ALBANIAN INSTITUTE OF STATISTICS (INSTAT)
User Satisfaction Survey

(Main Results)

Tirana, June 2018

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[1]. 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 2018 Albanian Institute of Statistics (INSTAT) conducted the second round of the user satisfaction survey. The main objectives were:
- To ascertain changes in the level of user satisfaction after the actions taken after the last year's survey;
- 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 03 April to 03 May 2018. The sample consisted of users that have requested statistical data in the period from the beginning of the 2009 to the first months of 2018. The questionnaire was sent via e-mail to 2,808 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.
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 questionnaire was completed by 574 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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[1] The LEG on Quality, 2001, p.14

Summary Results

INSTAT data users were mostly woman (59.1 %). The majority of users (43.0 %) belonged to the age group of 21-30 years. The mean age of users is around 33 years old. Around 89.4% of users had university degree, 32.9 % of users were students and the second largest group of users were researchers (22.5 %).

Out of the total number of surveyed users, 59.0 % collected data through INSTAT website, 21.5 % of users collected data for research purposes and 20.5 % for general information. Around 27.2 % of users used data each month and the most demanded data were from the field of Employment and Unemployment, Population and Living Conditions.

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 3.81), followed by data from the field of Births, Deaths and Marriages (average grade 3.79) and data in the field of Import Price Index (average grade 3.71).

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 55.0% of users thought that INSTAT data is of high quality and 73.0 % of users rated the comparable of INSTAT data as good. The users were the least satisfied with the website content and they gave it an average rating of 3.73. Users gave the organisation of the website an average rate of 3.81. The Calendar of statistical data was used by 58.9 % of users.

Users rated the helpfulness of employees with 3.46 and the employee professionalism was rated with 3.57. Speed of getting information was rated at 3.45 and easiness of getting in contact with employees at 3.34.

The users were satisfied with the speed of receiving answers (3.44). With an average of 3.49 users were satisfied with the quality of response while with an average of 3.66, users find the communication with employees satisfying. Around 25.4 % of users were dissatisfied with the number of statistics. Around 46.3% 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 3.56
3. Satisfaction with the website - the average grade is 3.81
4. Satisfaction with the quality of data and services - the average grade is 3.76
5. Trust – INSTAT has reliable data - the average grade is 3.61

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.

The overall satisfaction index of INSTAT in 2018 is 3.73 or expressed in percentage, about 74.6 %, marking an increase of about 10,0 % compared to the previous year. An important increase is distinguished from the indicator of quality satisfaction of data and services provided by INSTAT, clearly recognizing that the implementation of quality reports in addition to product publications has a positive impact on the growth of this indicator. The highest level of user satisfaction was with the website (3.81).
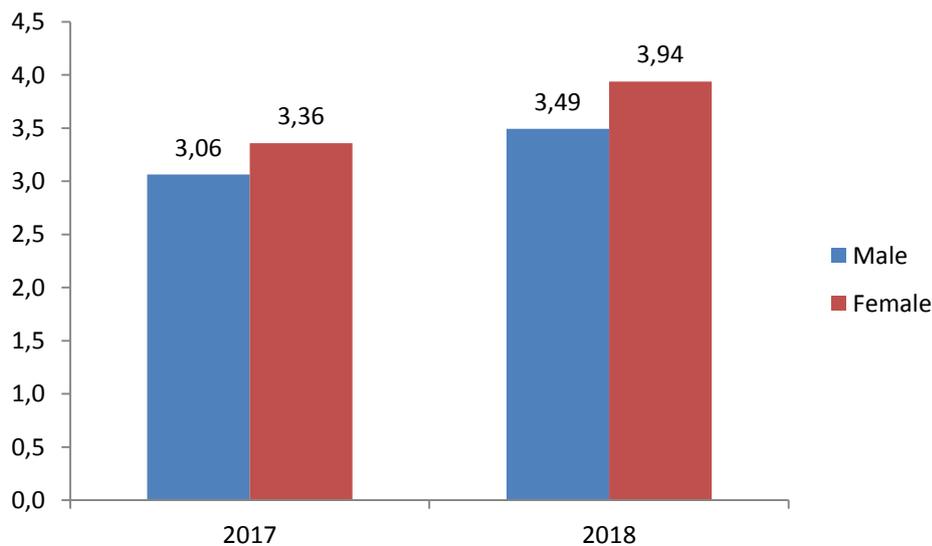
Graph 1: Overall satisfaction index as well as satisfaction according to criteria 2017-2018

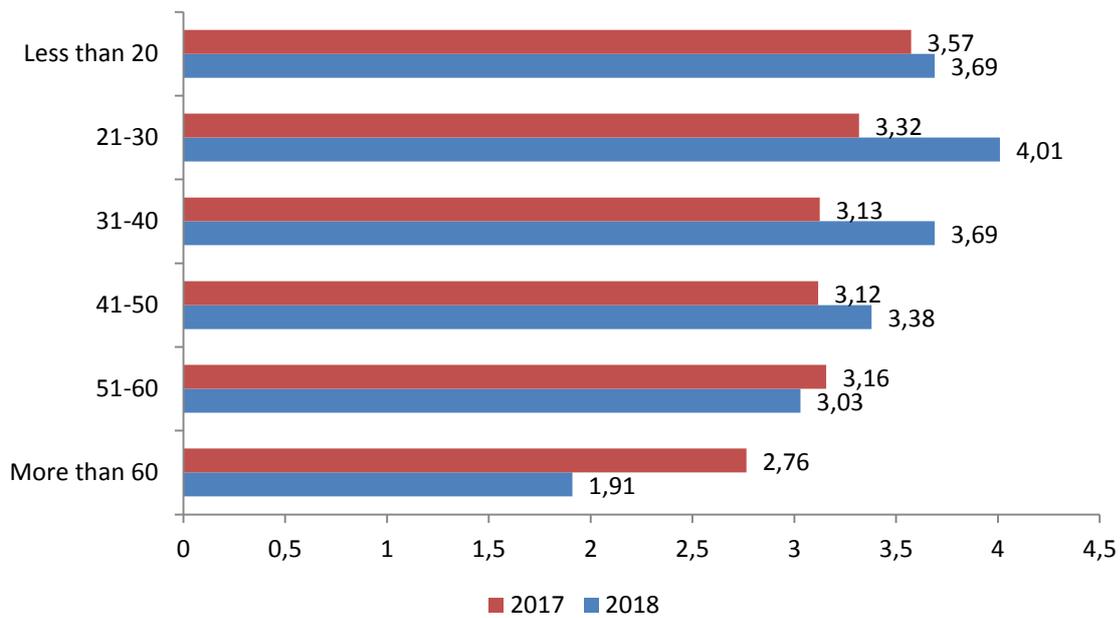## Overall index of the users satisfaction by demographic characteristics

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

**Graph 2:** *The overall index of the users satisfaction by sex 2017-2018*

Total INSTAT average grade by gender is 3.49 for male and 3.94 for female. The overall index of the users' satisfaction with the INSTAT for female is 78.7 %.

Graph 3: *The overall index of the users satisfaction by age group 2017-2018*

The age group 21 to 30 years old has the highest average grade (4.01). 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 21 to 30 years old is 80.2 %.

Graph 4: *The overall index of the users satisfaction by education 2017-2018*
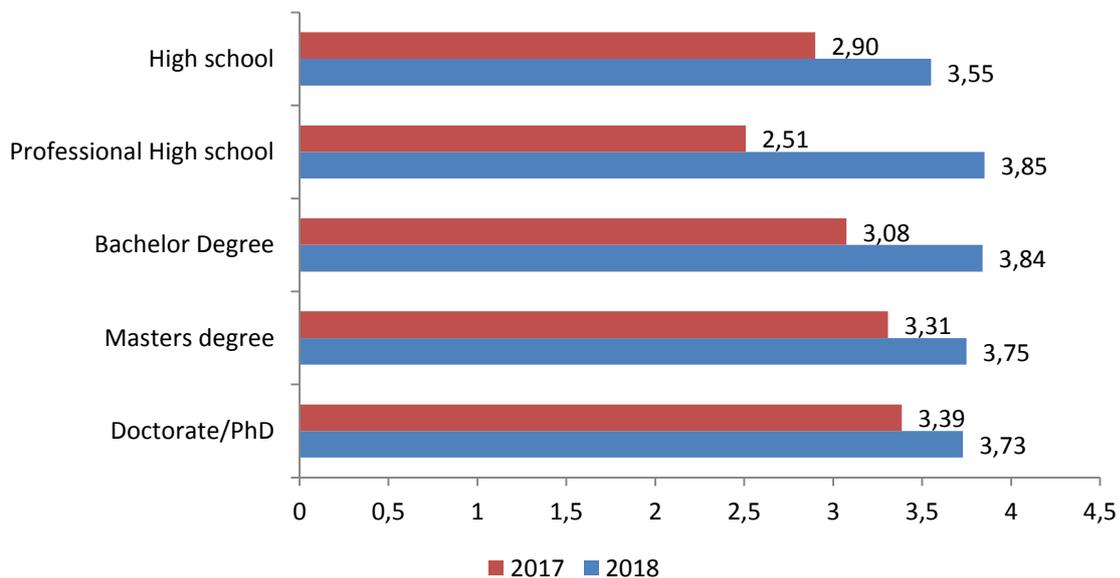
The users with doctorate as the highest level of education have the highest average grade, 3.73, and the overall index for this user is 74.6 %.The lowest average grade, 3.55, comes from the users who have high school as their highest level of education.