



REPORT ON USER SATISFACTION WITH SERVICES OF STATISTICAL OFFICE IN 2022

Podgorica, October 2022

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INTRODUCTION

Biannual *Survey on Satisfaction of Users with Service of Statistical Office* (hereinafter referred to as the '2022 User Satisfaction Survey') is regularly implemented by the Statistical Office with purpose to measure the level to which users' needs for official statistical data are met compared with the available official statistics, respecting users' potential expectations.

It is a regular survey implemented every two years, having one in 2017 and in 2020, which provides the data on use of different domains of official statistics produced by Montenegro statistical system institutions, in line with quality criteria defined by principles of the European Statistics Code of Practice.

This survey aims to assess the suitability level of official statistics in: decision making processes; all phases in strategic planning. Also, it helps to assess the level of understanding of official statistical data by its users; timeliness of released official statistical data; but also to collect proposals for those statistical domains which need further improvements.

The results of *2022 User Satisfaction Survey* show positive improvement trends in the total users' satisfaction. The survey indicates that there are 73.6% of users satisfied with the total quality of official statistical data and statistical services provided by Statistical Office, what is an increase of 1.8 percentage in comparison with the survey implemented in 2020.

Having in mind that in our work we rely on modern European trends, and that we strive to align our work with the European standards, the results of this survey will serve as an upgrade of our continuous work on further improvements of total quality of official statistical data and statistical services provided.

Statistical Office exists because of its users, and we would like to thank once more to users of official statistical data for their time invested in filling the questionnaire within this survey, and contributing to further improvements of our work.

1. LEGAL FRAMEWORK

A legal framework for the implementation of *User Satisfaction Survey*:

- [Law on Official Statistics and Official Statistical System](#) (Official Gazette of Montenegro No 18/12 and 47/19);
- [Development Strategy of Official Statistics 2019-2023](#) (Official Gazette of Montenegro No 54/19);
- [Programme of Official Statistics 2019-2023](#) (Official Gazette of Montenegro No 7/19).

In the previous period, as the coordinator of statistical system, Statistical Office has prepared and adopted strategic documents in domain of quality management:

- [Strategy of Management Quality for 2020-2023](#);
- [Guide for Implementation of Quality Management Strategy for 2020-2023](#);
- Implementation Plan for Quality Management Strategy for 2020-2023;
- [Quality Management Strategy for 2017-2020](#);
- [Guide for Implementation of Quality Management Strategy for 2017-2020](#);
- Implementation Plan for Quality Management Strategy for 2017-2020;
- [Quality Declaration](#);
- [Quality Policy](#);
- [Commitment on Confidence](#).

Strategic goal of official statistics is to provide all users with quantitative and representative information on economic, demographic, social, and environmental situation in Montenegro in line with internationally defined methodology and the highest professional standards.

Vision of Montenegro statistical system is the production of coherent, relevant, and objective official statistical data, which are based on international concepts, methodologies and strict protocols rules for data protection. Accordingly, the work of official statistical producers is based on modern European trends, respecting principles of the European Statistics Code of Practice and principles of Total Quality Management – TQM, which represent a common quality framework of European Statistical System - ESS.

The implementation of quality management system is supported via the IPA 2014, 2017, and 2019 Multi-beneficiary statistical cooperation programme. An expert assistance to implement these projects is provided by the statistical office of the European Union - Eurostat. The introduction of quality management system improves the quality of official statistical data production, which results in raising the users' satisfaction with the official statistical data.

Quality Management Strategy for the 2020 – 2023 period defines the objectives of quality management with the purpose to meet the needs of users for official statistical data and statistical services provided by official statistical producers. Accordingly, the national system of quality reporting to users was set and is available at the official website of Statistical Office.

2. METHODOLOGICAL NOTES

The 2022 user satisfaction survey was implemented by Statistical Office to assess the level to which the users' needs for official statistical data are satisfied compared to the available official statistics, respecting their potential expectations. Indicators collected by this survey will enable official statistical producers in Montenegro to examine the users' needs, and to improve the statistical services, and in this way to meet the increased demands for the official statistical data.

The period of implementing the Statistical Office's survey on satisfaction of users with statistical services is every two years. The first user satisfaction survey was implemented during 2017, and the second one during 2020. Reports on the user satisfaction are available at the official website of Statistical Office.

The data collection for the third round of user satisfaction survey, Statistical Office implemented via web questionnaire, in period from 30 May to 26 August 2022. The survey questionnaire is prepared in Montenegrin and English language, and was sent to 1 288 e-mail addresses of users.

The participants in the survey were users who sent at least one data request to the official email address of Statistical Office. The mentioned users were provided with the email invitation to take part in the 2022 Users Satisfaction Survey of Statistical Office via the link.

Additionally, all users who wanted to fulfil the User Satisfaction Survey questionnaire could also do it via the official website of Statistical Office.

The questionnaire was filled by 205 users of Statistical Office.

Aims of the survey refer to:

- Measure the users' satisfaction with all aspects of Statistical Office's work;
- Measure the users' satisfaction with the official statistical data and statistical services, as well as dissemination of statistical data;
- Monitor users' demands, and to collect feedback information from users on the official statistical data;
- Explore how much users are informed on the ways to be included in statistical activities of Statistical Office and the statistical system of Montenegro;
- Monitor priority needs of users for official statistical data;
- Get an overview of manner and purpose of using official statistical data and statistical services of Statistical Office.

The results collected by this survey will be used for further activities aimed at to improve the satisfaction level of users with the official statistical data.

3. SUMMARY OF 2022 USER SATISFACTION SURVEY RESULTS

The survey on users' satisfaction with the Statistical Office's services in 2022 was participated by 205 respondents, and it provides information on needs and satisfaction of users with official statistical data and statistical services.

Key results of the 2022 User Satisfaction Survey:

- ✚ **Total average rating of users' satisfaction with the Statistical Office's services is 4.0** with rating scale from 1 to 5 (from 1 – very unsatisfied, to 5 – very satisfied), i.e. there are 73.6% respondents who rated the overall satisfaction with Statistical Office with 4 and 5;
- ✚ **When observed by total satisfaction index elements, users are satisfied the most with:**
 - Professional behaviour of Statistical Office's staff, average score 4.5;
 - Data reliability, average score 4.2;
 - Level of meeting demands for data, average score 3.7;
 - General quality of official statistical data and statistical services, average score 4.0;
 - Official website of Statistical Office, average score 3.7.
- ✚ **Structure of respondents in the User Satisfaction Survey:**
 - Out of total number of respondents, there are 50.2% women, and 49.8% are men;
 - Out of total number of respondents, there are 79.0% respondents from Montenegro;
 - There are 62.4% respondents that belong to the age group 30 – 49 years;
 - Respondents with the finished faculty are 55.1%, while 29.3% of respondents are MSc, and 6.8% PhD;
 - Finished diploma in domain of social sciences, journalism, and information - 40.0% of respondents;
 - Out of total number of respondents, the most is employed in businesses, i.e. 25.4%, while 20.0% of respondents are researchers.
 - Out of total number of respondents, there are 15.6% of respondents who gave a proposal for the improvement of Montenegro statistical system.
- ✚ **Frequency of official statistical data use by respondents:**
 - Users of official statistical data, at '*often*' interval, i.e. monthly or quarterly (49.8%);
 - Users of official statistical data, at '*very often*' interval, i.e. daily or weekly (27.3%);
 - Users of official statistical data, at '*rare*' interval, i.e. annually or rarely (22.9%);
- ✚ **The most often used official statistical data** are from the following statistical domains:
 - Labour market:
 - Employment and unemployment 42.9%, and
 - Earnings 38.5%;
 - Demography:

- Population 36.1%, and
- Censuses 26.3%;
- Prices/inflation 34.2%;
- National accounts 31.7%;
- Foreign trade 25.9%.

Recommendations of users of official statistical data and statistical services that could contribute to the increase of users' satisfaction, refer to the improvements in the following domains:

- ✚ Modernization and improvement of Statistical Office's official website, as well as communication via the Internet;
- ✚ Improvement of public presenting the official statistical data, more often presenting data in public;
- ✚ Organization of user trainings and several methodological explanations of official statistical data.

4. PROFILE OF RESPONDENTS THAT PARTICIPATED IN THE 2022 STATISTICAL OFFICE'S USER SATISFACTION SURVEY

4.1. Structure of respondents that participated in the 2022 User Satisfaction Survey implemented by Statistical Office

The 2022 User Satisfaction Survey implemented by Statistical Office was participated by users from Montenegro (79.0%), and from other countries (21.0%). Out of total number of respondents in the sample, there are 50.2% of women.

Chart 1. Structure of respondents by country (%)

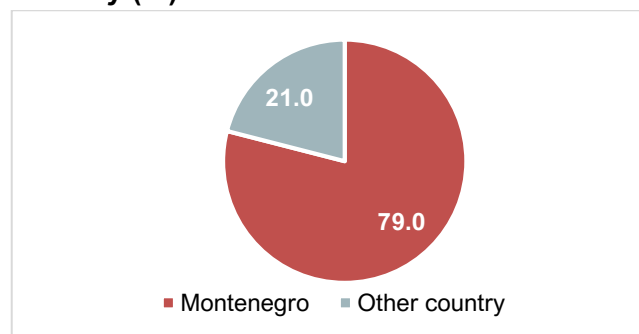
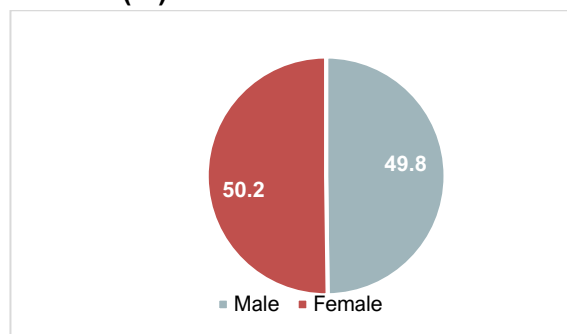
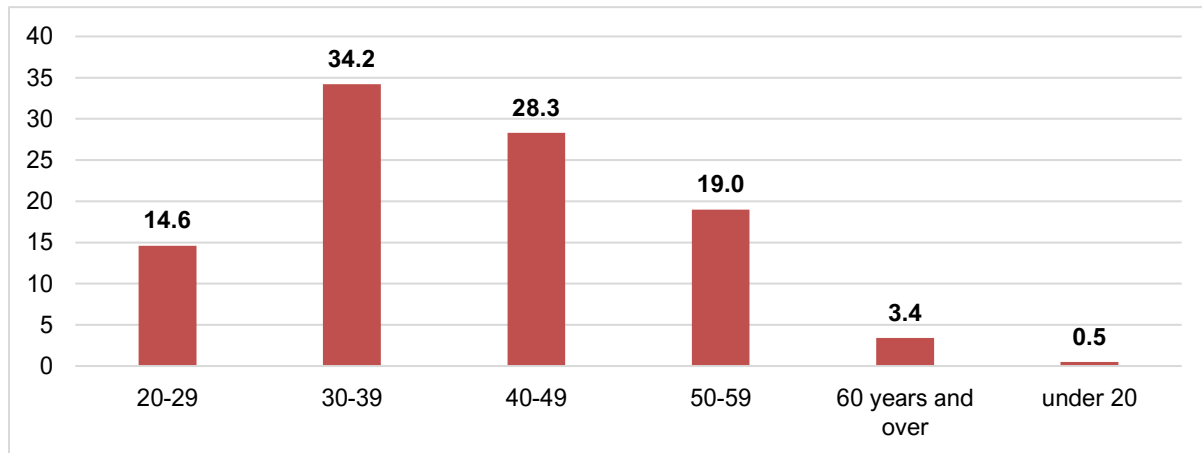


Chart 2. Structure of respondents by sex (%)



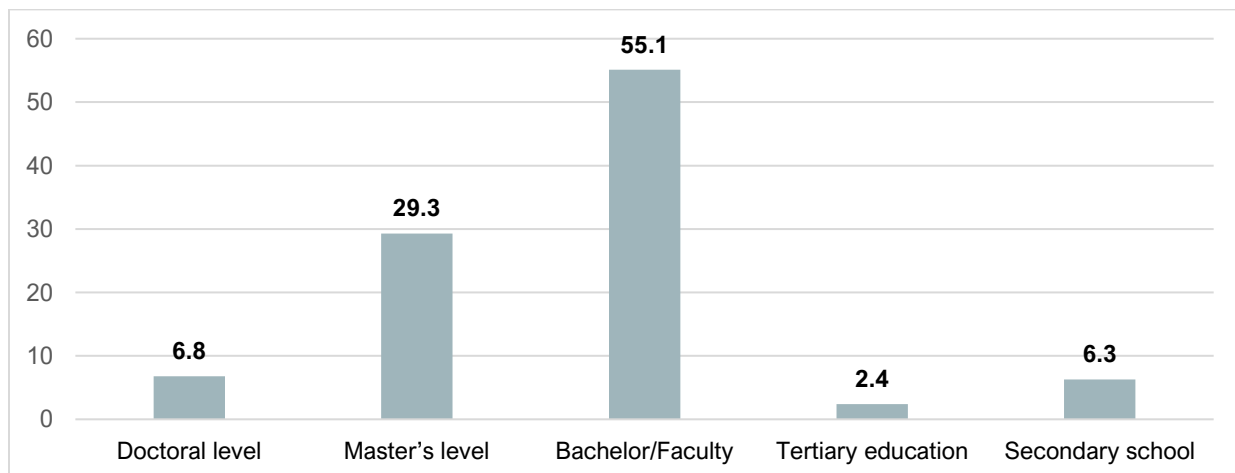
4.2. Age structure of respondents

Out of total number of respondents, there are 34.2% of respondents in the age group 30-39 years, while 28.3% belong to the age group 40-49 years.

Chart 3. Respondents by years of age (%)

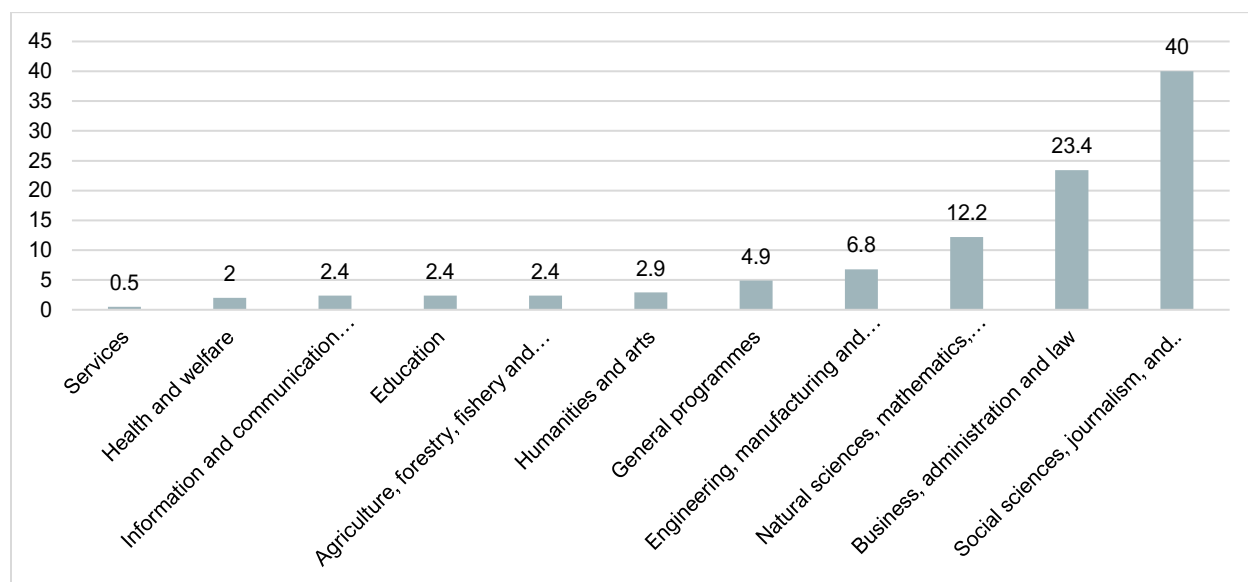
4.3. Education level and type of respondents

Out of total number of respondents in the sample, the highest percentage belongs to those with the faculty attained (55.1%).

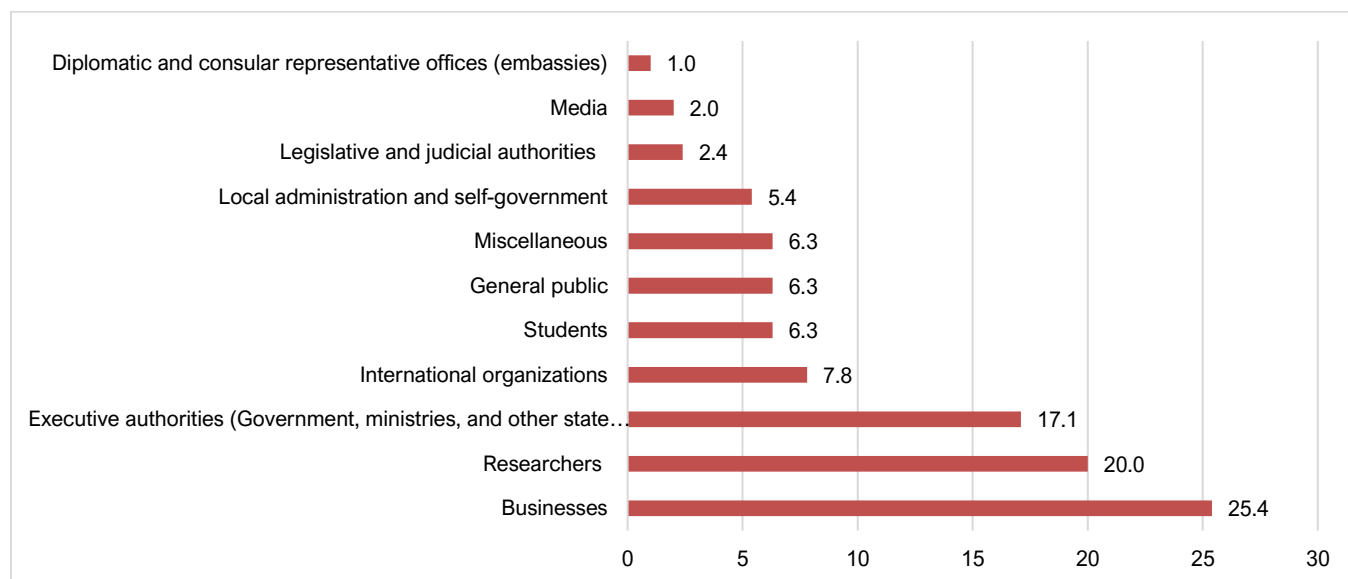
Chart 4. Education attainment of users (%)

According to the [National Classification of Education](#) aligned with the *International Standard Classification of Education – ISCED*, respondents are classified by type of education they attained, as presented in the Chart 4 *Education level of users (%)*.

The highest percentage of respondents is from field of social sciences, journalism, and informing (40.0%), then in field of business, administration, and law (23.4%), while the lowest number of respondents are from the field of services (0.5%).

Chart 5. Fields of education attained (%)**4.4. Structure of respondents by user groups**

The highest number of respondents that filled in the questionnaire is from businesses (25.4%), followed by researchers (20.0%), while the lowest number of respondents works in diplomacy and consular offices (1.0%).

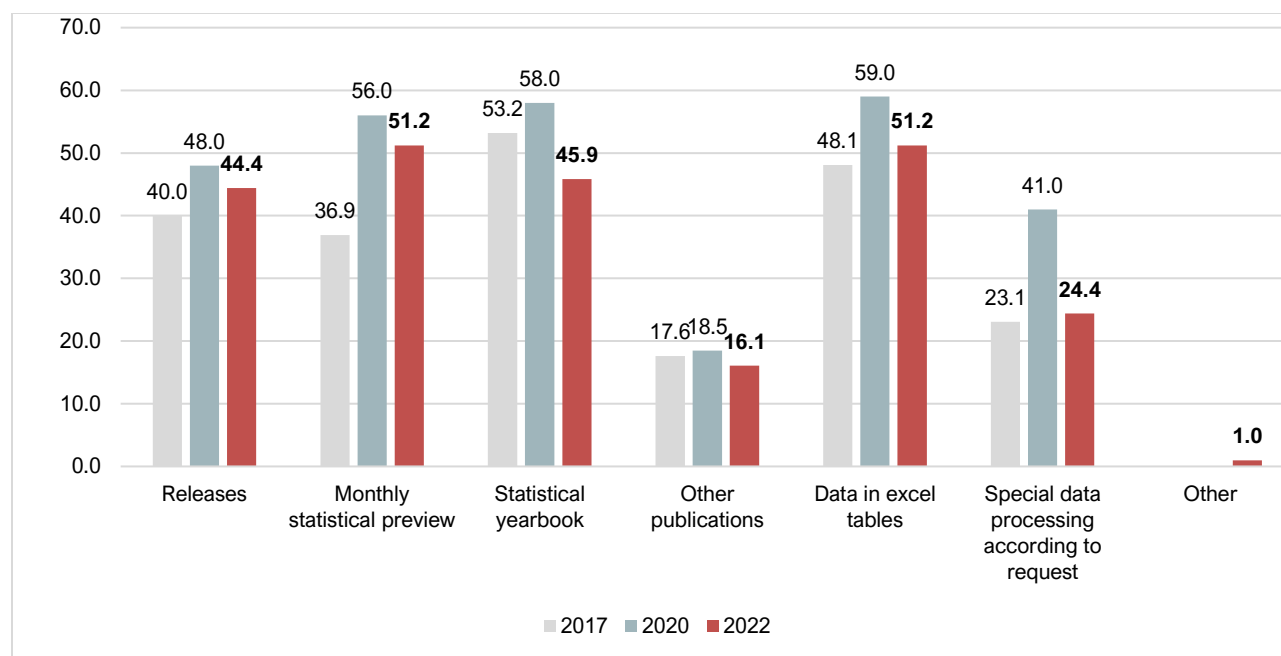
Chart 6. Structure of respondents by user groups (%)

5. USE OF OFFICIAL STATISTICAL DATA

5.1. Type of data used by respondents

Out of total number of respondents, the highest number (51.2%) use the official statistical data presented in Excel tables and Monthly Statistical Review, as a necessary data source. The Chart 7 presents the results of the 2022 survey, comparable with the previous surveys, with reference to the type of used data.

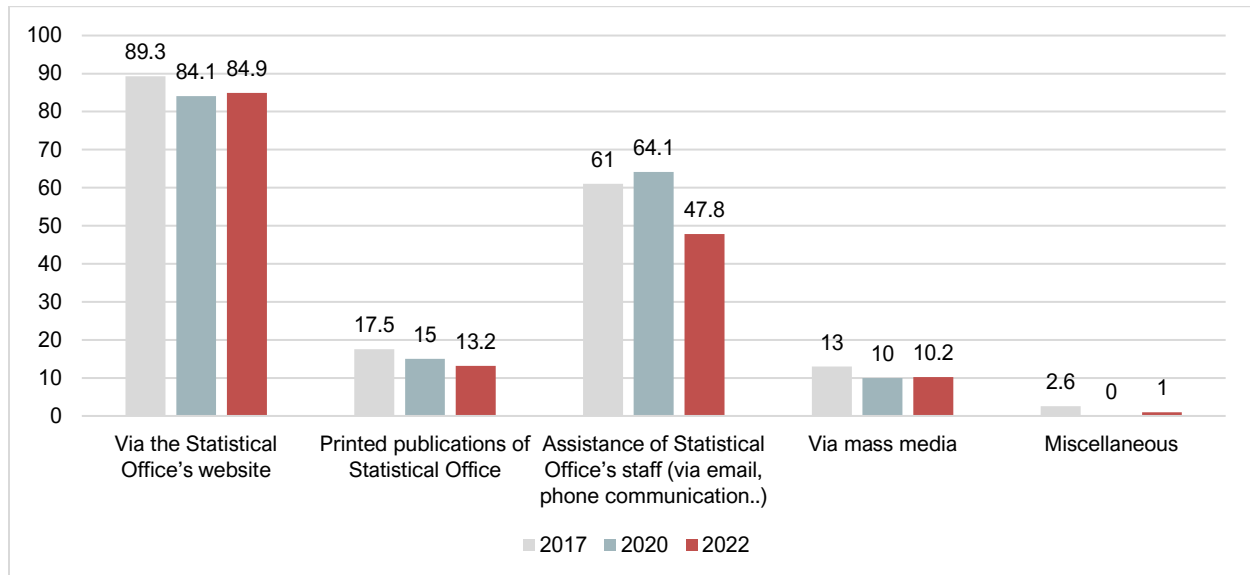
Chart 7. Type of data used by respondents (%), multiple answers possible



5.2. Access to official statistical data

The highest number of official statistical data users visits the official website of Statistical Office (84.9%), what is also shown by the results of the previous user satisfaction surveys.

Chart 8. Access to official statistical data (%), multiple answers possible



Additionally, the results of the 2022 user satisfaction survey show a decrease in number of respondents who reach the data directly from the staff of Statistical Office, from 64.1% to 47.8%. as well as an increase of users who directly use the Statistical Office's website, indicating a self-reliance of users when using the official statistical data. Mass media as a source of data is used by 10.2% of respondents.

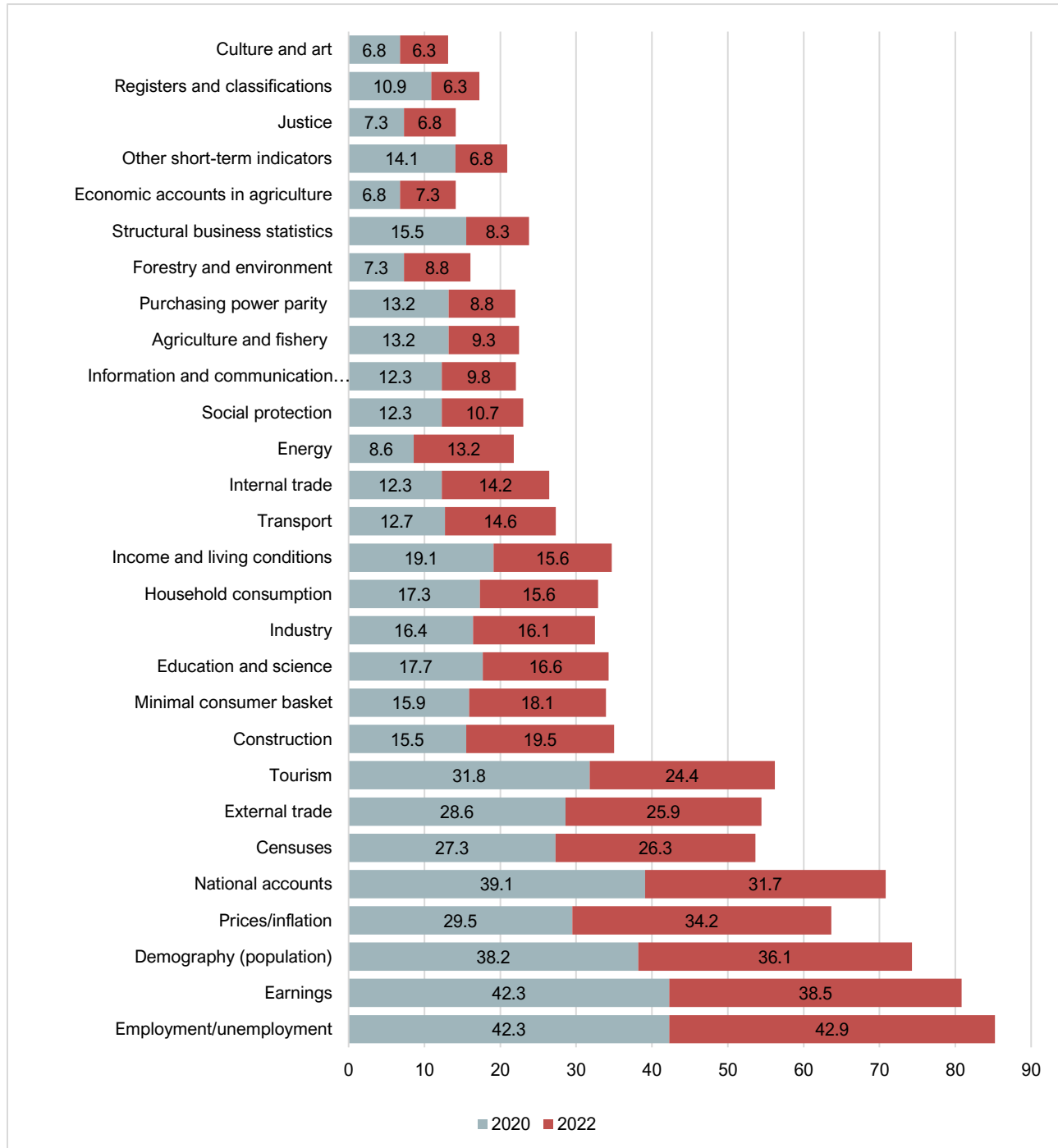
5.3. Use of data by statistical domains

The most used statistical domains are:

- Labour market:
 - Employment and unemployment 42,9% i
 - Earnings 38.5%;
- Demography:
 - Population 36.1%, and
 - Censuses 26.3%;
- Prices/inflation 34.2%;
- National accounts 31.7%;
- Foreign trade 25.9%.

Chart 9 presents comparable results of the 2022 survey with the previous surveys' results, in part of data usage by statistical domains.

Chart 9. Data use by statistical domains %, multiple answers possible

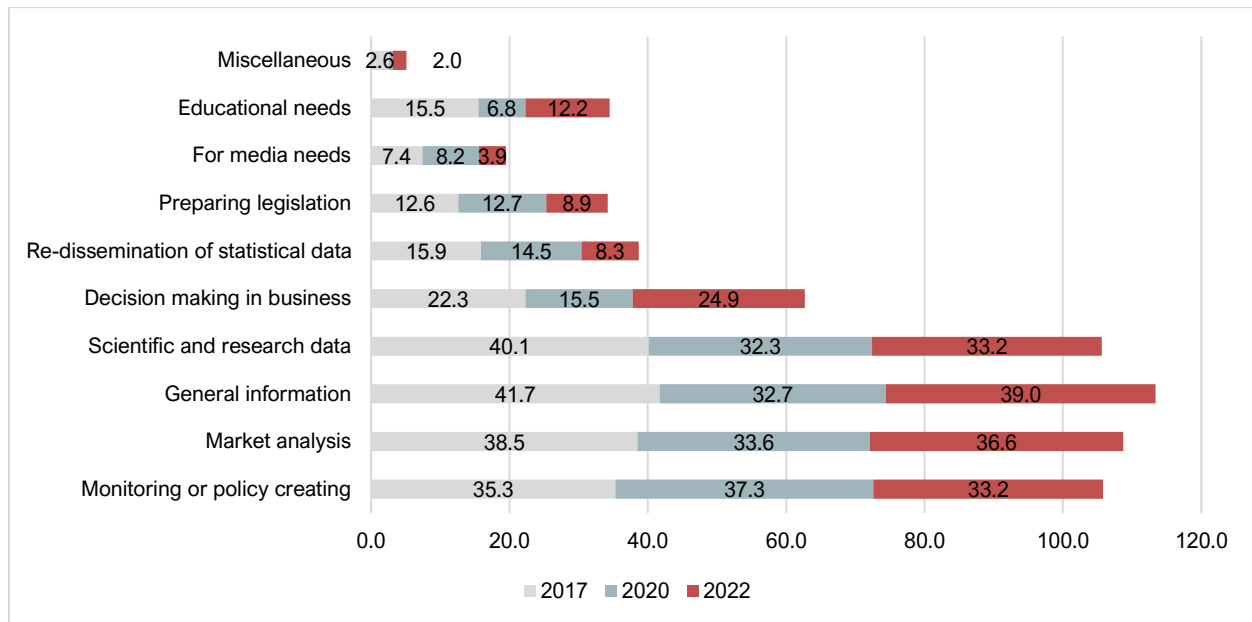


5.4. Purpose of official statistical data use

Relevance

The majority of respondents reported a use of official statistical for the purpose of: *general information* (39.0%); *market analysis* (36.6%); *monitoring or creating policy* (33.2%); as well as *producing scientific and research work*, which is presented in Chart 10.

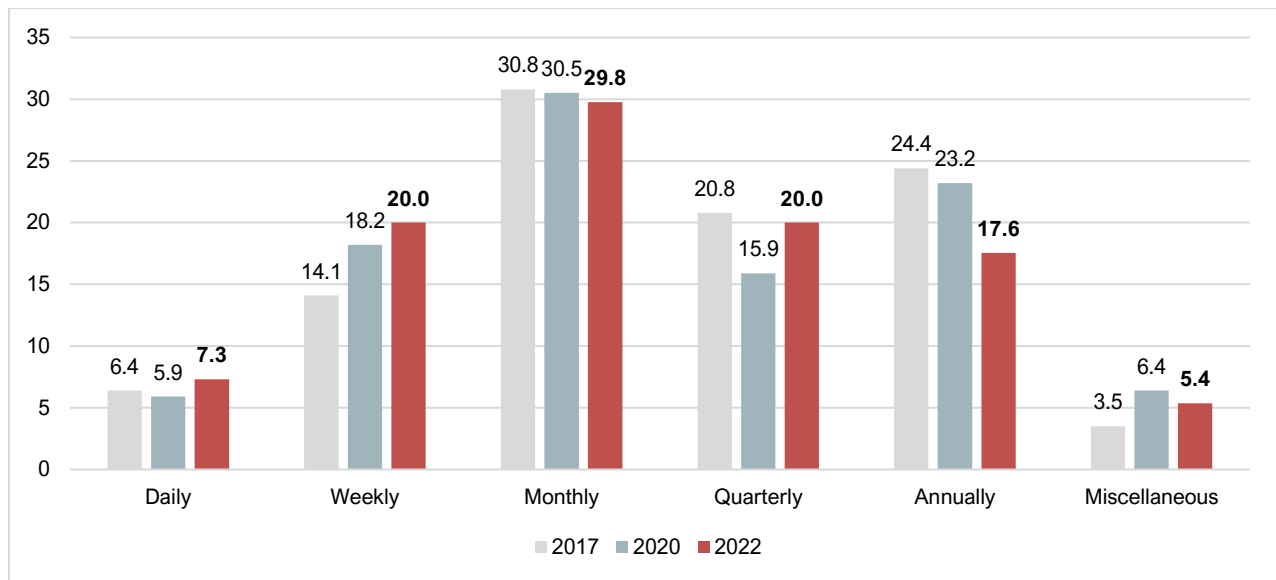
Chart 10. Use of data (%), multiple answers possible



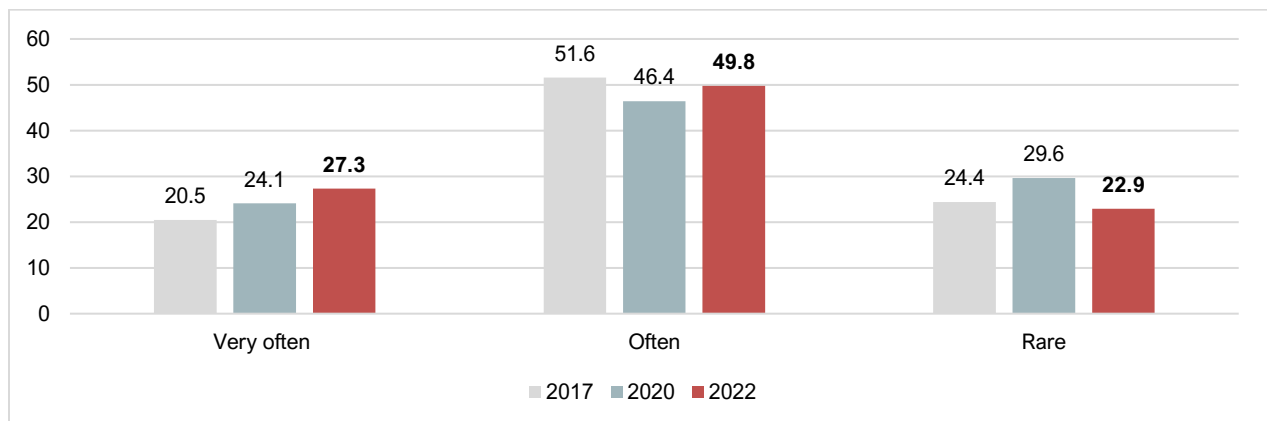
Additionally, it is visibly in the chart that official statistical data users use the data, in addition to the above mentioned, also for *decision making in businesses* (24.9%), while the lowest number of users indicated the purpose of data used for *needs of media* (3.9%), and *miscellaneous* (2.0%).

5.5. Frequency of official statistical data use

The question on frequency of using the data of official statistics was answered by majority of respondents as monthly use (26.5%). In addition to the results in 2022, the Chart 11 *Frequency of official statistical data use (%)* presents the answers of respondents in the previous surveys.

Chart 11. Frequency of official statistical data use (%)

Answers to the previous question 'How often do you use the data of Statistical Office?' served as a basis for grouping the users in three categories which defined the frequency of official statistical data usage.

Chart 12. User categories by frequency of official statistical data use (%)

Three categories of using the official statistical data are: 'very often', 'often', and 'rare'.

The category of 'very often' comprises those users that daily or weekly use official statistical data. According to the 2022 survey results, those users make 27.3%, while there were 24.1% of users in the 2020 survey, and 20.5% in 2017, respectively.

The category of users 'often' is consisted of users that use official statistical data at monthly or quarterly interval. According to the 2022 survey results, there are 49.7% of users, while 46.4% of such users were present in the 2020 survey.

The category of 'rare' users are users that annually or more rare use the official statistical data, i.e. upon a need. The 2022 survey results show that the percentage of this category of users is 22.9%, while the 2020 survey shows a different percentage (29.6%), comprising also those users that were not able to decide how much use the data.

5.6. Users informed on work of Council of Montenegro statistical system

The Council of Statistical System was established as both professional, and advisory body aimed at improving statistical culture and knowledge, as well as taking care of official statistical users' needs.

Question '*Are you informed with the work of the Council of Statistical System which takes care on needs of official statistical users and is established with purpose of sharing knowledge and culture?*' was answered affirmatively by 28.8% of respondents, while the answers in the 2020 survey make 23.2%, and the 2017 survey show 22.0%.

Question '*Have you had initiatives for introducing new statistical survey or data in the statistical system?*', there were 87.3% of respondents with no initiative, while 12,7% users answered affirmatively. Out of total number of respondents, 55.1% of respondents were interested for trainings to be organized by official statistical producers. 39 users provided email addresses to be contacted for the purpose of education.

Answers to these questions encourage Statistical Office to continue to work on the improvement of statistical culture and knowledge; promotion of statistics as a science; informing users on manners of statistical production and use of official statistical data, what is the purpose of developing official statistics, defined by the Development Strategy of Official Statistics for the 2019-2023 period.

5.7. Work of Statistical Office through the perception of official statistical data users

To ensure the quality of official statistics, the production of statistical products is based on the quality criteria defined by the principles of the European Statistics Code of Practice, i.e. quality criteria are implemented in line with EU *acquis* and national legislation.

The work of Statistical Office through the perception of official statistical data users is grouped using the quality criteria, as it follows:

1. **Relevance:** refers to the level the official statistical data should meet certain conditions of informing in line with the tasks of official statistics;
2. **Accuracy and reliability:** official statistics accurately and reliably portray reality;
3. **Timeliness and punctuality:** refer to time between the availability of official statistical data and events or phenomena it describes;
4. **Coherence and comparability:** official statistical data should be internally consistent, over time and comparable in terms of contents, terminology, and over a period of time, as

well as based on internationally adopted concepts, nomenclatures, classifications, definitions and methods, aimed at reaching their comparability;

5. **Accessibility and clarity:** the data are presented in clear and understandable form, released in suitable and convenient manner and available on an impartial basis, with supporting metadata and guidance.

Suggestions given by respondents with the purpose of improvement of Statistical Office's work are grouped as it follows:

- Modernization and improvement of Statistical Office's official website, as well as communication via the Internet;
- Improvement of public presenting the official statistical data;
- Interest of users for trainings and explanations of official statistical data.

The report provides detailed recommendations of users aimed at the improvement of Statistical Office's work:

1. Modernization of Statistical Office's official website (dynamic website which allows users to create tables according to their preferences);
2. Better communication in digital space, using social network and public speaking;
3. Strengthening interinstitutional cooperation;
4. Increased use of modern technology, aimed at faster data processing which impacts the quality of communication with users;
5. Improvement of communication with users;
6. To develop e-surveys and other e-services;
7. Detailed overview of official statistical data, as well as overview in absolute numbers;
8. To use more methodological approach when producing statistics, especially when consumer basket is calculated, earnings, number of employees, tourism (to publish data on tourists in private accommodation at the monthly level);
9. More financial investment aimed at the improvement of Statistical Office's work and communication with users;
10. To improve accessibility and clarity of official statistical data,
11. To increase comparability and accessibility of official statistical data with neighbouring countries;
12. To plan and organize meetings with statistical data users;
13. To increase presence of statisticians in media aimed at the presentation of official statistical data;
14. To organize webinars with potential users;
15. To introduce new statistical surveys for national needs in line with the social circumstances in the country. A proposal of users is to introduce a survey on external migration;

6. SATISFACTION OF USERS WITH SERVICES PROVIDED BY STATISTICAL OFFICE IN 2022

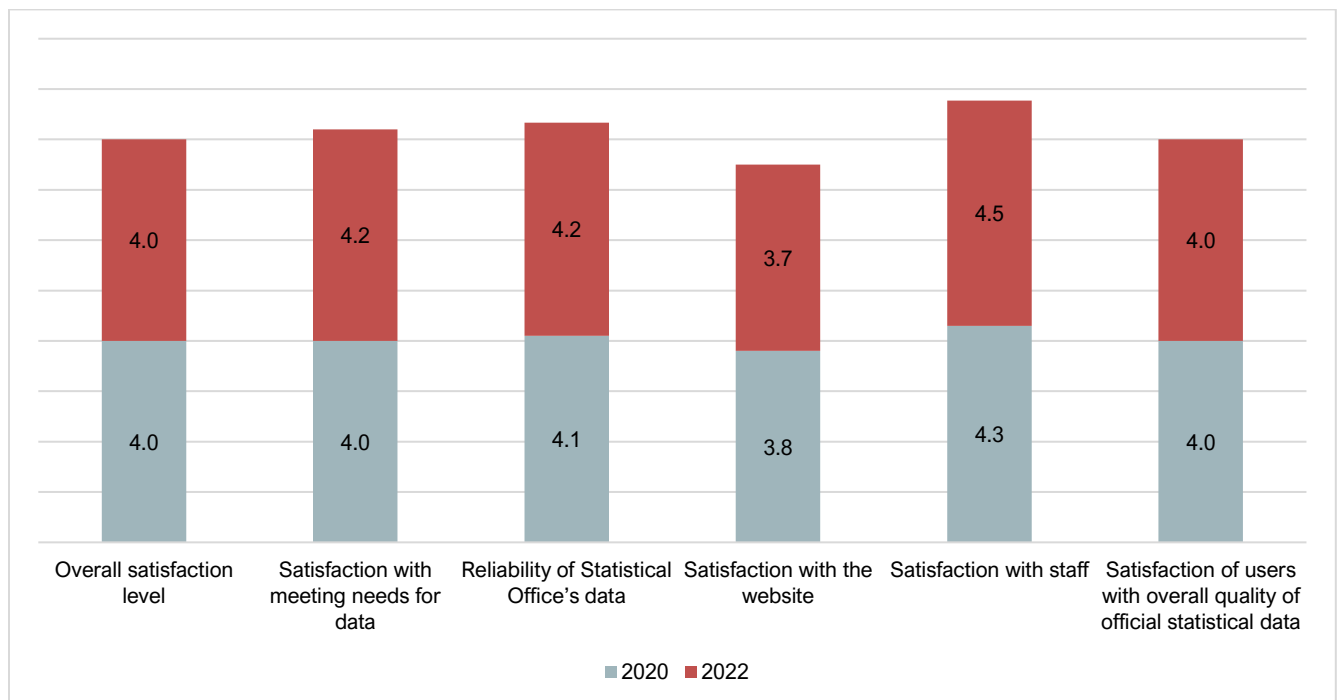
6.1. Overall rate of Statistical Office's services

Calculation of indicators of overall users' satisfaction consisted of below five categories with the most impact on the satisfaction of users:

1. **Relevance** (satisfaction with meeting the needs for data produced by Statistical Office) refer to the level of meeting current and potential user needs for official statistics);
2. **Reliability of official statistical data** (reliability of Statistical Office's data);
3. **Accessibility and clarity** (satisfaction with the website);
4. **Professionalism** of Statistical Office's staff (satisfaction with employees), and
5. **Users' satisfaction with the overall quality of official statistical data and statistical services** (general satisfaction of users with the data and service quality).

The calculation of overall rate of satisfaction of users with the Statistical Offices's services, which is 4.0, is done on the basis of average rates of five mentioned categories. Average rates for all five categories are presented in Chart 13. Average rate of overall user satisfaction by variables.

Chart 13. Average rate of overall user satisfaction by categories



When analysing the overall rate of satisfaction of users with the Statistical Office's services in 2022, by respondent groups, the following information is collected:

- Equal satisfaction of men and women with the general work of Statistical Office (total average rate 4.0);
- More satisfied with the general work of Statistical Office are respondents in age groups: under 20 years old, and 20-29 years old, as well as 40-49 years old (total average rate 4.4 and 4.2) in comparison with other respondents;
- Respondents with secondary school and higher education (higher school/faculty) are more satisfied with the general Statistical Office's work (total average rate 4.2 and 4.1);
- Respondents that visit daily the Statistical Office's official website are more satisfied in comparison with respondents that visit less the website (total average rate 4.1);
- Respondents that use phone to contact the Statistical Office's staff or come personally to the Statistical Office's premises are more satisfied compared to other respondents (total average rate 4.1).

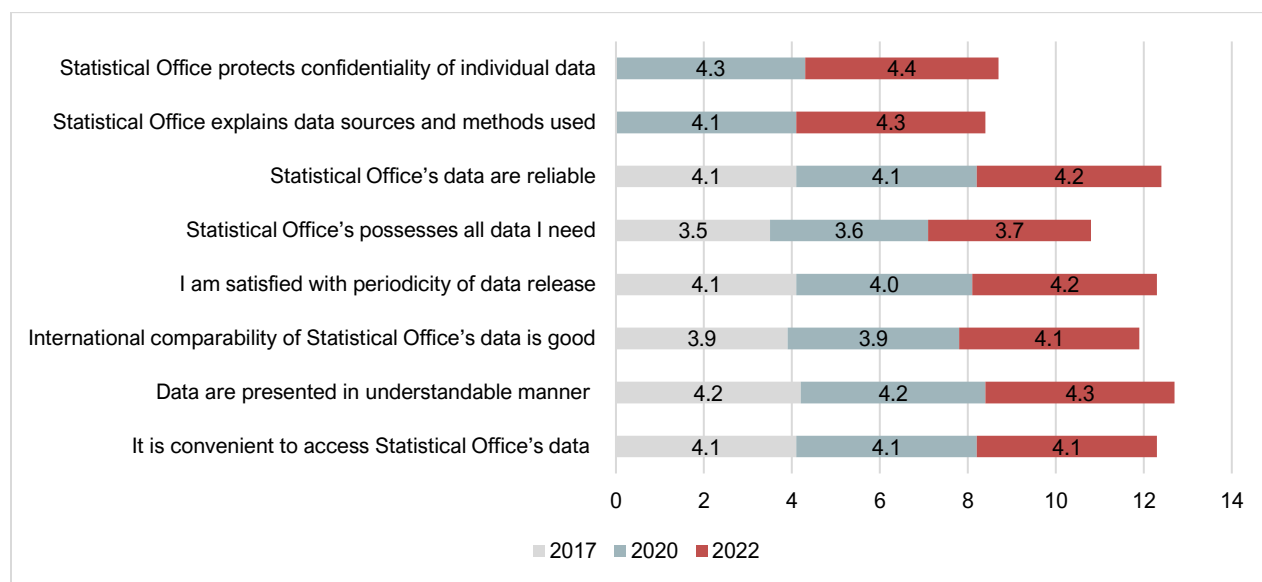
Reports below provides the results of survey for five categories that impact on the overall rate of user satisfaction with the Statistical Office's services in 2022.

6.2. Relevance and accessibility of official statistical data

Principle *Relevance* is the 11th principle of the European Statistics Code of Practice, and it refers to the level official statistical data meet the user current and potential needs. With the 2022 User Satisfaction Survey implemented by Statistical Office, respondents were able to rate the ***satisfaction of users with meeting the needs by Statistical Office's data***, what indicates the rate of relevance principle.

Total average rate of user satisfaction with meeting the needs for official statistical data available in Statistical Office is 4.2 (on the scale from 1 to 5, where 1 implies very unsatisfied users, and 5 very satisfied).

Chart 14 Average rate of meeting needs for official statistical data by categories presents variables with impact on total average rate of respondents' satisfaction with meeting the needs for official statistical data available at the Statistical Office. The results presented are compared with the data from the previous user satisfaction surveys implemented by Statistical Office.

Chart 14. Average rate of meeting needs for official statistical data by categories

When analysing the variables presented in Chart 14. *Average rate of meeting needs for official statistical data by categories*, the respondents gave the best rate to:

- *Protection of confidentiality of individual data*, average rate 4.4;
- *Data are clearly presented*, average rate 4.3;
- *Statistical Office explains data sources and used methods*, average rate 4.3.

Additionally, the analysis covered users's comments aimed at the improvement of Statistical Office's work, and they refer to:

- Need for additional explanation related to survey methodologies in certain areas;
- Improvement of cooperation with administrative data owners;
- Improvement of data release periodicity;
- Release of some statistical domains in another period (e.g. Arrivals and overnight stays of tourists in private accommodation);
- Need for more up-to-date data in some statistical domains;
- Introduction of new statistical surveys;
- Increased comparability over time and space, as well as by demographic characteristics.

6.3. User satisfaction with Statistical Office's official website

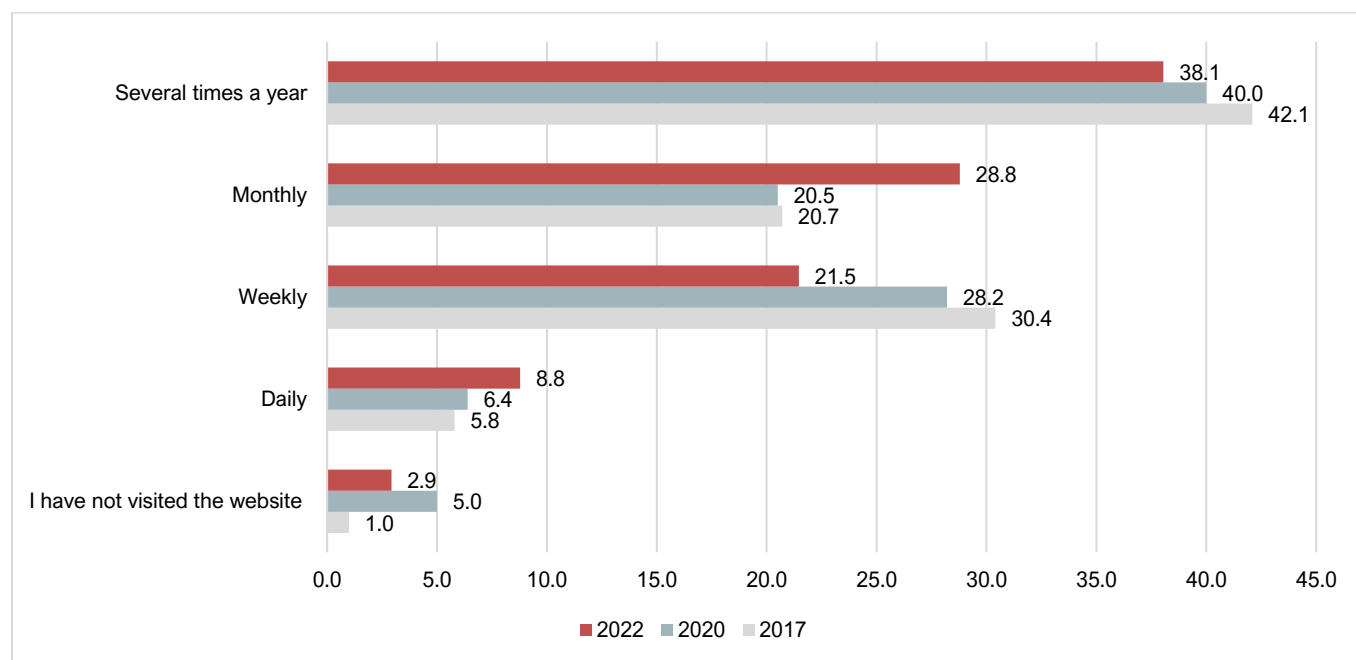
Visits to Statistical Office's official website

The Statistical Office's official website is the most important dissemination channel for presenting the official statistical data. Thus, this part of 2022 user satisfaction survey questionnaire collected the following information:

- Use of Statistical Office's official website;
- Satisfaction with Statistical Office's official website;
- Satisfaction with dissemination of official statistical data in Excel, and
- Satisfaction with the Statistical Release Calendar available at the Statistical Office's official website.

When compared to the previous survey results, the number of users that visit the Statistical Office's official website increased at daily and monthly level.

Chart 16. Visit to Statistical Office's official website, in %



Rating satisfaction with Statistical Office's official website

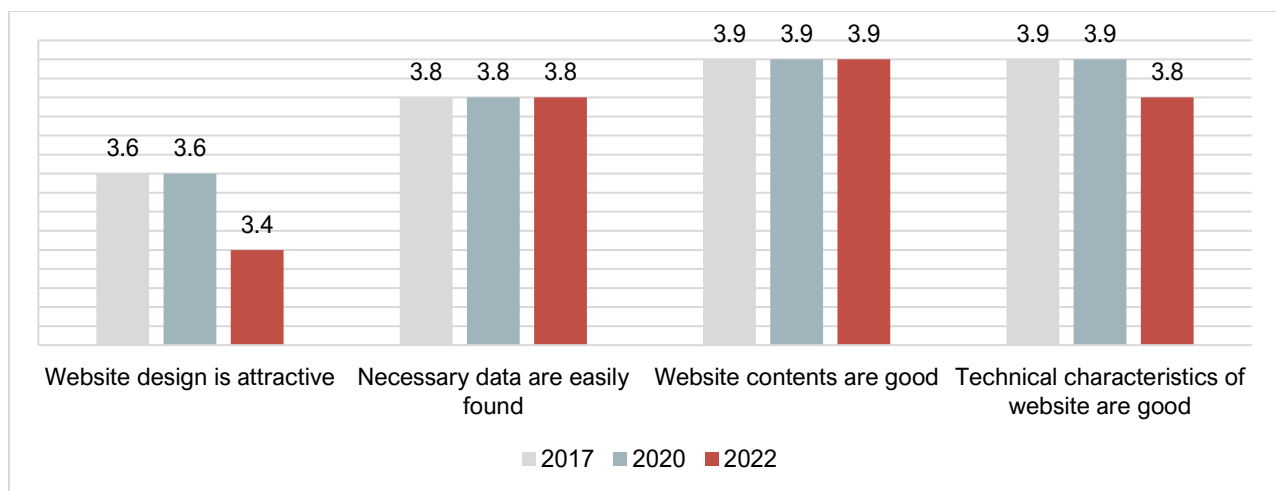
Total rate of user satisfaction with the Statistical Office's official website is 3.7 measured by an average of satisfaction over all four categories (on scale from 1 to 5).

Users that use the official statistical data via the official website show the most satisfaction with:

- Contents of website, average rate 3.9;
- Technical characteristics and easiness of finding official statistical data, average rate 3.8.
- Design of official website, average rate 3.4;

The lowest rate of user satisfaction is given to the design of Statistical Office's official website, average score 3.4, and users' comments when answering this question were: outdated design, not friendly used, badly organized, and sometimes data are not easy to find.

Chart 17. Average rate of user satisfaction with Statistical Office's official website by categories



Satisfaction with the Statistical Office's official website observed by users' groups shows the following:

- Respondents with higher education attainment (higher school/faculty) expressed a satisfaction with the Statistical Office's official website, with average rate 4.0;
- Respondents with 40-59 years of age are more satisfied with the Statistical Office's official website in comparison with other respondents, average rate 4.0;
- Respondents daily or monthly visiting the Statistical Office's official website are more satisfied compared to other respondents, average rate 4.1;
- Respondents that contact the Statistical Office's staff members rated the official website of Statistical Office with 4.1;
- Respondents that are informed on the work of the Council of Statistical System are more satisfied with the Statistical Office's official website compared to others, average rate 4.1;
- Men are more satisfied with the Statistical Office's official website compared to women, average rate 3.9.

Respondents that rate certain aspects of the website with 1 or 2 mentioned their reason for that as: bad design; lack of visibility; not systemized data, and not mobile device friendly use.

A part of respondents (14%) gave precise proposals for the improvement of Statistical Office's official website which can be grouped as it follows:

- Modernize official website, make it more accessible for users, and to adapt it to users' demands;
- Use of gender sensitive language;
- Optimize the official website for use from mobile devices;
- Create online database with the official statistical data with detailed categorization and longer timeseries;
- Overview of received user requests and answers to the requests.

Dissemination of official statistical data in Excel format

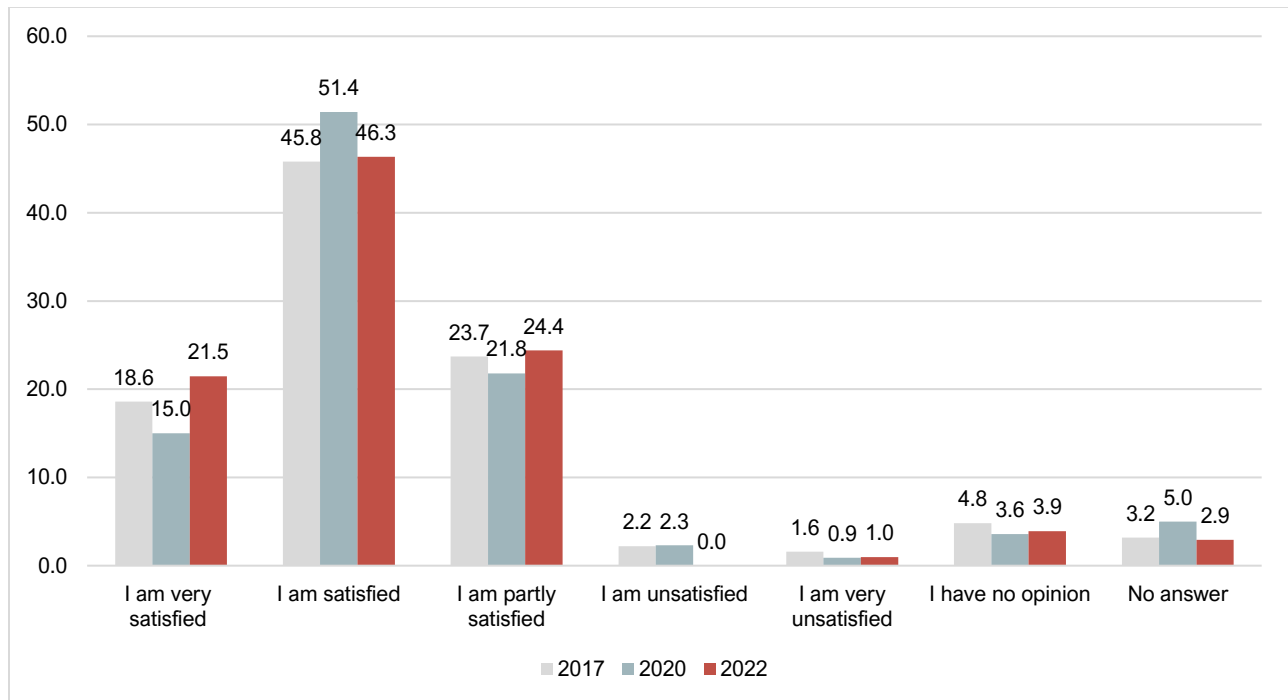
The respondents' satisfaction with the dissemination of official statistical data in Excel is rated with general rate 4.2, the same as in the previous survey.

- Women are more satisfied with dissemination of official statistics in Excel compared to men, average rate 4.3;
- Respondents of age from 20 to 29 years old are more satisfied with the dissemination of official statistical data in Excel compared to other respondents, average rate 4.6;
- Respondents that daily use the official statistical data in Excel format are more satisfied compared to others, average rate 5.0.

Chart 18 *Dissemination of official statistical data in Excel format at the Statistical Office's official website (%)* presents comparable data from this 2022 survey, with the data from the previous surveys.

Out of total number of respondents in 2022, there are 67.8% satisfied or very satisfied with the dissemination of official statistical data in Excel format, at the Statistical Office's official website, while there is 0.98% of respondents unsatisfied or very unsatisfied.

Chart 18. Dissemination of official statistical data in Excel format at the Statistical Office's official website (%)

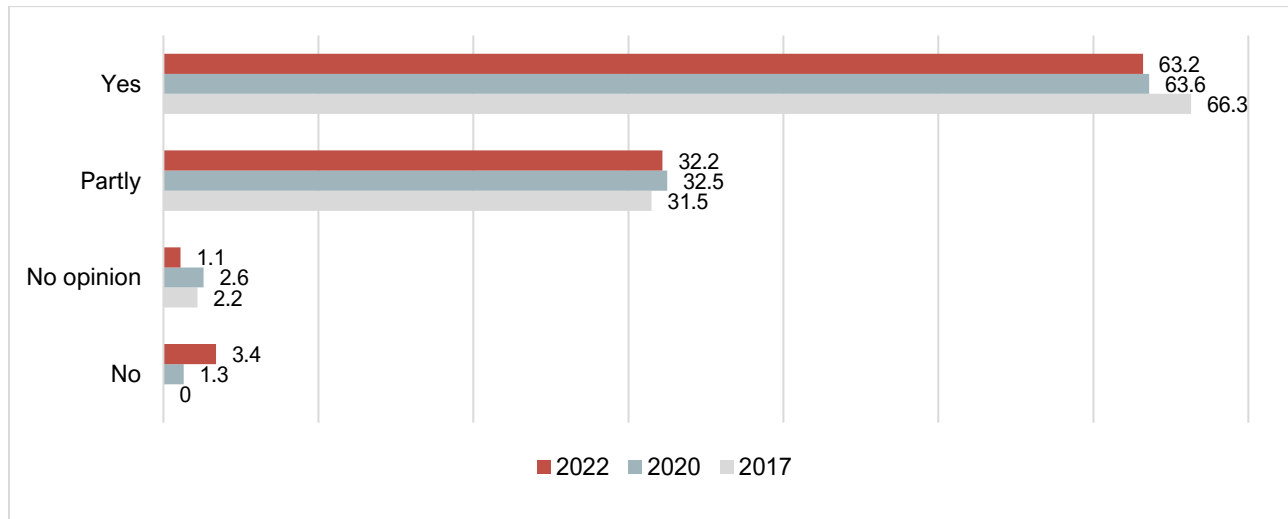


Statistical Release Calendar

Statistical Release Calendar represents a document with the release schedule of statistical data during one calendar year. Based on the Statistical Release Calendar, users are in advance informed on date of statistical releases which official statistical producers must respect when releasing statistical data, and it is made public not later than 20 December of current year for the next year.

Question on use of the Statistical Release Calendar was answered by 42.4% of respondents affirmatively, while this percentage in previous surveys was somewhat less (35.0% in 2020, and 28.5% in 2017).

Respondents that answered the question on use of the Statistical Release Calendar with 'Yes', they had a choice to answer question 'Does the *Statistical Release Calendar* comprise information you need?'. Having in mind the question asked, 63,2% of users that use the Statistical Release Calendar, mentioned that it comprises all information necessary, while 32,2% of users mentioned that it partly comprises information necessary.

Chart 19. Contents of Statistical Release Calendar (%)

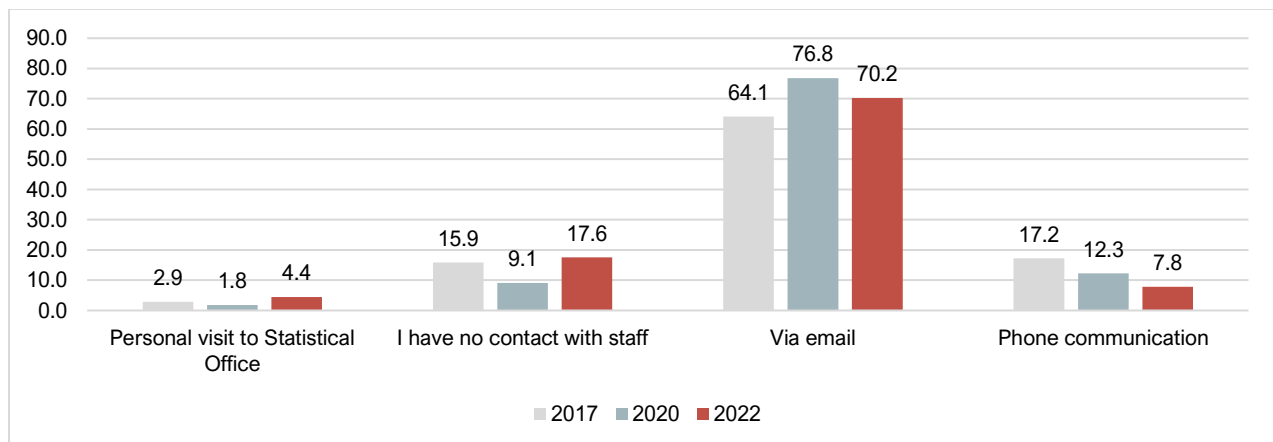
6.4. User satisfaction with the work of Statistical Office staff

Cooperation of official statistical data users with the Statistical Office's staff

Official statistical data users answered in the survey questionnaire the question '*Have you has a contact with the staff members of Statistical Office?*' and processed data show that the most often type of cooperation between users with the Statistical Office's staff via email 70.2%, while in 2020 it was 76.8%. Communication via phone in 2022 was 7.8%, while in 2020 it was 12.3%.

Users with physically presence in Statistical Office increased in comparison with the data from the previous years.

Chart 20 presents comparable data on type of cooperation with the Statistical Office's staff.

Chart 20. Cooperation between official statistical data users and Statistical Office's staff

Cooperation with Statistical Office's staff rated by users

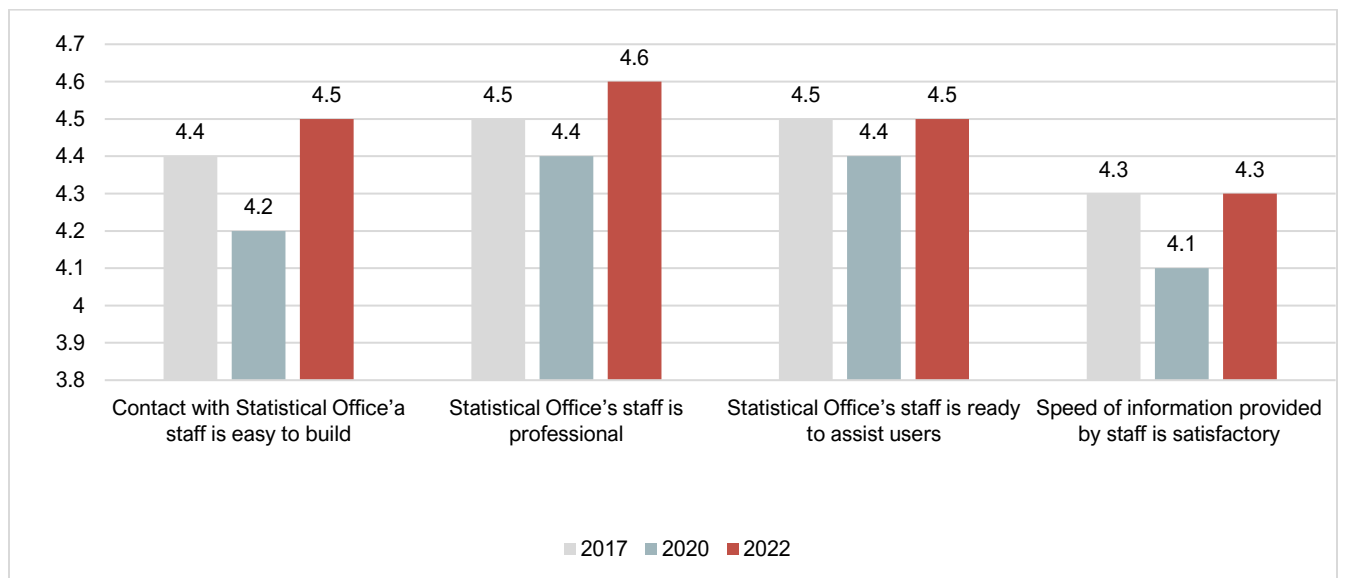
It was possible for users to rate the *cooperation with the staff members of Statistical Office* through answering the question. Rates were from 1 to 5 (1 – very unsatisfied, 5 – very satisfied).

Average rate given by users on cooperation with the staff members of Statistical Office is **4.5**, while in previous survey was 4.3.

A professional behavior of staff members in Statistical Office and their readiness to assist users were rated with average score 4.6, while fast access to information provided by staff is rated with average score 4.3.

Chartu 21. *Average rate on cooperation with Statistical Office staff given by users*, presents comparable average rates of individual categories of user satisfaction with the Statistical Office's staff members.

Chart 21. Average rate of cooperation with Statistical Office's staff given by users



Respondents not satisfied with the cooperation with staff members in Statistical Office were able to point out reasons of dissatisfaction, from speed of providing answers by staff, not receiving data the users requested or not receiving other type of data.

The results of the comments collected with the user satisfaction survey are presented by groups of:

- Respondents aged from 40 to 49 years are more satisfied with the cooperation with Statistical Office's staff compared to others, average rate 4.7;
- Respondents with attained secondary school are more satisfied with the work of staff members in Statistical Office, compared to others, average rate 4.6;
- Respondents who monthly visit the Statistical Office's official website are more satisfied compared to those that less visit the website, average rate 4.6;
- Equally satisfied with the staff in Statistical Office are women and men, average rate 4.5;
- Respondents that annually use the official statistical data are more satisfied with the cooperation compared to others, average rate 4.5.

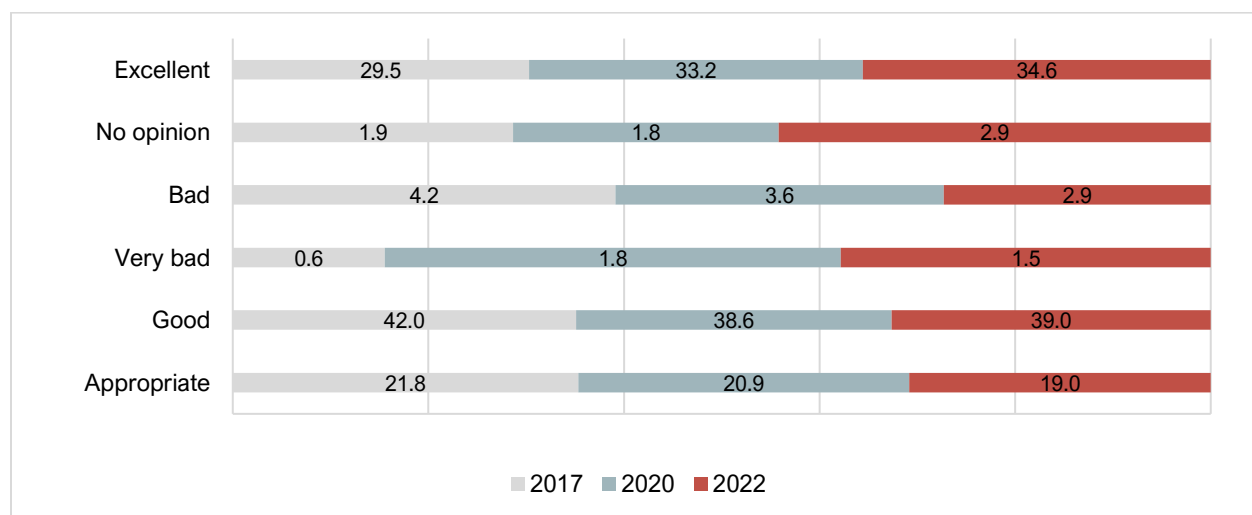
6.5. Overall quality of official statistical data and statistical services provided by Statistical Office

Out of total 205 respondents, there are 97.6% of respondents who rated the overall quality of official statistical data and statistical services provided by Statistical Office, while 2.9% of respondents had no opinion.

Average rate of overall quality of official statistical data and statistical services provided by Statistical Office is **4.0**.

Out of total number of respondents, there are 73.6% of respondents that rated the quality of official statistical data and statistical services as good and excellent, while 4.4% of respondents reported that the quality is bad or very bad.

Chart 22. Overall quality of official statistical data and statistical services provided by Statistical Office



Reasons of dissatisfaction with the overall quality of official statistical data and statistical services provided by users are:

- Not timely delivery of official statistical data;
- Definitions and methodological notes for certain statistical surveys should be more detailed.

Quality of Statistical Office's data by statistical domains

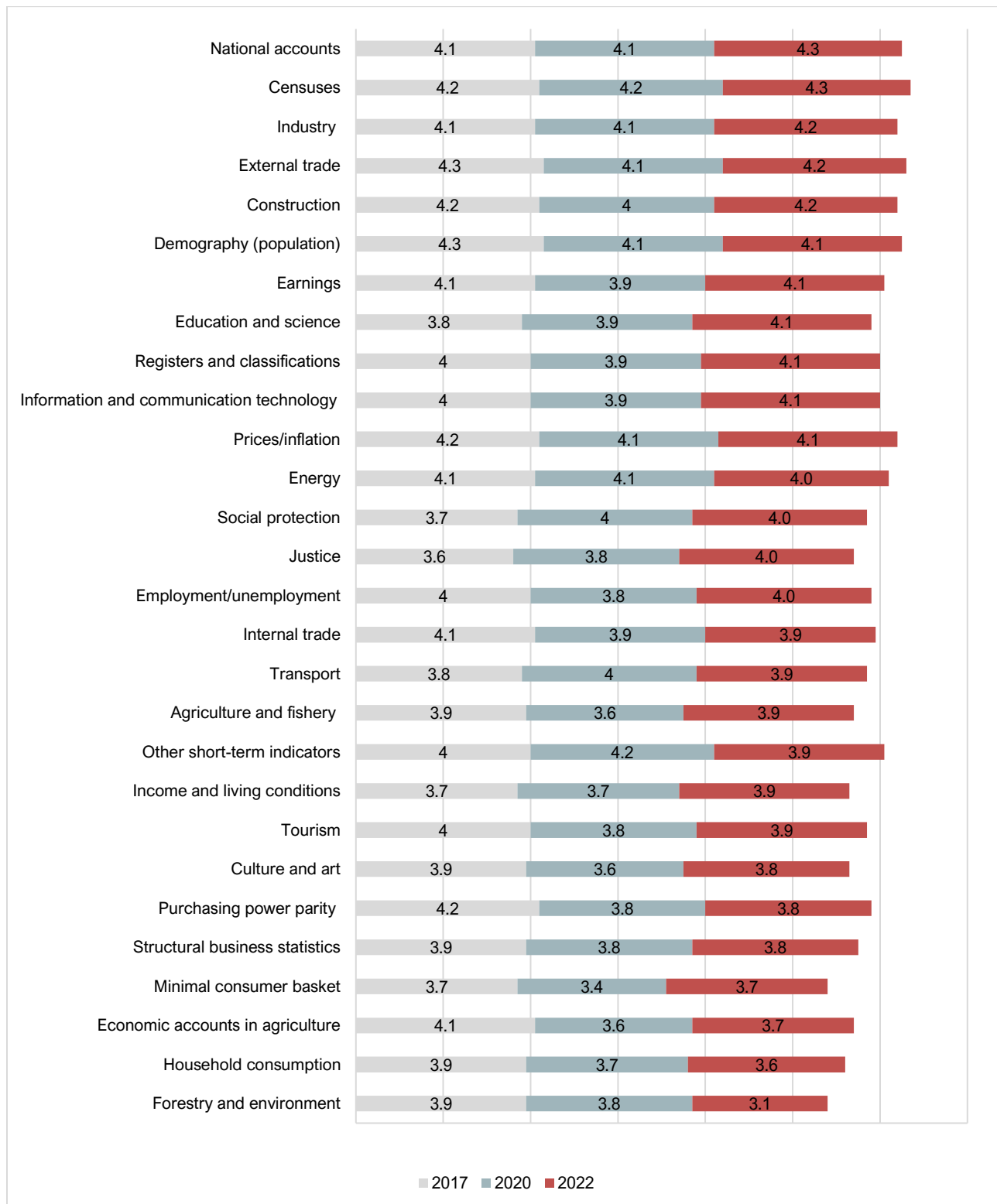
Chart 22. *Average rate of data quality by domains* presents the survey results which are comparable, and by statistical domains. It is rated using the scale from 1 to 5, where 1 is very unsatisfied, and 5 very satisfied.

Statistical domains rated by users from 4.3 to 3.1:

- Censuses and National Accounts, average rate 4.3;
- Industry; foreign trade; construction, average rate 4.2;
- Demography; earnings; education and science; registers and classifications; ICT; and prices/inflation, average rate 4.1;
- Energy; ESSPROS; crime; employment/unemployment; average rate 4.0;
- Internal trade; transport; agriculture; and fishery; other short-term indicators; income and living conditions; tourism; average rate 3.9;
- Culture and art; purchasing power parity - PPP; structural business statistics - SBS, average rate 3.8;
- Minimal consumer basket; economic accounts in agriculture, average rate 3.7;
- Household consumption, average rate 3.6;
- Forestry and environment, average rate 3.1.

When the data are compared with the previous surveys' data, average rate of official statistical data quality has the highest raise in domain of demography and macroeconomy. Statistical domains which had a decrease are: *Household consumption, economic accounts in agriculture, and minimal consumer basket.*

Chart 23. Average rate of data quality by statistical domains



CONCLUSIONS AND RECOMMENDATIONS

The user satisfaction survey in 2022 implemented by Statistical Office aims to measure the level of meeting user needs for the official statistical data compared to the available official statistics, with purpose of future improvements of data and services provided by official statistics.

General conclusions of the 2022 User Satisfaction Survey are as it follows:

- Total average rate of user satisfaction with the services of Statistical Office is 4.0;
- When compared with the previous surveys, the results are generally the same, only there is a decrease in number of respondents who communicate with the Statistical Office's staff via email, and an increase of those respondents who had not contact with the staff;
- The survey results show that 73,6% of respondents rated their satisfaction with the services of Statistical Office with 4 and over, which makes a raise in comparison with the previous survey, but almost 5.0% of respondents rated the Statistical Office's work with less than 3;
- Out of total number of respondents, there are 97,2% of respondents who use the official website of Statistical Office for the purpose of official statistical data usage. Thus, it is important to improve and modernize this dissemination channel, as well as to optimize it for more friendly use and to meet better users' needs.
- Out of total number of respondents, there are 55.1% of respondents interested for trainings of official statistical producers, what will lead to the improved understanding of statistical methodology and statistical data production process.

Based on the survey results, an action plan with precise objectives should be produced which needs to include the recommendations provided by respondents. Suggestions for producing the action plan:

- ***Improvement and redesign of website***, as well as improvement of digital communication channels. Optimized website should provide more simple use, easy to understand terminology, better presentation of data, dynamic databases with all historical data in one place with an instant search by all categories. Redesigning the website should be based on positive experiences of the EU member countries.
- ***Educative campaign on methodology used by Statistical Office***. Statistical Office currently has no separate service for communication with users, thus there is a need to establish such type of sector or engage external experts. It is necessary to increase the data literacy among the public, and to receive understanding of the public that Statistical Office is not the only statistical producer in Montenegro, as well as to strengthen effective use of official statistics by institutions and individuals in their business.

As a starting point for this campaign, contacts of respondents that participated in this survey, and asked to participate in statistical trainings to be organized by Statistical Office, can be used. One of the aims of the campaign should be a focus on presenting the conclusions, not only data when approaching to the public, with a special treatment of

certain stakeholders. This type of training should also contain detailed explanations of certain methodologies, i.e. the level to which data can be publicly accessible, with protecting the confidentiality of statistical data.

- ***Faster and more efficient answering to users' requests.*** Optimized official website will provide more friendly use, more users will be able to find necessary data via the Internet and the burden of staff will be reduced. Additionally, implementation of educative campaign, especially during 2022 and 2023, as well as preparations for the Census of Population, Households, and Dwellings will raise the awareness of citizens how to use data and how to interpret them. It will lead to less burden of staff members who will be able to answer to users' request in more timely manner, and time saving for special data requests required by users.
- ***More detailed methodological notes which are released at the official website of Statistical Office.*** To raise understanding of statistical surveys implemented by Statistical Office, it is necessary to give more detailed methodological explanations on the website of Statistical Office for the released data.