



STATISTICAL INFORMATION USER SATISFACTION SURVEY

2021

*Reliable Data
for Right Decisions*





A BRIEF DESCRIPTION OF THE SURVEY

National Statistics Office of Georgia (Geostat), with technical and financial support of UN Women, 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.

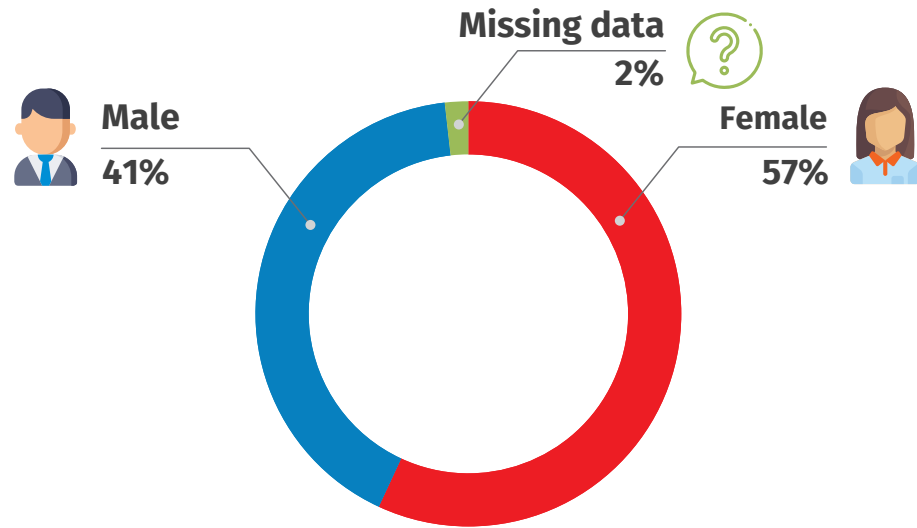
The survey was carried out based on the internationally recognized best practices, and according to the methodologies proposed by UN and World Bank.

The survey was conducted using a quantitative method, however, the satisfaction of the users of gender statistics was assessed through quantitative as well as qualitative methods.

The survey was carried out during November-December 2021 and covered all institutional sectors. Up to 600 respondents aged 15 and up participated in the survey.



DISTRIBUTION OF USERS, BY GENDER

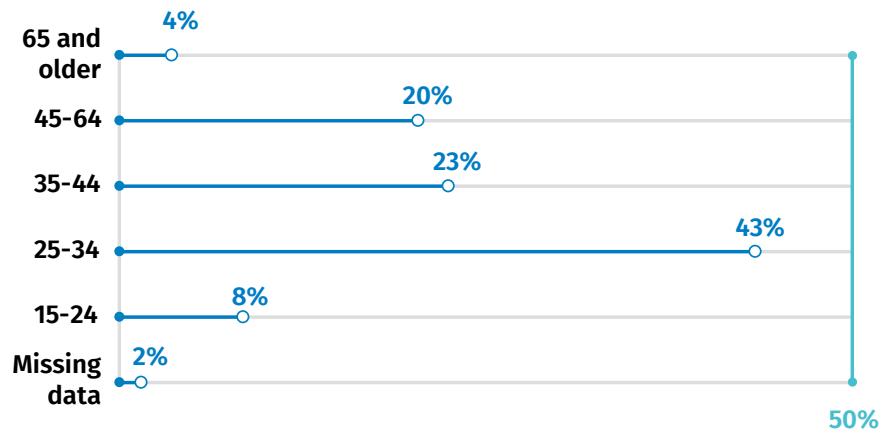


Research revealed that the women constituted 57 percent of active users of the statistical information, whilst men constituted 41 percent.





DISTRIBUTION OF USERS, BY AGE

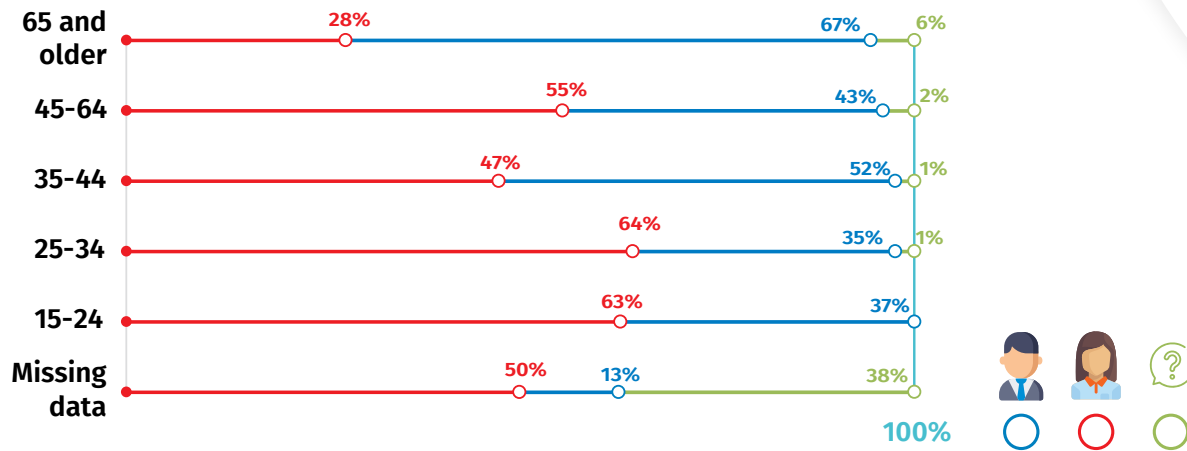


The most active users belonged to the 25-34 age group and constituted 43 percent of total number of users. 23 percent of the entire user population belonged to the 35-44 age group, followed by users from the 45-64 age group (20 percent), whilst 65 years old and older users represented only 4 percent of the total user population.





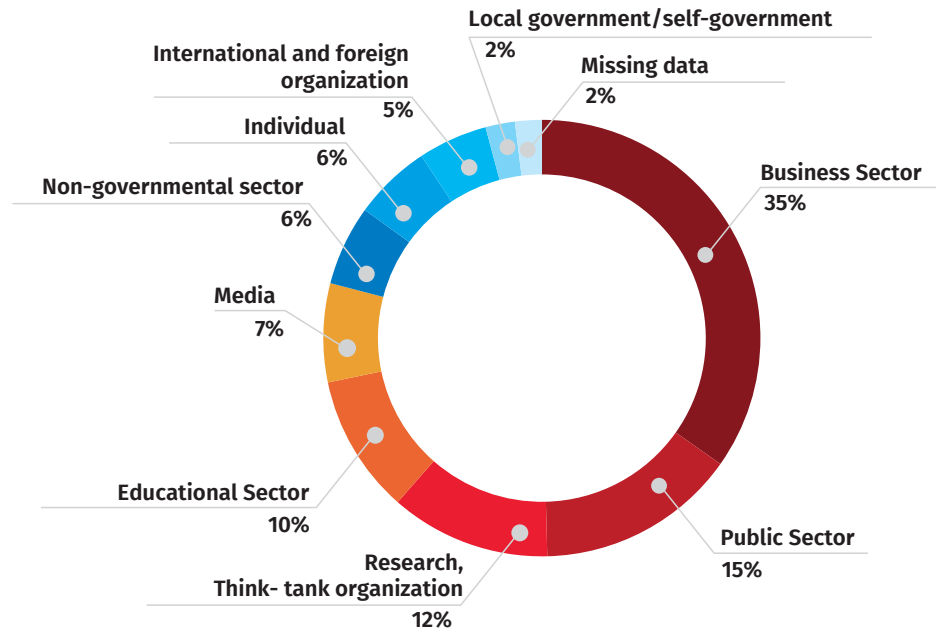
DISTRIBUTION OF USERS, BY GENDER AND AGE



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 group of 65 and older.



DISTRIBUTION OF USERS, BY OCCUPATION

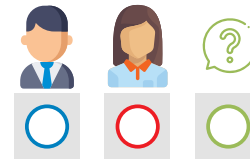
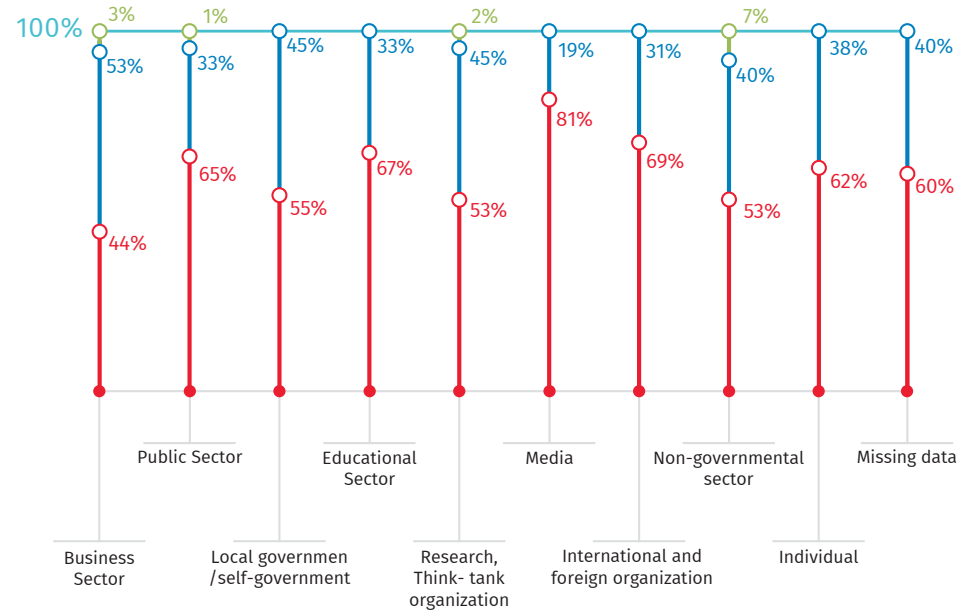


Data suggests that mainly individuals from five different occupational fields utilize statistical information. In particular: 35 percent of users belong to business sector; 15 percent is found in government sector; 12 percent is represented by research, think-tank organizations; 10 percent of users belong to educational sector, and 7 percent are media representatives.





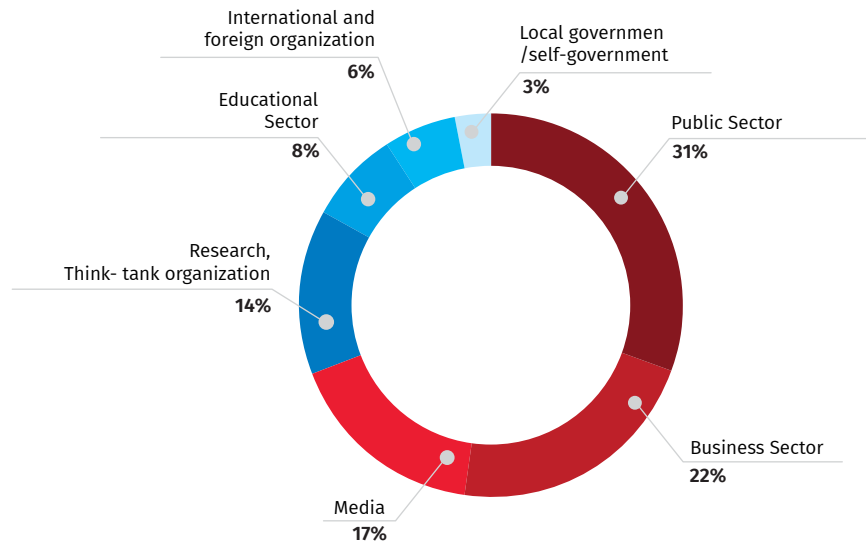
DISTRIBUTION OF USER, BY GENDER AND OCCUPATION



In all occupational areas women constitute majority among statistical information users, with one exception – in business sector predominantly men inquired about statistical information.



STRUCTURE OF INFORMATION USE ON A DAILY BASIS



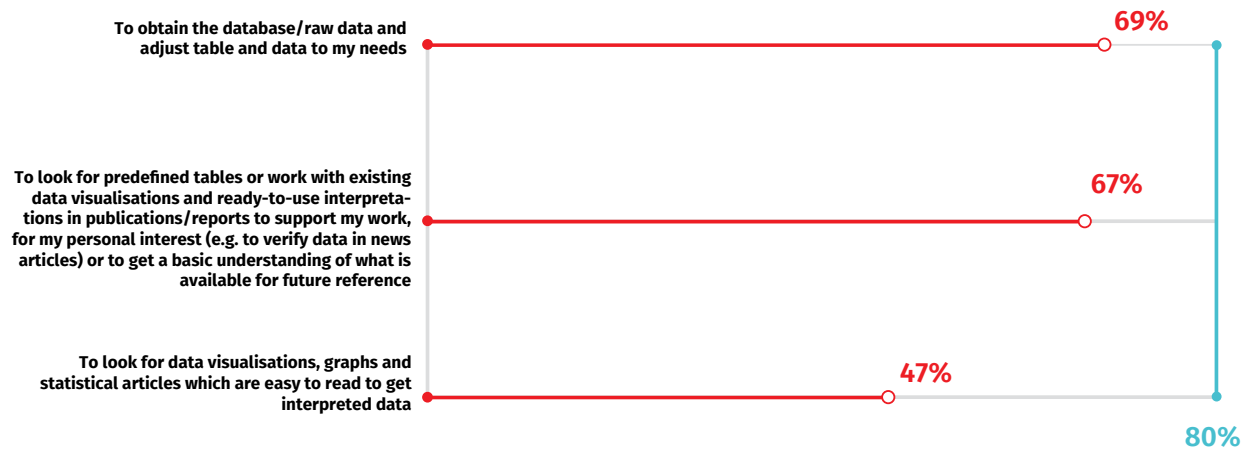
Analysis of the frequency of information usage revealed that representatives of public sector (31 percent), business sector (22 percent), media (17 percent), and research Think-tank organizations (14 percent) are the most frequent users of the statistical information.





PURPOSE OF THE VISIT ON THE GEOSTAT WEBSITE

Data suggests that there are several reasons for customers to visit Geostat webpage. As majority of respondents reported, the main intention is to use databases to prepare tables and visual materials, to use statistical tables and publications, and to obtain the information regarding available data.





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 Business Sector



② Population and demography



③ Employment and wages



④ Standard of living (poverty, subsistence minimum)



⑤ External Trade



⑥ National accounts (GDP, economic growth)



⑦ Price statistics (inflation)



⑧ Tourism statistics



⑨ Regional statistics

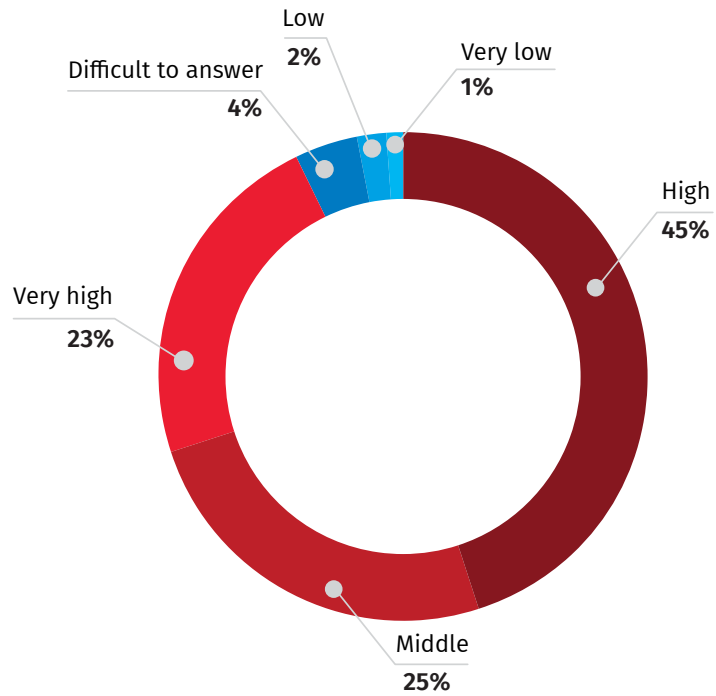


⑩ Business register





USER EVALUATION OF THE QUALITY OF THE INFORMATION PROVIDED BY GEOSTAT

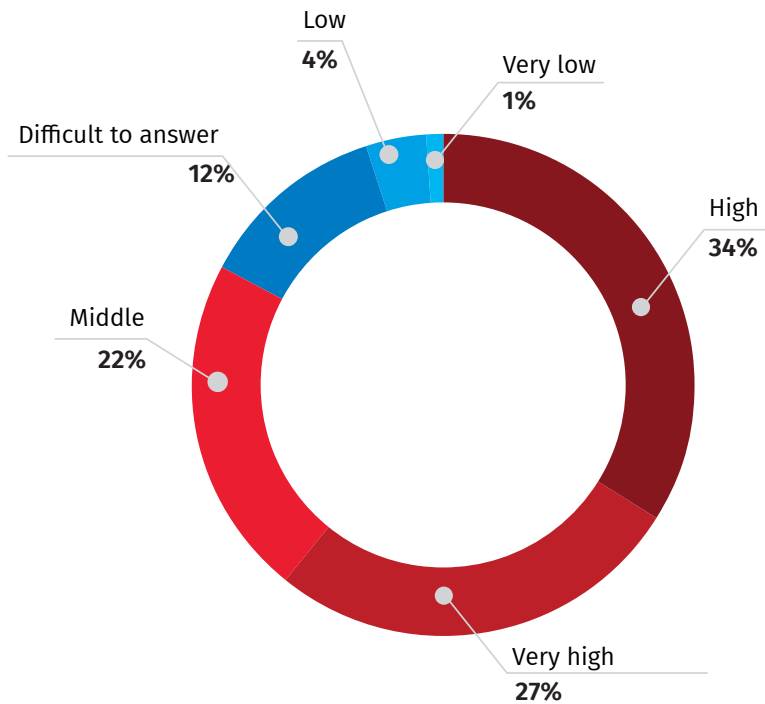


Research shows that 68 percent of users rated data produced by Geostat as high-quality data, whilst 25 percent of research participants qualified data as having average quality. On the other hand, 3 percent of the users think that data provided by Geostat are of low quality.





ACCESS TO METHODOLOGY

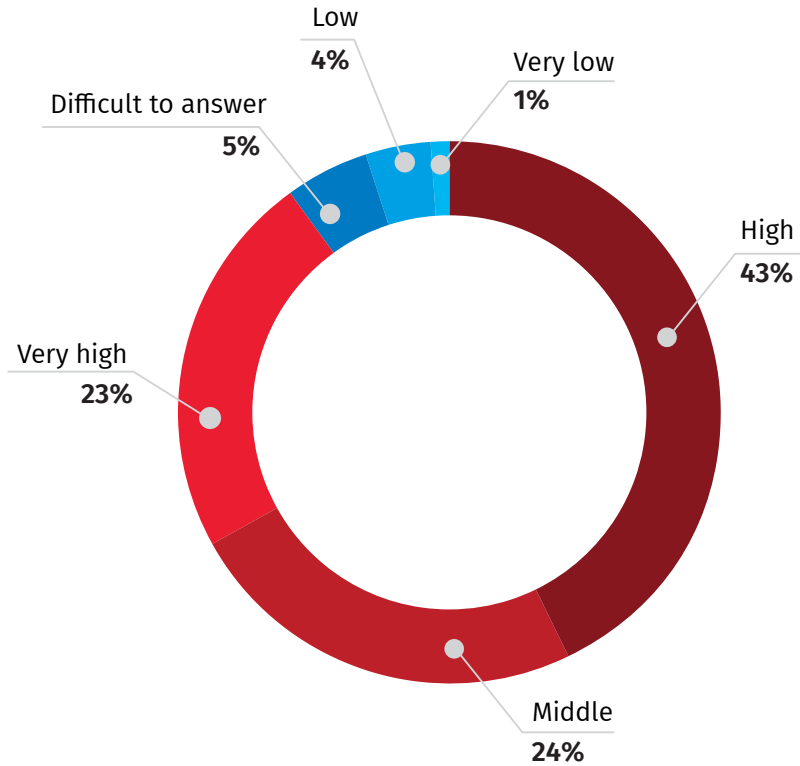


According to the survey 61 percent of users rated access to methodology as very high, while for 22 percent of users it was only moderately available.





RELIABILITY OF INFORMATION

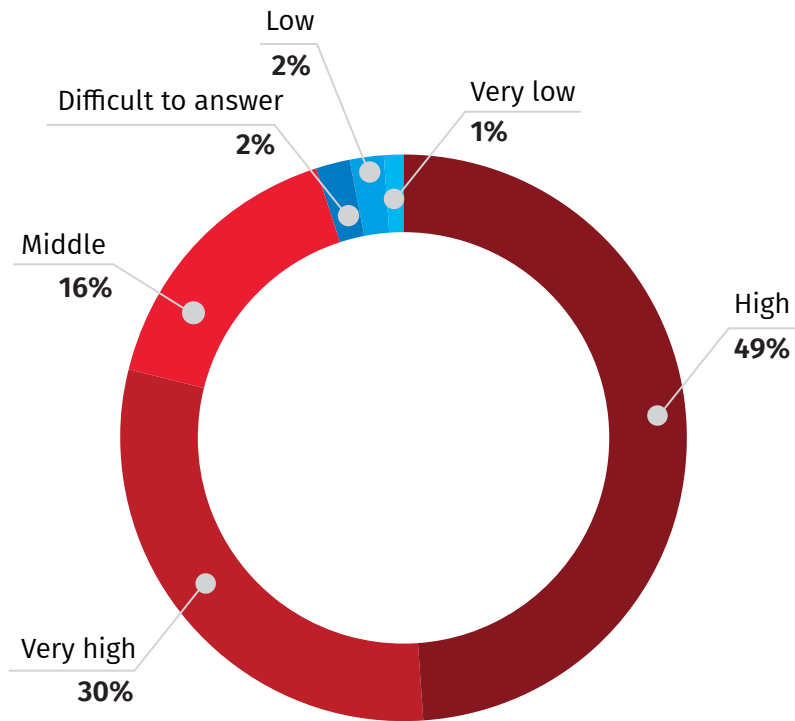


As graph presented below shows, 66 percent of respondents think that the information produced by Geostat is highly reliable, while 24 percent of respondents reported it as moderately reliable.





USEFULNESS OF INFORMATION

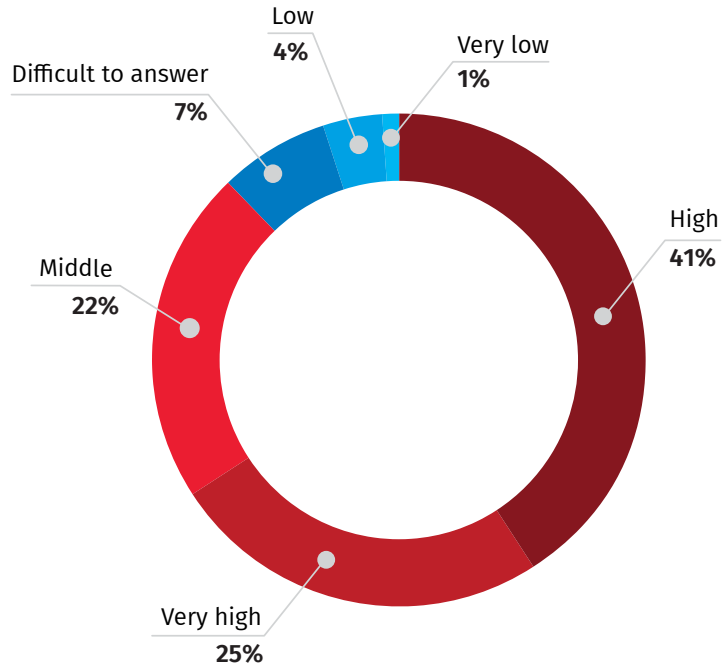


Graph below shows that vast majority of users (79 percent) think that the information provided by Geostat is highly useful, while only 16 percent rated the information as moderately useful.





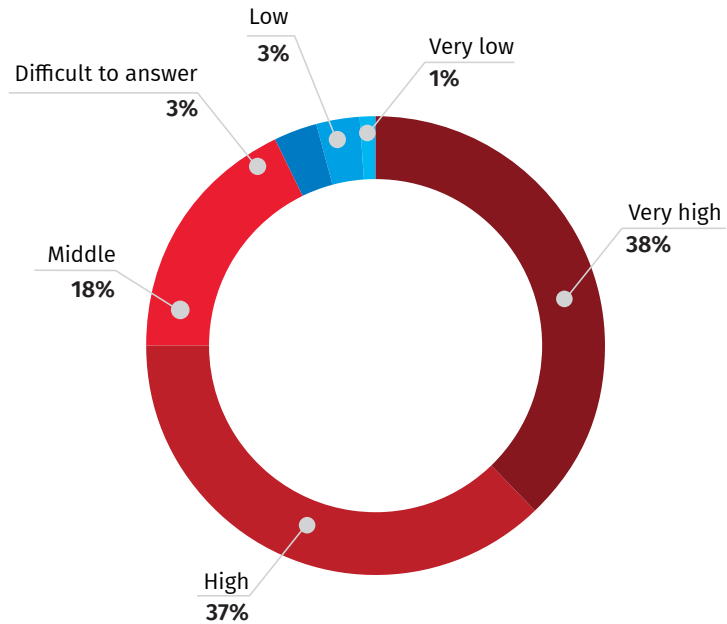
DATA VISUALIZATION



66 percent of users perceived the visuality of the published information as having high quality; however, 22 percent of the respondents think that provided information is moderately well visualized.



TIMELINESS OF RECEIVING REQUESTED INFORMATION

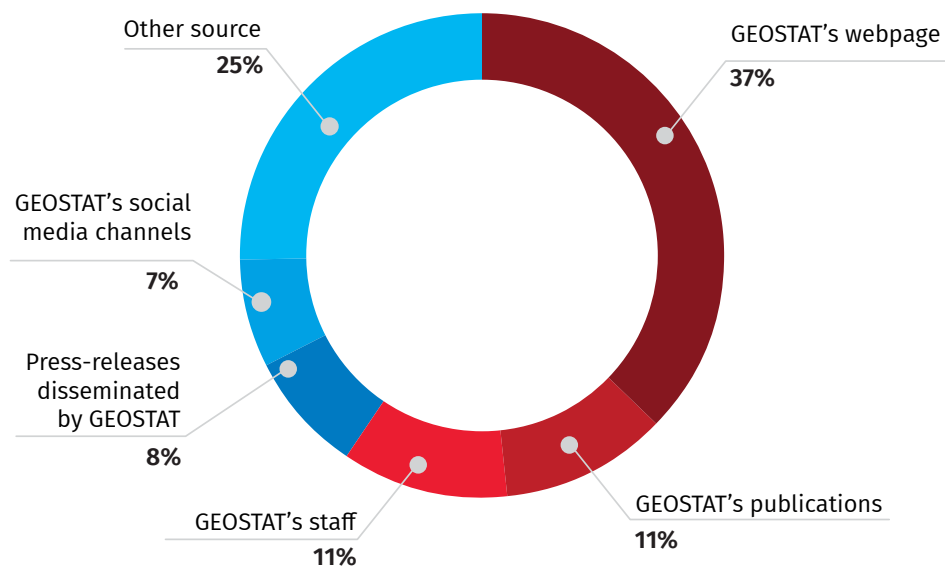


Majority of users (75 percent) reported that Geostat provides requested information very fast, while 18 percent thinks that this takes moderately long time.





MAIN SOURCES OF THE INFORMATION ABOUT GEOSTAT ACTIVITIES

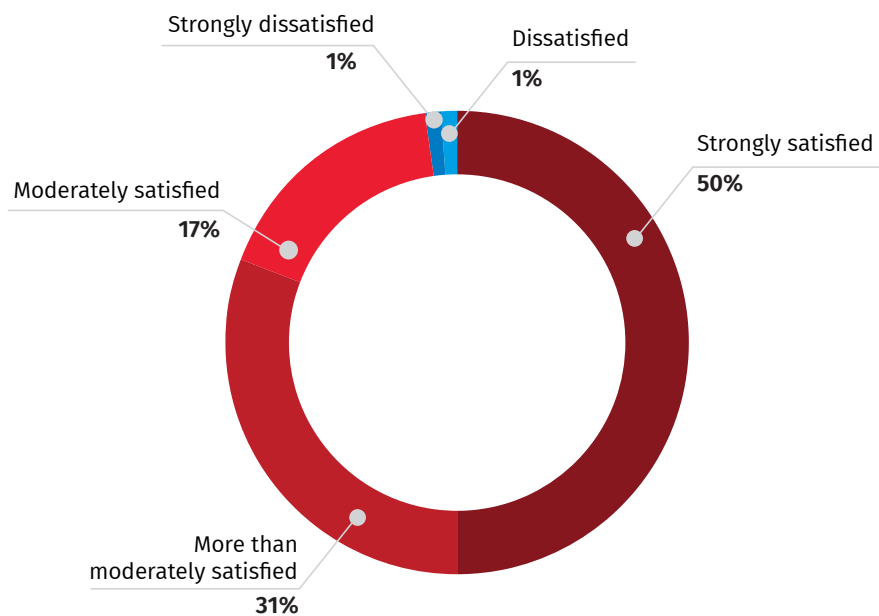


As for the sources of the information about work done and data produced by Geostat, 37 percent of users obtain the information through Geostat webpage, 11 percent of individuals learned about Geostat activities from publications; yet for another 11 percent of the users Geostat staff served as a source of information; 8 percent got familiar with press releases disseminated by Geostat, and 7 percent of users found the information through social media channels. 25 percent of the respondents used other sources.





LEVELS OF SATISFACTION OF USERS



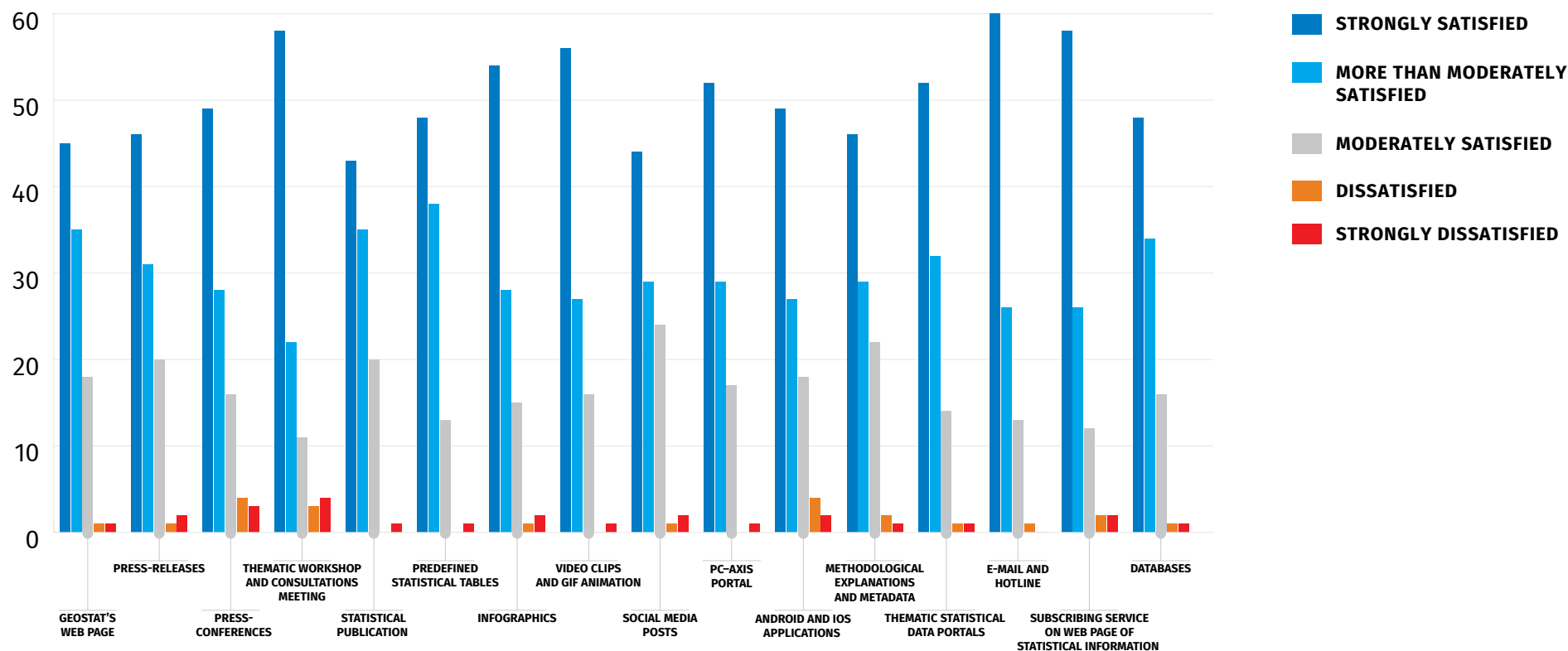
As graph presents almost all respondents (98 percent) were satisfied by the means of information dissemination and services delivered by Geostat.





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.

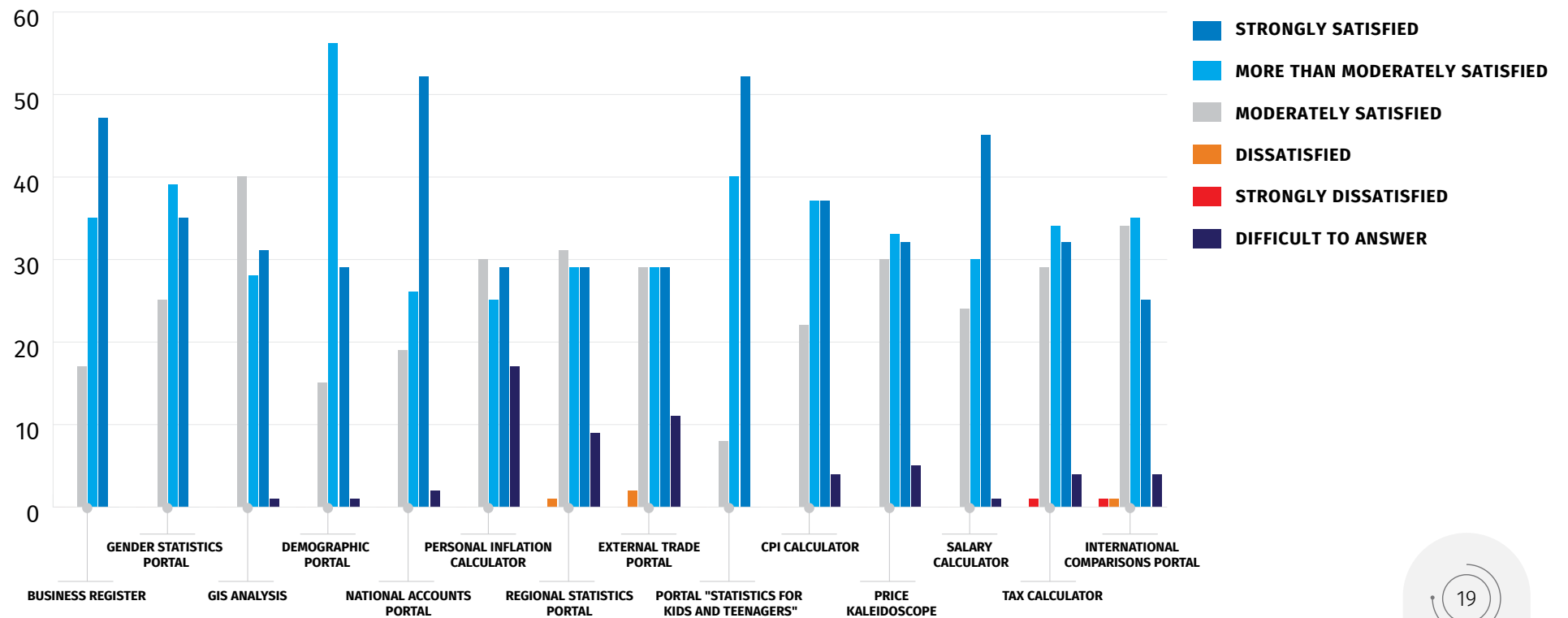


As graph shows, the highest number of survey participants were satisfied with Geostat webpage and statistical information updates subscription service.



SATISFACTION WITH STATISTICAL PORTALS

According to the survey findings vast majority of the users highly appreciate portal “Statistics for kids and teens” (92 percent), Demography portal (84 percent) and Online Business Register (83 percent).





STATISTICAL PORTALS

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



① Business register



② Demography portal



③ External trade portal



④ National accounts portal



⑤ Salary calculator



⑥ Gender statistics portal



⑦ Portal "Statistics for kids and teens"



⑧ GIS Analysis



⑨ International comparisons portal

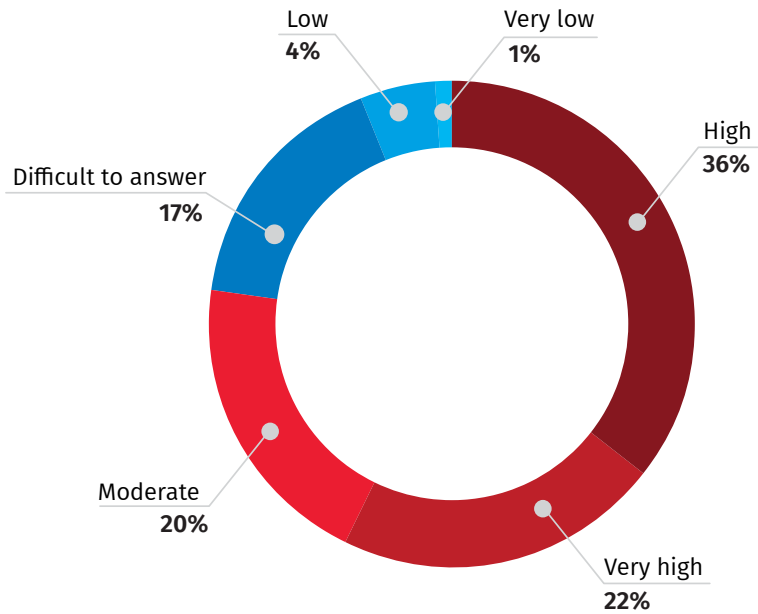


⑩ Regional statistics portal





LEVEL OF INDEPENDENCE

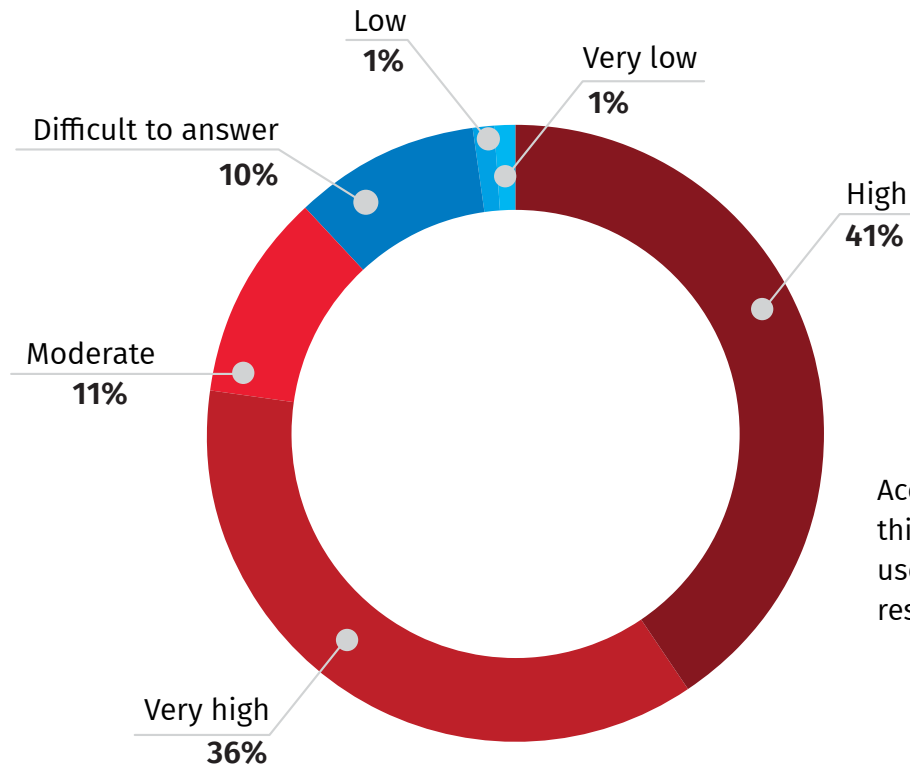


According to the survey findings 58 percent of users think that Geostat is highly independent, while 20 percent of research participants perceive it as moderately independent.





COMPETENCY OF STAFF

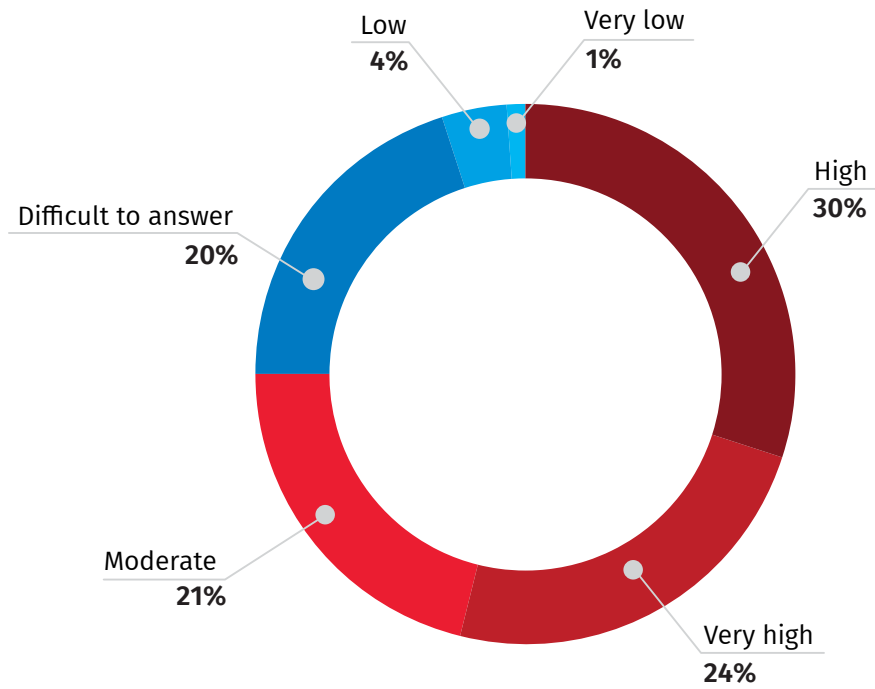


According to the survey findings 77 percent of research participants think that Geostat staff is highly competent, while 11 percent of Geostat users perceived them as moderately competent, and only 2 percent of respondents reported Geostat staff as having low competency.





ORIENTATION ON INNOVATION

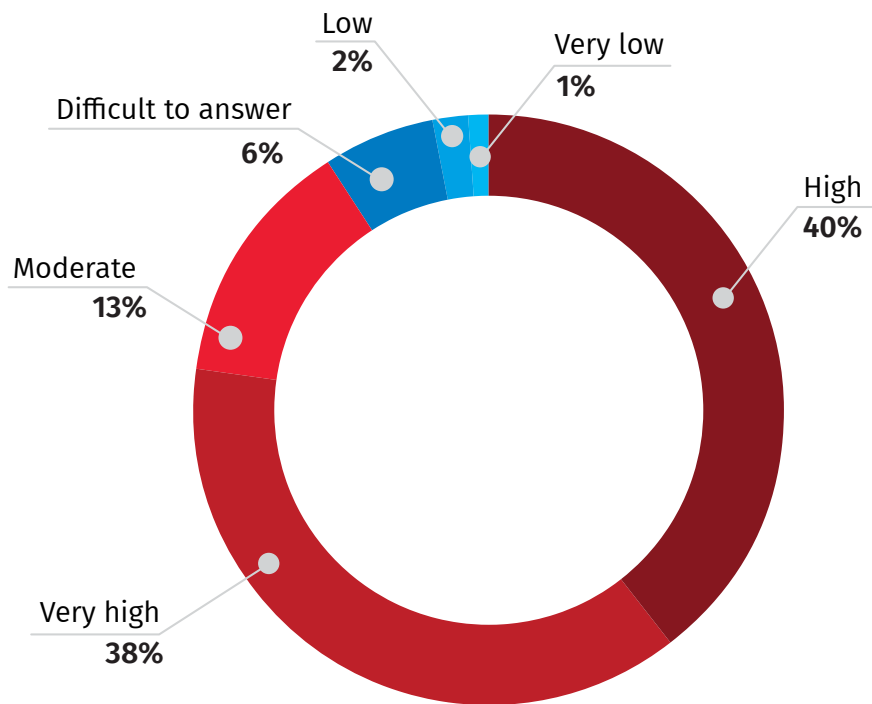


As for orientation on innovation , 54 percent of users rated Geostat as highly oriented on novelty, while 21 percent think that Geostat is only moderately oriented on innovation.





QUALITY OF COMMUNICATION

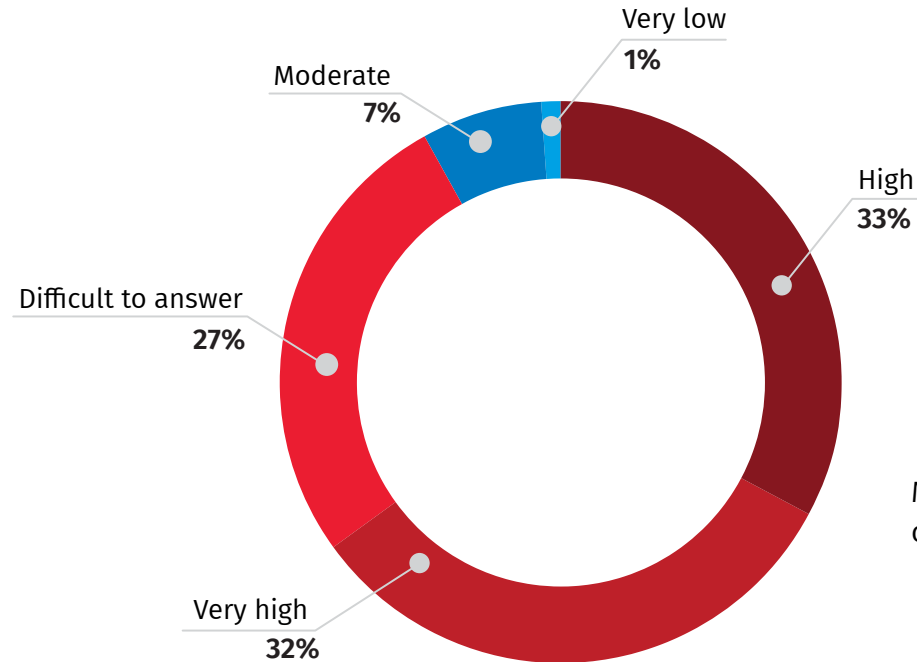


According to the survey findings 78 percent of survey participants think that Geostat has a high quality communication with its customers, however, 13 percent perceived it as moderate.





CONFIDENTIALITY



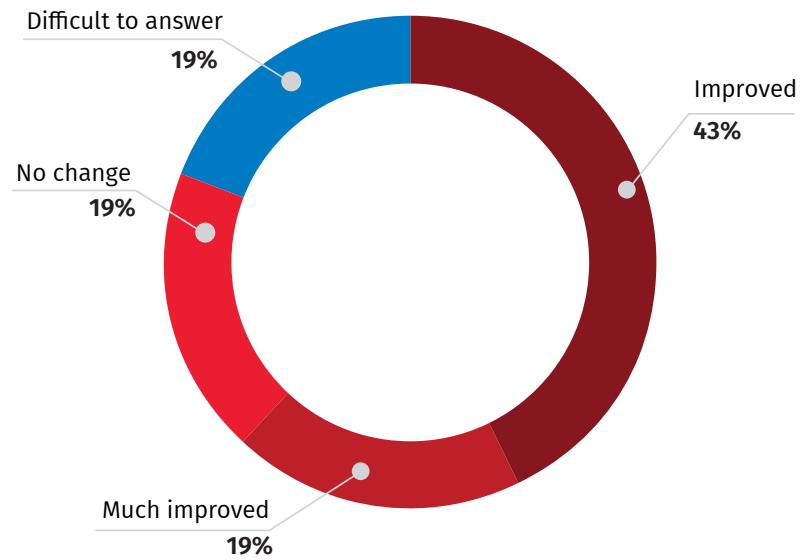
Majority (65 percent) of respondents reported that Geostat follows the confidentiality policy and keeps confidentiality on a high level.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR

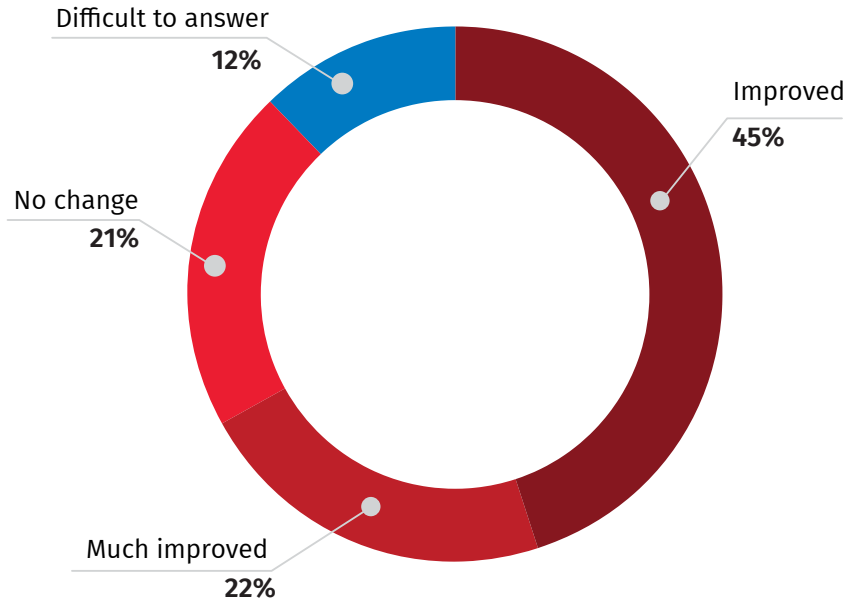
In frame of the study different segments of users were asked to assess activities conducted by Geostat in last 12 months.



According to the survey findings 62 percent of the research participants think that Geostat improved the quality of activities, while 19 percent of the sample did not see any changes.



EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, PUBLIC SECTOR

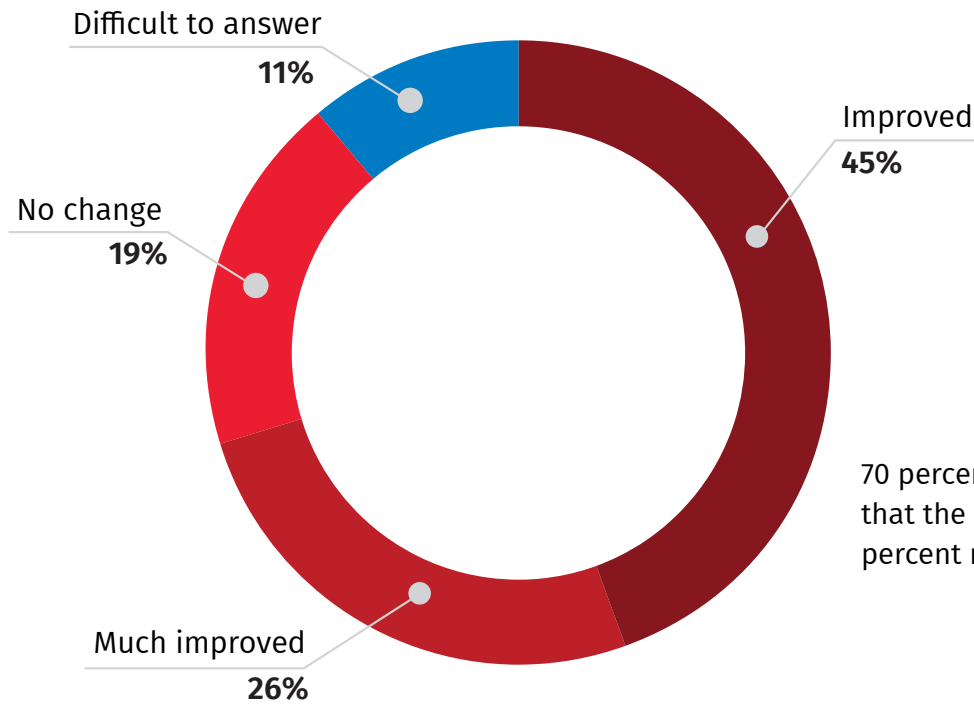


67 percent of research participants employed in public sector think that the quality of Geostat work improved in last 12 months, however, 21 percent reported no change in this regard.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, BUSINESS SECTOR

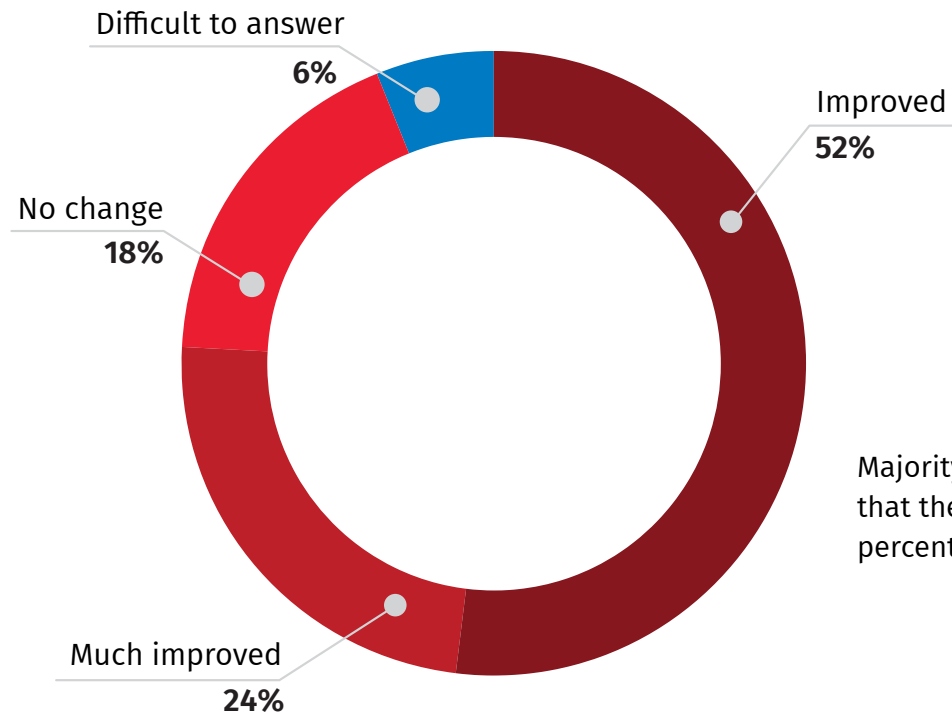


70 percent of research participants employed in business sector think that the quality of Geostat work improved in last 12 months, however, 19 percent reported no change in this regard.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, MEDIA

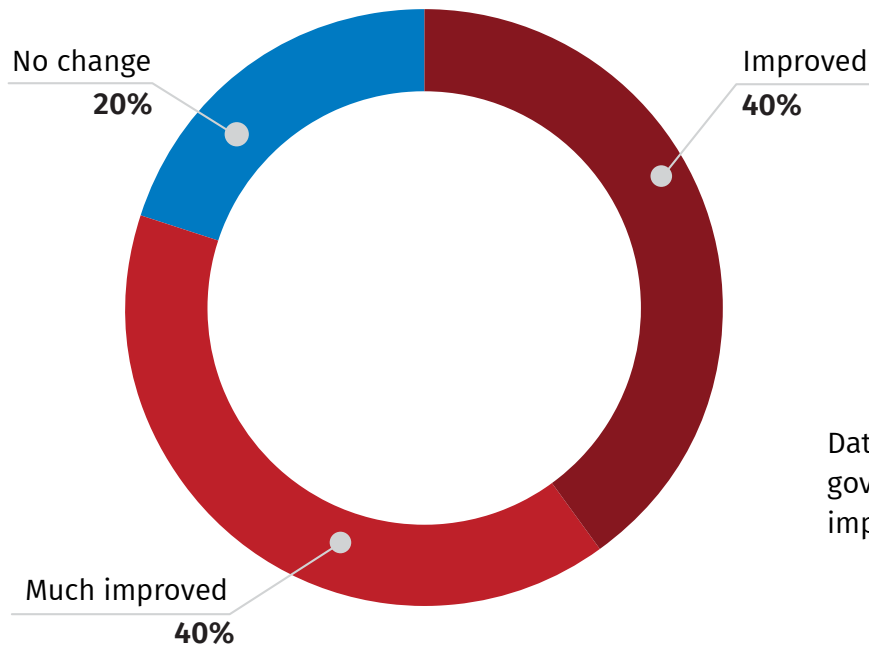


Majority of research participants (76 percent) employed in media think that the quality of Geostat work improved in last 12 months, however, 18 percent reported no change in this regard.





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

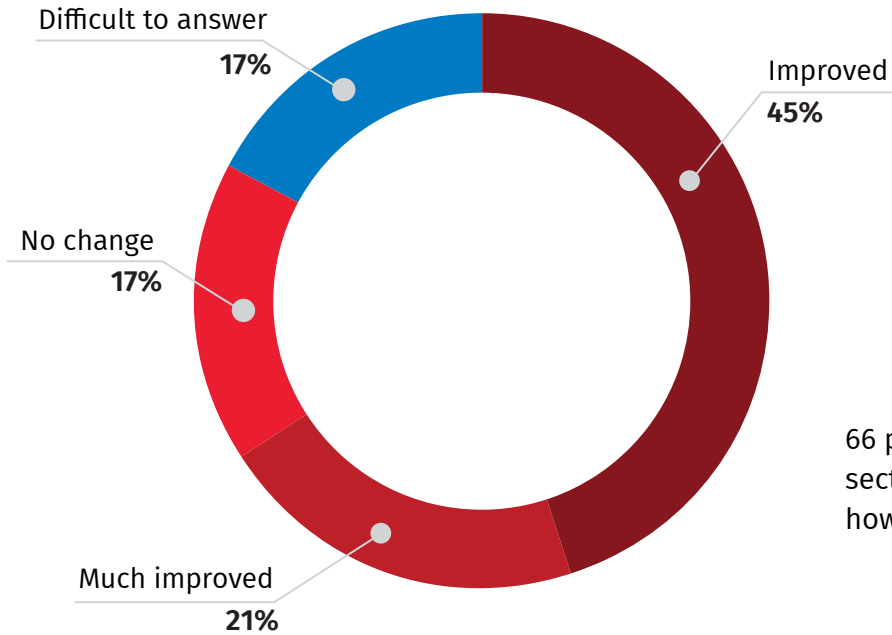


Data suggests that 80 percent of research participants employed in local government /self- government think that the quality of Geostat work improved in last 12 months.





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

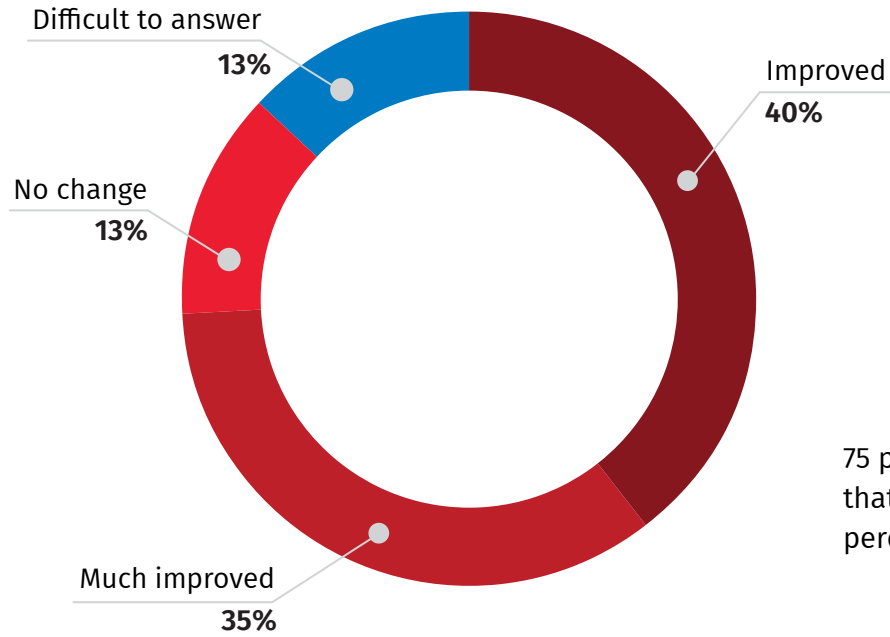


66 percent of research participants employed in non-governmental sector think that the quality of Geostat work improved in last 12 months, however, 17 percent reported no change in this regard.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST YEAR, EDUCATIONAL SECTOR

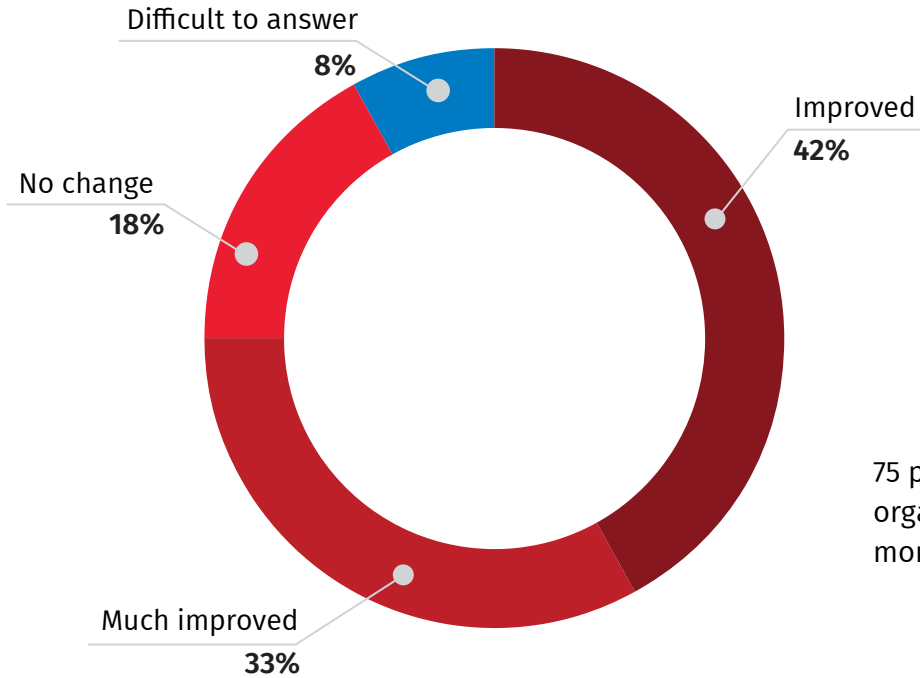


75 percent of research participants employed in Educational sector think that the quality of Geostat work improved in last 12 months, however, 13 percent reported no change in this regard.





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

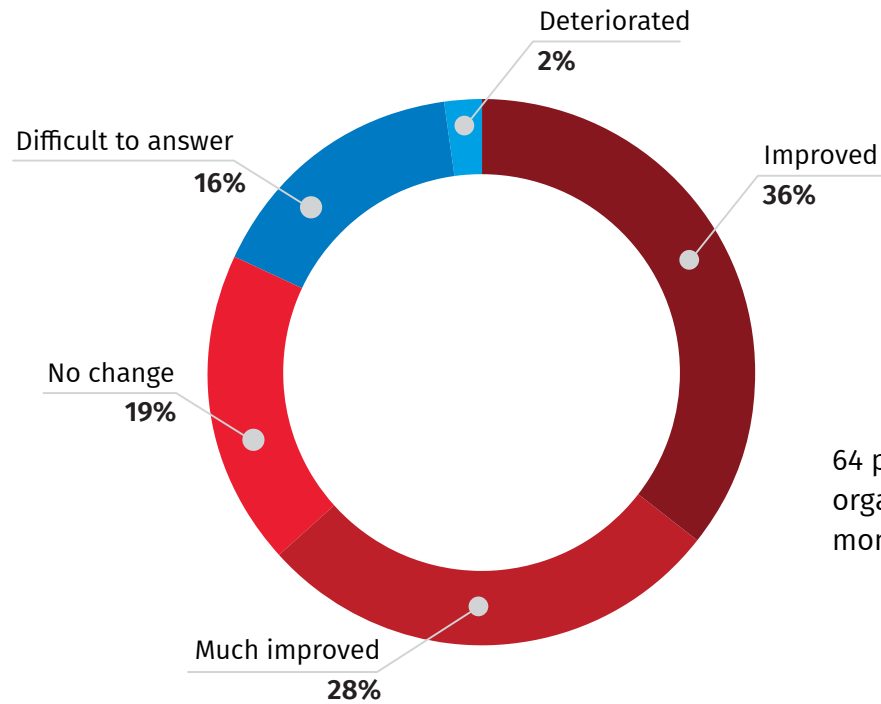


75 percent of research participants employed in international and foreign organizations think that the quality of Geostat work improved in last 12 months, however, 17 percent reported no change in this regard.





EVALUATION OF GEOSTAT ACTIVITIES IN LAST ONE YEAR, RESEARCH, THINK-TANK ORGANIZATIONS



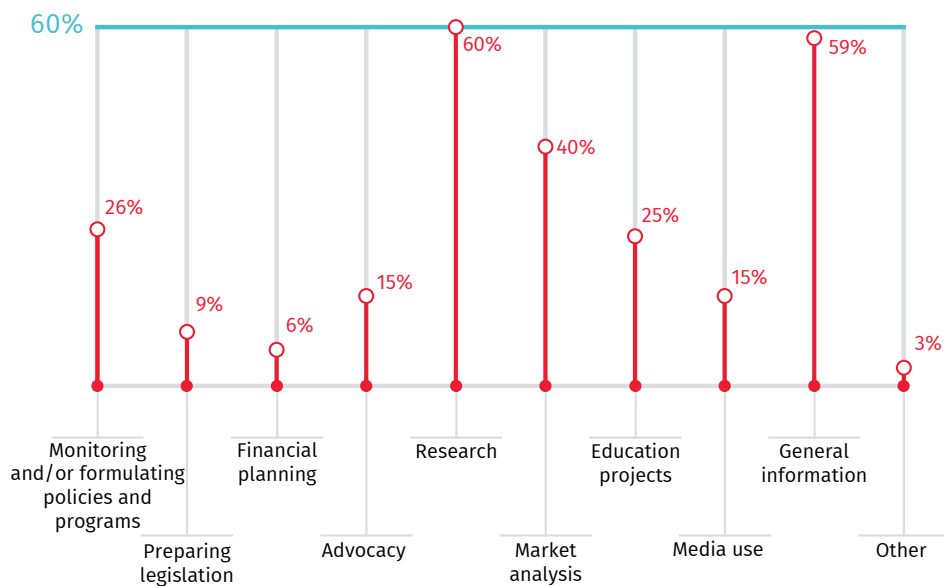
64 percent of research participants employed in research, Think-tank organizations think that the quality of Geostat work improved in last 12 months, however, 19 percent reported no change in this regard.





PURPOSE OF USING GENDER STATISTICS

In frame of the presented survey, detailed data were collected on gender statistics. In particular, information was obtained in order to answer the questions, such as: What are the main goals of using gender statistics? How often research participants use gender statistics? And what is the level of satisfaction with gender statistics products provided by Geostat? Besides, the publication titled “Women and Men in Georgia” and Gender Statistics Portal were evaluated.

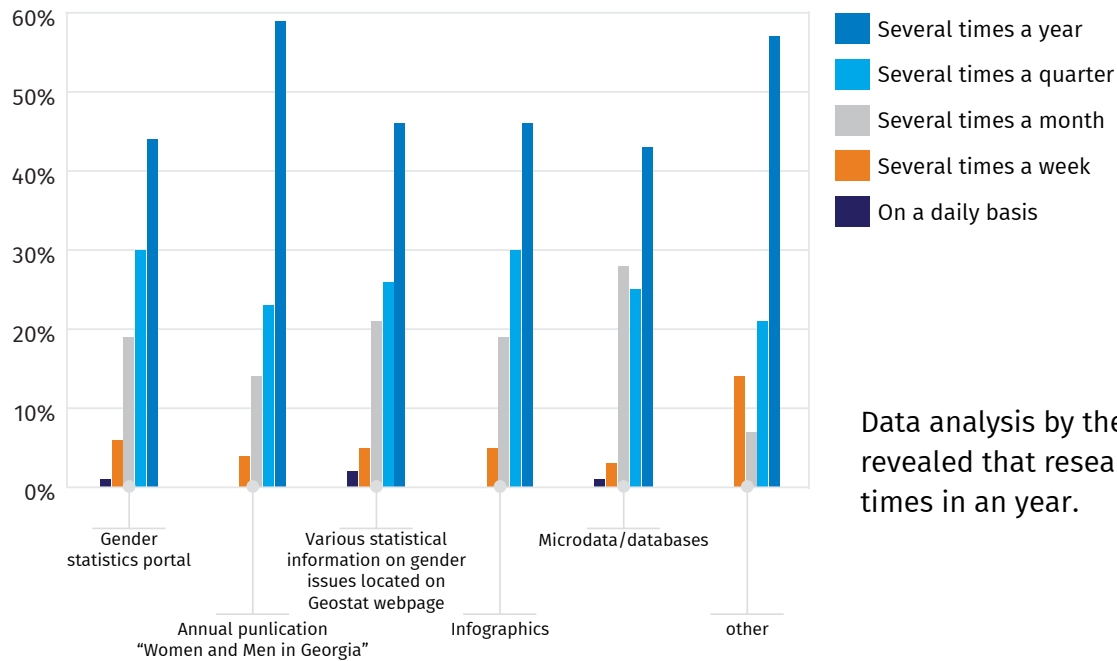


As graph presented below shows, practically same amount of respondents used gender statistics for research purposes (60 percent) and to obtain general information (59 percent), while 40 percent of users extracted it for analytical purposes





FREQUENCY OF USAGE GENDER STATISTICS PROVIDED BY GEOSTAT



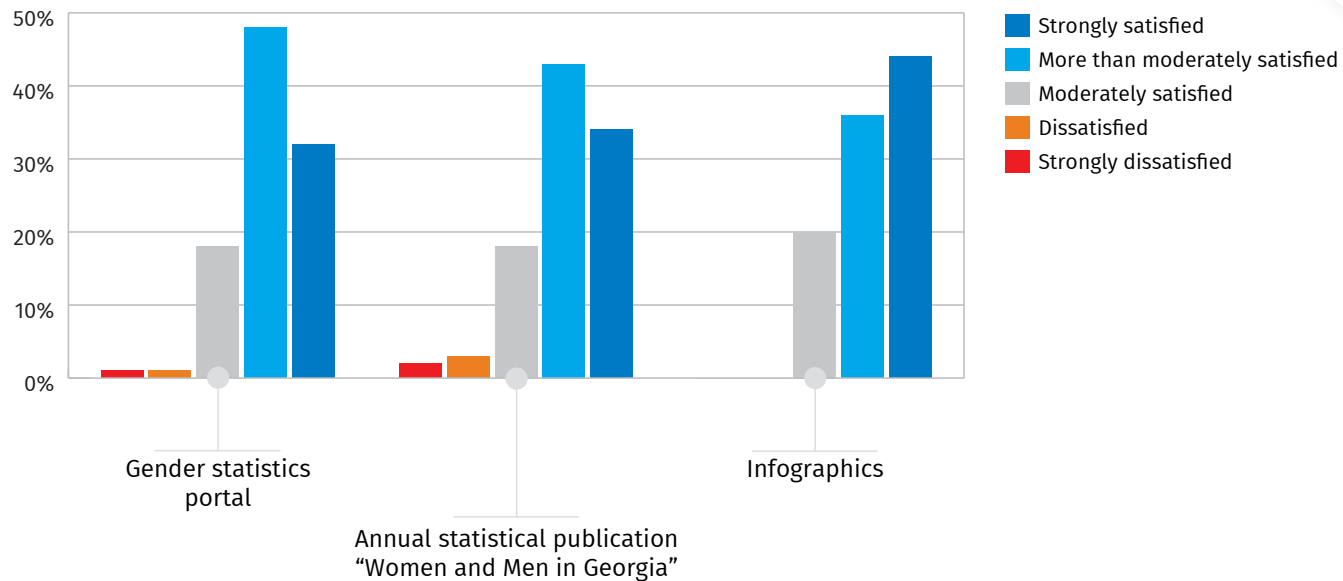
Data analysis by the frequency of usage of gender statistics products revealed that research participants mostly use gender statistics several times in an year.





EVALUATION GENDER STATISTICS PRODUCTS

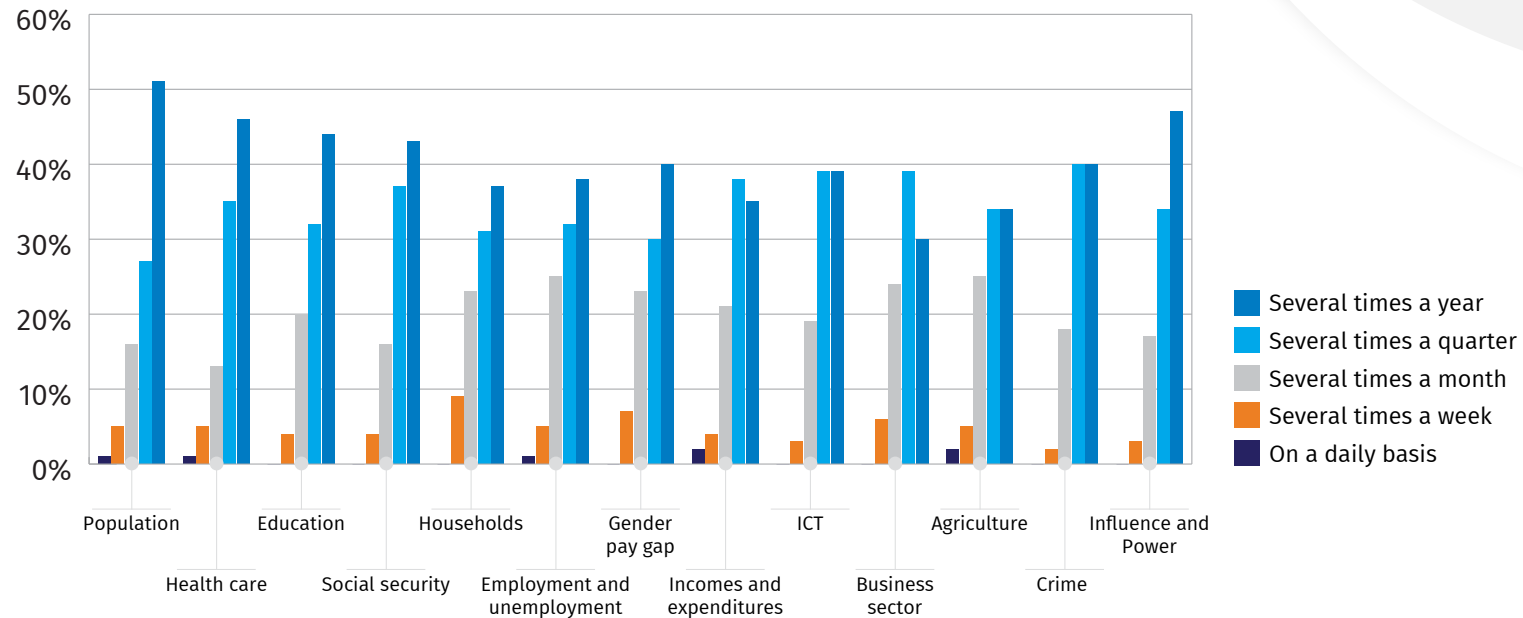
Vast majority of users were satisfied one or another way with Gender Statistics Portal, Statistical publication “Women and Men in Georgia” and Infographics.





FREQUENCY OF USAGE VARIOUS DATA FROM GENDER STATISTICS PROVIDED BY GEOSTAT

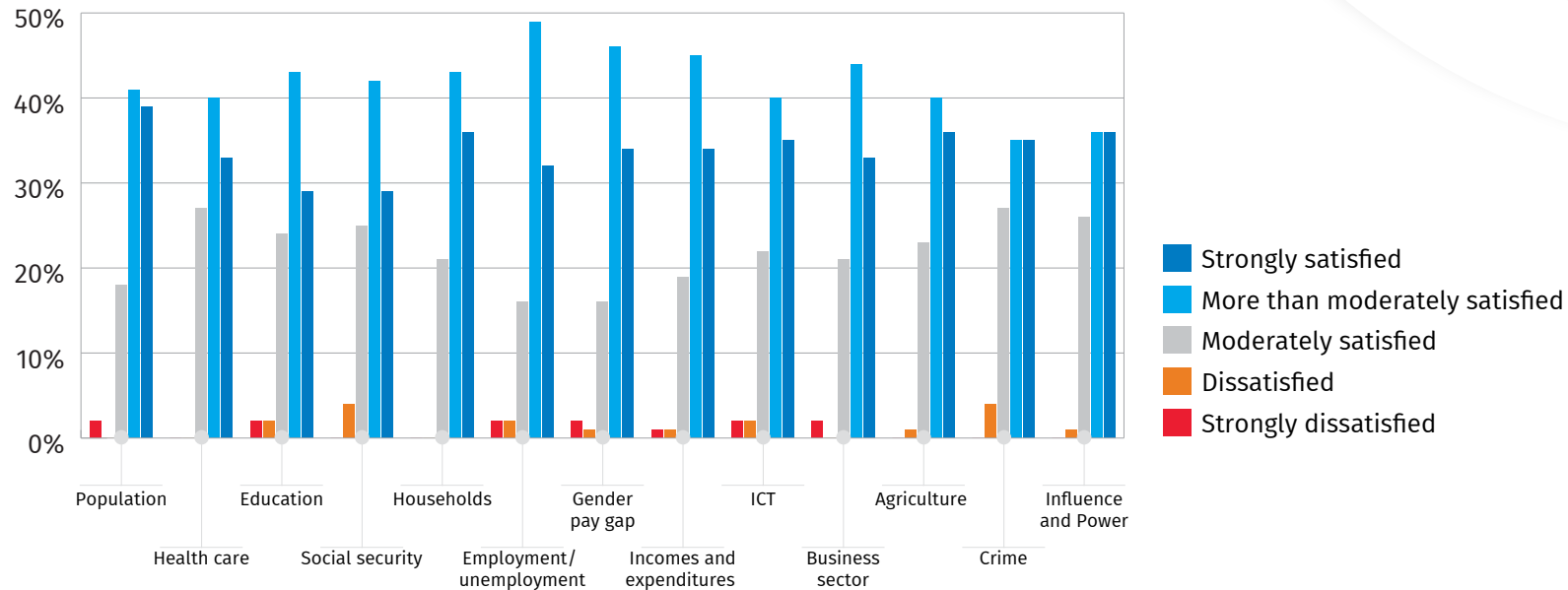
Majority of the users used various data from gender statistics several times in a quartile or a year.





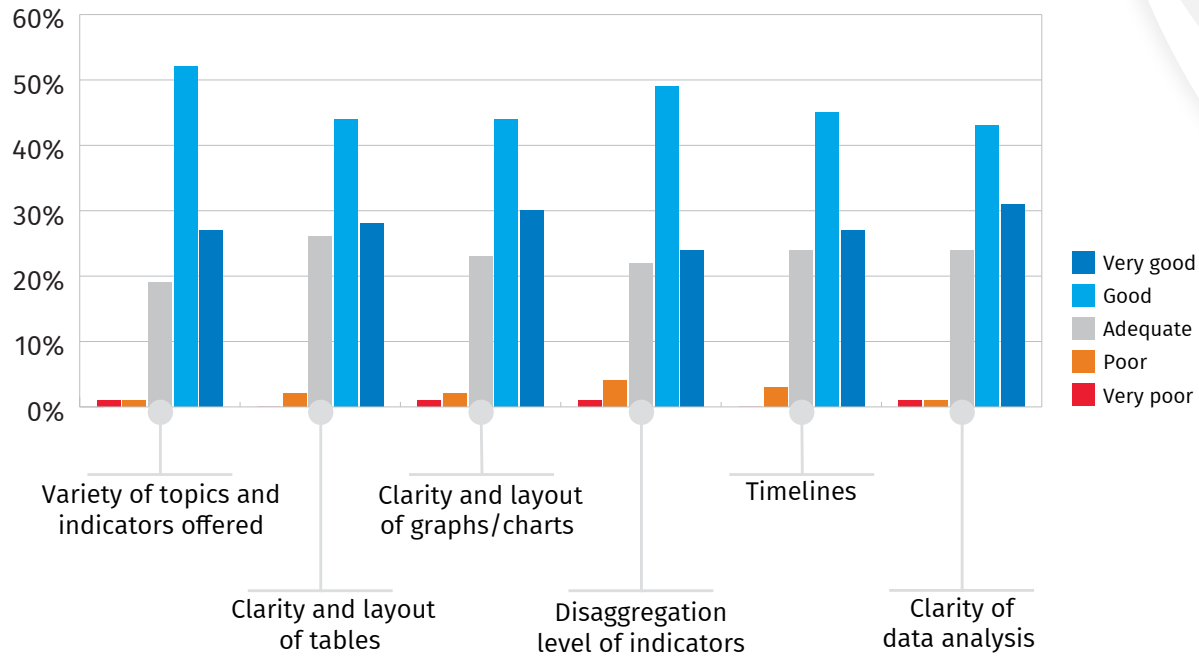
SATISFACTION WITH VARIOUS DATA ON GENDER STATISTICS

Vast majority of statistical information users highly valued almost all data on gender statistics, however, they assigned relatively low scores to violation, education and social protection statistics.





EVALUATION OF STATISTICAL PUBLICATION “WOMEN AND MEN IN GEORGIA”

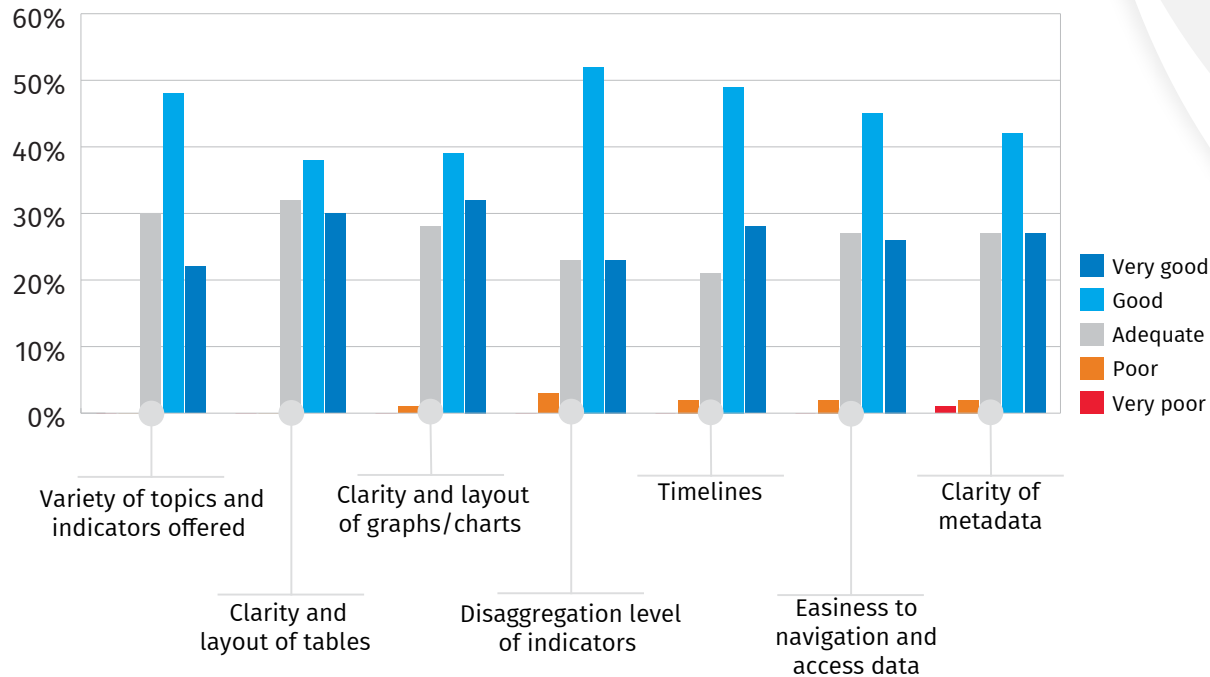


Research shows that users of gender statistics highly appreciated statistical publication “Women and Men in Georgia”. As chart presented below shows, wide variety of proposed topics and indicators have got the highest rating (79 percent).





EVALUATION OF GENDER STATISTICS PORTAL



Users of the gender statistics highly appreciated Gender Statistics Portal. As graph presented below shows, timelines (the time between a happening and the availability of data on it) and the level of detalization of indicators (the level of disaggregation of the data by age, ethnic minorities, persons with disabilities, etc.) have got the highest ranking, 77 percent and 74 percent, respectively.



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!

