TWINNING PROJECT

**Support to Development Process in the State Statistics Service of Ukraine with the Objective to Enhance its Capacity and Production**

**Ukraine**



**MISSION REPORT**

**on**

*Component 10: Sample Survey*

**Activity 10.5: Assessment of the current situation**

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**List of Abbreviations**

ToR Terms of Reference

SSSU State Statistics Service of Ukraine

SD Statistics Denmark

SL Statistics Lithuania

# Executive summary

The activities of component 10.6 will help SSSU to develop methodology for calculating the Index of user satisfaction with the quality of statistical information .

The overall purpose of the mission was to jointly become familiar with:

* Experts of Statistics Lithuania – the current state of user satisfaction surveys at the SSSU;
* Experts of State Statistics Service of Ukraine – experience of Statistics Lithuania services in conduction user satisfaction surveys;
* Discussion on organizational and methodological approaches used to provide user satisfaction surveys by user groups and calculate user satisfaction level and index.

The activities within this mission included:

1. Presentation of SSSU staff on current methodology how to implement user satisfaction surveys.
2. Discussions of the current and planned policies and practices for providing user satisfaction surveys.
3. Preparing the calculation program.
4. Pilot calculations using results of the recent user satisfaction surveys.

The overall conclusion is that very good working relations have been established and an agreement on the main concepts regarding the organizational and methodological approaches for planning and implementation of user satisfaction surveys and calculating of satisfaction level and index has been reached.

# 1. General comments

This mission report was prepared within the Twinning Project „Support to Development Process in the State Statistics Service of Ukraine with the Objective to enhance its Capacity and Production”. It was the first mission devoted to Calculation of User satisfaction level within the Component 10 10 Sample survey Activity 10.6 Methodology for calculating the Index of user satisfaction with the quality of statistical information of the project. The mission was aimed at defining a working plan which will form the base for the further implementation of the project in this area.

The concrete objectives of the mission were:

* to discuss the methods used to conduct user satisfaction surveys applied by the SSSU;
* to discuss the system of user satisfaction surveys applied in Statistics Lithuania;
* to discuss the current methodology on user satisfaction surveys applied at the SSSU;
* to create a new calculation program for a pilot calculation of user satisfaction level and index;
* to prepare a draft working plan for a pilot calculation of user satisfaction level.

# 2. Assessment and results

The assessment was carried out in accordance with the following topics:

* 1. Methods used in the SSSU to conduct user satisfaction surveys
  2. Current methodology on conducting the user satisfaction surveys applied at the SSSU

The participants from the SSSU Dissemination department and experts from SL introduced each other and went through the program for ensuring common understanding of the ToR, especially of the expected results.

## 2.1. Methods used in SSSU to conduct user satisfaction surveys

There are approximately 12 annual user satisfaction surveys conducted at the SSSU, they are conducted in order to find out user's opinion on every certain statistical survey (one of 118) and repeated after every 5 years. The survey manager is also responsible for the conducting of user satisfaction survey and analysis of the results as well as for the feedback from the users. This process is decentralized.

* 1. **Current methodology on user satisfaction surveys applied at the SSSU**

There are 3 parts of the questionnaire:   
1. The official letter to the users

1. questionnaire:
2. general part,
3. quality part,
4. socio-demographic questions,
5. explanatory part (definitions and explanations, how to fill in the questionnaire).

Users are asked to fill in the questionnaire and send it back to the survey manager. There are 6 user groups indicated: Public institutions, NGO’s, researchers and students, media, business and Financial institutions (plus Others). Usually only the existing users are asked to fill the questionnaire. Response level is not high.

# Conclusions and recommendations

During the mission, some important organizational and methodological issues were discussed concerning conducting the user satisfaction surveys. Recommendations mentioned below will be seen as supplementary initiatives to facilitate the process which have already been initiated.

A draft plan for the pilot calculating of user satisfaction level and index was developed. In the end of 2014 or in the beginning of 2015 it will be possible to calculate user satisfaction level using results from all surveys conducted in 2014, then to take lessons from it and make some improvements.

However some recommendations could be mentioned separately:

1. It would be useful to centralize the process of the analysis of the results. It is very important to have a general overview on the user’s opinion as well as to have an objective (nonpartisan) approach.
2. In current situation it is very important to have detailed results by layer of user group. Then it will be possible to calculate the level of satisfaction for certain user group and to calculate the general level of user satisfaction on that basis.
3. Questions from the second part of the questionnaire have to be taken in to consideration (quality related).
4. The response rate to these user satisfaction questionnaires is quite low. Special attention has to be paid to the design and user friendliness of the questionnaire. The questionnaire has to be easy to access and to fill in. It could be recommended to use internet based open source products for the surveys or place them on the internet page of SSSU.
5. It is recommended to conduct at least one general population opinion survey in the future in order to have an opinion of not only existing, but also of the potential users.
6. It is recommended to translate Description on procedures of user’s satisfaction index calculation prepared and followed by SL, as well as the order of DG of SL on the conducting of user satisfaction surveys and the rules of the dissemination of statistical information to ensure better understanding of these procedures by SSSU.

The next mission will take place in March 2015.

# Annex 1. Terms of Reference

for a short-term mission to the State Statistics Service of Ukraine

Aiming at measuring the degree of user satisfaction with the statistical information and the perceived level of information credibly, basing on the results of the questionnaire survey

*Component 10 Sample survey*

*Activity 10.6 Methodology for calculating the Index of user satisfaction with the quality of statistical information*

# General information

Statistics Denmark in partnership with INSEE France, Statistics Lithuania, Statistics Finland, Statistics Sweden, Central Statistical Bureau of Latvia, Central Statistical Office of Poland, Italian National Institute of Statistics (ISTAT) and Statistical Office of Spain (INE) is leading the EU-Twinning project on “Support to Development Process in the State Statistics Service of Ukraine with the Objective to Enhance its Capacity and Production” in Ukraine. The beneficiary is the State Statistics Service of Ukraine.

This activity is implemented under the Component 10: Sample survey. The purpose of this activity is to get Recommendations on Methodology applied for measuring the degree of user satisfaction with the statistical information and its quality upon the results of the questionnaire surveys. The aforesaid Methodological documents will be elaborated by the SSSU following the Development Strategy of State Statistics for the period 2014- 2017, approved by the Cabinet of Ministers as of the 20.03.2013 #145-р in the framework of the process of introduction of the dialog with users to encourage their feedback in order to ensure the satisfaction of user need for statistical information.

This activity will help to achieve the aforesaid objectives and targets set out in the contract, including: drafting the methodology for calculating the Index of user satisfaction with quality of statistical information upon the results of questionnaire surveys conducted within the framework of state statistical observations and elaboration of relevant statistical products (hereinafter – user satisfaction Index); analysis of the results, monitoring and assessment of the results taking into account the above mentioned parameters in order to ensure further improvement.

Additionally: the activity will be aiming at improvement of the toolkit for conducting user satisfaction questionnaire surveys which will be the basis for calculation of the user satisfaction index.

# Purpose of the mission

1. Sharing general information:

**The EU experts** will get familiar with relevant documents and the results of user satisfaction questionnaire surveys, conducted by the SSSU aiming at improvement of the quality of statistical data in order to meet the information needs of statistics users, in particular:

* Development Strategy of State Statistics for the period 2014- 2017, approved by the Cabinet of Ministers of Ukraine of 20.03.2013 № 145- p;
* Procedure for conducting questionnaire surveys of statistical information users, summarizing the results and their further publication (approved by the SSSU as of 28.12.2009 № 497, amended);
* Explanatory information for independent structural units on training, summarizing and publication of the results of user satisfaction questionnaire survey on the official SSSU website (approved by the First Deputy Chairman of the State Statistics Service of Ukraine 06.12.2013);
* Explanatory information on the preparation of the extract from the Comprehensive Plan of regional statistics units activity until 2014" (approved by the State Statistics Service of Ukraine № 96 of 14.04.2014);
* Typical announcement notice about conduction of questionnaire survey concerning the degree of satisfaction of the information needs of users;
* Typical questionnaire for statistical information user survey;
* Typical informational notice on the results of the questionnaire survey;
* Typical notification designed for users, outlining the results of the questionnaire survey on the users’ information needs.

**The SSSU experts**

* will get familiar with the experience of the EU statistical offices in conducting questionnaire surveys of users of statistical information and summarizing the results of such surveys, including measurement of the degree of user satisfaction with the quality of statistical information and its credibility, in particular the methodology for calculating the satisfaction index.

The SSSU experts

1. will be provided with recommendations concerning the structure and content of the draft methodological document - the method for calculating the satisfaction Index.
2. will develop skills for applying the methodology for calculating the satisfaction Index through a specific example.

# Expected Results

Expert conclusions concerning the steps taken by the SSSU aiming at conducting questionnaire surveys of statistical information users in order to improve the quality of statistical information and to ensure that the information needs of users are satisfied.

Presentation of the EU experience in conducting statistical information user questionnaire surveys and summarizing their results, including assessment of the degree of user satisfaction with the quality of statistical information and its credibility.

Expert recommendations on the structure and content of the draft methodology for calculation of satisfaction Index. Acquiring the skills for application of the methodology for calculating the satisfaction Index through a specific example.

# Annex 2. Persons met

* O. Vyshnevska, Director, Department for dissemination of statistical information, SSSU
* I.Fedorova, Deputy Director, Department for dissemination of statistical information, SSSU
* S.Obednikova, Deputy Director, Department for dissemination of statistical information, Head of Unit for Dissemination of statistical information and communication with Media, public and users, SSSU
* V.Tishchenko, Head of Unit of data publication, Department for dissemination of statistical information, SSSU.

RTA Team:

* Irina Bernstein , RTA

**Annex 3.** **Working plan on calculating the user satisfaction level and implementation of methodology on conducting user satisfaction surveys and calculation of user satisfaction level and index**

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| № | Main task | Woks to be done | Term | Responsibility | Possible risks |
| 1. | **To collect data of user satisfaction surveys of 2014** | All the answers from all the questionnaires has to be collected by every user group. | **January 2015** | Department for dissemination of statistical information, SSSU |  |
| 2. | **To make a pilot calculation of user satisfaction level by user group** | * To calculate the satisfaction level of each user group. | **February 2015** | Department for dissemination of statistical information, SSSU |  |
| 3. | **To make a pilot calculation of general user satisfaction level** | – To calculate the general level as an average of user group's satisfaction level.   * To set weights of each user group, or to keep them equal. | **February 2015** | Department for dissemination of statistical information, SSSU |  |
| 4. | **Discussion of the firs results of the user satisfaction level** | * To compare the results of every user group * To analyze influence of the weights set on the general result * To analyze other possibilities, projections and possible improvements. | **March 2015** | Department for dissemination of statistical information, SSSU and EU experts. |  |
| 5. | **Preparatory work for the methodology of calculating of the user satisfaction level and index** |  | **September 2015** | Department for dissemination of statistical information, SSSU |  |