



NATIONAL STATISTICS
OFFICE OF GEORGIA

USER SATISFACTION WITH GENDER STATISTICS

STUDY
REPORT



CONTENT

Introduction	3
PART 1.	
Quantitative survey findings	5
PART 2.	
The Qualitative Study	15
2.1. User satisfaction with the Gender Statistics Portal	18
2.2. User Satisfaction with the Publication “Women and Men in Georgia”	26
2.3. User satisfaction with infographics and other gender data products	29
PART 3.	
Summary and recommendations	33
Annex 1	36
Annex 2	56
Annex 3	58



INTRODUCTION

The development of gender statistics is one of the priority directions for the National Statistics Office of Georgia (Geostat). In recent years, Geostat, with technical support from UN Women, has developed a number of important gender statistics products to meet users' needs and to improve access to and the use of data by various categories of users (policymakers, CSOs, academia, general public). In 2018, a country gender assessment was carried out, followed by Geostat's first ever Gender Statistics Strategy 2021-2023 in 2021. Geostat is actively involved in strengthening collaboration and dialogue between data producers and users on further improving gender statistics production and use.

Two key gender statistics products developed and periodically updated by Geostat with UN Women's support are the Gender Statistics Portal and the annual publication, "Women and Men in Georgia". With technical assistance from UN Women, Geostat also calculated the Gender pay gap and started to disseminate its main indicators on an annual basis. UN Women also supports Geostat in conducting national surveys on Violence against Women in Georgia and the first-ever time use survey of Georgia.

To better understand how these gender statistics products meet the needs of users, Geostat conducted the second wave of the user satisfaction survey in 2021, with technical and financial support from UN Women. The study combined quantitative and qualitative methods and aimed to explore users' attitudes towards, and perceptions of, data production and dissemination, as well as the quality of services provided by Geostat to enhance user service. A quantitative survey was carried out based on internationally recognized best practices, using methodologies proposed by the UN¹ and the World Bank², which included a module on gender statistics developed in collaboration with UN Women (for the questionnaire see Annex 1). The survey was carried out in November-December 2021 and covered all institutional sectors (the Business sector, the Public sector, Local government /self-government, the Educational sector, Research, Think-tank organizations, Media, International and foreign organizations, the Non-governmental sector and

¹ Recommendations for Promoting, Measuring and Communicating the Value of Official Statistics, UN, New York and Geneva, 2018

² User Satisfaction Survey on the Quality and Use of Official Statistics for Informed Policy- and Decision-Making, WB, 2010, <https://www.worldbank.org/en/data/statistical-capacity-building/statistics-for-results-facility-catalytic-fund#5>



Individuals). Up to 600 respondents aged 15 and above participated in the survey. Qualitative study entailed focus groups and in-depth interviews with different groups of people who regularly use gender data and aimed at better understanding and addressing the specific needs of gender statistics users in Georgia (for the detailed methodology, see Annex 2 and Annex 3).

The report presents findings from the online survey and the qualitative study as they relate to gender statistics products. The first part of the report discusses the quantitative survey findings related to gender statistics, while the second part presents the qualitative study findings and detailed views of gender statistics users of the main gender statistics products developed by Geostat. The report concludes with a summary of key findings and recommendations from the users.

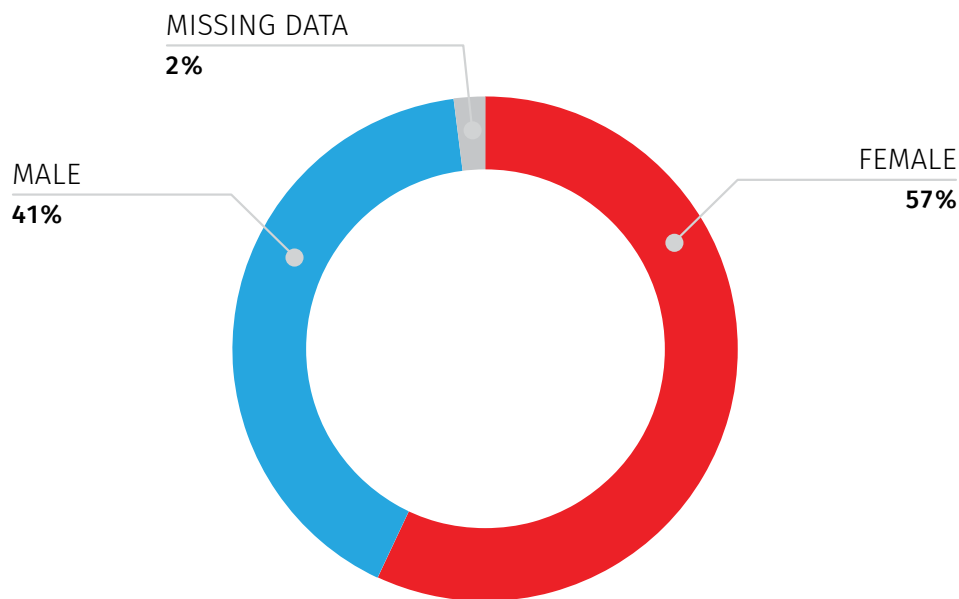
PART 1.

QUANTITATIVE SURVEY FINDINGS



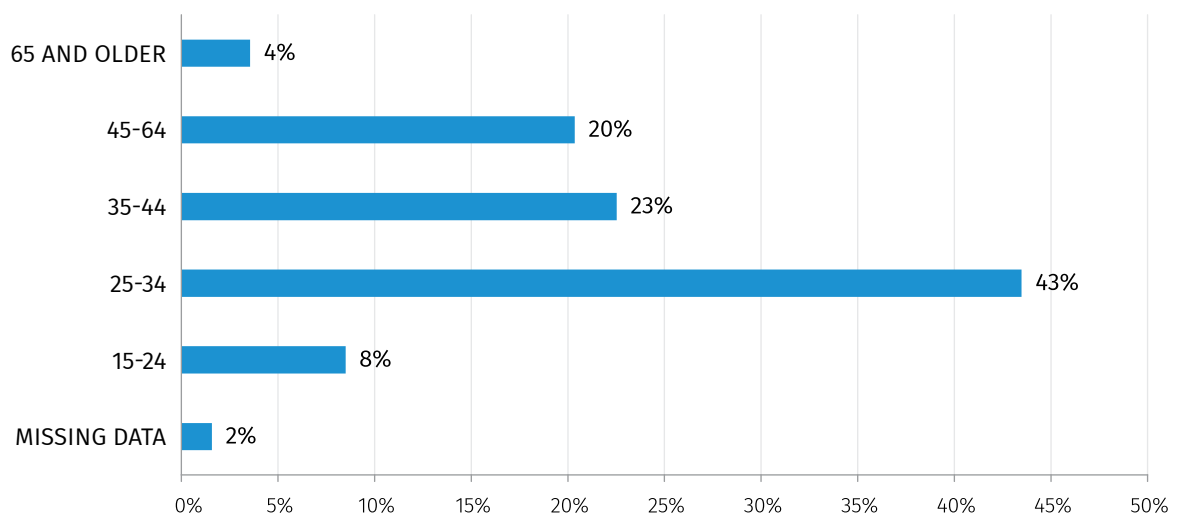
The quantitative survey was carried out by Geostat in November-December 2021 and covered 591 respondents aged 15 and over. Women constituted 57 percent of the respondents.

DISTRIBUTION OF USERS, BY GENDER



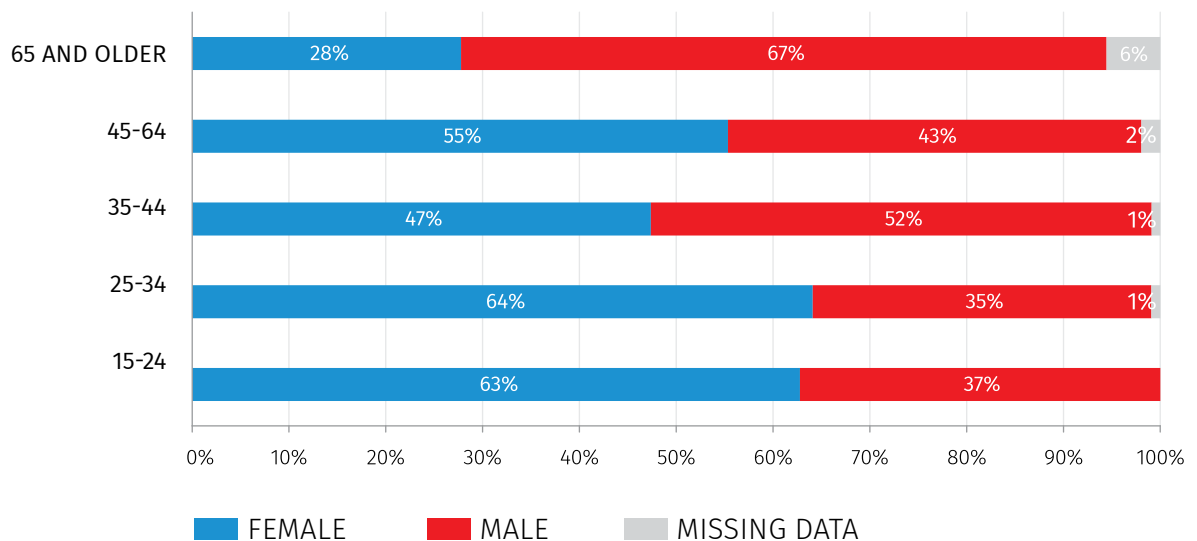
The biggest age group of the respondents was 25-34 age group, which constituted 43 percent of the total number of users, followed by users aged 35-44 (23 percent) and 45-64 (20 percent).

DISTRIBUTION OF USERS, BY AGE



As the graph below shows, women predominate in the age groups of 15-34 and 45-64, while men constituted the majority in the age groups of 35-44 and 65 and older.

DISTRIBUTION OF USERS, BY GENDER AND AGE



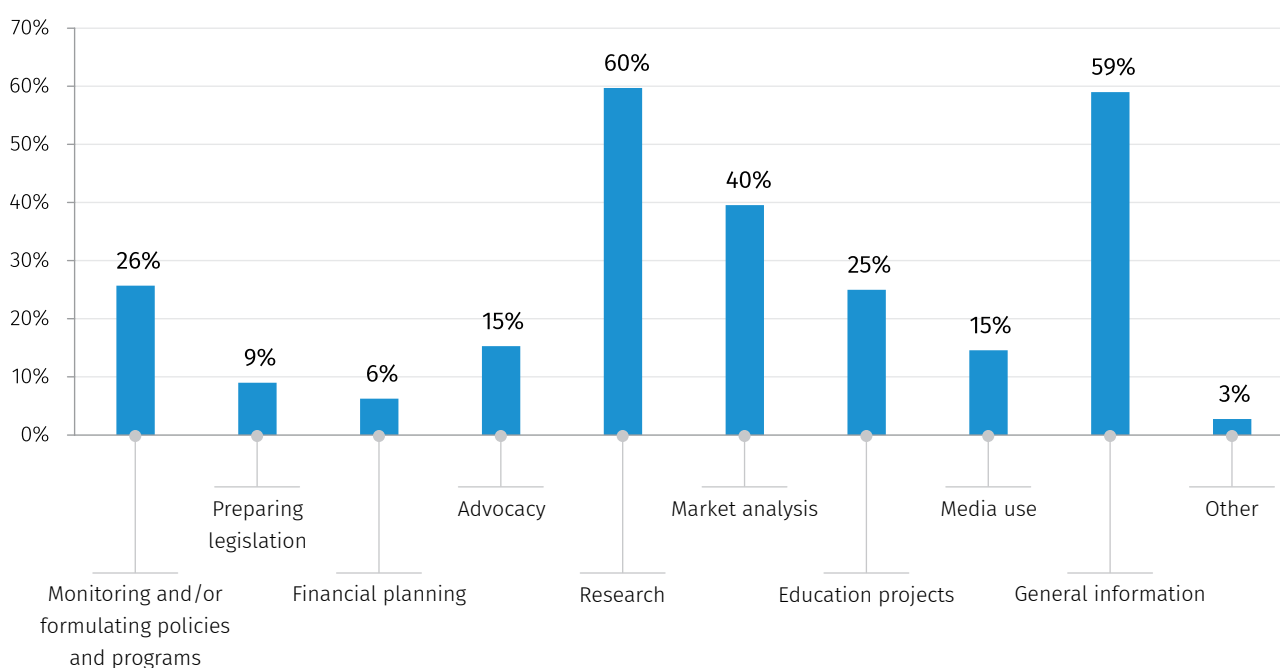
KEY SURVEY FINDINGS:

The survey enabled the collection of detailed data about users' views of gender statistics. In particular, information was obtained in order to see how frequently and for which purposes gender statistics are used, which gender statistics are used more often, and how users evaluate the quality of the gender statistics available.

OVERALL PURPOSE:

As the graph below shows, almost the same amount of respondents reported using gender statistics for research purposes (60 percent) as for obtaining general information (59 percent), while 40 per cent of users used gender statistics for market analysis. Others use gender statistics for planning or monitoring policies and programmes (26%), educational projects (25%), media (15%) and advocacy (15%). Financial planning and preparing legislation based on gender statistics were the least mentions options.

FOR WHAT PURPOSE DO YOU USE AND GENDER STATISTICS?

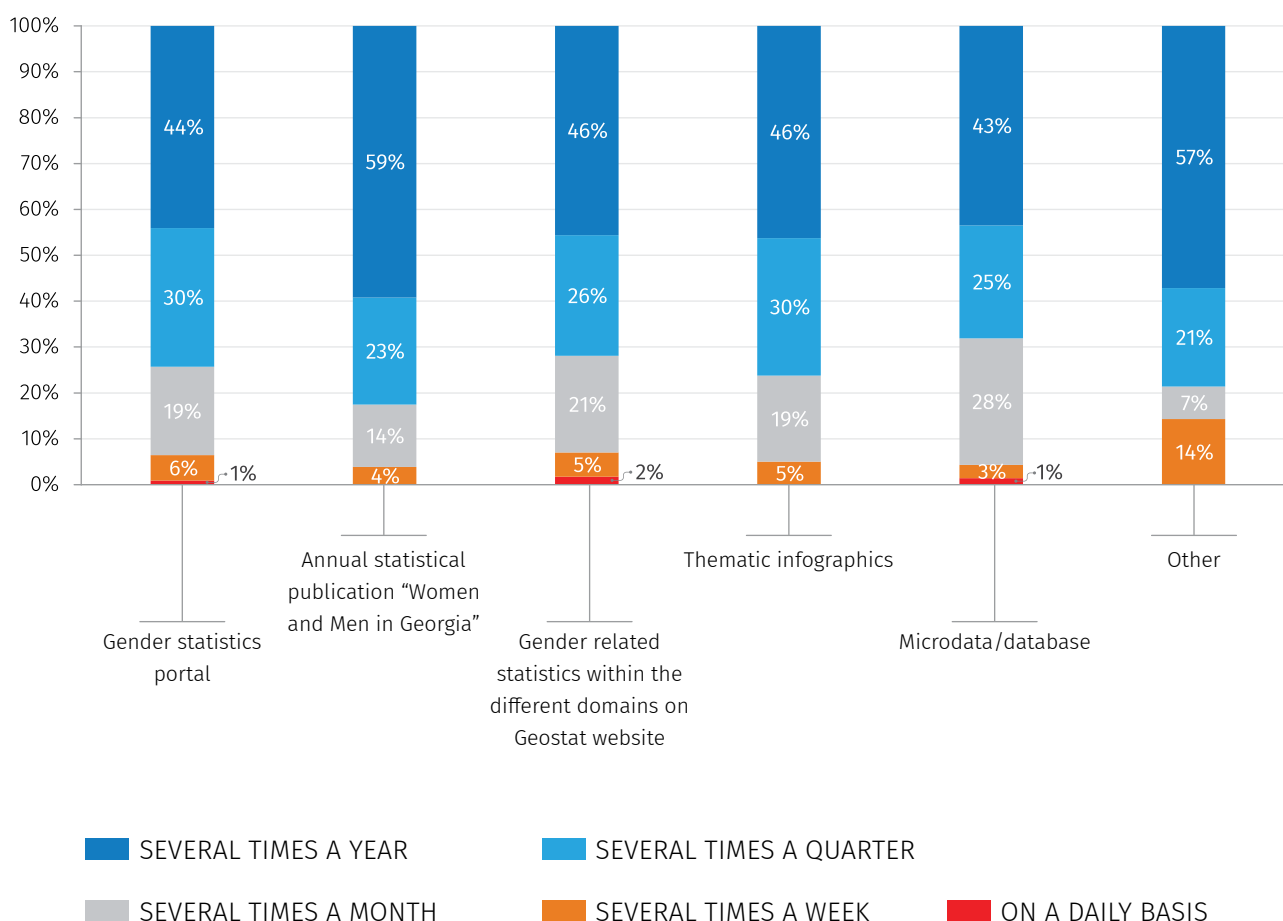


FREQUENCY OF USE

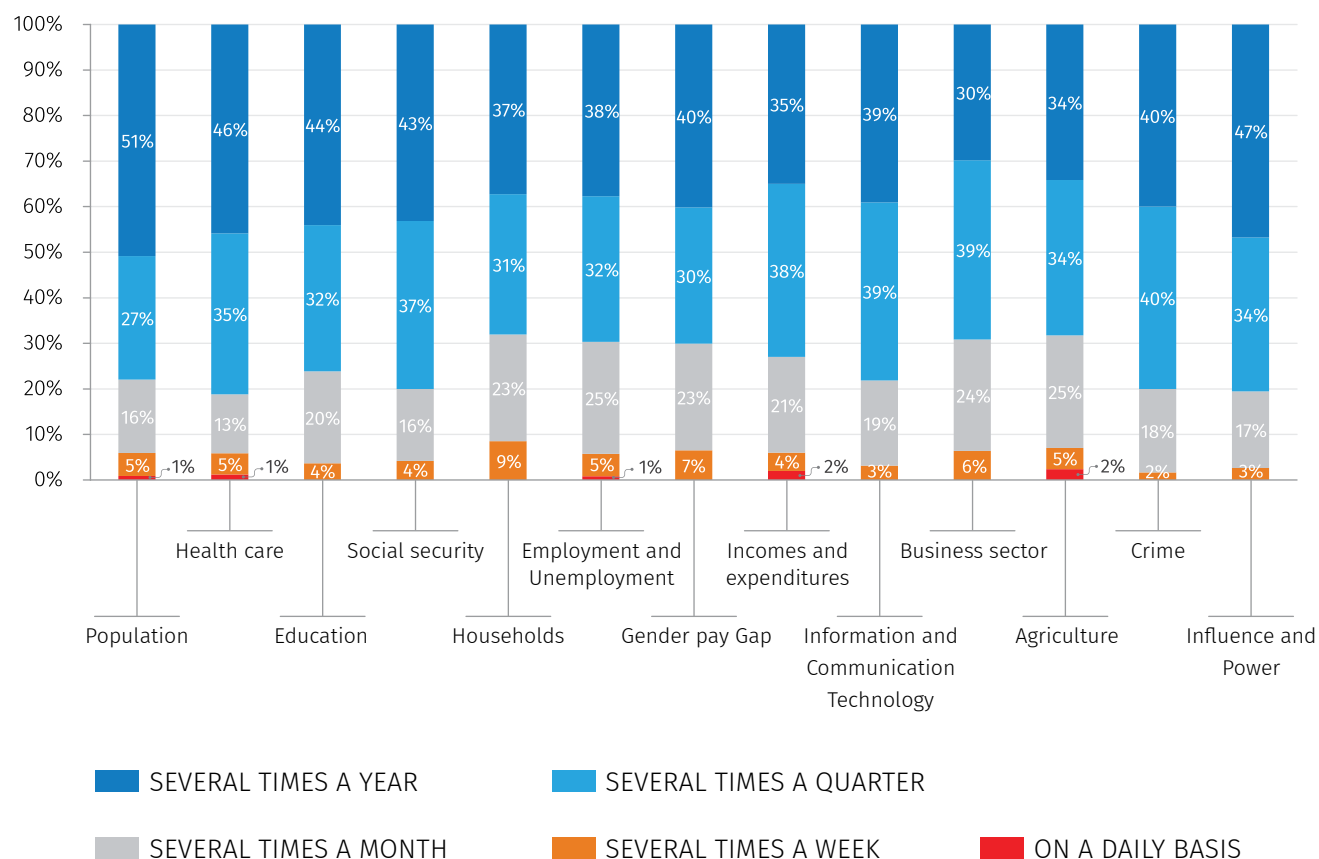
The majority of users use gender statistics several times a quarter or a year. This frequency of use does not change for different fields of gender statistics.

Data analysis of the frequency of usage of gender statistics products revealed that most survey respondents use gender statistics several times a year.

HOW OFTEN DID YOU USE THE FOLLOWING GENDER STATISTICS PRODUCTS OFFERED BY GEOSTAT?



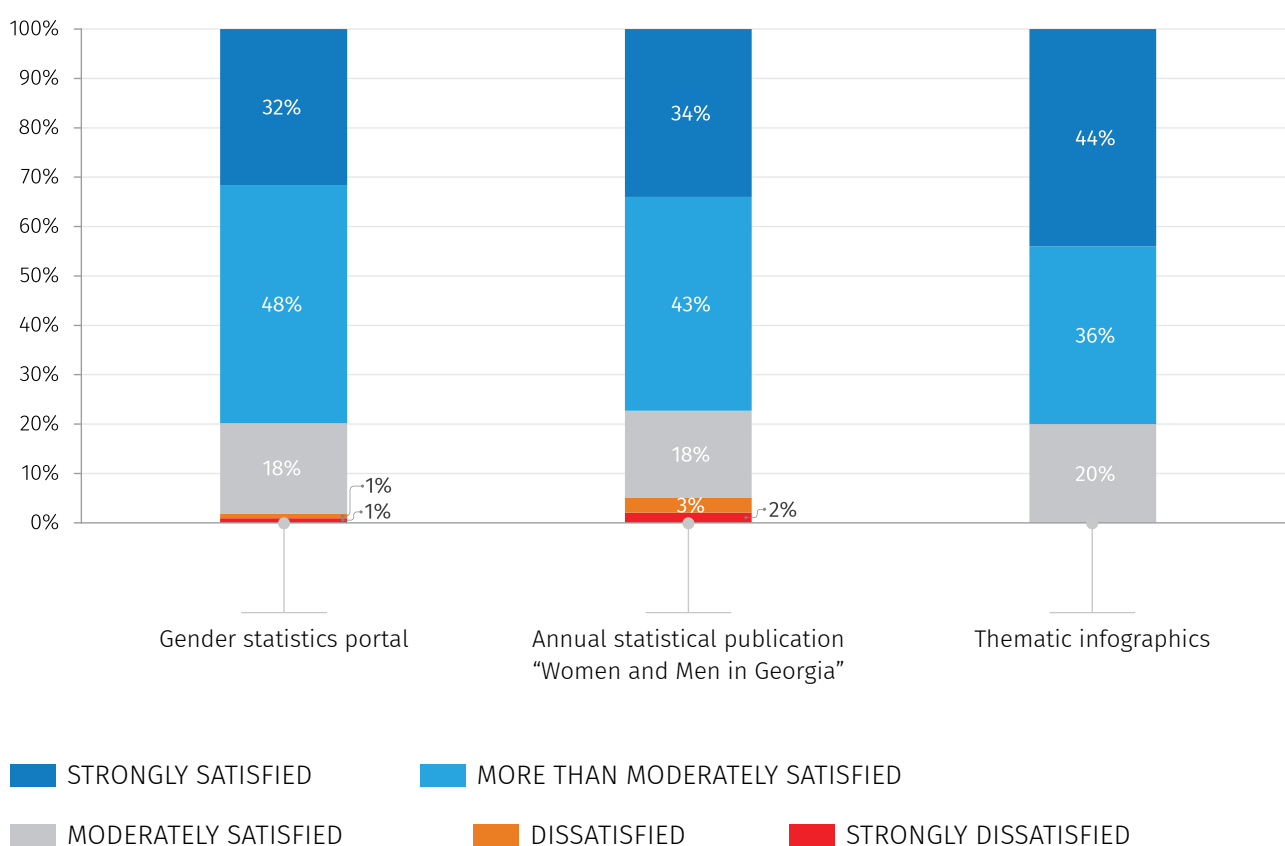
HOW OFTEN DO YOU USE INDICATORS FROM THE FOLLOWING FIELDS OF GENDER STATISTICS?



LEVEL OF SATISFACTION

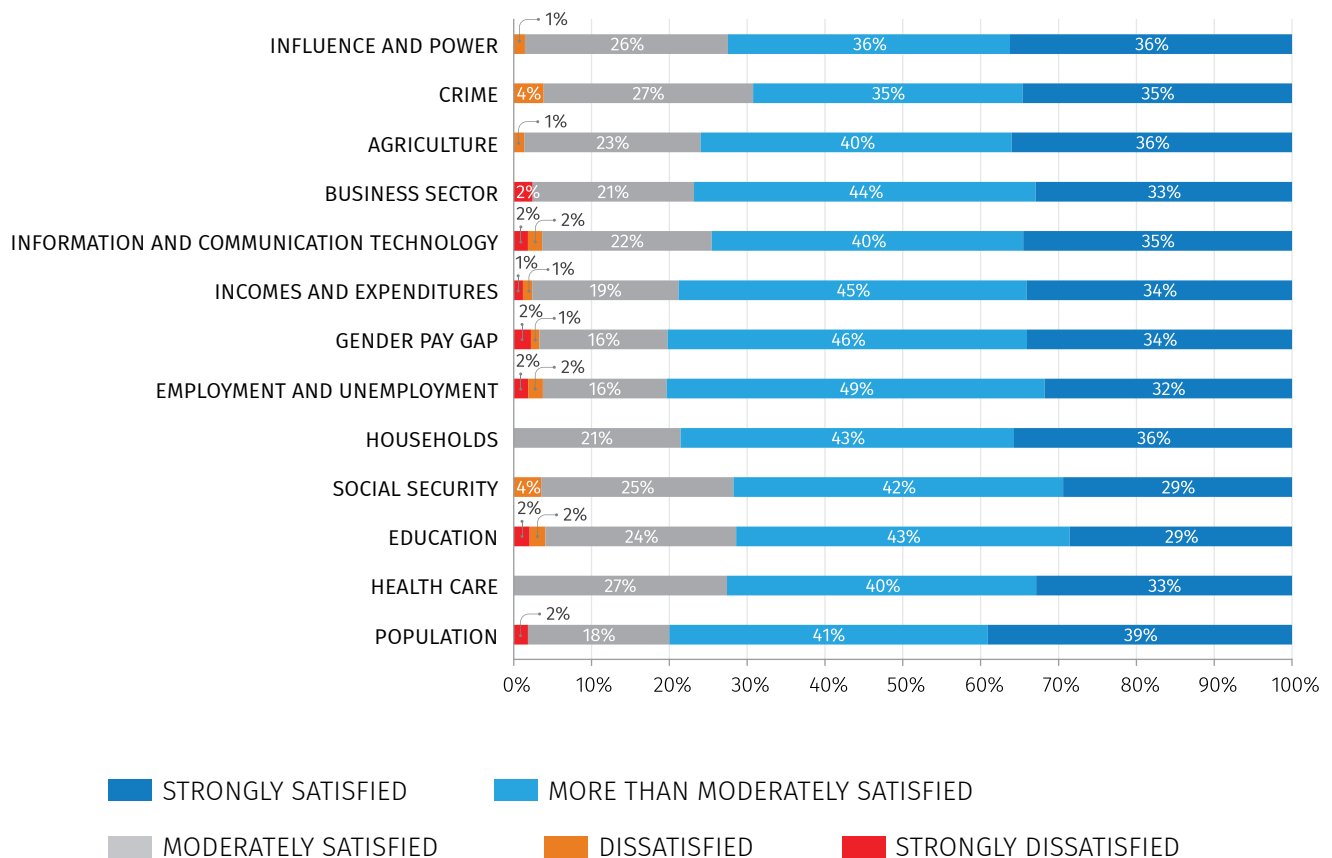
The survey showed that the vast majority of users are satisfied with Geostat's gender statistics products such as the Gender Statistics Portal, the Statistical publication "Women and Men in Georgia", and Infographics.

HOW SATISFIED ARE YOU WITH GENDER STATISTICS PRODUCTS OFFERED BY GEOSTAT?



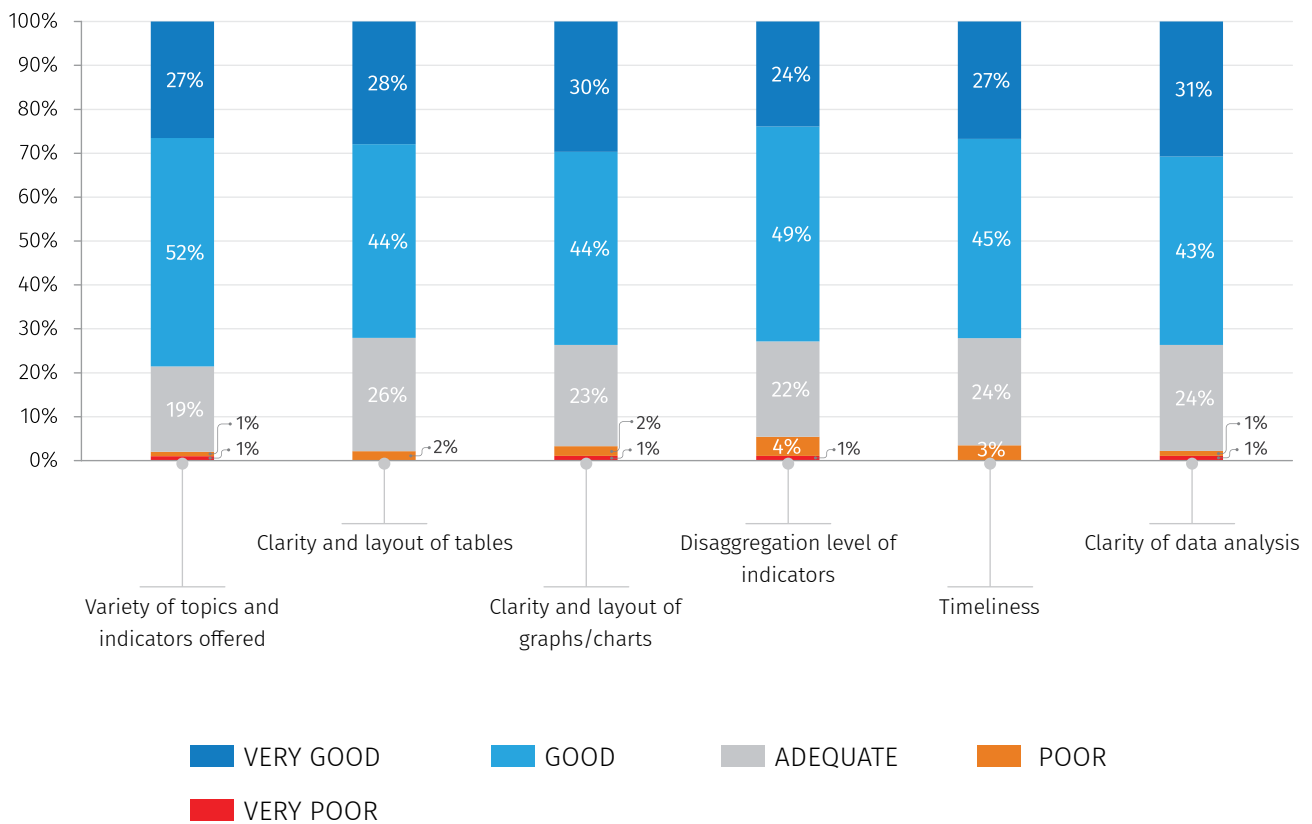
Although the vast majority of gender statistics users reported being satisfied with almost all fields of gender statistics, they are least satisfied with the available gender statistics in the fields of crime, education and social protection.

HOW SATISFIED ARE YOU WITH THE SPECIFIC FIELDS OF GENDER STATISTICS?



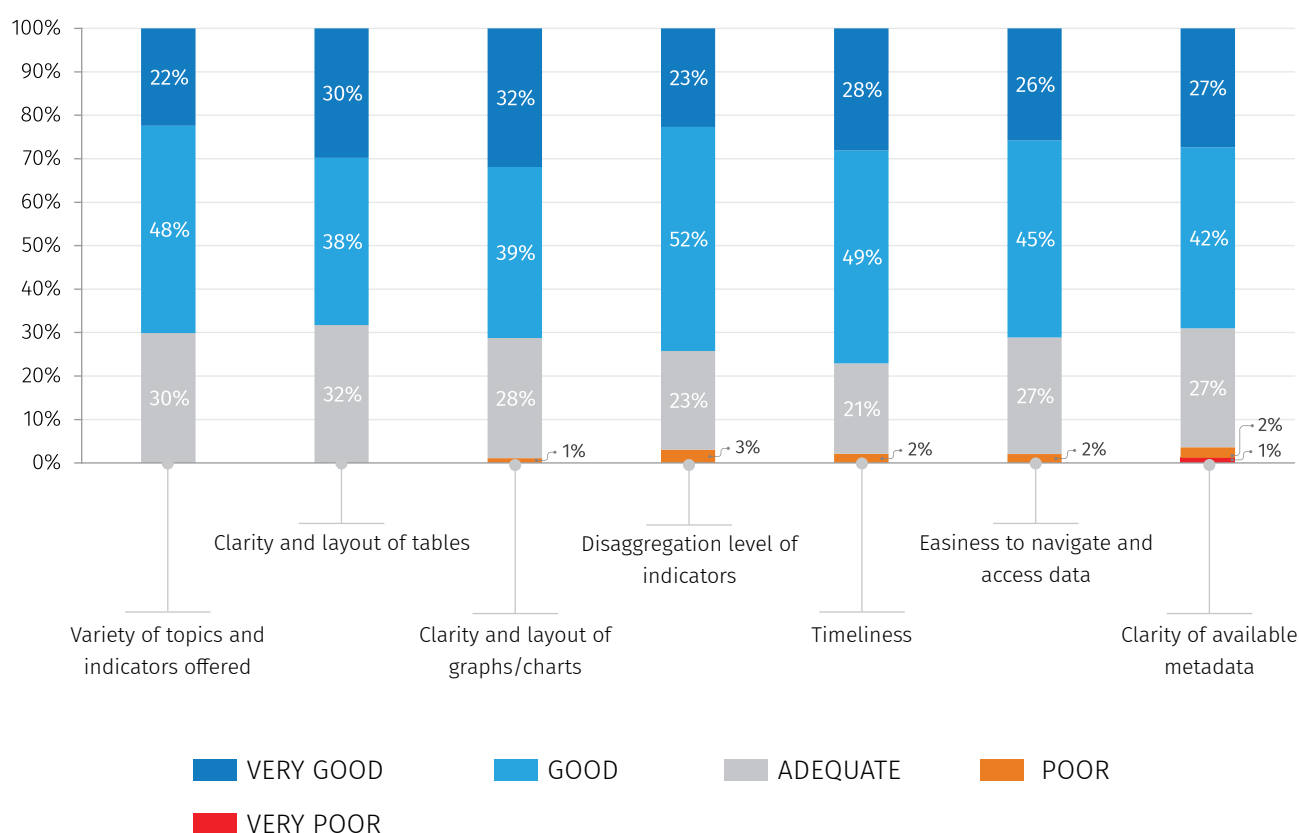
The quantitative survey results show that users of gender statistics are very satisfied with the annual statistical publication “Women and Men in Georgia”. As the chart below shows, this publication is valued for its timeliness, clarity, and the variety of topics covered.

**OVERALL, HOW WOULD YOU ASSESS THE FOLLOWING CHARACTERISTICS
OF STATISTICAL PUBLICATION “WOMEN AND MEN IN GEORGIA”
PRODUCED ANNUALLY BY GEOSTAT?**



Survey respondents reported a high level of satisfaction with the Gender Statistics Portal. As the graph shows, timelines (the time between an event happening and the availability of data about it) and the level of detailing of indicators (the level of disaggregation of the data by age, ethnic minorities, persons with disabilities, etc.) are the portal's most highly valued characteristics.

OVERALL, HOW WOULD YOU ASSESS THE FOLLOWING CHARACTERISTICS OF GENDER STATISTICS PORTAL?



PART 2.

THE QUALITATIVE STUDY



The qualitative study encompassed five focus groups and ten in-depth interviews with different groups of gender statistics users. Representatives of various professional groups as well as state and non-state organizations participated in the focus groups. Each group consisted of 5-10 participants. 10 respondents were interviewed in total in the in-depth interviews. A detailed description of the methodology and instruments can be found in Annex 2 and Annex 3.

Overall, the focus group participants and in-depth interview respondents underlined the importance of Geostat data in their work. Due to their occupational activities, some of the research participants use data on gender statistics almost every day. This is true especially in case of representatives of local organizations and gender experts, who work directly on gender issues. Others in the sample group use gender statistics when they either plan new projects or review/discuss the current gender status in the country.

Research participants usually use various thematic domains within gender statistics, such as education, demography, healthcare, employment, agriculture, crime, etc. It should be noted that representatives of organizations working in the field of law and representatives of governmental entities expressed a preference to request the required information from different governmental agencies rather than from Geostat. They claim that the reason for that is to obtain data from the primary source, which they think provides more complete information than what is available on Geostat's website.

”

Mainly, I use crime statistics, as well as statistics related to the crime of discrimination, the number of affected persons, etc. ... I prefer to receive requested information from the prosecutor's office and the court, and be sure, rather than taking them from the webpage.... There is no comprehensive, full information.

LOCAL NONGOVERNMENTAL ORGANIZATION REPRESENTATIVE



The availability of this webpage on daily basis is very important for my everyday work... We have a strategy for SME development, and one of its components is the support of women entrepreneurs... and imagine, how important your data is for us, both, the annual assessments and final impact evaluations... We actively use your webpage and your data when working on public policy... it is a solid foundation.

MINISTRY REPRESENTATIVE

The qualitative research also aimed to explore attitudes towards the reliability of data placed on Geostat webpage. Focus groups and in-depth interviews revealed that research participants think that the data produced and offered by Geostat is reliable. Nevertheless, it is worth mentioning that one of the focus group respondents from the media representative group drew attention to research methodologies. They claimed that it is not clear what kind of mechanisms were used to calculate the average wage and the subsistence minimum, which, in turn, questions the reliability of the data.

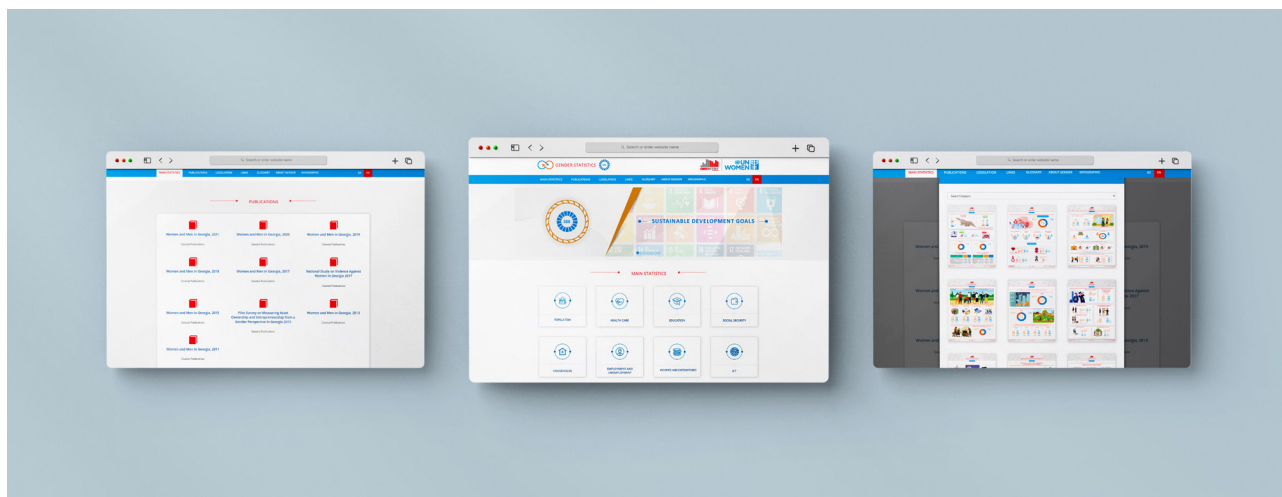
In addition to data reliability, the research also aimed to reveal whether respondents requested data on gender statistics from Geostat. As the in-depth interviews and focus group discussions showed, some of the respondents have requested data on gender statistics from Geostat. According to research participants, the information provided by Geostat is usually comprehensive. Additionally, they gave positive feedback about the service provided by Geostat. In their opinion, Geostat is one of the best public information request services. Respondents underlined that the process is carried out promptly, with Geostat staff providing additional help, if needed.



As for information requests... At the end of the year, we usually consider which agency is most open, and the other day we said that Geostat is the one that provides requested information in less than 10 days. I remembered, once I was astonished to receive the information that I had asked for on the second day and I was really very, very surprised... Later on, I needed further specification. They gave me a call; I was referred and... In a nutshell, they provided very comprehensive information

MEDIA REPRESENTATIVE

2.1. USER SATISFACTION WITH THE GENDER STATISTICS PORTAL



Some respondents noticed that they get information about gender statistics from Geostat's main webpage rather than from the [Gender Statistics Portal](#). Even though these respondents often need to process data by gender, they had no information about the Gender Statistics Portal. Those who were familiar with the portal evaluated it quite positively and appreciated having all gender related data in one place, which simplified their information search. The majority of respondents liked the visual side of the portal. They report that the arrangement of the information by topics, coupled with the overall structure and architecture of the portal, enables users to see and comprehend information much more easily.

Furthermore, focus group participants gave positive feedback about navigating the portal and stated that it is easy to memorize the structure. It should be noted that, while discussing the Gender Statistics Portal, some members of the groups consisting of media and ministry representatives compared the Gender Statistics Portal and the main page of Geostat, noting that the portal scores more highly than the main page on both visual organization and access to the necessary information. Some in-depth interview respondents made a similar point, highlighting that navigating the Portal to reach the desired information is much easier than on the main page. The visuality and general perception of the portal were also positively evaluated. One in-depth

interview respondent focused on the location of Gender Statistics Portal pictogram (window/space), noting that it is almost invisible. Besides, the respondent claimed that although he/she is frequent Geostat webpage user, he/she had never noticed the Gender Statistics Portal prior to the interview and thought that it should be located in a more visible location.

”

The Geostat portal (the main page) is very complicated and complex, since it contains a lot of information, and it takes a lot of time to find specific data. I think, since there is relatively less data (on the Gender Statistics Portal), its appearance is quite acceptable and easy to perceive. It is simpler for me to work with this portal than to do things on the main page.

RESEARCH ORGANIZATION REPRESENTATIVE

”

...Let's say, to find gender statistics, I used to open Publications, then Annuals, then I searched for "Woman and Man", where I found the information that I was looking for. I think that nowadays this process is much better and much simpler to grasp than before. It is even nicer visually now.

MEDIA REPRESENTATIVE

In evaluating the Gender Statistics Portal, focus group participants and in-depth interview respondents gave positive feedback about the interactive graphs, their visual characteristics, and the clarity/comprehensiveness of the graphically presented data. One of the respondents claimed that the graphs are so informative that there is no need to search for additional data/databases. Moreover, one of the participants in the focus group from media representatives gave positive feedback about the download function of graphs. The research participant said that it is very convenient for customers to have several format options when downloading graphs, because this flexibility allows them easily to insert these graphs in their reports/articles. However, it should be noted that the participants in the same focus group claimed that sometimes some pieces of information are missing in the downloaded graphs, and that they do not match those on the webpage.

”

You can download in several formats, pdf and excel included, which is very convenient, however, you cannot transfer this data unchanged... For example, if we download data as a picture, as it is presented on the website, when we open it, the data is not scattered on the axes... Important data is lost. That's why it would be great if it were possible to download with an mbd-code.

MEDIA REPRESENTATIVE

”

The graphs are well read... The information is detailed, which is great, so, frankly speaking, I don't look into the excel files if I am not working on some report. Often, the data extracted from graphs is enough...

REPRESENTATIVE OF GENDER EQUALITY COUNCIL OF THE PARLIAMENT OF GEORGIA

Moreover, the representative of one of the research organizations highlighted the desirability of indicating the source of the data in the graphs as well as the excel tables, by specifying the study in which the data was collected.

”

Well, when do you post the data in the Gender Portal?! It would be great to have an indication immediately below the graph... and secondly, for example, I had a case lately, I downloaded something in excel, but there was no source indicated, so I later had to make additional search. If such issues were solved it would be much simpler to perceive and search. It would be good.

RESEARCH ORGANIZATION REPRESENTATIVE

Representatives from the ministries brought up the issue of data interpretation in the focus group discussion. One of the respondents suggested that if the definitions of terms, brief narrative descriptions/interpretations of the data and descriptions of the main changes in time are attached

to the graphs placed on portal, the portal would become more interesting and convenient to use. The group of research organizations/academia representatives and one of the in-depth interview respondents wished to have a similar search system on the portal as on Geostat's main page. The focus group of media representatives drew special attention to broader usage of gender statistics data. Respondents underlined the lower popularity of the portal and a low awareness in broader society, noting that journalists as well as regular citizens are less aware about portal. As a result, they think that this leads to a low level of usage of gender statistics data from the portal. According to representatives from the media, it is necessary to promote gender statistics in the community. Furthermore, they claimed that it is desirable to distribute the visual material offered by the portal in social networks as well. Research participants stated that journalists use social networks more and follow information updates in social media more than information located on webpages. Similarly, in-depth interview respondents suggested that disseminating gender statistics through social network would raise awareness in society on gender related issues and sensitize the public.

”

Your work would be more effective if you were to publish such data in social networks because there are many users there and I will tell you even more, you may not even need the media to create public opinion. The main mission and goal of the gender platform is to rise awareness and sensitivity, isn't it? And you can reach this by yourself... You will serve not only as a source for media but in general as a body that disseminates information in such a way, thereby playing a serious role in creating public opinion.

MEDIA REPRESENTATIVE

”

For instance, I wish to have separate page on Facebook for the Gender Portal which publishes infographics as videos and cards. This, in turn, would increase the population's participation and awareness. We already know that a citizen will not surf the webpage and portal, and only really interested citizens – journalists, researchers and in general, interested individuals – will look at the webpage and portal.

MEDIA REPRESENTATIVE

Overall, focus group participants think that Gender Statistics Portal contains rather general and less detailed information. Some respondents in the in-depth interviews confirmed this statement. When discussing the Gender Statistics Portal, one of the gender experts stated that the portal does not offer any data on several Sustainable Development Goals (SDG), which can be considered one of the portal's weaknesses.

”

There is no data on SDG 12. As for SDG 11 and SDG 10, only one goal is represented, whilst each of the mentioned SDGs contains more than one goal. For instance, the most important SDGs for women's economic empowerment is SDG 8, however, the portal contains only data on unemployment by age, and that's all. Nothing can be found on SDG 7 and SDG 6. Information on SDG 5 is incomplete.

GENDER EXPERT

The sense of having incomplete information was underlined during the focus group discussions as well. Respondents claimed that data should be disaggregated by more variables and characteristics. In this regard, the breakdown of gender related data by region was mentioned most frequently.

”

Gender statistics does not imply only sorting the data per woman and man. In general, gender statistics is not just woman-man, is it? We must have a more intersectional method and data can be disaggregated by, let's say, ethnic minority women/men, disabled women/men. If such data were available, I think it would be good to add such disaggregation, enabling us to explore the issues more deeply, and to see, for instance, differences between groups here.

RESEARCH ORGANIZATION REPRESENTATIVE

Although respondents underlined the imperfection of the data, they fully understood the complexity of the process of statistical information collection as well as the presentation of disaggregated data.

When discussing the lack of data, one of the respondents suggested that it would be good if agencies were obliged to produce gender statistics. This respondent thought that would considerably enrich gender data and also eliminate the sense of having a lack of data.

”

The mandatory production of gender statistics should be added to some sections of the list in article 8 in the statistical work programme. The agencies would then start producing this data, which they could provide to your gender portal. The production of gender statistics would become more integrated in public service in general. This was our wish and request, and we have already arrived at an agreement over this issue, which is very good.

REPRESENTATIVE OF GENDER EQUALITY COUNCIL OF THE PARLIAMENT OF GEORGIA

In addition, the qualitative research participants listed the topics that are not covered by data offered on the portal, and expressed the wish to see them on webpage. Although studies addressing the impact of COVID-19 pandemic are available on Geostat's main page, where data disaggregated by gender, age, and settlement type can be found, nearly all of the focus group participants spoke up about the need to place COVID-19 related gender statistics on the portal. According to the respondents, the COVID-19 related data is important and should be disaggregated by gender, age, and region, and made available on the portal.

”

As I understood, there are no COVID statistics disaggregated by gender. It would be very interesting to have such COVID statistics. I am interested and also, it would be important to have such statistics from a gender point of view...

INTERNATIONAL ORGANIZATION REPRESENTATIVE

Groups of representatives of international and research organizations stressed the issue of statistical data on internally displaced persons (IDPs) and persons with disabilities. Respondents reported that there were cases when they needed data on the number of IDP women and men by region, but they could not find them on the webpage. Therefore, they claimed that it is necessary to place/to have available disaggregated data by gender and region. Furthermore, the group of representatives from research organizations/academia expressed a wish to having available data on election turnout by gender. One of the respondents stressed the disaggregation by region of the same data. Yet another respondent underlined the need to producing statistics about the distribution of unpaid work within the family.

Apart from the issues mentioned above, the group of representatives from nongovernmental organizations emphasized the scarcity of data related to agriculture. One of the respondents noted that there are only two sections related to agriculture: “Heads of agricultural holdings” and “Distribution of land area operated by holdings”. The respondent claimed that this data is not enough, and that the data related to agriculture could be expanded by adding information such as the number of women and men employed in agriculture disaggregated by region in Georgia. The idea of having more data on women in agriculture also emerged during the in-depth interviews. One respondent noted that the enrollment of women in agricultural activities is a very important topic, with many programs being currently implemented in this sector. Hence, as the respondent claimed, there is a high demand for the availability of such data.



One cannot observe in terms of gender how many women are employed, for instance, in beekeeping; How many women do farming? etc. Indeed, there are only two data in agriculture in terms of gender. Practically, a large amount of data is missing. When I return from the gender portal to the main page, I always try to check... in the separate list of publications, by main directions, for instance, in agriculture, as I already mentioned... To check whether there is some additional data in terms of gender and to extract it. The only problem we currently face, for instance, is that when data is disaggregated by municipality, this is not done in terms of gender. In other words, both types of information need to be added: gender statistics in agriculture and general information on agriculture on the main page.

LOCAL NONGOVERNMENTAL ORGANIZATION REPRESENTATIVE

Furthermore, the group of representatives of nongovernmental organizations also focused on statistics related to domestic violence. Almost all groups asked for more data and more detailed data on this issue. The group of ministry representatives emphasized the necessity of disaggregating domestic violence statistics by region, and specifically by region with ethnic minorities. Moreover, the group of media representatives wished to have statistics available on gender related crime.

During focus group discussions, some of the respondents raised the issue of the absence of statistics regarding distribution of positions in the workplace. Representatives of nongovernmental organizations and ministries reported a lack of data on women and men employed in managerial positions in state agencies and private organizations. This often creates obstacles in their work, they said. Ministry representatives also noted that statistical data on women employed in public and private sectors who benefited from paid maternity leave is not available.

It should be noted that during one of the in-depth interviews, the respondent suggested that it would be useful if gender webpage link were added to list of useful links on the Parliament's webpage. The same respondent reported that although the portal itself contains the Parliament webpage link, adding gender webpage link would be very useful.

”

You know, I have kind of an idea, if we come back to the Gender Portal. The links are well presented on your webpage, but the parliament webpage could be added there as well, however, you can add our gender page specifically because we have plenty of information available there, and reports are available as well.

REPRESENTATIVE OF GENDER EQUALITY COUNCIL OF THE PARLIAMENT OF GEORGIA

During one of the interviews, respondents suggested to add regional gender statistics to the portal. This respondent reported that she/he often needs to compare Armenian and Azerbaijanian data with Georgian data. Thus, having regional data available would be very useful for her/him as well as for professionals working in gender related areas.

Besides the data perceptibility issue, research participants emphasized the need to renew the data. Almost all of the focus group discussion participants, and some in-depth interview respondents, suggested that more frequent data updates on the portal would be useful.

2.2. USER SATISFACTION WITH THE PUBLICATION “WOMEN AND MEN IN GEORGIA”



Some of qualitative study respondents reported that they utilize the publication “Women and Men in Georgia” and, overall, gave it a positive evaluation. Nonetheless, it should be taken into consideration that respondents gave their feedback to the publication based on the job/work they do, which leads towards widely divergent opinions. In some cases, the information provided in the publications were perceived as excessively disaggregated, whilst in other cases the opposite was true, with the information being perceived as insufficiently detailed. One of the respondents in the focus group of research organization representatives noted that she/he benefits from these publications in her/his work. Likewise, the group of journalists claimed the same. One of the respondents claimed that publication exceeded her/his expectations, since it contains gender data clustered by various topics in one report.



”

Gender statistics are followed by databases and publications, which contain summarized information. This information is very handy and I benefit a lot from it when I need quick access to data. Gender statistics by education and other topics seen over time is also very convenient.

RESEARCH COMPANY REPRESENTATIVE

However, a group of media representatives stated the opposite. They claimed that it is very difficult to comprehend this amount of disaggregated information, which, in turn, may lead them to refrain from using this publication. The groups consisting of representatives of ministries and international organizations stated that the data provided in publication is less informative as it lacks analysis and interpretation. Moreover, during the focus group discussions, the need to break the data down by different variables was emphasized. Similar to the statistics posted on the Gender Statistics Portal, more emphasis was given to breaking down data by region.

”

...One of the participants mentioned, and I agree with her/him, that it would be good to have information disaggregated by regions... Not just generalized data for all Georgia but to make them disaggregated by different cities.

MEDIA REPRESENTATIVE

”

If we take any publication, we find just tables there... the information is very dry... Numbers are given just as they are. I would recommend adding some analysis.

MINISTRY REPRESENTATIVE

While discussing the publication, one of the representatives of nongovernmental organizations drew attention to the data related to agriculture. The respondent noted that there is no separated data on agriculture in the publication, which she/he considered to be a flaw.

Similarly, a gender expert reported that data on many issues is missing from the publication, although without specifying which ones. As the same respondent stated, to expand the range of the topics covered in the publication, a group of researchers should work on and identify the issues that the publication should cover. Another issue mentioned by the same respondent was the format of the publication. She/he thinks that the PDF format of the publication is outdated and needs to be updated and presented in a more modern way. The need to have graphs in interactive form in the publication was emphasized as well. The issue of graphs presented in the publication was raised by a representative from the ombudsman's office, who noted that the current visualization of graphs is not nice and should be refined them. Moreover, a representative from one of the international organizations criticized the title of the publication and suggested more sensitivity to gender issues in general.

”

I don't like the way these publications are represented... The Pdf format is a very much twenty-first century and it could include good graphs and interactive visualizations...The information could be more interesting... Geostat needs gender experts with several different specializations... They must sit and analyze what this publication is missing, what could be added, and how they could enrich it. It is already great that we have this publication. It is a big achievement indeed, however, much of information is incomplete, or the way it is presented does not make it easily readable, or some details are missing, which makes the publication useless.

GENDER EXPERT

”

I don't like the title of the publication “Women and Men in Georgia”. I understand that in terms of gender there are women and men, however, I think that when we come to gender statistics, we must be more sensitive and create a different title. Now I know that it is impossible to rename it but, in my opinion, the publication title itself speaks of all problems it has.

INTERNATIONAL ORGANIZATION REPRESENTATIVE

2.3. USER SATISFACTION WITH INFOGRAPHICS AND OTHER GENDER DATA PRODUCTS



As part of the qualitative research, respondents also assessed the infographics available on the Gender Statistics Portal. Focus group participants gave positive feedback about the infographics and claimed that they are visually well organized and convey information clearly, which makes them easy to understand. The majority of respondents reported that they use the infographics in their work, for instance in presentations and reports. A representative from the research organizations expressed their wish to have more infographics available on the portal. In-depth interview respondents mentioned that they use the infographics less in their work.

”

The only thing that I would like to change for the better is increasing the number of infographics, which are too scarce. Since they have plenty of data, they can create and publish much more infographics...

RESEARCH COMPANY REPRESENTATIVE

Although the majority of qualitative study participants gave a positive assessment to the infographics, some of them thought that there is excessive information on the infographics, which makes them difficult to comprehend. One of the respondents noted that there is no big benefit to aggregate all the infographics on the portal. It would be better to distribute them by topics alongside the relevant data and to place them in a more visible location.

”

These are good but I am not sure that menu users will dig so deeply... They should be more comprehensible in 10–15 seconds, in other words, faster.

OMBUDSMAN REPRESENTATIVE

”

I think that the infographics should be more easily comprehensible, one thing is that we are journalists and the way we read all these information, and the other thing is our customers, right? ...It would be better for them to be conveyed in a simplified way.

MEDIA REPRESENTATIVE

It should be noted that almost all groups as well as several respondents during the in-depth interviews stressed the importance of placing the infographics on social media to ensure wider dissemination. The respondents suggested that social networks should be used to disseminate and introduce infographics to a broader audience. Moreover, they think that introducing research findings through infographics to broader society would be more useful and that Geostat should be more active in this regard.

”

I would agree with the issue of adding and disseminating the interactive component. It should not be limited to the webpage, because the idea of infographics is to reach a broader audience and deliver research findings in easier way. I have never seen any infographics from this webpage on any social network. I would like to see them disseminated much widely.

RESEARCH ORGANIZATION REPRESENTATIVE

In terms of the other gender data available on Geostat's website, only a minority of qualitative research participants reported that they are familiar with the gender data offered by other portals operated by Geostat. As they claimed, the search function is less flexible on the main webpage. The Health ministry representative focused on statistics related to medical workers/doctors and noted that, in general, it would be desirable to have number of doctors disaggregated by regions and occupational fields.

”

Often, I search for some data on the main page for a long time, a very long time... Maybe it was my problem but when you search for something with key words, you get nonthematic search results as well. This is my experience.

RESEARCH ORGANIZATION REPRESENTATIVE

Several participants discussed the issue of updates. Some of them think that some data should be updated more frequently. One representative from the international organizations noted that some data, for example, death statistics, should be updated on a regular basis on Geostat's main page.

”

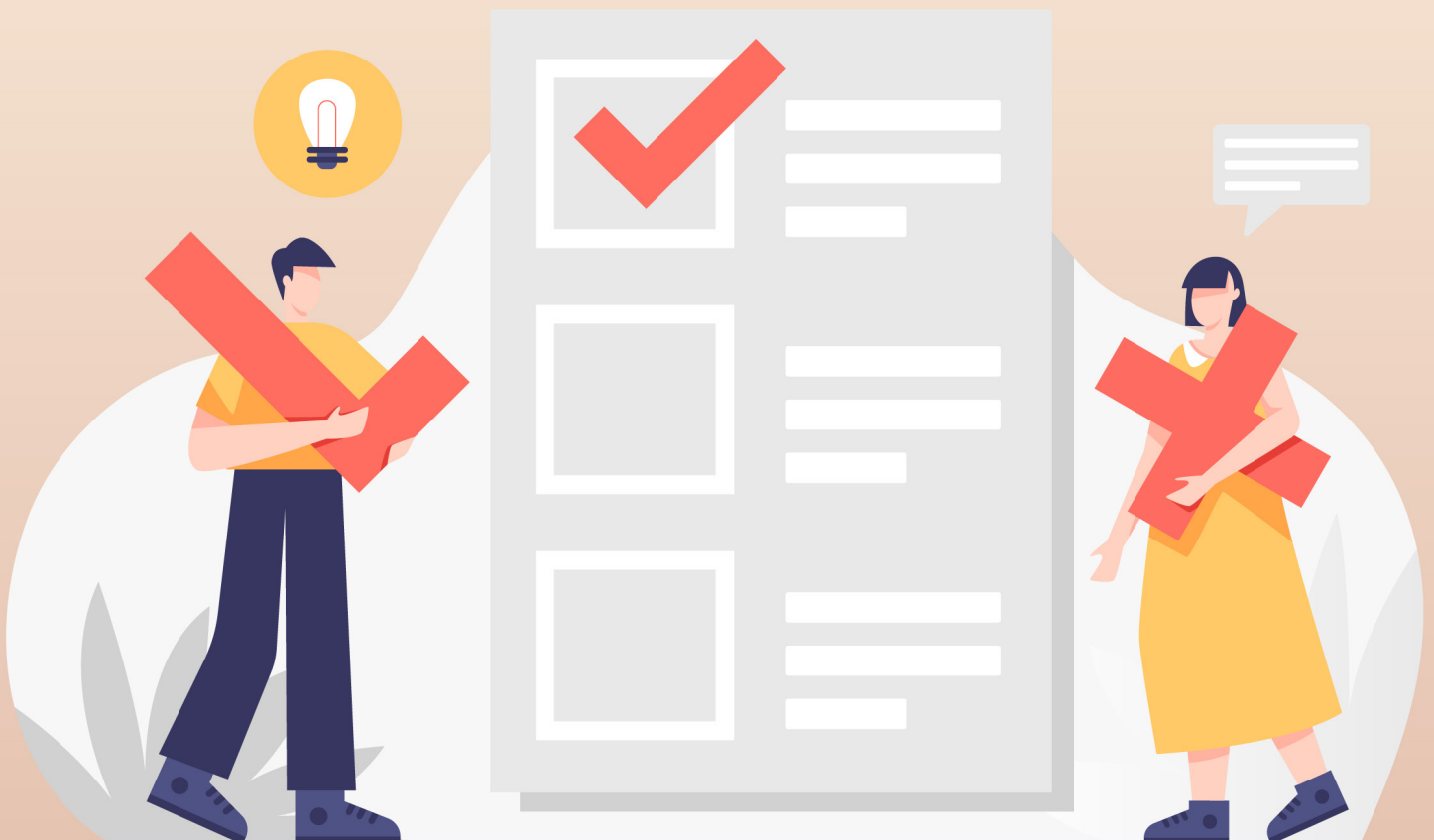
There should be shorter intervals between updates of, for example, death statistics... it would be very good... it would be better if this information were updated on a monthly basis or bi-monthly basis.

INTERNATIONAL ORGANIZATION REPRESENTATIVE

Furthermore, several respondents claimed that it is difficult to navigate Geostat's main page. As one of the gender experts claimed, using the webpage would be complicated for him/her if he/she had not attended a training course offered by Geostat, where they were taught how to navigate on webpage and search for information. As one of the respondents explained, since it is complicated to search and find the necessary information on Geostat's webpage, he/she refers to alternative sources, and prefers to request needed information from relevant ministries.

PART 3.

SUMMARY AND RECOMMENDATIONS



The quantitative survey of data users showed that respondents reported using gender statistics mostly for research purposes (60 percent) and obtaining general information (59 percent), while 40 per cent of users used gender statistics specifically for market analysis. Others use gender statistics for planning or monitoring policies and programmes (26%), educational projects (25%), media (15%) and advocacy (15%). The majority of users use gender statistics several times a quarter or a year. This frequency of use does not change for different fields of gender statistics.

The survey showed that the vast majority of users (80%) are satisfied with Geostat's gender statistics products such as the Gender Statistics Portal, the statistical publication "Women and Men in Georgia", and Infographics. While users are overall satisfied with almost all fields of gender statistics, they are least satisfied with the gender statistics available in the fields of crime, education and social protection.

The quantitative survey results show that users of gender statistics are very satisfied with the annual statistical publication "Women and Men in Georgia". This publication is valued for its timeliness (the time between an event and the availability of data on it), clarity and the variety of topics covered.

Survey respondents reported a high level of satisfaction with the Gender Statistics Portal as well. The timelines and the level of disaggregation of indicators are the most valued characteristics of the portal.

The qualitative study complemented these results and shed some light on those details that could be further improved in Geostat's production and dissemination of gender statistics.

While focus group participants expressed a positive attitude towards the availability of gender data on the portal, which makes gender data easily accessible, they also gave useful feedback on what could be improved in the future. Overall, the qualitative study respondents assessed the visual side and the structure of the gender statistics portal positively. In their opinion, the presentation, with information clustered by topics, makes the portal and the presented information easy to grasp. Moreover, most of the research participants claimed that it is easy to navigate the Gender Statistics Portal. Graphs, which can be downloaded from the portal, proved especially useful for

journalists, who noticed that they can easily insert the downloaded graphs into their reports/articles.

However, several suggestions have been put forward for improving the portal. Specifically, **data users recommended adding the respective data source (with a brief description) to each table and graph that can be downloaded from the portal, adding definitions to terms that might not be easily understandable for the average user, adding more SDG indicators to the gender statistics portal, and improving data disaggregation practices by adding more variables (e.g. region, settlement type, disability status, ethnicity, IDPs etc.) to the portal, where feasible. In line with the qualitative study findings, users also recommended adding more indicators on crime and violence against women. Moreover, users discussed the lack of information about the Gender Statistics Portal and recommended further awareness raising work, particularly through social media.**

As for the annual publication “Women and Men in Georgia”, the feedback from the respondents were nonhomogeneous and encompassed a wide range of different opinions. It should be taken into consideration that, as with the other products, respondents evaluated this publication from the perspective of their jobs. In some cases, the information provided in the publications was considered excessively detailed, whilst in other cases the opposite was true: respondents stated that the information was not detailed enough. Overall, those respondents who use the publication gave it positive feedback, noting that the publication contains a vast range of important information; nevertheless, they also **recommended including more interpretation and more disaggregated data in the publication and improving its visual side, especially the graphs.**

The infographics available on the Gender Statistics Portal received the most positive evaluation. Respondents claimed that the infographics look good visually and the information they convey is easy to grasp. Nonetheless, some of the research participants noted that there is excessive information in the infographics, which makes them difficult to comprehend. Therefore, they recommended **breaking down the infographics into simpler visuals with less data (e.g. factographs), clustering the infographics thematically and placing them on a more visible place alongside relevant data, and actively disseminating them through social networks to reach a broader audience.**

ANNEX 1

USER SATISFACTION SURVEY

Dear Sir/Madam,

In order to improve the quality of work of the National Statistics Office of Georgia (GEOSTAT) and communication with users, the User Satisfaction Survey is conducting. It is an important part of Geostat commitment to understand the needs of our users so that we can continually improve.

In order to help us find out whether we are satisfying your needs and expectations, we would appreciate your help by taking up to 10 minutes to complete this survey. Your answers and comments are anonymous and much appreciated. They will help us learn about what we are doing well and what we need to do better. Once completed, please press "submit" button.

*Your individual and personal data are protected by the Law of Georgia on Official Statistics (Article 28) and Law of Georgia "on Personal Data Protection" and shall not be published.

Please, note that all questions in the survey relate to last 12 months.

MODULE A: GENERAL INFORMATION

Organization (optional) _____

E-mail (optional) _____

1. GENDER

1. Female

2. Male

2. AGE

1. 15-24

4. 45-64

2. 25-34

5. 65 and older

3. 35-44

3. WHICH SECTOR DO YOU PRIMARILY WORK IN?

1. Business sector
2. Public sector
3. Local government /self- government
4. Educational sector
5. Research, Think-tank organization
6. Media
7. International and foreign organization
8. Non-governmental sector
9. Individual

4. HOW WOULD YOU EVALUATE YOUR OVERALL STATISTICAL SKILLS AND KNOWLEDGE (LITERACY)?

1. Low
2. Medium
3. High

5. HAVE YOU EVER USED STATISTICAL DATA AND INFORMATION PRODUCED BY GEOSTAT?

1. Yes → Go to question 6
2. No → Go to question 5.1

5.1. WHAT WAS THE REASON FOR NOT USING STATISTICAL DATA AND INFORMATION PUBLISHED BY GEOSTAT?

1. I have had no need for any statistical data and information → End
2. I use an alternative source of data and information that better meets my needs → End
3. Finding data and information on the Geostat's website is difficult → End
4. Until now I have had no information about the Geostat's website → End
5. Other (please, specify) _____ → End

6. HOW OFTEN DO YOU USE INFORMATION PROVIDED BY GEOSTAT?

1. On a daily basis
 2. Several times a week
 3. Several times a month
 4. Several times a quartile
 5. Several times a year
-

7. HOW OFTEN DID YOU NORMALLY VISIT GEOSTAT WEBSITE:

1. On a daily basis → go to question 8
2. Several times a week → go to question 8
3. Several times a month → go to question 8
4. Several times a quartile → go to question 8
5. Several times a year → go to question 8
6. I have never used Geostat webpage → go to question 9

8. WHY DID YOU VISIT GEOSTAT WEBPAGE? (MARK ALL CORRESPONDING ANSWERS)

- A. To look for data visualisations, graphs and statistical articles which are easy to read to get interpreted data.
- B. To look for predefined tables or work with existing data visualisations and ready-to-use interpretations in publications/ reports to support my work, for my personal interest (e.g. to verify data in news articles) or to get a basic understanding of what is available for future reference.
- C. To obtain the database/raw data and adjust table and data to my needs; I draw my own conclusions based on specific data for my job.

9. FROM WHERE DID YOU GET THE INFORMATION ABOUT GEOSTAT'S ACTIVITIES? (MARK ALL CORRESPONDING ANSWERS)

- A. Geostat's webpage
- B. Geostat's social media channels
- C. Press-releases distributed by Geostat
- D. Geostat's staff
- E. Geostat's publications
- F. Geostat's hotline

G. Television/Radio

H. Social media

I. Internet/ News agency

J. Press

K. Acquaintances (friends, relatives, etc.)

L. Other (please, specify) _____

M. Difficult to answer

10. WHICH STATISTICS DID YOU USE AND HOW SATISFIED WERE YOU WITH THE QUALITY OF INFORMATION?

(MARK ALL POSSIBLE DOMAINS AND USE THE SCALE PROVIDED IN THE TABLE)

№	STATISTICAL INFORMATION	STRONGLY DISSATISFIED	DISSATISFIED	MODERATELY SATISFIED	MORE THAN MODERATELY SATISFIED	STRONGLY SATISFIED	DIFFICULT TO ANSWER	DID NOT USE
		1	2	3	4	5	6	7
1	Population and demography							
2	Employment and wages							
3	Health and social care							
4	Standard of living (poverty, subsistence minimum)							
5	Education, science, and culture							
6	Crime statistics							
7	Business sector							
8	Business register							
9	Industry, construction, and energy							
10	Information and Communication Technologies (ICT)							
11	Service statistics (trade, hotels and restaurants, transportation and storage, Other services)							

№	STATISTICAL INFORMATION	STRONGLY DISSATISFIED	DISSATISFIED	MODERATELY SATISFIED	MORE THAN MODERATELY SATISFIED	STRONGLY SATISFIED	DIFFICULT TO ANSWER	DID NOT USE
		1	2	3	4	5	6	7
12	Tourism statistics							
13	Agriculture and food safety							
14	Environmental statistics							
15	National accounts (Gross Domestic Product (GDP), economic growth)							
16	Price statistics (inflation)							
17	External trade							
18	Foreign direct investments (FDI)							
19	Gender statistics							
20	Regional statistics							

In case of answers “strongly dissatisfied” and/or “dissatisfied” for any of the categories listed in the question above please go to Q 10.1 otherwise go to Q11.

10.1. WHY ARE YOU STRONGLY DISSATISFIED/DISSATISFIED WITH THE QUALITY OF INFORMATION MENTIONED ABOVE?

11. WHICH STATISTICAL PORTAL DEVELOPED BY GEOSTAT DID YOU USE AND HOW SATISFIED WERE YOU? (PLEASE RATE ALL CORRESPONDING PORTALS USING THE SCALE GIVEN IN THE TABLE BELOW)

	Portal	STRONGLY DISSATISFIED	DISSATISFIED	MODERATELY SATISFIED	MORE THAN MODERATELY SATISFIED	STRONGLY SATISFIED	DIFFICULT TO ANSWER	DID NOT USE
		1	2	3	4	5	6	7
1	Business register							
2	Gender statistics portal							
3	GIS analysis							
4	Demographic portal							
5	National accounts portal							
6	Personal inflation calculator							
7	Regional statistics portal							
8	External trade portal							
9	Portal "Statistics for kids and teens"							
10	CPI calculator							
11	Price kaleidoscope							
12	Salary calculator							
13	Tax calculator							
14	International comparisons portal							

In case of answers “strongly dissatisfied” and/or “dissatisfied” for any of the categories listed in the question above, please go to Q 11.1 otherwise go to Q 12.

11.1. WHY ARE YOU STRONGLY DISSATISFIED/DISSATISFIED WITH THE PORTAL(S) MENTIONED ABOVE?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

12. PLEASE RATE YOUR SATISFACTION LEVEL ON THE DISSEMINATION AND COMMUNICATION SERVICES PROVIDED BY GEOSTAT (PLEASE USE THE SCALE GIVEN IN THE TABLE BELOW)

		STRONGLY DISSATISFIED	DISSATISFIED	MODERATELY SATISFIED	MORE THAN MODERATELY SATISFIED	STRONGLY SATISFIED	DIFFICULT TO ANSWER	I HAVE NOT USED ANY
		1	2	3	4	5	6	7
1	Geostat's webpage							
2	Press-releases							
3	Press-conferences							
4	Thematic seminars and consulting meetings							
5	Statistical publications							
6	Predefined statistical tables							
7	Infographics							
8	Video clips and GIF animations							
9	Social media posts							
10	PC-Axis portal							
11	Android and IOS application							
12	Methodological explanations and metadata							
13	Thematic statistical portals (Gender Statistics, Business Register, National Accounts, etc.)							
14	E-mail (disseminating information through mailing list) and hotline							
15	Subscribing service on web page of statistical information							
16	Databases							

In case of answers “strongly dissatisfied” and/or “dissatisfied” for any of the categories listed in the question above, please go to Q 12.1 otherwise go to Q 13.

12.1. WHY ARE YOU STRONGLY DISSATISFIED/DISSATISFIED WITH DISSEMINATION AND COMMUNICATION SERVICES PROVIDED BY GEOSTAT?

[illegible]

13. PLEASE RATE GEOSTAT ACCORDING TO THE CRITERIAS LISTED BELOW

(PLEASE, USE THE SCALE GIVEN IN THE TABLE BELOW)

		VERY LOW	LOW	AVERAGE	HIGH	VERY HIGH	DIFFICULT TO ANSWER
		1	2	3	4	5	6
1	Professional independence						
2	Quality of information						
3	Reliability of information						
4	Usefulness of information						
5	Data visualization						
6	Quality of satisfaction of requested information						
7	Access to methodology						
8	Timeliness						
9	Competence of staff						
10	Innovation						
11	The quality of communication						
12	Confidentiality						

In case of answers “very low” and/or “low” for any of the categories listed in the question above, please go to Q 13.1 otherwise go to Q 14.

13.1 PLEASE SPECIFY, WHAT IS THE REASON(S) OF INDICATING VERY LOW/LOW FOR THE CRITERIAS LISTED ABOVE?

14. HOW DO YOU THINK, THE QUALITY OF WORK PERFORMED BY GEOSTAT HAS CHANGED DURING THE LAST 12 MONTH: (PLEASE, USE THE SCALE GIVEN IN THE TABLE BELOW)

HIGHLY DETERIORATED	DETERIORATED	NO CHANGE	IMPROVED	MUCH IMPROVED	DIFFICULT TO ANSWER
1	2	3	4	5	6

In case of answers “much worse” or “worse” in the question above, please go to Q 14.1 otherwise go to Q 15.

14.1. PLEASE SPECIFY, WHAT IS THE REASON FOR THE QUALITY OF GEOSTAT'S WORK DURING THE LAST 12 MONTHS HAS GONE MUCH WORSE/WORSE?

MODULE B: SATISFACTION WITH GENDER STATISTICS:

15. HOW RELEVANT ARE GENDER ISSUES TO THE MANDATE OF YOUR ORGANIZATION?

1. Not relevant at all
2. Relevant to a limited degree
3. Very relevant
4. Gender is the main focus
5. Difficult to answer

16. DID YOU USE DATA ON GENDER STATISTICS PUBLISHED/PROVIDED BY GEOSTAT?

1. Yes → Go to question 17
2. No → End

17. FOR WHAT PURPOSE DO YOU USE GENDER STATISTICS? (SELECT ALL THAT APPLY):

- A. Monitoring and/or formulating policies and programs
- B. Preparing legislation
- C. Financial planning
- D. Advocacy
- E. Research
- F. Market analysis
- G. Education projects
- H. Media use
- I. General information
- J. Other (please specify) _____

18. HOW OFTEN DID YOU USE GENDER STATISTICS PUBLISHED/PROVIDED BY GEOSTAT?

1. On a daily basis
2. Several times a week
3. Several times a month
4. Several times a quartile
5. Several times a year

19. HOW OFTEN DO YOU USE THE FOLLOWING GENDER STATISTICS PRODUCTS OFFERED BY GEOSTAT?

		ON A DAILY BASIS	SEVERAL TIMES A WEEK	SEVERAL TIMES A MONTH	SEVERAL TIMES A QUARTER	SEVERAL TIMES A YEAR	DID NOT USE
		1	2	3	4	5	6
1	Gender statistics portal						
2	Annual statistical publication "Women and men in Georgia"						
3	Gender related statistics within the different domains on Geostat website						
4	Thematic infographics						
5	Microdata/databases						
6	Other (please, specify) _____						

In case of answer "Did not use" in the question above, please do not answer corresponding categories in the next question.

19.1. HOW SATISFIED ARE YOU WITH GENDER STATISTICS PRODUCTS OFFERED BY GEOSTAT?

		STRONGLY DISSATISFIED	DISSATISFIED	MODERATELY SATISFIED	MORE THAN MODERATELY SATISFIED	STRONGLY SATISFIED	DIFFICULT TO ANSWER
		1	2	3	4	5	6
1	Gender Statistics Portal						
2	Annual statistical publication "Women and Men in Georgia"						
3	Thematic infographics						

In case of answers "strongly dissatisfied" and/or "dissatisfied" for any of the categories listed in the question above, please go to Q 19.2 otherwise go to Q 20.

19.2. WHY ARE YOU STRONGLY DISSATISFIED/UNSATISFIED WITH GENDER STATISTICS PRODUCTS MENTIONED ABOVE?

20. HOW OFTEN DO YOU USE INDICATORS FROM THE FOLLOWING FIELDS OF GENDER STATISTICS?

		ON A DAILY BASIS	SEVERAL TIMES A WEEK	SEVERAL TIMES A MONTH	SEVERAL TIMES A QUARTER	SEVERAL TIMES A YEAR	DID NOT USE
		1	2	3	4	5	6
1	Population (sex ratio, population structure by sex, live births, fertility rate, etc.)						
2	Health care (morbidity rate, mortality rate, abortions, etc.)						
3	Education (enrolment rate by level of education, number of pupils/ students by level of education, graduation by field of studies, etc.)						
4	Social Security (pension gap, number of pensioners, internally displaced persons, people with disabilities, etc.)						
5	Households (structure and typology of households)						
6	Employment and unemployment						
7	Gender pay gap						
8	Incomes and expenditures (Average monthly income, expenditure, poverty rate, etc.)						
9	Information and Communication Technology (access to computer and internet, internet usage, etc.)						
10	Business sector (profile of enterprises, employed population by sector, etc.)						
11	Agriculture (access to agricultural holdings)						

		ON A DAILY BASIS	SEVERAL TIMES A WEEK	SEVERAL TIMES A MONTH	SEVERAL TIMES A QUARTER	SEVERAL TIMES A YEAR	DID NOT USE
		1	2	3	4	5	6
12	Crime (convicted persons, victims and perpetrators on the domestic violence, human trafficking, road accidents, etc.)						
13	Influence and Power (member of parliament, local self-government bodies, ambassadors, voters, etc.)						

In case of answer “Did not use” in the question above, please do not answer corresponding categories in the next question.

20.1. HOW SATISFIED ARE YOU WITH THE SPECIFIC FIELDS OF GENDER STATISTICS?

		STRONGLY DISSATISFIED	DISSATISFIED	MODERATELY SATISFIED	MORE THAN MODERATELY SATISFIED	STRONGLY SATISFIED	DIFFICULT TO ANSWER
		1	2	3	4	5	6
1	Population (sex ratio, population structure by sex, live births, fertility rate, etc.)						
2	Health care (morbidity rate, mortality rate, abortions, etc.)						
3	Education (enrolment rate by level of education, number of pupils/students by level of education, graduation by field of studies, etc.)						
4	Social security (pension gap, number of pensioners, internally displaced persons, people with disabilities, etc.)						
5	Households (structure and typology of households)						
6	Employment and Unemployment						
7	Gender pay Gap						
8	Incomes and expenditures (average monthly income, expenditures, poverty rate, etc.)						
9	Information and Communication Technology (access to computer and internet, internet usage, etc.)						
10	Business sector (profile of enterprises, employed population by sector, etc.)						

		STRONGLY DISSATISFIED	DISSATISFIED	MODERATELY SATISFIED	MORE THAN MODERATELY SATISFIED	STRONGLY SATISFIED	DIFFICULT TO ANSWER
		1	2	3	4	5	6
11	Agriculture (access to agricultural holdings)						
12	Crime (convicted persons, victims and perpetrators on the domestic violence, human trafficking, road accidents, etc.)						
13	Influence and Power (member of parliament, local self- government bodies, ambassadors, voters, etc.)						

In case of answers “strongly dissatisfied” and/or “dissatisfied” for any of the categories listed in the question above, please go to Q 20.2 otherwise go to Q 21.

20.2. WHY ARE YOU STRONGLY DISSATISFIED/DISSATISFIED WITH THE SPECIFIC FIELDS OF GENDER STATISTICS MENTIONED ABOVE?

[illegible]

21. OVERALL, HOW WOULD YOU ASSESS THE FOLLOWING CHARACTERISTICS OF STATISTICAL PUBLICATION “WOMEN AND MEN IN GEORGIA” PRODUCED ANNUALLY BY GEOSTAT?

		VERY POOR	POOR	ADEQUATE	GOOD	VERY GOOD	DO NOT KNOW
1	Variety of topics and indicators offered						
2	Clarity and layout of tables						
3	Clarity and layout of graphs/charts						
4	Disaggregation level of indicators - the extent to which presented data are disaggregated by different population groups such as age, ethnic minorities, persons with disabilities, etc.						
5	Timeliness (the length of time between its availability and the event or phenomenon it describes)						
6	Clarity of data analysis						

In case of answers “very poor” and/or “poor” for any of the categories listed in the question above, please go to Q 21.1 otherwise go to Q 22.

21.1. PLEASE SPECIFY, WHAT IS THE REASON FOR THE CHARACTERISTICS OF GENDER STATISTICS TO BE VERY POOR/ POOR?

22. OVERALL, HOW WOULD YOU ASSESS THE FOLLOWING CHARACTERISTICS OF GENDER STATISTICS PORTAL?

		VERY POOR	POOR	ADEQUATE	GOOD	VERY GOOD	DO NOT KNOW
1	Variety of topics and indicators offered						
2	Clarity and layout of tables						
3	Clarity and layout of graphs/charts						
4	Disaggregation level of indicators - the extent to which presented data are disaggregated by different population groups such as age, ethnic minorities, persons with disabilities, etc.						
5	Timeliness (the length of time between its availability and the event or phenomenon it describes)						
6	Easiness to navigate and access data						
7	Clarity of available metadata						

In case of answers “very poor” and/or “poor” for any of the categories listed in the question above, please go to Q 22.1 otherwise go to Q 23.

22.1. PLEASE SPECIFY, WHAT IS THE REASON FOR THE CHARACTERISTICS OF GENDER STATISTICS TO BE VERY POOR/ POOR?

1. More than enough → Go to question 24
2. Enough → Go to question 24
3. Not enough → Go to question 23.1

23.1. PLEASE, LIST ADDITIONAL INDICATORS THAT YOU THINK ARE IMPORTANT FOR IMPROVING GENDER STATISTICS:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

24. IF YOU WISH, PLEASE LEAVE ANY GENERAL COMMENT:

YOUR OPINION IS EXTREMELY IMPORTANT FOR GEOSTAT. THANK YOU FOR PARTICIPATING IN THE SURVEY!

ANNEX 2

QUALITATIVE STUDY METHODOLOGY

In collaboration with the National Statistics Office of Georgia and UN Women, data for a qualitative Gender Statistics Users Satisfaction Survey were collected using focus groups and in-depth interviews in November-December 2021.

The guidelines for focus groups and in-depth interviews were prepared in close collaboration with National Statistics Office of Georgia and UN Women.

Qualitative study encompasses five focus groups and ten in-depth interviews, in total. Representatives of various professional groups as well as state and non-state organizations participated in focus groups. Each group consisted of 5-10 participants (see table 1). As for in-depth interviews, 10 respondents were interviewed in total (see table 2). The average length for focus groups and in-depth interviews was 80 minutes and 30-35 minutes, respectively.

TABLE №1

RESPONDENTS OF FOCUS GROUPS	NUMBER OF FOCUS GROUPS
Media representatives	1
Ministry representatives	1
Academic field/research organization representatives	1
Local nongovernmental organization representatives	1
International/donor organization representatives	1
In total	5

TABLE №2

RESPONDENTS OF IN-DEPTH INTERVIEWS	NUMBER OF INTERVIEWS
Gender expert	2
Gender Equality Council of the Parliament of Georgia	2
Administration of the Government of Georgia (Sustainable development goals' council included)	2
Ombudsman's office	2
Ministry of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs of Georgia (Agency for State Care and Assistance for the (Statutory) Victims of Human Trafficking included)	2
In total	10

Due to COVID-19 pandemic and respectable regulations, focus groups as well as in-depth interviews were conducted through the distance communication platform ZOOM.

ANNEX 3

GUIDELINE FOR QUALITATIVE SURVEY

The aim of the survey of official statistics users is (a) to explore the attitudes of different types of users towards information production and disseminations issues; (b) to evaluate the quality of work done by Geostat; (c) to get familiar with the opinions of gender statistics users and (d) their needs assessment. Hence, presented study serves twofold goals: to reveal strengths and weaknesses of official statistics, as well as to identify the areas that need to be improved and developed the most.

You were selected for this study as the active user of gender statistics disseminated by Geostat. Your opinions, evaluations and recommendations are very important for further production and enhancement of gender statistics.

1. FOR THE BEGINNING, I WOULD LIKE TO ASK YOU TO TELL ME A FEW WORDS ABOUT THE ROLE OF AVAILABILITY OF GENDER STATISTICS IN YOUR PROFESSIONAL ACTIVITY.

- What kind of gender statistics in Georgia do you get familiar with on the regular bases? (Health care, education, social protection, employment, income, crime, etc.) In what purposes do you use it? Please, bring some examples.
- Probe for state representatives (government/ministries/parliament): Could you please, remember successful cases when gender statistics data was used in public policy planning in your agency? To what extent do you use gender statistics to evaluate already implemented public policy? Please, bring some examples.
- What are the sources of data related to gender issues? And why? (If respondent does not mention Geostat, probe)

2. IF WE SPEAK ABOUT GEOSTAT DATA, HOW OFTEN DO YOU USE GENDER STATISTICS AVAILABLE ON GEOSTAT WEBPAGE? WHY?

- Mainly, for what purposes do you use these data?
- How helpful are these data for your work?

[Geostat online products will be demonstrated, if needed]

3. WHICH GEOSTAT PRODUCTS DO YOU USE TO OBTAIN STATISTICAL INFORMATION ON GENDER? WHY?

(If none of the products are named, probe)

- Do you use Gender Statistics Portal and the data placed on it? Why?
- Do you use annual publication “Women and Men in Georgia”? Why?

(Should be specified, whether publication is used from Gender Statistics Portal or Geostat webpage)

- Do you use infographics/visualizations? Why?

(Should be specified, whether infographics are used from Gender Statistics Portal or Geostat webpage)

- Do you use gender related general information available on other portals (for instance, demographic portal, salary portal, etc.) operated by Geostat? Why?

(Demonstrate respective portals)

- Have you ever made written/electronic request for additional gender related data (databases, tables, etc.) to Geostat? If not, why? (They never needed the data or there was a problem in the process) if yes, please, tell me more about the case.

4. HOW WOULD YOU EVALUATE THESE PRODUCTS? (WE MEAN THE PRODUCTS THAT USERS UTILIZE) WHY?

- How would you evaluate officially requested data on gender statistics? What do you like or dislike about this product?
- How would you evaluate Gender Statistics Portal/Indicators? What do you like or dislike about this product?
- How would you evaluate publication “Women and Men in Georgia”? Indicators? What do you like or dislike about this product?

- How would you evaluate infographics/visualizations? What do you like or dislike about this product?

5. HOW WOULD YOU EVALUATE THE VARIETY OF GENDER DATA IN THE PRODUCT?

- In your opinion, how comprehensive are the data offered by above-mentioned products? Why do you think so?

- Could you, please recall the case when you were interested in specific data on gender issues, however, you haven't found them on webpage/portal?

- How satisfied are you with availability of detailed data on gender statistics (for instance, dynamic rows of gender data; disaggregated data by employment status, education, ethnicity, etc.)? Why?

- How satisfied are you with availability of disaggregated gender data by various characteristics of population? Why?

- Are you satisfied with frequency of data renewal on webpage/portal? Why?

- Are you satisfied with data visualization? Why?

- How easily is data offered in frame of Geostat products understood/perceived?? Do the users need additional explanation other than visualizations? Why? What kind of explanation?

- What kind of gender data would you like to see on webpage/portal? What kind of data are missing now?

- How much do you trust data/indicators on gender statistics offered by Geostat? Why do you think so?

6. WHEN SPEAKING ABOUT CURRENT VERSION OF GENDER DATA PORTAL BY GEOSTAT, WHAT WORKS BEST? WORST?

- Have you had any problem lately while using this portal? What kind of problem?

- How simple/difficult it is for you to search needed statistical data on the portal? (Navigation, data search function, data download, etc.) What makes it so simple/difficult?



- What would you change on the porta to make it more flexible?
- In your opinion what is missing from this product? What would you add?
- How do you think, what might be the reason of lack of interest in/not using this product?

7. DO YOU USE ANY ALTERNATIVE PLATFORMS ON GENDER STATISTICS? WHY?

Is there anything you are willing to add on the discussed topic?

Thank you for your participation!