



STATISTICAL INFORMATION USER SATISFACTION SURVEY

2023

*Reliable Data
for Right Decisions!*





A BRIEF DESCRIPTION OF THE SURVEY

National Statistics Office of Georgia (Geostat) conducted the user satisfaction survey. The aim of the survey was to explore the users' attitudes towards information production and dissemination, to evaluate the quality of work of the National Statistics Office of Georgia (Geostat) to enhance the user service.

Another aim of the survey was to reveal strengths and weaknesses of communication with customers of National Statistics Office of Georgia, and to plan further activities for generating the high-quality official statistics.

The survey was carried out based on the internationally recognized best practices, and according to the methodologies proposed by UN¹ and World Bank².

The survey was carried out during November-December 2023 and covered all institutional sectors. Up to 600 respondents aged 15 and up participated in the survey.

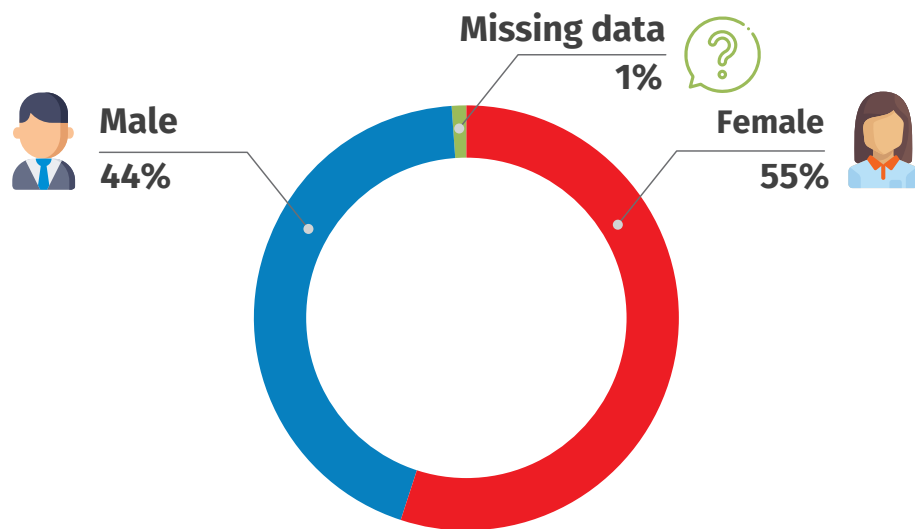
1 Recommendations for Promoting, Measuring and Communicating the Value of Official Statistics, UN, New York and Geneva, 2018

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>

The discrepancy between the totals and the sum in some cases can be explained by using rounded data.



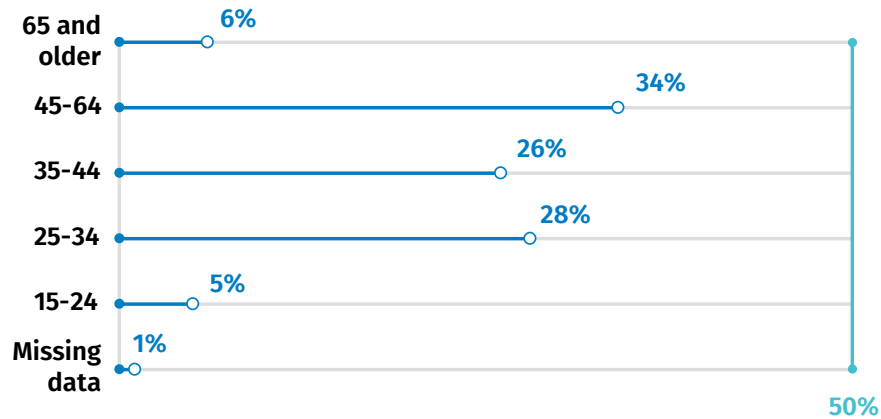
DISTRIBUTION OF USERS, BY GENDER



Research revealed that the women constituted 55 percent of active users of the statistical information, whilst men constituted 44 percent.



DISTRIBUTION OF USERS, BY AGE

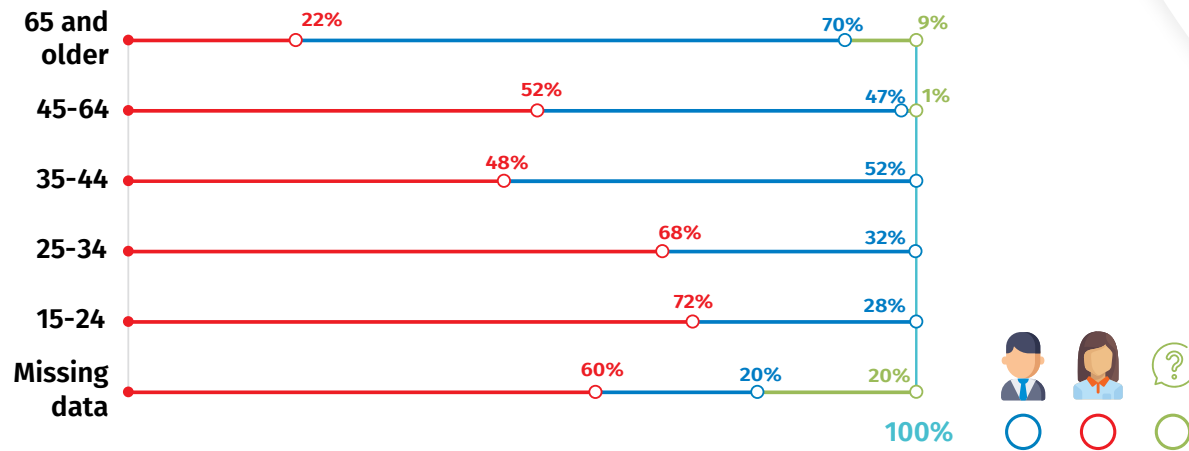


The most active users belonged to the 45-64 age group and constituted 34 percent of total number of users. 28 percent of the entire user population belonged to the 25-34 age group, followed by users from the 35-44 age group (26 percent), whilst 65 years old and older users represented only 6 percent of the total user population.





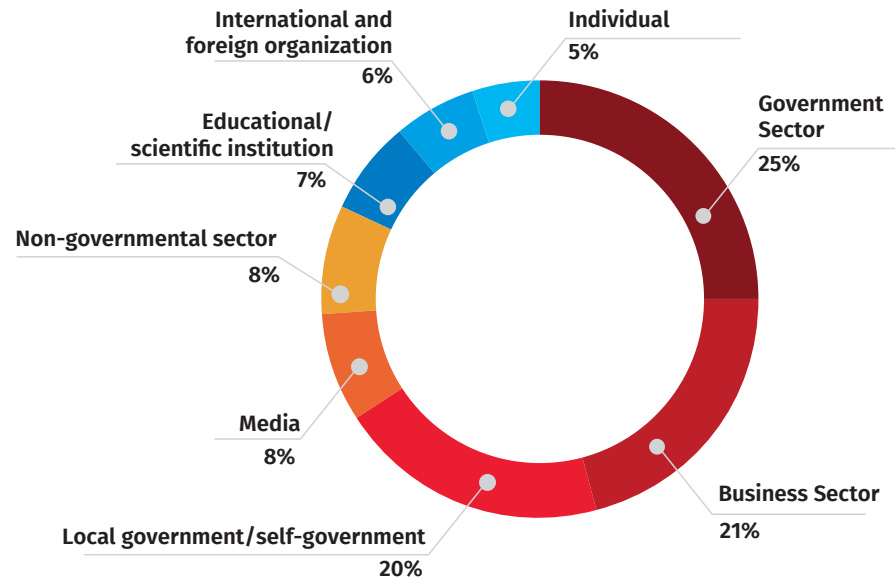
DISTRIBUTION OF USERS, BY GENDER AND AGE



According to the consumption of information, women predominate in the age groups of 15-34 and 45-64, while men constituted majority in the age groups of 35-44 and 65 and older.



DISTRIBUTION OF USERS, BY OCCUPATION

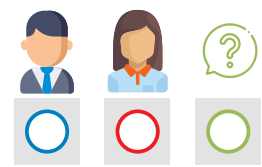
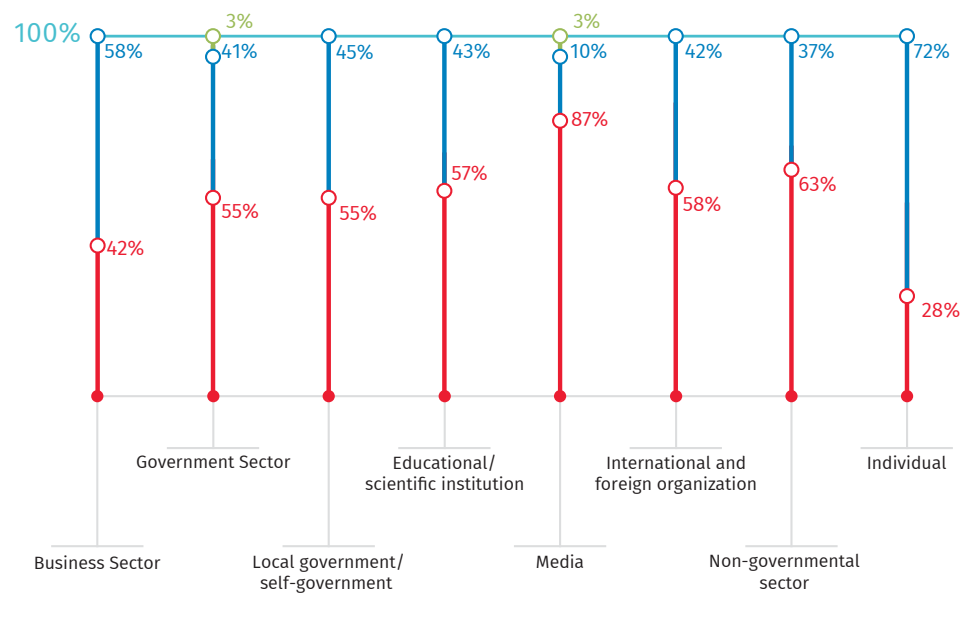


Data suggests that mainly individuals from five different occupational fields utilize statistical information. In particular: 25 percent of users are employed in government sector; 21 percent - in business sector; 20 percent is represented by local government/self-government; 8 percent of users belong to media representatives, and 8 percent of users are employed in non-governmental sector.





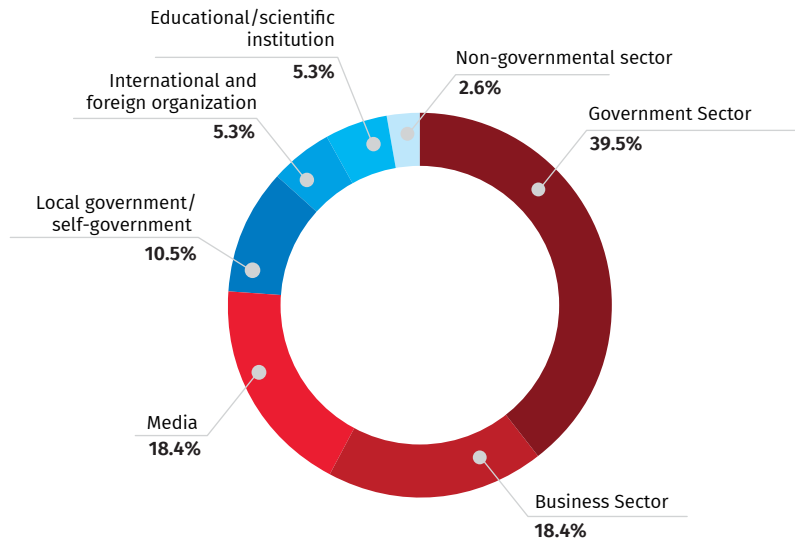
DISTRIBUTION OF USER, BY GENDER AND OCCUPATION



In most occupational areas, the majority of users of statistical information are women, although men outnumber women in the business sector.



STRUCTURE OF INFORMATION USE ON A DAILY BASIS



Analysis of the results of the survey according to the frequency of information use, revealed that the representatives of the government sector (39.5 percent), business sector (18.4 percent) and the media (18.4 percent) use statistical information on a daily basis.





FREQUENTLY REQUESTED INFORMATION

Survey identified most frequently requested and consumed information. Table presented below, shows information top 10 frequently requested and consumed data, by domains.



① Population and demography



② Employment and wages



③ Business Sector



④ Tourism statistics



⑤ Living conditions (Poverty, Subsistence Minimum)



⑥ National Accounts (GDP, Economic Growth)



⑦ Foreign trade



⑧ Regional Statistics



⑨ Health and social care

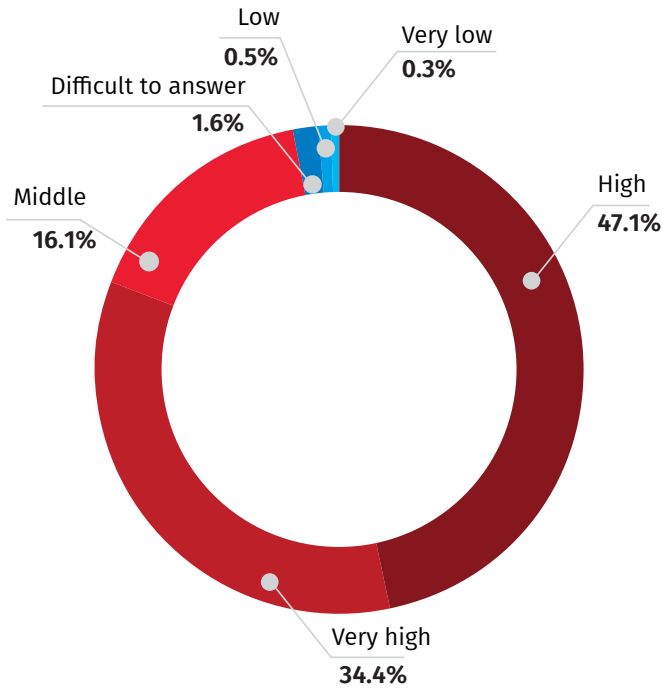


⑩ Price statistics (Inflation)





USER EVALUATION OF THE QUALITY OF THE INFORMATION PROVIDED BY GEOSTAT

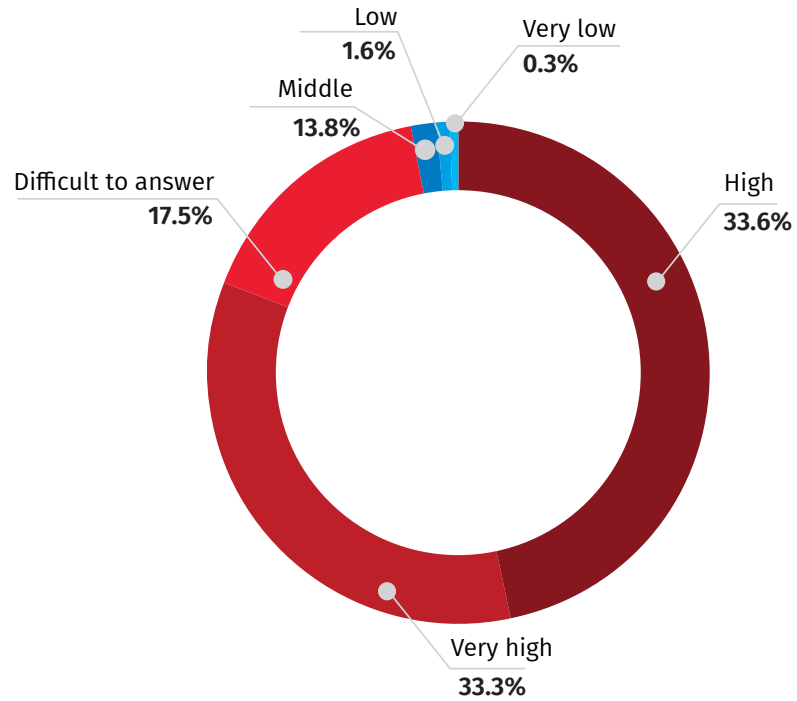


Research shows that 81.5 percent of users rated data produced by Geostat as high-quality data, whilst 16.1 percent of research participants qualified data as having average quality. On the other hand, 0.8 percent of the users think that data provided by Geostat are of low quality.





ACCESS TO METHODOLOGY

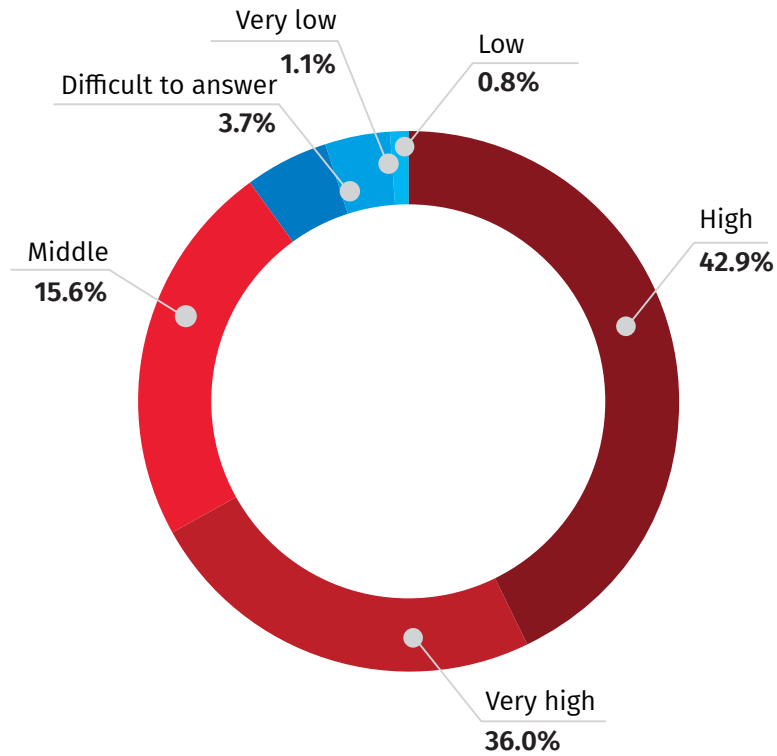


According to the survey 66.9 percent of users rated access to methodology as very high, while for 13.8 percent of users it was only moderately available.





RELIABILITY OF INFORMATION

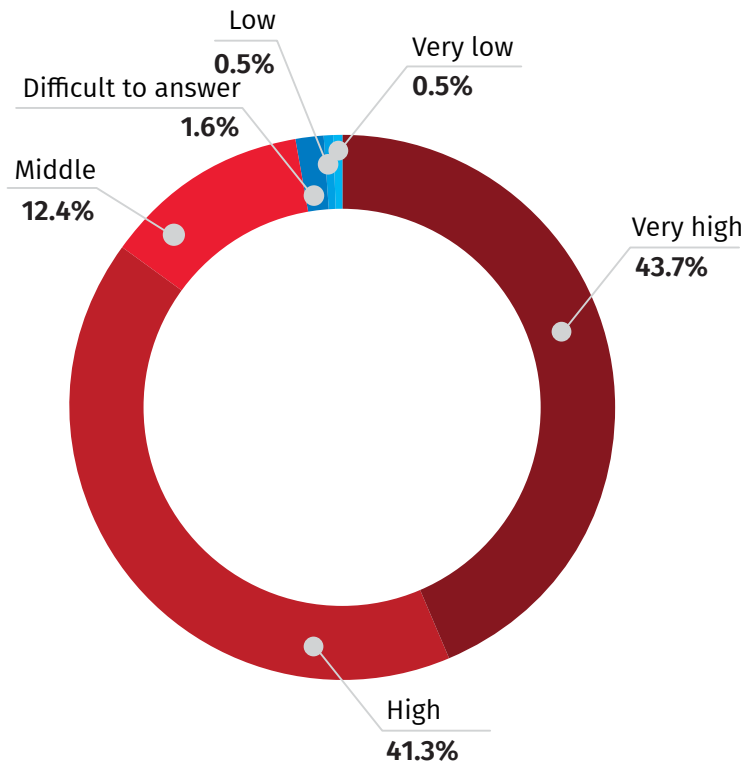


As graph presented below shows, 78.8 percent of respondents think that the information produced by Geostat is highly reliable, while 15.6 percent of respondents reported it as moderately reliable.





USEFULNESS OF INFORMATION

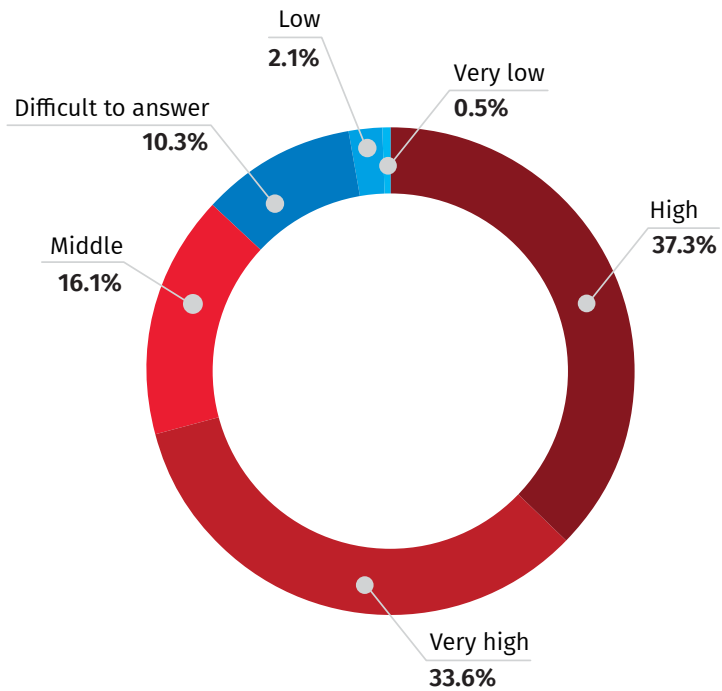


Graph below shows that vast majority of users (84.9 percent) think that the information provided by Geostat is highly useful, while only 12.4 percent rated the information as moderately useful.





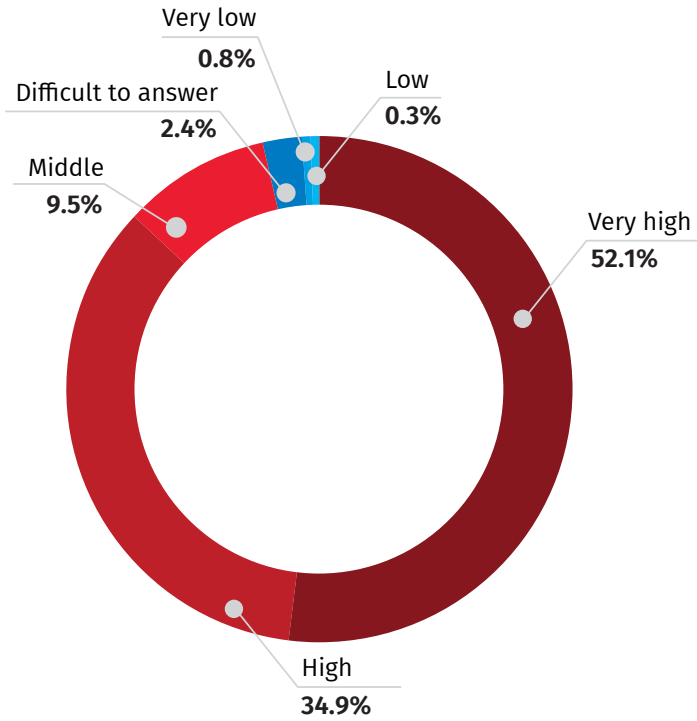
DATA VISUALIZATION



70.9 percent of users perceived the visualization of the published information as having high quality; however, 16.1 percent of the respondents think that provided information is moderately well visualized.



TIMELINESS OF RECEIVING REQUESTED INFORMATION

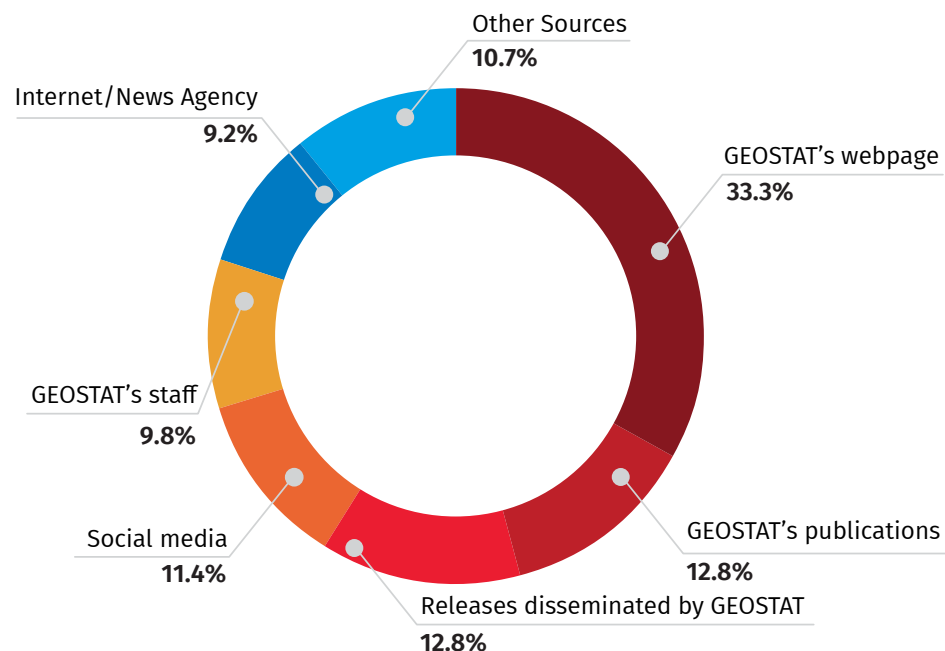


Majority of users (87.0 percent) reported that Geostat provides requested information very fast, while 9.5 percent thinks that this takes moderately long time.





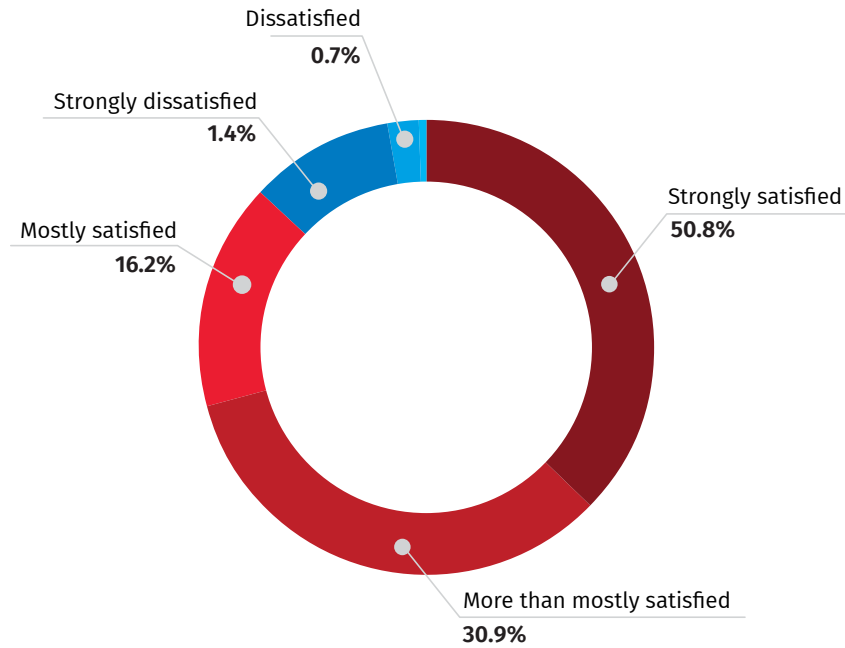
MAIN SOURCES OF THE INFORMATION ABOUT GEOSTAT ACTIVITIES



As for the sources of the information about Geostat's activities, 33.3 percent of users obtain the information through Geostat webpage, 12.8 percent - through Geostat's publications, another 12.8 percent - through press releases disseminated by Geostat, 11.4 percent of users obtain the information through social media channels, 9.8 percent - through Geostat's staff, 9.2 percent indicates internet/news agency as the main source of the information, while 10.7 percent of the respondents used other sources.



LEVEL OF SATISFACTION OF USERS



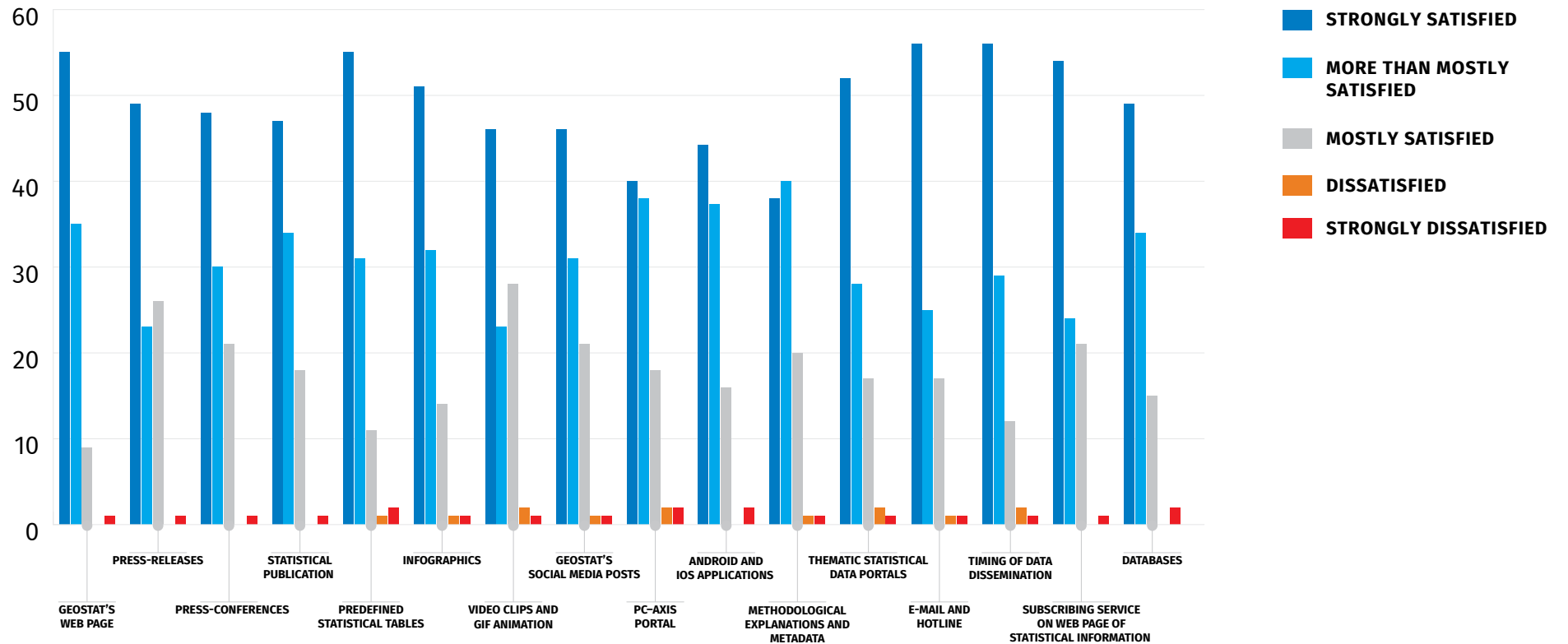
As graph presents almost all respondents (97.9 percent) were satisfied by the means of information dissemination and services delivered by Geostat.





LEVELS OF USER SATISFACTION WITH THE MEANS OF INFORMATION DISSEMINATION AND SERVICE PROVIDED BY GEOSTAT

Graph presented below provides more detailed information on the levels of satisfaction of research participants by the means of information distribution and service provided by Geostat. The data is disaggregated by the means of information dissemination and the types of service.

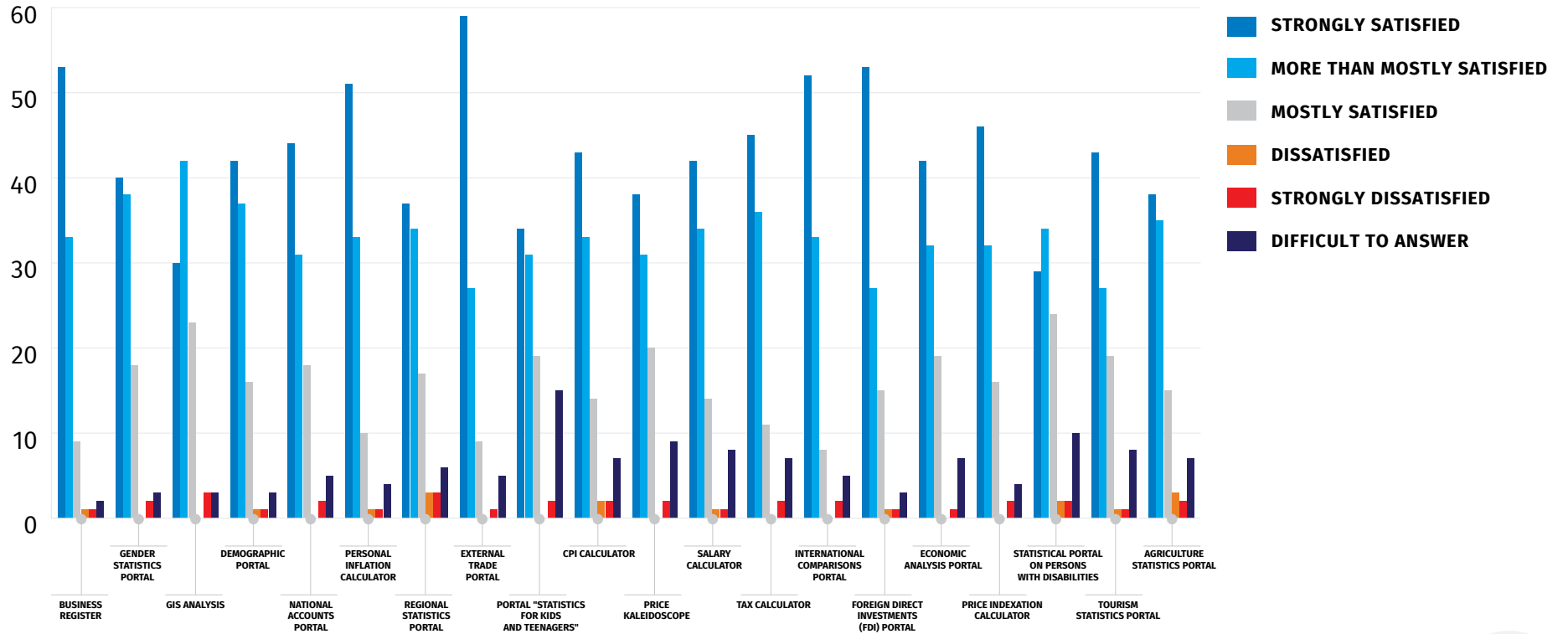


As graph shows, the highest number of survey participants were satisfied with Geostat webpage, predefined statistical tables and timing of data dissemination.

SATISFACTION WITH STATISTICAL PORTALS



Graph presented below provides detailed information on the levels of satisfaction with the statistical portals produced by Geostat.






STATISTICAL PORTALS

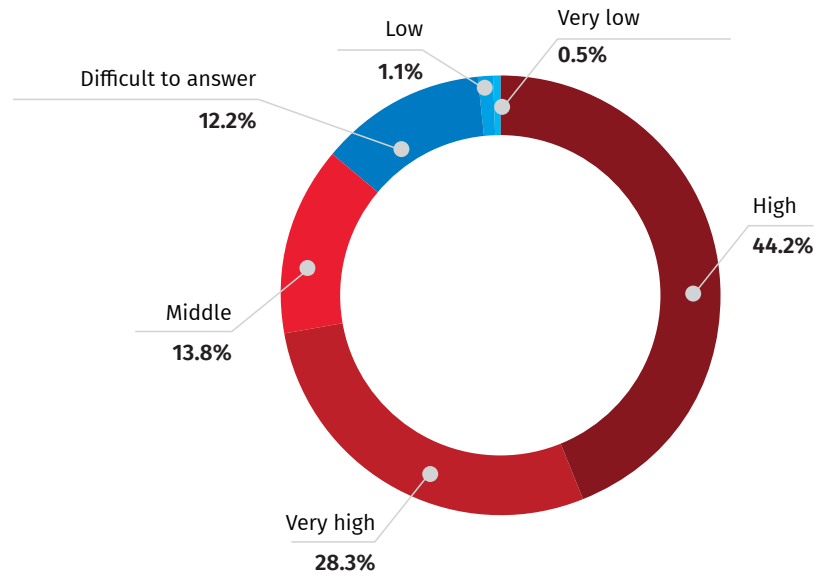


Table below presents top ten highly demanded and used portals operated by Geostat.

- | | |
|--|--|
|  ① Business register |  ⑥ Gender Statistics Portal |
|  ② Demographic Portal |  ⑦ National Accounts Portal |
|  ③ External Trade Portal |  ⑧ Agriculture Statistics Portal |
|  ④ Regional Statistics Portal |  ⑨ Economic Analysis Portal |
|  ⑤ Tourism Statistics Portal |  ⑩ Foreign Direct Investments (FDI) Portal |



LEVEL OF INDEPENDENCE

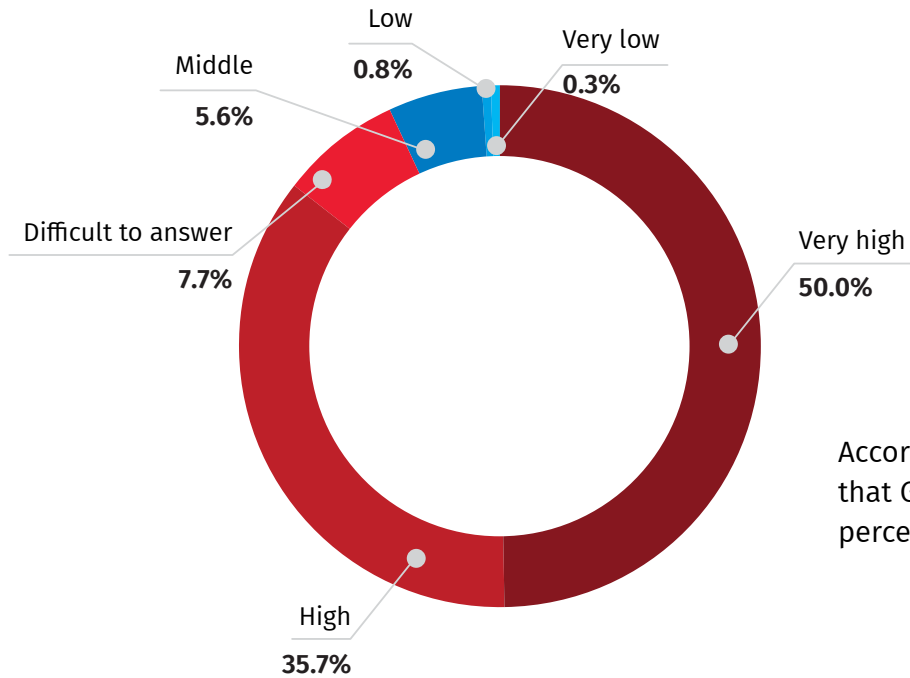


According to the survey findings 72.5 percent of users think that Geostat is highly independent, while 13.8 percent of research participants perceive it as moderately independent.





COMPETENCY OF STAFF

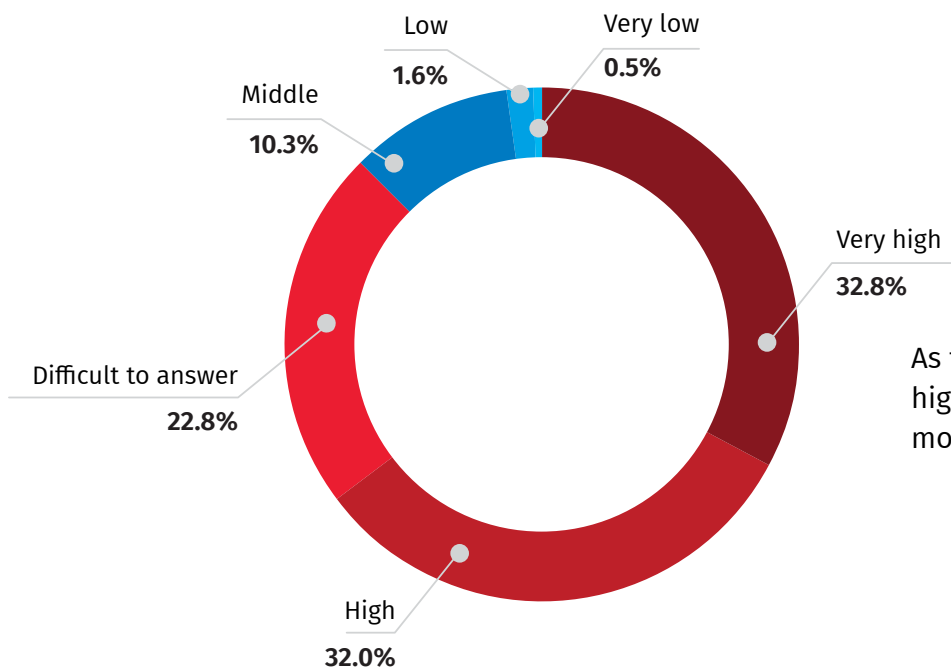


According to the survey findings 85.7 percent of research participants think that Geostat staff is highly competent, while 5.6 percent of Geostat users perceived them as moderately competent.





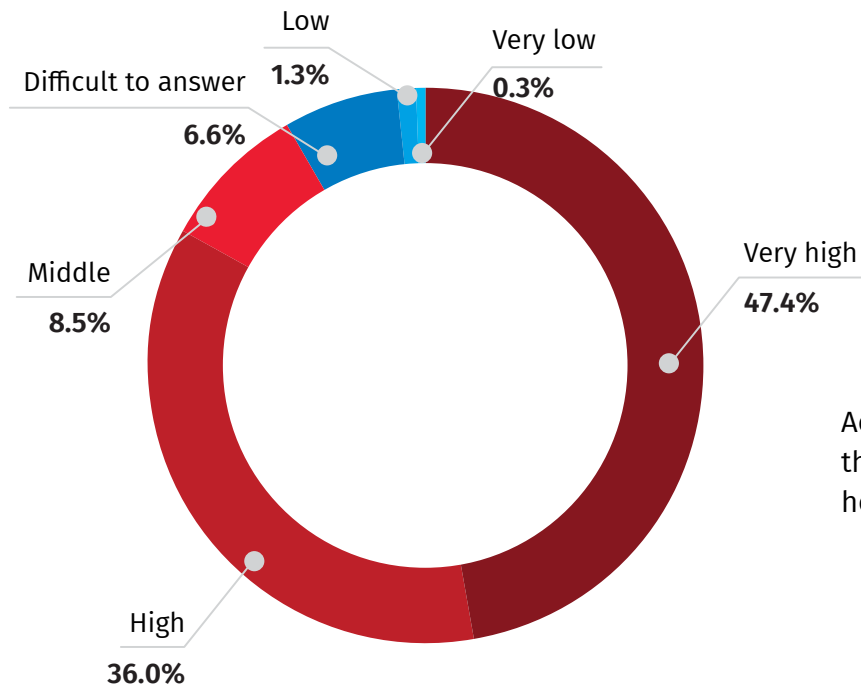
INNOVATION



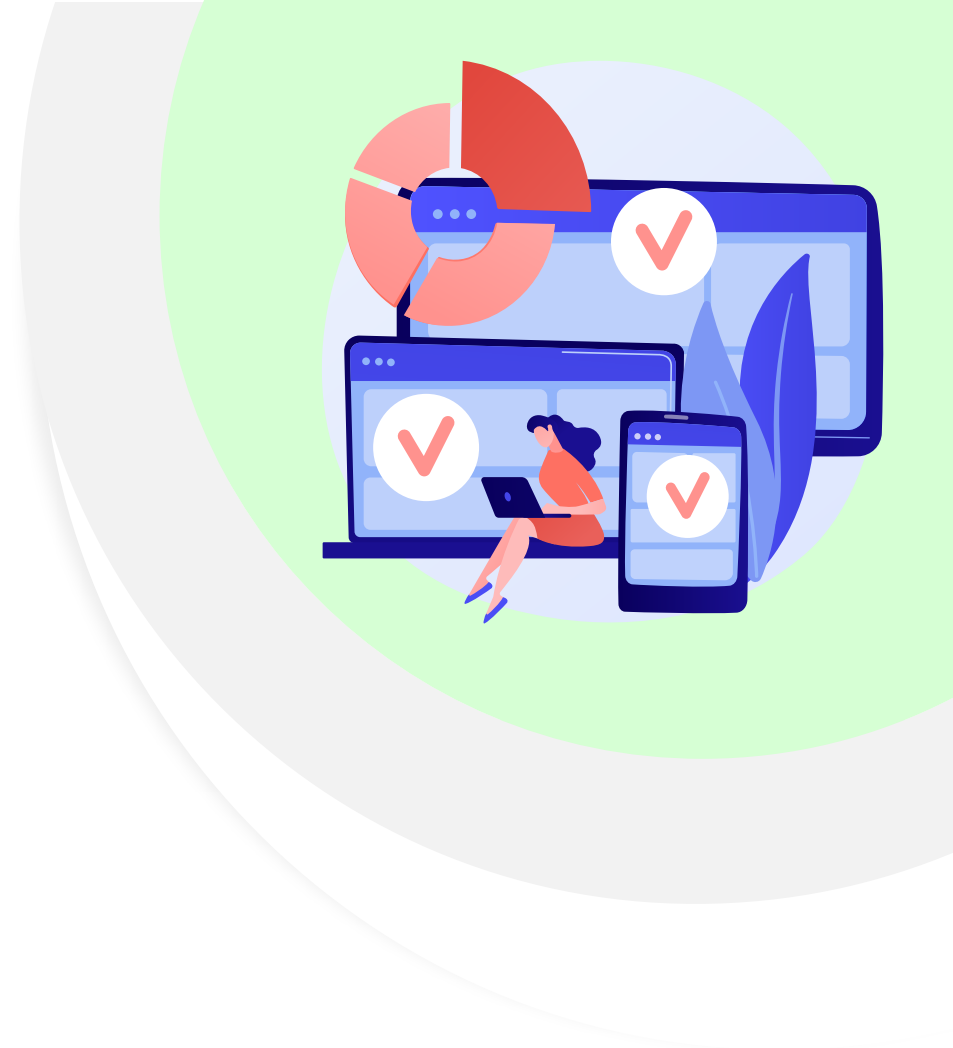
As for orientation on innovation, 64.8 percent of users rated Geostat as highly oriented on novelty, while 10.3 percent think that Geostat is only moderately oriented on innovation.



QUALITY OF COMMUNICATION

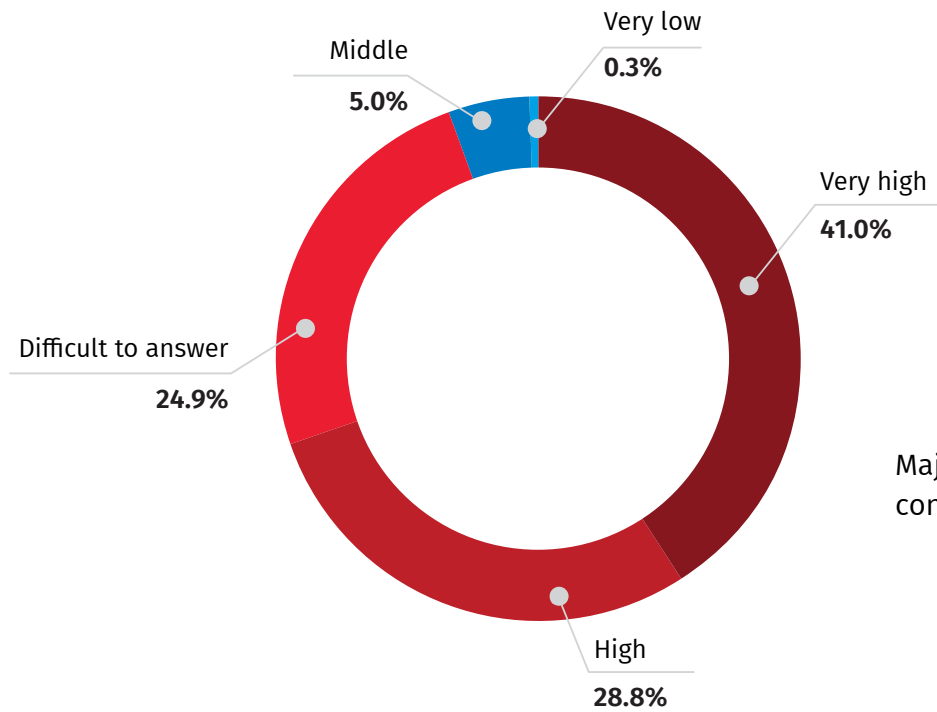


According to the survey findings 83.3 percent of survey participants think that Geostat has a high quality communication with its customers, however, 8.5 percent perceived it as moderate.





CONFIDENTIALITY



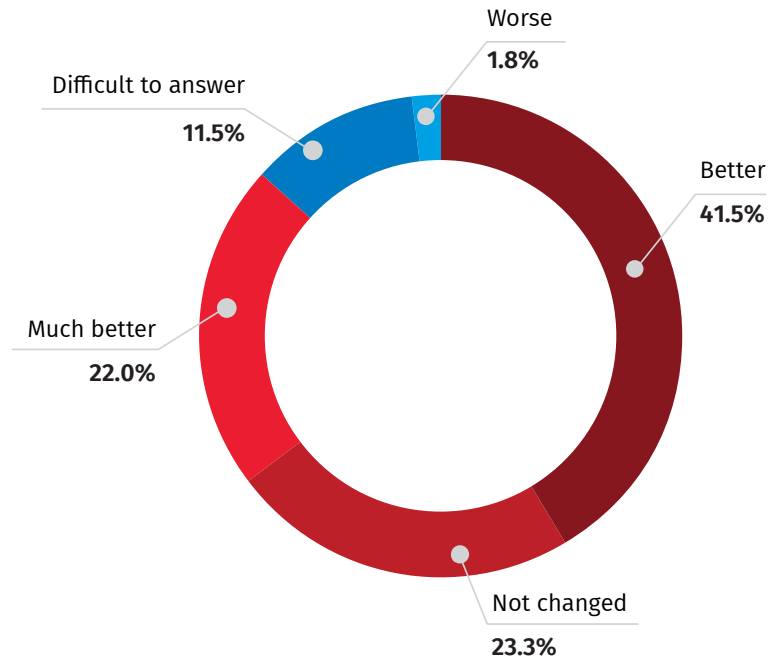
Majority (69.8 percent) of respondents reported that Geostat follows the confidentiality policy and keeps confidentiality on a high level.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR

In frame of the study different segments of users were asked to assess activities conducted by Geostat in last 12 months.

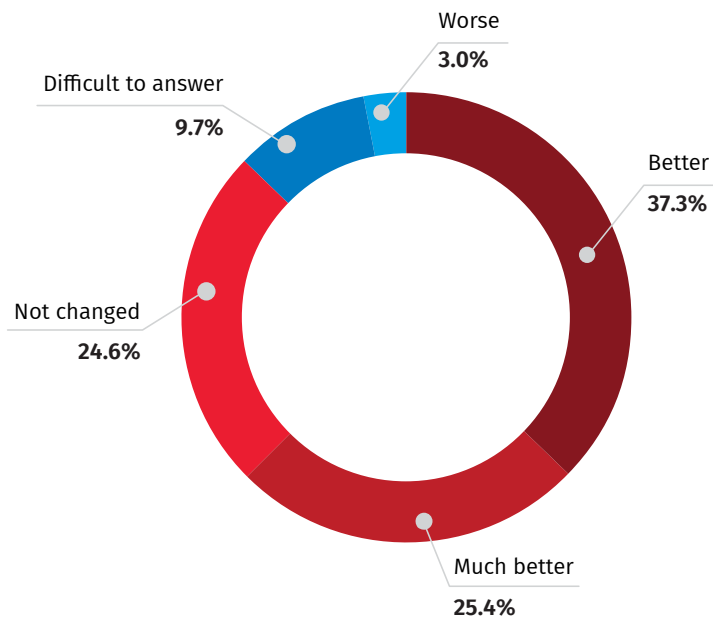


According to the survey findings 63.4 percent of the research participants think that Geostat improved the quality of activities, while 23.3 percent of the sample did not see any changes.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, PUBLIC SECTOR

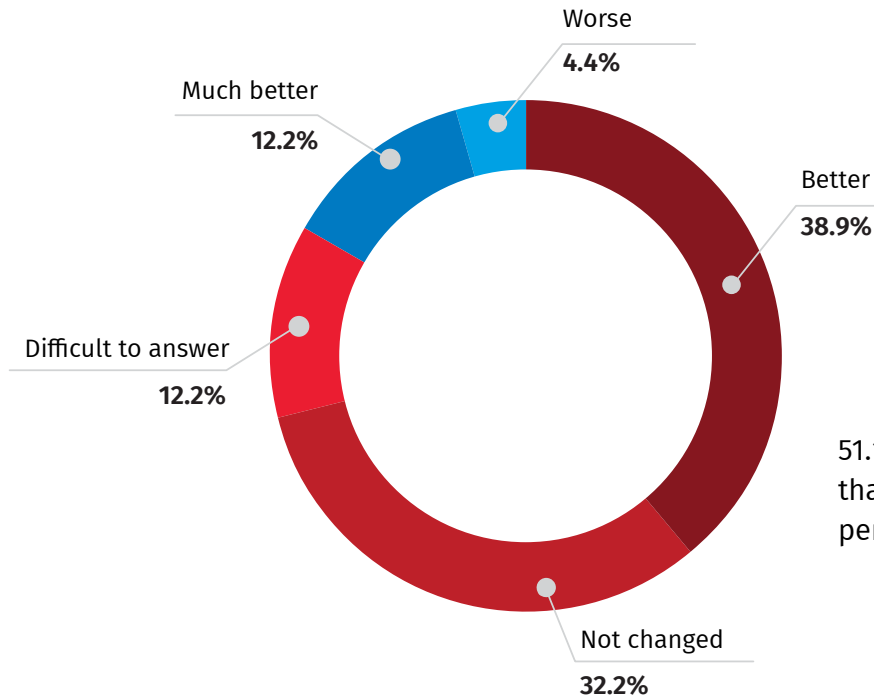


62.7 percent of research participants employed in public sector think that the quality of Geostat work improved in last 12 months, however, 24.6 percent reported no change in this regard.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, BUSINESS SECTOR

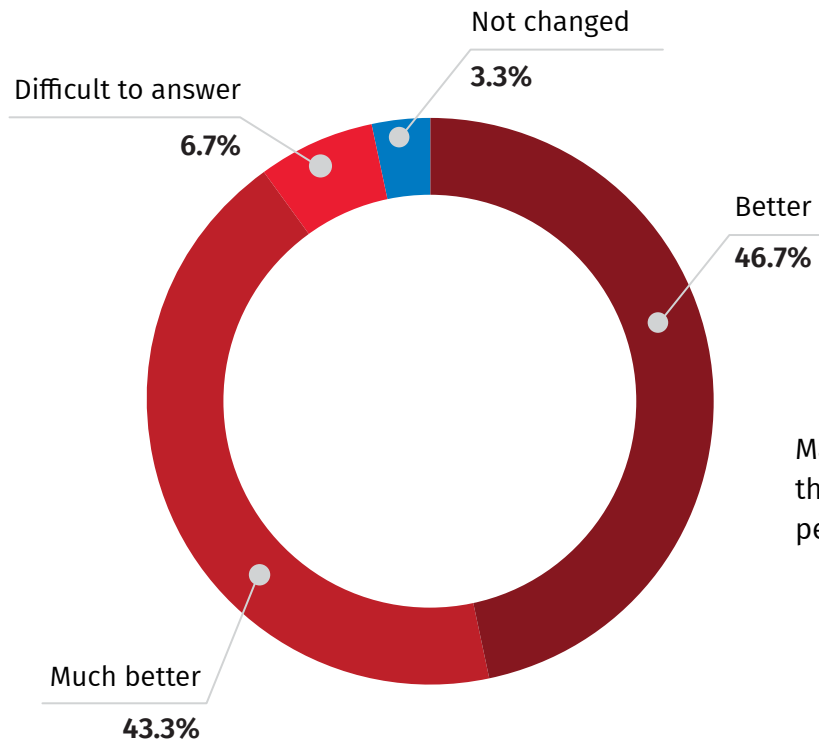


51.1 percent of research participants employed in business sector think that the quality of Geostat work improved in last 12 months, however, 32.2 percent reported no change in this regard.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, MEDIA

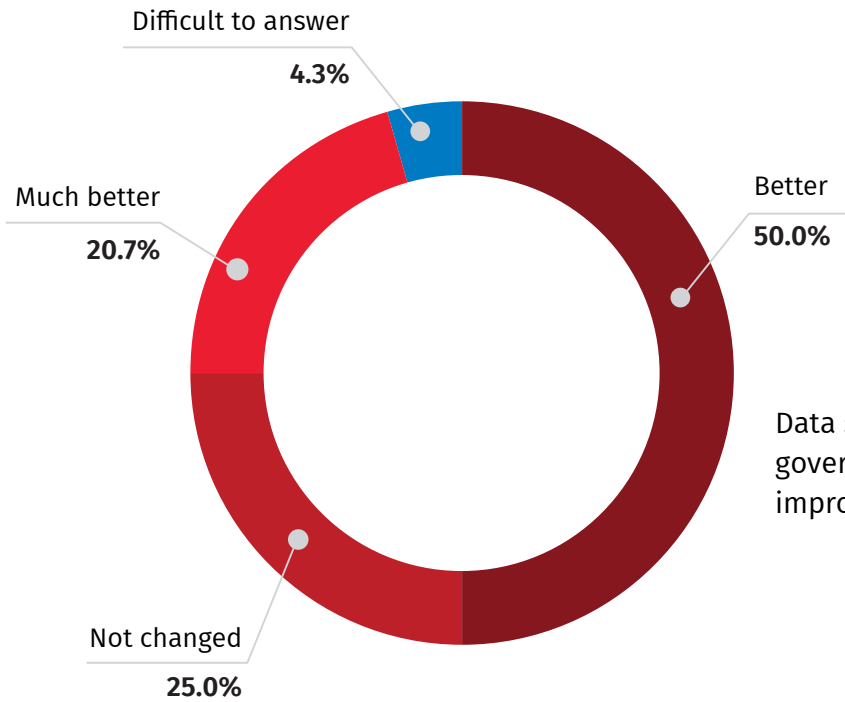


Majority of research participants (90.0 percent) employed in media think that the quality of Geostat work improved in last 12 months, while 3.3 percent reported no change in this regard.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, LOCAL GOVERNMENT/SELF-GOVERNMENT

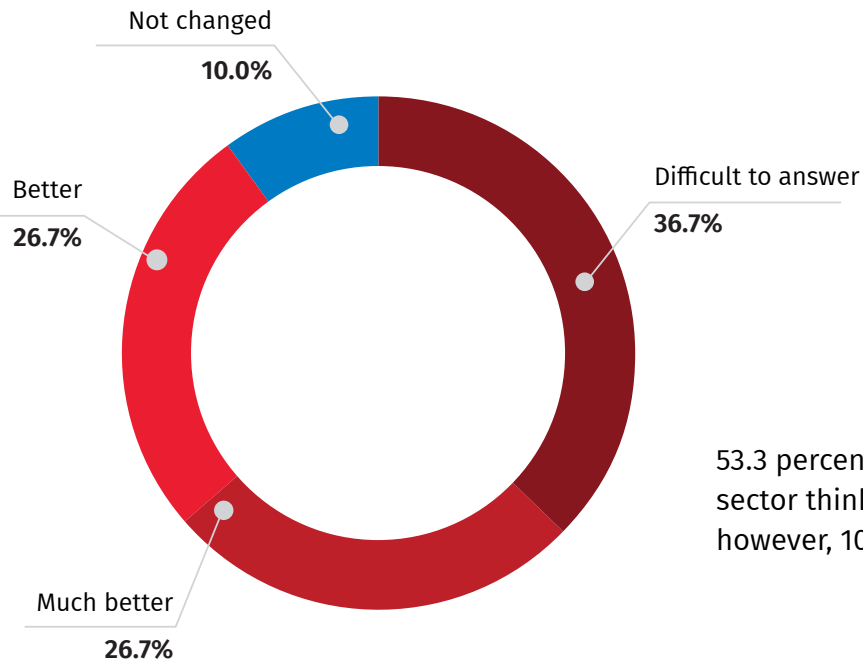


Data suggests that 70.7 percent of research participants employed in local government /self- government think that the quality of Geostat work improved in last 12 months.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, NON-GOVERNMENTAL SECTOR

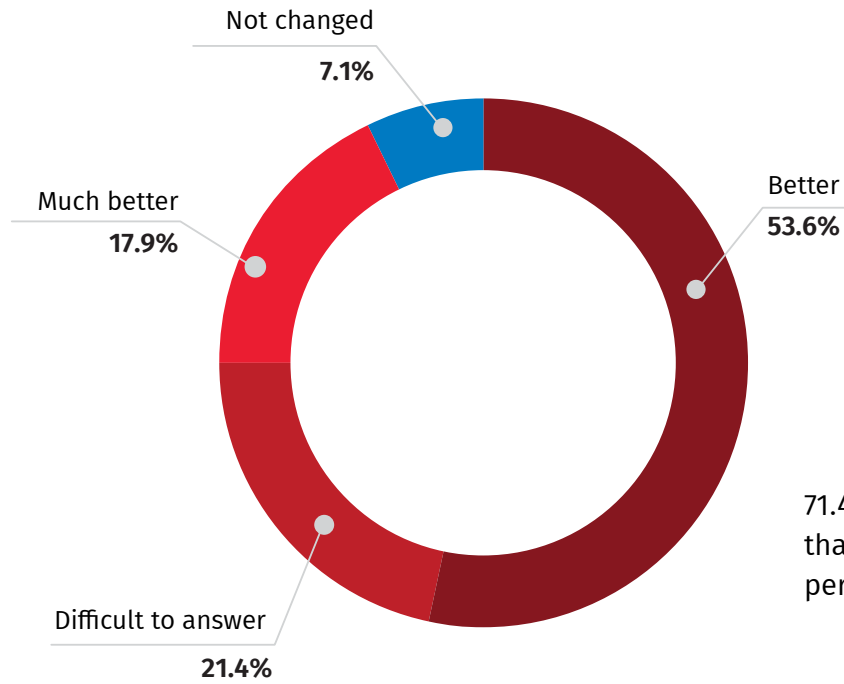


53.3 percent of research participants employed in non-governmental sector think that the quality of Geostat work improved in last 12 months, however, 10.0 percent reported no change in this regard.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, EDUCATIONAL SECTOR

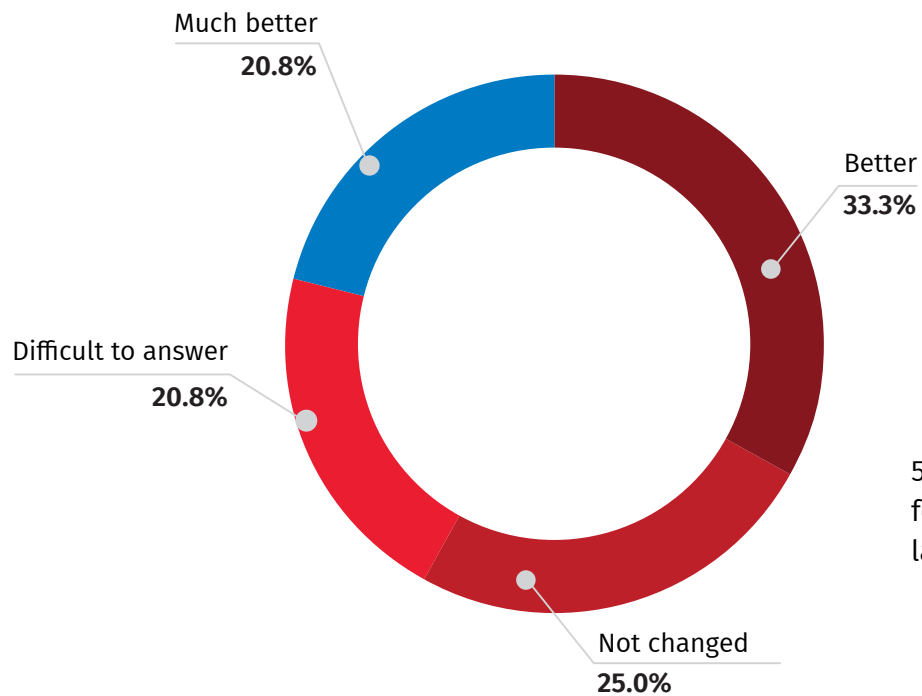


71.4 percent of research participants employed in Educational sector think that the quality of Geostat work improved in last 12 months, however, 7.1 percent reported no change in this regard.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, INTERNATIONAL AND FOREIGN ORGANIZATIONS



54.2 percent of research participants employed in international and foreign organizations think that the quality of Geostat work improved in last 12 months, however, 25.0 percent reported no change in this regard.



Reliable Data
for Right Decisions!



WE

- 1 RESPECT AND APPRECIATE OUR RESPONDENTS!
- 2 LISTEN AND WORK FOR OUR USERS
- 3 ARE A TEAM OF PROFESSIONALS
- 4 AND LEADERS IN OUR FIELD OF ACTIVITY!

