

# **Albanian Institute of Statistics (INSTAT) User Satisfaction Survey**

Tirana, June 2017

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## Introduction

The user satisfaction survey is an important tool to detect user needs, and potentially user feedback could be integrated into the planning process of official statistics<sup>1</sup>. All national statistical institutes (NSIs) are concerned with a great number of different users, all having different expectations concerning the quality of products and services. One of the key problems identified very early was how to measure and take user requirements into account since different user categories have different needs that might often be in contradiction.

In April 2017 Albanian Institute of Statistics (INSTAT) conducted for the first time the user satisfaction survey. The main objectives were:

- To measure the user satisfaction with statistical products and services;
- To ascertain the current user practice;
- To use the findings to identify improvement opportunities;
- To design a process and instrument that can be replicated at least annually.

The results of this survey will serve as useful information for further improvements in order to meet user needs.

The survey was conducted on a sample of the INSTAT data users combining with web questionnaire in the period from 09 March to 10 April 2017. The main advantages of the web survey were:

- Relatively cheap (don't have to pay for postage);
- Responses were obtained much faster than with paper questionnaires;
- Easy for sending out follow-up reminders etc.

The sample consisted of users that have requested statistical data in the period from the beginning of the 2013 to December 2016. The questionnaire was sent via e-mail to 2,541 users. Links to the web questionnaire were placed on the INSTAT website, as well as on INSTAT official Facebook page so that every interested user could participate in the survey. Questionnaire was completed by 512 users.

The questionnaire was prepared in Albanian and English and contained 17 questions. In specific parts of the questionnaire, users were able to write their proposals and suggestions for improvements. The questionnaire covered the following topics: demographic characteristics of users, usage and quality of statistical data, satisfaction with INSTAT website, satisfaction with the employees and the quality of services, as well as questions about the INSTAT on social networks.

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<sup>1</sup>The LEG on Quality, 2001, p.14

## Summary Results

INSTAT data users were mostly woman (53.1%). The majority of users (49.2%) belonged to the age group of 21-30 years. The mean age of users is around 33 years old. Around 92.8% of users had university degree, 26.8% of users were students and the second largest group of users were researchers (23.4%).

Out of the total number of surveyed users, 55.1% collected data through INSTAT website, 55.9% of users collected data for research purposes, 27.1% for general information. Around 24.8% of users used data each month and the most demanded data were from the field of Population (29.5%), Living Standard (25.2%) and Prices (24.8%).

Looking at the overall quality of the data (their timeliness, availability and comparability) users gave the highest score to the data in the field of Population (average grade 3.62), followed by data from the field of Foreign Trade (average grade 3.49) and data in the fields of National Accounts (average grade 3.42).

The grade is measured by a scale from 1 to 5 where:

- 1=very poor,
- 2=poor,
- 3=adequate,
- 4=good,
- 5=very good.

Around 48% of users thought that INSTAT data is of high quality and 68,1% of users rated the comparable of INSTAT data as good. Part of users (38.3%) believed that INSTAT data did not meet their needs for statistics and 21.9% of users were not satisfied with the way they can acquire INSTAT data.

The users were the least satisfied with the website design and they gave it an average rating of 2.78. Users gave the content of the website an average rate of 3.42. The Calendar of statistical data was used by 56.2% of users.

Users rated the helpfulness of employees with 3.54 and the employee professionalism was rated with 3.51. Speed of getting information was rated at 3.41 and easiness of getting in contact with employees at 3.35.

The users were satisfied with the speed of receiving answers (38.9% of users). Around 39.4% of users were satisfied with the quality of response while 47.0% of users find the communication with employees satisfying. Around 25.4% of users were dissatisfied with the number of statistics.

The overall quality of INSTAT data and services was good as stated by 38.7% of users, 34.8% of them thought that the quality was adequate, and the 15.2% considered it

excellent. Around 9.2% of users think that the overall quality of data and services was poor, 2.1% found it very bad.

Around 40.8% of users followed INSTAT via Facebook.

## The overall satisfaction index

The starting point of creating a model for measuring users satisfaction was the American Customer Satisfaction Index (ACSI). The advantage of the ACSI is that there exists also the adapted version of the model for measuring overall users satisfaction in the public sector. For the center of the model, overall users satisfaction is used. The following five criteria were taken as the variables that affect the overall satisfaction of INSTAT users.

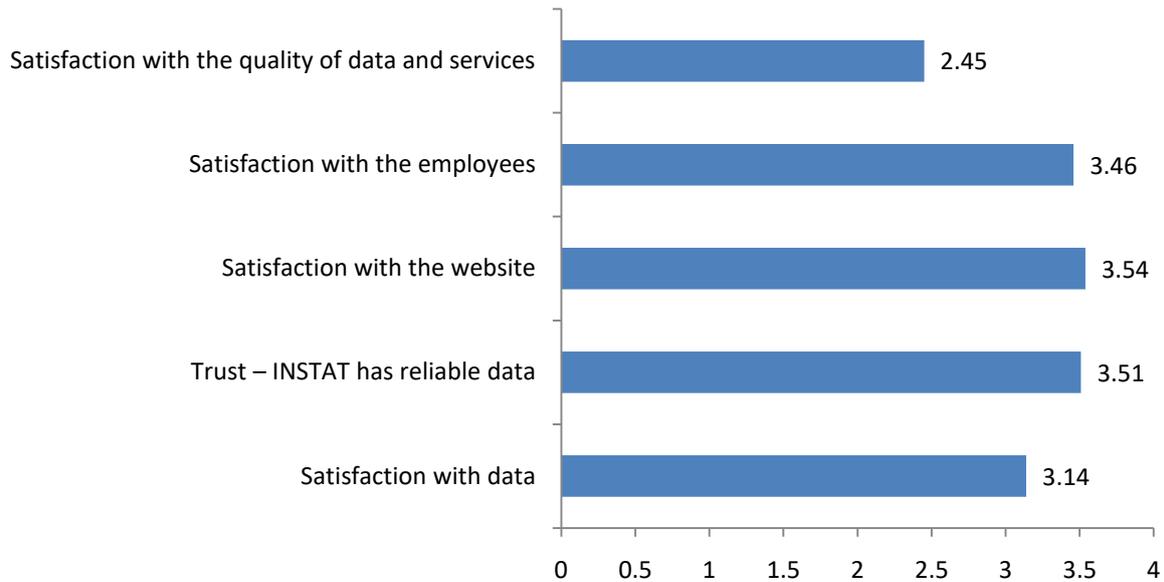
1. satisfaction with the employees - average grade is 3.46
2. satisfaction with data - the average grade is 3.14
3. satisfaction with the website - the average grade is 3.54
4. satisfaction with the quality of data and services - the average grade is 2.45
5. trust – INSTAT has reliable data - the average grade is 3.51

**Image 1: Model for measuring the overall satisfaction of the INSTAT users**



The overall satisfaction index is measured as the average grades of the five criteria described above.

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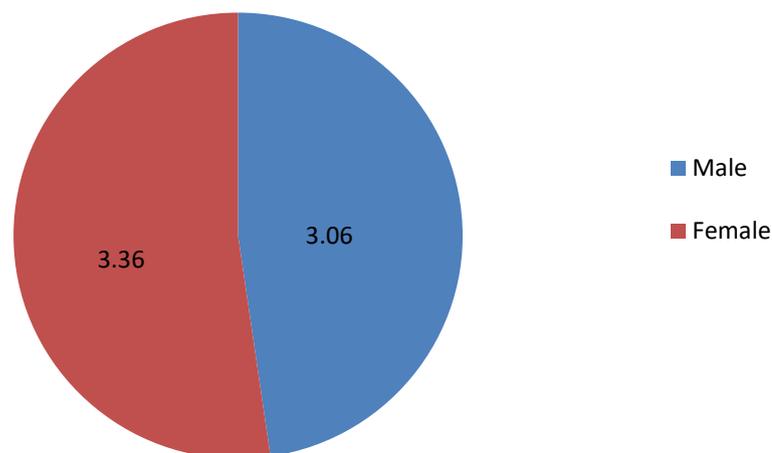


Total INSTAT average grade is 3.22 and the overall index of the users satisfaction with the INSTAT is around 64.4%. The index of the users satisfaction with the website of INSTAT is around 70.56%.

### Overall index of the users satisfaction by demographic characteristics

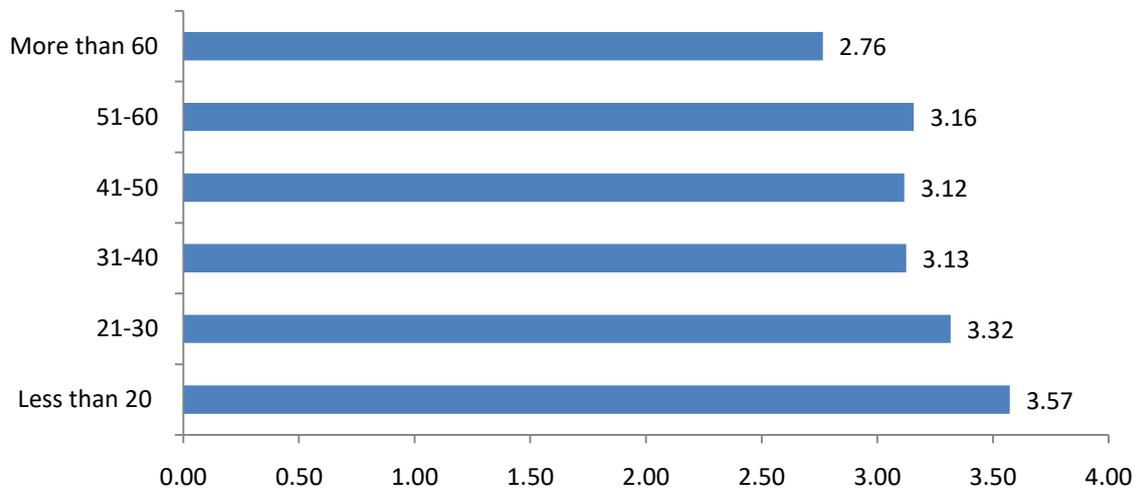
In the section below are presented result on the overall index combined with demographic characteristics of users.

#### The overall index of the users satisfaction by sex



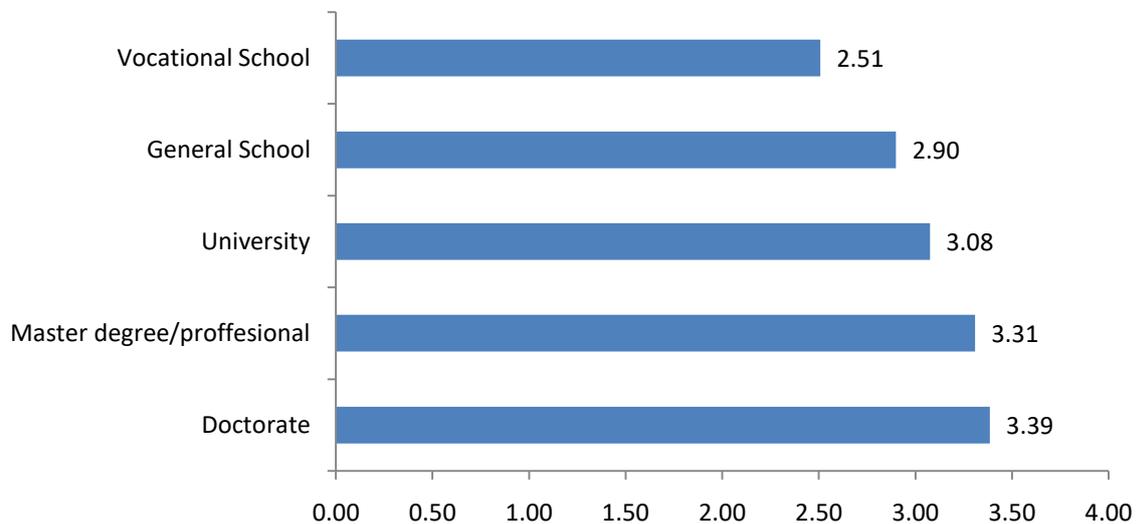
Total INSTAT average grade by gender is 3.06 for male and 3.36 for female. The overall index of the users satisfaction with the INSTAT for female is 67.20%.

### The overall index of the users satisfaction by age group



The age group less than 20 years old has the highest average grade (3.57). Meanwhile the lowest average grade is for the age group more than 60 years old. The overall index of the users satisfaction with INSTAT for the age group less than 20 years old is 71.40%.

### The overall index of the users satisfaction by education

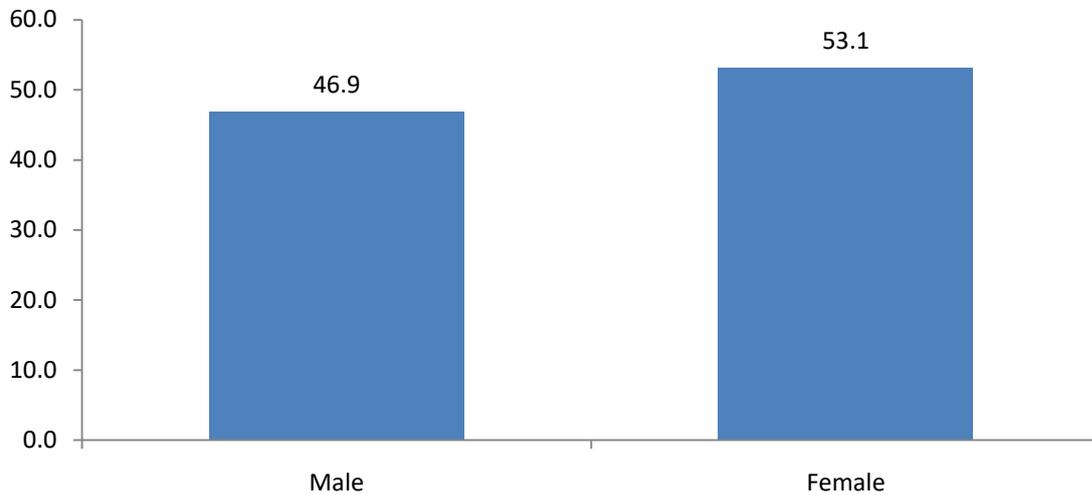


The users with doctorate as the highest level of education have the highest average grade, 3.39, and the overall index for this user is 67.80%. The lowest average grade, 2.51, comes from the users who have vocational school as their highest level of education.

## 1. DEMOGRAPHIC CHARACTERISTIC OF USERS

### Gender

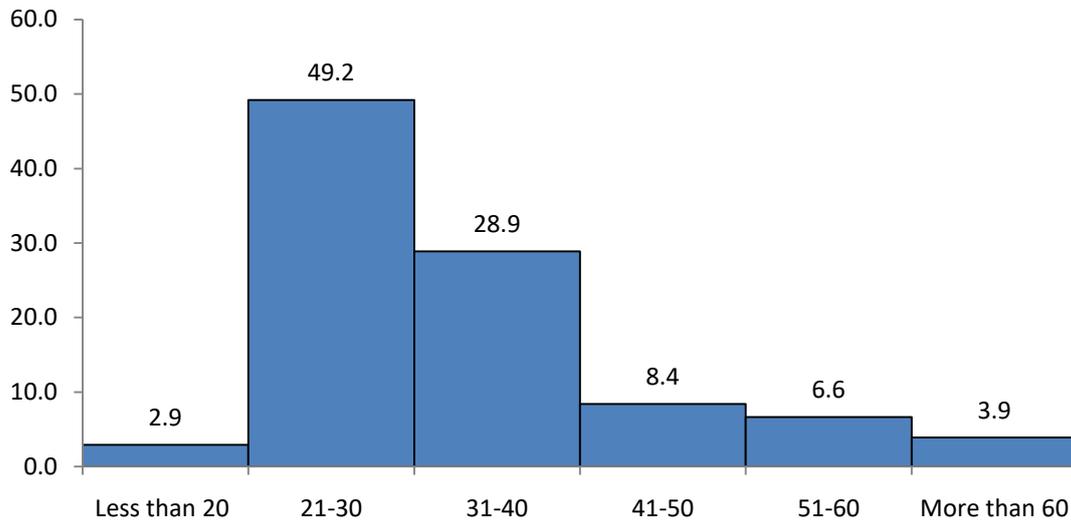
Q-1. Users according to gender (n=512, in %)



The questionnaire was completed by 512 users, 53.1% were female and 46.9% were male.

### Age

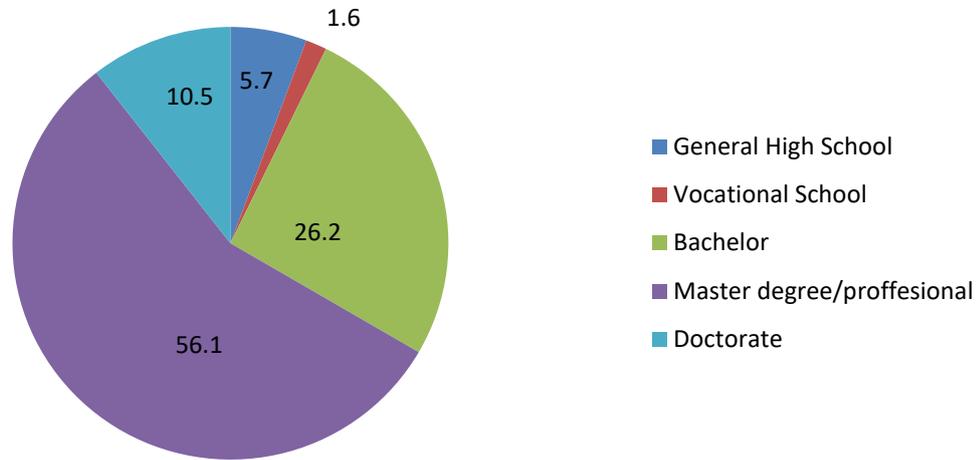
Q-2. Users according to age (n=512, in %)



Regarding to the age structure, the largest number of users, 49.2% of them, belonged to the age group from 21 to 30 years of age, 28.9% to the age group from 31 to 40 years, 8.4% to the age group from 41 to 50 years, 3.9% were older than 60 and 2.9% of users were younger than 20 years old.

## Education

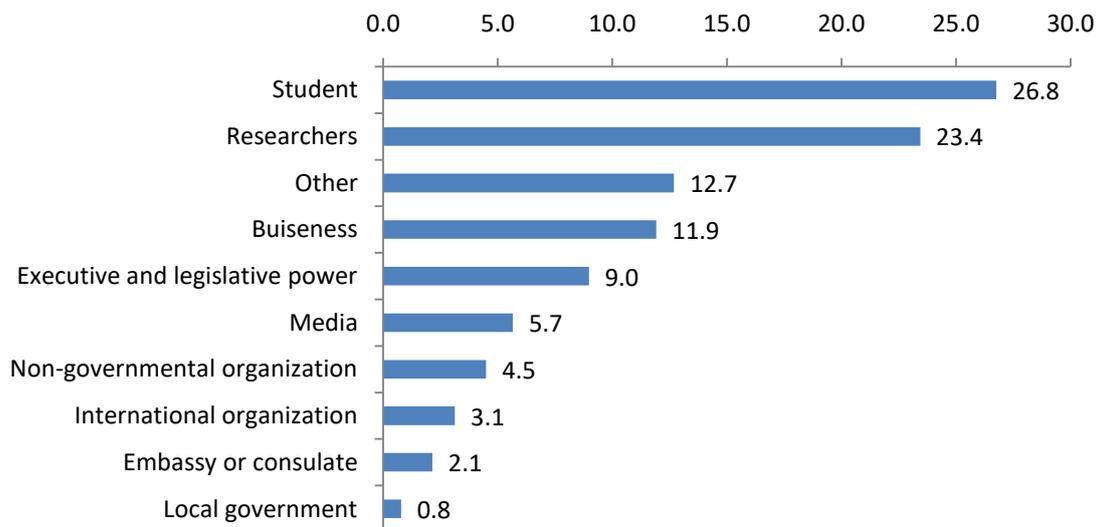
Q-3. Users according to education (n=512, in %)



Among all respondents, 56.1% had a master’s degree, 26.2% had completed bachelor, 10.5% had a doctorate degree, 5.7% of users had completed general high school, and 1.6% had completed vocational school.

## User groups

Q-4. User groups (n=512, in%)



Out of the total number of surveyed users, 26.8% were students, 23.4% were researchers. The group of users stated as other users comprised 12.7% of the total number of users. In this category are included: court experts, development agencies, science foundations, civil society

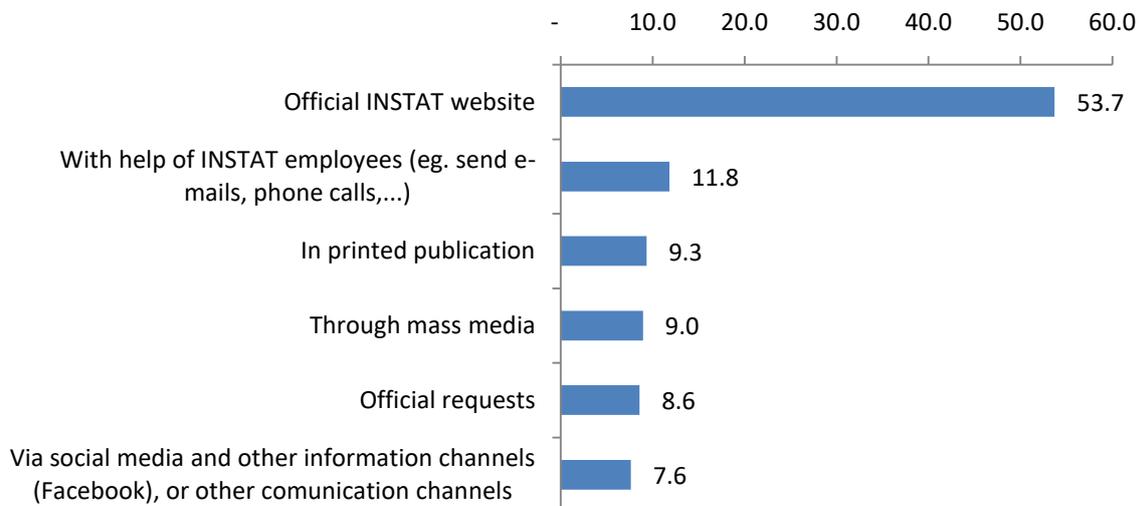
organizations, communication experts, high school students, religious communities, etc. Around 11.9% of users were from the field of business, 9% were members of executive or legislative power and 5.7% were members of media. The non-governmental organization comprised 4.5% of users, members of international organizations were 3.1% and members of the diplomatic and consular missions were 2.1% of users. The lowest parts of users were from the local government, 0.8%.

## 2. DATA USAGE/QUALITY

In this part of the questionnaire we wanted to know the habits of our users: the way data is collected, for what purpose, how often, what are the areas of greatest interest, and how they evaluate the quality of data.

### Acquiring information

Q-5. How do you usually acquire INSTAT statistical data? (n=512, in %, multiple answers possible)

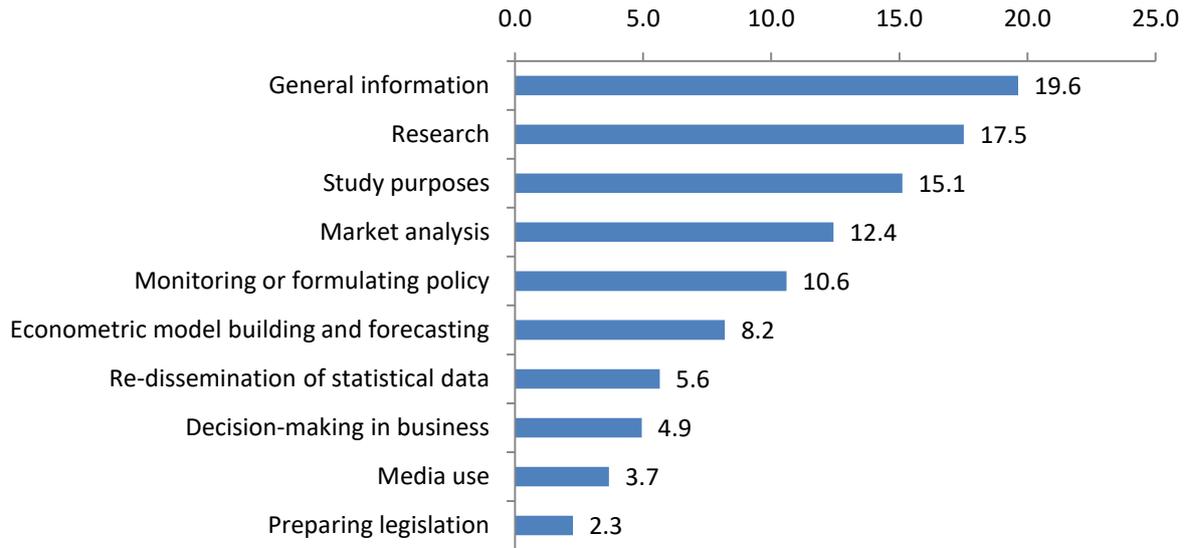


Around 53.7% of the users get data for the website of INSTAT, 11.8% get data with the help of INSTAT employees (via e-mail or telephone) and 9.3% from the printed publications. The user get data from the channel of mass media are around 9%, 8.6% through official requests and 7.6% through social networks.

### Purpose of data usage

Q-6. For what purposes do you use INSTAT statistical data? (n=512, in %, multiple answers possible)

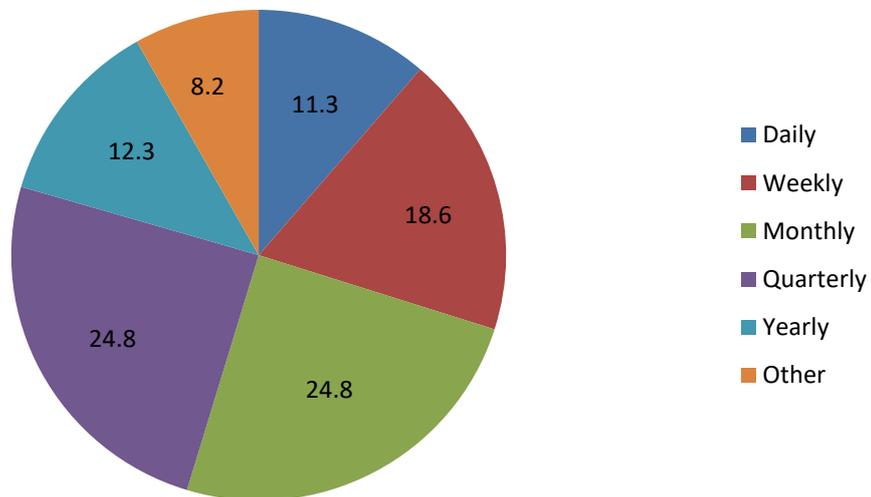
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Data are used for obtaining general information by 19.6% of users, 17.5% use them for research purposes, 15.1% users used it for educational needs and 12.4% to analyse the market. Around 10.6% of users used INSTAT data for monitoring and creating policies.

### Frequency of usage

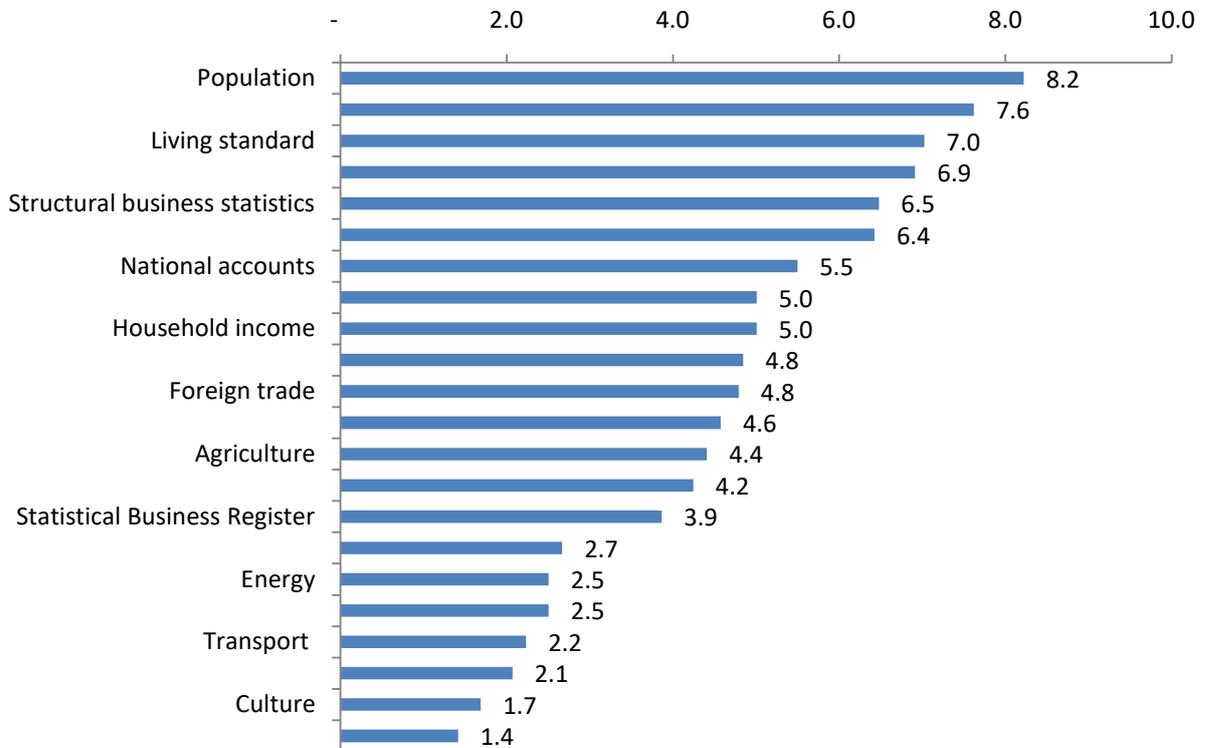
Q-7. How often do you use INSTAT data? (n=512, in %)



Around 24.8% of users used the data in the same frequency monthly and quarterly, 18.6% weekly and 12.3% yearly.

## Data usage by statistical area

Q8. Which of the following statistical areas do you use most often? (n=512, in %, multiple answers possible)



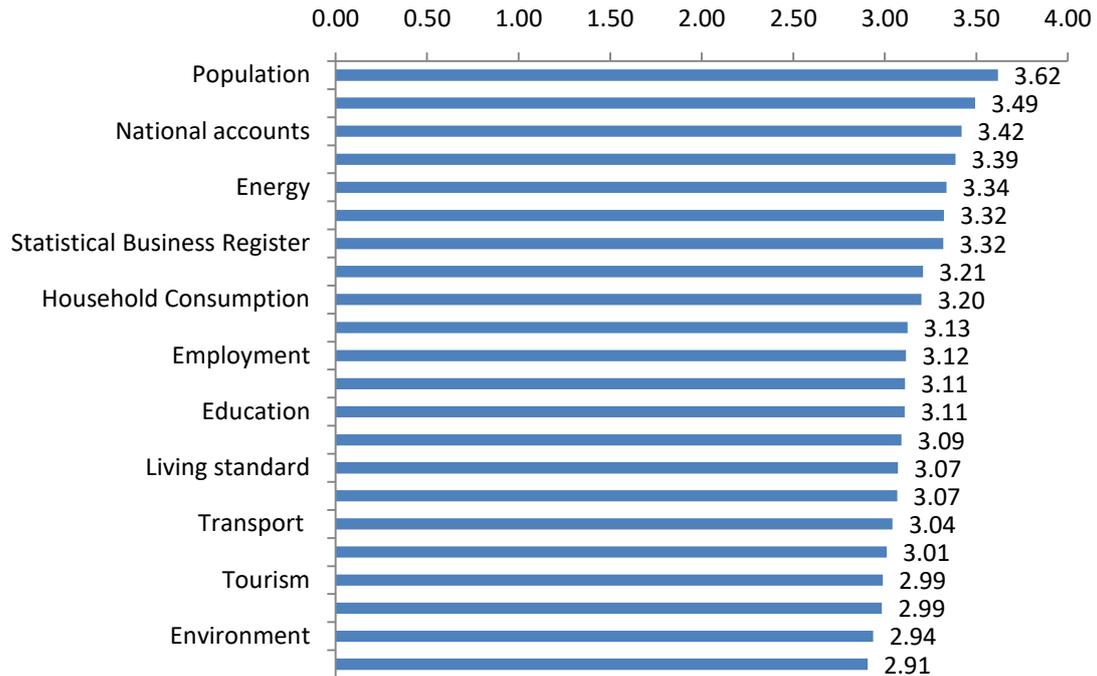
Users were able to choose more than one answer in this way they could choose all areas from which they used data.

The most frequently used data were from the following areas: Population (8.2%), Employment (7.6%) and Living standard (7%). The more frequently used data were from the following areas: Prices (6.9%), Structural Business Statistics (6.5%), Wages and labour cost (6.4%), National Accounts (5.5%) and Education (5%). The least used data were from the following areas: Culture (1.7%), Post-Telecommunication (1.4%).

## Data quality

Q-9. How do you rate the overall quality of INSTAT statistics for your purposes (timeliness, availability, comparability)? Please use scale from 1 to 5 (1=very poor, 2=poor, 3=adequate, 4=good, 5=very good). (n=512, average grade)

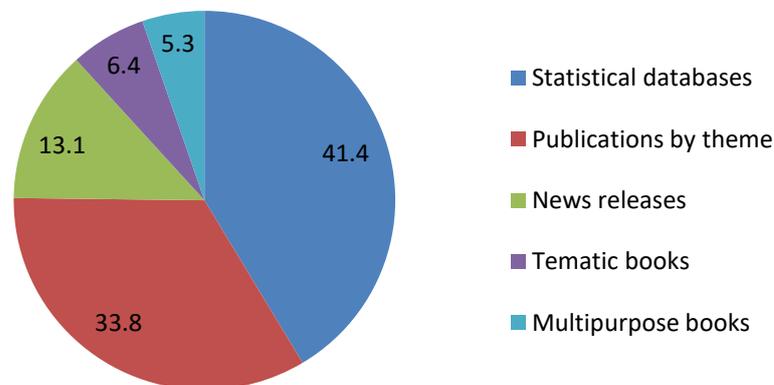
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Looking at the overall quality of the data (their timeliness, availability and comparability), users have evaluated data in the area of Population as best with an average score of 3.62, followed by data from the area of Foreign Trade, with an average score of 3.49 and data from the area of National Accounts with an average score of 3.42. The lowest average grades were given to data from Environment Statistics (2.94), and from Culture (2.91). The overall score of the data quality was 3.18.

### Use of INSTAT products

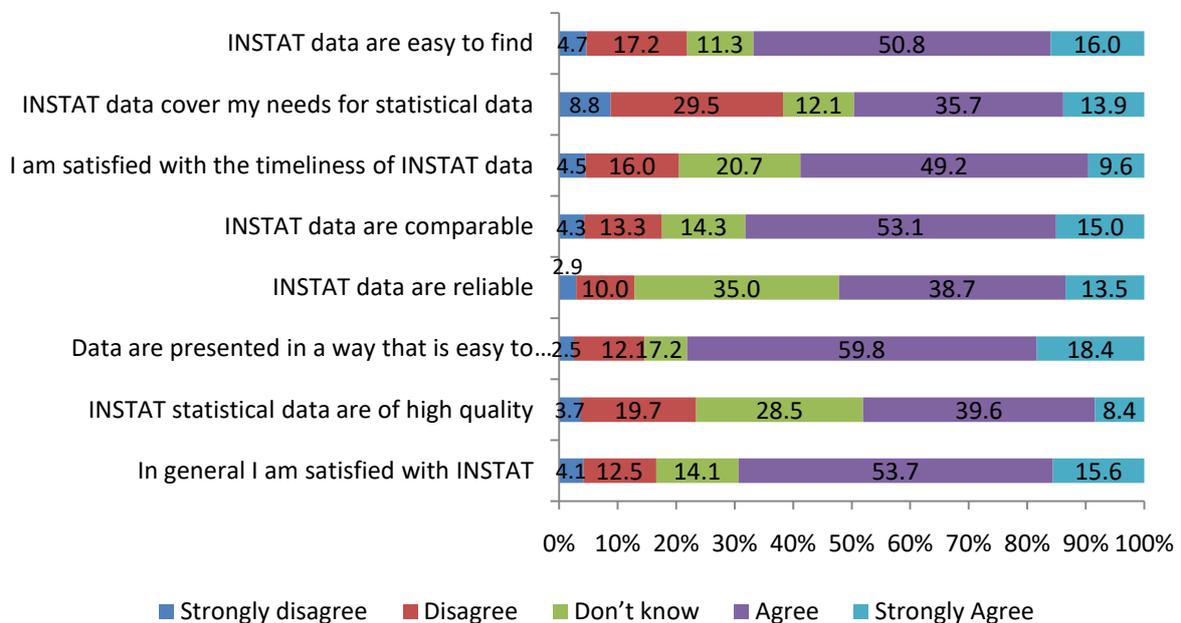
Q-10. Which INSTAT products do you mainly use? (n=512, in %, multiple answers possible)



The statistical databases information was used by 41.4% of users, publication by theme by 33.8% of users, the news releases by 13.1% of users, the thematic books by 6.4% of users and the multipurpose books by 5.3% or them.

### Satisfaction with INSTAT data

Q-11. Please evaluate how much you agree or disagree with following statements about INSTAT in general? Please use a scale from 1 to 5, where 1 means, strongly disagree “and 5 means strongly agree“. (n=512, the statements could be rated from 1 to 5)



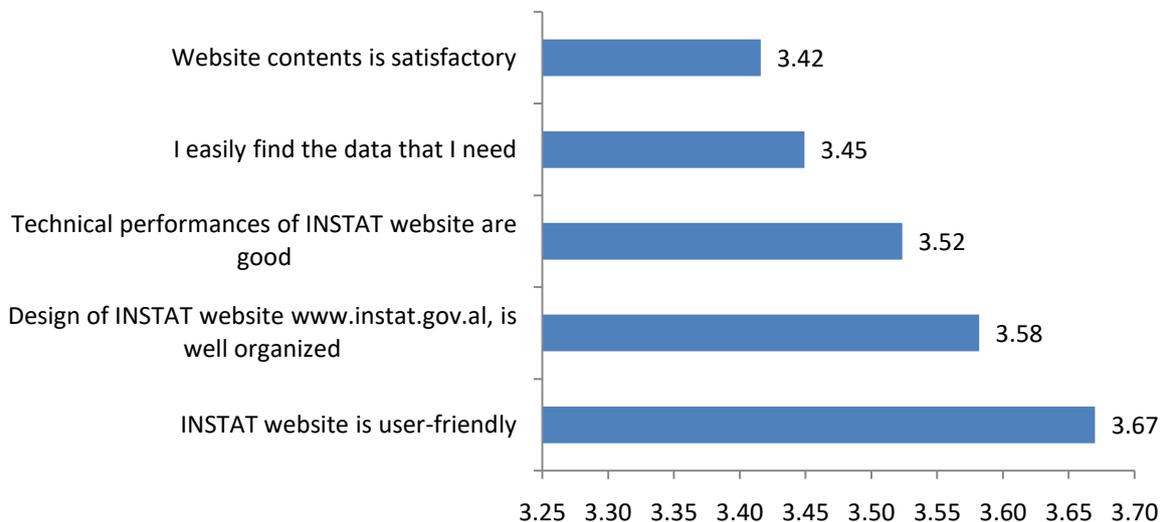
Around 69.3% of users were generally satisfied with INSTAT data, 48% of users considered INSTAT data to be of high quality and 21.9% of users were not satisfied with the accessibility of INSTAT data. 78.2% of users thought that data are presented in an understandable way, while 52.2% of users believed that INSTAT data is reliable. Comparability of data was evaluated as good by 68.1% of users. 38.3% of users considered that INSTAT data did not meet their needs for data.

### 3. INSTAT WEBSITE

The INSTAT website is the most important dissemination channel. Therefore, in this part of the questionnaire the users gave information on their use of the website, satisfaction with the content, technical features on the page, databases and presented their suggestions for improvements.

#### Satisfaction with the INSTAT website

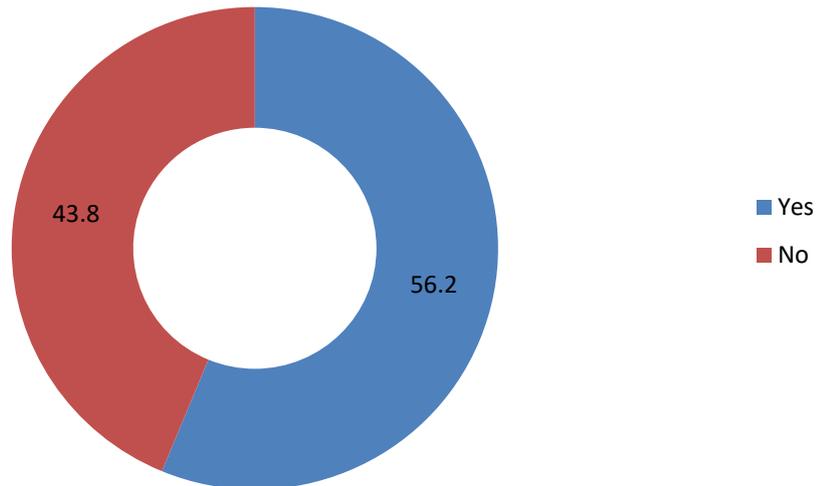
Q-12. Please evaluate how much you agree or disagree with following statements about INSTAT website? Please use a scale from 1 to 5, where 1 means „strongly disagree“ and 5 means „strongly agree“. (n=512, average grade)



The lowest grade users gave to the website content was 3.42 and the claim that users can easily find the information they needed achieved an average grade of 3.45. The accessibility of website to users was given a score of 3.18, technical characteristics of the site 3.52 and the highest grade (3.67) approving that the website is user-friendly.

#### Calendar of statistical data issues

Q-13. Do you use the Calendar of statistical data issues available on INSTAT website? (n=512, in %)



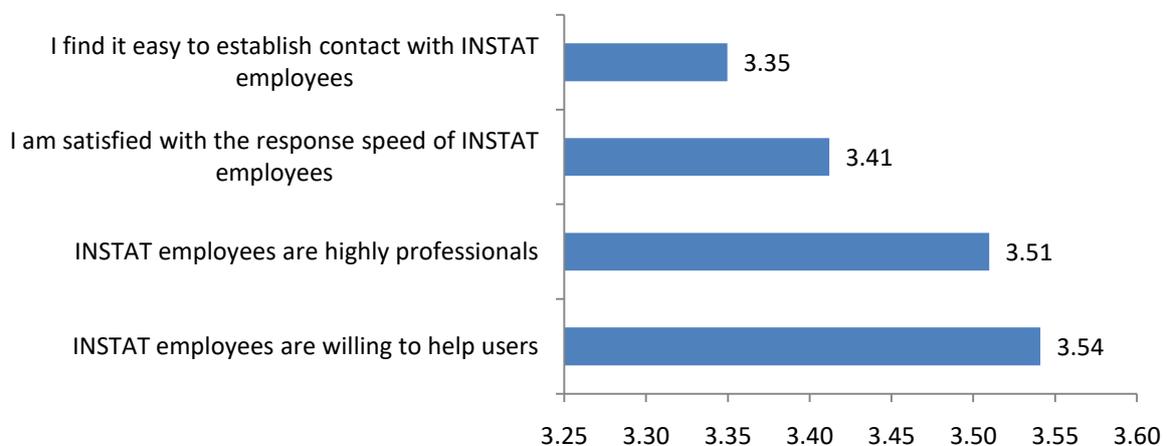
56.2% of users used the Calendar of statistical data issues while 43.8% of surveyed users did not use it at all.

#### 4. SATISFACTION WITH THE INSTAT EMPLOYEES/SERVICES

In this part of the questionnaire, the users who contacted INSTAT employees were asked to rate their satisfaction with the employees and the service they provided.

##### Satisfaction with the INSTAT employees

Q-14. Please think about your contact with INSTAT employees and evaluate how much you agree or disagree with following statements. Please use a scale from 1 to 5, where 1 mean “strongly disagree “and 5 mean “strongly agree“. (n=512, average grade)



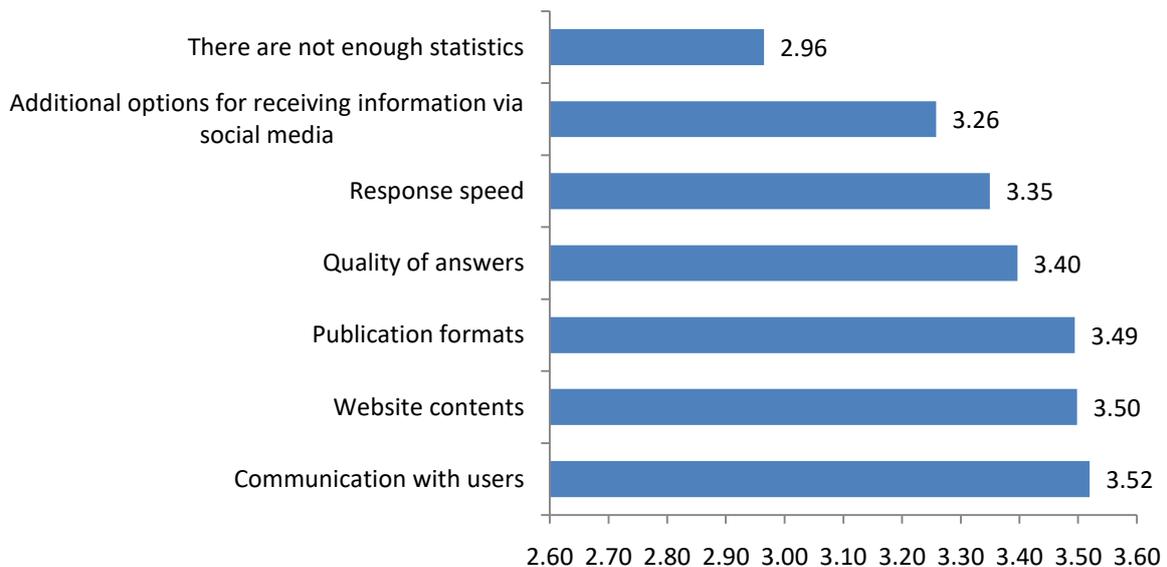
Out of the 512 users that were in contact with the INSTAT employees, 50.8% of them agreed with the statement that INSTAT employees were ready to help customers, 47.3% agreed that

the employees were professional, 42.2% thought it was easy to establish contact with INSTAT employees and 47.3% agreed that the response speed of the employees was satisfactory. The total average grade for INSTAT employees was 3.45.

### Satisfaction with the INSTAT services

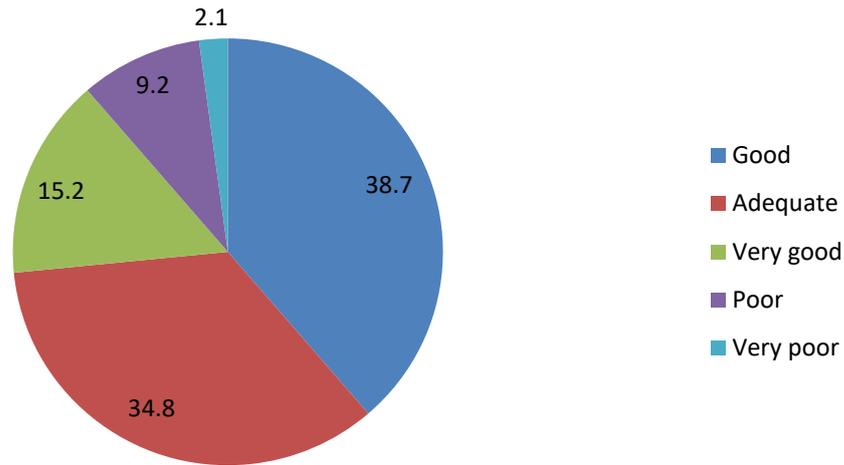
Q-15. What are you generally most satisfied with INSTAT?

Please use a scale from 1 to 5, where 1 mean “strongly disagree “and 5 mean “strongly agree“. (n=512, average grade)



Users were the most satisfied with the communication with customers (46%). 51.7% were satisfied with the content of the website, 52.5% of users were satisfied with the publication formats, 39.4% were satisfied with the quality of answer, 38.9% were satisfied with response speed, 29.9% were satisfied with the possibility of obtaining data over social networks and 23.6% of users think that there are not enough statistics.

Q-16. How would you rate the overall quality of data and services of INSTAT?  
(n=512, in %)

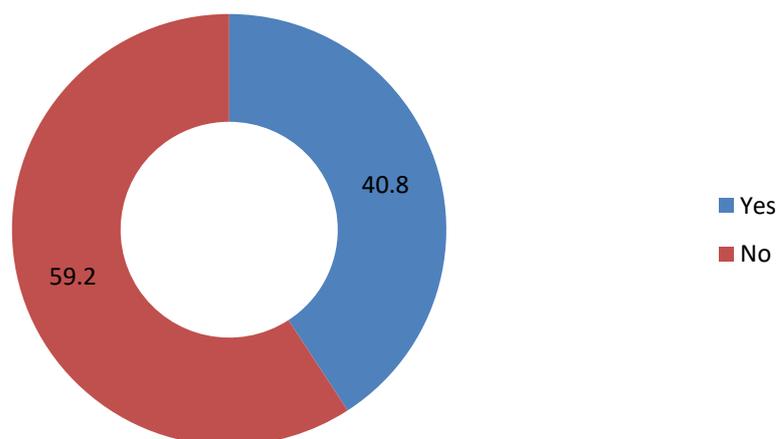


The overall quality of the data and services of INSTAT was rated as good by 38.7% of users, 34.8% found it was adequate, 15.2% found it excellent, 9.2% found it poor, 2.1% found it very bad.

## 5. SOCIAL NETWORKS

Given the growing role of social networks, we wanted to know the opinion of our users about the role of social networks in the dissemination of statistical data.

Q-17. Do you follow INSTAT on social media? (n=512, in %)



Out of 512 users who responded this question, 40.8% of them follow INSTAT on social networks.