

Results of the carried out survey on studying of the opinion of statistical data users'

Strategic aim of the state statistical agency is provision of all users with complete, reliable and timely data on social, economic, demographic and ecological situation of the country. Assessment of the quality of statistical data as well as express confidence in activity of the statistical agency by statistical data users' is one of the important issues.

The circle of the statistical data users is wide. It includes government authorities, commercial and non-commercial organizations, educational institutions, research institutions, mass media, international organizations, foreign government organizations, enterprises and natural entities. So, main task of the statistical agency is provision of users of all categories with equal access to statistical data in spite of the difference of inquiry.

Statistical surveys implementation for assessment of the confidence level of users in official statistics was considered in the framework of execution of the State Program on "Improvement of the official statistics in the Republic of Azerbaijan during 2008-2012". The aim of the carried out survey is to improve statistical data dissemination by means of definition of needs of users and to increase confidence level in statistical agency.

Implementation of survey is based on complex research of the activity of statistical agency as well as different criteria of obtained statistical data. During the survey confidence level of users in statistical information and statistical agency is assessed.

The using level by respondents of different statistical fields such as environmental protection, demography, living standard, labor market, social sphere, economy, prices and tariffs, industry, agriculture, transport and communication is defined in the survey.

The statistical data is assessed by different parameters such as relevance, reliability and completeness of data, immediacy and periodicity of data presentation, and comparability.

The level of professionalism of employees of the statistical office on data presentation is evaluated too.

Different indicators such as population size and income, level of unemployment, growth rate of GDP, inflation rate are used for assessment of the confidence level of users in important published statistical data. Here respondents assess how the data reflects a real situation of certain area by means of corresponding indicators.

Total assessment of the statistical activity is indicated at the end of the questionnaire. This evaluation gives possibility to study the level of satisfaction by different items such as:

1. the SSC presents quality information
2. statistical information of the SSC reflects major social events
3. the SSC presents impartial data

4. the SSC presents information and provided with services own users regularly and etc. Generally, level of satisfaction with the activity of the statistical agency is defined at the end.

Answers to questions of the questionnaire have been assessed based on 10 grade assessment scale. Here “1” indicates poor grade, “10” – excellent grade.

The questions reflected in the questionnaire were used for calculation of the satisfaction and confidence index of the users. The special indices were used for calculation of these indices. Each special index was calculated based on primary data of the questionnaire.

Eight special indices were used for calculation of the satisfaction index (number of primary indicators used for calculation of the special indices was indicated in brackets): evaluation of the statistical data quality (6); evaluation of the quality of statistical data presentation (7); evaluation of the easiness of data retrieval at web page (1); average evaluation of services rendered to user obtained information by means of e-mail, phone or letter (4); average assessment of the activities of employees of the statistical agency (5); average assessment of the confidence of users in statistical indicators issued by SSC (5); average assessment of activities of the statistical agency (4); average assessment of the satisfaction related with activities of the SSC (1).

Six primary indicators were used for calculation of the index of assessment of statistical data quality: relevance, reliability and completeness of the data, immediacy and periodicity of data presentation, comparability of the data. Equal weights were used on calculation of the special indices.

Three special indices were used for calculation of the confidence index in activity of the statistical agency. These special indices were assessment of the statistical data quality, confidence level in issued statistical indicators and assessment of the activity of the statistical agency.

The weight rates defined in the result of expert assessment were used in calculation of the satisfaction and confidence indices. Equal weights were used in definition of the satisfaction index. The weight of the confidence index in issued statistical indicators was equal to 0.5 and the weight of the rest two special indices was equal to 0.25.

It is planned to carry out survey on studying of the opinion of statistical data users' regularly once a year. 2151 users were covered by survey conducted in 2009.

Information on participants was indicated in below-mentioned table:

	Number	Share in total volume, per cent
Participants including:	2151	100
organs of public authorities	458	21.3
research institutions	127	5.9
radio and TV company, information agencies	26	1.2
press (newspapers, magazines) and publishing house	96	4.5
marketing, consulting and advertising agency	7	0.3
financial organizations (bank, insurance, investment fund)	159	7.4
industrial enterprises	213	9.9
agencies of construction organizations and real estate	168	7.8
transport enterprises	97	4.5
enterprises provided with communication, telecommunication, software services	65	3.0
trade organizations	275	12.8
organizations provided with communal and social services	275	12.8
other	185	8.6

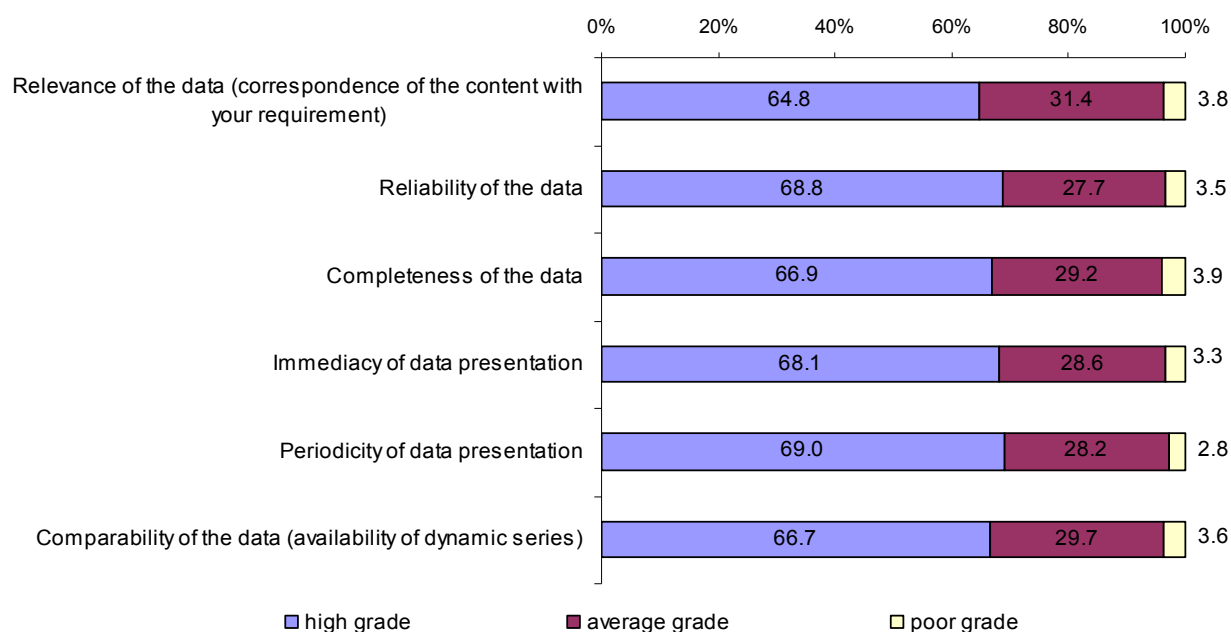
This survey covered all territory of the republic. Indices of satisfaction and confidence were calculated based on obtained information.

Indices	Grades
Evaluation of the statistical data quality	7.95
Evaluation of the quality of presentation of statistical data	8.09
Evaluation of the easiness of data retrieval at web page	8.58
Average evaluation of services rendered to user obtained information by means of e-mail, phone or letter	8.71
Average assessment of the activities of employees of the statistical agency	8.73
Average assessment of the confidence level of users in statistical indicators issued by SSC	7.90
Average assessment of activities of the statistical agency	8.46
Average assessment of the satisfaction related with activities of the SSC	8.43

According to the results of the survey, the users' satisfaction and confidence index was equal to 8.36 and 7.03 (here "1" reflects poor grade, "10" – excellent grade). These grades indicate that satisfaction with statistical data and confidence in activities of the statistical agency was higher.

The best results were found with respect to average grade of activities of employees of the statistical agency (8.73), average grade of services rendered to user that obtains information by means of e-mail, phone or letter (8.71), evaluation of the easiness of data retrieval at web page of the SSC (8.58). Comparatively low results were received with respect to average assessment of the confidence level of users in statistical indicators issued by SSC (7.90) and assessment of the statistical data quality (7.95).

Final diagram on assessment of the statistical data quality presented by SSC



Note: grade from 1 to 3 includes poor assessment, from 4 to 7 – average assessment, from 8 to 10 – high assessments. Final results are calculated as ratio of the number of estimators to total number of the respondents.

According to the results of the diagram it was clear up that majority of parameters were highly assessed by respondents. The best grade made 69.0 per cent (periodicity of data presentation).

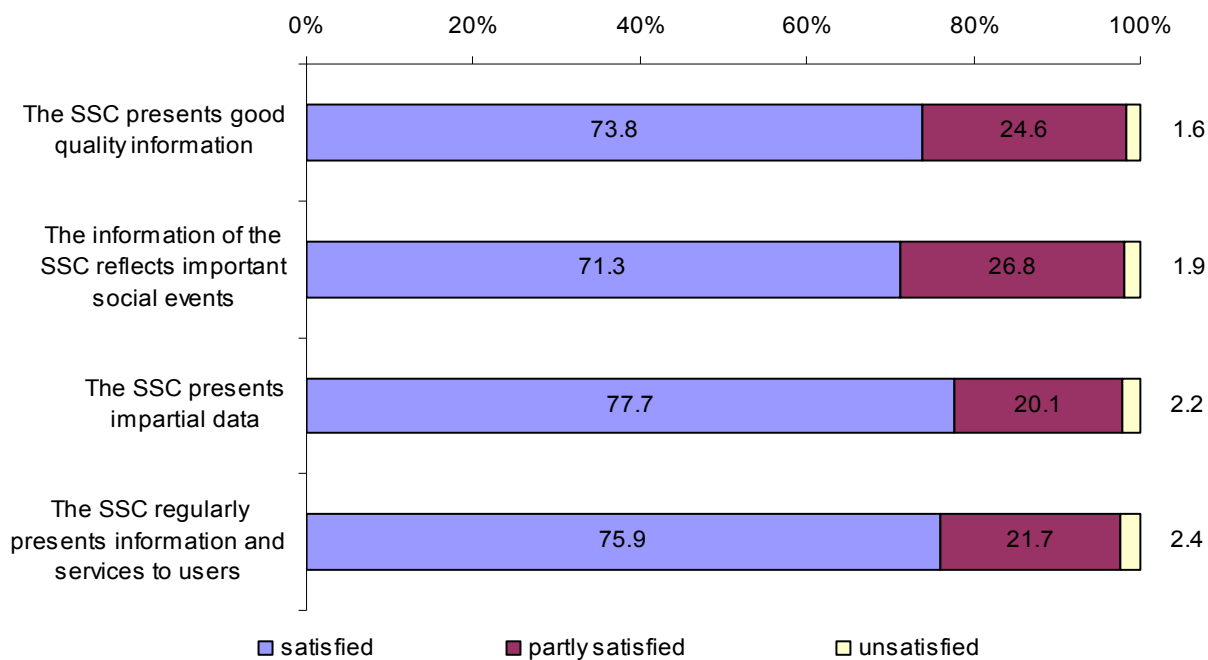
Table on assessment of the statistical data quality by different activity fields

	relevance of the data (correspondence of the content with your requirement)	reliability of the data	completeness of the data	immediacy of data presentation	periodicity of data presentation	comparability of the data (availability of dynamic series)
All groups	7.86	7.50	7.51	7.56	7.50	7.50
Organs of public authorities	8.98	8.81	9.21	8.89	9.05	8.08
Research institutions	7.33	7.86	7.51	6.56	7.15	6.50
Press (newspapers, magazines) and publishing house	7.45	7.36	7.51	7.04	7.15	6.88
Marketing, consulting and advertising agency	6.79	7.21	7.94	6.24	7.08	6.82
Financial organizations (bank, insurance, investment fund)	7.49	7.21	6.94	6.77	7.34	7.83
Enterprises provided with communication, telecommunication, software services	6.78	7.13	6.78	7.22	7.47	7.11
Organizations provided with communal and social services	6.01	6.88	6.73	6.91	7.13	7.44

As it is clear from table, the highest result was referred to relevance of the data (7.86): users from organs of public authorities assessed this parameter highly (8.98), research organizations – lower than average (7.33) and organizations provided with communal and social services – poor (6.01).

Generally, organs of public authorities highly assessed all parameters. Comparability of the different data was assessed by research organizations as lower (6.50) than average level (7.50).

Diagram of users' satisfaction level with activity of the SSC

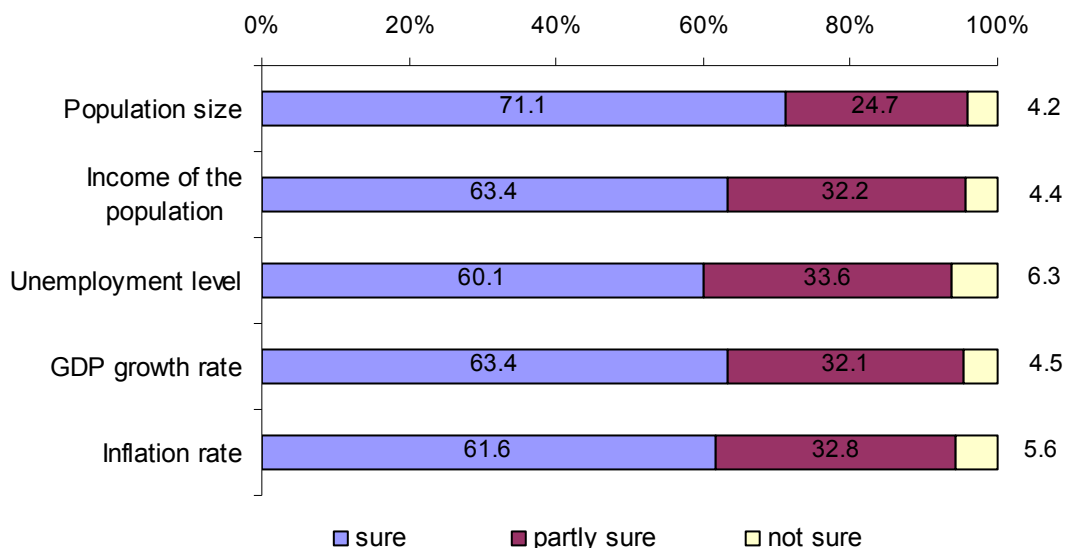


Note: grade from 1 to 3 includes poor assessment, from 4 to 7 – average assessment, from 8 to 10 – high assessments.

Majority of respondents were agreeing with corresponding opinions. The highest assessment referred to “SSC presents impartial data” (77.7 per cent) and “SSC regularly presents information and services to users” (75.9 per cent). 73.8 per cent of respondents were agreeing with opinion “SSC presents good quality information” and 71.3 per cent – “the information of the SSC reflects important public events”.

Generally, 73.9 per cent of respondents indicated that they are satisfied with activity of the SSC, 24.6 per cent – partly satisfied, 1.5 per cent – unsatisfied.

Diagram of users' confidence level in issued statistical data



Note: grade from 1 to 3 includes poor assessment, from 4 to 7 – average assessment, from 8 to 10 – high assessments.

Highest assessments refer to data on population size. 71.1 per cent of respondents expressed confidence in data on population size, as well as income of the population (63.4 per cent), GDP growth rate (63.4 per cent), and inflation rate (61.6 per cent), unemployment level (60.1 per cent). As it is clear from diagram, respondents were not sure in reliability of data on unemployment level.

According to results of the survey we found out that users had confidence in statistical data, and activity of the statistical agency.

The special page was assigned for users' comments and suggestions at the end of the questionnaire. There were indicated opinions with respect to report forms. Mainly, decreasing of the number of report forms, preference of receiving of the e-report forms and regular carrying out of press conferences has been indicated by respondents.

The experience obtained in the results of carried out survey creates background for conducting of such surveys regularly. At the same time, carrying out of surveys will improve the activity of the SSC and will create condition for assessment of activity of the statistical agency by users of the statistical data.