are more satisfied with the reliability of data published by MONSTAT;
- The most satisfied respondents with the data reliability are those that completed secondary school (4.6);
- Respondents that use the data of MONSTAT once in three months are more satisfied than others (rate 4.3);
- Persons that visit weekly the MONSTAT website are more satisfied (4.2) than others.
- Persons that contact the MONSTAT staff via e-mail are most satisfied (4.2) with the reliability of data possessed by MONSTAT.

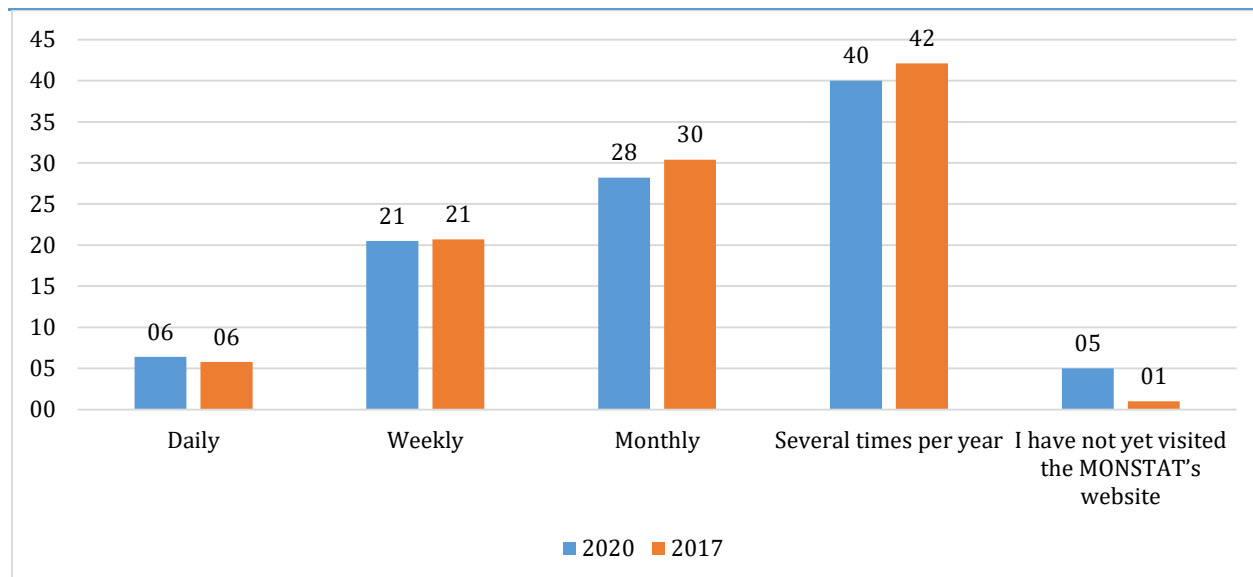
### Satisfaction with MONSTAT website

#### *Website views*

The webpage of MONSTAT is the most important channel for data dissemination, thus the respondents reported in this part of questionnaire on page views, satisfaction with website, satisfaction with Excel tables, and statistical release calendar, that are available at the website. Additionally, the respondents reported their proposals for the improvement.

Only 6.4% of respondents use the MONSTAT website on a daily basis, while there are a majority of those that visit it several times a year – 40.0%. Compared to the previous survey, the number of those that do not visit the website increased. The respondents that were not used the MONSTAT website reported reasons for that mostly that they do not have a need for viewing it (63.6%), i.e. requested data were not available (27.3%).

**Graph 16. Website views**

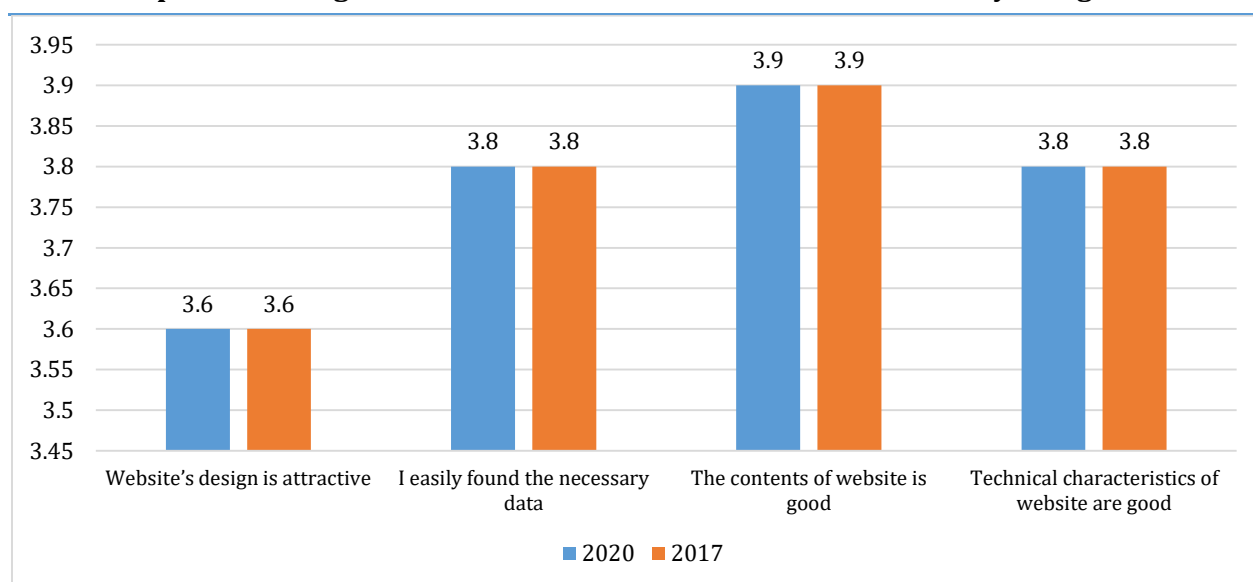


**Satisfaction with the website**

Users were able to rate their satisfaction with the website. Rates were given on the scale from 1 to 5, where 1 is very unsatisfied, while 5 means very satisfied. Overall satisfaction with the website measured by an average of satisfaction for all four categories is **3.8**, the same as in previous survey.

Users that visited the website of MONSTAT are most satisfied with the contents of website - an average rate of 3.9, then with technical characteristics of website and friendly data access (average rate 3.8), while least satisfied are with the website design (3.6). Satisfaction with the website is rated at the same manner as in the previous survey.

**Graph 17. Average rate of users' satisfaction with the website by categories**



When asked to specify their reasons for dissatisfaction with the website, the respondents mainly mentioned that the design is obsolete, badly organized and not easy to find the data.

If satisfactions with the MONSTAT website are observed by groups of respondents, we can conclude the following:

- Female respondents are more satisfied with the MONSTAT website (3.9) than male respondents;
- Respondents of older age are more satisfied with the website (over 50 years of age);
- Respondents with completed secondary school are most satisfied (4.6);
- Respondents that very often use the data of MONSTAT (daily or weekly) are more satisfied (rate 4.1);
- Persons that weekly visit the MONSTAT website are more satisfied (4.2);
- Persons that communicate with the MONSTAT staff via e-mail are most satisfied with the website (4.1).
- Respondents that are familiar with the work of the Statistical Council are most satisfied (4.1).

Respondents that rated certain aspects of website with 1 or 2, mentioned a bad design as a reason for this rate, then unclerness, no systematization of data, and unfriendly use of website from tablets and phone devices.

A large number of respondents (14.0%) provided concrete proposals for the improvements of MONSTAT website. The proposals are very similar to those obtained by the previous survey, and can be summarized as it follows:

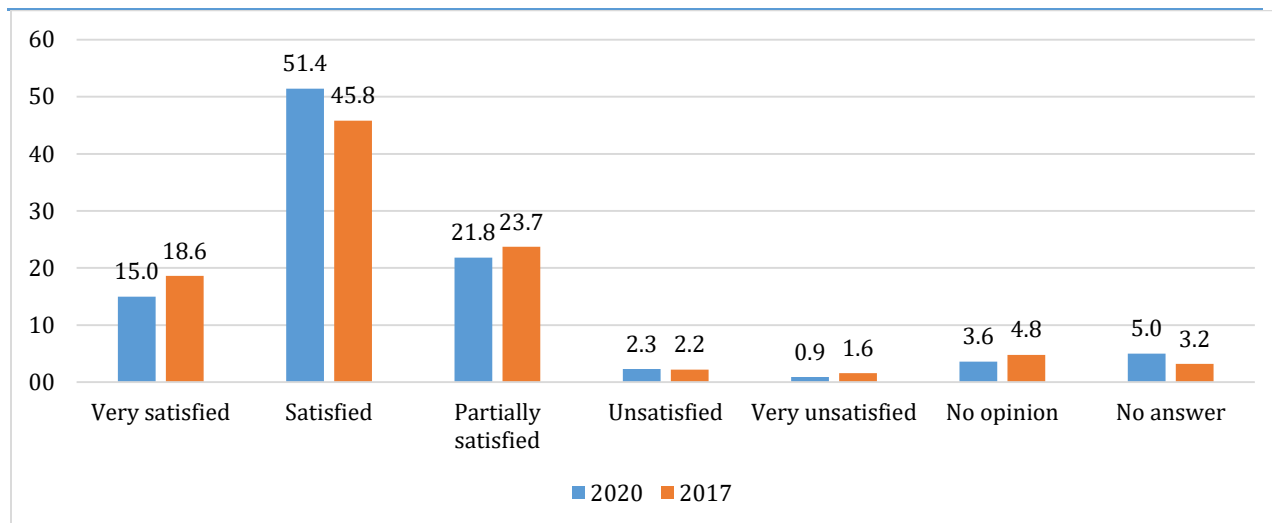
- It is necessary to make an online database with all available data, detailed categorization, and as possible as long time series available;
- Website should be made friendly for use from smart phones;
- Website should be modernized, more accessible for users and adapted for meeting the needs of users;
- When data are released, there should be considered data use and apply 'user friendly' principle;
- To consider an opportunity to present the requests sent to MONSTAT and answers to the obtained requests.

### ***Excel tables on website***

Respondents rated the satisfaction with Excel tables with an average rate of 3.8. The same rate for Excel tables is given in the previous survey. The graph presents the answers to the respondents in this year and previous survey, when they were asked to rate their satisfaction on scale from 1 to 5.

Out of total number of respondents, there are 66.4% satisfied or very satisfied with the Excel tables on the website of MONSTAT, while there are 3.2% of those unsatisfied or very unsatisfied. The highest percentage of users that provided the rate of satisfaction with the Excel tables, is satisfied with the data in Excel tables put on the website (51.4%). A reason for the dissatisfaction provided by respondents is a need for additional data formatting, and data are oversized, with no essence, but also only basic data are available.

**Graph 18. Satisfaction with Excel tables at the website (%)**



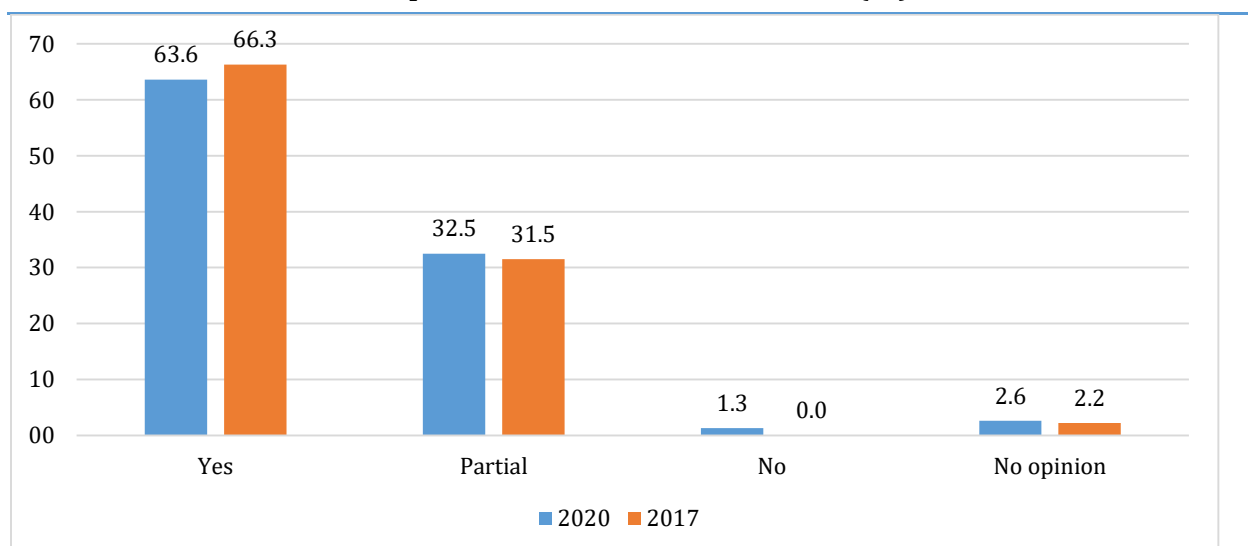
**Statistical Release Calendar**

The Statistical Release Calendar represents a document that contains all data on type of survey and date of released data for one calendar year. It is disseminated not later than 20 December of current year for the next year.

Question on the use of Statistical Release Calendar was affirmatively answered by 35.0% respondents, while this was in the previous survey somewhat less (28.5%).

Question *Does the Statistical Release Calendar contain all information that are necessary to them*, out of total number of users that use the Calendar the highest percentage contain all information that are necessary to them- 63.6%; while there are 32.5% users mentioning that it partially contains the information they need.

**Graph 19. Contents of the Calendar (%)**

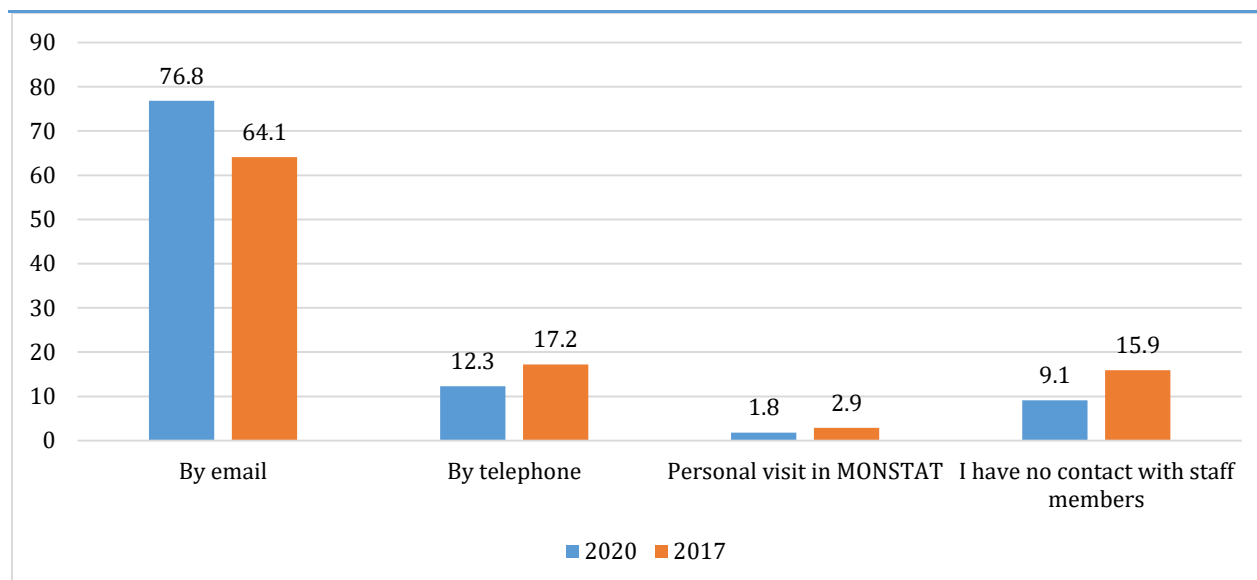


## Satisfaction with the MONSTAT staff

### Contact with employees

In this part of the questionnaire users answered the questions did they had contacts with the staff in MONSTAT. The graph below presents the percentage of users that communicate with the MONSTAT staff in different ways, obtained by this and previous survey.

**Graph 20. Manner of communication between users and staff**

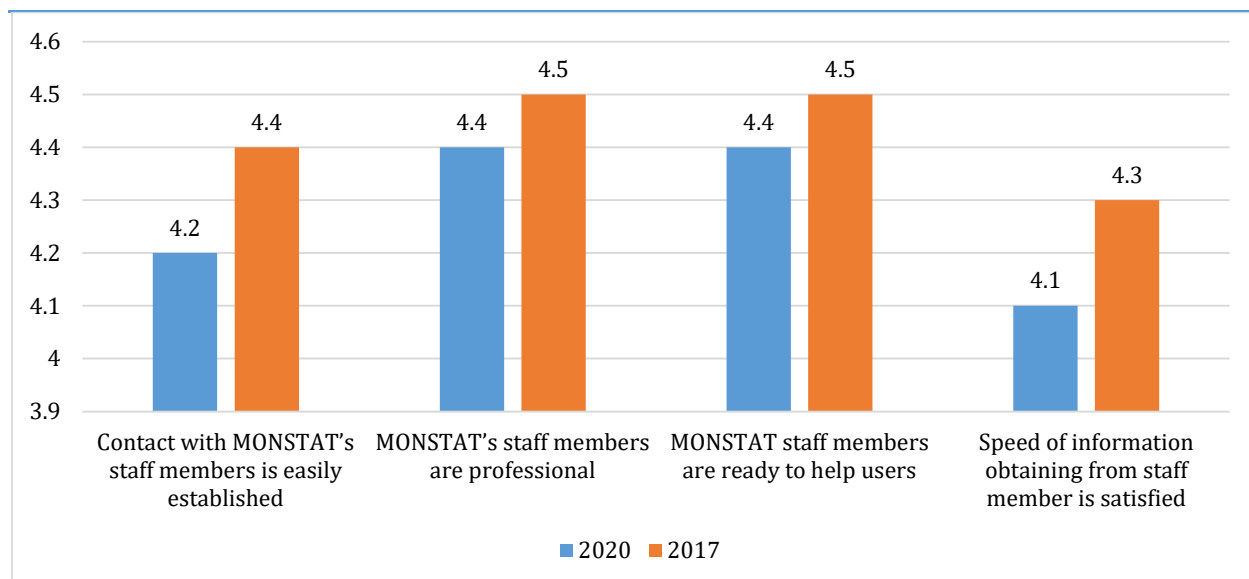


The majority of users communicate with the staff via e-mail (76.8%), and this number is significantly increased compared with the previous survey, while there is a significant decrease in number of respondents that have not had a contact with the staff.

### Rate of satisfaction with MONSTAT staff

Users had an opportunity to rate *the satisfaction with the staff*. Rates were given on the scale from 1 to 5 (1 – very unsatisfied, 5 – very satisfied). An average rate of satisfaction with the work of MONSTAT staff is very high and is **4.3**, while this was somewhat higher in the previous survey – 4.4.

Users that are most satisfied with the professionalism of MONSTAT staff and readiness to help (average rate 4.4), while they are least satisfied with the time for obtaining the feedback from the staff (4.1). The graph presents average rates of certain categories of satisfaction with the staff services with the comparison from previous survey.

**Graph 21. Average rate of satisfaction with the staff services by categories**

The respondents that were not satisfied with the work of MONSTAT staff were able to provide a detailed explanation of their dissatisfaction and they refer firstly to the time needed to receive the feedback information from staff, and there are also examples that the respondents did not receive the answers they are looking for, i.e. they received other type of data.

If the satisfaction with the MONSTAT staff is observed by groups of respondents, we can conclude the following:

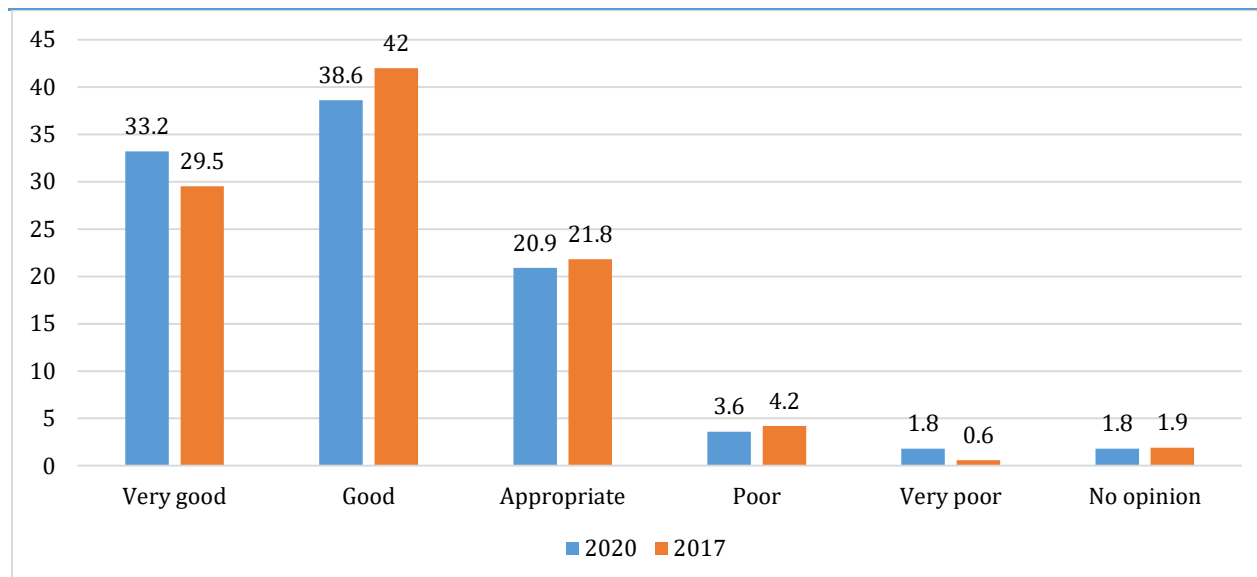
- Women are more often satisfied with the MONSTAT staff (overall average rate is 4.4);
- Persons aged over 60 years are more satisfied with the cooperation with the MONSTAT staff (4.6);
- Respondents with the completed secondary school are more satisfied with the work of MONSTAT staff than others (4.6);
- Respondents that very often use the data of MONSTAT (daily or weekly) are more satisfied (rate 4.5).
- Persons that weekly visit the MONSTAT website are more satisfied (4.6) than others.

### Satisfaction with the overall quality of data and services

#### *Rate of overall quality of data and services provided by MONSTAT*

Respondents are asked to give the *rate of overall quality of data and services of MONSTAT*. Out of total 220 respondents, there are 98.2% who rated it, while there are 1.8% of respondents who did not give any opinion. An average rate on scale from 1 to 5 is **4.0**, such as it was in the previous survey. Users rated 71.8% of cases as good or the best quality of data and services (38.6%, i.e. 33.2%), while there are only 5.4% of respondents reported that the quality is low or very low.



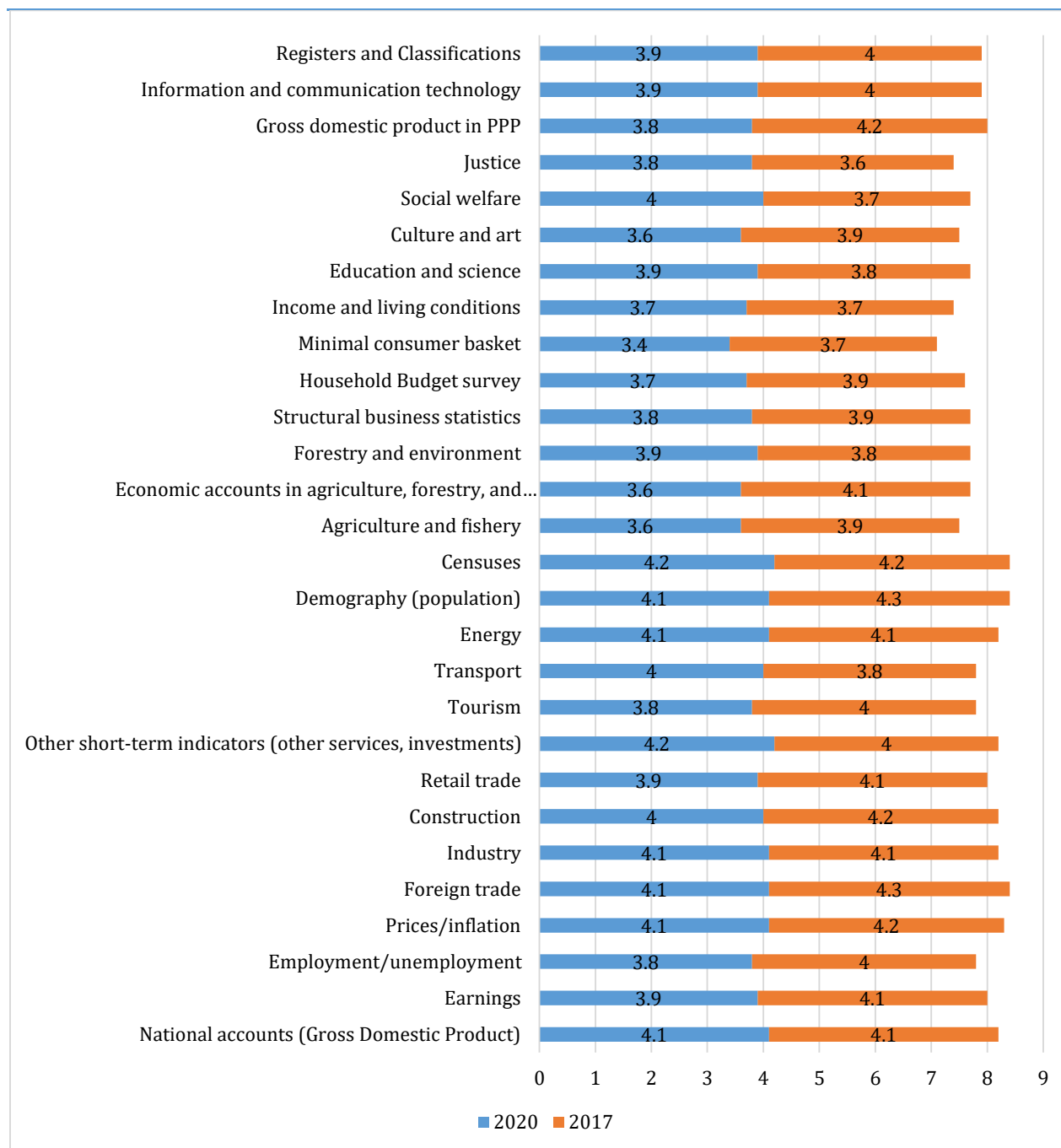
**Graph 22. Overall quality of data and services provided by MONSTAT**

Respondents reported the following reasons of their dissatisfaction with the overall quality of data: often late data delivery; almost always data need to be additionally formatted to be useable; data illogicality and discrepancies; individual data do not reflect a real situation and are not compatible with the data of other state bodies, due to this it is necessary a detailed explanation that data are obtained by survey and premises, and when data are really collected based on all existing databases.

#### ***Rate of MONSTAT data quality by domains***

Users had an opportunity to rate the data quality by statistical domains, on a scale from 1 to 5, where 1 is very unsatisfied, while 5 is very satisfied. Average rates for all areas presented in the graph.

In addition to this survey, the graph also presents the answers of respondents with the note that this question is not formulated the same as in the previous survey. Namely, this survey uses the term 'income and living conditions', while this was before 'poverty line'. Additionally, one of statistical areas, previously defined as 'household budget survey' now is presented as 'consumption of households'. This survey uses the 'purchasing power parity', while previous survey used the term 'gross product by purchasing power parity'. Registers in the previous survey were not defined as one statistical area, what is the case in this year's survey, but they were divided in administrative registers and registers.

**Graph 23. Average rate of data quality by areas**


The best rated areas by users are: censuses and other short-term indicators (4.2), and then gross domestic product, demography, foreign trade, industry, prices / inflation and energy, by rate 4.1.

Users are least satisfied with the quality of the following statistical areas: minimal consumer basket is rated with 3.4; economic accounts in agriculture, forestry, and environment with 3.6; as well as culture and art, agriculture and fishery.

When the data are compared with the previous survey, the highest increase of average rate of satisfaction in area of social protection, other short-term indicators, transport and justice. The highest decrease compared with the previous survey is reported in the following areas: economic accounts in agriculture; forestry and environment; purchasing power parity; minimal consumer basket; culture and art; and agriculture, and fishery.

## CONCLUSION AND RECOMMENDATIONS

Strict commitment to users and other stakeholders represents first and main principle of quality management. This survey represents a step to the improvement of users' satisfaction and it is the main tool to be used for the collection of information if MONSTAT is going in the right direction when production, processing, and dissemination of statistical data are considered. General conclusions of survey are the following:

- Overall average rate of users' satisfaction with MONSTAT services on scale from 1 to 5 is 4.0, which represents a high rate, but it must be observed having in mind that the rate has not changed, i.e. increased compared with the period 2 years ago;
- Almost all survey results are at the same level as in the previous survey, what can be explained by the fact that no specific actions were done with the aim to improve the quality of relations with users. A difference is visible in the increased number of respondents that communicate with the staff via e-mail and reduced number of those that come personally in MONSTAT and phone call MONSTAT. Additionally, the number of respondents that use specially processed data done by MONSTAT staff increased, what represents a step compared to the previous survey, although there is a space for the improvement in reducing the time needed for answering the users' requests;
- Although almost 84.1% of respondents use the website as a manner for the data collection, it is very important to improve this type of communication. A need for starting the project of new website, modern and adapted to user' needs, is more stressed by this survey, than by the previous one. Additionally, it is necessary to improve the communication via digital channels;
- Lack of understanding methodologies, i.e. manner by which MONSTAT collects the data, is several times mentioned as a reason of distrust in the MONSTAT data, as well as a reason of lack of understanding the data. The respondents that consider the MONSTAT data are not reliable, mentioned that the data are compatible with the data of other state institutions and differ from the practical situation;
- Results of the survey show that almost 60.0% respondents rated the satisfaction with 4 or more, but also almost 10.0% of respondents rated the MONSTAT work with less than 3. A sample of this survey is not representative for the entire population, but it represents a group of respondents that had a contact with MONSTAT. Thus, it should consider that this percentage (10.0%) at the level of entire Montenegro is significantly higher, especially having in mind preparations for the next population census.

Based on the results obtained by this survey, a concrete action plan should be developed with concrete objectives, and when producing it, a large number of recommendations obtained from respondents should be considered. Proposals for the production of action plan are the following:

- ***Improvement and redesign of website, and improvement of digital channels of communication.*** Redesign of website should cover a simplified use of website, simplified terminology, improvement of manner the data are presented, with more dynamic databases which contain all historical data on one place with an option of sorting the data by categories. Redesigning the website should include positive experiences of EU member countries. In addition to this, there should be ensured as much as possible interactions between user-MONSTAT-user (e.g. e-surveys, data requests, etc.) are done via the website;
- ***Educative campaign on methodologies used by MONSTAT.*** Currently, MONSTAT does not possess a separate service for communication with users, thus it is necessary to establish this sector or to engage external experts so that in the period of preparation for the census the population of Montenegro better understand methodologies and manners of data collection

used by MONSTAT. This campaign also needs to inform citizens on normative arrangement of ownership over data, so that they can understand which institution can disseminate what kind of data. It is necessary to educate the public that MONSTAT is not the only one statistical producer in Montenegro. The contacts of respondents that participated in this survey and were interested to participate in special trainings organized by MONSTAT can be used as a starting basis for this campaign. One of the campaign's objectives should be also the focus on presenting the conclusions, not only the data when approaching the public, with a special treatment of certain interest groups;

- **Faster and more efficient responding to users' requests.** Designing the website with more friendly use of data will enable increased number of users to find necessary data via Internet and reduce the need for staff engagement. Also, organizing the educative campaign, especially during this year, such as preparations for the population census, a higher number of citizens will be informed on the manner of data use and their interpretation. This will lead to a decreased number of requests sent to staff who will be able to react timely in such a situation, and to deliver data to users on time, having more time for special data processing requested by users.