



USER SATISFACTION SURVEY REPORT

DECEMBER 2020



National Statistics Bureau
Royal Government of Bhutan
www.nsb.gov.bt

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1. INTRODUCTION

The National Statistics Bureau (NSB) is the central authority to collect, compile and release of any official statistics for supporting evidence-based planning, decision making and policy formulation. Apart from the government agencies, the official statistics produced by NSB is being used by corporations, private sectors, civil society and non-governmental organizations, researchers, academia and international organizations for their own purposes.

The official statistics are being produced at a regular interval by collecting both primary and secondary data. The micro data which are collected through surveys and census are made accessible to users for further analysis. With increase in demand for such statistics and its importance, it was felt there is a need to gauge the usefulness or relevancy of the statistics being produced by NSB. As practiced elsewhere by the National Statistical Office, the NSB conducts User Satisfaction Survey for the first time to measure to what extent the users are satisfied with the statistics produced.

The main objective of the User Satisfaction Survey is to gather perception of NSB's users with regards to the relevancy, timeliness, accessibility and reliability of the statistics produced by NSB and then to gauge the overall satisfaction level of the users. The survey also aims to seek suggestions from the users for improvement of official statistics produced by NSB in the future.

2. METHODOLOGY

2.1 Target population and sample size

As stated above, the User Satisfaction Survey 2020 is conducted primarily to gather information on the use of statistics produced by NSB and to measure the satisfaction level of the users. In order to achieve the objective of the survey, the target population was selected based on their work nature, which probably use statistics for planning or any other reasons. Thus the target population are Planning Officers, Research Officers and Statistical Officers working in the ministries and autonomous agencies, Executive and Programme Officers from non-governmental organisations, Reporters and Editors from media house, Programme/Planning, Research and Strategy Officers from the corporations and private institutions, Country Representative, Head of Divisions and Monitoring and Evaluation Officers from the international organizations. Furthermore, the sector heads working in the dzongkhag and Gewog Administrative Officers from the gewog were also included in the target population. The list of target population and their contact details were compiled through the Human Resource Officers/relevant officials of the respective organisations and the details of target population in the dzongkhag and gewog were compiled and verified by the Dzongkhag Statistical Officers. In order to get maximum responses, all the individuals compiled as per the above criteria are included in the survey. The total sample for the survey is 960 individuals.

2.2 Reference period

The past 12 months prior to the date of enumeration was defined as the reference period for use of statistics produced by NSB.

2.3 Survey questionnaire

A structure questionnaire was developed as per the objective of the survey and it consists of seven sections; Identification of users, User's profile, Use of statistics, Satisfaction of statistics users, Reasons for non-use of statistics produced by NSB, Use of microdata and Comments/suggestion for improvement of statistics.

2.4 Data collection

The survey solution software, which was developed by the World Bank was used to design survey questionnaires. The data collection was carried out in the month of July in two phases. In the first phase, the data collection was online using web-interface (Computer Assisted Web Interview). A link to the survey was generated for each respondent and then emailed with a request letter to participate in the survey. However, the response through the web-interface was very less and thus a reminder was sent through email requesting to participate in the survey. We received around 239 responses through this method. In the second phase, the data collection was carried out through telephonic interview (Computer Assisted Telephonic Interview) for the remaining respondents by seven officials from NSB.

2.5 Data processing and reporting

The data collected through CAWI and CATI were exported to STATA format for data cleaning, analysis and report writing. The data cleaning was done by validating the structure of the data and completeness of interviews. After cleaning and validation of the data, the results were generated as per the tabulation plan and report outline. .

3. FINDINGS OF THE SURVEY

3.1 Profile of respondents and statistics users

The user satisfaction survey enumerated 960 individuals from various organizations and the Table 1 shows the distribution of respondents by the education grade completed and sex. As shown in the table little more than the half (52.1%) of the respondents have Bachelor's degree followed by Master's degree and above (26.0%). The respondents comprised of 69.7% male and 30.3%female.

Table 1: Distribution of respondents by sex and education

Education grade completed	Male		Female		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Grade 12 and below	33	4.9	8	2.8	41	4.3
Certificate	7	1.1	1	0.3	8	0.8
Diploma	47	7.0	5	1.7	52	5.4
Bachelor's degree	330	49.3	170	58.4	500	52.1
Post graduate diploma	78	11.7	31	10.7	109	11.4
Master's degree & above	174	26.0	76	26.1	250	26.0
Total	669	100.0	291	100.0	960	100.0

As shown in the Table 2, about 62% (591) of the respondents have used statistics produced by National Statistics Bureau in the past 12 months prior to the survey. Among the users, half (49.8%) of them has Bachelor's degree followed by Master's degree and above (31.6%). From Table 1 and Table 2, it shows that 64.4% of the male respondents have used statistics compared to the 55.0% of the female.

Table 2: Distribution of users by sex and education

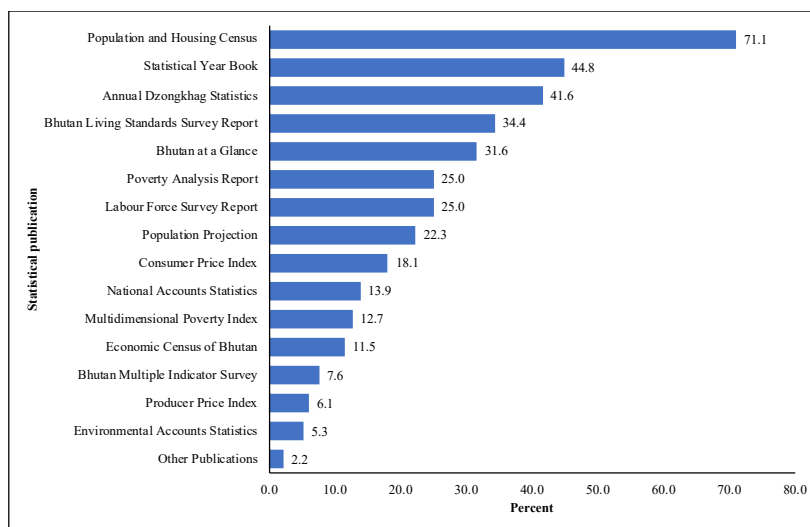
Education grade completed	Male		Female		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Grade 12 and below	10	2.3	0	0.0	10	1.7
Certificate	3	0.7	1	0.6	4	0.7
Diploma	26	6.0	1	0.6	27	4.6
Bachelor's degree	204	47.3	90	56.3	294	49.8
Post graduate diploma	50	11.6	19	11.9	69	11.7
Master's degree & above	138	32.0	49	30.6	187	31.6
Total	431	100.0	160	100.0	591	100.0

3.2 Use of statistics

The statistics users were asked on the NSB's statistical publication usage in the last 12 months prior to the survey, the purpose and frequency of usage and the format of publication mostly used. The Figure 1 shows the distribution of various statistical publications used and it is found out that the most widely used publication is Population and Housing Census report with 71.1%, followed by Statistical Year Book (44.8%), Annual Dzongkhag Statistics (41.6%) and

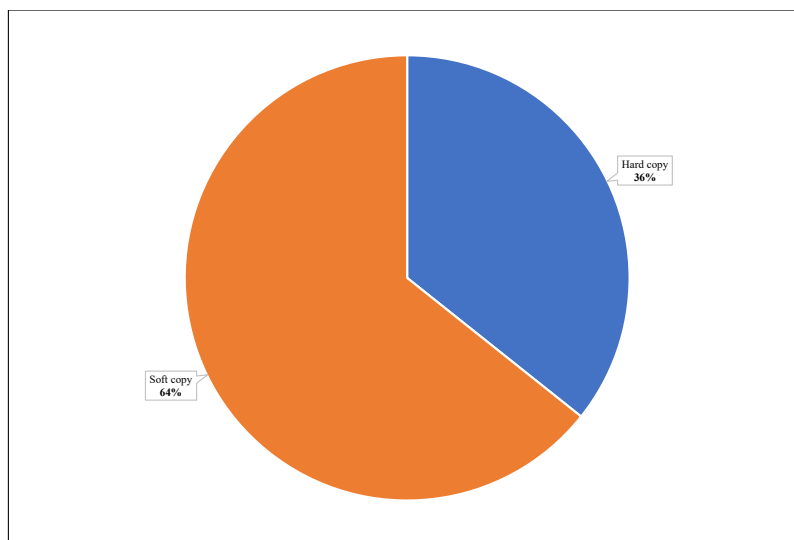
Bhutan Living Standards Survey Report (34.4%). The least publication used by the users is Environmental Accounts Statistics (5.3%).

Figure 1: Distribution of the statistical publication used



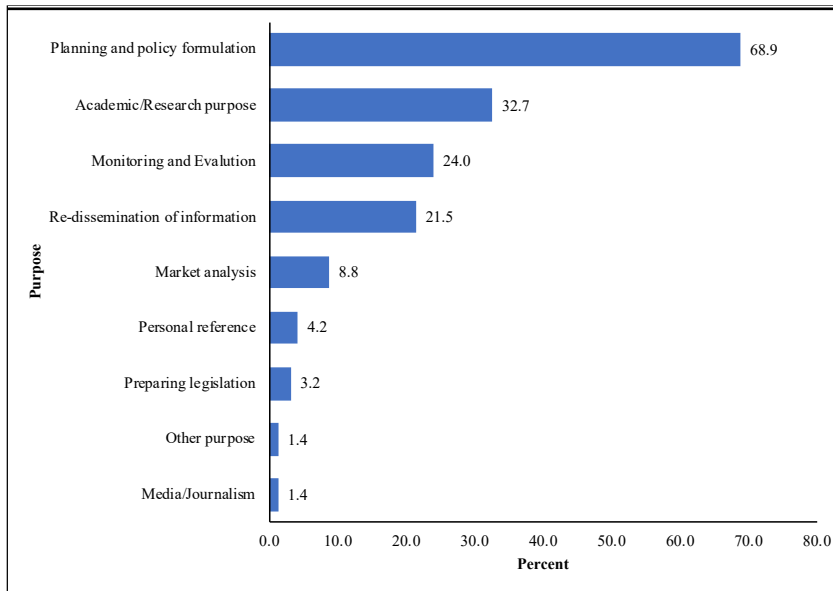
The users were asked on the type of statistical publication that they use most of the time and it is shown in the Figure 2. About 64% of the users said that they use soft copy most of the times and 34% uses hard copy.

Figure 2: Type of statistical publication used



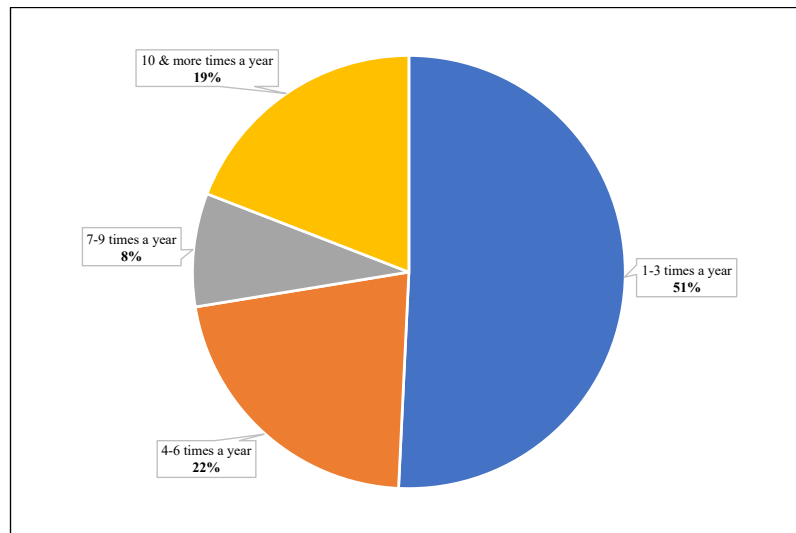
The Figure 3 shows the purpose of using statistics. As shown in the figure, about two third (68.9%) of the users stated that they used statistics for Planning and Policy Formulation and about one third (32.7%) used it for Academic/Research purpose. It was observed from the figure that a little less than one third (24.0%) used statistics for Monitoring and Evaluation purposes.

Figure 3: Purpose of using statistics



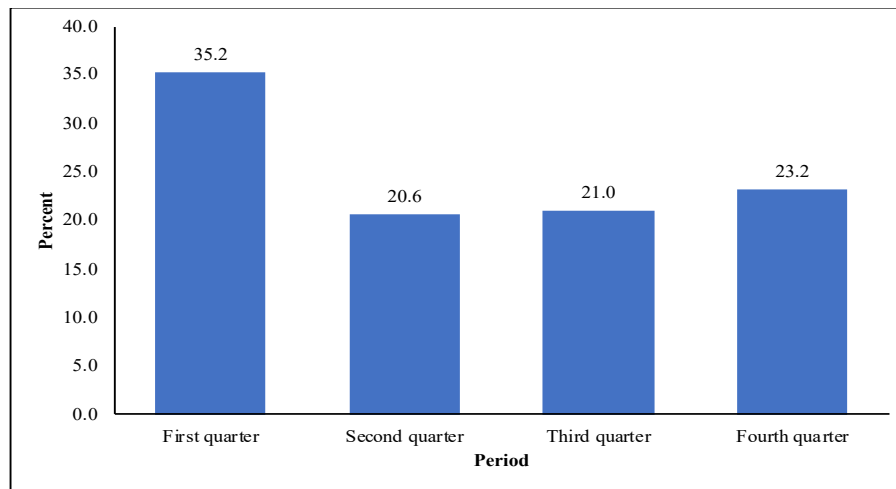
It is important to know the frequency of usage of statistics. The Figure 4 shows how frequently the statistics are being used. As shown in the figure, about half (51%) of the users uses statistics only 1-3 times a year and 22% uses 4-6 times a year. About 19% uses statistics for 10 and more times a year. This indicates that the statistics are not used more frequently.

Figure 4: Frequency of using statistics



The users were asked in which quarter of the year they mostly use statistics and it is shown in the Figure 5. Most of the users stated that they use statistics in the first quarter (35.2%) of the year. Almost equal percentage of users uses statistics in the three remaining quarters.

Figure 5: Period for using statistics



3.3 Satisfaction level of statistics users

The users were asked their satisfaction level on relevancy, timeliness, accessibility and reliability of statistics produced by NSB, navigability of website and responsiveness of the officials. The satisfaction level is measured on 5-points likert scale and it is shown in Table 2. As shown in the table, 67.2% were satisfied for relevancy, 68.4% for timeliness, 58.5% for accessibility and 62.3% for reliability of the statistics produced. About 70% of those who have visited NSB website in the last 12 months prior to the survey were satisfied with the navigability of the website and 52.2% among those who had sought support on the usage of statistics were satisfied with the responsiveness of the officials at the NSB. Only 23.4% of the users sought support from NSB. Among the six indicators, the highest dissatisfaction level was rated for timeliness of statistics and responsiveness of officials at about 4%.

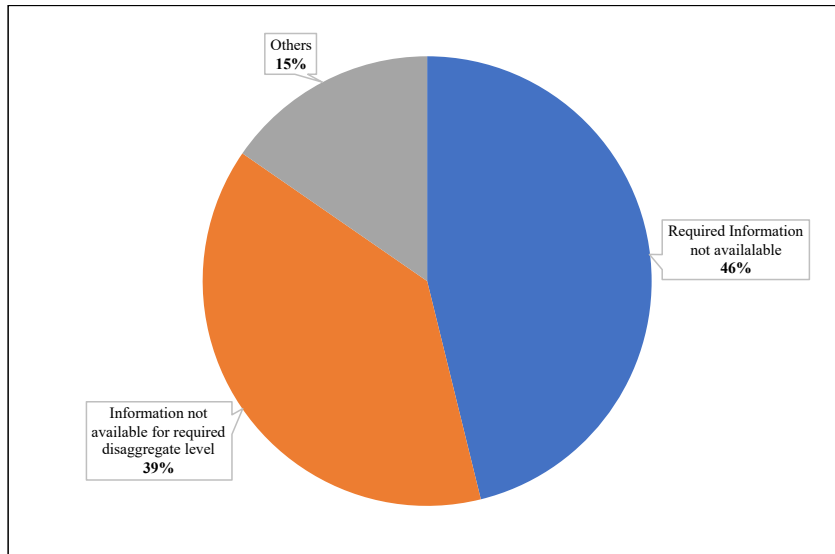
Table 3: User satisfaction level with relevancy, timeliness, accessibility and reliability of statistics, navigability of website and responsiveness of officials

Statement	Satisfaction level				
	Strongly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Strongly dissatisfied
Relevancy	24.7	67.2	5.9	2.2	0.0
Timeliness	13.7	68.4	14.4	3.6	0.0
Accessibility	30.1	58.5	8.6	2.7	0.0
Reliability	25.4	62.3	10.8	1.4	0.2
Navigability of website	22.0	69.6	7.2	1.2	0.0
Responsiveness of officials	38.4	52.2	5.8	3.6	0.0

The reasons for not meeting the requirement of users were asked for those who rated dissatisfied or strongly dissatisfied with the relevancy of the statistics produced and it is shown in the Figure 6. Table 3 shows that 2.2% of users were dissatisfied with the relevancy of statistics produced and of that, 46% said that the required information are not available and

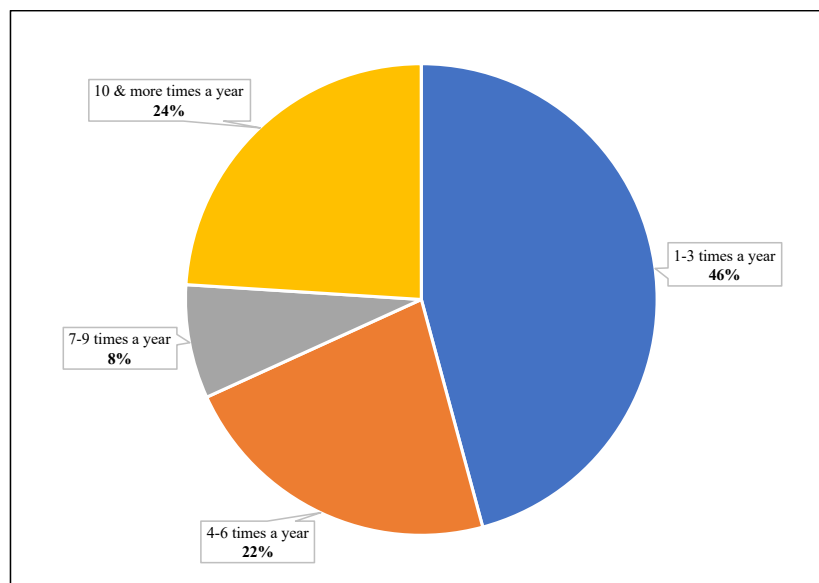
39% said that information are not available for required disaggregate level (Figure 6). Some of the required information are on judiciary, financial coverage, out of school children and child protection. It is also mentioned that they require MPI, unemployment rate, poverty rate and mean annual income at the gewog level.

Figure 6: Reasons for not meeting the requirement of users



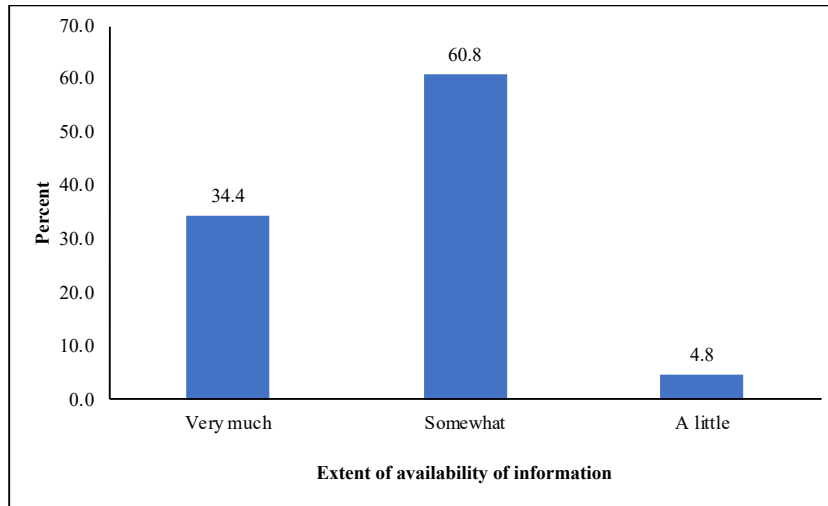
Among the users, 84.6% have visited website of NSB in the last 12 months prior to the survey and the frequencies for visiting website is shown in the Figure 7. As shown in the figure, nearly half (46%) have visited website only 1-3 times a year and 24% have visited 10 & more times a year.

Figure 7: Frequency of visiting website



The question on the availability of required information on the website is asked to all those who have visited website and it is shown in the Figure 8. As shown in the figure, 60.8% said that they could get some information from the website and 34.4% said very much.

Figure 8: Extent of availability of information on website



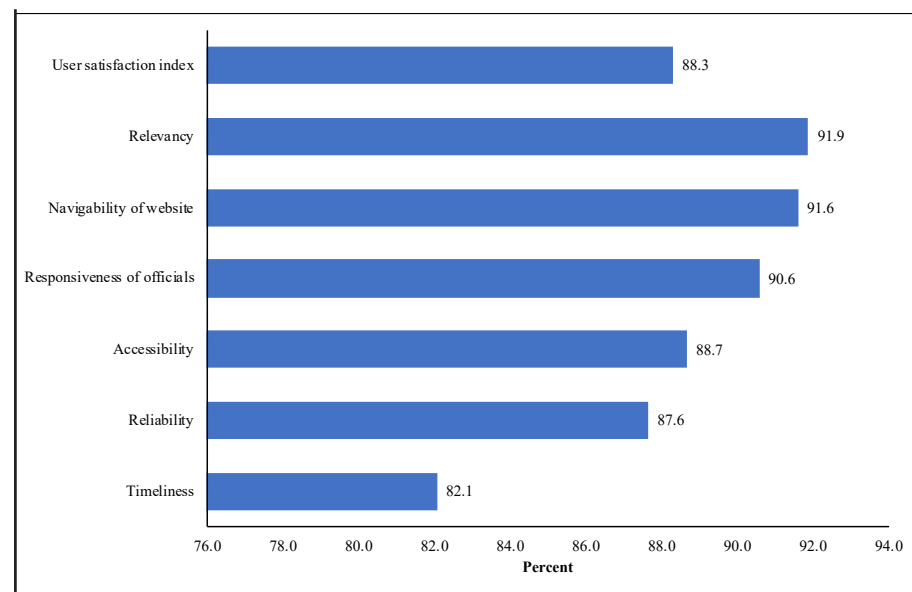
The overall user satisfaction index (USI) is constructed based on six indicators. The six indicators are relevancy, timeliness, accessibility and reliability of statistics produced and navigability of website and responsiveness of NSB officials. The satisfaction level for all these six indicators are measured on 5-points likert scale. A user is considered as satisfied if he/she agrees or strongly agrees with the statement, while the user is consider as dissatisfied if he/she neither agree nor disagree, disagree or strongly disagree with the statement as shown in the Table 4.

Table 4: Weighting factor for user satisfaction index

Statements	Recording	Weight
The statistics produced by National Statistics Bureau meets your requirement	1 if response is 1 or 2 0 if response is 3,4 or 5	20%
The statistics produced by National Statistics Bureau are released on a timely manner		20%
The statistics produced by National Statistics Bureau are easily accessible to the users		20%
The statistics produced by National Statistics Bureau is reliable		20%
The website of NSB is easy to navigate		10%
The NSB is responsive to your request		10%

Figure 9 shows the overall user satisfaction index (USI), where USI is 88.3%. It indicates that on an average the data users of NSB are satisfied. Among the six indicators, relevancy of statistics has the highest satisfaction index (91.9%) and timeliness of statistics has the lowest (82.1%).

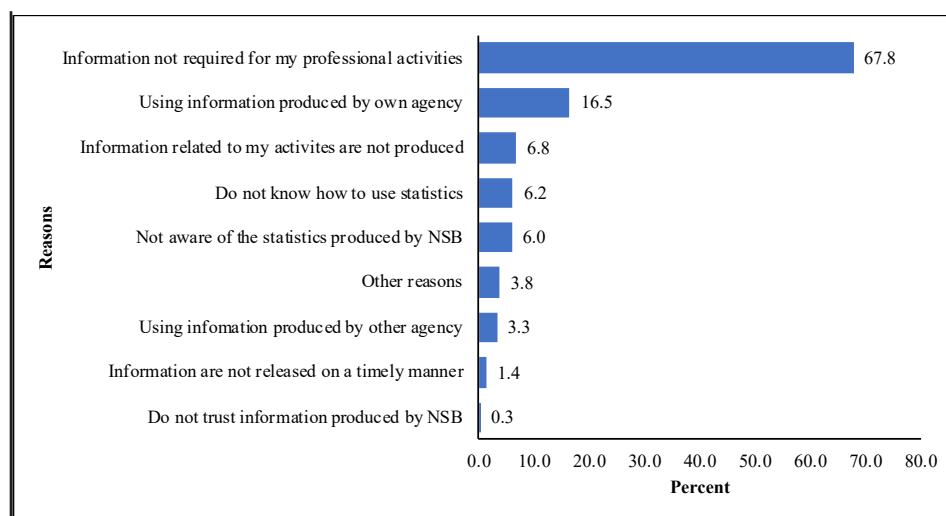
Figure 9: User satisfaction index



3.4 Reasons for not using statistics produced by NSB

From the total of 960 respondents, 38.4% of the respondents did not use statistics produced by NSB in the last 12 months prior to the survey. The survey asked the reasons for not using statistics produced by NSB and it is shown in the Figure 10. As shown in the figure, 67.8% said that ‘Information not required for my professional activities’ as the reason for not using statistics produced by NSB followed by ‘Using information produced by own agency’ at 16.5% and ‘Information related to my activities are not produced’ at 6.8%.

Figure 10: Reasons for not using statistics produced by NSB



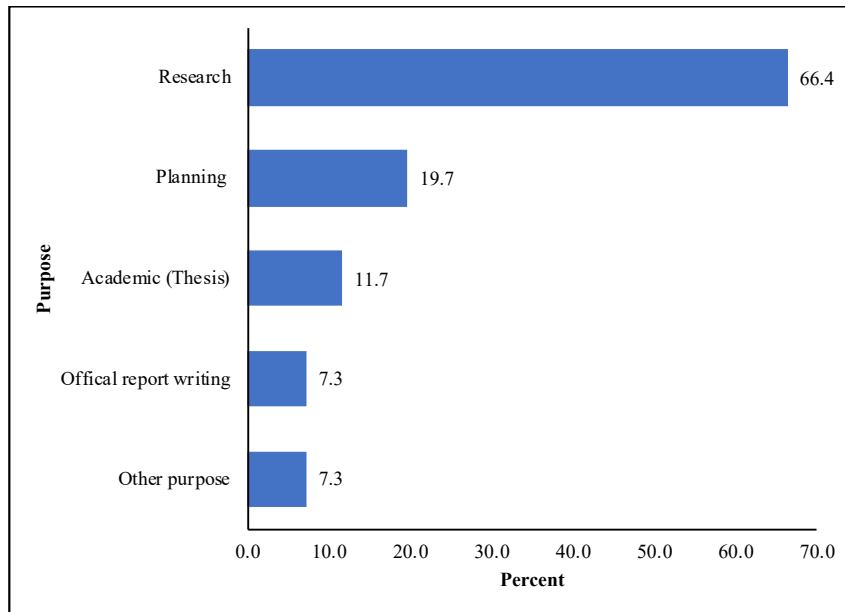
A follow up question was asked to those who said that ‘Information related to my activities are not produced’ to find out their requirement. Some of the information they require are acreage

of land holdings, budget outlay, flower and plant inventory at the regional level, water source profile and crime statistics at the regional level.

3.5 Use of micro data

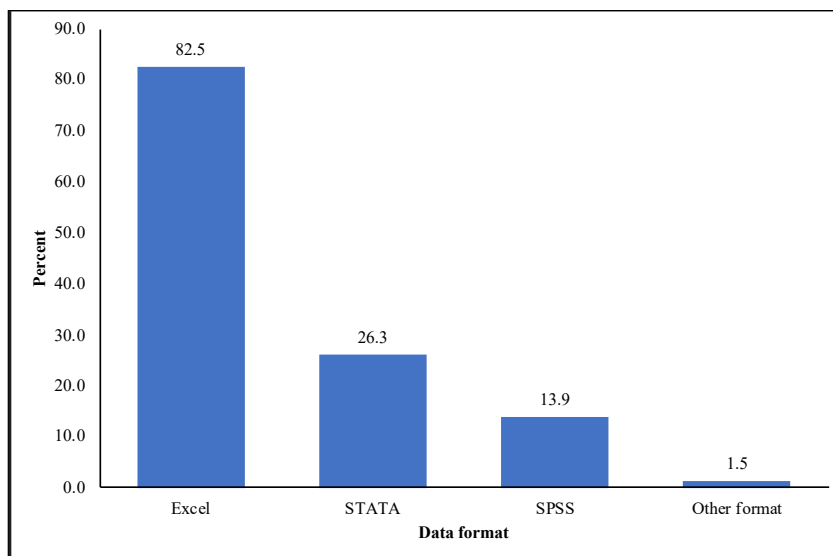
All the respondents were asked on the use of micro data in the past 12 months prior to the survey and it was found out that only 14.3% have used it. Figure 11 shows the purpose of using micro data , 66.4% used it for research purpose followed by planning (19.7%) and academic purpose (11.7%).

Figure 11: Purpose of using micro data



The micro data users were also asked their preference format of micro data and it is shown in the Figure 12. The survey reveals that about 83% of the users prefer the micro data to be in Microsoft excel, 26.3% prefers in STATA and 13.9% prefers it in SPSS.

Figure 12: Preference format of micro data



3.6 General comments for improvement of statistics

The survey also sought comments and suggestions from all the respondents for improvement of statistics produced by NSB in the future. However, majority (65.6%) of the respondents did not provide any suggestions or comments. Some of the suggestions are to improve reliability and frequency of data, produce disaggregated data at lower level, create awareness on importance and use of data and improvement of website.

4. Recommendation

Based on the findings of the survey, we would like to provide the following recommendations;

- i. Based on the feedback, some indicators are not being produced at sub national level, NSB should strive to produce indicators at the sub national level wherever possible. If the indicators cannot be generated at sub national level due to methodological and financial constraints, these needs to be explained to the users.
- ii. NSB needs to conduct more stakeholder consultations to understand the data requirement of the users since some of them said that the official statistics that they required are not produced. Further, NSB should explore the use of Big Data to complement the conventional data sources to meet the data requirement of users.
- iii. NSB should strive to produce the publications without substantial time lag to meet the requirement of data users.
- iv. NSB should create data literacy and statistical awareness since it was found out that about 40% of the respondents had not used statistics produced by NSB during the reference period.
- v. NSB to initiate standardization of concepts, definitions and methods since some of the users mentioned the inconsistency and mismatch of official statistics. NSB should also advocate and implement Bhutan Statistics Quality Assurance Framework and Standards in order to produce consistent data in the Bhutan Statistical System.
- vi. NSB should prepare micro data in Microsoft Excel since most of the users prefer it. However, awareness need to be created on using sampling weights for survey data.
- vii. NSB should develop data dissemination platform by creating a single data portal system since the respondents uses data produced by other agencies also.
- viii. NSB should conduct training on basic statistics and data interpretation since some of the respondents said that they do not know how to use statistics.

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**National Statistics Bureau
Royal Government of Bhutan
Post Box No. 338
Thimphu : Bhutan**

Telephone No. +975 02 333296 / 335848

Fax. +975 02 323069